



INSTITUTE OF  
INNOVATION

# SCHOOL OF MANAGEMENT

4-YEAR RESIDENTIAL PROGRAM  
in Entrepreneurship and Tech Management



BUILDING THE LEADERS OF TOMORROW

# MEET OUR FOUNDING MEMBERS

## MR. ALAKH PANDEY

Founder@PhysicsWallah

Alakh Pandey is the Founder and CEO of PW, India's leading, most affordable Ed-tech platform, which provides accessible, comprehensive, and state-of-the-art learning experience.



## MR. PRATEEK MAHESHWARI

Co-Founder@PhysicsWallah

Prateek is a seasoned founder with a proven track record in the Educational Technology and Food & Beverage industries. He is a proficient professional with expertise in Operations Management, Entrepreneurship, Management, SAAS, Lean Manufacturing, and has successfully scaled startups through his extensive experience.

# STUDENT SUCCESS EXPERTS

## OUR EXECUTIVE BOARD



**MR. IMRAN RASHID**

Mr. Imran Rashid is the Chief Business Officer at PW and a B.Tech graduate from IIT-BHU with 11 years of experience in educational entrepreneurship & building data driven products for VC funded organizations like Redcliffe Diagnostics and Calance.



**MR. AMRIT RAJ**

Mr. Amrit is heading multiple businesses at PW as Business Head. He is an IIM Bangalore alumnus with 10 years of experience in Program Management, Partnership and Strategy Roles and brings in diverse industry experience and has worked in Supply Chain, Education, Government Advisory and Infrastructure Domains.



**MR. ATUL KUMAR**

Mr. Atul is heading multiple businesses at PW as Chief Executive Officer (Online). He is an IIM Ahmedabad alumnus with 10+ years of experience and a proven track record of achieving exceptional results with companies like Paytm and Mars.



**MR. ADITYA AGRAWAL**

Mr. Aditya is COO at PW and leads new initiatives – he is an IIT BHU and IIM Indore graduate who has worked across Consulting, Entrepreneurship and High Growth startups.

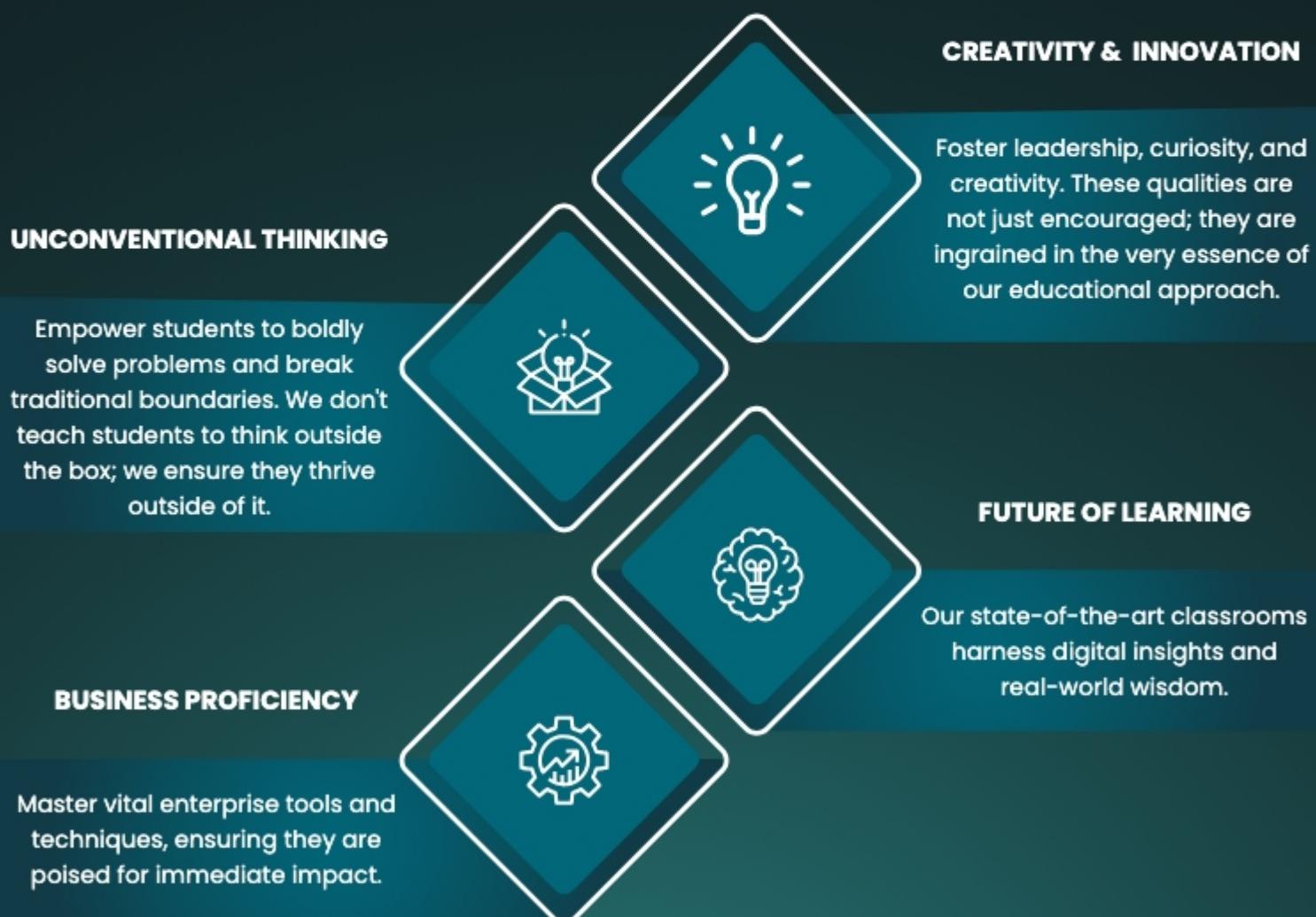
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# NEW WAYS OF LEARNING FOR NEW-AGE STUDENTS

## WHAT SKILLS DRIVE SUCCESS IN THE FUTURE BUSINESS WORLD?

In this era of relentless transformation, students must acquire cutting-edge skills to thrive in competitive and dynamic business landscapes.



**Here, Innovation isn't an option; it is the driving force of tomorrow!**

# EMBRACE THE FUTURE BUSINESS TRENDS

In a world where change is the only constant, it's crucial to stay ahead of the curve and anticipate the trends.

## • GENERATIVE AI

Generative AI is poised to revolutionize industries, projected to claim a substantial 30% of the entire AI market with an estimated value of \$60 billion.

1

## • RISE OF SOCIAL MEDIA COMMUNITIES

2

## RISE OF SOCIAL MEDIA COMMUNITIES

Businesses are harnessing the power of social media communities to forge stronger connections with their audiences.

## • E-COMMERCE PLATFORMS

Witness the surge of unique E-Commerce platforms emerging daily. Explore limitless opportunities in this digital marketplace, where innovation is your currency.

4

## IMMERSIVE TECHNOLOGIES

Businesses are using more immersive and advanced technologies to optimize operations. Step into the future where efficiency knows no bounds.

3

## CAREER OPTIONS IN BUSINESS



### 01 BUSINESS ANALYST



### 02 BUSINESS CONSULTANT



### 03 DIGITAL MARKETING



### 04 STRATEGY & OPERATIONS



### 05 ENTREPRENEUR



### 06 PROGRAM MANAGEMENT

& MORE



# WHAT MAKES US SPECIAL?

PW IOI School of Management has some great offerings that give it an unique competitive edge.



**INNOVATE WITH  
REAL LIFE CHALLENGES**

Solve real-time startup and industry challenges, by applying knowledge to transform ideas into action.

**TECH SYNERGY**

Immerse yourself in technology with a curriculum that integrates tech seamlessly and fosters collaboration with the School of Technology (SOT).

**CXO WISDOM  
EXCHANGE**

Gain insights from industry leaders through our CXO Mentorship Programme, shaping your business acumen.

**JOURNEY OF  
SELF-DISCOVERY**

Embark on a Himalayan Adventure and build your personality with our Industry Institute Interface.

**VENTURE CAPITAL  
PLAYGROUND**

Dive into the world of entrepreneurship through our Student VC Simulation, where you invest, strategize, and learn to think like a startup investor.

**SOM SAVIOUR  
SQUAD**

Become a consultant for local businesses, addressing compliance, development, operations, and marketing challenges in our Saviour Program.

**GLOBAL BUSINESS  
ODYSSEY**

Explore international markets and cultures with our Global Business Immersion program.

**PITCH  
PERFECTION**

Unleash your entrepreneurial spirit in our Pitch Fest, where your business ideas take the center stage.

**CAREER  
ELEVATION**

Benefit from our comprehensive placement support, ensuring your readiness not only for the corporate world but for the real world.

**HOLISTIC GROWTH  
TOOLKIT**

Develop multifaceted skills and enhance your personality through a variety of soft skill activities.

**IMPACTFUL  
CITIZENSHIP**

Create positive change by working with NGOs, gaining firsthand experience in social impact initiatives.

**WORLD-CLASS  
ENVIRONMENT**

Study and live in a state-of-the-art campus featuring cutting-edge facilities, a vast library, and an inspiring amphitheater.

**COMFORTS OF  
HOME**

Enjoy a hostel with Wi-Fi, fully furnished rooms, delicious meals, a well-equipped gym, game rooms, and outdoor recreational spaces.

# BEGIN YOUR JOURNEY REGISTER FOR PW CEE

01  
**Admission To A  
World-Class  
Institute**

02  
**Streamlined  
Application**

03  
**Adaptive  
Testing**

04  
**Up to 100%  
Scholarships**

**Here's how your journey starts with us**

Visit our website  
and pay the  
registration fee.

Check your  
scorecard  
for analysis.

Receive an  
email for admission  
confirmation.

Get your login  
credentials for the exam  
portal to take the test.

Receive an  
email for an interview  
if shortlisted.

# UNLOCK YOUR POTENTIAL WITH PW CEE!

At PW IOI, we believe in nurturing brilliance, and our Entrance Exam is the gateway to exceptional opportunities. Whether you aspire to pursue cutting-edge education, connect with inspiring mentors, or unlock doors to your dream career, this exam is your first step toward realizing your full potential.

## PW CEE

There will be distinct exams for the **School of Technology and School of Management.**

### SYLLABUS OF SOT EXAM

01 Class 11th -12th Math

02 Basic Computer Knowledge

03 English

04 Logical Reasoning

### SYLLABUS OF SOM EXAM

01 Aptitudinal Maths

02 Decision Making

03 English

04 Logical Reasoning

**Note:** The candidate's selection and scholarship will be determined by their composite score in Class X, Class XII, PW CEE, and personal interview.

# EXAM HIGHLIGHTS

## Exam Date & Time

5th May &  
10AM – 11:30AM



## Exam Duration

90 Minutes



## Exam Mode

Online



## Exam Marking Scheme

For each correct response = +4

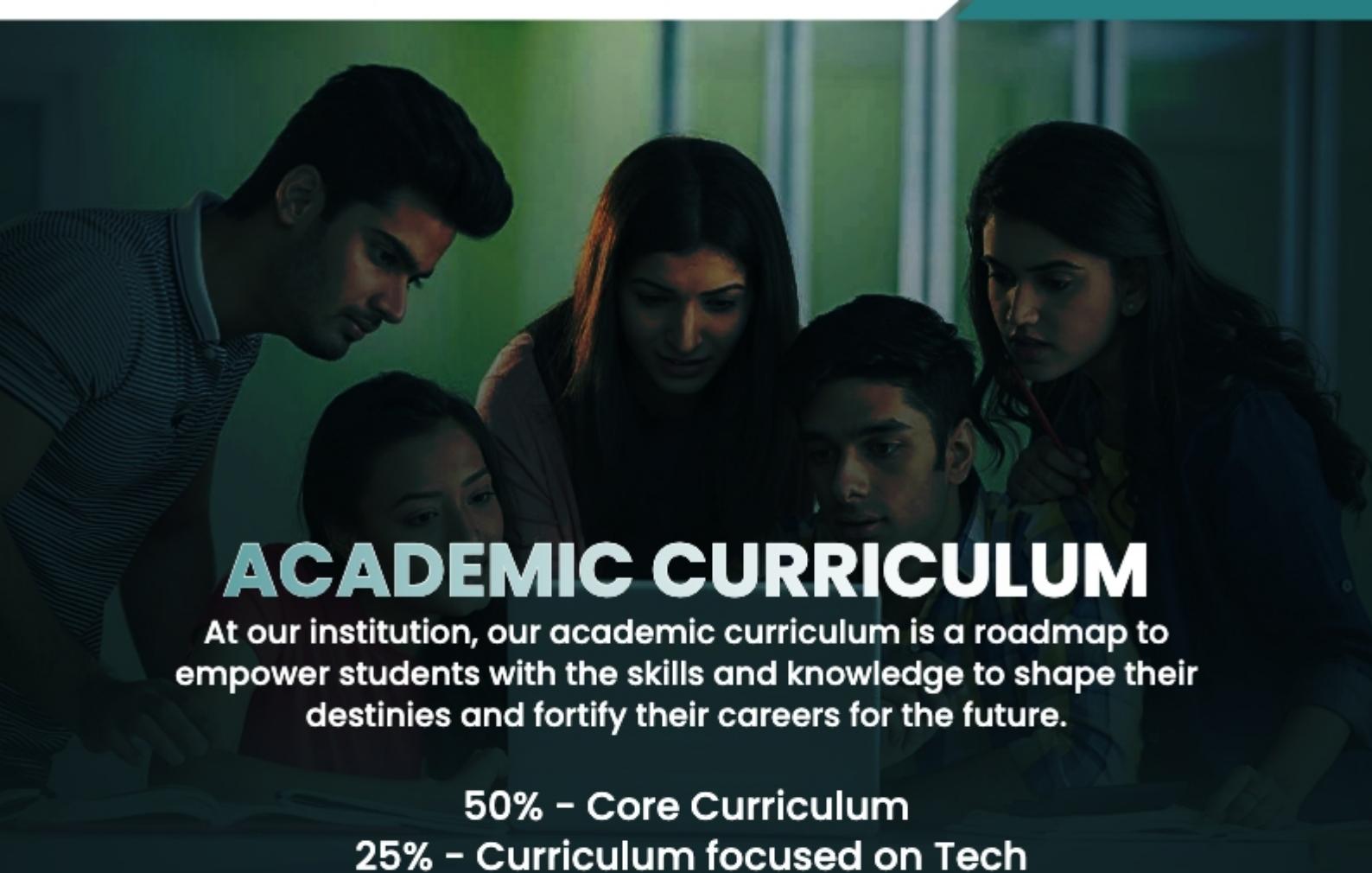
For each incorrect response = -1



## Exam Pattern

60 MCQ's





# ACADEMIC CURRICULUM

At our institution, our academic curriculum is a roadmap to empower students with the skills and knowledge to shape their destinies and fortify their careers for the future.

**50% - Core Curriculum**

**25% - Curriculum focused on Tech**

**25% - Curriculum focused on Entrepreneurship**

	FOCUS	OUTCOME
1 <sup>st</sup> YEAR	Navigating the Business World	Build Entrepreneurial Roots
2 <sup>nd</sup> YEAR	Master the Global & Business Landscape	Competence in Innovative Practices
3 <sup>rd</sup> YEAR	External Industrial Internship	Pathway to become skilled professional
4 <sup>th</sup> YEAR	Bridging to the Business World	Become Empowered Business Leader

## **Navigating the Business World**

Mastering Business Communication

Foundations of Management Excellence

Micro Economics and Marketing Management for business:  
Understanding market dynamics

Financial Products

Introduction to Python

Financial accounting

Organizational Behaviour and Retail Management

Introduction to operations: Streamlining Business Processes

Macro Economics for business: Analyzing Global Economic Trends

Biz Talk: The Power of Your Body Language: How It Shapes You

Strategic Business Storytelling and Improvisation

Unlocking the Potential of Prompt Engineering

Crafting Apps with No-Code Tools

Biz Talk: The Big Reason Start-ups Make It: What You Need to Know

Data Mastery: Excel and SQL for Analysis

Mastering Negotiation Skills: The Art of Effective Deal-Making

Talking to customers: The Right Way to Connect

Crafting an Engaging Business Pitch

\*The curriculum and courses may change as per Industry Trends in future.

## Master the Global & Business Landscape

Legal Regulatory Framework and Biz Ethics

Quantitative Techniques and Research Methodology for Management

Financial Management

Advertising and Sale; E-commerce Dynamics

Indian Economy and World Economy

Analytical Decision Making and Strategic Management

Introduction to IT Business process and Management

Management Accounting and Cost Accounting

Environmental Science

Sales and distribution Management and AI for Marketing

Biz Talk: Spreading Your Ideas Far and Wide

Exploring UI-UX Designing

Crafting Your Personal Brand

Build Your own content channel: Share Your Voice with the World

Project: Dive into Nonprofit, Impact Community & Foster Growth

Biz Talk: Building a Successful Business: Tips to Live By

Visualizing Data: Exploring Tableau and Power BI

Build a D2C business: Entrepreneurship Capstone

Selling yourself and your idea

Industry Tours: 3-4 days, meet top investors, founders, and execs for deep sector insights.

YEAR-II

**YEAR-III**

## Industrial Internship

External Internship

**YEAR-IV**

## Bridging to the Business World

Marketing Analytics

HR Analytics

Corporate Finance

Operations Research

Data Analytics

Brand Management

Compensation and Benefits

FinTech

Supply Chain Management

Data Research

Biz Talk: Winning Over Investors: The Art of Presenting Your Idea

Strategic Social Media Management for D2C Businesses with Analytics

Conflict Management Mastery

Mastering confidence: Presentation and placement skills

How Stock Market Works

Biz Talk: When Things Don't Go Right: How to Learn from Setbacks

Data Challenge: Discovering Insights, Solving Business Puzzles

Prioritizing People or Profits: A Balanced Perspective

Building effective Teams

# GUEST LECTURES & EXPERT MASTERCLASSES

How Can It Accelerate Your Career?



## Empowering Tomorrow's Leaders:

These captivating sessions are your ticket to a brighter future, arming you with the knowledge and skills needed to excel in the world of business and management.



## Unlock the Secrets of Success:

Our expert-led lectures and masterclasses unravel the mysteries of the ever-evolving business landscape. Stay at the forefront of innovation and trends, ensuring you're always ahead of the curve.



## Step into the Professional Realm:

Dive headfirst into the professional world through exclusive exposure opportunities. Gain invaluable insights, network with industry experts, and embark on your journey to a successful career.



## Confidence to Conquer:

Boost your confidence and equip yourself for a future filled with limitless possibilities. These sessions are your stepping stones to a brighter, more promising tomorrow.



# GAIN A CAREER EDGE

## WITH TOP INDUSTRY MENTORS

Students receive expert advice from top business professionals in the country and get one-on-one guidance through regular sessions.

## BECOME INDUSTRY-READY WITH THE RIGHT MENTORS

### EXCELLENT CAREER GUIDANCE

Students get the best career advice from experienced professionals.

01

Learn how to prepare for interviews and get the best jobs.

### INTERVIEW PREPARATION & PLACEMENT ASSISTANCE

02

Clear confusing concepts and understand them well.

03

Learn how to effectively manage your stress levels.

04

### DOUBT CLEARING & MOTIVATION

### STRESS MANAGEMENT

# MEET YOUR INDUSTRY MENTORS

Experienced, experts, change-makers from leading companies across the world. They are the ones who will supercharge your transformation from student to professional.



**HARSH AGARWAL**

Principal Product Manager | Walmart Global Tech  
Ex- CarDekho.com, Microsoft, Oracle



**ROHIT SARAF**

Co-founder & CTO | DevDynamics  
Ex- Walmart Labs, Hotstar



**RADHIKA KEDIA**

Senior Analyst | Stride Venture  
Ex Goldman Sachs, Ex Kalaari Capital



**SANKET SINGH**

Software Engineer 2 | Microsoft  
Ex- InterviewBit, LinkedIn



**ANAMAYA SHAH**

Entrepreneur and Growth enthusiast | OTO  
Co-Founder: BrandBhoomi,  
Founder: Fundee.tech



**SAGAR KALBANDE**

Tech Lead - Graphics @Metadome.ai  
Ex- ShareChat, Qualcomm, VizExperts



# PLACEMENT ASSISTANCE

OUR TRACK RECORD

**1500 +**

Learners Placed At Top Companies

**500 +**

Overall Hiring Partners

\*Placement data taken from PW Skills



INSTITUTE OF  
INNOVATION

## 100% PLACEMENT ASSISTANCE

Experience 100% placement support from our dedicated team, ensuring your journey from education to employment is smooth and assured.

## PROFILE BUILDING

Receive personalized guidance from seasoned professionals who will help you craft a standout profile, setting you on a course for career excellence.

## GROWING COMMUNITY

Establish connections with a diverse spectrum of visionary business leaders, creating opportunities that lead to a future brimming with possibilities.

## OUR TOP RECRUITERS



# **4-YEAR RESIDENTIAL UG PROGRAM IN ENTREPRENEURSHIP AND TECH MANAGEMENT**

Our campus, located in the heart of Bengaluru, the Silicon Valley of India, offers an unparalleled opportunity for learners to immerse themselves in the world of Business and Technology, fostering a future of limitless possibilities.

**A PROFESSIONAL CERTIFICATE BY  
PW IOI SCHOOL OF MANAGEMENT**

**OPPORTUNITY TO PURSUE A BACHELOR'S DEGREE IN  
PARALLEL FROM A REPUTED INSTITUTE**

## **TRANSFORM YOUR LEARNING EXPERIENCE**

New-Age Skills

**1**

Ensure growth with next-level development experiences.

Practical Exposure

**2**

Get hands-on experiences along with practical learning.

Industry Insights

**3**

Gain solid industry insights from experts.

Competitive & Engaging

**4**

Fuel your competitive spirit by participating in Hackathons and Bootcamps.



## OUR MAGNIFICENT CAMPUS

Located in Bengaluru, the PW Institute Of Innovation provides you with a campus life that is beyond compare. Engaging learning experiences and the holistic development of students are encouraged through our resources and facilities.

# CAMPUS LIFE

## WHAT WILL YOU FIND ON THE PW IOI CAMPUS?

1



### INCUBATION FACILITIES

Guidance from mentors, access to a fund pool, and dedicated workspace for transforming your ideas into a business

2



### VAST LIBRARY

Physical or digital, a treasure trove of information is available in our library.

3



### STATE-OF-THE-ART CLASSROOMS

Immerse yourself in advanced learning environments, featuring cutting-edge classrooms designed for innovative education

4



### ATHLETIC OASIS

A hub of dynamic energy and physical vitality which fosters a culture of holistic well-being and spirited sportsmanship on campus

5



### INNOVATION SUPPORT

Ideate, prototype, create in our Innovation Room. Express & experience creativity in the creator's auditorium!

6



### THRIVE IN THE CAMPUS

Get fresh, nutritious food, top-notch security, hobby rooms & more, the PW IOI Campus is where you thrive.

# EXTRA CURRICULAR CLUBS



## ENTREPRENEUR ENTHUSIAST CLUBS

Immerse yourself in the world of entrepreneurship and innovation as you join like-minded individuals eager to exchange ideas and explore the cutting edge of business.

1

2



## FUN & ENTERTAINMENT CLUBS

Let your creativity shine through our vibrant fun and entertainment clubs. Dive into the rhythm of dance, the magic of music, and the excitement of festivals and events that spark joy and inspiration.

3

## LEISURE AND RECREATION CLUBS

Experience a holistic approach to well-being with our wide range of leisure and recreation clubs, including a gym, engaging debates, exhilarating sports leagues, and more.



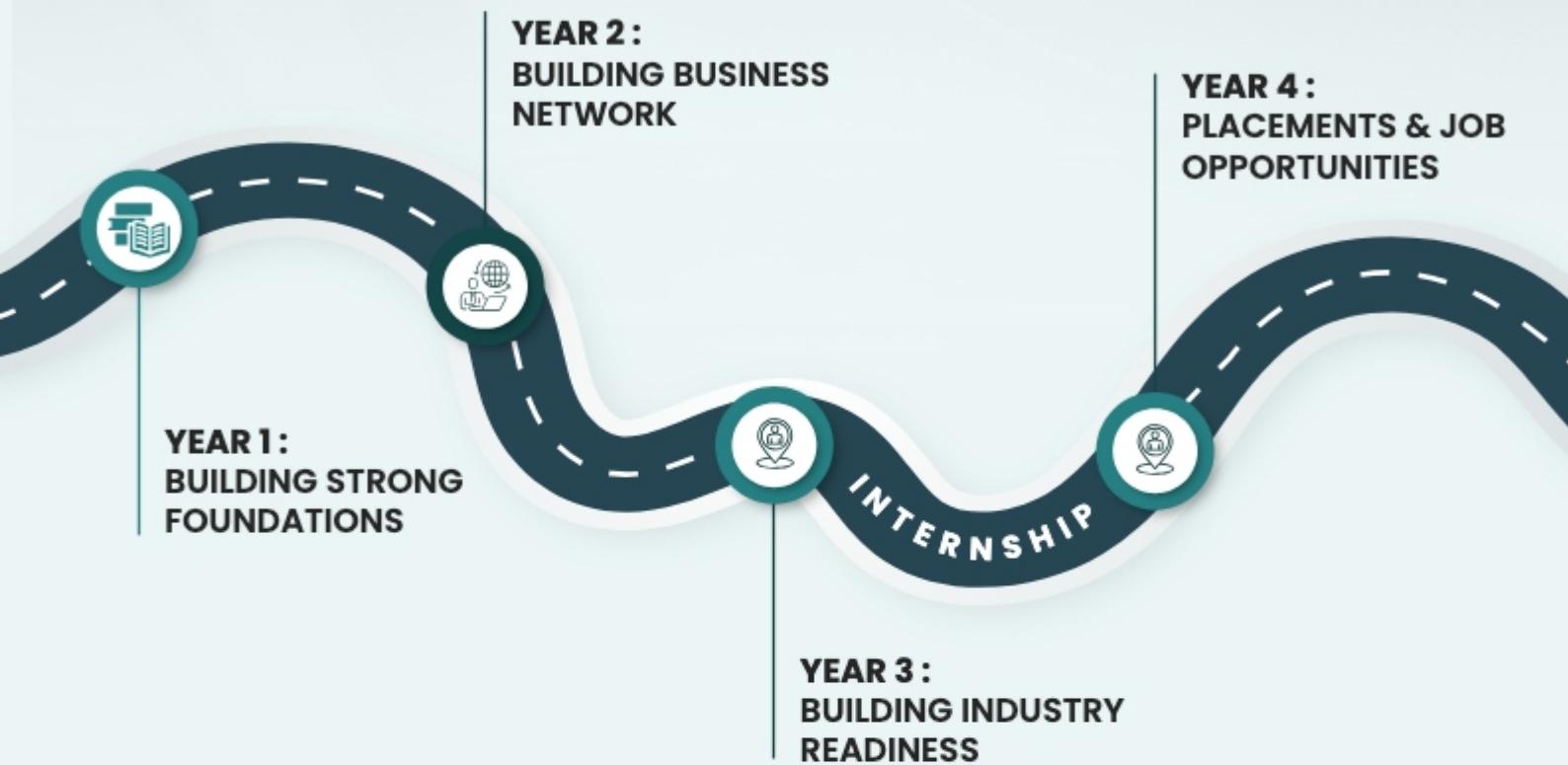
4



## PERSONAL GROWTH CLUBS

Cultivate essential life skills through our personal growth clubs, where workshops and classes empower you to excel in both your personal and professional life.

# THE ROADMAP OF OUR CURRICULUM



## YEAR 1 Building Strong Foundations

Lay the cornerstone of your journey. Embrace new-age learning methods and develop a profound understanding of the fundamental concepts in your syllabus, setting a robust foundation for your future success.

## YEAR 2 Building business Network

With newfound knowledge and skills, you'll be poised to join the fast-paced business landscape. Cultivate confidence and focus on your holistic development, business networking to thrive in a dynamic environment.

## YEAR 3 Building Industry Readiness

Internships and projects enhance real-world skills, cultivating adaptability and problem-solving in industrial environments which facilitates the application of acquired knowledge in diverse scenarios

## YEAR 4 Placements & Job Opportunities

Now, the focus shifts to your professional career. Benefit from our comprehensive placement assistance and heightened industry exposure. This year is your launchpad to a world of job opportunities, where your potential is boundless.

# PW INSTITUTE OF INNOVATION v/s TRADITIONAL LEARNING MODELS

	TRADITIONAL EDUCATION	PW-IOI EDGE
CURRICULUM	Outdated	Real-World Ready
INSTRUCTORS	No Industry Experience	Best and Highly Experienced Faculties Nationwide
ASSIGNMENTS	Theoretical Written Papers	Practical Lessons
MENTORSHIP	No Dedicated Guidance	Monthly 1:1 Sessions With Industry Professionals
EMPLOYABILITY	Extra Training Required	Industry-Ready for Top Management Companies
INDUSTRY READINESS	No Dedicated Guidance for Industry	Personalised Session With Industry Experts
NETWORKING	No Networking Events	Networking With CXOs Every 3-4 Months
ENTREPRENEURSHIP	Theoretical	Opportunities to convert your ideas into business
GRADUATE	Junior Roles	Top Positions at the Best Companies
INTERNSHIP	No Support For Internship Opportunities	One-year Comprehensive Internship

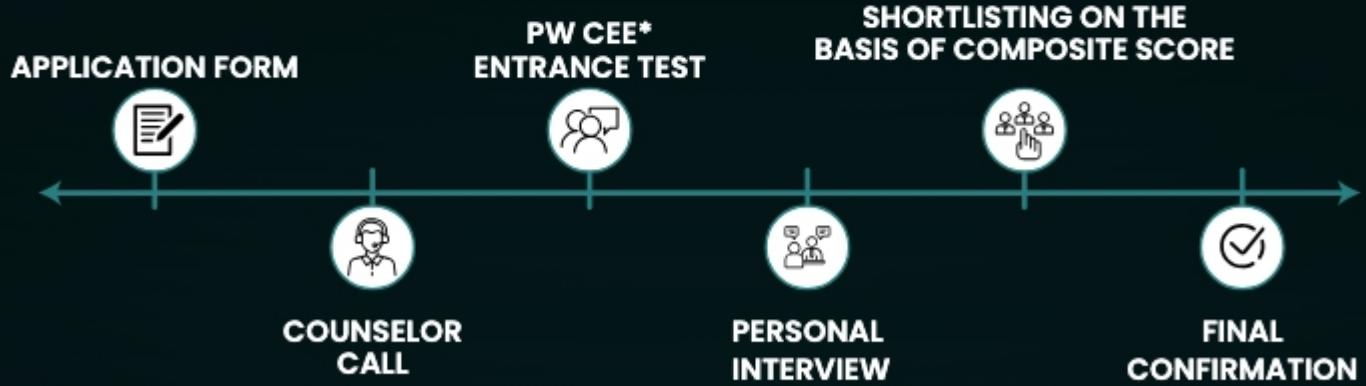
# ELIGIBILITY CRITERIA

Eligible candidates are those currently in 12th grade or who completed 12th in 2022 or 2023.

OR

Candidates with a minimum 90%ile in CUET or similar competitive exams are eligible for direct admission.

# ADMISSION PROCESS



\*PW-CEE is a mandatory common entrance exam with a registration fee of Rs. 1100/-.

Note- The Final selection will be determined by their Composite score of Class 10th, Class 12th, PW CEE & Personal Interview Score

# FEE STRUCTURE

Year	Admission Fees (₹)	Academic Fees* (₹)	Accommodation Fees (₹)	Total Payable Fees(₹)
1 <sup>st</sup> Year	50,000	2,47,650	1,47,800	4,45,450
2 <sup>nd</sup> Year		2,47,650	1,47,800	3,95,450
3 <sup>rd</sup> Year		2,47,650	1,47,800	3,95,450
4 <sup>th</sup> Year		2,47,650	1,47,800	3,95,450
				16,31,800

\*Does not include the fee/expense related to Industry visits & excursions.  
The same will be informed as per requirements.

## Note:

- Students selecting a parallel degree program will be subject to additional fees based on the chosen course.
- The admission fee of ₹50,000 is non-refundable.

# FINANCE

We offer financial assistance to students so that they can focus on their studies without worrying about their economic health. You can speak to one of our counsellors regarding the same.

# SCHOLARSHIPS

We aim to financially empower deserving students through this program by providing fee waivers, depending on certain criteria.

**01**

Merit-Based Scholarship

**02**

EmpowerHer Scholarship  
For Females

**03**

EWS Scholarship Based On  
Family Income

**\*We provide up to 100% scholarship to  
meritorious students.**

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**Note: The scholarship will only apply to the Tuition fee.**

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**WANT TO  
KNOW MORE?**

Scan the code below to watch the video that explains the program details and how PW IOI School Of Management can strengthen your career. It is time to explore the world of business and technology.



**Scan the QR code to know more**



**+91-7428096971**



**support@pwioi.com**