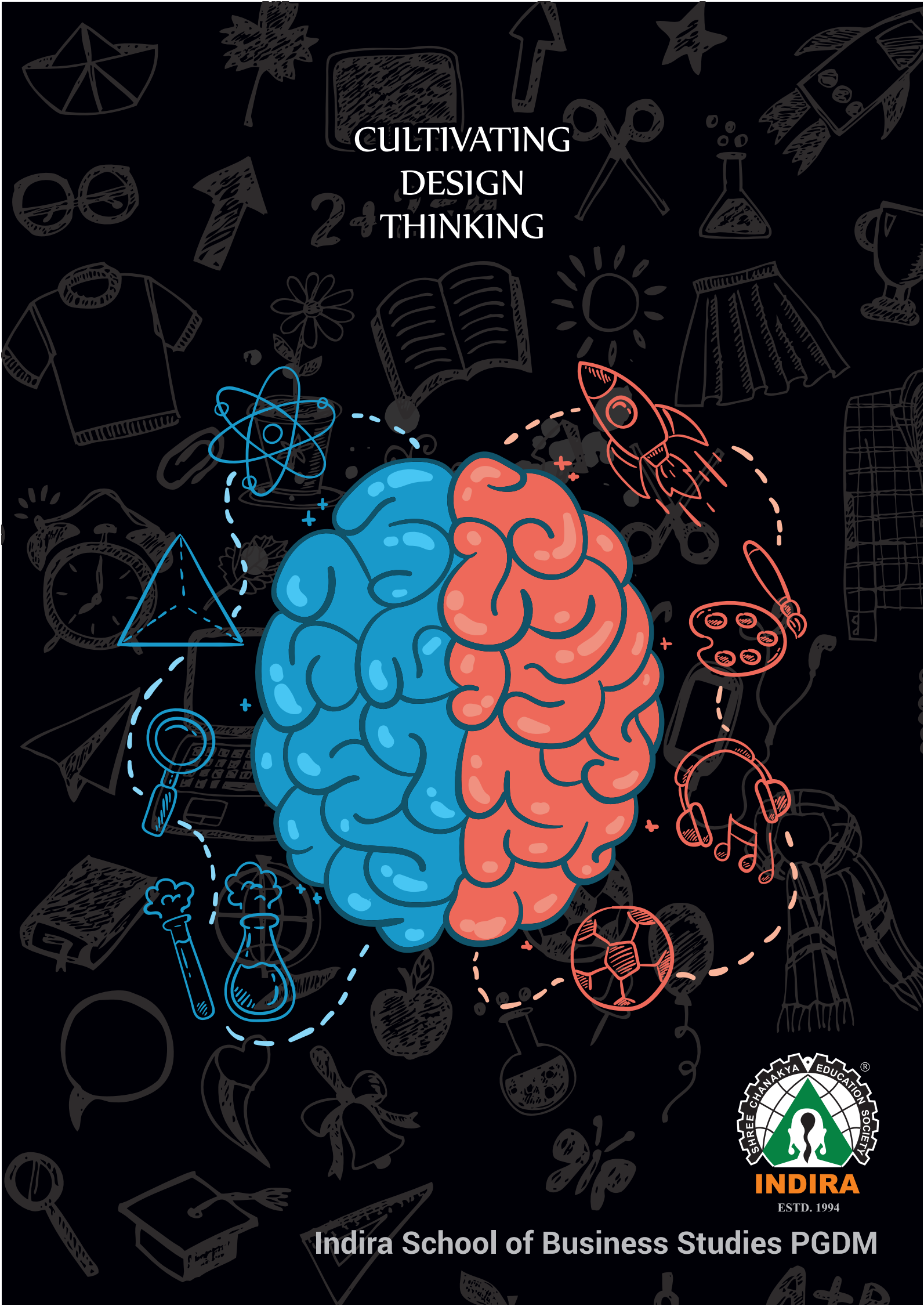


**CULTIVATING  
DESIGN  
THINKING**

**INDIRA**  
ESTD. 1994

**Indira School of Business Studies PGDM**



**CULTIVATING  
DESIGN  
THINKING**

**INDIRA**  
ESTD. 1994

**Indira School of Business Studies PGDM**



# Empathize

LEARN ABOUT THE AUDIENCE  
for which you are designing.

Understand their VALUES and usage  
context. Determine the articulated  
and unarticulated MOTIVATIONS  
behind their decisions.



# Define

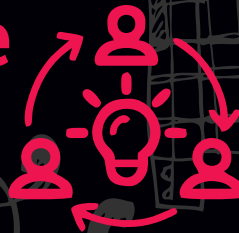
Develop PERSONAS  
based on demographics,  
goals and objectives.



# Ideate

BRAINSTORM a myriad of  
ideas while suspending all  
judgment and encouraging  
CREATIVITY.

Generate, dream, take risks, be savvy.



# Prototype

- CREATE A SKETCH
- BUILD A 3D MODEL
- ROLE PLAY A SCENE

that will quickly and affordably  
test your assumptions about  
people, materials and  
processes.



# Test

LEARN what works  
and  
what doesn't.



Go back to the prototype  
and modify it based on  
results and feedback.  
ITERATE so the project  
team can learn big lessons  
as early as possible.



## 5 Pillars of Design Thinking



It's time to  
accelerate  
the pace  
of change

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## ISBS PGDM - PROFILE

Indira School of Business Studies PGDM (ISBS PGDM), Pune was established under the aegis of Shree Chanakya Education Society (SCES).

Shree Chanakya Education Society began as a trust in 1994, under the visionary leadership of Dr. Tarita Shankar, with an explicit vision to provide sustainable impetus to the corporate and entrepreneurial abilities in the youth. Unrelenting initiatives by the management team at Indira led to the creation of multi disciplines such as Management, Information Technology, Pharmacy, Commerce, Science and Engineering. All this growth is enabled and sustained by the expertise and exertions of Prof. Chetan Wakalkar, Group Director, Indira Group of Institutes, whose commitment and concern for students' development stands unmatched. SCES has grown steadily and today boasts of several Institutes, having more than 12,000 students, from all over India pursuing multi-disciplinary graduate and post-graduate programs. The Institutes managed by SCES have maintained high academic standards and have successfully provided trained manpower to diverse industry sectors of the country.

Indira School of Business Studies (ISBS PGDM) 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 Corporates'. In a short span of time, the programs of the Institute were approved by AICTE and ISBS PGDM 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.

ISBS PGDM ranked 28th among the "Best B- Schools in India 2020" in a survey conducted by Business India Magazine. ISBS PGDM was also awarded for "Best Institute Overall" in 11th Innovation Education Leadership Award 2019 presented by DNA. ISBS PGDM has also featured in Top 100 Management Institutes in India in 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.

ISBS PGDM 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.

### NIRF RANKING

ISBS PGDM features in "Top 100 Management Institutes in India" according to the National Institutional Ranking Frame-work 2019 (NIRF)



## VISION & MISSION

### Vision - IGI

"To create a center of academic excellence in the field of Management and IT education, with the purpose of fulfilling the industry requirements through holistic development of future performers who are also good human beings and possess the right knowledge, skill sets and attitude towards their work and life."

### Mission - IGI

- ◆ To promote a learning environment that welcomes and honors men and women from diverse cultures for involving themselves in intellectual inquisitiveness, explore knowledge dimensions for future applications in industry, business and life.
- ◆ To develop managers and entrepreneurs in the field of management and IT, who can serve as engines of national and global economic growth and innovation.
- ◆ To foster strategic alliances with industry for research and its application.
- ◆ To inculcate ethical, social and moral values in all our stakeholders which is the basis of humane social order.

### Vision - ISBS PGDM

"To become a preferred Business School for Students, Faculty and Industry."

### Mission - ISBS PGDM

- ◆ To promote learning environment for students from diverse cultures and engage them in globally relevant knowledge dimensions for future applications in the Industry, Business & Life.
- ◆ To provide research-oriented learning environment for faculty.
- ◆ To foster alliances with industry.
- ◆ To promote ethical and social values as a basis of humane social order.

### Program Educational Objectives (PEOs)

- ◆ Provide opportunity for application oriented learning in the field of business management to enhance decision making and leadership skills for managing dynamic business environments.
- ◆ Engaging faculty in research and training to impart current business trends to students to enhance their analytical and critical thinking.
- ◆ Forge industry and academic interface for student's exposure to manage the dynamics of business management.
- ◆ Expose students to various community centric initiatives to foster sensitivity for work ethics and human values.

### Program Outcomes (POs)

- ◆ Apply knowledge of management theories and practices to solve business problems.
- ◆ Foster analytical and critical thinking abilities for data-based decision making.
- ◆ Ability to develop Value based leadership.
- ◆ Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- ◆ Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

## CHAIRPERSON'S MESSAGE



### **DR. TARITA SHANKAR**

**Chairperson**

Indira Group of Institutes, Pune

**P**ursuit of Management Education at Indira Group of Institutes has been an inspiring journey. With over two decades of existence Indira strongly believes in the power of education to transform the youth. The philosophy, governance and values of business are witnessing a sea change and plenty of its repercussions are already being witnessed across the globe. Indira embraces these changes and epitomizes matching innovation in curriculum. Such transformational efforts lead our aspiring managers to become professionals who develop capabilities to lead in a dynamic environment. Quality being the bottom line for every industry, Indira has never lost sight of the fact that for India to forge ahead in its drive towards economic supremacy in the world, it is the quality of our people who drive it that matters the most.

And quality, as the cliché goes, is never an accident but an article of faith, and the entire faculty team at Indira embodies such dedication to quality. The Indira Group has proven itself on this count and has no intention of resting on its laurels. Indira offers holistic and transformative learning experiences, designed and delivered by experts from industry and academia. While the curriculum keeps the programs contextually abreast, innovative pedagogies inspire application oriented learning.

Indira strives to create good human beings and not just professionals. With the confidence that our intentions have matched our efforts, I wish you the very best in the future.



## TARITA SHANKAR AT HBS OPM 51

It was a beautiful sunny yet cold and crisp morning in Boston and the day was 29th March 2018. I was completing my OPM course and becoming a graduate from the Harvard Business School. A HBS alumnus is a dream come true!!

Year 2016 - 2018, three years, three weeks each year and 100s of hours of studies in class and with my living groups; one of the best and most cherished learning experiences of my life... not only did it give me new and more meaningful insights in my professional life but it enriched my personal life with new friendships for a lifetime.

Knowledge with case studies about some of the best industries of the world and experiences of living with owners and Presidents of companies who all were like me, passionate about work and believing that learning is forever!

As I put my OPM to work I realize that 'Being an operational leader is always more important than being a Directional leader.'

Building a team and trusting them to sustain and take your company to the next level is a must. Family is important but be sure to distinguish between the lovable darlings and the lovable fools... no matter whether you are graduate of OPM HBS or INDIRA MBA be human at all times and make giving back an inherent part of your life, as it's important to remember that making a profit is the best path ahead!



## GROUP DIRECTOR'S MESSAGE



**PROF. CHETAN WAKALKAR**  
Group Director & Managing Trustee  
Indira Group of Institutes, Pune

Dear Aspiring Leaders,

**W**e live in a fast changing world. The global economy is undergoing profound digital changes where along with the human touch, digitalization is playing a crucial role in facing challenges for conducting business processes.

The positive side of this emerging digital trend is that it's very customer-centric – meaning businesses are paying closer attention to customer experience. Hence, it is exciting to see, how this new wave of digitalization will ultimately improve the way businesses engage with their customers. Emerging technologies, including the Internet of Things (IoT), Virtual Reality (VR) and Artificial Intelligence (AI) are enabling societal shifts as they seismically affect economies, values, identities and possibilities for future generations.

Indira's legacy represents the trust of all our thousands of students and stakeholders in 'IGI'. Our experienced team is geared up for molding your future, keeping pace with the rapidly changing global economy.

Welcome to ISBS PGDM for a life defining learning experience. Best always.



## DIRECTOR IN-CHARGE'S MESSAGE



**DR. ABHINAV JOG**

**Director In-Charge**

Indira School of Business Studies PGDM

**M**anagement institutions play a pivotal role as purveyors of knowledge and shape future business leaders through business education, research and training. At ISBS PGDM, we strive to empower students with the requisite knowledge, skills and attitude which will help them unlock their true potential and attain their career aspirations. The educational architecture at ISBS PGDM comprises a well-equipped IT lab, a library holding a vast database of digital and physical learning resources and spacious IT-enabled classrooms.

This enabling environment is supported by a well-qualified and dedicated team of faculty. To enrich the learning experience of our students, we host numerous interactive seminars with industry experts and entrepreneurs to help students get the right perspective of the emerging trends in business management. At ISBS PGDM, we devote special attention to periodically reviewing the curriculum to align our academic inputs with the needs of the industry. We have adopted a holistic approach to student development encompassing the areas of intellectual, physical and social wellness.

As a premier management institute, we have taken the responsibility of a change leader and have initiated measures for the adoption of technology for imparting quality education to our students.

The entire ecosystem at ISBS PGDM is focused on enabling the emergence of a pool of future business leaders and socially responsible citizens.

We look forward to facilitating your journey into the professional world of the future.



## MANAGEMENT ADVISORY BOARD

Management Advisory Board steers the efforts in furthering the mission and goal of an institute. Board members provide advice on strategic planning and developing the institute's reputation locally, nationally and globally as leaders in business education. As a visible and influential body in the community, the board acts as a conduit to link individuals, resources and opportunities to the institute. Through their leadership positions in respective industries and communities, board members garner support for the research, teaching and service initiatives of the institute. The Management Advisory Board comprises of individuals who have distinguished themselves in their careers and who are recognized leaders in their professions and communities. The members are known for their ability to synthesize information and place it within the appropriate social, environmental and economic context. The strength and diversity of the membership is representative of the business communities that Indira School of Business Studies PGDM serves.

**Mr. Anant G Nadkarni**



Ex. Vice President -  
Group Corporate  
Sustainability - TATA

**Mr. Shantanu SenSharma**



Co - Founder  
Ozone Education Consultants (pvt) Ltd,  
Ex- Vice President - Tech Mahindra

**Ms. Renuka Krishnan**



Ex - Associate Vice  
President Talent  
Acquisition - KPIT

**Mr. Sanjeev Kotnala**



Brand & Marketing advisor,  
Trainer, facilitator and  
Life-success Coach - MICA

**Mr. Bijoy Guha**



Consultant (Ex CEO Tata  
Yazaki Autocomp)

**Mr. Asanth Nayak**



CEO Yazaki India Ltd.

**Mr. Sandeep Raut**



Founder & CEO at Going Digital

## CREATING SUSTAINABLE CAREERS IMPARTING VALUE AND PURPOSE

The Vision at Indira School of Business Studies PGDM (ISBS), Pune, India, is a holistic developmental approach, integrating purpose, values and methodology of education. Our purpose lies in developing the capabilities of students to be future creators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

We incorporate into our academic activities and curriculum the values of social responsibility. The methodology aims at creating an educational framework that enables effective learning experiences for responsible leadership.

Such an environment requires professional graduates to be equipped with not only the necessary knowledge but also the confidence of facing extremely competitive scenarios to keep abreast with the trends in the field of business. The need is felt to increasingly innovate. Creativity will only be a beginning; the challenge will be to transfer creative ideas into tangible solutions.

INDIRA provides visionary leadership, creative ambience, faculty strength and holistic learning to create the managers of tomorrow.





## INFRASTRUCTURE

### CAMPUS

Indira School of Business Studies PGDM is located in the hub of the path towards the Pune - Mumbai Expressway. ISBS PGDM believes in providing an environment that fosters continuous improvement and innovation with related technical support and facilities to enhance student learning and faculty effectiveness.

Some distinctive features of over a 7000 sq.ft built-up campus include: Modern Classrooms, Seminar Halls, Syndicate Rooms and Tutorial Centers with complete Wi-Fi connectivity. All this makes teaching and learning a memorable experience for the faculty and students. Each class room is fitted with projection television, overhead projectors and white boards.



### IT INFRASTRUCTURE AND COMPUTER CENTERS

ISBS PGDM has state-of-the-art IT infrastructure. The institute is equipped with the latest workstations and interactive smart classrooms with audiovisual units. ISBS PGDM has one to one/many video conferencing facilities. Wireless connectivity for students is provided throughout the campus including the hostels. The 50 mbps dedicated internet connectivity caters to the internet requirements within the campus 24x7.

The students experience, enhanced communication, coordination and collaboration with their faculty members, coordinators and team mates via personalized mail box on Live @edu (office365) and 25GB free space on sky drive.

The Library is digitally available to students for their reference books within the campus. The IT Infrastructure also covers the latest licensed software for designing and simulation of projects, statistical analysis and project presentation. Security (physical & data access) within the campus is administered via surveillance cameras and data access policies implemented via various servers using Microsoft Technology.



## MULTIMEDIA LIBRARY

The library has a separate place exclusively devoted for a multimedia digital library section. It has 10 in-house PCs with all the A/V facilities. The library has one of the finest collections of academic reference videos and CDs comprising of national and international titles along with text book CDs at its video resource center. The library procures latest videos from sources such as Video Education and Harvard Business Resources. The library Video Resource Center helps enhance the inputs given to our students & makes learning a more enriching experience. Users can surf the internet, listen and watch academic related audios & videos, access e-resources like PROQUEST management which includes all areas of Business & Management selectively chosen for reading & references. The library also has subscriptions like Business & Economics E-book collection, J-Gate, National Digital Library, e-journals, e-books, previous question papers, syllabus booklets (through library website) etc. updated in the multimedia digital library section. Apart from this, users can also browse through the library catalogue through web OPAC (Online Public Access Catalogue). The digital library is designed and developed keeping in view the shifting IT environment and the day-to-day needs of modern students.

## THE LIBRARY

The library facilitates the production and dissemination of knowledge, information, insights & intellect in all areas of management and these are constantly updated. The library provides open access facility to all its users. The library has over the years built a robust collection of 40,174 book volumes, over 85 current subscriptions to hard copy journals (both national & international) and periodicals, over 2004 CDs, DVD's and videos and many other resources like students' project reports, question papers, syllabus, daily newspapers, business magazines etc. The collection includes resources relevant to teaching, learning, training, research and consultancy needs of the users. The library has an annual institutional membership of the British Council Library, Pune. Photocopy & Scanner facility is available for reference needs of users. Separate reading room facility is available for the students.





## GYM AND FITNESS CENTRE

Indira has developed a modern and well-equipped Gymnasium and Fitness Center for the students, which is managed by a full-time fitness instructor. We strongly believe that in today's fast-paced and stressful business environment, it is imperative to maintain 100% physical fitness. Gym, yoga and aerobics form the key components of our fitness program. We have a fully equipped gymnasium and have trained individuals to conduct sessions in yoga, art of living, aerobics and other forms of physical fitness regime for students and faculty members.





## STUDENTS WELFARE

ISBS PGDM provides certain benefits to students:

- ◆ Medical facilities: The SCES has medical support provided by Aditya Birla Memorial Hospital.
- ◆ Scholarship for Economically Backward Classes.
- ◆ Uniforms and work gear bags are provided to all students.
- ◆ Subsidized Transport Facility.
- ◆ Subsidized meals in the canteen.
- ◆ LCDs and Overhead Projectors in all Classrooms.
- ◆ Hostels have amenities such as televisions, washing machines.
- ◆ Gymnasium and Student activity center: There exists a contemporary gymnasium on campus and there are several games and cultural competitions organized by the institute, such as Sports Competitions, Environment Quiz, and Intellectual and Cultural Competitions.

## SPORTS FACILITIES

Indoor : Table tennis/Chess/ Carrom

Outdoor : Basket ball / Volley ball / Football / Cricket / Athletics / Outdoor Management Training





## OUR MASTERS - BRINGING IN VERSATILITY

ISBS PGDM has a judicious blend of faculty with a combination of youth from the corporate and academia mingled with experienced stalwarts with vast experience in the industry and academics. Industry experts visit our campus as guest faculty and visiting faculty. To name a few guest speakers who have enlightened students and shared their life & corporate learnings with ISBS PGDM students are mentioned below:





## GUEST SPEAKERS AT ISBS

Speaker's Name	Organization/Designation
Mr. Murali MS	Director Marketing & Chief Fun Officer, Capgemini
Mr. Gaurav Buch	CHRO & Group Head HR, CSR & Administration, Rasna Group
Mr. Ranjan Sarkar	CHRO, Exide Batteries
Mr. Arun Arora	Head Communications Vedanta Limited
Ms. Smitha Hemmigae	Head Marketing, ThoughtWorks India
Mr. Inbarajan P.	Business Head, Dailymail
Mr. Abhijeet Parlikar	Sr. General Manager H.R, IR & Admin, John Deere
Ms. Supriya Rao	Sales, Pre-Sales & Relationship Management Professional, Xpanxion International
Mr. Akanksha Sane	Sr. Director - HR, PTC
Mr. Sanjeev Parkar	Senior Director - Human Capital, Price Water Coopers
Mr. Akash Sangole	General Manager & Head of Corporate HR, Panasonic
Mr. Aditya Sant	Brand Manager - Dettol, Reckitt Benckiser
Mr. Chetan Dixit	Associate Director Business Intelligence, OLA Cabs
Mr. Deepak Choudhary	Director Sales & CEO -Audi New Delhi West, Audi Luxury Products Marketing
Ms. Chrystline Fernandes	Media Operation Specialist, LinkedIn
Mr. Sitaram Kandi	VP - HR CoEs, IR, Skill Development & CSR, Tata Motors
Mr. Salil Chinchore	Head - Human Resource, Godrej Agrovet Ltd
Mr. Prasenjit Roy	SEVP & CMO, Netmagic
Mr. Maharana Ray	Vice President - Probiking, Bajaj Auto Limited
Ms. Ankita Singh	Vice President and Global Head of HR, CIGNEX Datamatics
Mr. Dharendra Kulkarni	Pre-Sales Senior Director, PTC
Mr. Mazin Abdullah	Director - Strategic Partnerships, BankBazaar.com
Mr. Rahul Gupta	Director - Strategy and M & A, Cognizant
Mr. Chiranjeevi Gandham	Director - HR Business Partner, Huawei

Speaker's Name	Organization/Designation
Mr. Rajesh Nair	Zonal Head- Sales, Suzuki Motorcycles
Mr. Bhrigu Dev	HRBP, West India, Zydus Wellness Ltd.
Mr. Shantanu Sen Sharma	Performance Coach
Mr. Minocher Patel	Motivational Speaker, Founder- Ecole Solitaire
Mrs. Hema Anand	Behavioural Trainer & Image Consultant
Mr. Bijoy Guha	Consultant, Ex CEO- Tata Yazaki
Mr. Dhruv Agarwal	Co founder- Mind Mechnics
Ms. Ritu Nathani	Director, Cybage Software Pvt. Ltd. , Head-Cybage CSR
Dr. Mani S Manivasagam	Global Head of Vehicle Engineering, Tata Technologies
Mr. Ravi Ramnathan	Principal Consultant, Strategic Inflection Solutions
Mr. Amit Gajwani	EVP   Head - Sales, Marketing & Communications, Legal at Cybage
Dr. Aloysius Edward	Dean, Faculty of Commerce & Management & Professor, KJC Banglore
Mr. Sandeep Raut	Founder & CEO at Going Digital
Mr. Sagar Surana	Director - Data & Intelligence (Software Engineering), Amdocs
CFP Ashok Alurkar	Founder, Rupee Clinic
Dr. P. Karthikeyan	Professor & Author
Mr. Amit Dangle	VP Sales and Marketing- Saviant Consulting
Dr. Maral Yazarloo	Motivational Speaker, Campaigner of women's rights, motor biking world record holder
Ms. Ella Duda	International Strategy Director, Sixieme Son, Paris
Mr. Pavan Savant	NGO, Mukhtangan Education
Mr. Chandrashekhar Tilak	National Securities Depository Limited.



## VISITING FACULTY

NAME	QUALIFICATION	SUBJECTS	EXPERIENCE
Prof. Guha Bijoy	B.E.	Sector Study Seminar	47 Years
Prof. J. P. Singh	B. Sc, L.L.B., M.B.A. Marketing	Legal Aspects of Business	46 years
Prof. Sudesh Soni	B. Sci. (Chemical Eng.)	Supply Chain Management	45 Years
Dr. Jayant Panse	B. Sci., C.A.I.I.B	International Finance	45 Years
Prof. S. K. Vaze	B. Sci., C.A.I.I.B	International Finance	45 Years
Prof. R. Natrajan	B. Sci., M.B.A.	Business Govt & Policy	41 Years
Prof. Debashish Dutta	B.E., M.B.A.	HR Audit / Strategic	41 Years
Prof. Sudhindra Mujumdar	M.Sc., MMS, PGDBM, Adv. Diploma in E-Com., Ph.D.	Retail Mgmt. & E-Commerce	39 Years
Prof. Prasad Kalbhande	M.B.A. (Finance)	Mgmt. Security Analysis & Portfolio	34 Years
Prof. Kingshuk Bhadury	M.P.M., MBBA, BHM, PGDM (HRM, MSCIMA)	Services Marketing	28 Years
Prof. Sumit Roy	M.A., M.Phil., B.Sc, Diploma in Training & Development	Bus. Ethics & Corporate Governance	25 Years
Prof. Sonia Jain	B.A., M.A., B.Ed. Economic	Analysis For Business Decision	24 Years
Prof. Hema Anand	B.A. (Eng. Honors, Hotel Mgt), PGDM (Marketing)	Managerial Communication / English	23 Years
Dr. D. K. Sakore	B.Tech., PGDM, NET, Ph.D.	International Marketing	23 Years
Prof. Poonam Aswani	B.Com., M.B.A.	Business Communication	19 Years
Prof. Neha Sahni	B.Com, M.B.A.	Strategic & Enterprise Performance Management	16 Years
Prof. Saryu Sahajpal	B.A., M.B.A.	HR Accounting & Compensation Mgmt.	15 Years



NAME	QUALIFICATION	SUBJECTS	EXPERIENCE
Prof. Rohan Bhase	M.Com., C.A.(ATC),	Risk and Treasury Mgmt T Tally Software Certified	14 Years
Prof. Ronak Shah	B.E., M.B.A. (Marketing)	Aptitude	13 Years
Dr. Ashutosh Gadekar	B.Com, M.B.A.( FIN), Ph.D.	Enterprise Performance Management	13 Years
Prof. Rohit Lalwani	B. Com, M.B.A	B2B Marketing	12 Years
Dr. Ashwini Sovani	B. Com, M.B.A., Ph.D.	Retail Management & E - Commerce	11 Years
Prof. Abhijit Survepatil	B.E., PGDBM, MMM	IT Skills Lab	11 Years
Prof. Amol Charegaonkar	B.E., M.B.A.	Excel	09 Years
Prof. Malti Chijwani	BMS, MMS, Ph.D.(pursuing)	News Analysis	09 Years
Prof. Namrata Mandloi	PGDBA, M.P.M.	Strategic HRM	09 Years
Prof. Arjun Panchal	B.E., M.B.A.	Entrepreneurship Devel. & Project Mgmt.	09 Years
Prof. Vilas Puranik	B.Com., M.Com.	Marketing of FMCG & Development & Project	09 Years



## FULL TIME FACULTY AT ISBS

Sr.No.	Name	Designation	Qualification	Specialization	Total Ex (in yrs)
1	Dr. Abhinav Jog	Director In-Charge & Professor	B.Com, MBA, M.Com, CAIIB, PGDBA, Cert. Crse in Japanese, Ph.D	Finance	30
2	Dr. Mahesh Mangaonkar	Professor	B.E., MA, PGDIBO, PGDHRM (Gold Medalist), M.Phil., Ph.D., SET, UGC-NET	Operations	17
3	Dr. Meena Goyal	Professor	B.Com, M.Com, IPCC, Ph.D.	Finance	19
4	Dr. Yogesh Daudkhane	Professor	BHMCT, MMS, MPM	DLL & LW, Ph.D HR	14
5	Prof. Chetan Wakalkar	Associate Professor	B.E., MBA (Mktg)	Marketing	21
6	Prof. Rupesh Andhrutkar	Associate Professor	B.Com, MPM (HR)	HR	20
7	Dr. Abhilash Kumar Pradhan	Associate Professor	B.A., MA, PGDPM, Ph.D.	Economics	17
8	Dr. Parmeshwar Yadav	Associate Professor	B.A., M.A. (Eco), Ph.D.	Economics	16
9	Dr. Gaganpreet Ahluwalia	Associate Professor	BBA, MBA, MA, Ph.D.	Marketing & HR	16
10	Dr. Chanakya Kumar	Associate Professor	B.Sc., MBS, NET, Ph.D.	Marketing	13
11	Dr. Bagirathi Iyer	Associate Professor	B.Com, PGDBA, M.Com, Ph.D.	Marketing	12
12	Dr. Natashaa Kaul	Associate Professor	B.Sc., MBA, M.Sc, Ph.D.	HR	8
13	Mr. Mangesh Dande	Asst. Professor	DME, MMS (Prod), DSM, DBM, SAP (PP).	Production	35
14	Mr. Anand Deo	Asst. Professor	B.Com, MMS (Finance), PGDHRM, DIM, PGDIM	Finance	30
15	Dr. Rajlaxmi.P. Pujar	Asst. Professor	B.Sc., MBA, Ph.D.	Marketing	21
16	Mr. Laxman Misal	Asst. Professor	B.Com, PGDBM, MBS, M.Com.	HR	18
17	Mrs. Arpana Boodle	Asst. Professor	BA, MBA	HR	18
18	Mr. Raji Thomas	Asst. Professor	B.Com., MMM	Marketing	17
19	Dr. Rohan Das	Asst. Professor	B.Sc., MBA Marketing	Marketing	15
20	Ms. Neetu Randhawa	Asst. Professor	BA, MBA (HR), MBA (Mktg), Masters in HRM (UTS-Sydney)	HR	10



21	Mrs. Amruta Deshpande	Asst. Professor	B.Sc., MBA (HR), MBA (Hosp. Mgmt)	HR	11
22	Mr. Rajyavardhan Tater	Asst. Professor	B.Com, PGDM, C.A.	Marketing	10
23	Mrs. Shikha Sindhu	Asst. Professor	BDS, PGDM, MPM, UGC. NET	HR	9
24	Dr. Anagha Bhope	Asst. Professor	BA, BA-LLB, MBA- HR, MBA-Fin, PGDIEM, PGDCMM, NET, Ph.D.	Finance	9
25	Mrs. Neha Agarwal	Asst. Professor	BBA, MBA	Marketing	9
26	Mr. Suyog Chachad	Asst. Professor	B.E, MBA, UGC-NET, SET	Finance	8
27	Ms. Sarita Agarwal	Asst. Professor	B.Com, MBA, M.Com, UGC-NET	Finance & Marketing	6
28	Dr. Varsha Bihade	Asst. Professor	B.Sc, MBA, Ph.D	Marketing	14
29	Dr. Santosh Mahajan	Asst. Professor	BSc. ,MA, MMM, Ph.D.	Marketing	28
30	Prof. Meghasham Chaudhari	Asst. Professor	M.Sc., MBA	Marketing	20
31	Prof. Purva Shirish Agarwal	Asst. Professor	B.Pharm, MBA, PGDCR	Marketing	28

## ISBS PGDM TEAM



## PROGRAMS OFFERED

### I. POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM- GENERAL) (Intake 120 Seats)

The focus of PGDM General course is to build the holistic personality of students to make them industry ready. The PGDM General Course offered by ISBS PGDM is approved by AICTE. PGDM General is a two years full time program comprising of four semesters. Students from various academic backgrounds are eligible for admission to this course. Hence, in the first semester of the program, students are exposed to the various fundamental concepts of Management. Along with this students are also given exposure to the dynamics of Accounting, Statistics and Quantitative Techniques, Business Law, Communication Skills & Managerial Economics. Additionally, skill based subjects such as Skills Enhancement Lab, IT Skills Lab, to name a few, help to enhance the students' managerial skills.

Specialization commences in the 2nd semester. Aided with modern communication and information technology, PGDM General course at ISBS PGDM has a high operational efficiency and effectiveness. The flexibility afforded to the PGDM General program keeps the students abreast of the trends in the field of business and assures greater articulation of the same.

In the 2nd semester students learn about the functional area of their choice in great detail. Based on the choice of PGDM General specializations offered in Marketing, Finance and HRM, at the end of the first year, students are required to undertake project work assignments (Summer Internship Program) in an organization. The project assignment is intended to give students an opportunity to sharpen their knowledge and skills in their final career. The Summer Internship of the PGDM General Program is of a duration of 60 days and a detailed project report of dissertation is submitted for full grade evaluation after the completion of the aforesaid before the beginning of the second year.

The course outline for PGDM General program follows a choice-based credit system. Essentials in management are delivered through core courses. Electives in specialization core offer the students an opportunity to choose inputs to design their career by focusing on higher end inputs from the various sector or functional combinations. Continuous evaluations form an integral part of the curriculum. Forty percent of evaluation is done on a continuous basis and sixty percent is devoted to semester end assessment.

**Program Structure - Post Graduate Diploma in Management (PGDM- General)**

PARTICULARS	I	II	III	IV	TOTAL NUMBER OF COURSES	TOTAL CREDITS	TOTAL MARKS
GENERIC CORE	09	05	04	01	19	49	1500
SPECIALIZATION CORE	----	06	04	03	13	39	1300
ELECTIVES	----	02	02	02	06	12	300
TOTAL NUMBER OF COURSES	09	13	10	06	38	----	-----
TOTAL CREDITS	25	33	26	16	-----	100	-----
TOTAL MARKS	800	1000	800	500	-----	-----	3100



## Each Management Trainee has to complete 100 Credits to qualify for certification in the following manner

- 19 Core Courses amounting to 49 Credits are compulsory for all students regardless of specialization.
- Student would opt for specialization in the II semester and has to complete all the 13 core specialization courses amounting to 39 Credits.
- The remaining 06 credits he/she has to complete by opting for the specified no. of electives from the set of electives being offered.

Programme Structure PGDM - General with Specialization in Marketing (Batch 2020-2022)				
Semester- I				
Nature of Course	Course Code	Name of the Course	Credits	Marks
Generic Core	G - GC- 101	Economic Analysis for Business Decisions	3	100
Generic Core	G - GC- 102	Management Accounting	3	100
Generic Core	G - GC- 103	Legal Aspects of Business	2	50
Generic Core	G - GC- 104	Managerial Communication	3	100
Generic Core	G - GC- 105	Basics of Marketing	3	100
Generic Core	G - GC- 106	Statistics and Quantitative Techniques	3	100
Generic Core	G - GC- 107	Organizational Behaviour & Theory of Management	3	100
Generic Core	G - GC - 108	Human Resource Management	3	100
Generic Core	G - GC - 109	IT Skills Lab	2	50
<b>Total</b>			<b>25</b>	<b>800</b>

Semester II- Marketing				
Nature of Course	Course Code	Name of the Course	Credits	Marks
Generic Core	G - GC - 201	Financial Management	2	50
Generic Core	G - GC - 202	Business Research Methods	3	100
Generic Core	G - GC - 203	Quality and Operations Management	2	50
Generic Core	G - GC - 204	Industry Analysis- Desk Research	2	50
Generic Core	G - GC - 205	Basics of Business Analytics	2	50
Specialization Core	G - MC - 206	Services Marketing	3	100
Specialization Core	G - MC - 207	Sales and Channel Management	3	100
Specialization Core	G - MC - 208	Marketing of FMCG	3	100
Specialization Core	G - MC - 209	Digital Marketing	3	100
Specialization Core	G - MC - 210	Retail Management & E-Commerce	3	100
Specialization Core	G - MC - 211	Supply Chain Management	3	100
Elective	G - ME - 212	Marketing of Financial Products & Services	2	50
Elective	G - ME - 213	Rural Marketing	2	50
Elective	G - ME - 214	Marketing Audit	2	50
Elective	G - ME - 215	Entrepreneurship Development	2	50
<b>Total (considering choice of 2 electives)</b>			<b>33</b>	<b>1000</b>

Semester III- Marketing				
Nature of Course	Course Code	Name of the Course	Credits	Marks
Generic Core	G - GC - 301	Strategy and Enterprise Performance Management	3	100
Generic Core	G - GC - 302	Summer Internship Programme	3	100
Generic Core	G - GC - 303	International Business Exposure Programme	2	50
Generic Core	G - GC - 304	Innovation Management & Sustainability	2	50
Specialization Core	G - MC - 305	Integrated Marketing Communication	3	100
Specialization Core	G - MC - 306	International Marketing	3	100
Specialization Core	G - MC - 307	Product Positioning and Brand Management	3	100
Specialization Core	G - MC - 308	Customer Relationship Management	3	100
Elective	G - ME - 309	B2B Marketing	2	50
Elective	G - ME - 310	Marketing of Luxury Products	2	50
Elective	G - ME - 311	Event Management	2	50
Elective	G - ME - 312	Real Estate Marketing	2	50
<b>Total (considering choice of 2 electives)</b>			<b>26</b>	<b>800</b>

Semester IV- Marketing				
Nature of Course	Course Code	Name of the Course	Credits	Marks
Generic Core	G - GC - 401	Business Ethics and Corporate Governance	3	100
Specialization Core	G - MC - 402	Consumer Behaviour	3	100
Specialization Core	G - MC - 403	Tourism & Hospitality Marketing	3	100
Specialization Core	G - MC - 404	Social Media Marketing	3	100
Elective	G - ME - 405	Marketing of High Tech Products	2	50
Elective	G - ME - 406	Marketing of IT and ITES	2	50
Elective	G - ME - 407	Market Intelligence System	2	50
Elective	G - ME - 408	Data Management	2	50
<b>Total (considering choice of 2 electives)</b>			<b>16</b>	<b>500</b>



Programme Structure PGDM - General with Specialization in HR (Batch 2020-22)				
Semester I				
Nature of Course	Course Code	Name of the Course	Credits	Marks
Generic Core	G - GC- 101	Economic Analysis for Business Decisions	3	100
Generic Core	G - GC- 102	Management Accounting	3	100
Generic Core	G - GC- 103	Legal Aspects of Business	2	50
Generic Core	G - GC- 104	Managerial Communication	3	100
Generic Core	G - GC- 105	Basics of Marketing	3	100
Generic Core	G - GC- 106	Statistics and Quantitative Techniques	3	100
Generic Core	G - GC- 107	Organizational Behaviour & Theory of Management	3	100
Generic Core	G - GC -108	Human Resource Management	3	100
Generic Core	G - GC -109	IT Skills Lab	2	50
		<b>Total</b>	<b>25</b>	<b>800</b>

Semester II- HR				
Nature of Course	Course Code	Name of the Course	Credits	Marks
Generic Core	G - GC - 201	Financial Management	2	50
Generic Core	G - GC - 202	Business Research Methods	3	100
Generic Core	G - GC - 203	Quality and Operations Management	2	50
Generic Core	G - GC - 204	Industry Analysis- Desk Research	2	50
Generic Core	G - GC - 205	Basics of Business Analytics	2	50
Specialization Core	G - HC - 206	Labour Laws- I	3	100
Specialization Core	G - HC - 207	Industrial Relations	3	100
Specialization Core	G - HC - 208	Sustainable HR Practices	3	100
Specialization Core	G - HC - 209	Learning and Development	3	100
Specialization Core	G - HC - 210	Compensation & Benefits	3	100
Specialization Core	G - HC - 211	Designing HR Policies	3	100
Elective	G - HE - 212	Psychometric Tests & Assessment	2	50
Elective	G - HE - 213	Emotional Intelligence	2	50
Elective	G - HE - 214	Conflict & Negotiation Management	2	50
Elective	G - HE - 215	Entrepreneurship Development	2	50
		<b>Total (considering choice of 2 electives)</b>	<b>33</b>	<b>1000</b>

Semester III- HR				
Nature of Course	Course Code	Name of the Course	Credits	Marks
Generic Core	G - GC -301	Strategy and Enterprise Performance Management	3	100
Generic Core	G - GC -302	Summer Internship Programme	3	100
Generic Core	G - GC -303	International Business Exposure Programme	2	50
Generic Core	G - GC -304	Innovation Management & Sustainability	2	50
Specialization Core	G - HC -305	Labour Laws- II	3	100
Specialization Core	G - HC -306	Strategic Human Resource Management	3	100
Specialization Core	G - HC -307	Performance Management System	3	100
Specialization Core	G - HC -308	Current Trends in HRM	3	100
Elective	G - HE -309	Employee Wellness & Stress Management	2	50
Elective	G - HE -310	Coaching & Mentoring	2	50
Elective	G - HE -311	Recruitment & Selection Lab	2	50
Elective	G - HE -312	Employer Branding & Employee Value Proposition	2	50
		<b>Total (considering choice of 2 electives)</b>	<b>26</b>	<b>800</b>

Semester IV- HR				
Nature of Course	Course Code	Name of the Course	Credits	Marks
Generic Core	G - GC -401	Business Ethics and Corporate Governance	3	100
Specialization Core	G - HC -402	Labour Laws- III	3	100
Specialization Core	G - HC -403	Human Resource Information System	3	100
Specialization Core	G - HC -404	Organizational Development & Change Management	3	100
Elective	G - HE -405	Talent Management	2	50
Elective	G - HE -406	HR Accounting & Audit	2	50
Elective	G - HE -407	Knowledge Management	2	50
Elective	G - HE -408	Diversity & Inclusion	2	50
		<b>Total (considering choice of 2 electives)</b>	<b>16</b>	<b>500</b>



Programme Structure PGDM - General with Specialization in Finance (Batch 2020-22)				
SEM I				
Nature of Course	Course No	Name of the subject	Credits	Marks
Generic Core	G - GC- 101	Economic Analysis for Business Decisions	3	100
Generic Core	G - GC- 102	Management Accounting	3	100
Generic Core	G - GC- 103	Legal Aspects of Business	2	50
Generic Core	G - GC- 104	Managerial Communication	3	100
Generic Core	G - GC- 105	Basics of Marketing	3	100
Generic Core	G - GC- 106	Statistics and Quantitative Techniques	3	100
Generic Core	G - GC- 107	Organizational Behaviour & Theory of Management	3	100
Generic Core	G - GC -108	Human Resource Management	3	100
Generic Core	G - GC -109	IT Skills Lab	2	50
		<b>Total</b>	<b>25</b>	<b>800</b>

Semester II- Finance				
Nature of Course	Course Code	Name of the Course	Credits	Marks
Generic Core	G - GC -201	Financial Management	2	50
Generic Core	G - GC -202	Business Research Methods	3	100
Generic Core	G - GC -203	Quality and Operations Management	2	50
Generic Core	G - GC -204	Industry Analysis- Desk Research	2	50
Generic Core	G - GC -205	Basics of Business Analytics	2	50
Specialization Core	G - FC -206	International Finance	3	100
Specialization Core	G - FC -207	Retail Banking Operations	3	100
Specialization Core	G - FC -208	Indian Financial System	3	100
Specialization Core	G - FC -209	Strategic Financial Management	3	100
Specialization Core	G - FC -210	C2C (Campus to Corporate) - Finance	3	100
Specialization Core	G - FC -211	Financial Modelling	3	100
Elective	G - FE -212	Advanced Excel Lab	2	50
Elective	G - FE -213	Credit Analysis & Appraisal	2	50
Elective	G - FE -214	Financial Reporting Standards	2	50
Elective	G - FE -215	Entrepreneurship Development	2	50
		<b>Total (considering choice of 2 electives)</b>	<b>33</b>	<b>1000</b>

Semester III- Finance				
Nature of Course	Course Code	Name of the Course	Credits	Marks
Generic Core	G - GC -301	Strategy and Enterprise Performance Management	3	100
Generic Core	G - GC -302	Summer Internship Programme	3	100
Generic Core	G - GC -303	International Business Exposure Programme	2	50
Generic Core	G - GC -304	Innovation Management & Sustainability	2	50
Specialization Core	G - FC -305	Indian Tax Structure	3	100
Specialization Core	G - FC -306	Security Analysis and Portfolio Management	3	100
Specialization Core	G - FC -307	Derivatives and Risk Management	3	100
Specialization Core	G - FC -308	Wealth and Personal Financial Management	3	100
Elective	G - FE -309	Rural Banking & Microfinance	2	50
Elective	G - FE -310	NISM Certifications	2	50
Elective	G - FE -311	Fixed Income Securities	2	50
Elective	G - FE -312	Technical Analysis of Financial Markets	2	50
		<b>Total (considering choice of 2 electives)</b>	<b>26</b>	<b>800</b>

Semester IV- Finance				
Nature of Course	Course Code	Name of the Course	Credits	Marks
Generic Core	G - GC -401	Business Ethics and Corporate Governance	3	100
Specialization Core	G - FC -402	Fundamentals of Insurance	3	100
Specialization Core	G - FC -403	Strategic Cost Management	3	100
Specialization Core	G - FC -404	Mergers and Acquisitions	3	100
Elective	G - FE -405	Fundamental Analysis- Desk Research	2	50
Elective	G - FE -406	Finance Lab	2	50
Elective	G - FE -407	Treasury Management	2	50
Elective	G - FE -408	Banking Laws & Regulations	2	50
		<b>Total (considering choice of 2 electives)</b>	<b>16</b>	<b>500</b>



## II. POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM) (Intake 120 Seats)

The focus of PGDM course is to build the holistic personality of students to make them industry ready. The PGDM Course offered by ISBS PGDM is approved by AICTE. PGDM is a two years full time program comprising of four semesters. Students from various academic backgrounds are eligible for admission to this course. Hence, in the first semester of the program, students are exposed to the various fundamental concepts of Management. Along with this students are also given exposure to the dynamics of Accounting, Statistics and Quantitative Techniques, Business Law, Communication Skills & Managerial Economics. Additionally, skill based subjects such as Skills Enhancement Lab, IT Skills Lab, to name a few, help to enhance the students' managerial skills.

Specialization commences in the 2nd semester. Aided with modern communication and information technology, PGDM course at ISBS PGDM has a high operational efficiency and effectiveness. The flexibility afforded to the PGDM program keeps the students abreast of the trends in the field of business and assures greater articulation of the same.

In the 2nd semester students learn about the functional area of their choice in great detail. Based on the choice of PGDM specializations offered in Marketing, Finance and HRM, at the end of the first year, students are required to undertake project work assignments (Summer Internship Program) in an organization. The project assignment is intended to give students an opportunity to sharpen their knowledge and skills in their final career. The Summer Internship of the PGDM Program is of a duration of 60 days and a detailed project report of dissertation is submitted for full grade evaluation after the completion of the aforesaid before the beginning of the second year.

The course outline for PGDM program follows a choice-based credit system. Essentials in management are delivered through core courses. Electives in specialization core offer the students an opportunity to choose inputs to design their career by focusing on higher end inputs from the various sector or functional combinations. Continuous evaluations form an integral part of the curriculum. Forty percent of evaluation is done on a continuous basis and sixty percent is devoted to semester end assessment.

Program Structure - Post Graduate Diploma in Management (PGDM)							
PARTICULARS	I	II	III	IV	TOTAL NUMBER OF COURSES	TOTAL CREDITS	TOTAL MARKS
GENERIC CORE	09	05	04	01	19	49	1500
SPECIALIZATION CORE	---	06	04	03	13	39	1300
ELECTIVES	---	02	02	02	06	12	300
TOTAL NUMBER OF COURSES	09	13	10	06	38	----	-----
TOTAL CREDITS	25	33	26	16	----	100	-----
TOTAL MARKS	800	1000	800	500	----	----	3100

## Each Management Trainee has to complete 100 Credits to qualify for certification in the following manner

- 19 Core Courses amounting to 49 Credits are compulsory for all students regardless of specialization.
- Student would opt for specialization in the II semester and has to complete all the 13 core specialization courses amounting to 39 Credits.
- The remaining 06 credits he/she has to complete by opting for the specified no. of electives from the set of electives being offered.

Programme Structure PGDM with Specialization in Marketing (Batch 2020-2022)				
Semester- I				
Nature of Course	Course Code	Name of the Course	Credits	Marks
Generic Core	G - GC- 101	Economic Analysis for Business Decisions	3	100
Generic Core	G - GC- 102	Management Accounting	3	100
Generic Core	G - GC- 103	Legal Aspects of Business	2	50
Generic Core	G - GC- 104	Managerial Communication	3	100
Generic Core	G - GC- 105	Basics of Marketing	3	100
Generic Core	G - GC- 106	Statistics and Quantitative Techniques	3	100
Generic Core	G - GC- 107	Organizational Behaviour & Theory of Management	3	100
Generic Core	G - GC - 108	Human Resource Management	3	100
Generic Core	G - GC - 109	IT Skills Lab	2	50
		<b>Total</b>	<b>25</b>	<b>800</b>

Semester II- Marketing				
Nature of Course	Course Code	Name of the Course	Credits	Marks
Generic Core	G - GC - 201	Financial Management	2	50
Generic Core	G - GC - 202	Business Research Methods	3	100
Generic Core	G - GC - 203	Quality and Operations Management	2	50
Generic Core	G - GC - 204	Industry Analysis- Desk Research	2	50
Generic Core	G - GC - 205	Basics of Business Analytics	2	50
Specialization Core	G - MC - 206	Services Marketing	3	100
Specialization Core	G - MC - 207	Sales and Channel Management	3	100
Specialization Core	G - MC - 208	Marketing of FMCG	3	100
Specialization Core	G - MC - 209	Digital Marketing	3	100
Specialization Core	G - MC - 210	Retail Management & E-Commerce	3	100
Specialization Core	G - MC - 211	Supply Chain Management	3	100
Elective	G - ME - 212	Marketing of Financial Products & Services	2	50
Elective	G - ME - 213	Rural Marketing	2	50
Elective	G - ME - 214	Marketing Audit	2	50
Elective	G - ME - 215	Entrepreneurship Development	2	50
		<b>Total (considering choice of 2 electives)</b>	<b>33</b>	<b>1000</b>



Semester III- Marketing				
Nature of Course	Course Code	Name of the Course	Credits	Marks
Generic Core	G - GC - 301	Strategy and Enterprise Performance Management	3	100
Generic Core	G - GC - 302	Summer Internship Programme	3	100
Generic Core	G - GC - 303	International Business Exposure Programme	2	50
Generic Core	G - GC - 304	Innovation Management & Sustainability	2	50
Specialization Core	G - MC - 305	Integrated Marketing Communication	3	100
Specialization Core	G - MC - 306	International Marketing	3	100
Specialization Core	G - MC - 307	Product Positioning and Brand Management	3	100
Specialization Core	G - MC - 308	Customer Relationship Management	3	100
Elective	G - ME - 309	B2B Marketing	2	50
Elective	G - ME - 310	Marketing of Luxury Products	2	50
Elective	G - ME - 311	Event Management	2	50
Elective	G - ME - 312	Real Estate Marketing	2	50
		<b>Total (considering choice of 2 electives)</b>	<b>26</b>	<b>800</b>

Semester IV- Marketing				
Nature of Course	Course Code	Name of the Course	Credits	Marks
Generic Core	G - GC - 401	Business Ethics and Corporate Governance	3	100
Specialization Core	G - MC - 402	Consumer Behaviour	3	100
Specialization Core	G - MC - 403	Tourism & Hospitality Marketing	3	100
Specialization Core	G - MC - 404	Social Media Marketing	3	100
Elective	G - ME - 405	Marketing of High Tech Products	2	50
Elective	G - ME - 406	Marketing of IT and ITES	2	50
Elective	G - ME - 407	Market Intelligence System	2	50
Elective	G - ME - 408	Data Management	2	50
		<b>Total (considering choice of 2 electives)</b>	<b>16</b>	<b>500</b>

Programme Structure PGDM with Specialization in HR (Batch 2020-22)				
Semester I				
Nature of Course	Course Code	Name of the Course	Credits	Marks
Generic Core	G - GC- 101	Economic Analysis for Business Decisions	3	100
Generic Core	G - GC- 102	Management Accounting	3	100
Generic Core	G - GC- 103	Legal Aspects of Business	2	50
Generic Core	G - GC- 104	Managerial Communication	3	100
Generic Core	G - GC- 105	Basics of Marketing	3	100
Generic Core	G - GC- 106	Statistics and Quantitative Techniques	3	100
Generic Core	G - GC- 107	Organizational Behaviour & Theory of Management	3	100
Generic Core	G - GC - 108	Human Resource Management	3	100
Generic Core	G - GC - 109	IT Skills Lab	2	50
		<b>Total</b>	<b>25</b>	<b>800</b>

Semester II- HR				
Nature of Course	Course Code	Name of the Course	Credits	Marks
Generic Core	G - GC - 201	Financial Management	2	50
Generic Core	G - GC - 202	Business Research Methods	3	100
Generic Core	G - GC - 203	Quality and Operations Management	2	50
Generic Core	G - GC - 204	Industry Analysis- Desk Research	2	50
Generic Core	G - GC - 205	Basics of Business Analytics	2	50
Specialization Core	G - HC - 206	Labour Laws- I	3	100
Specialization Core	G - HC - 207	Industrial Relations	3	100
Specialization Core	G - HC - 208	Sustainable HR Practices	3	100
Specialization Core	G - HC - 209	Learning and Development	3	100
Specialization Core	G - HC - 210	Compensation & Benefits	3	100
Specialization Core	G - HC - 211	Designing HR Policies	3	100
Elective	G - HE - 212	Psychometric Tests & Assessment	2	50
Elective	G - HE - 213	Emotional Intelligence	2	50
Elective	G - HE - 214	Conflict & Negotiation Management	2	50
Elective	G - HE - 215	Entrepreneurship Development	2	50
		<b>Total (considering choice of 2 electives)</b>	<b>33</b>	<b>1000</b>

Semester III- HR				
Nature of Course	Course Code	Name of the Course	Credits	Marks
Generic Core	G - GC - 301	Strategy and Enterprise Performance Management	3	100
Generic Core	G - GC - 302	Summer Internship Programme	3	100
Generic Core	G - GC - 303	International Business Exposure Programme	2	50
Generic Core	G - GC - 304	Innovation Management & Sustainability	2	50
Specialization Core	G - HC - 305	Labour Laws- II	3	100
Specialization Core	G - HC - 306	Strategic Human Resource Management	3	100
Specialization Core	G - HC - 307	Performance Management System	3	100
Specialization Core	G - HC - 308	Current Trends in HRM	3	100
Elective	G - HE - 309	Employee Wellness & Stress Management	2	50
Elective	G - HE - 310	Coaching & Mentoring	2	50
Elective	G - HE - 311	Recruitment & Selection Lab	2	50
Elective	G - HE - 312	Employer Branding & Employee Value Proposition	2	50
		<b>Total (considering choice of 2 electives)</b>	<b>26</b>	<b>800</b>



Semester IV- HR				
Nature of Course	Course Code	Name of the Course	Credits	Marks
Generic Core	G - GC - 401	Business Ethics and Corporate Governance	3	100
Specialization Core	G - HC - 402	Labour Laws- III	3	100
Specialization Core	G - HC - 403	Human Resource Information System	3	100
Specialization Core	G - HC - 404	Organizational Development & Change Management	3	100
Elective	G - HE - 405	Talent Management	2	50
Elective	G - HE - 406	HR Accounting & Audit	2	50
Elective	G - HE - 407	Knowledge Management	2	50
Elective	G - HE - 408	Diversity & Inclusion	2	50
		<b>Total (considering choice of 2 electives)</b>	<b>16</b>	<b>500</b>

Programme Structure PGDM with Specialization in Finance (Batch 2020-22)				
SEM I				
Nature of Course	Course No	Name of the subject	Credits	Marks
Generic Core	G - GC- 101	Economic Analysis for Business Decisions	3	100
Generic Core	G - GC- 102	Management Accounting	3	100
Generic Core	G - GC- 103	Legal Aspects of Business	2	50
Generic Core	G - GC- 104	Managerial Communication	3	100
Generic Core	G - GC- 105	Basics of Marketing	3	100
Generic Core	G - GC- 106	Statistics and Quantitative Techniques	3	100
Generic Core	G - GC- 107	Organizational Behaviour & Theory of Management	3	100
Generic Core	G - GC - 108	Human Resource Management	3	100
Generic Core	G - GC - 109	IT Skills Lab	2	50
		<b>Total</b>	<b>25</b>	<b>800</b>

Semester II- Finance				
Nature of Course	Course Code	Name of the Course	Credits	Marks
Generic Core	G - GC - 201	Financial Management	2	50
Generic Core	G - GC - 202	Business Research Methods	3	100
Generic Core	G - GC - 203	Quality and Operations Management	2	50
Generic Core	G - GC - 204	Industry Analysis- Desk Research	2	50
Generic Core	G - GC - 205	Basics of Business Analytics	2	50
Specialization Core	G - FC - 206	International Finance	3	100
Specialization Core	G - FC - 207	Retail Banking Operations	3	100
Specialization Core	G - FC - 208	Indian Financial System	3	100
Specialization Core	G - FC - 209	Strategic Financial Management	3	100
Specialization Core	G - FC - 210	C2C (Campus to Corporate) - Finance	3	100
Specialization Core	G - FC - 211	Financial Modelling	3	100
Elective	G - FE - 212	Advanced Excel Lab	2	50
Elective	G - FE - 213	Credit Analysis & Appraisal	2	50
Elective	G - FE - 214	Financial Reporting Standards	2	50
Elective	G - FE - 215	Entrepreneurship Development	2	50
<b>Total (considering choice of 2 electives)</b>			<b>33</b>	<b>1000</b>

Semester III- Finance				
Nature of Course	Course Code	Name of the Course	Credits	Marks
Generic Core	G - GC - 301	Strategy and Enterprise Performance Management	3	100
Generic Core	G - GC - 302	Summer Internship Programme	3	100
Generic Core	G - GC - 303	International Business Exposure Programme	2	50
Generic Core	G - GC - 304	Innovation Management & Sustainability	2	50
Specialization Core	G - FC - 305	Indian Tax Structure	3	100
Specialization Core	G - FC - 306	Security Analysis and Portfolio Management	3	100
Specialization Core	G - FC - 307	Derivatives and Risk Management	3	100
Specialization Core	G - FC - 308	Wealth and Personal Financial Management	3	100
Elective	G - FE - 309	Rural Banking & Microfinance	2	50
Elective	G - FE - 310	NISM Certifications	2	50
Elective	G - FE - 311	Fixed Income Securities	2	50
Elective	G - FE - 312	Technical Analysis of Financial Markets	2	50
<b>Total (considering choice of 2 electives)</b>			<b>26</b>	<b>800</b>



Semester IV- Finance				
Nature of Course	Course Code	Name of the Course	Credits	Marks
Generic Core	G - GC - 401	Business Ethics and Corporate Governance	3	100
Specialization Core	G - FC - 402	Fundamentals of Insurance	3	100
Specialization Core	G - FC - 403	Strategic Cost Management	3	100
Specialization Core	G - FC - 404	Mergers and Acquisitions	3	100
Elective	G - FE - 405	Fundamental Analysis- Desk Research	2	50
Elective	G - FE - 406	Finance Lab	2	50
Elective	G - FE - 407	Treasury Management	2	50
Elective	G - FE - 408	Banking Laws & Regulations	2	50
		<b>Total (considering choice of 2 electives)</b>	<b>16</b>	<b>500</b>

### III. POST GRADUATE DIPLOMA IN MANAGEMENT- MARKETING (60 Intake)

PGDM - Marketing program is approved by AICTE and is a specialized two years course in Marketing. In the emerging environment, marketing management with its customer centric focus assumes a predominant status. This philosophy reflects in the PGDM-Marketing curriculum and the flexibility accorded to the program keeps the student abreast of the trends in the field of business and assures greater articulation of the same. PGDM Marketing curriculum prepares the students for functional specialization in Marketing. In this program, besides general management inputs, students are offered sectorial specialization electives in terms of preparing for a career in these sector verticals. The PGDM –Marketing students can specialize in function-sector combination through the electives offered. Additionally, skill based subjects such as Skills Enhancement Lab, IT Skills Lab, to name a few, help to enhance the students' managerial skills.

To prepare students for industry specific requirements a course on C2C (Campus to Corporate) Marketing is included in the curriculum. At the end of the first year, students are required to undertake project assignment-Summer Internship Program. SIP project assignment is intended to give students an opportunity to sharpen their knowledge and skills in their selected Industry Sectors and also serves as a stepping stone in their final career. The Project Work Assignment Program is of a duration of 60 days and a detailed project report of dissertation is submitted for full grade evaluation after the completion of the aforesaid before the beginning of the second year. In the second year the students undergo intensive training in specialized marketing subjects with stress on learning through case studies and field projects of actual interaction within the industry.

Continuous Evaluation of students form an integral part of the curriculum. Forty percent of the evaluation is done on a continuous basis, for the remaining sixty percent evaluation is done through a written test at the end of each semester for which question paper setting and evaluation is done by an external panel.

### Program Structure- PGDM (Marketing)

PARTICULARS	I	II	III	IV	TOTAL NUMBER OF COURSES	TOTAL CREDITS	TOTAL MARKS
CORE	09	10	09	04	32	88	2800
ELECTIVES	-----	02	02	02	06	12	300
TOTAL NUMBER OF COURSES	09	12	11	06	38	-----	-----
TOTAL CREDITS	25	33	26	16	-----	100	-----
TOTAL MARKS	800	1000	800	500	-----	-----	3100

**Each Management Trainee has to complete 100 Credits to qualify for certification in the following manner**

- 32 Core Courses amounting to 88 Credits are compulsory for all students.
- The remaining 06 credits he/she has to complete by opting for the specified number of electives from the set of electives being offered.

Programme Structure PGDM - Marketing (PGDM- Batch 2020-2022)				
Semester- I				
Nature of Course	Course Code	Name of the Course	Credits	Marks
Core	MC-101	Economic Analysis for Business Decisions	3	100
Core	MC-102	Management Accounting	3	100
Core	MC-103	Legal Aspects of Business	2	50
Core	MC-104	Managerial Communication	3	100
Core	MC-105	Basics of Marketing	3	100
Core	MC-106	Statistics and Quantitative Techniques	3	100
Core	MC-107	Organizational Behaviour & Theory of Management	3	100
Core	MC-108	Basics of Marketing Research	3	100
Core	MC-109	IT Skills Lab	2	50
<b>Total</b>			<b>25</b>	<b>800</b>



Semester II				
Nature of Course	Course Code	Name of the Course	Credits	Marks
Core	MC-201	Financial Management	2	50
Core	MC-202	Channel Management	3	100
Core	MC-203	Quality and Operations Management	2	50
Core	MC-204	Industry Analysis- Desk Research	2	50
Core	MC-205	Basics of Business Analytics	2	50
Core	MC-206	Services Marketing	3	100
Core	MC-207	Sales Management and Negotiation Skills	3	100
Core	MC-208	Strategic Marketing	3	100
Core	MC-209	Digital Marketing	3	100
Core	MC-210	Retail Management & E-Commerce	3	100
Core	MC-211	Supply Chain Management	3	100
Elective	ME-212	Marketing of Financial Products & Services	2	50
Elective	ME-213	Rural Marketing	2	50
Elective	ME-214	Marketing Audit	2	50
Elective	ME-215	Entrepreneurship Development	2	50
<b>Total (considering choice of 2 electives)</b>			<b>33</b>	<b>1000</b>

Semester III				
Nature of Course	Course Code	Name of the Course	Credits	Marks
Core	MC-301	Strategy and Enterprise Performance Management	3	100
Core	MC-302	Summer Internship Programme	3	100
Core	MC-303	International Business Exposure Programme	2	50
Core	MC-304	Innovation Management & Sustainability	2	50
Core	MC-305	Integrated Marketing Communication	3	100
Core	MC-306	Consumer Behaviour	3	100
Core	MC-307	Strategic Brand Management	3	100
Core	MC-308	Marketing of FMCG	3	100
Elective	ME-309	B2B Marketing	2	50
Elective	ME-310	New Product Development	2	50
Elective	ME-311	Market Intelligence System	2	50
Elective	ME-312	Customer Relationship Management	2	50
<b>Total (considering choice of 2 electives)</b>			<b>26</b>	<b>800</b>

Semester IV				
Nature of Course	Course Code	Name of the Course	Credits	Marks
Core	MC-401	Business Ethics and Corporate Governance	3	100
Core	MC-402	International Marketing	3	100
Core	MC-403	Tourism & Hospitality Marketing	3	100
Core	MC-404	Social Media Marketing	3	100
Elective	ME-405	Marketing of High Tech products	2	50
Elective	ME-406	Marketing of IT and ITES	2	50
Elective	ME-407	Real Estate Marketing	2	50
Elective	ME-408	Data Management	2	50
Total (considering choice of 2 electives)			16	500





## ADMISSION PROCEDURE FOR PGDM AT INDIRA SCHOOL OF BUSINESS STUDIES

### ADMISSION PROCEDURE ACADEMIC YEAR 2020 – 21

**Eligibility :** A candidate is declared eligible for PGDM Courses, if he/she has passed the degree examination from a recognized university with a minimum of 50% marks and minimum 45% marks for reserved category from any state in India. Such candidate's application must be accompanied with relevant caste certificates and non-creamy layer certificates at the time of confirming the admission. Absence of such certificates at the time of submitting the admission application forms for admission to the course disqualifies them from reserved category, and such candidates will be considered for open/general category. 20% of the sanctioned seats are institute level seats.

Final year degree students, who have not received their result will be allowed to appear for the admission process, provided at the time of taking admission they have a certificate from their college/university about being a final year student awaiting result.

Before applying for the admission process of INDIRA PGDM Program, candidates must have a written test score of any of the following tests: AICTE-CMAT/CAT/XAT/MAT/ATMA/G-MAT/State level Entrance Test (MH-CET) Candidates will be shortlisted for admission to its mentioned courses based on – Indira Common Admission Process (ICAP) - 2020 : Admission to Indira PGDM will be based on performance of candidates in following categories of ICAP.

Sr. No.	Component	IGI Weightage
1	Score in Common Entrance tests (CAT /MAT/XAT/ATMA/CMAT/ GMAT/ (MH -CET)	35%
2.	Score in Academic Performance	15%
3.	GD & PI	45%
4.	Participation in Sports, Extra - Curricular activities, Academic Diversity & Gender Diversity	05%

\*Note: The percentile scores of different entrance tests will be normalized by using a multiplier. Process for ICAP – 2020



**Admission**



## STAGE 1: REGISTRATION FOR ICAP

Candidates will fill up the ICAP online registration form for GD, PI and Counseling, available on [www.icap.indiraedu.com](http://www.icap.indiraedu.com)

## STAGE 2 – GD /PI AND COUNSELING PROCESS

Candidates will be required to be present in their choice of the city for ICAP process of GD, PI and Counseling.

The GD, PI and Counseling will be held in the following cities on the dates mentioned against them:

ICAP City	ICAP City	ICAP City	ICAP City
Pune	Indore ,Nagpur, Ranchi,Lucknow	Jabalpur,Bhopal,Jaipur,Ra ipurGwalior,Kanpur,Patna Date: 5 <sup>th</sup> April 2020	Pune
Date:21 <sup>st</sup> March 2020 Time- 9.30am	Date:4 <sup>th</sup> April 2020 Time: 9.30 am	Time: 9.30 am	Date: 12 <sup>th</sup> April 2020 Time: 9.30 am

**Note:** Dates mentioned above are tentative. Shree Chanakya Education Society reserves the right to change or allot a city other than the one requested by the candidates in the event of feasibility and circumstance beyond our control. While we are keen to have the admission process in all the centers mentioned above, we reserve the right to cancel any of the centers depending upon the contingencies and such information will be conveyed to candidates well in advance through ICAP website and such candidates can enroll in the center closest to their city. The address of other locations, reporting time and other related details will be conveyed to the students through the ICAP website in the month of March 2020.

## STAGE 3- MERIT LIST FOR ADMISSION

Merit list for admission will be displayed by respective institute's website and campus. The dates for the same will be intimated through respective institute website

Note: For updated details regarding admission keep visiting respective institute websites: [www.indiraisbs.ac.in](http://www.indiraisbs.ac.in) and [www.icap.indiraedu.com](http://www.icap.indiraedu.com)

## PGDM PROGRAM FESS STRUCTURE 2020-21

SR. NO.	Category	1st Year fees Batch -2020-21 /Annual Fees PGDM/PGDM-Mkt	2nd Year fees Batch -2021-22/Annual Fees PGDM/PGDM-Mkt
1	Tution Fees	3,25,000.00	3,35,000.00
2	Development Fees	25,000.00	25,000.00
	<b>TOTAL</b>	<b>3,50,000.00</b>	<b>3,60,000.00</b>

## FEES PAYMENT SCHEDULE FOR PGDM COURSE:

### First Year

1<sup>st</sup> Instalment : INR 1,25,000 to be paid on or before 4<sup>th</sup> July 2020

2<sup>nd</sup> Instalment : INR 75,000 to be paid on or before 15<sup>th</sup> July 20200

3<sup>rd</sup> Instalment : INR 1,50,000 to be paid on or before 30<sup>th</sup> August 2020

### Second Year

INR 3, 60,000 to be paid on or before 15<sup>th</sup> July 2021

Note: Cancellation of Admission & Refund of Fees will be as per AICTE Policy. Last date to cancel the admission is 25<sup>th</sup> July 2020.

## RESIDENTIAL FACILITY IS AVAILABLE FOR BOTH GIRLS & BOYS:

Approximately INR 95000 per academic year including food & accommodation .For further information contact:

For Boys Hostel – Nitin Phadatare (020-66168150)

For Girls Hostel – Rekha Kadam (020-66168222)



## CO-CURRICULAR INPUTS UNDER PGDM COURSE

### CAREER AND LEADERSHIP DEVELOPMENT PROGRAM (CLDP)

PGDM course at ISBS PGDM focuses on skill development of students, which is imparted through Comprehensive Career and Leadership Development Program (CLDP). CLDP is an integral part of Co-curricular teaching and learning for our PGDM course. The CLDP has been developed to fulfil the requirement of personality and professional skills for enhancement of employability expertise of the students. ISBS PGDM conducts the Co-curricular program (CLDP), concurrently with the curricular input, which make the ISBS PGDM course unique and comprehensive.

### OBJECTIVES

- Enhance personal and professional skills through application-based learning.
- Equip students with decision making and negotiation skills.
- Assists in imparting effective communication skills.
- Enhances general awareness to keep abreast with business environment.

### VARIOUS INTERVENTIONS UNDER CLDP OF PGDM COURSE

- 1 Certification Courses – ISBS PGDM has collaborated with professional agencies to provide certification courses to PGDM course students in respective domains, such as Technical Analysis, Financial Modelling, Financial Analytics, Job analysis, Competency Mapping, Payroll Management, Innovation Management, Digital Marketing, Personality Development and the like. Such workshops provide insights to students into various predictive tools which can be used in the conduct of work in the Industry.
- 2 Field Projects with Industry – ISBS' PGDM course students are given the opportunity to be a part of field projects with industry. Students are engaged in field projects with companies such as Future Group, Transmission Pvt. Ltd. General Motors India Pvt. Ltd., Capgemini, Saint-Gobain, Thomas Cook, Bajaj Allianz to name few.
- 3 Industry Interface through Seminars and Conferences –ISBS PGDM holds conferences and seminars individually and in association with other campuses in the Indira Group of Institutions, and students are associated with these and their exposure to professional speakers in such platforms adds to the knowledge of students. Some such conferences and seminars in the past to name a few are:
  - Abhinavan – Annual Research Conference
  - World Quality Congress
  - World Marketing Congress
  - World Sustainability Summit
  - World Finance Summit
  - Indira International Innovation Summit



4 Industry Interface through Corporate Leadership Awards - Indira Group of Institutes (IGI) has instituted leadership awards to recognize the talent of corporate professionals for their contribution in the growth of industry in India. In the event of felicitation, industry stalwarts share their growth stories with students and thus enriching them with real life experience of the corporate world. Some such platforms are mentioned below:

- Indira Brand Slam
- Brand Excellence Awards
- World HRD/ Asia Pacific HRM Congress
- Marketing Excellence Awards
- HR Branding Awards

Industry Visits- Under ISBS PGDM course, the institute imparts training to students through visits to the industry. The value addition comes by way of observing the processes within organizations and discussions with representatives of the organization. Such experiences have a lasting impact in the memory of students.

5 Guest Faculty from Industry - Guest Speakers from the Industry are invited regularly to share their valuable experiences in various fields with PGDM course students. This enables students to understand and relate the complexity of business with the conceptual knowledge imparted in the institute.

6 Collaboration with Corporate Bodies and Associations - ISBS PGDM has membership with bodies representing industry and has successfully collaborated with them in various initiatives. ISBS PGDM has had collaboration with following corporate bodies:

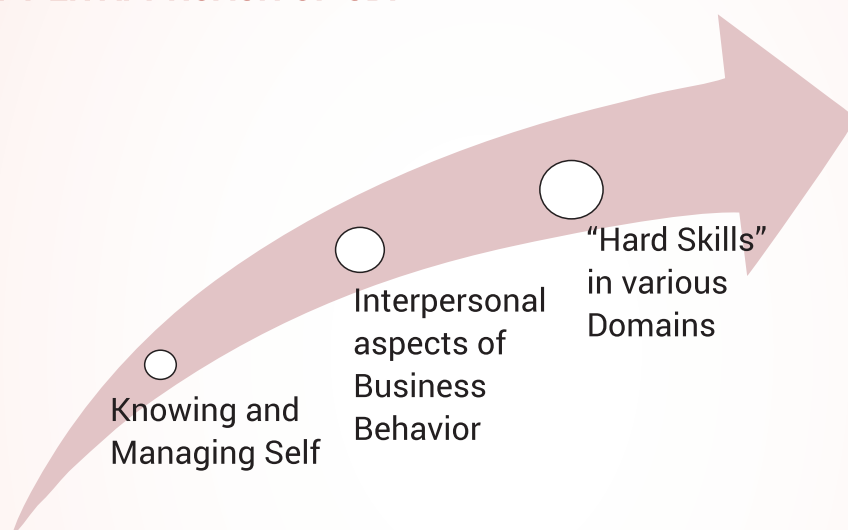
- Mahratta Chamber of Commerce Industries and Agriculture, Pune (MCCIA)
- Confederation of Indian Industries-Young Indians, Pune (CII-Yi)
- National Human Resource Development Pune, Chapter (NHRD)
- Principles of Responsible Management Education (PRME)
- Education Promotion Society of India (EPSI)
- National Entrepreneurship Network (NEN)
- Pune Management Association (PMA)
- Microsoft
- Abu Dhabi University
- ESDES University - France
- Mission Apollo
- Stratecent Consulting
- Ozone Education Consultants Pvt. Ltd.
- Rudders RLS Pty Ltd, Australia
- ICICI Securities Ltd
- Pragati Foundation (NGO)
- IncuCapital
- Enactus, Nottingham, UK
- Synechron Technologies Pvt. Ltd.
- Aditya Birla Memorial Hospital
- All India Management Association
- Association of Indian Management Schools (AIMS)

- 7 Career Development Program - Under this initiative for the PGDM course, eminent business personalities conduct skill enhancing workshops for students. On successful completion of the program, the students are graded and certified based on their performance.

#### Aim of the program:

- The program will focus on having students reflect on their current state and where they want to be in terms of certain behavioural competencies and skills.
- Enhancing student's confidence and self-belief, and a conviction that a delta change in Knowledge, Skill and Attitude will make a huge difference to employability and beyond.

### THE THREE-TIER APPROACH OF CDP



### SKILLS IN THREE TIERS

Tier 1: Knowing and managing self	Tier 2: Interpersonal aspects of business behavior	Tier 3: Domain related skills
Problem Solving and Decision Making	Conflict Management	Make finance fun
Dealing with Change and Ambiguity	Negotiations	Employee Engagement – Coaching and Motivation
	Leadership Models	Team building
	New Age of Engagement	Selling Models
		Customer Centricity
		Creating Customer Delight



## SEMESTER WISE SKILLS COVERAGE FOR PGDM COURSE

Tier	Semester	Topic
1	II	Problem Solving and Decision Making
2	II	Dealing with Change and Ambiguity
2	II	Conflict Management
2	II	Negotiation Skills
2	II	Leadership Skills
3	II	Customer Centricity
3	II	Creating Customer Delight
3/Marketing	III	Selling Models
3/Finance	III	Finance is Fun with Simulation
3/ HR	III	Team Building
3/ HR	III	Employee Engagement

## DOMAIN SKILLS SEGREGATION FOR PGDM COURSE

Marketing	Finance	HR
<ul style="list-style-type: none"> <li>▪ Customer Centricity</li> <li>▪ Creating Customer Delight</li> <li>▪ SPIN &amp; Emerging Selling Models</li> </ul>	<ul style="list-style-type: none"> <li>▪ Making Finance Fun- using Simulation</li> <li>▪ Customer Centricity</li> <li>▪ Creating Customer Delight</li> </ul>	<ul style="list-style-type: none"> <li>▪ Employee Engagement Team Building</li> <li>▪ Creating Customer Delight</li> <li>▪ Customer Centricity</li> </ul>

**8 OZONE** – For the PGDM course, ISBS PGDM provides students with a skill development activity called "OZONE". In this initiative corporate professionals train students to impart skills relevant to face recruitment processes and serve as a bridge building activity to cater to the expectations of the industry from the management graduates. The industry experts train students on their interview skills, group discussions and summer internship project presentation. In this program students are given an insight on how they can portray the applicability of their project work in the organization that they will join. This program is conducted in the first three semesters for students.

**9 XED Intellect:** ISBS PGDM provides the PGDM course students with analytical training called XED Intellect. This input is provided to students to build an analytical and logical aptitude in their repertoire of skills, to enhance decision making as a management professional. This program is conducted in the first two semesters for students.

**10 Proton** – Aptitude refers to the competency of students to acquire knowledge. With the help of aptitude tests ISBS PGDM assists students to predict and understand their learnability and work towards enhancing gaps in their learning. It also assists students to assess their potential and suitability for certain careers.

**11 Personality Development Program** - ISBS PDGM focuses on imparting knowledge on various technical domains on one hand and also lays high emphasis on improving the personality of students to enhance their complete repertoire, desirous of a management professional. Following initiatives are implemented for students personality grooming:

**Language Leadership Lab** - Communication skills are essential for enhancement of student's personality on one hand and another to augment their interpersonal skills for people management. ISBS PGDM provides English language training along with finer aspects of communication skills and utilizes its provision of Language Leadership Lab (LAB): This prepares students for effective skills such as Reading, Speaking, Listening and Writing in English Language. These sessions are extensive, result oriented and are conducted by experienced trainers.

To accomplish the objective, ISBS PGDM has a well equipped audio- visual "English LAB" with latest technology to enhance interactive learning. The LAB has software that helps students learn and grade themselves on various parameters. The LAB is developed on the methodology of Listening, Speaking, Writing, Reading skills.

**It has the following interactive modules:**

- Audio recording for assessing one's speech
- Vocabulary Building modules
- Self-Paced Reading Exercises
- Interactive Quizzes
- Listening Exercises

**Soft Skill Development** - Besides communication skills, ISBS PGDM course aims to nurture and empower its future managers with soft skills to meet the ever changing needs of modern globalized business. Soft Skill Development Programs are process driven with content standardization, for enhancing overall personality of students. Appropriate trainer selection brings forth desired outcome from the training imparted.

Soft Skill Development includes inputs on:

- Goal Setting and Career Planning
- Positive Thinking and Motivation
- Time Management, People Skills, Business Etiquettes
- Personal Grooming and Hygiene and many more





## INTERNATIONAL BUSINESS EXPOSURE PROGRAM (IBEP)

The philosophy of ISBS PGDM behind providing International Business Exposure Program (IBEP) to management students is to align student's business acumen with the global business environment.

This unique Business Exposure Program to international destinations of business prominence such as Dubai (UAE) and Singapore helps to immerse students in another world culture. The experience exposes students to the challenges and opportunities faced by organizations around the world. It also extends students global awareness and enhances their international perceptions and perspectives as future managers.

Each tour provides students with unique opportunities to explore the daily operations of global organizations and contextualize the key management themes studied on the program. Students attend a series of seminars and attend on-site company visits to investigate the role of companies within different sectors and the business culture prevalent for the region. Students are exposed to a wide variety of subjects such as Sales Excellence, Doing Business in a Global Environment, Innovation Management and Human Resource Management. Students also gain valuable insight into the contemporary business landscape through company visits and guided tours.





## **FACULTY INTERNATIONAL EXPOSURE PROGRAM**

ISBS PGDM indorses the concept of quality in education and is dedicated to make certain that the faculty members are well-equipped and well-connected with business scenario world-wide. ISBS PGDM has a firm belief that international exposure plays a major role when you want to succeed in today's economy. Therefore, at ISBS PGDM, faculty members are encouraged to take on international assignments in terms of teaching, research and collaboration.

Some of the Faculty International Exposure Initiatives includes:

ISBS PGDM faculty members conducted sessions on topics such as "Green Business Practices in India"; "Sustainability in Education" etc. for the students of James Cook University (JCU), Singapore.

International Academy of Science, Technology, Engineering and Management (IASTEM) invited ISBS PGDM faculty members as Keynote Speakers and Guests (Session Chairs) for International Conference on Economics and Business Management (ICEBM) in various countries including Thailand and Dubai etc.

Manipal Academy of Higher Education, Dubai invited ISBS PGDM faculty for global immersion program at their Dubai campus for interacting with their students and faculty members. ISBS PGDM faculty members delivered interactive sessions on "Employee Behaviour to accelerate career potential & New Age Marketing. These sessions conducted by ISBS PGDM faculty were highly appreciated by students and faculty member of Manipal Academy of Higher Education, Dubai.

## **INDIRA GROUP GOES GLOBAL**

IGI has offered Global Exposure & Inputs through its various Student Exchange Programs and Skill Trainings to Singapore, Dubai & Malaysia and now ties up with One of Germany's Top Ranked Private Universities – FOM.

**Offering Global exposure In association with one of Germany's top ranked Universities - FOM**





## EVENTS @ INDIRA GROUP

“The way to get started is to Quit talking and being doing.” -Walt Disney

### THE WORLD HRD CONGRESS 2019

Heartiest congratulations to IGI team members for receiving multiple awards at the World HRD Congress 2019. Their untiring efforts and loyalty in building IGI into a world class institution is indeed commendable and recognised through such awards and accolades..proud of you all indeed.

### INDIRA GROUP AT THE 6TH WORLD WOMEN LEADERSHIP CONGRESS AND AWARDS 2019

The WORLD WOMEN LEADERSHIP CONGRESS (WWLC) honoured the strategic and influential role of various women leaders in the development of modern economy, technology, and administrative methodologies.

IGI Chairperson Dr. Tarita Shankar felicitated the awardees and speakers for their contribution and achievements.

The Women Leadership Award recognizes and appreciates the profound role played by women as leaders, executioners, and decision makers, in shaping the future of the region and nation, and who embody the qualities of leadership in displaying active, creative, and integrative efforts in achieving the best possible results in the national and regional development plans.





## NATIONAL CONFERENCE ABHINAVAN

### VIII National Research Conference ABHINAVAN 2020

Indira School of Business Studies PGDM hosted VIII National Research Conference 'ABHINAVAN' on 21st January 2020. The theme for this year's conference was 'Ethics, Innovation and Best Business Practices in India'. The Conference began with felicitation of dignitaries by Dr. Renu Bhargava, Director ISBS PGDM. The Chief Guest for the conference was Mr. Samraat Jadhav, Business Head – Alternate Channel, Monarch Network Capital Limited. Mr. Prashant Mane, Director, Client Relations FIS Global was the key note speakers.

All the respected dignitaries, guests and speakers enlightened everyone about the need for innovation in business today. In today's rapidly changing business environment, managing innovation is critical and a prerequisite for the success and competitiveness of organizations, whether public or private. Business ethics is an integral part of today's business world. It really becomes important for today's business leaders to run their organization in an ethical manner & at the same time there are expectations from various stakeholders. Both the speakers shared their views on best practices in organizations today and the ethics and innovation as the pillars of success. They highlighted some practices that organizations need to follow in today's world in order to create and deliver value to all their stakeholder. Students had the opportunity to interact with the speakers and gain more clarity in this matter.

Students participated in the conference by presenting their research papers. The panel of judges evaluated the papers on various parameters and selected best 3 research papers. The conference concluded with the prize distribution and valedictory ceremony.

### INDIRA MANAGEMENT REVIEW (IMR)

Indira Management Review is a Research and Academic Journal published annually by The Indira School of Business Studies PGDM. Indira Management Review – IMR is indexed on platforms such as J-gate and i-Scholar. This journal endeavors to provide forums for academicians and industry participants to throw light on current and future concerns and challenges impacting the global business as well as promoting and disseminating relevant, high quality research in the field on management. ISBS PGDM has published IMR Volume XIII July 2019 Issue.





## INDIAPRENEUR – 9<sup>th</sup> INTERNATIONAL BUSINESS PLAN COMPETITION

“Entrepreneurship is living a few years of your life like most people won’t so that you can spend the rest of your life like most people can’t”.

Every year ISBS PGDM organizes its flagship annual International Business Plan Competition – IndiaPreneur to motivate budding entrepreneurs and provide the much needed platform for them to showcase their ideas to Investors, Incubators and Venture Capitalists. Cash Prizes worth one lakh plus are awarded along with exciting goodies to deserving winners.

The Corona Virus situation has changed the way we live and function hence keeping safety of everyone in mind, with the help of technology, ISBS PGDM conducted IndiaPreneur 2020 entirely on a virtual platform which further validates it as one of the top ranked PGDM colleges in Pune.

Every year the competitive benchmark and the battle amongst the top brains of the country has been pushed up a notch and with the new addition of technology, it has been pushed up even higher. It wasn’t however an easy task to ensure seamlessness among people sitting at various parts of country, connected with each other virtually but team Indiapreneur was determined to make it happen.





## STUDENT ACTIVITIES

### NEXUS" (STUDENTS COUNCIL)

We at INDIRA strongly believe that "challenges can be converted into opportunities with hard work and an integrated approach." All student activities are conducted through total student involvement and participation.

We strive to emulate the principles of teamwork and synergy, so as to derive greater benefits. The Student's Council is headed by a President and a Vice- President and acts as a guiding system for the Institute's success. The council comprises of various committees such as:-

### STUDENT CLUBS

ISBS PGDM believes in nurturing "creative instincts" of its students so that their talent gets an apt platform to flourish.

### MARKETING CLUB (INGENIUS)

The Marketing Club conducts myriad of events such as Quiz, Brand Revival, Debate, Extempore, Logo Designing and Ad Making etc. to get the best out of budding professionals!! ISBS PGDM Marketing aspirants participate in various marketing oriented activities with vigor and prove their mettle.

### FINANCE CLUB (FINOVATE)

'FINOVATE' - The Finance Club is a student driven initiative to provide a platform for students to acquire practical financial education with job-specific knowledge. This year we organized activities and workshops such as Debate Competition, Skit Competition, Finance Gym, Finance Modelling, Budget Decoded etc. to ensure that students are abreast with all the current trends in finance.

### HR CLUB (ENSEMBLE)

Ensemble Club is driven by HR students. It emphasizes on the changing roles of HR and makes students understand the insights on current trends, career paths, internship experiences and guidance for laying the foundation of an Ensemble – The HR Club. The club also assists students in gaining membership to national HR societies such as NIPM, CII and MCCIA. HR Club indulges into activities such as Scrapbook for HR, Workshops on HR Analytics and Book Reviews etc.

### PLACEMENT CELL

Placement committee frequently interacts with the corporate world, thereby developing and maintaining symbiotic relations. It undertakes various activities related to campus placement for final year students, summer internship training for the first year students, live projects and interactive and training sessions for students.

### **“AROHAN” (E-CELL)**

Arohan organizes several seminars on topics of current importance and relevance. They interact with CEOs, Entrepreneurs, Consultants, Managers and Professionals from various spheres of business, who are invited as Guest Speakers in order to throw light on the subject matter, with a view to change mind sets and broaden horizons.

### **DOR (ALUMNI CELL)**

Alumni Cell works as a bridge between the alumni and students, both at the corporate and personal level. We look up to our alumni, as they are our best ambassadors in the corporate world and vital link in the Industry - Institute Interface.

### **“INVICTUS” (SPORTS CELL)**

Students, who are under constant pressure to learn and excel, need space and time to relax and revitalize themselves. The sports committee organizes OMT tournaments such as cricket, basketball, volleyball, football, badminton, yoga and fitness to enliven the sporting spirit and enable students to feel rejuvenated.

### **“UDAAN” (CULTURAL CELL)**

To provide a platform to students to display their talent, creativity, imagination and aid in their holistic development, we have Udaan - the cultural cell at ISBS PGDM. The cell organizes various events and competitions at institute viz independence day, teachers day, theme days, simulation competition, management gamed etc.....Udaan adds colors to a student's life.

### **CSR INITIATIVES AT ISBS PGDM**

**“Business cannot be successful when the society around them fails.” - Jamie Lawrence**

Indira Group of Institutes believes in sensitizing students towards society issues as a key part of learning process. CSR at Indira includes all stakeholders: students, faculty, NGO's, Government, Industry and the local community.

CSR committee at Indira ISBS PGDM is known as PEHEL. The institutes drives its CSR activities through PEHEL.

### **CSR OBJECTIVES**

- To collaborate with NGO'S for CSR projects on areas such as health, education, environment, safety and community development.
- To empower students by providing opportunities to participate in social outreach programs so as to enable them to serve the underprivileged section of the society, and enhance their quality of life by willingly contributing skill and knowledge.



- To spread awareness about environment hazards and conservation of resources.
- Making CSR a compulsory activity for all the students. (30 hours of CSR involvement per student)

## CSR INITIATIVES

Tree plantation; Visits to NGO's caring for senior citizens / mentally challenged friends; Street play with NGO's ; Food distribution to school kids ; Grass cutting and cleaning at NGO premises ; Clothes donation were some of the activities recently undertaken by our students.

## CORPORATE SOCIAL RESPONSIBILITY (CSR) COMMITTEE 'PEHEL' AT ISBS

Sr. No.	Committee Members	Designation
01	Mr. Mangesh Dande	Member- Faculty
02	Mr. Madhukar Jadhav	Admin Coordinator
03	Mr. Laxman Misal	Secretary

“PEHEL” at ISBS PGDM includes the participation of stake holders such as ISBS PGDM students and staff, non-government organizations (NGO), and the local community. The students and faculty actively participate in outreach program initiatives where they contribute their knowledge, skill and technical expertise to the community. The institute has supported activities of several NGO's operating in the community. Apart from funding various activities for the community, the institute also extends their expertise in terms of knowledge and human resources for the success of NGO initiative and programs.





## ISBS RESEARCH AND DEVELOPMENT CELL (IRDC)

ISBS PGDM has a separate unit dedicated to the research and development programs for faculty members. The objective of IRDC is to encourage faculty members to actively take up meaningful research projects; to help generate and extend knowledge useful to the industry, society and student community. All faculty members collectively contribute to the general objective of IRDC which is to build a center of excellence.

IRDC assists faculty members in their endeavor to engage in good quality research and capacity building. Various internal and external FDPs are organized every year and faculty members attend work shop/ conferences and FDPs at various prestigious institutions including IIMs. ISBS PGDM has a separate provision in the Annual Budget for IRDC.

## INDIRA SPIRITUAL PROGRAM

### Vedanta

Discourses in Vedanta are organized for students and we have collaborated with the Vedanta Academy founded by Shri Parthasarthy, and the disciples of the academy visit the campus to lecture the students about the Hindu way of life regularly or students are made to attend such sessions in the city.

Indira Group of Institutes understand that in the race for corporate and material excellence our students should not lose sight of the need to maintain a spiritual and ethical balance. In order to promote greater spiritual awareness amongst the students, ISBS PGDM exposes the students to spiritual avenues such as Shri Vaswani Mission, Vedanta Academy and Art of Living.

## FITNESS PROGRAMS AT ISBS PGDM

At ISBS PGDM we strongly believe that the efficiency and effectiveness of individuals is directly related to the mental and physical health of an individual. In order to inculcate these qualities in our students, we have introduced fitness programs comprising of gym, yoga and aerobics. Students joining INDIRA compulsorily attend some form of fitness classes.





## PRINCIPLES FOR RESPONSIBLE MANAGEMENT EDUCATION (PRME)

ISBS PGDM, as an advanced signatory to the Principles for Responsible Management Education (PRME) is committed to the six principles of PRME. The PRME which is a UN initiative is inspired by Global Compact driving businesses to engage in socially responsible and sustainable business practices.

As institutions of higher education are involved in the development of current and future managers ISBS PGDM declares its willingness to progress in the implementation, within our institution, of the following Principles.

Starting with those that are more relevant to our capacities and mission, we will report on progress to all our stakeholders and exchange effective practices related to these principles with other academic institutions:

**Principle 1 | Purpose:** We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

**Principle 2 | Values:** We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

**Principle 3 | Method:** We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

**Principle 4 | Research:** We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

**Principle 5 | Partnership:** We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

**Principle 6 | Dialogue:** We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global, social responsibility and sustainability.

To achieve these objectives of PRME, we have launched a “Center for Sustainability: Kalpvruksh” at the institute, a beginning of an ecosystem of responsible management students at ISBS PGDM.





## MANAGEMENT DEVELOPMENT PROGRAMS

Management Development Programs at ISBS PGDM Pune are designed to provide working executives with the objective of providing insights into managerial concepts and techniques relevant for formulating and implementing strategies in various functional areas such as Personal Effectiveness and TIFF, Analytics based DM, Finance GYM, Behavioral Science, Sales Management, Selling and Negotiation, Sustenance Strategy in SME's, Finance for Non Finance, Human Resource Management for Non HR, Equity Research and Valuations, B2B Marketing etc.

## ISBS CONVOCATION: BATCH (2017 - 19)

Indira School of Business Studies' 12th Convocation Ceremony of PGDM Batch 2017-19 was held on Saturday, 29th February 2020, a leap day to be engraved and cherished forever in hearts of our convocation batch.

The Chief guest for the Ceremony was Ms.Devita Saraf, Chairperson & CEO -Vu Televisions. She is a dynamic entrepreneur and a women with a great vision. Her speech enthralled the graduands and other audience as she spoke about true meaning of success and finding passion in life, which was immensely inspirational.

It was a moment of pride for ISBS PGDM as 291 post graduates from the 2017-19 batch were conferred upon the diploma and awards. The day ended with a cap tossing ceremony which marked the start of a new chapter for all the graduands





## COMPLIANCE COMMITTEES

### GRIEVANCE COMMITTEE 2019-21

According to ALTE's Establishment of Mechanism for Grievance Redressal, Regulation 2012, the Grievance Redressal Committee has been constituted with the objective of resolving the grievances of students, parents and others. All the aggrieved students, their parents and others may henceforth approach the Grievance Redressal Committee.

### INTERNAL COMPLAINT COMMITTEE 2019-21

Internal Complaint Committee has been constituted by the Director with the powers vested in him/her by the Governing council of ISBS PGDM as per the Governing Council meeting held on 29th June, 2013 to address Internal Complaint Committee (ICC) activities with the broad purpose of creating a fair workplace with gender equality. The cell is especially created to prevent or deter the commission of acts of gender inequality and sexual harassment and to provide the procedure for the resolution, settlement or prosecution of acts of sexual harassment and gender biases by taking all steps required.

The following are the Internal Complaint Committee members for the Academic Year 2019-2021:

Sr.No.	Name	Designation	Contact No.
1	Dr. Gaganpreet Ahluwalia	Presiding officer	7558663769
2	Prof. Sarita Agarwal	Faculty Member	9774350732
3	Dr. Mahesh Mangaonkar	Faculty Member	9518714689
4	Ms. Sharvari Ratnakar	Non -teaching staff member	9850898864
5	Mr. Jitendra Patil	Non -teaching staff member	9765658336
6	Ms. Chahak Jain	Student Member PGDM(19-21)	9163763523
7	Ms. Akansha Singh	Student Member PGDM(18-20)	8369288236
8	Ms. Mrunal Jungale	Student Member PGDM(18-20)	8975465894
9	Ms. Gauri Kulkarni	NGO Member	9657998921

# GET HELP NOW !



## ANTI-RAGGING COMMITTEE 2019 - 21

### ANTI-RAGGING COMMITTEE

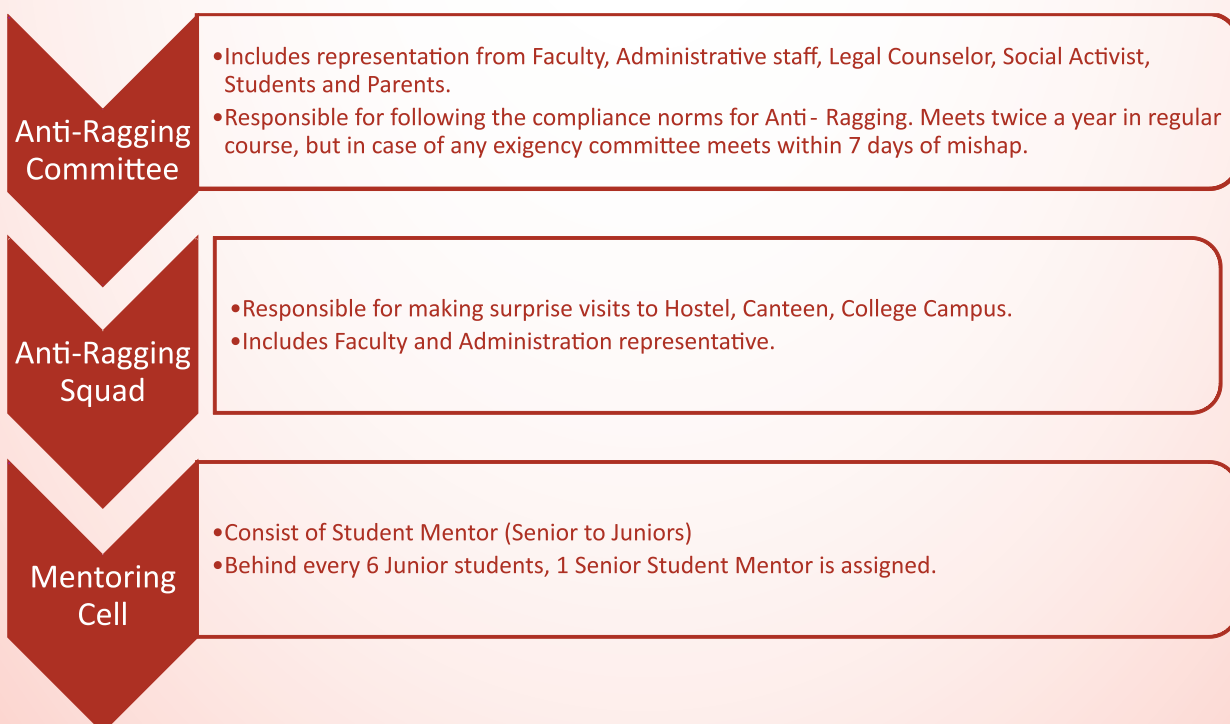
Ragging is the term used for the so-called "initiation ritual" practiced in higher education institutions but sometimes it involves abuse, humiliation or harassment of new entrants or junior students by the senior students. It often takes a malignant form wherein the newcomers may be subjected to psychological or physical torture. Ragging has ruined countless innocent lives and careers. To root out ragging in all its forms from universities, colleges and other educational institutions this committee has been formed in every educational institute under the guidelines given by Hon'ble Supreme Court in 2007.

ISBS PGDM has zero-tolerance policy on ragging, which is a punishable offence.

### WHAT CONSTITUTES RAGGING?

Any disorderly conduct whether by words spoken or written or by an act which has the effect of teasing, treating or handling with rudeness any other student, indulging in rowdy or undisciplined activities which causes or is likely to cause annoyance, hardship or psychological harm or to raise fear or apprehension thereof in a fresher or a junior student or asking the students to do any act or perform something which such student will not in the ordinary course and which has the effect of causing or generating a sense of shame or embarrassment so as to adversely affect the physique or psyche of a fresher or a junior student.

### PREVENTIVE MACHINERY FOR RAGGING AT ISBS PGDM





## MEETINGS AND QUORUM

The tenure of the committee is one year and committee is instituted at the beginning of every academic year. Meetings are biannual for this committee. In case of any emergency situation the meeting is called immediately without even slightest of the delay. The quorum required for the meeting will be 3 members-

- Chairperson/ Secretary
- Faculty Representative
- Administration Representative

## ANTI-RAGGING COMMITTEE 2019-20

Sr.No.	Name of Committee Member	Committee Designation	Contact No
1	Dr. Abhinav Jog	Chairperson	9822912030
2	Dr. Anagha Bhope	Secretary	7387004907
3	Dr. Bagirathi Iyer	Faculty Coordinator	9623443633
4	Prof. Mangesh Dande	Member - Faculty	8087711364
5	Prof. Anand Deo	Member - Faculty	8149035838
6	Mr. Madhukar Jadhav	Admin Officer	9763617683
7	Mr. Nitin Phadtare	Member Administration	8225823083
8	Mrs. Sangeeta Bobde	Member - Warden	8087283460
9	Ms. Manali Joshi	Member Student (PGDM 18-20)	9730749731
10	Mr. Akhilesh Kumar Sharma	Member Student (PGDM 18-20)	8329905447
11	Ms. Prajakta Chalukya	Member Student (PGDM 19-21)	8329605594
12	Mr. Piyush Paliwal	Member Student (PGDM 19-21)	7869281218
13	Adv. Nelson Noronha	Member - Counsellor	9665094671
14	Ms. Gauri Kulkarni	Representative NGO	9657998921



## ANTI-RAGGING SQUAD 2019-20

Sr.No.	Name of Squad Member	Designation	Contact No
1	Dr. Bagirathi Iyer	Faculty Co-ordinator	9623443633
2	Prof. Mangesh Dande	Member - Faculty	8087711364
3	Prof. Anand Deo	Member - Faculty	8149035838
4	Mr. Madhukar Jadhav	Admin Co-ordinator	9763617683
5	Dr. Anagha Bhope	Secretary	7387004907

## DRUG / ALCOHOL POLICY

Students of Indira are expected to abstain from drugs and alcohol during their stay at the institute. Violation of this policy will lead to cancellation of admission.

## DRESS CODE

At Indira, we believe in inculcating a sense of discipline and belonging in the students by observing a strict dress code. Students are expected to wear formal dress (shirt, trouser & tie for gents; western formals/salwarkameez for ladies) throughout the week, except on Saturdays which will be observed as 'casual-day'. On the occasion of guest lectures, seminars, etc. students are expected to be dressed in the Indira uniform (blazers, tie, shirt, trouser). A student failing to adhere to the dress code will not be allowed to attend lectures and will face strict disciplinary action.

## HOSTEL RULES

The boys and girls hostel at Indira has a set of rules which must be adhered to strictly by all students. Each hostel is headed by a warden who acts as a facilitator and observer to maintain discipline in the hostels and ensure its smooth functioning. Students opting to stay in the hostel will have to sign an undertaking in accepting the rules set by the management. Ragging of any type will not be accepted and the concerned students' admissions would be canceled immediately.





## CORPORATE RELATIONS CELL

**“Do not let what you cannot do interfere with what you can do.” -John Wooden**

Indira Group of Institutes has a placement cell headed by an Executive Director - Corporate Relations. The cell is a hub which aims to provide a suitable career and training guidance to students according to their interests and capability. The cell aligns the competency of students with career options available to them with the industry to enable a smooth transition into the real world. The institute aims in assisting students for summer internships as well as final placements by arranging campus interviews for recruitments in corporate houses and in all public and, private sectors and MNCs. The Emphasis is also laid on summer internships and final placements overseas. On an average 500+ companies visit Indira Campus for placements.



## OUR RECRUITERS

Following is a partial list of corporates who have visited the institute in the past and present :

Sector / Industry	Name of the Company Visited for Campus Placements	Sector / Industry	Name of the Company Visited for Campus Placements
Agriculture	RML AGTECH PVT. LTD - (285)	E- commerce	Amazon Naukri.com
Automobile	CarOk	Education	IEIBS( India Europe International Business School Tata Classedge
BFSI	Bajaj Finserv - (34) Transparent Value Pvt Ltd (33) Reval Analytics - (44) HDFC BANK - Ujjivan Financial Services SBI Cards ICICI Securities Australia and New Zealand Banking Group Limited Citibank N.A ICICI Pru AMC ICICI Bank Janlakshmi Financial services Bajaj Allianz General Insurance ICICI Prudential Mahindra Finance Religare Securities Limited Citibank N.A Kotak Mahindra Bank ICICI Securities Globeflex Gallagher ICICI Prudential Mutual Fund PNB Housing Finance Ltd - India Bulls IndusInd Bank Ltd. Axis Bank ICICI Prudential Home Credit Kotak Mahindra Bank IndusInd bank Aviva life Insurance 5nance.com HSBC Karvy stock broking Bandhan Bank Wheels EMI IDFC Way 2 Wealth	FMCG	Ganesh Krupa Trading Co. Nestle Godrej Furlenco Hindustan Coca-cola Colgate Palmolive Shrinath Tex Prints Pvt. Ltd. Nilons Reliance Retail Mother dairy ITC Ltd Charoen Pokphand Foods PCL Cargill Graandprix Charoen Pokphand Foods PCL
		Hospitality	Orchid Hotel Tirupati Travels Optima life science Pvt.Ltd.
		Insurance	Bajaj Allianz Life Insurance
		Information Technology	TATA TECHNOLOGIES Deloitte Tech Mahindra Cybage Software Tech Mahindra E-Clerx Wishtree Technologies L&T Infotech eClerx Services Ltd WNS ICICI Prudential HealthFox Technologies Pvt. Ltd. Vivo Mobile India Pvt. Ltd. - Innoveg fintech Pvt.ltd Prototech Solution Sungaurd Cognizent Technologies



Sector / Industry	Name of the Company Visited for Campus Placements
Consultancy	E&Y GDS Neeeyamo Enterprise Solutions Talent Corner RCK Financial Consultancy
Logistics	Magnum Cargo RIBBON LOGISTICS INDIA PVT LTD. TCI Express Ltd. UPS Logistics Maersk Line India Pvt. Ltd
Manufacturing	Markets and Markets Unibic India Pvt. Ltd. Saroj Steels Everest Industries
Market Resarch	Allied Analytics,LLP/Markets and Markets Markets and Markets Data Bridge Market Research ICICI Prudential AMC
Media	Xion Advertising
Real estate	India Bulls CBRE India Bulls Ventures Limited
Retail	D-Mart Landmark Group - Lifestyle Retail Franchise India
Retail	Vodafone- (Retail Role) Airtel



## CAMPUS PLACEMENT

**“Go out on a limb. That's where the fruit is.”-Jimmy Carter**

ISBS PGDM Program at IGI believes in the holistic development of students and through the academic calendar forms the basis of the agenda with sustained and abundant stress to Co-curricular activities. In order to mold productive and result oriented managers of the future, our Career Development Program is taught concurrently along with the main program. Such job oriented career development opportunities result in robust placement season every year.

Following are some of the distinguished placement for the 2018-20 batch.

### Congratulations...!!!

#### ISBS PGDM Students Placed List 2018-20



Student Name : Niharika Kurlekar  
Company : KSB Pumps  
Stream : PGDM (HR)  
Packages : 4.5 Lakh



Student Name : Parantap Sharma  
Company : HDFC Bank  
Stream : PGDM (Marketing)  
Packages : 6.75 Lakh



Student Name : Sumit Kumar  
Company : Bajaj Finserv  
Stream : PGDM (Marketing)  
Packages : 4.0 Lakh



Student Name : Paridhi Jain  
Company : FIS Global  
Stream : PGDM (Finance)  
Packages : 5.0 Lakh





Student Name : Palwinder Singh  
Company : FIS Global  
Stream : PGDM (Finance)  
Packages : 5.0 Lakh



Student Name : Priyanka Sagar  
Company : Deloitte(KS)  
Stream : PGDM (Marketing)  
Packages : 6.75 Lakh



Student Name : Akansha Singh  
Company : Deloitte(KS)  
Stream : PGDM (Marketing)  
Packages : 6.75 Lakh



Student Name : Palak Rathor  
Company : Deloitte(Taxation)  
Stream : PGDM (Finance)  
Packages : 7.88 Lakh



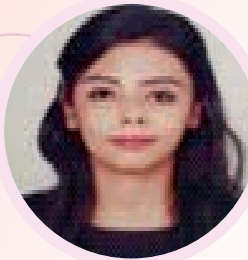
Student Name : Laxmi Thakur  
Company : Deloitte(Taxation)  
Stream : PGDM (Finance)  
Packages : 7.88 Lakh



Student Name : Shraddha Tiwari  
Company : Deloitte(Taxation)  
Stream : PGDM (Finance)  
Packages : 7.88 Lakh



Student Name : Shubhangi Parmar  
Company : Deloitte(Advisory)  
Stream : PGDM (Finance)  
Packages : 7.88 Lakh



Student Name : Akansha Gouraha  
Company : HDFC Bank  
Stream : PGDM (Marketing)  
Packages : 6.75 Lakh



Student Name : Akhilesh Kumar Sharma  
Company : HDFC Bank  
Stream : PGDM (Marketing)  
Packages : 6.75 Lakh



Student Name : Ankita  
Company : HDFC Bank  
Stream : PGDM (Finance)  
Packages : 6.75 Lakh



Student Name : Arun Kumar Singh  
Company : HDFC Bank  
Stream : PGDM (Marketing)  
Packages : 6.75 Lakh



Student Name : Ayush Pare  
Company : HDFC Bank  
Stream : PGDM (Marketing)  
Packages : 6.75 Lakh





Student Name : Garima Singh  
Company : HDFC Bank  
Stream : PGDM (Marketing)  
Packages : 6.75 Lakh



Student Name : Jahanvee Jain  
Company : HDFC Bank  
Stream : PGDM (Finance)  
Packages : 6.75 Lakh



Student Name : Karan Sahu  
Company : HDFC Bank  
Stream : PGDM (Marketing)  
Packages : 6.75 Lakh



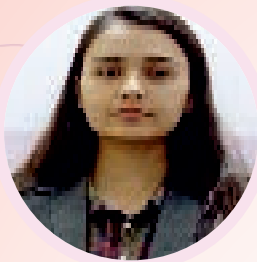
Student Name : Ketan Vaid  
Company : HDFC Bank  
Stream : PGDM (Marketing)  
Packages : 6.75 Lakh



Student Name : Manawwar Hussain  
Company : HDFC Bank  
Stream : PGDM (Finance)  
Packages : 6.75 Lakh



Student Name : Prachi  
Company : HDFC Bank  
Stream : PGDM (Marketing)  
Packages : 6.75 Lakh



Student Name : Ritika Sharma  
Company : HDFC Bank  
Stream : PGDM (Marketing)  
Packages : 6.75 Lakh



Student Name : Ruchika Jain  
Company : HDFC Bank  
Stream : PGDM (Marketing)  
Packages : 6.75 Lakh



Student Name : Saahil Jaiswal  
Company : HDFC Bank  
Stream : PGDM (Marketing)  
Packages : 6.75 Lakh



Student Name : Sajal Gupta  
Company : HDFC Bank  
Stream : PGDM (Marketing)  
Packages : 6.75 Lakh



Student Name : Shivangi Singh  
Company : HDFC Bank  
Stream : PGDM (Marketing)  
Packages : 6.75 Lakh



Student Name : Sonam Katariya  
Company : HDFC Bank  
Stream : PGDM (Marketing)  
Packages : 6.75 Lakh





Student Name : Soumya Seth  
Company : HDFC Bank  
Stream : PGDM (Marketing)  
Packages : 6.75 Lakh



Student Name : Sudha Shivhare  
Company : HDFC Bank  
Stream : PGDM (Marketing)  
Packages : 6.75 Lakh



Student Name : Syed Noman  
Company : HDFC Bank  
Stream : PGDM (Marketing)  
Packages : 6.75 Lakh



Student Name : Tanvi Bhatnagar  
Company : HDFC Bank  
Stream : PGDM (Marketing)  
Packages : 6.75 Lakh



Student Name : Tushar Sharma  
Company : HDFC Bank  
Stream : PGDM (Finance)  
Packages : 6.75 Lakh



Student Name : Vishal Gupta  
Company : HDFC Bank  
Stream : PGDM (Marketing)  
Packages : 6.75 Lakh



Student Name : Abhedya Jakkanwar  
Company : Elite Land Base  
Stream : PGDM (Marketing)  
Packages : 4.0 Lakh



Student Name : Aarush Kovaliye  
Company : HDFC Bank  
Stream : PGDM (Marketing)  
Packages : 6.75 Lakh



Student Name : Priyanshi Gupta  
Company : HDFC Bank  
Stream : PGDM (Marketing)  
Packages : 6.75 Lakh



Student Name : Vishal Singh  
Company : HDFC Bank  
Stream : PGDM (Marketing)  
Packages : 6.75 Lakh



Student Name : Mrunal Jangle  
Company : HDFC Bank  
Stream : PGDM (Marketing)  
Packages : 6.75 Lakh



Student Name : Prajakta Deshpande  
Company : KSB LTD.  
Stream : PGDM (HR)  
Packages : 4.5 Lakh





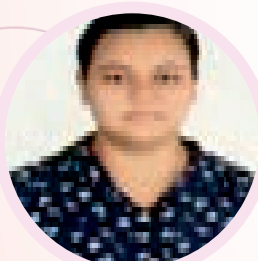
Student Name : Kunal Agarwal  
Company : Mahindra & Mahindra  
Stream : PGDM (Marketing)  
Packages : 4.5 Lakh



Student Name : Mangesh Kumar Meher  
Company : Zydus Wellness  
Stream : PGDM (Marketing)  
Packages : 7.0 Lakh



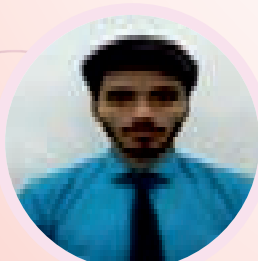
Student Name : Meril John  
Company : John Bros Transport  
Stream : PGDM (Finance)  
Packages : 6.0 Lakh



Student Name : Shampa Nandi  
Company : Spandana Spoorthy  
Stream : PGDM (Finance)  
Packages : 4.0 Lakh



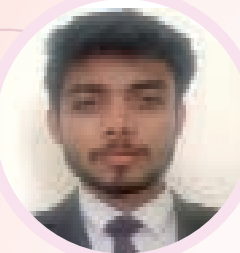
Student Name : Anand Roda  
Company : Nakshatra Banquets  
Stream : PGDM (Marketing)  
Packages : 4.0 Lakh



Student Name : Tanmay Tiwari  
Company : Makebot  
Stream : PGDM (Finance)  
Packages : 7.3 Lakh



Student Name : Gaurang Garg  
Company : HDFC Bank  
Stream : PGDM (Marketing)  
Packages : 6.75Lakh



Student Name : Karan Pahuja  
Company : HDFC Bank  
Stream : PGDM (Finance)  
Packages : 6.75 Lakh



Student Name : Manisha Tripathi  
Company : HDFC Bank  
Stream : PGDM (Marketing)  
Packages : 6.75 Lakh



Student Name : Himani Singh  
Company : HDFC Bank  
Stream : PGDM (Marketing)  
Packages : 6.75 Lakh



Student Name : Siddharth Kumar Yadav  
Company : HDFC Bank  
Stream : PGDM (Marketing)  
Packages : 6.75 Lakh



Student Name : Harsh Kant Sinha  
Company : Ingenio Tech pvt Ltd.  
Stream : PGDM (Marketing)  
Packages : 4.0 Lakh





Student Name : Akash Nijhawan  
Company : Aditya Birla Fashion n Retail  
Stream : PGDM (Marketing)  
Packages : 5.0 Lakh



Student Name : Devika Behl  
Company : Nitor Infotech  
Stream : PGDM (Marketing)  
Packages : 3.5 Lakh



Student Name : Rini Khanna  
Company : HFFC  
Stream : PGDM (Marketing)  
Packages : 6.2 Lakh



Student Name : Ayush Khede  
Company : ZoloStays Property Solutions  
Stream : PGDM (Marketing)  
Packages : 4.0 Lakh



Student Name : Raj Hans  
Company : HDFC Bank  
Stream : PGDM (Finance)  
Packages : 6.75 Lakh



Student Name : Aditya Harihar Waghaye  
Company : MRF Tyres  
Stream : PGDM (Marketing)  
Packages : 6.0 Lakh



Student Name : Nandini Mehta  
Company : Federal Bank  
Stream : PGDM (Finance)  
Packages : 6.67 Lakh



Student Name : Bharti Punjwani  
Company : Federal Bank  
Stream : PGDM (Finance)  
Packages : 6.67 Lakh



Student Name : Salony Goyal  
Company : Square Yard  
Stream : PGDM (Marketing)  
Packages : 9.6 Lakh



Student Name : Krishna Rathi  
Company : Square Yard  
Stream : PGDM (Marketing)  
Packages : 9.6 Lakh



Student Name : Abhimanyu Singh  
Company : ICICI Bank  
Stream : PGDM (Marketing)  
Packages : 4.12 Lakh



Student Name : Akanksha Sengar  
Company : ICICI Bank  
Stream : PGDM (Finance)  
Packages : 4.12 Lakh





Student Name : Akash saini  
Company : ICICI Bank  
Stream : PGDM (Marketing)  
Packages : 4.12 Lakh



Student Name : AKSHAT MISHRA  
Company : ICICI Bank  
Stream : PGDM (Finance)  
Packages : 4.12 Lakh



Student Name : Akshay Thakare  
Company : ICICI Bank  
Stream : PGDM (Marketing)  
Packages : 4.12 Lakh



Student Name : Anmol Jaiswal  
Company : ICICI Bank  
Stream : PGDM (Finance)  
Packages : 4.12 Lakh



Student Name : Ashvameh Mane  
Company : ICICI Bank  
Stream : PGDM (Marketing)  
Packages : 4.12 Lakh



Student Name : Asmita Acharya  
Company : ICICI Bank  
Stream : PGDM (Marketing)  
Packages : 4.12 Lakh



Student Name : Astha Dalai  
Company : ICICI Bank  
Stream : PGDM (Marketing)  
Packages : 4.12 Lakh



Student Name : Ayushi Mishra  
Company : ICICI Bank  
Stream : PGDM (Marketing)  
Packages : 4.12 Lakh



Student Name : Baby Monalisha Ghosh  
Company : ICICI Bank  
Stream : PGDM (Finance)  
Packages : 4.12 Lakh



Student Name : Chiranjiv Dhameja  
Company : ICICI Bank  
Stream : PGDM (Marketing)  
Packages : 4.12 Lakh



Student Name : Laxmikant sinha  
Company : ICICI Bank  
Stream : PGDM (Marketing)  
Packages : 4.12 Lakh



Student Name : Megha Bhute  
Company : ICICI Bank  
Stream : PGDM (Finance)  
Packages : 4.12 Lakh





Student Name : Nitish Puntambekar  
Company : ICICI Bank  
Stream : PGDM (Marketing)  
Packages : 4.12 Lakh



Student Name : Pranay Raj  
Company : ICICI Bank  
Stream : PGDM (Finance)  
Packages : 4.12 Lakh



Student Name : Priyal Mantri  
Company : ICICI Bank  
Stream : PGDM (Finance)  
Packages : 4.12 Lakh



Student Name : Rahul Mishra  
Company : ICICI Bank  
Stream : PGDM (Finance)  
Packages : 4.12 Lakh



Student Name : Rohan Singh  
Company : ICICI Bank  
Stream : PGDM (Marketing)  
Packages : 4.12 Lakh



Student Name : Rupal Mehta  
Company : ICICI Bank  
Stream : PGDM (Marketing)  
Packages : 4.12 Lakh



Student Name : sachin mishra  
Company : ICICI Bank  
Stream : PGDM (Marketing)  
Packages : 4.12 Lakh



Student Name : Shree Kulkarni  
Company : ICICI Bank  
Stream : PGDM (Finance)  
Packages : 4.12Lakh



Student Name : Srijana Bose  
Company : ICICI Bank  
Stream : PGDM (Finance)  
Packages : 4.12 Lakh



Student Name : Tanay Paliwal  
Company : ICICI Bank  
Stream : PGDM (Marketing)  
Packages : 4.12 Lakh



Student Name : Trilokesh Penta  
Company : ICICI Bank  
Stream : PGDM (Marketing)  
Packages : 4.12 Lakh



Student Name : Vaishnavi Nachan  
Company : ICICI Bank  
Stream : PGDM (Finance)  
Packages : 4.12 Lakh





Student Name : Sagar Mirani  
Company : Paranjape Scheme  
Stream : PGDM (Marketing)  
Packages : 4.0 Lakh



Student Name : Shubham Satish Pharate  
Company : Kumar Properties  
Stream : PGDM (Marketing)  
Packages : 6.0 Lakh



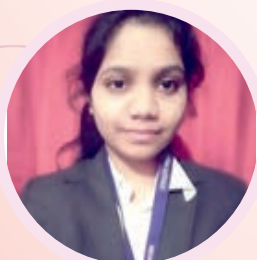
Student Name : Keshav Bajaj  
Company : Kumar Properties  
Stream : PGDM (Marketing)  
Packages : 6.0 Lakh



Student Name : Alpana Kumari  
Company : Kumar Properties  
Stream : PGDM (Marketing)  
Packages : 6.0 Lakh



Student Name : Piyush Nathani  
Company : Kumar Properties  
Stream : PGDM (Marketing)  
Packages : 6.0 Lakh



Student Name : Rashmi Choudhary  
Company : ICICI Prudential Life Insurance  
Stream : PGDM (Marketing)  
Packages : 4.5 Lakh



Student Name : Sojanya Balotiya  
Company : TCI Express  
Stream : PGDM (Marketing)  
Packages : 3.5 Lakh



Student Name : Anuj Mishra  
Company : WNS  
Stream : PGDM (Marketing)  
Packages : 4.0 Lakh



Student Name : Ritu Raj  
Company : John Bros Transport  
Stream : PGDM (Finance)  
Packages : 6.0 Lakh



Student Name : Rushikesh Diwane  
Company : Paranjape Schemes  
Stream : PGDM (Marketing)  
Packages : 4.0 Lakh



Student Name : Vaibhav Garg  
Company : Looks Studio  
Stream : PGDM (Marketing)  
Packages : 5.0 Lakh



Student Name : Avinash Shukla  
Company : 99Acres  
Stream : PGDM (Marketing)  
Packages : 6.0 Lakh





Student Name : Akhilesh Prajapati  
Company : Jana Small Finance Bank  
Stream : PGDM (Marketing)  
Packages : 4.0 Lakh



Student Name : Monil Yagnik  
Company : Jana Small Finance Bank  
Stream : PGDM (Marketing)  
Packages : 4.0 Lakh



Student Name : Abhilash Urkhande  
Company : Jana Small Finance Bank  
Stream : PGDM (Marketing)  
Packages : 4.0 Lakh



Student Name : Ashutosh Mishra  
Company : Jana Small Finance Bank  
Stream : PGDM (Marketing)  
Packages : 4.0 Lakh



Student Name : Yash Gaur  
Company : Berger Paints  
Stream : PGDM (Marketing)  
Packages : 5.75 Lakh



Student Name : Simran Mittal  
Company : Bajaj Allianz General Insurance  
Stream : PGDM (Marketing)  
Packages : 4.0 Lakh



Student Name : Shashikant  
Company : Bajaj Allianz General Insurance  
Stream : PGDM (Marketing)  
Packages : 4.0 Lakh



Student Name : Sourabh Bidada  
Company : HDFC Ltd  
Stream : PGDM (Marketing)  
Packages : 6.0 Lakh



Student Name : Aman Prasad  
Company : ICICI Securities  
Stream : PGDM (Marketing)  
Packages : 4.12 Lakh



Student Name : Nidhi Verma  
Company : ICICI Securities  
Stream : PGDM (Marketing)  
Packages : 4.12 Lakh

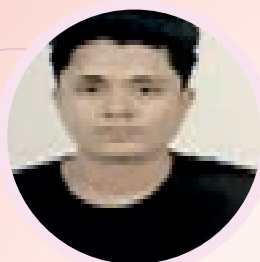


Student Name : Rishabh Awasthi  
Company : ICICI Securities  
Stream : PGDM (Marketing)  
Packages : 4.12 Lakh



Student Name : Sagar Jaiswal  
Company : ICICI Securities  
Stream : PGDM (Marketing)  
Packages : 4.12 Lakh





Student Name : Sahil Khan  
Company : ICICI Securities  
Stream : PGDM (Marketing)  
Packages : 4.12 Lakh



Student Name : Sneha Hude  
Company : ICICI Securities  
Stream : PGDM (Finance)  
Packages : 4.12 Lakh



Student Name : Susmita Paul  
Company : ICICI Securities  
Stream : PGDM (Finance)  
Packages : 4.12 Lakh



Student Name : Swati Patil  
Company : ICICI Securities  
Stream : PGDM (Marketing)  
Packages : 4.12 Lakh



Student Name : Mayank Khandelwal  
Company : Axiom Land base Pvt. Ltd  
Stream : PGDM (Marketing)  
Packages : 6.0 Lakh



Student Name : Yash Raghuvanshi  
Company : Axiom Land base Pvt. Ltd  
Stream : PGDM (Marketing)  
Packages : 6.0 Lakh



Student Name : Nikita Trivedi  
Company : Axiom Land base Pvt. Ltd  
Stream : PGDM (Marketing)  
Packages : 6.0 Lakh



Student Name : Khushbu Arvind  
Company : Screen Magic Mobile Media PVT Ltd  
Stream : PGDM (Marketing)  
Packages : 5.0 Lakh



Student Name : Rohit Kumar Yadav  
Company : Bajaj Finserv (Consumer Durable)  
Stream : PGDM (Marketing)  
Packages : 3.8 Lakh



**Congratulations**



## LIFE@ISBS





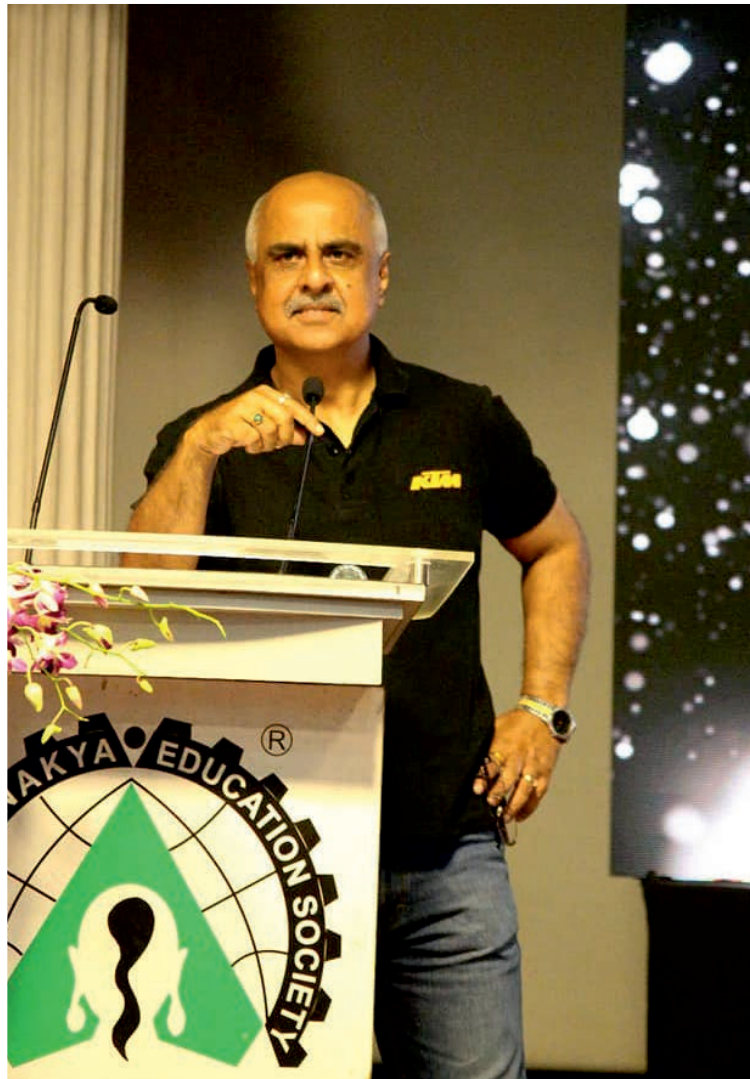




## LIFE@ISBS









# INDIRA SUSTAINABLE MAHARASHTRA INITIATIVE



Indira Sustainable Maharashtra Initiative (ISMI) is a noble initiative launched in November 2015 by the visionary leader, the Chairperson of Indira Group of Institutes (IGI), Pune- Dr. Tarita Shankar.

Indira believes that education and training are powerful tools against poverty and hunger. Skill development through education is the key to improving rural productivity, employability and income-earning opportunities.

IGI decided to help children of farmers who committed suicide due to draught, by sponsoring their education in undergraduate and post graduate programs as we feel that such farmer's children deserve better opportunities to live and build their career.

The first batch with 6 students, second batch with 4 students, third batch with 5 students & fourth batch with 3 students commenced in July 2016, 2017, 2018 & 2019 at our UG- Commerce, Science, Architecture & Engineering College. All enrolled students secured commendable grades with more than 95% average classroom attendance. We are really proud of them as they have held our hopes high and today we are sure that these students will make us proud.

IGI also accolades its Alumni, Students and Staff Members who have taken the decision to support their Alma Mater in supporting this cause by sponsoring part of the education of the farmer's children.

Thank you all...



Ganesh Jadhav  
T.E.- B.E.  
Batch : 2018-21



Durgesh Dipak Nikam  
B.Arch. - ICAD  
Batch : 2018-23



Ganesh Suryavanshi  
FY B.COM  
Batch : 2019-22



Gate Nikita  
SY B. COM  
Batch : 2018-21



Namrata Renghe  
FY B.COM  
Batch : 2019-22



Neha Rathod  
S.E.- B.E.  
Batch : 2019-22



Akash dadaram Gaikwad  
TY BBA  
Batch : 2017-20



Pingale Pratiksha  
SY B.Sc (CS)  
Batch : 2018-21



Sachin Chaugule  
SY BBA (CA)  
Batch : 2018-21



Swati Jadhav  
FY B.COM  
Batch : 2019-22



Satyam Suryavanshi  
TY BBA (CA)  
Batch : 2017-20

## ALUMNI (2019)



Mamta Patil  
B.E. -ICEM  
Placed in IT Source Technology, Mumbai



Narendra Raut  
B. Com-ICCS  
Placed in Syntel, Pune



Gaurav Ahire  
BBA (CA)-ICEM  
Pursuing MCA at ICEM

## ACCOLADES TO INDIRA

- ISBS PGDM has featured in top 100 Management Institutes in India in NIRF (National Institutional Ranking Framework) 2019 Rankings.
- Indira School of Business Studies PGDM was awarded - Best Institute Overall in IGI in WORLD HRD CONGRESS 2019
- Dr. Tarita Shankar Awards for Excellence 2018" were presented on 17th Feb 2018 at Hotel Taj Lands End, Mumbai under MODI AWARDS – Making of Developed India Awards. MODI AWARD is a benchmark to recognize excellence throughout the industry.
- First edition of these prestigious awards were presented to top industry stalwarts who have leadership in their chosen area of interest by the hands of visionary leader Dr. Tarita Shankar, Chairperson - Indira Group of Institutes, Pune.

## NATIONAL EDUCATION AWARDS

- Best Social Media Marketing Campaign- Global Digital Marketing Awards 2020 presented by ET Now.
- Best Institute Overall - National Education Awards 2019 presented by ABP News.
- Innovation in Building Academic & Industry Interface – 11th Innovation Education and Leadership Awards 2019.
- Best Faculty in Human Resource- Prof. Shikha Sindhu- Pune Education Leadership Awards 2019, World Education Congress.
- B-School with Best Industry Interface- 24th Dewang Mehta B School Awards 2016.
- Best B School- Innovation Education Award 2016.
- AIMA Business Simulation Games October 2018 – ISBS Students- Simran Sethi, Aparna Nair & Utkarsh Choudhary won 3rd place in regional around.
- Summer Internship Project Competition Inter-College Competition October 2018 – ISBS Student- Prathmesh Chougule won 1st runner up.
- AIMA Presentation Competition November 2018, ISBS Student won Charles Prem & Priyanka Sagar won 3 place in regional around.
- Best Presentation Competition Award - Dewang Mehta November 2017 - ISBS Student – Simran Sethi
- AIMA Presentation Contest Awards November 2017 – ISBS Students Ankita Rohtangan & Sushiv Joshi
- Dewang Mehta 2017 Awards - Prof. Manmohan Vyas, Indira School of Business Studies awarded – The Best Professor in Financial Management.
- Best Placement Brochure – Indira Group of Institutes, Pune.
- Educational Institute that encourages leadership as a part of the curriculum – Indira Group of Institutes, Pune.
- Best Educational Group (Infrastructure & Facilities) – Indira Group of Institutes, Pune.
- Best Placement & Brand Marketing Officer – Prof. Raji Thomas, Chief Branding Officer – Indira Group of Institutes, Pune.
- Every year at Dewang Mehta B-school Awards (National Education Awards); Indira Group of Institutes presents 2 Lakhs cash prizes for the Best Student in Management Awards.
- (Female Category) in remembrance of Late Ms. Anita Gangal.
- Ms. Steffi Calmiano of Indira School of Business Studies won 3rd Prize.
- DNA Innovative Education Leadership Awards 2017.
- 9th INNOVATIVE EDUCATION AWARD - BEST BUSINESS SCHOOL - INDIRA SCHOOL OF BUSINESS STUDIES, PUNE.
- DNA Innovative Leadership Award to ISBS for "Innovation in Building Academic and Industry Interface.





The Indira Logo represents India's Spiritual wisdom over several millenniums. The spirit of enquiry and courage crystallizes Indira's mission to create the leaders of tomorrow by imparting education in line with the highest international standards and, to create a class of entrepreneurs and business leaders who will use the force of enterprise, not for personal gain, but with the wider social objectives, to improve the quality of life. Indira Logo represents India's Spiritual wisdom over several millenniums. The spirit of enquiry and courage crystallizes Indira's mission to create the leaders of tomorrow by imparting education in line with the highest international standards and, to create a class of entrepreneurs and business leaders who will use the force of enterprise, not for personal gain, but with the wider social objectives, to improve the quality of life.

## INSTITUTES UNDER INDIRA GROUP

**INDIRA INSTITUTE OF MANAGEMENT, PUNE**  
[www.indiraiimp.edu.in](http://www.indiraiimp.edu.in)

**INDIRA INSTITUTE OF MANAGEMENT PGDM, PUNE**  
[www.indiraiimp.edu.in](http://www.indiraiimp.edu.in)

**INDIRA SCHOOL OF BUSINESS STUDIES, PUNE**  
[www.indiraisbs.ac.in](http://www.indiraisbs.ac.in)

**INDIRA SCHOOL OF BUSINESS STUDIES PGDM, PUNE**  
[www.indiraisbs.ac.in](http://www.indiraisbs.ac.in)

**INDIRA GLOBAL BUSINESS SCHOOL, PUNE**  
[www.indiragbs.edu.in](http://www.indiragbs.edu.in)

**INDIRA COLLEGE OF ARCHITECTURE AND DESIGN, PUNE**  
[www.indiraicad.ac.in](http://www.indiraicad.ac.in)

**INDIRA COLLEGE OF COMMERCE & SCIENCE, PUNE**  
[www.iccs.ac.in](http://www.iccs.ac.in)

**INDIRA NATIONAL SCHOOL, PUNE**  
[www.indiranationalschool.ac.in](http://www.indiranationalschool.ac.in)

**INDIRA COLLEGE OF ENGINEERING & MANAGEMENT**  
[www.indiraicem.ac.in](http://www.indiraicem.ac.in)

**INDIRA KIDS, PUNE**  
[www.indirakids.ac.in](http://www.indirakids.ac.in)

**INDIRA COLLEGE OF PHARMACY, PUNE**  
[www.indiraicp.edu.in](http://www.indiraicp.edu.in)

**INDIRA SCHOOL OF COMMUNICATION, PUNE**  
[www.indiraisc.edu.in](http://www.indiraisc.edu.in)







## 5 Pillars of Design Thinking

Empathize, Define, Ideate, Prototype and Test... the 5 pillars of Design Thinking. This philosophy helps think unconventionally specially while dealing with ill defined problems. Today when businesses are striving to survive in a VUCA world, we nurture mindsets that are capable of finding effective solutions for even the most complex problems.

There is a need to incorporate a clinical educational component, in business education, coupled with opportunities to solve complex problems, in order to be an effective educational process.

Design Thinking incorporates "What ought to be" in contrast to pure sciences which are concerned with explaining "What is". It provides with a source of business competitiveness by promoting innovation as well as by creating new alternatives to organizational issues. At ISBS PGDM we incorporate Design Thinking in business studies through project based learning by throwing design challenges of the business world to our students, providing opportunities of primary field learning. By learning methods of observation, visualization, and ideation, and applying them in a process of active exploration and feedback students gradually develop the confidence to deal with complex and challenging problems.

Design Thinking provides students opportunities to cycle through the process of active experimentation, concrete experience, reflective observation and abstract conceptualization which forms the cycle of learning at ISBS PGDM







Shree Chanakya Education Society's  
**INDIRA SCHOOL OF BUSINESS STUDIES PGDM**  
89/2-A Tathawade, New Mumbai Pune Highway, 411033  
Maharashtra, India Tel: +91 20 66759404, 66759463, 66759421/496  
Fax: +91 02 22932217 | Toll-Free No: 18002094332  
Email: [info@indiraisbs.ac.in](mailto:info@indiraisbs.ac.in) | Website: [www.indiraisbs.ac.in](http://www.indiraisbs.ac.in)

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