

## **An Empirical comparative study on impact of Masters of Business Administration & Post Graduate Diploma in Management on careers within Bengaluru city**

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### **Abstract:**

*The world is changing day by day due to which market demand is changing. The global demand of skillful employees is high due to which large population is going for a MBA/PGDM courses. As the Indian market is taken into consideration the number of MBA graduates is increasing day by day. Picking the right business college and the right program is the most fundamental piece of an applicant's MBA venture. With an enormous number of business colleges offering various kinds of MBA or PGDM programs in India itself, the candidates must pick what's best for them as indicated by their profession objectives. Most of the students are preferring Bengaluru, Delhi, Pune, Mumbai, Hyderabad, Chennai, Kolkata as their dream cities for MBA/PGDM. If we take nowadays data the preference for Bangalore city is increasing day by day. There are some basic points which creates a great impact on admission process that are cosmopolitan city has high number of IT parks in Bangalore; which can be helpful for a proper placement in a students life. The MBA and PGDM don't vary with regards to acknowledgment in the business or for higher examinations. The two projects show the board abilities, and it's the nature of training granted by the b-school, its one of a kind incentives, history of its graduated class and the worth that the alumni offer of real value that make a difference to enrollment specialists. Indeed, in b-schools offering a one year 'declaration' program in administration, additionally called PGPM or PGP or different names relying upon the b-school, spotters don't separate between these understudies and the PGDM understudies. Employing is done simply based on work insight, foundation and expertise prerequisites of the scout and how the understudies fit their rules. When students wants a admission to any institute they face a problem regarding a test score, fee structure, loan problem, accommodation problem, locality problem, etc. For a proper placements many students think that the Bangalore city will be the best for them. After the degree students wait for a campus drive placements, where they can get a good job. The companies like Infosys, Covance, cognizant, TCS, Microsoft, Dell, SAP labs Accenture, etc gives a good placement for students. Bangalore urban B- schools provides a different interpersonal skill development programs which can helps to the students for higher salaries.*

**Keywords:** Education, Bangalore, MBA, B-Schools, Placements

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### **I. Introduction:**

The issue of MBA versus PGDM has been a consuming inquiry for every one of the hopefuls able to seek after a postgraduate course in administration. The trouble regularly emerges because of up-and-comers being not totally mindful of the likenesses or contrasts among MBA and PGDM. One of the significant contrasts while looking at MBA and PGDM is that MBA or Master of Business Administration is a degree course that must be presented by the schools associated to colleges, though PGDM or Post Graduate Diploma in Management is a certificate course presented via independent foundations. The key factors that we can use to pick either MBA or PGDM course are Career Goals, Budget, Academic Background and Performance in MBA Entrance Exams, Ranking, and Placement Record of the College, and PGDM versus MBA pay in India.

In spite of the fact that MBA is the more pursued course when contrasted with PGDM, yet an expanding number of understudies are progressively moving their concentration towards PGDM in light of its course educational program that has been arranged and refreshed remembering the current circumstance.

- MBA eligibility as well as PGDM eligibility are similar as the candidates require an UG degree in any stream from a recognized state or central university.
- The duration is also more or less the same for both MBA and PGDM which is 2 years. But some institutions offer PGDM courses for 1 year.

- MBA Syllabus and PGDM Syllabus are both comparative with the last option having more reasonable methodology. Yet, the course educational program of PGDM can be changed or altered by the establishments relying on the changing Industry necessities and patterns.
- Admission of both MBA and PGDM into top management institutions in India is carried out based on entrance exams like CAT, CMAT, XAT, MAT, GMAT, ATMA, NMAT, etc.

Parameters	MBA	PGDM
Full form	Master of Business Administration	Post Graduate Diploma in Management
Qualification	Degree Course	Diploma Course
Duration	2 years	1-2 years
Eligibility	Graduation in any UG course of any stream with a minimum of 50% of marks in UG from a recognized university	Graduation in any UG course from a recognized institution
Admission Process	Entrance Exam	Entrance Exam as well as Direct Admissions
Fees	INR 2-24 LPA	INR 2-28 LPA
Average Salary	INR 7 - 10 LPA (starting salary)	INR 12 - 15 LPA (starting salary)
Entrance Exams	XAT, NMAT, SNAP, ATMA, CAT	MAT, CAT, CMAT, XAT, GMAT

For earning more money and great placements people prefer for a 2 years MBA/ PGDM/PGPM program for that purpose they spend around Rs. 7 to 15 lakhs to done post graduation from a decent MBA school, which sometimes doesn't come under the category of a top colleges. It's obviously true that MBA expense has a huge number separated from just the educational expense and with your accommodation and food, unfamiliar travel, unnecessary situation, graduated class charges, it gets multiplied. Charge for MBA stays high and for an applicant coming from a middle class foundation has difficult to pay the MBA expense.

There are many MBA schools which offer you confirmation on your moderate CAT; XAT; CMAT or MAT scores. Number of MBA schools in Delhi, Bangalore, Chennai, Hyderabad, Mumbai, Pune, Bhubaneswar would likewise offer admission based on average test scores.

#### **MBA colleges in Bangalore:**

Karnataka is viewed as a noticeable information state in India. The state gloats of public level organizations in pretty much every discipline, for example, wellbeing, the board, science and innovation, law, sociology, instruction, etymology just as an IIM, IISc, IIIT, TIFR, National Law School, NIMHANS, ISEC, RIE Mysore, Regional Institute of English and so on.

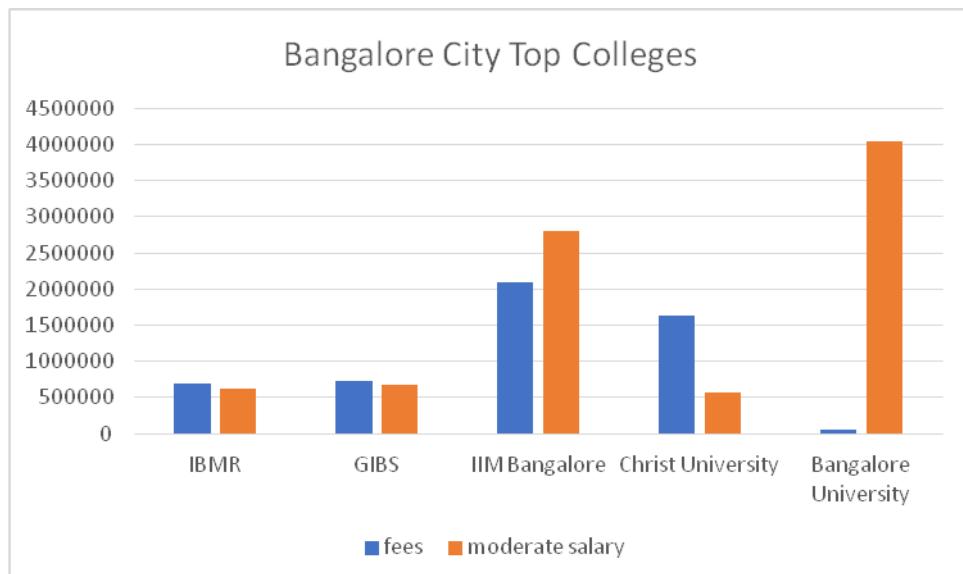
The production of scholarly labor rests with one focal college, 24 state funded colleges, 12 considered colleges, 6 private colleges, 207 designing universities, 61 clinical colleges, 48 dental universities, 280 administration establishments , and in excess of 60 worldwide schools.

Bangalore is credited with in excess of 125 R&D focuses in the field of center designing, data innovation, fundamental and applied sciences, aviation and so on Significant Indian and unfamiliar IT and assembling organizations have their R&D focuses here. Bangalore is otherwise called a wellbeing the travel industry focus with state of-workmanship medical clinics of worldwide notoriety taking into account patients from the country over and from abroad also. Regarding higher and proficient schooling, aside from Bangalore , Belgaum, Hubli-Dharwar , Mangalore and Mysore are different objections. They offer practical schooling. In excess of 10,000 understudies addressing around 60 nations study in Karnataka which represents 33% of unfamiliar understudies in India.

MBA in Bangalore offers excellent learning experience with high arrangements when contrasted with different urban communities. Bangalore, additionally called the 'Silicon Valley of India', is one of the top MBA schools in India. There are many justifications for why Bangalore is famous for MBA applicants for affirmations consistently from all pieces of the country. In excess of hundred MBA schools in Bangalore remembering many top MBA universities for Bangalore, offer quality administration training and make this capital city of Karnataka a treasured dream of competitors to seek after the executives instruction from the Management Institutes in Bangalore.

The actual motivation behind this article is that to give most recent and right data about the chances of doing MBA in Bangalore, how to apply for affirmation in top MBA schools in Bangalore, which are the satisfactory tests, what are the base shorts pertinent in confirmation process, what are the affirmation chances in the MBA Colleges in Bangalore without Entrance Exam, MBA programs presented by Management universities in Bangalore, subtleties of MBA schools in Bangalore with Fee, Placements in administration foundations in Bangalore among other significant subtleties. Doing MBA in Bangalore is a decent decision as more choices are accessible to seek after MBA from a MBA school in Bangalore at low charge with exceptional yield on Investment, and with its extraordinary status of State Capital, more noteworthy corporate connection point is likewise accessible.

Top MBA schools in Bangalore offer more MBA choices in Bangalore with quality instruction at low expense. The following are shared the top MBA schools in Bangalore. These MBA universities in Bangalore offer a wide scope of MBA courses with successful learning and industry interface throughout the long term and are at standard with top IIMs. Aside from the accompanying top MBA universities in Bangalore rank shrewd there are in excess of 100 administration foundations in Bangalore which offer quality MBA in Bangalore.



Rank	List of MBA Colleges in Bangalore Rank wise	Type of MBA
1	IIM Bangalore: Indian Institute of Management	Central Government Autonomous Institute
2	TAPMI Manipal: T A Pai Management Institute	AICTE approved PGDM College
3	SIBM Bangalore: Symbiosis Institute of Business Management	Symbiosis International University (SIU) Pune MBA college
4	Amrita School of Business, Bengaluru	Amrita Vishwa Vidyapeetham University, Bengaluru
5	XIME Bangalore: Xavier Institute of Management and Entrepreneurship	AICTE approved PGDM College
6	Christ University Bengaluru: Institute of Management	Christ University Bangalore MBA college
7	Alliance School of Business - Alliance University	Alliance University Bangalore MBA college
8	JAGSOM Bangalore: Jagdish Sheth School of Management Bangalore	AICTE approved PGDM College
9	SDMIMD Mysore: SDM Institute For Management Development	AICTE approved PGDM College
10	Indus Business Academy - IBA Bangalore	AICTE approved PGDM College
11	AIMS Institutes	AICTE approved PGDM College
12	St. Joseph's Institute of Management - SJIM Bangalore	AICTE approved PGDM College
13	WE School Bangalore: Prin. L. N. Welingkar Institute of Management Development & Research	AICTE approved PGDM College
14	International Academy of Management and Entrepreneurship, Bangalore	AICTE approved PGDM College
15	NSB Academy	Bangalore University MBA college
16	NMIMS Bengaluru: School of Business Management	NMIMS University MBA college

Usually we think about the academic fee when it comes to do MBA from a B-school. In fact, tuition fee is only one part of the total fee payment. If you calculate the total fee of your MBA programme, it would have many other components in addition to tuition fee only. Understand with simple example-

Tuition fee 1st year for 3 terms	Rs.525000
Tuition fee 2nd year for next 3 terms	Rs.525000
Library deposit	Rs. 2500
Mess deposit	Rs. 4000
Computer deposit	Rs. 6000
Placement charges	Rs. 19500
Alumni charges	Rs. 6000
Utility deposit	Rs. 8000
Mess charges	Rs. 60000
International tour	Rs. 125000 to Rs.250000

### **Why MBA in Bangalore?**

As Bangalore is a developing country it has a wide range of opportunities . And due to It is surrounded by a Tamilnadu, Andhra Pradesh, and Kerala itself so different people came there and gives a great service and job openings to a people in Bangalore. Here are some factors that can also impact on a education in a Bangalore.

#### **1. IT HUBs, E- Commerce**

With an economic growth of more than 10%, Bangalore is the second fastest-growing major metropolis in India. Further, Bangalore has a ton of R&D communities for some worldwide organizations like ABB, Airbus, Bosch, Boeing, GE, GM, Google, Oracle, Philips, Shell, Toyota. Practically all significant IT organizations like Infosys, Wipro, IBM, Google, Microsoft , etc have their administrative center in Bangalore. Bangalore is additionally the center of Ecommerce with top organizations like Flipkart, Amazon, Bigbasket having their camp of enormous public area endeavors like Bharat Electronics Limited (BEL), Hindustan Aeronautics Limited (HAL), National Aerospace Laboratories (NAL), Bharat Heavy Electricals Limited (BHEL), Bharat Earth Movers Limited (BEML) and so forth.

#### **2.Education and Technology Hub**

Not with standing notable IIM Bangalore, Bangalore is home to numerous instructive and exploration organizations in India, like Indian Institute of Science (IISc), Indian Institute of Management (Bangalore) (IIMB), National Institute of Fashion Technology, Bangalore, National Institute of Design, Bangalore, National Law School of India University (NLSIU) and National Institute of Mental Health and Neurosciences (NIMHANS). This makes a culture of instruction and admittance to a wide range of courses, information stages, occasions, workshops and different assets that are useful to MBAs for seeking after their enthusiasm and interests.

#### **3.Placement Hub**

As Bangalore is Silicon Valley of India, MBA universities in Bangalore offer profession and position arranged MBA training. Number of applicants doing MBA in Bangalore select specialization in Marketing, IT, E Commerce, Consulting and related regions as Bangalore is the base camp of driving IT organizations like Wipro Technologies and Infosys. Essentially every IT organization including TCS, HCL, Dell and Cognizant have enormous set ups in Bangalore. What's more, Bangalore is likewise home of E-business in India with Flipkart and Amazon settled here. Driving organizations in areas like land, monetary administrations, banking, counseling additionally have critical presence in Bangalore. So a decent MBA in Bangalore is a best choice.

#### **Here is a list of specializations offered by MBA colleges in Bangalore:**

Marketing	IT Systems
Finance	Pharma Business Management
Human Resources	Fashion Management
Business Analytics	Operations Management
Banking Finance & Insurance	Public Policy

Aviation Management	Energy & Environment
Entrepreneurship	Import & Export (Supply Chain Management)
Healthcare & Hospital Management	Retail Management
Hospitality and Tourism	Tourism Management
Logistics & Supply Chain Management	Digital Transformation
Startups & SMEs Management	E-commerce
Sports Management	Digital Marketing
International Business	

## II. Literature review:

According to Entrepreneurship in India, National Knowledge Commission report 2008 states that the highest number of Entrepreneurs came from a MBA background. With reference of a Stuart, R. and Lindsay, P. (1997), "Beyond the frame of management competences: towards a contextually embedded framework of managerial competence in organizations", Journal of European Industrial Training, Vol. 21 No. 1, explains the growth and need of MBA professional to the organization in a proper way. Johnson, S. and Winterton, J. (1999), Management Skills, Skills Task Force Research Paper 3, Department for Education and Employment, London helps to understand and analyse the actual how much management skills will be learned by the student to became a great leader in management school for become a great Managers/Entrepreneurs. As per the Shiksha portal shows the Bengaluru university data that how much people can get quality placements after MBA and which are the companies that hire for a higher package. THE TIMES OF INDIA report published on a May 26,2014 explains the factor which is responsible to make Bangalore a education hub.

### Analysis

Every MBA pursuing student wants a great job openings and for that purpose they do hard work but most of the students came from a middle class family background and they wanted at least a minimum fess with a great quality of education. For that purpose they are always in a search of a good B-Schools and they wated a good education as well. To overcome these challenges they require a negotiating prices of fee structure. Some of the factors that can help to boost these study are as follows

#### 1.Need of negotiate MBA fee:

An MBA aspirant can negotiate the fee and get substantial concessions that can reduce the financial burden of doing MBA. Fee concessions could be in the nature of full or partial fee waiver, scholarship, discounts offered or not opting for international tours among other parameters. If you negotiate before depositing the fee, you may reduce the fee burden to a large extent.

#### 2.Time management while negotiation:

Before arriving at the decision and immediately after receiving the fee demand notice from the B-school, it is advisable to approach the designated MBA college well in time so that your option to submitting your application to other B-schools remains open. Discuss various options with the admission team of the B-schools how you can reduce your financial burden. If the B-school is highly ranked it may not offer direct fee concession or something but may have certain welfare funds to meet the situation or may offer some opportunity to earn while you learn. B-schools do not mind fee negotiation in most cases and on certain points may accept your demand for fee reduction.

#### 3.online and Distance Learning:

Karnataka State Legislative Assembly has approved Karnataka State Universities and certain other Law (second Amendment) Bill-2020 which has facilitated only Karnataka State Open University (KSOU) in Mysuru to offer distance education in the State. Distance & Correspondence education (DDE) of Bangalore University offers BA, BBA, B.Com at UG level and MA, M.COM, M.Sc, MBA courses at the PG level along with PG Diploma in various streams. All distance learning degrees awarded with recognition from distance education Council (DEC) are valid degrees for applying and obtaining central government jobs, the Indira Gandhi National Open University (IGNOU).

#### 4.Advantages and Disadvantages:

The MBA charge exchange can occur better before you make any instalment to the B-school, else you will be the failure whenever you have paid the expense. Enlistment and accommodation of utilization to the B-school will at long last outcome either in the proposal of confirmation or dismissal of the application. The

feeling of dread toward dismissal, in the event that the expense isn't paid by the referenced cut off time to the B-school, drives the candidate to pick up the pace and make instalment of essential charge requested by the B-school. Later on up-and-comers think that it is hard to haggle on high expense design of the MBA program regardless of whether they come to realize that a considerable lot of their friends haggled hard on their charge and got the concessions.

**Bangalore University Placement Heiglights:2021**

1	Average package range	INR 4.5-6.5 LAP
2	Highest package range	INR 15-18 LAP
3	Top Recruiters	Infosys, TCS, Microsoft, Dell, SAP labs Accenture, Royal Enfield, Textron and Cognizant

**III. Conclusion:**

As greater MBA schools creates a great impact in a admission process in Bangalore, in this extreme conditions of a lockdown with the second Covid-19 wave, Many colleges are able to pull top ranking students to their business school for MBA/PGDM/PGPM courses. They are helping to improve the ingenious mindsets of students by live projects in industry integrated program. They help the students to create a imperium ability with perfect stewardship skills. As MBA is 2 years course which is offered by the university and PGDM courses are offered by Institutions where they can improve the syllabus according to the market value edition. Nowdays IIM's are also providing MBA as well as PGDM courses to their students. As we seen the different skill sets and facilities offered by the Bangalore city colleges is good that's why the students are preferring to the Bangalore as their dream city to do a MBA/PGDM courses. In my opinion PGDM courses are industry oriented unlike MBA, which are more theoretical in nature. PGDMs focus more on grooming programs, mentorship and industry exposure. Also the placement services are more conscientious with PGDM programs. Hence, PGDM course from a recognized institute is usually good to pursue good salary options. MBA admissions are increasing day by day every year hence the MBA is overhyped as compared to the PGDM program. Some of the basic reasons behind the preference of Bangalore city is cleaning in Bangalore city, Green and healthy environment for Education. Bangalore also provides a great education with minimum fee structure.