



JAGSoM

JAGDISH SHETH SCHOOL OF MANAGEMENT



PGDM for SMEs

TRANSFORM YOUR BUSINESS,
TRANSFORM YOUR FUTURE

JAGSoM presents a unique PGDM program tailored for SME managers. In collaboration with BCIC, KASSIA, LUB, and PIA we aim to address the critical needs of SMEs and develop skilled professionals capable of managing SMEs and driving business growth and innovation

In association with





PROGRAM OVERVIEW & KEY FEATURES

WHY CHOOSE PGDM FOR SMEs?

Crafted for SME Success

WHO SHOULD APPLY?

- MSME Executives
- MSME Entrepreneurs' next generation
- Fresh Graduates

WHY SHOULD YOU APPLY?

BENEFITS FOR PARTICIPANTS:

- Gain comprehensive business and managerial knowledge.
- Focus on skills and attitude required to manage SMEs effectively.
- Mentorship by faculty to solve real-world SME problems.
- Enable individual contributor to become a SME manager.

BENEFITS FOR SMEs:

- Develop high performers for next-level roles.
- Create a second line of management through retention and training.
- Owners gain time to scale up and expand operations.
- Professionalize the management of SMEs.

PROGRAM HIGHLIGHTS

- **APPRENTICESHIP MODEL:** Four weeks of hands-on experience at SMEs combined with four days of in-residence programs each month.
- **THEME-BASED CURRICULUM:** This program offers a unique theme-based curriculum and pedagogy to prepare SME managers for effectively running and managing SMEs.
- **MANAGEMENT CLINICS:** One-on-one mentoring by experienced faculty and domain experts.
- **LEADERSHIP LAB:** Experiential program designed for participants to develop key management skills such as team building, coordination, and communication through various activities.
- **ACCESS TO JAGSOM'S NETWORK:** Participants can take advantage of JAGSoM's network of alumni, industry mentors, entrepreneurs, and domain experts.



CURRICULUM FACULTY AND INSTITUTE

CURRICULUM AT A GLANCE

- **FOUNDATION:** Business Communication, Spreadsheet Modelling, Principles of Management, Foundations of Math, Statistics, and Finance
- **KNOWLEDGE:** Financial Statements, Inventory Management, Operations Management, Vendor Management, Business Organization Working Capital Management, Customer Acquisition, People Management, Project Management, Supply Chain Management, Digital Marketing, ERP
- **SKILLS:** Spreadsheet Modelling, Communication, Personal Effectiveness, Problem Solving, Managerial Decision-Making, Relationship Building
- **ATTITUDE:** Leadership, Community Engagement
- **APPRENTICESHIP**
- **INDUSTRY PROJECTS**

PROGRAM LEADERSHIP



PROGRAM CHAIR:

DR. PUNITA RAJPUROHIT
Assistant Professor,
Finance Area, JAGSoM
punitadhansingh.
rajpurohit@jagsom.edu.in



PROGRAM COMMITTEE:

DR. SUNDAR RAJ VIJAYANAGAR
Professor, Digital Business
& Analytics Area, JAGSoM



DR. RAJENDRA KUMAR SINHA
Professor,
Finance Area, JAGSoM

ABOUT JAGSoM

Jagdish Sheth School of Management (JAGSoM), originally established as IFIM Business School in 1995, has a rich history of providing innovative and globally recognized business education. It was rebranded to honour the renowned scholar and thinker, Professor Jagdish Sheth. The institution is known for its strong emphasis on grooming T-shaped professionals equipped with both depth and breadth in their chosen areas of specialization through role-defined Career Tracks. Notably:

- JAGSoM is among only 12 business schools in India with an **International Profile:** AACSB accredited, and QS ranked.
- JAGSoM is led by a **Global Board of Governors**, having representation from across three Continents – Asia, Europe and America. The Board comprises Global scholars, Industry experts and Academicians from top Global Institutions.
- JAGSoM collaborates with several international institutions through **Global Partnerships**, providing students with global exposure.
- Situated in Bangalore, India, a major **Location** for technology and finance.
- The institute enables **Learner Success** through its pedagogical interventions aligned to role-defined career tracks, such as 'Learning by Solving', 'Effective Execution' 'Design Thinking', and 'Innovation Incubation' to name a few.

ADMISSION PROCESS & CONTACT DETAILS

How to Apply & Get Started Admission Process & Eligibility

ELIGIBILITY

- PGDM Program: Bachelor's degree holder or equivalent in any discipline with a minimum of 50% marks from a recognized university.
- One-Year Certificate Program: Diploma/bachelor's degree holder or equivalent in any discipline from a recognized university.



SELECTION PROCESS

- MSME executives and MSME promoters' next generation: Nominated and sponsored by the concerned MSME.
- Fresh graduates: Selected by MSMEs for apprenticeship.

FEE STRUCTURE

- PGDM Program: Rs. 600,000 (including boarding and lodging during coursework at JAGSoM).
- One-Year Certificate Program: Rs. 500,000 plus 18% GST (including boarding and lodging during coursework at JAGSoM).

APPLICATION STEPS:

- Send an email to below-mentioned email id, expressing your interest.
- We'll send you the link to application form or a PDF application.



MS. PARIGYA KULSHRESTHA

Phone: +91 8147918007

Email: pgdm.smes@jagsom.edu.in

Website: www.jagsom.edu.in