



Institute of  
Management Technology  
Centre for Distance Learning, Ghaziabad



A-16, Site-3. UPSIDC Industrial Area, Meerut Road, Ghaziabad -201003

# Post Graduate Diploma in Management

(PGDM) – Two Year

Approved by AICTE

## ABOUT IMT CDL

### Premium Open and Distance Learning (ODL) Institute of India

Today education is not a static regimented process confined to the formative years of childhood or adolescence, but it is a dynamic and a continuous on-going process that extends throughout professional careers. In this ever-changing world, the Distance Education offers multi-pronged benefits of flexibility, professional upskilling and career advancement to the students.

IMT Centre for Distance Learning has been contributing to this educational revolution for over three decades. It has been creating all round leaders in management with entrepreneurial abilities by helping students acquire the necessary skills. With an endeavour to reach out to the graduates and working professionals across the globe, IMT CDL offers premium distance education programmes that have been benchmarked against the very best in this space. Consonant with our mission of encouraging sustained professional enrichment in an academic environment, these programmes provide professional education in a flexible package. Adding synergy to these programmes are specially prepared Self Learning Material (SLM), interactive contact sessions by expert faculty and carefully crafted recorded video lectures.

IMT CDL alumni have not only made significant contributions to the corporate world but have also emerged as change-makers in society. Their commitment to driving positive change and making a difference in people's lives has earned them widespread recognition and admiration.

IMT CDL is located in a lush green 6-acre campus at Ghaziabad and is at just an hour's drive from Delhi. The Institute boasts of world-class infrastructure consisting of a fully networked Wi-Fi campus and well-equipped classrooms, along with well furnished technological ecosystem that enable 24 X 7 learning.

### Vision

Imparting continuum of management education through distance mode to learners across the globe.

### Mission

- ▶ Be an academic community leveraging technology as a bridge to innovation and life-long learning.
- ▶ To continuously evolve management competencies for enhanced employability and entrepreneurship.
- ▶ To serve society through excellence and leadership in management education, research and consultancy.



## IMT CDL ADVANTAGES

- ▶ Over Three Decades of Expertise in Management Education
- ▶ Institute of repute through distance learning in management programmes
- ▶ State-of-the-Art Infrastructure
- ▶ Highly Experienced Faculty
- ▶ Curriculum Benchmarked with Global Management Institutions
- ▶ Industry Oriented Curriculum
- ▶ Academic Flexibility to Optimize Student Learning
- ▶ SLM – Self-Explanatory, Exhaustive Learning Material created by academia & experts of eminence
- ▶ Online / Offline Learning Sessions (OLS)/Classes
- ▶ Live Interactive Sessions with experts
- ▶ 24x7 Learning Environment
- ▶ Self-defined Pace of Learning
- ▶ Video Archives of Recorded Sessions by Eminent Faculty
- ▶ Project Work in Student's Own Work Environment
- ▶ 35,000+ alumni spread throughout the Globe across various industry verticals



## AWARDS & RECOGNITIONS



### **CSR Top Distance Learning Institute of India Award:**

Competition Success Review



### **Award for Excellence in Distance Learning:**

National Education Awards



### **Award for Excellence in Distance Learning:**

BBC Knowledge



### **Best Use of Digital Learning:**

Business School Affaire & Dewang Mehta National Education Award



### **Award for Excellence in Distance Education:**

Global Learn Tech Conference & Awards



### **Great Place to Study:**

SkillTree Global Knowledge Consortium, London



Digital Distinction Technology Conformance to NEP

**ASSOCHAM**



Best Distance Learning Institution

**BW Future**



## Post Graduate Diploma in Management (PGDM) - Two Year

IMT CDL's Post Graduate Diploma in Management (PGDM) is specially designed to equip students with comprehensive management knowledge. This Two Year Programme comprises of four semesters. The curriculum lays a strong foundation for logical and analytical skills. The two year programme provides an intensive and challenging learning experience.

The curriculum covers every important area of management specializations. The integrated nature of this programme allows a holistic appreciation of business, which is critical to the achievement of a sustainable competitive position in today's ever-changing business environment.

“ Innovation distinguishes between  
a leader and a follower. ”

- Steve Jobs

### Programme Outcomes

**After undergoing the programme, the student will be able to:**

- ▶ Demonstrate leadership behaviour.
- ▶ Work professionally in teams.
- ▶ Solve problems and think critically.
- ▶ Apply decision making techniques.
- ▶ Analyse and evaluate ethical problems that occur at all levels of business.

### Eligibility

- ▶ Graduation in any discipline.

### Programme Duration

- ▶ Duration of the programme is Twenty-four (24) months. However the programme can be completed within Forty-eight (48) months.

### Programme Structure

- ▶ The PGDM programme is covered in Four (4) semesters with 84 credits.
- ▶ The Programme includes non-credit Foundation Courses, Core Courses, Elective Courses and a Project Work.
- ▶ In the first three semesters the student will imbibe concepts in all the key areas of management and in the final semester, students have to choose five electives from any area of specialization.
- ▶ If the student wishes to specialize in any particular area, they need to pick all the five (5) elective from that area.
- ▶ If they choose electives from different specialisations as specified in programme structure, then they would be awarded PGDM in General Management.
- ▶ Specialization is offered in six areas - Marketing, Finance, Human Resource, Operations, Business Analytics and Strategy.

## Curriculum

Foundation Courses	Credits
1. Basics of Accounting	Non Credit
2. Basics of Communication	Non Credit
3. Basics of Management	Non Credit
4. Basics of Business Statistics	Non Credit

Semester - I	Cr.	Semester - II	Cr.
1. Principle of Economics	4	1. Financial Management	4
2. Management Accounting	4	2. Business Environment	4
3. Marketing Management	4	3. Organisational Behaviour	4
4. Business Statistics	4	4. Operations and Supply Chain Management	4
5. Managerial Communication	4	5. Introduction to Information Systems	4

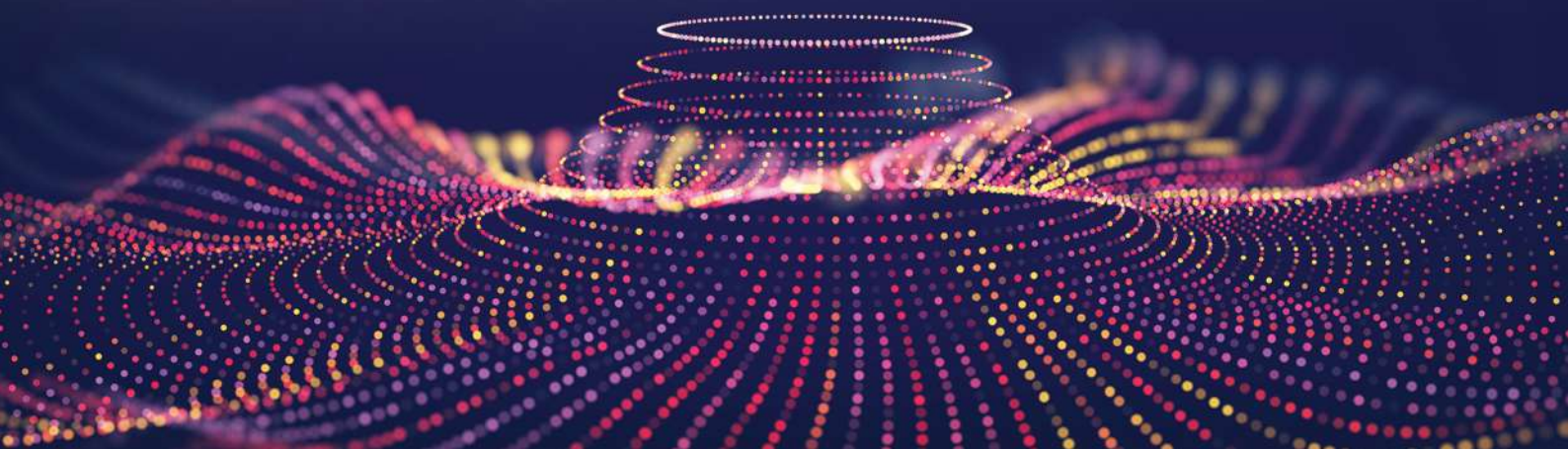
Semester - III	Cr.	Semester - IV	Cr.
1. Legal & Regulatory Environment of Business	4	1. Elective-I	4
2. Strategic Management	4	2. Elective-II	4
3. Managing New Ventures	4	3. Elective-III	4
4. Human Resource Management	4	4. Elective-IV	4
5. Ethics & Corporate Governance	4	5. Elective-V	4
		6. Project	4

**Total Programme Credits (Cr.) : 84 Credits**

*Disclaimer - Programme Structure and Curriculum are subject to change at the discretion of IMT CDL and as per the directives issued by the regulating authority.*

## Specializations

- ▶ To get a Post Graduate Diploma with specialization, a student has to successfully complete at least five (5) Electives from one (1) Area of Specialization.



### Area of Specialization - Finance

#### Elective Courses

1	Options, Futures & Other Derivatives	5	Fixed Income Securities
2	Management of Financial Services	6	Banking Services & Practices
3	Financial Analysis & Business Valuation	7	Mergers, Acquisitions & Corporate Restructuring
4	Security Analysis & Portfolio Management		

### Area of Specialization - Operations

#### Elective Courses

1	Project Management	4	Quality Management
2	Operations Strategy	5	Service Operations Management
3	Advanced Supply Chain Management	6	Technology Management

### Area of Specialization - Marketing

#### Elective Courses

1	Digital Marketing	5	Sales and Distribution Management
2	Retail Management	6	Integrated Marketing Communications
3	Marketing of Services	7	Marketing Research
4	Consumer Behaviour	8	Strategic Marketing

### Area of Specialization - Human Resource Management

#### Elective Courses

1	Employee Relations Management	4	Strategic Human Resource Management
2	Performance Management	5	Compensation & Reward Management
3	Organisational Development & Intervention	6	Training & Development

### Area of Specialization - Business Analytics

#### Elective Courses

1	Data Mining for Business Analytics	5	HR Analytics
2	Marketing Analytics	6	Predictive Modelling
3	Risk Analytics	7	Business Simulation
4	Data Science		

## Area of Specialization - Strategy

### Elective Courses

1	Strategic Human Resource Management	4	Mergers, Acquisitions and Corporate Restructuring
2	Strategic Marketing	5	Data Science
3	Operations Strategy	6	Creating and Leading Organisations

## General Management

### Elective Courses

1	Consumer Behaviour	4	Project Management
2	Management of Financial Services	5	Creating and Leading Organisations
3	Data Science	6	Employee Relations Management

*Disclaimer - List of Electives is subject to change at the discretion of IMT CDL and as per the directives issued by the regulating authority.*

**Dual Specialization:** The students are allowed to seek dual specialization in PGDM (2 year) by selecting any one out of the remaining specialization areas. For completion of dual specialization, the student will be given an additional period of six months. The student has to pay an additional fee for one semester. The dual specialization semester has to be in continuation with the 4th semester. The student has to select the option of dual specialization in 3rd semester and fill out the registration form for the same. The dual specialization courses must be completed within the total permitted duration of the programme.

## ADMISSION

### ENQUIRIES

1800-102-1063 (Toll Free) Press 1  
+91-120-4622400  
admissions@imtcdl.ac.in  
www.imtcdl.ac.in/programmes/admissions

### CORPORATE ENQUIRIES

+91 97112 37650  
corporate.edu@imtcdl.ac.in

Admissions are done twice a year  
July and January





## Admission Process

- ▶ Admission Forms are available at IMT CDL website, as well as at IMT CDL Head Office. Aspirants may either apply on website or send a Demand Draft of Rs. 1500/- in favour of IMT CDL, payable at Delhi.
- ▶ The duly filled forms along with the draft for the fee may be submitted to the Coordinator - Admissions, IMT Centre for Distance Learning, A-16, Site-3, UPSIDC Industrial Area, Meerut Road, Ghaziabad-03.
- ▶ Online submission of Admission Forms and Online Payment for the fee can be done on the IMT CDL website.

## Eligibility

- ▶ Minimum eligibility criteria for admission in Two year PGDM Programme is Graduation in any discipline.

## Maximum Duration

- ▶ The maximum duration for completing Two year PGDM Programme is 48 months.

## Documents To Be Uploaded

- ▶ One passport size photograph in JPG format- photograph should be in 100 x 150 pixel
- ▶ Bachelor's degree or the final year marksheet
- ▶ Class 10th certificate for verification of date of birth, student, and father's name
- ▶ Class 12th certificate/marksheet
- ▶ Any Government issued/ approved Photo Identity Proof (front and backside)
- ▶ Experience Certificate if applicable
- ▶ Certificate for verification of the defense personnel, SC/ST, war widows & persons with disabilities (Divyangjan) - if applicable

## Note

- ▶ In case of foreign degree, submission shall be with approval of Ministry of Education, Government of India, including copy of Passport and Study Visa.
- ▶ Students should upload the original photo of all eligibility documents.
- ▶ All the document's header should be in an upward direction manner.
- ▶ IMT CDL has the right to deny admission to any candidate after verifying his/her credentials.

## FEE STRUCTURE

### POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM) - 2 YEAR

Semester	Academic Fee (INR)	Alumni Fee (INR)	Programme Fee (INR)
Semester I	31,000	1000	32,000
Semester II	31,000	NA	31,000
Semester III	31,000	NA	31,000
Semester IV	31,000	NA	31,000

### Fee Payment Schedule

The fee for all the programmes is payable at the beginning of every semester. Study material would be sent only after the fee is received by IMT CDL. Failure to deposit the fee would debar the candidate from attending Online/Offline Learning Sessions (OLS)/Classes and continued failure would result in getting debarred from the programme. The students are required to ensure timely payment of the fee.

### Note

- ▶ Every student is expected to pay semester-wise fee in January and July every year for the entire programme duration. If a student does not pay the fee payable in the concerned semester by the prescribed date the student will have to pay the fee along with a fine of Rs. 2500.
- ▶ There is an additional Exam Fee for International Location. If a student is appearing for exam at an International location, then a fee of Rs. 2500 per exam has to be paid.
- ▶ IMT CDL adheres to the refund policy as per AICTE guidelines.





## Modes of Payment

### Online Payment

Students can deposit all types of fees through online mode. For more details, please visit the website: [www.imtcdl.ac.in](http://www.imtcdl.ac.in)

### Payment through Demand Draft

Payments are also accepted through Demand Draft, in favour of IMT CDL, payable at Delhi. The draft may be couriered to IMT CDL Ghaziabad, Head Office.

## Scholarship

- ▶ Scholarship is given to serving/retired defence personnel (Indian Defence Forces), SC/ST, war widows and persons with disabilities (Divyangjan) in the case of 2 year PGDM and PGCM programme.
- ▶ Category for scholarship once indicated in the admission form shall not be allowed to be changed.
- ▶ Grant of scholarship is subject to approval based on satisfactory verification of the documents.

## General Information

- ▶ All policies, rules, regulations, fee structure, syllabus, facilities, addition/cancellation of centres, etc. are subject to review and change from time to time as per discretion of IMT CDL. The changed policies, rules, etc. shall be binding on all the students.
- ▶ Any dispute is subject to the jurisdiction of Ghaziabad court only.
- ▶ IMT CDL reserves the right to change fee structure from time to time. The revised fee would be applicable to all the students.



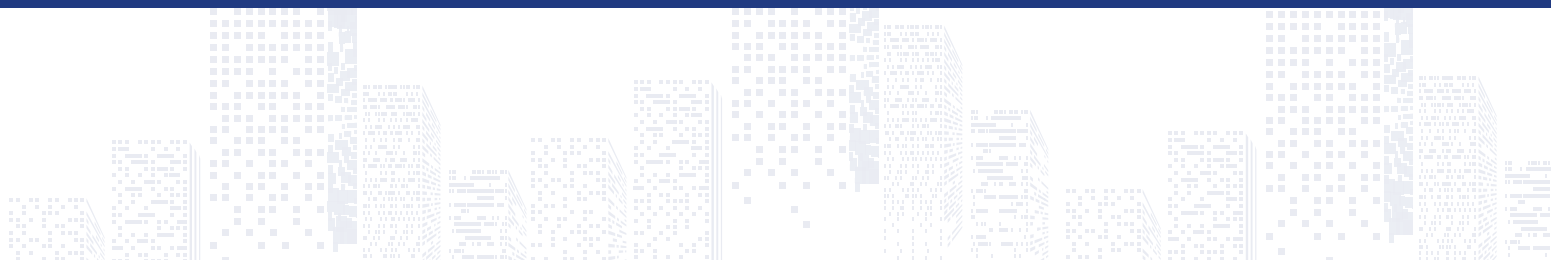
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[www.imtcdl.ac.in](http://www.imtcdl.ac.in)



[admissions@imtcdl.ac.in](mailto:admissions@imtcdl.ac.in)



1800 102 1063