



PGDM ONLINE FROM JAGSoM

ADMISSIONS 2024

MAKING YOU SUCCESSFUL IS OUR BUSINESS

We are committed to equipping you with the skills and mindset required to be successful in a fast-changing interconnected world.

The PGDM Online Program has been designed with you in mind. The program flexibility, the ease of learning and a schedule that allows you to learn at your pace, provides you the right work-life balance while you pursue a degree in management.

With a focus on experiential learning and industry-relevant knowledge, we ensure that you are not just prepared for a career, but a successful one by transforming you into a confident, high performance, adaptable, and future-ready professional.

ABOUT JAGSoM

JAGSoM is today amongst the 15 Indian B-schools which are both AACSB accredited **and** featured in the QS Global Rankings. We are ranked in the QS Business Masters Global Rankings 2025 in the 101+ Band for PGDM Marketing, 101+ Band for PGDM Business Analytics, and 151+ Band for PGDM Finance. We have also been ranked as a top business school in the Business Today-MDRA Business School Ranking 2023

- # 10 for Future Orientation
- #14 for Learning Experience
- # 13 amongst the Private Business Schools of India

JAGSoM's world class faculty combined with our award winning curriculum, which is aligned to the needs of industry, has resulted in superior career outcomes for our graduates.

For more information, please visit www.jagsom.edu.in

ACCREDITATION



AICTE
APPROVED



NBA
ACCREDITED



SAQS
ACCREDITED



AIU
ACCREDITED



JAGSoM Bangalore Campus



MEET OUR CHAIRMAN

Prof Sheth is globally known for his scholarly contributions to consumer behavior, relationship marketing, competitive strategy, and geopolitical analysis. With over 50 years of experience in teaching and research at the University of Southern California, the University of Illinois at Urbana-Champaign, Columbia University, MIT, and Emory University, Prof Sheth is a recipient of the 2020 Padma Bhushan Award for Literature and Education, the third-highest civilian honor bestowed by the Government of India.

Prof Jagdish Sheth

Padma Bhushan Awardee & Chairman,
Jagdish Sheth School of Management.



DIRECTOR'S MESSAGE

At JAGSoM, we've designed our online PGDM to meet the evolving demands of Industry 4.0. As a QS World-ranked, AACSB-accredited institute, we offer a comprehensive, affordable program that caters to both working professionals and recent graduates.

Our curriculum, delivered by industry veterans and accomplished academics, blends rigorous theory with practical insights. Through cutting-edge online resources, we ensure you're equipped to thrive in today's dynamic business environment.

Whether you're seeking career advancement or new skills, our program provides the tools to excel. Join JAGSoM and transform your professional trajectory in the digital age.

Dr. Atish Chattopadhyay
Director and Vice Chancellor,
JAGSoM & Vijaybhoomi University

PROGRAM HIGHLIGHTS

- ✕ **Ease of Learning:** A course schedule & format that is flexible and allows you to learn at your pace
- ✕ **World Class Faculty:** A balanced mix of industry professionals and leading academics help create learning relevant to the industry
- ✕ **Award Winning Curriculum:** Course content that has been created and curated together with the industry
- ✕ **A Pedagogy that ensures learning outcomes:** Courses delivered with a combination of live interactive sessions, recorded lectures and hands-on projects
- ✕ **Access to Coursera Courses at No Extra Cost:** The Program allows you to complete Coursera Courses that provide additional certification without any additional costs
- ✕ **PGDM On-Par with The Full Time Program:** The PGDM awarded is the same as that received by our graduates who do the full-time program
- ✕ **A PGDM from a leading Business School:** The program is offered by JAGSoM which is an AICTE Approved, AACSB Accredited & QS World Ranked institute



PROGRAM STRUCTURE

The two-year PGDM Online Program is approved by AICTE and delivered by an institution that is AACSB Certified. The course structure is similar to that offered in the full-time campus program.

The program will be completed in 2 years across 4-semesters, each of which has a 6-month duration in a format that enables you to learn at your pace. The first three semesters cover the core courses, and the final semester allows the learners to choose between four electives offered Marketing, Finance, Business Analytics and Operations & Supply Chain Management.

PROGRAM ARCHITECTURE

SEMESTER 1, 2 & 3 (CORE COURSES)

- 20 Courses
- 63 Credits
- 18 Months

SEMESTER 4 (ELECTIVE COURSE)

- 7 Courses
- 39 Credits
- 6 Months



RANKINGS 2023

BT - MRDA RANKINGS 2023

#13 Amongst the private business schools of India

#14 Learning Experience

#02 In Bangalore

#10 Future Orientation

#26 Overall in India



#101+ Band Globally in the QS 'Masters-in-Marketing'

#101+ Band Globally in Analytics & Digital Business Major

#151+ Band Globally in the QS 'Masters-in-Finance'





CURRICULUM

CORE COURSES ACROSS SEMESTER 1,2,3

FOR FINANCE, MARKETING, BUSINESS ANALYTICS & OPERATION AND SUPPLY CHAIN MANAGEMENT

SUBJECTS SEMESTER 1 WITH CREDITS

Organization Behaviour.....	3
Business Economics.....	3
Business Communication I.....	3
Managerial Accounting.....	3
Financial Statement Analysis.....	3
Spreadsheet Modeling.....	3
Negotiations.....	4

SUBJECTS SEMESTER 2 WITH CREDITS

Business Enviroment.....	3
Marketing Management.....	3
Business Communication II.....	3
Financial Management.....	3
Operations Management.....	3
Human Capital Management.....	3

SUBJECTS SEMESTER 3 WITH CREDITS

Basic Statistics.....	3
Design Thinking.....	3
Business Strategy.....	3
Managerial Decision Making.....	3
Introduction to Digital Business.....	3
Master Thesis in a social Project.....	4
Sustainability course.....	4

ELECTIVE SUBJECTS

SEMESTER 4 WITH CREDITS

MARKETING

Digital Strategy.....	4
Consumer Behaviour.....	4
Digital Marketing.....	4
Brand Management and Marcom.....	4
Marketing Analytics.....	4
Contemporary issues in Leadership..	4
Project work.....	15

FINANCE

Fundamentals of FinTech.....	4
Financial Risk Analytics.....	4
Blockchain for Finance.....	4
AI/ML in Finance.....	4
Digital Transformation in finance.....	4
Contemporary issues in Leadership..	4
Project work.....	15

BUSINESS ANALYTICS

Business Requirement Analysis.....	4
DMS & Data Engineering.....	4
AI & ML.....	4
R & Python.....	4
Business Data Visualization.....	4
Contemporary issues in Leadership..	4
Project work.....	15

OPERATION & SCM

Supply Chain Management.....	4
Project Management.....	4
Logistics Management.....	4
Strategic Sourcing & Supply Chain Risk Management.....	4
Sustainability & Closed Loop Supply Chain.....	4
Contemporary issues in Leadership..	4
Project work.....	15



HANDS-ON PEDAGOGY

The JAGSoMX Flex PGDM Program (Online) is a comprehensive 18 months program designed to equip you with a robust foundation in essential business management principles, alongside a deep dive into your selected area of specialization. Throughout the program, you will engage in hands-on capstone projects, analyze global case studies, and simulate real-world business decision-making scenarios, preparing you for the challenges of today's dynamic business environment. The 18-24 months journey includes:



Participate in Live Online Classes



Engage in hands-on projects and simulations



Collaborate on industry projects with industry partners



Final project to showcase your expertise



Guidance from top industry professionals included



Online assessment at the end of every semester



Sunday live session from 10:15am to 1:30pm



CERTIFICATE OF COMPLETION

Upon successful completion of the program, learners will receive a Post Graduate Diploma in Management from the JAGSoM



ELIGIBILITY & ADMISSION PROCESS

Eligibility: 50% in graduation

1

APPLICATION FEES

Pay the application fees of Rs. 1,000

2

DOCUMENT SUBMISSION

Submit the required documents

3

STATEMENT OF PURPOSE (SOP)

SOP should be of minimum 200 words

4

OFFER ACCEPTANCE

Pay and block your seat

Program Commencement Date: 26 October, 2024.



FEE: ₹1,95,000

- ✕ Attractive scholarships available to deserving candidates
- ✕ Financial assistance available
- ✕ Program commencement in October 2024

Our Banking Partners



FACULTY & MENTORS



Dr. A. Parasuraman

Pro-Chancellor, Vijaybhoomi University
International Scholar In Residence

Domain:
Services Marketing, Service Quality,
Technology in Customer Service

D.B.A
Indiana University, US



Dr. Atish Chattopadhyay

Director, JAGSoM and Vice
Chancellor, Vijaybhoomi University

Domain:
Marketing Management

Ph.D.
Aligarh Muslim University, UP



Prof. Rakesh Mediratta

Joint Director, JAGSoM

Domain:
Marketing Management,
Sales & Services

Alumnus
Birla Institute of Technology & Science, Pilani



Prof. Edwin Moses

Professor, Marketing

Domain:
B2B marketing, Key Account
Management, Negotiations

Alumnus
Bangalore University, Bengaluru



Dr. Ambika Prasad Nanda

Associate Professor, Marketing

Domain:
Digital Marketing, Consumer Behaviour,
International Marketing

FPM
S.P. Jain Institute of
Management & Research, Mumbai



Prof. Anand Narasimha

Professor, Marketing

Domain:
Branding & MarCom, Business
Strategy, Innovation & Creativity

Alumnus
Birla Institute of Technology & Science, Pilani



Prof. Raghavan Srinivasan

Faculty, Marketing

Domain:
Consumer Behaviour

Alumnus
Indian Institute of Management, Ahmedabad



Dr. M. Sivagnanasundaram

Professor & Chairperson

Domain:
Marketing Analytics, Marketing Research,
Consumer Behavior, Services Marketing

Ph.D.
National Institute of Technology, Trichy



Prof. Rajesh Kumar

Associate Professor, Marketing

Domain:
B2B Marketing, IT Sales & Marketing, Retail
Marketing, E-Commerce, Digital Marketing

Alumnus
Institute of Management Technology, Ghaziabad



Dr. Ratan Kumar

Assistant Professor, Marketing

Domain:
B2B Marketing, Sales and Distribution
Management, Service Marketing

FPM
Management Development Institute, Gurgaon



Prof. Sarvadaman Krishnarao Bal Palekar

Professor, Marketing

Domain:
Marketing Management, Sales & Services

Alumnus
Jawahar Education Institute of Management
Studies, Mumbai



Prof. Partho Dasgupta

Professor, Marketing

Domain:
Strategy, B2B sales and marketing, Sales
Entrepreneurship, & Marketing principles

Alumnus
Birla Institute of Technology & Science, Pilani



Prof. Srijiith Mohanan

Assistant Professor, Finance

Domain:
Finance

Ph.D.
IIM Bangalore



Prof. Pragati

Assistant Professor

Domain:
Labor Economics, Health Economics,
Applied Econometrics

Ph.D.
IIM Bangalore

**Dr. Akhilesh Prasad**

Assistant Professor, Finance

Domain:
Financial Mathematics, Financial Analytics,
Financial Engineering, Quantitative Finance

D.B.A.
SP Jain School of Global Management, Sydney

**Dr. Banantika Datta**

Assistant Professor, Finance

Domain:
International trade in services, trade policies,
bilateral agreements, international migration

Ph.D.
Indian Institute of Management, Bangalore

**Dr. Sasmita Giri**

Associate Professor & Assistant Dean for
Internationalization and Programs

Domain:
Capital Markets, Business Valuation,
Wealth Management, Accounting

Ph.D.
Sambalpur University, Sambalpur

**Dr. Rajendra Kumar Sinha**

Professor & Chairperson, Centre of
Excellence in Banking

Domain:
Banking

Ph.D.
Aligarh Muslim University, Uttar Pradesh

**Dr. Punita Rajpurohit**

Assistant Professor, Finance

Domain:
Accounting, Capital Markets, Valuation,
Corporate Governance

Ph.D.
Nirma University, Ahmedabad

**Prof. Prashant Goyal**

Faculty, Finance

Domain:
Private Equity, Business Valuation,
Entrepreneurship,

Alumnus
Indian Institute of Management, Bangalore

**Prof. Pooja Gupta**

Assistant Professor, Head Case
Development & Interim Chairperson

Domain:
Capital Markets, Business Valuation,
Wealth Management

Alumnus
International Management Institute, New Delhi

**Dr. Kavya T B**

Faculty Associate

Domain:
Corporate Finance, Capital Markets,
General Economics

Ph.D.
Pondicherry Central University, Puducherry

**Prof. Jitender Kumar**

Assistant Professor, Finance

Domain:
Capital Markets, Business Valuation,
Wealth Management

Alumnus
CFA Institute, US

**Dr. Amit Ram**

Professor, Finance

Domain:
Quantitative Finance, Financial Analytics,
Risk Management

Ph.D.
Stanford University, CA

**Dr. Amit Bagga**

Professor, Finance

Domain:
Capital Markets, Business Valuation,
Wealth Management, Accounting

Ph.D.
CSS University, Meerut

**Dr. Arindam Ghosh**

Associate Professor, JAGSOM & VU

Domain:
Operations Management, Supply Chain
Management, Sustainability

Ph.D.
Indian Institute of Technology, Kharagpur

**Dr. Chandrashekar
Subramanyam**

Senior Professor, Digital Business & Analytics

Domain:
Predictive Analytics, Text Mining, Sentiment
Analytics, Natural Language Processing,
Computer Vision & Image Analytics

Ph.D. University of Georgia, US

**Dr. Ganes Pandya**

Associate Professor, Digital Business & Analytics

Domain:
Statistical Models, Data Models in Spreadsheet,
Management Simulation, Predictive Analytics

Ph.D.
Bharathiar University, Coimbatore



Dr. Madhuri Prabhala

Assistant Professor, Digital Business & Analytics

Domain:
Firm generated content, Applications of
NLP & ML for practice & research

Ph.D.
Indian Institute of Management, Calcutta



Dr. Sayan Chowdhury

Assistant Professor, Digital Business & Analytics

Domain:
Sustainable Operations, Green Supply Chains,
Closed Loop Business Models

Ph.D.
Indian Institute of Management, Bangalore

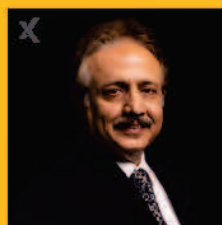


Dr. Shipra Pandey

Assistant Professor, Digital Business & Analytics

Domain:
Supply Chain Management, Supply Chain
Risk, Operations Strategy

FPM
Management Development Institute, Gurgaon



Dr. Sundar Raj Vijayanagar

Professor, Digital Business & Analytics

Domain:
Digital Transformation

Ph.D.
Karnataka University, Dharwad



Dr. Supriyo Ghose

Professor & Chairperson,
Digital Business & Analytics Area

Domain:
Predictive Analytics, Statistical Models, AI & ML

FPM
Indian Institute of Management, Calcutta



Dr. Tuhin Chattopadhyay

Professor, Digital Business & Analytics

Domain:
AI & ML, Natural Language Processing,
Predictive Analytics, Statistical Modelling,
Digital Transformation

Ph.D. Dr. A.P.J. Abdul Kalam Technical
University, Lucknow

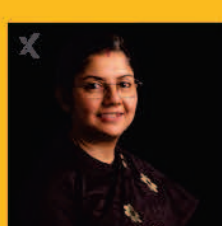


Mr. Sarthak Daing

Lecturer

Domain:
Human Capital Management,
Learning & Development

Alumnus
Jagdish Sheth School of Management



Dr. Shrabani B Bhattacharjee

Assistant Professor, HR

Domain:
Sustainable HRM, Strategic HRM,
HR Audit, Negotiation

Ph.D.
Nirma University, Ahmedabad



Dr. Shaji Kurian

Professor & Chairperson, OB & HR Area

Domain:
Behavioural Science, Managerial Psychology,
Leadership, Human Capital Management

Ph.D.
Visvesvaraya Technological University, Belagavi



Prof. Jahar Bagchi

Professor, HR

Domain:
Human Capital Management, Employee
Relations, Reward Management, Leadership

Alumnus
Indian Institute of Management, Ahmedabad



Dr. Kamalika Chakraborty

Associate Professor & Chairperson,
Innovation & Entrepreneurship

Domain:
Business Strategy, Design Thinking,
Innovation, Entrepreneurial Marketing

FPM
Indian Institute of Management, Calcutta





JAGSoMX
EXECUTIVE LEARNING PROGRAMS



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