

Advanced Diploma in Corporate Business Management (ADCBM)

Building Expert Managers

As a management graduate, you would be expected to know and perform functions specific to your MBA specialization on day-one of your job. This functional knowledge is outside the scope of academic curricula. You are left to learn these on-the-job, which could leave you behind your peers.

Corporates prefer those managers who can comfortably communicate and lead people, as it has an impact on team morale and productivity. Learning to communicate effectively is like owning a precious asset for life.

Your performance excellence as a manager is influenced by your analytical skills and logical aptitude. The stronger these become the sharper and faster you get as a thinker. Honing these skills can lead to you earning a 'specialist' status, which can be a great tool to rise in career.

A manager's conceptual and strategic proficiencies are incomplete without his/her operational knowhow. Your knowledge and proficiency in performing the detail-level tasks related with your MBA specialization, would strengthen the foundation to your managerial career, and make your expertise all rounded.

As job candidate, your performance in a group discussion is seen an indicator of your team behavior. And a personal interview becomes a tool to judge your integrity, attitude, and goal-orientation. Companies select or reject candidates on the basis of few minutes of performance. This is as critical as your knowledge in your specialization.

Get Qualified, Get Certified

This PG diploma focuses on deeper exposure and more thorough practice to the future managers – in imparting management functional skills to you, working on your communication competence, sharpening your logical and analytical aptitude, providing the operational knowhow of your MBA specialization, and preparing you individually and thoroughly for Group Discussion and Personal Interviews. The aim is to build expertise about your business function. To earn this PG diploma, you would need to go through and clear the following modules:



SPECIAL FEATURES

- 1. INTERNSHIPS**
 - Opportunity to work in a business environment while learning
 - Corporate exposure early in the program
 - Duration and stipend will vary with the company providing internship opportunity
- 2. PLACEMENT ASSURANCE**

You will be closely guided to your ultimate goal -- of getting a suitable job assignment to match your merit and specialization. Though the kind of placement offer and timing are dependent on market realities and criteria, 361DM assures their highest intent and efforts to get you job opportunities of satisfaction. You will be assured of one job offer, and minimum 2 job interviews connected with your specialization.
- 3. EXTRA OPTIONS⁵**
 - Modules on 'People Leadership' and 'Entrepreneurial Intelligence'

⁵For additional fees

Management Functional Skills

You would be given knowledge and exposure to functions essential to your MBA specialization. You would also learn to perform these functions practically. This coverage would surely give you a head start over those learning the ropes on-the-job.

Communication Power

- You would build skills and habits to
- Articulate your thoughts more effectively
 - Comprehend others' communication more precisely
 - Make Personality changes related with communication

Aptitude Excel

You would work on your analytical skills and logical aptitude through practice drills in 16 areas of mathematical and reasoning aptitude. This training would sharpen your thinking and mental grasp of data, and would also proactively prepare the fresh graduates in entrance tests to jobs and thereon.

Operational Industry-readiness

You would get to look at your business function from all the three angles – conceptual, strategic, and operational. While the first two are sufficiently covered in other places, the 'operational' perspective will be emphasized here. You would learn to adeptly perform specific operational tasks and master them.

Group Discussions and Personal Interviews

You will be exposed to techniques of successfully participating in group discussions. You would also learn the intricacies about giving impressive personal interviews. You'd be doing a lot of practice in both in variety of formats. In your career, this practice would shape your group or team behaviour well, and aid in doing remarkable meetings and presentations.

What you go through and get

Learning Areas

- Core Management Sessions
- Industry Expert Sessions
- Application Sessions
- Catalyzer Sessions
- Assessment Sessions
- Sessions on Soft Skills
- GD / PI Sessions
- Sessions on Corporate Functional Skills
- Industry Readiness Module

Learning Modes

- i-class - *Live-at-classroom sessions with remote/onsite faculty*
- DLR - *Dynamic Learning Room – Live-at-home online interactive sessions with faculty*
- LR - *Learning Room – Anytime-at-home learning sessions*



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