

Accelerate your Career Growth with AIMA's Post Graduate Diploma in Management

Approved by **All India Council for
Technical Education (AICTE)**
Ministry of Human Resource
Development, Government of India



All India Management Association (AIMA), as the national apex body of management profession in the country is committed to enhancing the competence of management profession through its multifaceted activities. AIMA is represented on the Boards of India's premier Business Institutions and also represented on Boards of Government bodies including the AICTE, National Board of Accreditation, National Productivity Council to name a few. AIMA brings to the Indian managers, the best management practices and techniques through numerous foreign collaborations with professional bodies and institutions.

Post Graduate Diploma in Management

Centre for Management Education under the aegis of AIMA, offers AICTE approved PGDM since 1994 and is widely acclaimed for its strong curriculum in the industry and academic circle. It is designed not only to impart the knowledge of core management subjects but also lays special stress in developing skills and competencies through exposure to real business situations in form of case studies. AIMA leverages its close linkages with the industry to assess emerging needs and factor to them on to its programmes by offering sector based specialisation.

Programme Objectives

- To prepare Graduates for Management Career through AIMA's unique blend of quality and flexibility.
- To enable working professionals rise in their organizations.
- To facilitate change of career to managerial and business arena.
- The programme is designed to develop conceptual knowledge and behavioral skills in students who continue to work in industry, government or other organizations

Salient features of the programme

- Industry interactive sessions by eminent experts
- Complimentary Student Membership of AIMA
- Complimentary subscription to management journal – INDIAN MANAGEMENT
- Employment oriented based curriculum
- Eminent faculty from academia & industry
- Blended mode of learning
- Lateral entry permitted on the basis of last PG/ Master's Programme pursued in stream relevant to management education
- Special invites to attend National level Seminars/Summits
- Placement support services
- Scholarship to economically weaker section
- Business simulation games to enhance learning
- Special invites to attend National Level Seminars/Conferences.
- Teaching based on case studies to build and strengthen decision-making and analytical skills.
- Opportunity to pursue PhD in collaboration with Aligarh Muslim University.

Modular Structure of the Programme & Additional Certification Offered

On the successful completion of each modular, a certificate is awarded. Post Graduate Diploma in Management (PGDM) is awarded after successful completion of all four modules including the Project Work.

MODULE I

Certificate in Management

- Management Functions & Organization Behaviour
- Managerial Economics
- Business Statistics
- Financial & Management Accounting
- Introduction to Information Technology
- Business Communication

MODULE II

Advanced Certificate in Management

- Operations Management
- Human Resource Management
- Marketing Management
- Economic and Social Environment
- Research Methodology
- Financial Management

MODULE IV

Post Graduate Diploma in Management

- Business Law & Corporate Governance
- International Business
- Entrepreneurial Management
- Strategic Management & Ethics
- Project Work

MODULE III

Professional Certificate in Management

Specializations Offered

- Banking & Financial Management
- Business Analytics
- Digital Marketing
- Financial Management
- Financial Research & Valuation Modeling
- Hospitality Management
- Human Resource Management
- Information System
- International Business
- Marketing Management
- Operations Management
- Retail Management
- Supply Chain Management

Mode of Programme Delivery

Option A – Face To Face Classes

15 hours of teaching (per subject) via Face to Face Class room teaching on weekends and Industry Interaction etc.

Option B – Online Classes

15 hours of e-learning content (per subject) on weekends and sessions by subject experts, Industry Interaction etc.

Duration & Course Fee

Minimum 2 Years of Course work and Project Work. Flexibility offered to working professionals.

Course Module Fee ₹ 31,500/- per module and one time registration charges of Rs 550/-

Career Development | Advance Managerial Skills | Up-Gradation of Educational Skills | Stay Current with the Best Practices