XLRI
Xavier School of Management
For the greater good



Transforming Ambition into Strategic Leadership

POSTGRADUATE CERTIFICATE IN BUSINESS MANAGEMENT (PGCBM)

Batch 48

The longest running Business Management programme from India's leading Management School

AICTE APPROVED

Duration: 12 months

Live Online + In-Campus Immersion

INFORMATION BROCHURE

Top-notch Business Management education can open doors in your career, irrespective of the industry you are in. As you gather work experience and opportunities for larger roles come up, Management education from a reputed institute is often seen as a prerequisite. Many professionals begin their career with a bachelor's degree, and after a few years of gathering functional experience, feel the need for Management education. However, it is not always possible for everyone to take a career break in order to pursue Management education. Consequently, the desire for learning often gets sidestepped.

The **'Postgraduate Certificate in Business Management' (PGCBM)** programme from XLRI offers an excellent opportunity for working professionals to obtain top-notch Management education from XLRI Jamshedpur while continuing in their current jobs and preoccupations. It is the longest running Business Management programme from India's leading Management School.

About the PGCBM Programme

The 'Postgraduate Certificate in Business Management' (PGCBM) programme is a 12-month course delivered by XLRI in the live online mode, which means participants can log on to the live video lectures from their devices, irrespective of their location. These lectures are held twice a week in the evening, each lecture lasting about 3 hours.

The PGCBM curriculum is designed to cover all essential areas of Management encompassing multiple functions— Finance, HR, Strategy, Sales & Marketing, Operations, Product Management, Project Management and Analytics. The accent is on equipping participants with the knowledge and skills necessary to successfully navigate the modern complex business landscape and shoulder larger responsibilities. The course is taught by multiple distinguished faculty of XLRI who ensure rigorous coverage of topics. Despite being a live online programme, it has ample opportunities for rich interactions with peers from different locations, functions and industries. The 5-day campus module is an excellent opportunity for participants to interact face-to-face with faculty as well as peers.



About XLRI

Established in 1949, XLRI is the oldest management school in India. Over the years XLRI has developed its own distinct identity. The hallmark of this identity is, not to walk on the beaten path, but to strike new routes; not to benchmark, but to be benchmarked; to be second to none, but to be the first to respond to the needs of the people and the nation; taking up tasks that are bold, but necessary, that which nobody has hitherto taken up. Today XLRI is ranked among the top business schools in the country and Asia.

In 2002, XLRI introduced Virtual Interactive Learning (Online Learning/Distance Learning/Part Time Management Programme) as a unique academic methodology that gives working professionals an opportunity to undertake continuing management education without having to take a break from their careers. XLRI is committed to delivering high quality management education and is constantly experimenting with innovation pedagogy to this end.





PGCBM Programme Highlights

- Top-notch one-year Business Management programme with rigorous coverage in tune with industry needs
- Programme approved by the All India Council for Technical Education (AICTE)
- Programme designed and delivered by XLRI Jamshedpur—one of the topmost B-schools of India with a glorious history of pioneering Labour Relations education in India as well as live Virtual Interactive Learning (VIL) Executive Programmes
- Specially designed programme in live online format to suit the busy schedules of working professionals; participants can log on to the live lectures on their devices from anywhere
- Widely valued and recognized by Industry
- Provides enriching opportunities for peer-to-peer interaction as the programme brings together an experienced set of professionals representing diverse industries and profiles
- Excellent learning and face-to-face interaction opportunities with faculty as well as peers during the 5-day campus module at the prestigious and serene XLRI campus at Jamshedpur (Jharkhand)
- Prepares participants for larger responsibilities and leadership roles
- 10,000+ working professionals have benefitted from the programme, advancing their careers within and outside their organisations

Programme Modules

1. Economics for Managers

i. Behavioural Economics
ii. Global Macroeconomic Trends and Sectoral Effects

2. Accounting for Business Professionals

1. Conceptual Understanding of Finance and Accounting Terms
ii. Reading, Understanding, and Analyzing P&L and Balance Sheet Statements
iii. Management of GST & TDS: Impact and Implications
iv. Financial Markets: Instruments for Raising Funds (Debt, Equity, PE, VC)
v. Data-Driven Financial Analysis (Advanced Excel for Financial Analysis)

3. The Indian Legal Environment (ILE)

i. Business Structures and Legal Frameworks
ii. Contract Law: Essentials of Enforceable Contracts
iii. Employment Law: Employee Rights and Employer Obligations
iv. Intellectual Property Rights
v. Dispute Resolution: Arbitration and Mediation
vi. Environmental and Corporate Social Responsibility Law

4. Principles of Marketing

i. Fundamental of Marketing
ii. Marketing Mix
iii. Marketing Strategy

5. Business Research Methods

i. AI-Based Research Tools
ii. Real-Time Data Gathering

6. Organizational Behaviour

i. Managing Self: Emotional Intelligence
ii. Managing Teams: Team Dynamics
iii. Leadership and Motivation
iv. Organizational Culture
v. Decision-Making and Ethics

7. Data Visualization, Analytics & AI for Decision Making

i. AI and Machine Learning for Business
ii. Using AI Tools for Various Applications

8. Corporate Finance

i. Financial Statement Analysis
ii. Capital Budgeting: NPV and IRR
iii. Working Capital Management
iv. Business Case for Project Financing
v. Valuation Techniques
vi. Corporate Capital Structure

9. Human Resource Management

i. Talent Acquisition and Workforce Planning
ii. Performance Management
iii. Employee Training and Leadership Development
iv. Compensation and Benefits
v. Employee Engagement and Retention
vi. Change Management
vii. HR Analytics and AI in Recruitment

Programme Modules

10. Consumer Behaviour
- i. Digital Consumer Behavior
- ii. Impact of AI in Predicting Consumer Behaviour

11. Supply Chain and Management of Operations
- i. Supply Chain Digitalization
- ii. AI in Inventory Management
- iii. Sustainable Supply Chains

12. Managing Service Operations
- i. Service Automation through AI & Chatbots
- ii. Customer Experience Management

13. Foundations of Business Strategy (FBST)
- i. Disruptive Innovation and Competitive Strategy
- ii. Strategic Agility

14. Business Valuation
- i. Models of Business Valuation for Legacy and Startup Businesses

15. Digital Transformation (DGT)
- i. Leading Digital Transformation
- ii. Innovation Management and Cybersecurity Strategies

16. Product Management
- i. Product Management in Agile Environments
- ii. Data-Driven Product Development

17. Basic Leadership Skills (BLS)
- i. Effective Communication for Leadership
- ii. Emotional Intelligence and Mindful Leadership

18. Managing Projects
- i. Agile Project Management & Scrum
- ii. Tools like JIRA or Trello

19. International Management (INM)
- i. Geopolitical Risk and Global Strategy
- ii. Cross-Cultural Leadership

20. Capstone Project at the end



Pedagogy

12 months of intensive learning on *VCNow's* live online virtual learning platform plus a few days of face-to-face learning and interaction at the XLRI Jamshedpur campus

- Assignments and Dissertation
- Project work
- Lecture series
- Case methods
- Group work
- Term paper

Programme Delivery

The sessions will be delivered on the interactive learning platform of *VCNow*. Participants can attend live & interactive sessions from their laptop/desktop (Direct to Device).

Evaluation Methodology

- The examination and evaluation required for certification shall be carried out by XLRI Jamshedpur.
- Evaluation Methodology includes Written Tests, Assignments, Online Examination Quizzes, etc.
- Evaluation method to be chosen by faculty members teaching respective courses.
- Examination papers to be set and evaluated by XLRI.





Programme Duration:

12 Months



Programme Schedule:

Saturday 6:30 PM–9:30 PM,
Sunday 9:30 AM–12:30 PM



Admission Criteria:

Selections will be based on the Academic Record, SOP & quality of work experience



In-Campus Module

The participants are expected to stay in the campus for 5 days of intensive campus learning and group learning sessions

Eligibility

Graduate (10+2+3 or 10+2+4) in any discipline

Participants should have minium 12 months work experience after Graduation.

Who Should Attend

Working Executives and professionals in business organisations may apply for this programme. The programme offers enriching interactions with experienced faculty and encourages peer group learning as the batch typically consists of participants from diverse industries, functions and profiles.

In-campus Module

A 5 day in-campus session will be conducted at XLRI Jamshedpur. Attendance in the campus module is MANDATORY for all participants. The dates for the campus session will be announced during the programme inauguration.

Fee Structure & Discount Policy

All Fees are payable directly to XLRI

Application Fee (Non-Refundable)	INR 2,500
Programme Fee (Non-Refundable)	INR 3,50,000

Discount Policy

Corporate Discount- Applicable only for 3 or more nominations



Installment Structure

Registration	At time of registration	₹2500/-
Installment I	Within 7 days of selection	₹40,000/-
Installment II	February 7, 2027	₹77,500/-
Installment III	April 7, 2027	₹77,500/-
Installment IV	June 7, 2027	₹77,500/-
Installment V	August 7, 2027	₹77,500/-

Important Dates

Application closure date	3oth November 2026
Date of 1st instalment	Within 7 days of selection
Induction date	12th December 2026, Saturday
Date of 1st session	19th December 2026, Saturday
Programme end date	December 2027

Note: All dates and programme content subject to change as per sole discretion of the institute



Sample Certificate



Certificate and Alumni status

- Students will be conferred with Postgraduate Certificate in Business Management (PGCBM) directly by XLRI Jamshedpur, once they successfully meet all certification criteria.
- Students will be bestowed with the coveted XLRI Alumni status.



About VCNow

XLRI has partnered with *VCNow*—a premier Executive Education enabler—for the delivery of this programme. The academic aspects of the programme including certification will be administered by XLRI Jamshedpur. *VCNow* will enable the technology platform for programme delivery, and act as a facilitator between the participants and the institute so that the learning experience is seamless, enriching and enjoyable.

VCNow is trusted by India's premier B-Schools as well as thousands of working professionals who have benefitted from various career-enhancing executive education programmes . *VCNow* is also the largest infrastructure based HD-videoconference service provider of India. Its countrywide network of 60+ virtual classroom studios spread across 30 cities, extends the interactive live learning experience from the four walls of institute classrooms to neighbourhoods across the country. Its online learning platform, in the Direct-to-Device (D2D) mode, extends the reach further, making interactive live learning possible on any connected device anywhere.

VCNow is a brand owned by Unified Collaboration Services LLP.

For applying to the PGCBM programme, click the **APPLY NOW button** below or copy-paste the website address on your browser bar. If you have any queries about the programme or need assistance for application, contact our team of academic advisors on: **(+91) 89290 11343**

APPLY NOW

For additional support & queries, please reach out to the Programme Manager **Mr. Somak Ray** on

✉ **somak.ray@vcnow.in** 📱 **(+91) 7003171703**

PROGRAMME PARTNER

vcnow EXECUTIVE EDUCATION