



ST. JOSEPH'S COLLEGE HYDERABAD TELANGANA, INDIA

ADMISSIONS ARE OPEN (2020 - 2021)

PGDM (BUSINESS MANAGEMENT)

Two Year Full -Time Post Graduate Diploma in Business Management
PGDM (BM) course approved by the All India Council for Technical Education
(AICTE), New Delhi.

DUAL SPECIALIZATION:

- MARKETING
- HR
- FINANCE
- OPERATIONS
- BUSINESS ANALYTICS

SECTORIAL SPECIALIZATION:

- BANKING AND INSURANCE MANAGEMENT
- EVENT MANAGEMENT
- SOCIAL MEDIA, TOURISM AND HOSPITALITY
MANAGEMENT
- AGRI BUSINESS MANAGEMENT



5-9-300, Caprotti Hall building
Gunfoundry, Abids, Hyderabad- 500001
Telangana, India.



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TERM I

| CODE NO | NAME OF THE COURSE |
|---------|---|
| PGDM101 | Management & Organizational Behaviour |
| PGDM102 | Managerial Economics |
| PGDM103 | Business Analytics Fundamentals (Business analytics concepts & Excel as a data analytics tool) |
| PGDM104 | Financial Reporting , statements and Analysis |
| PGDM105 | Essentials Statistics for Business Analytics (Statistics for data analytics) |
| PGDM106 | Personality development & Business Communication |
| PGDM107 | Career Planning and Development Programme (competencies) |
| PGDM108 | Future Managers' Forum |
| PGDM109 | Business Scenario Analysis |
| PGDM110 | Comprehensive Viva |

TERM II

| SL.NO | NAME OF THE COURSE |
|---------|---|
| PGDM201 | Organizational Structure, Design and Change |
| PGDM202 | Indian Economy and Policy |
| PGDM203 | Marketing management |
| PGDM204 | Corporate Finance |
| PGDM205 | Operations Management |
| PGDM206 | Application of Business Analytics (Business Analytics using Excel & R) |
| PGDM207 | Managerial Skills for Effectiveness |
| PGDM208 | Career Planning and Development programme (Group Cohesiveness) |
| PGDM209 | Future Managers' Forum |
| PGDM210 | Business Scenario Analysis |
| PGDM211 | Comprehensive Viva |
| PGDM212 | Product - Market Analysis Orientation |

TERM III

| SL.NO | NAME OF THE COURSE |
|---------|---|
| PGDM301 | Human Resource Management |
| PGDM302 | Indian Financial system and Financial Markets |
| PGDM303 | Business Intelligence and Data Visualization (Data Analytics & Visualization using Tableau & Data Storytelling + Python) |
| PGDM304 | Business Research Methods |
| PGDM305 | Business Laws |
| PGDM306 | Emotional Intelligence |
| PGDM307 | Workshop in Entrepreneurship /SMEs |
| PGDM308 | Career Planning and Development Programme (Sectoral orientation) |
| PGDM309 | Future Managers' Forum |
| PGDM310 | Business Scenario Analysis |
| PGDM311 | Product - Market Analysis |
| PGDM312 | Comprehensive Viva Internship break |

TERM IV

| SL.NO | NAME OF THE COURSE |
|---------|--|
| PGDM401 | Strategic Management |
| PGDM402 | Advanced Business & Data Analytics (Business Analytics using R) |
| PGDM403 | Elective I: Major 1 |
| PGDM404 | Elective I:Major 2 |
| PGDM405 | Elective II: Major 1 |
| PGDM406 | Elective II: Major 2 |
| PGDM407 | Sectoral 1 |
| PGDM408 | Career Planning and Development Programme (Employability Skills Development 1) |
| PGDM409 | Mini project |

TERM V

| SL.NO | NAME OF THE COURSE |
|----------|--|
| PGDM 501 | Introduction to sustainable development and corporate sustainability |
| PGDM 502 | Entrepreneurship and new ventures |
| PGDM 503 | Elective I: Major 1 |
| PGDM 504 | Elective I:Major 2 |
| PGDM 505 | Elective II: Major 1 |
| PGDM 506 | Elective II: Major 2 |
| PGDM 507 | Sectoral 2 |
| PGDM 508 | Career Planning and Development Programme (Employability Skills Development 2) |

TERM VI

| SL.NO | NAME OF THE COURSE |
|----------|------------------------|
| PGDM 601 | International Business |
| PGDM 602 | Project management |
| PGDM 603 | Internship |
| PGDM 604 | Project |

DUAL SPECIALISATION- ELECTIVES**ELECTIVE : FINANCE**

| SL. NO | NAME OF THE COURSE |
|---------|--|
| IV TERM | Investment Analysis and Portfolio Management |
| IV TERM | Financial Systems & Services |
| IV TERM | Project Appraisal and Finance |
| V TERM | Financial Risk Management |
| V TERM | International Finance |
| V TERM | Financial Derivatives |

ELECTIVE: MARKETING

| SL. NO | NAME OF THE COURSE |
|---------|---------------------------------|
| IV TERM | Product and Brand Management |
| IV TERM | Advertising and sales promotion |
| IV TERM | International Marketing |
| V TERM | Consumer Behaviour |
| V TERM | Services Marketing |
| V TERM | Retail Management |

ELECTIVE : HUMAN RESOURCE MANAGEMENT

| SL. NO | NAME OF THE COURSE |
|---------|--------------------------------------|
| IV TERM | Organization Development |
| IV TERM | Leadership and Change management |
| IV TERM | Performance Management System |
| V TERM | Employee Relations |
| V TERM | Cross Cultural Management |
| V TERM | Compensation and Benefits Management |

ELECTIVE: OPERATIONS

SL. NO NAME OF THE COURSE

| | |
|---------|---------------------------------------|
| IV TERM | Materials Management |
| IV TERM | Sourcing Management |
| IV TERM | Supply Chain and Logistics Management |
| V TERM | Total Quality Management |
| V TERM | Sales and Operations Planning |
| V TERM | Production Planning and Control |
| IV TERM | HR Analytics - I |
| IV TERM | Finance Analytics - I |
| IV TERM | Marketing Analytics - I |
| IV TERM | Operations Analytics - I |
| V TERM | HR Analytics – II |
| V TERM | Finance Analytics - II |
| V TERM | Marketing Analytics - II |
| V TERM | Operations Analytics - II |

SECTORAL SPECIALIZATION

BANKING AND INSURANCE MANAGEMENT

SL. NO NAME OF THE COURSE

| | |
|---------|----------------------|
| PGDM407 | Banking operations |
| PGDM507 | Insurance Management |

EVENT MANAGEMENT

SL. NO NAME OF THE COURSE

| | |
|---------|-----------------------|
| PGDM407 | Event management - I |
| PGDM507 | Event management - II |

SOCIAL MEDIA

SL. NO NAME OF THE COURSE

| | |
|---------|------------------------|
| PGDM407 | Digital Marketing |
| PGDM507 | Social Media Marketing |

TOURISM AND HOSPITALITY MANAGEMENT

SL. NO NAME OF THE COURSE

| | |
|---------|----------------------------------|
| PGDM407 | Tourism Concepts & Impacts |
| PGDM507 | Hospitality & Tourism Management |

AGRI BUSINESS MANAGEMENT

SL. NO NAME OF THE COURSE

| | |
|---------|--------------------------|
| PGDM407 | Agri Business Management |
| PGDM507 | Rural Management |

ST. JOSEPH'S PG COLLEGE OFFERS PGDM PROGRAMME IN COLLABORATION THE MILES EDUCATION AND WILEY

ABOUT WILEY AND WILEY CERTIFIED BUSINESS ANALYST (WCBA) CERTIFICATION

Wiley leads the way in delivering effective strategic higher education consulting, program development, and institution-wide services to help our partners achieve success in a highly competitive market and it is one of the largest publishing houses in the world. Since 1807, Wiley has been helping people and organizations across the world develop the skills and knowledge they need to succeed and 450+ Nobel laureates have published in Wiley journals.

Wiley Certified Business Analyst (WCBA) certification is developed by key industry experts and leveraging the renowned Wiley knowledge repository.

AIM AND OBJECTIVE OF THE PROGRAM

Wiley Certified Business Analyst (WCBA) offers a rare level of insight into the 4 Levels of Gartner Ascendancy Model (what happened, why it happened, what will happen, how we can make it happen). The WCBA Program modules will help you develop core competency expected in a Big Data analyst, skilled at effectively mining, manipulating, and analyzing Big Data, using basic and advanced analytical techniques.

- Deep understanding of applications of Big Data in various industries
- Apply data analytics and visualization techniques
- Acquire working knowledge and decision-making with data analytics software such as R, Tableau Public and Power BI
- Apply Business Analytics
- Create flexible data aggregations using pivot tables and represent data visually using pivot charts
- Calculate margins and other common ratios using calculation on pivot table
- Filter data using slicers in multiple pivot tables
- Create aggregate reports using formula based techniques

WCBA INTEGRATION TO PG PROGRAM

Integrated data analytics can be covered over four semesters for PGDM Program starting from SEM I&II.

JOB PROSPECTS

Data analytics is one of the fastest-growing functions for employment. Nearly 59% of data analytics jobs is in the field of finance & accounts.

| DSA Framework Category | Professional Services | Finance & Insurance | Manufacturing | Information | Health Care & Social Assistance | Retail Trade |
|-------------------------------------|-----------------------|---------------------|---------------|-------------|---------------------------------|--------------|
| Data-Driven Decision Makers | 23% | 17% | 16% | 10% | 6% | 6% |
| Functional Analysts | 23% | 34% | 9% | 5% | 8% | 4% |
| Data Systems Developers | 41% | 14% | 14% | 10% | 5% | 3% |
| Data Analysts | 34% | 25% | 9% | 6% | 7% | 3% |
| Data Scientists & Advanced Analysts | 31% | 23% | 12% | 10% | 6% | 4% |
| Analytics Managers | 21% | 41% | 9% | 9% | 6% | 3% |

<https://www.ibm.com/analytics/us/en/technology/data-science/quant-crunch.html>

Since inception, Miles Education has been successfully establishing tie-ups with corporate houses in terms of placement support for successful candidates.

Data analytics has extensive application in the field of finance and accounts which helps in business-decision-making. Miles Education has collaborated with Big 4 and MNCs across India for the CPA/CMA program which includes KPMG, EY, Deloitte, PWC, World Bank, Philips, Caterpillar, Accenture, Genpact, Capgemini, AIG, MetLife, JP Morhan Chase, AXA, AON, WNS, American Express, Tata Power and many more companies onboard and in pipeline as well. The existing institutional relationship with the leading corporate houses will help us to expand our network into new related discipline.

USE OF DATA ANALYTICS IN BUSINESS

In business intelligence, technologies, applications, and practices for the collection, integration, analysis, and presentation of business information help businesses make better decisions. Data analytics involves examining data sets to make business decisions about the information they contain, typically using specialized software. Data analytics technologies and techniques are widely used to help organizations make better decisions and are used by data scientists to verify or disprove models, theories, and hypotheses.

BENEFITS FOR THE STUDENTS

- Students gain a detailed know-how of business analytics and visualization techniques to explore, analyze and visualize data, and provide business insights.
- Students undergo hands-on experience of working with Data Analytics and Visualization tools on real data-sets, including MS Excel, Power BI, R and Tableau
 - Business Analytics using Excel
 - Data Analytics using R - Introductory R language fundamentals, basic syntax and how R is used to perform data analysis
- Students get certification from Wiley after completing the papers offered by Wiley in PGDM course.
- Students will be exempted from 6 papers if the student takes Wiley certified Business Analyst (WCBA) – Advanced Certificate course.(Global Certification)

SALIENT FEATURES

- * Industry experts / Adjunct Faculty for curriculum delivery and Alumni Sessions
- * Mandatory Internships
- * Approachable, qualified, dedicated and experienced Faculty
- * Innovative teaching methodologies like POGIL, Case Studies, Role Play etc.,
- * Thrust on practical oriented programmes and Student Driven Activities

Entrepreneurial Development, Management Club, Student Club JOSH, Management Fest

MANAGEMENT TEAM



MOST. REV. THUMMA BALA, D.D.
Chairman HAES & Archbishop of Hyderabad



MSGR. SWARNA BERNARD
Vice Chairman, HAES



REV. FR. ALLAM AROGYA REDDY
Secretary, HAES



REV. FR. G. ANTHONY
Treasurer, HAES



REV. FR. DR. D. SUNDER REDDY
Principal

ST. JOSEPH'S PG COLLEGE

APPROVED BY AICTE

CO-EDUCATIONAL, CATHOLIC CHRISTIAN MINORITY INSTITUTION

MANAGED BY HYDERABAD ARCHDIOCESE EDUCATIONAL SOCIETY (HAES)

5-9-300, CAPROTTI HALL BUILDING

GUNFOUNDRY, ABIDS, HYDERABAD, TELANGANA, INDIA