

Post Graduate Diploma in Management

Programme Code (PGDM)

Admissions in the following specializations of P.G. Diploma in Management Programme are offered:

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| 1. Post Graduate Diploma in Human Resource Management | (PGD-HRM) |
| 2. Post Graduate Diploma in Marketing Management | (PGD-MM) |
| 3. Post Graduate Diploma in Finance Management | (PGD-FM) |
| 4. Post Graduate Diploma in Operations Management | (PGD-OM) |

The student is at liberty to choose any one stream of the specialization from the above list. The PGDM programme is run on yearly mode. It is a one Year programme consisting of 10 courses/ papers. At the end of the year, there will be a term-end examination.

Objectives:

- To help students get professional education through distance learning so that he/she can put a step towards corporate world
- Expansion of understanding related to various streams of Management
- To develop managerial skills and personal skills leading to self development
- Exploring better prospectus for higher education in the field of Management

Eligibility: Admission is given on Merit decided based on scores obtained in Entrance Test organized by JNU, Jaipur or MAT/CAT/RMAT or similar test organized by other recognized Institutions/Agencies with Graduation in any discipline from a recognised university

Lateral Entry in MBA: The University provides opportunity to the students with one year P.G. Diplomas in Management in (HRM, MM, FM, OM) for admission in MBA final year. In this system, after completing the P.G. Diploma a student can seek admission in the MBA final year. The university grants credits to the students for already passed out courses. The unmatched credits will have to be earned with the final year examinations for completing the academic degree from JNU.

Duration: Minimum 1 year; Maximum 2 years

Credit: 50

Fee: Rs. 18,000/-

Programme Structure:

**Post Graduate Diploma in Management
Common Papers for all the Specialisations**

S. No.	Paper Code	Paper Title	Credit
1	MBA – 101	Business Environment	5
2	MBA – 102	Organization Behaviour	5
3	MBA – 103	Managerial Economics	5
4	MBA – 109	Financial Management	5
5	MBA – 110	Indian Ethos and Management	5
6	MBA – 111	Fundamentals of Information Technology	5

Post Graduate Diploma in Marketing Management (PGD-MM)			
7	PGDMM – 104	Consumer Behaviour	5
8	PGDMM – 105	Sales & Promotion Management	5
9	PGDMM – 106	Service Marketing	5
10	PGDMM – 107	Management of Marketing, Communication and Advertising	5
11	PGDMM – 108	Retail Management	5

Evaluation & Examinations:

Internal Assignment: The internal assignment shall be of 30 marks. Two assignments will be given in each course. The internal assignment shall be submitted to the concerned IGC for onward submission to the University. Marks Obtained in assignments shall be shown separately in the Mark sheet.

Term-End-Examination: There shall be a term-end-examination at the end of the year. It carries a weightage of 70% marks. Term-End-Examination is held in the months of June and December every year. The students are at liberty to appear in any of the examinations conducted by the university during the year subject to the completion of the minimum period prescribed for the programme pursued. No separate Examination details are to be filled with Admission Form and it is presumed that a student taking admission is appearing in all the courses/ papers of the programme of the study. For appearing in the examination of due papers a student has to submit Back Examination form available in the prospectus along with the requisite examination fee (Rs. 500/-) before the due date. If a student does not appear in any Term-End-Examination, he/she may appear in them in the subsequent Term-End-Examinations subject to a maximum of the credit ceiling prescribed by the University for an Examination. This facility will be available to a student to secure the minimum pass grade during the maximum duration prescribed for the programme. The pass marks in Internal Assignments and Term-End-Examination is only 30% for any one of the components. To clear a course as well as a programme as a whole a student is required to secure 40% Marks.

Division shall be awarded to the successful candidates only after the final year as follows:

I – Division	60% and above
II – Division	48% and less than 60%
III – Division	40% and less than 48%