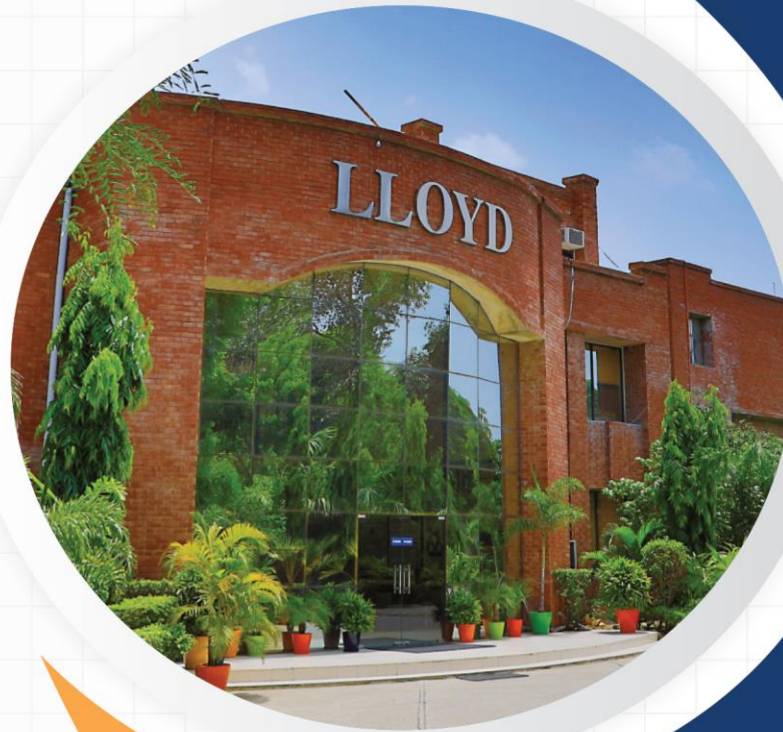




# Lloyd Business School

Ladder Of Success



## Post Graduate Diploma in MANAGEMENT (PGDM)

(Approved by AICTE)

Batch 2023-25

### PATHWAY PROGRAM DETAILS AND MODULE

## LLOYD BUSINESS SCHOOL

Plot No: 11, Knowledge Park II, Greater Noida – 201306, Uttar Pradesh, India

Toll Free No.: 1800-123-8414 | Website: [www.lloydbusinessschool.edu.in](http://www.lloydbusinessschool.edu.in) | E-Mail: [lloydadmissions@lloydcollege.in](mailto:lloydadmissions@lloydcollege.in)

*Dear Students,*

We extend a warm welcome to the PGDM Batch of 2023-25 at Lloyd Business School. Congratulations on taking this significant step towards your future success.

As an institution with a rich legacy of providing quality management education, we are committed to offering you a dynamic and enriching learning environment. Our aim is to equip you with the necessary knowledge, skills, and perspectives to excel in the ever-changing business landscape.

The world has been significantly impacted by dynamism of industry, leading to paradigm shifts in how businesses operate. It is crucial for you to gain a strong foundation in management concepts and adapt to the emerging models and ideologies. To ensure a smooth transition into your academic journey, we have designed a comprehensive pathway program module.

The pathway program module, meticulously created by our esteemed faculty, will provide you with a sneak peek into the world of management. It covers a range of subjects, including entrepreneurship, people management, marketing, accounting and Finance, and general management. Through a series of sessions by faculty members, industry lectures and activities. We understand that completing the pathway program module requires discipline, dedication, and self-motivation. We encourage you to plan your time wisely, allowing ample room for thorough engagement with the material. The module must be completed and submitted by 22nd July 2023.

We firmly believe that investing your time and effort in this pathway program module will lay a strong foundation for your academic journey at Lloyd Business School. It will equip you with the necessary knowledge and skills to excel in your studies and future professional endeavors.

Should you have any queries or need any assistance, our team is here to support you. Please feel free to reach out to your mentors.

We are excited to embark on this educational journey together and look forward to welcoming you officially to Lloyd Business School. Get ready to unlock your potential and embrace a transformative learning experience.

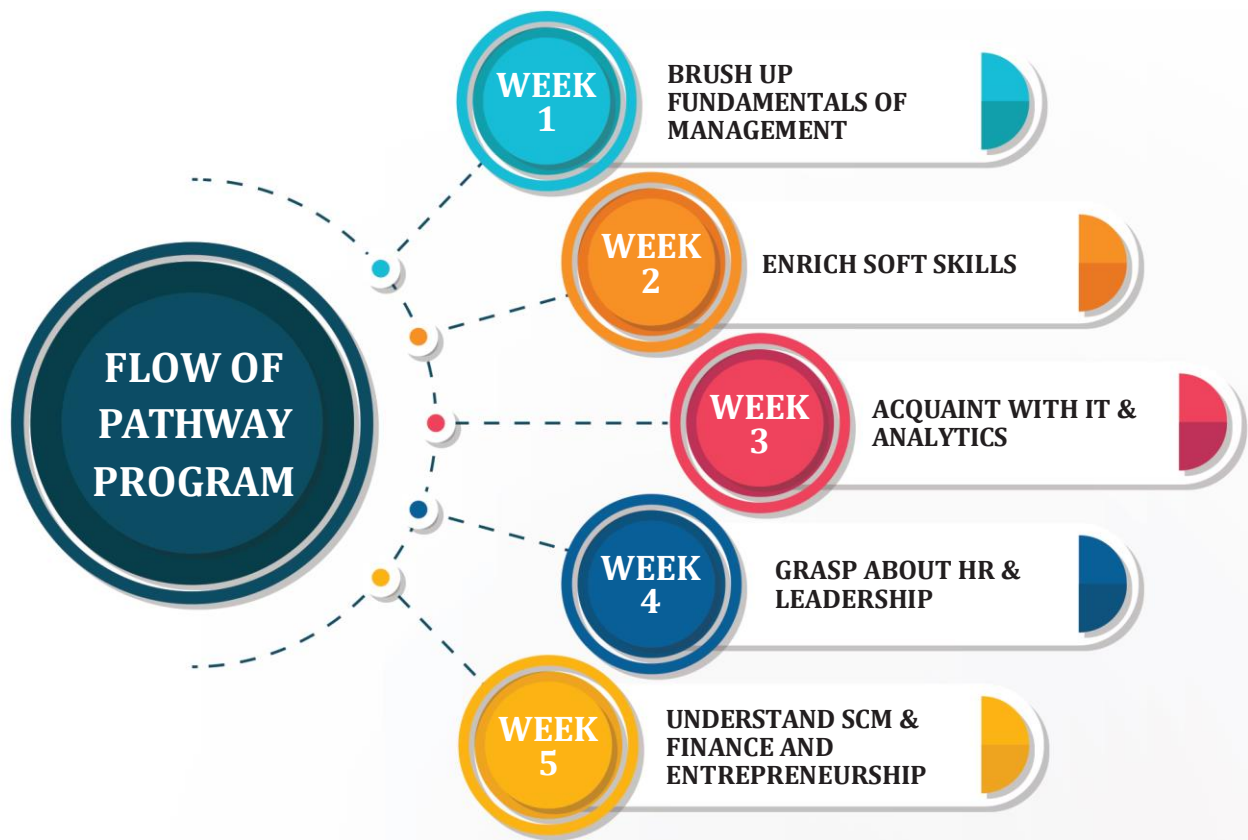
Warm regards,

**Dr. Vandana Arora Sethi,**

Group Director, Lloyd Group of Institutions,

Chief Strategy Officer & Head of Growth at Lloyd





# Pathway Program

## Key Highlights

### 01 Master the Fundamentals

*Understanding the fundamentals of management is essential before embarking on any course. It is crucial to grasp the concept and its practical application.*

### 02 Build Skill Sets

*Building a skill set is vital for professional growth in today's dynamic and competitive job market. It empowers you to navigate career transitions, tackle challenges, and unlock new opportunities throughout your professional journey.*

### 03 Gain Knowledge of Functional Areas

*Gaining knowledge of functional areas involves understanding the core principles, practices, and responsibilities within different business functions such as analytics, entrepreneurship, finance, marketing, operations, human resources, and sales to effectively contribute to organizational success. It helps individuals develop a holistic understanding of how different areas interconnect and impact overall business performance.*

### 04 Stay Agile

*Development is an ongoing process, and it's important to be adaptable and open to change. Staying agile is crucial for success in a rapidly changing world. It allows you to adapt to market dynamics, respond to change, make informed decisions, foster continuous improvement, enhance resilience, and foster innovation. Embracing agility enables individuals and organizations to thrive in an ever-evolving landscape.*



# Vision



“To be a globally recognized center of excellence in all aspects of management education and produce ethical leaders with functional expertise, promoting sustainable solutions, and an entrepreneurial & innovative perspective to improve their employability exponentially”.

# Mission



- To offer an academically rigorous, practice and research-supported, management education based on principled and ethical values, sensitive to the ever-changing needs of the profession, society, industry, and country.
- To continue to provide a stimulating learning environment that fosters the understanding of disruptive, technological developments, and encourages continuous innovation and learning.
- To promote the practice of collaborations and work-related learning experience which focuses on the application of knowledge and skills which is globally relevant.
- Nurture personal mentoring that respects individuality and inspires students to become responsive and responsible business leaders who can make progressive and sustainable impacts.
- To provide broad and domain-specific knowledge to upskill, students, in definitive careers of functional expertise through various course electives in upcoming frontiers of management education.
- To stimulate and encourage entrepreneurial culture by equipping students with global business awareness, and developing faculty as thought leaders.

## PROGRAM EDUCATIONAL OBJECTIVES (PEOs)

### **PEO#1: Managerial Excellence:**

*To facilitate managerial excellence and globally relevant professional competency.*

### **PEO#2: Innovation and Sustainability:**

*To instill innovative and sustainable problem-solving abilities which will help them to become responsible business leaders.*

### **PEO#3: Entrepreneurial Acumen:**

*To develop entrepreneurial acumen for employability and exponential growth opportunities.*

### **PEO#4: Ethics and Values:**

*To develop professional ethics and imbibe value systems & learning mechanisms needed for the growth and well-being of society.*

### **PEO#5: Quality and Technology:**

*To be able to contribute to the high quality of knowledge creation through faculty development and industrial collaborations through technology implants in management education.*

# Week-1 Detailed Schedule

PGDM 2023-25 BATCH: PATHWAY PROGRAM SESSIONS		
DATE	DAY	SESSIONS
19 June 2023	Monday	PATHWAY PROGRAM Orientation by Dr. Vandana Arora Sethi
20 June 2023	Tuesday	PGDM Journey : Know Your Course
21 June 2023	Wednesday	Management Essentials
22 June 2023	Thursday	Mastering Management: Applying Principles to Your Life
23 June 2023	Friday	Talk Show on Importance of Management
24 June 2023	Saturday	Heads Up

## Objective

At Lloyd Business School, our primary goal is to offer a holistic and impactful educational journey that empowers our students with the essential expertise and competencies to thrive in the ever-evolving realm of business administration. Our comprehensive pathway programme comprises a sequence of dynamic and influential sessions, with the objective of acquainting students with the core principles of management, cultivating their career development, and instilling a fervor for continuous education. Our primary goal is to equip our students with the necessary tools and insights to effectively navigate the intricate challenges of the corporate landscape with confidence and proficiency.

## Learning Outcome

During the first week of our programme at Lloyd Business School, our esteemed students should expect attaining a diverse array of learning outcomes that will significantly enhance their growth as future corporate executives. Participation in the Pathway Program Orientation by Dr. Vandana Arora Sethi will equip students with an in-depth knowledge of the academic and cultural facets of the programme, thereby facilitating a seamless assimilation into the B-school community.

**a) "PGDM Journey: Know your course"** will furnish students with a thorough and all-encompassing understanding of the programme, facilitating them to synchronize their individual aspirations with the syllabus.

**b) The session on "Management Essentials"** shall provide attendees with a robust groundwork in the fundamental tenets of management, encompassing strategic planning, organizational behavior, and decision-making.

**c) Moreover, "Mastering Management: Applying Principles to Your Life"** aims to inspire students to contemplate the practical implementations of management theories in both their personal and professional domains, cultivating an extensive knowledge of the discipline.

**d) The "Talk Show on Importance of Management"** aims to motivate students by presenting authentic success stories and emphasizing the crucial function of management in propelling corporate expansion and social advancement. Upon the conclusion of the first week, our esteemed students will have cultivated a robust understanding of an essential role of effective management within the dynamic realm of modern business. The individuals will have acquired significant perspectives, refined their analytical abilities, and nurtured a progressive attitude essential for excelling in the field of corporate leadership. The achievement of these initial learning outcomes shall establish a firm groundwork for their future academic pursuits and professional accomplishments, driving them towards a rewarding job in the areas of business and management.

# Week-2 Detailed Schedule

PGDM 2023-25 BATCH: PATHWAY PROGRAM SESSIONS		
DATE	DAY	SESSIONS
26 June 2023	Monday	Soft Skills- What, Why , For Whom?
27 June 2023	Tuesday	Body Language: Key to your secrets
28 June 2023	Wednesday	Unleash your Potential- Know Yourself
29 June 2023	Thursday	VUCA World around you
30 June 2023	Friday	Building Your Confidence
1 July 2023	Saturday	Heads Up

## Objective

At Lloyd Business School, our mission for the upcoming Week 2 sessions is to provide our students with the necessary soft skills to thrive in the ever-changing business environment. Our aim is to empower them with the confidence and competence required to navigate the dynamic corporate landscape. We firmly believe that a robust grounding in soft skills is imperative for both personal and professional development. The programme strives to equip students with an understanding of the significance of soft skills, body language, self-awareness, and adaptability in a VUCA (volatile, uncertain, complex, and ambiguous) world through interactive and captivating sessions.

## Learning Outcome

- a) Foster Proficient Soft Skills:** Our programme will equip students with a comprehensive grasp of soft skills, encompassing adept communication, collaborative teamwork, astute problem-solving, and refined emotional intelligence. Participants will acquire the ability to proficiently utilize these competencies across a wide range of corporate environments, cultivating impactful connections and evolving into adept team players.
- b) Body Language Mastery:** Our programme offers an in-depth understanding of the impact of non-verbal communication by delving into the nuances of body language. Participants will acquire the skills to interpret and leverage diverse nonverbal cues such as gestures, postures, and facial expressions to optimize their communication efficacy and establish strong interpersonal connections.
- c) Unlocking Personal Potential:** By engaging in self-reflection exercises and interactive sessions, participants will embark on a transformative journey of self-discovery. Our programme will provide individuals with valuable insights into their strengths, weaknesses, values, and goals, enabling them to unleash their full potential and establish a well-defined trajectory for both personal and professional achievement.
- d) Embrace the VUCA World:** In a dynamic and constantly evolving corporate environment, the ability to adapt is paramount. Our programme will equip individuals with the necessary skills to effectively navigate the volatile, uncertain, complex, and ambiguous business landscape. Participants will gain expertise in adapting to change, mitigating uncertainty, and making well-informed decisions.
- e) Enhancing Self-Confidence:** The participants will be equipped with strategies to conquer self-doubt, cultivate a constructive outlook, and project themselves with confidence and assurance in diverse business scenarios.

Stay ahead of the competition with our Heads Up session, which offers students exclusive access to industry insights and perspectives from seasoned professionals.

# Week-3 Detailed Schedule

PGDM 2023-25 BATCH: PATHWAY PROGRAM SESSIONS		
DATE	DAY	SESSIONS
3 July 2023	Monday	Let's get Acquainted with Fundamentals of Excel
4 July 2023	Tuesday	"Foundations of Analytics: Unleashing the Power of Data"
5 July 2023	Wednesday	Chat GPT Unveiled: Unlocking the Power of Conversational AI
6 July 2023	Thursday	Alumni Talk
7 July 2023	Friday	Entrepreneurship Unleashed: Nurturing Innovation and Creating Business Ventures
8 July 2023	Saturday	Heads Up
9 July 2023	Sunday	

## Objective

At Lloyd Business School, our objective for Week 3 is to empower our students with indispensable expertise and proficiencies in diverse domains of commerce and technology. Our aim is to deliver a holistic understanding of principles and resources that are crucial in the current corporate landscape, which is constantly evolving and reliant on data. Our distinguished faculty and industry leaders will lead participants through a series of dynamic and interactive sessions, delving into the potential of Excel, analytics, conversational AI, entrepreneurship, and innovation. Our sessions have been strategically crafted to promote a culture of curiosity, nurture analytical reasoning, and ignite a passion for innovative thinking within our students.

## Learning Outcome

- a) **"Fundamentals of Excel: An Introduction"** led by Ms. Neha Issar will provide students with a strong basis in Excel and its practical uses. The programme will equip participants with the necessary skills to proficiently arrange, evaluate, and showcase data, thereby augmenting their capacity to make informed decisions.
- b) Furthermore, the seminar on **"Fundamentals of Analytics: Unleashing the Potential of Data"** will empower professionals to leverage the power of data analytics to steer strategic insights and execute informed corporate solutions.
- c) Additionally, the upcoming session titled **"Chat GPT Unveiled: Unlocking the Power of Conversational AI"** will provide an introduction to the captivating realm of conversational AI. Attendees will learn the fundamental principles and practical applications of this cutting-edge technology. This will enable them to effectively utilize AI-driven chatbots to elevate customer engagement and support.
- d) Furthermore, the **Alumni Talk** session shall furnish our students with valuable insights and experiences imparted by accomplished Lloyd Business School alumni. Attendees will acquire pragmatic expertise, professional mentorship, and avenues for networking, thereby expanding their perspectives and cultivating a sense of affiliation with the Lloyd Business School cohort.
- e) Finally, the seminar on **"Entrepreneurship Unleashed: Nurturing Innovation and Creating Business Ventures"** will kindle the entrepreneurial drive among our students. Participants will gain knowledge on ideation, business model development, and the fundamental principles of establishing a prosperous startup.

# Week-4 Detailed Schedule

PGDM 2023-25 BATCH: PATHWAY PROGRAM SESSIONS		
DATE	DAY	SESSIONS
10 July 2023	Monday	Fundamentals of HR: Key Terms and Concepts
11 July 2023	Tuesday	Leadership Excellence: Inspiring and Empowering Others for Success
12 July 2023	Wednesday	Emotional Buzz and Mental Health
13 July 2023	Thursday	Startup vs. Corporate: Exploring Career Paths and Finding the Right Fit
14 July 2023	Friday	Business Quiz: Mastering the Global Business Landscape
15 July 2023	Saturday	Heads Up

**Week IV: The focus is on HR and Leadership clubbed with various activities**

## Objective

For Week 4, we have meticulously designed a series of sessions that will establish the groundwork for success by emphasizing crucial HR basics, exceptional leadership, mental health, professional development, and proficiency in the global corporate environment. Our sessions have been strategically crafted to equip our students with a comprehensive grasp of core concepts, instill exceptional leadership skills, promote psychological wellness, and facilitate informed career choices. Through active participation in these sessions, attendees will acquire valuable insights and practical tools to enhance their personal and professional performance.

## Learning Outcome

**a) Fundamentals of HR:** Key Terms and Concepts- Attendees will acquire a thorough comprehension of the fundamental components of the human resources field, encompassing crucial jargons, principles, and methodologies. This knowledge will empower professionals to adeptly navigate HR protocols, bolster organizational goals, and make well-informed decisions pertaining to talent management, employee relations, and organizational growth.

**b) Leadership Excellence:** Inspiring and Empowering Others for Success- Our programme cultivates crucial leadership abilities and equips individuals with the tools to motivate team members to achieve both personal and organizational goals. By means of interactive exercises and practical case analyses, attendees will elevate their capacity to inspire teams, promote creativity, and nurture a favorable corporate culture that propels superior output and involvement.

**c) Emotional Buzz and Mental Health-** This session aims to provide participants with valuable insights into the significance of emotional well-being and mental health in the corporate environment. Attendees will acquire practical techniques for stress management, resilience enhancement, and fostering a positive workplace atmosphere.

**d) Startup vs. Corporate:** Exploring Career Paths and Finding the Right Fit- This session aims to equip our esteemed participants with a comprehensive comprehension of the advantages and disadvantages of embarking on a profession in startups vis-à-vis conventional corporate settings.

**e) Business Quiz:** The programme will equip participants with an understanding of pivotal trends, burgeoning markets, and worldwide corporate protocols, empowering them to adeptly maneuver the intricacies of international business and determine accurate courses of action in a rapidly evolving environment.



# Week-5 Detailed Schedule

PGDM 2023-25 BATCH: PATHWAY PROGRAM SESSIONS		
DATE	DAY	SESSIONS
17 July 2023	Monday	Supply Chain Essentials: Building Resilient and Efficient Operations
18 July 2023	Tuesday	Industry Visit (Virtual)
19 July 2023	Wednesday	Accounting Fundamentals: Touchupon the Basics
20 July 2023	Thursday	"Finance Fundamentals: Building a Strong Financial Foundation"
21 July 2023	Friday	Session on Investment Ruses
22 July 2023	Saturday	Heads Up

## Objective

For week 5, the Institute has designed a comprehensive program targeting major areas in management, viz a viz Finance and Supply chain. The students will be made abreast with the basics of Supply chain management and logistics management, its applications and prerequisites to make a career in the field. The students will also be given an overview about the financial aspect of business, investment management and accounting fundamentals to hone their skills for a career in Finance. The key objective of this week is to make students learn the basics of finance and supply chain for enhancing their subjective knowledge as well as gain a perspective with regard to career building.

## Learning Outcome

After the conclusion of the sessions in Week 5, the students of Lloyd Business School will be able to attain the subsequent learning objectives:

- a) Supply Chain Essentials:** Building Resilient and Efficient Operations- to provide the students with the basic understanding of Supply Chain management and understanding of the concepts of logistics management. The student will also be abreast with the latest developments like green supply chain management, sustainable supply chain, reverse logistics, blockchain technology and circular economy.
- b) Industry Visit (Virtual)-** Students will be made to visit industry so as to understand the manufacturing and production operations of industrial products. The students will learn the supply chain for the products in a factory setup though the intervention of practicing managers to get an insight.
- c) Accounting Fundamentals:** Touch upon the Basics- Students will learn the basics of accounting, this course is designed to make the non-commerce students abreast with the concepts of accounting, apart from brushing up the fundamentals of commerce students which acts as a perquisite for PGDM course.
- d) Finance Fundamentals:** Building a Strong Financial Foundation- Students coming from non-accounting background will learn the importance of Finance for developing their career in the banking industry as well as students from accounting background will hone their financial skills for better understanding of subjects related to Finance in the upcoming course.
- e) Session on Investment Rules:** Financial knowledge of investment should be imparted to students right from their school days, with this objective, the students will be made aware about several investment options and systematic investment plans along with stick trading knowledge.