



Mumbai University

POST GRADUATE

DIPLOMA IN MANAGEMENT



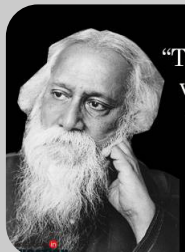
BSS

Foundation



About the Program

GICED offers an 18 months Post Graduate Diploma in Management, affiliated with Mumbai University.



“The highest education is that which does not merely give us information but makes our life in harmony with all existence.”

— Rabindranath Tagore

Call: +91 77458 38859

Course Structure

SEMESTER I

- ✓ Principles of Management
- ✓ Business Communication
- ✓ Financial Management
- ✓ Organisational Behavior
- ✓ Marketing Management
- ✓ MIS
- ✓ Managerial Economics
- ✓ Marketing Research & Analytics
- ✓ Business law
- ✓ Project of all subject

SEMESTER II

- ✓ Business Environment
- ✓ Quantitative Techniques
- ✓ Business Ethics & Corporate Governance
- ✓ Strategic Management

Human Resource

- ✓ Compensation Management
- ✓ Performance Management System
- ✓ Learning and development
- ✓ Human Resource Management
- ✓ Industrial Relation and Labour Law
- ✓ Projects

SEMESTER III

- ✓ Internship 3 months
- ✓ Projects - 3

Course Structure

SPECIALISATION

International Business

- ✓ Introduction to International Business
- ✓ International Marketing
- ✓ Negotiations
- ✓ International HR Strategies
- ✓ Logistics & Supply Chain Management
- ✓ Project

Digital Marketing Specialization

- ✓ Website Planning and structure
- ✓ SEO
- ✓ Social Media
- ✓ Email Marketing
- ✓ Google Ad Words
- ✓ Project

Finance Specialization

- ✓ Investment Analysis and Portfolio Management
- ✓ Financial Markets
- ✓ Mergers and Acquisitions
- ✓ Ethics in Finance
- ✓ Wealth Management
- ✓ Project

Marketing Management

- ✓ Consumer Behaviour
- ✓ Marketing Research
- ✓ Sales and Distribution Management
- ✓ Retail Management and E-Commerce
- ✓ Services Marketing and Rural Marketing
- ✓ Projects



Fee Structure :-

Total program Fee: Rs. 3,20,000/-
Registration Form : Rs. 500/-
Registration Fee: Rs. 1000/-
Examination Fee: Rs. 800/-
Easy EMI Option Available

Program Highlights

- ✓ Regular Classes
(MONDAY TO FRIDAY - FULL DAY)
- ✓ Digital Study Material
- ✓ EMI Option
- ✓ Strong Industry Acceptance
- ✓ International Acceptance

Course Duration : 18 Months

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Program Managed By Bss Foundation