



PGCBM

Program Schedule:

Saturday - 6.45 PM to 9.45 PM & Sunday - 6.45 PM to 9.45 PM

Selection Criteria:

- Academic Record
- Years and quality of work experience
- Personal Interviews to be conducted by XLRI faculty either using Hughes Interactive Learning Platform or through face-to-face mode

Program Fees (in INR):

Application Fee	2,000/-
Program Fee	1,90,000/- + S.Tax
Books, Study Materials & Campus Fee	35,000/- + S.Tax

Note: Taxes will be additional as applicable. Any variation in the service tax rate of 12.36% shall be to student account.

Instalment Schedule:

	I	II	III	IV
Amount (INR)	70,000/- + S.Tax	35,000/- + S.Tax	65,000/- + S.Tax	55,000/- + S.Tax



Circuit House Area (East), Jamshedpur - 831001.
 Jharkhand, India
 Tel: +91-657-3983333,
 Fax: +91-657-2227814
 Website: www.xlri.ac.in/vil



HUGHES COMMUNICATIONS INDIA Ltd.,
 Plot No. 1, Sector 18, Electronic City,
 Gurgaon 122015 Haryana, India
 Tel: 0124 - 307 2500
 Fax: 0124 - 239 8835 / 40
 Website: www.hugheseducation.com

For the list of Hughes classrooms in your city, please log onto www.hugheseducation.com



Postgraduate
 Certificate in
**Business
 Management**

Batch-28





About XLRI

Xavier School of Management, widely known as XLRI was founded in 1949 by Fr. Quinn Enright in the Steel City of Jamshedpur. Fr. Enright visualized XLRI to be a partner in the liberation and development journey of independent India with a vision of "renewing the face of the Earth". Fr. Bill Tome joined hands with him to bring that vision to fruition. Both, together with the other Jesuit companions, worked tirelessly towards translating the Vision "Renewing the face of the earth" into action.

Over the last few decades, XLRI Jamshedpur has contributed its best to the professional growth and management of innumerable institutions that serve the public especially organized industry, labour, service agencies engaged in rural development, education, health and other public systems. Besides the focus on developing managerial competence among the pupils through acquisition of specialized knowledge and skills, the Institute emphasizes the importance of developing a sense of social justice with right attitudes and values of discipline, dedication and commitment among all its members.

XLRI spares no effort to make its curriculum world class and deliver it in the most effective manner. It constantly scans the developments in business and in society and tries to proact to meet the challenges. Its world-class faculty with its commitment and deep sense of service delivers the curriculum very effectively. They are also deeply involved in research and consultancy. Their involvement in industry makes their teaching very relevant and current. XLRI satellite programs have helped thousands of junior, middle and senior executives across the length and breadth of the country to update their knowledge & their skills to climb the career ladder.

These multiple programs aim to serve many sections of society and many areas of management.

About Hughes



Hughes Global Education, is a premier interactive onsite learning through satellite based education and training service initiated by Hughes, for corporate and working professionals/ Students. It has live, interactive, real-time, two way video, voice and data classes, and spread across 140+ classrooms in 70+ cities. Hughes Global Education platform has redefined the next generation of education i.e. real-time Interactive Onsite Learning (IOL). First of its kind in the country, started in 2001, this platform seamlessly integrates the strengths of the traditional method of education – classroom teaching – with the latest in technology.

Key Benefits

- ▶ Added advantage of theoretical and practical aspects from renowned faculty
- ▶ Work while you study. Attending classes at a time and place convenient to the aspirants
- ▶ Benefits of Traditional Brick & Mortar Model (through Hughes, pioneers of 'Class Apart' learning methodology)

The need for management education in today's world for effective performance is a foregone conclusion. While experience might have been the backbone of effective performance in the corporate world of yesterday, knowledge and continuous learning is the mainstay amongst the best organizations of today. In order to satisfy this thirst for knowledge and to become a learning organization, XLRI has evolved a 12 months consolidated program in Business Management.

Objectives:

- To give participants an understanding of problems and issues in the field of Business and Management.
- To give the participants a holistic perspective of Business Management so that they can shoulder greater responsibilities in their careers ahead with better awareness.
- The latest and the best practices and problem solving acumen from the Indian as well as International context.
- To provide skills, knowledge and tactical approach to assess the business situations and handle tasks more effectively.

Eligibility:

- Applicants should be working professionals/self-employed.
- Must possess minimum of 2 years of work experience in related field after completing graduation.
- Full Time Degree Graduates (10+2+3) in any discipline, recognized by UGC/AICTE.

Program Duration: 1 year

Course Content :

- Principles of Marketing
- Quantitative Methods for Decision-Making
- Operations Research
- Organizational Behavior
- Operations & Production Strategy
- Managerial Economics
- Managerial Accounting
- Corporate Finance
- Sales & Distribution Management
- Product and Brand Management
- Human Resource Management
- Strategic Management
- International Management
- International Financial Management
- Business Law
- e-Business
- Consumer Behavior & Marketing Research
- Organization Structure, Design & Change
- Logistics & Supply Chain Management
- Financial Markets & Banking
- Project Work for eligible students

Note: Institute can change/modify the course anytime

Pedagogy:

- A very intensive program useful from a corporate management view point
- 12 months Intense learning which also includes a 5 days campus study module of learning at the XLRI campus and the rest on the Hughes Global Education's satellite learning platform
- Project work
- Quizzes (announced/surprised)
- Lecture Series
- Case methods
- Group work
- Term papers
- Assignments and Dissertation