



To Grow you Need  
Something Extra



## EXECUTIVE PGDM

(Distance Learning Programme Recognised by Distance Education Bureau, UGC, Govt. of India)



CENTRE FOR DISTANCE EDUCATION  
**Asian School of Business Management**  
Bhubaneswar

There has been tremendous expansion of the Open and Distance Learning (ODL) System in India, particularly in the recent past. This is due to the fact that on one hand, the limited availability in the infrastructure for face-to-face interaction is unable to match the educational demands of the ever increasing number of aspiring learners, and on the other hand the affordability and convenience offered by Open Universities and Distance Education Institutions have contributed to the strengthening of the ODL system in the country. No doubt, today every fourth learner in higher education in the country is enrolled in the ODL system. India, in its developmental phase, requires an ever expanding number of managerial personnel. The limitations of the conventional and face-to-face system to meet this ever expanding requirement are too well known. Distance mode for its flexibility and cost effectiveness is the obvious choice. Nevertheless, to ensure and maintain quality, there are clear cut norms and standards for management education. Distance education involves taking knowledge and its applications to large number of learners, those face problems to go for higher education in a traditional system.

## **ASBM – CDE**

ASBM Centre for Distance Education (ASBM-CDE) is recognised by the Distance Education Bureau (DEB), UGC, Government of India to impart management education through the distance mode. The programme is recognized by the DEB, UGC, Government of India. Its main objective is to provide equal opportunity to all to upgrade their knowledge, skill and personality related to management. The thrust of the ASBM-CDE would be to generate a literacy movement by involving all sections of the society to create the required manpower for self-employment, new employment, and promotion, success in trading, manufacturing and service business. The focus will be to provide required learner support services for career oriented management education to the employed and unemployed persons for increasing their skill and knowledge. The ASBM-CDE has qualified Head, Coordinator & Faculty with Library, Computer Centre and Classrooms for providing required facilities. This Centre has been established to achieve the following objectives:

- ▶▶ Democratization of higher management education at the door steps of varied learners
- ▶▶ Provision of high quality learning to all irrespective of age, religion, caste and place
- ▶▶ Development of need-based and employment oriented management programmes
- ▶▶ Promotion of distance learning with convenient time, place and options to enhance knowledge in specific areas of management

## **STUDY MATERIALS & CONTACT CLASSES**

The printed study-materials which are self-explanatory, self-contained, self-directed, self-motivating, self-evaluating and self-learning for different courses will be supplied to the learners according to requirement. There is proposal to arrange selected contact classes on weekends for the learners as per the necessity for clarification of doubts to have better understanding in different courses.

## **DEB RECOGNITION**

The Distance Education Bureau (DEB), UGC, Govt. of India has recognized the two year PGDM programme of ASBM-CDE. This is the only private autonomous institute in Odisha recognised by DEB, UGC, Govt of India.

## **FACULTY**

ASBM-CDE pioneers its efforts in bringing best management faculty for required assistance to the learners for successful completion of the programme. Its committed faculty team is equipped with rich academic credentials and corporate experience through meaningful integration of knowledge across functional domains of management.

## **CURRICULUM DESIGN**

The curriculum has been planned carefully for developing effective managerial skills and competencies. The course structure for each programme consists of application oriented management subjects with project work.



The courses offered by the Centre for Distance Education of Asian School of Business Management (ASBM-CDE) are different from the management programmes of other institutions; because, at every step of designing, and planning curriculum, due consideration has been given for emerging need of industry, ever dynamic challenges and new frontiers of business growth. Moreover, specialized Post Graduate Diploma programmes have been designed in collaboration with Corporate tie-ups and taking sufficient feedback from the industry experts, ASBM-CDE is the only Business Management School in

Odisha which has been approved by the Distance Education Bureau, UGC, Government of India to impart management programmes through distance and open learning system. ASBM-CDE has the following distinctive features for learner support services.

1. Effective Counseling
2. Quality Study Materials
3. Library Facilities
4. Personal Contact Classes
5. Online Faculty Support



### PROGRAMME DETAILS

ASBM, being an autonomous institute approved & recognised by AICTE and this Distance learning Programme of **Post Graduate Diploma in Management (PGDM)** is recognised by Distance Education Bureau, UGC, Govt. of India

### TWO – YEAR POST GRADUATE DIPLOMA IN MANAGEMENT(PGDM)

The growing importance of management education worldwide may be noted from the fact that more than fifty percent of corporate heads of the top 100 international companies and heads of states of some of the advanced countries are business management

graduates. PGDM programme is known for its extensive and in-depth coverage of core and specialized courses, creating innovation and entrepreneurial qualities. This programme is designed to equip professionals with management knowledge and skills to exert high performance. It aims to develop with the right conceptual foundations, analytical skills and application abilities.

### ADMISSION PROCEDURES

The admission to Distance Learning Programme of PGDM is taken twice in a year.

**Summer Session Admission : JULY**

**Winter Session Admission : JANUARY**

Application Form and Information Bulletin can be obtained from Centre for Distance Education of ASBM in person or by post against payment of Rs. 300/- (Rupees Three Hundred only). Applicant can apply online through [www.asbm.ac.in](http://www.asbm.ac.in).

### COURSE STRUCTURE

### SPECIALIZATION

#### SEMESTER-I

Paper Title	Credits	Marks
Organisational Behaviour	4	100
Principles of Management	4	100
Managerial Economics	4	100
Accounting For Managers	4	100
Computer Applications & MIS	4	100
<b>TOTAL</b>	<b>20</b>	<b>500</b>

#### SEMESTER-II

Paper Title	Credits	Marks
Human Resource Management	4	100
Financial Management	4	100
Marketing Management	4	100
QT For Managers	4	100
Business Communication	4	100
<b>TOTAL</b>	<b>20</b>	<b>500</b>

- ▶ HR Management
- ▶ Finance Management
- ▶ Marketing Management
- ▶ Operations Management
- ▶ IT Management
- ▶ Retail
- ▶ Banking, Insurance & Financial Services
- ▶ Logistics and Supply Chain Management
- ▶ International Business

#### SEMESTER-III

Paper Title	Credits	Marks
Business Ethics & Corporate Governance	4	100
Legal Aspects of Business	4	100
Customer Relationship Management	4	100
Operations Management	4	100
Strategic Management	4	100
<b>TOTAL</b>	<b>20</b>	<b>500</b>

#### SEMESTER-IV

Paper Title	Credits	Marks
Specialisation Course - I	4	100
Specialisation Course - II	4	100
Specialisation Course - III	4	100
Specialisation Course - IV	4	100
Project Report	4	100
<b>TOTAL</b>	<b>20</b>	<b>500</b>

### ELIGIBILITY CRITERIA

- Minimum graduation in any discipline from a recognized University/ Institute
- The candidate has to appear at the entrance examination
- There is no age restriction for the programme
- Working executives or self-employed persons or entrepreneurs with minimum 2 years of experience

## Our Proud Alumni of Executive PGDM



**ANIL KUMAR CHAUHAN**  
Dy. General Manager  
DB Schenker



**PARIKSHIT CHOPRA**  
General Manager  
Neelachal Ispat Nigam Ltd.



**S. DEVARAJU**  
EDC Head  
GATI KWE



**SRIVIDHAR SURAVAJHULA**  
EDC Head  
GATI KWE



**GOVIND CHANDRA PARIDA**  
System Officer  
Samsonite



**HEMANTA KUMAR SAHOO**  
System Executive  
BLUE DART



**PRABHAKAR SETHI**  
Branch Manager  
Union Bank



**LIPSA RAUTRAY**  
Software Engineer  
Discoverture



**AJIT RANJAN PARIDA**  
Commercial Tax  
Government of Odisha



**ASUTOSH BEHERA**  
Asst. Agriculture  
Engineer  
Govt. of Odisha



**UMMED SINGH**  
Head, Supply Chain  
Operations, East  
GATI Limited



**P. S. MOHENDRA**  
EDC Head  
GATI KWE



**ARNAB MUKHERJEE**  
State Manager  
Truckers India

## EXAMINATION PROCEDURE

The examination procedure for distance learning programme is stated below which may be changed according to necessity. Winter Session Examination:

Winter Session Examination : December

Summer Session Examination : June

## COMPLETION PERIOD

The programme has to be completed within a time limit of maximum 6 years, failing which renewal will be required for the entire programme and students will have to appear the examination in all subjects again.



## Asian School of Business Management

CENTRE FOR DISTANCE EDUCATION

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[www.asbm.ac.in/cde](http://www.asbm.ac.in/cde)

