



Estd : 1964

# INSTITUTE OF PUBLIC ENTERPRISE

(Under the aegis of ICSSR, MoE, GoI)

HYDERABAD



## Transforming Students into Global Business Leaders

# About Us

The Institute of Public Enterprise (IPE) established in 1964, is a research institution under the aegis of Indian Council of Social Science Research (ICSSR, MoE, GoI), that undertakes systematic and sustained study of issues relevant to the formulation of policies pertaining to Public Enterprises. The institute over the years has carved a niche for itself in the verticals of training, consultancy services and in the field of management education. The institute has completed nearly 5,000 training programmes so far for executives of the public sector and private sector, civil servants, bankers and various government officials. The institute has also been offering consultancy services to a number of central and state governments besides public and private sector organizations. Research, both basic and applied – is the forte of the institute and helps it in its training and educational activities.

As part of its long-term education program, the institute runs Post Graduate Diplomas that are recognized by AICTE. IPE is one of only 500 institutions worldwide to have been awarded the prestigious 'Affiliate Member' status by the globally renowned, Brussels-based European Foundation for Management Development (EFMD). IPE has developed strong linkages with academic institutions and industries including World Bank, DFID, IASIA, Belgium and Universities in USA, UK, Australia, Malaysia, New Zealand and Slovenia among others. Research and consultancy assignment have been carried out for various national and international organizations, including the United Nations Development Program (UNDP), World Bank, Asian Development Bank (ADB), Commonwealth Secretariat, Department for International Development (DFID), Government of UK, International Center for Promotion of Enterprise (ICPE), Asian and Pacific Development Center, International Labour Organization (ILO), and the Government of Netherlands.

The institution has an eminent Board of Governors comprising renowned senior Government officials, policymakers, industry captains, venture capital & start-up promoters. Board is led by the President Shri K Madhava Rao, IAS (Retd.), who is a former Chief Secretary and Election Commissioner, Government of Andhra Pradesh (combined). Prof S Sreenivasa Murthy, a well-known academician is the Director of the Institute. Prof Murthy has three decades of rich experience in teaching, training, research and consultancy.

## 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 multi disciplinary competency in social science research and management education.

### APPROVALS AND ACCREDITATIONS



### MEMBER OF







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## MESSAGE FROM THE PRESIDENT

**K Madhava Rao, IAS (Retd)**

President, IPE and former Chief Secretary and  
Election Commissioner, Govt of Andhra Pradesh



IPE's engagement with long term management education, leading to the award of various Post Graduate Diploma in management programmes, has received wide appreciation from 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 endusers 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 based on which the Association of Indian Universities (AIU) has accorded equivalence to MBA for all 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 weekend 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 with GRIHA / LEED certification which comprises of modern class rooms, a spacious and adequately stocked library, two separate A/c hostel buildings for girls and boys, a food court, auditorium, seminar halls, gym complex and an indoor stadium.

I welcome your decision to join IPE.

## MESSAGE FROM THE DIRECTOR

**Prof S Sreenivasa Murthy**

Director, IPE



Welcome to the Institute of Public Enterprise (IPE)!

IPE is one of the leading management institutions in India. Started in 1964, it is recognized as a Centre of Excellence by the Indian Council of Social Science Research (ICSSR), Ministry of Education, Government of India.

It offers a variety of two-year fulltime Post Graduate Diploma in Management (PGDM) programmes, approved by the All India Council for Technical Education (AICTE) such as PGDM, PGDM-Marketing Management, PGDM-Banking and Financial Services, PGDM-International Business, and PGDM-Human Resources Management. All these programmes are accorded equivalence to MBA by the Association of Indian Universities (AIU).

It has trained many IAS, IPS and IFS officers. It has conducted till date many Management Development Programmes for senior and middle level executives of both Public and Private Sector Enterprises. It has also undertaken a number of research and consultancy assignments for the Government, Public and Private Sector Enterprises / Corporations on a continuous basis.

The Institute offers dual specialisation to all its PGP students. The specialisations (Electives) offered by the Institute include Finance, Marketing, HR, Operations, Systems, Business Analytics, Economics and Entrepreneurship. In every specialisation, the students are provided with a wide choice of subjects to choose from. The pedagogy followed to train the students include lectures, discussions, exercises, case-studies, presentations, quizzes, article review presentations, management games, excel based exercises, etc. The students are also trained by the industry experts in important aspects like 'Personality Development and Business Communications', 'Business Aptitude etc. The Institute has strong linkages with the industry and has

been offering excellent Placement and Summer Internship opportunities to the students.

IPE is also ranked well among the leading Business Schools in India in various Ranking Surveys viz., 1<sup>st</sup> Rank in Top Govt. B-Schools in Telangana, 4<sup>th</sup> Rank in Top Government B-Schools of India in CSR-GHRDC B-School Ranking Survey 2022; 11<sup>th</sup> rank in top B-Schools in South India, Business Today, 2022, 1<sup>st</sup> Rank South Region in Chronicle's All India B School Survey 2022, and 1<sup>st</sup> Rank in Top Private B-School in Hyderabad in OUTLOOK – ICARE Rankings 2023.

IPE is located in a sprawling 22 acre state-of-the-art campus at Shamirpet, Hyderabad. It has an academic and administration block, a modern knowledge centre (library) which provides access to more than 5,000 National and International journals, 40,000 books, highly useful management-related software, a well-equipped auditorium, food court and several sports facilities including an indoor stadium. The campus also has modern hostel facilities to accommodate boys and girls.

The various student club activities organised at the campus provide ample opportunities to the students to improve their communication skills, interpersonal and networking skills. The various sports facilities available at the campus help them in maintaining good fitness and robust health to excel in various curricular, co-curricular and extra-curricular activities at the Institute.

IPE has an eminent Board of Governors led by the President, Shri K Madhava Rao, IAS (Retd.), former Chief Secretary, Government of Andhra Pradesh (combined state).

I invite you to join the IPE family and explore the opportunities aplenty.

# Board of Governors



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



**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



**Shri TV Mohandas Pai**  
Chairman, Manipal University  
Learning Pvt Ltd. and MEMG  
International Pvt Ltd



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



**Smt Mahpara Ali**  
Former CGM (L&D),  
Corporate Centre,  
State Bank of India



**Shri MB Raju**  
Executive Chairman,  
Deccan Cements Ltd.



**Shri Arun Kumar Singh**  
Chairman, ONGC Ltd



**Shri Pramod Agrawal,**  
IAS  
Chairman & Managing  
Director, Coal India Ltd.



**Shri Ali Raza Rizvi**  
IAS  
Secretary, Department of  
Public Enterprises,  
Govt. of India



**Shri Sumit Deb**  
Chairman & Managing  
Director, NMDC Ltd.



**Shri M Prasanna Kumar**  
Chairman & Managing  
Director, NLC India Ltd.



**Shri Jayesh Ranjan,**  
IAS  
Principal Secretary to Govt. of  
Telangana, IT, Electronics &  
Communications Dept., and  
Industries & Commerce Dept.



**Shri N Sridhar**  
IAS  
Chairman & Managing  
Director, The Singareni  
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**Prof D Ravinder**  
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**Prof Dhananjay Singh**  
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**Smt Savita Mahajan**  
Former Deputy Dean,  
Indian School of Business



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Professor (Retd),  
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# Milestones of IPE

1964

Establishment of IPE - Registration of IPE as a Society and setting the agenda  
Commencement of Research, Consultancy and Training activities

ICSSR commences support to IPE for its research activities

1970

1976

IPE was recognized as Centre of Excellence by ICSSR, Government of India

Commencement of PGDPEM for Practicing Executives

1978

1986

Started Executive Training Programmes for IAS officials

Commencement of 2-year Full-time PGDBM

1995

2004

MoU with Government of AP / CGG IPE participates in the DFID sponsored governance reforms programme for GoAP

IPE commences Retail Management (PGDM-RM)

2007

2008

IPE commences Banking, Insurance and Finance (PGDM-BIF)



IPE commences International Business (PGDM-IB)

2009

2011

Sanction of 120 seats for PGDM-BIF Programme by AICTE  
World Bank Project for performance management  
IPE works for the Unique Identification Authority, Planning Commission on a Governance Reforms Project

ONGC Subir Raha Chair for Corporate Governance established at IPE  
IPE commences Human Resource Management (PGDM-HRM) programme  
IPE bags the prestigious PM's Trophy Project for evaluating the Best Integrated Steel Plant in India

2012

2014

Sanction of 240 seats for the flagship PGDM Programme by AICTE  
IPE celebrates its Golden Jubilee Year  
IPE inaugurates its new state-of-the-art IPE campus at Shamirpet  
Accreditation by South Asian Quality System (SAQS)

IPE receives NBA accreditation  
GRIHA Five Star and LEED Platinum rating

2015

2017

IPE receives PIO recognition

Re-accreditation by South Asian Quality System (SAQS) for five years

2020

2021

PGDM, PGDM-BIF and PGDM-IB accredited by National Board of Accreditation (NBA)

Ranked in Top 100 in Management Category by National Institute Ranking Framework (NIRF), GoI  
Ranked by Atal Ranking of Institutions on Innovation Achievements (ARIIA), MoE, GoI  
All PGDM Programmes accorded MBA equivalence by Association of Indian Universities (AIU)

2022

## CONSULTANCY

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

- 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

## RESEARCH

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 Sustainable Development
- Centre of Excellence in Sustainable Tourism

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.

The highlights of training include:

- 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, 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.

## TRAINING



# Post Graduate Diploma in Management



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## About PGDM

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. This course is accredited by NBA and is also considered equivalent to MBA by the Association of Indian Universities (AIU). Candidates for this programme are selected based on their performance in CAT / XAT / MAT / ATMA / CMAT / GMAT and any other test approved by AICTE.

**Accredited by NBA, Accorded MBA equivalence by Association of Indian Universities (AIU)**

## 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.



# Programme Architecture

## FIRST YEAR

### TERM-1

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

- Operations Research
- Corporate Finance
- Macro Economics
- Computer Applications for Business
- Business Negotiation Skills
- Human Resource Management
- Enterprise Risk Management

### TERM-2

### TERM-3

- Production and Operations Management
- Cost and Management Accounting
- Business Analytics for Decision Making
- Marketing Research
- Priming for Placements (Business Aptitude)
- Start-ups and Entrepreneurship
- Leadership and Change Management
- Introduction to Enterprise Resource Planning (ERP)
- Comprehensive Viva

## SECOND YEAR

### TERM-4

- Strategic Management
- Legal Aspects of Business
- Project Management
- Elective 1 – Subject 1
- Elective 1 – Subject 2
- Elective 2 – Subject 1
- Elective 2 – Subject 2

- ESG for Corporate Sustainability
- International Business
- Elective 1 – Subject 3
- Elective 1 – Subject 4
- Elective 2 – Subject 3
- Elective 2 – Subject 4

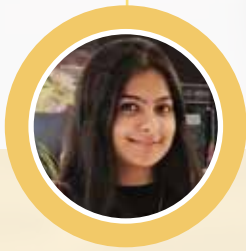
### TERM-5

### TERM-6

- Public Sector Policy and Issues in Management
- Infrastructure Management
- Research Project

The structure and courses shown above are as per the existing scheme at the institute. However, IPE has a practice of revising its curriculum regularly, due to which the structure, course and credits may be subject to change from time to time, within the bounds of AICTE Rules / regulations / norms. As a rule of thumb, the minimum number of enrolments for an elective to run will be decided every year by the Dean's Office in consultation with the Director & Programme Coordinators.





## KRITIKA KAPOOR

Senior Analyst -  
Talent Acquisition Deloitte  
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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.



## 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  
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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.

## 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.



# Post Graduate Diploma in Management – Marketing Management



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## About PGDM – Marketing Management

Welcome prospective candidates to the 17<sup>th</sup> batch of the two-year AICTE-approved PGDM – Marketing Management program.

The PGDM – Marketing Management is a customized program that transforms the students into future business leaders adept to the industry requirements. The basic thrust of PGDM-MM is understanding management, strategy and business environment with special emphasis on marketing and its managerial implications. The program enables the students to develop and acquire conceptual and analytical abilities, required for appropriate decision-making and their effective implementation, in addition to creating socially and ethically sensitive business leaders. The PGDM – Marketing Management was introduced in 2007 as PGDM Retail and Marketing (PGDM-RM).

**Accorded MBA equivalence by Association of Indian Universities (AIU)**

## Pedagogy

The instructional methodology comprises an optimum mix of lectures, classroom discussions, case studies, simulations, role-plays, group discussions, special sessions from professionals from industry and market, management games, management films, industrial visits, and industry interaction to mention some of them.

## Curriculum

The curriculum of the PGDM – Marketing Management program is an outcome of bench marking against the best and continuous reviews by the faculty, industry

practitioners, alumni, and students. The course content aims to develop managers who – have a holistic and deep knowledge of the functional areas are industry-ready and have sustainable employable competencies that are contemporary as well as futuristic.

During these two years of the program, students study both core and elective courses totaling to 106 credits. These courses are an assorted mix of foundational, perspective building, tools and techniques oriented, and functional courses. The core courses offer rigorous foundation in the discipline of management and the understanding of business. The two years are divided into 6 terms. Each





# Programme Architecture

term offers a mix of core and elective courses, allowing the students to develop subject proficiency. After the first year, the students are required to undertake 10-12 weeks of Summer Internship in a public or private corporate organization. Summer Internship provides the students powerful managerial insights with regards to business problems, understanding of management concepts in the bedrock of industry practices, and refinement of knowledge acquired in the classroom.

## Eligibility

Candidates for this program are selected based on their performance in CAT / XAT / MAT / ATMA / CMAT / GMAT and any other test approved by AICTE. IPE is an academic member of Retailers Association of India. PGDM-MM has an intake of 60 and is considered equivalent to MBA by AIU.

## FIRST YEAR

### TERM-1

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

- Human Resource Management
- Operations Research
- Corporate Finance
- Macro Economics
- MIS
- Advertising Management
- E-Commerce
- French Language

### TERM-2

### TERM-3

- Production and Operations Management
- Cost and Management Accounting
- Business Analytics for Managers
- Start Ups and Entrepreneurship
- Marketing Research
- Selling and Negotiation Skills
- Annual Comprehensive Viva - 1
- Priming for Placements (Business Aptitude)

Summer Internship Project (SIP – 8 weeks)

## SECOND YEAR

### TERM-4

- Strategic Management
- Retail Management
- B2B Marketing
- Marketing Elective - 1
- Marketing Elective - 2
- Other Elective - 1
- Other Elective - 2
- SIP & Viva Voce

- Marketing at the bottom of the Pyramid
- Experiential Marketing
- Legal Aspects of Marketing
- Marketing Elective - 1
- Marketing Elective - 2
- Other Elective - 1
- Other Elective - 2

### TERM-5

### TERM-6

- Corporate Governance, Business Ethics and Corporate Social Responsibility
- Content Writing and Storytelling
- Project Management
- Long Term Project Viva

# Alumni Speak



## MANORANJAN SINGH

Senior Executive – Sales & Marketing at Naukri.com

My experience at IPE fundamentally taught me - “It’s the fastest bird gets the worm rather than the early bird gets the worm”. At IPE, I met people from different fields, cultures and experiences. The cases and discussions by the professors helped me think as an entrepreneur, loaded with practical application. I got an opportunity to manage the marketing, social, and sports club and trust me these experiences nurtured my personality and are now helping me in my professional life. Regular feedback from professors and experiences of seniors helped to crack my first GD and interview ultimately leading to my first job.



## RISHABH NANDI

Director & Founder – TryTrabby (tourism website) and Winking Brain LLP

I chose IPE as most of the faculties were PhDs, which was a great investment. The curriculum, infrastructure, and faculty are exemplary. The co-curricular and extra-curricular opportunities taught us to deal with on-ground activities and management. IPE offered opportunities to organize events such as Box of Kindness, National level annual fest Kurukshetra, and coordinated Strength Wars. Furthermore, I studied in a well-equipped classroom, trained at the gym, had healthy and homely food at the canteen, conducted activities in the campus, played sports and the list goes on. The college gave me many experiences and I lived the moment at IPE.



## HARSHA SHEELAM

Pursuing PhD in Marketing and Strategy in IBS Hyderabad, IFHE University

I pursued PGDM Marketing and developed an interest in research. The faculties helped me understand research better. Eventually, I cleared UGC-NET for Assistant Professor using the syllabus and books of IPE. My inclination towards writing research papers was due to IPE the SIP and LTP. The curriculum and pedagogy of the program is sparingly done in other colleges. Learning something new always attracted me and during my stint at IPE I developed new skills and understood my untapped potential. Apart from academics, I had the opportunity to participate in sports, extra-curricular activities, conferences and this helped me add more feathers on my cap.

## RAMGOPAL

City Manager – Bounce

Marketing as a discipline requires you to have two approaches – Pragmatically or Theoretically. Seems paradoxical right? Here in IPE this is just a puzzle solvable with ease. The theories in the course are tested to implementation which helps in imparting both practical and theoretical acumen. In PGDM Marketing the emphasis is laid down for making the student industry ready. Faculty are stellar in designing a dynamic methodology for the contemporary industry needs. Pick IPE for PGDM-MM. Pick PGDM Marketing for a bright career.





# Post Graduate Diploma in Management – Banking and Financial Services



**Programme Head**  
**Dr M Chandra Shekar**  
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**Co-Programme Head**  
**Dr Harishankar Vidyarthi**  
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## About PGDM-BFS

In order to churn out trained professionals to suit the requirements of rapidly expanding Banking and Financial Services (BFS) sector, the Institute launched PGDM-BFS programme in 2008. This is a two-year full-time, AICTE-approved course considered equivalent to MBA by AIU and also accredited by NBA. 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.

**Accredited by NBA, Accorded MBA equivalence by Association of Indian Universities (AIU)**

## 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.

## International Study Tour

The institute offers experiential learning opportunity as a part of our outreach programme for the PGDM-BFS 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-BFS 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.



# Programme Architecture

## FIRST YEAR

### TERM-1

- Management and Organizational Behaviour
- Business Statistics for Decision Making
- Economics for Managers
- Accounting for Managers
- Personality Development and Business Communication
- Marketing Management
- Management of Bank Operations
- Financial Markets, Institutions and Services

- Human Resource Management
- Operations Research
- Corporate Finance
- Macro Economics
- IT Applications and FinTech
- Principles and Practices of Life Insurance
- Foreign Language – French
- Financial Econometrics & Research Methodology

### TERM-2

**Summer Internship Project (SIP – 8 weeks)**

### TERM-3

- Fixed Income Securities
- Production and Operations Management
- Cost and Management Accounting
- Business Analytics for Managers
- Priming for Placements (Business Aptitude)
- Start-Ups and Entrepreneurial Finance
- Principles and Practices of General Insurance
- Comprehensive Viva

## SECOND YEAR

### TERM-4

- Strategic Management
- Legal Environment for BFS
- Financial Modeling
- Elective 1 – Subject 1
- Elective 1 – Subject 2
- Elective 2 – Subject 1
- Elective 2 – Subject 2
- SIP & Viva Voce

- 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-5

### TERM-6

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

The structure and courses shown above are as per the existing scheme at the institute. However, IPE has a practice of revising its curriculum regularly, due to which the structure, course and credits may be subject to change from time to time, within the bounds of AICTE Rules / regulations / norms. As a rule of thumb, the minimum number of enrolments for an elective to run will be decided every year by the Dean's Office in consultation with the Director & Programme Coordinators.

### Career Prospects and Placements

Students of PGDM-BFS would be hired for Finance Profiles like Financial Analyst, Equity Research Analyst, Portfolio Manager, Tax Consultant, EFA Analyst, and Credit Manager. Further, other profiles related to different domains like Analytics, Operations, Marketing, HR, Information Systems etc. are also offered. Some of our prominent recruiters are Deloitte, PWC, D.E.Shaw, Arcesium India Pvt Ltd, Federal Bank, HDFC Bank, ANZ Bank, IDFC Capital First, OakNorth, FactSet, ICICI Securities, Invesco, Franklin Templeton, HDFC AMC, Piramal Capital, Accenture, Genpact and Coromandel visited the campus and offered the jobs as Analyst US Taxation, EFA analyst, Fund Accounting analyst, Credit Manager, Research Analyst, Management trainee, Data analyst and Business Process Associate etc.





## K SRESHTA REBECCA

PGDM-BFS – 2019-2021  
Senior Officer, HDFC Ltd

PGDM-BFS is completely worth it at the Institute of Public Enterprise. It has broadened our horizons, opening us up to the world of finance and the other disciplines of Management. Thus making us industry-ready by the end of our two years course. Tailor-made courses blended with a wonderful source of support are what makes IPE unique. Fortunate to be a part of such a prestigious institute that continues to stand by its students, ensuring they reach much greater heights in life.



## K MADHURI

PGDM-BFS – 2020-2022  
Analyst – EFA, Deloitte

The course PGDM – Banking and Financial Services was the right choice for me as I wanted to learn finance in depth and understand the subject more. The learning given by every lecturer was a fantastic journey for me to fall in love with finance all over again and the course has taught me the fundamentals in every aspect of accounting, tax, and financial markets. It is the perfect course to plan one's career in the domain of the BFSI sector.



## KURA DINESH

PGDM-BFS - 2020-2022  
Senior Analyst, OakNorth

I still remember my IPE - OU college interview day, to thank my decision to go for PGDM in BFS, it not only upgraded my career prospects but provided me with a wide-ranged understanding of Finance, starting from Ratios to Portfolio theories to Financial Modeling and much more, sometimes I did get overwhelmed with such wide topics but with the help of great professors, I was able to cope up. Down the line, with the help of my professors' guidance and a good placement team, I landed a role in Financial Modelling (my all-time favourite topic) at an organization with a good work culture, including a good package as well. Post joining the job I realized that PGDM - BFS broad-based understanding of finance is not limited to land in a job but also opened me to many roles in the finance domain.

## LAKSHMI SANJANAA BHAVARAJU

PGDM-BFS – 2020-2022  
Financial Functional Specialist, Genpact

IPE's PGDM-BIF gave me a broad understanding of finance, from the fundamentals to more complex concepts. I am fortunate to have such wonderful professors, and I am grateful for their ongoing support and direction, which allowed me to graduate with an excellent placement. At Genpact, I was hired as a Financial Functional Specialist with a positive work environment and a competitive salary.



## SREEPRADA DEVARAKONDA

PGDM-BFS – 2020 - 2022  
Fund Accounting Analyst, Franklin Templeton

The homely environment, cooperative seniors and dedicated professors give me pleasure to say with pride that I have completed my PGDM in Banking and Financial Services from Institution of Public Enterprise. The relationship between faculties and student is very cordial, which allowed me to excel in the domain of Finance which is my area of interest.

Even though the majority of my learning in IPE was through online mode and professors helped me to grow as a better individual professionally & personally.

# Post Graduate Diploma in Management – International Business



**Programme Head**  
**Dr M Karthik**  
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**Co-Programme Head**  
**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, IPE launched an AICTE-approved, two-year full-time Post-Graduate Diploma in Management – International Business (PGDM-IB) programme in 2009 which is considered equivalent to MBA by AIU and also accredited by NBA. 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.

**Accredited by NBA, Accorded MBA equivalence by Association of Indian Universities (AIU)**

## 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





# Programme Architecture

## FIRST YEAR

### TERM-1

- Management and Organizational Behaviour
- Business Statistics for Decision Making
- Economics for Managers
- Accounting for Managers
- Personality Development And Business Communication
- Marketing Management
- International Business

- Operations Research
- Corporate Finance
- Macro Economics
- Computer Applications for Business
- Global Business Environment
- Foreign Language – French
- Human Resource Management
- Export Marketing

### TERM-2

### TERM-3

- Production and Operations Management
- Cost and Management Accounting
- Business Analytics for Managers
- Priming For Placements (Business Aptitude)
- Startups and Entrepreneurship
- International Marketing Research
- Global Finance and Foreign Currencies
- Comprehensive Viva

## Summer Internship Project (SIP – 8 weeks)

### TERM-4

- Strategic Management
- International Brand Management
- Commodity Trading and Price Risk Management
- Elective 1 – Subject 1
- Elective 1 – Subject 2
- Elective 2 – Subject 1
- Elective 2 – Subject 2
- Summer Internship Project & Viva Voce

- WTO and Regional Trading Agreements
- Crypto Currency and Block Chain
- International Business Laws
- Elective 1 – Subject 3
- Elective 1 – Subject 4
- Elective 2 – Subject 3
- Elective 2 – Subject 4

### TERM-5

## SECOND YEAR

### TERM-6

- MNC Strategies in Emerging Markets
- Corporate Governance, Business Ethics, Corporate Social Responsibility and Sustainability
- Project Management
- Research Project & Viva Voce

The structure and courses shown above are as per the existing scheme at the institute. However, IPE has a practice of revising its curriculum regularly, due to which the structure, course and credits may be subject to change from time to time, within the bounds of AICTE Rules /regulations / norms. As a rule of thumb, the minimum number of enrolments for an elective to run will be decided every year by the Dean's Office in consultation with the Director & Programme Coordinators.

# Alumni Speak

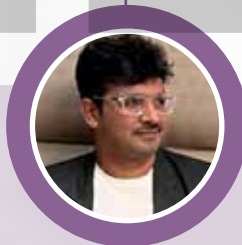


## VINEETH KUMAR SHENOY

PGDM-IB

Analyst, Knowledge Management,  
Deloitte

The curriculum of PGDM-IB is power-packed and updated on a regular basis as per the latest industry requirements. Subjects such as International Finance, International Marketing, MNC strategies at BOP Markets (which are exclusive subjects for IB) gave me insights into various critical aspects of International Business and Globalization. As part of the international port visit (which is yet another unique feature of IB), our batch visited the North Port of Malaysia. The current batch of students visited many more countries such as France, Germany, Switzerland, Belgium, Netherlands, etc as part of the industry visit.

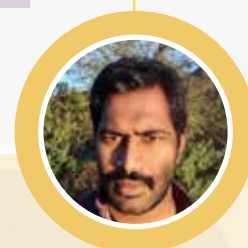


## B. ABHISHEK

PGDM-IB

Lead Associate Product Support-  
Asia Pacific Region Solenis GCC

The program PGDM IB provided us with enumerated knowledge where specifically the foundation of International marketing and operations gave us deep insights into the global markets & challenges, Global supply chain, and its benefits, etc, which helped me to reach a good position, where I am today. A management degree with an additional dose of International Business is very useful in today's globalized world. The IB school has excellent faculty members and I will always remain grateful for the guidance and support offered by them.



## BALA CHANDRA REDDY

PGDM-IB

Area Executive (CFP Convenience Focus Products), ITC

The PGDM International Business program at IPE is among the best programs offered in International Business in India. The IB Program helped me lay that foundation upon which I have built a promising career within the corporate world. During the program we had the privilege of collaborating with the industry which gave us the corporate exposure. I am happy to say that most of us were able to achieve satisfying heights in our careers and the PGDM IB course has played a key role in our careers.



# Post Graduate Diploma in Management – Human Resource Management



**Programme Head**  
**Dr Deepti Chandra**  
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**Co-Programme Head**  
**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.

**Accorded MBA equivalence by Association of Indian Universities (AIU)**

## 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.



# Programme Architecture

## FIRST YEAR

### TERM-1

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

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

### TERM-2

### TERM-3

- Production and Operations Management
- Cost and Management Accounting
- Business Analytics for Managers
- Priming for Placements (Business Aptitude)
- Start-ups and Entrepreneurship
- Applied Research in HRM
- Talent Management
- French – Foreign Language
- Comprehensive Viva

## SECOND YEAR

### TERM-4

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

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

### TERM-5

### TERM-6

- Emotional Intelligence and Positive Psychology
- Digitization of HR
- Project Management
- Long Term Project & Comprehensive Viva

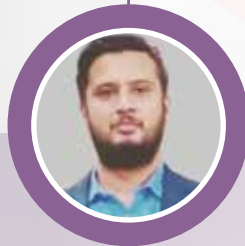
The structure and courses shown above are as per the existing scheme at the institute. However, IPE has a practice of revising its curriculum regularly, due to which the structure, course and credits may be subject to change from time to time, within the bounds of AICTE Rules / regulations / norms. As a rule of thumb, the minimum number of enrolments for an elective to run will be decided every year by the Dean's Office in consultation with the Director & Programme Coordinators.





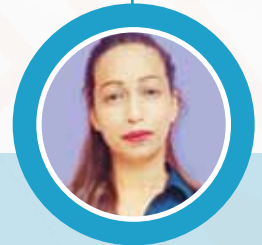
**KAMESWARI CHANDRA TEJA K**  
*Sourcing Analyst, Deloitte India*

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.



**SHAHAB ALAM**  
*Assistant Manager – HR & Admin, Neuland Labs Ltd.*

The PGDM-HRM course curriculum, which was meticulously crafted to meet the needs of the industry and delivered by a team of experienced and committed faculty, has aided my journey up the corporate ladder. The Long-Term Project provided me with additional practical experience and helped me better comprehend the changing face of the industry and of the instrumental role of the HR personnel. The interactions with versatile leaders from the HR industry imbibed me with a holistic view on how management principles strategically shape the business towards the synergistic organizational goals.



**KSHITIYA DASHPUTRE**  
*PMO Manager @ Amazon*

IPE is a practical management institute and offers an ideal study environment for those who want experience both professionally and educationally. I realized that both professional experience and higher education are important to achieve my future goal which was nurtured by IPE. Through the education and practical experience provided by the IPE, I found myself capable to stand, grow firmly in a fast-paced growing industry. Every member at the institute is very supportive, and the quality of education insists on high standards along with high return on investment if you are passionate about your goals. As an alumna, I would recommend IPE and would encourage students to study hard and inform themselves as much as possible about the several academic opportunities the Institution offers.

**SOMA KIRAN GONELLA**  
*Hyundai Mobis*

I feel privileged to have this opportunity to speak about PGDM-HRM that I took during my curriculum at IPE (2013-2015). PGDM-HRM curriculum is so nicely crafted to meet the needs of the industry. The committed faculty has helped & guided me in my corporate field. HR interactions that happen every now & then has helped me to understand more about the industry. Apart from the faculty, I would also take an extra step to appreciate the campus which is full of greenery, fun and lots of memories!



# 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

## 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

## Systems

- 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

## 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

## Economics

- 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

## 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

## Entrepreneurship

- 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)

## 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

## Business Analytics

- 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



# 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, Govt.

## 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 Discussion and Personal Interview to be held at IPE Hyderabad and in major cities. Timely updates on the same will be posted to the applicants by IPE Admissions.
- IPE website provides updates on fee details of the programme, Hostel & Transport and Scholarships.

## Evaluation Criteria

Evaluating Component	Weightage in Percentage
Management Aptitude Test	35
Academic Record	15
Personal Interview	45
Weightage in Sports, Extracurricular, Academic Diversity, Gender Diversity	5
<b>Total</b>	<b>100</b>

## Fee Structure

### Academic Fee

S. No	Fee Particulars	Amount (Rs.)
<b>(A)</b>	<b>1<sup>st</sup> Year</b>	
01	Admission Fee	50,000.00
02	Tuition Fee	2,90,000.00
03	IT & Other Academic Facilities Fee	1,00,000.00
04	Refundable Caution Deposit	15,000.00
	<b>Total payable 1<sup>st</sup> year (A)</b>	<b>4,55,000.00</b>
<b>(B)</b>	<b>2<sup>nd</sup> Year</b>	
01	Tuition Fee	2,90,000.00
02	IT & Other Academic Facilities Fee	70,000.00
	<b>Total payable 2<sup>nd</sup> year (B)</b>	<b>3,60,000.00</b>
	<b>Grand Total (A) + (B)</b>	<b>8,15,000.00</b>

Note: A Laptop will be issued to all the students

## Hostel Fee

Particulars	Amount
Single Occupancy (Food and Accommodation)	Rs.1,50,000.00
Double Occupancy (Food and Accommodation)	Rs.1,05,000.00

\*(subject to Revision)

## Transport Fee

Particulars	Amount
Any route to and from City - IPE Shamirpet Campus	Rs.45,000.00

\*(subject to Revision)

## Medical Insurance

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

## 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:

1. Candidates receiving corporate scholarships or any other scholarships are not entitled for these merit scholarships.
2. Eligible student can claim only a single scholarship.

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.

## Scholarships

IPE offers many excellent scholarships for deserving students, from many different backgrounds. There is separate merit scholarship's criteria for students of SC / ST / OBC / Minority backgrounds. There are also scholarships for students from designated states such as Northeastern States, Jammu Kashmir and Ladakh. Scholarships are provided for students with high talent in sports / arts at graduate level. Students representing any sports at the National / International level with certificates issued by Sport Associations authorized by the Sports Authority of India (SAI) are eligible. Scholarships based

on Sports / Arts are subject to the scrutiny and decision of the Internal Selection Committee. There is no upper limit on the number of scholarships offered and they range in value from Rs.60,000 to Rs.4,00,000.

The details of the scholarships are given below:

#### Merit Scholarships for General Category\*

CAT %ile	XAT / GMAT %ile	MAT %ile	C-MAT / ATMA %ile	Amount
80 & above	80 & above	NA	NA	2,00,000
70 - 79.99	70 - 79.99	95 & above	NA	1,00,000
65 - 69.99	65 - 69.99	85 - 94.99	95 & above	80,000
60 - 64.99	60 - 64.99	75 - 84.99	85 - 94.99	60,000

#### Merit Scholarships for OBC\*

CAT %ile	XAT / GMAT %ile	MAT %ile	C-MAT / ATMA %ile	Amount
70 & above	70 & above	95 & above	NA	2,00,000
60 - 69.99	60 - 69.99	85 - 94.99	95 & above	1,00,000
55 - 59.99	55 - 59.99	75 - 84.99	85 - 94.99	80,000
50 - 54.99	50 - 54.99	65 - 74.99	75 - 84.99	60,000

#### Merit Scholarships for SC, ST & Minority Category\*

CAT %ile	XAT / GMAT %ile	MAT %ile	C-MAT / ATMA %ile	Amount
70 & above	70 & above	95 & above	NA	2,00,000
60 - 69.99	60 - 69.99	80 - 94.99	90 & above	1,00,000
55 - 59.99	55 - 59.99	70 - 79.99	80 - 89.99	80,000
50 - 54.99	50 - 54.99	60 - 69.99	70 - 79.99	60,000

#### Merit Scholarships for Designated States Jammu, Kashmir and Ladakh\*

CAT %ile	XAT / GMAT %ile	MAT %ile	C-MAT / ATMA %ile	Amount
70 & above	70 & above	95 & above	NA	2,00,000
60 - 69.99	60 - 69.99	85 - 94.99	95 & above	1,00,000
55 - 59.99	55 - 59.99	75 - 84.99	85 - 94.99	80,000
50 - 54.99	50 - 54.99	65 - 74.99	75 - 84.99	60,000

#### Scholarships for Talent in Sports\*

Criteria	Scholarship Amount
National Level Representation	4,00,000
State Level Representation	2,00,000

#### Scholarships for Talent in Arts\*

Criteria	Scholarship Amount
National Level Representation	2,00,000
State Level Representation	1,00,000

Note: \*Subject to Revision

### Contact us @ Admissions

Ph: 040-2349 0948

Toll Free No. 1800-120-4473 or  
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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 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](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),  
Hyderabad - 500 101  
Mobile: 9391932129 / 9177005520  
LL: +91-40-234 90 948 / 951 / 928  
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# Summer Internship Project

An internship enables a student to gain firsthand exposure of working in the real world. It also allows students to connect the skill, knowledge, and theoretical practice they learnt from the classroom. Internships provide a nice learning curve for students with little experience in the professional world. A practical work background carries a major significance when attempting to enter the job market.

To facilitate our students, we provide an excellent internship opportunity at the end of the third trimesters. The students of various two-year post-graduate programmes at IPE undertake a 6 to 8 week internship program as a study at a commercial corporate, consultancy or government organization. This internship enables the students to gain first-hand exposure to working in the real world, that one internship could be the difference between winning a job opportunity or losing it.

At the end of the 8-week internship, students are required to prepare a project report and evaluation also will be done. We provide continuous guidance by the faculty and mentors. Few best-performed students may have a scope to get a pre-placement opportunity at the end of their internship.





# Recruiters



## Hostels

IPE has two separate hostels for boys and girls on campus. Preference will be given for outstation 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

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.



## Library

The Institute library has a rich collection of 45,784 documents, including books, reports and journal back volumes in different areas of management. The library also offers thousands of electronic books, journals, magazines, videos and more. The digital sources can be accessed anytime and anywhere for authenticated users.



## Computer lab

The IT infrastructure at the institute has composite hardware, software, network resources and services required for the existence, operation and management of the institution. There are two computer labs for the students of IPE.



## Medical Facility

A resident nurse is available in the Campus round the clock to take care of the medical requirements of the Hostellers and Day scholars.



## Gym





## Sports Facility

The importance of physical activity for students to unwind and energize themselves has always been the priority for IPE. Thus IPE in its Shamirpet campus has FIFA certified Football Court. Indoor Stadium, Volleyball Court, Basket Ball Court, etc.



## Student Life@IPE







Estd : 1964

# INSTITUTE OF PUBLIC ENTERPRISE

(Under the aegis of ICSSR, MoE, GoI)

HYDERABAD

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## Campus

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