



Adi Shankara
**DIGITAL
ACADEMY**

E DRONA

PGDBM

Duration 11 Months



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www.edronalearning.com



Introducing ASDA's PGDBM Program

Adi Shankara Digital Academy (ASDA) is a digital initiative launched by the Adi Shankara Group of Institutions (ASGI). This Digital Academy is the latest addition to the Adi Shankara education group and is aimed at giving the best online teaching experience including traditional courses for aspiring learners worldwide. ASDA offers 30+ international-level courses, including Cloud Computing, VastuShastra, Online PGDM, Cyber Security, Yoga etc.

ASDA PGDBM is a fully fledged, flexible business programme that is delivered in an online format, focusing on innovative thinking and new technology to deliver a practical curriculum. All modules have been carefully designed for online study and are taught over a period of 11 months.

ASDA FACULTY



Dr Anitha Thomas

HOD and Assoc. Professor, Adi Shankara Business School

Has 26 years' experience, 5 in corporate. Dr. Thomas' areas of interest include HR, General Management and Organisational Behaviour specifically Employee Engagement, Employer Branding, Psychological Contract, Job Retention, Organizational Health, Competency Mapping, and Organization Development.



Nimal C. N.

Associate Professor, Adi Shankara Business School

Hard core Advertising professional with 27 years' experience, 18 of them in Industry. His areas of interest are Business Communication, Marketing Management, Integrated Marketing Communications, Sales and Distribution Management and Brand Management besides General Management subjects.



Dr Madhu C. S.

Associate Professor, Adi Shankara Business School

Has 13 years of academic experience and more than 12 years of industrial experience. His areas of interests are International Business, Marketing Management, Strategic Management, Brand Management, and Services Marketing.



Vignesh Kartik

Assistant Professor, Adi Shankara Business School

Has 8 years of teaching experience in MBA (Operations/Marketing) from Cochin University of Science & Technology (CUSAT), B.Tech in Applied Electronics & Instrumentation. Worked as Assistant Professor in SCMS, SNGIST Group of Institutions for 5 years, as Guest faculty in School of Management Studies (SMS), CUSAT, XIME, Viswajyothi School of Management and as Guest Lecturer in School of Legal Studies (SLS), CUSAT.



Dr Lekshmi Bhai P. S.

Assistant Professor, Adi Shankara Business School

Has 8 years of Academic and 2 years of Research experience. Her interests are in the fields of Research Methodology, Services Marketing, International Marketing, Marketing Research, Rural Marketing, Integrated Marketing Communication and Advertising and Sales Promotion.



Renjith K. R.

Assistant Professor, Adi Shankara Business School

A core academician in the Finance area he has a total of 11 years of teaching and 1 year of Industry experience. His areas of interest are Financial Management, Management Accounting, Security Analysis and Portfolio Management and Financial Derivatives



Dr Lekha H.

Associate Professor, Adi Shankara Business School

Has 19 years of experience in teaching. Her teaching, consulting and research interests include General Management Topics like Managerial Economics, Human Resource Management, Talent Management, Organizational Change and Development.



Anjana S.

Assistant Professor, Adi Shankara, Business School

has two years of teaching experience and her interests include Banking, Financial Management, Business Environment, Strategic and General Management.



Mumthas N. I.

Assistant Professor, Adi Shankara Business School

She has 8 years teaching and one year industrial experience. Her areas of interest are Human Resource Management and Business Analytics.

Program Curriculum

Subject	Credit	Hours	Terms	Total Hours
Managerial Economics	2	20	T1	60Hrs
Financial Accounting	2	20		
Managerial Communications	2	20		
Quantitative Techniques	2	20	T2	90Hrs
Marketing Management	2	20		
Operations Management	2	50		

Program Curriculum

Subject	Credit	Hours	Terms	Total Hours
Operations Research	2	20	T3	60
Quality Management	2	20		
Marketing Research	2	20		
Design Thinking	2	20	T4	65Hrs
Business Plan Project	3	30		
Elective - Module 1 (Marketing , HR & Finance)	1.5	15		

ADMISSION DETAILS

ELIGIBILITY

Graduate from any recognized university with minimum 50% mark

PROGRAM DURATION

11 months

TUITION FEE

INR 45000

HOW TO APPLY

Please visit: www.edronalearning.com

Or Scan the QR code

