



RAMAIAH
Institute of Management



MSRIM | PGPM
2023

**POST GRADUATE
PROGRAM IN
MANAGEMENT**

PARTNERED WITH



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➤ WHY PGPM PROGRAM?

In today's fast-paced business environment, corporations require their employees to possess advanced management skills to stay ahead of the competition. The Post Graduate Program in Management for Working Professionals is designed to equip working professionals with the latest management practices and specialized knowledge to achieve their career goals. The program offers flexibility, an industry-relevant curriculum, and an opportunity to network with other professionals. It is an ideal program for those who want to advance their career and gain a competitive edge in the market.



➤ PROGRAM HIGHLIGHTS

+

Taught by a team of faculty with rich Industry and Academic experience supported by regular sessions with visiting industry leaders.

+

Carefully crafted approach to provide students with a thorough understanding of modern management practices through Case Studies, Project Based Learning, Business Games or Simulations and Role Playing.

+

Training using real-life case scenarios from multiple leading organizations.



➤ PROGRAM OBJECTIVES

The Post Graduate Program in Management for Working Professionals has the following objectives:

- 01 Enhance managerial skills:** The program aims to enhance the managerial skills of working professionals by providing them with the necessary knowledge & skills to perform their roles efficiently and effectively in the workplace. It focuses on developing communication, leadership, decision-making, and problem-solving skills.
- 02 Stay updated with latest management practices:** The program is designed to keep working professionals up-to-date with the latest management practices, industry trends, and technological advancements.
- 03 Career advancement:** This program enhances the career prospects of working professionals by providing them with the knowledge and skills required to take up leadership roles in their organizations.
- 04 Develop a global perspective:** The program helps working professionals with a global perspective on management practices, which is essential for corporations with a global perspective.
- 05 Networking:** The PGPM program provides working professionals with networking opportunities with other professionals in their fields.



➤ LEARNING EXPERIENCE

- ✦ The course will provide an intellectually stimulating, challenging and enjoyable learning experience at the Ramaiah Institute of Management campus which is located near Hebbal in the heart of the Bengaluru city.
- ✦ The campus has modern classrooms with all audio-visual teaching aids and amenities as a leading Business School.
- ✦ It will provide an opportunity to network with fellow students and interact with highly skilled Industry Professionals and Faculty with a mix of rich Industry and Academic experience.
- ✦ The course is hands-on with a Project Based and Case Study Learning approach with a continuous evaluation process which focuses on Outcome Based Education.

✦ PEDAGOGY

The program provides working professionals with opportunities for experiential learning, such as case studies, simulations & projects.



➤ COURSE CURRICULUM

The program is designed to be completed over a period of 11 months, covering a set of core courses that cover the fundamentals of management, along with a set of cutting-edge courses:

#1 Principles of Management

- Leadership, Values & Ethics in Business
- Strategic Business Communication

#2 Competitive Strategy in a Digital Age

- Strategy Implementation & Control
- Corporate Strategy Formulation
- Inorganic Growth Strategies
- International Strategy

#3 HR & OB

- Organisational Behaviour & Teamwork
- Personal Branding & Growth
- Managing Negotiations

#4 Sales and Distribution Management

- Sales and Distribution Management
- Sales Planning, Forecasting & Pipeline Management

#5 Marketing Management

- Marketing Strategy & Brand Management
- International Business Development including Emerging Markets Sales

#6 Marketing 5.0

- Marketing Analytics
- Digital Marketing & Sales Tools for enhancing customer value

➤ PROGRAM DURATION

The PGPM course commences in **Aug 2023** and will be a comprehensive **11-month** weekend training program.

#7 Financial Decision Making for Managers

- Financial Statements and Analysis
- Financial Management & Planning
- Cost Control and Strategic Profitability

#8 Innovation & Problem Solving

- Creativity and Innovation
- Design Thinking
- Value Innovation
- Decision Making Under Constrains

#9 Operations & Services Management

- Project Management
- Lean Six Sigma Concepts
- Service Innovation
- Enterprise Risk Management

#10 Live Project and Dissertation

#11 Technology in Management

- Business Analytics – Excel and Python

#12 Entrepreneurship and Business Law

- Entrepreneurship
- Valuation of a Startup
- Business Law

#13 Financial Markets

- Investment Banking
- International Finance
- Fixed Income & Financial Derivatives

#8 Resume Writing and Placement readiness

➤ PROGRAM FEE

The all-inclusive program charge for this course is **Rs 180000/-** + GST.



➤ WHO SHOULD ATTEND?

This course is aimed at working professionals with **3+ years** of experience who have completed their graduation with a degree such as

+ **BBA / B.Sc. / B.Com. / BCA or equivalent**

with at least 50% aggregate and looking to advance their career rapidly through highly coveted knowledge and skills in modern management practices.

Skills like analytical problem-solving, efficient communication, innovative thinking, and industry expertise help a learner better understand and apply the course to real-life scenarios.

➤ AWARD OF CERTIFICATES

Ramaiah Institute of Management will provide Post Graduate Program in Management certificates to the successful candidates.



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➤ ABOUT RAMAIAH INSTITUTE OF MANAGEMENT

Ramaiah Institute of management is an NBA-accredited, autonomous institute. It was established in 1995 under the aegis of the Gokula Education Foundation. Ramaiah institute of management has been consistently ranked among the top 100 Business Schools in India. M S Ramaiah Institute of Management promulgates management education to create and offer to the nation a stream of professionally competent and value-oriented management graduates. It enables students to go beyond limited managerial roles and evolve as leaders. The Institute encourages students to think innovatively in analysis and problem solving to function effectively in the dynamic national and international business environment. The Institute has built its reputation through its dedicated goal of instilling professional values in its students and staff. The Institute is part of a broader ecosystem comprising of industry, academia and community.



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FOR FURTHER DETAILS, CONTACT



7892348900



Xceed@msrim.org

