

Post Graduate Diploma in Management & Entrepreneurship [PGDME]

An **OPEN ENROLMENT PROGRAM** For Working Executives, Graduates & Diploma Engineers



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Design & Direction: Professor Ranjan Das
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Jadavpur University: Some Background Information

Date of Establishment	24/12/1955
Status of the University:	A 66 years old State Funded University. The University has been recognized by UGC in 1955
Type of University:	Unitary
University Departments	36
Interdisciplinary Schools	21
Centres of Study	40

NOTE:

- ▶ NIRF India Ranking of Jadavpur University 2022: 4th in the 'University category'

The Strategy Academy: Some Background Information

- ▶ The Strategy Academy was set up about 15 years ago in January 2008 to act as a catalyst for transforming individuals and organizations to exploit their full potential and assisting them to achieve SUCCESS
- ▶ The Academy was conceived as a part of an Action Research done by Prof Ranjan Das, **Professor of Strategic Management at IIM Calcutta**. Prof Das is the current Executive Chairperson of the Academy
- ▶ The Academy is India's FIRST Academy that deploys a **Smart Learning & Transformation Solution [SLTS]** ..The Complete Transformation Solution. SLTS, registered with Patent Office of India, uses the principles of Convergence and Digitalization and focuses on **TOTAL LEARNING PROCESS** that comprises [1] faculty-led sessions, [2] extensive scheduled and guided learning activities outside faculty-led sessions and [3] a rigorous continuous and program-end evaluation. Faculty-led 100% LIVE sessions are delivered on One2One basis over 2 Way Interactive Platform [with streaming audio and video feeds] to ANY WHERE in India and the World.
- ▶ **More than 50 Indian companies, one University, One MHRD Institute and India's largest industry association** have used the resources and capabilities of the Academy, considering the following:
 1. Unique Dual Learning Process that recognizes participant's desire and need to learn on a particular subject area through different sources and in a variety of ways
 2. A variety of Learning & Development Programs in Strategy, Leadership, Innovation, Entrepreneurship and General and Functional Management areas; as a matter of fact, **any subject matter [not just business and management topics] can be delivered**, since SLTS is content neutral, location neutral, device neutral, platform neutral & scalable.
 3. Network of Faculty
 4. Streaming Video and Audio Platform [including associated infrastructure and support services] - facilitating 100% LIVE and 2 way interactive learning process- accessible from ANYWHERE and by participant on one2one basis
 5. Special capabilities in Strategy and General Management Consulting

OPEN ENROLMENT PROGRAM For Working Executives, Graduates & Diploma Engineers

Leading to Post Graduate Diploma in Management & Entrepreneurship [PGDME]

Jointly
Certified
by

Jadavpur University

[A 66-year-old UGC approved University
with high NIRF Ranking]

School of Education Technology



The Strategy Academy

[A 14-year-old Society specializing in Capability Building &
deploying a novel technology enabled Smart Learning &
Transformation Solution]

Centre for Advanced Studies

Program & For Whom	Semester s	Comprehensive PG Diploma level Project	Important features to note	
PGDME with Specialization - Ideal for a Group of Young TALENTED individuals, who need to specialize in an area of importance to business	3 semesters [15 Subjects - 5 per Semester]	Yes [in the area of specialization]	<ol style="list-style-type: none"> 1. PGDME with specialization will be offered only if at least 20 participants are there. 2. Formal Coursework in area of specialization [5 subjects in 3rd Semester] 3. Action Learning Project in each subject and Comprehensive Project will be fully CUSTOMIZED at individual participant's level 	<ol style="list-style-type: none"> 4. Comprehensive PG Diploma level Project will also be in the participant's area of interest 5. No mention of <u>area of specialization</u> in the PGDME certificate 6. List of 5 specialization subjects of 3rd Semester will be mentioned in the grade sheet
PGDME - without specialization - Ideal for a Group of [a] Talented Specialists & [b] Senior Management Officials, both requiring cross-functional inputs	2 semesters [10 Subjects - 5 per Semester]	Yes [in an area of interest of each participant]	<ol style="list-style-type: none"> 1. NO Formal Coursework in area of interest [and that is why there are 2 Semesters] 2. Action Learning Project in each subject and Comprehensive Project will be fully CUSTOMIZED at individual participant's level 	<ol style="list-style-type: none"> 3. Participants are free to select topics of their Action Learning Projects in each of the 10 subjects to be covered in first 2 Semesters keeping in mind the content of each subject and their respective <u>area of interest</u> 4. Comprehensive PG Diploma level Project will also be in the participant's area of interest

BUSINESS, ORGANIZATIONAL & INDIVIDUAL LEVELS

INPUTS & PROCESSES

Upgrade Existing Skills and Acquire New Capabilities through Industry and function specific Course-work, Term papers, PG Level Dissertation and Multi-element Evaluation:

Directions of Development

1. Cross-functional Skills in different areas of management - required by participants to understand essence of business and management and how to make functional decisions with cross functional perspectives and skills

2. Strategy and Leadership Skills and Acquire an Entrepreneurial Mind - required to analyse the fast changing business challenges, appreciate the importance of strategy and entrepreneurial orientation to achieve success and offer requisite support to so that **the organization can develop and sustain competitive advantage**

3. Special Focus Area [ONLY applicable for those specializing in an area which is on offer]: Any area, out of the options offered, and apply the same to address specific challenges faced by companies and industries.

▶ **BUSINESS LEVEL:** As a part of completing term papers and ONE comprehensive project, achieve the following:

- I. Acquire new generation skills in cross-functional, strategy and one specialization area [if applicable] so that participants are equipped to address contemporary business challenges
- II. With skills mentioned in [I], participants will be able to contribute effectively for businesses to develop and sustain competitive advantage

▶ **ORGANIZATION LEVEL: DEVELOP, REWARD & RETAIN TALENT**

- ▶ Identify talent, through this program
- ▶ Develop talent through upgrading skills of talented officials further
- ▶ Reward talent for retaining them

▶ **INDIVIDUAL LEVEL:**

- ▶ **A Comprehensive Learning Opportunity** - Cross Functional, Strategy & Leadership and specialization in one area [if applicable]
- ▶ Acquire within 11 month [if there is specialization; otherwise, 8 months], while on-the-job & without using any office hour, **PG Diploma level Certification** from a University with high NIRF Rank [4th in 'University' category during 2021-22]

PGDME - WITH SPECIALIZATION LIST OF SUBJECTS & WORKLOAD

ENGAGEMENT LEVEL - AN OVERVIEW

- 720 hours of engagement over **11 months [45 weeks]** comprising:
 - 240 hours of faculty conducted **100% LIVE DIGITAL** and 2-way interactive sessions [120 sessions each @ 2 hours] **OUTSIDE office/ working hours** [thrice a week sessions during 8 to 10pm]
 - 480 hours of scheduled and guided learning outside faculty conducted sessions
- 15 Subjects [5 in special focus area]
- 15 Action Learning Projects to address business and function specific challenges [5 in special focus area] - All company/industry specific]
- 15 quizzes [5 in special focus area]
- Many Individual case analysis/ discussions and guided/ monitored syndicate room discussions
- 15 Presentations [5 in special focus area]
- 15 interactions with industry experts
- 15 program-end examinations
- **1 Program end Comprehensive Project** [in special focus area]

OPEN Enrolment Program

PGDME - SOME IMPORTANT DETAILS

[With Specialization & 11-month Duration]

- ▶ **Subjects :**
 - ▶ 15 Subjects spread over 3 Semesters and covering:
 - ▶ Cross functional areas of management and strategy [7]
 - ▶ Economics, organizational behaviour and quantitative [3]
 - ▶ Special focus area [5]

NOTE: A significant portion of each of the 15 subjects PLUS Program-end Comprehensive Project can be related to one's own area of specialization
- ▶ **Evaluation and grading**
 - ▶ Multi-element evaluation [7 elements in each subject] and relative grading
- ▶ **Issue of PGDME Certificate**
 - ▶ Jointly by **Jadavpur University** School of Education Technology and **The Strategy Academy** Centre for Advanced Studies [TSACAS]. Subjects of special focus area will be mentioned in the grade sheet.
- ▶ **Start Date:**
 - ▶ To be announced; to be offered at least twice a year [Batch size per specialization: Maximum 20; Total batch size: Maximum 40; minimum 30]; For start date, Contact Sumit @ 9874882778 or email: sumit@thestrategyacademy.org
- ▶ **Fees:** For fee, Contact Sumit @ 9874882778 or email: sumit@thestrategyacademy.org ; Early registration and group registration discounts available

THREE Options for Specialization [Minimum 20 participants per specialization]:

- I. Any functional area [Data Science, Analytics, Emerging Technologies [such as AI/ ML, Cloud, Blockchain, IoT etc], Advanced skills in Sales & Marketing, Finance , R&D management, Manufacturing , etc]
- II. Strategy & Leadership
- III. Industry specific specialization

PGDME - WITHOUT SPECIALIZATION SUBJECTS & WORKLOAD

ENGAGEMENT LEVEL - AN OVERVIEW

- 480 hours of engagement over 7 months [28 weeks] comprising:
 - 160 hours of faculty conducted 100% LIVE DIGITAL and 2-way interactive sessions [120 sessions each @ 2 hours] OUTSIDE office/ working hours [thrice a week sessions during 8 to 10pm]
 - 320 hours of scheduled and guided learning outside faculty conducted sessions
- 10 Subjects
- 10 Action Learning Projects [can be related to one's area of interest though no coursework will be there in such areas of interest]
- 10 quizzes
- Many Individual case analysis/ discussions and guided/ monitored syndicate room discussions
- 10 Presentations
- 10 interactions with industry experts
- 10 program-end examinations
- 1 Program end Comprehensive Project [can be related to one's area of interest]

OPEN Enrolment Program:

PGDME - SOME IMPORTANT DETAILS

[NO Specialization Area & Shorter Duration]

Subjects:

- 10 Subjects spread over 2 Semesters and covering:
 - Cross functional areas of management and strategy [7]
 - Economics, organizational behaviour and quantitative [3]

NOTE: A significant portion of each of the 10 subjects PLUS Program-end Comprehensive Project can be related to **one's own area of interest**

Evaluation and grading

- Multi-element evaluation [7 elements in each subject] and relative grading

Issue of PGDME Certificate

- Jointly by **Jadavpur University** School of Education Technology and **The Strategy Academy** Centre for Advanced Studies [TSACAS].

Start Date:

- To be announced; to be offered at least twice a year[Batch size per specialization: Maximum 20; Total batch size: Maximum 40; minimum 30]; For start date, Contact Sumit @ 9874882778 or email: sumit@thestrategyacademy.org

- **Fees:** For fee, Contact Sumit @ 9874882778 or email: sumit@thestrategyacademy.org ; Early registration and group registration discounts available

NO Specialization BUT

A significant portion of each of the 10 subjects PLUS Program-end Comprehensive Project can be related to one's own area of interest

LIST OF SUBJECTS: MODULE-WISE

MODULE I: Core Business Functions

1. Marketing Management
2. Analysis of Financial and Cost Performance for decision making and control
3. Financial Management
4. Operations Management
5. Managing and Leading

MODULE II: Business Decision, Strategy and Entrepreneurial Orientation

1. Economics for Managers
2. Quantitative Techniques for business decision making
3. Human Resource Management
4. Strategic Management [Strategy, business model, execution and leadership]
5. Entrepreneurship, and developing a plan for new business

MODULE IV: Comprehensive Project

- In addition to 15 subjects, a real-life and application focused COMPREHENSIVE project will be taken up by each participant to apply the concepts learnt and skills acquired in the special focus area covered under MODULE III [viz oil & gas].
- PGDME **Certification will require completion of all 4 Modules viz. I, II, III & IV.**

MODULE III: Special Focus Area - Slide 6

[To be offered if there are at least 20 applicants]

1. Specialization Subject 1
2. Specialization Subject 2
3. Specialization Subject 3
4. Specialization Subject 4
5. Specialization Subject 5

NOTE:

- ▶ For PGDME with specialization, there will be 3 semesters. List of 5 specialization subjects and Content of Module III will vary depending on the specialization to be offered.
- ▶ For PGDME without specialization, there will be 2 semesters. List of subjects and Content of 2 semesters are given under Modules I & II

A minimum of 40 to 50 % of coursework in each subject, 100% of subject-wise Action Learning Projects [ALPs] and also Comprehensive Project to be submitted at the end of the program will be application focused and linked to INDUSTRY or COMPANY specific context