



INDIRA SCHOOL OF BUSINESS STUDIES PGDM

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

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



Approved by AICTE, New Delhi

ADMISSIONS OPEN

I-CAP 2024


Indira Common
Admission Process

icap.indiraisbs.ac.in



NBA Accredited Programs (PGDM
General & PGDM Marketing Program)



 Indira School of Business Studies PGDM- ISBS PGDM

 [isbs_pgdm](https://www.instagram.com/isbs_pgdm)

 Indira School of Business Studies PGDM



Our Mentors



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



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



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

About SCES

Shree Chanakya Education Society (SCES) was established in February 1994, under the visionary leadership of Dr. Tarita Shankar, with the aim of providing top-quality post-graduate education in the fields of Business Management, International Business, and Information Technology. By consistently providing quality education over the past few decades, institutes at Indira Group are now considered as one of the best institutes in Pune. At a time when India was struggling to put its economy back on its feet after the nation having pawned the “family jewels” just to keep afloat, Dr. Tarita Shankar sensed that education too would have to become more broad-based and more vocational in nature if India wants to stand up to the world competition in quality and price for its products. The then Finance Minister had prescribed for the economy and so, in 1994, began a saga of growth and quality in education; a story that is just reaching its zenith with 14 full fledged Institutes registering a strong presence on Pune's educational horizon. Since its inception, the Institutes managed by SCES, have maintained high academic standards, and have successfully provided trained manpower to the industrial and services sector of the country. These institutes are now listed amongst the top colleges not just in Pune, but also in Maharashtra and India.

Today, the Indira Group is a highly regarded educational consortium in India, offering top-notch education in Management, Engineering, Architecture, Pharmacy, Mass Communication, Commerce, Science, IT, Aviation, Music and Schooling and is known for its innovative teaching methods and holistic educational approach.

In its 30-year journey, the Indira Group has firmly established itself as a symbol of educational excellence, garnering numerous awards and accolades from prestigious organizations. This is a testament to its dedication to value-based education, innovative teaching methods, and a remarkable placement record, with over 500 companies visiting its campus annually.

About ISBS PGDM

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

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

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

Highlights of ISBS PGDM

*Application based
pedagogical approach*

*LinkedIn Learning Association -
Augmented self-paced learnings
through individual students' licenses*

Integrated MOOCs in course delivery

*Industry Experienced and
Ph.D. faculty base*

Holistic Student Life

100% placements

*NBA Accredited programs and
Equivalence to MBA by AIU**

*Indira Employability Skills
Enhancement Program – A 500+ hours
of comprehensive student development
initiative*

*Imparting Critical Business Skills like
Business Analytics, Power-BI, Digital
Marketing and design thinking*

*Domain Skill Building through
expert certifications*

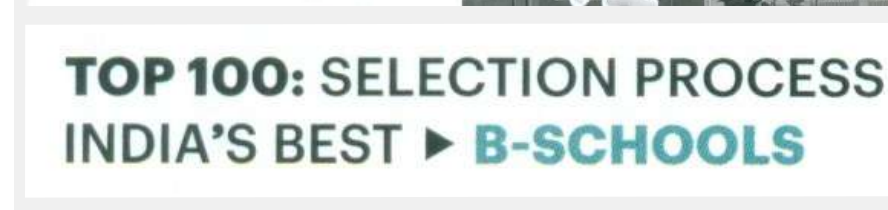
*National and International
Business Exposure*

Robust Corporate Interaction

*State of Art Physical and IT
Infrastructure*

(PGDM General & PGDM Marketing Program)

Ranking





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Programs Offered

PGDM Marketing (60 Intake)

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

Super Specialization

- Digital Marketing

PGDM General (120 Intake)

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

Major Specialization -

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

Minor Specialization -

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

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

PGDM E-Business Management (120 Intake)

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

Major Specialization -

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

Minor Specialization -

- E-Business & Business Analytics

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

PGDM (180 Intake)

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

Major Specialization –

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

Minor Specialization -

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

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

**Placement Opportunity strictly only in major Specialization



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Admission Procedure Academic Year 2024 – 25

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 seats, 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 the ISBS PGDM Program, candidates must have a written test score of any of the following tests: AICTE-CMAT/CAT/XAT/MAT/ATMA/GMAT / State level Entrance Test (MH-CET) Candidates will be shortlisted for admission to its mentioned courses based on – Indira Common Admission Process (ICAP) - 2024: Admission to ISBS PGDM will be based on performance of candidates in following categories of ICAP:

Sr.No.	Component	ISBS 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, extracurricular activities, Academic Diversity & Gender Diversity	05%

***Note :** The percentile scores of different entrance tests will be normalized by using a multiplier.

Registration for ICAP 2024 – Log on to: www.icapindiraibs.ac.in

Process for ICAP Registration



Registration for ICAP

Candidates will fill up the ICAP online registration form for GD, PI, and Counseling, available on www.icap.indiraibs.ac.in & www.indiraibs.ac.in



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.



Merit List for Admission

The merit list for admission will be displayed on the institute's website and campus. The dates for the same will be intimated through the institute's website.



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The GD, PI and Counseling will be held in the following cities:

Maharashtra	Madhya Pradesh	Uttar Pradesh	Chhattisgarh	Rajasthan	Gujrat	Bihar	Jharkhand	West Bengal	Odisha
Pune, Nagpur	Indore, Jabalpur, Bhopal, Gwalior	Lucknow, Kanpur, Varanasi	Raipur, Bhilai	Jaipur, Udaipur, Kota	Ahmedabad, Surat	Patna	Ranchi	Kolkata	Bhubaneswar

Note: Dates for given ICAP cities will be announced on the ICAP website

www.icap.indiraibs.ac.in & ISBS website www.indiraibs.ac.in

- **Indira School of Business Studies PGDM** reserves the right to change or allot a city other than the one requested by the candidates in the event of feasibility and circumstances beyond its 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 addresses of other locations, reporting Date & time and other related details will be conveyed to the students through the ICAP & ISBS PGDM websites in the month of March 2024.

Note : For updated details regarding admission keep visiting the institute's website : www.indiraibs.ac.in

Fees Structure 2024-26

NO.	Category	1st Year Fees- 2024-25/ Annual Fees PGDM General /PGDM E-Business Management/PGDM Marketing/ PGDM	2nd Year Fees-2025-26 / Annual Fees PGDM General /PGDM E-Business Management/PGDM Marketing/ PGDM
1	Tuition Fees	INR 4,70,000	INR 3,60,000
2	Development Fees	INR 30,000	INR 40,000
	Total	INR 5,00,000	INR 4,00,000

Fee Payment Schedule for PGDM Course:

1st year

On admission Confirmation: 1, 00, 000 /-

1st Installment: INR 1,50,000 on or before 31st Aug 2024

2nd Installment: INR 1,50,000 on or before 30th Sept 2024

3rd Installment: INR 1,00,000 on or before 31st Oct 2024

2nd year - INR 4,00,000 to be paid on or before 30th June 2025

Note: Cancellation of Admission and refund of Fees will be as per AICTE Policy.

Residential facility is available(On Inquiry)



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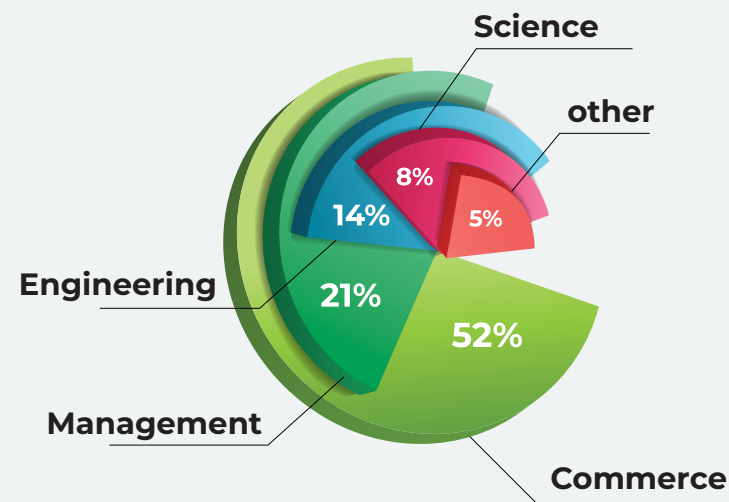
Our Recruiters**



**This is a partial list of recruiters.

Placement Details

How Indira School of Business Studies PGDM (ISBS PGDM) ranks high on PGDM 2020-2022 placements

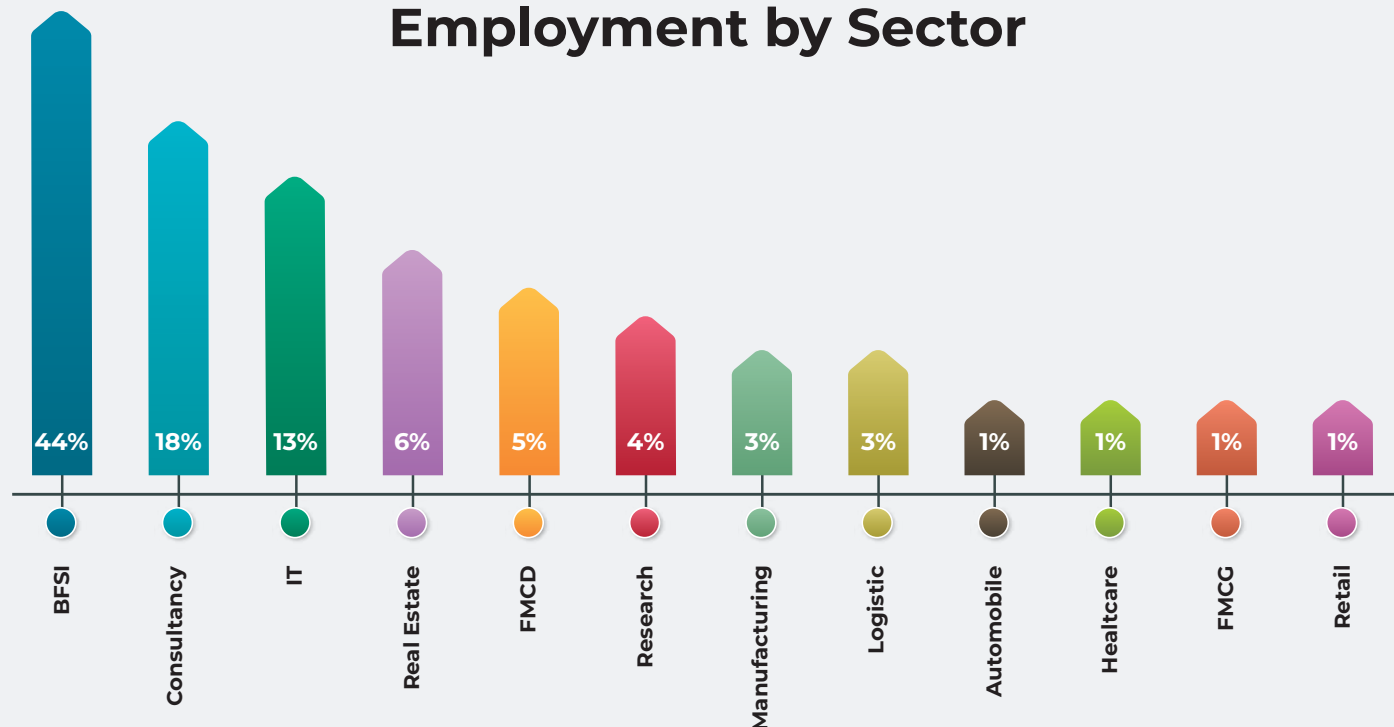


PGDM courses at ISBS PGDM are nationally recognised and offer aspiring business professionals the right career platform to grow even in challenging times.

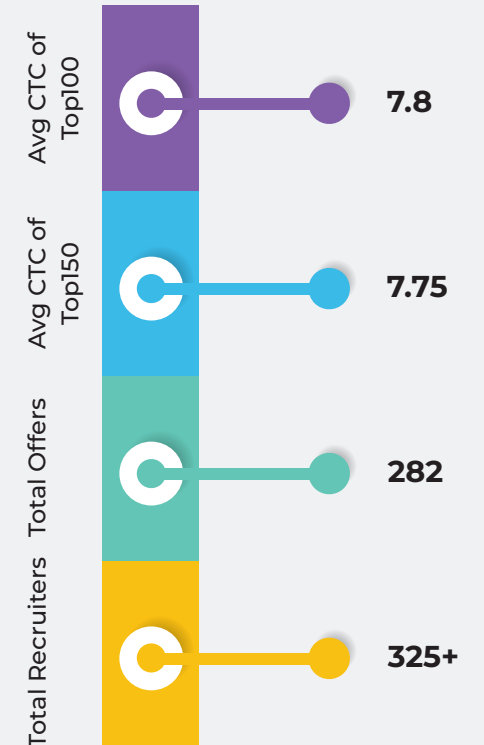
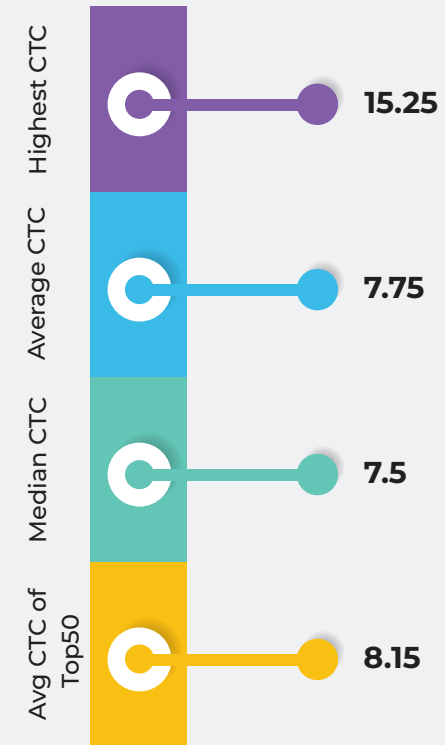
Students' Academic Background

Our placement offers a unique opportunity to apply your skills on real-life projects and make connections with exciting businesses across the globe. Whether you want to work in senior management, business consultancy, or build your own enterprise, our PGDM will give you the skills, inspiration and connections to achieve it.

Employment by Sector



The ISBS PGDM gives an invaluable depth of knowledge in global business and the roles each department plays within an organisation. Those tools opened the doors for our students and were a factor in the success of helping them achieve their dream job.



Highest Placement Packages





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Student Skill Enhancement

ISBS PGDM has 3 strong pillars on which the foundation of holistic students development is laid- Curricular, Co-curricular and extracurricular. Indira Employability Skills Enhancement Program (IESEP) is a robust comprehensive co-curricular program that ensures that our students are placement ready. 200 hours of inputs are given in each semester to our students. Apart from group discussions, stress interviews, book reviews, skill development interventions, aptitude training, English proficiency classes, business news awareness sessions, one very important feature of IESEP is - certification workshops. Under each domain, numerous certification workshops are taken by practicing industry experts to ensure that our students gain practical insights and their skills get enhanced. Some of these certification workshops are :

- Indira Skill Enhancement Program
- Career Development sessions
- Indira Global Leadership Lecture Series
- National and International Industrial Visits

Specialisation Domain Certifications
Semester : I / II / III / IV

Marketing

Selling Skills Workshop
IMC Workshop
Digital Marketing Workshop
CRM Workshop
AI in Marketing Workshop
Workshop on Marketing in Real World
Six Sigma workshop
Data Analytics Workshop using Power BI
Advanced Excel Workshop
Finishing School Workshop
Business Analytics workshop

Human Resource Management

Indian Payroll Management
Performance Management System
HR Analytics
Simulation Workshop on 'Assessment Centre'
Talent Acquisition
Role of HR in CSR
HR Scorecard
HR Metrics
Finishing School Workshop
Business Analytics workshop Advanced

Finance

Workshop on Financial Modelling
Workshop on Technical Analysis
Workshop on Financial Statement Analysis
Workshop on Emerging Trends in Finance
Workshop on Merger & Acquisition
Workshop on US Taxation
Workshop on Versant Training
Workshop on Advanced Excel
Finance Gym Certification
Finishing School Workshop
Business Analytics workshop

Indira Employability & Skill Enhancement Program

500+Hours Training



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Individual LinkedIn Learning License



Transnational online live project-X Culture



The collage consists of 30 individual photographs arranged in a grid-like fashion. The top row features a group of five students posing outdoors, a large group of students and faculty in front of a building, a student performing on stage, a classroom full of students, and a group of students posing together. The second row shows a registration desk with a 'REGISTRATION DESK' sign, a student performing on stage, a group of students in traditional attire, a student performing on stage, and a group of students posing together. The third row includes a group of students in traditional attire, a student performing on stage, a group of students in traditional attire, a student performing on stage, and a group of students posing together. The fourth row shows a group of students in traditional attire, a student performing on stage, a group of students in traditional attire, a student performing on stage, and a group of students posing together. The fifth row features a group of students in traditional attire, a student performing on stage, a group of students in traditional attire, a student performing on stage, and a group of students posing together. The sixth row includes a group of students in traditional attire, a student performing on stage, a group of students in traditional attire, a student performing on stage, and a group of students posing together. The seventh row shows a group of students in traditional attire, a student performing on stage, a group of students in traditional attire, a student performing on stage, and a group of students posing together. The eighth row features a group of students in traditional attire, a student performing on stage, a group of students in traditional attire, a student performing on stage, and a group of students posing together. The ninth row includes a group of students in traditional attire, a student performing on stage, a group of students in traditional attire, a student performing on stage, and a group of students posing together. The tenth row shows a group of students in traditional attire, a student performing on stage, a group of students in traditional attire, a student performing on stage, and a group of students posing together.



Corporate Events @ ISBSPGDM 2023



Indira HR Excellence Awards & Conclave 2023

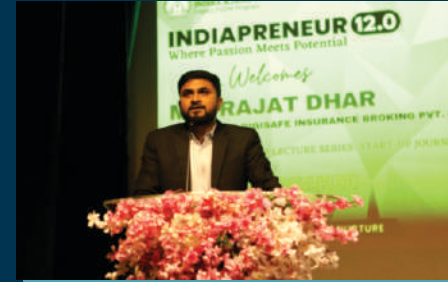
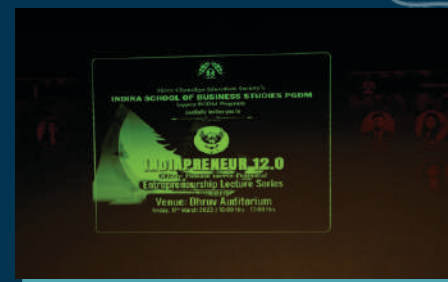




Indira Convocation Ceremony 2020-2022

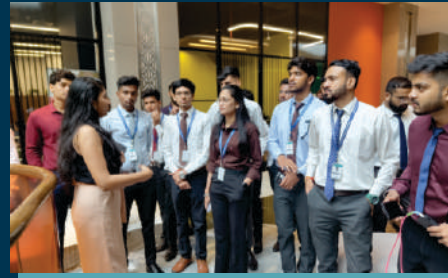


Indiapreneur 12.0 National Level Business Plan Competition





International Business Exposure Program (Dubai)



National Business Exposure Program (Goa)



Indira Diversity Awards





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Indira Global Leadership Lecture Series 2023

IGLLS is a lecture series where eminent leaders of different industries across the globe sharing their knowledge and experiences with all of us. The purpose of this lecture series is to engage the young minds, especially those who will soon step into the corporate world. Who have dreams and aspirations, but at some stage they look at successful professionals for information and guidance. The theme for this year's lecture series is decided as 'Reimagining Possibilities' which focuses on the innovative solutions that helped businesses to navigate and grow through the tough times.

Guest Speakers



Mr. Steven Myers
Founder & CEO, YATCO -
The Official MLS of Yachting
Topic : Timing is Everything!



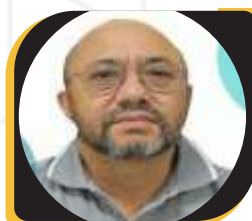
Mr. Frank Wang
President - Thena Capital Taiwan
Topic : My Investment Journey



Ms. Tasha Jamaluddin
Managing Director -
Epcon Industrial System
**Topic : Resilience in the face of
Chaos - Skills and insights for
Managing an Organisation**



Ms. Dayala Dagher Hayeck
Managing Director - NATCO
Topic : Leading Bankrupt Country



Mr. Charles Streegan
President - PT Pacific
Furniture, Indonesia
**Topic : Finding Happiness,
Defining Motivation**



Mr. Milan Prochazka
Prague, Czechoslovakia
based Pvt. Investor
**Topic : My Take on Leadership -
From School to Life**



Mr. Ian Forbes
Chairman - Forbes Capital,
Executive Deputy Chairman - Bud
Chem, Serial Entrepreneur
**Topic : Are you moth or a
candle? Are you a cog or
a wheel ? How to get rich**

Awards and Accolades



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