

## Library

The library is a repository of printed as well as electronic resources which include: books, journals, databases, AVs, CDs/DVDs, e-books, e-journals, reports, course materials, case studies, conference proceedings, training manuals, etc. Currently the library holds over 12000 books, 140 print journals, provides access to 2100 e-journals, electronic corporate databases, newspapers and business magazines, abstract databases, database pertaining to case studies and additionally, 120 multimedia resources. The participants of the CPBM program will be allowed to use the Library as per the rules of the Institute.

## Computer Centre

The Institute has adequate computer facilities and the participants are allowed to browse the Internet as per the rules of the Institute. To ensure the computers are available to the candidates according to their convenience, the Computer Centre is kept open from 7.30 am to 7.30 pm from Monday to Friday, and from 9.00 am to 1.00 pm on Saturdays. Since the Institute is a Wi-Fi enabled campus, the participants can use their own laptops as well.

## AWARD OF CERTIFICATE

Successful candidates will be awarded a Certificate at the end of the program.

## REGISTRATION AND SELECTION

The application form can be collected from SDM IMD in person on payment of Rs.500/-. It could also be downloaded from the following url: [www.sdmimd.ac.in/cpbm](http://www.sdmimd.ac.in/cpbm)

The last date for receipt of duly filled-in application forms is 20<sup>th</sup> April, 2012. The selection process will comprise of a group discussion/interview/presentation. The selected candidates will be intimated before 27<sup>th</sup> April 2012.

## COURSE FEE

The program fee is Rs.15,000/- per participant, payable on or before 2<sup>nd</sup> May 2012.

Candidates and organizations interested in nominating their employees may kindly send the completed application forms along with their CV to the following address or the email-id given below:

**Prof. S.N.Prasad**

Program Coordinator-CPBM

SDM Institute for Management Development

#1, Chamundi Hill Road, Siddarthanagar, Mysore – 570 011.

Tel : 0821-2429722/2429161 Fax : 0821-2425557 Mobile : 9741410540

E-mail: [cpbm@sdmimd.ac.in](mailto:cpbm@sdmimd.ac.in) Website: [www.sdmimd.ac.in](http://www.sdmimd.ac.in)



# Certificate Program in Business Management



**SDM Institute for Management Development**

#1, Chamundi Hill Road, Siddarthanagar, Mysore – 570 011.

Tel : 0821-2429722/2429161 Fax : 0821-2425557

E-mail: [cpbm@sdmimd.ac.in](mailto:cpbm@sdmimd.ac.in) Website: [www.sdmimd.ac.in](http://www.sdmimd.ac.in)

## OVERVIEW

Globalization has created new paradigms in the business environment. Business organizations are facing intense competition in the external environment in which they operate in terms of price, product and service. At the same time, the internal environment also needs to be made effective and efficient by implementing appropriate management tools and techniques. Managers need to continuously sharpen their knowledge and skills to enable them to cope with the fast changing business environment.

The **Certificate Program in Business Management (CPBM)** is intended to be an **Executive** version of the Post Graduate Diploma in Business Management (PGDM) offered by SDM IMD. This program is designed by the SDM IMD faculty, specifically to cater to the requirements of working executives. The pedagogy is interactive and application oriented to encourage participatory learning. Rich teaching and industry experience of the faculty matched with excellent infrastructure provide for a wonderful learning experience on the SDM IMD campus. The course aims at imparting cutting-edge knowledge in the areas of **Marketing, Finance, Systems, Human Resources Management and Operations.**

## OBJECTIVES

In this program, participants gain a deeper understanding of management principles that govern the organization as a whole. The participants are

- ❖ Exposed to the latest concepts and theories in Management
- ❖ Awakened to their innate leadership potential
- ❖ Taught concepts, practices, tools and techniques required to succeed in the business environment
- ❖ Encouraged to develop a cross-functional perspective towards business

## TARGET AUDIENCE

This program is aimed at **entrepreneurs and working executives.** The program is ideal for all those who, for various reasons, have not been able to pursue formal management education from a good institution, and who are now not in a position to devote two full years to it.

## PROGRAM DURATION

The program is envisaged to be delivered across **60** class contact hours and 10 hours of project work spread over the month of May 2012 **starting on 2 May 2012 and ending on 27 May 2012.** The classes are tentatively scheduled from **Wednesday to Friday evenings and on Saturdays** (full day) at the SDM IMD campus.

## COURSE CONTENTS

The course contents cover key concepts in each functional area providing the candidates an opportunity to develop core business skills and competencies in various functional areas and also imbibe cross-functional skills. Some of the functional areas to be covered are listed below.

Area
Financial Management
Marketing Management
Human Resource Management
Information Systems Management
Production and Operations Management
Business Policy and Strategic Management
Communicating at Work
Quantitative Methods and Operations Research
Economics Wellness Management

## PEDAGOGY

The CPBM program follows a unique learning approach consisting of several distinct stages as indicated below:  
**Conceptual Inputs:** Helps improve candidates' understanding of certain fundamental tools and relationships underlying the changing corporate world.

**Case Study Approach:** An essential part of class instruction. It helps the candidate acquire problem-solving and decision-making skills in complex business situations.

**Projects:** A very important aspect of learning. Candidates will be required to undertake an independent project which will allow them to apply the learning from the course.

**Management Games/Role-play and Simulations:** Part of the in-class interaction which will help candidates' understanding of a real-life economic and business phenomenon in a simulated environment.

## FACILITIES

### Course Handouts

The institute provides comprehensive study material consisting of case studies and teaching-aids (in hard/soft copy) for all the courses. These materials are distributed to participants at the beginning of the course or as the course proceeds.

The idea of providing the course outline as well as the study material in advance to the participants is to enable them to read and come prepared to the class, so that the learning becomes more effective. The candidate should note that apart from the reading materials given by the faculty, participants are required to read various reference material suggested in the course outline or indicated by the faculty from time to time.