



## University of Mumbai's Garware Institute of Career Education and Development

Post Graduate Diploma in Business Management

(PGDBM)

# INDUSTRIAL EXPERTS

## Mr. H.Ganapathi

Ganapathi has an experience of over 27 years transcending functional areas of sales, marketing, product management, strategy, and then entrepreneurship, HRconsulting, teaching, training, and coaching. His forte lie in developing and conducting Assessment Centers, Competency mapping, Psychometric Testing and Organisational Optimization. He is an alumnus of IIT Bombay and management postgraduate from JBIMS.His other certifications include certified NLP trainer from NFNLP, Basic ISABs, Train the trainer at Dale, Certified professional behavioural analyst, Certified in many pH sychometric tests, Certified in global leadership.



## Mr. Ajitabh Dutta

Ajitabh Dutta is a business coach and the CEO of Simplicity Communications, a strategic branding and digital marketing company. He is also the founder of Jigyasa, a technology start-up. An MBA in Marketing from NMIMS and a graduate in Mathematics, he held leadership positions in sales and product management before shifting to Advertising, digital marketing, analytics and business consulting. In a career spanning 23 years, he has helped companies across domains with strategic growth solutions. Ajitabh has played an active role in promoting startups through mentoring and guidance. He believes in disruptive innovation and helps raise the bar.



## Dr. Rupa Shah

Dr. Rupa Shah is an Assistant Professor and has more than 10 years of Teaching experience. She is an M.Phil , MBA ,PGDHE and SET Qualified. She has a P.Hd in Business Policy and Administration form Mumbai University. She has more than 10 years of Corporate Experience specializing in HR and Administration. She has worked with companies like Spectra ,Gobal Digico and Hiranandani as HR Manager. She was appointed as a Moderator and Paper setter for various courses. She was a Gold Medalist at Avishkar Research Convention at Zonal level Level and State Level. She was invited as Resource person at various colleges and was invited as a Panelist for Syllabus framing at Colleges. She is a recognised PG Lecturer from Mumbai University and has written books for IDOL. She is also an M.PHIL guide and has played an active role in guiding students with their research and dissertation.



## Mr. Sunil Mishra

MD & CEO- Growth Businesses + Chief Strategy Officer at Anarock group. He has overall 28+ years of experience in building businesses across Telecom, BFSI, Online Startups and now tech-driven Real Estate. His experience spans various fields like Sales & Marketing, Private Equity,Management Consulting and Business Analysis.



# PROGRAM HIGHLIGHTS

## Post Graduate Diploma in Business Management (PGDBM)

### **This the professional upskilling course for working professionals & others**

Welcome to BSS Foundation School of Management, where excellence meets opportunity. Our Post Graduate Diploma in Business Management is the gateway to unlock new career heights and realize the full potential in the world of business.

- Our comprehensive program is meticulously crafted to equip you with the knowledge, skills, and insights needed to thrive in today's dynamic business environment.
- Our curriculum goes beyond the traditional boundaries of management education, offering a blend of cutting-edge theory and hands-on practical experience.
- Our courses are designed to provide you with a holistic understanding of the complexities of modern business management.
- From strategic management and marketing to finance, operations, and leadership development, our commitment to provide experiential learning and real-world application.
- Taught by renowned faculty members who are experts in their fields.
- our program fosters a collaborative and stimulating learning environment where student will engage with peers from diverse backgrounds and industries, gaining valuable insights and perspectives that will enrich your learning experience.

# PROGRAM HIGHLIGHTS

- Regular Classes (FULL DAY)
- Triple Specialization
- Strong Industry Acceptance International Acceptance

Easy Instalments Options Available  
International Industrial Visit

# WHY CHOOSE PGDBM AT MUMBAI UNIVERSITY (BSS FOUNDATION)?

The Post Graduate Diploma in Business Management (PGDBM) program is designed to cultivate dynamic and resourceful leaders equipped with the skills, knowledge, and ethical values necessary to excel in today's complex business environment. The primary objectives of the PGDBM program are-

## Leadership Development

To nurture individuals with strong leadership qualities who can inspire and guide teams towards achieving organisational goals with integrity and vision.

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## Entrepreneurial Mindset

To foster an entrepreneurial mindset among students, encouraging creativity, risk-taking, and an innovative approach to problem-solving, thereby nurturing future business leaders and innovators.

## Strategic Thinking

To instil strategic thinking abilities, enabling students to analyse business challenges, formulate innovative solutions, and make informed decisions in dynamic and uncertain environments.

## Functional Expertise

To develop a deep understanding of core business functions such as Marketing, Finance, Human Resources, Operations, and Information Technology, empowering students to excel in diverse managerial roles.

## Global Perspective

To provide exposure to global business practices, cultural diversity, and international markets, preparing students to navigate the complexities of a globalised world and capitalise on emerging opportunities.

## Professional Development

To offer comprehensive career development support, including industry-relevant projects, internships, networking opportunities, and skill-building workshops, to enhance students' employability and readiness for the corporate world.

The PGDBM program at BSS Foundation is committed to providing a transformative learning experience that equips graduates with the competencies and confidence to thrive as ethical leaders, strategic thinkers, and valued-driven professionals in the global business arena.

# COURSE STRUCTURE

## SEMESTER I

### GENERAL MANAGEMENT

- ☒ PRINCIPLES OF MANAGEMENT
- ☒ BUSINESS COMMUNICATION
- ☒ MANAGERIAL ECONOMICS
- ☒ FINANCIAL MANAGEMENT
- ☒ RESEARCH METHODOLOGY
- ☒ MARKETING MANAGEMENT

## SEM II- SPECIALISATION

### HUMAN RESOURCE MANAGEMENT

- ☒ ORGANIZATIONAL THEORIES AND STRUCTURE DESIGNS
- ☒ TRAINING AND DEVELOPMENT, BUILDING & LEARNING ORGANIZATION
- ☒ INTRODUCTION TO INDUSTRIAL RELATION AND LABOR LAW;  
HRP & HRA; LABOR LISLATION
- ☒ COMPENSATION AND BENEFITS
- ☒ COMPETENCY AND PERFORMANCE MANAGEMENT
- ☒ RESEARCH PROJECT

## SEM II- SPECIALISATION

### SALES & MARKETING MANAGEMENT

- ☒ MARKETING STRATEGY
- ☒ INTEGRATED MARKETING
- ☒ COMMUNICATION CONSUMER AND INDUSTRIAL BUYING BEHAVIOR
- ☒ SALES MANAGEMENT AND SALES PROMOTION
- ☒ PRODUCT AND BRAND MANAGEMENT
- ☒ RESEARCH PROJECT

## SEM II- SPECIALISATION

### DIGITAL MARKETING MANAGEMENT

- ☒ INTEGRATED MARKETING
- ☒ WEB AND MOBILE APPLICATION (DESIGN AND DEVELOPMENT)
- ☒ SOCIAL MEDIA MARKETING
- ☒ E COMMERCE MARKETING
- ☒ SEARCH ENGINE OPTIMIZATION (SEO)
- ☒ RESEARCH PROJECT

# COURSE STRUCTURE

## SEM II SPECIALISATION

### FINANCE MANAGEMENT

- ✓ ADVANCE FINANCIAL MANAGEMENT & STRATEGIC COST MANAGEMENT
- ✓ SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT
- ✓ CORPORATE LAW
- ✓ FINANCIAL MARKET AND INSTITUTION
- ✓ DERIVATIVES AND RISK MANAGEMENT
- ✓ RESEARCH PROJECT

## SEM II SPECIALISATION

### BUSINESS ANALYTICS (ADVANCED CERTIFICATION)

- ✓ STATISTICS
- ✓ PYTHON
- ✓ INTRODUCTION TO MACHINE LEARNING
- ✓ ARTIFICIAL INTELLIGENCE
- ✓ DATA SCIENCE
- ✓ PROJECT

**COURSE FEES- 1.78 LACS**

**COURSE DURATION- 12 MONTHS**

# INTERNATIONAL INDUSTRIAL VISIT



Industrial visits are now an integral part of the curriculum of many graduates and post graduate courses. This gives an improved exposure to the real-world working of those companies and allows students to expand their horizons of understanding.

Industrial visits allow students to interact and meet with industry experts like entrepreneurs, policymakers, professionals, corporate leaders, etc., and learn from them while forming valuable networks. These experiences help students learn and develop important skills and qualities that help them advance in their careers.



**Rochester Institute of Technology - Dubai**





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