

POST **GRADUATE** **DIPLOMA IN** **MANAGEMENT**

**for Working
Professionals**

**A unique course designed for Working
Professionals for enhancing their managerial and
professional skills**

Recognised by UGC/DEB

IFIM Institutions

IFIM was established in 1995 by the Centre for Developmental Education (CDE). CDE now has leading academic institutions, including IFIM Business School, IFIM College, IFIM Law College and IFIM Centre for Professional Learning. The strategic location at Electronics City, Bengaluru, helps in strong corporate exposure coupled with access to the best of faculty and infrastructure.

IFIM Business School

IFIM Business School, a leading management institution, has a distinct advantage of being a pioneering premier management institute housed in the hub of the IT industry – in Electronics City, Bengaluru. Our association with the industry is therefore strong, varied and deep rooted. IFIM offers three core programmes that are AICTE and NBA approved-PGDM, PGDM-Finance and PGDM-International Business. IFIM Business School is accredited by AACSB International, SAQS, NBA and recognised by AIU. Our flagship programmes are of two years and fully residential. We leave no stone unturned to make it rigorous, industry oriented and knowledge-driven. The curriculum is constantly updated with the help of renowned academicians and top-notch industry experts. We have a strong connect with our alumni, as an institution that is more than 23 years old and most of our graduated students are in prominent positions in the corporate world.

Furthermore, activities like Social Immersion Program, Industry Internship Program, Industry Labs, Corporate Mentoring and Communication & Team Management Skills ensure that the students develop a holistic aptitude with the knowledge and understanding of the industry.

Some differentiators that distinguish IFIM from its peers are:

- Faculty with a perfect blend of industry and academic experience
- International collaborations with top B-Schools for faculty and student exchange programs
- Students are regularly exposed to corporate mentoring, industry visits and guest lectures
- Participation in industry-academia events like the NHRD events, CII programs, Confluence, Ascent Transformation Series in association with Times of India, etc.

With an industry connect, bringing together classroom learning and practical experience, our management graduates receive excellent placement offers from the top companies with excellent work profiles.

PGDM for Working Professionals

IFIM Business School's PGDM - Working Professionals program has attracted participants from premier business enterprises. In our bid to constantly upgrade and update our offering, we have now refreshed this program, based on feedback from the students, industry experts and incorporating international trends in executive education. The approach has been to make it even more relevant and contemporary, to meet the needs of a dynamic, evolving and often unpredictable business environment. The program will help the participants to acquire the requisite knowledge, skills and maturity, to move up the ladder in their existing industry/company, or open up opportunities in new sectors. It will equip participants with the ability to lead, strategize and execute, with a global perspective.

Program Highlights

- Program is specially designed for working professionals
- A unique flexible curriculum that is based on the contemporary perspective of 'BESPOKE', by integrating the functional areas (rather than the conventional 'area specific' approach)
- 'Experiential Learning' course delivery by industry-experienced IFIM and visiting faculty, to enable you to apply the concepts and ideas to your work situations
- Focus on developing the core managerial competencies required in modern business: Decision Making, Problem Solving, Strategic Thinking, Global Perspective and Leadership

Salient Features

- Extensive use of simulation, case studies and learning management systems for experiential learning
- Peer group interaction with students from other sectors/companies enabling cross-fertilization of ideas - each participant will be able to look into the issues in their company from different perspectives
- The programme is designed to impart knowledge and skills in the basic and functional areas of management. It is designed for individuals who are working as middle/junior level executives/officers/managers in public or private sector organizations, but have not had an opportunity to acquire formal management education
- Being a part time programme, it is suitable for those working in Bangalore
- Tailored for participant's convenience:
 - Alternate weekend classes that do not disrupt participant's work schedule
 - Study material/lectures made available online for ready reference

Bespoke Management Programmes

IFIM Business School's Bespoke Management Programmes empowers students to create their own learning paths and career goals, thereby creating a better industry fit compared to generic management programmes that are inflexible in their approach. The flexibility to choose courses freely enables students to custom-create a curriculum uniquely suited to their individual needs and aspirations. IFIM is the only institution with a completely flexible PGDM WP programme, patterned on leading international B-Schools, which has been widely appreciated by the corporates as they get highly-focused resources.

Students can pace their learning, they can take extra credits or reduced credits in a term according to their aptitude. They can even choose to drop a course if they are so inclined. The ultimate purpose is to leverage their strengths and align their learning path to the needs of the Industry and Business.

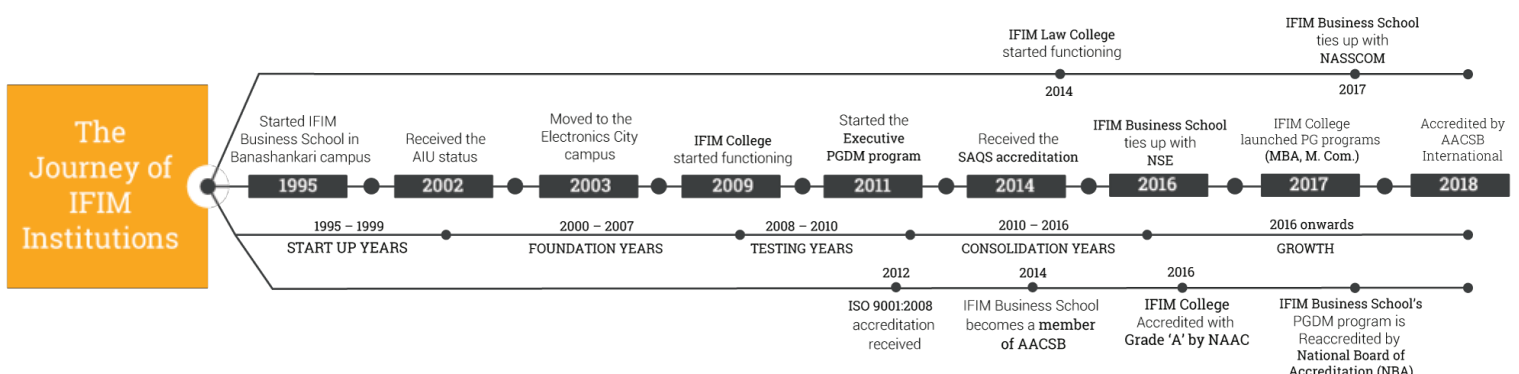
IFIM's exceptional faculty and industry mentors guide students in every step of the way to help them discover the areas in management they are passionate about.

IFIM Business School's holistic and integrated learning methodology is geared not only towards creating rewarding careers, but also towards learning and aiming for life-changing experiences.

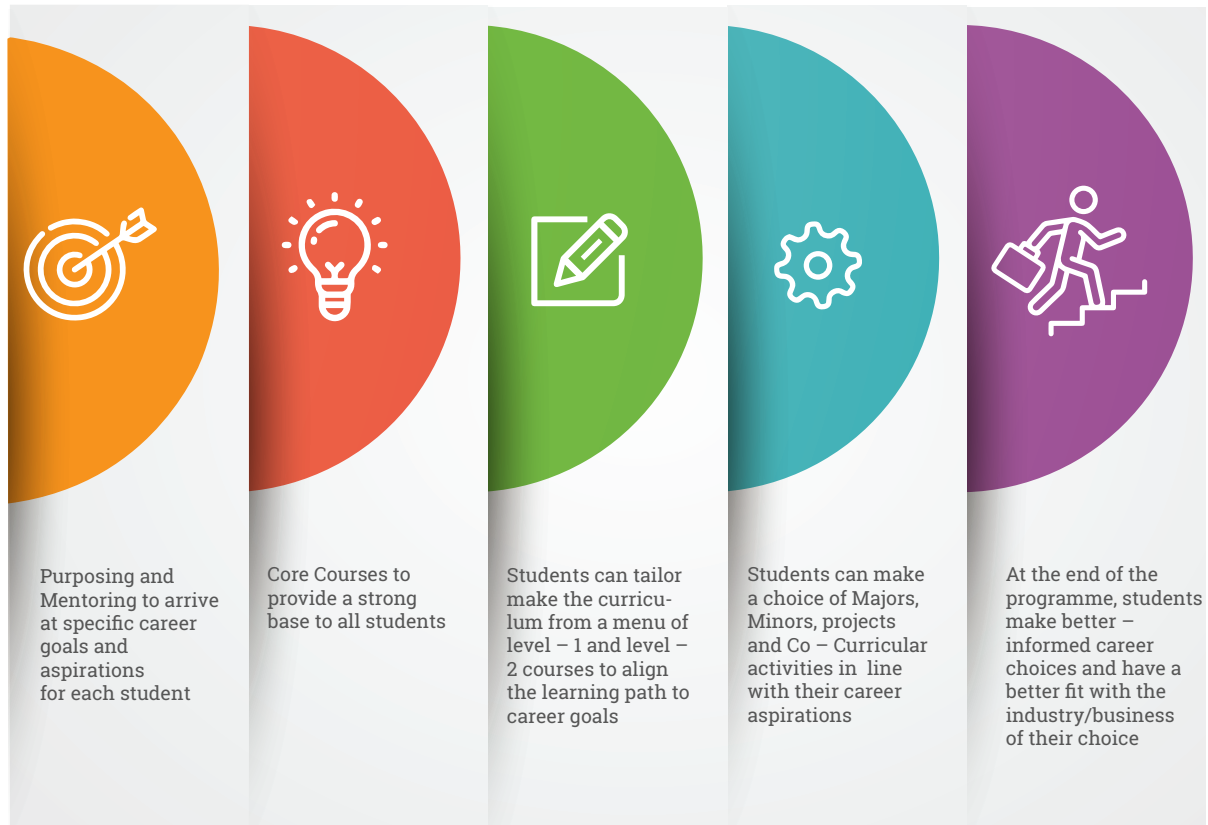
Foundation course

This is the initial term deployed to students soon after their admissions/registrations are completed. This is an online self-learning module, wherein each student will be given login credentials to access the online course. IFIM Business School has collaborated with Harvard Business School to exclusively bring this course. This includes 6 modules to complete in a month's time, followed by an examination. This term carries 5 credits.

23 years of Leadership Development



How IFIM's Bespoke Management Programmes Work?



List of Majors and Minors

Major	Minor
Finance	Finance
Marketing	Marketing
HR	HR
Entrepreneurship	Entrepreneurship
Operations	Banking
Business Analytics	Capital Markets
	Operations
	Business Analytics

* To make it more convenient for the students, the core courses are offered to them in the following format:

Core Courses List	
Term 1	Term 2
Business Economics and Strategy	Human Capital Management
Marketing Management	Proficiency in Business Tools
Principles of Accounting and Finance	Business Communications & Interpersonal-Skills and Leadership

Course List

Level-1 Courses**

• Quantitative Techniques in Management	• Corporate Reporting and Financial Analysis
• Strategic Management	• Competency-based Strategic Staffing
• Sales & Distribution Management	• Managerial Psychology in Action
• Consumer Behavior	• Descriptive Analytics and Data Visualization
• Principles and Practices of Banking	• Frameworks of Business Analytics
• Introduction to Financial Markets and Services	• Entrepreneurship
• Corporate Finance	• Creative Thinking & Innovation

Course List

Level-2 Courses**

• Project Management	• Employee Relations and Labour Law
• Brand Management	• Leadership and Creating a Winning Team
• Integrated Marketing Communication	• HR Analytics and Score Card
• Marketing Research	• Organizational Development and Change
• Services Marketing	• High Performing HR Practices
• B2B Marketing	• Total Reward Management
• Retail Management	• Cross Cultural Management
• Digital Marketing	• Strategic HRM
• Introduction to E Commerce	• Predictive Analytics
• Security Analysis and Portfolio Management	• Business Simulation
• Fixed Income Securities	• Big Data Analytics
• Derivatives	• Social and Sentiment Analytics
• Investment Banking and Wealth Management	• Business Process Modeling and Advance-Data Management
• Finance Lab	• Marketing Analytics
• Corporate and Retail Banking	• Supply Chain and Logistics Analytics
• Rural Banking and Micro Finance	• Machine Learning and Cognitive Intelligence
• Treasury Management	• Value Creation through Business Models
• Taxation	• Venture Growth Strategies
• Business Valuation and Financial Modeling	• Legal Aspects for New Ventures
• Insurance: Life and Non-Life	• Exit Strategies
• International Trade and Finance	• Business Plan Writing & Pitching
• Financial Risk Management	• Managing Family Business
• Learning and Development	

**For a course to be offered, a minimum enrollment of 15 students is mandatory

Practice Credit Courses

- Business Ethics, Sustainability & Social Responsibility
- Social Project
- Business Research Methods (BRM)
- Industry Project or Opportunity to incubate a business idea



Industry Labs and Collaborations

Bringing to life real-world industry experiences and cases



Labs are designed keeping technological advances in mind. With advent in technology, the onus remains on the platforms to provide resources to house cutting edge tools and resource intensive softwares. The infrastructure is secured and backed up with secondary power supply, thereby minimising all kinds of technical interruptions. All the systems are multimedia ready and run applications like Microsoft Office, SPSS, SAS Visual Basic, Oracle and tools for data modelling and simulation.

Prabhudas Lilladher Lab

The objective of the finance lab is to impart a host of practical knowledge and real world examples to complement the students 'in class' theoretical learning experience. Students get hands-on experience on the latest trends, tools and best practices of the industry. The students also get an opportunity to practice live trading on the NSE and BSE. The lab consists of a Bloomberg Terminal. The Bloomberg Terminal is a computer system provided by Bloomberg L.P. that enables professionals in finance and other industries to access the Bloomberg Professional service through which users can monitor and analyze real-time financial market data and place trades on the electronic trading platform.



Testimonials



"I made the right decision to take up PGDM-WP at IFIM. Experienced faculties give practical application of subjects rather than just theory. There is a wide variety of choice in the subjects. The online class facility is a big plus point. I thank IFIM for giving me this opportunity to learn and grow."

Shivanandana Hegde
Accenture - Team lead

"IFIM is the best business school that gives you plenty of opportunities to sharpen your skills and mind. You find new friends, work closely with future leaders, and learn from great professors. You will gain great international experience and exceptional practical knowledge. All this will help you excel in your future life endeavours."



Ankith Nazare
Jumbotail - Analyst, Internal Control

Admissions

Eligibility and Selection Criteria:

- Graduate in any discipline with a minimum of 50% of marks (45% for SC/ST candidates) or equivalent CGPA
- Minimum of two years full-time work experience after completing graduation



For more details, please contact

Executive Education

IFIM Business School


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