



**MDI**  
MURSHIDABAD

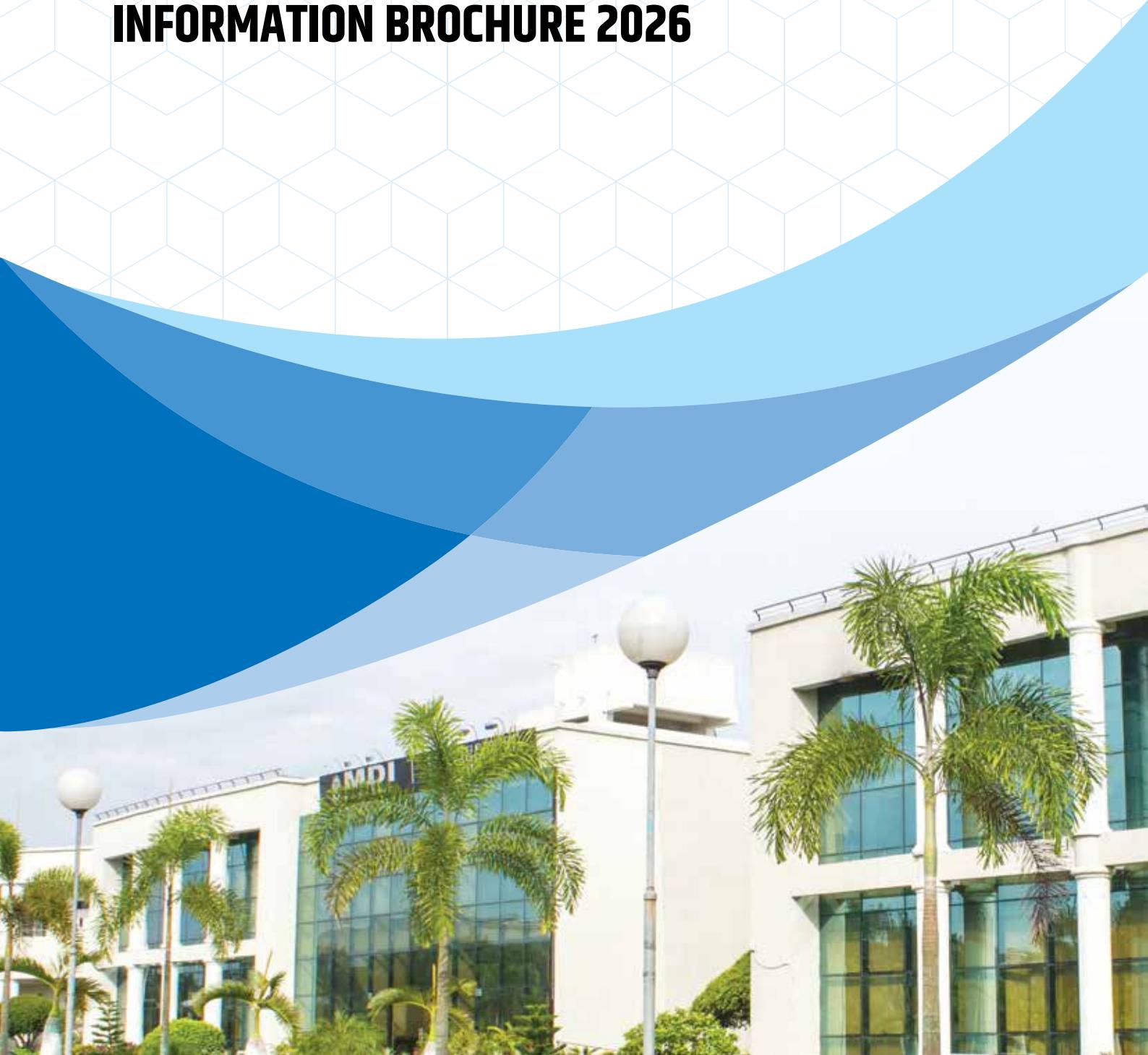
Management  
Development  
Institute



# **POST GRADUATE DIPLOMA IN MANAGEMENT (ONLINE)**

## **AICTE APPROVED**

### **INFORMATION BROCHURE 2026**



# MDI SOCIETY GENERAL BODY

## PRESIDENT



**Shri K. Satyanarayana Raju**  
MD & CEO, Canara Bank

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MD, LIC of India



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**Dr. Anthony Jose**  
MDI Gurgaon



**Ms. Harsha Bangari**  
MD, Export-Import Bank of India



**MD & CEO**  
Union Bank of India



**Shri Rahul Bhave**  
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**Dr. Amarjit Chopra**  
AICTE Nominee



**Dr. Arvind Sahay**  
Director, MDI Gurgaon

## SECRETARY



**Dr. Anthony Jose**  
MDI Gurgaon



**Dr. Ajay K Jain**  
Director, MDI Murshidabad



**Dr. Sangeeta Shah Bharadwaj**  
Faculty Representative



# DIRECTOR'S MESSAGE

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I am pleased to share with you all that MDI Murshidabad is launching the AICTE approved two-year PGDM Online program. PGDM Online is adopting the academic rigor, course content, case studies, and other best practices of its full-time PGDM program that is approved by AICTE, accredited by National Board of Accreditation and received MBA equivalence from Association of Indian Universities. MDIM also follows the legacy of MDI Gurgaon for its various academic programs. We are very proud of our highly experienced and qualified faculty members who will be taking live sessions during the program. You will have remote access to our library resources and would be spending at least 8-10 days immersion program at the MDIM campus.



In my view, this program is very suitable for working professionals with at least two years of work experience and who have started their professional career after the graduation but could not obtain a professional degree from a highly reputed institution. As an outstanding performer with a focus on advancing your career in the current organization or wants to switch to a better job in another organization or sector, the PGDM Online will equip you with a fresh managerial perspective and tools to solve your personal and professional problems.

Interestingly, this programme gives the flexibility to our participants to participate from any geographic location and will attend live sessions from the faculty members (no recorded session). You will also master the art of deeper digital engagement with stakeholders with special emphasis on data driven decision making.

This program has a provision of synchronous and self-placed asynchronous learning components with an extensive range of core and elective courses relevant to becoming a future ready manager and to climb the corporate ladder. We will be using the best technology and learning management systems (LMS) to deliver this cutting-edge curriculum.

We look forward to welcoming you to the MDI Murshidabad, a wealthiest town of 18th century, the capital of Bengal Subah, birthplace of the Indian banking system and surrounded by thirteen shaktipeeth.

**Prof. (Dr.) Ajay K Jain**

Director  
MDI Murshidabad



# DEAN'S MESSAGE

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Management Development Institute (MDI), launched its second campus in Murshidabad in the year 2014. The foundation stone was laid on the 31<sup>st</sup> of October 2010 at Jangipur, Murshidabad, West Bengal by the then Honourable Union Minister of Finance, Govt. of India, Shri Pranab Mukherjee. In 2014, MDI Murshidabad (MDIM) launched its Post Graduate Diploma in Management (PGDM). In its journey of continuing education, MDIM is launching the PGDM Online program by looking at the current needs of the working professionals. The main aim of the program is to provide a platform to the working professionals who did not get the opportunity to get formal management education due to some or other reasons.

The PGDM Online program for the working executives offered by MDI Murshidabad is approved by AICTE. MDIM is having a lush green campus with modern and state of art infrastructure to facilitate the executive participants in their learning process. The program will be for a duration of two years with both synchronous and asynchronous learning and it also includes campus immersions. Our learned faculty members will be using the best of technology and learning management systems (LMS) like moodle to deliver and conduct various evaluation in their respective courses. The programme provides an opportunity for the participants to join from any geographic locations and associate with a strong brand in the field of management education like MDI. MDIM as an institution committed to high-quality education to meet the expectations of our stakeholders. As a part of this program you will get access to all available e-resources through our digital library. So, I welcome you to join our community and experience a new way of learning.

**Dr. Biranchi Narayan Swar**  
Dean-Continuing Education  
MDI Murshidabad



# CORE FACULTY



## Dr. Ajay K Jain

Director & Professor,  
Leadership and Organizational Design  
and Chairperson-Centre for Indian Wisdom and  
Management  
Academic Qualification: Ph.D (IIT Kanpur), PGDPM  
(NIPM Kolkata)  
Post-Doctoral Fellow (Aarhus University, Denmark  
& ISB Hyderabad)  
Areas of Interest: Indian Thought & Management,  
Self-Leadership, Emotional Intelligence,  
Organization Design and transformation, silence  
& voice, social power, psychological well being



## Dr. Debasis Chanda

Professor,  
Operations Management (On EOL)  
Academic Qualification: Ph.D (Engineering)  
- Department of Computer Science &  
Engineering Jadavpur University, PGDBM (IIM  
Calcutta), BE (Electrical) Jadavpur University  
Areas of Interest: Business-Technology  
(Enterprise Architecture) Consulting, SOA  
Consulting, Artificial Intelligence & Machine  
Learning, Strategy Consulting for Enterprise  
Transformation, Operations Management,  
Supply Chain Management



## Dr. Biranchi Narayan Swar

Professor, Marketing Management  
Dean – Continuing Education  
Chairperson – Marketing Area  
Academic Qualification: M.A.(Economics),  
MBA(Marketing), Ph.D (Marketing)  
Areas of Interest: Marketing of Services, CRM,  
Retail Management, Product and Brand  
Management and Marketing Analytics &  
Intelligence.



## Dr. Sunil Giri

Professor, Operations Management  
Dean (Academic)  
Chairperson- Accreditation & Ranking  
Committee  
Chairperson –Placement Committee  
Academic Qualification: B. Tech, MBA, Ph.D  
Areas of Interest: Operations Management,  
Operations Strategy, Supply Chain  
Management & Suppliers Management



## Dr. Pinku Paul

Professor, Accounting & Finance  
Dean – Research & Accreditation  
Chairperson – Admissions  
Chairperson- Finance Area  
Academic Qualification: MBA, M. Com, Ph.D  
(Utkal University)  
Areas of Interest: Financial Accounting,  
Management Accounting, Corporate  
Finance and Investment Management



## Dr. Yogita Abichandani

Associate Professor, Human resources & OB  
Chairperson –Capital Purchase &  
Campus Construction, Development and  
Maintenance Committee  
Academic Qualification: Ph.D (University of  
Georgia, USA)  
Areas of Interest: Leadership, Critical HRD &  
International HRD



## Dr. Chetan GK

Associate Professor – Finance  
Chairperson – Students Affairs  
Chairperson – Budget & Investment  
Committee  
Academic Qualification: MBA (Karnatak  
University, Dharwad), Ph.D (Jain University,  
Bengaluru)  
Areas of Interest: Corporate Finance,  
Financial Modelling, Investment  
Management, Financial Markets, Trading  
Strategies, and Valuation



## Dr. Neha Jain

Associate Professor & Area Chairperson Business  
Communication,  
Coordinator Corporate Communication & Web  
Monitoring Function and Chairperson-ICC/IC  
Academic Qualification: MA, M.Phil, MBA(HR), PG  
Diploma in Mass Communication & Journalism,  
Ph.D, TEFL/ESOL-TBC CANADA, International  
Advanced Diploma in TEFL/ESOL in Young Learners  
Teacher's Training Specialization; Business English  
Teachers Training Program  
Areas of Interest: Business Communication and  
Public Speaking, Women Empowerment and  
Gender Dynamics, Higher Education Reforms,  
Emotional Intelligence Human Resource Practices,  
Mythology, Spirituality and Astrology



## Dr. Niharika Gaan

Associate Professor, HR/OB  
Chairperson -HR/OB  
Academic Qualification: Ph.D (Nirma  
University of Science and Technology),  
PM&IR (Utkal University)  
Areas of Interest: Leadership, job attitude,  
work behaviour, environmental psychology,  
Mindfulness, work engagement, AI-human  
collaboration, and incivility.



## Dr. Souvik Banerjee

Associate Professor, Finance  
Chairperson, MDIM Case Research Centre  
(MDIMCRC)  
Chairperson, Library  
Editor, MDIM Journal of Management Review  
and Practice  
Academic Qualification: B.E, MBA  
(K.J.Somaiya Institute of Management  
Studies and Research), Ph.D (Vellore Institute  
of Technology)  
Areas of Interest: Corporate Finance,  
Corporate Governance, ESG Framework,  
Financial Economics, Behavioural Finance



### Dr. Neeraj Singh

Associate Professor,  
Strategic Management & IB  
**Academic Qualification:** MBA, Ph.D (FMS,  
Gurukula Kangri University Haridwar)  
Chairperson -Students Discipline & Student  
Counselling  
**Areas of Interest:** Strategic Management,  
International Business, Global Strategy, Export  
Import Documentation, Green Business



### Dr. Paroma Mitra

Assistant Professor, Economics  
Chairperson-PGDM & Examination  
Committee  
Area Chairperson - Economics  
**Academic Qualification:** B.Sc. (Eco.), MBA,  
Ph.D  
**Areas of Interest:** Applied research in  
Microeconomics and Macroeconomics,  
Econometrics, Steel, Silk, Tourism sector  
research, Economics Sustainability and  
Strategy etc.



### Dr. Amrita Sengupta

Assistant Professor  
Area Chairperson Quantitative Techniques  
Chairperson Centre for Entrepreneurship and  
Start-ups  
Warden Girl's Hostel  
**Academic Qualification:** MA Economics  
(Jadavpur University) Ph.D (IIT Kharagpur)  
**Areas of Interest:** Statistics for Management,  
Management Science Models, International  
Economics, Environmental Economics,  
International Business, Development  
Economics and Entrepreneurship.



### Dr. Bikramjit Pal

Assistant Professor, Information  
Management  
Chairperson-Digital Infrastructure and  
Computer Centre, ERP  
**Academic Qualification:** Ph.D(University of  
Kalyani, West Bengal)  
**Areas of Interest:** Business Analytics,  
V-Commerce, Database Management,  
Cyber Security, Block chain, Green  
Computing



### Dr. Shivani Saini

Assistant Professor-Marketing  
**Academic Qualification:** Ph.D., MBA, UGC-NET  
**Area of Interest:** Consumer Experience  
Management, Consumer Behaviour,  
Customer Relationship Management, and  
Sustainable Management



### Dr. Abhijit Pandit

Assistant Professor-Marketing  
**Academic Qualification:** PhD, MBA, MSc.,  
MIMA, IIMCW  
**Area of Interest:** Consumer Behaviour,  
Marketing Models and Analytics, Marketing  
Research, Marketing of Services, Sales  
and Distribution Management, Business to  
Business Marketing, Retail and Franchise  
Management, Branding and Promotion,  
Logistics and Supply Chain Management,  
Product Management, Marketing Practices  
and Implementation, Marketing Planning,  
Strategic Marketing



### Dr. Vineet Gupta

Assistant Professor-Marketing  
**Academic Qualification:** Ph.D (I.I.F.T.) (UGC,  
NET)  
**Area of Interest:** Marketing Management,  
Brand Management, International Business



# About MDI Murshidabad

Management Development Institute (MDI) was set up in 1972 as an autonomous body in collaboration with KFW, West Germany, and with the active support of the Industrial Finance Corporation of India (IFCI).

To impart quality management education, nurture local talent, and groom them to become global leaders, MDI, launched its Murshidabad campus in 2014. The foundation stone was laid on the 31<sup>st</sup> of October, 2010 at Jangipur, Murshidabad, West Bengal by the then Hon'ble Union Minister of Finance, Shri Pranab Mukherjee.

In 2014, Management Development Institute Murshidabad (MDIM) launched its AICTE approved, 2-year full-time Post Graduate Diploma in Management (PGDM). It was commemorated in the presence of the then Hon'ble President of India, Shri Pranab Mukherjee, by an inspiring address to our first batch of PGDM students on 24<sup>th</sup> of August, 2014. This was followed by a deliberation made by Shri Arun Jaitley, then Hon'ble Minister of Finance, Defence & Corporate Affairs, Govt. of India.

MDI Murshidabad campus is located in the central part of the State of West Bengal, India. MDIM prides itself in providing Management Education and developing ethical and responsible corporate citizens for tomorrow's India. MDIM seeks to align local aspirations with available state-of-the-art facilities. It continues to uphold its commitment to excellence in management education, as evidenced by its consistent IIRF rankings. Ranked 12<sup>th</sup> among the Best B-Schools (Private) for PGDM General, MDI Murshidabad also secures the prestigious position of State Rank 1<sup>st</sup> for this category. The Institute's dedication to quality education and holistic development is reflected in its overall ranking of 15<sup>th</sup> among the Best B-Schools (Private), alongside its State Rank 1<sup>st</sup> and Zone Rank 3<sup>rd</sup> for the overall category. These accolades highlight MDI Murshidabad as a premier institution fostering academic brilliance and leadership in the field of management.

The Post Graduate Diploma in Management (PGDM) is approved by the All India Council for Technical Education (AICTE), accredited by the prestigious National Board of Accreditation (NBA), and recognized by the Association of Indian Universities (AIU) as equivalent to a Master of Business Administration (MBA) degree. In 2024, the programme further strengthened its academic credibility by receiving renewed membership from the Association of Management Development Institutions in South Asia (AMDISA) for a period of five years.



## CORE VALUES

MDI inculcates core values that direct its vision and mission to attain excellence and sustain innovation.

- Accountability:** MDI shall ensure accountability to all its stakeholders rooted in internal management and external adherence to law and society norms.
- Transparency:** MDI shall operationalize transparency as the ability of individuals in the organization to be responsive, productive, and innovative.
- Trust:** MDI shall seek to earn inter-personal trust by adopting governance practices reinforced with policy and process-based decision making.
- Inclusion:** MDI shall promote non-discrimination practices for all sections of society that advance cohesion and diversity as affirmative action.
- Empathy:** MDI shall foster a culture of care and co-create skills for everyone to move towards their professional goals.



## VISION

"MDI aims to be a globally recognized management school through academic excellence and continuous innovation to nurture responsible leaders for creating sustainable alternatives"



## MISSION

- Become a globally recognized management school with international and national recognition through knowledge development.
- Enhance academic excellence in research, consulting, training, and teaching with cutting edge resources.
- Encourage continuous innovation.
- Create and nurture socially responsible leaders.
- Promote sustainable alternatives in decision making.



# CAMPUS INFRASTRUCTURE

Spread across 10 acres, the campus is one of the most modern in the country, aimed at nurturing future professionals with a global outlook. The campus is equipped with a state-of-the-art technologically robust infrastructure that includes a fully networked campus, digital databases, well equipped library, resource centres and sports facilities. The spacious and scientifically designed Students' Village provides in-campus hostel accommodation for all students.

## BLOOMBERG FINANCE LAB

MDIM has a rich library with a Bloomberg Finance Lab, powered by four Bloomberg Terminals. The vision of the Finance Lab at MDIM is to enhance the MDIM vision of developing thought leaders and change masters through incorporating next generation tools into institutional learning processes. Developing an insight into Global Financial System through Bloomberg Labs allows for a comprehensive and strategic positioning of MDIM in the academic space, the finance sector and industry through robust research, market surveillance and analysis. With Bloomberg for education, students can deepen both their research and class work, through real-time data access.

## MDIM LIBRARY

The MDIM Library is known as Chaitanya (Chaitanya Deb, a revered saint and spiritual leader, is known for spreading the philosophy of devotional love and divine knowledge, inspiring millions through his teachings on bhakti and spiritual wisdom.) serves as a vital academic hub, enriching the teaching, learning, and research experience through its extensive collection of print and digital resources. It plays a significant role in supplementing classroom instruction by offering access to a broad range of scholarly materials, including books, journals, e-journals, databases, and reports.

The library operates on a 24/7 accessible online portal, allowing users to explore full-text e-resources, check real-time circulation status, and verify the availability of library materials from their personal devices. The library is fully automated using the Koha Library Management System Integrated with RFID Technology, ensuring smooth and efficient cataloging, circulation, and inventory management.

Library has a storage of 16000+ books, 284 e-books with large number of Journals and E-Journals. The library has reference materials, journals, magazines sections and reprography facilities. The online library is universally accessible through remote access service facility. Users can access text resources and know the real-time status of various library materials from their computer terminals. Library also has Web OPAC ([www.library.mdim.ac.in](http://www.library.mdim.ac.in)) and Plagiarism detection software (Turnitin).

## E-RESOURCES

Emerald e-Journals/ Sage e-Journals & Print journals/ Economic Outlook/CMIE Prowess for Interactive Querying (IP), Industrial Outlook database/ Bloomberg 3 Terminals and 1 Laptop /Access to Harvard Business Review (HBR) cases.

## MEMBERSHIP

National Digital Library (NDL)  
Developing Library Network (DELNET)



## SMART CLASSROOMS FACILITY

MDIM has an internet-based Video Conferencing Facility setup. This facility is used for placement interviews, virtual student seminars and classes of various subjects etc. computer terminals.



MDIM has two Cyberspace equipped with 142 Terminals along with LCD projector, language lab and licensed software like SPSS, Turnitin, NVivo etc.



## CAMPUS WI-FI

To provide flexibility and convenient access to network facilities, Wi-Fi access points have been installed at various places in campus like Library, Boys' Hostel, Girls' Hostel, Faculty Quarters, Board Room & Director's Office, Academic Block, Executive Hostel, Cafeteria and other outdoor locations of the campus etc.

**Digital Signage:** Digital Signages are installed at various locations of the campus which displays the information about MDIM activities i.e. latest information about MDIM events, corporate movie of MDIM etc.



## STUDENTS' BOYS HOSTELS

- Single-occupancy rooms
- Rooms with attached balconies
- TV and Wi-Fi facility
- Washing and Press facility
- Housekeeping services
- Sick room with dedicated Doctor & Nurse



## STUDENTS' GIRLS HOSTELS

- Single occupancy rooms
- Rooms with attached balconies
- TV and Wi-Fi facility
- Washing and Press facility
- Housekeeping services
- Sick room with dedicated Doctor & Nurse



## EXECUTIVE HOSTELS

- Rooms with attached washrooms
- Provision of wardrobes and mirrors
- Facilities include Swimming Pool, Gym room, Pool room, Dining area and Common room
- TV and Wi-Fi facility
- Washing and Press facility
- All time housekeeping services



## CAMPUS AMENITIES

- ATM
- Gymnasium
- General Stores Facility
- Amphitheater-style Air-conditioned classrooms
- Ample avenues for Sports facilities
- Campus Wi-Fi
- 24/7 Medical facilities
- Cafeteria

# Online Post Graduation Diploma in Management

## 1. Overview

Organizations are increasingly seeking leaders who embody a “Learning Attitude.” While knowledge and skills constitute essential prerequisites, possessing a learning mindset is imperative for maintaining a competitive edge in a rapidly evolving environment. Acquiring the ability to thrive amidst periods of change and innovation is crucial. The knowledge one possesses today may not suffice to guarantee his/her success in the future! Attributes such as analytical thinking, problem-solving capabilities, foundational technical understanding, and data-driven decision-making indicate success; furthermore, the capacity to appreciate diverse perspectives significantly augments these competencies. Through engaging case studies and thought-provoking class discussions, one will have the opportunity to cultivate mastery in these areas. The ability to pose pertinent questions often outweighs the importance of accurate answers. Additionally, a vital skill one will develop involves team management, where one will be required to guide his/her team toward their perspective not through authoritarian means but via empathy and logical reasoning, a skill of considerable value in professional settings. The program’s rigor will facilitate profound learning experiences. Core subjects will give a comprehensive understanding of various business domains, while electives will allow to concentrate on specific interests.

The two-year Post Graduate Diploma in Management (Online) is approved from the AICTE, Government of India. It is designed to mirror the PGDM program offered by MDI Murshidabad, providing high achievers with the opportunity to obtain a distinguished postgraduate management qualification from a premier business institution. This prestigious qualification can be pursued from any location globally without necessitating a hiatus from one’s professional career. The learning experience will be rigorous and delivered through Online Synchronous Classes, Asynchronous formats, and self-directed studies.

## 2. Program Educational Objectives

### PEO-1

Value-Based Education Be able to identify and describe issues (Challenges/opportunities/concerns) relating to business value and ethics. Be able to analyse the impact of identified issues (related to business value and ethics) on stakeholders and overall business using methods/models learnt over the course.

### PEO-2

Global Management Perspective

Be able to identify and describe global management issues related to policies, culture, cross border trade, competition, customer, suppliers, global markets, etc. Be able to analyse the impact of global management issues (as opposed to the domestic environment) and their impact on management decisions.

### PEO-3

Team Building and Communication

Be able to identify and communicate issues/views at an individual/group levels through oral/written/non-verbal modes in a management context. Be able to analyse the group member’s views in a management context, and leverage differing opinions of the group members for effective synergy and to achieve the group objectives.

### PEO-4

Functional Competencies

Be able to understand and explain fundamental framework/concepts/competencies of the functional area and their application in overall management decision making. Be able to analyse and relate functional knowledge with the other functional areas.

### PEO-5

Analytical and Integrative Thinking

Be able to identify symptoms and key factors of the business problem. Clearly define a business problem using key facts. Be able to critically analyse defined business problem using widely used analytical techniques, models, or frameworks in order to integrate different aspects of business. Be able to propose potential alternative solution, evaluate them and recommend an appropriate solution.

## 3. Eligibility for Admission

Applicants must have a bachelor’s degree (minimum 3 years) with at least 50% marks or equivalent CGPA in any discipline from any University recognized by the AICTE/AIU/ Ministry of HRD, Government of India. Applicants to the PGDM (Online) program must possess a minimum of 2 years of full-time work experience after completing a bachelor’s degree of admissible duration for the program. Internships & apprenticeships will not be counted.

### ONLINE APPLICATION

The online application form with the necessary instructions will be available on the MDI Murshidabad website: <https://www.mdim.ac.in/>. Candidates must make an online payment of Rs. 1180 (Rupees One Thousand One Hundred Eighty Only) inclusive of GST towards the application fee.

MDI Murshidabad will review the submitted application. Shortlisted candidates will be invited for a personal interview on a rolling basis. After that, offer letters will be sent. The program will admit both organizations sponsored as well as self-sponsored candidates.

### FEE STRUCTURE AND SCHEDULE OF PAYMENT

Component	Amount INR
Tuition Fees	5,18,000
Learning material Fees	50,000
Library Fee	10,000
Alumni Fee	14,000
IT Infrastructure Fees	20,000
Campus Immersions*	50,000
Security deposit	20,000
<b>Total</b>	<b>6,82,000</b>

\*Includes costs for the two-day initial induction, five-day immersion, and one-day program closure events.

### SCHEDULE OF PAYMENT OF FEES FOR PGDM (ONLINE)

The offer letter will mention the number of installments and payment date Amount (INR) (tentative).

Installment No	Date of Payment (Tentative)	Amount (INR)
At the time of admission		200000/-
First Instalment	31 <sup>st</sup> July, 2026	200000/-
Second Instalment	31 <sup>st</sup> December, 2026	282000/-
<b>Total</b>		<b>682000/-</b>

**Note:** Foreign Nationals, NRIs, and PIO participants will pay the equivalent program fees in INR. Participants may visit the MDI Murshidabad campus to network and learn during the campus immersion. Travel costs will need to be borne by the participants. MDI Murshidabad will only provide boarding and lodging.



## CURRICULUM

The subsequent table delineates the essential courses that are mandatory for all enrollees. These courses encompass a wide array of areas within Management and guarantee that participants acquire adequate comprehension of the diverse management functions prevalent within an organization. Each module is designed to last six weeks, and eight modules will be addressed during the inaugural year of the program.

Module	Course 1	Course 2	Course 3
Module 1	Management Accounting-I	Human Behaviour In Organizations	Legal Aspects Of Business
Module 2	Managerial Communication-I	Marketing Planning	Microeconomics
Module 3	Statistics For Management	Human Resource Management	Management Accounting-II
Module 4	Marketing Practices And Implementation	Operations Management	Economic Environment And Policy-I
Module 5	Management Science Models	Managerial Communication	Business Analytics
Module 6	Research Methods In Business	Business Ethics And Corporate Social Responsibility	Corporate Finance
Module 7	Management Information Systems	Strategic Management-I	Organizational Design And Change
Module 8	Strategic Management-II	Integrative Capstone	

## UNIQUE PROPOSITIONS OF ELECTIVE COURSES (Indicative):

Each elective course will be of 4 credits, and participants must choose 9 such courses to fulfil the program's credit requirements. Elective Courses will be offered with a minimum subscription as per program policy. The following elective courses may be offered.

### Electives

Human Resource Management	Marketing Management
1. Industrial Relations & Labor Laws - I	1. Marketing of Services
2. HR Analytics	2. Sales and Distribution Management
3. Performance Management	3. Consumer Behaviour
4. Industrial Relations & Labor Laws - II	4. Marketing Analytics
5. Learning and Development	5. Brand Management
6. Power of Negotiation	6. Product Management
7. Strategic HR	7. Retailing and Franchising
8. Leadership And Emotional Intelligence	8. International Marketing
	9. Advertising Management
	10. Business to Business Marketing
	11. Customer Relationship Management
Supply Chain Management	Finance Management
1. Project Management	1. Corporate Restructuring and Business Valuation
2. Supply Chain Management	2. Derivatives and Risk Management
3. Strategic Sourcing and Supplier Management	3. Investment Analysis and Portfolio Management
4. Management of Quality	4. Trading Strategies
5. Operations Strategy	5. Financial Modelling
6. Supply Chain Finance	6. Project Appraisal & Finance
7. Sustainable Operations and Supply Chain	7. International Corporate Finance
	8. Fixed Income Securities
	9. Risk Management for Banks and Financial Institutions
	10. Structured Finance

Information Management and Business Analytics	Strategic Management and International Business
1. Business Analytics-II	1. Entrepreneurial Finance, Sales and Marketing
2. E-Commerce and E-Business	2. International Business
3. Business Analytics-III	3. Organizational Transformation
4. Data Science	4. International Economics
5. Blockchain	5. Business Strategy and Sustainability
	6. Merger & Acquisitions
	7. Business Model Innovation Strategies
Energy Management	Banking and Financial Services & Insurance (BFSI)
1. Energy Policy, Legislation and Regulation	1. E-Banking and Digital Finance
2. Foundation Courses on Conventional Fuel	2. Fintech Applications
3. Energy and Environment	3. Wealth Management Strategies
4. Energy Markets	4. Risk Management in Banks and Financial Institutions
5. Energy Economics	5. Micro Finance and Financial Inclusion
6. AI in Energy Sector	6. Integrated Treasury Management
	7. Financial Markets and Products

## PROGRAMME STRUCTURE

The program's inaugural year will encompass eight modules, each spanning six weeks, consisting of core compulsory courses that collectively yield 46 credits. Elective courses will be made available during the subsequent year of the program, organized across three modules, each extending over 12 weeks. The concluding module will be exclusively allocated for the dissertation component.

## SPECIALISATIONS

In the program's second year, participants are allowed to select from a diverse array of elective courses to facilitate the attainment of a specialization. Participants may elect to specialize in the following functional domains:

Finance Management, Supply Chain Management, Marketing Management, Human Resource Management, Information Management and Business Analytics, Strategic Management and International Business, Energy Management and Banking and Financial Service & Insurance (BFSI).

Participants are required to accrue a minimum of 36 credits from elective courses. The Cumulative Grade Point Average (CGPA) will be calculated utilizing the elective courses comprising 36 credits, completed with optimal performance. An elective course will be offered contingent upon achieving a minimum level of subscription in accordance with program policy.

## CAMPUS IMMERSION

Three campus immersion sessions will be conducted: a two-day induction boot camp, a five-day deep dive, and a program-closing wrap-up. Campus visits will facilitate peer networking opportunities and workshops conducted by faculty from MDI Murshidabad, complemented by insights from industry practitioners.

Additional campus immersions, including one to two and international immersion experiences, will be optional and organized based on the participants' expressed interest. The minimum requirement for these immersions is ten participants. The expenses associated with these immersions are not included in the program fee and will be the participant's responsibility.

## EVALUATION/PROGRAMME DELIVERY

Participants can interact with the asynchronous materials at their discretion and rhythm. Participants can partake in a range of synchronous sessions totaling 15 to 30 hours per course (contingent upon credit allocation), strategically distributed across the course duration. Synchronous online sessions will be facilitated through the Zoom platform and scheduled during evening and weekend hours. The course instructors will additionally coordinate peer group discussions and tutorial sessions. Participants will be granted access to the recordings of the synchronous sessions. Participants are expected to possess a functional laptop equipped with sufficient internet connectivity. Proficiency in the English language is essential for effectively comprehending the lectures.

MDI Murshidabad operates within a framework of continuous assessment. Each participant is awarded a letter grade for every course, which is accompanied by a corresponding grade point. The credit-weighted average of these grade points accumulated throughout the program constitutes the Cumulative Grade Point Average (CGPA). Evaluation will be based on a comprehensive range of assessments, which include quizzes, examinations, written assignments, class presentations, viva voce, case study submissions, simulations, and project work.

## ALUMNI CONNECT

The Graduate of this program will be given an alumni status of MDI Murshidabad



## CAMPUS DETAILS



**Campus Address:**  
Management Development Institute Murshidabad,  
Kulori, P.O.-Uttar Ramna,  
P.S. - Raghunathganj, Dist.  
Murshidabad, West Bengal, PIN-742235  
Visit: [www.mdim.ac.in](http://www.mdim.ac.in)

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