



# IFIM Business School

*Transform with the Best Industry Connect*

**Post Graduate  
Diploma in Management  
For Working Professionals  
(PGDM-WP)**

AICTE/UGC/DEB and accredited by SAQS

*Learn while you Earn*

## IFIM Institutions

IFIM Institutions established in 1995, promoted by Centre for Developmental Education (CDE), is a leading education centre located in Electronics City, Bengaluru. CDE is well-known for establishing leading academic institutions, which include IFIM Business School, IFIM College, IFIM Law College and IFIM Centre for Distance Learning. The strategic location enables excellent infrastructure and corporate exposure coupled with best of faculty and resources.

## IFIM Business School

IFIM Business School is one of the top ranking institutions in India. It 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. PGDM is our flagship programme, two years fully residential, and we leave no stone unturned to make it rigorous, industry oriented and knowledge-driven. The curriculum is constantly updated with the help of renowned in-house academicians and top-notch industry experts. We have a strong connect with our alumni, as an institution that is more than 21 years old and most of our graduated students are in high positions in the corporate world. With all the hard work and involvement in various activities, a prospective student can also look for fun, and time to pursue one's own hobbies in the two-year program. IFIM offers the best of infrastructure, state-of-the-art classrooms, labs, hostel rooms, auditorium and 24x7 wi-fi connectivity. IFIM provides high quality of education, training and excellent placements year after year.

Students at IFIM Business School are regularly exposed to corporate mentoring, industry visits, weekly industry guest lectures and industry-academia events like Ascent Transformation Series in association with Times Ascent. Furthermore, activities like Social Immersion Programme, Industry Internship Programme and case-studies ensure that the students are developed with a holistic aptitude with the knowledge and understanding of the industry. With an industry connect which brings together classroom learning and practical experience, the management graduates receive excellent placement offers from the best companies.

## Recognized by the Best

- ♦ IFIM Business School **Ranked No.26** in India by Business India magazine 2016
- ♦ IFIM College has been Accredited with Grade 'A' by NAAC
- ♦ IFIM Institutions certified as '**Global League Institution**' by Great Place to Study Research Institute, UK
- ♦ IFIM Institutions recognized amongst '**World's Greatest Brands 2016**' by United Research Services, UAE
- ♦ IFIM Business School adjudged as **Gold Award winner** at the 7th Indian Management Conclave at IIM Ahmedabad
- ♦ **Best Higher Education Institute of the Year South - 2016** by ASSOCHAM



## PGDM For Working Professionals

IFIM Business School's PGDM - Working Professionals programme has attracted participants from premier corporate enterprises. In our bid to constantly upgrade and update our offering, we have now refreshed this programme, 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 programme 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. sources.

## Programme Highlights

- Programme is specially designed for working executives
- A unique curriculum that is based on the contemporary perspective of 'Total Enterprise Management', 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

- PGDM Programme is approved by AICTE/UGC/DEB
- 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
- Tailored for participants convenience:
  - Alternate weekend classes that do not disrupt participant's work schedule
  - Delivery centres across strategic locations in Bengaluru
  - Study material/lectures made available online for ready reference



# Programme Structure\*

	Term I	Term II
Year 1	<ul style="list-style-type: none"> <li>Marketing Management</li> <li>Human Capital Management</li> <li>Principles of Accounting and Finance</li> <li>Business Economics</li> <li>Proficiency in Business Tools (QT)</li> <li>Business Communication &amp; Leadership Skills</li> </ul>	<ul style="list-style-type: none"> <li>Introduction to E-commerce</li> <li>Operations Management</li> <li>Consumer Behaviour</li> <li>Corporate Finance</li> <li>Managerial Psychology in Action</li> <li>International Business Environment and Trade</li> </ul>
	Term III	Term IV
Year 2	<ul style="list-style-type: none"> <li>Strategic Management</li> <li>Elective - 1</li> <li>Elective - 2</li> <li>Elective - 3</li> <li>Elective - 4</li> <li>Elective - 5</li> </ul>	<ul style="list-style-type: none"> <li>Elective - 6</li> <li>Elective - 7</li> <li>Elective - 8</li> <li>Elective - 9</li> <li>Project Work</li> </ul>

	Finance	Marketing
Electives	<ul style="list-style-type: none"> <li>Principles and Practices of Banking</li> <li>Financial Statement Analysis</li> <li>Security Analysis and Portfolio Management</li> <li>Fixed Income Securities</li> <li>Introduction to Financial Markets &amp; Services</li> <li>Investment Banking and Wealth Management</li> <li>Taxation</li> <li>Business Valuation and Financial Modelling</li> </ul>	<ul style="list-style-type: none"> <li>Brand Management</li> <li>Integrated Marketing Communication</li> <li>Marketing Research</li> <li>Services Marketing</li> <li>B2B Marketing</li> <li>Retail Management</li> <li>Digital Marketing</li> <li>Sales &amp; Distribution Management</li> </ul>
	HR	Digital Business
	<ul style="list-style-type: none"> <li>Learning and Development</li> <li>Employee Relations and Labour Laws</li> <li>Leadership and Creating a Winning Team</li> <li>HR Analytics and Score Card</li> <li>Organizational Development and Change</li> <li>High Performing HR Practices</li> <li>Total Reward Management</li> <li>Cross Cultural Management</li> </ul>	<ul style="list-style-type: none"> <li>Digital Marketing</li> <li>Introduction to Digital Business</li> <li>Google Adword and Facebook Manager</li> <li>Supply Chain Management &amp; Supply Chain Analytics</li> <li>Integrated Marketing Communication</li> <li>High Performing HR Practices</li> <li>Leadership and Creating a Winning Team</li> <li>Business Valuation and Financial Modelling</li> </ul>
	Operations	
	<ul style="list-style-type: none"> <li>Operations Management</li> <li>Project Management</li> <li>Supply Chain Management &amp; Supply Chain Analytics</li> <li>Total Quality Management</li> <li>Advanced Inventory Control &amp; Forecasting with R</li> <li>Theory of Constraint</li> <li>E-Business</li> <li>Logistics</li> </ul>	<p>* You can choose 6 subjects for a major spread across 2 terms. And, if you wish to do a minor as well, you should select 3 papers from any of the remaining electives, spread across 2 terms.</p> <p>Note:</p> <p>* Course titles are subject to change</p> <p>* Elective classes will be held in the centers subject to minimum enrollment of students choosing that specialization in the center. Otherwise, classes will be held in IFIM campus</p>

## Industry Labs and Collaboration



Bringing to life real-world industry experiences and cases

Our 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.

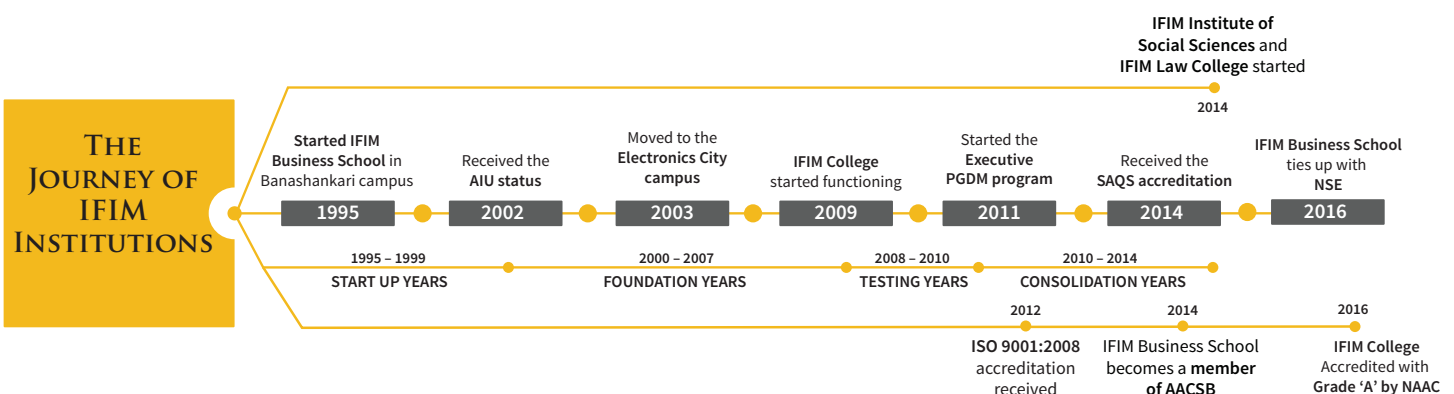
## Prabhudas Lilladher Lab

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.

## IBM Business Analytics Lab

IFIM Business School and IBM have collaborated to help students enhance their skills in areas of managerial decision-making and strategy. This programme initiated by Career Education for Business Transformation (CEBT) focuses on the major areas of business transformation where software plays a critical role.

The lab offers industry tools like IBM COGNOS, IBM Infosphere, Big Data, Apache Hadoop, @Risk, SQL Server.



## Testimonials



Kunal Verma  
Hewlett Packard Enterprise

"When you're looking for pursuing your professional career through management education, it becomes more important to look at the credentials of the college or institute. As a Working Professional, I needed a course which provided me a full-time post-graduation and an in-depth knowledge in management without having to take a break from my career."

I'm really glad to study at IFIM because all the Professors are highly accomplished and very friendly. I would be worried if I miss a day's lecture. The course is well structured and delivered in a professional way. One thing I enjoyed at IFIM is learning things about my self-skills that I didn't realize I possessed. That makes my college life more memorable.



Sakthivel K  
Tata Consultancy Services

## Admissions

### Eligibility:

- 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 is preferred

### Admission Process:

- Aspirants are encouraged to apply online at [www.ifim.edu.in](http://www.ifim.edu.in)
- Register and submit the application form
- Upload the eligibility documents (Class X, Class XII and graduation marksheets)
- Selected students will be intimated by the Office of Admissions
- Selected students must enroll by paying registration fee

Please visit [www.ifim.edu.in](http://www.ifim.edu.in) for fee structure and payment schedule.

For more details, please contact  
Director-Admissions

## IFIM Business School

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