



**Lloyd Business School**

Ladder Of Success



**2 years Full-time Programme**

# POST GRADUATE DIPLOMA IN MANAGEMENT CORE (PGDM Dual Specialization)

**Group Director**  
Dr. Vandana Arora Sethi

**Programme Director**  
Dr. Ashok Kumar Tiwari

**Programme Duration**

*PGDM Core ( Dual Specialization ) : 2 years*



## **LLOYD BUSINESS SCHOOL, GREATER NOIDA**

The Lloyd Business School was founded in 2004, guided by the philosophy of combining theoretical knowledge with practical applications in order to create skilled, highly trained and employable professionals. We are able to fulfill this mission by having a strong Industry connect.

Located in a quiet and lush green campus spread over 10 acres in Knowledge Park – II, Greater Noida, Lloyd is an AICTE approved, co-educational, institute.

We constantly strive to achieve its objectives of delivering quality education to students while ensuring their professional development through Professional Development Programs, On-job-Trainings, Corporate faculty sessions and exposure to multiple industries & sectors with which the institute has intensive tie-ups.

The strength of the Institute is in the niche and highly industry-integrated courses that it offers in the field of management under the combined aegis of renowned faculty members and highly respected corporate professionals. The Institute's proximity to some of the country's leading corporate houses & organizations provides an edge in integrating the classroom knowledge with professional experience.

### **About The Program**

Lloyd Business School's PGDM is a 2-year full time AICTE approved course. The program offers dual specialization and intends to equip students with required managerial skills and knowledge with an eye to make them industry ready. The course offers dual specializations that empowers students' with versatility and confidence to leverage, emerging opportunities and drive business decisions in a global context. The dual specialization facilitates students to have an intense understanding and learning of cross-functional areas that in turn provides them an edge over other applicants in the job market.

The program is designed to impart contemporary strategic and operational business knowledge to the students in line with industry trends. The B School envisions to serve the industry with much needed pool of multi-talented and skilled managers mentored by renowned faculty members and highly renowned industry professional.





### Why PGDM Dual Specialization?

The dual specialization is an excellent selection for sustainable career in the field of management. A student earns his specialization in any two areas of management with equal weightage. The student goes through eight papers of each specialization in trimester IV and V, which boosts his knowledge in dual areas of corporate structure. The employment opportunities of the students with dual specialization gets a hike as the spectrum of services an aspirant can render to the organization increases substantially.

#### Competency based Certifications

- Advanced Excel
- Soft-skills Development / Digital Marketing
- Foreign Language
- Specialization Based Certification -I
- Specialization Based Certification -II

#### Specializations on offer

- Marketing
- Finance
- Human Resource
- Data Analytics
- International Business
- Operations

#### Programme Highlights

- Dual Specialization
- Strong Industry Interface
- Contemporary IT tools of Learning
- Competitive Certification
- Live Projects
- Specialized Faculty



## PROGRAMME OBJECTIVES

*By attending and successfully completing the requirements of the programme, the participants will be able to:*

- Develop an overall vision of the field of management.
- Understand the strategic importance of the management in an organization.
- Understand the processes and applications in the field of Management.
- Develop policies and practices in order maximize performance & efficiency by managing people.
- Attain managerial competence to help organizations derive significant propositions from the evolving field of management.

## PROGRAMME SCHEDULE

	MODE	DAYS	DATES	COMMENT
TRIMESTER I	On Campus	Mon-Fri	15 <sup>th</sup> June 2022 to 15 <sup>th</sup> June 2023	Academic lessons
TRIMESTER II		Sat		Corporate / Expert Lectures / Workshop
TRIMESTER III				
SUMMER INTERNSHIP IN RELEVANT INDUSTRY			17 <sup>th</sup> June 2022 to 30 <sup>th</sup> July 2022	
TRIMESTER IV	On Campus	Mon-Fri	1 <sup>st</sup> August 2023 to 4 <sup>th</sup> November 2023	Academic lessons
		Sat		Corporate/Expert Lectures
TRIMESTER V	On Campus	Mon-Fri	10 <sup>th</sup> November 2023 to 1 <sup>st</sup> March 2024	Academic lessons
		Sat		Expert sessions
TRIMESTER VI	On Campus + Internship			Academic lessons & Practical Internships

**\*Dates are tentative**





## CURRICULUM DESIGNED TO EXCEL

The programme is designed by LLOYD keeping in view the fundamentals & practical knowledge required by the future managers to meet the demands of the Industry.

### Module of 2-Year Programme

#### Trimester I, II and III (Core)

##### **General Management**

- Principles and Practices of Management
- Organizational Behavior
- Legal Aspects of Business
- Global Business Environment

##### **Marketing**

- Marketing Management I
- Marketing Management II
- Strategic Management

##### **Statistics & OR**

- Statistics for Decision Making I
- Statistics for Decision Making II
- Operations Research
- Research Methodology for Management

##### **Finance**

- Financial Accounting for Managers
- Financial Management
- Tax Planning & Management
- Cost & Management Accounting
- Financial Modeling

##### **HRM**

- Human Resource Management
- Organization Behavior
- HR Metrics

##### **Economics**

- Managerial Economics
- Macro & Indian Economy

##### **Entrepreneurship**

- Entrepreneurship Development

##### **IT for Management**

- IT tools for Management I
- IT tools for Management II

##### **Communication**

- Business Communication I
- Business Communication II
- Managerial Communications
- Executive Communication

#### Trimester IV, V and VI (Specializations)

##### **Data Analytics**

- Foundation of Data Analytics
- Cognitive Analytics
- Predictive Analytics
- Optimization Analytics
- Social & Web Media Analytics
- Artificial Intelligence

##### **Finance**

- Credit Appraisal and Risk Management
- Indian Financial System
- Financial Planning and Personal Finance
- Security Analysis and Portfolio Management
- Tax Planning Management & Auditing
- Project Management

##### **HRM**

- Strategic Performance Management
- Industrial Relations & Labor Laws
- Training and Development
- International HRM
- Compensation & Payroll Management
- Organization Development and Change Management

##### **Marketing**

- Integrated Marketing Communications
- Sales and Distribution Management
- Customer Behavior & IMC
- Service and Retail Marketing
- Brand Management
- Rural Marketing Management
- Digital Social Media Marketing

##### **International Business**

- Export & Import Documentations
- International Business Law
- Emerging Economies and Markets
- Information Security in International Business
- International Financial Management
- Cross Cultural Management

##### **Operations**

- Production and Operations Management
- Procurement and E sourcing
- Warehousing and Inventory Management
- Optimization Techniques
- TQM and Six Sigma
- Statistical Quality Control

## CORPORATE RESOURCE CENTRE



Mr. Suchetan is a talent sourcing professional & an experienced leader known for his dynamic leadership style & revolutionizing contribution in Corporate Relations. He holds masters in Business Economics, Marketing & HR. He brings with him a wealth of experience of more than a decade across various industries and sectors.

### Mr. Suchetan Trivedi

Head of Corporate Resource Centre

Ms. Vaibhavi Singh is a dynamic young professional with Human resource and Marketing background. Her core competencies include data creation, management and maintenance. As part of the Corporate Resource Centre she is the first Point-Of-Contact between the students and the department, connecting the right opportunity with the right candidate.



### Ms. Vaibhavi Singh

Executive – T & P



## Lloyd: The Vanguard of Exceptional Placements



## RECRUITERS



## PROGRAMME TEAM



**Mr. Manohar Thairani**  
President, Lloyd



**Dr. Vandana Arora Sethi**  
Group Director



**Dr. Ashok Kumar Tiwari**  
Director



**Dr. Shilpa Jain**  
Associate Professor



**Mr. Vivek Nanda**  
Associate Professor



**Mr. Rajul Gupta**  
Associate Professor



**Ms. Palak Verma**  
Assistant Professor



**Mr. Taheem Bashir**  
Assistant Professor



**Mr. Shubham Aggarwal**  
Assistant Professor



**Mr. Shantanu Sharma**  
Assistant Professor



**Ms. Kajal Chauhan**  
Assistant Professor



## ADMISSION DETAILS

Admissions process is based on a well – defined set of Eligibility Criteria that considers a student's previous academic performance, extra-curricular activities and individual personality.

The process begins with a preliminary short-listing of students whose applications meet our eligibility criteria. The application forms may be obtained online or at the Lloyd Campus.

The short listed students are invited on campus for an Online Test followed by a Group Discussion (GD) and Personal Interview (PI) with Institute Faculty and External Industry Experts. For candidates in distant locations, who cannot visit the campus personally, the PI is conducted telephonically or via Skype. For such candidates, our Admission Team also conducts a Virtual Campus Tour so that candidates may familiarize themselves with Campus Infrastructure and Facilities.

The selected candidates are offered admission in the course after completing admission formalities. The institute retains duly attested copies of the following documents:

- Certificate & Mark sheet of Class 10th / SSC.
- Certificate & Mark sheet of Class 12th/ HSC.
- Bachelor's degree Transcript & Mark sheets
- Score Card (LMAT/ MAT/ XAT/ CMAT/ GMAT)

The Personal Interview is a major component of the Admissions Process where a prospective candidate is assessed in terms of capability, general awareness and confidence.

## FEES STRUCTURE

### PGDM Core Without OJT

Registration Fees		Rs. 75,000/-
INSTALLMENT I	At the time of Admission (to be paid within 15 days)	Rs. 1,70,000/-
INSTALMENT II	1st December 2022	Rs. 1,55,000/-
INSTALMENT III	1st April 2023	Rs. 1,50,000/-

### PGDM Core With OJT

Registration Fees		Rs. 75,000/-
INSTALLMENT I	At the time of Admission (to be paid within 15 days)	Rs. 1,75,000/-
INSTALMENT II	1st December 2022	Rs. 1,75,000/-
INSTALMENT III	1st April 2023	Rs. 1,75,000/-

\*Scholarships are awarded based on Merit/Means & Performance in Personal Interview \*Terms & Conditions vary

## AWARD OF DIPLOMA

Lloyd Business School(Approved by AICTE) will award a Post Graduate Diploma in Management to the students within 30 days upon having fulfilled the requirements of the programme and its successful completion

## PLACEMENT HIGHLIGHTS

500+

Students With  
Multiple Offers &  
Still Counting

250+

Companies  
Visited in  
Current Year

6.58  
Lacs

Average Package  
For Current  
Year

12.20  
Lacs

Highest Package  
For Current  
Year



**Madhur Verma**

Batch 2018-20

placed with

**toppr** ₹12.20 LACS



**Rajat Maske**

Batch 2019-21

placed with

**PROPERTY PISTOL** ₹10.05 LACS



**Tushar Chopra**

Batch 2018-20

placed with

**LIDO** ₹10 LACS



**Saurabh Singh Gaur**

Batch 2019-21

placed with

**PROPERTY PISTOL** ₹7.8 LACS



**Ankit Sudan**

Batch 2018-20

placed with

**NOBROKER HOOD** ₹7.6 LACS



**Smita Kumari**

Batch 2019-21

placed with

**EMPOWER** ₹6.0 LACS



**Bhumik Nasla**

Batch 2019-21

placed with

**EMPOWER** ₹6.0 LACS

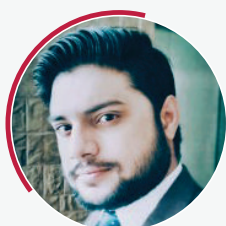


**Dayanand Choudhary**

Batch 2018-20

placed with

**pinclick** ₹5.8 LACS



**Faizanul Mustafa Khan**

Batch 2018-20

placed with

**₹5.4 LACS**



**Yoginder Shivbadan**

Batch 2018-20

*International Internship*

**technoforte** Sharjah, UAE  
Technoforte Software Private Limited

## 'Niyukti' Job Fest



Niyukti Job Fest brings hundreds of job aspirants and scores of recruiting companies together under one roof and gives them an opportunity to seek out the best match for each other, from each other.

Since four years of its inception, Niyukti, the Annual Job Fest of the Lloyd has hosted more than 4000 students and 150 recruiters every year. The dream “*Sab ko Shiksha, Sab ko Rozgaar*” of our Honorable Prime Minister could be realized only if some socially responsible organizations took it upon themselves for this noble cause.

The event’s sole purpose is to “connect the right candidate with the right company for a bright career” and provide job opportunities for the soon-to-be-graduates as well as struggling-experienced students. Lloyd-Job-Fest is sumptuously publicized, covering a huge geographical arch and today attracts students from not just Uttar Pradesh, Delhi-NCR also Rajasthan, Orissa, Maharashtra, Tamil Nadu, Madhya Pradesh, Punjab and many more...









For Admission/Application/Enquiry :

## **Lloyd Business School**

Plot No.11, Knowledge Park 2, Greater Noida, Delhi-NCR, U.P - 201306

Call the Admission Counselor at: 1800-123-8414

E-mail: [lloydadmissions@lloydcollege.in](mailto:lloydadmissions@lloydcollege.in) | Web: [www.lloydbusinessschool.edu.in](http://www.lloydbusinessschool.edu.in)