S.P MANDALI'S

we school
Welingkar Education

BE THE NEXT GENERATION MANAGER

HYBRID ▶

P. G. DIPLOMA IN MANAGEMENT

The Next level in Distance Education

www.welingkaronline.org

Recognised
By
AICTE
Govt. of India.

▶ ABOUT WELINGKAR

Welingkar Institute of Management - one of the leading business schools of Asia, embarks on yet another remarkable venture - "Distance Education". Introduction of this course ensures that Welingkar education goes beyond geographical limitations, to aspirants staying in distant cities. Welingkar Institute of Management is a part of the Shikshana Prasaraka Mandali, a 120 year old trust, that has over 43 schools and colleges under its purview.

▶ RECOGNITION

All Distance Learning PGDM(HB) programs are recognized by All India Council for Technical Education (AICTE), Government of India.

▶ RANKING

All Distance Learning PGDM(HB) programs are recognized by All India Council for Technical Education (AICTE), Government of India.

- Ranked 1st in West Zone by CSR in 2017, 2018 & 2019
- Ranked 2nd by Business World Nationally in August 2011
- Ranked 3rd by Zee Business Nationally in March 2012
- Ranked 4th by Career 360 Nationally in August 2011

Tough times call for upgradation of skills. And to acquire the perfect combination of skill sets, it becomes critical for one to implement existing competencies with newer ones. That's just the reason Welingkar Institute of Management Development & Research presents its autonomous Distance Learning **Post Graduate Diploma in Management through Hybrid Learning Mode (PGDM - HB)**

▶ WHAT IS HYBRID LEARNING?

There is lot of buzz about hybrid learning and its potential as flipped classroom. But what does hybrid learning really mean? Hybrid learning is a fine blend of various teaching learning methodology like face to face classroom, online learning, activity based skill development, etc.

▶ ABOUT WELINGKAR'S DISTANCE LEARNING PGDM-HB

It is an autonomas program of the Institute and does not have any tie up with any international agencies / universities for any credit points required for immigration or any other purpose.

The aim of the Distance Learning Post Graduate Diploma in Management (PGDM-HB) program is to provide knowledge required to handle different functions / verticals like Marketing, Finance, HR, Supply Chain, Healthcare etc. **However, to apply for a PhD program, you need to have a Master's Degree Certificate**

The program does not have any placement / internship tie – up with industry.

The main advantages of distance learning are:

- An opportunity to advance your educational and career goals with convenience and flexibility of giving exams through online mode.
- Opportunity for educational advancement, while studying from your place at your convenient time

PROGRAM DURATION

All Distance Learning **PGDM (HB)** programs are of **Two years** duration

ELIGIBILITY

- Graduates from any recognized University
- International graduates from a recognized / accredited university / institution

AWARD OF CERTIFICATES

The following certificates will be issued on stage-wise completion of the program:

- On successful completion of the 1st Year: Advanced Diploma in Business Administration (in soft copy format only)
- On successful completion of the Program: Post Graduate Diploma in Management (Specialization)- Hybrid Program (PGDM - Specialization - HB), Mode of delivery: ODL/Distance

▶ COURSE CONTENT (1st Year)*

Welingkar's Distance Learning PGDM-HB offers 18 different programs under the Hybrid learning mode. All these programs have been developed in line with industry requirements. Each program is spread across **2 years** and is divided into **4 semesters**. In the 1st year, the subjects are generic and in the 2nd year, focus is on specialization subjects.

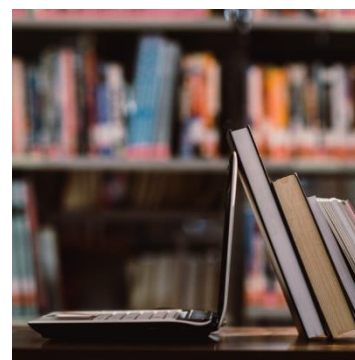### ADVANCED DIPLOMA IN BUSINESS ADMINISTRATION (ADBA)

1st Semester

- Principles Of Management
- Financial Accounting
- Human Resource Management
- Marketing Management in the Digital Era
- Managerial Economics**
- Organisational Behaviour

2nd Semester

- Strategic Management
- Cost Accounting
- Innovation Management**
- Mastering life Skills and Successful Interview Preparation
- Legal Aspects of Business
- Project: We-Like

** Available in E-book format only

▶ SPECIALIZATIONS (2nd Year)

Following are the specializations offered in the 2nd year

Marketing	Finance	Human Resource	Retail	Operations	Supply Chain Management
Business Administration	E-Business	International Business		Banking, Investment & Insurance	
Services Excellence	Rural & Agri Business	Media And Advertising		Travel & Tourism	
Healthcare Management	Hospitality Management	E-Commerce		IT Projects Management	

▶ SUBJECTS FOR SPECIALIZATIONS (2ⁿᵈ Year)*

In the 2ⁿᵈ year, there are 5 subjects in Semester III and 4 subjects in Semester IV, plus a project report in IV Semester.

Post Graduate Diploma in Management (Marketing Management) (PGDM - MM - HB)

The focus of this program is to help you be an effective marketer at the workplace and facilitate application of concepts such as creating a customer-centric organization, product development, revitalizing obsolete brands and successfully launch brand extensions.

3ʳᵈ Semester
- Marketing Research**
- Consumer Buyer Behaviour
- Advertising and Sales Promotions
- Distribution Management
- Marketing Finance

4ᵗʰ Semester
- Product/Brand Management**
- CRM**
- Digital Marketing**
- Marketing Analytics**
- Project

** Available in E-book format only

Post Graduate Diploma in Management (Finance Management) (PGDM - FM - HB)

This program focuses on developing financial management skills, like analyzing expenses of an organization and making effective balance sheets, while also understanding the aspect of minimizing cost and maximizing profit.

3ʳᵈ Semester
- Financial Management - I
- Financial Management - II
- Trade Finance**
- Advance Direct Tax
- GST - The Essentials of Goods and Services Tax

4ᵗʰ Semester
- Project Finance**
- Mergers & Acquisitions**
- Business Analytics**
- International Finance**
- Project

** Available in E-book format only

Post Graduate Diploma in Management (Human Resource Management) (PGDM - HRM - HB)

This program enables you to understand and resolve strategic people management issues in the organization and helps you to become an effective "People Manager"

3ʳᵈ Semester
- Human Resource Management - II**
- Industrial Relations and Labour Laws
- Functional Administration
- HR Information Systems
- Recruitment Management**

4ᵗʰ Semester
- Wages and Salary Administration
- Learning & Development**
- International HRM**
- Performance Management and Reward Systems**
- Project

** Available in E-book format only

Post Graduate Diploma in Management (Retail Management) (PGDM - RM - HB)

Retail Management comprehensively covers retail merchandising and buying, retail selling skills, IT in retail, franchising in retail etc. It equips you to successfully face the various challenges in Retail Industry.

3rd Semester
- Consumer Buyer Behaviour
- Retail Marketing Environment
- Retail Merchandising and Buying
- Retail Selling Skills**
- Marketing Analytics**

4th Semester
- Retail Stores and Operation Management**
- I. T. in Retail**
- Franchising In Retail
- Customer Centric Organization**
- Project

** Available in E-book format only

Post Graduate Diploma in Management (Operations Management) (PGDM - OM - HB)

Master the concepts of production, as well as project management that will enable you to build robust process and systems within an organization.

3rd Semester
- World Class Manufacturing
- Project Management
- Entrepreneurship**
- Total Quality Management**
- Production & Operations Management

4th Semester
- Radical Business Performance Improvement**
- Global Supply Chain Management & Outsourced Manufacturing**
- Customer Centric Organization**
- Six Sigma**
- Project

** Available in E-book format only

Post Graduate Diploma in Management (Supply Chain Management) (PGDM - SCM - HB)

Understand the complexities involved in bringing a manufactured product to the right channel, with knowledge of concepts such as purchasing mgt, inventory mgt, logistics mgt etc.

3rd Semester
- Purchasing and Materials Management
- Inventory Optimization
- Total Quality Management**
- World Class Manufacturing
- Stores Management**

4th Semester
- Logistics and Distribution Management**
- Global Supply Chain Management & Outsourced Manufacturing**
- ERP & Web Based Supply Chain Management
- Legal Aspects in Supply Chain Management**
- Project

** Available in E-book format only

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

This program will enable you to understand the nuances of managerial, functional and operations demands while optimizing capital growth.

3rd Semester
- Marketing Research**
- Financial Management - II
- Human Resource Management - II**
- Functional Administration
- Entrepreneurship**

4th Semester
- Investment Management - II
- Internet Marketing**
- Customer Centric Organization**
- Business Analytics **
- Project

** Available in E-book format only

Post Graduate Diploma in Management (E-Business) (PGDM - EB - HB)

This program helps you to create a secure IT infrastructure at the workplace, manage IT Projects as well as gain an in-depth understanding of critical areas like Information Security & IS Governance, etc.

3rd Semester
- Business Analytics**
- IT Infrastructure
- Managing IT Projects**
- Information Security & IS Governance
- Business Analysis

4th Semester
- Enterprise Solutions - I**
- Business Process Outsourcing**
- IT Compliances**
- Enterprise Solutions - II**
- Project

** Available in E-book format only

Post Graduate Diploma in Management (International Business) (PGDM - IB - HB)

PGDM – IB – HB is specially designed for those eyeing a successful career in the International business scenario or seeking a career in export-oriented industries.

3rd Semester
- Import - Export Management (Commercial Functions)**
- International Business Environment**
- Foreign Exchange Management
- International Finance**
- International Marketing

4th Semester
- Internet Marketing**
- Global Supply Chain Management & Outsourced Manufacturing**
- Import-Export Management (Regulatory Features)**
- Business Analytics**
- Project

** Available in E-book format only

Post Graduate Diploma in Management (Banking, Investment and Insurance) (PGDM - BII - HB)

With its detailed perspective in Banking, this program is designed to create true blue bankers with a deep understanding of the fundamental concepts of banking, investment, as well as insurance sector.

3rd Semester
- Banking Fundamental & Negotiable Instruments
- Retail Banking**
- Corporate Banking
- Introduction to Insurance and Risk Management
- Investment Management - I**

4th Semester
- Trade Finance and Foreign Exchange Management**
- Branch Banking & Role of Branch Manager
- Marketing of Financial Services**
- Management of Insurance Products and Companies**
- Project

** Available in E-book format only

Post Graduate Diploma in Management (Services Excellence) (PGDM - SE - HB)
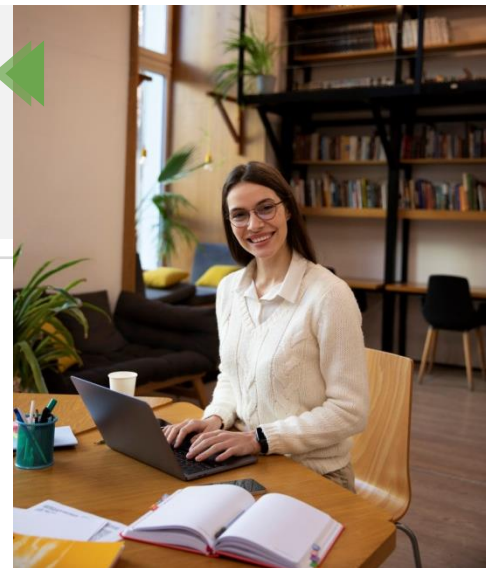
Be an expert in Service Management with effective management skills that help you make the cut in a competitive market. This course intends to equip students with concept and tools to effectively manage a service operation.

3rd Semester
- Functional Administration
- Entrepreneurship**
- HRM - II**
- Services Management - I**
- Six Sigma**

4th Semester
- Services Marketing
- Customer Centric Organization**
- Total Quality Management**
- Services Management - II
- Project

** Available in E-book format only

Post Graduate Diploma in Management (Rural and Agri Business) (PGDM - RAB - HB)

Understand dynamics and complexities of Agri business in the emerging global context, and acquire professional skills and techniques related to Rural Economy, by joining this innovative HB Program.

3rd Semester
- Rural Dynamics
- Agri Finance Management
- Micro Finance**
- Rural Marketing
- Management Of Agri Input Industry

4th Semester
- Social Entrepreneurship**
- Starting an E-commerce Venture - I
- Starting an E-commerce Venture - II
- Agri Price Risk Management**
- Project

** Available in E-book format only

Post Graduate Diploma in Management (Media and Advertising) (PGDM - MA - HB)

This program exposes students to difference facets of advertising, like media campaigns, media planning and management, while equipping them with approach and tactics required for Co-ordination among various stake holders.

3rd Semester

- Marketing Research**
- Advertising and Sales Promotion
- Rural Marketing
- Internet Marketing**
- Advertising A/c Planning

4th Semester

- Product / Brand Management**
- Social Media Marketing**
- Media Planning and Buying
- Marketing Analytics**
- Project

** Available in E-book format only

Post Graduate Diploma in Management (Travel and Tourism) (PGDM - TT - HB)

Be part of the largest and most exciting industry in the world. Learn the management aspects of Travel and Tourism with key insights that help you build a successful career.

3rd Semester

- Introduction to Travel and Tourism
- Tourism Marketing
- Travel Agency Management
- Geography of Travel**
- International Tourism

4th Semester

- Internet Marketing**
- Tour Operations Management**
- Customer Centric Organization**
- Relationship Marketing**
- Project

** Available in E-book format only

Post Graduate Diploma in Management (Healthcare Management) (PGDM - HCM - HB)

Health care is fast becoming a notable career option. This program provides comprehensive understanding of Health Care industry, as well as critical functions like planning, operations management, quality, revenue cycle management, as well as legal aspects of Healthcare Industry.

3rd Semester

- Planning & Designing of Healthcare Facilities
- Hospital Operation
- Customer Centric Organization**
- Quality Management in Healthcare
- Healthcare Marketing

4th Semester

- HR in Hospitals**
- Revenue Cycle Mgt in Healthcare**
- Materials and Equipment Management in HC Organization**
- Legal Aspects in Healthcare**
- Project

** Available in E-book format only

Post Graduate Diploma in Management (Hospitality Management) (PGDM - HOM - HB)

For an industry poised to grow exponentially, the Post Graduate Diploma in Hospitality Management arms you with knowledge applicable to be successful not just in hotel management but as entire industry of hospitality and tourism-related business.

3rd Semester

- Introduction to Hospitality Management
- Front Office Operations
- Hotel Housekeeping Operations and Management **
- Food & Beverages Management
- Hotel Accountancy

4th Semester

- I.T. in Hospitality**
- Hotel Marketing**
- Materials Management in Hospitality**
- HR in Hospitality**
- Project

** Available in E-book format only

Post Graduate Diploma in Management (E-Commerce) (PGDM - EC - HB)

This innovative specialization has been uniquely developed with subjects like: Starting of E-Commerce Venture, Venture Capital & Crowd Sourcing, Business & E-Commerce laws etc. This makes you ideally suitable to handle various roles in the fastest growing E-Commerce Industry

3rd Semester

- Starting an E-commerce Venture – I
- Starting an E-commerce Venture – II
- Financial technology Solutions
- Internet Marketing**
- Business Analytics**

4th Semester

- Venture Capital & Crowdfunding**
- Logistics Management in E-Commerce
- CRM**
- Social Media Marketing**
- Project

** Available in E-book format only

Post Graduate Diploma in Management (IT Projects Management) (PGDM - ITPM - HB)

This program focuses on subjects like Scheduling & Tracking of Projects, Managing Projects Teams, Estimating Software Projects etc. and helps you to become a successful IT Projects Manager.

3rd Semester

- Managing IT Projects**
- Scheduling & Tracking of Projects
- Managing Project Teams & Resources
- Estimating Software Projects & Managing Costs
- Business Analysis

4th Semester

- Managing Project Vendors**
- Enterprise Solutions - I & II**
- Software Engineering & Quality Management**
- Using System & Tool in Projects**
- Project

** Available in E-book format only

▶ TEACHING – LEARNING METHODOLOGY

Study Material

On taking admission, students are given the entire set of 1st year study material consisting of 9 books, as well as guidelines for 1st year project work (We Like). Simultaneously, students are given login details on the website so that they can check various topics put up on the website and can access multiple web based facilities like E-books for select subjects, We-Lectures, E-Learning Tool Kit, WeTube, We lounge, Video Dictionary etc.

E-Books

With changing trends and for the convenience of the students, web based E-Books are provided for few subjects instead of physical copy of books. This E-Book contains chapter wise reading material in PDF format, summaries, presentations and skill builder modules. Students can download these E-Books at any time and refer to it as per their convenience.

Audio Books

These are subject books with only audio. It can be downloaded on PC and mobile handsets for easy access anytime anywhere.

Personal Contact Programs (PCP's)

Welingkar will conduct Personal Contact Programs for 1st year subjects, twice per semester- once prior to the mid-term exams and once before the end-semester exams, each round lasting for 3 days. During each semester, a minimum of 7 hours per subject will be covered in a classroom environment where major concepts will be explained. Presently, Personal Contact Programs are conducted only in Mumbai. PCP's are optional and chargeable. Students opting for PCP's are required to pay an additional fee of ₹3600/- for various subjects at the time of admission.

Virtual Classroom Facility (VCF)

The institute conducts live online lectures sessions for selective subjects of the 1st year syllabus. Students availing VCF can attend these lectures using a computer. Students can interact with the professor during these two-way audio-video lectures. This interactive live video lecture facility is available presently for the following subjects of the 1st year.

1st Semester

- Principles of Management
- Financial Accounting
- Marketing Management in the Digital Era
- Managerial Economics

2nd Semester

- Strategic Management
- Mastering Life Skills and Successful Interview Preparation
- Cost Accounting
- Innovation Management

These lectures are conducted each week, on two days, between 7.00 pm and 9:30 pm. A total of 80 hours of live lectures are conducted in the 1st year. Virtual Classroom Facility offers the following benefits:

- Live Interactive Lectures with Video & Audio
- Document sharing (content will be delivered to you live)
- Participate in live Q&A sessions to resolve your academic queries
- Participate in live tests during the lecture to gauge your knowledge and understanding

Welectures

As supplementary to the course material, exhaustive video lectures on various subjects of the syllabus are uploaded for better understanding of the curriculum. These are downloadable lectures developed by a competent team of faculty with vast industry & academic experience.

E-Learning Toolkit Support

Additional academic support is provided in the form of E-Learning Toolkit on the website. The toolkit contains the subject-wise, chapter-wise summary, PPT as well as skill builder modules.

"Welingkaronline" Mobile App

The users can access video lectures, reading material, practice test as well as lecture time table, exam schedules, project guidelines and all other important content through this innovative mobile app.

VALUE ADDED SERVICES

- **We-Upskill:**
  Under this initiative, students can participate in live interactive sessions through Virtual Classroom mode and sharpen their soft skills like stress mgt, conflict mgt, time mgt, leadership etc. Students get to participate in such online events during their second year.
  Students securing minimum passing criteria mark during these workshops also get e-certificates as well as Digital Badges.

- **Placement Support**
  Placement information including global vacancies are uploaded on our website on a daily basis. On enrolling, a student can see all job openings, state-wise, specialization-wise.

- **WeTube**
  Video lectures on latest topics are developed with the help of experts in various management fields. New video lectures are uploaded every few days in "WeTube" section. Students get free subscription to this online video library.

- **NewsWire Service**
  Students are kept updated with news about the latest developments in their chosen specialization through this link provided on our website.

- **WeLounge**
  It is an online platform which is designed to disseminate a wide spectrum of views of successful people in their respective fields. The institute invites dignitaries from various walks of life and interviews them on how they achieved success in their respective professions. These learnings can be viewed by the students from website.

- **Video Dictionary**
  To support the student understand concepts clearly, and enhance his knowledge a new facility has been initiated. From this link, by typing any word/phrase, the student connects to numerous video lectures from "YouTube" and other online sources.

OPTIONAL FEATURES AT ADDITIONAL NOMINAL COST

Management education is beyond theoretical training. Skills like leadership, team work, decision making, etc. can be effectively learnt through experiential learning.

A number of weekend activities, initiated by the institute, like games, movies, industrial visits, workshops and so on, help students with experiential learning. Quarterly time-table are provided for convenience so students can join various events at a nominal cost and earn credits. Additionally, they also get e-certificates as well as Digital Badges for participation in each event. Conducted 2nd semester onwards, these activities are highly recommended to participate as such events provide ample opportunities to interact and build network with industry experts as well as other students.

- **Experiential Learning (Game Based Learning) Workshop**
  Why do we play games in the first place? To have fun, to immerse into an imaginary world, to take the challenge and outsmart the opponents and/or win, etc. There are probably as many slightly different reasons to play games as there are players.

  During this workshop, Games are used for personal development and to improve self esteem of the player i.e. learner. This two days event is held at the Institute during weekends.

- **Industry Visits**
  To add to the learning experience of our students, Industry Visits are planned at regular intervals from 2nd semester onwards. Students can participate in these visits by paying nominal charges.

- **Spiritual Visit**
  In today's demanding life style where expectations are greater than achievement, we suffer from, what is called as "Stress". The institute has designed a unique stress management activity, wherein a combination of yoga and other stress relieving processes are conducted which can be practiced on a regular basis.

- **Movie Learning Session**
  It is a known fact that, when we are engaged with the content through a medium we love, we learn better and retain more. With this objective, inspirational movies are screened on monthly basis and debriefing sessions are conducted after movie for collaborative learning.

- **One Day Workshops**
  For holistic development of our students the institute regularly holds many additional workshops on weekends at WeSchool, like:

✓ Business Simulation	✓ Art of Influencing
✓ Sales Management	✓ Presentation Skills
✓ The DPSA Profiling	✓ I. T. Project Management, etc.

ADDITIONAL REWARDS

Students can earn a number of e-certificates and Digital Badges through successful participation in online workshop (We-Upskill), weekend physical workshops / events as well as P2PL initiatives.

ALUMNI FORUM MEMBERSHIP

Even after completion of the program, you have a chance to learn continuously, develop your overall personality and enjoy the placement assistance , just by paying nominal annual fees.

EXAMINATION PATTERN

Each semester is spread across 6 months. In every semester, for every subject there are 2 exams– a mid-term exam and an end-semester exam. The mid-term exam is based on a few initial chapters and the end-semester exam is based on the remaining chapters. During Mid -Term exam, students get 15-20 days period to appear for online exams on 24 X 7 basis at any time. Similarly, for End-Term exams students get 15-20 days period to appear for online exam during pre -booked time slot. However, these exams are conducted under proctored environment and students must have web cam facility while appearing for exams. In case of statutory requirement, the end-Term exam may required to be conducted at physical exam centres.

EVALUATION CRITERIA

Both mid-term and end-semester exams are out of 50 marks. Mid-term exams carry 20% weightage and end-semester exams carry 80% weightage. To clear a subject, a student has to get 50% marks, which is a sum of the weightage obtained in mid-term and end-semester exams.

- **Re-exams**
  If a student fails in a particular subject(s), then he/she can re-appear for that exam in the next semester along with next semester subjects. However, for the pending subject, the student has to pay re-examination fees and appear for both, the mid-term and end-semester exams. The previous marks will not be carried over.

HOW TO APPLY

The application form is available on our website: http://www.welingkaronline.org. Students have to fill the application form online, print the completed application form and submit it to the institute along with relevant documents and course fees

DOCUMENTS REQUIRED

- Photocopy of the degree certificate.
- 1 passport size colour photograph
- Course fees are payable at the Welingkar Institute by Local cheque, Demand draft, Credit card, Debit card or Net Banking. Local cheque / Demand Draft should be drawn in favour of 'Welingkar Institute of Management' payable at Mumbai
- Photocopy of Aadhaar card

PROGRAM / COURSE FEES

| **Prospectus cost:** ₹1,000/- is to be paid along with program fees. | You can pay program fees by choosing any one of the following payment options | **Entire fee paid in advance**
a) ₹1,01,000/- for two years, without PCP
OR
b) ₹ 1,04,600/- along with PCP fees | **Yearly option:**
a) ₹53,500/- without PCP for first year and ₹52,500/- for second year
OR
b) ₹57,100/- along with PCP for first year and ₹52,500/- for second year | **Overseas Students**
US$2,000 entire course fee |

Study material for each year will be sent subject to payment of installments/fees.

ALUMNI TESTIMONIALS

Mr. Parthasarathi Bandhopadhyay
GM, Reliance Industries.

" The Program's course content, online lectures, workshops, etc. helped me to grasp the concepts easily and acquire management skills efficiently.

Mr. Vipul Gala
Director, Vertical Solutions.

" Welingkar Distance Learning Program allowed me to work and study simultaneously at my own pace. The best things about the program are the experiential learning workshops.

Divya Doshi
Owner, Bodhi.com

" Welingkar helped me unlock my hidden potential and become an entrepreneur.

Navmita Nandi
Product Specialist, CitiBank.

" Welinkgkar Distance Learning Program helped me to prosper in my career growth through HR Specialization. The program helps you to understand and perform your role better in an organization.

Manoj Kulkarni,
VP, Tata Housing Development Co. Ltd.

" Welinkgkar Distance Learning Program helped me to prosper in my career through HR Specialization. The program is designed is a very comprehensive and simple manner.

Kush Shah
CEO, Core Corporation

" Through knowledge sharing and networking with professionals from varied industries, I acquired a new outlook towards things I already knew.

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Website: www.welingkaronline.org

For admission enquiry, contact the helpdesk:
Mumbai - Ph.: 8655459433 / 8655459434 / 8655459435
Monday to Saturday | Timing: 10 am to 6:30 pm

E-mail: admissions.hybrid@welingkarmail.org

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