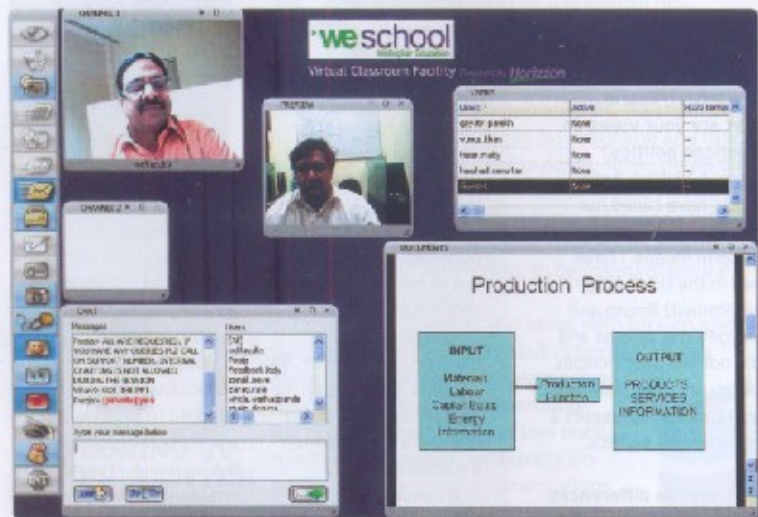


Distance Learning - the new age mantra for education

Get a push up the career ladder with Welingkar's specialised Distance Learning Courses



In today's cut-throat environment of business, a degree from a good management institute or a course in management matters a lot and adds immense value to your profile. A majority of people start their careers immediately after passing out of degree college or start work early because of their personal constraints and are not able to pursue their dream of a higher education. A few others may try unsuccessfully while some may turn back to look at it as a lost opportunity.

But now, through distance learning, one has a golden opportunity to pursue their dream of higher education while they simultaneously pursue their careers in the

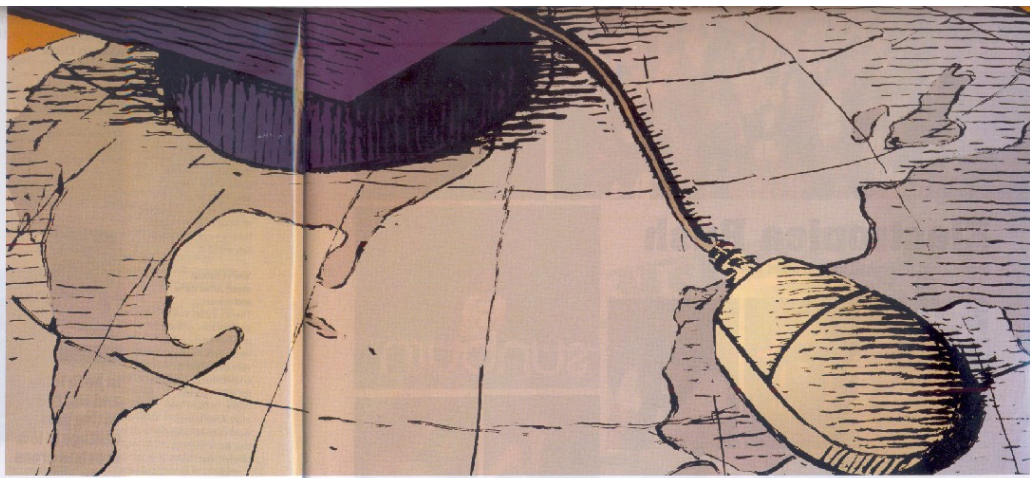
corporate world. Employment opportunities are multifold and the value of management education is also growing. With high attrition levels, corporates too are encouraging employees to enhance their education and even sponsoring programs offered by reputed management institutes.

Since 1977, Welingkar has been offering Distance Learning Courses aimed at career enhancement and knowledge growth. These are recognised by the Distance Education Council (Govt. of India). It's heartening to note that the faculty, books and study materials are integral to the quality of the program. The online examination system that can be taken from various

centres across the country, provide students the flexibility to choose the date and venue for the examination, proving to be a vitally helpful resource for working individuals.

The duration of the various courses offered by Welingkar, such as Post Graduate Diploma in Business Administration - Distance Learning Program (PGDBA-DLP) is two years. The Post Graduate Diploma in Business Administration (PGDBA-DLP) has been designed to fulfill the dream of higher education for busy professionals or those who are not able to pursue a full-time program due to various personal reasons.

The program is divided into four semesters. The first two semesters are



generic and common to all students. During the second year, various specialisations offered are marketing, finance, human resources, operations, retail management, supply chain management, e-business, banking, investment and insurance, international business and general management.

The unique feature that Welinkar offers is the customised Personal

Contact Program (PCP) and Virtual Classroom Facility (VCF). During the Personal Contact Program, major concepts are explained and opportunities given to students to clarify doubts relating to the examination or the curriculum. PCP also encourages peer interaction amongst the students as they come from varied backgrounds and work in organisations across sectors.

Welinkar has pioneered many new concepts in distance education to enhance the convenience and flexibility of the programs, one of which is two-way audio-visual Virtual Classroom Facility - where students can see, hear and participate in live lectures and clarify their doubts through online discussions with professors. The Institute conducts live lecture sessions from

its campus studio. Students availing of the VCF can attend these lectures using a computer from their residence. They also participate in live questions and answer sessions to resolve academic queries and participate in live quiz tests during the lecture to gauge their knowledge and understanding.

In addition to the unique study material, Welinkar provides audio

visual CDs for all subjects. The CDs have been aesthetically designed to make the learning experience a powerful one. These lecture CDs contain 15-20 hours of audio-visual lectures along with a number of presentations and practice tests for self learning. In addition to the CDs, e-learning content for all the subjects are uploaded online and can be viewed by the students anytime, anywhere.

Another unique feature of the PCDBA-DLP course is the online placement support facility given to its students from the first day of joining the program. Through this facility, students can view live vacancies related to their specialisation.

All the above features combined together make the PCDBA-DLP truly distinctive. As a working professional, one benefits from applying the same

concepts that one learns to the current work environment. Corporates now expect an employee to have additional knowledge about their field or industry which is provided by B-Schools and hence such courses are recommended by them.

To evaluate various career options and for any queries, students may visit www.welinkaronline.org or alternatively write to pgdub@dpc.welinkar.org.