AAARYA Business College Engage • Enhance • Enable

Postgraduate Diploma in Management (Digital Marketing

The Postgraduate Diploma in Management, is a course catered for individuals who want to acquire the specialised knowledge and qualifications required to explore and enter into a different industry, or for existing professionals who aspire to career progression.

This course is structured with specialisation tracks that include 4 core modules and 3 elective modules in each of the major tracks as follows:

Postgraduate Diploma in Management Major in:

Marketing Management

Financial and Managerial

03 Human Capital Management

Digital Marketing Context

04 Strategic Management

and Trends

Technologies

Digital Marketing

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Modules

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CORE

DURATION 6 months (Full-time) 9 months (Part-time) Elective

Accounting

TO COMPLETE Core (4 Modules) (2 Modules)

MODE OF TRAINING Blended ОÖ

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COURSE FEE SGD 7,000 (without GST) SGD 7,560 (with GST)

Entry Requirements

Minimum Age: 21

PGDM Level 6

Language Proficiency:

- Attainment of IELTS 6.0 or equivalent, or
- A pass in AAARYA Business College's English Literacy Test with a minimum grade of 70%.

Minimum Academic:

Normal Entry:

• A Bachelor's Degree in any field of specialisation or equivalent.

Alternative Entry:

- Applicants with the minimum age of 30, who do not possess the above qualifications but have a minimum of 8 years working experience, may be considered for entry into this course.
- Evidence of previous employment must be provided, together with a reference from the current or recent employer on th<mark>eir</mark> letter-headed.

Business Analytics for 03

Please contact us for more details

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AAARYA Business College

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