



Institute of  
Management Technology  
Centre for Distance Learning, Ghaziabad



# Post Graduate Diploma in Management

(PGDM) – Two Year

Approved by AICTE

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

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# About IMT CDL

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

Distance Education offers multi-pronged benefits of flexibility, professional upskilling and career advancement to the learners. IMT Centre for Distance Learning as a major player in this educational revolution has been encouraging sustained professional enrichment in an academic environment. IMT CDL has adopted Industry 5.0 that envisions the future of education that empower individuals to thrive in the knowledge-driven society of the 21st century. Leveraging technologies to provide personalized learning pathways and tools to create interactive and engaging learning environment.

The programmes offered encourages learners to think critically, analyze information, generate novel ideas, and solve complex problems through inquiry-based learning approaches. To add lasting value to the programmes are the specially prepared Self Learning Material (SLM), interactive contact sessions by expert faculty and carefully crafted recorded video lectures. The industry interactions help learners navigate the complexities of the digital age and become responsible digital citizens.

IMT CDL is located in a lush green 6-acre campus at Ghaziabad and is an hour's drive from anywhere in Delhi-NCR. The Institute takes pride in providing world-class infrastructure consisting of a fully networked Wi-Fi campus and ICT equipped learning spaces. Our technological ecosystem enables 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 Conducting Management Education.
- Advanced **Technological Infrastructure**.
- Self-Paced, **24x7 Learning Environment**.
- Academic **Flexibility** to develop Career Path.
- **Industry-Oriented Curriculum** Benchmarked with Global Institutions.
- Live Interactive Sessions with Eminent Faculty & **Industry Experts**.
- Option for both **Online/Offline Classes**.
- Access to **Recorded Classes**.
- Conducive Learning Environment.
- Enrichment of Behavioural and **Emotional Skills**.
- Experiential Learning for Skill Enhancement through **Workshops**.
- Self-Explanatory, **Self-Learning Material** created by Experts.
- Cross Cultural Exposure through **Study Tours**.
- **Scholarships** for Specific Category of Aspirants.
- More than **35,000 Alumni** across the Globe.
- **Mentorship** through Alumni.
- **A Seamless Learning Experience**.



# 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

The PGDM Two Year programme is designed to equip students with contemporary management education, keeping them abreast with Industry 5.0. The programme emphasizes on developing resilience through human-centric approach combined with technological integration. The programme provides the learners with flexibility through Choice Based Credit System (CBCS) to create career path as per their requirement.

 **Innovation distinguishes between a leader and a follower. ”**

~ STEVE JOBS

## Programme Outcomes:

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

- › Demonstrate a deep understanding of management principles and practices in various business domains through self-directed learning.
- › Apply critical thinking and research skills to analyze business problems and make informed decisions.
- › Demonstrate communication skills suitable for diverse business scenarios.
- › Embrace and utilize technology to enhance business processes and decision-making.
- › Demonstrate leadership qualities and behavioral skills necessary to make well-reasoned and ethical decisions.
- › Appraise and illustrate diverse cultural and business practices, adapting management strategies for international success.
- › Embody continuous learning and resilience, embracing challenges as growth opportunities.

## Eligibility

- › Bachelor's Degree in any discipline from any recognized University.

## Duration

- › Duration of the Programme is twenty-four (24) months.

## Programme Highlights

- › Four semesters.
- › Eighty-Four (84) credits.
- › Four types of courses - Foundation, Core, Elective courses, and Project.
- › Career development workshops on Skill Enhancement and Value Addition.
- › **Focus Areas: Business Analytics & Data Science; Finance & Investing; Operations & Project Management; Human Resources & Talent Management; Marketing & Sales; and Strategy & Cross Functional Integration.**
- › Industry visits.
- › Guest lectures.
- › Outstation study tours.
- › Develop critical thinking, problem solving and communication skills.

# Curriculum

The curriculum is abreast of evolving industry trends and demands.

## Foundation Courses

S. No.	Course Name	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

## Optional Workshops in the campus

S. No.	Workshop Title	Mode	Credits
1.	Emotional Intelligence	Offline	Non Credit
2.	Innovation & Design Thinking	Offline	Non Credit

*Certificate of participation will be awarded to attendees.*

Semester - I		Semester - II	
Core Courses	Credits	Core Courses	Credits
1. Principles 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. Ethics & Corporate Governance	4	5. Emerging Technologies and Management Applications	4

Semester - III		Semester - IV	
Core Courses	Credits	Elective Courses	Credits
1. Legal & Regulatory Environment of Business	4	1. Elective-I	4
2. Strategic Management	4	2. Elective-II	4
3. Human Resource Management	4	3. Elective-III	4
4. Managing New Ventures	4	4. Elective-IV	4
5. Cross Cultural Understanding	4	5. Elective-V	4
		6. Project*/Experiential Course in Entrepreneurship	4

**Total Programme Credits : 84**

*(\*In lieu of Project, student can opt an additional elective course.)*

# Focus Areas and Specialisations

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

## Focus Area - Finance & Investing

### 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	8. Notified MOOC

## Focus Area - Operations & Project Management

### Operations - Elective Courses

1. Project Management	5. Service Operations Management
2. Operations Strategy	6. Technology Management
3. Advanced Supply Chain Management	7. Notified MOOC
4. Quality Management	

## Focus Area - Human Resources & Talent Management

### Human Resources - Elective Courses

1. Employee Relations Management	5. Compensation & Reward Management
2. Performance Management	6. Training & Development
3. Organisational Development & Intervention	7. Notified MOOC
4. Strategic Human Resource Management	

## Focus Area - Marketing & Sales

### Marketing - Elective Courses

1. Digital Marketing	6. Integrated Marketing Communications
2. Retail Management	7. Marketing Research
3. Marketing of Services	8. Strategic Marketing
4. Consumer Behavior	9. Notified MOOC
5. Sales and Distribution Management	

## Focus Area - Business Analytics & Data Science

### Business Analytics - Elective Courses

1. Data Science	5. HR Analytics
2. Data Mining for Business Analytics	6. Predictive Modelling
3. Marketing Analytics	7. Business Simulation
4. Risk Analytics	8. Notified MOOC



## Focus Area - Strategy & Cross Functional Integration

### Strategy - Elective Courses

1. Strategic Human Resource Management	5. Marketing Analytics
2. Strategic Marketing	6. HR Analytics
3. Operations Strategy	7. Risk Analytics
4. Mergers, Acquisitions and Corporate Restructuring	8. Notified MOOC

## Focus Area - General Management

### Open Elective Courses

1. Consumer Behavior	5. Project Management
2. Management of Financial Services	6. One elective can be chosen from any specialisation
3. Employee Relations Management	7. Notified MOOC
4. Data Science	

To build cross functional proficiency students can select General Management

**The Diploma will be awarded in the chosen specialisation in which elective courses have been opted.**



## Dual Specialisation:

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



## Skill Enhancement Courses

These workshops aim to enhance practical skills by providing hands-on-training for building competency of the learners. Students can opt for the masterclass / workshops on topics specified below. These workshops are non-credit in nature. Certificate of participation will be awarded to attendees.

### Workshops Offered

- › Excellerate: Mastering Business Insights with Excel
- › TalkMastery: Unleashing Managerial Communication Brilliance
- › IntelliGen: Merging intelligence with generation to highlight the enhanced cognitive abilities of this AI era
- › Data Visualization and Model building
- › Data Analysis Software – Python / R / Jamovi
- › Negotiation Skills

## Value Addition Courses

They are designed to develop capacities that promote psycho-social well-being and sound ethical grounding. Students can opt for the masterclass / workshops on topics specified below. These courses are non-credit in nature. Certificate of participation will be awarded to all attendees.

### Courses/Workshops Offered

- › Universal Human Values
- › Personal Branding
- › CyberSafe: Strengthening Your Digital Defences
- › Communicate & Conquer: Managerial Magic Unleashed



# ADMISSIONS OPEN

## ENQUIRY

1800-102-1063 (Toll Free) Press 1

+91-120-4622400

admissions@imtcdl.ac.in

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

## CORPORATE ENQUIRY

+91 97112 37650

corporate.edu@imtcdl.ac.in

## Admission Process

- › Admission Forms are available at IMT CDL website.
- › Online submission of Admission Forms and Online Payment of fee can be done on the IMT CDL website.

## 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).
- › Certificate for verification of the defence personnel, SC/ST, war widows, Economically Weaker Sections (EWS), and 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 eligibility documents.
- › All the document's header should be in upward direction.
- › IMT CDL has the right to deny admission to any candidate after verifying credentials.

## Be part of a Diversified Community





# Fee Structure

PGDM (2 Year) Programme	Semester-1	Semester-2	Semester-3	Semester-4	Total
Academic Fee (Rs.)	40,000	40,000	40,000	40,000	1,60,000

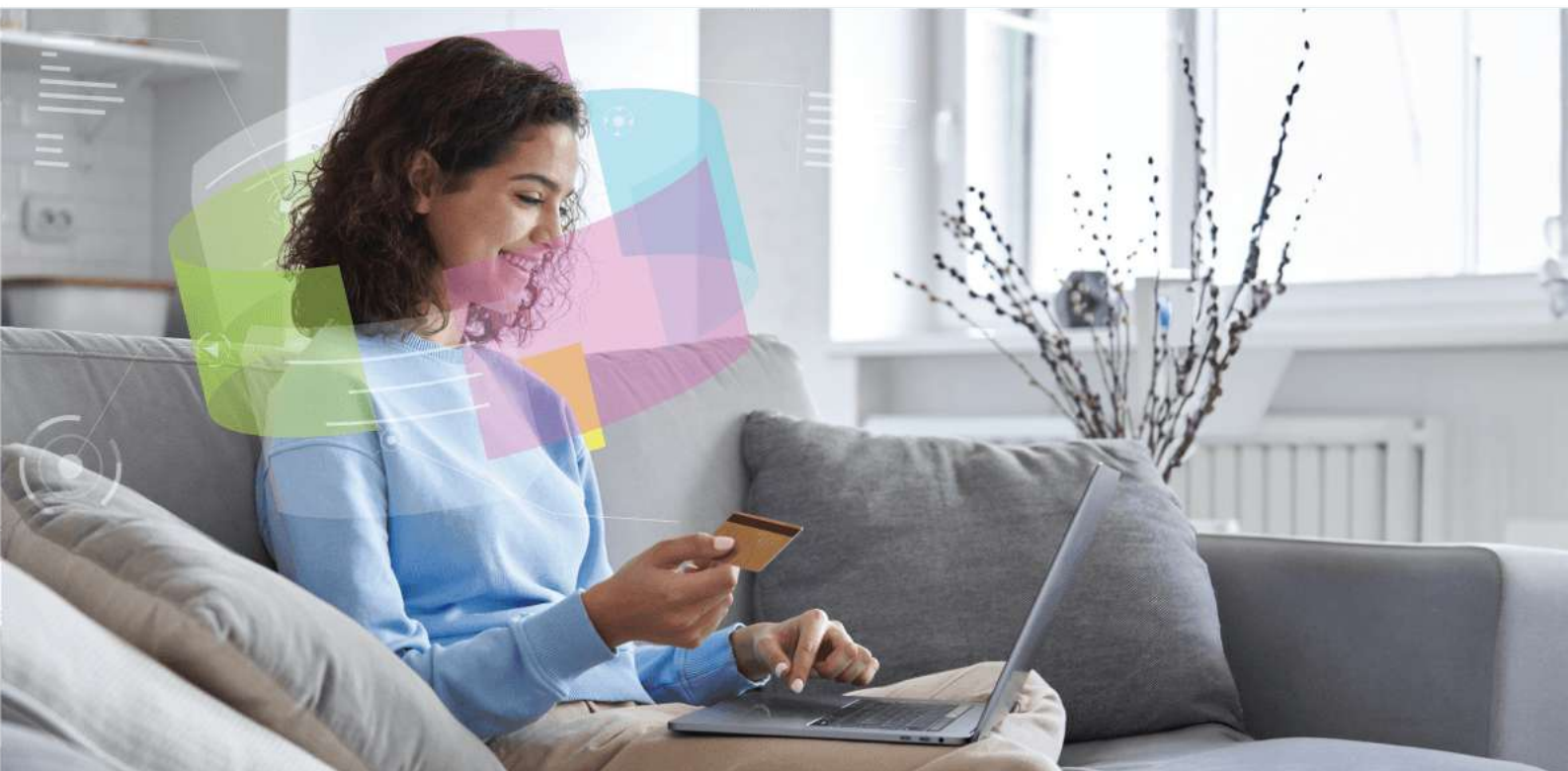
- › Exam Fee, Project Fee & Alumni Portal Registration Fee is additional.
- › A concession of Rs. 10,000/- will be given if fee is paid in two installments and a concession of Rs. 20,000/- will be given if fee is paid in single installment.

## Modes of Payment

All digital modes of payment are accepted.

## SCHOLARSHIPS AVAILABLE

- › Serving/retired Indian defence personnel
- › War Widows
- › SC/ST
- › Divyangjan
- › Merit-cum-means scholarship to the Economically Weaker Section (EWS)



## DISCLAIMER

- › All policies, rules, regulations, fee structure, curriculum, facilities, etc. are subject to change and shall be binding on all the students.
- › Any dispute is subject to the jurisdiction of Ghaziabad court only.



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