



INDUS SCHOOL OF BUSINESS MANAGEMENT

Approved by AICTE, Ministry of HRD, Government of India

**ISBM**  
GURGAON

Care for **FUTURE**  
to lead the world  
**PGDM**



Information Brochure



# Governing Board

**Shri Ravi Bhushan**

Chairman

**Shri Sanjay Swaroop Bansal**

An Eminent Industrialist of U.P.

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Chairman and CEO, UST Global  
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**Dr. D.D. Kaushik**

Ex. Director  
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**Dr. Manjula Shyam**

Ex. Director-International Programs  
Yale School of Management, New Haven U.S.A.

**Dr. Madhuika Kaushik**

Professor  
Dept. of Management IGNOU, New Delhi

**Shri Bhompal Singh**

Sr. Advocate  
Jhajjar

**Shri Pramod Jain**

Sr. Advocate  
High Court Allahabad



## Vision

To be an international centre of excellence in all aspects of management education through continuous competency building and innovation



## Mission

- To develop, both at individual and organizational levels innovative and ethical future leaders capable of managing change and transformation in a globally competitive environment and to advance the theory and practice of management
- To use proven learning pedagogies for smooth transfer of knowledge
- To promote Action-centric Research and value based Learning as per best Global Standards
- To collaborate with Industry, Government and relevant Institutions in the development and application of new knowledge for the benefit of society

## Institutional Values

We always strive to practice and also sustain the following values to prepare future thought leaders:

- Academic Freedom
- Passion for Excellence
- High Ethical Standards
- Responsiveness to Societal Needs
- Innovation



## Message from Chairman's Desk



ISBM believes in imparting management education based on ethical standards and moral values. The Institution not only creates an aura of global learning but also focuses on holistic development of its participants. I am glad that you have carefully chosen ISBM for your Post-graduate programme & I am sure that you would find the programme quite a challenging and a rewarding experience. ISBM believes in nourishing young minds into resourceful & perceptive professionals ready to embark upon challenging careers .

In a fast changing world and globalised business environment, companies find a plethora of opportunities for their business. However, these opportunities are associated with competitive threats which can not be discounted. Therefore, companies are for business leaders who can create sustainable and consistent growth. We at ISBM are very much conscious about this need of the Industry while designing and delivering the Curriculum besides other associated value additions to our participants.

As you are aware, it is the time for India to lead the world. Hence, with a determined leadership and long term committed vision, Indian managers need to develop a strong vision for their companies and most importantly for the people of this country. The great motivational skills and leadership qualities and a consistent double digit annual growth rate can make India the second largest economy in terms of purchasing power parity in next few years.

Future leaders should keep all those things in mind and not remain intellectually handicapped. ISBM strives to educate its students keeping all these issues in mind so that sooner or later structured economic independence can be achieved through a coordinated effort.

I, in favour of ISBM wish you a bright career ahead.

**Ravi Bhushan**  
Chairman

## Message from Director's Desk



Welcome to Indus School of Business Management (ISBM). Today, we stand at a unique moment in time and we should understand these challenges that lie ahead of us. With management education at an inflection point, we must strive to equip leaders of tomorrow with the competence, ability and character to address emerging global business and social challenges.

Cataclysmic changes, intense competition, uncertain business cycles and difficult geo-political terrain have made today's business environment very dynamic and unpredictable. With Liberalisation, Privatisation and Globalisation (LPG) move sweeping the west in post war years and Developing and Least Developing Countries (LDCs) following suit since late 1970s, World is getting more and more integrated and also globalised. Even Business today is also energized continuously by powerful forces of change such as developments in science and technology, new entrants fighting to have their share in the market place; a flurry of new and innovated products and services in industry after industry and the IT revolution reducing the global market to a hamlet.

The work of Today's manager is not restricted to manage only his/her product or service and market. Rather he/she has a large responsibility to assume the role of an organizational leader in such environments which is extremely challenging

but rewarding as well. Such leaders in today's environment need to acquire specialized knowledge, skills and attitudes so as to have a cutting edge vis-à-vis their competitors.

Against this philosophy, we at ISBM design our Programme with the belief that today's managers need to inculcate in themselves an analytical orientation to understand and analyse complex business situations while at the same time possess an action orientation and an administrative point of view. The Curriculum at ISBM is anchored to foster a much deeper intellectual exploration to meet the requirements of Trade and Industry and Society as well. Our training and Programme are guided by our vision, mission and core values.

I welcome you to navigate through our website to learn more about the Institute and its activities.

**Dr Sridhar Panda**  
Director



# Why study at ISBM ?



**Location:** Campus being situated near Gurgaon, the millennium city and corporate capital brings home the advantage of better corporate connection. Campus is located in a 17-acre lush green environment that boasts up a congenial environment for learning.

**Faculty:** Blend of academia and industry is a principle ISBM believes in to develop its intellectual capital. Hence, a careful selection of its faculty from both academia and industry brings the institute a distinct advantage.

**Industry Interface:** synergy between classroom teaching and operations of trade and industry is of paramount importance to management education. In order to make learning more effective, ISBM organizes guest lectures by captains of trade and industry and also field visits to plants to understand shop floor activities.

**Foreign Collaboration:** Institute has a strategic collaboration with University of San Francisco, California USA to impart international exposure to interested students.

**Pedagogy:** Extensive use of case method of learning to understand how management concepts apply in business situations along with hands on training and international exposure makes learning more effective at ISBM. Curriculum is continuously updated to suit the requirements of trade and industry.

**Holistic Development:** Through the entire span of programme, Institute emphasizes on knowledge, skill and attitude development.

**Sensitivity to Business Requirements:** ISBM proactively senses business world requirements and continuously innovates to build human capital to fill these needs.

# The Programme

## Post Graduate Diploma in Management (PGDM)

The Institute offers a two year full-time PGDM Programme, Approved by AICTE, Ministry of HRD, Government of India. The Programme is conducted in six trimesters. Being a flagship Programme under Brij Educational Trust, it equips participants with fundamental management skills and in-depth knowledge in their area of specialisation.

### Objectives

The objectives are manifold as mentioned below:

- To prepare the participants to manage and lead in an increasingly integrated business environment that transcends national borders
- To facilitate lateral thinking and to develop conceptual and analytical skills with in-depth understanding of functional areas
- To inculcate values of honesty, integrity and social responsibility in alignment with best global practices

### Academic Year

ISBM follows the calendar of July to April as its academic year with modifications if necessary on year to year basis. Detailed schedules for each trimester are provided at the beginning of the term.



# Programme Structure and Curriculum

Term-I	Term-II	Term-III
<ul style="list-style-type: none"> <li>Organizational Behaviour</li> <li>Marketing Management-I</li> <li>Financial Accounting</li> <li>Managerial Economics</li> <li>Business Ethics &amp; Corporate Governance</li> <li>Quantitative Techniques for Decision Making</li> <li>IT for Managers</li> </ul>	<ul style="list-style-type: none"> <li>Marketing Management-II</li> <li>Management Accounting</li> <li>Macroeconomic Theory &amp; Policy</li> <li>Organization Design &amp; Change</li> <li>Marketing Research</li> <li>Business Communication</li> <li>Operations Management</li> </ul>	<ul style="list-style-type: none"> <li>Human Resource Management</li> <li>Financial Management</li> <li>International Business : Environment &amp; Management</li> <li>Legal Aspects of Business</li> <li>Management Information System</li> <li>Supply Chain Management</li> <li>Managerial Effectiveness</li> </ul>
Term-IV	Term-V	Term-VI
<ul style="list-style-type: none"> <li>Strategic Management</li> <li>Electives: Seven</li> </ul>	<ul style="list-style-type: none"> <li>Entrepreneurship Management</li> <li>Electives : Six</li> </ul>	<ul style="list-style-type: none"> <li>E-Business</li> <li>Electives : Three</li> </ul>

## Summer Internship

## Electives

### Marketing

Sales and Distribution Management  
 Consumer Behaviour  
 Business to Business Marketing  
 International Marketing\*  
 Brand Management  
 Retail Marketing  
 Integrated Marketing  
 Marketing of Services  
 Advertising Management  
 Customer Relationship Management  
 Rural Marketing

### Human Resources

International HRM & Cross Cultural Communication  
 Selection and Recruitment  
 Performance Management  
 Knowledge Management  
 Compensation and Reward Management  
 Management of Change  
 Legal Framework of Employment  
 Competency Mapping & Assessment Centres  
 Training and Development  
 Human Resource Planning  
 Employee Relations & Collective Bargaining

### Finance

International Finance\*  
 Financial Derivatives  
 Management of Financial Institutions  
 Security Analysis and Portfolio Management  
 Project Finance  
 Management of Financial Institutions  
 Financial Engineering and Risk Management  
 Restructuring, Acquisitions, Strategic Alliances Mergers  
 Wealth Management & Alternative Investments  
 Financial Control and Cost Management  
 Corporate Taxation

### International Business

International Marketing\*  
 Regional Business Policies  
 International Finance\*  
 International Logistics  
 International Trading Operations and Practices  
 Legal aspects of International Business  
 Management of International Business  
 Foreign Trade Policy & Import Management  
 International Project Management  
 Trading in Commodities and Major Products  
 Managing Thrust Products and Major Markets  
 Geo Political Environment

\*indicates a subject which appears in two areas of specialisation. A student has to opt for the paper in one of the specialised areas in order to avoid duplicity.

**Note:** Each Course carries three credits. The Institute reserves the right to revise the course structure and its credits. However, students will be informed before hand regarding such changes.



# Admission Process



## Eligibility Criteria

The candidate must hold a Bachelor's Degree or equivalent (GPA) in any discipline from a recognized Indian or Foreign University/Institute. The Bachelor's degree or equivalent qualification obtained by the candidate entails a minimum of three years education after completing higher secondary schooling (10+2) or equivalent. Candidates appearing in the final year examination of graduation are also eligible.

Eligible candidates are required to appear in national level test like MAT, CAT, XAT, ATMA etc and are required to apply to the Institute.

## Procedure

**Application:** ISBM brochure along with application form can be procured by onetime payment of Rs 500/- by cash or Demand Draft in favour of "**Indus School of Business Management**" payable at Gurgaon. Brochure and the form can also be downloaded from our website [www.isbmgurgaon.com](http://www.isbmgurgaon.com) and the filled-in application form should be submitted along with a Demand Draft of Rs 500/-.

## Group Discussion and Interview

Group Discussion and personal interview are integral components of the admission process besides academic credentials and written test. The overall objective is to identify and assess the candidate's communication skills in addition to the overall aptitude and knowledge of the

candidate. Besides Gurgaon centre, the selection process is normally conducted at other centres in the country depending upon the concentration of the candidates. Candidate should indicate their preferred centres for GD & interview in the application form. If the candidate's preferred centre is not available, the candidate will be informed of the change. ISBM reserves the rights to cancel any of the centres for the selection process.

## Company sponsored

A certificate from sponsoring organization is required to be attached to the application form. Eligibility and procedure is same as above.

## Overseas Applicants

Foreign students and NRI sponsored candidates with a Graduate Management Aptitude Test (GMAT) score of 550 and possessing good command over English language are eligible. All other eligibility criteria and procedures will remain same as above.

## Admission to Programme

Final selection will be based on a careful evaluation of the applicants, academic credentials, work experience (if any), written test score as mentioned above, group discussion, written communication and personal interview. The selected candidates must pay their commitment money within the stipulated time after receiving the admission offer, failing which the offer will be withdrawn.



## The Campus Infrastructure



### Computer Center

ISBM has a state-of-the-art computing facility. ISBM is a Wi-Fi enabled educational campus providing students access to high speed internet round-the-clock.

High speed Internet connectivity through a dedicated link with backups ensures an uninterrupted access to the internet. ISBM provides web-based email account to all its students, faculty and staff.





## Library

ISBM has a well stocked library, which provides the latest and up-to-date reference material, reports, books, thesaurus, academic journals and audio-visual material for its users.

ISBM has acquired several on-line databases to meet the information requirement for both faculty members and students.

The library has a strong reference section consisting of the latest editions of Indian and International journals covering all areas in Management besides business magazines, annual reports of government departments, encyclopedia, trade and business directories, dictionaries, yearbooks etc. The vast reading room of the library provides an environment conducive to complete learning.



## Lecture Room

ISBM has an excellent infrastructure with modern facilities, which assist in conducting the academic programme.

Classrooms are air-conditioned and provided with modern audiovisual systems.





## Cafeteria

Mess facilities at the hostel give the students, a feel of home stay. The staff of ISBM will make special efforts to ensure that the food cooked in the mess is hygienic, nutritious and of course, delicious. A uniquely designed and well serving cafeteria at ISBM premises serves wide variety of snacks & beverages.

## Accommodation & Transport

The institute is having separate Wi-Fi enabled hostel facilities for girls and boys in Sector 10, Gurgaon. Hostel accommodation is **Optional** & students who have opted for hostel accommodation will have to stay in hostel for entire year. Transport facilities exist for the students and staff of the Institution.



# The City / Connectivity

## Location

The campus provides the perfect ambience for advanced learning. Surrounded by Reliance SEZ and big corporate houses, the campus is spread over 17 acres of land, situated near **Gurgaon**, 30 minutes drive from **Delhi Airport**.

### Major Sector Wise Brands in Gurgaon:-

**IT & Telecom:-** Hughes Software, IBM, Google, Tata Consultancy Service, Alcatel, HCL, Siemens, GE Capital, Silicon Graphics.

**FMCG:-** Coke, Pepsi, Nestle, Smithkline Beecham, Hindustan Lever.

**Chemical & Pharmaceuticals:-** Ranbaxy Laboratories, Dhanuka Pesticides, Morepen Laboratories

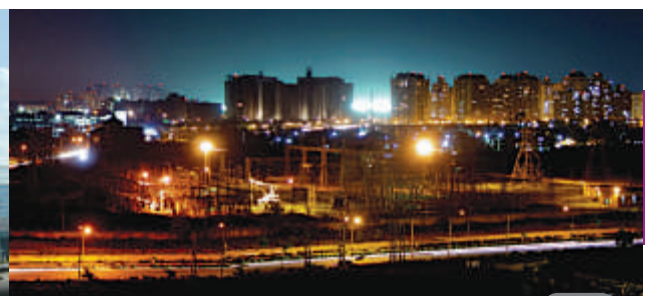
**Food Processing & Agro Based:-** Prefetti India Limited, Babino Agro & Food Industries Limited. etc.

**Financial Sector :-** HSBC, HDFC, ICICI, Axis Bank, American Express, Bank of America.

**Retail :-** Walmart, Pantaloon, Westside.

## Location Advantages : Gurgaon

Gurgaon's annual turnover in the industrial sector has crossed 46,000 crores with an investment of more than 10,000 crores. There are 402 large and medium scale units with an investment of Rs. 9000 crores and around 8000 small scale units with an investment of Rs. 890 crores. The employment generated in the industrial sector exceeds 2,00,000 persons.



## Fee Structure

Account Category	Installment			Total
	I (Fist Year)	II (First Year)	III (Second Year)	
<b>All figures in Indian Rupee</b>				
Tuition Fee Including Laptop	20,000**	90,000	1,10,000	2,20,000
Development Fee		16,000	16,000	32,000
Course Material Fee		7,000	7,000	14,000
Examination Fee		2,000	2,000	4,000
Laptop Charges		15,000	15,000	30,000
Institutional Dress		10,000	10,000	20,000
<b>Total</b>		<b>1,40,000</b>	<b>1,60,000</b>	<b>3,20,000</b>

\*\*indicates commitment money paid towards reserving a seat for a period as mentioned in the offer letter against second instalment. Upon receiving the second instalment of fee by deadline, the candidate is eligible to join the programme.

### Payment Schedule

Installment	Amount (in Rupees)	Amount Due on
I	20,000	Admission Confirmation
II	70,000	Within 30 days of 1st instalment or date mentioned in the offer Letter whichever is earlier
III	70,000	Before start of first year class
IV	1,60,000	Before start of second year session

#### Fee without opting for laptop

\*\* Students can opt not to take laptop from institution the fee without laptop will be Rs. 1, 45,000 per annum.

#### Hostel fee (Boarding & Lodging) \*\*\*

Academic Year	Installment No.	Amount (in Rupees)	Amount Due on
First Year	I	84,000	Within 30 days of depositing first installment fee
Second Year	II	84,000	Before start of second year session

\*\*\*indicates that fee is subject to change as per consumer price indices.

### Educational Loan Tie-up

Institute has made tie-ups with some banks to facilitate the process of obtaining the educational loan. Candidates requiring any such loan can approach Punjab National Bank, State Bank of India, Allahabad Bank, Andhra Bank etc in their respective home towns.

# Academia - Industry Interface



ISBM has strong, mutually beneficial and synergetic relationships with various corporate entities and their associations. Such relationships help ISBM weave real life business issues and perspectives in the academic curriculum and impart business education in a real time frame. The Institute regularly conducts corporate seminars, MDPs, case writing initiatives and similar activities to foster this academia-industry relationship.

## Guest Lectures

ISBM gives utmost importance to practical exposure and interaction of its management students with top executives from industries. Eminent speakers from the corporate, including Minda, Reliance Industries, HDFC Bank, Hotel Radisson, ICICI Prudential Life Insurance, SPM Auto, Ambience Mall, Carrier Air Conditioning and Refrigeration Ltd, Karvy, FlyWheel Logistics, Angel Broking, IndiaBulls, Country Club Resorts, Safexpress Limited were invited to enlighten the students in areas of Human Resource, Marketing, Finance, International Business and Information Technology.

## Industrial Visits

Industrial visit are the step towards practical learning, seeing with one own eyes makes learning more easily. Visits to industries are an integral part of management studies. It enables the students to get a glimpse of the industry so as to get a practical exposure in real time. The management operations can also be understood to a great extent. In this light, the students of ISBM are given a wide exposure in various sectors. The visits have been conducted in esteemed corporate including Indian Oil Corporation Ltd, Parle Products, Mother Dairy, Hero Honda Motors Ltd, and Maruti Suzuki.



# Placements

Placement Cell at the Institute comprises of a team of students and Placement Associates. The Placement Office headed by the Manager (Placements) acts as central hub for all placements related activities and is a repository of all information and resources.

ISBM Placement team tries to build strong industry interface and enhance industry interactions. ISBM regularly organize guest lectures, panel discussions, conferences and workshops with adequate industry representation giving the students an opportunity to meet and interact with corporate executives besides their summer training and live projects.

## Summer Internship

On completion of one year, students gain hands on experience in the experience in the application core concepts and functional skills. This practice of 'Learning by Doing' helps the student to relate the rigours of theory in the world of business. Participants work on projects as per the specification of the company. At the end of 8-10 weeks of such a closely guided project under the supervision of the company executive, the participant submits a report to the company. The concerned company guide normally provides feedback to the Programme Coordinator on the student performance. Summer Internship is an integral part of the Programme and its successful completion is a pre requisite for the award of Diploma.

## Patronizing Companies for Final Placements & Summer Internships:-

Angel Broking	Cosmos Sales Pvt. Ltd.	Lilliput Kidswear
Ebony Gautier	India Mart	Resort Country Club India
MTS	Ceasefire	Parle
Mother Dairy	Dabur	Cadbury
HDFC Bank	Snera Estates	India Info line
GodfreyPhillips	Neusource Pvt. Ltd.	VLCC
Rose IT Solutions	Unicom Real Estat	Vatika Group
Earth Water Group	Aptara Finance	Mindshapers Tech. Pvt. Ltd.
ICICI Prudential	Vinove Software & Services	Infocom Network Ltd.
Shoppers Stop	Bristol Hotel	Oracle BPO
Om Logistics	Café Coffee Day	Blues Clothing Company
Ray White India	Park Plaza	Elite Stock Mgmt. Ltd.
CocaCola	Bajaj Allianz	Cadbury
Hindustan Beverages	Hindustan Unilever Ltd.	Paprika Media Pvt. Ltd.
Nestle India	Clutch Auto	Amul
SPM Auto	Karvy Stock Broking Ltd.	Serco





# Beyond Academics

## Co-curricular Activities

Students at ISBM do not just believe in excelling in the class room. The emphasis is on holistic learning both within and outside the classroom. Consequently extra-curricular activities are pursued with a lot of enthusiasm and gusto. In order to make these activities happen in regular manner, students committees have been formed so that students practice management while learning. Following student committees are formed to provide students first hand exposure in order to develop core skills of critical decision making presenting their thoughts and ideas, working collaborating in teams and providing leadership in their chosen areas of interest.

### Academic Committee

The committee deals with generation of new ideas and organizing debates, seminars, colloquium through students' efforts for professional excellence and knowledge up gradation.

### Placement Committee

The committee deals with all matters relating to placement of students. It has to ensure timely action for placement, quality of placement, laying down procedures and systems, evolving effective feedback mechanism as well.

### Cultural Committee

The committee deals with cultural events through students' participation.

### Hostel Committee

The committee looks into the smooth functioning of hostel. It advises the administration about continuous up gradation so that timely action can be taken.

### Media & Literary Committee

The committee will look into matters regarding media coverage, brand promotion, establishing link with external agencies and eventually releasing a newsletter covering events of the Institute.



# Our Faculty

The strongest pillar of ISBM is its intellectual capital. The faculty here is a harmonious blending between academia and industry and has a passion for training and research. The names of faculty members with their areas of specialization are mentioned below:

## Core Faculty

### Director

#### **Prof (Dr.) Sridhar Panda**

*M.A (Eco), M. Phil, Ph. D (JNU)*

*Area: Economics & International Business*

#### **Dr. Pankaj Tiwari**

*MBE, Ph.D*

*Area: Management Accounting & Finance*

#### **Kuldeep Singh**

*MBA*

*Area: Marketing & International Business*

#### **Kapil Pruthi**

*M.Com, MBA*

*Area: Finance & Marketing*

#### **Swati Bhatnagar**

*M. Sc (Maths)*

*Area: Quantitative Methods & Marketing Research*

#### **Anshu Kamboj**

*B. Tech, MBA*

*Area: Marketing & Human Resources Management*

#### **Abhilasha Ahlawat**

*MBA*

*Area: Finance & Business Law*

#### **Meenal Pahawa**

*B.Tech. MBA*

*Area: Human Resources and IT*

#### **Meenakshi Yadav**

*MBA*

*Area: Human Resources and Marketing*

#### **Monika Maratha**

*MBA*

*Area: Human Resources and Marketing*

#### **Rosaleen Mishra**

*MBA*

*Area: Marketing & Communication*

## Visiting Faculty

### **Dr. Vinod Dumblekar**

*MBA, Ph.D, Senior Consultant*

*Visiting Faculty at MDI, Gurgaon*

### **Dr. Asif Zameer**

*BE, MBA, Ph.D*

*Faculty at FORE School of Management, Delhi*

### **Ashutosh Dutt**

*B.E, PGDM-MICA*

*Adjunct Faculty, MICA, Ahmedabad*

### **Prof. Kaushik Paul**

*BE, PGDM-IIM, Bangalore*

*Former Faculty at FORE School of Management, Delhi*

## Guest Faculty

### **Dr. Manjula Shyam**

*Ex. Director, International Programs*

*Yale school of Management, USA*

### **Prof. (Dr.) Suresh Prasad Singh**

*Ph.D. (Geology) Hon. Ph. D. (Cal), Hon D.A.*

*Former Vice Chancellor, VKS Univ. Ara, Bihar*

### **Dr. Surya P Mohanty**

*VP & Head (Research)*

*Johnson & Johnson, USA*

### **Dr. Ajay Kumar Rathore**

*Dean, Technia Institute of Advanced Studies, New Delhi*

### **Dr. Kaushik Prakash**

*Adjunct Professor of Management University of Massachusetts, USA*

### **Dr. S. K. Bhattacharya**

*Ex-Dean, (MDI) Gurgaon*





**ISBM**  
GURGAON

## INDUS SCHOOL OF BUSINESS MANAGEMENT

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