



PUNE INSTITUTE OF BUSINESS MANAGEMENT

NBA & NAAC ACCREDITED PROGRAMS

APPROVED BY AICTE | AFFILIATED TO SAVITRIBAI PHULE PUNE UNIVERSITY

**ACHIEVE YOUR
DREAMS WITH PGDM
HYBRID FROM ANYWHERE
IN THE WORLD**



PGDM HYBRID

COMMITMENT TO GLOBAL SKILLSETS & EMPLOYABILITY

**AICTE Approved 2 Years Hybrid Management Program
with Blended Learning (Online + Offline)**



PROGRAM DETAILS

Affordable, Premium, and Personalized Learning	LOI at the time of admission for 100% Job Placement Assurance
Live & Recorded Classroom Lectures by highly qualified faculty	Top Faculty from IIMs with Industry-aligned Curriculum
6-Months Internship with PPO Opportunities	Industry Certifications for Skills Development
Committed Placements in Top 750+ Companies	

**All PIBM PGDM Hybrid Students will get all the features mentioned
on the next pages**



SPECIALIZATIONS

MARKETING



FINANCE



BUSINESS ANALYTICS



TRAINING & LEARNING FEATURES

All students of PIBM's PGDM Hybrid Program will get the following



1 LIVE INTERACTION SESSIONS

Our courses include 3-hour live interaction classes, allowing students to engage directly with instructors, ask questions, and participate actively in the learning process.



2 LAPTOP & LEARNING CONTENT

Students receive free Atom laptops with comprehensive online learning content, empowering them to access a wide range of educational resources for the course.



3 SMART LEARNING APPLICATION (LMS)

Utilize our advanced learning app to access interactive sessions and comprehensive content, providing an enhanced and immersive learning experience.


4

DOUBT-CLEARING SESSIONS

Students benefit from both online doubt-clearing sessions with our faculty and the convenience of in-person doubt-clearing facilities at our centers across India.


5

HYBRID LEARNING SYSTEM

The hybrid learning model allows students to learn and clear their conceptual understanding through our various physical centers while fostering in-person interaction and hands-on learning.


6

6-MONTHS INTERNSHIP PROGRAM

Enhance your practical knowledge with a 6-months internship program in top companies. Get hands-on training on industry-related real-world problems of the corporate world.


7

30-45 DAYS OF PHYSICAL CLASSES ON-CAMPUS

Students get the opportunity to immerse themselves in a transformative learning experience with 30-45 days of on-campus classes, where they can engage face-to-face with peers and instructors.



8

LETTER OF INTENT

During admission, students will receive the letter of intent from various companies of diverse sectors which can be easily converted into offer letters once they complete the entire two-year program.



9

TRAINING ON PRESENTATION, APTITUDE, AND MOCK GDS

Students get weekly sessions on presentation skills, aptitude development, and group discussions, which increase their overall confidence and can be expanded as per student demand.



10

PLACEMENT OPPORTUNITIES

Apart from the LOI, students will also get the opportunity to sit for the Placement Process of PIBM's 750+ Flagship recruiters pool.



11

PIBM ALUMNI STATUS

Get the elusive PIBM Alumni status and connect with a network of 7500+ Alums.

All students with **FINANCE SPECIALIZATION**
will go through these certifications:

1**GLOBAL TAXATION****2****CISI CERTIFICATION****3****FINANCIAL MODELING****4****FINANCE & ACCOUNTS**

All the above Certifications are
Explained on the next page



All PIBM PGDM HYBRID **FINANCE** STUDENTS will undergo the following Certification Programs

1 GLOBAL TAXATION (Finance Specialization)

Training students to cultivate advanced expertise in comprehending and excelling in cross-border taxation.

STUDENTS ARE TRAINED ON:

Differences between GLOBAL TAX SYSTEMS	Impact of TAX CUTS ON GLOBAL TAXATION
SOURCING, WITHHOLDING, AND COMPLIANCE	INTERNATIONAL FINANCIAL REPORTING STANDARDS (IFRS)
TAX STRUCTURING, PENALTIES & DISPUTE RESOLUTION	Understanding TERRITORIAL TAXATION

SKILLING ON GLOBAL TAXATION WILL HELP YOU GET PLACED IN TOP COMPANIES SUCH AS:



and many more...



2 CISI CERTIFICATION (Finance Specialization)

Comprehensive training for CISI Certification to enhance students' knowledge in banking & finance, and providing valuable industry credentials to excel in the financial services sector.

STUDENTS ARE TRAINED ON:

COMPLIANCE & RISK	CAPITAL MARKETS
CORPORATE FINANCE	FINANCIAL PLANNING
WEALTH MANAGEMENT	

SKILLING ON CISI WILL HELP YOU GET PLACED IN
TOP COMPANIES SUCH AS:



and many more...

3

FINANCE & ACCOUNTS CERTIFICATION

(Finance Specialization)

Students learn key financial concepts, such as budgeting, financial analysis, and bookkeeping. It equips them with the skills to manage financial records, analyze financial data, and make informed decisions related to investments, expenses, and financial planning.

→ R2R - Record to Report

→ O2C - Order to Cash

→ P2P - Procure to Pay

STUDENTS ARE TRAINED ON:

- Understanding & analyzing **BALANCE SHEETS, INCOME STATEMENTS, AND CASH FLOWS**
- Developing **ADVANCED ACCOUNTING SKILLS**
- Analyzing **FINANCIAL STATEMENTS AND PREPARING REPORTS**
- **CORPORATE GOVERNANCE AND FINANCIAL REPORTING PRINCIPLES**

SKILLING ON FINANCE & ACCOUNTS WILL HELP YOU GET PLACED IN TOP COMPANIES SUCH AS:



and many more...



4 FINANCIAL MODELING CERTIFICATION

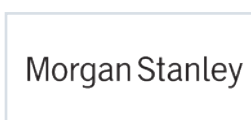
(Finance Specialization)

At PIBM, students specializing in finance receive comprehensive training in financial modeling, equipping them to gather and represent financial data for accurate business calculations, including valuation.

STUDENTS ARE TRAINED ON:

- Effective design, cross-checking, and structure of **FINANCIAL MODELS**
- Practical experience in **BUILDING ROBUST AND FLEXIBLE FINANCIAL MODELS**
- **REALISTIC FINANCIAL FORECASTING**
- **FAIR VALUE DETERMINATION** for companies/assets

SKILLING ON FINANCIAL MODELING WILL HELP YOU GET PLACED IN TOP COMPANIES SUCH AS:



and many more...

All students with
MARKETING SPECIALIZATION
will go through these certifications:

1**RETAIL STORE
MANAGEMENT
CERTIFICATION****2****AREA SALES
MANAGEMENT FOR
B2C CERTIFICATION****3****REAL ESTATE SALES
& MARKETING
CERTIFICATION****4****BANKING & INSURANCE
SALES & MARKETING
CERTIFICATION****5****B2C SALES
STRATEGIES
FOR FMCG****6****DIGITAL MARKETING
CERTIFICATION
- BASIC****7****DIGITAL MARKETING
ANALYTICS
CERTIFICATION****8****CONTENT CREATION
CERTIFICATION**

All the above Certifications are
Explained on the next page



All PIBM PGDM Hybrid **MARKETING**

Students will undergo the following Certification Programs

1

RETAIL STORE MANAGEMENT CERTIFICATION

(Marketing Specialization)

With the assistance of knowledgeable instructors from the retail industry itself, get specialized training in retail management.

CHALLENGES with relation to **VARIOUS MARKETING CHANNELS**

RETAIL OPERATIONS MANAGEMENT with study of Logistics & Distribution

VISUAL MERCHANDISING, CATEGORY & INVENTORY MANAGEMENT

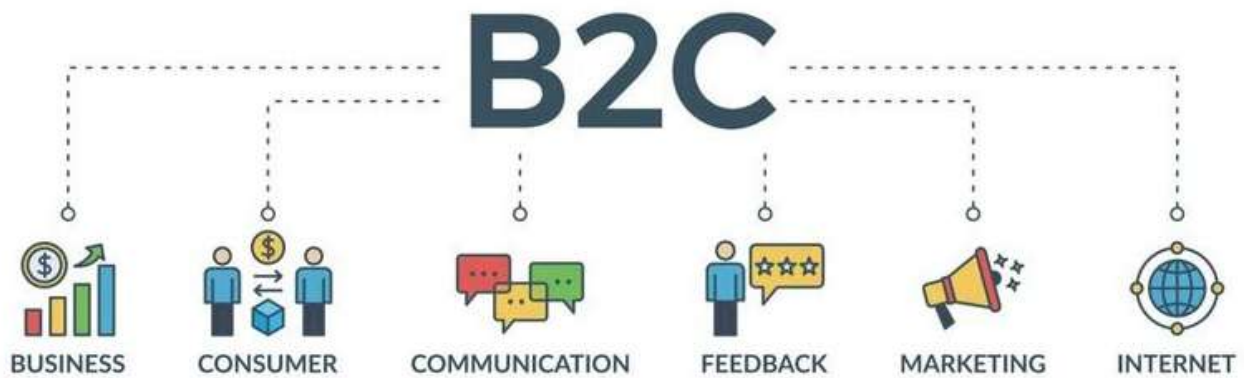
RISK MANAGEMENT and **RETAIL SELLING & PROMOTIONS**

CRM and **CONSUMER BEHAVIOR**

SKILLING ON RETAIL STORE MANAGEMENT WILL HELP YOU GET PLACED IN TOP COMPANIES SUCH AS:



and many more...



2 AREA SALES MANAGEMENT FOR B2C (Marketing Specialization)

Get training on different B2C models with respect to area sales management.

STUDENTS ARE TRAINED ON:

Sales Funnel &
Flywheel

Quality Lead
Generation & Nurturing

Cross-selling and
upselling

Branding & Awareness
Strategies

SKILLING ON B2C SALES MANAGEMENT WILL HELP YOU GET PLACED IN TOP COMPANIES SUCH AS:



and many more...

3

REAL ESTATE SALES & MARKETING CERTIFICATION

(Marketing Specialization)

Students will master the most effective skills to dominate the real estate market.

B2B & B2C SALES in Real Estate

NEGOTIATION SKILLS FOR REAL ESTATE

DIGITAL CHANNEL MANAGEMENT

STRATEGIC ACCOUNT MANAGEMENT

SKILLING ON REAL ESTATE SALES & MARKETING MANAGEMENT WILL HELP YOU GET PLACED IN TOP COMPANIES SUCH AS:

LODHA
BUILDING A BETTER LIFE

TATA HOUSING

Godrej

Shriram Properties
Homes that live in you

square yards

JP INFRA

99acres

NOBROKER

magicbricks.com

Rustomjee

and many more...



4 BANKING & INSURANCE SALES & MARKETING CERTIFICATION (Marketing Specialization)

This certification offers the marketing specialization students practical insights into various components of BFSI Sales & Marketing such as:

STUDENTS ARE TRAINED ON:

Retail Banking Operations	Digital Banking	Insurance Risk Management
Fundamentals and Strategies of Insurance Sales	Basics of Regulations, Governance and Compliance	
B2C and B2B Sales of Financial Services	Bank Finance Management	

SKILLING ON BANKING & INSURANCE SALES & MARKETING WILL HELP YOU GET PLACED IN TOP COMPANIES SUCH AS:



and many more...

5

B2C SALES STRATEGIES FOR FMCG CERTIFICATION

(Marketing Specialization)

Students learn the Practical Marketing Strategies applied by FMCG brands to drive B2C Sales.

Understanding **SALES ANALYTICS**

CRM, CROSS FUNCTIONAL, AND NEGOTIATION SKILLS

BEAT PLANNING & TIME MANAGEMENT

MARKET RESEARCH & CHANNEL MANAGEMENT

Mapping of **COMPETITOR STRATEGIES** using **EXECUTION VARIABLES**

SKILLING ON B2C SALES STRATEGIES FOR FMCG WILL HELP YOU GET PLACED IN TOP COMPANIES SUCH AS:



and many more...



6 DIGITAL MARKETING CERTIFICATION - BASIC (Marketing Specialization)

Through the Basic Digital Marketing certification Program students learn the in-demand skills that can make them job-ready with the latest tools. From developing an inbound-first digital marketing strategy to SEO friendly content, students learn all the fundamental concepts.

STUDENTS ARE TRAINED ON:

Digital Marketing **METRICS AND CHANNELS**

Designing a **WEB PRESENCE**

SOCIAL MEDIA MARKETING

SEARCH ENGINE OPTIMISATION (SEO)

SEARCH ENGINE MARKETING (SEM)

CONTENT MARKETING

EMAIL MARKETING

GOOGLE ADS - Search & Display Advertising

SKILLING ON DIGITAL MARKETING WILL HELP YOU GET PLACED IN TOP COMPANIES SUCH AS:



and many more...

7 DIGITAL MARKETING ANALYTICS CERTIFICATION - ADVANCED

(Marketing Specialization)

Students get an overview of the best approaches and practices in digital marketing analytics, and experience how the analytical tools can be integrated to take data-driven strategic decisions.

WEB ANALYTICS & STATISTICS

Understanding **GOOGLE ANALYTICS AND VISITORS' TRAFFIC MATRICES**

Understanding **VISITOR BEHAVIOR USING MULTIPLE METRICS**

LANDING PAGES, LEAD CAPTURING, AND A/B TESTING

Advanced SEO and **PAY PER CLICK (PPC) PROGRAM**

Improving **WEBSITE PERFORMANCE**

SEO AUDITS & SEO TOOLS - SEMRUSH, AHREFS, ETC.

SKILLING ON DIGITAL MARKETING ANALYTICS WILL HELP YOU GET PLACED IN TOP COMPANIES SUCH AS:

accenture

IBM

wipro

BYJU'S

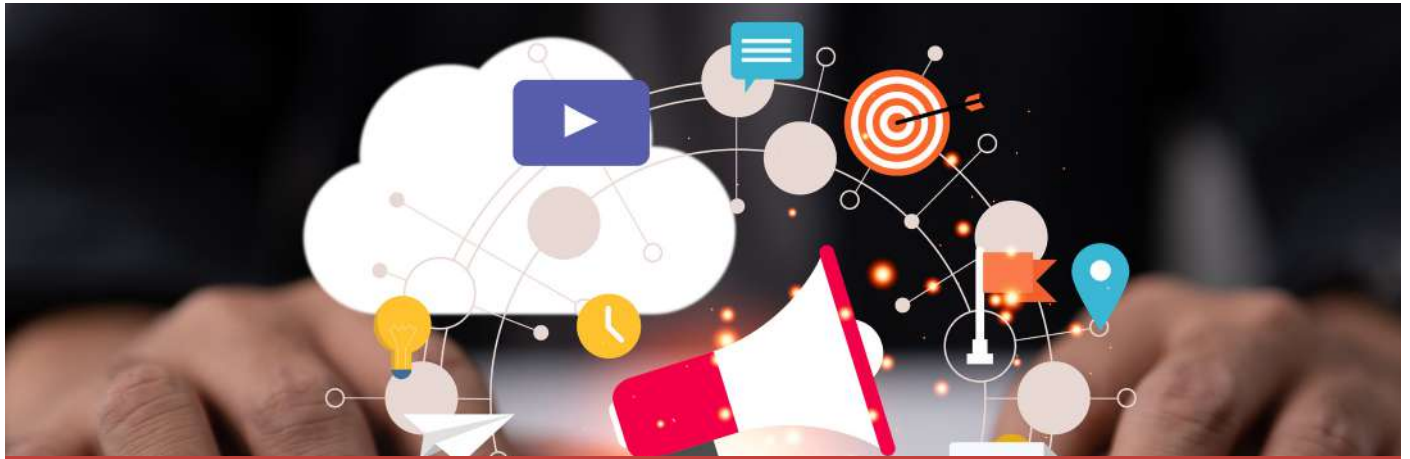
Bisleri

tcs TATA CONSULTANCY SERVICES

dineout

and many more...





CONTENT CREATION CERTIFICATION (Marketing Specialization)

Students learn how to craft appealing, SEO friendly content that drives conversions and gain insights on building content optimization frameworks that can produce measurable results.

Building a **CONTENT CREATION FRAMEWORK**

Developing **SEO FRIENDLY CONTENT**

Usage of **ChatGPT & CopyAI FOR DEVELOPING CONTENT**

3H FRAMEWORK - Help, Hub, and Hero Content

Planning **A LONG-TERM CONTENT STRATEGY**

STORYTELLING & Producing **ENGAGING CONTENT** Ideas

Learn **PHOTOSHOP, CANVA, POWTOONS**, and more content creation tools

SKILLING ON DIGITAL MARKETING WILL HELP YOU GET PLACED IN TOP COMPANIES SUCH AS:



and many more...

All PIBM PGDM Hybrid

BUSINESS ANALYTICS

Students will undergo the following
Certification Programs

1**PYTHON & R CERTIFICATION****2****TABLEAU CERTIFICATION****3****CHANNEL ANALYTICS
CERTIFICATION**

All the above Certifications are
Explained on the next page



All PIBM PGDM Hybrid **BUSINESS ANALYTICS** Students will undergo the following Certification Programs

1

PYTHON & R CERTIFICATION
 (Business Analytics Specialization)

Specialized training on two most widely used programming languages with Data Science: Python and R.

STUDENTS ARE TRAINED ON:

- Learn **APPLIED DATA SCIENCE WITH PYTHON AND R**
- AI, MACHINE LEARNING & NLP**
- DATA STRUCTURES, ALGORITHMS & DATA VISUALIZATION**
- Data Analytics using **NUMPY & PANDAS**
- Understanding **DATATYPES**

SKILLING ON PYTHON & R WILL HELP YOU GET PLACED IN TOP COMPANIES SUCH AS:



and many more...

2

TABLEAU CERTIFICATION

(Business Analytics Specialization)

A widely used corporate intelligence, reporting, and data visualization tool, which is used at PIBM to provide hands-on training to enhance data analytics and data presentation skills as required by top companies.

STUDENTS ARE TRAINED ON:

Data Preparation
& Structuring

Data Visualization &
Metadata

Advanced Charts &
Graphs

Dashboards & Visual
Analytics

SKILLING ON TABLEAU WILL HELP YOU GET PLACED IN TOP COMPANIES SUCH AS:

**Tech
Mahindra**

HCL

Cognizant

accenture



tcs TATA
CONSULTANCY
SERVICES

L&T Infotech

Capgemini

and many more...

3

CHANNEL ANALYTICS CERTIFICATION

(Business Analytics Specialization)

Specialized training on channel analytics, covering various aspects such as channel design, dynamics, and sales to equip students on analyzing and managing the diverse channels used for marketing and selling goods across different business sectors.

STUDENTS ARE TRAINED ON:

Estimating **CONSUMER DEMAND**

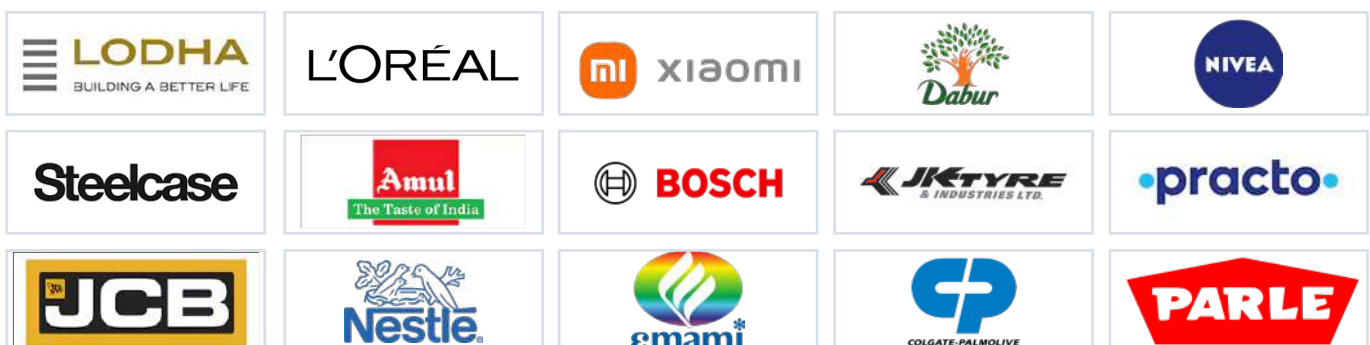
Linking **COMPANY STRATEGY TO DISTRIBUTION STRATEGY**

Dynamics of channels across **DIFFERENT SECTORS AND COMPANIES**

Learning **CHANNEL DESIGN, RELATIONSHIP MANAGEMENT**

CONFLICT RESOLUTION, and developing **REVENUE GROWTH PLANS**

SKILLING ON CONTENT CREATION WILL HELP YOU GET PLACED IN TOP COMPANIES SUCH AS:



and many more...

OTHER MANDATORY CERTIFICATIONS

all PIBM PGDM Hybrid Students will undergo

1

ADVANCED EXCEL - 50+ HRS. TRAINING

2

ADVANCED TRAINING ON REPORT WRITING SKILLS

3

COGNITIVE & QUANTITATIVE ABILITY ENHANCEMENT CERTIFICATION

4

LINGUISTIC & VERBAL ABILITY ENHANCEMENT TRAINING

5

COMMUNICATION SKILLS ENHANCEMENT TRAINING

**All the above Certifications are
Explained on the next page**



ADVANCED EXCEL - 50+ HRS. TRAINING

(Common for all students)

Microsoft Excel has a wide variety of use in almost every field of management studies. Starting from basic to advanced levels of usage, Excel makes your life easier in a corporate workspace.

MASTER ADVANCED EXCEL FUNCTIONS:

COMMON SKILLS that all students will learn on Excel:

- Data Manipulation & Navigation Functions
- Formula & other Advanced Functions like LOOKUP, HLOOKUP functions, Count, Average, Mean, Pivot Table, and Charts.

All **FINANCE** students will learn the following skills on Excel:

- Calculating Return on Investments (ROI)
- Preparing financial reports like Balance Sheet
- Profit & Loss projection
- Working capital planning
- Ratio analysis
- Financial modeling

All **MARKETING** students will learn the following skills on Excel:

- Sales Chart and Analysis
- Annual sales forecasting
- Marketing Budget and Expenses Analysis
- Media Budget Forecasting
- Marketing ROI analysis

All **HUMAN RESOURCE** students will learn the following skills on Excel:

- Manpower Planning
- Performance Analysis & Management
- HR Dashboard preparation
- Budget & Payroll Analysis
- Employee Database Management

All students will get the following **BENEFITS** from the Excel Certification:

Be corporate-ready with hands-on experience in advanced Excel and its certification

Upskill as you get to learn the usage of Excel in various corporate fields of management

2

COGNITIVE & QUANTITATIVE ABILITY ENHANCEMENT CERTIFICATION:

(Common for all students)



Build your **COGNITIVE ABILITIES**

Improve your **ANALYTICAL AND PROBLEM-SOLVING ABILITY**

Learn to take **DATA-DRIVEN DECISIONS**

3

LINGUISTIC & VERBAL ABILITY ENHANCEMENT TRAINING

(Common for all students)



Improve **LANGUAGE PROFICIENCY**

Build advance **VERBAL COMMUNICATION SKILLS**

Enhance your **VOCABULARY, GRAMMAR, PRONUNCIATION**

Develop **PUBLIC SPEAKING, & PERSUASIVE COMMUNICATION**

4

COMMUNICATION SKILLS ENHANCEMENT TRAINING

(Common for all students)



Improving **VERBAL AND
NONVERBAL COMMUNICATION**

Develop **ACTIVE
LISTENING SKILLS**

Build **INTERPERSONAL SKILLS FOR
PERSONAL AND PROFESSIONAL SUCCESS**



5

ADVANCED TRAINING ON REPORT WRITING SKILLS

(Common for all students)

Learn to **COMMUNICATE COMPLEX INFORMATION EFFECTIVELY**

Produce **PROFESSIONAL REPORTS** that meet **INDUSTRY STANDARDS**

Learn to **STRUCTURE, ORGANIZE, AND PRESENT REPORTS**

Master **RESEARCH METHODOLOGY**

Enhance **WRITING STYLE, EDITING, AND PROOFREADING**

OUR FINANCE FACULTY MEMBERS



CFA SURESH KADAM

Dy. HOD - Finance

SUBJECTS

Credit Appraisal and Risk Management, Fintech, Financial Modeling, Project Finance



PROF. A. P. RAO

Professor

SUBJECTS

Accounting for Business Decision



PROF. PRASAD BHAT

Assistant Professor

SUBJECTS

Financial Management, Accounting, Income Tax, Security Analysis Portfolio & Corporate Laws



CA GURPREET KAUR

Assistant Professor

SUBJECTS

Taxation, IFRS, Accounting, Audit Matters



CA NIKITA BACHHAWAT

Assistant Professor

SUBJECTS

Accountancy, Economics, Commerce, M. Law, Business & Co. Law



CA VIJAY RAJ

Assistant Professor

SUBJECTS

Corporate Finance, Accounting, Taxation, Audit & Compliance



CA Nikhil Nainani

Assistant Professor

SUBJECTS

Finance & Accounts



CA Yash Mehta

Assistant Professor

SUBJECTS

Finance & Accounts, Record to Report (R2R), Procure to Pay (P2P), Order to Cash (O2C)



CA Prasad Bhat

Assistant Professor

SUBJECTS

Capital Markets & Operations

OUR FINANCE FACULTY MEMBERS



CA Deepali Agarwal

Assistant Professor

SUBJECTS

Capital & Money Markets,
Investment Banking,
Derivatives



CFA Niteesh Srivastava

Assistant Professor

SUBJECTS

US Mortgage & Investments



CFA Suraj Khandelwal

Assistant Professor

SUBJECTS

Mortgage Underwriting,
FHA/VA Underwriting,
Mortgage Insurance



CFA Vishwas Sanas

Assistant Professor

SUBJECTS

Investments Banking, Wealth
Management



PROF. PAVANDEEP

Associate Professor

SUBJECTS

Rural Micro Finance & FMBO



PROF. CHETAN GAWALI

Assistant Professor

SUBJECTS

Financial Management



**DR. ABHISHEK
SRIVASTAVA**

Professor

SUBJECTS

Economics, International
Business Environment

OUR MARKETING FACULTY MEMBERS



DR. BHARAT SINGH

Director - PGDM

SUBJECTS

Marketing & Strategic Management



DR. RAMKRISHNA

DIKKATWAR

Area Chair - Marketing

SUBJECTS

B2B Marketing, Retail Management



**DR. RIDDHIMAN
MUKHOPADHYAY**

HOD - Marketing

SUBJECTS

Sales and Distribution Management, CRM, Content Writing, Personal Selling



DR. B NARESH

Assistant Director - Academic

SUBJECTS

Marketing Analytics, Market Research, Digital Marketing, Marketing Analytics, SPSS



PROF. PRANTOSH

BANERJEE

Professor

SUBJECTS

Market Research & Research Methodology



DR. MANOJ GADRE

Professor

SUBJECTS

Operations & Supply Chain Management, Entrepreneurship Management



DR. VINAY NANDRE

Associate Professor

SUBJECTS

Marketing Management



**DR. POORNA CHANDRA
PRASAD ERRY**

Assistant Professor

SUBJECTS

Marketing Management, B2B Marketing, MS Office



DR. BHAVYADEEP BHATIA

Assistant Professor

SUBJECTS

Digital Marketing

OUR MARKETING FACULTY MEMBERS



DR. YACHNA GHARDE

Associate Professor

SUBJECTS

Digital Marketing



DR. RAJ MISHRA

Associate Professor

SUBJECTS

Retail Management, Brand Management, Inventory Management



DR. NILESH KATE

Associate Professor

SUBJECTS

Marketing Research and Marketing Analytics, Business Research Methods, Decision Science, Operations & Supply Chain Management



PROF. ABHAY PATHAK

Associate Professor

SUBJECTS

Marketing, Indian Ethos & Business Ethics & Marketing Strategy



DR. PRAFULLA PADHI

Assistant Professor

SUBJECTS

Marketing Management, Advertising and Sales Promotion, Service Marketing



PROF. G PRAVIN KUMAR

Assistant Professor

SUBJECTS

Sales and Distribution, Marketing Management, Marketing Strategy, Strategic Management



DR. MAHENDRA MORE

Assistant Professor

SUBJECTS

B2B Marketing, Start-up and New Venture Management, Project Management



DR. ABDUL ALIM KHAN

Assistant Professor

SUBJECTS

Marketing Management, Consumer Behavior, Business Environment



OUR ANALYTICS FACULTY MEMBERS



DR. ABHIJEET LELE

HOD - Analytics

SUBJECTS

Business Analytics, R programming, Statistics, HR Analytics, Marketing Analytics



PROF. JOEL SAMUAL DAS

Associate Professor

SUBJECTS

Deep Learning, Tableau, Artificial Intelligence, ML, SQL



PROF. ANKITA

MENDIRATTA

Assistant Professor

SUBJECTS

Data Science, Machine Learning, Neural Network



OUR TOP RECRUITERS

and 750+ more...

All students of PIBM's PGDM Hybrid Program
get the opportunity to **INCREASE THEIR
PROFESSIONAL NETWORK** and
LEARN DIRECTLY from

**250+ CEOs, CFOs,
CMOs, CHROs, and
other Business Leaders**

from Top Companies through
**CEO MEET, Leadership Series,
Pioneer Convergence, Business
Conclave, and 20+ more Sectorial
Events.**



Dr. R S Sodhi
President
**INDIAN DAIRY
ASSOCIATION**



Mr. C P Gurnani
MD & CEO
TECH MAHINDRA



Mr. Suresh Narayanan
Chairman & MD
NESTLE INDIA



Mr. Sanjeev Mehta
Chairman & MD
HUL



Mr. Ronnie Screwvala
Chairman
Upgrad



Mr. Angelo George
CEO
Bisleri International



Mr. Bipul Chandra
Managing Director
Ducati India



Mr. Mathew Job
CEO
**Crompton Greaves
Consumer Electricals
Ltd.**



Mr. Vikas Gupta
Managing Director
Deloitte India



Mr. C.K. Venkataraman
Managing Director
Titan Company Ltd.



Mr. Stefano Pelle
MD
Ferrero India



Mr. S.V. Nathan
Partner & Chief Talent Officer
Deloitte India



Mr. Sandeep Batra
Group President HR & CHRO
Landmark Group



Mr. Gaurav Sabharwal
CEO
Kantar



Ms. Vineeta Singh
CEO
SUGAR Cosmetics



Mr. Niranjana Hiranandani
Co-Founder & MD
Hiranandani Group



Mr. Girish Iyer
Country Head
Citco



Mr. Ramesh Iyer
VC & MD
**Mahindra & Mahindra
Financial Services**



Mr. Ashish Chandra
CEO
Bharti Airtel



Ms. Rakhi Sinha
VP - HR
Calsoft



Mr. Suchit Shome
VP T.A.
DBS Bank



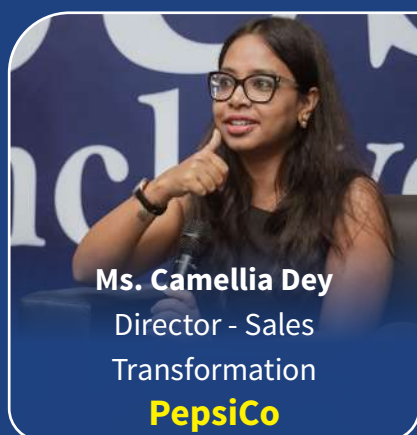
Mr. Sunil Naik
VP - HR
DHL Global Forwarding

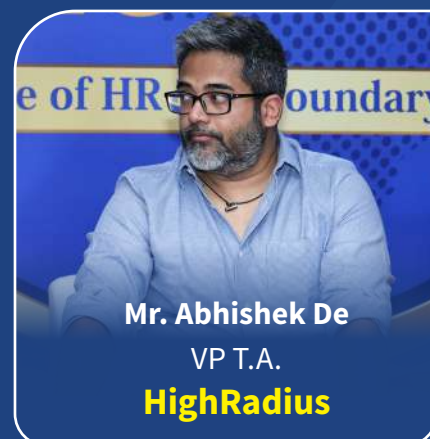


Mr. Vikrant Mathur
Country HR Manager
Bose Corporation



Mr. Rajendra Ghag
CHRO
Blue Dart Express Ltd.







Mr. Nagaraj Garla
Executive Director
IDBI Bank



Dr. Ritu Anand
Chief Leadership & Diversity
Officer
TCS



Mr. Sandesh Kumar
Global Head Talent
Acquisition
Wipro Ltd.



Dr. Pradeep Chavda
Director HR India
Sodexo



Mr. Deodutta Kurane
Group President - Human
Capital Management
YES BANK



Mr. Tojo Jose
CHRO
Muthoot Fincorp Ltd.



MR. HARI T N
Head HR
Big Basket



Mr. Vivek Tripathi
CHRO
AU Small Finance Bank



Mr. Gurpreet Singh Bhatia
CEO
Vision Express



Mr. Sanjeev Bikhchandani
Founder and Executive VC
Info Edge



Mr. Yashish Dahiya
Co-Founder and CEO
PolicyBazaar



Mr. Vineet Gautam
CEO
Bestseller India



Mr. Ashok Ramachandran
CEO & President
Schindler India



Mr. Peter Betzel
MD & CEO
IKEA India



Ms. Madhavi Lall
MD, India Head HR
Deutsche Bank



Mr. Marzin R Shroff
MD & CEO Transformation
Eureka Forbes Ltd.



Mr. Rajat Mathur
MD
Morgan Stanley



Mr. Vikas Chaturvedi
CEO
Xanadu Group



Mr. Ashish Goyal
Co-Founder & CFO
EarlySalary.com



Mr. Abhinandan Dhoke
Managing Director
Bauli Group



Mr. Abhay Pathak
Head Modern Trade
Hector Beverages



Mr. Baskar Babu Ramachandran
MD & CEO
Motilal Oswal Financial Services



Mr. Mahesh Gera
Group CHRO
Rustomjee



Mr. Naval Goel
Founder & CEO
PolicyX.com



**Scan to check all the
Corporate Events at PIBM**



SYLLABUS FOR ALL PIBM'S PGDM HYBRID PROGRAM STUDENTS - **SEM 1 & 2**

SEMESTER I

TOTAL CREDITS - 20

COMMON	L	T	P	C
Managerial Accounting	1	1	0	2
Marketing Management - I	2	1	0	3
Financial Management - I	1	1	0	2
Human Resource Management	2	1	0	3
Workshop - Business Communication - I	1	0	2	2
Workshop - Advanced Excel	1	1	0	2

AUDIT COURSE - Aptitude Classes

Winter Internship Program (Credits - 6)

SEMESTER II

TOTAL CREDITS - 23

COMMON	L	T	P	C
Research Methodology	2	1	0	3
Workshop - Business Communication - II	1	0	2	2
ELECTIVES				
Elective - I	3	1	0	4
Elective - II	3	1	0	4
Elective - III	3	1	0	4

AUDIT COURSE - Aptitude Classes

Summer Internship Program (Credits - 6)

L = Lecture, T = Tutorial, P = Practical, and C = Credit

LIST OF ELECTIVES FOR SEMESTER 2

MARKETING

- Sales & Distribution Management
- Consumer Behavior
- Half Credit Course (10 - 15 Hours)
- Market Research
- Rural Marketing
- E-commerce & Digital Marketing
- Business to Business Marketing
- Retail Management
- Banking and Insurance Sales
& Marketing

BUSINESS ANALYTICS

- Mathematical Foundations
- Statistical Machine Learning
(Python Libraries - Data Science)
- Deep Learning
(Python Libraries- Data Science)
- Time Series Analysis
(Python Libraries - Mathematics)

FINANCE

- Security Analysis & Portfolio
Management - I
- Cost & Management Accounting
- Fixed Income Securities - I
- Global Taxation (Direct & Indirect)
- Derivatives
- Equity Research - workshop model
- Financial Management - II
- Finance & Accounts - R2R, O2C, P2P
- Investments in Securities
- Fund & Hedge Accounting
- US Mortgage

SYLLABUS FOR ALL PIBM'S PGDM HYBRID PROGRAM STUDENTS - **SEM 3**

SEMESTER III

TOTAL CREDITS - 15

COMMON

	L	T	P	C
Business Strategy	2	1	0	3

ELECTIVES

Elective - IV	3	1	0	4
Elective - V	3	1	0	4
Elective - VI	3	1	0	4

AUDIT COURSE - Placement Preparation

L = Lecture, T = Tutorial, P = Practical, and C = Credit

LIST OF ELECTIVES FOR SEMESTER 3

MARKETING

- Pricing Management
- Brand & Product Management
- Services Marketing
- Integrated Marketing Communication
- Media
- Marketing Analytics
- Enterprise Resource Planning

FINANCE

- Advanced Financial Management
- SAPM - II
- Taxation
- International Finance
- Equity Research - II
- Commercial Credit - II
- Financial Modeling - II
- Fixed Income - II

BUSINESS ANALYTICS

- Text Analytics (Python Libraries - Data Science)
- Image Analytics (Python Libraries - Data Science)
- Big Data Analytics (Hadoop Stack, Python)
- Optimization (Mathematics)
- Supply Chain Analytics (Python Libraries - Data Science)
- Retail Analytics (Python - Data Science)

SYLLABUS FOR ALL PIBM'S PGDM HYBRID PROGRAM STUDENTS - **SEM 4**

SEMESTER IV

TOTAL CREDITS - 10

COMMON

	L	T	P	C
Entrepreneurship Mangement	2	0	0	2
Indian Ethos and Business Ethics	2	0	0	2
Business Law	2	0	0	2

ELECTIVES

Elective - VII	2	0	0	2
Elective - VIII	2	0	0	2

AUDIT COURSE - Placement Preparation

L = Lecture, T = Tutorial, P = Practical, and C = Credit

LIST OF ELECTIVES FOR SEMESTER 4

MARKETING

- Rural Marketing
- Cases in Marketing
- International Marketing

BUSINESS ANALYTICS

- Operations Strategy & Design
- World Class Manufacturing Practices

FINANCE

- HR Analytics (Python Libraries - Data Science)
- Marketing Analytics (Python Libraries - Data Science)
- Financial Analytics (Python Libraries - Data Science)

WHY PIBM?



01

16-year legacy in management education with exceptional quality programs

02

Advanced teaching & training curriculum co-designed with industry experts

03

Developing competencies & skills that resonate with industry requirements

04

Strong industry connect with 750+ top recruiters for placement opportunities

05

Learning from 700+ corporate experts bridges the gap between theory and practical acumen

06

Best-in-class learning resources and cutting-edge tools

07

Immersive and comprehensive learning journey

08

Campus Learning Environment that instills confidence

RANKINGS & MILESTONES

AACSB

Business
Education
Alliance

Member

Accredited by NBA



Times **3** School

Ranked 34th in Top
B-Schools in India

Forbes

Featured as one of the Great
Indian B-Schools

Accredited by NAAC



Outlook
MONEY

16th Top B-Schools for
Finance

10th for Learning Exp. &
Industry Interface

BBC
Knowledge

Awarded as "Best Emerging
Institute in India"



PGDM has been accorded
equivalent with MBA degree



Ranked by NIRF 2023 among

- Top 5 B-Schools in Pune
- Top 125 B-Schools in India

ET **THE ECONOMIC TIMES**

Recognized as one of the
Best Education Brands



Awarded as One of the "Most
Innovative Learning Practices
2018"

PIBM IN NUMBERS

700+

Corporate Guests
to interact with
PIBM students

350+

Faculty & Domain
Trainers to imbibe the
Business Management
Knowledge

750+

Top Recruiters from
diverse sectors to offer
the best jobs to PIBM
students

7500+

Success Stories of our
proud Alumni already
created by PIBM since
inception

21+

Certification Programs:
SAP - ERP, Six Sigma, R,
MS Project, Advanced
Excel, Python, Tableau &
more

50+

Live Business Projects
to assist students in
developing Practical
knowledge

100+

Mock Interviews to
ensure imbibing the
confidence required for
the Placement process

50+

Mock Group Discussions
to practice the art of
communication & building
knowledge

100+

Aptitude Tests to improve
the analytical and
reasoning skills

30+

Industry Visits in various
companies to understand
the corporate functions at
first hand

26000+

Book copies available in
PIBM's Library

10+

Business Magazines
Subscription to keep
abreast with the Global
Business & Economics

3000+

Book Titles from various
fields & functions

15+

National & International
Journals subscription
like ProQuest & JQuest

26+

States from where
Students have joined
PIBM to achieve their
dreams

How to Apply?

01

Visit the official **WEBSITE OF PIBM**, and hover your mouse on the **'COURSES' BUTTON** present on the webpage.

02

A dropdown will appear showing a list of **COURSES OFFERED BY PIBM**.

03

Click on **PGDM (Hybrid)** button which will open a webpage where you have to **'FILL THE FORM'** with your details and submit.

Download Prospectus



Eligibility Criteria

Minimum 50% aggregate marks in graduation and all other post graduation courses.

Fees

for 2 Years Programs

2.5 Lacs

3.0 Lacs

(With Educational Trip to Dubai or Singapore)

Scholar Education Loan facility through SBI without any collateral

Note:

Additional expenses for travelling to PIBM Pune will be borne by the students

Delhi

Office no: 1317, Devika tower, 13th floor,
Nehru place, New Delhi - 110019

Contact: +91-9889129999

Lucknow

Office No. 530/24 Maa Manzil Second Floor,
Shekhapur, Sec-A Aliganj Kapoorthala,
Lucknow - 226024

Contact: +91-9889129999 / 8577045630

Guwahati

House No. 19, Janardan Complex, Rajgarh Road,
Opposite Bylane No.2, Chandmari,
Guwahati - 781003, Assam

Contact: +91-361-2450444 / 8956358759

Kolkata

BB-26, 2nd Floor, Sector-1 Salt Lake,
Kolkata - 700064, West Bengal

Contact: +91-9371002495

Chandigarh

Cabin No 401, Brij Business Centre, Sco 144-145,
4th Floor, Sector 34- A Chandigarh -160022

Contact: +91-8725904782 / 9882520507

Jaipur

303, 3rd floor, Brij Anukampa, Opp. BSNL Office,
Ashok Marg, Ahinsa Circle, C -Scheme,
Jaipur - 302001, Rajasthan

Contact: +91-9673333085

Raipur

Shop No - 519, 3rd Floor, SLT WaterFront Building,
opposite Telibandha Talab (Marine Drive), Raipur,
Chhattisgarh - 492001

Contact: +91 9673333080

Ahmedabad

S/F 3, Abhishek Complex, C.G road,
Ahmedabad - 380006.

Contact: +91 9673333080

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