



# Post Graduate Diploma in Management-Business Administration (PGDM-BA) 2023

**Information  
Brochure**





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## Director's Message

Management education is at the cusp of a major shift. Technology, geopolitics, and rapid innovation conspire to craft the futures of today's students very differently from that of generations before them. Standard curricular approaches, models, and structures struggle to arm students with the skills they need at the workplace. What can be "taught" in a classroom is already available online, usually free. Recruiters increasingly look for a combo of minds that can deal with unfamiliar landscapes, strategise in a VUCA world, and passion that can galvanise teams and execute in the face of surprises and disappointments. As the pan and entredemic have shown us, public service demands novel approaches to solve unprecedented challenges and relentless innovations. It sure ain't the 2010s anymore!

Young at 50, MDI is uniquely poised to take on these challenges. Consistently ranked among the nation's best, it creates the best peer learning environments – powered by the intellect, energy, and excitement of one of India's brightest student bodies – across programmes in traditionally corporate-focused business as well as in the art of governing. Guided by a world-class faculty – seasoned and research-active – it enables learning with best-in-class infrastructure in

(or virtually linked to) a verdant campus at the heart of one of the country's most buzzing corporate and entrepreneurial hubs. MDI alumni run corporate behemoths and launch unicorns. It provides the perfect setting to reflect on the questions that matter – in business and public policy – with the connects to help the answers make a difference.

At MDI, we realise that life after 50 will be different. It will be inevitably global, digital, and experiential. Paradigms can no longer be taught; they need to be shaped. Businesses will range from global to hyperlocal. Cultural ethos shall continue to define societies and yet borders will be more porous than ever. The agility demanded of a public official and political leader will rival that of tech entrepreneurs. We cannot wait to be a part of that action!

Whether as an aspiring B-schooler, or a motivated public official, a corporate executive, a passionate entrepreneur, a seasoned recruiter, a global scholar, or an aspiring academic, it is more likely than not that you will find what you want at MDI. Come, talk to us. Drop a line; or better still drop-in, when things permit. Who knows what we can create together?



# About Us

MDI Gurgaon is accredited by the following international bodies:

- Association to Advance Collegiate Schools of Business (AACSB), USA
- Association of MBAs (AMBA), London
- South Asian Quality Assurance Systems (SAQS)

Its programmes are approved by the All India Council for Technical Education (AICTE).

MDI has been consistently ranked among the top B-schools in various ranking surveys conducted by agencies and publications like:

- National Institutional Ranking Framework (NIRF)
- Business World
- Business Today
- The Week
- Business Standard

Located in the business hub of Gurugram, MDI provides a unique corporate connect to the student community.

The residential nature of MDI programmes provides opportunities for teamwork and continuous learning on campus with round-the-clock access to state-of-the-art infrastructure. Over 700 new members join the MDI alumni network every year.

Research by MDI faculty is published in reputed national and international journals.

## Board of Governors

**Chairman** Shri. Rajnish Kumar

**Members**

- Shri. Suchindra Misra
- Shri. T V Mohandas Pai
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- Dr. Rajesh Chakrabarti
- Director, MDI Gurgaon
- Dr. Atmanand
- Director, MDI Murshidabad

**Secretary** Dr. Antony Jose  
Secretary MDI Society

## Core Values

MDI inculcates core values that direct its vision and mission to attain excellence and sustain innovation.

**ACCOUNTABILITY:** MDI shall ensure accountability to all its stakeholders rooted in internal management and external adherence to law and society norms.

**TRANSPARENCY:** MDI shall operationalise transparency as the ability of individuals in the organisation to be responsive, productive, and innovative.

**TRUST:** MDI will seek to earn inter-personal trust by adopting governance practices reinforced with policy and on process-based decision making.

**INCLUSION:** MDI will promote non-discrimination practices for all sections of society that advance cohesion and diversity as affirmative action.

**EMPATHY:** MDI shall foster a culture of care and co-create skills for everyone to move towards their professional goals.

## Vision

“MDI aims to be a globally recognised management school through academic excellence and continuous innovation to nurture responsible leaders for creating sustainable alternatives.”

## Mission

- Become a globally recognised management school with international and national recognition through knowledge development.
- Enhance academic excellence in research, consulting, training, and teaching with cutting edge resources.
- Encourage continuous innovation.
- Create and nurture socially responsible leaders.
- Promote sustainable alternatives in decision making.



# PGDM-Business Administration Highlights

24-month PGDM programme

For working executives and entrepreneurs

Broad offers of elective courses across specialisations

Entrepreneurship orientation and skill sets

## Choose from a Wide Range of Courses

There are two types of courses – Core and Electives. Core courses lay the foundation and cover all aspects of Management and are mandatory. Electives are chosen based on the candidate's specialisation and areas of interest, for which they have a wide choice. An indicative list of Core and Elective courses is given below:

### Core Subjects

#### Term I

- Business Communication
- Quantitative Methods in Management-I
- Marketing Management
- Management Accounting-I
- Microeconomics

#### Term II

- Quantitative Methods in Management-II
- Organisation Behaviour-I
- Management Accounting-II
- Human Resource Management
- Management Information Systems

#### Term III

- Research Methodology
- Financial Management
- Macroeconomic Environment and Policy
- Organisation Behaviour-II
- Strategic Management

#### Term IV

- International Business
- Legal Aspects of Business
- Production & Operations Management

- Business Analytics - Theory and Practice
- Management of Quality
- Operations Strategy
- Supply Chain Analytics
- Service Operations Management
- Systems Approach to Materials Management

#### Marketing

- Customer Relationship Management
- Strategic Brand Management
- Consumer Behaviour
- International Marketing
- Rural Marketing
- Marketing of Services
- Sales and Distribution Management
- Strategic Marketing Management
- Marketing Communications: An Integrated Approach

#### Information Management

- Data Visualisation
- Customer Relationship Management
- Artificial Intelligence Applications in Management
- Big Data Applications in Management
- Emerging Technologies and their Applications
- Data Analytics
- HR Analytics
- Business Development in IT Industry
- Information Security and Privacy Management for Individuals and Organisations
- Creating Digital Startups
- Management in IT Projects
- Business Process Management

#### Organisational Behaviour & Human Resource Management

- Managing Across Cultures
- Self-Development and Interpersonal Relations

- Leadership and Managerial Effectiveness
- Coaching Counselling & Mentoring
- Negotiation Skills
- Leadership & Emotional Intelligence
- Management of Creativity and Innovation in Organisations
- Organisation Transformation
- Team Building: Issues & Challenges
- Performance Management
- HR Analytics
- Compensation Management
- Talent Management
- Training & Development

#### Strategy & General Management

- Emerging Market Strategy
- Strategy Consultancy
- Advance Competitive Strategy
- Strategic Alliance & Joint venture
- Innovation Strategy
- Corporate Governance
- Mergers & Acquisition
- Managing Image and Corporate Reputation
- Corporate Communications and Media Management
- Negotiation Skills
- Effective Communication through Theatre Techniques

#### Economics & Public Policy

- Behavioural Economics
- International Macroeconomics and Foreign Exchange Markets
- Modelling & Forecasting of Energy & Financial Markets
- Environmental Management & Green Accounting
- Economics of Emerging Markets
- Financing & Managing Infrastructure Development Projects
- International Oil & Gas Markets and Geopolitics
- Application of Game Theory to Business
- Foreign Direct Investments

### Electives

#### Accounting & Finance

- Project Appraisal & Structured Finance
- Financial Risk Management
- Investment Management
- Corporate Tax Planning
- Modelling & Forecasting of Energy & Financial Markets
- International Corporate Finance
- Corporate Restructuring & Business Valuation

#### Operations Management

- Project Management
- Supply Chain Management





## Taught by Management Thought Leaders

Faculty at MDI are deeply involved in research. They are thought leaders and experts in their respective fields. Participants will get the latest knowledge and practical guidance. The participants who join the programme come with a minimum of five years of post-qualification executive work experience. They too bring a wealth of knowledge and experience. The class discussions are thus animated and vibrant. Visiting and adjunct faculty also add to the richness.

70  
+  
Faculty...

## Enhancing Leadership Qualities

When you enrol for this programme, you are making a strong commitment and are on your way to corporate leadership. Vibrant discussions in class with a diverse peer group exposes you to multiple perspectives. Critical analysis of cases and convincing the class and faculty of your solution is an exhilarating experience. You hone your presentation skills and also attend multiple courses which sharpen your leadership traits. Understanding the nuances of skillful negotiation helps you succeed with your clients and with your colleagues. You will be organising and participating in many industry interactions with leaders of the corporate world. Over the two years, you will imbibe several such skills and you are ready to lead!

## Awards

The Chairman's Gold Medal awarded for the highest CGPA in the programme

The Director's Gold Medal awarded for the highest CGPA in specialisation in the programme





## Post Graduate Diploma in Management-Business Administration (PGDM-BA)

MDI's Post Graduate Diploma in Management (Business Administration)\* is a rigorous, demanding and relevant programme for working executives residing/ working in and around the National Capital Region (NCR) who have had no prior exposure to formal management education.

\*Subject to AICTE extension of approval

- This is a 24-months' Post Graduate Programme.
- The program has been designed considering the current business requirements and the high demand in the industry for the candidates having requisite techniques and managerial skills. The programme had participation from prestigious clients like Maruti Suzuki India Limited, Bharti Airtel, MG Motors, Kia India Pvt. Ltd., Oyo Hotels & Homes etc.
- Provision for International Immersion subject to approval.

### Target Audience

- The Programme targets working executives and entrepreneurs who have a zeal to be updated with latest managerial tools and techniques through formal in-class interaction.
- It not only equips managers for assuming higher responsibilities but also enables them to perform more efficiently and effectively in the context of the changing domestic and international business environment.

### Programme Learning Goals (LGs)

- Responsible Citizen consciousness
- Global Perspective
- Critical and Innovative Thinking

- Entrepreneurial Orientation
- Functional Competency

### Programme Structure

- Two-year Post Graduate Diploma in Management (Business Administration)
- Each academic year comprises of four terms (of 3-months each), which includes two weeks for examinations (mid-term & end-term).
- 20 Core courses spread over terms 1 to 6. 14 elective courses spread over terms 4 to 8 followed by mandatory field work/project in term 8 equivalent to two course load.

### Class Schedule

- In the initial three terms, the classes are held on four days per week i.e. Thursday to Sunday.
- Term 4 onwards classes are held throughout the week and for an individual the class schedule depends on the electives chosen by him/her.
- Classes are held from 6.30 PM to 9.45 PM on weekdays, from 6.30 PM to 9.45 PM on Saturdays, and from 10.00 AM to 05.15 PM, with a lunch break from 1.15 PM to 2.00 PM on Sundays.

### Pedagogy

- Balanced mix of lectures, group discussions, presentations, case analysis, simulation exercises, business games and project work.
- Interactive and participative methods of learning, in line with the recent advances in training methodology.
- Integrates the use of technology with the learning of basic principles in different functional areas of management.
- Opportunity for interacting with eminent academicians, policy makers and industry leaders who delve into the current business and policy issues.

### Evaluation

Course evaluation is in terms of letter grades. Participants are required to achieve a certain minimum grade point average in each term, a minimum letter grade in each course and in Field Work/Project.

### Awards

- The Chairman's Gold Medal awarded for the highest CGPA in the programme.
- The Director's Gold Medal awarded for the highest CGPA in specialization in the programme.

### Alumni Meet & Association

- An Alumni office is established to organize an alumni meet every year where alumni members gather in large numbers, share their experiences/feedback and can keep in touch with various activities of their alma mater.
- Every person receiving a diploma of the Institute automatically becomes a life member of the Association; members have the benefit of the use of the Institute library at nominal charges.

### Clubs & Committees

Activity Clubs and Committees are an important part of student life which facilitates to integrate learning from the class with the application at the workplace.

The following clubs and committees are in place from which participants can derive maximum value:

**Extra-curricular Activities:** The organizing committee comprising of students and EGP office plans extra-curricular activities throughout the academic year to ensure maximum benefits of their overall engagement with the institute.

**Sports:** The Institute has a Golf course, Basket Ball, floodlit Badminton court, Tennis court and facilities for indoor games like table tennis etc. Cricket & Football are some of the other popular games leading to annual sports events.







## Admission Process for PGDM – Business Administration 2023

### IMPORTANT DATES

Event	
Application window opens on	December 15, 2022 to June 23, 2023
Application deadline	Friday, June 23, 2023 (17:00 Hrs)
Interview Venue	Either Online or Offline at MDI Gurgaon
Interview Date (tentative)	Sunday, July 02, 2023
Class Commencement (Tentative)*	August 2023*

IMPORTANT : In reference to recent regulatory guidelines, a minimum of 3-year of post-qualification executive work experience as on 30th April 2023 is required for applying to PGDM-BA.

The last date of application has been extended till Friday, June 23, 2023, 5:00 PM.

\*Subject to AICTE extension of approval

### ELIGIBILITY

- The Applicants must have 50% marks or equivalent CGPA in both class X and XII
- The Applicants must have minimum 3-year Bachelor's Degree, with at least 50% marks or equivalent CGPA in any discipline from any University recognized by the Ministry of HRD, Government of India.
- A minimum of 3-year of post-qualification executive work experience as on April 30th, 2023.

### Self-Sponsored /Sponsored Applicants through valid GMAT/CAT/XAT/MAT/ATMA/CMAT

The Applicants must have any one of the six All India Tests i.e Valid GMAT/CAT/XAT/MAT/ATMA/CMAT scores, valid upto June 30, 2023 to be eligible for the admission to PGDM-Business Administration.

### ONLINE APPLICATION PROCESS

- The online application form for PGDM-Business Administration Programme of MDI Gurgaon shall be available on the MDI website <https://www.mdi.ac.in> with necessary instructions.
- Online registration will be open till June 23, 2023, 17:00 hrs.
- Applicants have to make an online payment of Rs.3000/- (Rupees three thousand only) inclusive of 18% GST..

### SELECTION PROCESS

Shortlisting of Applicants for the Personal Interview will be done on the basis of the details provided in the application form and their valid GMAT/CAT/XAT/MAT/ATMA/CMAT scores. Shortlisted Applicants will be called for the Personal Interview in June 2023 at MDI Gurgaon. The selection process may also be conducted online through zoom for which the intimation will be given to the short-listed applicants in advance.

### ADMISSION OFFER

Successful Applicants will be made a provisional admission offer in June/July 2023. The selected Applicants will have to pay the first instalment of fee by the given deadline, failing which their offer of admission would be withdrawn, without any further intimation.

### FEE AND OTHER EXPENSES FOR PGDM-BUSINESS ADMINISTRATION 2023-24

NOMENCLATURE OF FEES	
Components	Total
Tuition Fees	Rs 8,25,000
Boarding Charges	NA
Lodging Charges	NA
Learning Material Fees	Rs 1,10,000
Students Activities	Rs 27,500
Library Fee	Rs 66,000
Alumni Fee	Rs 14,300
Security Deposit (refundable)	Rs 27,500
Total fee for two years	Rs 10,70,300

Note: All the expenses for the International Immersion (subject to approval) shall be borne by the students on an actual basis in addition to the fees.

### SCHEDULE OF PAYMENT FOR PGDM-BUSINESS ADMINISTRATION- 2023

Installment month	General Participants (Amount in INR)
At the time of admissions June/July 2023	3,00,000
15th November 2023	2,70,000
15th May 2024	5,00,300
Total	INR 10,70,300

Note: MDI reserves the right to enhance fee and other charges at any point of time during the Academic Year. Due notice would be given, while making such changes.

You may contact Executive Admissions at [executiveadmissions@mdi.ac.in](mailto:executiveadmissions@mdi.ac.in) or 0124-4560553 for details.



**MDI**  
GURGAON

Management  
Development  
Institute

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