



Pimpri Chinchwad Education Trust's

PUNE BUSINESS SCHOOL

(Approved by AICTE New Delhi)

POST GRADUATE DIPLOMA
IN MANAGEMENT (PGDM)

True Value for Money

A Quality AICTE approved
PGDM at an Unbelievable
Fee of Rs. 2.75 Lakh
Per Year

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www.punebusinessschool.com

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Vision

To create dynamic industry ready managers and entrepreneurs who are socially sensitive, ethical and harbingers of change equipped with a right blend of knowledge, skills and attitude.

Mission

Pune Business School is a confluence of world-class educational experiences that nurture lifelong learners and socially conscious managers and entrepreneurs through an integration of collaborative knowledge and professional skills within a sustainable environment that fosters research and serves the needs of the global community.

About Pimpri Chinchwad Education Trust (PCET)

Pimpri Chinchwad Education Trust (P.C.E.T) was established in the year 1990 by renowned Philanthropist and social activist Late Shri S. B. Patil with a mission to serve the society, industry & stakeholders through value added quality education from Nursery to Doctoral studies. The trust is committed to its mission by Creating, Communicating, Preserving and Applying Knowledge, Art and Academic Values. PCET has expanded in a relatively short span of time to include 9 institutions offering 11 diverse academic programs at the school, diploma, bachelor, Masters and PhD level.

More than 45000 students have passed out since the inception. There are currently about 14,500 students enrolled at the University with academic instructions delivered by 650 plus faculty members having diverse international experience and renowned stature. The trust attracts talented students from different backgrounds. It is a melting pot of diverse cultures. The major objective of the trust is to inspire a culture of curiosity and create an environment with the best state-of the art facilities in the pursuit of academic excellence. The trust aspires to be the centre of exemplary research and be at par with some of the best institutions in the country. The decisions of the trust are guided by the integrity of best expertise and what is good for the advancement of learning, education and research.

PCET is highly ranked not only in Pune but all over Maharashtra. S.B.Patil Institute of Management was established with an effort to strengthen and fulfill the need of management education in Pune. The trust plans to continue this by offering a comprehensive and multi-disciplinary PGDM programme that is recognized by the All India Council for Technical Education [AICTE]. The programme will enjoy considerable infrastructure for learning and research and manage to attract renowned faculty with academic heft. Pune Business School (PBS) will decidedly be international in outlook and vision and in the composition of their student and faculty population. PCET has a long-term association and has signed MOU's/co-operation agreements /strategic alliances with some of leading academic institutions. These alliances have helped in strengthening the agreements to ensure that the students' education needs meet the highest international standards.

The campus provides spacious facilities that include rich libraries, state-of-the-art IT infrastructure, multimedia study halls, advanced scientific and research laboratories and computing labs, student centers with access to a cafe, mess facilities, canteen facility etc. There are also separate residential areas for male and female students. PCET's gives prominence to offering excellent education and this unrelenting pursuit for excellence has earned it a lot of respect among other trusts in the area. Harboring a diverse cultural mix, extensive academic programs and elegant campus settings are but a few of the remarkable characteristics of the PCET trust.



About Pune Business School (PBS)

The Pune Business School is a comprehensive academic institution with a distinctive learning style and a global vision. It is an upcoming institute in academia, research and management in India and the Maharashtra region. In order to improve the student learning experience, a developed innovative and focused plan has been prepared to enhance and enrich the student services and facilities. As a part of this strategic focus, PBS aims to ensure that all new and existing engagements become a quality centered learning experience. PBS aims to meet student residential and social needs, provide effective student support services and promote the students' personal development and ultimately their employability.



From the Director's Desk



Dr. C. N. Narayana

Director,
Pune Business School,
Pune

Excellence and Ethics are the fundamental ingredients of PBS's DNA and this shall be passed on to all those learners who experience the PDGM threshold here. For over 30 years, the PCET trust has established an enviable record of quality and accomplishment. Since the inception, we have built on a proud legacy and at the same time have taken advantage of opportunities to improve and bring a unique perspective to all our activities. The sacred ambience of our campus invites you to the most unique experience of quality learning in a multi-dimensional and participatory manner where as students you will also be contributing to the expansion of the academic silhouette. Our unending efforts to excel and succeed has corralled a chronicle of success in academic laurels and leadership, impressive placements and international collaborations thus moving towards an equal footing with leading universities.

PBS is a conflux of ideas and best academic practices. We are a melting pot of diverse cultures across India. Through the efforts of our accomplished faculty, our talented students and exceptional alumni, we will make rapid progress on our path of continuous growth and innovation. The accreditations and recognitions we receive will make us confident to scale up our Management institute achieve International repute by 2030 focusing on improving the quality of education,

attracting better student quality, facilitating real linkages and better industry academia interface. We can help you develop values, beliefs and an attitude that form a Manager's view with professional identity. PBS is committed to nurturing managers and entrepreneurs who will empower their organizations in the global economy. Our fundamental concern is to inculcate in our students a sense of commitment as managers to create a socially responsible impact; give them an understanding of the intricacies and challenges; enlarge their academic prospects through transformations thus beckoning industry readiness. In order to provide a cross-cultural exposure to our students and faculty, PBS will take big strides to foster international collaborations with management Institutes of International repute. We have knowingly fashioned a culture that values companionship, accessibility and co-operation between colleagues and an open door policy at all levels. Our stakeholder community comprising of parents, employers, guest faculty and alumni will provide continuous adornment and inspiration to our students. With the help of our stakeholders we will strive to build further on the strong foundations of PBS to attain greater heights of eminence. PBS aspires to take its place among world-class management schools, by creating global knowledge and aims to achieve significant milestones.

On behalf of the PBS family, I take this opportunity to invite you to our warm and passionate world of education and become a part of this transformational journey.

AWARDS AND RECOGNITIONS

Receipt of several awards (more than 60) for Teaching, Research, and Leadership across the globe. A few notable ones are:

1. Dr. C. N. Narayana was ranked 4th in Business School leadership (just behind IIMA, IIMB, XLRI) by NHRDN and People Matters.
2. Golden Globe Tigers Awards in Malaysia in 2015, Knowledge Management Award in 2016 at Dubai by World Educational Congress,
3. Three time winner of Dewang Mehta Award for Best Professor, Asia's Best Professor award by India Today TV, and ABNTV.
4. Recipient of the Eminent Educationist Award by Indo-American Society twice.
5. Several awards one from the most respected magazine Competition Success Review (CSR) for Best Director.
6. Best Professor, Best Leadership and eminent educationist awards of CSR for 4 consecutive years (2014, 2015, 2016 & 2017).
7. Mother Teresa Award for his contribution to social work- girl child education and support to various NGOs.
8. The prestigious "Education Leader of India for 2019" award at Dubai by World Wide Achievers in Indo Arab Leaders Summit held in Dubai in November 2019.

Why Pune Business School

1. ACCESS TO EXPERTS / NETWORKS

Access to faculty and recognized experts from Academia and Industry who are regularly invited during training sessions, guest lectures, seminars and workshops to speak on the current trends in the corporate world. Strong backing from over 500 guest lecturers over the two year program, facilitating our students to establish strong networks with industry experts who can be reached out at all times.

2. A PERSONALIZED EXPERIENCE

A notably smaller batch size compared to various B-schools gives us an edge over others since we render individualized attention, shape students to pursue their careers according to global prerequisites and standards, enriching student teacher interactions and open window policy.

3. GLOBAL ORIENTATION THROUGH INTELLECTUAL CAPITAL

Our intellectual faculties focus on training, keeping in mind the international perspective of management in order to enable students to rise to the challenges of operating in a global world.

4. A STRONG ALUMNI NETWORK

Strong connects with Alumni, relentless and unending support from them in every step taken. The Existing management institute of the PCET trust's Alumni are on board for PBS.

5. PERFORMANCE UPGRADATION SOCIALLY RELEVANT HOLISTIC programme (PUSH):

A uniquely designed programme focusing on leadership, communication skills, emotional intelligence and the latest managerial trends.

6. PERSONALITY ENRICHMENT PROGRAM (PEP)

An exclusive programme that focuses on decision making in the face of conflicting situations and intense pressure, logical reasoning, aptitude, general knowledge & research skills of students.

7. A CULTURE OF COLLABORATION

Deepening a sense of collaborative culture, encouraging teamwork and creating lifetime relationships among the students through Field Trips, Mentorship activities, Group Projects, Student Clubs & Committees, Outdoor Excursions, Cultural extravaganza ensure a collaborative culture encouraging teamwork which deepens relationships among students that last a lifetime.

8. ENTREPRENEURIAL INSPIRATION & INNOVATION

Connecting entrepreneurs, tips to explore a potential new venture and initiating the launch of students' ventures in our incubation cell.



Faculty at PBS



Dr. C.N.Narayana

Director
B.Com, MMM, Executive MBA, Ph.D
(Human Resource Management)



Dr. Swapnali Kulkarni

B.Tech (AE), M.Tech (Gold Medalist),
MMM, PhD
(Marketing Management)



Dr. Iram-Sultana Ansari

B.Pharm, MBA, Ph.D
(Human Resource Management)



Dr. Aishwarya Gopalakrishnan

B.com, M.B.A. (Financial Management &
International Business Management),
Ph.D (Financial Management)



Dr. Lakshmi Jasti

B.Sc. (Computer Science), M.B.S
Information Technology &
Human Resource Management,
M.Sc statistics, Ph.D



Mr. Sanjay. Gaikwad

B.Com, MBA (Finance & Marketing)
Ph.D (Pursuing)

Admission Process

Admission to PGDM course shall be made only from the candidates qualified from any one of the six all India tests, ie: CAT/XAT/MAT/CMAT/ATMA/GMAT with minimum 50 percentile or the common entrance examinations (if any) conducted by the respective state governments.

The selection shall be based on overall rank computed taking into account further components with the following weights.

- Score in the Common Admission test 35-60%.
- Score in academic performance of X,XII standards, with clear consistency and UG performance with the weight of 5 to 25%.
- GD/PI- 20 to 45%.
- Extra-curricular, sports, social work, Academic diversity, Gender Diversity etc with 5 to 20%.

Fee Structure

Sr. No	Component	Annual Fees - PGDM
1	Tuition Fees	2,55,000.00
2	Refundable deposit	10,000.00
3	Alumni funds	10,000.00
	Total Fees	2,75,000.00

Total Fee for First Year - Rs. 2,75,000/-

for full-time PGDM programme

Merit Scholarship

*Merit Scholarship is available for few students based on scholastic performance and their performance in Pune Business School /CGPA.

PGDM – 2nd Year Fees Batch 2020 -22 will be Tuition fees of Rs. 2,75,000

Hostel Facility

Separate Boy's hostel & Girls hostel is available with limited capacity on first come first serve basis.

Value added Professional Certifications

The PBS PGDM programme aims to build expertise in specialized areas to develop skill sets to enhance your professional profile and career credentials. With these objectives at PBS, students can earn professional certification programs in specialized fields of Marketing, HR, Finance and Leadership etc. Both online or offline. To name a few:

- Certification Program in Advance Digital Marketing
- Certification Program in Financial Modelling
- Supply Chain Analytics

Syllabus

Semester 1

Sub.Code	(Compulsory Elective Course)
G - 1	Principle and Practices of Management
G - 2	Human Psychology and Organisational Behavior
G - 3	Accounting For Business Decisions
G - 4	Economic Analysis For Business Decisions
G - 5	Basics Of Marketing
G - 6	Business Statistics

Semester 2

Sub.Code	(Compulsory Elective Course)
G - 7	Marketing Management
G - 8	Financial Management
G - 9	Human Resource Management
G - 10	Operations and Supply Chain Management
G - 11	Business Research Methods
G - 12	Business Environment
G - 13	Winter Project

Semester 3 (Specializations : HR, Finance & Marketing)

Sub. Code	(Compulsory Elective Course)
G - 13	Business Policy and Strategic Management
G - 14	Management Control System
G - 15	SIP

Semester 3 Finance

Sub. Code	Specialization: Finance (SC)
SCF-1	Advance Financial Management
SCF-2	Direct Taxation
SCF-3	Indian Financial System and Services

Semester 3 Marketing

Sub. Code	Subject
SM-1	Consumer Behavior
SM-2	Marketing Research
SM-3	Integrated Marketing Communication

Semester 4 (Specializations : HR, Finance & Marketing)

Sub. Code	(Compulsory Elective Course)
G - 16	Sustainability and Corporate Governance
G - 17	Startup & Innovation

Semester 4 Finance

Sub. Code	Subject
SCF-4	Corporate Finance
SCF-5	International Finance

Semester 4 Marketing

Sub. Code	Subject
SM-5	Sales & Distribution Management
SM-6	Product and Brand Management

Placements

Achievements:

- 1) PCET has placed more than 22,000 students from across India in last few years through off campus/ Pool Campus Drives.
- 2) Around 600 Recruitment Drives conducted every year.
- 3) We place around 1,500 to 2,000 students Every Year.
- 4) Maximum Salary offered 32 Lakhs per year.
- 5) International Placements with Packages of 20 Lakhs & 17 Lakhs at Japan.
- 6) Total 653 Placement offers in first 30 Companies in the Academic Year 2019-20.
- 7) 207 students of 2019-20 Batch got selected in Capgemini (With Salaries 6.8 Lakhs per year & 3.8 Lakhs per year).
- 8) 128 students got selected from 2019-20 Batch in Accenture (With Salaries 6.5 Lakhs per year & 4.5 Lakhs per year).
- 9) 59 students got selected from 2019-20 Batch in Core E&TC Company KPIT Technologies.
- 10) 50 students got selected from 2019-20 Batch in TCS (with Salaries 6.5 Lakhs, 3.5 Lakhs per year).
- 11) 46 students got selected from 2019-20 Batch in Persistent (with Salaries 8.4, 6.4 & 4.4 Lakhs per year).
- 12) First three companies (KPIT Technologies 155, CapGemini 37 & Tech Mahindra 33) recruited 225 students in the year 2016-2017.

Quality Placements:

- 1) TCS Selected 125, 104, 101 & 123 students respectively from 2011 to 2015.
- 2) KPIT Technologies recruited 183 students of 2015- 2016 batch.
- 3) 55 % of students got placed in IT Product and Core Companies.
- 4) 88 Offers of 2019-20 Batch students are above 07 Lakhs.

Quantity Placements:

- 1) 254 Offers of 2019-20 Batch students are above 05 Lakhs.
- 2) 537 Offers of 2019-20 Batch students are above 04 Lakhs.
- 3) Reputed Core Companies like KSB Pumps, Alfa Laval, Godrej, Minda, KPIT, Cummins, Whirlpool, Volkswagen, Atlas Copco etc.

Summer Internship Companies



Ross LifeScience
Excellence Through Innovation
DSIR Recognized Laboratory



Final Placements



FLASH ELECTRONICS (INDIA) PVT. LTD.



ISO 9001:2008 Certified



Infrastructure





Facilities

- Classrooms
- Hostel Facility
- Library
- Cafeteria And Mess
- Sport Facilities & Recreational Facilities
- IT Infrastructure & Resources
- Auditorium







Pimpri Chinchwad Education Trust's

PUNE BUSINESS SCHOOL

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