

# Programmes

Jaipuria Institute of Management, Jaipur offers, two years, full time, AICTE approved Post Graduate Diploma in Management (PGDM) and Post Graduate Diploma in Services Management (PGDM-SM).

## **a) About PGDM**

PGDM is the flagship Programme of Jaipuria, Jaipur which has been developed with Institute's vision to be a world-class educational institution of choice for all stakeholders which promotes human wellbeing through continuous learning.

PGDM Programme is a two-year full time Programme with understated objectives:

- To groom students to become industry ready, and make our students responsible managers and leaders
- To develop global outlook and nurture skills to work into cross cultural environment.
- To understand and enrich the socio-economic, ecological, technological and political environment.

In brief, the PGDM Programme objective is to bring out finest qualities of human being by making management graduates career-ready and socially responsible with sense of ownership aimed at overall growth and progress of the society.

The PGDM Programme offered at Jaipuria, Jaipur has been designed to meet the following Programme objectives.

## **i. Programme Learning Outcomes (PLOs)**

The graduates of the PGDM Programme will be able to:

- Communicate effectively and display inter-personnel skills
- Demonstrate Leadership and Teamwork towards achievement of organizational goals
- Apply relevant conceptual frameworks for effective decision-making.
- Develop an entrepreneurial mindset for optimal business solutions.

- Evaluate the relationship between business environment and organizations.
- Appreciate sustainable and ethical business practices.
- Leverage technologies for business decision.
- Demonstrate capability as an Independent learner.

## **ii. Program Structure**

The PGDM programme is of two years duration comprising of 104 credits. One credit is equivalent to 10 hours of active classroom engagement. One full subject course is of 3 credits and involves 30 class contact hours delivered in 24 sessions of 75 minutes duration each. Further 104 credits is a combination of 97.5 credits of subject courses and 6.5 credits for the compulsory Summer Industrial internship and Social internship. Programme courses are divided into core and elective courses. In PGDM programme there will 25 core courses and 15 electives courses. Core courses are compulsory in nature and to be taken up by all students, while elective courses depends on the area of specialisation chosen.

All core courses are covered during trimester I, II and III. These courses are delivered through regular class room teaching mode, along with some courses are conducted in form of workshops and seminars. Elective courses are introduced partly during the III trimester of first year but majorly taught over trimester IV, V and VI of the second year of the Programme. Most of core and elective courses are of full credit (3 credits) along with few half credit courses (1.5 credits) and even few courses are of single credit (1 credit). Single credit courses will be covered in workshop or seminar modes only. Students' performance evaluation for single credit courses will be through project reports submission/ presentations or any other mode other than hall examinations. For full credit and half credit courses the performance assessment criterion will be in accordance with the criteria as would be stated in respective subject course outlines, along with hall examinations.

PGDM programme is a dual specialisation programme and areas of specialisation offered are Marketing, Finance, HR, IT & Operations and Business Analytics. Students will study their elective courses from two specialisations of their choice during the III trimester of the first year and trimester IV, V and VI of the second year.

Students will study total of 15 elective courses, accounting for 45 credits. These electives are broken down into specialisation electives (12 courses) and open elective courses (3 courses). As the programme is mandated for dual specialisation, a student will study 6 elective courses for each specialisation.

Out of 3 open elective courses, a student will study one course on Liberal Arts by selecting a course of one's choice from the bucket of Liberal Art courses in offering. Remaining 2 open elective courses can be picked from any areas of specialisation, including area of specialisations originally chosen.

It should be noted that students will study one compulsory elective course from each area of specialisations of their choice in third trimester (thus two elective courses in all). All students enrolled into the PGDM programme will be required to furnish their choice of area of specialisations during the second trimester of the programme as and when a notification in this regard will be issued.

For the purpose of illustration, suppose a student has opted to do a specialisation in combination of Marketing and Finance. In this case she will study 1 compulsory elective from Marketing Area and 1 compulsory elective from Finance Area that will be offered in the third trimester, along with other core courses, that will be compulsory for all students, irrespective of their specialisation streams. During the second year she will study 5 elective courses from Marketing area and 5 elective courses from Finance area along with 3 additional electives, called open electives. She can take 2 open elective courses from any area of specialisations like Marketing, Finance, HR, IT & Operations and will study 1 course from the stream of Liberal Arts. During the run of second trimester, the Programme Management Committee (PMC) will issue the list of subjects that will be offered as open electives and Liberal Arts stream courses, during the second year of PGDM Programme. Although students are free to select any combination of 2 open elective courses and 1 Liberal Arts course, the choice of choosing the open elective subjects and Liberal Art course will be limited to the extent, the time table management and resources of the Institute makes it feasible.

Apart from above courses, the students will undergo Summer Internship Programme (SIP) which is equivalent to 5 credits, and they will do Social Internship which is equivalent to 1.5 credits. SIP is an off-campus hands-on learning engagement wherein students work with an industry, as an industry intern, on a given assignment/project under the guidance of faculty and industry mentor.

The submission of SIP report is mandatory part of this Programme. Social Internship is also an outbound engagement where students are deputed with partner NGOs and carry out the works/projects as delegated to them. They will essentially be working for the upliftment and betterment of the economically backward / medically challenged /divyans/under-privileged peoples, or other community services. Both internships are important and compulsory part of PGDM programme. PGDM Curriculum layout is provided in the Annexure: XY

### iii. Credit Structure

The PGDM Programme is of 104 credits out of which 52.5 credits corresponds to core courses and 45 credits corresponds to elective courses (12 from two specialisations + 2 open electives + 1 Liberal Arts). Apart from this 5 credits are mandated for Summer Internship Programme (SIP) and 1.5 credit for Social Internship. Any usual subject course is of 3 credits, consisting of 30 class contact hours (along with 60 additional hours of student work/case-studies/self-study/field work/working on project assignments and presentations etc.), which are delivered in 24 sessions of 75 minutes each.

\* 1 Credit means 10 hours of class room teaching (including additional 20 hours of Project work, Case study, Presentations and Assignments)

\*\* Leberal Arts courses broadly falls in open elective category

**Table 4.1: Term-wise distribution of credit points for PGDM Programme**

<b>Term</b>	<b>No. of Courses</b>	<b>No. of Credits</b>
I	8	19.5
II	9	20
III	10	19
IV	6 (with 2 open electives)	18
V	5 (with 1 open elective)	15
VI	2	06
SIP & SI	2	6.5
<b>Total</b>	<b>42</b>	<b>104</b>

#### iv. Course Structure

The Curriculum Structure of the PGDM Programme, Batch 2019-21 is as follows:

*Table: 4.2 First Year of the Programme (Academic Year 2019-20)*

<b>Trimester 1</b>		<b>Trimester 2</b>		<b>Trimester 3</b>	
Business Analysis (Communication and Business Analysis)	1.5	Marketing Management	3	Professional Ethics (Workshop Mode)	1
Data Interpretation and Excel	3	Corporate Finance	3	Strategic Management	3
Accounting Fundamentals	3	People Management	3	Management Information System	1.5
Managerial Economics	3	Operations Management	3	Business Research Methods	1.5
Fundamentals of Marketing	1.5	Business and Economic Environment	3	Electives (Mandatory)	6
Quantitative Technique	3	Legal Aspects of Management	1	Managerial Communication	3
Organizational Behaviour	3	Design Thinking (Workshop Mode)	1	Entrepreneurship (Workshop Mode)	1
Principles of Management	1.5	Business Communication (pl. decide on appropriate name and content)	1.5	Business, Environmental and Social Sustainability (Seminar Mode)	1
		Cost Accounting	1.5	Simulation	1
	<b>19.5</b>		<b>20</b>		<b>19</b>

*Table 4.3 Second Year of the Programme (Academic Year 2020-21)*

		<b>Specialisation Area Electives</b>		<b>Open Electives</b>		
		<b>No. of Courses</b>	<b>Credits</b>	<b>No. of Courses*</b>		<b>Credits (Option 1)</b>
				Option 1		
TERM IV	Specilisation I	2	6	1	2	3
	Specilisation II	2	6			
TERM V	Specilisation I	2	6	2	1	6
	Specilisation II	2	6			
TERM VI	Specilisation I	1	3			
	Specilisation II	1	3			
	Summer Internship	1	5	3		
	Social Internship	1	1.5			
	Total		36.5			9
	<b>Total Credits</b>		<b>45.5</b>			

\*Open Elective Courses Includes Liberal Arts Courses

## **Audit Courses**

The Institute offers its students of PGDM/PGDM-SM Programme to undertake and pursue additional courses apart from the 42 courses in order to broad base their learning and improve their placement prospects. These additional courses are termed as '*Audit Course*'. The Audit Course(s) can be undertaken during second year of the Programme in trimester 4<sup>th</sup>/ 5<sup>th</sup>. Not more than one Audit Course in a trimester and no more than two Audit Courses in the entire duration of the Programme will be allowed to be undertaken by a student. Being additional course(s), Audit Course will be a non-credit, non-grade course. The enrollment in Audit Course is against the payment of nominal fee of Rs. 2000 per course, which will be in addition to the regular course fee of the Programme. The PMC will allow any student to undertake desired Audit Course depending on the availability of seats in the particular course. The final discretion rests jointly with the course instructor and PMC. The fees will be payable in advance to the Accounts department and will be non-refundable after the commencement of the course. The rules of the Institute regarding attendance, participation and course evaluation for regular course students will apply in totality for the '*Audit Course*' students as well.

On the successful completion of Audit Course(s), a certificate of completion will be awarded to the students. A student must score minimum of "B" grade, in the audit course(s) they have enrolled into for the purpose of award of certificate of completion. The list of Audit Courses that can be opted by the students will be duly notified by the PMC at an appropriate time.

### **b) About PGDM - Services Management**

The Post Graduate Diploma in Services Management ( PGDM-SM) is a service sector specialist programme developed with the objective to prepare *and groom* world-class management professionals with strong service mindedness and value systems. The programme is aimed to:

- Stimulate participants to think creative and bring out innovative approaches to managing unique characteristics of the service business namely tangibilizing the intangibility, matching supply with demand uncertainty & volatility, managing customer satisfaction & service quality.

- Encourage students to go beyond the class room and learn more on the basis of research and application based art of services management.
- Enable them to develop a global perspective and integrate with the same.
- Facilitate them to hone their data analytical skills for forecasting and decision making
- Train them to be result-oriented by excelling in strategy formulation as well as its successful implementation,
- Develop in them service leadership qualities, people skills, and team orientation.

The PGDM - SM Programme offered at Jaipuria, Jaipur has been designed to meet the following Programme objectives.

### **i. Programme Learning Outcomes (PLOs)**

The graduates of the Programme will be able to:

- Communicate effectively and display inter-personnel skills
- Demonstrate Leadership and Teamwork towards achievement of organizational goals
- Apply relevant concepts for decision-making in service businesses
- Develop innovative thinking for effective management of services
- Demonstrate domain competency in a chosen sector of services industry.
- Appreciate sustainable and ethical business practices.
- Leverage technologies for service management
- Demonstrate capability as an Independent learner.

### **ii. Program Structure**

The PGDM-SM programme is of two years duration comprising of 104 credits. One credit is equivalent to 10 hours of active classroom engagement. One full subject course is of 3 credits and involves 30 hours of classroom engagements. Further 104 credits is a combination of 97.5 credits of subject courses and 6.5 credits for the compulsory Summer Industrial internship and Social internship. Programme courses are divided into core and elective courses. In PGDM – SM programme there will be 25 core courses and 15 electives. Core and Services Management elective courses are compulsory in nature and to be taken up by all students, while area elective courses depend on the area of chosen specialisation.

All core courses are covered during trimester I, II and III. These courses are delivered through regular class room teaching mode, along with some courses will be taught in form of workshops

and seminars. Elective courses are partly introduced during the III trimester of first year and are majorly taught over trimester IV, V and VI of the second year of the Programme. Most of core and elective courses are of full credit (3 credits) along with few half credit courses (1.5 credits) and even few courses are of single credit (1 credit). Single credit courses will be covered in workshop or seminar modes only. Students' performance evaluation for single credit courses will be through project reports submission/ presentations or any other mode other than hall examinations. For full credit and half credit courses the performance assessment criterion will be in accordance with the criteria as would be stated in respective subject course outlines, along with hall examinations.

PGDM-SM programme is a dual specialisation programme. Further as a Service Sector Specialist Programme, Services Management is a compulsory specialisation for all the students enrolled into the programme. Second area of specialisation can be chosen from other domain areas like Marketing, Finance, HR and IT & Operations. Students will study their elective courses from two specialisations i.e. Service management along with any of Marketing /Finance/ HR/IT & Operation as per their choices.

Students will study total of 15 elective courses, accounting for 45 credits. Out of 15 electives students will study 7 elective courses in Services Management specialisation, and 6 courses from the chosen domain area specialisation. For two areas of specialisations in total, a student will study 13 specialisation electives. Apart from this, a student need to take 2 additional elective courses (additional elective courses are also called *open elective courses*). One open elective need to be picked from any areas of specialisation, including area of specialisations originally chosen. Second open elective course has to be from the stream of the Liberal Arts Course. It should be noted that students will study one compulsory elective course from the Services Management as well as one compulsory elective courses from chosen domain area of specialisation of their choice during the third trimester. All students enrolled into the PGDM-SM programme will be required to furnish their choice of domain area specialisation during the second trimester of the programme as and when it will be notified by the PMC.

For the purpose of illustration, suppose a student has opted to do a specialisation in domain area of Finance. In this case he will study 1 compulsory elective from Services Management area and 1 compulsory elective from Finance Area that will be offered in the third trimester, along with other core courses that will be compulsory for all students, irrespective of their specialisation streams.



During the second year he will study 6 elective courses from Services Management area and 5 elective courses from Finance area along with 2 additional electives, called open electives. One open elective course will be picked up from any area of specialisations like Services Management, Marketing, Finance, HR, IT & Operations or Business Analytics and second open elective will be chosen from the list of Liberal Arts courses in offerings. During the run of second trimester, the Programme Management Committee (PMC) will issue the list of subjects that will be offered as open electives during the second year of PGDM-SM Programme. Although students are free to select any combination of 1 open elective courses and 1 Liberal Arts course, the choice of choosing the open elective subject and Liberal Art course will be limited to the extent, the time table management and resources of the Institute makes it feasible.

Apart from above courses, the students will undergo Summer Internship Programme (SIP) which is equivalent to 5 credits, and they will do Social Internship which is equivalent to 1.5 credit. SIP is an off-campus learning engagement, wherein students work with an industry, as an industry intern, on a given assignment/project under the guidance of faculty and industry mentor. The submission of SIP report is mandatory part of this Programme. Social Internship are also outbound engagements where students are deputed with partner NGOs and will carry out the work as delegated to them. They will essentially be working for the upliftment and betterment of the economically backward / medically challenged /divyangs/under privileged peoples, or other community services. Both internships are important and compulsory part of PGDM-SM programme. PGDM-SM Curriculum layout is provided in the Annexure : YZ

### **iii. Credit Structure**

The PGDM–SM Programme is of 104 credits out of which 52.5 credits corresponds to core courses and 45 credits corresponds to elective courses (13 from two specializations + 1 open electives + 1 Liberal Arts). Apart from this, 5 credits are mandated for Summer Internship Programme (SIP) and 1.5 credit for Social Internship. Any usual subject course is of 3 credits, consisting of 30 class contact hours (along with 60 additional hours of student work/case-studies/self-study/field work/working on project assignments and presentations etc.), which are delivered in 24 sessions of 75 minutes each.

\* 1 Credit means 10 hours of class room teaching (including additional 20 hours of Project work, Case study, Presentations and Assignments)

\*\* Liberal Arts courses broadly falls in open elective category

**Table 4.4: Term-wise distribution of credit points for PGDM-SM Programme**

<b>Term</b>	<b>No. of Courses</b>	<b>No. of Credits</b>
I	78	119.5
II	89	20
III	910	19
IV	65 (with 2 Service electives + 2 Area Electives + 1	115
V	5 (with 2 Service electives + 2 Area Electives + 1	15
VI	23 (with 2 Service electives + 1 Area Electives)	9
SIP	22	6.5
<b>Total</b>	<b>42</b>	<b>104</b>

#### iv. Course Structure

The Curriculum Structure of the PGDM–SM Programme, Batch 2019-21 is as follows:

*Table 4.5 First Year of the Programme (Academic Year 2019-20)*

<b>Trimester 1</b>		<b>Trimester 2</b>		<b>Trimester 3</b>	
Business Analysis (Communication and Business Analysis)	1.5	Marketing Management	3	Professional Ethics (Workshop Mode)	1
Data Interpretation and Excel	3	Corporate Finance	3	Strategic Management	3
Accounting Fundamentals	3	People Management	3	Management Information System	1.5
Managerial Economics	3	Operations Management	3	Business Research Methods	1.5
Fundamentals of Marketing	1.5	Business and Economic Environment	3	Electives (Mandatory)	6
Quantitative Technique	3	Legal Aspects of Management	1	Managerial Communication	3
Organizational Behaviour	3	Design Thinking (Workshop Mode)	1	Entrepreneurship (Workshop Mode)	1
Principles of Management	1.5	Business Communication (pl. decide on appropriate name and content)	1.5	Business, Environmental and Social Sustainability (Seminar Mode)	1
		Cost Accounting	1.5	Simulation	1

	19.5		20		19
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Table 4.6 Second Year of the Programme (Academic Year 2020-21)

	Services Management Specilisation		Area Specilisation	Open Electives *	Total Credits
	SM Programme Electives (3)	Sectoral Buckets (3)	Area Electives (5)	2 courses	
Term IV	1	1	2	1	15
Term V	1	1	2	1	15
Term VI	1	1	1		9
SIP & SI					6.5
<b>Total Credits</b>					<b>45.5</b>

\*Open Elective Courses Includes Liberal Arts Courses

### Programme Duration

The Post Graduate Diploma in Management and Post Graduate Diploma in Services management comprises of 6 trimesters spread over a period of two years. An academic year is divided into three academic terms, called 'trimester', of approximately three months duration each, as stated below:

Table 4.7 : Trimester Durations

Trimester	Duration (Academic Year 2019-20)
I/IV	July-September 2019
II/V	October - December 2019
III/VI	January – March 2020

The first year students undergo outbound Summer Internship Programme (SIP) which is industry interface training programme. The duration of SIP is of 6 to 8 weeks, which is carried out in the months of April to June. Social Internship will be outbound initiatives carried out during weekends of II and III trimesters apart from a dedicated week during the month of February 2020.

### **c) Course Outlines and Structure**

The students will be given a detailed course outline for each courses they take, including a session plan. This will be made available to them in the form of soft copies, through Learning Management System (LMS) at the start of each trimester. The course outline will have the following details:

- Course Information like, title of the course, number of credits, academic term, name of the instructor
- Course overview, Course Learning Outcomes (CLOs), Programme Level Outcomes (PLOs), Mapping of CLOs, with Graduate Attributes, list of topics /modules
- Prescribed text, recommended readings if any
- Assessment Scheme
- Session Plan, session learning outcomes, pedagogy, necessary and relevant instructions

### **d) Placement Oriented Certificate Courses**

The Institute offers bouquet of placement oriented - certificate courses for its students to cater to the growing need of the industries and job market, in new domain of skills and knowledge. These courses are of short duration, delivered by Institute in collaboration with top consulting firms/industry experts (like IBM /Bombay Stock Exchange/Wiley India/Thomas Assessment/KPMG etc.). These certificate courses involve hands on training and expected to enhance the placement package and profile of our graduating students. Each student has to undergo at least one of the certificate courses in the offering. These certificate courses are available against fee, which is exclusive of the tuition fee of the PGDM and PGDM (Services Management) programs. PMC in due course of time will notify the details of certificate courses in offering and its fee details. The certificate course fee varies for different courses and exact course fee will be communicated by PMC during the first trimester. All students, without exception, have to enroll into one certificate course of their choice and deposit the requisite fee with the Accounts Department before the commencement of the certificate courses. There is a special provision of certificate course(s) for the PGDM-SM programme students.