



**NARAYANA
BUSINESS SCHOOL**

AICTE APPROVED



PGDM – DUAL SPECIALIZATION

**WELCOME TO THE MOST LOVED
BUSINESS SCHOOL OF INDIA**

www.nbs.edu.in



PGDM – DUAL SPECIALIZATION

OVERVIEW

A **two years full-time AICTE approved PGDM – Dual Specialization** is the institute's flagship program with a strong focus on Acquisition, Application and Assimilation of knowledge thereby creating confident managers of tomorrow. This program is so designed to stay up to date with the contemporary course content. It is intended to help in imbibing a holistic approach towards solving business and management problems. The course derives its strength from the flexible curriculum consistent with the trends in the industry.

Such practical oriented curriculum will transpire leadership, management, intellectual and communication skills, time management and at the end of management course, create a professional with the highest standard of corporate excellence. This combination makes Narayana Business School, the best PGDM college in Ahmedabad, you can also say the top management program in India.

The program lasts six trimesters with a 3 months summer internship. In addition to it, students are trained and equipped with a cluster of Industry-required **VALUE ADDED PROGRAMS** to meet the globally recognized performance standards. We are the best PGDM / MBA colleges in Ahmedabad.

Orientation & Pedagogy

The PGDM program has a very clear and strong focus on the application aspects of the concepts learned and practised in industry. **The program is a blend of classroom teaching, case analysis, simulation, modelling, scenario building, industry analysis etc. as pedagogy.** Apart from the academic rigour which ensures that students learn and apply key concepts and analytical tools, it also provides opportunities for students to develop their communication, leadership, interpersonal and networking skills. These attributes are critical in today's increasingly competitive world and fast-changing business environment.

Our strategy is two-pronged

Corporate Ready

The students are prepared for functioning in the corporate environment through internships and simulations. They develop the focus and thought process required for a demanding job and its environment through practical oriented assignments. The critical thinking so developed helps them in understanding the business issues in depth and coming up with feasible solutions. The interpersonal skill set learned at the college helps them to maintain and work through challenging situations.

Entrepreneurial Skills

Due to the student-centric approach followed at NBS, we spot the entrepreneurial mindset of students much earlier. This allows us to plan and customize the challenges they are allocated at the college. The various situations they are put in to help them to hone their entrepreneurial skills. There are a lot of industry networking opportunities and mentoring by industry personnel to help them fine-tune their ideas. Further, the college also provides incubation to innovate and feasible ideas to build up their morale.

Therefore, PGDM gives industry exposure along with building up overall personality and soft skills by focusing on preparing for presentations, debates, seminars, conferences and personality development programs.

Specialization / Electives

We are the only college offering 16 specialization subjects in each stream of Management. These electives are designed after rigorous consultation with the industry experts. These are core specialization subjects where students study the particular industry, practices, culture and methodology in depth.

They are also allowed to do Dual Specialization so as to be eligible for multiple streams of opportunities.

Eligibility Criteria

To be eligible for admission, you must meet the following requirements:

- The candidate must hold the bachelor's degree or equivalent examinations in any discipline with at least 50% marks or equivalent CGPA (45% in case of candidates belonging to reserved categories).
- Candidates appearing for the final year of the bachelor's degree or equivalent qualifications and are awaiting results can also apply.
- The candidate must have appeared for any recognized Management Entrance Examination like CMAT, CAT, MAT, XAT etc. and
NBSAT (NBS aptitude test), a management entrance exam devised by Narayana Business School, which assess the candidate's Mathematical Aptitude, General Knowledge, Verbal Ability and Abstract Reasoning.
- Prior Work Experience : There is no minimum or maximum work experience required to apply to PGDM program. However, having work experience will be an add on advantage which brighten the chances of selection.

How to Apply

- If you meet these basic requirements, then you must submit an admission application form with all transcripts till graduation. All of these are evaluated and shortlisted candidates are called for NBSAT Exam, Group Discussion round followed by Personal Interview.
- Overall weightage of various components for admission to the program is as given below.
 - Score in Common Entrance Test 50%.
 - Academic Performance & Prior Work Experience 20%.
 - Group Discussion 15%.
 - Personal Interview 15%.



PROGRAM STRUCTURE

The program incorporates all the finer skill sets and conceptual details that a graduate student should necessarily undergo. It has been divided in two years with comprehensive discussions and in-depth understandings so as to make the student industry-ready.

OBJECTIVE	A two years full-time AICTE approved PGDM – Dual Specialization is the institute's flagship program with a strong focus on Acquisition, Application and Assimilation of knowledge thereby creating confident managers of tomorrow. This program is so designed to stay up to date with the contemporary course content. It is intended to help in imbibing a holistic approach towards solving business and management problems. The course derives its strength from the flexible curriculum consistent with the trends in the industry.	
DURATION (In Months)	24 (Full Time)	
INTAKE	180	
ELIGIBILITY	The candidate must hold the bachelor's degree or equivalent examinations in any discipline with at least 50% marks or equivalent CGPA (45% in case of candidates belonging to reserved categories). The candidate must have appeared for any recognized Management Entrance Examination like CMAT, CAT, MAT, XAT etc and NBSAT (NBS aptitude test), a management entrance exam devised by Narayana Business School, which assess the candidates Mathematical Aptitude, General Knowledge, Verbal Ability & Abstract Reasoning.	
SELECTION PROCEDURE	Students will be evaluated on the following parameters	
	NBSAT Score (out of 100, scale down to 50 marks)	50%
	Academic Performance & Prior Work Experience	20%
	Group Discussion	15%
	Personal Interview	15%
	Total	100
MEDIUM OF INSTRUCTION	English	
PROGRAM PATTERN	Trimester	
SPECIALIZATION	Dual Specialization (Finance, Marketing, HR, IT & Operations)	
FEE	6,50,000 for two years (Excluding Hostel amenities)	
ASSESSMENT	Each course will have weightage of 100 marks wherein 50% will be of Continuous Evaluation Components and 50% will be of Term End Examination.	
STANDARD OF PASSING	Maximum Grade Point (GP) is 10 corresponding to O (Outstanding). For all courses, a student is required to pass both Continuous Evaluation Components and Term End Examination separately with a minimum Grade Point of 4 corresponding to Grade PASS. Students securing less than 40% absolute marks in each head of passing will be declared FAIL.	
AWARD OF DEGREE/ DIPLOMA/CERTIFICATE	Post Graduate Diploma in Management will be awarded at the end of semester VI examination by taking into consideration the performance of all semester examinations after obtaining minimum CGPA of 4 out of maximum of 10 CGPA.	

PROGRAM SUMMARY

TRIMESTER	TOTAL CREDITS	CEC	TERM END	NON-CREDIT COURSE	TOTAL MARKS
TRIMESTER - I	25	450	400	2	850
TRIMESTER - II	25	550	350	1	900
TRIMESTER - III	25	550	350	2	900
TRIMESTER - IV	27	450	450	1	900
TRIMESTER - V	25	450	450	1	900
TRIMESTER - VI	18	300	300	**	600
SUMMARY	145	2750	2300	7	5050



TRIMESTER 1 - CORE COURSES

COURSE CODE	COURSE NAME	CREDIT	CEC	TERM END	TOTAL
1PGDM01	Managerial Accounting - I	3	50	50	100
1PGDM02	Managerial Economic - I	3	50	50	100
1PGDM03	Principles of Management	3	50	50	100
1PGDM04	Perspective Management	3	50	50	100
1PGDM05	Fundamentals of Statistics	3	50	50	100
1PGDM06	Marketing Principles	3	50	50	100
1PGDM07	Effective Business Communication	3	50	50	100
1PGDM08	Management Information Systems	3	50	50	100
1PGDM09	Design Thinking and Innovation	1	50	0	50
1PGDM10	BNB	**	**	**	Non-Credit
1PGDM11	Competency Building	**	**	**	Non-Credit
	Total credits	25		Total Marks	850

TRIMESTER 2 - CORE COURSES

COURSE CODE	COURSE NAME	CREDIT	CEC	TERM END	TOTAL
2PGDM01	Managerial Accounting - II	3	50	50	100
2PGDM02	Behavioural Economics	3	50	50	100
2PGDM03	Operations Research	3	50	50	100
2PGDM04	Research Methodology	3	50	50	100
2PGDM05	Financial Management	3	50	50	100
2PGDM06	Marketing Applications and Strategies	3	50	50	100
2PGDM07	Human Resource Management - I	3	50	50	100
2PGDM08	Data Driven Decision Making	2	100	0	100
2PGDM09	Personal Competence and Capability Building - I	2	100	0	100
2PGDM10	Live Project - I	**	**	**	Non-Credit
	Total Credits	25		Total Marks	900

TRIMESTER 3 - CORE COURSES

COURSE CODE	COURSE NAME	CREDIT	CEC	TERM END	TOTAL
3PGDM01	Strategic Management	3	50	50	100
3PGDM02	Business Analytics	3	50	50	100
3PGDM03	Production & Operations Management	3	50	50	100
3PGDM04	Financial Planning	3	50	50	100
3PGDM05	Digital Marketing	3	50	50	100
3PGDM06	Human Resource Management - II	3	50	50	100
3PGDM07	Legal Aspect of Business	3	50	50	100
3PGDM08	Financial Reporting and Analysis	2	100	0	100
3PGDM09	Personal Competence and Capability Building - II	2	100	0	100
3PGDM10	Live Project - II	**	**	**	Non-Credit
3PGDM11	R Programming *	**	**	**	Non-Credit
	Total Credits	25		Total Marks	900

TRIMESTER 4 - CORE COURSES

COURSE CODE	COURSE NAME	CREDIT	CEC	TERM END	TOTAL
4PGDM01	Corporate Interface through Summer Internship	6	100	100	200
4PGDM02	Business Environment	3	50	50	100
4PGDM06	Real World Project	**	**	**	Non-Credit

**TRIMESTER 4 - ELECTIVE COURSES - FINANCE SPECIALIZATION**

COURSE CODE	COURSE NAME	CREDIT	CEC	TERM END	TOTAL
4PGDM03F	Security Analysis and Portfolio Management	3	50	50	100
4PGDM04F	International Finance and Trade	3	50	50	100
4PGDM05F	Taxation	3	50	50	100

TRIMESTER 4 - ELECTIVE COURSES - MARKETING SPECIALIZATION

COURSE CODE	COURSE NAME	CREDIT	CEC	TERM END	TOTAL
4PGDM03M	Integrated Marketing Communication	3	50	50	100
4PGDM04M	Consumer Behaviour and Customer Experience Design	3	50	50	100
4PGDM05M	Service and Relationship Marketing	3	50	50	100

TRIMESTER 4 - ELECTIVE COURSES - HUMAN RESOURCE SPECIALIZATION

COURSE CODE	COURSE NAME	CREDIT	CEC	TERM END	TOTAL
4PGDM03H	Industrial Relations and Labour Laws	3	50	50	100
4PGDM04H	Business Turnaround and Organizational Transformation	3	50	50	100
4PGDM05H	Compensation Management	3	50	50	100

TRIMESTER 4 - ELECTIVE COURSES - INFORMATION TECHNOLOGY SPECIALIZATION

COURSE CODE	COURSE NAME	CREDIT	CEC	TERM END	TOTAL
4PGDM03IT	Relational Database Management Systems	3	50	50	100
4PGDM04IT	Data Warehousing and Data Mining	3	50	50	100
4PGDM05IT	Cyber Security	3	50	50	100

TRIMESTER 5 - CORE COURSES

COURSE CODE	COURSE NAME	CREDIT	CEC	TERM END	TOTAL
5PGDM01	Business Ethics and Corporate Governance	3	50	50	100
5PGDM02	Entrepreneurship	3	50	50	100
5PGDM06	Personal Competence and Capability Building - III	3	50	50	100
5PGDM07	Managing New Business Initiatives	**	**	**	Non-Credit

TRIMESTER 5 - ELECTIVE COURSES - FINANCE SPECIALIZATION

COURSE CODE	COURSE NAME	CREDIT	CEC	TERM END	TOTAL
5PGDM03F	Management of Financial Institutions	3	50	50	100
5PGDM04F	Risk Management	3	50	50	100
5PGDM05F	Treasury Management	3	50	50	100

TRIMESTER 5 - ELECTIVE COURSES - MARKETING SPECIALIZATION

COURSE CODE	COURSE NAME	CREDIT	CEC	TERM END	TOTAL
5PGDM03M	Product and Brand Management	3	50	50	100
5PGDM04M	Sales and Distribution Management	3	50	50	100
5PGDM05M	E-Commerce Marketing	3	50	50	100

**TRIMESTER 5 - ELECTIVE COURSES - HUMAN RESOURCE SPECIALIZATION**

COURSE CODE	COURSE NAME	CREDIT	CEC	TERM END	TOTAL
5PGDM03HR	Training and Development	3	50	50	100
5PGDM04HR	Performance Management	3	50	50	100
5PGDM05HR	Human Resource Information Systems	3	50	50	100

TRIMESTER 5 - ELECTIVE COURSES - INFORMATION TECHNOLOGY SPECIALIZATION

COURSE CODE	COURSE NAME	CREDIT	CEC	TERM END	TOTAL
5PGDM03IT	SAP	3	50	50	100
5PGDM04IT	E-Commerce	3	50	50	100
5PGDM05IT	Cloud Computing	3	50	50	100

TRIMESTER 5 - ELECTIVE COURSES - PRODUCTION AND OPERATION SPECIALIZATION

COURSE CODE	COURSE NAME	CREDIT	CEC	TERM END	TOTAL
5PGDM03POM	Sales and Operations Planning	3	50	50	100
5PGDM04POM	Logistics Management	3	50	50	100
5PGDM05POM	Material Management	3	50	50	100

TRIMESTER 6 - CORE COURSES

COURSE CODE	COURSE NAME	CREDIT	CEC	TERM END	TOTAL
6PGDM01	Management Thesis	6	100	100	200

TRIMESTER 6 - ELECTIVE COURSES - FINANCE SPECIALIZATION

COURSE CODE	COURSE NAME	CREDIT	CEC	TERM END	TOTAL
6PGDM02F	Wealth Management	3	50	50	100
6PGDM03F	Mergers and Acquisitions	3	50	50	100

TRIMESTER 6 - ELECTIVE COURSES - MARKETING SPECIALIZATION

COURSE CODE	COURSE NAME	CREDIT	CEC	TERM END	TOTAL
6PGDM02M	International Marketing	3	50	50	100
6PGDM03M	Integrated Media Design	3	50	50	100

TRIMESTER 6 - ELECTIVE COURSES - HUMAN RESOURCE SPECIALIZATION

COURSE CODE	COURSE NAME	CREDIT	CEC	TERM END	TOTAL
6PGDM02H	International HRM	3	50	50	100
6PGDM03H	Employee Engagement	3	50	50	100

TRIMESTER 6 - ELECTIVE COURSES - INFORMATION TECHNOLOGY SPECIALIZATION

COURSE CODE	COURSE NAME	CREDIT	CEC	TERM END	TOTAL
6PGDM02IT	Software Project Management	3	50	50	100
6PGDM03IT	Intellectual Property Rights	3	50	50	100

TRIMESTER 6 - ELECTIVE COURSES - PRODUCTION AND OPERATION SPECIALIZATION

COURSE CODE	COURSE NAME	CREDIT	CEC	TERM END	TOTAL
6PGDM02POM	Operations Strategy	3	50	50	100
6PGDM03POM	Supply Chain Analytics	3	50	50	100



VALUE ADDED PROGRAMS

The Value Added programs at NBS are an integral part of the curriculum and give students strong acceleration with regards to their employability. The selected certifications are considered after rigorous discussions with industry personnel.

These Certificate programs are required for the students to function in the industry as a part of the Regulators directive.

CERTIFICATION IN SAP

The globally recognized SAP-UA certificate is a great asset to your CV and it will surely help to increase your career opportunities. These courses have been developed to provide all the necessary theoretical and methodological knowledge about SAP systems, as well as a big amount of practical experience in working with a real SAP system! This way, you can gather important skills for the job market and thus, increase your career opportunities. Student, after completing training, gets SAP Training Completion Certificate.

MICROSOFT OFFICE SPECIALIST

A Microsoft Office Specialist (MOS) certification helps validate proficiency in using Microsoft Office and meets the demand for the most up-to-date skills on the latest Microsoft technologies. Candidates who pass a certification exam show that they can meet globally recognized performance standards.

DIGITAL MARKETING CERTIFICATE

Today's marketers face a "digital skills gap," and when you earn a Professional Certificate in Digital Marketing, you will be able to help fill it. You can enter the online/internet marketing industry with Digital Marketing certifications. The industry has different metrics to track almost everything that happens on the internet and therefore, getting certified in any of its domains (SEO, PPC, Email Marketing, Social Media Marketing or Web Analytics) will give you an edge over others.

PERSONALITY DEVELOPMENT PROGRAM

Now a day's everybody is in a queue to get a good job in a well-established company. Today the corporates are less concerned about what you have done but how differently and artistically you express that to them, is what matters and gets you a job. One can only learn the art of expression through PDP by experienced trainers.



NBS CAMPUS AMBASSADOR AKA NBS SUPERHEROES PROGRAM

The Campus Ambassador program at NBS is targeted at identifying energetic, passionate, brilliant, like minded College Superheroes (and this term Superhero includes all the Supermen & Wonder women) who have the zeal to take initiative and make a mark.

How to identify a NBS Superhero? Well, they are the people who are typically great communicators, active members, initiators and self – motivators and great influencers. In addition, they are stars of their community and people look up to them since they usually lead by example. In short, Leadership flows in their veins and they are the visionaries of tomorrow.

NARAYANA EMPLOYABILITY ENHANCEMENT PROGRAM (NEEP)

This program is designed to aid candidates in their preparation for recruitment through campus or outside the campus. Students in their final year looking for placement in reputed organizations can make use of this program to get trained to deliver their best in the selection processes of various corporate tied up with our institutions. This program will provide you:

- Career Assessment Tests
- Personality Assessment Tests
- Quantitative Ability
- Verbal Ability
- Reasoning Ability
- Personality Development
- CV Writing Skills
- Communication
- Interview Techniques





NATIONAL INSTITUTE OF SECURITIES MARKETS (NISM)

Equity Derivatives Certification Examination

The examination seeks to create a common minimum knowledge benchmark for associated persons functioning as approved users and sales personnel of the trading member of an equity derivatives exchange or equity derivative segment of a recognized stock exchange.

Capital markets (dealers module) Certification Examination

The objective of the program is to provide a comprehensive understanding of the Capital/Securities Market. Keeping the demand of the students and professionals in mind, NISM designed and launched the Certificate Program in Capital Markets.

Mutual Fund Foundation Certification Examination

The examination seeks to create a common minimum knowledge benchmark for a new cadre of mutual fund distributors, involved in selling and distributing simple and performing mutual fund schemes.

Insurance Licentiate

The objective of the program is to build a pool of insurance professionals, who can sustain the growing momentum of the sector and help it achieve new levels of profitability and customer responsiveness. It aims to identify and nurture talent for the frontline sales force of the Insurance sector.

HR EXCELLENCE, TRAINING & DEVELOPMENT CERTIFICATION

This Certificate aims at Professional excellence in various HR roles. NBS has developed a strong network of trainers and consultants across the country, from almost every sector, who have the unique combination of in-depth professional knowledge and vast experience of managing diverse organizations as their area of strength. NBS has decided to leverage this uniqueness for the benefit of organizations in creating values through training and development initiatives in HR practices of organizations with tangible organizational impact, through a certificate program.

CERTIFICATE PROGRAM IN TECHNICAL ANALYSIS

In depth understanding of technical analysis helps students understand the patterns, trends, volume analysis, reversal patterns, confirmation trends, channels and many more live analysis techniques in it. NBS understands that fundamental analysis when supplemented with technical analysis helps students pick the right stock for investment. NBS has got in deep roots in to the financial sector as a whole and it boasts of its alumni which helps it to get one of the best talents into technical analysis trainings. NBS strives to make its students sharp in the industry that helps investors create wealth.



OUR RECRUITERS

At NARAYANA BUSINESS SCHOOL, quality education is backed by strong placement network.

We believe that our role goes further than simply providing a good education. Our quality education makes our students stand steer clear of global economic crisis.

We arrange campus recruitment program that fulfils today's companies demand of hiring of fresh talent and young management leaders that are trained in newer outlook, interest, skills and approach.



INNOVATION

NBS always inspires the aspirants for Entrepreneurship by igniting the ideas and encouraging the innovation for embracement of challenging business world. NBS provides ample amount of Networking Opportunities, Financial Support and Industrial Mentorships for the successful launch of the Start Up.

EXPERIENTIAL LEARNING

NBS emphasizes 360-degree development of management aspirants. To develop strong competencies, NBS focuses on Advance Simulation, Market-Driven Value – Added programs to complement the management students. Such programs help them to excel in Industry 4.0.

CORPORATE LEADERSHIP

NBS proselyte management students to be high-performance leaders, who lead the team and organization from the forefront to excellence. To build such strategic leaders, NBS provides them rich industrial exposure comprising of Multiple Corporate Internship & Live Projects, Guest Sessions by Eminent Corporate personalities and Industrial visits.



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