

The phenomenal growth being experienced by the manufacturing and services sectors and with globalization of markets, these sectors are increasingly looking at employing skills which require a knowledge of management principles and with managerial capability. There has also been considerable progress and advancement in management tools and techniques. SMU has therefore designed and developed a Post Graduate Diploma in Business Administration to cater the needs of professionals. This course will provide a foundation in essential management principles, supported by multi functional knowledge with the ability to apply, adapt and integrate these skills in different management settings.

### Objectives:

The PGDBA Program aims to improve the students' capability to manage in a business environment. On completion of the program, students are expected to have acquired:

- A systematic approach to identification of business problems and their solutions
- The ability to make competent decisions
- Effective communication skills
- A broad knowledge of concepts, policies and techniques applicable to efficient administration and management of business.

**Eligibility:** 3 year Graduation

**Course Fee:** Rs.10,450/- per semester inclusive of examination fees or as revised from time to time.

**Minimum duration:** 1 year (2 semesters).

**Maximum duration:** 2 years.

**Minimum counseling and hands-on experience at Learning Centers:** 160 hrs/semester.

### Note:

A person who has successfully completed the SMU PGDBA course is eligible for Lateral Entry to III semester of MBA (Revised Fall' 07), provided the student registers for the 3rd Semester within three years of registering for the PGDBA. Such students will be exempted I and II semester examinations and no lateral entry fee is required to be paid.

## Course Structure

First Semester		
Core Subjects		
Sub. Code	Title	Credit
PB0001	Management Process and Organization Behavior	3
PB0002	Business Communication	3
PB0003	Statistics for Management	3
PB0004	Financial & Management Accounting	3
PB0005	Managerial Economics	3
PB0006	Human Resource Management	3
<b>Total Credits</b>		<b>18</b>

Second Semester		
Core Subjects		
Sub. Code	Title	Credit
PB0007	Production & Operations Management	3
PB0008	Financial Management	3
PB0009	Marketing Management	3
PB0010	Management Information System	3
PB0011	Operations Research	3
PB0012	Project Management	3
<b>Total Credits</b>		<b>36</b>

