



Pimpri Chinchwad Education Trust's

PUNE BUSINESS SCHOOL

Sector No. 26, Pradhikaran , Nigdi, Pune - 411 044
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Top 5 Trending PGDM Programmes

- ***PGDM in Marketing***
- ***PGDM in Human Resource Management***
- ***PGDM in Banking and Finance Management***
- ***PGDM in Business Analytics***
- ***PGDM in Supply Chain Management***



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1

PGDM In Marketing



PGDM in Marketing is a 2-year full-time post-graduate diploma course, the eligibility for which is a graduation degree in any course with an aggregate mark of 50% marks or above. The dynamic nature of this area makes it one of the most relevant fields in the management today. One of the most popular PGDM specializations, marketing concerns the marketing, advertising and sales of products or services of the company you work in. This is a specialization for aspirants who are outgoing and ambitious. The candidate needs to identify his area of interest and gauge his communication skills before opting for this specialisation.

We offer job opportunities to students in Sales Manager, Brand Manager, Market Research Analysis, Public Relations Manager, Digital Marketing

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2

PGDM In Human Resource Management

PGDM in HRM or Post Graduate Diploma in Human Resource Management is a two-year master degree program designed for the candidates who are looking for a career in human resource management. The program will provide students with the skills and knowledge required to manage human capital in an organisation. Some of the major topics which will be covered in this program are Human Resource Information Systems, Performance Management, Human Resource Planning, Training and Development and Compensation Administration.

We offer job opportunities to students in Training & Development Manager, Employee Relations Manager, Technical Recruiter, HR Generalist, etc



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3 PGDM In Banking And Finance



Any organization's survival is determined by the efficient utilisation and management of resources like money. The techniques of cash management have changed by leaps and bounds in the last decade especially by the advanced technology and softwares that have eased up the processes. An aspirant with just good calculations may not be able to master the art in this area. One needs to have knowledge of subjects that are covered in this specialisation like Financial, Cost & Management Accounting, Financial Derivates, Security Analysis & Portfolio, Banking& Taxation, Risk & Insurance.

We offer job opportunities to students in Bank Manager,Investment Banker,Financial Manager,Portfolio Manager,Financial Advisor etc

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4

PGDM In Business Analytics

Data driven analytics specialization is one of the most preferred by the aspirants today due to the prominence of data in the organizations nowadays. The need to gain insights from the data of years has made the organizations to look for the students are specialised in this area. PGDM specialisation in Business Analytics that is taught by professionals of the Analytics area. The specialisation covers hands on experience on tools like Descriptive Analytics, Predictive Analytics, Business Intelligence, Python , R- Programming, SAS and many others In a nutshell, opting for a specialisation in PGDM programme shall depend on the interest of the student and the scope of growth, research and development in that area.

We offer job opportunities to students in Data Scientist,IT Analyst,Quantitative Analyst,Data ,Business Analyst etc



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5

PGDM In Supply Chain Management



With the increase in E-commerce, the challenges and opportunities for the SCM Industry have increased considerably. In fact, the online ordering has brought the lethargic processes in supply chain to the front so that same can be replaced with better techniques and leaner processes. Hence, the aspirants can opt for this specialisation for growth and innovation.

We offer job opportunities to students in Supply Chain Analyst, Assistant Operations Manager, Logistic Managers, Logistics Consultant, Warehouse Operation Manager

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- ✓ Emerging as one of the Best B-School in Pune
- ✓ 30+ Years legacy of Quality Education
- ✓ International Exposure through Global Resources
- ✓ Foreign Study Tour program
- ✓ Top notch Industry & Academia Resources
- ✓ Center of Excellence in Finance & Human Resource Management

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