



**PGDM**  
POST GRADUATE DIPLOMA IN MANAGEMENT

# AACHI

## INSTITUTE OF MANAGEMENT AND ENTREPRENEURIAL DEVELOPMENT

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In collaboration with



**Bharathidasan University**

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# DEAN'S DESK

## PGDM

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## Prof. S. AMOS ROLSTON

DEAN

Dear Students & Parents,

It gives me great joy and privilege to welcome you to the world of opportunity, which is a unique management program, PGDM, that is specially designed and tailored to match the needs of today's challenging world. Our program stands out amongst the others in many ways and our unique Weekly Practice School (WPS) paves way for practical learning right from day one through this. The students get hands-on exposure to different management functions in the 18 months of study at AIMED.

On the Job learning – 'a dedicated mentor for each student throughout his study period, outbound training, street smart business challenges, weekly guest lectures by Industry stalwarts and first-gen entrepreneurs and above all, hand-holding at all learning stages', are some of the special care we provide for students. Our institute AIMED is backed by the strong Parent Brand "AACHI MASALA", where you are in safe hands.

I welcome you to come and join us and realise your career dream at AIMED.



# ABOUT THE INSTITUTION

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**Bharathidasan University**

The Bharathidasan University is named after the revolutionary Tamil Poet Bharathidasan. This affiliating University was established by the Government of Tamil Nadu in 1982 with the motto "We will Create a Brave New World". This University was recognized by the University Grants Commission in 1984. It is a member of the Association of Indian Universities and re-accredited by NAAC at 'A' level among the Universities.



**AIMED**

**Aachi Institute of Management  
& Entrepreneurial Development**

## About AIMED

Aachi Institute of Management & Entrepreneurial Development (AIMED) has been established under the auspices of the Aachi Educational and Research Foundation, founded by Mr. A. D. Padmasingh Isaac, Chairman & Managing Director, Aachi Group of Companies, Chennai.

AIMED is a specialized institution for creating and nurturing entrepreneurial and management talents for the Indian Industry and is established as a higher education initiative of the Trust.

What is unique about AIMED? AIMED was formed to help students become successful entrepreneurs and performing business leaders in future. Hence the Postgraduate Diploma in Management (PGDM) is designed in such a way that every student goes through all the functional and practical aspects of setting up a business and running it efficiently. Today's entrepreneurs and managers need the right skills to meet with success in the highly competitive borderless global marketplace.



*"The best way to predict the future is to create it." - Peter Drucker*

# COURSE CONTENT

SEMESTER I		
SUBJECT CODE	SUBJECT TITLE	CREDITS
Paper 1	Management Principles & Business Ethics	5
Paper 2	Accounting for Managers	5
Paper 3	Managers Economics	5
Paper 4	Marketing Management	5
Paper 5	Quantitative Techniques & Research Methodology	5
Paper 6	Small Business Promotion	5

SEMESTER I		
SUBJECT CODE	SUBJECT TITLE	CREDITS
Paper 1	Legal Aspects of Business	5
Paper 2	Financial Management	5
Paper 3	Sales and Distribution Management	5
Paper 4	Human Resource Management	5
Paper 5	Materials Management	5
Paper 6	Management Information System	5

SEMESTER III - CORE PAPERS		
SUBJECT CODE	SUBJECT TITLE	CREDITS
Paper 1	Operations Management	5
Paper 2	Supply Chain Management	5



**CHOOSE ANY FOUR PAPERS FROM ANY ONE OF THE FOLLOWING FUNCTIONAL AREA AS ELECTIVES.**

FUNCTIONAL AREA - OPERATIONS MANAGEMENT		
SUBJECT CODE	SUBJECT TITLE	CREDITS
Elective I	Total Quality Management	5
Elective II	Process Management	5
Elective III	Product Design	5
Elective IV	Project Management	5
Elective V	Service Operation Management	5

FUNCTIONAL AREA - HR MANAGEMENT		
SUBJECT CODE	SUBJECT TITLE	CREDITS
Elective I	Human Resource Development	5
Elective II	Industrial and Labour Relations	5
Elective III	Organizational Development	5
Elective IV	Performance Management	5
Elective V	Training and Development	5

FUNCTIONAL AREA - FINANCE		
SUBJECT CODE	SUBJECT TITLE	CREDITS
Elective I	Banking and Insurance	5
Elective II	Corporate Finance	5
Elective III	Merchant Banking and Financial Services	5
Elective IV	Security Management and Portfolio Management	5
Elective V	Service Operation Management	5

FUNCTIONAL AREA - MARKETING		
SUBJECT CODE	SUBJECT TITLE	CREDITS
Elective I	Advertising Management and Sales Promotion	5
Elective II	Brand Management	5
Elective III	International Marketing	5
Elective IV	Retail Marketing	5
Elective V	Services Marketing	5

# ABOUT PGDM

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## POSTGRADUATE DIPLOMA IN MANAGEMENT (PGDM) – FULL TIME

Post Graduate Diploma in Management (PGDM) is an 18 month, 100 credits, success oriented programme which offers the following unique opportunities:-

- Meaningful jobs with good career prospects
- Live projects in Aachi Group of Companies
- Practical training through Weekly Practice School
- Training students to occupy responsible positions
- Practical exposure as well as theoretical inputs from both faculty and practicing professionals
- Frequent guest lectures using our own in-house talents as well as by external quest faculty
- Mentorship from internal talent pool
- Strong brand name
- Students treated as valuable partners in progress
- Equips the person to be both an employee and an employer
- Freedom to start leading a life of a professional even while studying
- On successful completion of the program join Aachi Group Companies for employment or join an organisation where you will be able to grow and shine professionally

For those aspiring to be entrepreneurs, enroll and take the first step towards a great future

### ELIGIBILITY

Candidates must hold a Bachelor's Degree from any University.

The Bachelor's Degree or equivalent qualification obtained by the candidate must entail a minimum of three years of education after completing higher secondary schooling (10+2) or equivalent

- a. 10+2+3 (or)
- b. 10+3 years Diploma +3 years (or)
- c. 10+2+AMIE (or)
- d. 10+3 years Diploma +AMIE (or)
- e. 10+2+any 3 (or) more years degree

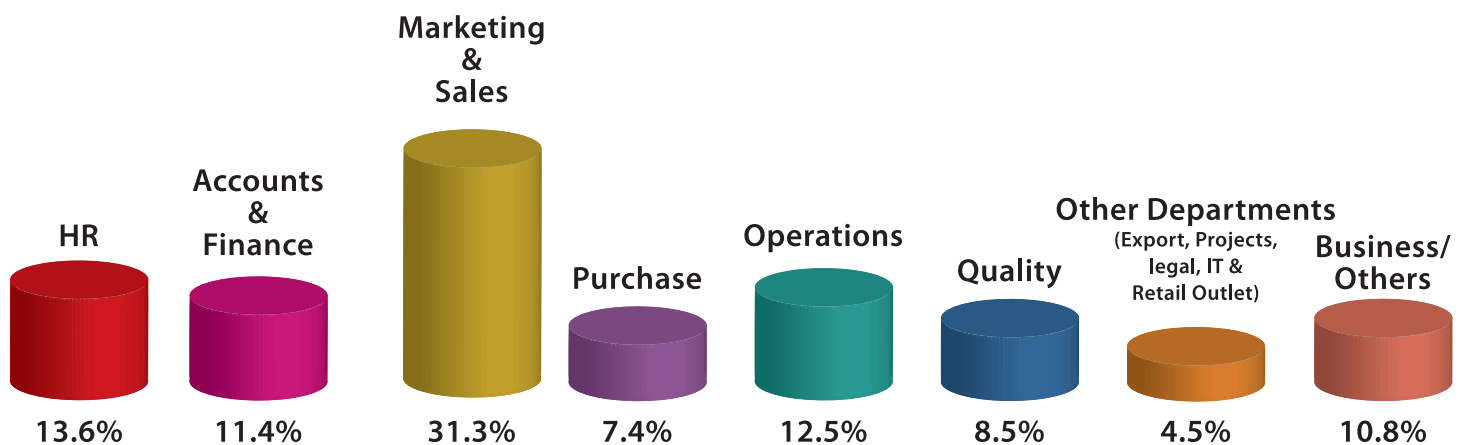
### DURATION

18 Months Program. 3 Semesters of 6 months each

## UNIQUENESS OF PGDM



## PLACEMENT DETAILS



Placement Offers with CTC between Rs. 3.5 lakh to Rs.5 lakhs

