



**Duration : 2 Year**

### Eligibility:

- Recognized Bachelor's Degree of minimum 3 years duration.
- Obtained at least 50% marks (47.75% in case of candidates belonging to reserved category) at the qualifying examination.

The two year full time Post Graduate Diploma in Management (PGDM) is an AICTE approved Autonomous course. The course has been designed considering the Industry requirements and gives the students a head start in the chosen functional area. Special topics in the Syllabus include latest updates and developments to make the student industry ready. The specialization is taken up in the second semester to focus the studies on the functional area of the student.

- Out of all the variety of options offered, PGDM in Business Development and Marketing has come out and emerged as one of the most opted for subjects. Marketing is required at every level.
- From the lower level of management to the top-level, it is one of the most important aspects of management in order to keep the management going.
- Business Development and Marketing for an organization what fuel is to a car.

The Benefits of enrolling in a PGDM Business Development and Marketing course are that marketing is an all pervasive activity for the organization and better marketing and promotion of commodities leads to increase in sales and revenues.

### PGDM in Business Development & Marketing Information and Requirements

**Business development managers** drive the growth of their companies by generating new business opportunities as well as motivating employees. Since a key component of this job is strategic planning, a business development manager must have thorough knowledge of the company's competitors and the marketplace. He or she will work closely with the sales and marketing departments to identify potential new clients, craft proposals, and review contracts.

### Job Description

A business development manager's main task is to facilitate the growth of the business for which he or she works. Working primarily with the sales and marketing departments, this experienced professional develops training plans to educate and motivate employees of a company to perform at their most profitable level.

Strategic planning for future development is a key part of this job description, since it's the business manager's responsibility to develop the pipeline of new business coming in to the company. This requires thorough knowledge of the marketplace and of the company's competitors.

A day in the life of a business development manager might include tasks like:

- Writing proposals and specifications
- Crafting training programs
- Hiring instructors
- Conducting workshops
- Competitive analysis
- Contract review with potential new clients
- Collaboration with the marketing department



### Career Prospects:

#### Earnings

**3 to 40 Lac per annum**

*(Salary data sourced from PayScale.com)*

#### Earnings Details

PGDM in Business Development and marketing offers a lot of job profiles to choose from. Graduates can consider job profiles as marketing executive, market research analyst ,brand manager, relationship manager, product manager, client servicing, business development manager, etc. which can, with experience grow into more responsible roles within an organizations.

**You can play the role of following positions in an industry:**

- *Marketing Manager*
- *Brand manager*
- *Asset Management*
- *Corporate sales*
- *Market Research Analyst*
- *Sales Manager*
- *Media Planner*
- *Product Manager*
- *Head of Digital Marketing.....*



## Major Recruiting Companies

<b>180+ Placement Drives</b>		
300+		370+
Placement Tie-ups		Visited Companies
8300+	15400+	4000+
Vacancies	Applicants	Selected

- Arvind Fashion Brands Limited
- Axis Bank Limited
- Bharti Airtel Ltd
- Ericsson India Ltd.
- Future Group
- Google India
- Hero Moto Corp Ltd
- Hindustan Unilever Limited
- Nestle
- Philips India Limited
- Yes Bank Limited
- UBER INDIA