



XLRI

Xavier School of Management

For the greater good



UNLOCK THE DOOR TO ORGANISATIONAL LEADERSHIP

Postgraduate Certificate in
Business Management (PGCBM)



**FUTURE
BUSINESS LEADERS**



TSW

EXECUTIVE
EDUCATION
EMPOWERS

INDEX

Management – A Skill that Drives Business Growth	03
Why Studying Business Management is Important?	04
About the Programme	05
Programme Highlights	06
Programme Content	07
Pedagogy, Programme Delivery, & Schedule	08
Eligibility Criteria, Admission Criteria, & System Requirements	10
Evaluation Methodology & Attendance Criteria	11
Certification & Alumni Status	12
Programme Fee, Instalment Schedule, & Important Dates	13
About The Xavier School of Management (XLRI)	15
About TimesTSW & Times Group	16



MANAGEMENT – A SKILL THAT DRIVES BUSINESS GROWTH

The world of business is constantly evolving, and every aspect of it is driven by digital and technological growth. While most traditional businesses were based on the basic functions of management, i.e., planning, organising, staffing, directing, and controlling as laid down by Henri Fayol, a management theorist, now is the time to upgrade and evolve faster than ever before.

Modern-day businesses are constantly learning to adapt to the changing trends, rethinking the way they create value for their customers, and using this dynamic environment as an opportunity to deliver efficiency leading to business growth.

What plays a vital role in this entire process is the management team that the business possesses. It is a team of efficient managers that goes beyond its core competencies to make any business successful.

Essential Business Management Skills



WHY STUDYING BUSINESS MANAGEMENT IS IMPORTANT?

Studying Business Management has become the need of the hour. It gives you a holistic understanding of the persistently evolving new-age business world, latest trends, innovations, new developments driving success, problem areas, and more. A degree in Business Management offers the right academic knowledge as well as practical skillset, which will not only help in strengthening the business you work for but will also open the doors to immense career opportunities.

Depending on your area of interest, you can choose from various career options with a degree in Business Management.

Management consultancy	Investment banking	Marketing
Trading	Chartered accountancy	Market research
Advertising	Retail buying	Personnel officer
Sales	Retail management	Public relations officer
Bank management	Consumer products	Distribution and logistics management

XLRI's Postgraduate Certificate in Business Management (PGCBM) equips you with necessary management skills and cross-functional proficiencies across various business functions including sales and marketing, operations, human resource, finance and accounting, and more.

ABOUT THE PROGRAMME

Postgraduate Certificate in Business Management (PGCBM)

In today's world, professionals across domains are expected to possess a sound knowledge and understanding of management skills in addition to their domain knowledge. The **PGCBM** programme has been designed with the objective of providing working professionals across various industries with an overview of fundamental management concepts, tools, and their application.

A revamped programme curriculum
in-keeping with industry developments
and requirements

Programme Objectives



Familiarity with various theories and practices of Business Management



Leadership vision with the ability to decode complex business challenges




Overview of latest developments in the world of business and best practices being adopted in prevalent economic conditions



Quality interactions with experienced executives and peer group learning

PROGRAMME HIGHLIGHTS



Curriculum covers concepts like Data Visualisation & Analytics for Decision Making

5 days campus immersion



Recognised certification from XLRI, one of the top-10 Indian B-schools

XLRI Alumni status



5+ years of average experience of the participants in the last few batches

Opportunity to enhance basic leadership skills



PROGRAMME CONTENT

Term-I	
1	Economics for Managers
2	Data Visualisation and Analytics for Decision Making
3	The Indian Legal Environment
4	Accounting for Business Professionals
5	Supply Chain and Management of Operations
6	Principles of Marketing

Term-II	
7	Business Research Methods
8	Foundations of Business Strategy
9	Organisational Behaviour
10	Human Resource Management
11	Corporate Finance
12	Basic Leadership Skills
13	Consumer Behaviour

Term-III	
14	Managing Projects
15	Digital Transformation
16	International Management
17	Managing Service Operations
18	Business Valuation
19	Product Management

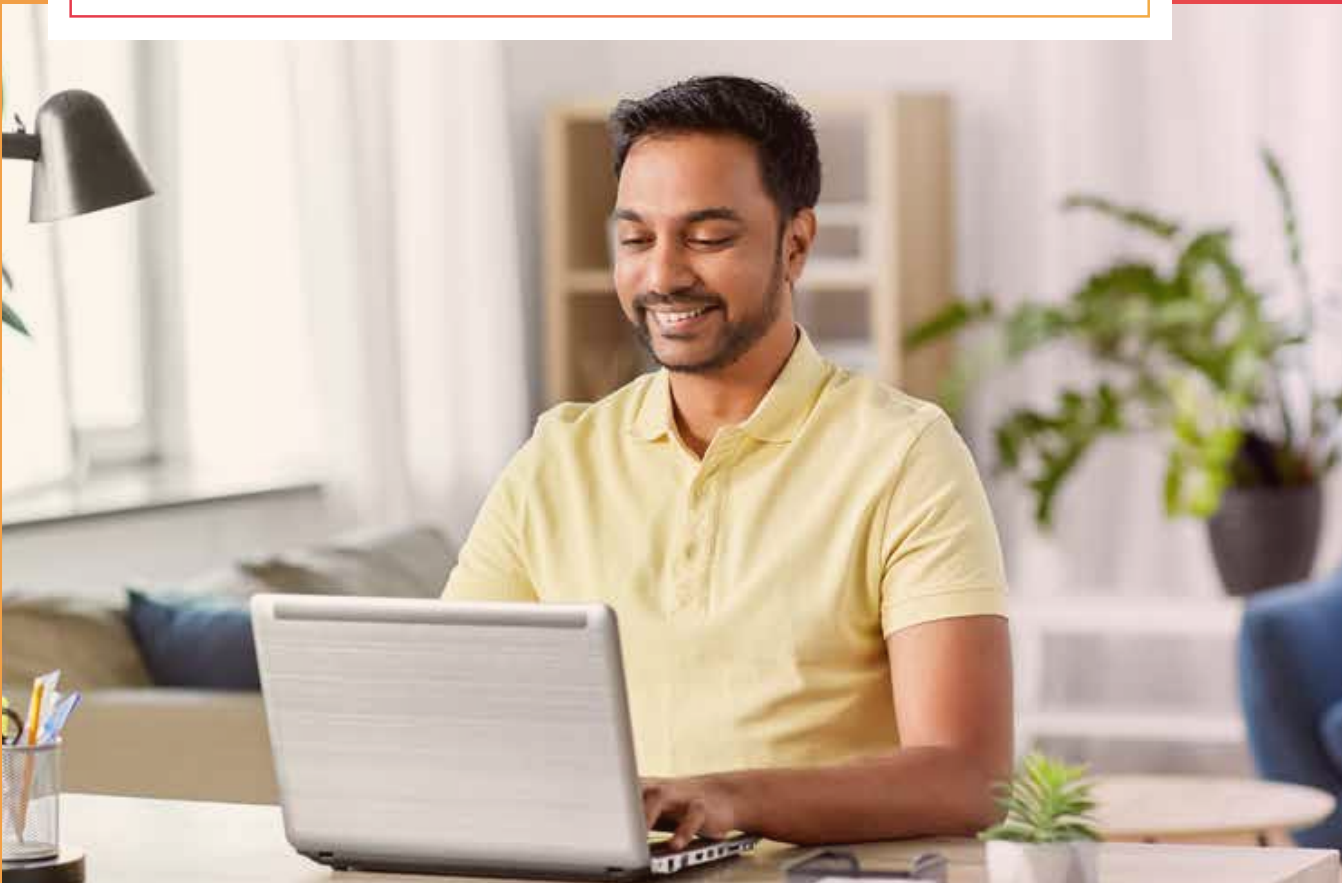
PEDAGOGY, PROGRAMME DELIVERY, & SCHEDULE

Pedagogy

- Project work
- Lecture series
- Case methods
- Group work
- Term papers
- Assignments and dissertation

Programme Delivery

- The sessions will be delivered on BCCL interactive learning platform
- Participants can attend sessions either from their smart phone/tablet/laptop/desktop (Direct to Device – D2D)



PEDAGOGY, PROGRAMME DELIVERY, & SCHEDULE

Class Schedule

Friday – 6:45 p.m. to 9:45 p.m.

Sunday – 9:00 a.m. to 12:00 noon



Campus Immersion

- Campus component of five days in the beautiful and advanced XLRI Campus in Jamshedpur.
- The participants are expected to stay in the campus for five days of intensive campus learning and group learning sessions.

Note: The conduct of the campus component depends on approval from local administration and XLRI management considering the ongoing pandemic.

Programme Duration – One Year



ELIGIBILITY CRITERIA, ADMISSION CRITERIA, & SYSTEM REQUIREMENTS



Who Should Attend?

- Working professionals from varied backgrounds like IT, Human Resources, Marketing, Banking, Financial Services, and Manufacturing
- Working professionals keen to advance into managerial roles by acquiring cross-functional competencies and management skills
- Experienced professionals keen on understanding the evolved trends and functional sectors of management

Eligibility Criteria

- Graduate (10+2+3 or 10+2+4) in any discipline from a UGC/AICTE approved institute.
- Participants should have at least 12 months of work experience after completion of graduation on the day admission process starts.
- No INTERNATIONAL applicants



Admission Criteria

- Academic record
- Years and quality of work experience
- Statement of Purpose

Note: There will be no interviews.

System Requirements

To attend live online classes in Direct to Device mode (D2D), you will need to have a PC/Laptop/Mac with:

- Speakers and microphone: built-in or a USB plug-in or wireless Bluetooth
- Webcam: built-in or USB plug-in
- Processor: with Dual Core 2Ghz or higher (i3/i5/i7 or AMD equivalent)
- RAM: 4 GB or higher
- OS: Either MacOS 10.7 or higher OR Windows 8 or higher
- An internet connection: Minimum bandwidth of 3.0 Mbps (up/down)
- Browser: IE 11+, Edge 12+, Firefox 27+, Chrome 30+

EVALUATION METHODOLOGY & ATTENDANCE CRITERIA



Written exams



Assignments



Online exams



Others

- Evaluation method to be chosen by faculty members teaching respective courses

Attendance Criteria

Participants attending the programme are required to have a minimum of 80% attendance to successfully complete the course.





CERTIFICATION & ALUMNI STATUS

- Students who successfully complete the programme and fulfil all the prescribed requirements will be awarded a Certificate of Completion
- Successful candidates will also be accorded with XLRI Alumni status

PROGRAMME FEE, INSTALMENT SCHEDULE, & IMPORTANT DATES

Programme Fee

Particulars	Amount (in ₹ and excluding GST) *
Application Fee	10,000
Total Fee (Exclusive of Application Fee)	2,82,500

*All fee is payable directly to XLRI.

- The amount of ₹10,000+GST towards the application fee shall not be refunded irrespective of the selection status of the candidate.



PROGRAMME FEE, INSTALMENT SCHEDULE, & IMPORTANT DATES

Instalment Schedule

	I	II	III	IV	V	VI
Instalment Date	At the time of registration	Within 15 days of result declaration	1 st Jan, 2022	1 st Mar, 2022	1 st May, 2022	1 st Jul, 2022
Amount (in ₹)*	10,000	47,500	55,000	70,000	55,000	55,000

*GST will be additional as applicable.

Important Dates

Application Closure Date	22 nd August, 2021
Date of 1 st Instalment	Within 15 days of result declaration
Academic Orientation and Inauguration	8 th October, 2021
First Session	22 nd October, 2021
Programme End Date	October, 2022 (Tentative)

ABOUT THE XAVIER SCHOOL OF MANAGEMENT (XLRI)

One of the oldest management institutes in India, XLRI (Xavier Labour Relations Institute) was founded in 1949 by Fr Quinn Enright, S.J. in the 'steel city' of Jamshedpur.

Over the last six decades, XLRI business college, Jamshedpur has grown into a top-ranking business management school of international repute with a wide portfolio of management programmes and research publications. XLRI alumni are spread around the globe and have demonstrated responsible business leadership in their organisations.

Ranked 9th among management schools in India by the National Institutional Ranking Framework (NIRF) in 2020; 4th by Business Today's 'India's Best B-Schools 2016'; 3rd in India by Outlook India's 'Top 100 Management Schools of 2016'; and 84th across the world by CEOWORLD magazine; XLRI boasts of a 100% placement record.

XLRI Jamshedpur is an AACSB and AMBA accredited B-school and has also earned accreditation from the National Board of Accreditation (NBA).



About TimesTSW

The Second Wind (TSW) is an initiative by Times Professional Learning for working professionals who are keen to hone their skills to add value to their work for a more rewarding career.

TSW's passion for excellence and a brief that "Executive Education Empowers" work hand-in-hand with the organisation's aim to impart knowledge to business professionals nationwide.



THE ECONOMIC TIMES

TIMESJOBS.COM
Because you are worth more

THE ECONOMIC TIMES
YOUNG LEADERS



THE TIMES OF INDIA GROUP

About Times Group

The Times of India Group began its operations in 1838 and is India's oldest and largest media house. The Times of India is the world's largest-selling English newspaper, with over five million copies sold daily.

The Economic Times is the world's second largest English business newspaper, second only to The Wall Street Journal, with over **8,00,000** copies sold daily.

The Times Group is also India's most diversified media conglomerate with assets across Publishing, Radio, TV, Out of Home (OOH), and Online Media.



TIMES PROFESSIONAL LEARNING

Bennett Coleman and Co. Ltd.
Office No. G-02, 1802,
Lotus Corporate Park,
Off WEH, Geetanjali Railway Colony,
Laxmi Nagar, Jogeshwari (E),
Mumbai, Maharashtra 400063

 www.timestsw.com