

POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM)

2 YEAR PROGRAM



Become the best version of

YOURSELF

The Vidyalankar group was established in 1960 by Professor C. S. Deshpande. Over decades, Vidyalankar has come to be known for providing quality education at affordable prices across various educational streams. Vidyalankar runs multiple training institutes and colleges that focus on a wide spectrum of programs ranging from Engineering to Management.

Over the years, Vidyalankar has taken various initiatives after understanding the needs of students and establishing various institutes and branches to meet those needs. Vidyalankar has evolved over the years and today has a sprawling NAAC A+ Accredited Award Winning Campus at Wadala, Mumbai providing UG & PG programs under Engineering, Management and Polytechnic Colleges.



Vidyalankar School of Business – AIMA (AICTE Approved) 2 Year PGDM Program

PGDM – a four letter word which like no other qualification can prove to employers and clients that you know business management. But, a PGDM is more than a quality benchmark. At VSB, a part of the prestigious Vidyalankar Education Group, the AIMA 2 Year PGDM is woven around the core philosophy of **Pursuing Excellence** which offers the perfect blend of knowledge and hands-on practical skills in business management. That's why our AICTE - Ministry of HRD, Govt of India approved PGDM program offers you a transformative learning experience which is poised to enhance and deepen your understanding of business management with 12 diverse specializations to choose from, so that you can apply your sharpened business skills in any business situation to achieve continuous growth personally and professionally.



FROM THE CEO'S DESK

The world of Business and the world in general are continuously changing at a pace that's unprecedented and by the look of it, it's changing the way we even lead our life. The expectations from the industries, start-ups and venture capitalist too have changed. So how does a new generation of Management aspirants wanting to become great professionals deal with these expectations?

We at Vidyalankar School of Business (VSB) acknowledge this and have ensured VSB will strive to be one of its kind Business school by providing our participants an environment within the campus to deal with real business problems while being able to upgrade themselves to management concepts and tools. Our USP lies in ensuring we keep the most important aspect of our program at the centre of it - **The Student**.

Our **"Student First"** policy is designed to ensure everything from our curriculum, faculty, interaction with the industry, placements, infrastructure is in sync to help our participant to learn, experiment, extract and be ready to take charge of the various roles they chose when they finish the program in 2 years. VSB provides every student a platform to pursue excellence by use of the best available resources in terms of technology, industry interaction and actual hands on problem solving internships which makes our students to be "performance ready" from day one at work.

The world of Business Management is going through the same changes as is everything around us and we at VSB are excited to be able to pre-empt these changes by engaging with these change makers and thereby incorporate these updated inputs in to our curriculum to ensure a steady flow of practical knowhow and pursue excellence.

We strive to ensure we are the first choice by organisations when they seek highly motivated, focused and passionate professionals. The focus on business ethics, social impact and environmental awareness along with growth mind-set are embedded without exception.

Our Motto of **"Pursuing excellence"** is derived from the fact that every single inter-junction in the two year journey and beyond is driven by one word-Passion, both by the institution and its students.

Welcome to an exciting, ever evolving journey! Welcome to VSB!



OUR VISION, MISSION & VALUES



Vision

Our vision is to be a recognized as a world class management school which develops business talent and ideas that creates leadership, growth and opportunity in India and globally.



Mission

The mission of the Vidyalkar School of Business is to continuously discover and deepen our understanding of management concepts and applications and use them to produce principled and insightful leaders who create an impact in the dynamically changing world. To prepare students for successful business-related careers in organizations and develop entrepreneurs by fostering intellectual and personal growth, developing specific skill sets relevant to global business. We place high emphasis on innovative programs, experiential and hands-on learning which focus on outcomes, applied research and active engagement with internal and external stakeholders.



Values

Our values guide our actions, decisions and conduct of all members of the Vidyalkar School of Business.

Student-first : We pursue excellence in teaching and learning to make an impact on students with innovative curriculum, practical and hands-on learning through broad exposure to key business disciplines.

Experiential learning : We value experiential learning through business simulation labs and productive collaborations with the organisations and business community.

Collaborative approach : We strive to establish collaborative arrangements with industry, academic and public institutions.

Ownership of actions : We are respectful by being aware of the impact of our actions and we recognize the value in the diversity of people and perspectives.

Ethics : Our conduct reflects the highest ethical and professional standards and our curriculum emphasizes the importance of ethics and social responsibility in business.

Diversity : We value the opportunity to work, learn and develop in a community

that embraces the diversity of individuals and ideas.

Responsibility : We commit to being responsible and accountable at all levels, including assessment and continuous improvement of our academic programs and transparency in our operational processes.

Physical learning environment : We strive to provide a physical infrastructure with appropriate technology that provides an environment in which our students and faculty can thrive professionally and intellectually.

VSB - AIMA BizLab is a virtual laboratory designed for management graduates to offer them hands-on experience in management concepts and make them industry-ready.

VSB - AIMA BizLab is a first of its kind virtual lab in Mumbai for management students. Just like the laboratories for other education fields, using the AIMA BizLab software, students may “experiment” with various management strategies and tactics on the given scenario. Specifically designed keeping the learning habits of the new generation of students, VSB - AIMA BizLab provides an unparalleled learning experience.

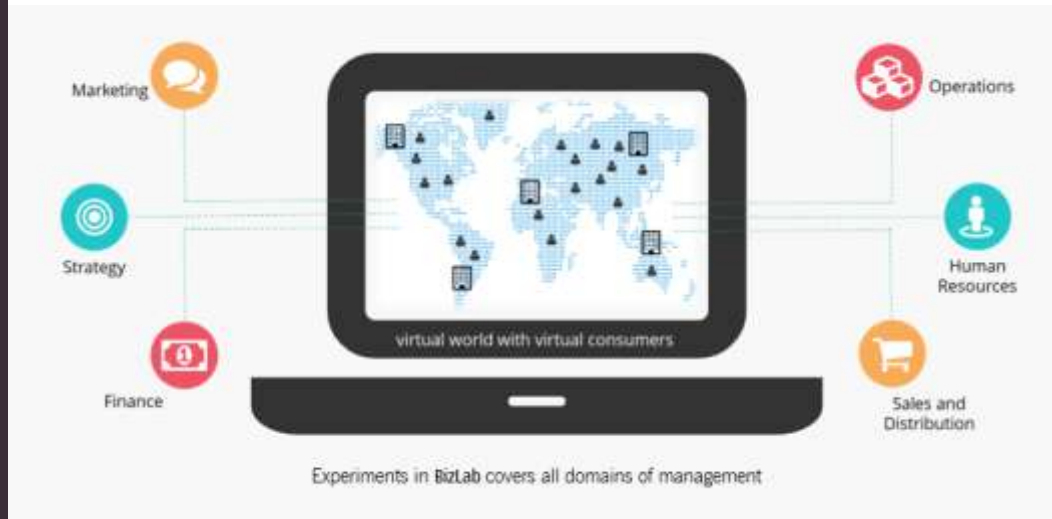
LINKED TO PGDM COURSE CURRICULUM

BizLab experiments presents scenarios that require application of concepts being covered in the PGDM curriculum. It therefore helps to develop an integrated perspective of different aspects of management.

VSB – AIMA BIZLAB - FUELLED BY ADVANCED ARTIFICIAL INTELLIGENCE

VSB – AIMA BizLab engine is fuelled by Artificial Intelligence technology that responds dynamically to students' strategy and provides competitive experience that helps build a real-life like experience.

- Student experiment with various management strategies and tactics on a given scenario.
- Specifically designed keeping in view of learning habits of the new generation of students.



 <p>Product Design Product Specifications</p> <p>Take Decisions</p>	 <p>Marketing Mix Price, Promotions and Place</p> <p>Take Decisions</p>	 <p>Operations Production and Capacity</p> <p>Take Decisions</p>	 <p>Manpower Human Resources</p> <p>Take Decisions</p>
 <p>Finances</p> <p>Take Decisions</p>	 <p>Special Projects Research and Development</p> <p>Take Decisions</p>	 <p>Proforma Sensitivity Analysis</p> <p>Analyze Projection</p>	 <p>Simulate Advance to Next Round</p> <p>Simulate</p>



ACADEMIC ADVISORY BOARD (AAB)

VSU's Academic Advisory Board is committed to providing its management students many opportunities and experiences to explore and plan for a career in corporate world through continuously improving our programs, curriculum and delivery

strategies. Every board member works towards guiding students on career development, prepare them for future corporate challenges.

OUR AAB MEMBERS



Arun Thukral
MD & CEO
AXIS Securities Ltd.



Dr. Amitabh Rajan
Chairman
Reserve Bank of India
Services Board



Dr. Anita Shantaram
Founder Head
The Compliance & Ethics
Academy | Ethics India -
A legasis Company



Virendra Gupte
Former Head -
International Business
TATA International
Chief Ethics Counsellor,
TATA Group



Dr. Utkarsh Shah
Director - Deloitte



Keyur Desai
Chief Information Officer &
Head Information Security,
Network & Communications
Essar Ports & Shipping Ltd.
(ESSAR Group)



Mahavir Kaswa
Associate Director
S & P Dow Jones Indices



Dr. Ravi Prasad
Director & Professor
School of Business
Nipissing University,
Canada



Prof. (Dr.) Ashok Pundir
Professor & Former
Dean - Student Affairs
NITIE



Prof (Dr.) Justin Paul
Professor
University of PR, USA
IIM Kozhikode



EVENTS & HAPPENINGS AT VSB

Annual HR Dialogue 2019

It was an enriching Saturday morning of 9th November 2019 at Vidyalankar School of Business; we launched our Annual HR Dialogue 2019 with the topic of National Importance; a Panel Discussion on "Achieving \$5 Trillion Indian Economy by 2024 - Role of Human Resources".

The event was graced by eminent

HR Heads from diverse industries who shared their views and thoughts on the topic with HR Professionals, Academicians and Management Students.

Below are the Corporate HR Leaders who shared their valuable time and expertise in the area related to the topic:



From L to R - Rajesh P., Chitra B., Alka T., Nivedita K., Manpreet K., Ashish S., Sachin K., Manoj C., Gaurang B.



Address by Rajesh Pillai - CEO, VSB & Skillville



Panel Member - Ashish Sharma
Head HR, Fleet Management Ltd.



Event Key Note Speaker :
Alka Tiwari - Founder, Talent Rewired



Panel Moderator : Chitra Balachandran
Head HR, Enrich Salons



Annual HR Dialogue - Panel Discussion



Panel Member : Nivedita Kuruvilla
Head Corporate Functions &
Talent Development, TCS Ltd.



Panel Member : Manoj Chaudhary
Head HR (Public Markets)
Edelweiss Financial Services Ltd.



Panel Member
Manpreet Kaur - Head HR, Davidoff



Panel Member : Sachin Kodollikar
Head Learning & Development,
Wuerth India Pvt. Ltd.



STUDENT'S INITIATIVE



VSB CSR is an initiative to sensitize the students towards Corporate Social Responsibility.

This year our PGDM students went to Gyandeeep Signal Shaala at Thane and donated learning and teaching aids to Gyandeeep students.

The PGDM students learned a valuable lesson which is giving back to the society by contributing in various ways.





GUEST LECTURE SERIES

It has always been our constant endeavor and initiative to bring utmost quality and latest in management education through our various mode of Academic Deliveries.

And one such initiative is Guest Lecture Seminar Series where we invite Top Industry professionals to share their knowledge and experience with our students.



Mr. Prasenjit Roy
Sr. EVP & CMO
NTT Netmagic



Dr. Ankita Singh
Sr. VP & Global Head
CIGNEX Datamatics



Mr. Vishal Thakur
Associate VP - HR
TATA Capital Financial
Services Pvt. Ltd.



Dr. Kushal Sanghvi
India Lead
Integral Ad Science



Mr. Vinod Bidwaik
Vice President - HR
Alfa Laval



Mr. I. V. S. Ranganath
Head HR
Shriram Bioseed Genetics
(A Division of DCM Shriram Ltd.)



Dr. Sonia Dua
VP, Global Operating Leader
GENPACT



Mr. Paresh Bhanushali
Chairman
Pentagon Group



CEO SPOTLIGHT SERIES



Opportunities @ Covid Pandemic

11th Sept. 2020 | 2:00 P.M. Onwards

Mukesh, an Textile Engineer and an Harvard Alumni has been associated with Welspun for over 20 years. Accomplished achiever with Domestic and International Experience in Business Development, P&L oversight, Multichannel Product Distribution.



Mr. Mukesh Salvani
MD & CEO, Welspun

“Financial Leadership”

Chartered Accountant with 25 years of experience in Top / Senior / Middle Management positions in reputed MNC & Private Banks in India – Currently handling **Asset Book of ~ 25,000 Crore.**



Mr. Arun Thukral
MD & CEO - Axis Securities Ltd.
Author of best-seller book
“Yogi on Dalal street”

“Key Leadership Attributes”

16th Oct. 2020 | 10:00 A.M. Onwards

Anant, a **3rd generation entrepreneur** at Famous Studios, is taking forth the legacy set by his Grandfather and Father. Anant has closely witnessed content manifestations in the audio-visual industry. He has nurtured his skill sets to manage the operations, strategy and development of Famous Studios.



Mr. Anant Roongta
MD - Famous Studios

“Impact of COVID on Healthcare Industry”

19th Sept. 2020 | 12 Noon Onwards

A Business Leader with 25 years of experience in Pharmaceuticals, Healthcare and Nutraceutical industry. Managed businesses involved in OTC, B2B, B2C and Institutional sales of Branded, Generic, Formulations, Ingredients (Food & Feed additives) and APIs to Pharmaceutical, Nutraceutical, Food & Beverage, Wellness and many more...



Mr. Manish Nigam
CEO - Dalmia Healthcare

International Business - Benefits To Nations, Benefits To Firms

The Placement committee of VSB has organized a guest lecture on International Business. The program started with the welcome of the guest Mr. Mahendra Pal Arya – Deputy Vice-President, AXIS Bank Ltd.

Mr. Arya shared his valuable inputs with the students on 'International business-benefits to Nations and benefits to firms'.



Changing Dynamics In Retail Space

VSB organized a guest lecture on "Changing Dynamics in Retail space", hosted by Social Media Committee, on 19th October 2019. Mr. Amit Sharma - Vice President of Future Group shared his valuable thoughts on "Is online marketing impacting on offline marketing?"





2019-2021



2020-2022





PGDM BATCH

Students

Speaks

“The teaching practices give a student the best balance. There are many guest lectures conducted by the college for exposure. The infrastructure is very good, the canteen has hygienic food and we have three vending machines inside the campus, all kind of facilities is provided inside the campus. It's a completely B School campus, where students are groomed with best of facilities inside the campus. We have state-of-art Gymnasium and Sport facilities to rejuvenate.”



Shuyeb Petkar

“The college is good for management students, where the faculty members reform your personality. The state of the art infrastructure with well-equipped labs in the campus. They offer good space for the indoor games. The classrooms are fully air-conditioned with the projector and laptops available in every class. We have series of guest lectures which helps us to get an exposure to the industry. Recently we had Annual HR Dialogue 2019 where we got an opportunity to interact with HR head from leading companies and explored immense learning about the role of human resources in contributing to the growth of Nation's economy.”



Prasad Pol

“The facilities provided here are very student friendly. The faculty supports and motivates student's interest. The college has a great infrastructure with well-equipped classrooms and labs on a whole a good place to start my career to become what I aspire to be. The teachers' imparts corporate knowledge which helps us to get exposure.”



Neha Vishwakarma

“There is wide range of books in the library. The food that our canteen offers is healthy and tasty. Apart from academics there are numerous personality development books also available. The quality of food is very good. We have a lot of in class assignments; group activities that enable us develop team building skills. All the projects are very practical and need a lot of background research to be done by us. The way they're formulated is perfect for students”



Mehrzad M. Writer

“ Vidyalkar School of Business has a very good campus and the environment inside the college is very nice and friendly. The labs and classrooms are very neat and clean. The faculty is very helpful. Vidyalkar has a very good placement cell. The PGDM Course in VSB has offered us various corporate platforms to interact with top corporate leader during guest Lecture Series and HR Heads during Annual HR Dialogue. ”



Pritisha Khobragade

“ The Vidyalkar Campus is very High –tech with facilities of lecture-capture enabled classroom. The teaching staff comprises of industry professionals as well as experienced professors. The non- teaching staff and the management are helpful as well. Various seminars are conducted every month with industry professionals which help in all round development. We organised Annual HR Dialogue 2019 we had HR heads from different sectors came for panel discussion and learned the new skills that is required to get recruited. ”



Aniket Garud

“ The course is well structured and according to the trending needs of the industry. Sports like basketball, football, volleyball, badminton, chess and table tennis are encouraged in college, and the college has facilities for the same. All teachers are qualified in their respective domains with relevant industry experience. The quality of teaching is excellent. Teachers are ready to help students at any point of time. The course curriculum gets updated frequently according to the industry standards ”



Meenakshi Mishra

“ VSB has arguably one of the best infrastructures that you can find in Mumbai B-schools. The teaching pedagogy is mainly case-based. The classroom sessions are very interactive. All the professors and visiting faculty members are amazing. College conducts a lot of guest lectures, workshops, events, conferences and corporate interfaces every then and now. There's always extra- curricular activities happening in the college which keeps and involved and all of this work makes us develop management skills and improve our strengths ”



Kaveri Mane



“ The teaching quality at VSB is superb. The teachers are very experienced and yet very approachable. A lot of classes are designed in such a manner that peer to peer learning is enhanced. The curriculum is also as per the industry requirements. The same is updated regularly to meet the changing needs of the business world. ”

Ajinkya Soparkar



PROGRAM CURRICULUM

12 SPECIALIZATIONS TO CHOOSE FROM :

The PGDM is designed to develop conceptual knowledge and behavioral skills across 4 Terms, spread over 24 Months duration of Classroom Learning.

FIRST YEAR	
Module 1 - Core Module	Module 2 - Core Module
<ul style="list-style-type: none"> ● Management Functions & Organization Behavior ● Managerial Economics ● Business Statistics ● Financial & Management Accounting ● Introduction to Information Technology ● Business Communication 	<ul style="list-style-type: none"> ● Operations Management ● Human Resource Management ● Marketing Management ● Economic and Social Environment ● Research Methodology ● Financial Management
SECOND YEAR	
Module 3 Specialization Module	Module 4 - Core Module
<p>The Student will opt for 5 Electives Subjects from One Specialization subject area from :</p> <ul style="list-style-type: none"> ● Operations ● Human Resource Management ● Marketing ● Finance ● International Business ● Information Systems ● Digital Marketing ● Business Analytics ● Financial Research & Valuation Modeling Banking & Financial Management ● Supply Chain Management ● Retail Management 	<ul style="list-style-type: none"> ● Business Law & Corporate Governance ● International Business ● Entrepreneurial Management ● Strategic Management & Ethics ● Project Work



Retail Management



Digital Marketing



Financial Research & Valuation Modeling



Business Analytics



Banking & Financial Management



Marketing Management



Financial Management



Operations Management



Information Systems



International Business



Human Resource Management



Supply Chain Management

International Languages*

Globalisation and Global Economy has broadened career opportunities and learning a foreign language can only be an icing on the cake with great pay packages assured.

German

German is the third most popular foreign language taught worldwide and the second most popular in Europe and Japan, after English.

French

More than 220 million people speak French in five continents. Learning French can open up various employment opportunities in Europe.

*Minimum 20 students required in each language classes

- Contemporary Course curriculum recognized by Industry.
- Eminent Faculty and experienced Corporate Mentors from Academia & Industry.
- Live Industry Interactive sessions such as HR Dialogue, CEO Series, Guest Lecture Series, Tedx Talks...
- Case Study based learning: classroom discussions with peers for collaborative learning.
- Over 100 leading companies to choose from for internships and placements.
- Work-based learning (WBL) through curriculum focus on real and current industry practices to strengthen decision making and problem-solving ability.
- Internationally acclaimed state-of-the-art infrastructure campus.
- Dedicated Student Support for all academic & operational queries.
- **Live International Projects**
A fantastic learning opportunity to work with international students and companies to get exposure to real-world challenges in real-time. The students work on real-life international business challenges presented by real companies. The students basically serve as IB consultants, while also learning how to work with people from other cultures.
- **Entrepreneurship Cell (E-Cell)**
Entrepreneurship Cell (E-Cell) is set up to encourage entrepreneurship skills among the students.
- Study in NAAC A+ Accredited Campus

LEADERSHIP SERIES

- Tedx
- CEO Spotlight
- CSR-Sustainable Future
- Harvard Business Publishing
- HR Dialogue



PROGRAM FEES

FEES : INR 6,50,000/-

Fee Particulars	Fee'
Admission Fees	INR 1,00,000/-
First Year Fees	INR 2,75,000/-
Second Year Fees	INR 2,75,000/-

*The fee above is inclusive of all academic charges, study material and digital library, amongst other facilities provided by VSB. All fees paid are non-refundable.

ELIGIBILITY

- Any Graduate with 50% and above passing from a recognized University
- Should have taken CAT, MAT, CMAT, CET, XAT, ATMA, GMAT, etc.



ADMISSION PROCEDURE

Interested candidates can fill the Online Application Form @ <http://www.vsb.org.in>

The Application Form will be processed upon receiving of Rs. 2000/- towards Application Fee.

Note : For any queries, write to admissions@vsb.org.in

Stage 1 : Duly Filled Application and Pre-Qualifying Questionnaire Form Submission along-with Academic Documents and Application Fee of Rs. 2,000/-

Stage 2 : Short-listing for GD and Personal / Telephonic / Skype Interview Round with Interview Panel

Stage 3 : Issue of Provisional Admission Offer Letter (Unconditional or Conditional)

Stage 4 : Confirm your Admission, if conditions met

To apply for the program and submit your Application Form, log on www.vsb.org.in



VSB INFRASTRUCTURE

- ▶ 11 - acre lush green campus in the heart of Mumbai
- ▶ State-of-the-art infrastructure
- ▶ Futuristically designed buildings
- ▶ Wi-Fi Enabled campus
- ▶ Fully Equipped Air Conditioned Classrooms
- ▶ Apple Lab
- ▶ Internationally Awarded Auditorium



VSB CORPORATE PARTNERS

And many more.....



VIDYALANKAR
AUDITORIUM

Vidyalankar Educational Campus, Wadala, Mumbai



For more information, Contact :

Gaurang Bhatt

Call ☎ | 📞 WhatsApp +91 93727 85935
gaurang@vsb.org.in

Kaveri Hankare

Call ☎ | 📞 WhatsApp +91 93727 85933
kaveri.hankare@vsb.org.in

Sneha Ghone

Call ☎ | 📞 WhatsApp +91 93727 85934
sneha.ghone@vsb.org.in

Campus Address

“M” Block – 609, Vidyalankar Educational Campus, Wadala (East), Mumbai – 400 037.