

ADMISSION PROSPECTUS **2020-22**

**EMBRACE  
THE FUTURE**



**INSTITUTE OF PUBLIC ENTERPRISE**

(Under the aegis of ICSSR, MHRD, Govt of India)









# IPE

## A PROFILE

Established in 1964, the Institute of Public Enterprise (IPE) is an autonomous non-profit society. It was the initiative of Mr SSKhera, ICS (the then Cabinet Secretary, Government of India) and Dr DS Reddy (the then Vice-Chancellor, Osmania University) with the objective of research and consultancy in Management Sciences. Dr VV Ramanadham, the then Professor and Head, Department of Commerce, Osmania University, with the active support and guidance provided by Dr DS Reddy, translated Mr Khera's concept into a reality. Shri K Madhava Rao, IAS (Retd), President, IPE, had an accomplishment filled tenure as the then Chief Secretary of the State of Andhra Pradesh.

Dr P Rama Rao, a distinguished scientist, Emeritus President of the institute, was formerly Secretary, Department of Science and Technology, Government of India; Secretary, Department of Ocean Development, Government of India; Chairman, Atomic Energy Regulatory Board and former Vice Chancellor, University of Hyderabad. He has been appointed a Member of the Atomic Energy Commission, Government of India. He brings with him varied and rich experience to guide the destination of IPE committed to excellence, be it in management education, consultancy, research and training.

IPE functions under the aegis of Indian Council of Social Science Research (ICSSR), Ministry of Human Resource Development, Government of India, and the Government of Telangana.



## BOARD OF GOVERNORS



**Shri K Madhava Rao, IAS (Retd)**  
President, IPE and Former Chief  
Secretary and Election Commissioner,  
Govt of Andhra Pradesh



**Shri Sailesh, IAS**  
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Chairman, Governing  
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Former Secretary,  
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## CONSULTANCY



Undertaking consultancy assignments is one of the specialized domains of IPE. Consultancy services are offered for both National and International organizations, that include the:

- United Nations Development Programme (UNDP)
- United Nations Industrial Development Organization (UNIDO)
- World Bank
- Asian Development Bank (ADB)
- Common Wealth Secretariat, Department for International Development (DFID)
- Government of UK, International Centre for Promotion of Enterprises (ICPE)
- Central and State Governments, Public and Private sector enterprises
- Public and Private Sector Commercial Banks

The Institute has carried out public sector service reform assignments concerning various sectors, major Government departments, and municipal services, poverty alleviation programmes and privatization. Some of the organizations for which consultancy assignments have been recently carried out include:

- Government of India
- Telangana State
- Andhra Pradesh Government
- Consultancy Development Centre (under DSIR, GoI)
- MOIL
- Hindustan Copper Ltd
- Neyveli Lignite Corporation Ltd
- Bharat Dynamics Ltd
- Goa Shipyard Ltd
- Performance Management Division, Cabinet Secretariat, GoI



- 50 plus years of experience in training.
- 100 programs for over 1600 officers of IAS, IFS and other allied services.
- 1100 MDPs and in-company programs for 44000 practicing managers.
- Open programmes in all functional areas on contemporary topics.
- In-company clients include Power Grid Corporation of India, Oil and Natural Gas Corporation, GSL, etc.

## TRAINING HIGHLIGHTS



Rashtriya Ispat Nigam Limited, Mishra Dhatu Nigam, Singareni Collieries Company Limited, Electronics Corporation of India Limited, NTPC, Govt. of Karnataka, Oil India Ltd, Assam, NLC, Oil India, Jodhpur, Andhra Pradesh State Road Transport Corporation, Animal Husbandry, Hindustan Aeronautics Limited, National Aluminium Company, Mangalore Refinery and Petrochemicals Limited,

SPMCIL, Engineers India Limited, GSL, Amara Raja Batteries, Bharat Electronics Ltd, Northern Coal Field Ltd., MOIL, Hindustan Copper Ltd, Andhra Bank, State Bank of India, State Bank of Hyderabad, FACT, Rail Vikas Nigam Limited, RFL, Bharat Heavy Electricals, National Mineral Development Corporation Ltd, AP Mineral Development Corporation Limited, APTDC, NEEPCO, Goa Shipyard Limited, etc.

The thrust areas of training are General management, Strategic management, Finance, Marketing, Human Resource management, Operations management, Power Sector, Information Technology, Foreign Trade, RTI Act, Corporate Governance, Corporate Social Responsibility, Risk management, Project management, Sustainability, Biotechnology, Hospital management, Corporate Planning and Restructuring.







## RESEARCH

**Dedicated Centres of Research at IPE**  
The following dedicated centres of research are established in IPE which carry out research in contemporary topics and issues.

- Centre for Corporate Governance
- Centre for Corporate Social Responsibility
- Centre for Corporate Risk Management
- Centre for Public Enterprises and Disinvestment
- Cell on Regulatory bodies
- Wage and Salary Studies Cell
- Centre for Innovation
- Centre for Governance and Public Policy
- Centre for Environment and Sustainable Development

IPE has been originally conceived as a research institution devoted to systematic and sustained study of issues relevant to the formulation, implementation, review, monitoring and assessment of policies and programmes concerning public enterprises. Subsequently, keeping in view the changing scenario, the focus is not only on public enterprises, but private entities as well. The Institute is partly funded by the Ministry of Human Resource Development, GoI. The Indian Council of Social Science Research (ICSSR), Ministry of Human Resources Development, GoI recognized the Institute as a 'Centre of Excellence' in Social Science Research.

The Institute has a record of delivering the inputs in time with application orientation. The research studies of IPE have been extensively used by the Committee of Public Undertakings (CoPU), several ministries of the GoI, Planning Commission, SCOPE, Department of Public Enterprises (DPE), Comptroller and Auditor General of India (CAG) and pay revision committees.

IPE publishes six in-house journals including the 'IPE Journal' which remains as the only refereed journal on public sector issues in India.



# PGDM-General

Post Graduate Diploma in  
Management – General



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## About PGDM-General

The program is divided into six trimesters. During the first three trimesters spread over the first year, students gain exposure to primary functional areas including finance, marketing and human resource management.

The primary courses are supplemented by a panoply of courses including legal and regulatory frameworks, Diversity management, Managing Negotiations and Entrepreneurship management.

The program offers dual specialization. In the second year, students have to opt for two electives from Finance, Marketing, Human Resource, Systems, Business Analytics and Operations. At the end of the third trimester students are expected to undertake a two month internship. Each trimester is spread over twelve weeks.

## Why Join PGDM-General

- Two year full time programme approved by the All India Council for Technical Education (AICTE)
- Students will find that the program lays the foundation to propel them into the hyper competitive landscape
- Students would observe that the program marries rigour with relevance to engender the generation of achievement oriented leaders
- Students would be a part of a multi-cultural group where every nook and cranny of India is represented
- Discussion of contemporary issues in each of the trimester







## PROGRAM ARCHITECTURE

### TERM

### I

- Management and Organisational Behaviour
- Personality Development and Business Communication
- Statistics for Management
- Economics for Managers
- Financial Accounting
- Marketing Management - 1
- French
- Seminar and Students Activities

### TERM

### II

- Human Resource Management
- Operations Research
- Financial Management
- Macro Economics
- Marketing Management - 2
- IT for Managers
- Public Sector Policy - Issues and Management
- Seminar and Students Activities

### TERM

### III

- Leadership and Change Management
- Design Thinking
- Business Analytics for Managers
- Business Aptitude
- Cost and Management Accounting
- Marketing Research
- Production and Operations Management
- Start Up and Entrepreneurship
- Summer Internship Break
- Seminar and Students Activities

### TERM

### IV

- Strategic Management
- Business Laws
- \*Dual Specialization  
Two elective subjects each from any two specializations (see Pg 28)
- Term Project
- Sip Viva Voice

### TERM

### V

- Corporate Governance, Business Ethics & CSR
- Managing Negotiations
- \*Dual Specialization  
Two elective subjects each from any two specializations (see Pg 28)
- Term Project

### TERM

### VI

- International Business
- Project Management
- Infrastructure Management
- Term Project

\*The list of subjects is indicative. The Institute reserves the right to make modifications at any point during the programme

As I entered the portals of IPE, my mind was clouded with thoughts – all centred on what was in store for me. Within a few weeks, much to my joy, I realised I was having a fair share of fun along with learning experiences.

The camaraderie at the hostel, my active role in academic and non academic events during my MBA tenure, not forgetting my mentors' and teachers' guidance – all helped in building my confidence and shaping my personality.

All along I held on to this philosophy – 'Live in the moment' and this truly made my time spent at IPE a thoroughly enjoyable one.

**Kritika Kapoor**

*Senior Analyst - Talent Acquisition  
Deloitte Consulting India Pvt. Ltd,  
Hyderabad*



IPE has been instrumental in defining who I am today. Right from the faculty to the infrastructure, there has always been support and guidance. It has provided a platform for holistic development- to pursue extra curricular activities and in becoming a management professional.

**Kavyasree Kolluru**

*HR Analyst, Deloitte, USI, Hyderabad*



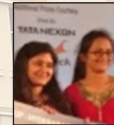
For us the game changer in the IPE ecosystem was the support and encouragement we got from faculty members to realise our potential. Besides a rigorous curriculum the multiple club activities fostered in us a competitive spirit, peer learning and coping with setbacks. We also got the chance to host various quiz events as a part of the club activities which gave us a lot of confidence. While we came second in the Tata Crucible in 2018, a high point in our career, we look forward to two girls from IPE besting us.

**Kakoli Das**

*Triniti Advanced Software Labs Pvt. Ltd*

**Shalini Chourasiya**

*Deloitte*



IPE has been one of the best experiences I've had in my life. The best thing about IPE is the Faculty, who constantly push us to be the best version of ourselves. It has always been a pleasure to represent and win accolades for our beloved institution at many state and national level events. None of this would have been possible without the support of our faculty. Personally, I have thoroughly enjoyed all my days in IPE. All the skills I picked up in IPE helped me land in a better spot not only in my career but also in my life. I strongly feel and believe IPE will continue to help many more aspiring management professionals.

**Venkatesh Deekonda**

*Associate*

*Triniti Advanced Software Labs Pvt. Ltd*





# PGDM-BIF

Post Graduate Diploma in  
Management – Banking  
Insurance and Financial  
Service



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## About PGDM-BIF

In the changing global scenario, innovation is a major driving force for achieving competitive advantage through the creation of new business opportunities. Banking Insurance and Financial Services are transforming very fast. The banking sector is in transformation stage due to banking reforms including the government's mega-merger plan to club a few public sector banks, to create fewer and stronger global-sized lenders in digital banking, mobile banking, payment banks to name a few. In the case of the insurance sector, significant developments are taking place as companies are going for IPOs and getting listed in capital markets and creating more opportunities.

On the whole Banking Insurance and Financial Services are taking a 'U' turn due to Fintech, Block chain Technology, Analytics, Artificial Intelligence, Cyber security etc. There is a huge requirement of trained banking and finance professionals in the country to turn these challenges into opportunities. Institute of Public Enterprise is offering a specialised two-year full-time program – PGDM-BIF.

The program helps in training the young minds with rigorous training to meet the requirements of the corporate sector in general and banking and financial service industry in particular. The program divided into six trimesters spread over two years. The program offers dual specialisation with equal weightage for both electives. At the end of the third-trimester students are expected to undertake 45 days internship.

## Why Join PGDM-BIF

- Two-year full-time program approved by the All India Council for Technical Education (AICTE)
- Launched in 2008, the programme is designed to develop professional managers ready to work in the Banking, Insurance and Financial Sector in particular and corporate sector in general
- The program has a state-of-the-art curriculum with the thrust on market orientation, globalisation, financial and banking industry reforms
- Offers Dual Specialisation
- Offers International Industrial Visit





## PROGRAM ARCHITECTURE

### TRIMESTER I

- Management and Organizational Behavior
- Statistics for Management
- Economics for Managers
- Financial Accounting
- Personality Development and Business Communication
- Marketing Management
- Management of Bank Operations

### TRIMESTER II

- Human Resource Management
- Operations Research
- Financial Management
- Macro Economics
- French Language
- Principles and Practices of Life Insurance
- Financial Markets, Institution and Services
- IT Applications for Managers

### TRIMESTER III

- Production and Operations Management
- Cost and Management Accounting
- Business Analytics for Managers
- Marketing Research
- Business Aptitude
- Start Up and Entrepreneurship
- Principles and Practices of General Insurance
- Contemporary Issues
- Design Thinking

### TRIMESTER IV

- Strategic Management
- Legal Environment for BIFS
- Elective 1 (see Pg 28)
- Elective 1 (see Pg 28)
- Elective 2 (see Pg 28)
- Elective 2 (see Pg 28)
- Project Work & Viva Voce
- **Comprehensive Viva**

### TRIMESTER V

- Corporate Governance, Business Ethics and CSR
- International Banking, Treasury and Foreign Exchange
- Functional Analytics (Finance / Marketing / HR / Operations)
- Elective 1 (see Pg 28)
- Elective 1 (see Pg 28)
- Elective 2 (see Pg 28)
- Elective 2 (see Pg 28)

### TRIMESTER VI

- Retail Banking, Rural Banking and Micro Finance
- Management of Pension Funds
- Long Term Research Project
- Project, Infrastructure Management and Finance

\*The list of subjects is indicative. The Institute reserves the right to make modifications at any point during the commencement of the programme.



### International Study Tour

The institute offers experiential learning opportunity as a part of our outreach programme for the PGDM-BIF students consisting of a variety of student activities ensure a unique understanding of the work environment. It helps them to understand on how to perceive the visit to get deeper experience and exposure. Out previous batches visited OECD, Paris, Singapore, Malaysia, etc.

### Industry Connect Programme: National and Local Visit

Facilitating a common ground for industry and academia to give a holistic insight into the day to day industry, the institute curates national and local visits every year to make the PGDM-BIF students aware of all the necessary skill sets required to give a feel of work culture. The companies and the institutions visited by the students are: Chermas, Stanza Apparels, Bailey Water, Namaste Telangana, NISM, National Stock Exchange, etc.

### Career Prospects and Placements

Students of PGDM-BIF would be hired for finance profiles as well as for other profiles in other areas like marketing, HR, Operations management, IT etc. Some of our prominent recruiters are Deloitte, Franklin Templeton, Amazon, Mahindra Finance, HDFC, ICICI Securities, Invesco, Arcesium India Pvt Ltd, ITC Ltd, Capital First visit the campus and offer the jobs as associate project controller for us taxation, management trainee, data analyst etc.

## ALUMNI SPEAK

"Being a student with 2 years of work experience, I was initially skeptical in joining a good institution which focuses on teaching and developing core management skills.

IPE has always excelled in guiding and nurturing us in not just academics but a 360 degrees personality development.

My journey with IPE has been a roller coaster ride with lots of learning opportunities. I was one of the privileged students to have represented the college at various conferences. Research and practical exposure makes you a better person to face the challenges of the corporate world.

PGDM-Banking, Insurance and Financial Services – one such multi dimensional course that I pursued has given me enormous opportunities to explore and master. I have been offered an internship at Franklin Templeton Investments for a Project Management profile.

**Sriram**  
PGDM-BIF

Assistant Manager-Credit, HDFC LTD

IPE is always a great place to learn. PGDM-BIF course is a perfect blend that offers both theoretical and practical knowledge. For people who are willing to pursue career in the field of banking or financial services, this is an excellent course. This course includes several subjects taught by faculties with big names in their respective subject areas. These industry-experienced faculties in this course help students in all sorts of ways, which in turn helps them scale great heights in their careers. Choosing PGDM-BIF course was one of the best decisions I have taken.

**Sarat Chandra Kakani**  
PGDM-BIF

# PGDM-IB

Post Graduate Diploma in  
Management – International  
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## About PGDM-IB

The PGDM - International Business programme is a cutting edge MBA level programme with state-of-the-art curriculum comprising all the subjects of a standard MBA course as well as international business related subjects such as International Business Strategy, International Financial Markets & Instruments, Global Marketing, International Brand Management, International Trade Operations, Global Supply Chain Management, International Business Negotiations, WTO, Commodity Trading and Price Risk Management, International Business Laws, Foreign Currency Management, global Finance, International HRM, Cross Cultural management.

A range of elective subjects are offered in each of the specialization streams.

Students' perusing PGDM in International Business has a unique advantage of studying an extra domain specific subject in the International Business area. For example, in the first year, functional management subjects such as Marketing, Finance, HRM, Operations etc, are taught.

In the second year IB students would study an extra subject in each of the functional subject mentioned above, such as International Marketing, International Finance, International HRM, Global Supply Chain Management etc. The syllabus followed is on par with some of the best institutes which offer PGDM-IB course.





## Why Join PGDM-IB

### • **Globalised World**

In India, the impact of globalization is all pervasive. Since the landmark year 1991, we have witnessed a transformed, and rejuvenated, India. Doing business is not the same any more.

The disappearing of economic boundaries has led to the spurt in the growth of the world economy. Furthermore, growing distribution networks, supply chains, and transportation hubs simplify the movement of products. The broad networks of worldwide financial institutions reduce currency issues. Thus, business professionals are increasingly servicing the needs of customers around the world.

All businesses nowadays tend to transform to global businesses. Hence, all young managers must have the exposure to as many international business related subjects as possible, in addition to the normal subjects of a PGDM / MBA programme.

### • **Specialization Streams**

Students could opt for specialization in any two of the following streams after they complete the first year.

- Marketing
- Finance
- Operations
- Systems / IT
- Human Resource Management
- Business Analytics

### • **Optional Foreign Port Study Tour to Europe and Malaysia**

Study of the commercial activities of ports is an integral part of the programme. Students will have to undertake a cost of tour to one or two large commercial ports such as in Singapore, Malaysia & India (Mumbai, Chennai & Visakhapatnam). The study tour familiarizes them with the port's commercial activities, shipment, handling, logistics, on-line monitoring systems, port operations, etc.

Interested students would also be taken to Rotterdam port, at Netherlands, the European Union Headquarters at Belgium, and industry visits to Switzerland, France, China and Malaysia would be organised at cost.

## **Career Prospects and Placements**

Students of PGDM-IB would be hired like any MBA / PGDM graduate for profiles in Marketing / Finance / HRM / IT / Production and Operations Management / Trading / Export / Import / Logistics / SCM / Business Strategy, etc.

- Global Managers in all functional areas of management such as International Marketing, International Finance, International HR, Global Supply Chain Management etc.
- Cultural Adviser
- Import Compliance Specialist
- Travel Director
- Diplomatic Associate
- Advisor Export Promotion Corporations
- Companies that hired PGDM-IB students – Amazon, Delloitte, Aditya Birla, Berger Paints, Airtel, IDEA, Google, Allahabad Bank, Hyundai, Amara Raja Batteries, Franklin Templeton, Oracle, Cognizant, Mecon, Midhani, Asian Paints, Axis Bank, Berkadia, L&T etc.

**\* Right from the first batch PGDM-IB students have secured the highest package in the Campus Placement Process**





## PROGRAM ARCHITECTURE

### TERM I

- Management and Organizational Behavior
- Statistics for Management
- Economics for Managers
- Financial Accounting
- Marketing Management
- International Business I
- Personality Development & Communication

### TERM II

- Financial Management
- Macro Economics
- Operations Research
- International Business II
- Export Marketing
- HRM
- French Language

### TERM III

- Cost & Management Accounting
- POM
- Business Analytics for Managers
- International Marketing Research
- Priming for Placements
- Startups and Entrepreneurship
- Global Marketing
- Foreign Currencies and Global Finance
- Design Thinking

### TERM IV

- International Business Laws
- Commodity Trading and Price Risk Management
- Strategic Management
- Elective 1 (see Pg 28)
- Elective 1 (see Pg 28)
- Elective 2 (see Pg 28)
- Elective 2 (see Pg 28)
- SIP Viva Voce

### TERM V

- WTO & Regional Trading Agreements
- Corporate Governance, CSR & Business Ethics
- Functional Analytics (Marketing/ Finance / Operations / HR)
- Elective 1 (see Pg 28)
- Elective 1 (see Pg 28)
- Elective 2 (see Pg 28)
- Elective 2 (see Pg 28)

### TERM VI

- MNC Strategies in BOP Markets
- Innovation Management
- International Brand Management
- Long Term Project

\*Dual Specialization – Two courses from Marketing / Finance / Operations / HR / Systems / Analytics

The list of subjects is indicative. The Institute reserves the right to make modifications at any point during the commencement of the programme.



Curriculum of PGDM-IB is indeed a cutting edge one comprising, apart from the regular standard B-School subjects, courses like International Brand Management, Global Marketing Management, Foreign Currencies and Global Finance, Innovation Management which are the hallmark of this program and are vital in understanding the present global business and global markets scenario.

**Jeshal Mehta**  
PGDM-IB

In an era where all businesses are global, the gradual integration of Indian economy with the global economy is now an irreversible process. PGDM-IB @ IPE provides the right platform where an individual is made well equipped to handle the new demands of the industry in leading their businesses towards this direction successfully. Keeping in mind the dynamic environment that we are living in today, the course curriculum here @ IPE is exceptionally designed, planned and executed to confront these challenging situations successfully

**Nilesh Poddaturi**  
PGDM-IB

I underwent a significant transformation through the PGDM-International Business (IB) Program at IPE which made me to develop a mindset of a Global Business Manager. The IB program state-of-the-art curriculum, is taught by well qualified faculty, with even a few add-on courses taught by overseas faculty. It has the unique Business News Presentation classroom sessions wherein we learn about divers sectors such as Automobile, Agribusiness, Banking & Finance, FMCG, Exports & Trading, IT & Telecom, Steel & Metals, Pharma & Biotech, etc. I feel a lot confident.....

**Neha Chahal**  
PGDM-IB

It was a great experience to be a part of IPE-International Business family wherein we learned so many things which are really helping now as we move on to make a name for ourselves in the business world. Apart from theoretical knowledge the practical knowledge played a very important role which insured I don't feel totally alienated and stranger when I start my corporate journey as a fresher.

**Eshan Verma**  
PGDM-IB

Institute of Public Enterprise has a rich intellectual capital. The learning experience at the institute is remarkable. The course PGDM-International Business is one of it's kind, where you learn every concept of management in a broader, global perspective, which is the need of the day; the course structure is very well designed and an excellent faculty adds to the beauty of the it.

**Ramanuj Sarada**  
PGDM-IB

# PGDM-Marketing

Post Graduate Diploma in  
Management – Marketing



**Coordinator**

**Dr MLN Rao**

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**Joint Coordinator**

**Dr Prarthana Kumar**

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## About PGDM-Marketing

The Post Graduate Diploma in Management - Marketing is a unique course specially designed to train the students in the area of Marketing. It equips them with the principles, theoretical concepts and practice of marketing, with a strong emphasis on contemporary thought, trends, issues and strategies.

PGDM-Marketing gives an in-depth knowledge of Marketing from both an academic and practitioner's perspective, enabling you to address marketing challenges in critical and creative ways.

The objective of this course is to impart the young, creative and energetic minds with the fundamental knowledge of Marketing and its allied domains with strong focus on current trends, thinking and practices. This course equips the students with the sound knowledge (Fundamental and Advanced), required skills - Analytical, problem solving, decision making and empowers them to face the real world Marketing challenges. Hence creating "Effective & Efficient Marketing Professional"

## Why Join PGDM-Marketing

- Approved by AICTE
- Approved by AIU
- Contemporary Marketing management papers like Digital Marketing and Social Media Marketing, Experiential Marketing, Marketing Analytics etc
- Research based and Industry oriented Course curriculum with wide range of electives
- Case and technology based teaching
- Well qualified and experienced Faculty with industry experience.
- Annual Industry visits
- Strong linkages and interactions with industry
- Strong inputs on market research
- Strong Alumni Network







## PROGRAM ARCHITECTURE

### TERM

I

- Management and Organizational Behavior
- Statistics for Management
- Economics for Managers
- Financial Accounting
- Marketing Management – I
- Personality Development & Business Communication
- IT for Managers

### TERM

II

- Marketing Management – II
- Macro Economics
- Financial Management
- Operations Research
- Consumer Behaviour
- Human Resource Management
- Digital & Social Media Marketing

### TERM

III

- Production & Operations Management
- Cost and Management Accounting
- Business Analytics for Managers
- Marketing Research
- Business Aptitude
- Start-up & Entrepreneurship
- French Language
- Design Thinking Workshop

### TERM

IV

- Strategic Management
- Retail Management
- Sales & Distribution Management
- Services Marketing
- Additional Elective 1 (see Pg 28)
- Additional Elective 2 (see Pg 28)
- SIP Viva-Voce

### TERM

V

- Corporate Governance, CSR and Business Ethics
- Business to Business Marketing
- Marketing Analytics
- Strategic Marketing
- Brand Management
- Additional Elective 3 (see Pg 28)
- Additional Elective 4 (see Pg 28)

### TERM

VI

- International Marketing
- Rural & Agri Marketing
- Integrated Marketing Communication
- Course of Independent Study (LTP)

\* The list of subjects is indicative. The Institute reserves the right to make modifications at any point during the programme.

# PGDM-HRM

Post Graduate Diploma in  
Management – Human  
Resource Management



**Coordinator**

**Dr Shulgana Sarkar**

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**Joint Coordinator**

**Dr Sinju Sankar**

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## About PGDM-HRM

The two-year Post Graduate Diploma in Human Resources Management (PGDM-HRM) is designed to meet the challenges head-on using human resources effectively which are critical to the success of an organization. Hence, HR managers have to play an active role in the strategic planning and decision making in the organizations.

PGDM-HRM course at IPE is a two year full-time AICTE approved programme, envisaged as the highest quality programme in the area of Human Resource Management and designed to provide eligible, suitable and competent HR professionals with sufficient knowledge of business of all industrial sectors.

PGDM-HRM course offers highly specialized papers in the area of HR catering to the professional needs of the area. PGDM-HRM has a unique Long Term Project opportunity that leads to obtain pre-placement offers. The course offers dual specialization in all major areas of management. The course organizes national as well as international industrial visits in countries like France, Netherlands, Switzerland, Singapore, etc.

## Why Join PGDM-HRM

- **Program** – Designed to deliver excellence since 2012, PGDM-HRM offers a very exciting and highly interactive platform for learning specialized papers using experiential learning platform referred as Corporate Mentor – Mentee relationship
- **Value** – PGDM-HRM course at IPE believes in the concept of 'Master of One'. The course offers 22 out 36 papers focusing exclusively in the area of HRM
- **Industry Interface** – Regular industrial visits, guest lectures and corporate meets as a part of NIPM, NHRD, SHRI, SHRM, CII are an added advantage to student exposure and learning
- **Long Term Project** – LTP at the end of sixth term is a unique initiative to PGDM-HRM course as it not only acts as a key to gain practical experience but also leads to Pre-placement offers in a large number of cases based on students' performance
- **Course Content** – PGDM-HRM has been designed for HR professionals which includes updated papers like HR Analytics, SAP-HR, Workforce Metrics, Technology based HRM, HR Planning, Competency Mapping and Assessment, Tax Planning for HR Managers.







## PROGRAM ARCHITECTURE

### TRIMESTER I

- Management and Organizational Behaviour
- Statistics for Management
- Economics for Managers
- Financial Accounting
- Personality Development and Business Communication
- Marketing Management
- Human Resource Management

### TRIMESTER II

- Organization Development
- Operations Research
- Financial Management
- Macro Economics
- IT for managers
- Performance and Compensation Management
- Learning and Development
- Design Thinking

### TRIMESTER III

- Production and Operations management
- Cost and Management Accounting
- Business Analytics for Managers
- Applied Research in HRM
- Priming for Placements (Business Aptitude)
- Start Ups and Entrepreneurship
- Talent Management
- Contemporary issues / Seminars
- Comprehensive Viva

### Summer Internship Program (SIP) – 8 Weeks

### TRIMESTER IV

- Strategic HRM
- Business Laws
- Workforce Metrics
- Elective - 1 (see Pg 28)
- Elective - 1 (see Pg 28)
- Industrial Relations
- Competency Management
- Project Work & Viva Voce

### TRIMESTER V

- Corporate Governance, CSR and Business Ethics
- Knowledge Management
- Functional Analytics - HR Analytics
- Elective - 1 (see Pg 28)
- Elective - 1 (see Pg 28)
- Labour Legislation
- HRM In Global Perspective

### TRIMESTER VI

- Emotional Intelligence & Positive Psychology
- Digitalization of HR
- Long-Term Research Project / Viva
- Lecture Series on SAP-HR

### Career Prospects and Placements

Students of PGDM-HRM is trained to work in every sector including manufacturing as well services like IT sector, Retail and marketing etc. The scope of placements of the course lies from being HR generalist to HR specialists. Key profiles include Talent Analyst, Sourcing Analyst, HR generalist, Training Coordinator, HR management trainee etc. Many of the PGDM-HRM alumni are now working as Talent acquisitions officials for top notch companies and also make campus visits. Our students are placed in prestigious organizations some of them being Real Page, Dupont India, AppWorld, Invesco, GVK Bio, Nagarjuna Fertilizers Ltd., Shoppers Stop, Hyundai Mobis, Capgemini, Shoppers Stop Ltd., Future group, TCS, Amazon, Cognizant, Deloitte, Dr. Reddys Lab etc.

*\* The list of subjects is indicative. The Institute reserves the right to make modifications at any point during the programme.*

It's a place full of opportunities and exposure and being a part of PGDM-HRM I can proudly say that it's not like any general HR specialization. We have been nurtured to foster in subjects of Human Resource Management with relevant market trends with constant guidance and mentoring of faculties from the beginning of the course which made the roots stronger

**Priyanka Panda**  
*HR Executive Talent Development  
(LDP), TCS*



IPE and the PGDM-HRM course is a great place of learning which has the best faculty well versed in the subjects. The internal and external mentors from Institute and corporates clarify doubts and provide wide exposure.

**Rashmi Paladagu**  
*HR Generalist, Amazon, US*



As a part of my PGDM-HRM journey at IPE, I saw myself enhance my knowledge and skills not only academically but holistically. IPE gave me opportunity to apply what I learned in the class rooms through numerous activities and competitions. The experience and knowledge at IPE helps me cut through complex client requirements, and stakeholder management etc.

**Kameswari Chandra Teja K**  
*Sourcing Analyst, Deloitte India*



PGDM-HRM course at IPE provides great practical learning in the area of human resources management. It is the destination for students aiming to work as HR professionals. The course has paved my way to Deloitte as a Talent Analyst.

**Shruti Asiniparthi**  
*Sr. Talent Analyst, Deloitte India*





# Executive PGDM

Executive Post Graduate  
Diploma in Management



## Coordinator

**Dr Prarthana Kumar**

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Email: [prathanakumar@ipeindia.org](mailto:prathanakumar@ipeindia.org)

## Advisor

**Prof SK Mathur**

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Email: [suremat2016@gmail.com](mailto:suremat2016@gmail.com) /  
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## About EXEC-PGDM

The Executive Post Graduate Diploma in Management (Executive PGDM) is an exclusively designed 15 months program, approved by the All India Council for Technical Education (AICTE), MHRD, Government of India. This program is exclusively designed for working executives, professionals and practicing managers. The program is designed for professionals looking forward to assume senior level management oriented responsibilities. Executive PGDM course enables holistic thinking and builds an integrated perspective on managerial challenges and facilitate fast-track career growth, through thought leadership.

The Executive PGDM Program is comparable to some of the best in India, the well-crafted Curriculum and the competent Faculty we deploy to render the courses are the USPs of this program.

The program gives an opportunity to specialize in the core areas of Management such as Finance, Marketing, Human Resource and Operation. It caters to the need of the hour by emphasizing on Business analytics, Digital Marketing, Cyber security, Risk management, Financial inclusion, Corporate governance and CSR, in addition to skill development, teamwork, inclusivity principles and value-based management.

***IPE's Executive PGDM programme enables one to attain a Quantum Jump, instead of a slow stepped climb, in career to Top Management Positions like CEO, MD, CGM, etc.***

## Why Join Executive-PGDM

- SAQS approved institution. A Quality Accreditation valid across all South Asian countries
- Executive PGDM – a programme approved by AICTE, MHRD, GoI
- A short duration foreign study module at add-on cost for exposure to Global Business Environment
- Accelerates career growth to top management positions ahead of competitors.
- The curriculum presents opportunities to intensify participants understanding both parallel functional area subjects as well as vertically in some of the sunup areas, sectors of jobs rise.
- An excellent combination of pedagogy involving interactive class sessions, case analysis simulations and project work ensure effective absorption and application of concepts.





## PROGRAM ARCHITECTURE

### TERM

I

- Managing People and Organizations
- Economics for Managers (Micro + Macro)
- Marketing Management
- Quantitative Methods for Management Decisions
- Financial Accounting
- Productions and Operations Management
- Legal Aspects of Business

### TERM

II

- Operations Research
- Business Research Methods
- Financial Management
- Human Resource Management (HRM)
- International Business
- Project Management
- Cost and Management Accounting

### TERM

III

- Strategic Management
- Business Analytics
- Elective Courses

### TERM

IV

#### Industrial Project

- Workshop on Corporate Governance and Business Ethics
- Workshop on Start-ups and Entrepreneurship
- Workshop on Intellectual Property Rights

#### Electives offered

- Finance
- Human Resource
- Marketing
- Operations

### Eligibility

In addition to General Admission criteria (see page 28) candidates applying should have professional experience.

### Important

Intending Applicants who have not appeared for any management admission test, should, in advance, register online (on the respective websites) to appear for recognised Admission Tests such as CAT, MAT (conducted by AIMA on 1<sup>st</sup> Sunday of September, December, February & May every year), ATMA (as per its calendar), or GMAT (any day)

For course fees and other details, please visit [www.ipeindia.org](http://www.ipeindia.org)

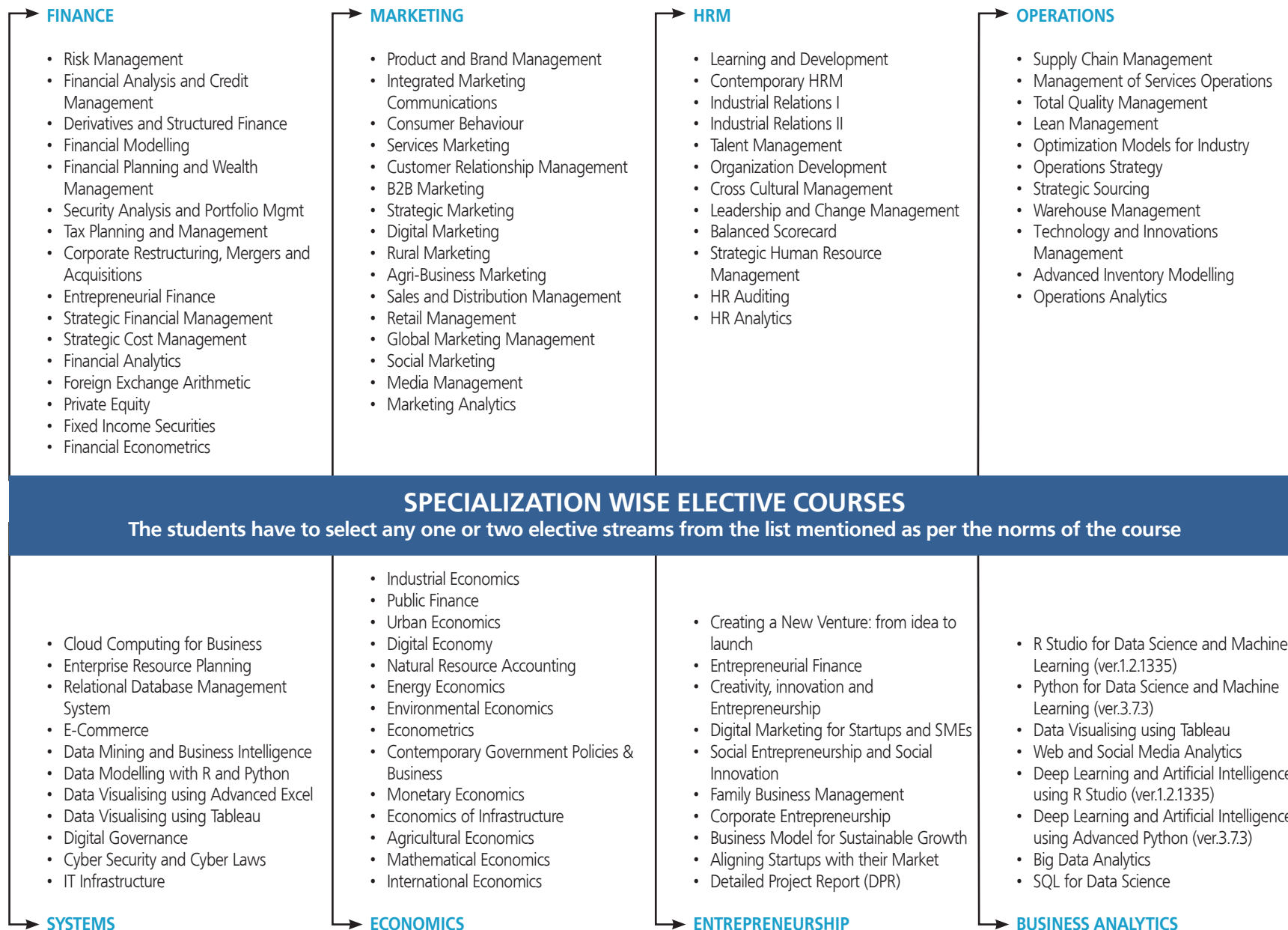
### Project (Term-IV)

The project work commences at the beginning of the Term-IV and will continue up to the end. Each student will first have discussions with the Advisor and Programme Coordinator to confirm the Project selected and the Faculty Guide identified. Once confirmed by the Advisor, the student will be essentially supported with periodic guidance.

A mid-term project review will be conducted by a review committee comprising the Advisor, Programme Coordinator and concerned Faculty Guide. Assessment of the project will be against pre-determined milestones and deliverables such as data collection analysis, draft report presentation, final viva-voce, and final project report.







## ADMISSION PROCEDURE for Indian Students

### Eligibility

The candidates must hold a Bachelor's Degree, with at least 50% marks or equivalent CGPA. (45% in case of SC/ST/PC candidates), from a UGC recognized university / deemed university recognized by the Ministry of HRD, Gov.

### Admission Procedure

- Step-1 Candidates have to appear in any one of the admission test (CAT / XAT / MAT / ATMA / CMAT / GMAT).
- Step-2 Register for IPE Admissions online.
- Step-3 Short listed candidates will be called for Group Discussions and Personal Interviews to be held at IPE Hyderabad and in major cities. Timely updates on the same will be posted to all the applicants by **Team Admissions**
- **IPE website provides updates time to time on Course, Hostel and Transport, and Fee details**

### Scholarship

Institute of Public Enterprise, Hyderabad offers the following lucrative scholarships to all the meritorious students joining IPE, for PGDM programs based on the management test scores of CAT / XAT / MAT / CMAT / ATMA / GMAT.

CAT	XAT/GMAT %ile	MAT %ile	C-MAT / ATMA %ile	Amount
90 & above	---	--	----	200000
80 - 89.99	80 & Above	--	----	100000
75 - 79.99	75 - 79.99	95 & Above	---	80000
70 - 74.99	70 - 74.99	85 - 94.99	95 & Above	60000

### Affirmative Scholarship Scheme

A scholarship of Rs. 60,000 would be awarded to the top ranker among the Scheduled Caste (SC), Scheduled Tribe (ST) and Muslim minority candidates in the eligible Admission tests.

NOTE: Candidates receiving corporate scholarships or any other scholarships are not entitled for these merit scholarships.

The scholarship scheme is subject to review and change at the discretion of the Institute of Public Enterprise, Hyderabad.

- Scholarships would be disbursed during the month of December.
- Kindly visit website for refund norms on cancellation of admission.
- Any dispute would be subject to Jurisdiction of the competent courts within the territorial jurisdiction of the City of Hyderabad.

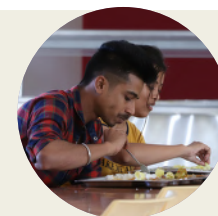
### Hostel Facility

- IPE has two separate hostels for Boys and Girls on campus. Preference will be given for out station students on first cum first serve basis.
- Ultra-modern food court serves breakfast, lunch, evening snacks and dinner.
- Kiosk facilities are available to cater to the student needs.
- Weekly Menu is finalized by the Food Committee which consists of student representatives and caters to the tastes of students from different parts of India.
- In-house laundry facilities are available on the campus.



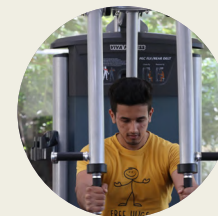
### Transport Facility

For day scholars IPE facilitates transport from multiple locations of the City to its Shameerpet campus. At present buses are run from 11 different locations viz. Vanasthalipuram, Uppal, Chaitanyapuri, Dilsukhnagar, IPE - OU Campus, Mehdiapatnam, Mothinagar, Taranaka, Saroonagar, Kukatapally and Yapral. Additions/changes will be made, for boarding points depending on the requirements.



### Sports Facility

Indoor and outdoor games along with Gym facilities are available on the campus.



### Medical Facility

Medical facilities are available in the campus. All the students are covered with medical insurance for a sum of Rs.1,00,000/- each.



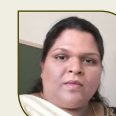
### Contact us @ Admissions

Ph: 040-2349 0948

Toll Free No. 1800-120-4473 or [admissions@ipeindia.org](mailto:admissions@ipeindia.org)



Mr T Sudheer Kumar  
Manager Admissions  
93919 32129



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90144 48487

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## ADMISSION PROCEDURE for International Students

IPE offers PGP admissions to Foreign Nationals (FN), Person of Indian Origin (PIO), Overseas Citizen of India (OCI), Children of Indian Workers in Gulf Countries (CIWG).

Institute of Public Enterprise invites applications for the following two year AICTE approved Post Graduate Programs in the above category.

### Who Can Apply?

Foreign Nationals, Persons of Indian Origin (PIOs), Overseas Citizen of India (OCI), Children of Indian Workers in Gulf Countries (CIWG).

“Foreign National” means the citizen of countries other than India who are not of Indian origin as defined under OCI / PIO.

Person of Indian Origin (PIO)” means a Foreign citizen (except a national of Pakistan, Afghanistan, Bangladesh, China, Iran, Bhutan, Sri Lanka and Nepal) who at any time held an Indian passport Or who or either of their parents / grandparents / great grandparents were born and permanent resident in India as defined in Government of India Act, 1935 and other territories that became part of India thereafter provided neither was at any time a citizen of any of the aforesaid countries; or who is a spouse of a citizen of India or a PIO.

“Overseas Citizen of India (OCI)” means a Foreign national, who was eligible to become citizen of India on 26.01.1950 or was a citizen of India on or at any time after 26.01.1950 or belonged to a territory that became part of India after 15.08.1947. Minor children of such person are also eligible for OCI. However, if the applicant had ever been a citizen of Pakistan or Bangladesh, he / she will not be eligible for OCI.

“Gulf Quota” – Children of Indian Workers in Gulf Countries. Fee and admission procedure for this category of students remain same as resident Indian students.

### Eligibility

Candidates with 50% marks in graduation from a recognized institution / university of their resident country.

## Admission Procedure & Selection Criteria

### Step-1

#### Academic Background

Applicant must possess a strong and consistent academic background. Performance in high school (i.e., 10<sup>th</sup> and 12<sup>th</sup> grades) and every year of graduation are considered in the selection process. An aggregate percentage of marks, or CGPA of all subjects mentioned on the transcript will be considered.

Applicants must hold a Bachelor's Degree with at least 50% marks or equivalent CGPA awarded by an institute that is deemed to be as a University in the applicant's country of residence.

The bachelor's degree or equivalent qualification obtained by the candidate must entail a minimum of three years of education after completing higher secondary schooling (10+2) or equivalent. The percentage obtained by the candidate in the bachelor's degree would be based on the practice followed by the institution/ university from where the candidate has obtained the degree.

The degree should be awarded by a college / institute / university which is been recognized by the Association of Indian Universities (AIU) / other appropriate authorities.

Applicants in the last year of degree and those who have completed the degree but are awaiting results can also apply.

In addition to the above candidates with valid GMAT score will be preferred.

### Step-2

Candidates should register their application online (available at [www.ipeindia.org](http://www.ipeindia.org)) by paying 15 USD

### Step-3

Short listed candidates will be considered for a Skype interview on a mutually convenient date. Due weightage will be given to the GMAT Score and academic background of the candidate also.

### Fee

The fee for two-years is USD 23,000 (INR 14,50,000 whichever is highest) that includes a caution money deposit of USD 500. The fee covers tuition fee, reading material, computer lab, library facility, hostel accommodation, food, gym, and sports facility etc. Kindly visit website for detailed fee structure.

For course curriculum and other details kindly see the admission prospectus downloadable from website of IPE.

### For further details contact us on the following

email: [foreignnationals@ipeindia.org](mailto:foreignnationals@ipeindia.org)  
Institute of Public Enterprise  
Survey No 1266, Shamirpet (V&M),  
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Mobile: 9391932129 / 9177005520  
LL: +91-40-234 90 948 / 951 / 913  
Fax: +91-40-234 90 999









AGRAGAMI

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TRAINING  
AGRAGAMI







# SIP Recruiters



# Placement Recruiters







**IPE INSTITUTE OF PUBLIC ENTERPRISE**  
(Under the aegis of ICSSR, MHRD, Govt of India)

**Campus**  
Survey No 1266, Shamirpet (V&M),  
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☎ +91-40-234 90 948 / 951 / 913  
☎ +91-40-234 90 999

**City Office**  
OU Campus, Hyderabad - 500 007  
☎ +91-40-27098145  
☎ +91-40-27095183, 27095478

For further details contact Toll Free No. 1800-120-4473  
✉ [admissions@ipeindia.org](mailto:admissions@ipeindia.org) follow us on [facebook.com/ipehyd](https://www.facebook.com/ipehyd)  
🌐 [www.ipeindia.org](http://www.ipeindia.org)