

PGCM

Post Graduate Certificate in Management

Approved by
All India Council for Technical Education (AICTE)



Accelerate
Your Career Growth

AIMA
ALL INDIA MANAGEMENT ASSOCIATION

CME
CENTRE FOR MANAGEMENT EDUCATION

P2/14-POST GRADUATE CERTIFICATE IN MANAGEMENT (Retail Management)

India's retail sector is estimated to touch US \$833 billion by 2013, with a compounded annual growth rate (CAGR) of 10%. The organized retail is stated to grow at 40% per annum and expected to touch US\$107 billion. It is the 5th largest retail destination in the world. Retail contributes 8-10% to India's GDP. This industry directly employs about 300,000 people and the

demand is rising with every new store addition. To harness the emerging opportunities in the area, this programme is designed to impart integrated knowledge of merchandising, supply chain, store maintenance, inventory control, and retail marketing mix apart from customer relationship management.

FOR WHOM

- Graduates working in a retail organisation to upgrade their professional skills.
- Fresh graduates looking forward to excellent job opportunities in this sunrise sector.
- Management professionals working in other sectors to develop retail management competencies.

PROGRAMME STRUCTURE

Module 1

- GM11 • Management Functions and Organisational Behaviour
- RM01 • Fundamentals of Retailing
- RM02 • Essentials of Marketing
- RM03 • Customer Attraction and Relationship Management

Module 2

- RM04 • Merchandise Management and Pricing
- RM05 • Managing Retail Operations
- RM06 • Application of Supply Chain Management & Technology in Retail
- GM100 • Project Work

Award: Post Graduate Certificate in Management (Retail Management)

P3/89-POST GRADUATE CERTIFICATE IN MANAGEMENT (Human Resource Development)

This course is designed to develop conceptual & practical Human Resource Skills for effective management of people and organizations. This programme enables one to take higher responsibilities

in HR. It also prepares young managers to meet the challenges of a globally competitive environment and harness the asset for countering business challenges in the global era.

FOR WHOM

- Professionals in middle management seeking to renew fundamentals.
- Professional working in other functional areas aiming to shift to HR functions.
- Graduates looking for specific skills to increase their job prospects
- Graduates working in BPO, KPO or working in teams aiming to develop human asset management skills.

PROGRAMME STRUCTURE

Module 1

- HR01 • Human Resource Management
- HR02 • Organisational Behaviour
- HR03 • Performance Management
- HR04 • Training & Development

Module 2

- HR06 • International Human Resource Management
- HR08 • Managerial Leadership
- GM100 • Project Work

Award: Post Graduate Certificate in Management (Human Resource Development)

AIMA's VISION

To be a Leader in Management Development Movement.

AIMA's MISSION

We Facilitate Individuals and Organisations to Realize their Potential.

P4/92-POST GRADUATE CERTIFICATE IN MANAGEMENT (Finance)

The Programme covers the concepts and techniques of modern finance and enables the student to analyze and understand the behaviour of the modern financial market; to explore the range of factors influencing financial decisions; to understand modern corporate

financial management; to examine the role of financial risk management within business organizations and thus equip him/her with skills and knowledge for a career in the financial sector.

FOR WHOM

- Professionals in middle management level seeking to renew fundamentals.
- Professionals aiming to shift to financial functions.
- Graduate to enhance their knowledge in financial areas.
- Graduates looking for specific skills to increase their job opportunities.

PROGRAMME STRUCTURE

Module 1

- FM03 • Security Analysis & Portfolio Management
- FM04 • International Financial Management
- FM06 • Management of Financial Services
- FM09 • Project Appraisal & Finance

Module 2

- FM07 • Options, Future & Other Derivatives
- FM10 • Strategic Cost Management
- GM100 • Project Work

Award: Post Graduate Certificate in Management (Finance)

P5/50-POST GRADUATE CERTIFICATE IN MANAGEMENT (International Business)

This programme is designed to equip young managers and students for leadership roles in the face of global business challenges. The course is structured to impart integrated knowledge of international marketing skills, trade policy implications, contemporary trade

finance tools, export-import documentation and International Human Resource Management. This programme makes a bold attempt at delivering a balanced mix of export-import marketing and export procedural elements.

FOR WHOM

- Professionals in middle management level seeking to get knowledge of International Marketing Environment.
- Professionals aiming to reallocate to Global Markets.
- Marketing Graduate to enhance their knowledge in International Business.
- Graduates looking for specific skills to increase their Job Opportunities.

PROGRAMME STRUCTURE

Module 1

- IB02 • Indian Foreign Trade
- IB08 • Economics for International Managers
- FM04 • International Financial Management
- MM04 • International Marketing Management

Module 2

- IB03 • Import-Export Documentation
- HR06 • International Human Resource Management
- GM100 • Project Work

Award: Post Graduate Certificate in Management (International Business)

P6/18-POST GRADUATE CERTIFICATE IN MANAGEMENT (Pharmaceutical Marketing)

The Pharmaceutical industry of India is an ongoing giant with an annual turnover of Rs. 269 billion and still showing a growth of 6.4%. The future market size is projected at US\$25 billion (Mckinsey Report). Presently the industry directly employs over 5,00,000 people, while 24,00,000 are indirectly employed.

AIMA-CME with its expertise has delivered this programme to two pharma giants and is now ready to deliver the programme to the masses. This programme is designed keeping in view the present set of skills and the target audience to develop the required technical expertise in them to harness the enormous employment opportunities available in this area.

FOR WHOM

- Graduates already working in this field and looking for quantum jump in their career.
- Fresh graduates to enhance their specific management skills required in this highly technical area.
- Professionals already working in dynamic position in other sectors who need specific competency in rapidly growing sector of pharmaceuticals

PROGRAMME STRUCTURE

Module 1

- GM11 • Management Functions & Organisational Behaviour
- PH01 • Principles and Practices of Pharmaceutical Marketing Management
- PH02 • Pharmaceutical Sales and Distribution Management
- PH03 • Pharmaceutical Regulatory / Legal Issues

Module 2

- PH05 • Pharmaceutical Promotion and Advertising Management
- PH06 • Strategic Management and International Marketing
- GM100 • Project Work (equivalent to two papers)

Award: Post Graduate Certificate in Management (Pharmaceutical Marketing)

P7/91-POST GRADUATE CERTIFICATE IN MANAGEMENT (Marketing)

With a new waves of globalization across the world, there is a dire need to develop a band of learning professionals who are armed with strong conceptual foundations and intuitive insights who are also capable of successfully meeting the challenges of the corporate world.

AIMA understands this need well and nurtures its

students accordingly through its Professional Diploma Programme in Marketing Management.

AIMA's apex body status and industry interface has helped largely to design and align its curriculum course material and teaching methodology to suit the need of emerging trends and needs of working professionals in the marketing and sales area.

FOR WHOM

- Professionals aiming to shift to marketing functions and take higher responsibilities.
- Graduate to enhance their knowledge in area of sales and marketing.
- Graduates looking for specific skills to increase their job opportunities.

PROGRAMME STRUCTURE

Module 1

- MM01 • Marketing Management
- MM02 • Sales & Distribution Management
- MM03 • Advertising & Brand Management
- MM07 • Consumer Behaviour

Module 2

- MM04 • International Marketing
- MM05 • Marketing of Services
- GM100 • Project Work

Award: Post Graduate Certificate in Management (Marketing)

P8/45-POST GRADUATE CERTIFICATE IN MANAGEMENT (Operations Systems)

Operation management is the area of business that is concerned with responsibility of ensuring that business operations are effective. There is demand for qualified professional in area of professional systems

as the production, sale and post sale activities have to be integrated. Career opportunities are enormous in the are of Automobile, Manufacturer, Pharmaceutical, Telecommunication, Oil & Gas and all Banking Sectors.

FOR WHOM

- Engineering graduates working in production, manufacturing and allied companies.
- Professionals working in area of supply chain, retail, projects and services.
- Graduates looking for rewarding careers in backened operations.

PROGRAMME STRUCTURE

Module 1

- ITM341 • Advanced operations research
- ITM342 • IT Applications for facility planning
- ITM343 • Change management & Business Process Re-engineering
- ITM346 • Supply chain management

Module 2

- ITM344 • Project Management
- ITM345 • IT Applications in Service Operations
- GM100 • Project Work

Award: Post Graduate Certificate in Management (Operations Systems)