



Lloyd Business School

Ladder Of Success



2 years Full-time Programme

POST GRADUATE DIPLOMA IN MANAGEMENT CORE (PGDM Dual Specialization)

Group Director

Dr. Vandana Arora Sethi

Programme Duration

PGDM Core (Dual Specialization) : 2 years



LLOYD BUSINESS SCHOOL, GREATER NOIDA

The Lloyd Business School was founded in 2004, guided by the philosophy of combining theoretical knowledge with practical applications in order to create skilled, highly trained and employable professionals. We are able to fulfill this mission by having a strong Industry connect.

Located in a quiet and lush green campus spread over 10 acres in Knowledge Park II, Greater Noida, Lloyd is an AICTE approved, co-educational, institute.

We constantly strive to achieve its objectives of delivering quality education to students while ensuring their professional development through Professional Development Programs, On-job-Trainings, Corporate faculty sessions and exposure to multiple industries & sectors with which the institute has intensive tie-ups.

The strength of the Institute is in the niche and highly industry-integrated courses that it offers in the field of management under the combined aegis of renowned faculty members and highly respected corporate professionals. The Institute's proximity to some of the country's leading corporate houses & organizations provides an edge in integrating the classroom knowledge with professional experience.

About The Program

Lloyd Business School's PGDM is a 2-year full time AICTE approved course. The program offers dual specialization and intends to equip students with required managerial skills and knowledge with an eye to make them industry ready. The course offers dual specializations that empowers students with versatility and confidence to leverage, emerging opportunities and drive business decisions in a global context. The dual specialization facilitates students to have an intense understanding and learning of cross-functional areas that in turn provides them an edge over other applicants in the job market.

The program is designed to impart contemporary strategic and operational business knowledge to the students in line with industry trends. The B School envisions to serve the industry with much needed pool of multi-talented and skilled managers mentored by renowned faculty members and highly renowned industry professional.





Why PGDM Dual Specialization?

The dual specialization is an excellent selection for sustainable career in the field of management. A student earns his specialization in any two areas of management with equal weightage. The student goes through eight papers of each specialization in trimester IV and V, which boosts his knowledge in dual areas of corporate structure. The employment opportunities of the students with dual specialization gets a hike as the spectrum of services an aspirant can render to the organization

Competency based Certifications

- Advanced Excel
- Soft-skills Development / Digital Marketing
- Foreign Language
- Specialization Based Certification -I
- Specialization Based Certification -II

Specializations on offer

- Marketing
- Finance
- Human Resource
- Data Analytics
- International Business
- Operations

Programme Highlights

- Dual Specialization
- Strong Industry Interface
- Contemporary IT tools of Learning
- Competitive Certification
- Live Projects
- Specialized Faculty

PROGRAMME OBJECTIVES

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- Develop an overall vision of the field of management.
- Understand the strategic importance of the management in an organization.
- Understand the processes and applications in the field of Management.
- Develop policies and practices in order maximize performance & efficiency by managing people.
- Attain managerial competence to help organizations derive significant propositions from the evolving field of management.

PROGRAMME SCHEDULE

	MODE	DAYS	DATES	COMMENT
TRIMESTER I	On Campus	Mon-Fri	15th June 2024 to 15th June 2025	Academic lessons
TRIMESTER II				
TRIMESTER III		Sat		Corporate / Expert Lectures / Workshop
SUMMER INTERNSHIP IN RELEVANT INDUSTRY			17th June 2024 to 30th July 2025	
TRIMESTER IV	On Campus	Mon-Fri	1st August 2025 to 4th November 2025	Academic lessons
		Sat		Corporate/Expert Lectures
TRIMESTER V	On Campus	Mon-Fri	10th November 2025 to 1st March 2026	Academic lessons
		Sat		Expert sessions
TRIMESTER VI	On Campus + Internship			Academic lessons & Practical Internships

*Dates are tentative



CURRICULUM DESIGNED TO EXCEL

The programme is designed by LLOYD keeping in view the fundamentals & practical knowledge required by the future managers to meet the demands of the Industry.

Module of 2-Year Programme

Trimester I, II and III (Core)

General Management

- Principles and Practices of Management
- Organizational Behavior
- Legal Aspects of Business
- Global Business Environment

Marketing

- Marketing Management I
- Marketing Management II
- Strategic Management

Statistics & OR

- Statistics for Decision Making I
- Statistics for Decision Making II
- Operations Research
- Research Methodology for Management

Finance

- Financial Accounting for Managers
- Financial Management
- Tax Planning & Management
- Cost & Management Accounting
- Financial Modeling

HRM

- Human Resource Management
- Organizational Behavior
- HR Metrics

Economics

- Managerial Economics
- Macro & Indian Economy

Entrepreneurship

- Entrepreneurship Development

IT for Management

- IT tools for Management I
- IT tools for Management II

Communication

- Business Communication I
- Business Communication II
- Managerial Communications
- Executive Communication

Trimester IV, V and VI (Specialization)

Data Analytics

- Foundation of Data Analytics
- Cognitive Analytics
- Predictive Analytics
- Optimization Analytics
- Social & Web Media Analytics
- Artificial Intelligence

Finance

- Credit Appraisal and Risk Management
- Indian Financial System
- Financial Planning and Personal Finance
- Security Analysis and Portfolio Management
- Tax Planning Management & Auditing
- Project Management

HRM

- Strategic Performance Management
- Industrial Relations & Labor Laws
- Training and Development
- Internal HRM
- Compensation & Payroll Management
- Organizational Development and Change Management

Marketing

- Integrated Marketing Communications
- Sales and Distribution Management
- Customer Behavior & IMC
- Service and Retail Marketing
- Brand Management
- Rural Marketing Management
- Digital Social Media Marketing

International Business

- Export & Import Documents
- International Business Law
- Emerging Economies and Markets
- Information Security in International Business
- International Financial Management
- Cross Cultural Management

Operations

- Production and Operations Management
- Procurement and Sourcing
- Warehousing and Inventory
- Management Optimization Techniques
- TQM and Six Sigma
- Statistical Quality Control

CORPORATE RESOURCE CENTRE



Mr. Deepanshu Gupta is an Astute Professional with rich expertise in Placements and Training. He is a motivational Speaker and has done PGDM in HR from IMT Ghaziabad. He has Extensive expertise in developing & managing Corporate Relations including Campus Placements. He specializes in formulation and Implementation of Strategies related to Campus Recruitment Process and Corporate Relations. Before Joining Lloyd Group, he has been associated with some prestigious Organizations like ABES Ghaziabad and Sunder Deep Group of Institutions. He is taking care of Campus Placements with the Core Responsibility of placing the Students in Corporate of Highly Repute.As a HEAD- Corporate Resource Centre he has keen ability to understand the needs and objectives of hiring teams and provide qualified candidates for their open positions.Mr. Deepanshu GuptaHead Of Corporate Resource Centre

Mr. Deepanshu Gupta
Head Of Corporate Resource Centre

Ms. Vaibhavi Singh is a dynamic young professional with Human resource and Marketing background. Her core competencies include data creation, management and maintenance. As part of the Corporate Resource Centre she is the first Point-Of-Contact between the students and the department, connecting the right opportunity with the right candidate.



Ms. Vaibhavi Singh
Executive T & P



Lloyd:
The Vanguard of
Exceptional
Placements



RECRUITERS



ADMISSION DETAILS

Admissions process is based on a well – defined set of Eligibility Criteria that considers a student's previous academic performance, extra-curricular activities and individual personality.

The process begins with a preliminary short-listing of students whose applications meet our eligibility criteria. The application forms may be obtained online or at the Lloyd Campus.

The short listed students are invited on campus for an Online Test followed by a Group Discussion (GD) and Personal Interview (PI) with Institute Faculty and External Industry Experts. For candidates in distant locations, who cannot visit the campus personally, the PI is conducted telephonically or via Skype. For such candidates, our Admission Team also conducts a Virtual Campus Tour so that candidates may familiarize themselves with Campus Infrastructure and Facilities.

The selected candidates are offered admission in the course after completing admission formalities. The institute retains duly attested copies of the following documents:

Certificate & Mark sheet of Class 10th / SSC.

Certificate & Mark sheet of Class 12th/ HSC.

Bachelor's degree Transcript & Mark sheets

Score Card (LMAT/ MAT/ XAT/ CMAT/ GMAT)

The Personal Interview is a major component of the Admissions Process where a prospective candidate is assessed in terms of capability, general awareness and confidence.

FEES STRUCTURE

Programme fees is Rs. 6,80,000/- per student, which is payable in 3 installments as per the schedule indicated. The payment schedule is as follows:

Registration (At the time of Admission)		Rs. 75,000/-
INSTALLMENT I	To be paid within 15 days	Rs. 2,15,000/-
INSTALLMENT II	28th February 2025	Rs. 2,00,000/-
INSTALLMENT III	30th June 2025	Rs. 1,90,000/-

AWARD OF DIPLOMA

Lloyd Business School(Approved by AICTE) will award a Post Graduate Diploma in Management to the students within 30 days upon having fulfilled the requirements of the programme and its successful completion

PLACEMENT HIGHLIGHTS

500+

Students With Multiple Offers & Still Counting

250+

Companies Visited in Current Year

6.58
Lacs

Average Package For Current Year

12.20
Lacs

Highest Package For Current Year



Madhur Verma

Batch 2018-20

placed with

₹12.20 LACS



Rajat Maske

Batch 2019-21

placed with

₹10.05 LACS



Tushar Chopra

Batch 2018-20

placed with

₹10 LACS



Saurabh Singh Gaur

Batch 2019-21

placed with

₹7.8 LACS



Ankit Sudan

Batch 2018-20

placed with

₹7.6 LACS



Smita Kumari

Batch 2019-21

placed with

₹6.0 LACS



Bhumik Nasla

Batch 2019-21

placed with

₹6.0 LACS



Dayanand Choudhary

Batch 2018-20

placed with

₹5.8 LACS



Faizanul Mustafa Khan

Batch 2018-20

placed with

₹5.4 LACS



Yoginder Shivbadan

Batch 2018-20

International Internship

Sharjah, UAE

'Niyukti' Job Fest



Niyukti Job Fest brings hundreds of job aspirants and scores of recruiting companies together under one roof and gives them an opportunity to seek out the best match for each other, from each other.

Since four years of its inception, Niyukti, the Annual Job Fest of the Lloyd has hosted more than 4000 students and

150 recruiters every year. The dream Sab ko Shiksha, Sab ko Rozgaar of our Honorable Prime Minister could be realized only if some socially responsible organizations took it upon themselves for this noble cause.

The event's sole purpose is to connect the right candidate with the right company for a bright career and provide job opportunities for the soon-to-be-graduates as well as struggling-experienced students. Lloyd-Job-Fest is sumptuously publicized, covering a huge geographical arch and today attracts students from not just Uttar Pradesh, Delhi-NCR also Rajasthan, Orissa, Maharashtra, Tamil Nadu, Madhya Pradesh, Punjab and many more...



NIYUKTI 2021 THE JOB FEST SEASON 5

THE LEGACY

04 Seasons
1000+ Offers

250+ Recruiters
5000+ Participants

Management | Pharmacy

HIRING PARTNERS



NIYUKTI - 2021

NIYUKTI - 2021 was conducted online on 10th April 2021 due to Covid-19 guidelines.

50+ Recruiters **200+ Final Selection**
2000+ Registered Candidates





For Admission/Application/Enquiry :
Lloyd Business School