



Influencing Practice

Promoting Value Based Growth

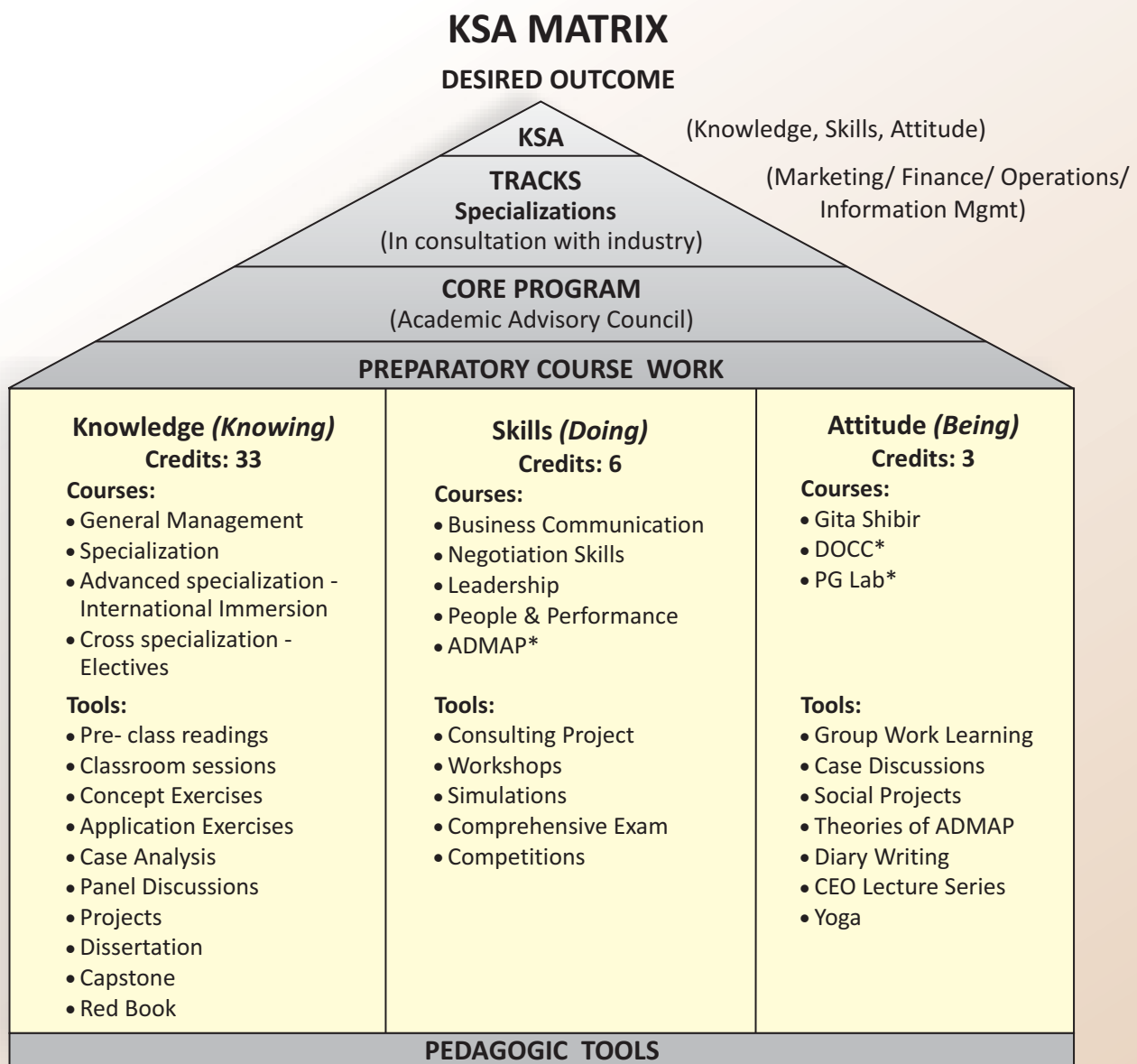
PGPM Program Architecture



Accredited by AMBA, as full time MBA



Program Philosophy



*Assessment & Development of Managerial & Administrative Potential

*Development of Corporate Citizenship

*Personal Growth Lab

Program Highlights

The Post Graduate Program in Management (PGPM) is an 11 month full time residential Program accredited as **full time MBA** by AMBA, UK.

This Program has been designed to take care of the **lateral requirements** in the Industry where there is an unmet need. As organizations grow at a fast pace, they require more talented resources at lateral positions not only to fuel the growth but also to infuse fresh blood into the system.

Program Objective:

Career acceleration by leveraging the previous experience of the participants and create potential first line general managers in a specific function.

Program Differentiator:

- Career Acceleration
- 4 specializations offered – Finance, Marketing, Information Management and Operations Management.
- Courses designed to leverage on past experience
- Immense peer learning because of the diverse mix of the batch
- Continuous networking with industry
- Domain focused learning
- IPIPI – Industry Projects Integrated Placements Initiative
- International Immersion with a well-defined objective
- Academic Advisory Council comprising Industry Experts
- Excellent faculty
- Innovative Program Architecture with a good mix of Knowledge Skills and Attitude.
- Course Innovations include
 - Theories of Administration
 - Gita Shibir to understand the concept of intelligent living, non-self-centeredness and the fact that the means are as important as the ends
 - DOCC – Social Projects with NGOs to test the universality of management principles in unstructured environment and sensitize participants to the urban and rural poverty
- Unique calendar – January to December
- Unique Selection Process

Placements:

- Excellent placements with an average increase of over 65% in the outgoing salaries over the incoming salaries
- Over 80 participating companies with challenging roles across domains

- Roles include consultant, client partner, product manager, lead consultant, project manager, domain consultant, business analysts, business development, manufacturing specialist, marketing

Program Architecture*:

- Benchmarked against Global Schools and continuous guidance from Industry and Alumni
- 2 months web learning in the basic courses
- 24 weeks of General Management
- 2 weeks Social Project
- 9 weeks of specialization customized based on the profiles of the batch
- 3 weeks of Advanced Specialization by International Immersion
- 8 weeks of General Electives

*The above schedule excludes the 2 weeks of vacation

Industry Integration:

The participants are enriched with inputs from Industry to keep themselves abreast with the current practices, the emerging trends, areas of focus and career tracks. The Program has a strong representation on the Advisory Board from the Industry.

Continuous interactions with industry is facilitated in the form of

- Guest Lectures
- Workshops
- Projects
- Panel Discussions

Eligibility:

Minimum 5 years of experience; GMAT/CAT scores; academic credentials

Selection Process:

The selection process is based on

- Past academic credentials
- GMAT / CAT scores
- 2 rounds of Interviews:
 - To understand the link between past experience, specialization chosen and career aspiration
 - To evaluate the candidates on their attitude and values

Program Architecture

Semester I				
Pre-Term (Nov to Dec)	Web Learning <ul style="list-style-type: none"> Financial Accounting Cost Accounting Managerial Economics Marketing 	7 Weeks (Jan to March)	General Management I <ul style="list-style-type: none"> Financial Reporting and Analysis Micro Economics Cost Management Learning Management Business Communication Managing IT Quantitative Methods PG Lab Gita Shibir Case Method Workshop Academic Conclave <p style="text-align: right;">Credits 8</p>	Customization Courses* - 9 Weeks (July to Sep)
	General Management II <ul style="list-style-type: none"> Macro Economics Marketing 1 Operations Management People and Performance Decision Science Corporate Finance ADMAP <p style="text-align: right;">Credits 7</p>		General Management III <ul style="list-style-type: none"> Business Policy and Strategy Leadership and Change Management Marketing 2 Business Environment Domain Study DOCC (Social Projects) - 2 weeks Research Methodology Legal Aspects of Business International Business Decision Making through Simulation Business Negotiation <p style="text-align: right;">Credits 10</p>	
7 Weeks (March to April)	Comprehensive Exam		8 Weeks (Oct to Dec)	
	Credit 1			
VACATION		2 weeks		

IPIPI - Industry Projects Integrated Placement Initiative

Industry Project Integrated Placements Initiative (IPIPI) is an alternative way of engaging with the industry. The participant works on a project or assignment with a company as a Consultant. The company gets a prospect to evaluate them over a longer period of time for placements. All these interactions throughout the program lead to focused & successful placements.

The engagement during IPIPI is through offline projects since the participants continue to attend lectures as per the curriculum. Based on the interest, function and domain of the project, the participants would be guided by a faculty member facilitated through the course coordinator. Companies can select interested participants for an engagement from May – Aug with a view of recruiting them during the placement process held in Sept – Oct.

Benefit to Recruiters:

- Enables evaluation of the candidate over a longer period of time compared to only interviews during placement thus reducing probability of misfits or placement issues.
- The candidates are performers from day one.
- Scope to fix the right compensation.

Benefit to Participants:

- Enhances the functional learning of participants and enables them to understand the roles and functions within the organization.
- Consult on projects based on previous experience.
- Application of learning at SPJIMR.

Semester II

Finance

- Managing Banks & Financial Institutions
- Debt Securities & Treasury Management
- Corporate Valuation
- Derivatives & Risk Management
- Mergers & Acquisitions
- International Finance
- Project Finance
- Financial Risk Management

Information Management

- Technology and Services Management
- Customer Relationship Management
- Outsourcing Strategy and Management
- IT Product Management
- Cloud Computing
- Business Analysis
- IT Strategy
- Enterprise Systems
- IT Consulting Management (ITCM)
- IT Business Development
- Business Intelligence
- Data Analytics for Business Intelligence

Marketing

- Buyer Behavior
- Sales and Distribution Management
- Strategic Marketing
- Key Account Management
- Product/ Brand Management and IMC
- International Marketing
- Services Marketing
- Marketing Management in the world of high technology and innovation
- Dissertation
- Alternate Marketing Channels in the New World

Operations Management

- Logistics and Supply Chain Management
- Project Management
- Manufacturing, Planning and Control
- Operations Strategy
- Services Operations Management
- Strategic Cost Management
- Managing for Quality and Performance Excellence
- Lean Six Sigma
- World Class Manufacturing
- Course of Independent Study

Specialization

Credits 8

International Immersion - 3 Weeks (Sep to Oct)

Credits 2

General Electives

Credits 6

- Supply Chain Management
- E - Marketing
- Project Finance
- World Class Manufacturing
- International Economics
- Entrepreneurial Marketing
- Key Account Management
- Technology Marketing

- Competitive Strategy
- Consulting in Business
- Managing New Business Initiative
- Mergers and Acquisitions
- Game Theory and Business Strategy
- Globalizing the Enterprise
- Microeconomics of Competitiveness
- New age Marketing

- B2B Marketing
- Enterprise Risk Management strategy and performance
- Banking, Financial Institutions and Markets
- Customer Relationship Management
- Managing IT - Financial Imperatives

Evaluation and Placements - 2 Weeks (Dec)

Grand Total (Semester I & II) Credits 42

1 credit is equivalent to 18 sessions of 70 minutes duration plus 60 hours of reading, projects, assignments etc.





International Immersion

Objectives

- To gain advanced knowledge in the area of specialisation to facilitate Career Acceleration
- Provide participants with Global Context and Exposure

Credits: 2, Duration: 3 weeks.

Marketing

Campus: Birkbeck, University of London

Courses

1. **Managing Customers for Competitive Advantage** - The key question discussed & addressed was: what kind of marketing and customer management strategies do successful organizations employ, and what can we learn from them?
2. **Strategic Marketing** - Aimed to develop the market oriented strategy development and implementation skills of participants, and thereby enhance their ability to contribute to the growth and success of their businesses. Additionally, it also aimed to broaden the world view of participants by dealing with ideas, insights, and case studies in an international context.
3. **Marketing Strategy in the Digital Age** - Dealing with Digital Disruption requires re-engineering business processes. How does the digital marketing toolbox help in adapting to new technologies and consumer purchase patterns?
4. **Innovation and Creativity in Marketing** - Aims at understanding the process of innovation and creativity in marketing from product development to delivering value.

Coupled with these courses they had the opportunity of experiencing firsthand a thriving market place in the first world and interacted with some of the best practitioners in commerce and industry.

Faculty

- **Dr Omar Merlo**, Assistant Professor in Marketing at Imperial College Business School in London and Fellow in Marketing at Cambridge University Judge Business School, London
- **Dr Narendra Laljani**, Dean of Graduate Studies at Ashridge, U.K., London
- **Michael Berry**, Professor of Digital Marketing, Hult International Business School, Consultant & Trainer in Digital Marketing, Mike Berry Associates, London
- **Vincent-Wayne Mitchell**, Sir John E Cohen Professor of Consumer Marketing, Marketing Group Subject Head, at the Cass Business School, City University, London

Finance

Campus: Birkbeck, University of London

Courses

1. **Asset Management** - Developments in asset allocation, contemporary investment strategies and industry developments
2. **Managing Financial Institutions** - Regulatory developments, securitization and emerging threats / opportunities
3. **Global Derivative Markets** - market micro-structure, regulatory changes and impact on participating institutions
4. **Corporate Finance and Valuation Strategies.**

Coupled with their on-campus course content in Mumbai, participants have emerged from the immersion with a truly global perspective on finance, making them eminently suited for relevant positions in the financial services industry.

Faculty

- **Stephen Thomas**, Professor of Finance, CAAS Business School, London
- **Simon Wolfe**, Professor of Banking and Finance. Southampton University, London
- **Mike Buckle**, Sr Lecturer in Finance, Swansea University, London
- **Pedro Saffi**, University Lecturer in Finance, Judge Business School, Cambridge, London



THE UNIVERSITY OF
TEXAS
AT AUSTIN



Information Management

Campus: McCombs School of Business, University of Texas at Austin, USA

Courses

1. **IT Strategy** - Strategies for a Networked Economy, Digital strategies for Hypercompetitive Environment, Aligning IT and Business Strategy, Business Process Excellence
2. **Innovation** - Leading Innovation and Innovation Workshop, Advocating for Innovation, IT-Enabled Business Innovation, IT Entrepreneurship, Change Management
3. **Project Management** - Project Management, Leading IT Project Teams, Conflict Resolution in IT Projects, Managing Complexity
4. **Business Intelligence/Data Analytics** - Business Intelligence Strategy, Measuring the Business Impact of Effective Data, Information and Knowledge Management

Faculty

- **Anitesh Barua**, Director, Information Management Program, William F. Wright, Jr. Centennial Professor for Management of Innovative Technology and Distinguished Teaching Professor, Department of Management Science and Information Systems, University of Texas at Austin, USA
- **R. Britt Freund**, Ph.D., Assistant Dean, Executive Education, Department of Information, Risk and Operations Management, University of Texas at Austin, USA
- **Eleanor Jordan**, Ph.D., Professor Emeritus, Information Systems, Department of Information, Risk and Operations Management, University of Texas at Austin, USA
- **Prabhudev Konana**, Ph.D., Professor, Department of Information, Risk and Operations Management, University of Texas at Austin, USA
- **Luis Martins**, Ph.D., Associate Professor Department of Management, University of Texas at Austin, USA
- **John A. Daly, Ph.D.**, Texas Commerce Bancshares Professor in the McCombs School of Business, University Distinguished Teaching Professor, University of Texas at Austin, USA
- **Gaylen D. Paulson**, Ph.D., Associate Dean and Director of Texas Executive Education, Senior Lecturer, Department of Management, University of Texas at Austin, USA
- **F. S. Kit Webster III**, Lecturer, Information, Risk and Operations Management Department, University of Texas at Austin, USA

Operations Management

Campus: The Eli Broad College of Business, Michigan State University, USA

Courses

Certificate course on **Advance Supply Chain Management** at the university which is ranked as number one in Supply Chain Management area in the US.

1. Principles and Strategies and key drivers for profitability
2. Integrated operations planning and forecasting
3. Procurement strategies, contemporary issues in Transportation and Warehousing
4. Supply chain performance measurement and benchmarking and Managing Global Supply Chains.

Faculty

- **Dr. David J. Closs**, Professor at Michigan State University The John H. McConnell Chair in Business Administration Supply Chain Management, USA
- **Dr. M. Bixby Cooper**, Associate Professor at Michigan State University, Supply Chain Management, USA
- **Dr. Stanley E. Griffis**, Associate Professor at Michigan State University, Supply Chain Management, USA
- **Steven Melnyk**, Professor at Michigan State University, Supply Chain Management, USA
- **Gary L. Ragatz**, Associate Professor at Michigan State University, Supply Chain Management, USA
- **Joseph Sandor**, Hoagland-Metzler Endowed Professor of Practice in Supply Management at Michigan State University, Supply Chain Management, USA
- **Tobias Schoenherr**, Assistant Professor at Michigan State University, Supply Chain Management, USA
- **Dr. Cheri Speier**, Professor at Michigan State University Associate Dean for MBA and MS Programs at the Eli Broad Graduate School of Management, USA
- **Dr. Judith Whipple**, Associate Professor at Michigan State University, Supply Chain Management, USA

Evaluations for the Immersion will be done jointly by SPJIMR & the respective faculty for 2 credits.

Testimonials

"SPJIMR provided me with a broad based business background that prepared me to handle pressure situations better and allowed me to devise and find holistic solutions to problems. The diverse backgrounds (both educational and professional) of the peer group made for lively real world and enriching discussions. It ensured that I get the much required exposure to various industries and functions to succeed and move further in my professional life. The resulting contacts and friendships are invaluable. Overall it was an exciting journey which would now be continued beyond the classroom".

Gaurav Sharma (PGPM 609)
Business Manager, STG, Public Sector,
IBM (India)

"Absolutely nothing I had experienced in my professional life prepared me for the rigour of a one-year MBA programme. Scheduled to give a holistic experience, PGPM at SPJIMR does what it promises, and a lot more. From the humbling experience of working with NGOs for DOCC, to the spiritual healing enabled by Gita Shibir, coupled with projects that are done in diverse groups, the course has been an eye-opener in terms of how this one year can actually be a life-altering year for a participant. When I enrolled for the MBA, little did I imagine that the experience would transform me for the better, both as a professional, and as a human being."

Koeyli Jaluka
Senior Manager - Employer Branding and
Internal Communications, Mahindra and Mahindra

"IPIPI gave me an opportunity to interact with industry experts and work in my dream company on offline project and internship. The exposure enabled me to implement the class room learning in real scenarios and bring more value to class room discussions. The offline projects increased my learning experience from the PGPM course at SPJIMR".

Nrutya Rao (PGPM 710)
Manufacturing Specialist, McKinsey & Company

The PGPM program really brings out the best of SPJIMR as an institute. The faculty is indeed top class and highly experienced and this showed in the way classroom full of experienced professionals were steered during case discussions. Apart from a great set of faculty, the other key aspect of any great institute is the set of participants that take the classroom to another level. I found all my peers to be creative, sincere and quite brilliant in their own way. The peer learning whether in the classroom or the hostel, whether about an industry or a function was a remarkable feature of the course. SPJIMR has done a great job at keeping the curriculum up to date with the latest topics in business and academics with custom tailoring as per the batch composition every year. The result is a common base of knowledge but a different value add to each participant in the direction chosen by them.

Akshay Kaul (PGPM 710)
APAC Business Development Manager
Gazprom Marketing & Trading Singapore Pte Ltd



BHARATIYA VIDYA BHAVAN'S

S.P. Jain Institute of Management & Research

Bhavan's Campus, Munshi Nagar, Dadabhai Road, Andheri (W), Mumbai 400 058, India
Tel.: +91-22-2623 0396/ 2401/ 7454 Fax: +91-22-2623 7042 Website: www.spjimr.org