



Estd : 1964

INSTITUTE OF PUBLIC ENTERPRISE

(Under the aegis of ICSSR, MoE, GoI)

Hyderabad

India's Premier B-School

ADMISSION PROSPECTUS 2025-27

*Transforming Students
Into Global Business Leaders*



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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



South Asian Quality Assurance System



MEMBER OF



Member of EUROPEAN FOUNDATION FOR MANAGEMENT DEVELOPMENT

ABOUT US



The Institute of Public Enterprise (IPE) was established in 1964 as an autonomous non-profit society. It is a premier AICTE approved management institute focusing on transforming students into global business leaders of tomorrow. IPE's focus areas include management education, research, consultancy, and training.

IPE as a research institution under the aegis of Indian Council of Social Science Research (ICSSR, MoE, GoI), is undertaking systematic and sustained study of issues relevant to the formulation of policies pertaining to Public Enterprises. Research, both basic and applied – is the forte of the institute and helps it in its training and educational activities.

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 several central and state governments besides public and private sector organizations.

As part of its long-term education program, the institute runs Post Graduate Diploma in Management (PGDM) Programmes that are recognized by AICTE and given MBA equivalence by AIU. The Institute launched its first two year full-time Post Graduate Diploma in Management (PGDM) programme in 1995 and currently it offers the following programmes.

- PGDM – Post Graduate Diploma in Management
- PGDM – Marketing Management
- PGDM – Banking and Financial Services
- PGDM – International Business
- PGDM – Human Resource Management
- PGDM – Business Analytics
- Fellow Programme in Management (FPM)

IPE is one of the few institutions which is SAQ's accredited and 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 National 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 of 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.

K Madhava Rao, IAS (Retd)

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



Message from the President

IPE's engagement with 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, 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 based on which the Association of Indian Universities (AIU) has accorded equivalence to MBA for all its PGDM programmes. The students are exposed to courses in various domains, both in basic and advanced management modules. They build up industry connections through the long term and short- term projects, industrial visits, study tours and 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 campus in Shamirpet, Hyderabad, has been awarded GRIHA / LEED certification which comprises of modern classrooms, a spacious and adequately stocked library, two separate air-conditioned hostel buildings for girls and boys, a food court, auditorium, seminar halls, gym, excellent sports facilities including an indoor stadium.

I welcome your decision to join IPE which is one of the four NIRF Ranked Institutes in the State of Telangana.

Prof S Sreenivasa Murthy

Director, IPE



Message from the Director

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, Govt. of India. It offers a variety of two-year full-time 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, PGDM-Human Resources Management, and PGDM-Business Analytics. All these programmes, except the newly launched PGDM-Business Analytics, are accorded equivalence to MBA by the Association of Indian Universities (AIU). These programmes are accredited by the SAQS (South Asian Quality Assurance System) also.

IPE 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 specialization to all its PGP students. The specializations (Electives) offered by the Institute include Finance, Marketing, HR, Operations, Systems, Business Analytics, Economics and Entrepreneurship. In every specialization, 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 industry experts in important aspects like 'Personality Development', '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., 1st Rank in Top Govt. B-Schools in Telangana, 4th Rank in Top Government B-Schools of India in GHRDC B-School Ranking Survey 2024; 3rd rank in top B-Schools in Hyderabad, Business Today 2024; 1st Rank in Top Private B-School in Telangana in OUTLOOK – ICARE Rankings 2025, and 2nd Rank B-School (Private and Government) in Hyderabad, 10th Rank B-School (Private and Government) in South Zone, The Week-Hansa Research 2024.

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
Former Chief Secretary and
Election Commissioner,
Govt of Andhra Pradesh



Dr P Rama Rao

Emeritus President, IPE
Former Chairman, Governing Council,
IISc, and Former Secretary, Department
of Science & Technology and Ocean
Development, Govt of India



Shri TV Mohandas Pai

Chairman,
Manipal University Learning Pvt Ltd
MEMG International Pvt Ltd



Smt Mahpara Ali

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



Shri Ali Raza Rizvi, IAS

Secretary, Department of
Public Enterprises,
Govt. of India



Shri Jayesh Ranjan, IAS

Principal Secretary of IT, Electronics,
Communications and Industries &
Commerce Department, Govt of Telangana



Prof Shantha Sinha

Professor (Retd),
Dept. of Political Science, UoH,
Former Chairperson, NCPCR, and
Former Secretary Trustee, MV Foundation



Prof M S Sriram

Visiting Faculty and Chairperson,
Centre for Public Policy,
IIM Bangalore



Shri Arun Kumar Singh

Chairman & CEO,
ONGC Ltd



Shri Amitava Mukherjee

Chairman-Cum-Managing Director
(Additional Charge),
NMDC Ltd



Shri M Prasanna Kumar

Chairman & Managing Director,
NLC India Ltd.



Shri Challa Rajendra Prasad

Executive Chairman,
CCL Products (India) Ltd



Shri B Prasada Rao

Former CMD,
BHEL



Prof Dhananjay Singh

Member Secretary,
Indian Council of Social Science
Research, Govt of India



Dr M Thenmozhi

Professor and Head, Department
of Management Studies, Indian
Institute of Technology Madras



Prof. Kumar Molugaram

Vice-Chancellor,
Osmania University



Shri N Balram, IRS

Chairman and Managing Director,
Director (Finance) & (PA&W) (FAC)
The Singareni Collieries Company Ltd



Shri A Malviya

Director (Personnel),
ECIL



Shri B Anantha Sarma

Executive Director
(Corporate Planning),
Powergrid Corporation of India Ltd



Prof S Sreenivasa Murthy

Director, IPE
Member Secretary
Board of Governors

FACULTY



Prof S Sreenivasa Murthy
Director and Senior Professor
ssmurthy@ipeindia.org



Prof V Srikanth
Professor – Marketing
Dean – Academics
villsrikanth@ipeindia.org



Prof Ch Lakshmi Kumari
Professor – Economics
Dean – Research
laxmi_k@ipeindia.org



Prof MLN Rao
Professor – Marketing
Controller of Examinations
mlnrao@ipeindia.org



Prof R Venkateswar Rao
Professor – Finance
Chairman – Board of Studies
aarvee5969@ipeindia.org



Prof S Satish Kumar
Professor – Operations & QT
Coordinator – Consultancy
satishkumar@ipeindia.org



Prof Padmaker Jhadhav
Professor – Marketing
Coordinator SIPs & Marketing of
Placements and SIPs
padmaker@ipeindia.org



Prof A Pawan Kumar
Professor – Finance
Assistant Controller of Examinations
pawanavadhanam@ipeindia.org



Prof Y Rama Krishna
Professor – Finance
Programme Head – PGDM
gramakrishna@ipeindia.org



Prof M Meher Karuna
Professor – Marketing
Head Placements, SIPs &
Industry Relations Division
meherkaruna@ipeindia.org



Prof KV Anantha Kumar
Professor – Marketing & QT
Coordinator – Admissions
Programme Head – PGDM Business Analytics
ananth@ipeindia.org



Prof A Sridhar Raj
Professor – Organizational Behaviour
Coordinator – Training
sridharraj@ipeindia.org



Prof Ujjal Mukherjee
Professor – OB & HRM
Programme Head – PGDM HRM
ujjalmukherjee@ipeindia.org



Dr Abhay Srivastava
Associate Professor – Operations
abhay@ipeindia.org



Dr Shaheen
Associate Professor – IT & Analytics
Coordinator – Media Relations
shaheen@ipeindia.org



Dr K V Ramesh
Associate Professor – Finance
Coordinator – MoUs and
Collaborations
kvramesh@ipeindia.org



Dr M Karthik
Associate Professor – IB &
Foreign Trade
Programme Head – PGDM-IB
karthik@ipeindia.org



Dr P Geetha
Associate Professor –
Governance & Public Policy
pgeeta@ipeindia.org



Dr AS Kalyana Kumar
Associate Professor – IT & Analytics
kalyan@ipeindia.org



Dr Rajesh Gangakhedkar
Associate Professor – Economics
Co-Programme Head – PGDM-IB
rajesh@ipeindia.org

FACULTY



Dr Usha Nori

Associate Professor – Finance
Social Sector and Industrial
Economics
ushanori@ipeindia.org



Dr P V Vijay Kumar Reddy

Associate Professor – Marketing, CRM, E-Com,
SCM, Retailing & Technology in Business
Coordinator – Training & Disciplinary Issues of
Placements and SIPs
vijay@ipeindia.org



Dr M Chandra Shekar

Associate Professor – Finance
Programme Head – PGDM-BFS
m.chandrashekar@ipeindia.org



Dr S Vivek

Associate Professor – HRM
Joint Coordinator – Training in the
MDP Division
vivek@ipeindia.org



Ms J Kiranmai

Assistant Professor – Finance
Joint Coordinator – Consultancy
kiranmai@ipeindia.org



Mr M J Rama Krishna

Assistant Professor – Marketing
mjramakrishna@ipeindia.org



Dr Anand Akundy

Assistant Professor –
Governance & Public Policy
anand@ipeindia.org



Dr P Mahesh

Assistant Professor – Retail Marketing
Coordinator – Placements
maheshp@ipeindia.org



Dr Prarthana Kumar

Assistant Professor – Women
Consumer Behaviour, Branding and
Advertising
Programme Head – PGDM-MM
prarthanakumar@ipeindia.org



Dr Deepti Chandra

Assistant Professor – HRM
Chief Warden – Hostels
deeptichandra@ipeindia.org



Dr Harishankar Vidyarthi

Assistant Professor – Security Analysis
& Portfolio Management (SAPM)
Co-Programme Head – PGDM-BFS
harishankar@ipeindia.org



Dr Shweta Mehrotra

Assistant Professor –
Accounting & Finance
Warden – Girls Hostel
shwetamehrotra@ipeindia.org



**Dr Samarendra Kumar
Mohanty**

Assistant Professor –
Human Resources
Co-Programme Head – PGDM
samar@ipeindia.org



Dr A Rakesh Phanindra

Assistant Professor – IT & Analytics
IT Facilitator
rakesh@ipeindia.org



Dr Sinju Sankar

Assistant Professor – HRM
Joint Coordinator – Admissions (Ops)
sinjusankar@ipeindia.org



Dr Muzamil Ahmad Baba

Assistant Professor – Marketing
Coordinator – Alumni Relations
Joint Coordinator – Admissions
(Media and Mktg), Warden – Boys Hostel
muzamil@ipeindia.org



Dr Anupama Dubey Mohanty

Assistant Professor –
Sustainable Development
anupama@ipeindia.org



Dr K Bhavana Raj

Assistant Professor – Banking
Finance & Business Analytics
bhavana@ipeindia.org



Dr Anuradha Nayak

Assistant Professor – HRM
Joint Coordinator – SIP
anuradha@ipeindia.org



Dr Syed Azher Ali

Assistant Professor – Marketing
syed@ipeindia.org

FACULTY



Dr Mousumi Singha Mahapatra

Assistant Professor – Finance
Co-Programme Head – PGDM
mousumi@ipeindia.org



Dr Rajkumar Pillay

Assistant Professor – Analytics
Coordinator – Student Affairs
rajkumarpillay@ipeindia.org



Dr Vasanthi Donthi

Assistant Professor –
HRM & Entrepreneurship
Co-Programme Head – PGDM HRM
vasanthi@ipeindia.org



Dr Swati Mathur

Assistant Professor – Finance
Joint Coordinator – Training
swatimathur@ipeindia.org



Dr Maschendar Goud

Assistant Professor – Finance
Joint Coordinator – Placements & SIPs
maschendargoud@ipeindia.org



Mr K Srinivas

Assistant Professor – IT & Analytics
srinivask@ipeindia.org



Dr Mohsin Khan

Assistant Professor – HRM, OB & Analytics
Warden – Boys Hostel
mohsin@ipeindia.org



Dr P Kalyani

Assistant Professor – Finance
Joint Coordinator – Alumni Relations
kalyani@ipeindia.org



Dr R Shree Jyothi Koutha

Assistant Professor – Corporate
Finance, Financial Markets and Risk
Management
Joint Coordinator – Student Affairs
jyothi@ipeindia.org



Dr M A Nayeem

Assistant Professor – Finance,
QT and Analytics
Co-Programme Head – PGDM BA
nayeem@ipeindia.org



Dr Naresh Boora

Assistant Professor – IT & Analytics
Coordinator – ERP Implementation
naresh@ipeindia.org



Dr Sagyan Sagarika Mohanty

Assistant Professor – Marketing,
Digital Marketing
Co-Programme Head – PGDM MM
sagarika@ipeindia.org



Dr Richa Saun

Assistant Professor – Economics
richa@ipeindia.org



Dr Govind Tiwari

Faculty – Finance
maa_tiwari@ipeindia.org



Ms BRS Deepti

Faculty – HRM
brs.deepti@ipeindia.org



Dr Asha Lourdes

Assistant Professor & Student
Counselor
asha@ipeindia.org



Dr B Arun Kumar

Faculty
arun@ipeindia.org

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

IPE was recognized as Centre of Excellence by ICSSR, GoI

Commencement of 2-year Full-time PGDBM

IPE commences Retail Management (PGDM-RM)

IPE commences PGDM-IB

1964

1970

1976

1978

1986

1995

2004

2007

2008

2009

ICSSR commences support to IPE for its research activities

Started Executive Training Programmes for IAS officials

IPE commences PGDM-BIF

Commencement of PGDPEM for Practicing Executives

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

Milestones of



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

- IPE receives NBA accreditation, GRIHA Five Star and LEED Platinum rating

Re-accreditation by SAQS for five years

- Ranked in Top 100 in Management Category by NIRF, GoI
- Ranked by ARIIA, MoE, GoI
- All PGDM Programmes accorded MBA equivalence by AIU

2015

2020

2022

2017

2021

2024

2012

2014

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

IPE receives PIO recognition

PGDM, PGDM-BIF and PGDM-IB accredited by NBA

All PGDM programmes are accredited by NBA

- 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 SAQS

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 Education (MoE), GoI. The Indian Council of Social Science Research (ICSSR), Ministry of Education (MoE), 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.

TRAINING

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.

POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM)



The Institute of Public Enterprise has been offering Post Graduate Diploma in Management (PGDM) programme since 1995. The PGDM programme is IPEs flagship and oldest programme. The programme is approved by the All India Council of Technical Education (AICTE), accredited by the National Board of Accreditation (NBA) and accorded MBA equivalent by Association of Indian Universities (AIU). The programme is of two years (six trimesters). In the first year, students know and learn the subjects that give an overall understanding of business management functions and its environment. After three trimesters, students will go for a eight-week internship in the industry to gain hands-on experience. In the second-year students opt for dual specialization depending on their interest and career goals. The classroom composition of the PGDM is diverse; students with engineering, pharmacy, biotechnology, agriculture, commerce, business management, social sciences, life sciences, mathematics, psychology and with many other undergraduate programs prefer to join the PGDM. The programme curriculum is designed to train students to explore career opportunities in any industry or sector.

PROGRAMME EDUCATIONAL OBJECTIVES

- To provide society with a cohort of young postgraduate 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.



Programme Head

**Prof. Rama Krishna
Yelamanchili**

M: 77024 65393

E: gramakrishna@ipeindia.org

Joint Programme Head

**Dr Samarendra
Kumar Mohanty**

M: 86393 51342

E: samar@ipeindia.org



Joint Programme Head

**Dr Mousumi Singha
Mahapatra**

M: 94403 60791

E: mousumi@ipeindia.org





Programme Architecture

FIRST YEAR

TRIMESTER-I

1

- Management and Organizational Behaviour
- Business Statistics for Decision Making
- Economics for Managers
- Accounting for Managers
- Marketing Management-I
- Information Technology for Managers
- Personality Development and Business Communication

TRIMESTER-II

2

- Operations Research
- Corporate Finance
- Macro Economics
- Human Resource Management
- Business Negotiation Skills
- Enterprise Risk Management
- Marketing Management-II
- Priming for Placements (Business Aptitude)

TRIMESTER-III

3

- Production and Operations Management
- Cost and Management Accounting
- Business Analytics for Decision Making
- Start-ups and Entrepreneurship
- Marketing Research
- Organizational Culture and Leadership
- Introduction to Enterprise Resource Planning (ERP)
- Foreign Language – French
- Comprehensive Viva

SECOND YEAR

TRIMESTER-IV

4

- Strategic Management
- Legal Aspects of Business
- Public Sector Policy and Issues in Management

Elective 1

- Subject 1
- Subject 2

Elective 2

- Subject 1
- Subject 2

Summer Internship Project & Viva Voce

TRIMESTER-V

5

- Infrastructure Management
- International Business

Elective 1

- Subject 3
- Subject 4

Elective 2

- Subject 3
- Subject 4

TRIMESTER-VI

6

- Corporate Governance, Business Ethics, and CSR
- Project Management
- Long-Term Research Project

Note: 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

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.

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

Kavyasree Kolluru

HR Analyst,
Deloitte, USI, Hyderabad



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.

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

Venkatesh Deekonda

Associate
Triniti Advanced Software
Labs Pvt. Ltd



POST GRADUATE DIPLOMA IN MANAGEMENT – MARKETING MANAGEMENT (PGDM – MM)



The PGDM – Marketing Management is a customized program that transforms the students into future Global business leaders adapt 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 acquire and develop 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).



Programme Head

Dr Prarthana Kumar

M: 90001 81276

E: prarthanakumar@ipeindia.org

Joint Programme Head

**Dr Sagyan Sagarika
Mohanty**

M: 9051211197

E: sagarika@ipeindia.org



PROGRAMME EDUCATIONAL OBJECTIVES

- To equip students with deep business and marketing management knowledge to effectively analyze and solve complex challenges, benefiting both organizations and society.
- To empower students with advanced marketing skills across research, product development, branding, and sales to enhance organizational performance and contribute to societal well-being through value-driven practices.
- To prepare students to excel in diverse marketing roles across global organizations, adapting to dynamic business environments and advancing organizational goals and societal progress.
- To instil strong ethical values and promote responsible business practices, fostering innovative and sustainable solutions that benefit society and the environment.
- Prepare students for leadership roles, equipping them to drive value through innovative marketing solutions that meet business and community needs.

PROGRAMME OUTCOMES

- Demonstrate the knowledge and understanding of principles, practices and frameworks of management in general and the Marketing domain in particular.
 - Exhibit critical, creative, and evidence-based thinking to identify business and marketing problems, and to provide effective and efficient solutions.
 - Illustrate effective problem-solving abilities by critically evaluating and synthesizing information from diverse local and global perspectives.
 - Effectively communicate in cross-cultural settings, in technology mediated environments, presenting ideas clearly and persuasively in both written and oral forms.
 - Efficiently lead in diverse and dynamic business environments, demonstrating the ability to work both independently and collaboratively while exhibiting ethical, sustainable, cultural, and global awareness.
- Demonstrate the ability to assess themselves and actively pursue self-development to advance their professional knowledge and practice, particularly in adapting to new learning environments.
- Exhibit entrepreneurial prowess to establish, lead, and manage startups, as well as enhance and expand family enterprises.

PROGRAMME SPECIFIC OBJECTIVES

Graduates will:

- Be able to design, implement, and evaluate marketing strategies that enhance brand equity, engage target audiences, and achieve sustainable competitive advantage in various markets.
- Demonstrate proficiency in leveraging digital marketing tools and platforms, using data analytics to optimize online campaigns, and making data-driven decisions that improve digital marketing performance and ROI.
- Be skilled in creating and managing cohesive marketing communication plans that effectively integrate various channels, such as advertising, public relations, sales promotions, and social media, to convey a unified brand message.
- Understand consumer behavior, apply market segmentation to target customer segments, and develop effective sales strategies to build strong relationships and drive customer loyalty, through tailored marketing efforts and relationship marketing techniques.

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 with – 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, in addition to a few non-credit courses. 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 term offers a mix of core, program core and elective courses, allowing the students to develop subject proficiency. After the first year, the students are required to undertake 8-9 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.



Programme Architecture

FIRST YEAR

TRIMESTER-I

1

- Management and Organizational Behaviour
- Business Statistics for Decision Making
- Economics for Managers
- Accounting for Managers
- Marketing Management
- Information Technology Applications for Marketing
- Personality Development and Business Communication

TRIMESTER-II

2

- Human Resource Management
- Operations Research
- Corporate Finance
- Macro Economics
- Managing Service Experience
- Advertising Management
- Digital Marketing
- Priming for Placements (Business Aptitude)

TRIMESTER-III

3

- Production and Operations Management
- Cost and Management Accounting
- Business Analytics for Decision Making
- Marketing Research
- Start Ups and Entrepreneurship
- Sales and Negotiation Strategy
- Social Media Marketing
- French Language
- Comprehensive Viva

SECOND YEAR

TRIMESTER-IV

4

- Strategic Management
- Retail Management
- Procurement and Distribution Management
- Elective 1
 - Subject 1
 - Subject 2
- Elective 2
 - Subject 1
 - Subject 2

Summer Internship Project & Viva Voce

TRIMESTER-V

5

- Rural and BOP Marketing
- Legal Aspects of Marketing
- B2B Marketing
- Elective 1
 - Subject 3
 - Subject 4
- Elective 2
 - Subject 3
 - Subject 4

TRIMESTER-VI

6

- Corporate Governance, Business Ethics and CSR
- Project Management
- Experiential Marketing
- Long Term Project Viva

Note: 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

Sri Harsha Korlapati
PGDM - MM (2020-22)



The two years have been nothing short of transformative and enriching, providing me with a solid foundation in marketing principles and real-world skills that I believe will shape my career in remarkable ways. Throughout my time at IPE, I was consistently impressed by the calibre of the faculty and their dedication to providing a holistic education.

One of the standout features of my journey at IPE was the emphasis on practical application. The program integrated case studies, group projects, and internships, which allowed me to apply theoretical concepts to real-world scenarios.

IPE also provided a vibrant and diverse learning environment. Interacting with fellow students from various backgrounds and cultures enriched my perspective and fostered a collaborative spirit. The campus facilities were state-of-the-art, creating a conducive atmosphere for learning, research, and networking. IPE's flagship entrepreneurial event, Starupedia played a crucial role in development of my personal growth and leadership.

I would wholeheartedly recommend the Marketing Management program to anyone looking to embark on a rewarding journey in the world of marketing."

POST GRADUATE DIPLOMA IN MANAGEMENT – BANKING AND FINANCIAL SERVICES (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.



Programme Head

Dr M Chandra Shekar

M: 81870 56918

E: m.chandrashekar@ipeindia.org

Joint Programme Head

Dr Harishankar Vidyarthi

M: 97175 25341

E: harishankar@ipeindia.org



Programme Architecture

FIRST YEAR

TRIMESTER-I

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 and Services

TRIMESTER-II

2

- Human Resource Management
- Operations Research
- Corporate Finance
- Macro Economics
- IT Applications and FinTech
- Principles and Practices of Life Insurance
- Priming for Placements (Business Aptitude)
- Financial Econometrics & Research Methodology

TRIMESTER-III

3

- Essentials of 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
- Financial Analytics using Python
- Comprehensive Viva

SECOND YEAR

TRIMESTER-IV

4

- Strategic Management
 - Legal Environment for BFS
 - Applied Financial Modeling
- Finance Electives
- Subject 1
 - Subject 2
- Other Electives
- Subject 1
 - Subject 2

Summer Internship Project & Viva Voce

TRIMESTER-V

5

- Corporate Governance, Business Ethics and Corporate Social Responsibility
 - International Banking, Treasury and Forex Management
- Finance Electives
- Subject 3 - Risk Management
 - Subject 4
- Other Electives
- Subject 3
 - Subject 4

TRIMESTER-VI

6

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

Note: 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.

INTERNATIONAL STUDY TOUR

The institute offers experiential learning opportunities with various student activities to ensure a unique understanding of the work environment. Such activities help them understand and gain profound experience and exposure as a part of our outreach programme for the PGDM- BFS students; 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 organises national and local industrial visits every year to make the PGDM-BFS students aware of all the necessary industry-ready skill sets required to give a feel of work culture. The companies and institutions the students visited are Chermas,

Stanza Apparels, Bailley Water, Namaste Telangana, NISM, National Stock Exchange, etc.

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, the industry also offers other profiles related to domains like Analytics, Operations, Marketing, HR, Information Systems, etc. 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.



ALUMNI SPEAK

Yerram Sai Chaithanya

PGDM-BFS – 2022-24

Probationary Officer,
Federal Bank



When I stepped into the Institute of Public Enterprise (IPE), Hyderabad, I was a different person. By the end of my journey, I had transformed – not just in knowledge but also in perspective and skills. The PGDM-BFS program was instrumental in shaping my financial acumen by allowing me to participate in the Bloomberg Market Concepts (BMC) conference, and my certifications in BMC and ESG deepened my understanding of financial markets and career prospects.

Presenting a “Women Entrepreneurship” paper, later included in the book *New Age Management Strategy and Innovation*, honed my research skills. Interning at NABARD further enriched my learning; my report on financing FPOs and agri-value chains received recognition and broadened my understanding of rural development.

Beyond academics, I engaged in cultural exchange through Yuva Sangam, representing Telangana and exploring Bihar’s heritage. These experiences and active involvement in IPE’s Media Club built my confidence and leadership. Graduating as a Junior Management Grade 1 employee at Federal Bank, IPE equipped me to face challenges and lead purposefully.

The two-year BFS program offers a transformative journey, equipping students with the skills, knowledge, and confidence to excel in the financial sector. Guided by experienced professors and enriched with real-world case studies, the curriculum fosters critical thinking and problem-solving abilities. Specialized courses by NSE Talent Sprint and a prestigious Bloomberg Market Concepts certification enhanced my professional skills and global employability. An industrial visit to Masqati Dairy Farm provided insights into operational strategies.

Participation in management contests, internships at Deloitte Tax Services, and flagship events like Startupedia fostered creativity, innovation, and leadership. The BFS program prepares aspiring professionals for success.

M Saiesh Reddy

PGDM-BFS – 2022-24

Tax Consultant I
Deloitte Tax Services LLP



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.

Sreeprada Devarakonda

PGDM-BFS – 2020-22

Fund Accounting Analyst,
Franklin Templeton



The PGDM-BFS program was a transformative journey that equipped me with critical financial acumen and analytical skills. The curriculum’s blend of theory, practical application, and expert faculty guidance ensured a comprehensive education.

Active participation in Finance Club events, certifications like Bloomberg, Block Chain and conferences by NHRD and T-Hub broadened my industry perspective. The Summer Internship Program and presenting a research paper on ‘Women Entrepreneurship’ enhanced my professional competencies.

Competitions like Hindustan Unilever L.I.M.E. SEASON XII allowed me to apply theoretical knowledge to real-world business challenges. Quiz competitions by IIM Kolkata and IIM Indore sharpened my analytical skills while advancing to level 2 prelims in the TATA Crucible Business Quiz showcased my preparation and expertise. Further managing a business stall during SANSKRITI provided hands-on business experience. The program holistically prepared me for success in the financial sector.

Saudamini Nittala

PGDM-BFS – 2021-23

Tax Consultant I
Deloitte



POST GRADUATE DIPLOMA IN MANAGEMENT – INTERNATIONAL BUSINESS (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



Programme Head

Dr M Karthik

M: 9346515819

E: karthik@ipeindia.org



Joint Programme Head

**Dr Rajesh
Gangakhedkar**

M: 9866613403

E: rajesh@ipeindia.org

- 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

CAREER PROSPECTS / PLACEMENTS

Students of PGDM-IB would be hired like any MBA/PGDM graduate for profiles in Marketing / Finance / HRM

/ IT / Production and Operations Management / Trading / Export / Import / Logistics / Supply Chain Management / Business Strategy, etc.

Global Managers in all functional areas of management such as International Marketing, International Finance, International HR, Global Supply Chain Management etc.

- Cultural Advisor
- Import Compliance Specialist
- Travel Director
- Diplomatic Associate
- Advisor Export Promotion Corporations

Programme Architecture

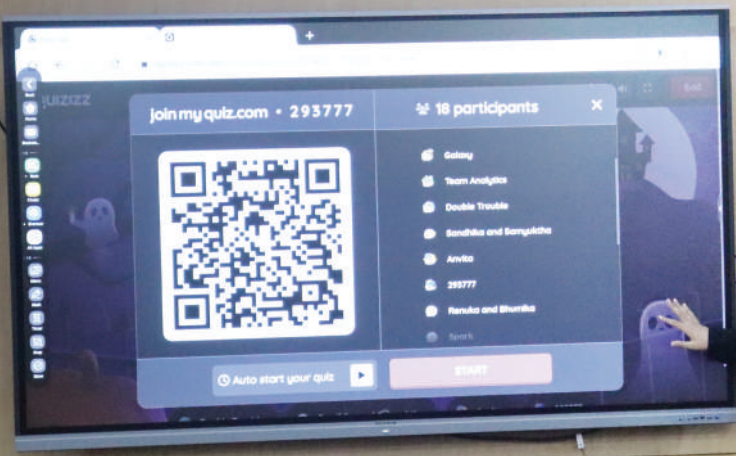
FIRST YEAR



SECOND YEAR



Note: 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

B. Abhishek

Analyst Product Coordinator –
Asia Pacific Region Solenis GCC
(2016-18)



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, Dubai etc as part of the industry visit.

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.

The educational tour to Dubai helped us to connect and learn from Industry leaders such as senior executives from Emirates Airline, Professors of Rochester University Dubai etc.

M P Meghana

Analyst,
Engagement Financial Advisor,
Deloitte
(2020-22)



Hemunth Kumar

Deputy Manager
Coromandel International
Limited
(2020-22)

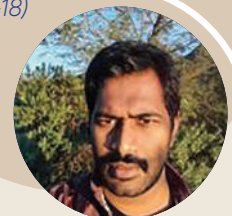


The PGDM-IB program at IPE gave me a comprehensive understanding of the impact of global policy issues on trade and supply chains at a national and international level. The exposure it offered to me was truly global in every sense. From the classroom to the board room, this program has enabled me to implement theory in practice. In a globalised trade ecosystem, it is important for you to have full knowledge of the international Trade environment and the mindset to tackle challenges associated with it to succeed, and this program provides you with both.

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.

Bala Chandra Reddy

Area Executive
(CFP Convenience Focus
Products) ITC
(2016-18)



POST GRADUATE DIPLOMA IN MANAGEMENT – HUMAN RESOURCE MANAGEMENT (PGDM-HRM)



The Post-Graduate Diploma in Management – Human Resource Management (PGDM-HRM) is a two-year full-time program comprising of four semesters of study including projects. The objective of the PGDM-HRM Program is to impart comprehensive and contemporary education on people's strategies and HR competencies to HR practitioners, aspiring HR professionals, and entrepreneurs seeking to develop and demonstrate capabilities that are relevant to the present-day demands of the business. This program is envisaged as one of the highest quality programs in Human Resource Management as it is proactively designed to provide eligible, suitable, and competent HR professionals with sufficient knowledge of business in all industrial sectors. The Institute started this two-year AICTE approved, full time PGDM-HRM program in the year 2012. The program has been granted MBA Equivalence by the Association of Indian Universities (AIU).

The course introduces the function of HRM at length, thus enabling the candidates to seek a career in HR. This program offers a platter of HR elective courses vis-à-vis other functional core courses, thus allowing a skill variety. The program is proactively designed with an aspiration to impart skills and knowledge to the students who would like to pursue their career in the field of HR. Curriculum for the program is revised on a regular basis after taking input from the HR experts from the industry as well as academia. It is a dual specialization program with an intake of 60.

PROGRAMME EDUCATIONAL OBJECTIVES

- Anticipate and respond to the evolving needs of social science and management research by incorporating evidence-based HR practices.
- Develop the ability to anticipate and address the unique human resource needs of the government, corporate, and social sectors.
- Leverage their multidisciplinary competency in management education to design and implement innovative HR solutions.
- Demonstrate adaptability by anticipating and responding to emerging trends in social science and management.
- Exemplify collaborative and ethical leadership, working effectively across government, corporate, and social sectors.



Programme Head

Prof Ujjal Mukherjee

M: 9551926707

E: ujjalmukherje@ipeindia.org



Joint Programme Head

Dr Vasanthi Donthi

M: 7799239944

E: vasanthi@ipeindia.org

PROGRAMME OUTCOMES

- Apply evidence-based HR practices using insights from social science and management research.
- Design HR strategies tailored to the needs of government, corporate, and social sectors.
- Integrate multidisciplinary knowledge to create innovative HR solutions.
- Evaluate and respond to emerging trends in social science and management.
- Demonstrate collaborative and ethical leadership across different sectors.
- Implement strategic HR initiatives aligning with organizational goals.
- Exhibit strong communication and interpersonal skills for effective employee management.

CAREER PROSPECTS

The PGDM in Human Resource Management from the Institute of Public Enterprise prepares students for a diverse range of career opportunities by integrating evidence-based practices with multidisciplinary insights. Graduates are equipped to excel in corporate HR roles, designing and implementing strategic initiatives such as talent acquisition, employee engagement, and workforce development. The program also offers a strong foundation for HR positions in the government and public sector, enabling students to craft policies and frameworks tailored to these unique environments. Additionally, the program's emphasis on innovative HR solutions and adaptability positions graduates for consulting roles, where they can guide organizations in talent management, organizational design, and leadership development.

The program supports career paths in academia and research, focusing on emerging trends in HR and social science, as well as entrepreneurial ventures in HR technology and services. Opportunities in specialized domains such as diversity and inclusion, HR analytics, and corporate social responsibility are also open to graduates, along with international roles in cross-cultural talent management. With its comprehensive approach to management education, IPE's PGDM HRM program enables students to build successful careers while addressing the evolving needs of organizations and society.

Programme Architecture

FIRST YEAR

TRIMESTER-I

1

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

TRIMESTER-II

2

- Operations Research
- Corporate Finance
- Macro Economics
- Information Technology for Managers
- Performance and Compensation Management
- Organization Development
- Learning and Development
- Priming for Placements (Business Aptitude)

TRIMESTER-III

3

- Production and Operations Management
- Cost and Management Accounting
- Business Analytics for Decision Making
- Start-ups and Entrepreneurship
- Applied Research in HRM
- Workforce Metrics
- Foreign Language – French * LG
- Comprehensive Viva 1

SECOND YEAR

TRIMESTER-IV

4

- Strategic Management
- Legal Aspects of Business
- Labour Legislation

Electives

- Subject 1
- Subject 2

Electives

- Subject 1
- Subject 2

Summer Internship Project

TRIMESTER-V

5

- Emotional Intelligence & Positive Psychology
- HRM in Global Perspective
- Industrial Relations

Electives

- Subject 3
- Subject 4

Other Electives

- Subject 3
- Subject 4

TRIMESTER-VI

6

- Corporate Governance, Business Ethics, and CSR
- Project Management
- Long Term Research Project

Note: 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

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.

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 alumnus, 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.

Kshitija Dashputre
PMO Manager @ Amazon



My time at the Institute of Public Enterprise (IPE) has been an extraordinary journey of learning and growth. The institute has provided me with a strong academic foundation, complemented by practical exposure through case studies, projects, and interactive sessions with industry leaders.

I am delighted to share that I have been placed at Heritage Foods Limited, where I am working in the role of Performance Management Systems (PMS) and Talent Management (TM). The placement preparation process at IPE was a holistic experience, with a focus on enhancing technical knowledge, communication skills, and interview readiness.

The consistent support and guidance from faculty members and other stakeholders, was instrumental in helping me secure this role. I am immensely grateful to IPE for equipping me with the tools to embark on this exciting professional journey.

Saunak Mitra
PGDM-HR – 2023-25



Greetings! My name is Akash, I am from PGDM-HRM Class of 2025. Pursuing PGDM from IPE Hyderabad has been one of the most important and best decisions of my life. The student-professor rapport, the support from professors, and their guidance have played a pivotal role in developing and upskilling myself.

The beautiful and picturesque campus has helped create a vibrant atmosphere these two years. The culture of the institute is also great. I got placed at M/s PwC and the support given by the placement department is endless. The push and motivation they give enabled me to bag the job. I have had a great Post Graduate experience here at IPE and I am proud to be an IPEian!

Pavan Akash I
PGDM-HR – 2023-25



I, Anushka Saha, am delighted to share my placement journey at IPE, which culminated in securing an HR role at TCS on January 8, 2025, through the TCS HR Pitstop Hiring Program. The placement process at IPE was well-organized, offering continuous guidance, training, and support. Resume-building workshops, mock interviews, and personalized feedback from the faculty and placement team refined my skills and boosted my confidence, preparing me to navigate the recruitment process effectively. For the TCS placement, the process began with an aptitude test assessing core HR concepts, followed by a case-based group discussion, and concluded with Technical, Managerial, and HR rounds. These stages focused on HR fundamentals, including Management of Business (MOB) concepts and Labour Laws. To prepare, I revisited key HR concepts, management basics, and industry trends, which, combined with IPE's rigorous training, were instrumental in my success.

I am deeply grateful to IPE for the mentorship and opportunities that have laid a strong foundation for my career.

Anushka Saha
PGDM-HR – 2020-22
Fund Accounting Analyst,
Franklin Templeton



POST GRADUATE DIPLOMA IN MANAGEMENT – BUSINESS ANALYTICS (PGDM – BA)



Every industry – from retail and finance to healthcare and logistics relying on data to drive its decision-making processes. Businesses are facing the challenge of extracting actionable insights from large data. Many companies lack the expertise to analyze the Data effectively and translate findings into business strategies. This gap has created a need for professionals with analytical expertise to develop business strategy and guide the organizational decisions.

The need for decisions based on real-time data to stay competitive. The rise of technologies like artificial intelligence, machine learning, and predictive analytics are reshaping businesses operations, Thus, Business Analytics Programme gains significance in today's competitive world. To keep abreast IPE Launched its two-year AICTE approved full time PGDM - Business Analytics Program for the academic year 2024-25 with an intake of 60.

Candidates for this programme are selected based on their academics, performance in GDPI, and the competitive valid score in CAT / XAT / MAT / ATMA / CMAT / GMAT and any other test approved by AICTE.

PROGRAMME EDUCATIONAL OBJECTIVES

- To equip the Graduates with a comprehensive understanding of key business functions and imbibe the ability to integrate knowledge with advanced



Programme Head

Prof K V Anantha Kumar

M: 9154254043

E: ananth@ipeindia.org



Joint Programme Head

Dr M A Nayeem

M: 9848422633

E: nayeem@ipeindia.org

analytical and data-driven techniques to identify and solve complex business problems.

- To prepare Graduates with strong analytical skills to use modern technological tools for analyzing and interpreting large datasets, thereby enabling informed and effective contextual decision-making.
- To enable the Graduates think innovatively to identify the opportunities and drive organizational growth, and to develop entrepreneurial skills to encourage the startup ventures,
- To develop strong communication skills in Graduates to work collaboratively and to effectively present data-driven insights and business strategies to various stakeholders enhancing their impact in the business analytics domain.
- To train the Graduates to become responsible leaders and ethical decision-makers, with a keen understanding of both domestic and global business dynamics, with commitment to sustainable practices that benefit organizations and society.

PROGRAMME OUTCOMES

- Graduates will demonstrate a holistic understanding of core and contemporary management concepts and analytics principles

- Graduates will be able to identify business problems, formulate related analytical models and evaluate their capability in addressing intricate business issues.
- Graduates will exhibit critical thinking abilities and reasoning skills to analyse the problems that are needed for designing and recommending innovative solutions for multifaceted business problems using advanced analytics techniques and for developing data-driven strategies for the processes to meet the specified needs.
- Graduates will demonstrate their skill of using predictive modelling techniques, modern analytical approaches including software languages and data visualization tools and their scope.
- Graduates will develop an understanding of the environmental (GLOCAL) impact of businesses and apply management and analytics knowledge to create innovative and sustainable solutions for future generations.
- Graduates will recognize and absorb the importance of lifelong learning, individual skills and team skills, in response to the continuous analytical and technological changes in the dynamic business environment.

- Graduates will proficiently exhibit oral and written communication skills tailored to local and multinational organizational environments.
- Graduates will demonstrate professionalism, entrepreneurial acumen, ethical conduct, leadership, and resilience while collaborating with diverse stakeholders and addressing the managerial challenges.

This Programme is mainly oriented towards imparting skills in analytics arena desired by the global and domestic business entities. The curriculum intends to reduce the gap between industry and academia with the right blend of theory and practice, furthering students to nurture their innate talent for becoming business analysts, business intelligence analyst, marketing analyst, financial analyst, quantitative analyst, Risk analyst thus becoming invaluable and indispensable assets of an organization. Being a student of this program you would be able to gain an in-depth knowledge and analytical skills which will enable them to carry out various Trade and Business operations of an organization effectively and efficiently in the emerging globalized environment.

CURRICULUM

The curriculum of the PGDM – Business Analytics program is an outcome of bench marking against the best and continuous reviews by the faculty, industry practitioners. The course content aims to develop managers with – 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 totalling to 106 credits. The two years of the programme is divided into 6 trimesters. Each trimester offers a mix of core, program core and elective courses, allowing the students to develop subject proficiency. After the first year, the students are required to undertake 8-9 weeks of Summer Internship in a public or private corporate organization. Summer Internship provides the students with powerful managerial insights with regards to business problems.



Programme Architecture

FIRST YEAR

TRIMESTER-I

1

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

TRIMESTER-II

2

- Human Resource Management
- Operations Research
- Corporate Finance
- Macro Economics
- SQL for Managers
- Business Analytics for Managers Using R
- Big Data for Business Decisions
- Priming for Placements (Business Aptitude)

TRIMESTER-III

3

- Production and Operations Management
- Cost and Management Accounting
- Marketing Research
- Start-Ups and Entrepreneurship Development
- Machine Learning using Python
- Data Analytics Using SAS
- Data Visualization and Story Telling
- Foreign Language – French
- Comprehensive Viva

SECOND YEAR

TRIMESTER-IV

4

- Strategic Management
- Business Applications using Deep Learning and Artificial Intelligence
- Social Media and Web Analytics
- Business Analytics Electives
 - Subject 1
 - Subject 2
- Other Electives
 - Subject 1
 - Subject 2

Summer Internship Project & VivaVoce

TRIMESTER-V

5

- Legal Aspects of Business
- Natural Language Processing
- Generative AI
- Business Analytics Electives
 - Subject 3
 - Subject 4
- Other Electives
 - Subject 3
 - Subject 4

TRIMESTER-VI

6

- Corporate Governance, Business Ethics and CSR
- Project Management
- Long Term Research Project & Viva

Note: 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.



Elective wise list of subjects

The students have to select any one or two Elective Streams from the list mentioned below as per the norms of the programme.

TRIMESTER-IV

Finance Electives

- Financial Analysis and Credit Management
- Financial Modelling
- Security Analysis and Portfolio Management
- Tax Planning and Management
- Corporate Restructuring Mergers and acquisitions
- Strategic Cost Management
- Fixed Income Securities
- Financial Econometrics
- Financial Markets, Institutions and Services
- Financial Analytics

Marketing Electives

- Product & Brand Management
- Customer Relationship Management
- Digital & Social Media Marketing
- Integrated Marketing Communications
- Strategic Marketing
- Marketing Analytics

HR Electives

- HR Analytics
- Cross-cultural Management
- Competency Management
- Contemporary issues in HRM
- Learning and Development

Operations Electives

- Supply Chain Management
- Management of Service Operations
- Optimization Models for industry
- Operations Analytics
- Operations Strategy

Business Analytics Electives

- Marketing Analytics
- Operations Analytics
- Financial Analytics
- HR Analytics
- Data Science and Machine Learning
- Business Intelligence and Data Visualization
- SQL for Data Science
- Cyber Security and Cyber laws
- Predictive Analytics
- Data Mining for Business Decisions

Systems Elective

- Management Information Systems
- E-Commerce
- Advanced Excel for Statistical Data Analysis

Economics Electives

- Public Finance
- International Economics
- Monetary Economics

Entrepreneurship Electives

- Entrepreneurial Finance
- Social Entrepreneurship and Social Innovation
- Family Business Management

TRIMESTER-V

Finance Electives

- Risk Management
- Derivatives and Structured Finance
- Financial Planning and Wealth Management
- Entrepreneurial Finance
- Strategic Financial Management
- Foreign Exchange Arithmetic
- Private Equity
- Mutual Funds

Marketing Electives

- Sales and Distribution Management
- Global Marketing Management
- Social Marketing
- Consumer Behavior
- Services Marketing
- Rural and Agricultural Marketing

HR Electives

- Talent Management
- Strategic Human Resource Management
- HR Auditing
- Leadership and Change Management
- Industrial Relations
- Organization Development

Operations Electives

- Total Quality Management
- Strategic Sourcing
- Warehouse Management
- Technology and Innovations Management
- Advanced Inventory Modelling
- Lean Management

Business Analytics Electives

- Big Data Analytics
- IOT Data Management and Analytics
- Cloud Computing for Business
- Artificial Intelligence and Deep learning
- Block Chain Technology for Business

Systems Elective

- IT Infrastructure
- Enterprise Resource Planning
- Digital Governance

Economics Elective

- Industrial Economics
- Urban Economics
- Environmental Economics

Entrepreneurship Elective

- Corporate Entrepreneurship
- Creativity, Innovation, and Entrepreneurship
- Detailed Project Report (DPR) – Compulsory in nature

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

Admission Procedure for Indian Students

Eligibility

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

Admission Procedure

- Register for IPE Admissions online and submit the application.
- Candidates have to appear in any one of the admission tests (CAT/XAT/MAT/ATMA/CMAT/GMAT) and submit the valid test score necessary for admission
- Shortlisted candidates will be called for Group Discussion and Personal Interview to be held at IPE Hyderabad and in major cities by IPE both in physical form or in online form. Timely updates will be posted on the website and communicated to the applicants.
- The selection of candidates will be based on:

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
Total	100

- Selected candidates for admission will be informed through email. The students joining the institute need to pay the fee as per the fee structure given below:

Fee Structure

Academic Fee

S. No	Fee Particulars	Amount (Rs.)
(A)	1st Year	
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
	Total payable 1st year (A)	4,55,000.00
(B)	2nd Year	
01	Tuition Fee	2,90,000.00
02	IT & Other Academic Facilities Fee	70,000.00
	Total payable 2nd year (B)	3,60,000.00
	Grand Total (A) + (B)	8,15,000.00

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

Management reserves the right to convert single occupancy into double occupancy as the need may be and charge the student accordingly.

*(Subject to Revision)

Transport Fee*

Particulars	Amount
Any existing route	Rs. 45,000.00

*(Subject to Revision)

Kindly check IPE website for updates on Hostel fee and Transport Fee.

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.

- For further details feel free to write to admissions@ipeindia.org.
- Refund norms on cancellation of admission can be had from the website.

Any dispute shall be subject to Jurisdiction of the competent courts located within the territorial limits of Hyderabad.

Scholarships

IPE offers many excellent scholarships for deserving students with varied 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 awarded to students who demonstrate exceptional 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 only eligible for scholarships. All the scholarship applications will be scrutinized by the Internal Committee and the scholarship list will be finalized. The decision of the committee is final and binding. There is no upper limit on the number of scholarships awarded.

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
International Participation	4,00,000
National Participation	2,00,000

Scholarships for Talent in Arts

Criteria	Scholarship Amount
International Participation	2,00,000
National Participation	1,00,000

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.
3. The scholarship scheme is subject to review and change at the discretion of the Institute of Public Enterprise, Hyderabad.
4. Scholarships would be taken up for disbursement in the month of December.

Contact us @ Admissions

Ph: 040-2349 0948

Extn: 310 / 328 / 348 / 351 / 402

Toll Free No. 1800-120-4473 or

admissions@ipeindia.org



Prof KV Anantha Kumar

Coordinator – Admissions

9154254043

ananth@ipeindia.org



Dr Sinju Sankar

Joint Coordinator – Admissions
(Operations)

9885678513

sinjusankar@ipeindia.org



Dr Muzamil Ahmad Baba

Joint Coordinator – Admissions
(Media & Marketing)

9177216166

muzamil@ipeindia.org



Mr T Sudheer Kumar

Manager – Admissions

9391932129

admissions@ipeindia.org



Ms Deepti

TL – Admissions Counselling

9154709139

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 / 928

Fax: +91-40-234 90 999

Industry Internships / Summer Internship Projects (SIPs)

Our Summer Internship Program (SIP) fosters valuable industry experience for students through placements spanning six to eight weeks across diverse sectors like manufacturing, trading, consulting, and more. Partnering with over half a dozen companies through MOUs, we facilitate seamless academia-industry collaboration, offering both stipend-based full-time and part-time internships without disrupting regular studies. Impressively, some students secure Pre-Placement Offers (PPOs) based on their outstanding performance. Projects encompass various domains such as marketing, finance, HR, and business analytics, providing students with a comprehensive and enriching internship experience.

Our students were offered SIPs by several leading companies, including: Deloitte Consulting India Private Limited, Amazon, HEDGE Kerala, Dr. Reddy's Laboratories, EDP soft Private Limited, Ernst & Young Global Limited, Future Generali India Life Insurance Co. Ltd, GaoTek.inc, GD Research Center Pvt. Ltd, Gland Pharma Limited, Global Data research centre, ICICI Bank, S&P Global(IHS Markit), IIFL Securities, KCP cements LTD, Kinsei Consultancy, Kotak Mahindra bank, Larsen and Toubro Ltd, Metrics4 Analytics Pvt. Ltd., Motilal Oswal Financial Services Limited, MWH Holdings Private Limited, NABARD - Nestle India, NMDC Limited, Outlook (Publishing) India Pvt Ltd, Randstad India Pvt. Ltd, Reserve Bank of India, State Bank of India, SHV Energy Private Limited Sify Technologies Pvt Ltd, TATA Steel, TCS iON, TVS Brakes India Private Limited, Unschool, Vizag Steel Plant, Zydex Organics, etc.



Recruiters



Facilities@ IPE

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

City Office

Osmania University Campus, Hyderabad - 500 007
Phone: +91-040-27098145 | Fax: +91-040-27095183

Campus

Survey Nos. 1266 and 1266/94, Shamirpet (V&M)
Medchal, Hyderabad, Telangana - 500101
Phone: +91-40-23490900 | Fax: +91-040-23490999

For further details contact

Toll Free No. 1800-120-4473

✉ admissions@ipeindia.org

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<https://www.instagram.com>

www.ipeindia.org