



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 and entrepreneurship by helping its students acquire the necessary skills in management. 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 the specially prepared Self Learning Material (SLM), interactive contact sessions by expert faculty and carefully crafted recorded video lectures.

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

- ▶ Curriculum Benchmarked with Global Institutions
- ▶ 24x7 Access to On-Demand Learning
- ▶ Over Three Decades of Expertise in Management Education
- ▶ Online Learning Sessions (OLS)
- ▶ Most Recognized Distance Learning Institute for Management Programmes
- ▶ More than 35,000 Alumni across the Globe
- ▶ State-of-the-Art Infrastructure
- ▶ Academic Flexibility to Optimize Student Learning
- ▶ Highly Experienced Faculty
- ▶ Industry Oriented Curriculum
- ▶ Video Archives of Recorded Sessions by Eminent Faculty available 24x7
- ▶ Project Work in Student's Own Work Environment
- ▶ Students can define their Own Pace of Learning
- ▶ Management Development Programme
- ▶ Short Term Certificate Programme





## AWARDS & RECOGNITIONS



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

Competition Success Review, 2015, 2016, 2017, 2018 & 2019



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

National Education Awards 2017, 2018 & 2019



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

BBC Knowledge, 2017



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

Business School Affaire & Dewang Mehta National Education Award, 2016



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

Global Learn Tech Conference & Awards, 2016



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

SkillTree Global Knowledge Consortium, London, 2014



## 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.



MANAGEMENT BY OBJECTIVE WORKS IF  
YOU KNOW THE OBJECTIVES  
NINETY PERCENT OF THE TIME YOU DON'T

- PETER DRUCKER



### 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 from the time of admission.

### Programme Structure

- ▶ The PGDM programme is covered in Four (4) semesters.
- ▶ The Programme is of total Eighty Four (84) credits. It includes Three (3) non-credit Foundation Courses, Fifteen (15) Core Courses with a total of Sixty (60) credits, Five (5) Elective Courses with a total of Twenty (20) credits and a Project Work of Four (4) credits.
- ▶ In the first three semesters the student will imbibe concepts in all the key areas of management. The last semester will allow the students to pick five (5) electives of their choice. If the student wishes to specialize in any particular area, he/she needs to pick all the five (5) electives from that area.
- ▶ Specialization is offered in five areas - Marketing, Finance, Human Resource, Operations, and Business Analytics.

## Curriculum

Foundation Courses	Credits
1. Basics of Accounting	Non Credit
2. Basics of Communication	Non Credit
3. Basics of Management	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. Organization Behavior	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 is subject to change at the discretion of IMT CDL and as per the directives issued by regulator*

## 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	Financial Risk Management	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		

### Area of Specialization - Human Resource Management

#### Elective Courses

1	Employees Relation Management	4	Strategic Human Resource Management
2	Performance Management	5	Compensation & Reward Management
3	Organizational Development & Intervention	6	Training & Development

### Area of Specialization - Business Analytics

#### Elective Courses

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

*Disclaimer - List of Electives is subject to change at the discretion of IMT CDL or as per the directives issued by regulator*

## ADMISSION

### ENQUIRIES

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

### CORPORATE ENQUIRIES

+91-120-4622443  
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. 1100/- to IMT CDL, A-16, Site-3, UPSIDC Industrial Area, Meerut Road, Ghaziabad 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.

A student cannot undergo two programmes of IMT CDL at the same time. If any student is found to have opted for two programmes, he/she will have to withdraw from one of the programmes and the fee paid for that programme will be refunded.

## Eligibility

- ▶ Minimum eligibility criteria for admission in Two Year PGDM and 13 Months PGCM Programme is Graduation in any discipline.

## Maximum Duration

- ▶ The maximum duration for completing Two Year PGDM is 48 months and for 13 Months PGCM 26 months from the time of admission.



## Documents To Be Attached

- ▶ Two passport size photographs
- ▶ Photocopy of the Degree or the final year marksheet
- ▶ Photocopy of class 10th passing certificate for verification of date of birth, student and father's name
- ▶ Photocopy of the class 12th passing certificate
- ▶ ID Proof - Photocopy of Aadhar Card/Driving License/Passport
- ▶ Experience Certificate wherever applicable
- ▶ Photocopy of the Certificate for verification of the defense personnel, SC/ST, war widows & handicapped candidates

## Note

- ▶ In case of foreign degree, submission shall be with approval of Ministry of HRD, Government of India, including copy of Passport and Study Visa.
- ▶ Fee concession is given to serving/retired defence personnel (Army, Airforce, Navy & Indian Coast Guard personnel only), SC/ST, war widows and persons with disabilities (Divyangjan) in the case of 2 year PGDM and PGCM programmes.
- ▶ IMT CDL has the right to deny admission to any candidate after verifying his credentials.



## FEE STRUCTURE

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

Semester	Academic Fee (INR)	Alumni Fee (INR)	Programme Fee (INR)
Semester I	27,500	1000	28,500
Semester II	27,500	NA	27,500
Semester III	27,500	NA	27,500
Semester IV	27,500	NA	27,500

### 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 Direct to Classroom/Direct to Desktop sessions and continued failure would result in getting debarred from the programmes. 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 for each exam.





## 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.

## Fee Concession

- ▶ Fee concession shall be given to serving/retired defense personnel (Army, Air Force and Navy personnel only), SC/ST, War Widows and Handicapped Candidates in the case of the PGDM and PGCM only.
- ▶ Category for fee concession once indicated in the admission form shall not be allowed to be changed.

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



1800 102 1063