



PG DIPLOMA IN BUSINESS MANAGEMENT PGDBM



Camford
INSTITUTE OF MANAGEMENT



21ST CENTURY
BUSINESS SKILLS
Accelerate Your Success



The **Camford Institute of Management** is a leading private educational institution in Kerala, provides a robust, distinctive educational experience for its students.

Our diverse range of courses caters to all levels of workforce. As an accredited **FIVE STAR RATING NSDC Govt. of India** training centre of the **Ministry of Skill Development and Entrepreneurship, Govt. of India**, approved training organisation of the **Pradhan Mantri Koushal Vikas Yojana - Govt. of India**, and we conduct a wide range of management courses and skill diploma programs under **JAINx - JAIN Deemed-to-be University, Bangalore**. We are also an **C-DAC Govt. of India** authorised training centre conducting advanced IT training programmes.

Our distinguished faculty provide rigorous instruction as well as research, performance, and internship opportunities in leading companies for every students.

WHY CAMFORD INSTITUTE OF MANAGEMENT?



Excellence in Education:
Helping students achieve new heights and empower their future



A Modern Training Offer:
Provides the best mix of practice and theory to ensure students success



Leadership Skills:
Help students to understand and develop their leadership potential



Campus to Corporate:
Transforming education to unlock lifelong opportunity

OUR ACCREDITATION & AFFILIATION

Camford Institute of Management has affiliated our training programmes with recognised educational bodies under the Government of India and the state Government of Kerala, in addition to be accredited with International Educational and Total Quality Management Accreditation Organisations.

This certification provided with highly acclaimed international affiliations puts you in a top notch position than any other regular training programme, to help secure placements in India and worldwide in the best of companies.





START YOUR DREAM CAREER IN WORLD OF BUSINESS

A business management training from Camford can lead to jobs in multiple industries including manufacturing, health care, education, finance, consultancy and retail etc.

Our business management and office administration program includes coursework in Office Administration Marketing Management, Accounting, Digital Marketing, Human Resource Management and Information Technology.

- ❖ Business Administrative Officer
- ❖ Business Development Executive
- ❖ Marketing Executive / Associate
- ❖ Marketing Strategist / Specialist
- ❖ Associate Financial Officer
- ❖ Floor Manager / Front office Executive
- ❖ Sales Manager / Operations Manager
- ❖ Material Controller / Inventory Controller
- ❖ Education Consultant / Counsellor
- ❖ HR Associate / HR Executive / HR Officer
- ❖ Office Administrator / PRO / Accountant



As a business administrator, you could become a senior finance officer, supervisor, team leader, or office administrator. You could also train to become an family businessman, business owner and startup entrepreneur



The only rock I know that stays steady, the only institution I know that works, is the family.

Lee Iacocca



POST GRADUATE DIPLOMA IN BUSINESS MANAGEMENT

The PGDBM training programme has been designed based on industry demand in different business sectors

Duration: One Year
JainX - Jain Deemed To Be University - Bangalore



Business Management



Office Administration



Marketing Management

The course is organized in a manner so as to channelize knowledge and skills in regards to application of managerial principles and techniques in business to the students in the respective field.

This is done in accordance with the aim of preparing them effectively for the challenges in the practical domain. A fresh Postgraduate in the domain can look for job opportunities with firms such as Corporate Houses, MNCs, Import-Export Firm, Marketing Firms, Production Houses etc.



Customer Relationship



Human Resource Management



Financial Accounting

ELIGIBILITY CRITERIA
A Recognized University Degree or Equivalent

COURSE FEE: ₹ 1,42,500/-

I Installment

Fee: ₹ 42,500/-

II Installment

Fee: ₹ 25,000/-

III Installment

Fee: ₹ 25,000/-

IV Installment

Fee: ₹ 25,000/-

V Installment

Fee: ₹ 25,000/-



STUDENT ENTREPRENEURSHIP PROGRAM - SEP

Our PGDBM students who are interested to learn and apply business start-up practices and concepts to projects they're passionate about. They build, test, learn, apply, and embrace the cycle of experimentation, which is core to entrepreneurship and is a great training ground for life.

ENGAGING STUDENTS IN A LEARN-BY-DOING, REAL-WORLD SETTING



Marketing and Sales



Information Technology



Travel and Tourism



Education & Training



E-Commerce



Retail Management

WOMEN EMPOWERMENT PROGRAM

This is the first of its kind, up-skilling program in business management for women to succeed in administration and management jobs. An industry-led, one year program aims to bring high quality advanced training in office automation, financial accounting, business communication, customer relationship, sales and marketing, HR management and business administration to young women who are looking to build a career and an opportunity to learn and grow.



WE OFFER ADDITIONAL PROFESSIONAL DEVELOPMENT TRAINING PROGRAMMES

FUNCTIONAL SKILLS

Functional skills are competencies that are transferable to many different work settings.



TECHNOLOGY SKILLS

Technical skills are the abilities and knowledge needed to perform specific tasks.

LEADERSHIP SKILLS

Leadership is about inspiring people to do things they never thought they could



COMMUNICATION SKILLS

Interpersonal skills are important for communicating and working with groups and individuals in personal and professional life.

PRODUCTIVITY SKILLS

Productivity is the state of being able to create, particularly at a high quality and quick speed.



OUR JOB PLACEMENT PROCESS





DISCOVERING AND
CREATING NEW POSSIBILITIES

Camford
INSTITUTE OF MANAGEMENT
AN ISO 9001:2015 CERTIFIED INSTITUTE

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