

CENTRE FOR MANAGEMENT EDUCATION

POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM)



**Accelerate your
Career Growth**



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Introduction

The All India Management Association (AIMA) is the Voice of India's Leaders and Managers, and the apex body of the management profession in India. AIMA is a **not for profit, non-lobbying organisation**, and works closely with Industry, Government, Academia, and students to further the cause of the management profession in India.

AIMA has a membership base of over **38000 members** and close to **6000 corporate /institutional members**, through **68 Local Management Associations** affiliated to AIMA. The Association is represented on a number of policy making bodies of the Government of India and national associations.

Established in 1957, AIMA has contributed immensely to the enhancement of management capability in the country over the years. AIMA offers various services in the areas of testing, distance education, skill development & training, research, publications, executive education and management development programmes and special forums for young leaders, vice chancellors and women leaders and managers. Over the past six decades, AIMA has evolved as times have changed and catered to the growing needs of today's management community. Apart from its flagship Post Graduate Diploma in Management, AIMA offers topical and industry-oriented programmes and initiatives to help management professionals and students keep in step with times, while offering state of the art business solutions for organisations and institutions.

As the pioneer of Executive Education, AIMA has always been an early starter, even in the digital space. AIMA was amongst the first organisations to offer Internet Based Remote Proctored Tests on a national level; and among the first to shift its service offerings online. AIMA quickly built digital expertise and now has the capability to offer its management programmes and business solutions in the physical, virtual and hybrid mode, as required.

AIMA also brings to the Indian managers, the best management practices and techniques through numerous foreign collaborations with professional bodies and institutions. AIMA is an important and long-time member of the Asian Association of Management Organisations (AAMO), which promotes professional management in the Asia Pacific region. In addition, AIMA has developed close associations with several leading international Universities and Institutions including the UC Berkeley, UC Santa Cruz, St Gallen Symposium, Horasis, The World Bank to name a few.



Director General's (DG) Message



Rekha Sethi

Director General
All India Management Association

AIMA makes a salutary contribution to management learning and practice in the country by offering various services in the areas of testing, distance education, research, publications and management development programmes.

With the liberalisation and globalisation of the Indian economy, Indian businesses have undergone phenomenal changes in organisation and management practices. The rapid economic growth, ICT revolution and emergence of service sector has led to rise in demand for highly professionalised managers to manage changing Indian businesses. AIMA's endeavour has been to develop management graduates with professional outlook and employable skills and it has always strived to bring relevance to the field of management education by bringing academia and industry on a common platform. The students, by joining AIMA's Management Education Programmes would acquire learning from best of the academic and industry faculty resources.

Wishing the students a great learning experience at AIMA!

Centre For Management Education (CME)

AIMA CME has democratised management education in India. It has made it possible for working professionals and fresh graduates in both the big cities and small towns to acquire management knowhow and certification, affordably and flexibly. AIMA has played a pivotal role in building India's management capacity to support both the government and the private enterprises of all sizes.

AIMA pioneered flexible management studies in India in 1975 by offering management diplomas through correspondence. In 1993, AIMA introduced the first of its kind modular management diploma programme, which received AICTE recognition in 1994.

AIMA has kept pace with the changing requirements of Indian economy and enterprises and now it offers a range of 2-year post-graduate management diplomas, 1-year specialised management certificates and shorter hyper-specialised management courses. For two decades, AIMA has offered a PhD programme in management in partnership with AMU and so far about 260 students have successfully completed their PhD in Business Administration through AIMA. Recently, AIMA has introduced a set of new age courses that bridge the academia and the contemporary industry. These include Digital Transformation, Sustainability Management, Cyber Security and Data Privacy, Corporate Social Responsibility Management, and Digital Business Management programmes.

AIMA has tied up with World Bank to provide education and certification in the area of public procurement. AIMA is also engaged by state governments to provide consulting services for upgrading their procurement management.

CME has taken initiatives to support business schools with research and thought leadership. It has set up India Case Research Centre (ICRC) for aggregating and distributing Indian case studies, which are primarily aimed at Indian business schools that have been using foreign case studies to teach management despite Indian business ecosystem being different. ICRC has tie-ups with other research institutes, including Hong Kong University-Asian Case Research Centre, The European Foundation for Management Development, The Case Centre, UK, AICTE, and ADMISA. ICRC also trains business school faculty in writing cases. It has trained more than 2000 professors in writing case studies.

CME has also put together a Vice Chancellors' Council to bring business school leaders together to consider the contemporary issues in management education and develop ideas for academic innovation. It also holds international academic summits to enable global exchange of information and ideas on contemporary academic concerns and opportunities. The VC council is advancing the cause with the help of more than 100 central, state, and private institutions that are among its members.



Director's Message



Dr. (Prof.) Rohit Singh

Director
Centre for Management Education AIMA

Centre for Management Education (CME) is imparting quality education for transformation of the working executives. CME provides an excellent environment of learning that is conducive for active learning, enabling systems for transformative experience and progressive career growth of the learners. The teaching and learnings are energetic, reflective, and progressive for executive learners. It inspires and motivates them to identify their true and highest potential. CME believes in skilling and upskilling them through interdisciplinary and multidisciplinary approaches to education. Here, executives nurture their career path through holistic learning, simulative and case-based teaching, value-added short-term courses at their pace and an opportunity to learn through industry mentors of AIMA. The management programmes and its curriculums are scientifically designed mapping learning with progress, objective with outcomes, attainments with defined goals through robust methodologies and different pedagogical tools. The IT and ICT tools are well integrated for blended learning giving opportunity to the learners for knowledge acquisition, transaction, preservation, and dissemination by faculty members. Real life immersive workshops, sessions by practicing industry professionals, learn by shadowing the leaders and extended internships help you get groomed for industry ready opportunities.

I appreciate you for considering AIMA-CME's programmes to power your career for achieving your professional and personal objectives. We welcome you to AIMA.

Board of Studies

Chairman

Prof Bhimaraya Metri

Chairman, AIMA Board of Studies and
Director, Indian Institute of Management Nagpur

Members

Dr Amit Mookerjee

Professor, Management and
Head, University School of
Management and
Entrepreneurship East Campus
Delhi Technological University

Mr Anand S

Additional General Manager (HR)
Bharat Electronics Limited

Prof. Ayesha Farooq

Dean and Professor
Faculty of Management Studies &
Research
Aligarh Muslim University

Major General Anupam Bhagi

College of Defence Management
Secunderabad

Dr C Jayakumar

Executive Vice President &
Head- Corporate Human Resources
(CHRO) Larsen & Toubro Limited

Mr D V Shastry

Executive Director
Natural Gas Society

Prof. Deeraj Sanghi

Vice Chancellor
J K Lakshmi Pat University

Prof Jamal A Farooque

Chairperson
Faculty of Management Studies &
Research
Aligarh Muslim University

Dr Jitendra Mohan

Chief Information Security Officer and
Cyber Security Business Head
Tata Advanced Systems Limited

Mr Manoj Barthwal

Former Executive Director
ONGC Academy

Mr Manoj Kumar

Chairman & Managing Director
EdCIL India Limited

Dr Ravi Kumar Jain

Founding Director & Member
Secretary, BoG
Sparsh Global Business School

Mr Richard Rekhy

Entrepreneur and Board Member

Mr Vipin Tyagi

Co-Founder PHAntastic Bioplastics
(startup) Former Executive Director
CDOT strategic Former CEO Network
Program Inc
Former CTO and EVP strategic Rela-
tionships, Premeir Global Services

Mr Vivek Mehra

Founder MD & CEO
Vikramshila Research Pvt Ltd

Board of Studies AIMA Officials

Ms Rekha Sethi

Director General
All India Management Association (AIMA)

Prof (Dr) Rohit Singh

Director
Centre for Management Education

Mr Daljeet Singh

Director
Centre for Management Services & IT

Mr Neeraj Kapoor

Director
Centre for Management Development

Mr Sanjay Grover

Director
LMA Relations & Membership and Young Leaders Council (YLC)

Mr Pankaj Rajvanshi

Chief Financial Officer,
Director, Finance & Support Services

Mr Syed Afsar

Head
Business Development

Mr. Firoz Ahmed

Director, Content

Ms Smita Das

Director
Corporate Communications

Dr Ganesh Singh

Professor- Human Resource Management
& Organizational Behaviour

Dr Anuja Pandey

Professor- Marketing

Dr Gurbandini Kaur

Professor- Economics

Dr Ritesh Saxena

Professor- Information Technology

Prof. Raj Kumar Singh

Professor- Human Resource Management
& Organizational Behaviour

Prof. Amit Bhatnagar

Professor- Marketing



POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM)

Approved and Regulated by AICTE, Ministry of Education, Govt. of India (In ODL Mode)

Centre for Management Education under the aegis of AIMA, offers AICTE approved PGDM since 1994 and is widely acclaimed for its strong curriculum in the industry and academic circle. PGDM is designed with the objective of nurturing the competencies of working professionals and fresh graduates aspiring to work. The curriculum is realigned to cover all emerging areas of management specialisations in the most flexible and interactive mode.

The programme includes three modules of core courses to enable the students to acquire the skills that are essential for any manager. While the course offered under the specialisation module develops the knowledge and skills in a specialised area of management.

PGDM helps our students in Career Development, Advancement of Managerial Skills & stay updated with the best Industry practices.



Why should you choose AIMA for your Higher Studies?

- **Legacy of Excellence:**

AIMA, as India's top management body since 1957, ensures students benefit from enhanced management capabilities, enriching their education and career opportunities.

- **Extensive Networking Opportunities:**

AIMA's expansive network, including 38,000+ members and 6,000+ corporate/ institutional members across 68 Local Management Associations, offers student excellent networking and mentorship opportunities. They can also join knowledge-sharing events to stay updated on industry trends, enriching their educational qualities and access internship and job openings for career advancement.

- **Global Perspective:**

AIMA's programmes often incorporate a global perspective, which is crucial in today's interconnected world. This exposure to international business practices and cultures can give you a competitive edge in the job market.

- **AIMA Membership and Library facility:**

Enrolling in AIMA's post graduate programmes comes with valuable benefits for students, including complimentary AIMA membership and access to both online and offline library facilities, contributing to their holistic development.





Why AIMA-Post Graduate Diploma in Management (PGDM)?

- **Industry relevant curriculum**

AIMA's PGDM programme is designed with input from industry experts, ensuring that it is aligned with the current demands and trends in the business world. The curriculum is dynamic and regularly updated to equip students with the knowledge and skills required to excel in a rapidly changing global economy.

- **Approval and Recognition**

AIMA is a reputed institution in India, and its PGDM programme is approved by the All India Council for Technical Education (AICTE), Ministry of Education, Government of India approval ensures the programme meets high academic standards and is recognised by employers and other academic institutions.

- **Credit Based Programme**

The programme is of 102 credits and authenticated by WES for overseas education and migration.

- **Flexible Learning**

AIMA offers a range of learning modes to accommodate different student needs. Whether you prefer classroom-based learning, online classes, or a blend of both, AIMA's PGDM programme provides flexibility to suit your schedule and preferences.

- **Expert Faculty from Academia & Industry**

The programme is delivered by a team of experienced and knowledgeable faculty members who bring real-world industry expertise to the classroom. Their guidance and mentorship are invaluable in helping students bridge the gap between theory and practice.

- **Networking Opportunities**

AIMA's extensive network of alumni and corporate partners provides students with excellent networking opportunities. You can connect with industry professionals, alumni, and peers, helping you build valuable contacts that can further your career.



- **Holistic Development**

AIMA's PGDM programme emphasises not only academic excellence but also the development of soft skills, leadership qualities, and a global mindset. This holistic approach prepares students to excel in diverse professional environments.

- **Research and Publications**

AIMA is actively involved in research and publications in the field of management. By choosing AIMA for your PGDM, you can access valuable research resources and stay up to date with the latest developments in the management domain.

- **Self Instruction Material(SIM)**

Self explanatory, exhaustive learning material created by academia & expertise of eminence.

- **Proven Track Record**

AIMA has a track record of producing successful management professionals who have made a mark in various industries. Choosing AIMA for your PGDM ensures that you are part of this legacy of excellence.

- **Complimentary digital access**

Indian Management & AIMA E-News.

- **Competitive Fee Structure**

In comparison to many other management programmes, AIMA's PGDM offers excellent value for your investment. The programme fee is competitive, making quality management education more accessible.

Eligibility & Admission Process

Graduation (10+2+3) in any discipline from a recognised University.
Personal/Online Interview round with AIMA Admission Interview Panel.
Lateral Entry is permitted on the basis of last Post Graduation/Master's Programme pursued in a stream relevant to management education.

Online Registration

Admission application can be initiated on the following link.

Link: <https://apply.education.aima.in/pgdm>

Documents Required

Academic documents to be uploaded while submitting admission application online:

- Graduation Certificate from a recognised university (or in case a final year student, marksheet of last two years)
- Work Experience (if any)
- Scanned Passport size photograph (JPG/JPEG/PDF format, between 15 KB to 1 MB)
- Digital Signature (JPG/JPEG/PDF format, between 15 KB to 1 MB)

Programme Delivery

Students can select either of the two options:

Option A: Minimum 15 hours of teaching (per subject) via Face-to-Face classroom teaching on weekends and Industry Interaction & Foundation Programme

Option B: Minimum 15 hours of live interactive sessions (per subject) on weekends which include sessions by subject experts, Industry Interaction & Foundation Programme

Fee Structure

Fee Particulars	Fee
First Module	₹ 42,000/- + ₹ 1500/- for prospectus cum admission fee
Second Module	₹ 42,000/-
Third Module	₹ 42,000/-
Fourth Module	₹ 42,000/-

The fee above is inclusive of all academic charges, study material, online course content, digital library, amongst other facilities provided by the institute. Examination fee is exclusive of the modular fee and is to be paid at the time of submitting the examination form.



Programme Structure

Module -1

Management Functions and OB
Communication for Managers
Managerial Economics
IT for Decision Making
Financial Accounting & Analysis
Quantitative Techniques for Managers

On successful completion of Module-1, student will be awarded with **“Certificate in Management.”**

Module -2

Production & Operations Management
Human Resource Management
Marketing Management
Business Environment
Financial Management
Research Methodology

On successful completion of Module-2, student will be awarded with **“Advanced Certificate in Management.”**

Module-3 (Specialization Module)*

Business Analytics
Banking and Financial Management Digital Marketing
Financial Management
Financial Research and Valuation Modeling
Human Resource Management
Hospital Administration
Information Systems
International Business
Marketing Management
Technology & Operations Management
Procurement & Contract Management
Real Estate Management
Retail
Risk Management
Sustainability Management

Each specialisation module has 5 specialisation papers. On successful completion of Module-3, student will be awarded with **“Professional Certificate in Management.”**

Module-4

Business Ethics and Corporate Governance
Strategic Management
Entrepreneurship, Innovation & Startups
Sustainability Management & CSR
Emerging Technologies & its application in Management
Live Project & Dissertation (Final Submission)

On successful completion of Module-4, student will be awarded with **“Post Graduate Diploma in Management.”**

*Students need to mention three preferences while for specialisation. The preferences is considered subject to minimum 30 students opting for the preferred specialisation in the session. Programme structure may be updated as per the changing needs of industry.



Evaluation

- **Assignments:** Each subject will have two objective multiple-choice questions and carries 30% weightage.
- **Class Participation:** Active participation in the class carries 10% weightage.
- **Term-End Examination:** It carries 60% weightage.

Mode of Examination

The examination would be conducted as per the prevailing regulatory guidelines in Offline, Online or in both the modes.

Dual Specialisation

The students are allowed to seek dual specialisation in PGDM (2 Years) by selecting any one out of the remaining specialisation areas. For completion of Dual Specialisation, the student will be given an additional period of 6 months. The student has to pay an additional fee for one module. The Dual Specialisation can be done anytime post completion of 4th module within the permitted duration of the programme, which is 5 years.

Merit Scholarship

AIMA-Centre for Management Education offers Merit Scholarship to help economically weaker but academically sincere candidates

AIMA Alumni Association (AAA)

AIMA Alumni Association (AAA) is the student body of AIMA. AAA is a registered society under the aegis of Societies Registration Act 1860 and is governed by a governing body represented by the executive committee. The executive committee is responsible for managing the activities of the association. AAA was formally formed on 18th January 1998 and has taken a concrete shape with its membership base. AAA functions as a medium for increasing the interaction amongst the past and present students and faculty members of AIMA. AAA organises seminars, workshops, networking get-togethers and many such events for its members and students. AAA currently offers two types of memberships- Life Membership and Annual Membership.

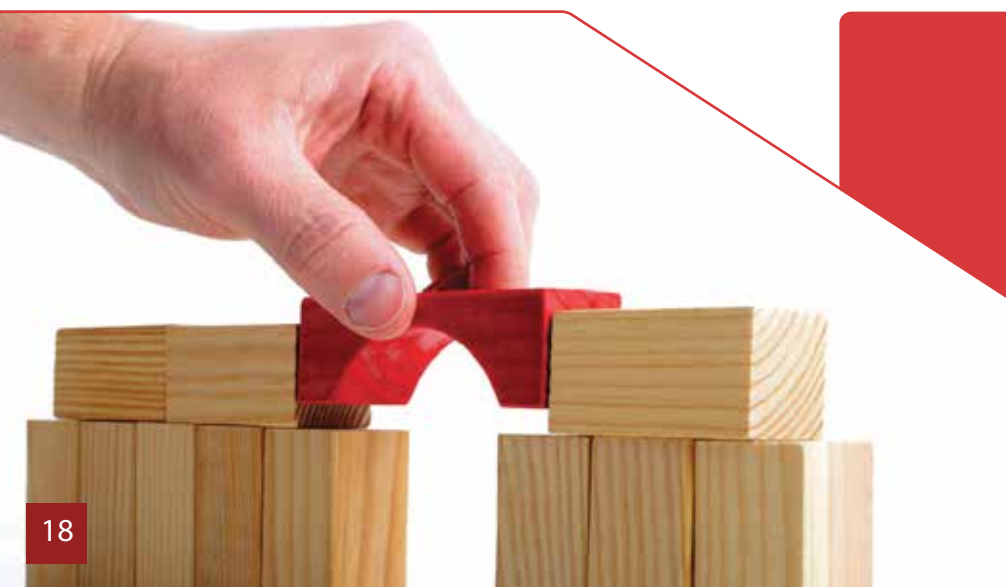
Vice Chancellors Council (VCC)

As the national apex body of management in the country, All India Management Association (AIMA) has been contributing immensely to the enhancement of management capability in the country. AIMA's Vice Chancellors Council (VCC) was created as a platform for senior management educationists and corporate thought leaders to work together towards the transformation of management education in the nation. Since 2020, the Council provides a forum for Vice Chancellors, Provosts, Directors, Deans, Senior Academicians and Industry Professionals to come together to share their thoughts and suggestions about enhancing the quality and reach of management education. The Council provides an opportunity to ideate and understand policy changes and trends nationally and international related to higher education in general and management education in particular.

AIMA-Membership

AIMA has a membership base of over 38000 members and close to 6000 corporate /institutional members, through 68 local management associations affiliated to AIMA. The Association is represented on a number of policy making bodies of the Government of India and national associations. AIMA membership helps to promote professional management practices in all areas and fosters a national management ethos. It also provides a forum for mutual sharing of management ideas, experiences, and expertise. AIMA membership recognises and honours managerial excellence at each level of the organisation and represents the interest of the management fraternity.

As a PGDM Student, you will get complimentary AIMA student membership.



Alumni Speak

"Two Years PGDM Course imparted by AIMA Lodhi Road, New Delhi is quite informative and relevant for Managers at all level. It gives the understanding of various issues which a manager need to know for success in his day to day business, Corporate Planning, Strategy, HRM/HRD, Project Management, International Business, Finance and Accounts etc. The Faculties are very knowledgeable, regular and up to date. This course was of immense value to me"
-Prمود Kumar Sharma, Director(Retd.), Oil India Limited, Noida

"It is here at the All India Management Association, the 'think tank' of Management, that I upgraded my knowledge and ideas integrated them into the larger aspects of national life".
-Avinash K. Srivastava, IAS (Retd.)
Secretary, Govt of India Department of Consumer Affairs

"I found the learning gained from AIMA Programme practical and useful. I am a HR practitioner for last over 30 years and have seen the way AIMA is consistent in maintaining the quality education because of which it has gained respect among HR circles. I understand and appreciate the level of efforts made to not only maintain but to improve the quality of the content."
-Dr Asit Mohapatra, Ex Director HR-Textiles, Raymond Ltd., Facility, Indian Institute of Management Ranchi

"AIMA PGDM programme provides you with an excellent opportunity to augment your knowledge, & study in a classroom comprising of an excellent mix of mid-level executives & freshers. The overall quality of teaching is of the highest standard, & the level of discussion over topics reflects the mature nature of students meticulously selected by their screening committee. I'd credit AIMA for broadening the horizon of my professional career with their industry focused PGDM programme."
-Sushant Samnotra, Bid Manager, Airbus Defence & Space

"I'm indebted to AIMA for lots of things, but mostly, I'm grateful for the exposure it has given me. In the last two years I've been in AIMA, I have had numerous opportunities to grow and better myself. I attended plenty of conferences, workshops through which got a chance to meet many industrialists. I am grateful to all the faculty members and mentors at AIMA for being so supportive. All the study materials received from AIMA were of excellent quality and in a very easy-to-follow format. I've also made good friends and memories in my time here. All-in-all, AIMA really gave me a head start in business knowledge and hopes for a bright future ahead. Today I'm a BDM with an MNC and can see my path to success. Thank you, AIMA.
-Shan Ali, BDM Manager, working with an MNC

Meet our Faculty



Prof. Ganesh Singh

Professor- Human Resource Management & Organizational Behaviour



Prof. Anuja Pandey

Professor- Marketing



Prof. Raj Kumar Singh

Professor- Human Resource Management & Organizational Behaviour



Prof. Amit Bhatnagar

Professor- Marketing



Prof. Gurbandini Kaur

Professor- Economics



Prof. Ritesh Saxena

Professor- Information Technology

Visiting Faculty & Industry Mentors

- **Dr. K B Singh**- Finance
- **Dr Kunwar Sanjay Tomar**-FOSTIIMA
- **Dr. Nayan Mitra**- Founder of Sustainable Advancements
- **Dr. Megha Jain**- Finance
- **Dr. Saurabh Agarwal**- Business Analytics
- **Prof. Anirudh Chakrabarty**- Operations and Decision Sciences
- **Prof. M D Agrawal**- Adjunct Professor of IIT-Mumbai
- **Prof. Soumitra Chakraborty**- Supply Chain Management & Digital Marketing
- **Prof. Soumitro Mookherjee**- International Business and Marketing
- **Prof. V Shekhar**- Operations & Business Statistics
- **Brig. Vinod Dutta**- CEO of The Career Navigators
- **CA Sandeep Kapoor**- Accounting & Finance
- **Mr. Ajit Mishra**-GM, DFCCIL
- **Ms. Anupama Gupta**- Finance
- **Mr. Ashwani Arya**- Entrepreneurship Expert & Business Analyst
- **Mr. Ayushi Negi**- Business Analytics
- **Mr. D P Sen**- Ex-Executive Director, Contract and Procurement Department, GAIL
- **Mr. Daksh**- Digital Marketing
- **Ms. Ishita Sadukarn**- Business Analytics
- **Mr. Jai Ajbani**- General Counsel
- **Mr. K R Kaushik**- International Business Expert, Deputy Director General of ACE
- **Mr. Krishna Chaitanya**- Business Analytics
- **Mr. Krishna Kumar Singh**- Digital Marketing
- **Mr. Nitin Karkara**- Business Analytics
- **Mr. Pradeep Agarwal**- Director -Projects, NRIDA (Joint Secretary-level officer), Ministry of Rural Development
- **Mr. Pradeep Aggarwal**- Ex-CEO of IL&Fs, Vice Chairman and CEO IDFC Projects Ltd.
- **Ms. Prakriti Sinha**- HR Professional
- **Mr. R K Khurana**- Ex CFO of FICCI & Advocate
- **Mr. Rajib Bhattacharya**- Business Analytics
- **Mr. Rahul Chandra**- Digital Marketing
- **Mr. Rajiv Ratan Bhatia**- Operations Management
- **Mr. Sam Dosanjh**- Digital Marketing
- **Mr. Sanjay Aggarwal**- Advisor (Procurement Policy), Ministry of Finance, Government of India
- **Ms. Shipra Agarwal**- Finance
- **Ms. Soma Banerjee**- Business Analytics
- **Mr. Sudhakar Rao**- Retd. PHOD, Indian Railways
- **Mr. Tanmoy Kumar Das**- Digital Marketing
- **Mr. Vikas Sharda**- Founder and Partner , Infranomics Consulting LLP

Meet Our Admissions Team Members

- Ms. Geetika Gumber, Programme Manager- PGDM
- Ms. Chanchal Mehra
- Ms. Nidhi Sharma

Examination's Office

- Prof. Ritesh Saxena, Controller of Examinations
- Mr. Naresh Bisht
- Mr. Chandrshekhar Singh



AIMA

ALL INDIA MANAGEMENT ASSOCIATION

Contact Us

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AIMA-Centre for Management Education
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Email: pgdm@aima.in / Mobile : 96546 01397