

# FUEL Business School

(Approved by AICTE)



Welcome to FUEL Business School, a premier educational institution offering relevant programmes for students who aspire to become future leaders in the world of business

Admission  
2023-25



- PGDM - (Marketing, Human Resources, Finance & Supply Chain)
- PGDM - Business Analytics



Apply for Admission

# Endorsement of FUEL's work



Dr. A. P. J. Abdul Kalam  
Former President of India &  
A world-renowned Space Scientist



Shri. Ram Nath Kovind Hon'ble Former President of India with CEO Ketan Deshpande,  
Chief Mentor Santosh Huralikoppi and the FUEL Team



Shri. Narendra Modi Hon'ble Prime Minister of India awarded Ketan Deshpande and  
Santosh Huralikoppi from FUEL as "Champions of Change"



"I congratulate the entire FUEL team for the remarkable work done by them over the years. Since inception FUEL has been the guiding light for the future of our youth with the vision to empower youth & enable them to become the torch bearers of tomorrow."

Hon'ble Shri Piyush Goyal  
Cabinet Minister, GOI,  
at the Launch of  
FUEL Future Skills Institute  
6 Feb 2022



"I appreciate the unique initiative of FUEL and the entire team. This innovative model of career guidance and skilling centre bringing together all stakeholders will definitely be helpful for the youth. I wish all success to FUEL."

Hon'ble Shri Devendra Fadnavis  
Deputy Chief Minister, Maharashtra  
at the Launch of Career Guidance &  
Skilling centre, Nagpur



"I congratulate FUEL for touching millions of lives over a decade through their work in education & skill development. I salute the efforts made by FUEL. I strongly urge FUEL that they continue to work towards a better tomorrow creating better leaders, enabling everyone to rise & the mission of FUEL to reach 10 million lives is really notable."

Shri C.P. Gurnani  
Managing Director &  
Chief Executive Officer  
Tech Mahindra  
Message to FUEL Future Skill Institute



"You have impacted over 1 million young people since inception & are on your way to setting up the FUEL tech & entrepreneurship University. I feel overwhelmed & proud that I had the opportunity to join you along this journey. I would like to emphasize that I will always stay closely relate to FUEL & assure you my continuous support in your further journey."

Ms Martina Merz  
Chief Executive Officer  
thyssenkrupp AG  
Message to FUEL Future Skill Institute

# About Us

Our parent organisation, FUEL (Friends Union for Energising Lives), is a credible, lauded & awarded non-profit organisation in India that works in the fields of Career Counselling, Academic Coaching, Skill Development, & Scholarships. FUEL contributes to the development of a supportive community for the nation's youth. College students receive skill development training in areas such as Java, C++, Digital Marketing, and Artificial Intelligence. These classes assist students in improving their expertise in their chosen fields. FUEL has an excellent track record of delivering career coaching and guidance to over 1 million youth across 3500+ schools in India. We are effectively prepared for our own success based on the accomplishments and symbiotic relationships of our parent body.

FUEL Business School (FBS) brings people, culture, and ideas together to improve lives and convert students into world-class citizens in their areas of work. The programmes we offer are designed to provide you with the knowledge and skills you require to succeed in the contemporary workplace. We take great effort to provide our students with the greatest education and experience possible.

The PGDM programmes at FUEL Business School will offer a comprehensive curriculum that includes core, interdisciplinary, and elective courses, along with skill-based certifications. The curriculum is delivered through innovative teaching methods, hands-on training, live projects, industry visits, projects, summer internships, seminars, workshops, and international credit programmes. Renowned academicians and Industry professionals will impart industry-oriented training to students to prepare them for the challenges of the corporate world.

**FUEL Business School is an AICTE-approved PGDM institution.**





## Ketan Deshpande

Managing Trustee & Chairman

“ Quality education is the key to solving the problems of social inequality. With this understanding, I initiated my quest for supporting one of the most vulnerable sections of the society - Youth. As a socially motivated person, I desired to set up a University where education incorporates all shades of human values and provides skills for the underserved Youth of India. ”



## Santosh Huralikoppi

Chief Mentor

“ I always believe better skilling with better education will create a better society. That helps me to visualize a university where quality education will be available to everyone without any barriers. ”



## Dr. Pratima Sheorey

Dean

“ At FUEL Business School we believe in empowering leaders in a rapidly changing world. We prioritize adaptability, environmental consciousness, and ethical values. Our transformative education equips the next generation with vital skills for success. Join us in shaping a sustainable future through collaboration. Together, let's create a brighter tomorrow. ”



## Mayuri Deshpande

Trustee & COO

“ Join FUEL Business School to blend business acumen with social impact, empowering you to make a meaningful difference. Gain practical insights, networking opportunities, and expert faculty support. Enroll now and unlock your leadership potential in social work and women empowerment. Together, let's empower women, uplift underserved youth, and drive positive change. ”



# Vision

To empower youth through education, skills and research to become better global citizens.



# Mission

- To develop students with research-based approach to foster a culture of inquiry, critical thinking, and intellectual curiosity.
- To instill a passion for lifelong learning, and inspire students to continue engaging in research and learning in their professional journeys.
- To provide an understanding of entrepreneurship and intrapreneurship.
- To provide an atmosphere of diversity, equity, and inclusion.
- To provide an immersive, all round teaching & learning experience.



# Values

- Ethics and Integrity.
- Social Responsibility.
- Importance of Sustainability.
- Providing Contemporary Skills and Learning.



# Pillars of FUEL Business School

## 1. Sustainability

In order to be sustainable, a balance must be struck between economic development, environmental protection, and social well-being. Current demands must be met without compromising those of future generations. Our parent body, FUEL supports three of the sustainable development goals: Quality Education, Gender Equality, Decent Work & Economic Growth.

## 2. Social Responsibility

FUEL helps build a community that is encouraging the youth of the country. It enables young people to discover their potential, acquire necessary skills, have access to educational resources, and become successful.

## 3. Innovation & Entrepreneurship

Our parent body, FUEL was founded by Mr. Ketan Deshpande when he was just 19 years old. FUEL (Friends Union for Energizing Lives) was started as a guiding institution to solve problems that he himself faced. Therefore, developing entrepreneurship and building an innovative approach is in our DNA.

## 4. Engagement

FUEL takes into account all sections of society, especially the underserved sections of society. Scholarships provided by FUEL can be a significant support for deserving students who may face financial constraints in pursuing higher education. By providing scholarships, FUEL promotes equal opportunities for education and supports talented students in achieving their academic goals.

## 5. Impact

We shall strive to provide our students with an education that goes beyond just textbook learning. Our programmes are designed to provide a well-rounded experience that prepares our students for success in their personal and professional life.



## Sustainability



## Social Responsibility



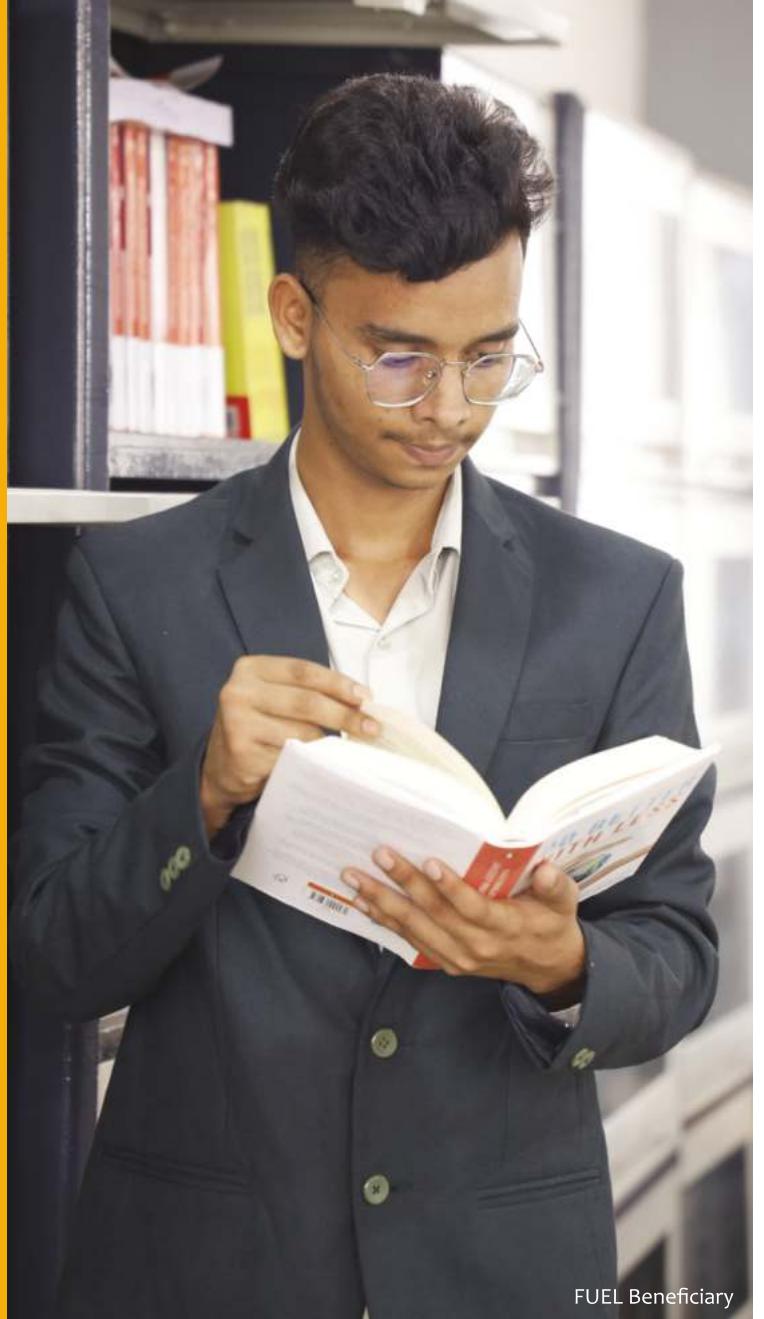
## Innovation & Entrepreneurship



## Engagement



## Impact



# Highlights

- 100% scholarships for the entire duration of the course, based on merit, from underserved and underprivileged communities.
- Case-based and hands-on learning approach.
- Exposure to the corporate world through industry visits, business simulation courses, summer internships, and live projects.
- Skills and Aptitude enhancement courses in the curriculum to train students for the corporate world
- Lectures conducted by international faculty members and experts.
- Summer internship of 4-6 weeks.
- Residential facilities are available.
- Special classes for CAT/GMAT/ATMA/XAT/MH-CET preparation.
- Guest lectures, seminars, and workshops conducted by eminent corporate leaders.
- Dedicated Centre for Industry-Academia Partnerships to support students through structured assessments, training, and grooming activities for internships and job placements.
- Student led clubs for Admissions, Placement, Culture & Fine Arts and many more.
- Strong connect with the Entrepreneurship Network to support students wanting to build their own ventures.



FUEL Beneficiary

- Applicants must have a bachelor's degree in any discipline as recognized by AICTE/UGC, under 10+2+3 / 10+2+4 system with a minimum of 50% marks.
- Candidates appearing in the Final Year may also apply, provided they complete all formalities of examinations before 30th July and furnish proof of having met the minimum eligibility criteria before 31<sup>st</sup> Oct of the current Academic Year.
- Applicants with relevant work experience are also welcome to apply.
- All applicants are required to have appeared for any of the Competitive Exams viz CAT / XAT / MAT / CMAT / ATMA / GMAT or any other Competitive Exam approved by AICTE for admission to post graduate programmes in management.
- Applicants will be required to attach duly attested copies of the below mentioned documents along with the Application Form:
  - Competitive Exam Score Card of CAT/XAT/MAT/ GMAT/CMAT/ATMA.
  - Certificate and Mark Sheet of qualifying examination passed.
  - Relevant certificate to verify date of birth.
  - Work Experience Certificate (if any).



## Selection Process



## Eligibility Criteria

- Admission to PGDM Programme is selective and based on a combination of factors including Past Academic Performance, performance in the Individual Assessment Process (Personal Interview and Written Assessment) along with other qualitative parameters like relevant work experience, extra-curricular activities, State or National Level participation & achievement in Sports.
- The Merit List is prepared on the basis of parameters mentioned below:
  - Past Academic Record ( 10+12+Bachelors) – 20 %
  - Competitive Exam Score – 20 %
  - Personal Interview – 30 %
  - Written Assessment – 20 %
  - Profile - 10% (extra curricular achievements, state or national level participation, additional certifications)
- Additional weightage will be given to applicants with work experience.
- The result of the Selection Process shall be intimated to candidates by e-mail.
- Selected candidates are required to pay the prescribed fee within 10 working days from the date of declaration of result, failing which the seat shall be offered to the student next in merit.



# Fee Structure

Total fees Rs 7,00,000/- for 2 Years + Rs 10,000/- refundable security deposit

Particular	Fee
Registration Fee	Rs. 50,000/-
Tuition Fee	Rs. 5,50,000/-
Training and Certifications	Rs. 25,000/-
Placement Training and Assistance	Rs. 25,000/-
Seminars/ Workshops/ Induction/ Industry Visits	Rs. 50,000/-
Refundable Security Deposit	Rs. 10,000/-

## Hostel and Cafeteria fee (Per Annum)

Fees	Payment Schedule
Rs.1,30,000	On or Before moving into the hostel

### This includes

- Accommodation
- Cafeteria Meals Includes – Bed Tea, Breakfast, Lunch and Dinner  
*(only vegetarian food will be provided)*

Hostel booking Fee (non-refundable)	Payment Schedule	Fee
	within 15 days of admission confirmation or before moving into the hostel (Whichever is earlier)	Rs. 30,000/-

## Fee payment schedule

Particulars	Date	Amount
Academic Registration Fee	At the time of admission confirmation	Rs.50,000/-
First Installment	Fees payable within ten days of admission confirmation	Rs.2,75,000/-
Second Installment	Within three months from date of admission confirmation	Rs.2,75,000/-
Third Installment	Within six months from date of admission confirmation	Rs.1,00,000/-
2nd Year fees	Within ten months from date of admission confirmation	Hostel Fee as per Occupancy

# Scholarship

FBS awards full scholarships to deserving and meritorious students from the underserved and underprivileged community.

## Terms & Conditions

- All Scholarships are awarded on a first-come, first Served basis.
- All Scholarships are awarded as fee adjustments.
- To continue the scholarship for the entire duration of the programme, the following conditions must be compulsorily met
  - A minimum level of the academic score has to be maintained at a 6 CGPA across all semesters.
  - Attendance is to be maintained at a minimum of 80 percent.
  - There should be no disciplinary action against the student.

Apply for Scholarship



FUEL Beneficiary

# Courses Offered

## PGDM

- Post Graduate Diploma Management (PGDM) a two-year postgraduate programme.
- A project-based learning approach, where students will work on real-world business projects in collaboration with companies. This experiential learning methodology helps students apply theoretical concepts to practical situations which enhances their problem-solving abilities.
- Focus on enhancing student's soft skills, communication abilities, and overall personality development. Workshops, seminars, and guest lectures will be conducted to develop leadership skills, teamwork, presentation skills, and interpersonal skills.



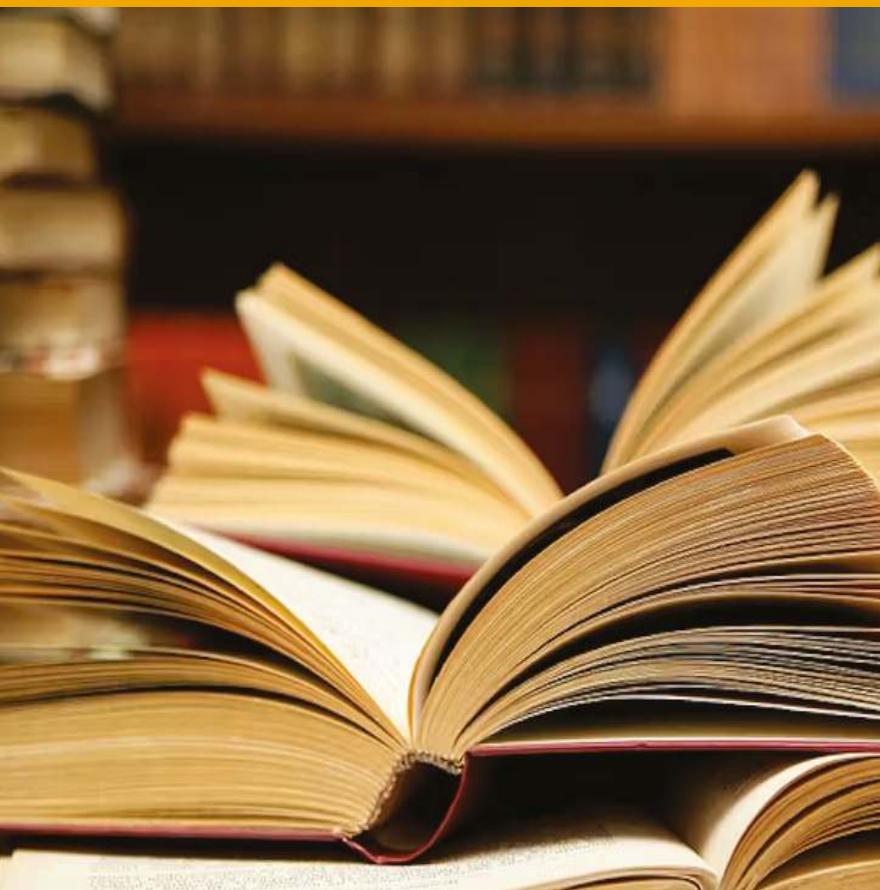
FUEL Beneficiaries

# Semester I

## Core Courses

- Business Statistics
- Research Methodology
- Managerial Economics
- Essentials of Marketing Management
- Human Resource Management
- Management of Operations
- Management Accounting

- Organizational Behavior
- Operations Research
- Business Communication
- Entrepreneurship
- Business Mathematics
- MS-Office



# Semester II

## Core Courses

- Macroeconomics for Managers
- Strategic Management
- Financial Management
- Supply Chain Management
- Marketing Research

- Corporate Social Responsibility
- Legal Aspects of Business
- Business Analytics
- Project in CSR

## Elective Courses

### Marketing

- Sales Force and Channel Management
- Digital Marketing
- Retail Management
- Brand Management
- Business to Business Marketing

### Human Resource Management

- Talent Acquisition
- Learning and Development
- Compensation and Reward Management
- Performance Management System
- Industrial Relations

### Strategy and General Management Area

- Venture and Private Equity Financing
- Basic Econometrics

### Finance

- Financial Modeling
- Commercial Banking
- Derivative Markets
- International Finance
- Introduction to Financial Markets & Institutions
- Corporate Finance

### Project Management and Supply Chain Management Area

- Project Management
- Logistics Management
- Quality Management

# Semester III

## Core Courses

- Business Forecasting
- Design Thinking
- Summer Internship

- Concepts & Applications in Sustainability
- Innovation Management

## Elective Courses

### MARKETING

- Consumer Behavior
- International Marketing
- Services Marketing
- Integrated Marketing Communication
- Sustainable Marketing
- Marketing Simulation
- Sports and Entertainment Marketing

### Finance

- Fixed Income Markets
- Financial Risk Management
- Security Analysis and Portfolio Management
- Financial Analytics
- Investment Banking
- Financial Statement Analysis

### Strategy and General Management Area

- Micro Finance & Social Entrepreneurship
- Visual Analytics

### Project Management and Supply Chain Management Area

- Operations Planning and Scheduling
- Warehouse Management
- Service Operations Management
- Operations Analytics
- Six Sigma
- Supply Chain Strategy
- International Logistics

### Human Resource Management

- Organization Theory Design and Structure
- Employment Related Laws
- Leadership and Capacity Building
- Conflict and Negotiation
- HRD Audit and Scorecard
- HR Analytics
- Talent Management
- Organization Development and Change

# Semester IV

## Core Courses

- Global Business Environment
- Corporate Governance and Ethics

## Elective Courses

### Marketing

- Customer Relationship Management
- Marketing Strategy
- Rural Marketing
- Marketing Models

### Finance

- Venture and Private Equity Funding
- Insurance Management
- Taxation
- Behavioral Finance

### Human Resource Management

- Strategic Human Resource Management
- Coaching Counseling and Mentoring
- Trends in Industrial Relations and Labor laws
- Emotional Intelligence for Professional Success
- Management of Diverse Work Force

### Project Management and Supply Chain Management Area

- Operations Strategy and Control
- Project Risk Management
- Business Process Management



# PGDM Business Analytics

- Post Graduate Diploma Management (PGDM) a two-year postgraduate programme.
- Provide a combination of skills, technologies, applications and processes used by organizations to gain data-driven insights.
- Analytics as an amalgamation of arts, science, and technology which has become one of the most prominent applications of technology in the world.
- The primary focus is on the overall development of students with the goal of preparing them to be world-class leaders and business professionals using insights gained from data to make better decisions.

# Semester I

## Core Courses

- Business Mathematics and Statistics
- Managerial Economics
- Essentials of Marketing Management
- Human Resource Management
- Management of Operations
- Management Accounting
- Organizational Behavior

- Operations Research
- Business Communication
- Design Thinking and Innovation
- Basics of Business Analytics
- Programming languages (Python and R)
- Corporate Governance and Ethics
- Data Mining



# Semester II

## Core Courses

- Business Research
- Project Management
- Cloud and Big Data
- Operations Analytics
- Digital Marketing
- Sales and Marketing Analytics

- Visual Analytics
- Financial Analysis and Analytics
- Concepts and Applications in Sustainability
- Natural Language Processing
- Project in CSR

## Elective Courses

### Marketing

- Sales Force and Channel Management
- Retail Management
- Brand Management

### Finance

- Derivative Markets
- Introduction to Financial Markets and Institutions
- Corporate Finance

### Human Resource Management

- Learning and Development
- Compensation and Reward Management
- Performance Management System

### Project Management and Supply Chain Management Area

- Logistics Management

### Strategy and General Management Area

- Venture and Private Equity Financing

# Semester III

## Core Courses

- Business Forecasting
- Machine Learning
- Summer Internship
- Concepts and Applications in Sustainability
- Big Data Analytics

- Health Care Analytics
- Risk Analytics
- Cloud and Web Services
- Digital Transformation
- Telecom Analytics

## Elective Courses

### Marketing

- Consumer Behavior
- Services Marketing
- Integrated Marketing Communication

### Finance

- Fixed Income Markets
- Security Analysis and Portfolio Management
- Investment Banking

### Human Resource Management

- Organization Theory Design and Structure
- Employment Related Laws
- Leadership and Capacity Building

### Strategy and General Management Area

- Micro Finance & Social Entrepreneurship
- Global Business Environment

# Semester IV

## Core Courses

- Healthcare Analytics
- Contemporary Areas in Business Analytics

## Elective Courses

### Marketing

- Customer Relationship Management
- Rural Marketing

### Finance

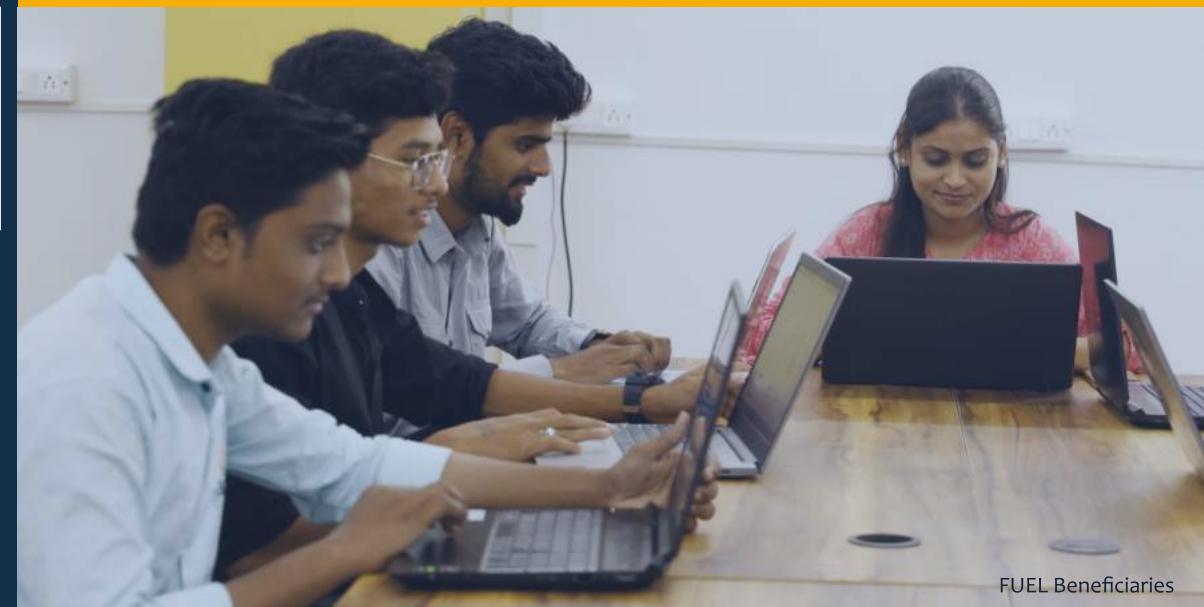
- Venture and Private Equity Funding
- Taxation

### Human Resource Management

- Coaching Counseling and Mentoring

### Project Management and Supply Chain Management Area

- Business Process Management





# Internship

Experiential and immersive learning will be an integral component of learning at FBS. The students will get an opportunity to apply their knowledge through a mandatory 4-6 weeks Internship, which is incorporated within the PGDM degree between 2nd and 3rd semesters. This internship aims to provide an opportunity for the students to apply the concepts learnt in the classroom to the real world in a professional setting. This experience will give them a clear idea about the 'World of Work' that they will embark upon.

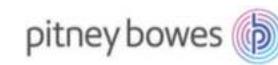
# Placement

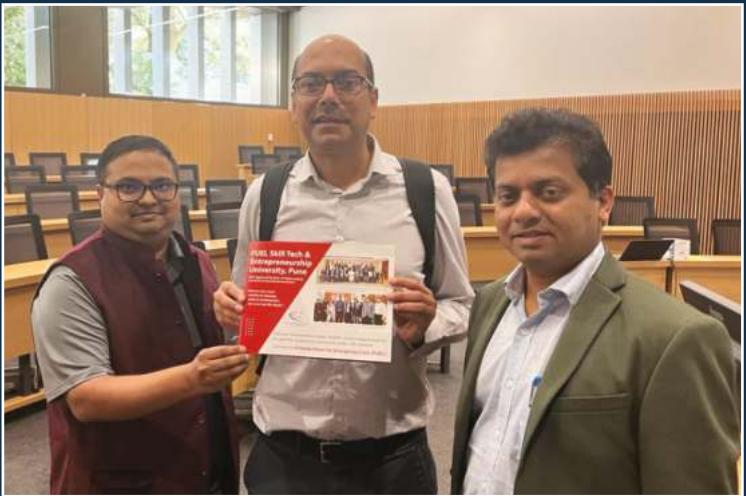
The Career Advisory Services (CAS) at FBS helps to find opportunities for students looking for final placements in the industry of their choice. CAS will organise career guidance programmes for all students. The cell will also arrange training programmes including mock interviews, group discussions, communication skills training, and other industry required skills workshops.



FUEL Beneficiaries

# Industry and CSR Partners





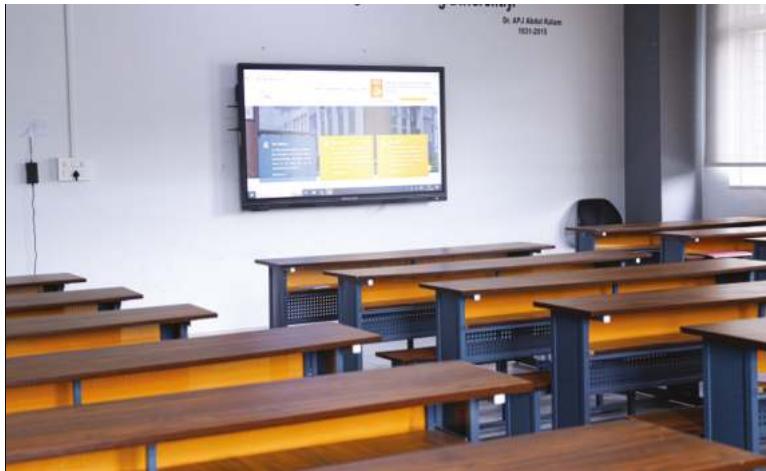
# Academic Collaborations

FUEL is partner with Judge Business School University of Cambridge,UK to host the Cambridge India Conference.

The inauguration of the Cambridge, UK India Conference on 15<sup>th</sup> June, 2023 was supported by FUEL in the UK, which was a remarkable achievement. It reflected the growing collaboration between prestigious institutions and the shared commitment to fostering knowledge exchange and cultural exchange between India and the UK.

Such collaborations open the doors for enriched academic programmes, research opportunities, and a broader global perspective for students.

Centre for  
India & Global  
Business



# Facilities



## Digital Classrooms

Our digital classrooms are designed to be highly interactive, with features such as virtual whiteboards, chat rooms, and video conferencing. These tools will enable students to collaborate with their classmates and instructors in real-time.

## Library

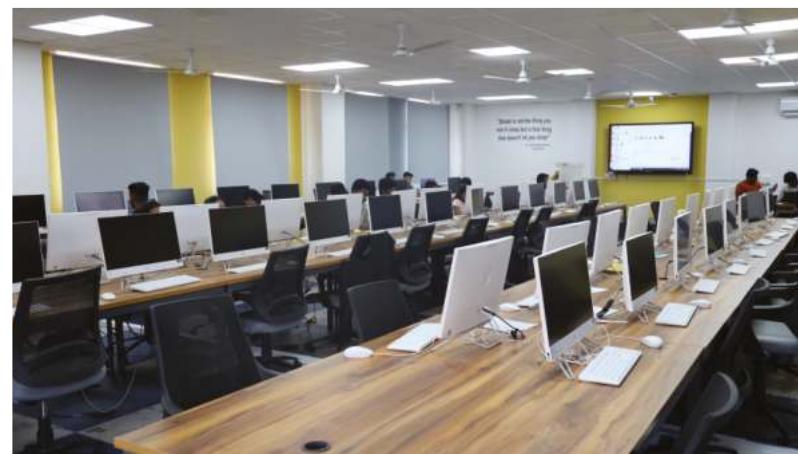
The library is the heart of our academic community, which will provide students, faculty, and staff access to a wealth of knowledge and resources. Our library is a hub of academic activity, where students can explore various fields of study and engage in research.

## Staffroom

The staffroom is a place where faculty and staff can connect and collaborate on research projects, curriculum development, and other initiatives. It is a space where ideas can be shared & discussed.

## Computer Lab

We have a team of dedicated IT staff who are available to assist students with any technical issues or questions they may have. They are knowledgeable about the hardware and software in the lab and can provide guidance on how to use various tools and applications.



## Girls Common Room

The girls common room is thoughtfully designed to provide a safe and inclusive space for all female students. It offers a variety of amenities and features to ensure their comfort and convenience. From cozy seating areas to study tables, we have created a versatile space that caters to different needs and preferences.



## Boys Common Room

The boys common room is thoughtfully designed to provide a comfortable and inclusive space for all male students. It offers a range of amenities and features to ensure their relaxation and convenience. From comfortable seating areas to recreational facilities, we have created a versatile space that caters to different needs and preferences.



# Testimonials



“ Poonam, a tenacious 22-year-old management graduate, who faced the daunting challenge of finding a job in the competitive corporate world. Struggling with limited practical skills and financial constraints, Poonam relentlessly sought opportunities to enhance her abilities. Luckily, she discovered FUEL, an organization dedicated to providing free skill development training to individuals like her. With newfound hope, she applied for and completed an aptitude training program at FUEL, which proved to be transformative. The good news arrived as she secured a placement at Survik Software Pvt. Ltd., a prestigious company in recruitment management. Poonam felt an overwhelming sense of gratitude in that life-changing moment. ” - Poonam More



“ Minakshi Wangdare, a determined 22-year-old graduate student with a bachelor's degree in Computer Application. Despite financial obstacles, she persisted in pursuing her dream of a career in data analysis. After graduating, she joined the training program at FUEL Institute, where she gained valuable skills in data mining, statistical analysis, & machine learning. Through hard work & networking, Minakshi excelled in the program. Consequently, she landed a job as a technology trainee at Protean eGov, where she began her exciting journey in the tech industry. Her resilience and passion have led her to embrace this opportunity with enthusiasm. ”

-Minakshi Wangdare



“ I come from a modest economic background. I was selected for FUEL's scholarship after completing 10<sup>th</sup> grade in 2019. The scholarship supported my education by way of academic coaching and skilling. I did the FUEL Junior Dr. Kalam Fellowship. This helped me to hone my technical as well as industry skills. I have been able to step into the corporate world at a very young age. As a result, I was selected for the HCL TechBee Programme to work as a Software Testing Intern which is now converted into full-time employment. ”

- Harshita Rane

# Photo Gallery



'FUEL for Nation' Program Launch by Hon'ble Defence Minister of India Shri. Rajnath Singh and Hon'ble MoS Railways Late Shri. Suresh Angadi



Deputy CM Shri. Devendra Fadnavis Felicitating Ketan Deshpande (Founder FUEL)



FUEL has been awarded by former Hon'ble CM of Karnataka Shri. Basavaraj Bommai along with Kapil Dev Ji at TiE Hubli



Mr. Ketan Deshpande, Ashoka Fellow & Founder (FUEL) has received the prestigious Mahatma Award

# Photo Gallery



Hon'ble President of India with FUEL Delegation at Rashtrapati Bhavan New Delhi



Convocation of Future Skills Training program batch by FUEL in the presence of former Hon'ble Shri. Anil Sahasrabudhe, Chairman, AICTE



Hon'ble Union Minister Shri. Nitin Gadkari ji Awarded FUEL "Change-Maker in Skill Development" at CSR Journal Excellence Awards



Launch of Digital Academy with Capgemini at FUEL Future Skills Institute, Pune



HSBC Technology India inaugurates Future Skill Center at FUEL Future Skills Institute, Pune



FUEL received "CSR" Implementation Partner of the year Award at CSR Summit Award 2022 (4<sup>th</sup> edition)

# FUEL Business School

## Admissions open for PGDM

Post Graduate Diploma in Management **PGDM** (Equivalent to MBA)

*FUEL your Dreams, Choose the Path to Success with Us*

Programme commencement - 21<sup>st</sup> August 2023



AICTE, Ministry of Education  
Government of India  
Approved



Affiliated to  
DTE Maharashtra

**17 years**  
of Academic  
Excellence

**2 Crores**  
Merit Scholarship

**30 +**  
Industry Partners  
for Placement Assistance

**15000+**  
Alumni Network

Get upto  
**100%**  
Scholarship



**Harshita Rane**

FUEL Beneficiary, Placed in HCL

**COURSE OFFERED**

**PGDM**  
Marketing, Finance, HR, Supply Chain

**Intake  
60 seats**

**PGDM**  
Business Analytics

**Intake  
60 seats**

Special classes for CAT/GMAT/ATMA/XAT/MH-CET preparation

- Skills and aptitude enhancement courses
- Lectures by international faculty and experts
- Strong support for entrepreneurship endeavors
- Residential facilities available
- Exposure to corporate world through industry visits
- Guest lectures, seminars, and workshops by corporate leaders
- 4 - 6 week summer internship



**Apply Now**

## Contact Us



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