

GUJARAT UNIVERSITY B. K. SCHOOL OF PROFESSIONAL AND MANAGEMENT STUDIES Department of Management Studies Admission to PG Diploma Programmes in Management 2022-23	
Diploma Programmes: 1) Financial Management 2) Human Resource Mgmt. 3) Marketing Management 4) Retail Management 5) Logistics & Supply Chain Management 6) Import & Export Mgmt. 7) Banking & Insurance 8) International Business 9) Hospital Mgmt. 10) Pharma. Mgmt. 11) Advert. & Com. Mgmt 12) Marketing Research 13) Soft Skill Development & Corporate Communication	14) Entrepreneurship & Innovation through Design Thinking 15) Leadership Lessons from Post-Vedic Texts 16) Corporate Social Responsibility 17) Research Methodology (SPSS) 18) Services Management 19) Material & Operations Management 20) Wealth Management 21) Office Administration 22) Training and Development 23) Information and Technology Management
<p>Eligibility: Graduate in any discipline. Post Graduates doing full-time courses also eligible. Duration: Diploma: 1 year. Timings: 3 to 4 days a week (7.00 to 9.00 pm). Brochure and Application form and detail instructions regarding admission are available at www.gujaratuniversity.ac.in</p>	
Dr P.M.Patel Registrar	

**DEPARTMENT OF MANAGEMENT STUDIES
B.K.SCHOOL OF PROFESSIONAL AND MANAGEMENT STUDIES,
GUJARAT UNIVERSITY
PGDM**

Instructions for Online Admission Year 2022-23

. 1.PGDM માં Admission માટે વિદ્યાર્થીએ સૌ પ્રથમ link નીચેની online અથવા QR Cord પર કરાવવાનું registration રહેશે

https://docs.google.com/forms/d/e/1FAIpQLSfgGU4PQO4tBpHzdFenoG2cxQDxNJ7NPvmC3dV_yUIIWQOVZQ/viewform?usp=sf_link



2. PGDM માં Admission માટે નીચે મુજબનાં Documents online Attached કરવાનાં રહેશે.

1. Graduation Mark Sheet and Certificates.
2. Caste Certificate, if applicable.
3. Upload photo
4. Admission Form fees Rs.350/-

3. online registration બાદ final admission માટે તમારા registered email અથવા contact number થી જાણ કરવામાં આવશે. તે જ સમયે હાજર રહેવાનું રહેશે.

4. final admission માટે જે વિદ્યાર્થીઓને જણાવવામાં આવ્યું હોય તે જ સમયે નીચે મુજબનાં Documents hardcopy માં લાવવાના રહેશે.

1. Application Form (ગુજરાત યુનિવર્સિટીની સાઈટ પરથી Download કરી print કરી ભરવું)
2. Graduation Mark Sheet and Degree Certificate.
3. Caste Certificate, if applicable.
4. Passport size Photo

5. Admission Tuition Fees Rs.16.200/- final admission માટે Eligible થયા બાદ ભરવાની રહેશે. જેનું ચલણ તથા વિગતવાર માહિતી તમારા registered email ID પર જાણ કરવામાં આવશે.

6. જે કોર્સમાં નિયત સંખ્યા નહિ તે કોર્સ શરૂ નહિ થાય. તે વિદ્યાર્થી એ બીજા કોર્સ ની પસંદગી કરી હશે તે કોર્સ કરી શકાશે. અથવા નિયમ મુજબ ફી પરત કરવામાં આવશે.

7. જે કોર્સ શરૂ થયેલ હશે તે કોર્સનાં વિદ્યાર્થીઓને ફી પરત કરવામાં આવશે નહિ.

7. Other university વાળા વિદ્યાર્થીઓએ provisional Eligibility Certificate લાવવાનું રહેશે. (ગુજરાત યુનિવર્સિટીમાંથી)

8. Admission form ભરવા અંગે કોઈ પણ પ્રશ્ન હોય તો admissionbk@gmail.com અથવા Landline Number- 07926300608 પર સંપર્ક કરવો.

Admission pdf form link

<https://drive.google.com/file/d/12uZpQQMdi-UzudiYojAnCpp09OCqbFBy/view?usp=sharing>

ઉપર દર્શાવેલ લીંક માં જે foam અને document છે તે collage માં submit કરાવી જવું ફરજિયાત છે.

થોડા સમય પછી email આવશે. તે પછી ફી ભરી જવી. (ઉપર દર્શાવેલી Link QR Code ના form માં શામેલ છે.)



GUJARAT UNIVERSITY

DIPLOMA PROGRAMMES IN MANAGEMENT

B.K.SCHOOL OF PROFESSIONAL AND MANAGEMENT STUDIES

About Gujarat University

Gujarat University is the largest and the first University of Gujarat state incorporated under the Gujarat University Act, 1949. The University commenced functioning with 21 affiliated colleges and three recognized institutions. At present, the University has 252 affiliated colleges, 15 recognized institutions, 23 approved institutions, 34 PG departments, 237 PG centers and seven Post graduate University Schools. The University has pioneered in developing curricula and courses in emerging areas since its inception.

The University has always been a pioneer in starting courses and programmes keeping in view the market demands. Realizing the increasing need for managers in business and industrial organizations, both in public and private sectors, the University encouraged setting up of self-financed management institutions which provided management education and affiliated them. These institutions were subsequently re-affiliated to the Gujarat Technological University established by the Government of Gujarat, specially for affiliating technical institutions.

About B.K. School

To impart management education, the University established, way back in 1976, B.K. School of Professional and Management Studies as one of its Post-Graduate Schools. The School subsequently started an MBA (Evening Programme) for working executives in 1983.

BK School has successfully conducted, besides the flagship programmes of full time and evening MBA, several short term management development and in company programmes since its inception.

The School also started a PG Diploma Programme in Port Management from 2006-07. This programme has since been renamed as MBA in Maritime Management Studies from 2011-13.

In order that the management education reaches a wider section of the society, the school offers market-oriented courses in management through the Department of B.K. School of Professional and Management Studies, in view of the increasing demand for short term management courses for professional growth.

Message from the Vice-Chancellor

Gujarat University has always been in the forefront by providing quality programmes to the students to meet the market needs besides helping existing professionals in upgrading their areas of specialization and work domain.

In keeping with this broad objective, B. K. School of Professional and Management Studies has been conducting several diploma programmes in Management since 2011, in addition to the flagship MBA programmes.

It gives me immense pleasure to announce that the B.K. School would be providing quality education to the aspiring students by starting its eighth batch of Diploma programmes in Management this year. It is my firm belief that keeping in view of the past glorious record, this batch will also acquire education in a specialized and focused form in their chosen management discipline from experienced and dynamic faculties of the School. The facilities and vast experience of the teaching faculties will help the aspiring students in achieving success.

I sincerely wish the very best for the smooth conduct of the programmes and welcome the new students.

Dr. Himanshu Pandya



Message from the Director

Our Vice-Chancellor has introduced a number of programmes in emerging areas in the University such as Climate Change, Maritime Management, and many other others. In 2011, the University started 16 short duration programmes in the Management Academy of B.K. School.

B.K. School of Business Management has been in the field of management education for almost four decades now. Over the years the school has successfully developed linkages with the industry and eminent academicians. The programmes of Department of B.K. School of Professional and Management Studies help professionals who are already working in their respective areas but do not have formal qualification. It is successfully running since 2011-12. I have great pleasure in placing before you the Prospectus of these PG Diploma programmes for 2018-19, proposing 18 PG Diploma programmes. The programmes are conducted under the aegis of the 'Department of B.K. School of Professional and Management Studies' set up in our school. I strongly feel that this recent initiative will continue to immensely benefit the participants for their employment and career progression, as has been our experience till now

I take this opportunity to compliment our visionary Vice-Chancellor who initiated and motivated us to take up the challenge of starting such a large number of programmes in 2011. It is his motivation that makes us continue this effort for the new batch this year.

Dr. Prateek Kanchan



**‘Department of Management Studies’
B.K. School of Professional and Management Studies**

Gujarat University had set up a Department of B.K. School of Professional and Management Studies which will function under the B K School of Business Management, the Post Graduate Management School of Gujarat University. Under the aegis of this academy, various diploma management programmes will be conducted to enhance the managerial skills among the existing professionals or aspiring professionals in the field.

Importance

Organizations today can gain competitive advantage only through competitive human resources since all other resources can be copied. With a growing Indian economy, the country will need more skilled manpower in the future. These skills will be required in varied areas for overall growth. Since it is not possible for everyone to acquire formal training or post graduate education in the desired field and the capacity of the existing institutions being limited, the Department of B.K. School of Professional and Management Studies expects to provide the forum for training of such aspirants.

Role of the Department of B.K. School of Professional and Management Studies

The Department of B.K. School of Professional and Management Studies offers short term courses of one year post graduate Diploma Programmes. The target of the programmes is those persons who want to increase their employability or improve their professional skills but did not have the opportunity to do so earlier in a formal manner. The focus of the programmes will be to impart the required knowledge and skills. These programmes will be conducted during the evening hours so that employed persons or students pursuing other programmes can also join without affecting their normal pursuits. In other words, even Post Graduate students pursuing other full time programmes can also join any of these programmes.

Objectives of the Department of Management Studies

- To equip the participants of the programme with the basic knowledge of functional areas of Management.
- To give practical exposure in the subjects with the help of case studies and examples.
- To help enhance the knowledge and skills in Management.
- To improve the employability of graduates.

The Courses are Targeted Towards

- Students from management and other disciplines who want additional qualification/specialization.
- Students who already have a management degree in one area of specialization and want to specialize in another area.
- Graduates who want to acquire some qualifications in management to improve their employability.
- Working persons who are currently in the respective functional field but do not have formal training/qualification.
- Persons who want to enhance their skills for better opportunities.

List of the Programmes

The following short duration programmes will be conducted under the aegis of the 'Department of Management Studies' leading to PG Diplomas.

1. Financial Management
2. Human Resource Management
3. Marketing Management
4. Retail Management
5. Services Management
6. Logistics and Supply Chain Management
7. Import and Export Management
8. Banking and Insurance Management
9. International Business
10. Hospital Management
11. Pharmaceutical Management
12. Marketing Research
13. Advertisement and Communication Management
14. Soft skill development and corporate communication
15. Entrepreneurship & Innovation through Design thinking
16. Leadership Lessons from Post-Vedic Texts
17. Corporate Social Responsibility
18. Research Methodology(SPSS)
19. Material & Operations Management
20. Wealth Management
21. Office Administration
22. Training & Development
23. Information & Technology Management
24. Managing Industrial Relations and Labor Laws

Intake of the Programmes/Courses

Intake : The minimum intake will be 10 and the maximum number will be 60 students per course.

No of Papers : 4

Credit : 20 (Paper 1-4 credit, paper-2 -4 credit, paper 3- 4credit and paper 4-8 Credit)

Duration : One year (two semester)

Eligibility : Minimum graduation in any discipline (Students pursuing any part time or full time programme after their graduation/employed persons who are graduates). One participant can undergo only one programme at a time.

Fees : Rs.16,200/- to be paid at the time of admission. Examination fees Rs. 575/- would be paid to the University separately for each university exam

Timings : Two hours per day, three-four days a week (7:00 pm to 9:00 pm)

Reservation : As per Gujarat University rules

Examination Pattern :

Internal Examination: 20% (Two hours)

Continuous evaluation: 30%

(Quizzes, Presentation, Attendance Assignments and Project)

University examination: 50% (2.5 hours)

Attendance : Minimum attendance 70% is a must in all the programmes.

Evaluation :

Grading Pattern. A = 4, B = 3, C = 2, D = 1, F = 0

Passing Criteria will be minimum grade point = 2

Faculty Profile

B.K. School of Professional and Management Studies



Dr. Prateek Kanchan, MBA (Marketing), Ph.D(Advertising)
Area of Specialization : Marketing Management, Advertising, Consumer Behaviour, Sales and Distribution Management and Strategic Management

He is a Professor in Marketing and Director at the school having over 22 years of experience.



Dr. Neelima Ruparel, B.Pharm, MBA, Ph.D (Management)
Area of specialisation: Strategic Marketing, Brand Management, Marketing Research and CRM

She is a Professor in Marketing Management area at the school and has over 18 years of academic as well as corporate experience.



Dr. Margie Parikh, MBA, Ph.D (Management)
Area of Specialization : Organization Theory

She is a Professor of OB and HR and has a long association with the school since 1997.



Dr. Mamta Brahmhatt: MBA(Finance), M.Com (Business Finance), Ph.D. (Banking Management), UGC_NET, GSLET
Area of Specialization: Quantitative Techniques, Strategic Management, Research Methodology.

She is an Associate Professor and has over 15 years of experience. She has special expertise in data analysis and statistical methods/software.



Dr. Nilam Panchal - Ph.D. ,M.Phil (Gold Medalist), PGDIRPM(Gold Medalist) and MBA(Finance) , FDP - IIMA
Area of Specialisation : Financial Management, Corporate Restructuring, Financial Services, Behavioral Finance

She is an Associate Professor in Finance at B.K. School having 15 years of work experience including industry and academic.



Dr. Mehal Pandya: MBA, Ph. D
Area of Specialization: Marketing Management, Services Marketing, Retail Management

She is an Associate Professor in Marketing at B. K. School and has more than nine years of experience.



Dr. Jay Desai: MBA, Ph. D

Area of Specialization: Derivatives & Risk Management, Security Analysis & Portfolio Management

He is an Assistant Professor at the school with five years of industry and eight years of teaching experience.



Dr. Ankita Kathiriya: MBA (Finance) M.Com (Advance Accounting), Ph. D, UGC NET- JRF in Management and Commerce Subject, Area of Specialization: Accounting and Finance.

She is Assistant Professor at B. K. School of Business Management and she has more than 7 years of experience in teaching and research.

K.S. School of Business Management



Dr. Maulik Desai :

M. Sc. (Statistics) M.Phil.(Statistics),L.L.B., Ph.D.

Area of Specialization: Business Mathematics and Statistics, Operations Research, Research Methodology

He has over 20 years of experience in teaching.



Ms. Ingita Jain M.A (Economics), MBA (Finance)

Area of Specialization: Managerial Economics, Marketing Management, Retail Management, Brand Management, Consumer Behaviour

She has over 15 years of teaching experience and 5 years of experience in Pharmaceutical Industry.



Dr. Shamina A. Ansari

Ph.D., M. Phil. (Industrial Economics), M.A. (Economics-Industrial & Labour), LLB

Area of Specialization: Economics, Human Resource & Communication She

has over 19 years of teaching experience.



Dr. Rachna Gandhi Ph.D. (Management)

Area of Specialization: Marketing Management, Strategic Marketing, Services Marketing, Organizational Behaviour, Organizational Development

She has over 10 years of teaching experience.

(Coordinator : Dr. Margie Parikh)

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Objectives

The Second National Commission on Labor had recommended in June 2002 that the existing labor laws - more than 40 - should be broadly amalgamated into smaller groups.

The Government of India is aggressively promoting “ease of doing business” policy and as a part of that the plethora of existing Labour Laws have been reduced to only Four Labour Codes in which provisions of online registration, licensing is legalized. Further, multiplicities of definitions, authorities have been rationalized. The inspection system and compliances have been made transparent. The number of records, registers and returns has been reduced and synchronized.

In the tripartite meeting comprising of the Government, employers, and industry representatives, it was recently decided to bring the amalgamate existing plethora of Labor Laws in to Four Labor Codes namely:

1. The Code on Wages, 2019
2. The Occupational Safety, Health and Working Conditions Code, 2020
3. The Industrial Relations Code, 2020
4. The Code on Social Security, 2020

All the above Labor Codes have been cleared by the Parliament of India and the Rules for the Code on Wages have been already notified, with others soon to be notified, too. Honorable Minister of Labor, Government has stated that these Codes will be fully rolled out by the end of 2020.

Need for a new course

This course will provide a unique opportunity to be knowledgeable in the domain of all four labor codes which the managers, officers, and staff need to comply with. Aspiring students who take this course would be able to claim knowledge in the latest compliance requirements in the field of IR and labor laws. The curriculum of this Course will be also useful to Technical Graduates in engineering discipline for Occupational Safety, Health at workplace in Industries.

PG Diploma in Managing Industrial Relations and Labor Laws under the Department of Management Studies, BK School of Professional and Management Studies, Gujarat University

The state of Gujarat is one of the most industrialized States in the Country and also termed as Growth engine of India. Gujarat University is one of the oldest and most reputed universities in India. BK School is also one of the very highly respected management schools, with highly

experienced experts teaching in the capacity of full time or visiting faculties. This is one of the FIRST ever course in India to educate the aspiring managers on Labor Laws reforms.

Aim and Objectives

The objectives of this course are to:

1. Help the students put the compliance of labor laws and management of industrial relations in the context of general practices of management, especially the management of human resources.
2. Explain the changes in the labor laws governing industrial relations
2. Introduce the four codes, namely the Code on Wages 2019, the code on safety, health and working conditions 2020, the Social security code 2020, and the Industrial relations code 2020 - which have been passed into Acts and have corresponding central rules promulgated by the government
3. Encourage the students' classroom learning to be complemented by field project in the subject

Pedagogy

The course will be taught using multiple tools including lectures and discussions, case studies, interaction with experts, field projects, and more.

Papers

The course will be taught using the same paper style adopted for other 16-credit courses, with each paper carrying four credits, Four papers will require about 130-150 hours, as follows:

Paper-I: General management and Business Communication

Module-1: Introduction to Management and Communication

This module presents a basic understanding of Management and Managerial Communication to the students. Since the course is open for candidates who may not have a background in management, this introduction is crucial and creates a platform for the more subject-focused papers (II And III) and field research (Paper-IV) to the students. The module includes introduction of management, its functions, the communication as a managerial skill, specifically making presentations, and writing proposals and reports.

Module-2: Introduction to HRM Laws for Managing People

Compliance with the Labor Laws and effective management of industrial relations is a managerial obligation, whether the manager has a formal degree in law or not. This module introduces the participants to the basic functions of management of human resources, as well as the basic philosophy, objects, and key definitions used in the four labor codes on Wages, Social Security, Safety, health and working conditions, and industrial relations.

Paper-II: Codes on Wages and Social Security

Module-1: Introduction to the Code on Wages Act, 2019

This module presents the major provisions of the Code on Wages, constitution of advisory boards, central and state rules, offences, penalties, and compliance requirements.

Module-2: Introduction to Social Security Code 2020

This module presents the major provisions of the Code on Social Security including the provisions related to compensation, provident fund and pension schemes, gratuity, Employee State Insurance, and maternity benefits. It also introduces the participants to the constitution of advisory boards, central and state rules, offences, penalties, and compliance requirements.

Paper-III: Codes on Occupational Safety and Industrial Relations*Module-1: Introduction to the Code on Occupational Safety, Health, and Working Conditions*

This module presents the major provisions of the Code on Occupational Safety, Health, and Working Conditions 2020, provisions on duties of various stakeholders, constitution of advisory board, role of inspectors as facilitators and ensuring of workers' safety and health in different industries such as mines, docks, and construction sites, central and state rules, offences, penalties, and compliance requirements.

Module-2: Introduction to the Code on Industrial Relations 2020

This module presents the major provisions of the Industrial Relations Code, 2020 including Trade Unions, Standing Orders, Strikes, Lockouts and lay-offs, constitution of committees, tribunal and bipartite forum, rules promulgated by central and state government, offences, penalties, and compliance requirements.

Paper-IV: Project based on Studies

This paper helps participants develop their field research project in five stages, namely working on topic and title, reviewing literature, framing research design, plan of data collection and analysis, and drawing conclusions and interpretations on the topic of their choice under the faculty guidance.

Evaluation

The evaluation will be in line with the general scheme as follows:

Internal Examination: 20%

Continuous evaluation: 30% (Quizzes, Presentation, and Assignments)

University examination: 50%

Gujarat University
Ahmedabad - 380009.

B. K. School of Professional and Management Studies
Department of Management Studies
Application Form for Enrolment

For Office Use Only

Form No.: _____

Date: ___/___/_____

Last date for submission of Application form: ___/___/_____

Programme Applied For

- | | |
|---|--|
| <input type="checkbox"/> Advertisement and Communication Management | <input type="checkbox"/> Import and Export Management |
| <input type="checkbox"/> Financial Management | <input type="checkbox"/> Banking and Insurance Mgmt |
| <input type="checkbox"/> Human Resource Management | <input type="checkbox"/> Marketing Management |
| <input type="checkbox"/> Market Research | <input type="checkbox"/> Retail Management |
| <input type="checkbox"/> International Business | <input type="checkbox"/> Services Management |
| <input type="checkbox"/> Hospital Management | <input type="checkbox"/> Logistics and Supply Chain Management |
| <input type="checkbox"/> Pharmaceutical Management | <input type="checkbox"/> Soft Skill Development and Corporate Communication |
| <input type="checkbox"/> Leadership Lessons from Post-Vedic Texts | <input type="checkbox"/> Entrepreneurship & Innovation through Design thinking |
| <input type="checkbox"/> Corporate Social Responsibility | <input type="checkbox"/> Research Methodology(SPSS) |
| <input type="checkbox"/> Services Management | <input type="checkbox"/> Office Administration |
| <input type="checkbox"/> Material & Operations Management | <input type="checkbox"/> Wealth Management |
| <input type="checkbox"/> Training & Development | <input type="checkbox"/> Information and Technology Management |
| <input type="checkbox"/> Managing Industrial Relations and Labor Laws (MIRLL) | |

Personal Details

Name: _____

(Surname)

(Name)

(Father's Name)

Address: _____

Gender: Male Female

Date of Birth: ___/___/_____

E-mail ID: _____

Mobile No.: _____

Affix your latest
Passport size
Photograph here &
sign across

Res. Phone No.: _____

Nationality: _____

Category: OPEN/ SC/ ST/ SEBC/ PH (Attach documentary evidence)

Sr. No.	Name of Degree	Institution	University	Year of Passing	Marks %/ Grades

Academic Qualifications

Enclosures

1. Duly filled application form for enrolment.
2. Graduation Mark Sheet and Certificates.
3. Caste Certificate, if applicable.

Please Note: All documents must be self- attested.

Terms & Conditions

- Gujarat University reserves the full and final right to decide the admission norms and acceptance of this enrolment application.
- Any attempt to gain admission on the basis of any unfair means would result in automatic dis-qualification from the admission process.
- Fees once paid for any programme would not be refunded under any circumstances.
- A candidate cannot take admission in more than one programme at a time.
- The admission to a candidate for any of the programme is not transferable.
- The candidate would be expected to adhere to Gujarat University's rules and regulations during the complete tenure of the programme.

Declaration

- The above information provided by me is true and valid and I am agreeable to produce the Original Mark sheets, Grade certificates etc., as and when required by Gujarat University.
- I have also read and understood the terms and conditions (as mentioned above) of Gujarat University and hereby agree to abide by the same at all times.

Signature of the Candidate _____

Date: _____

Place: _____

Affix your latest
Passport Size
Photograph here
& sign across

***Brochure + Application Form + Admission Process → Amount Rs.350.00 (non refundable).**