Institute of
Management Technology
Centre for Distance Learning, Ghaziabad

PREMIUM

# POST GRADUATE MANAGEMENT PROGRAMMES

**Approved by AICTE**

January 2021 Admission Cycle

# Leadership is Not in Our Curriculum, it's in Our Philosophy.

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# 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 furbished 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

# FROM THE DESK OF DIRECTOR

Millions of professionals are trying to be the 'One in a Million'. A desire to achieve career growth and to stand out leads many career-focused individuals to invest in acquiring premium management qualification. But the scarcity of time and rigors of work pressure make it tough for many professionals to realize their dream of acquiring quality skills in management. In today's super-connected and hyper busy world, acquiring skills can be easier as well as challenging. Easier on account of plethora of options available at one's disposal but challenging on account of paucity of proven & well-rounded programmes at hand.

Our goal is to provide to our students superior accessibility to industry ready programmes that are well designed, learner centric, affordable, efficient and flexible to access. Being one of the pioneers in the country in the space of distance learning management programmes, we strive to provide access to our students on a variety of management programs which focus on diverse professional needs of the 21st century. We have the advantage of an early mover in the e-learning space. Our learning management systems are one of the best in the industry right now. By allowing our students to learn what they want and when they want it, we strive to create an e-learning ecosystem which keeps them engaged and motivated.

Moreover, we are continuously upgrading our systems, rolling out improvements in our design and deliveries that make studying online, more interesting and rewarding. Because we believe that every benefit – big or small – for the student is a benefit for the institution and society at large. We have over three decades of expertise in conducting management education programmes in distance mode with our students spread across the globe with a 35,000 plus alumni base as on date. Our goal at IMT CDL is to bring to you conducive learning environment irrespective of where you are.

In our virtual campus, you will not only meet other learners, but will also have direct access to our faculty, industry experts and a vast network of our alumni spread across the globe. We assure you that your dreams would be a lot closer than you think at IMT- Centre for Distance Learning (IMT CDL), Ghaziabad.

**Prof. S. R. Musanna**
Director | IMT CDL

# FROM THE DESK OF THE DEAN

Welcome to Quality Management Education Experience at IMT Centre for Distance Learning, Ghaziabad. These are unnerving times for higher education in India. Academic institutions are struggling with cut throat competition internally and externally. Employers are finding little value in the degrees and certificates of students. Evolution and Revolution in technology is much faster now. The fact remains India is facing huge unmet demand for higher education and insufficient seats at Institutes of higher learning. Research findings suggest that students pursuing higher education shall double by 2025 which will further constrain our capacity to reach the objective - "no one is left behind". Distance Learning alone can help us overcome it. There is a public backlash against rising tuition and student debt which cannot be overcome by establishing conventional educational institutions but by distance learning systems.

We at IMT CDL believe in the philosophy "whom do we serve" and how well we can reach out to those who can't afford expensive education. IMT CDL provides the best non-traditional experience in management and business education having been recognised, as a world class Indian institute. The time pressure and life's demand make it harder for a working professional to develop managerial skills through conventional institutions. As the work place becomes increasingly challenging and competitive in the 21st century, the right management education and qualification has become a crucial success factor for working professionals. IMT Centre for Distance Learning (IMT CDL) is the most apt answer to meet the management education requirements of working professionals. The state-of-the-art infrastructure at IMT CDL enables the learners to experience world class management education with ease and flexibility and without the need to remain away from work. The vast digital repository of high quality management lectures by our distinguished faculty, proctored examinations, assignments, a large digital library and an advanced learning platform ensure an enriching and effective learning process.

Also, live online sessions for all the courses available to all learners is a great facility to successfully complete and acquire a premium management qualification from IMT CDL. It is also heartening to note that IMT CDL has been ranked #1 in various recent surveys on distance education in the country.

It is an opportunity to join several thousand alumni who reposed their confidence and rose to greater heights on the ladder of their professional career. I invite you and assure you of achieving your learning goals. Our Journey for over three decades is a testimony that we have kept our promises all through.

**Prof. Asif Zameer**
Professor & Dean (Academics)

# FACULTY PROFILES

## PROF. S R MUSANNA Professor & Director

Ph.D. in OB, MBA

**Area: Legal and General management**

Prof. Musanna has academic experience of more than 30 years and has industrial experience with RPG enterprises of more than a decade. He held the position of Director at Jaipuria Institute of Management, Lucknow. He has been associated with SGT University Gurgaon as Chief Executive Officer. He specializes in the area of Corporate Law & Industrial Relations. He is a member on the board of many prestigious Business Schools. He is a member of Technical Expert Committee of State Planning Commission, UP. He is an International Broadcaster in sports having covered Test Matches and ODIs in Cricket and World Cup Hockey. Professor Musanna is also a trainer to Academies for Judges Training as well as Research Institutes, besides hosts of Indian Industries.

**SPECIALIZATION**

1. Industrial Relations
2. Personnel Management
3. Mercantile Law

## PROF. ASIF ZAMEER Professor & Dean (Academics)

Ph.D. from Hamdard University, MBA from Jamia Millia Islamia and B.E.(Mechanical) from Delhi College of Engineering

**Area: Marketing**

Prof. Asif Zameer, has more than 3 decades of rich industry and academic experience. He has held responsible positions in organizations like BHEL, Gillette, Duracell, Heatly & Gresham, Geep Torches and Amkette Computer Peripherals and taught in leading institutions in Delhi - NCR.

He has worked closely with Nanyang Business School, Nanyang Technological University (NTU), Singapore and has published several research papers in reputed international and national journals and presented his work in various national and international forums. He has travelled extensively across the globe.

**SPECIALIZATION**

1. Sales and Distribution Management
2. Marketing Management and Marketing Research
3. Retail Management and B2B Marketing
4. Corporate Relations and Executive Education

## DR. BHARTI SINGH (Associate Professor)

Ph. D. in Economics from University of Lucknow

**Area: Economics & General management**

Dr. Bharti Singh has teaching experience of more than two decades in various premier Institutes. She has published research papers in national and international journals and has authored a book on Managerial Economics. She is also guide to Ph.D. students.

**SPECIALIZATION**

1. Micro Economics
2. Business Environment
3. Consumer Behaviour

## DR. NIDHI MATHUR (Associate Professor)

Ph. D. in Public Administration from Jodhpur University

**Area: Human Resource Management**

Dr. Nidhi Mathur is a Ph.D in Governance and has done her Post Graduation in Public Administration from Jai Narain University, Jodhpur. She is UGC NET Certified and has academic experience in the area of Organisational Behaviour and Public Administration. She has published papers in national and international journals as well as articles in international newspapers. She is actively involved in consultancy and research in management processes. Prior to joining IMT CDL, she served as Senior Lecturer at National Law University, Jodhpur and ICFAI National College.

**SPECIALIZATION**

1. Change Management
2. Learning & Development
3. E-Governance
4. Instructional Design

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## DR. PRITI SHARMA (Associate Professor)

Ph. D. in Finance from Aligarh Musilm University

**Area: Finance**

Dr Priti Sharma has a blend of academic as well as corporate experience of more than two decades. She has been associated with International College of Financial Planning (ICoFP) - A Bajaj Capital Group institute, ICFAI, National Stock Exchange and Bombay Stock Exchange as full time/ visiting faculty. She has worked with Flex Industries Ltd in corporate finance division. She has authored the book 'An Insight into Mergers and Acquisitions', an International Publication with Palgrave Macmillan (Palgrave Macmillan is part of the Springer Portfolio). She has developed the e content for ePG Pathshala Project of MHRD for Financial Institutions & Markets Course of Masters of Business Economics Programme.

**SPECIALIZATION**

1. Merger & Acquisitions
2. Financial Statement Analysis& Valuation
3. Corporate Finance
4. Mutual Funds

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## DR. VIVEK SINGH TOMAR (Associate Professor)

Ph. D in Management from Amity University Noida

**Area: Marketing**

Dr. Vivek Singh Tomar has 20 years of professional experience with 3 years in industry followed by 17 years of teaching full time and part time MBA students. Internationally he taught at Dubai and Singapore campuses and has also conducted lectures for the MBA students of UNIMORE Italy and Indiana University, Perdue University Fort Wayne USA. He conducted e-learning sessions with Govt. of India PAN African E-Network Project. He was trainer of volunteers during XIX Commonwealth Games held in Delhi. Conducted training sessions in marketing for TATA Motors Sales and Workshop Managers and has taught Management courses to officers and PBORs under DGR, Ministry of Defence, Govt. of India. He has good number of Research Papers (Listed in SCOPUS, WOS, ABDC, EBSCO etc.) and Case Studies (The Case Centre) to his credit in reputed International/ National Journals.

**SPECIALIZATION**

1. Marketing Management
2. Consumer Behaviour
3. Marketing Research
4. Retail Management

# Post Graduate Diploma in Management

## (PGDM) – Two Years

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
> NINTY 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. |
|---|---|
| 1. Principle of Economics | 4 |
| 2. Management Accounting | 4 |
| 3. Marketing Management | 4 |
| 4. Business Statistics | 4 |
| 5. Managerial Communication | 4 |

| Semester - II | Cr. |
|---|---|
| 1. Financial Management | 4 |
| 2. Business Environment | 4 |
| 3. Organization Behavior | 4 |
| 4. Operations and Supply Chain Management | 4 |
| 5. Introduction to Information Systems | 4 |

| Semester - III | Cr. |
|---|---|
| 1. Legal & Regulatory Environment of Business | 4 |
| 2. Strategic Management | 4 |
| 3. Managing New Ventures | 4 |
| 4. Human Resource Management | 4 |
| 5. Ethics & Corporate Governance | 4 |
| | |

| Semester - IV | Cr. |
|---|---|
| 1. Elective-I | 4 |
| 2. Elective-II | 4 |
| 3. Elective-III | 4 |
| 4. Elective-IV | 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 and as per the directives issued by regulator***

# Post Graduate Diploma in Management (Executive)

(PGDM Executive) – 15 Months

IMT CDL's Post Graduate Diploma in Management (Executive) empowers executives with Analytical Skills and Cross - Functional perspective to gain management expertise across all domains. The curriculum lays a strong foundation for a leadership mindset. It is a career-changing programme to accelerate personal and professional growth of executives.

> MANAGEMENT IS DOING THINGS RIGHT, LEADERSHIP IS DOING THE RIGHT THINGS
>
> - PETER DRUCKER

## Programme Outcomes

| After undergoing the programme, the student will be able to: |
|---|
| ▶ Demonstrate leadership behaviour. |
| ▶ Foster learning attitude. |
| ▶ Solve problems and think critically. |
| ▶ Do strategic analysis. |
| ▶ Analyse and evaluate ethical problems that occur at all levels of business. |

## Eligibility

- Graduation plus full time work experience of minimum five (5) years after graduation.

## Programme Duration

- Duration of the programme is Fifteen (15) months. However the programme can be completed within Thirty (30) months from the time of admission.

## Programme Structure

- The PGDM (Executive) programme is covered in Two (2) semesters with an additional 3 months for project work.
- The Programme is of total Fifty Six (56) credits. It includes Three (3) non-credit Foundation Courses, Nine (9) Core Courses with a total of Thirty Six (36) credits, Four (4) Elective Courses with a total of Sixteen (16) credits and a Project Work of Four (4) credits.
- 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. |
|---|---|
| 1. Principle of Economics | 4 |
| 2. Management Accounting | 4 |
| 3. Marketing Management | 4 |
| 4. Business Statistics | 4 |
| 5. Managerial Communication | 4 |
| 6. Strategic Management | 4 |
| | |

| Semester - II | Cr. |
|---|---|
| 1. Financial Management | 4 |
| 2. Organizational Behavior | 4 |
| 3. Operations and Supply Chain Management | 4 |
| 4. Elective-I | 4 |
| 5. Elective-II | 4 |
| 6. Elective-III | 4 |
| 7. Elective-IV | 4 |

| Project Term-3 Months | Cr. |
|---|---|
| 1. Project | 4 |

**Total Programme Credits (Cr.) : 56 Credits**

*Disclaimer - Programme Structure and Curriculum is subject to change at the discretion of IMT CDL and as per the directives issued by regulator*

# Specialization

- To get a Post Graduate Diploma in Management (PGDM Executive) with specialization, a student has to successfully complete at least four (4) 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 and as per the directives issued by regulator***

# Post Graduate Certificate in Management

(PGCM) - 13 Months

The programme offers a structured and compact module on Business Administration. The Curriculum encompasses various aspects of management relevant for the professionals. The programme covers fundamentals in General Management, Finance, HR, Operations and Marketing Management. It is designed to enhance the managerial capabilities of participants, resulting in continuous value addition at their work place. It encourages application of contemporary management knowledge and perspectives in an interdisciplinary manner. The use of case lets helps the participants to develop skills necessary to manage real life situations.

> Good business leaders create a vision, articulate the vision, passionately own the vision, and relentlessly drive it to completion.
>
> - Jack Welch

## Programme Outcomes

| After undergoing the programme, the student will be able to: |
|---|
| ▶ Develop understanding of all the functional areas of management. |
| ▶ Develop decision making capability necessary for day-to-day business situations. |
| ▶ Develop soft skills with respect to Human Resource. |
| ▶ Develop skills in problem solving and analysis. |

## Eligibility

- Graduation in any discipline.

## Programme Duration

- Duration of programme is of Thirteen (13) months. However, the programme can be completed within Twenty Six (26) months from the time of admission.

## Programme Structure

- The PGCM is covered in two Semesters.
- The Programme is of total forty four (44) credits. It includes Three (3) non-credit Foundation Courses, Ten (10) Core Courses with a total of forty (40) credits and one Comprehensive Viva Voce of four (4) credits.
- The student will learn concepts in all the key areas of management.

## 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. |
|---|---|
| 1. Principle of Economics | 4 |
| 2. Management Accounting | 4 |
| 3. Marketing Management | 4 |
| 4. Business Statistics | 4 |
| 5. Managerial Communication | 4 |

| Semester - II | Cr. |
|---|---|
| 1. Financial Management | 4 |
| 2. Business Environment | 4 |
| 3. Organization Behavior | 4 |
| 4. Operations and Supply Chain Management | 4 |
| 5. Introduction to Information Systems | 4 |

| Viva Term-1 Month | Cr. |
|---|---|
| 1. Comprehensive Viva Voce | 4 |

**Total Programme Credits (Cr.) : 44 Credits**



*Disclaimer - Programme Structure and Curriculum is subject to change at the discretion of IMT CDL and as per the directives issued by regulator*

# COMPREHENSIVE VIVA VOCE

**For successful completion of PGCM Programme, Learner has to clear a component of Comprehensive Viva Voce. This will include the following stages:**

**1. Business case**

The student needs to choose one area of his/her interest from any of the following domains – Marketing, Finance, Economics, Operations or HR/OB. The student is required to present a real-life business case focusing on following points:

a. Introduction

b. Problem areas/Thrust areas

c. SWOT Analysis

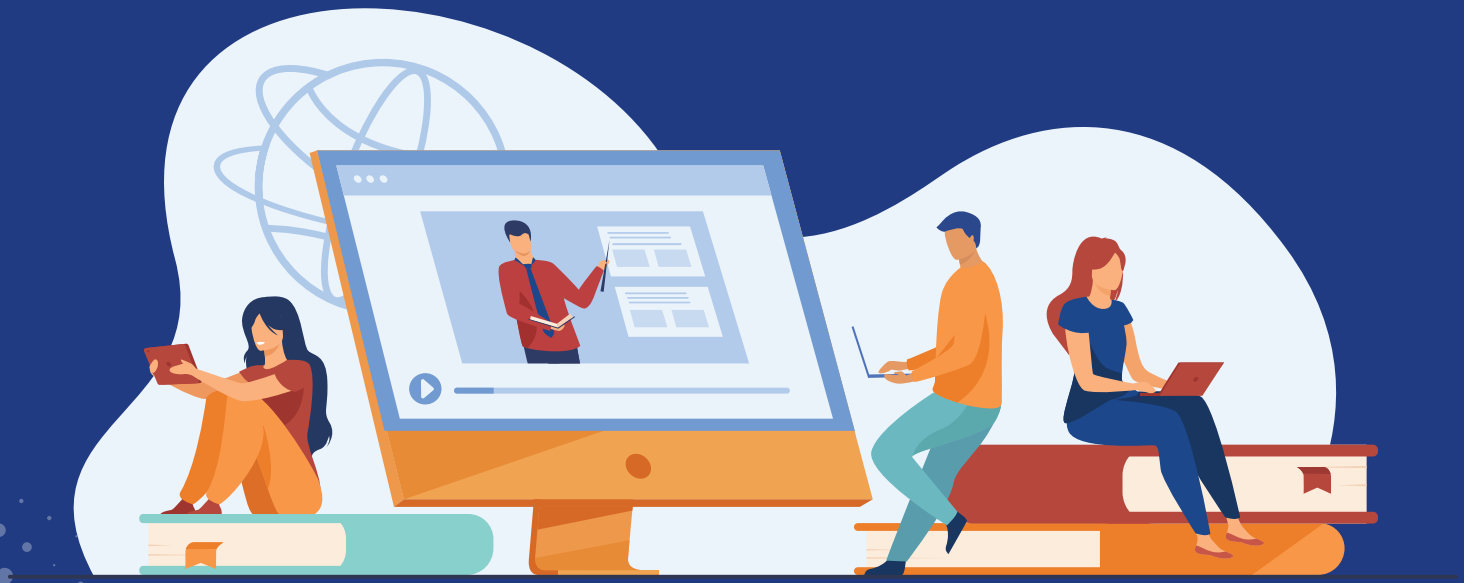
d. Alternatives available with their Pros & Cons

The case will be evaluated by an expert faculty in that area. **MM 50**

**2. Viva**

This will be a comprehensive viva aimed at assessing the learner's overall assimilation of business management concepts and application in the chosen area of interest. **MM 50**

**Total marks = Case + Viva = out of 100**



# FEE STRUCTURE

| Semester | Academic Fee (INR) | Alumni Fee (INR) | Programme Fee (INR) |
|---|---|---|---|
| POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM) - 2 YEAR | | | |
| 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 |
| POST GRADUATE DIPLOMA IN MANAGEMENT (EXECUTIVE PGDM) - 15 MONTHS | | | |
| Semester I | 32,500 | 1000 | 33,500 |
| Semester II | 32,500 | NA | 32,500 |
| POST GRADUATE CERTIFICATE IN MANAGEMENT (PGCM) - 13 MONTHS | | | |
| Semester I | 27,500 | 1000 | 28,500 |
| Semester II | 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

### 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.

# ADMISSION

ENQUIRIES

1800-102-1063 (Toll Free) Press 1

+91-120-4622400

admissions@imtcdl.ac.in

www.imtcdl.ac.in/admissions

CORPORATE ENQUIRIES

Contact Person: Piyush Kumar

piyush.kumar@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.
- For 15 Months PGDM (Executive) Programme, graduation with full time work experience of minimum 5 years after graduation is required.
- The maximum duration for completing any programme is double the number of months of the normal duration of that programme.

## 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.

# Online Learning Sessions (OLS)

## Mode of Delivery

- Learning sessions of a total of 12 hour duration are provided for each course in online mode through MS Teams. Such online sessions can be attended from any place across the globe using a reasonably good internet connection. They include various display panels (pods) and components to make learning more effective. The online sessions lets attendees/students share computer screens or files, chat, broadcast audio, and video, and participate in interactive online activities.

# PROGRAMME DURATION

Validity period for completion of Two Year PGDM is Four Years, for Fifteen months Executive PGDM is Thirty months and for Thirteen Months PGCM is Twenty Six Months. In case a student is not able to complete his/her program within the validity period and still wishes to pursue the programme she/he will have to re-instate the programme by paying a re-instatement fee of Rupees Ten Thousand (INR 10,000) and applicable examination/assignment/project fee for pending assessments.

| Programme Name | Post Graduate Diploma in Management | Post Graduate Diploma in Management (Executive) | Post Graduate Certificate in Management |
|---|---|---|---|
| Programme Duration | 2 years | 15 months | 13 months |
| Programme Validity | 4 years | 30 months | 26 months |
| Maximum Permissible Time Period within which reinstatement has to be applied, if the Programme has expired | 3 years from the expiry of the programme | | |

From the date of re-instatement, all requirements of completing the Programme should be done within two subsequent Exam Cycles.

# COMPONENTS OF EVALUATION

The different components of the evaluation are evenly spread out in the semester and aim to draw out response from the students with regard to various attributes like recall, ability to apply known concepts, competence in conceptualizing arguments, ability to face un-known situations etc. End Term Exam (ETE) will include the entire syllabus and will be held at the end of the semester.

| Components of Evaluation | Assignment 1 & Assignment 2 | End Term Examination (ETE) |
|---|---|---|
| Timeline | The assignment window is opened at the commencement of the semester & the students have to submit the assignments within the stipulated time period as announced | ETE will coming after completion of Online Learning Session (OLS) for that semester |
| Type | Objective Type Questions | Objective Type Questions |
| Duration | 50 minutes each | 90 minutes |
| Weightage | 15% for Assignment 1 & 15% for Assignment 2 | 70% |

For successfully completing a course a student has to obtain minimum 35% marks in ETE and overall 40% combining both the assignments and ETE together.

For Foundation courses student has to appear for assignment of 20 marks and he/she has to score minimum Eight (8) marks out of Twenty (20) marks. For successful completion of programme it is mandatory to pass all the foundation courses.

In case the student is unable to appear/clear in the scheduled assessment cycle then he will have to pay a reappear fee as follows:

| Assignment | End Term Examination | Project |
|---|---|---|
| INR 500 per course | INR 500 per course | INR 1000 |

If a student does not appear in the scheduled End Term Examinations it will be considered as an attempt. So also, if a student has booked examination and does not appear it will be considered as an attempt and the reappear fee as mentioned above will be applicable.

# REFUND POLICY

## The refund of fee is permissible in the following cases

1. In the event of a student cancelling admission before the last date of admissions, the entire fee collected from the student, after a deduction of the processing fee of INR 1000 (Rupees one thousand only) shall be refunded and returned by the Institution to the student/candidate withdrawing from the programme. The cost of Study material (INR 2500) if already dispatched shall be deducted over and above INR 1000 If the candidate agrees to return the study material in good condition then the cost of study material (INR 2500) shall not be deducted.

2. In case of provisional admission given to applicant appeared in final year or last semester of graduation examination and the result is awaited, student should submit the graduation proof before the last date of exam registration for first semester, failing which admission of such a student shall be cancelled and fee will be forfeited.

3. If a student has paid excess amount of fee, it will be adjusted in future semesters. In case excess amount of fee is paid in the fourth semester, the excess amount will be refunded.

4. If a student wants to leave the Programme on his/her own:

   a. Within 15 days from the date of closure of session (i.e. 15th April for January session & 15th October for July session), full fee refund after deducting an amount of INR 2500 towards the administration charges. The cost of study material INR 2500, if already dispatched shall be deducted over and above the admin charges of INR 2500. If the candidate agrees to return the study material in good condition then the cost of study material (INR 2500) shall not be deducted.

   b. After more than 15 days but within one month from the date of closure of session, (i.e. 15th April for January session & 15th October for July session), 50% of fee will be refunded.

   c. After one month from the date of closure of session (i.e. 15th April for January session & 15th October for July session), no refund of fee will be made.

*Note: Refund will be made within 3 months of the receipt of the application by IMT CDL*

# LEARNING INFRASTRUCTURE

## Learning Management System (LMS)

IMT CDL has setup a world class Learning Management System (LMS) platform named as EduGenie which provides an exciting and immersive environment for learners anywhere, anytime. It allows the faculty full functionality to interact and collaborate with the students. The world class LMS platform of IMT CDL effectively creates learning environment through which students can get easy access to their Course Material, Learning Schedules, Recorded Lectures, Assessments, Feedback, Peer Learning and many more features that foster a community of continuous learning and improvement.

## Live Online Learning Sessions (MS Teams)

MS Teams is a platform through which live online learning sessions are conducted by faculty to facilitate learning. The student gets the opportunity to interact with faculty and peer group. The platform enables the dissemination of real-life videos, conducting polls, screen sharing for problem solving through excel and other software to enable the comprehensive understanding by the learner.

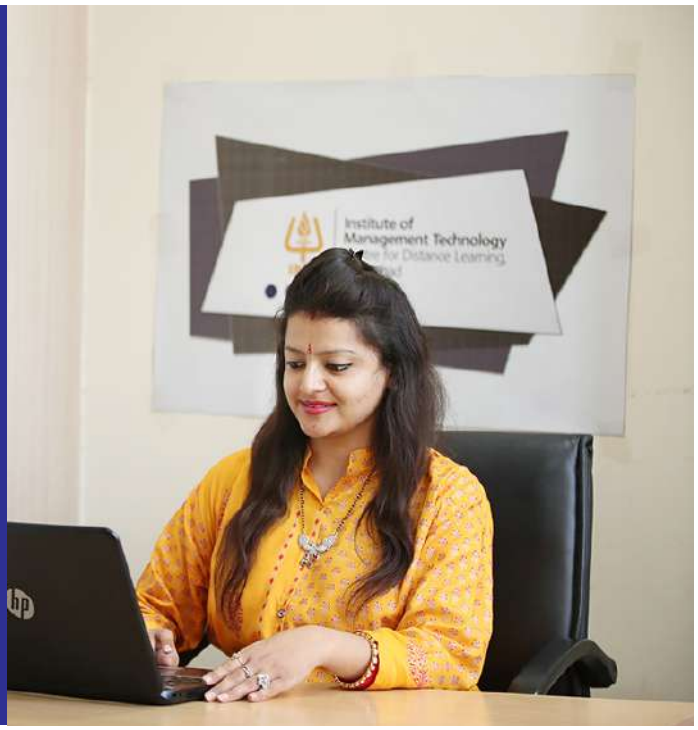
## Student Information System (SIS)

Student Information System (SIS) is a platform which provides complete information solution to our students. In Distance Education the receipt of correct and timely information is of paramount importance. SIS is one-stop solution for all the information needs of IMT CDL's students. All the information related to Projects, Assignments, Examinations, Marksheets, Academic & Fee Record etc. is systematically available at SIS which can be accessed by the students by applying user specific login details.

# DIGITAL LEARNING RE-DEFINED BY IMT CDL

## Rise above the Rest

At IMT CDL, mode of delivery is the combination of face-to-face sessions and live-online sessions. Online sessions are supported by world class IT Infrastructure maintained by institute, while face-to-face learning sessions are held during weekends at IMT CDL campus only.




### Applied Case Studies (ACS)

Our Real Life Case Studies provide rich basis for developing problem solving and decision making skills in a real work environment. It increases student ability to synthesize, evaluate and apply concepts learned. It helps them to organize and bring to life abstract concepts by helping them to make decisions about complex business problems.

### Expert Connect Classroom (ECC)

Faculty at IMT, Centre for Distance Learning are not just Subject Matter Experts but are capable of decoding all kinds of real life business scenarios to create high impact learning.

### Key Advantages of Blended Learning

- Continuous Learning
- Creative
- Live Online Learning
- Practice and Feedback
- Interactive
- Applied
- Recorded Sessions
- Progress Monitoring

### LEAD

Learn, Engage, Apply & Develop

LEAD is IMT CDL's unique Learning Methodology. It is a great way to prepare students to be tomorrow's Business Leaders. The students LEARN on their own with the courseware that is self-explanatory, self-contained and self-motivating by ENGAGING with the expert and peers. Students APPLY their knowledge in simulated real-life scenarios that helps them to synthesize and DEVELOP their Managerial and Leadership Capabilities.

### EDU GENIE

24 x 7 Access to On Demand Learning

IMT CDL's Learning Management System - Edu Genie gets students to access on demand – highly interactive learning courseware, participate in enjoyable learning activities, watch insightful learning videos, practice mock tests, and collaborate with peers 24 x 7.

# CORPORATE PROGRAMMES

Our Corporate Programmes cater to industry requirements and are aligned with global practices. These programmes have been specially designed to help working professionals to build a successful career without disrupting their professional and personal life. We work closely with corporates and startups. Our Corporate Clients reflect engagement from every sector ranging from the Pharmaceutical sector, IT and Banking etc.

## Corporate Programme Features

We link our management training solutions with organizations to measure the impact and enable optimization.

- Our Innovative support services ensure that each learner remains aligned to the learning goals and motivated to complete the programme.
- We offer recognized programmes that lead to the Premium Management Qualifications.
- Our learning ecosystem is designed to deliver high quality education by smart technology powered solutions.

### SOME OF OUR VALUED CORPORATE CLIENTS

HCL, genpact, American Express, Infosys BPO, torrent PHARMA, Tech Mahindra, टीएचडीसी इंडिया लिमिटेड THDC INDIA LIMITED, steria, THERMAX, vodafone, WNS Extending Your Enterprise, Del Monte Quality, IndiGo, ERICSSON, ADITYA BIRLA GROUP, RBS

# MANAGEMENT DEVELOPMENT PROGRAMMES

Our Management Development Programmes (MDPs) are aimed at enhancing the competencies of the managers and executives working at different levels in an organization. Our MDPs cover areas like Finance, Marketing, HRM, Operations, Project Management, Information Systems, Industrial Relations, Data Analytics, Leadership Development, Digital Marketing and Corporate Strategy. These MDPs are delivered on-site as well as at our Campus.

## MDPs

| S.No. | MDP Title | Programme Objectives |
|---|---|---|
| 1 | Managerial Effectiveness Programme | To inculcate skills required to successfully manage and organization |
| 2 | Equity Analysis & Valuation | To provide understanding of equity market and factors affecting the stock valuation |
| 3 | Managing Export-Import Business Effectively | The program will help the participants to understand the mechanics to locate new export markets and manage risk of conducting business at global level |
| 4 | Data Analysis for Business Research: Projects and Dissertation | This Program on Data Analysis for Business Research aims to equip participants with use of latest technology and tools for analysis and interpretation of research-based data for preparation of reports and presentations to aid business decision making. |

# Short Term Certificate Programmes

## Introduction

Short Term Certificate Programmes are aimed at providing focused and value adding inputs to participants in a specific domain. These programmes are targeted at candidates who want to augment their knowledge in the field or looking for diversification of their skill set. The curriculum is designed in view of industry requirements and includes recent innovations/practices in the area. The programme will be delivered by the experienced faculty.

## Modus-Operandi

The programmes are designed for self-paced learning and are supported by the learning infrastructure which enables any place - any time access to learning resources. These programmes encompass complete flexibility in terms of easy entry -self-paced learning –self-chosen exit time. The programmes will be open throughout the academic year and learners can register for the programme any time. The programme will comprise of three modules which are covered through asynchronous learning sessions. The participants have flexibility to complete the sessions at their own pace within a maximum time frame of six months from the date of admission. Once they go through all the modules, they need to appear for assessments.

## Certificate

Candidate will be awarded the 'Certificate of Completion' on successful completion of their programme.

## Programmes Offered:

- **UN GCNI – IMT CDL Joint Certificate in CSR and Business Sustainability**

  This Online short duration certificate programme is the result of extensive research undertaken by UN Global Compact Network India (UN GCNI) and IMT-CDL to understand the practical requirements of professionals in these critical domains. The Sustainability Experts with hands-on skills lead, support and advise on the implementation of SDGs (Sustainable Development of Goals) Framework in Organizations/Institutions across the country.

- **Financial Markets & Services**

  The programme provides the understanding of structure of capital market and the various instruments traded in equity & debt market segment. Programme also aims to provide broad understanding of different financial services.

# ALUMNI SPEAK

Extremely satisfying is how I would describe my experience at IMT CDL. The programme offered are in line with the current global scenario. The faculty are readily accessible and the abundance of student resources has helped me with the requisite practical skills useful in my work environment.

**ARVIND KUMAR SINGH**
IAS Officer, District Magistrate (DM), Basti, Uttar Pradesh

The PGDM – Executive Programme has greatly benefitted me, and as the CEO of a mega government institution, I am impressed with its well researched curriculum that covers cutting-edge content with a strong focus on management application of public-policy issues.

**DR. ASHWINI KUMAR SHARMA**
Director General, NIELIT, Department of Electronics and IT, Government of India

Enrolling for the PGDM programme at IMT CDL was probably the best decision of my Life. My learnings from the numerous courses at IMT CDL helped me to amalgamate theoretical and practical HR & Business concepts and helped me in fulfilling various Leadership roles in the Financial Services, E-Commerce and Travel sectors. The uniquely designed specialization course in HR, coupled with the lectures delivered by outstanding faculty and the timely encouragement from their Leadership Team has helped simplify my thoughts and bring about a rational approach in Situational Management.

**TARUN BHARGAVA**
Founder and Managing Partner, Talent Gen (Your Talent Scout)

I consider myself fortunate to have been a student of IMT CDL. The support I received from everyone at CDL deserves a special mention. The strong academic content of the courses have a hands on aspect. The skills and knowledge I have developed, helped me in formulating and implementing innovative strategies at my workplace. This has helped me to grow my career path.

**DR. AMBRISH TRIPATHI**
MD (Med), PGCCHM, PGDHHM, MBA (HM), MBA (HR),
MAHA Chief Operating Officer , Care Group of Hospitals , Raipur Division

The IMT CDL PGDM programme is both an enriching personal experience, and a tremendous opportunity to gain new leadership and management skills. I was at a place in my career where I wanted to advance my business acumen to a higher level of understanding across all segments of today's businesses. IMT CDL has the exceptional ability to deliver a broad-based management programme that effectively incorporates interesting case studies and well researched learning. This is easily applied to my daily business experiences and professional challenges.

The professors are exceptionally knowledgeable, and all have the ability to facilitate their specific area of expertise in an effective approach. The staff is outstanding, and the ongoing relationship fostered with the institute is unforgettable. I thank IMT for an impressive experience that has helped me grow both personally and professionally.

**AMIT SHARMA**
Associate Manager – Training, Learning and Development, Nucleus Softwares

IMT CDL has sharpened and empowered me with the right skill set. It has helped me in developing deeper understanding, study and analysis of situations which I actually use to run my global e-commerce business. Thanks to IMT CDL for giving me the right platform to convert my dreams into reality.

**SWATI JAIN**
Entrepreneur, Q Group of Companies

To be successful in life you need 3E's, EDUCATION, EXPERIENCE and EXCELLENCE. Education makes the base stronger and I am thankful to IMT CDL for providing great quality education which has played a very important role in my professional growth.

**ABHISHEK**
Associate Director, HR, Eli Lilly and Company

Learning from IMT CDL has given me the edge in the corporate world. I got tremendous boost in my career after completing my PGDM Programme. The courses offered at IMT CDL stand out and are fantastic enablers for the job market and career growth.

**GOPAL RAO**
Dy. General Manager, PMO, Bharti Airtel

Institute of
Management Technology
Centre for Distance Learning, Ghaziabad

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