



PGDFMB
POST GRADUATE DIPLOMA IN FAMILY MANAGED BUSINESS

AACHI

INSTITUTE OF MANAGEMENT AND ENTREPRENEURIAL DEVELOPMENT



In collaboration with



Bharathidasan University

DEAN'S DESK PGDFMB



Dr. STANLEY

DEAN – PGDFMB

It is my distinct pleasure to share a few deliberations with you. I am impressed by the understanding that every family business situation is different. A well-thought-out principle is essential for any family business. A new programme launched by AIMED is the only way out and path originator for all family-managed businesses.

AIMED is a brainchild of Aachi Group of Companies.

With an awareness of shifting dynamics in the business, AIMED has actively developed new and exciting opportunities in an avenue named as Family Managed Business. This Postgraduate Diploma Programme proposes concentrations in Family Business, its importance for scions of the Family and the role of succession planning.

A strong PAN INDIA academic team is primed to support the initiatives of the students and these academic mentors will throw an explanatory note on a framework of the organization, mind-sets, best practices, problem-solving perspectives for the family business, as well as tools and working strategy designed to achieve long-term continuity, growth and prosperity.

As AIMED has developed this new academic programme, the first of its kind, has ensured success both inside and outside the classroom.

The pedagogy of two week's classroom and the then two weeks practical in their own organization is a blended learning programme that enables the students to continue the work and apply the learning to their own organizations.

Let me welcome, to AIMED and unleash your potential to reach the horizon of success. I look forward you to be a part of our AIMED family.

All the best!!!



ABOUT THE INSTITUTION



Bharathidasan University

The Bharathidasan University is named after the revolutionary Tamil Poet Bharathidasan. This affiliating University was established by the Government of Tamil Nadu in 1982 with the motto "We will Create a Brave New World". This University was recognized by the University Grants Commission in 1984. It is a member of the Association of Indian Universities and re-accredited by NAAC at 'A' level among the Universities.



AIMED

**Aachi Institute of Management
& Entrepreneurial Development**

About AIMED

Aachi Institute of Management & Entrepreneurial Development (AIMED) has been established under the auspices of the Aachi Educational and Research Foundation, founded by Mr. A. D. Padmasingh Isaac, Chairman & Managing Director, Aachi Group of Companies, Chennai.

AIMED is a specialized institution for creating and nurturing entrepreneurial talents for the family business industry and is established as a higher education initiative of the trust.

What is unique about AIMED? AIMED was formed to help students become successful entrepreneurs and performing business leaders in future. Hence the Postgraduate Diploma in Family Managed Business (PDFMB) has been designed and developed by AIMED in favour of scions of family business houses to do business in a better format and assists to learn on how to overcome unique set of management challenges, stemming from the overlap of family and business issues. Our country is known for family businesses. Many large corporates have their growth pattern traced from small family business beginnings.



"The best way to predict the future is to create it." - Peter Drucker

COURSE CONTENT

| SEMESTER I | | |
|--------------|------------------------------|---------|
| SUBJECT CODE | SUBJECT TITLE | CREDITS |
| Paper 1 | Family Business Management | 5 |
| Paper 2 | Entrepreneurship Development | 5 |
| Paper 3 | Operations Research | 5 |
| Paper 4 | Legal Aspects of Business | 5 |
| Paper 5 | Business Communication | 5 |
| Paper 6 | Small Business Promotion | 5 |

| SEMESTER II | | |
|--------------|--|---------|
| SUBJECT CODE | SUBJECT TITLE | CREDITS |
| Paper 1 | Dynamics Of Family Business Governance | 5 |
| Paper 2 | Business Plan & Ethics | 5 |
| Paper 3 | Corporate Governance & Social Responsibility | 5 |
| Paper 4 | Spread Sheet Modeling & Data Analysis | 5 |
| Paper 5 | Data Analysis For Business Decisions | 5 |
| Paper 6 | Businesss Regulations | 5 |

| SEMESTER III - CORE PAPERS | | |
|----------------------------|-----------------------------------|---------|
| SUBJECT CODE | SUBJECT TITLE | CREDITS |
| Paper 1 | International Business Management | 5 |
| Paper 2 | Strategic Management | 5 |



**CHOOSE ANY FOUR PAPERS
FROM THE ELECTIVES.**

| SUBJECT CODE | SUBJECT TITLE | CREDITS |
|--------------|-----------------------------------|---------|
| Elective I | Social Entrepreneurship | 5 |
| Elective II | Human Resources Management | 5 |
| Elective III | Entrepreneurial Finance | 5 |
| Elective IV | Mergers and Acquisitions | 5 |
| Elective V | Marketing Management | 5 |
| Elective VI | Marketing Innovation & Creativity | 5 |

| PRACTICAL | | |
|--------------|---------------|---------|
| SUBJECT CODE | SUBJECT TITLE | CREDITS |
| PW | Project Work | 10 |

DURATION:

The Duration of the programme is 18 months. (3 semesters of 6 months each) 2 weeks theory and 2 weeks practical in their own business field

ELIGIBILITY

01

Any UG Degree with 50%
(10+2+3/4 pattern
of education)

02

Sons and daughters
of the family business

03

Any member of the
family managed business



STUDY & LEARN

The students are continuously in Study & Learn mode. Learning Methodology is two weeks classroom and two weeks practical at their respective business units.



NETWORKING

Lunch with Leaders – Prominent Business leaders of society are invited to share their leadership journeys which helps to motivate the students by building network.

PGDFMB



BE MENTORED

In a family business, decisions are taken within a specific context and reasoning. You will have the opportunity to be mentored by our experienced faculty or your own family members to discuss, understand and apply this rationale.



FACILITATORS

Top rank Faculties from best business schools, working business professionals and leaders are the facilitators in a typical PGDFMB class in AIMED to develop skills.



**AACHI INSTITUTE OF MANAGEMENT &
ENTREPRENEURIAL DEVELOPMENT**
(Aachi Educational & Research Foundation)



Door No. 8/6, Vellalar Street, Vanagaram-Ambattur Road, Kil Ayanambakkam, Chennai - 600095
email: admission@aimed.in | www.aimed.in | Call: **98403 38935 / 90031 87359 / 90031 28969**