

Transforming Students into Global Business Leaders

 **INSTITUTE OF PUBLIC ENTERPRISE**

**ADMISSION
PROSPECTUS
2021-2023**



VISION

To become an institute of choice for social science research and management education and contribute to the excellence of organizations and society.

MISSION

To anticipate and respond to the needs of social science and management research of the government, corporate and social sectors through its multidisciplinary competency in social science research and management education.





IPE

A PROFILE

Established in 1964, the Institute of Public Enterprise (IPE) is an autonomous non-profit society was the initiative of Mr SS Khera, 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.

MESSAGE FROM THE PRESIDENT

IPE's engagement with long term management education, leading to the award of various Post Graduate Diploma in management programmes, has received wide appreciation by the industry, government and social sector enterprises. The Institute continuously endeavours to update its courses, to use appropriate teaching methodology by receiving feedback from the end-users about the content, quality and usefulness of the courses. IPE's well-crafted curriculum for all the PG Programmes has earned it the South Asia Quality Assurance System (SAQS) accreditation leading to the recognition by the Association of Indian Universities (AIU) which has granted equivalence to MBA to its PGDM programmes.

The participants are exposed to courses in various domains, both in basic and advanced management modules. They build up industry connect through the long term and short term projects, industrial visits, study tours and week-end lectures by captains of industry. IPE draws its major strength from its knowledge-endowed and practice oriented faculty.

IPE is in the vanguard of management training, consultancy and research. Its state-of-the-art new campus in Shamirpet, Hyderabad, has been awarded GRIHA / LEED certification, comprises modern classrooms, a spacious and adequately stocked library, two separate nine storey A/c hostels for girls and boys, a food court, auditorium, seminar halls and gym complex.

I welcome your decision to join IPE.

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



MESSAGE FROM THE DIRECTOR

Welcome to IPE! We are delighted you have chosen to visit us.

IPE is a nationally reputed business school, and runs a range of Post Graduate Programmes in Management (AICTE approved). IPE is consistently ranked among the leading Business Schools in India (eg. 20th rank nationally in Times B-School Ranking Survey 2020; 25th rank nationally in Business Standard 2021 Rankings; 20th rank in CSR-GHRDC B-School Ranking Survey 2020; 38th rank nationally in The Week Hansa Research Survey 2020; 45th rank nationally in India Today, MDRA Survey 2020, etc.).

The primary purpose of management education at IPE is to produce professional managers, provide responsible management education, and deliver useful research to create an impact on its stakeholders. Towards this end, IPE runs PGDM programmes covering several different specializations including General Management, Marketing, Banking, Insurance & Financial Service, International Business, Human Resource Management, and Executive PGDM.

In addition to the PGDMs, IPE also has a very successful track record of running MDPs and Executive Programmes over a long period of time. Till date, IPE has run over 1000 MDPs over its long history, covering over 50,000 participants.

One of the highlights of IPE is its strong linkages to industry and Placements. Many leading national and multinational companies visit our campus to recruit our graduates. In 2020 for instance, the highest starting salary on offer to our graduates was Rs.20.84 lakhs per annum. The average starting salary was Rs. 6.05 lakhs.

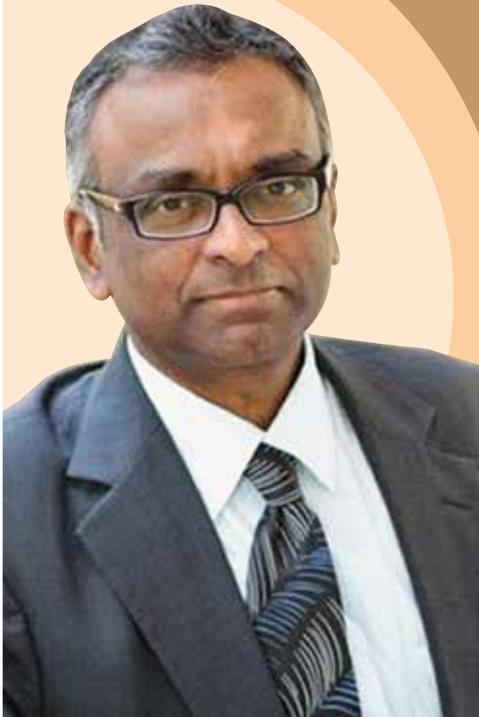
A core strength of IPE is its excellent faculty, who deliver outstanding teaching and research. Many are qualified from institutions of national repute. Our teaching curriculum is contemporary and relevant, and is constantly updated to ensure we cover the latest practices in industry.

Another attraction of IPE is its sprawling 22-acre campus at Shamirpet, Hyderabad, surrounded by a reserve forest on one side and a beautiful lake on the other. This state-of-the-art campus provides a serene academic environment which is congenial for students, research scholars and faculty. IPE has an academic and administration block, a modern library, an auditorium, food court and several sports facilities. The campus also comprises of modern hostel facilities to accommodate boys and girls. This is reinforced by its knowledge-centre providing access to more than 5,000 national and international journals and about 40,000 books. The Institute has state-of-art IT facilities and management software.

IPE has a long and rich history. It is one of the oldest business schools in India, established in 1964, well before many of today's IIMs. IPE also has an eminent Board of Governors comprising renowned policy makers, industry captains, venture capital and start-up promoters.

We invite you to join us and undertake what could become a transformational educational experience for you, enabling you to become a successful and ethical leader in any context, whether in an organization or in society.

Prof Nathan Subramanian
Director, IPE, Member Secretary



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
Secretary, Department of Public Enterprises, GOI



Dr P Rama Rao
Emeritus President, IPE; Chairman, Governing Council, IISC, and Former Secretary, Department of Science and Technology and Ocean Development, Govt of India



Dr K Pradeep Chandra, IAS (Retd)
Former Chief Secretary, Govt of Telangana



Shri Jayesh Ranjan, IAS
Principal Secretary (FAC), Department of IT, Electronics & Communications, Principal Secretary (FAC), Industries & Commerce, Govt of Telangana



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Chairman, Manipal University Learning Pvt Ltd, Memg International Pvt Ltd



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Former CGM (L&D) Corporate Centre State Bank of India



Smt Savita Mahajan
Former Deputy Dean Indian School of Business



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Shri Rakesh Kumar
CMD NLC India Ltd



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Member Secretary ICSSR, MHRD, Govt of India



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Vice-Chancellor (I/C), Osmania University



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Prof Nathan Subramanian,
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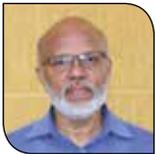
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...FACULTY



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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

TRAINING HIGHLIGHTS

- **50 plus years of experience in training.**
- **100 programmes for over 1600 officers of IAS, IFS and other allied services.**
- **1100 MDPs and in-company programmes 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.**

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.



Post Graduate Diploma in
Management – General

PGDM-General



Coordinator



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About PGDM-General

In 1995, the Institute launched a two-year full-time Post Graduate Diploma in Management (PGDM) programme to provide skilled human resource to meet the requirements of industry. The two-year (Six Trimesters) programme is approved by the All India Council of Technical Education (AICTE). Over the years, the programme has drawn students from across the length and breadth of the country. Innovative methodologies are leveraged to help students comprehend the varied aspects of management. The programme has an intake of 240 and candidates for this programme are selected based on their performance in CAT / XAT / MAT / ATMA / CMAT / GMAT and any other test approved by AICTE.

Programme Educational Objectives

- To provide society a cohort of young post graduate students equipped with basic managerial skills.
- To prepare students to have the ability to solve problems and take decisions amid complexity and uncertainty of business environment.
- To promote social awareness, sustainable development and team orientation amongst students.
- To produce ethically responsible and technically competent management graduates for absorption by industry.

Programme Outcomes

- Graduates would exhibit clarity of thought in expressing their views.
- Graduates will have the ability to communicate effectively across diverse channels.
- Graduates will be able to flesh out key decision points when confronted with a business problem.
- Graduates will have the capacity to formulate strategies in the functional areas of management.
- Graduates would be able to analyse the health of an organization by perusing its MIS reports / financial statements.
- Graduates would demonstrate a hunger for challenging assignments.
- Graduates would display an empathetic attitude to alleviate societal problems.



○ First Year

TERM

I

- Management and Organizational Behaviour
- Statistics for Management
- Economics for Managers
- Financial Accounting
- Personality Development and Business Communication
- Marketing Management – I
- Foreign Language – French

TERM

II

- Human Resource Management
- Operations Research
- Financial Management
- Macro Economics
- IT Applications for Management
- Marketing Management - II
- Public Sector Policy and Issues in Management

TERM

III

- Production and Operations Management
- Cost and Management Accounting
- Business Analytics for Managers
- Marketing Research
- Priming for Placements (Business Aptitude)
- Start Ups and Entrepreneurship
- Leadership and Change Management
- Design Thinking
- Contemporary Issues / Seminars
- Comprehensive Viva

Summer Internship Project (SIP – 8 weeks)

○ Second Year

TERM

IV

- Strategic Management
- Corporate Laws
- Elective 1 – Subject 1
- Elective 1 – Subject 2
- Elective 2 – Subject 1
- Elective 2 – Subject 2
- Project Work & Viva Voce

TERM

V

- Corporate Governance, Business Ethics and Corporate Social Responsibility
- Project Management
- Elective 1 – Subject 3
- Elective 1 – Subject 4
- Elective 2 – Subject 3
- Elective 2 – Subject 4

TERM

VI

- International Business
- Infrastructure Management
- Negotiations
- Long Term Research Project
- Comprehensive Viva



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

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.



Kakoli Das, Triniti Advanced Software Labs Pvt. Ltd
Shalini Chourasiya, Deloitte

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.



Kavyasree Kolluru
HR Analyst, Deloitte, USI, 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.



Venkatesh Deekonda
Associate, Triniti Advanced Software Labs Pvt. Ltd

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.



Post Graduate Diploma in Management – Marketing

PGDM-Marketing



Coordinator



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Joint Coordinator



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About PGDM-Marketing

PGDM-Marketing addresses varied needs of a budding marketing professional in general and that of one in a fast changing digital society in particular. The course provides a detailed conceptual background, knowledge to appreciate different marketing strategies, and analyze situations, as also action points for effective execution of marketing functions. The programme also equips students to appreciate both management and consumer perspectives in a dynamic economy and society. IPE launched a two-year AICTE-approved Post Graduate Diploma in Management - Marketing (PGDM-M) programme in 2007. It has an intake of 60 and candidates for this programme are selected based on their performance in CAT / XAT / MAT / ATMA / CMAT / GMAT and any other test approved by AICTE.

Programme Educational Objectives

- To provide knowledge about business management with greater focus on marketing management domains.
- To impart and equip the students with knowledge regarding marketing value chain and associated skills.
- To sharpen the skills of students to assume marketing roles in national and international organizations.
- To inculcate ethical values and shape students with sensitivity to solve management, business and marketing environmental issues.
- To prepare business leaders of tomorrow to capture value for organizations and society by creation, communication and delivery of value.

Programme Outcomes

- Graduates will be able to identify business problems and provide effective and efficient strategic solutions.
- Graduates will be able to develop empathic attitude towards consumers in particular and society at large.
- Graduates will become business leaders with deep thinking, consciousness and ethical values.
- Graduates will have the capability and capacity to formulate strategies in the functional areas of marketing management.
- Graduates cognitive skills, oral, written and interpersonal communication skills will be well moulded.
- Graduates will demonstrate the ability to critically analyze business environment applying contemporary analytical tools and software.

First Year

TERM

I

- Management and Organizational Behaviour
- Statistics for Management
- Economics for Managers
- Financial Accounting
- Personality Development and Business Communication
- Marketing Management - I
- Digital & Social Media Marketing

TERM

II

- Human Resource Management
- Operations Research
- Financial Management
- Macro Economics
- IT Applications for Management
- Marketing Management - II
- Consumer Behavior

TERM

III

- Production and Operations Management
- Cost and Management Accounting
- Business Analytics for Managers
- Marketing Research
- Priming for Placements (Business Aptitude)
- Start Ups and Entrepreneurship
- Foreign Language – French
- Design Thinking
- Contemporary Issues/ Seminars
- Comprehensive Viva

Summer Internship Project (SIP) - 8 weeks

Second Year

TERM

IV

- Strategic Management
- Retail Management
- Elective – 1 Subject 1
- Elective – 1 Subject 2
- Sales and Distribution Management
- Services Marketing
- Project Work & Viva Voce

TERM

V

- Corporate Governance, Business Ethics and Corporate Social Responsibility
- Integrated Marketing Communications
- Elective – 1 Subject 3
- Elective – 1 Subject 4
- Strategic Marketing
- Brand Management

TERM

VI

- International Marketing
- Rural and Agri Marketing
- Project Management
- Long Term Research Project
- Comprehensive Viva



Post Graduate Diploma in Management – Banking Insurance and Financial Service

PGDM-BIF



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About PGDM-BIF

In order to churn out trained professionals to suit the requirements of rapidly expanding Banking, Insurance and Financial Services (BIF) sector, the Institute launched PGDM-BIF programme in 2008. This is a two-year full-time, AICTE-approved programme. It has the state-of-the-art curriculum with the thrust on market orientation, globalization, financial and banking sector reforms. It has an intake of 120 and candidates for this programme are selected based on their performance in CAT / XAT / MAT / ATMA / CMAT / GMAT and any other test approved by AICTE.

Programme Educational Objectives

- To impart knowledge on a wide range of concepts relating to Management, Banking, Insurance and Financial Services.
- To enhance capabilities for critical thinking, problem solving and decision making through dissemination of knowledge and relevant inputs.
- To facilitate accelerated learning and an in-depth understanding of practices and ethics of Management in General and Banking, Insurance & Financial Services in particular.

Programme Outcomes

- Have a thorough understanding of concepts relating to Management, Banking, Insurance and Financial Service.
- Attain technical knowledge and analytical skills in order to solve the critical problems and decision making.
- Capable of performing banking operations.
- Carryout project appraisal at banks and financial institutions.
- Have better clarity on practices in the domains of Management and Banking, Insurance & Financial Services, with due focus on ethical aspects.



First Year

TERM I

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

TERM II

- Human Resource Management
- Operations Research
- Financial Management
- Macro Economics
- IT Applications and FinTech
- Principles and Practices of Life Insurance
- Financial Markets, Institutions and Services
- Foreign Language – French

TERM III

- Production and Operations Management
- Cost and Management Accounting
- Business Analytics for Managers
- Marketing Research
- Priming for Placements (Business Aptitude)
- Start Ups and Entrepreneurship
- Principles and Practices of General Insurance
- Design Thinking
- Contemporary Issues/Seminars
- Comprehensive Viva

Summer Internship Project (SIP) 8 weeks

Second Year

TERM IV

- Strategic Management
- Legal Environment for BIF
- Elective 1 – Subject 1
- Elective 1 – Subject 2
- Elective 2 – Subject 1
- Elective 2 – Subject 2
- Project Work & Viva Voce

TERM V

- Corporate Governance, Business Ethics and Corporate Social Responsibility
- International Banking, Treasury and Forex Management
- Elective 1 – Subject 3
- Elective 1 – Subject 4
- Elective 2 – Subject 3
- Elective 2 – Subject 4

TERM VI

- Retail Banking, Rural Banking and Micro Finance
- Management of Pension Funds
- Project & Infrastructure Management and Financing
- Actuarial Concepts and Principles
- Long Term Research Project
- Comprehensive Viva

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. Our 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, Bailley 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.



Sriram, PGDM-BIF
Assistant Manager-Credit,
HDFC LTD

“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.

Sarat Chandra Kakani,
PGDM-BIF

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.



Post Graduate Diploma in Management – International Business

PGDM-IB



Coordinator



Dr M Karthik

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Joint Coordinator



Dr Rajesh Gangakhedkar

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About PGDM-IB

With the increasing globalization of business operations, there has emerged a strong need for professionals equipped with specialized expertise in international business. To cater to their requirements in 2009, IPE launched Post-Graduate Diploma in Management - International Business (PGDM-IB) an AICTE-approved, two-year full-time programme. The programme is planned to include optional foreign study tours, subject to students opting for the study tour at additional cost, aimed at providing global exposure to the students. It has an intake of 60 and candidates for this programme are selected based on their performance in CAT / XAT / MAT / ATMA / CMAT / GMAT and any other test approved by AICTE.

Programme Educational Objectives

- To familiarize the students with basics of management theory and practice.
- To impart knowledge in the domain of international business environment.
- To develop business acumen of executives with sensitivity to global management and business issues.
- To equip students with necessary skills and knowledge that will help them to take up roles in organizations having domestic and global operations and to take up businesses having global operations.

Programme Outcomes

- Students will be able to analyze and explain the basic concepts of management theory and practice.
- Students can evaluate the impact of global issues on an organization's international business operations.
- Students will be able to prepare international business plan.
- Students can assess the impact of cultural diversity on the policies of an organization.
- Students would handle the responsibilities in the domain of domestic and global business environment.
- Students will be well versed with software packages and would be able to apply them in managerial decision making.

First Year

TERM

I

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

TERM

II

- Human Resource Management
- Operations Research
- Financial Management
- Macro Economics
- IT Applications for Management
- International Business – II
- Export Marketing
- Foreign Language – French

TERM

III

- Production and Operations Management
- Cost and Management Accounting
- Business Analytics for Managers
- International Marketing Research
- Priming for Placements (Business Aptitude)
- Start Ups and Entrepreneurship
- Global Finance and Foreign Currencies
- Design Thinking
- Contemporary Issues / Seminars
- Comprehensive Viva

Summer Internship Project (SIP) 8 weeks

Second Year

TERM

IV

- Strategic Management
- International Business Laws
- Elective 1 – Subject 1
- Elective 1 – Subject 2
- Elective 2 – Subject 1
- Elective 2 – Subject 2
- Project Work & Viva Voce

TERM

V

- Corporate Governance, Business Ethics and Corporate Social Responsibility
- International Brand Management
- Elective 1 – Subject 3
- Elective 1 – Subject 4
- Elective 2 – Subject 3
- Elective 2 – Subject 4

TERM

VI

- MNC Strategies in Emerging Markets
- WTO and Regional Trading Agreements
- Project Management
- Long Term Research Project
- Comprehensive Viva

Jeshal Mehta
PGDM-IB

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 programme and are vital in understanding the present global business and global market scenario.

Neha Chahal
PGDM-IB

I underwent a significant transformation through the PGDM-International Business (IB) Programme at IPE which made me to develop a mindset of a Global Business Manager. The IB programme 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.....

Nilesh Poddaturi
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.

Eshan Verma
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. I don't feel totally alienated and stranger when I start my corporate journey as a fresher.

Ramanuj Sarada
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.



Post Graduate Diploma in Management – Human Resource Management

PGDM-HRM



Coordinator



Dr S Vivek

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Joint Coordinator



Dr Sinju Sankar

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About PGDM-HRM

The Institute started a two-year AICTE approved full time PGDM-HRM course to meet the growing requirements of HR professionals in 2012. This programme is envisaged as the highest quality programme in the area of human resource management as it is pro-actively designed to provide eligible, suitable, and competent HR professionals with sufficient knowledge of business to all industrial sectors. It has an intake of 60 and candidates for this programme are selected based on their performance in CAT / XAT / MAT / ATMA / CMAT / GMAT and any other test approved by AICTE.

Programme Educational Objectives

- To build future leaders who can connect business and HR deliverables.
- To offer experiential learning in understanding the challenges of HR professionals in order to develop the organizations.
- To facilitate accelerated learning in the formulation and implementation of best practices in human resources management for sustained competitive advantage in organizations.
- To provide insights on developing strategies, initiatives and programmes for business performance with focus on organization design, analytics, change and development.

Programme Outcomes

- On completion of the programme the learners would be well equipped with necessary knowledge and skills to take up managerial responsibilities in the corporate sector.
- The learners should be able to anticipate challenges involved in the HR role and act accordingly.
- The learners should be able to identify, initiate and implement best practices in HR in dynamic environment of organizations.
- The learners on attending the course should be able to align HR practices to business performance with suitable efforts towards organizational development using analytics.
- The learners should develop human skills in engaging value based learning and ethical practices in management.

First Year

TERM

I

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

TERM

II

- Organization Development
- Operations Research
- Financial Management
- Macro Economics
- IT Applications for Management
- Performance and Compensation Management
- Learning and Development

TERM

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
- Design Thinking
- Contemporary issues/ Seminars
- Comprehensive Viva

Summer Internship Program (SIP) – 8 Weeks

Second Year

TERM

IV

- Strategic Human Resource Management
- Business Laws
- Workforce Metrics
- Elective - 1 Subject 1
- Elective - 1 Subject 2
- Industrial Relations
- Competency Management
- Project Work & Viva Voce

TERM

V

- Corporate Governance, Business Ethics and Corporate Social Responsibility
- Functional Analytics – HR Analytics
- Elective – 1 Subject 3
- Elective – 1 Subject 4
- Labour Legislation
- HRM in Global Perspective

TERM

VI

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





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

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.



Rashmi Paladagu
HR Generalist, Amazon, US

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.



Kameswari Chandra Teja K
*Sourcing Analyst, Deloitte
India*

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.



Shruti Asiniparthi
*Sr Talent 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.



Executive Post Graduate Diploma in Management

Executive PGDM



Coordinator



Dr Prarthana Kumar

Contact: 90001 81276

Email: prarthanakumar@ipeindia.org

Advisor



Prof SK Mathur

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Email: suremat2016@gmail.com /
skmathur@ipeindia.org

About EXEC-PGDM

The Executive Post Graduate Diploma in Management (Executive PGDM) is an exclusively designed 15 months programme, approved by the All India Council for Technical Education (AICTE), MHRD, Government of India. This programme is exclusively designed for working executives, professionals and practicing managers. The programme 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 programme 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 programme.

The programme 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.

Programme Educational Objectives

- To gain knowledge of the key functions of business, management and strategy.
- To foster leadership and teamwork in the business environment.
- To enhance the business communication skills of the participants.
- To develop and enhance business and organizational skills that is applicable to a wide range of organizations, drawing value from diversity and inclusion.
- To equip executives to use critical and analytical thinking to identify viable options that can create short-term and long-term value for organizations and their stakeholders.
- To motivate fostering of collaboration, communication and adaptability in helping organizations to excel in a changing business landscape.

Programme Outcomes

- The graduates will be able to explore innovation in contemporary practices and intellectual traditions.
- The graduates will demonstrate the ability to combine their acquired knowledge, learned practices and experiential projects to address organizational challenges.
- The graduates will develop cognitive skills and enhance oral, written and interpersonal communication skills.
- The graduates will have the capability and capacity to make competent and ethical decisions in order to create and sustain economic, social and environmental value.
- The graduates will demonstrate the ability to take decisions that shape comprehensive responses to business challenges and opportunities.



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

Summer Internship Programme (SIP) 8 Weeks

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.

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 1st 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

FINANCE

- Risk Management
- Financial Analysis and Credit Management
- Derivatives and Structured Finance
- Financial Modelling
- Financial Planning and Wealth Management
- Security Analysis and Portfolio Management
- Tax Planning and Management
- Corporate Restructuring, Mergers and Acquisitions
- Entrepreneurial Finance
- Strategic Financial Management
- Strategic Cost Management
- Financial Analytics
- Foreign Exchange Arithmetic
- Private Equity
- Fixed Income Securities
- Financial Econometrics
- Mutual Funds

MARKETING

- Product and Brand Management
- Integrated Marketing Communications
- Consumer Behaviour
- Services Marketing
- Customer Relationship Management
- B2B Marketing
- Strategic Marketing
- Digital Marketing
- Rural Marketing
- Agri-Business Marketing
- Sales and Distribution Management
- Retail Management
- Global Marketing Management
- Social Marketing
- Media Management
- Marketing Analytics

HRM

- Learning and Development
- Contemporary HRM
- Industrial Relations I
- Industrial Relations II
- Talent Management
- Organization Development
- Cross Cultural Management
- Leadership and Change Management
- Balanced Scorecard
- Strategic Human Resource Management
- HR Auditing
- HR Analytics

OPERATIONS

- Supply Chain Management
- Management of Service Operations
- Total Quality Management
- Lean Management
- Optimization Models for Industry
- Operations Strategy
- Strategic Sourcing
- Warehouse Management
- Technology and Innovations Management
- Advanced Inventory Modelling
- Operations Analytics

SPECIALIZATION WISE ELECTIVE COURSES

The students have to select any one or two elective streams from the list mentioned as per the norms of the course

- Cloud Computing for Business
- Enterprise Resource Planning
- Relational Database Management system
- e-Commerce
- Data Mining and Business Intelligence
- Data Modelling with R and Python
- Data Visualising using Advanced Excel
- Data Visualising using Tableau
- Digital Governance
- Cyber Security and Cyber Laws
- IT Infrastructure

SYSTEMS

- Industrial Economics
- Public Finance
- Urban Economics
- Digital Economy
- Natural Resource Management
- Energy Economics
- Environmental Economics
- Econometrics
- Contemporary Government Policies & Business
- Monetary Economics
- Economics of Infrastructure
- Agricultural Economics
- Mathematical Economics
- International Economics
- Green Economy

ECONOMICS

- Creating a New Venture from Idea to launch
- Entrepreneurial Finance
- Creativity, Innovation and Entrepreneurship
- Digital Marketing for Startups and SMEs
- Social Entrepreneurship and Social Innovation
- Family Business Management
- Corporate Entrepreneurship
- Business Model for Sustainable Growth
- Aligning Startups with their Market
- Detailed Project Report (DPR)

ENTREPRENEURSHIP

- R Studio for Data Science and Machine Learning (ver.1.2.1335)
- Python for Data Science and Machine Learning (ver.3.7.3)
- Data Visualising using Tableau
- Web and Social Media Analytics
- Deep Learning and Artificial Intelligence using R Studio (ver.1.2.1335)
- Deep Learning and Artificial Intelligence using Advanced Python (ver.3.7.3)
- Big Data Analytics
- SQL for Data Science

BUSINESS ANALYTICS

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, Gol.

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 programmes 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, Saroornagar, 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



Mr T Sudheer Kumar
Manager Admissions
93919 32129



Ms Deepthi
Admissions Counselling
90144 48487

Dr Sai Sailaja, Head-Admissions
91542 54043 | saisailaja@ipeindia.org (See page 8)

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 Programmes 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., 10th and 12th 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) 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

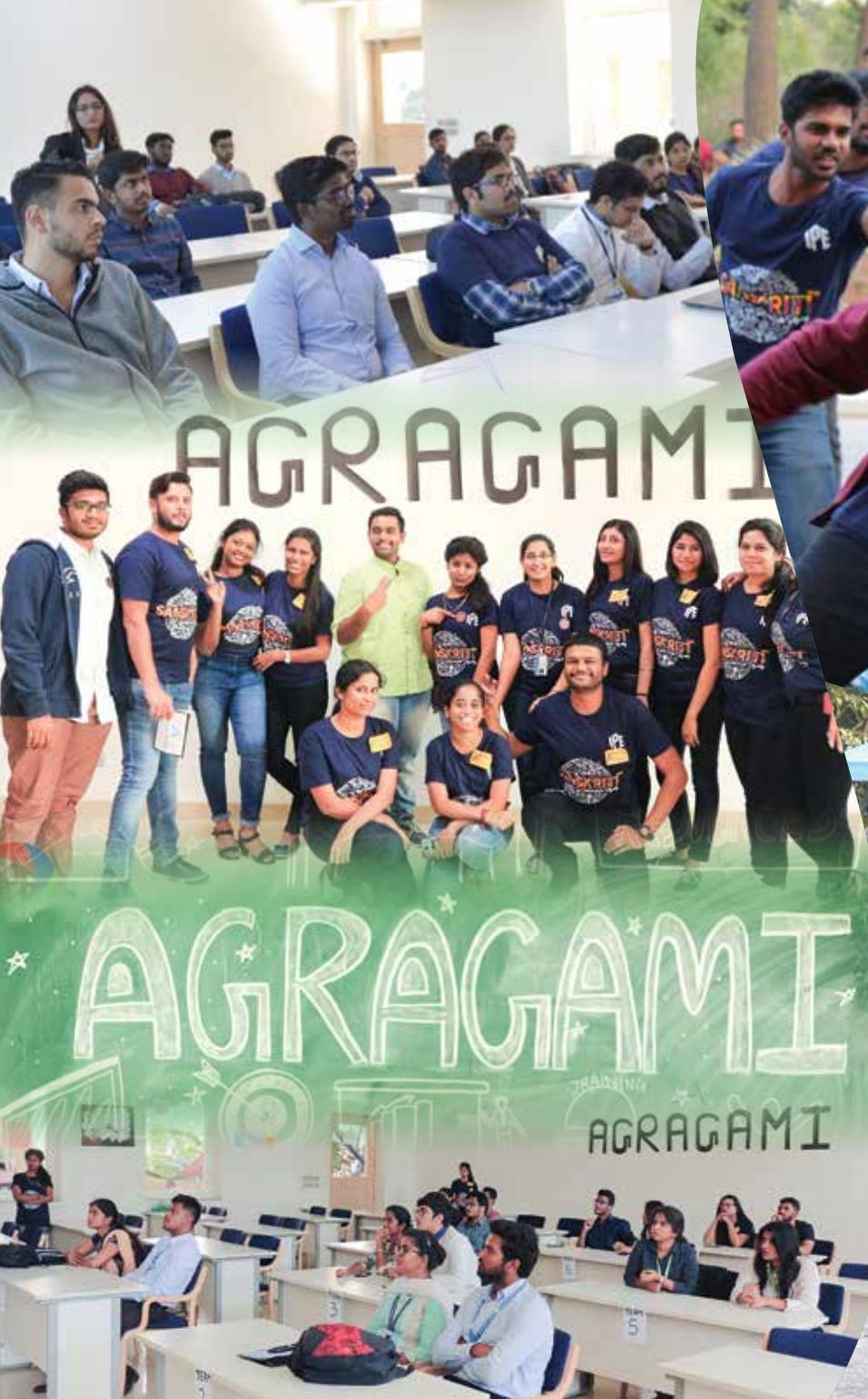
email: foreignnationals@ipeindia.org
Institute of Public Enterprise
Survey No 1266, Shamirpet (V&M),
Hyderabad - 500 101
Mobile: 9391932129 / 9177005520
LL: +91-40-234 90 948 / 951 / 913
Fax: +91-40-234 90 999

SIP Recruiters



Placement Recruiters







Facilities @ IPE







INSTITUTE OF PUBLIC ENTERPRISE

Campus

Survey No 1266, Shamirpet (V&M),
Hyderabad - 500 101.

☎ +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

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🌐 www.ipeindia.org