



RMS Business School

Shaping Tommorrow's Business Leaders

PGDM

Post Graduate Diploma in Management

- › Marketing Management
- › Business Analytics
- › Financial Services
- › Supply Chain Management
- › Human Resource Management
- › Health Care Management
- › Aviation Management



www.rmsbusinessschool.org

Recruiters

RMS graduates have performed exceptionally well in their careers, due to the strong emphasis placed on industry interaction and simulation during the course. They not only join companies of their choice but also rise in the corporate hierarchy much faster than their peers.

RMS Advantages

- 01 Dual Specialization Programme and Updated Industry Oriented Curriculum.
- 02 The presence of large number of Industries nearby make experimental learning possible.
- 03 Outcome Based Learning methodology along with live projects and case studies
- 04 Multiple Paid Internship Opportunities in PGDM Courses
- 05 Opportunity to Participate in Diverse Clubs
- 06 National and International Certifications Programs
- 07 International exposures through tours to Dubai/Singapore/Malaysia
- 08 100% Placement Assistance in Top Companies in India and Abroad.
- 09 Gurugram offers a fantastic living experience-It is a vibrant cosmopolitan with buzzing student life.
- 10 Focused on creating world class leaders managing complexities in the World



RMS Programs

Post Graduate Diploma in Management (PGDM)

Approved by AICTE

Specializations:

Marketing Management

Business Analytics

Finance Management

Aviation Management

Supply Chain Management

Human Resource Management

Hospital & Healthcare Management



Master of Business Administration (MBA) Corporate

Affiliated to Gurugram University

Marketing Management

Finance Management

Business Analytics

Human Resource Management

Supply Chain Management

Health Care Management



MBA:

RNRM College (A Unit of RMS Group of Colleges)

offers a two year full time Masters in Business

Administration (MBA) Program is affiliated

to Gurugram University,

Haryana and approved by AICTE,

Ministry of HRD, New Delhi



PGDM - Supply Chain Management

Supply chains run businesses. From sourcing to manufacturing to distribution and finally customer relationship management, supply chain professionals are seeing a rapid increase in opportunities. Every industry and every function requires well-coordinated supply chains to deliver customer value.

Supply chain professionals play a vital role in a wide variety of tasks, including planning, sourcing, operations, distribution, sales, product costing, budgeting, and development of digital payment gateways. It is thanks to their expertise that Blockchain and UPI (Unified Payment Interface) have been successfully implemented in the supply chain industry.

The Supply Chain curriculum at RMS follows a balanced learning methodology between academic input and regular industry interactions. This specialization is suitable for students who want to work in various industries like FMCG, retail, e-commerce, manufacturing, pharma and consulting.

Courses Offered

- › Blockchain
- › Supply chain Design, planning, and control
- › Supply chain coordination-S&OP (sales and operation)
- › Enterprise resource planning
- › Strategic business analysis frameworks
- › Cost accounting and working capital management for supply chain
- › Total quality and lean inventory mgmt.
- › Macroeconomics for enterprise
- › Statistics for supply chain
- › Retail business strategies and mgmt.
- › Warehouse management
- › Business data analytics
- › Strategic marketing models
- › Project implementation and mgmt.
- › Logistics and transportation

Salient Features

- › Understanding all functions of a business end to end.
- › Designing processes to run various units of a firm like planning, forecasting, logistics, sales, and operations.
- › Industry inputs on how businesses are shaping up and the future trends.
- › Frequent seminars with industry experts.
- › Supply chain professionals are in short supply across all industries.
- › This specialization opens up opportunities across sectors.

PGDM - Finance

Finance is at the core of any business. This is one of the important aspects of running a business to continuously grow it. In fact, finance does not include only accounting and taxation which are only two sub-fields of finance.

Finance as an area of expertise is an umbrella that covers many verticals like banking, financial services, merchant banking, capital markets, stock trading and investing, money markets, valuation, international finance, mergers and acquisitions, asset pricing, derivatives, corporate finance, working capital management, corporate governance and risk management.

Courses Offered

- › Financial statement analysis
- › Financial Management
- › Financial analysis and modeling
- › using excel
- › Corporate finance
- › Valuations
- › Security analysis and portfolio Management
- › Wealth management
- › Financial Services
- › Derivatives and risk management
- › Strategic financial management
- › Behavioral finance
- › Management of financial institutions
- › Cost and Management Accounting
- › Contemporary Issues in Finance

Salient Features

- › Workshops by industry trainers.
- › Designed meticulously to augment financial knowledge.
- › Prepares students with insights, tools, and wisdom to understand business administration along with the financial processes, products, and particulars.
- › Key courses taught by industry experts.
- › Stable career with a larger scope and a great pay package.
- › Opportunity to select from diverse financial roles in the field of financial analytics, financial markets, corporate finance, financial services, and so on.

PGDM - Marketing

Marketing as a specialization has always been the most preferred specialization of business management students. Marketing not only includes aspects such as branding and advertising, which help drive revenue for large corporates, but it also includes aspects such as "bottom of the pyramid" marketing and marketing to subsistence markets.

In an organization, the marketing department spans across various areas such as advertising, public relations, marketing research, promotion, sales, digital marketing, marketing analysis and consulting. With increasing business competition, companies need to increase their sales, marketing efforts and investments, which in turn creates huge job opportunities for business management students.

Courses Offered

- › Consumer Behavior
- › Sales & Distribution Management
- › Strategic Marketing Management
- › Integrated Marketing Communication
- › Marketing Research
- › Brand Management
- › Digital Marketing
- › Marketing Analytics
- › Services Marketing
- › Customer Relationship Management
- › Retail Marketing Management
- › International Marketing Management
- › B2B Marketing
- › Logistic & Supply Chain Management
- › Rural Marketing

Salient Features

- › It equips students with the necessary knowledge and techniques that will enable them to successfully solve a broad set of marketing problems.
- › Participants get frequent opportunities to gain real "hands-on" experience and to interact with key players from the business world through workshops, projects, internships, and guest sessions organized on campus.
- › A wide range of career possibilities makes this specialization a perfect fit for aspiring marketing managers and product developers in today's fast-moving and diverse marketplace.
- › Industry-relevant courses in the specialization.

PGDM - Aviation Management



The PGDM in Aviation Management (Airline Service Operations) program at RMS Business School offers a comprehensive curriculum designed to equip students with in-depth knowledge of the aviation industry. The program highlights various aspects of aviation, including operations, regulations, market dynamics and challenges. Students gain specialized knowledge in various aspects of the aviation industry, including aviation finance, airport management, airline operations, security, air traffic management and aviation marketing. This knowledge prepares them to deal with the unique complexities and opportunities of the aviation sector.

Electives

- Organizational Behaviour
- Managerial Economics
- Business Communication
- Fundamentals of Airline Operations
- Business Environment
- Aviation Marketing
- Marketing Management
- Accounting for Managers
- Quantitative Techniques for Managers
- Airport Planning & Management
- Airline Service Operations
- IT Application in aviation sector

Salient Features

- Courses are designed in consultation with Aviation Professionals to give the students better insights and understandings.
- Workshops and Seminars with Aviation experts.
- In-depth study in Airline Service Operations and Aviation Marketing to understand and create innovations in people practices.
- Emphasizes experiential learning and thus students are more trained in the application of concepts.
- Opportunities for internship projects and placements in leading organizations and consultancies.

International Immersion Programme



RMS Business School offers exclusive International Immersion Programs for its full-time PGDM students as a part of experiential learning programmes. The international study tour is a blend of knowledge enhancement and cultural immersion including industry visits, guest sessions and sightseeing tours.

International Immersion Programme Highlights






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