

**G. H. Patel Postgraduate Institute of Business Management**  
**Sardar Patel University, Vallabh Vidyanagar -388120**  
**(MBA Department)**

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**One-Year Postgraduate Diploma in Business Administration (PGDBA)**  
**&**  
**One-Year Postgraduate Diploma in Marketing Management (PGDMM)**

Present era is a knowledge era. In order to sustain and grow in present competitive world continuous updating of knowledge is necessary. Therefore, for those who want to update or add to their knowledge our institute offers two above-mentioned diplomas.

**The Institute**

**G. H. Patel Postgraduate Institute of Business Management** is a constituent postgraduate department of Sardar Patel University, which offers these **two diplomas since 1983**, and offers a Two-Year Full time MBA programme since 1989.

The department has excellent physical facilities **like air-conditioned class rooms, multimedia projectors and OHP** in each classroom, very rich library subscribing **78 plus journals and magazines and having 14000 plus book titles**. All faculty members are **recognized PG teachers** having more than 10 years of teaching/ industry experience. In addition to this, we also invite experts from industry and academics to provide better insight in to area of their studies.

**The Diplomas**

The department is offering two diplomas viz. **Postgraduate Diploma in Business Administration and Postgraduate Diploma in Marketing Management**. These diploma programmes are designed to introduce students to basics of Business management and Marketing management respectively.

**The syllabus**

The syllabi of both the **courses revised** thoroughly this year to make them more comprehensive and contemporary.

**The Timings and Medium of Instruction**

Both the diplomas are of one-year duration. The classes are conducted during **evening 6-00 p.m. to 8-00 p.m., Monday to Saturday**. The medium of instructions is **English**.

**Eligibility**

Any person who has passed a Bachelor's degree (10+2+3 pattern) in any faculty/ stream of this University, or an examination recognized as equivalent thereto by Sardar Patel University shall be eligible for admission.

**Admissions**

The total intake to each diploma is 70 seats. The seats will be filled in based on merit. Preference will be given to those who are having work experience in business or industry.

**Application Forms**

Application form to be down loaded from **www.spuvvn.edu/** and duly filled in form is to be returned to the University with DD of Rs.200 **before 16-06-11**. Please refer the web site for further details.

**Contact:**

**Coordinator**

G. H. Patel PG Institute of Business Management,  
University Colony, Vallabh Vidyanagar – Anand-Gujarat  
Phone: 02692- 248463 and 230991