

## Contact Us



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After 30 Years, Moving To  
**INDIRA@40**  
EMBRACING  
"Excellence with Empathy"

Shree Chanakya Education Society's  
**INDIRA SCHOOL OF  
BUSINESS STUDIES PGDM**  
Legacy PGDM Program

# MDPC

Management Development  
Program & Consultancy

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# Our Mentors



Dr. Tarita Shankar  
Founder Secretary & Chief Managing Trustee  
Shree Chanakya Education Society



Dr. Pandit Mali  
Chief Executive Officer (CEO)  
Indira Group of Institutes



Dr. Renu Bhargava  
Director  
Indira School of Business Studies (PGDM)

## About ISBS PGDM

Indira School of Business Studies PGDM (ISBSPGDM) was established as a professional school to meet the growing needs of the business sector with an idea to bridge the gap between the 'Campus and Corporate'. In a short span of time, the programs of the Institute were approved by AICTE and ISBSPGDM established its presence in Pune as a premier business educational institute. The curriculum design, methodology utilized, coupled with technology for teaching keeps the students abreast of the trends in the field of business and assures greater articulation of the same.

ISBSPGDM ranked 28th among the "Best B- Schools in India 2020" in a survey conducted by Business India Magazine. ISBSPGDM was also awarded for "Best Institute Overall" in the 11th Innovation Education Leadership Award 2019 presented by DNA. ISBSPGDM has also featured in the Top 100 Management Institutes in India in the NIRF 2019 Rankings. The National Institutional Ranking Framework (NIRF) is approved by the Ministry of Human Resource Development. It is indeed a matter of pride for an institute to be acknowledged by such reputed forums.

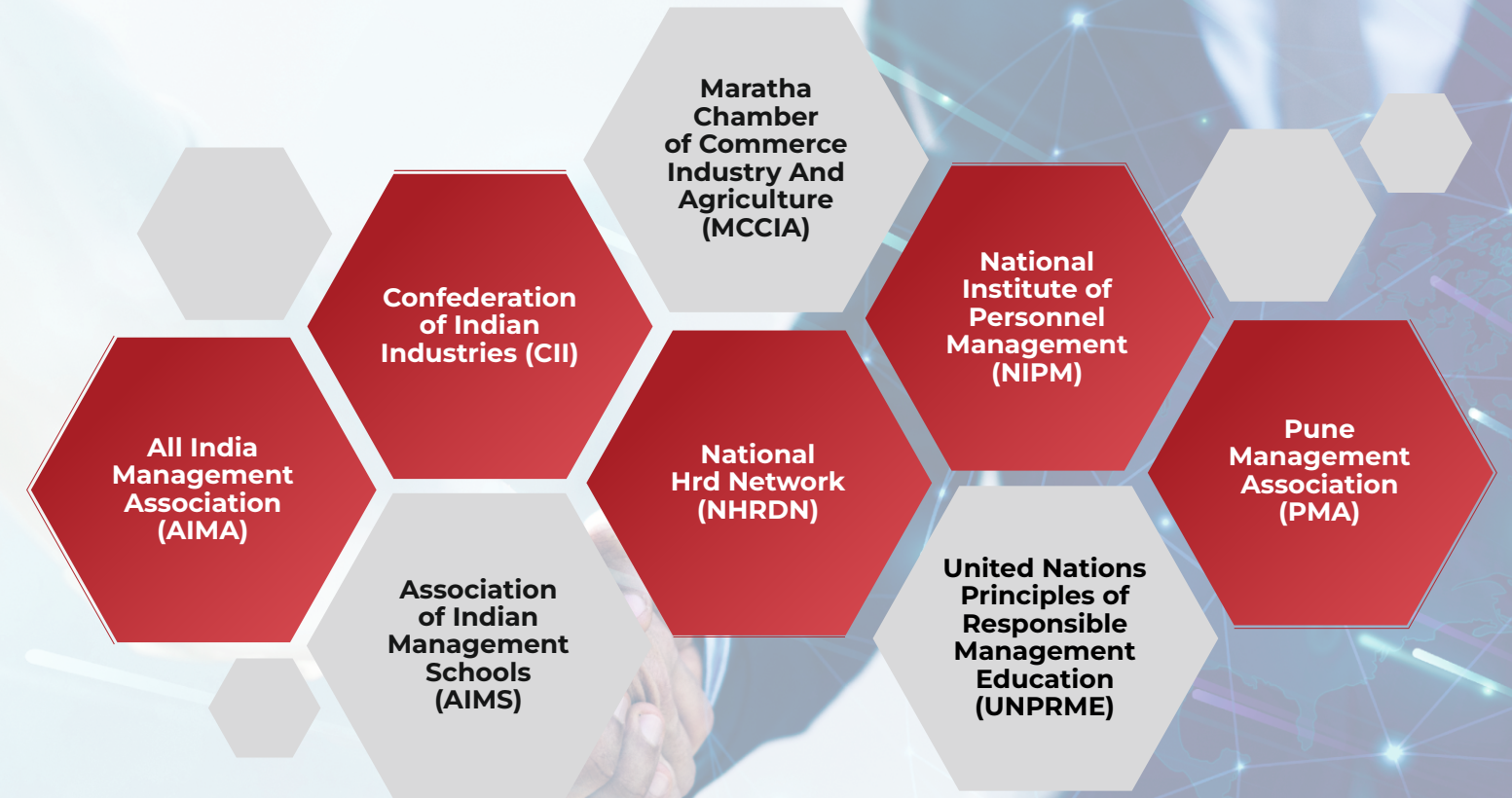
ISBSPGDM believes that the emerging global environment requires professional graduates to be equipped with sufficient knowledge and confidence to face tough and competitive scenarios. The current global economy has created an environment where managers have to face greater situational challenges; predict and handle the impulses of the market and provide better quality products and services.

## About us

We are pleased to introduce ourselves as Management Development Program & Consultancy Cell (MDPC) under the aegis of Indira School of Business Studies PGDM (ISBS PGDM). ISBS PGDM, Pune was established under the aegis of Shree Chanakya Education Society to meet the growing needs of the business sector to bridge the gap between 'Campus and Corporates'. Under ISBS PGDM, we offer AICTE approved PGDM programs. We have featured in Top 100 Management Institutes in India in NIRF 2019 Rankings. Another feather in the Institute's cap is 'Accreditation of PGDM Program' in the year 2022 from National Board of Accreditation' (NBA) New Delhi. This is indeed a matter of pride for all of us, as this indicates the quality of education imparted by the institution.



## Memberships & Associations



# Prominent Rankings

**SPECIAL ISSUE**  
business today.in  
**Business Today**  
July 9, 2023 ₹300  
On Stands | Online | On Air  
bt INDIA TODAY GROUP

**INDIA'S BEST B-SCHOOLS**

PO. 82  
THE EDTECH ALTERNATIVE

THE BEST ONE-YEAR MBA COURSES

**Best Schools**  
THE LIST (1-15 / 272)  
INDIA'S BEST ► B-SCHOOLS

**OVERALL RANKING 2023**

**87**

The winners of the  
**B-SCHOOL SURVEY**

**TOP 100: SELECTION PROCESS**  
**INDIA'S BEST ► B-SCHOOLS**

**NBA**  
NATIONAL BOARD  
OF ACCREDITATION

**ASSOCIATION OF INDIAN UNIVERSITIES**  
संज्ञाधर संस्थान

**OBE RANKINGS 2023**  
OUTCOME-BASED EDUCATION

*Certificate of Excellence*

IN PURSUIT OF EXCELLENCE TOWARDS OFFERING OUTCOME-BASED EDUCATION, THIS CERTIFICATE IS PRESENTED TO

**INDIRA SCHOOL OF BUSINESS STUDIES PGDM**

Ranked in the **GOLD BAND** Grade

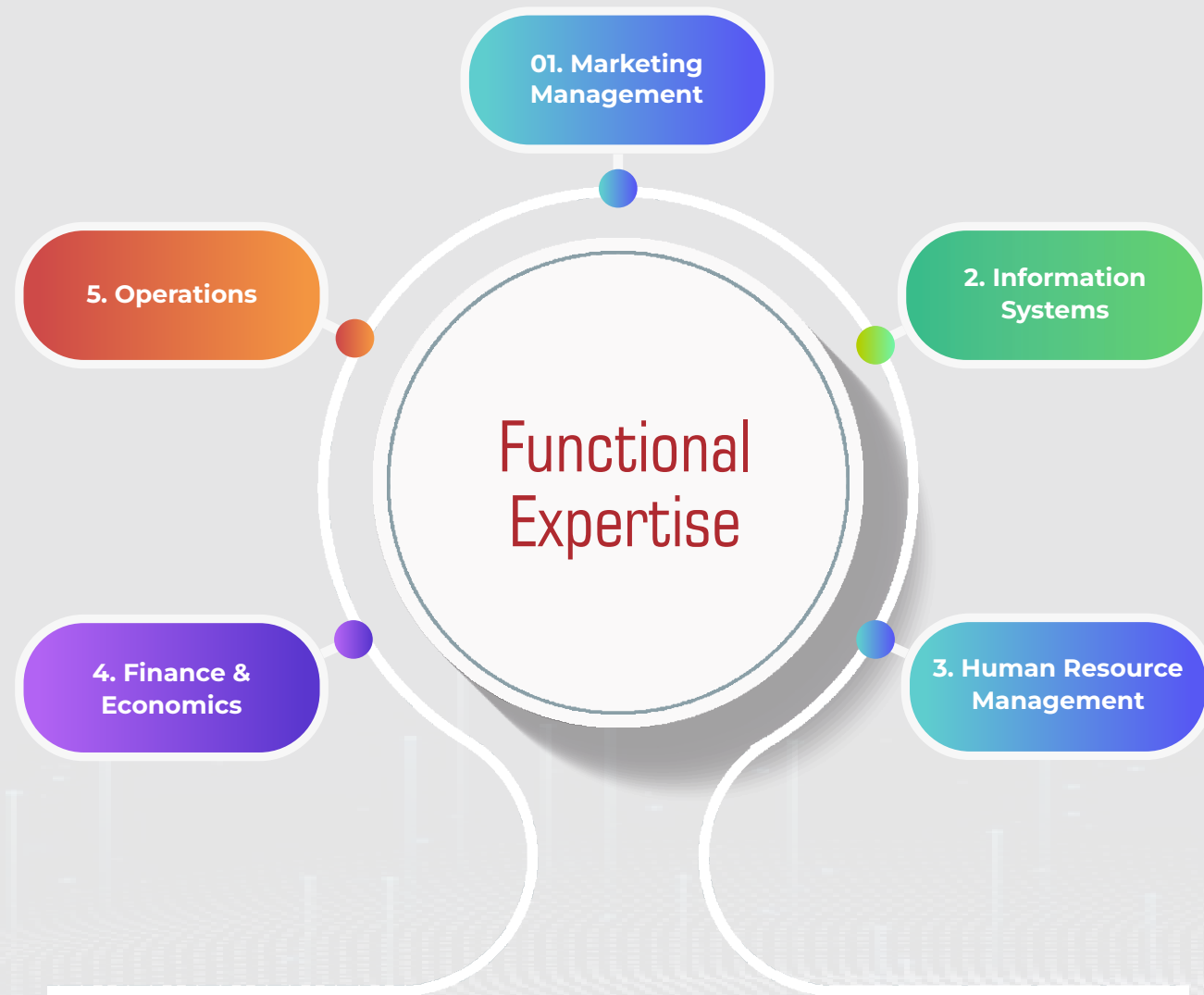
**R** World Institutional RANKING

*Executive President*



## Individual & Organizational Growth



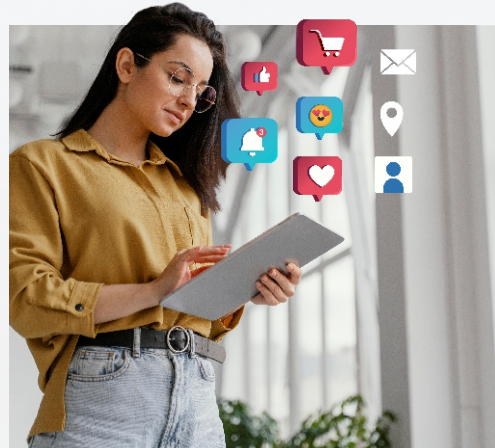


# Marketing Management

## B2B Marketing (Duration: 16hrs)

In the dynamic landscape of commerce, Business-to-Business (B2B) marketing holds a pivotal role in driving organizational success. This specialized program on B2B Marketing delves into the art of cultivating and leveraging B2B relationships. This program equips participants with strategic insights, customer-centric approaches, and market acumen to excel in B2B marketing.

Completing this program will empower participants with a deep understanding of effective B2B marketing strategies. Through theoretical frameworks and practical case studies, participants will be able to craft targeted value propositions, adapt negotiation techniques, and foster lasting business partnerships. This program enables participants to become catalysts for growth and innovation within their organizations by leveraging their enriched expertise in B2B marketing.



## Digital Marketing and Analytics (Duration: 16hrs)

With the markets emerging after the pandemic, the marketing industry is undergoing a rapid change as it adapts to new technology, trends and tastes. We now see how the new generation understands and uses the social media marketing for generating new leads, interacting with clients and fostering brand loyalty.

This program is designed to help individuals build the digital marketing skills and tactics needed to engage with 21st-century digital customers and drive customer acquisition across diverse digital marketing channels. The learners will acquire the skills of using modern digital marketing methods and tactics, as well as data-driven decision-making abilities, to develop integrated, customer-centric digital strategies for organic business growth.

## Sales Management (Duration: 16hrs)

Sales Management training is essential in a dynamic landscape to foster adaptability, innovation, and strategic agility. It empowers sales professionals to navigate uncertainties, leverage emerging opportunities, and maintain a competitive edge in an ever-evolving market.

This Training program offers an immersive learning experience, catering to the diverse needs and learning styles of participants.

This specialized program in Sales Management will empower the participants with essential skills to lead and optimize sales teams. Participants will gain expertise in strategic planning, effective communication, team motivation, and customer-centric approaches. The program fosters leadership, enabling attendees to drive sales growth, enhance customer relationships, and navigate dynamic market challenges successfully.



## Design Thinking (Duration: 16hrs)

Our unique Design Thinking training program aims to equip individuals with the mindset, skills, and methodologies necessary to drive innovation, solve complex problems, and create products and services that genuinely meet user needs.

The distinctiveness of this training program lies in its unique combination of elements, methodologies, and delivery tailored to meet specific objectives and audience needs.

This training involves a structured and interactive approach to ensure participants understanding of the principles, methodologies, and practical applications of Design Thinking. The training is designed to be delivered in an Interactive mode with an aim to build the critical and creative thinking abilities of the participants.

## Channel Management (Duration: 16hrs)

Channel Management training is essential in the current market scenario to equip professionals with the skills and knowledge needed to navigate the complexities of modern distribution networks, capitalize on opportunities, and overcome challenges presented by dynamic market conditions.

This innovative program in Channel Management is designed to provide in-depth knowledge and skills for effectively managing and optimizing distribution channels. The program covers a range of key areas like-Channel Strategy Development, Channel Performance Metrics, Channel Relationship management, Technology Utilization in Channel Management, Customer Experience through Channels etc.

This training will help the participants develop a comprehensive set of skills including Strategic Thinking, Negotiation Skill, Conflict Resolution Skill etc. These skills will contribute to their ability to navigate the complexities of channel relationships, drive collaboration, and enhance overall business performance.



## Key Account Management (Duration: 12hrs)

Key Account Management (KAM) training offers numerous advantages for professionals involved in managing key clients or strategic accounts. The benefits extend beyond individual skill development, contributing to organizational growth, customer satisfaction, and strategic business success.

Our Key Account Management training program provides professionals with a holistic skill set, equipping them to navigate the complexities of managing key clients successfully.

This blended learning program allows the participants to acquire a diverse set of skills like- Relationship Building, Negotiation Skills, Leadership Skills, Problem solving and Decision-Making Skills. These skills contribute to the participant's ability to drive strategic growth, enhance customer satisfaction, and foster long-term partnerships.



# Information Systems

## Cybersecurity and IT Risk Management (Duration: 8hrs)

In the digital era, where data breaches and cyber threats loom large, mastering Cybersecurity and IT Risk Management is paramount for organizational resilience. This specialized Management Development Program (MDP) on Cybersecurity and IT Risk Management delves into the strategies to protect digital assets and mitigate IT risks.

By the end of the program, participants will acquire the skills to design robust cybersecurity frameworks, implement protective measures, and manage IT risks effectively. Through real-world case studies and interactive exercises, participants will learn to develop proactive strategies to combat cyber challenges. This program equips participants with the expertise to fortify digital defenses, ensuring organizational security and resilience in an evolving cyber landscape.



## Exploratory Data Analysis (Duration: 16hrs)

In today's rapidly evolving business landscape, data has become the key driver of decision-making and competitive advantage. This course aims to equip junior and mid-level managers, with the essential skills and knowledge needed to harness the power of data and transform it into actionable insights.

This program aims to equip managers with essential analytical skills and techniques required for data and driven decision-making. Participants will gain hands-on experience in data analysis, and visualization. By the end of the program, managers will acquire the ability to make strategic decisions based on data insights. They will learn how to identify patterns, trends, and opportunities, enabling them to make more effective and impactful decisions for their organizations.

## Digital Transformation (Duration: 12hrs)

In the modern era, businesses thrive on information technology (IT). However, a competitive edge stems not solely from technology access, but from its effective utilization. With technology evolving rapidly, managers must cultivate skills to decipher technology's potential for their business and its value-creation possibilities. This program delves into harnessing significant technological advancements to reshape businesses and industries in the marketplace fundamentally.

In a landscape where technology governs, this course empowers managers with insights into leveraging major technological strides to enact transformative changes. Complex technologies like IoT, big data, cloud, and the future internet take center stage, driving business evolution. Emphasis rests on devising holistic business strategies, encompassing general management, organizational culture, and financial and marketing acumen, to effectively navigate these transformations. Participants will grasp the power of strategic technology integration, equipping them to lead businesses towards competitive advantage in the ever evolving digital age.



# Human Resource Management

## Design Thinking for Crafting Employee Experience (Duration: 15hrs)

In today's rapidly evolving businesses, organizations are recognizing the pivotal role that employee experience plays in driving productivity, innovation, and overall success. This course is a deep dive into the powerful methodology of design thinking, tailored specifically to transform how we approach and enhance the employee experience.

Whether you are an HR professional seeking to revamp your company's talent management strategy, a manager aiming to create a more engaging team environment, or an entrepreneur crafting a dynamic startup culture, this course will empower you to drive meaningful transformation through the lens of design thinking. Join us as we explore how to uncover latent needs, co-create with employees, and revolutionize the way organizations approach the intricate art of employee experience design. Get ready to embark on a transformative learning journey that will enable you to shape workplaces where employees thrive and businesses flourish.



## HR Analytics (Duration: 15hrs)

In today's rapidly evolving business, organizations are increasingly recognizing the immense value of harnessing data to make informed decisions about their most valuable asset: their workforce. HR Analytics is designed to empower you with the knowledge and skills to navigate this dynamic intersection of human resources and data science.

In this program, you will embark on a journey that demystifies the realm of HR Analytics, equipping you with the tools to extract meaningful patterns and trends from vast sets of HR data. From recruitment and talent acquisition to performance evaluation and employee engagement, you will discover how data analysis can enhance every facet of the employee lifecycle. By exploring real-world case studies and hands-on exercises, you will gain practical experience in leveraging data to formulate actionable insights that drive strategic decision-making within an organization.

## Competency mapping (Duration: 16hrs min)

In today's competitive corporate landscape, the strategic alignment of organizational goals with employee competencies is more critical than ever. Our 'Competency Mapping' workshop is meticulously designed to empower your team with the tools and insights necessary for identifying, analyzing, and mapping the competencies essential to your organization's success. This hands-on workshop not only underscores the importance of competency mapping in enhancing organizational performance, talent management, and succession planning but also equips participants with the methodologies to effectively conduct competency assessments tailored to your corporate needs.

Leveraging engaging andragogy principles, our interactive sessions promise a stimulating learning environment that caters to the adult learner's need for practical application and problem-solving. Participants will engage in real-world scenarios, group discussions, and hands-on exercises to deepen their understanding and application of competency frameworks. By the end of this workshop, trainees will have mastered the art of crafting comprehensive competency maps that align with your business strategy, enabling them to identify skill gaps, foster talent development, and drive continuous improvement within your organization.



## Assessment Centres (Duration: 16hrs min)

In the rapidly evolving corporate world, making informed decisions about recruitment, talent management, and career planning is paramount for organizational growth and sustainability. Our Assessment Centre (AC) intervention stands as a cornerstone in this strategic endeavor, offering a scientifically rigorous and comprehensive approach to evaluating and developing your workforce. Through a meticulously curated suite of activities tailored to assess specific competencies, our AC provides an in-depth analysis of participants' strengths and areas for development, facilitating a nuanced understanding of their capabilities and potential.

Our AC intervention is more than just an evaluative process; it is a transformative journey for both the participants and the organization. Each activity within the AC is designed to simulate real-world challenges, providing participants with the opportunity to demonstrate their competencies in a controlled, yet dynamic environment. This not only brings to light their innate abilities and areas for growth but also aligns with your organization's specific competency frameworks, ensuring a perfect match between your strategic objectives and the individuals who drive them.



# Finance & Economics

## Understanding Behavioural Finance for Investments (Duration: 16hrs)

In the world of finance, understanding human behavior is just as crucial as grasping the intricacies of market trends and economic theories. This comprehensive course is designed to provide you with a profound insight into the fascinating field of behavioral finance and its profound impact on investment decisions. Led by experienced experts in both finance and psychology, you will gain practical knowledge that transcends traditional financial education. Our interactive lectures, engaging discussions, and real-world case studies will empower you to recognize and navigate the intricate interplay between human behavior and investment outcomes.

This program, will embark on a journey to uncover the psychological underpinnings of various financial phenomena that shape our perceptions and choices in the investment realm.



## Econometrics for Business Research (Duration: 8hrs)

Econometrics is the bridge that connects the theoretical foundations of economics with the empirical realities of business. Whether you're an entrepreneur, a manager, a market analyst, or an aspiring researcher, this program will provide you with a solid foundation in econometric principles, enabling you to better understand the intricate relationships between variables, predict outcomes, and evaluate the effectiveness of business. Real-world case studies and examples drawn from diverse industries will showcase the practical applications of econometrics in solving complex business problems and making sound decisions.

This engaging journey as we unravel the world of econometrics and its profound applications in business research. Whether you're aiming to enhance your decision-making abilities, contribute to evidence-based strategies, or embark on a career in academia, this program will empower you with the analytical tools needed to navigate the complexities of modern business environments successfully.



## Stock Trading and Smart Investments (Duration: 12hrs)

In a world of dynamic financial markets and ever-evolving investment opportunities, understanding how to navigate the complex landscape of stocks and make intelligent investment choices is essential for both novice and experienced investors alike. This program has been meticulously designed to equip you with the knowledge, strategies, and insights needed to not only grasp the fundamentals of stock trading but also to master the art of making astute investment decisions. This program goes beyond traditional stock trading education. We understand the significance of responsible and sustainable investing in today's world. As such, we will delve into the realm of smart investments, covering ethical considerations, environmental, social, and governance (ESG) factors, and long-term wealth preservation strategies. Our aim is to empower you not only to make informed investment decisions that yield financial rewards but also to contribute positively to the global economy and society at large.

Whether you're a complete beginner or a seasoned investor looking to refine your skills, this course is designed to cater to your needs. So, embark on this educational journey with an open mind and a readiness to absorb the insights that will empower you to navigate the world of stock trading and smart investments with confidence and competence.



## Technical and Fundamental Analysis (Duration: 16hrs)

Predicting future movements of the stocks is one difficult task for an investor. To master this skill of forecasting the future movements and take the advantage of it the investors needs to be adept in Fundamental and Technical Analysis. Fundamental Analysis is a method of evaluating the intrinsic value of a security or stock by analyzing its financial and economic factors. While Technical Analysis process the historical market data of any financial instrument to forecast the future movement. Fundamental and Technical Analysis are the methods that are used interchangeably to analyze the 'Good Picks' and 'Bad Picks' from the market. Considering the importance of these mixed methods we are bringing you a comprehensive course that incorporates both these aspects.

The objective of this course is to provide the learner the insights into the dynamics of fundamental analysis and equip you with advanced subject knowledge by providing exposure about the valuations and value investing strategies. This program broadly covers - Introduction to Fundamental analysis, Economic, Industry & Company Analysis, Financial Statement & Ratio Analysis, and Various Models of Equity Valuation.



## Finance for Non-Finance (Duration: 16hrs)

Finance is the lifeline of every business, and it has become the need of the hour to equip oneself with financial skills even if one belongs to a different domain. Financial knowledge enables professionals, especially from functional areas other than finance such as sales, marketing, human resource, research and development, production, procurement, to gain an extensive working knowledge of critical financial principles in an easy-to-follow manner, enabling them to make critical business decisions involving cost-savings, budgets, new projects decisions, growth strategies and so on.

This course offers the learner an in-depth understanding of the Implication of Finance on Various Business-related Activities, Analysis of Financial Statements, Impact of Financial Decisions on Company's Performance.

This program broadly covers- Basics of Financial Accounting and Understanding Financial Statements, Working Capital Management, Cost Information Processing for Decision-Making and Budgeting, Evaluation of Investment Projects and Leverage Analysis.



# Operations

## Total Quality Management & Six Sigma (Duration: 15hrs)

Total quality management (TQM) is a management approach to long-term success through customer satisfaction.

This training courses in TQM will help to use a combination of strategy, data, and effective communication to integrate quality into all aspects of your organization.

Total Quality management entails not only product and service quality but also the means of achieving it. This Total Quality Management (TQM) course teaches core tools and techniques required to develop, implement and maintain excellence in terms of products and service performance and delivering superior value to customers with a focus on consistent productivity improvement and reduced operating costs.

This program, which is based on real-world scenarios is designed to help understand and apply the principles of quality management and Total Quality Management (TQM) philosophies to ensure that all members starting with the top management, strive to achieve continuous improvement of the total organization, in terms of meeting and exceeding customer requirements.



## Logistics & Supply Chain Management (Duration: 15hrs)

This Program in Logistics and Supply Chain Management aims to develop human capital and talent to meet the needs of the industry. The curriculum is designed with a blend of theory and industry practice for the effective management of supply chains in increasingly challenging environments. This program incorporates activities, cases and projects that have a strong industry focus and are oriented towards solving real-world problems.

This program targets those in the logistics and supply chain industry who are keen to upgrade their skills to take on management positions. Professionals from other disciplines seeking a mid-career switch to the logistics and supply chain industry can also benefit from the program.

## Supply Chain Analytics (Duration: 15hrs)

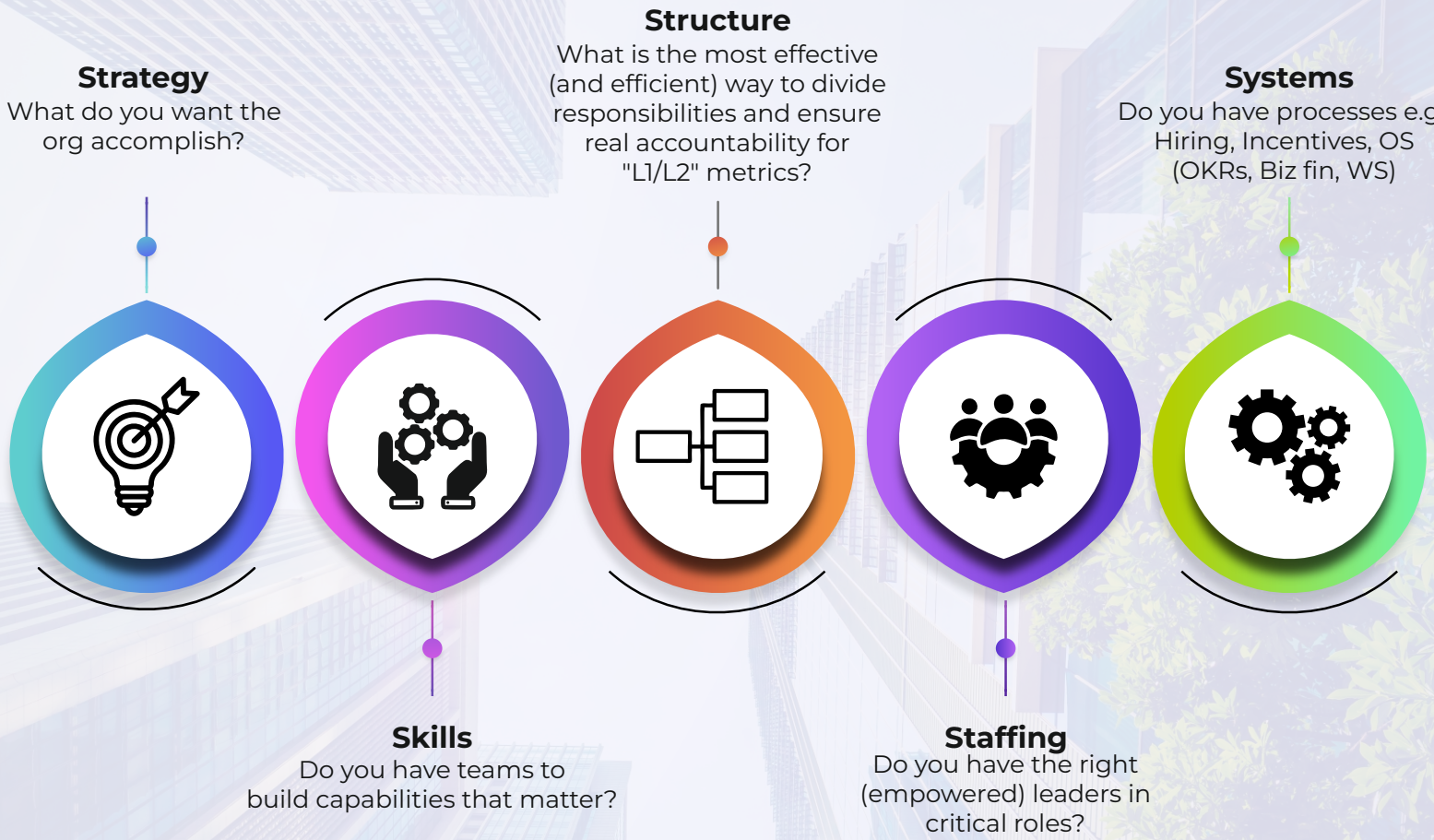
The program in Supply Chain Management and Analytics is designed to provide a cutting-edge experience to candidates who wish to enter the operations and supply chain industry. Supply Chain Analytics enables management to make data-driven decisions at strategic, operational and tactical levels. In the Supply Chain Management field, there is a great shortage of professionals with processing and analytics skills. This program gets you ready for high-demand job roles such as Demand Planners, Data Scientists, Supply Planners and Operations Planners.

This program will help you get more data-centric and improve the decision-making of a supply chain by leveraging the power of Python. Mastering SCM know-how and essential analytics skills through this cutting-edge. Supply chains generate massive amounts of data - Big Data to be more specific. This will prepare oneself to take part in building smarter strategic and tactical global supply chains of the future.



Our approach to Business Design

We have a structured 5-step process to help you define the right “10x” operating and financial shape. Create a detailed “product-market fingerprint”, define sharp objectives and key results (OKRs) and get your resource allocation right to get the job done.



# Gallery





# Programs Offered

## PGDM Marketing (60 Intake)

Marketing is one of the in-demand domains simply because no company can survive without a marketing & sales team. Digital Marketing, Marketing research, Marketing communication, media & client management roles are growing every year. Most employers today are hiring candidates who hold the post-graduation qualification in marketing. PGDM Marketing Program at Indira School of Business Studies PGDM focuses on building core marketers to meet this demand of corporates in various sectors like – IT, Retail, Manufacturing, Real Estate, Banking, Insurance, etc.

### Super Specialization

- Digital Marketing

## PGDM General (120 Intake)

Today's business problems need an agile mindset and problem-solving skillset. In this dynamic competitive world, it is very necessary to equip yourself with the right arsenal before you enter the corporate world. A Post Graduation Diploma in Management (PGDM) offered at Indira School of Business Studies PGDM (ISBS PGDM) will help you gain a deep understanding of the fundamental concepts and business intricacies.

### Major Specialization -

- Finance
- Marketing
- Human Resource Management
- Operations & supply chain Management\*\*

### Minor Specialization -

- Finance
- Marketing
- Human Resource Management
- Operations & supply chain Management\*\*

**Note-** Must be taken in anyone other than Major Specialization  
\*\* Applicable for students from Engineering graduation

## PGDM E-Business Management (120 Intake)

With the world shifting to online mediums for almost everything due to covid, a few sectors have seen an upward trend like E-Business Management, Digital Marketing, IT, etc. to name a few. PGDM E-Business Management Program from Indira School of Business Studies PGDM (ISBS PGDM) aims to provide a solid dynamic learning environment to help the students in understanding and learning the necessary skills in areas like Business Analytics using Power BI, Tableau and R; E-Business Foundation, Digital Business & Strategy etc.

### Major Specialization -

- Finance
- Marketing
- Human Resource Management
- Operations & Supply Chain Management\*\*

### Minor Specialization -

- E-Business & Business Analytics

Offered only to Engineering graduates or someone having bachelor's in operations & supply chain management.

## PGDM (180 Intake)

Today's business problems need an agile mindset and problem-solving skillset. In this dynamic competitive world, it is very necessary to equip yourself with the right arsenal before you enter the corporate world. A Post Graduation Diploma in Management (PGDM) offered at Indira School of Business Studies PGDM (ISBS PGDM) will help you gain a deep understanding of the fundamental concepts and business intricacies.

### Major Specialization –

- Finance
- Marketing
- Human Resource Management
- Operations & supply chain Management\*\*

### Minor Specialization -

- Finance
- Marketing
- Human Resource Management
- Operations & supply chain Management\*\*

**Note -** Must be taken in anyone other than Major Specialization  
\*\* Applicable for students from Engineering graduation

\*\*Placement Opportunity strictly only in major Specialization

## Awards and Accolades



## Our Prominent Clients



and more...

# Testimonials

"First and foremost, I would like to thank the Finolex Management and Indira School of Business Studies for providing an opportunity to learn various aspects of "Leadership Development programs". This program gives an edge to uphold management ideas in Decision Making and Teamwork and taught how to be united in different critical situations with an example of movies like "Lagan" or "Chak de". Planning and Leadership programs prompted to think beyond your limitation and go for out of box thinking."

Shivanand B. Madiwalar  
(finolex Industries Ltd.)

"This behavioural assessment that your team did was an eye opener and made us realize that we need to do lot of introspection for becoming a better human being!"

Ms. Nitu Sinha  
(Jabil India)

"We would like to take this opportunity to thank Indira School Business Studies (ISBS), Pune, for carrying out the business consulting project on "Optimizing the tenant mix for our commercial space" for us in satisfactory manner. It has been very nice level of professional approach to the project. We are looking forward to continued association with ISBS in future for upcoming projects."

Yogesh Goyal  
(Director, Rtc Hotels Pvt. Ltd.)

"We sincerely appreciate your teams' efforts in designing the entire process for "Personal Effectiveness" and "Leadership Coaching" program. From understanding the needs of each individual Manager, then conceptualising and delivering customised inputs, you understood our objectives so well and worked diligently to achieve them. Friendly and mature nature of your coaches made the learning engaging and enlightening for our participants."

Mr. Rajiv Sahay  
(MECC Alte India Private Ltd.)