



**POST GRADUATE PROGRAMME**  
IN BUSINESS MANAGEMENT

**PGPBM**  
FOR WORKING EXECUTIVES

PROGRAMME  
BROCHURE  
**2020**





## About the programme

The Post Graduate Programme in Business Management (PGPBM) was launched to cater to working executives who desire to transition from technical to leadership roles within their organization or outside it. Over the years, this programme has grown in strength and has undergone changes in structure and design. From the academic year 2016, the programme is being offered on Fridays, Saturdays and Sundays, keeping in mind the professional commitments of the working executives. The uniqueness that sets this programme apart from comparable peers is its in-class nature and the scope it provides for engaging in and learning from one's own experience. The entire programme is delivered through direct interaction between faculty members and students in physical classrooms and at convenient times, thereby preserving the rigour and individualized

attention a programme of this nature demands.

We understand that you are making a significant commitment in terms of time and effort, and are looking for serious learning experience. It is our endeavor to provide you as much information as possible to help you make an informed choice. In keeping with this spirit, the programme brochure highlights in great detail, among others the objectives, scope, eligibility and academic requirements. Please take time to review the brochure and visit our website for any additional information that you may need. You may feel free to write to me ([pgpbmchair@iimtrichy.ac.in](mailto:pgpbmchair@iimtrichy.ac.in)) and are welcome to visit our Chennai Campus (Mondays to Saturdays: 2 PM to 10 PM; Sundays: 10 AM to 6 PM) to see our facilities and know more about the programme.



**Manish Mathew**  
Assistant Manager,  
Bennett Coleman and Co. Ltd.  
(Times Group)

*I am privileged to be a student of IIM Trichy. This course helps executives like me to deepen their interest in learning business management without sacrificing their jobs. There are ample opportunities to learn and grow at IIM Trichy's Chennai Centre. It is very professional environment and learning is made interesting and fun here. I feel this is one of the best investment that I have made. I can make an approximate guess that whatever effort that we put in this course, it will have a 3X multiplier effect in our life.*



# Programme goals

IIM Tiruchirappalli launched the PGPBM programme to groom working executives who aspire to move into senior leadership roles. Towards this, the programme aims to develop competent professional managers, capable of working in any sector of organized activity, provide leadership and achieve excellence even as they contribute to the welfare of society at large.

The programme specifically attempts to achieve the following learning goals:



# Programme highlights

**24 month, Non-residential programme**

**In-class sessions; Learning through Direct Interaction with Faculty**

**Rigorous learning delivered through personalized attention to learning needs**

**Opportunities to bridge the Learning-Doing-Gap while in the programme**

**MBA Degree Granting Programme**



**Keerthi Balu**  
Lead Analyst – Automotive,  
Infiniti Research Ltd.

*PGPBM at IIM-T has been rewarding in every aspect. Way the course is structured, strikes the right balance between work, life and study. The design of the course is effective, gives all round experience and provides ample opportunities to learn about myself which matters me most.*

# IIM Trichy advantage



Indian Institute of Management Tiruchirappalli (IIMT) is the eleventh IIM and was instituted on 4th January 2011. IIMT is functioning from its sprawling state-of-the-art campus spread over 175 acres of land on Trichy-Pudukottai highway, about 11 km from Tiruchirappalli International Airport.

IIM as a name has steadily become synonymous with

excellence in management education and has established a benchmark for unwavering quality in India. IIM Trichy aims to find its own footing in developing competent professionals for the industry and doing quality research in India.

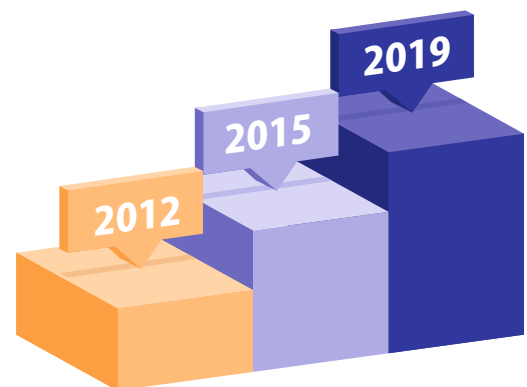
Hard work, Perseverance, Passion and Integrity are some of the virtues necessary to attain success. IIMT boasts about a collection of

eminent faculty and motivated students which form its backbone. Students are selected after a thorough screening process and IIMT takes excellent care in ensuring an optimal student-teacher ratio to encourage better learning and to impart appropriate guidance.

## Programme milestones

### Witnesses the largest batch in terms of enrolment

- PGPBM launched with 25 students
- First batch graduates in the annual convocation
- Grows a 150 + strong alumni network



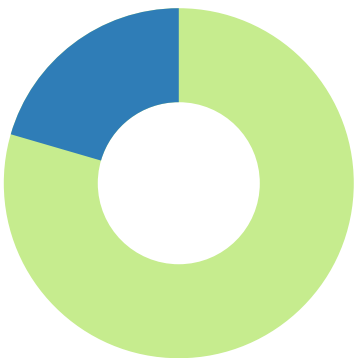
**Babu Sivalingam**  
AVP – Delivery Excellence and  
Risk Management,  
TCS

*Doing a management degree in IIM is one of my dream, I thought it will not come true when my professional and personal life took different turns. But my dream got life again when IIM Trichy came up with an executive programme, which gives you absolutely similar the experience, one can get in a full time course inside the campus.*



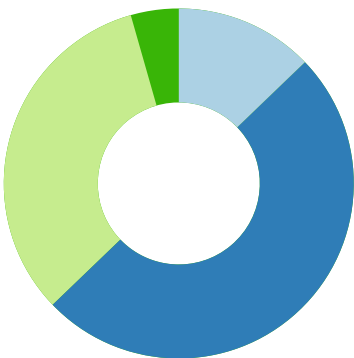


# Student profile



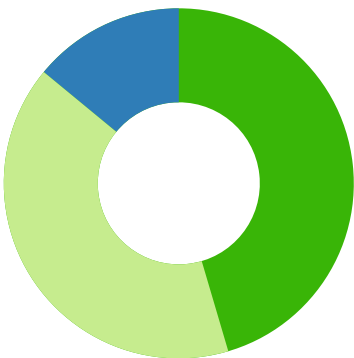
## Gender

- Male - 78%
- Female - 22%



## Age

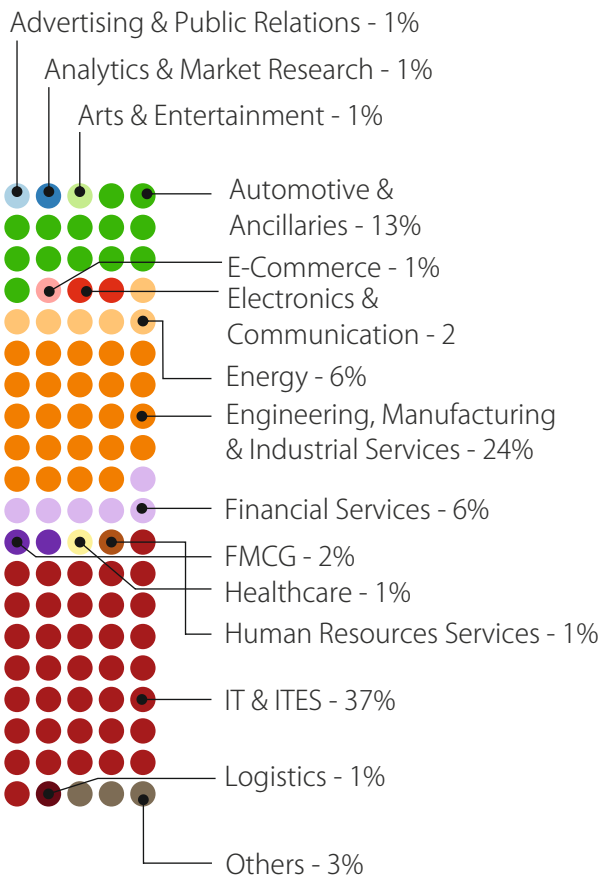
- < 25 - 12%
- 25 - 35 - 52%
- 36 - 45 - 32%
- 46 - 55 - 4%
- > 55 - 0%



## Work Experience

- (in years)
- 3 to 10 - 46%
  - 11 to 20 - 40%
  - 21 to 30 - 14%
  - > 30 - 0%

## Industry



**Vikram Gupta,**  
Executive Director -  
Supply Chain  
Dalmia Cement

*I have created a network of 42 people who, I am sure, going forward in next couple of years will be occupying very senior leadership positions in the corporate world of India, and who knows, the world. To network with them, to get to know them, to have worked with them on various projects, I think was an invaluable experience which I wouldn't have got had I not joined this particular course. So for me I think it was a win all kind of a situation and I thoroughly enjoyed myself.*



# Admissions

## Eligibility:

1 Bachelor's degree (with minimum 50% marks for General category and 45% for NCOBC, OBC, SC, ST, EWS & Differently-abled) in any discipline as per the 10+2+3 norms

2 Minimum 3 years of full-time work experience in any Industry after their first degree

3 Reservations are provided to deserving candidates as per the Government of India norms

## Admission process

Prospective candidates must maintain a valid and unique email account and a mobile number throughout the selection process.

### STAGE: 1 APPLICATION

Interested candidates will have to apply in the prescribed format through the application form available on our website ([www.iimtrichy.ac.in/pgpbm-chennai](http://www.iimtrichy.ac.in/pgpbm-chennai)). A non-refundable application fee of Rs. 2,000/- for general category students and a non-refundable fees of Rs.1000/- for SC/ST/DAP students has to be remitted to "IIMT Chennai Centre", SB A/c. No. 50100011400101; IFSC Code: HDFC0002086 of HDFC Bank, Tiruverumbur Branch,

Tiruchirappalli. The transaction reference number/Demand Draft number has to be quoted in the application form in the relevant field. Candidates availing concessional application fee are required to upload a copy of the relevant caste certificate with their application.

The last date for submission of application forms complete in all respects to IIM Trichy would be **Monday, June 1, 2020.**

### STAGE: 2 WRITTEN TEST

All candidates who meet the eligibility criteria and with applications complete in all respects will be called for a written test. The written test is scheduled on Sunday, June 07, 2020 at IIM Trichy (Chennai Campus). The written test will challenge the candidates on their quantitative ability, verbal ability, data interpretation, and logical reasoning skills. The examination will be for about 150 minutes.

**Exemption from Written Test:** Candidates having a valid test score of CAT 2019 or GMAT score (test taken between May 1,

2019 and May 31, 2020) are exempted from the Written Test. They are however required to complete the filled-in application form by paying the application fees and completing their application in all other respects.

Candidates who have a valid CAT or GMAT score may also choose to appear for the written test conducted by IIM Tiruchirappalli. In such cases, their CAT/GMAT scores will be ignored and only the scores obtained in the written test scores will be considered for shortlisting

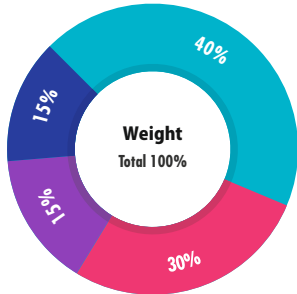
**Peter Drucker**  
Renowned Management Guru

*Working life has extended so much in the last fifty years that it exceeds life expectancy of even the most successful businesses. Very few businesses are successful for more than 25 or 30 years. And yet most educated people who go to work in their early twenties will keep working until they are 70. And so they had better be prepared for a second career whether it's in another organization where they are doing what they have been doing or in a new line of work. They must be prepared to learn again.*

them to the next stage of the admissions process. Candidates will be shortlisted for a Personal Interview based on their CAT,

GMAT or written test scores as applicable. Only the candidates selected for Personal Interview (PI) would be intimated by email.

### STAGE: 3 PERSONAL INTERVIEW & OFFER OF ADMISSION



The following table shows the evaluation criteria that would be employed for final offer of admission after the Personal Interview.

#### Evaluation Component

- Written Test Score
- Personal Interview
- Work Experience
- Performance at Undergraduate level

## Important dates

PGPBM Brochure and Online Application Form available at IIMT website ( <a href="http://www.iimtrichy.ac.in/pgpbm">www.iimtrichy.ac.in/pgpbm</a> ) <b>Monday, March 16, 2020</b>	Last date for submission of Online Application Form <b>Monday, June 29, 2020</b>	Dispatch of Admit Cards for Written Test & Interview (by e-mail only) <b>Thursday, July 2, 2020</b>	Written Test at IIM Trichy (Chennai Campus) <b>Sunday, July 5, 2020</b>	Personal Interview at IIM Trichy Chennai Campus <b>Saturday, July 11, 2020 &amp; Sunday, July 12, 2020</b>
Communication of Final Offers by e-mail. (The Test Admit Card numbers of the selected candidates will be uploaded on our website) <b>Friday, July 17, 2020</b>	Payment of Offer Acceptance Amount (Rs.50,000) <b>Monday, July 20, 2020</b>	Payment of First Instalment of Course Fee <b>Friday, July 31, 2020</b>	PGPBM 2020-22 Batch Orientation at IIMT Chennai Campus (Understanding the PGPBM Student Manual) <b>Friday, July 31, 2020 7:30 pm - 9:30 pm</b>	Preparatory Programme for the selected candidates on <b>Sat, Aug 01, 2020 &amp; Sun, Aug 02, 2020</b>
Photo session to take individual student's passport size photograph for making of Institute Identity Card <b>Sunday, Aug 02, 2020</b>	Term I Registration at Trichy Campus <b>Saturday, August 08, 2020 9:30 am - 1:00 pm</b>	PGPBM 2020-22 Batch Inauguration at Trichy Campus <b>Saturday, August 08, 2020 2:30 pm - 4:00 pm</b>	PGPBM 2020-22 Batch Meets the Faculty and PGPBM Committee Members at Trichy Campus <b>Saturday, August 08, 2020 4:30 pm - 7:30 pm</b>	
PGPBM 2020-22 Batch Orientation at Trichy Campus (Case Method Workshop) <b>Sunday, August 09, 2020 9:00 am - 1:30 pm</b>	Meet your Alumni and Senior Students, followed by High Tea <b>Saturday, August 22, 2020 2:30 pm - 4:00 pm</b>	PGPBM 2020-22 Batch Orientation at IIMT Chennai Campus (Workshop on prevention of Sexual Harassment at Workplace) <b>Saturday, August 22, 2020 11:30 am - 1:00 pm</b>	PGPBM 2020-22 Batch Orientation at IIMT Chennai Campus (Academic Integrity Workshop) <b>Sunday, August 23, 2020 2:15 pm - 4:15 pm</b>	
Commencement of Term I Classes <b>Friday, August 28, 2020</b>	Conclusion of Term IX Classes <b>Sunday, August 28, 2022</b>	Date of Convocation of PGPBM 2020-22 Tentatively scheduled in the last <b>Saturday, March, 2023</b>		



**Nandakumar R**  
CEO, PQSI

*I transformed from being a trainer for continual improvement to a renowned consultant for business excellence. I learnt the art of linking all the process improvement parameters with the financial metrics. This helped me to present my consulting proposal confidently to the Board of Directors. Learnings from the various courses on finance and strategy enabled me to present the business case strongly to get consulting contracts across borders.*





# Programme structure

The institute uses the concept of credit to define the weightage of a course in the curriculum. Courses are listed as one, two or three credit courses depending on an indicative workload for each course.

In the programme the following type of courses are offered:

- **Core** courses (51 credits) are compulsory for all students and offered in the first five terms of the programme.
- **Electives** are courses which are chosen by the students and are offered in second year. The student has to take a minimum total of 45 credits in electives over the last four terms.

## PGPBM core courses

- Financial Accounting
- Managing Organizations
- Microeconomics
- Quantitative Methods I
- Managerial Communication
- Written Analysis and Communication
- Quantitative Methods II
- Marketing Management
- Research for Marketing Decisions
- Managing People and Performance in Organizations
- Macroeconomics
- Business Law
- Operations Management
- Corporate Finance
- Indian Economy and Policy
- Competition and Strategy
- Management Accounting
- Management Information Systems

In addition to the above mentioned core courses, the PGPBM programme boasts an ever-increasing list of interdisciplinary elective courses that are in tune with market requirements.



**Vaidhyathan R.S.**  
Director – Commercial &  
A Board Member,  
Indicaa Group, Dubai

*Before PGPBM, when you read newspapers like ET or Business Standard or any business papers you don't really understand many of the terminologies that are spoken about there but then after PGPBM these terminologies were understood and clear in what it is all about.*



# PGPBM elective courses

Area	courses	Area	courses
<b>Economics and Public Policy</b>	<ul style="list-style-type: none"> <li>● Business Ethics and Responsibilities</li> <li>● Econometrics with R -Applications in Business and Public Economics</li> <li>● Game Theory</li> </ul>		<ul style="list-style-type: none"> <li>● IT Consulting</li> <li>● Managing Digital Transformation</li> </ul>
<b>Finance</b>	<ul style="list-style-type: none"> <li>● Behavioral Finance</li> <li>● Investment Analysis &amp; Portfolio Management</li> <li>● International Finance</li> <li>● Mergers &amp; Acquisitions</li> <li>● Project Analysis and Finance</li> <li>● Strategic Financial Management</li> <li>● Valuation</li> </ul>	<b>OBHR</b>	<ul style="list-style-type: none"> <li>● Compensation and Benefit Management</li> <li>● Human Resource Metrics &amp; Analytics</li> <li>● Managing Global Workforce</li> <li>● Managing and Leading organizational Change</li> <li>● Managing Difficult People at Work</li> <li>● Negotiation Essentials for Managerial Effectiveness</li> <li>● Performance Management</li> <li>● Personality in Managing and Leading</li> <li>● Strategic HRM</li> </ul>
<b>General Management</b>	<ul style="list-style-type: none"> <li>● Data Visualization for Managers</li> <li>● Legal Aspects of Marketing</li> <li>● Strategic Intellectual Property Management</li> </ul>	<b>OM&amp;QT</b>	<ul style="list-style-type: none"> <li>● Behavioural Operations Management</li> <li>● Decision Analysis for Managers</li> <li>● Operations Strategy</li> <li>● Quality Toolkit for Managers</li> <li>● Supply Chain &amp; Logistics Management</li> <li>● Simulation-Based Analytics</li> </ul>
<b>Marketing</b>	<ul style="list-style-type: none"> <li>● Business to Business Marketing</li> <li>● Consumer Behavior</li> <li>● Integrated Marketing Communications</li> <li>● Marketing to Base of the Pyramid Consumers</li> <li>● Pricing Strategy</li> <li>● Product and Brand Management</li> <li>● Retail Management</li> <li>● Role and Impact of Digital &amp; Social Media in Marketing Communication</li> <li>● Sales and Distribution Management</li> <li>● Services Marketing</li> </ul>	<b>Strategy</b>	<ul style="list-style-type: none"> <li>● Competing in Global Markets</li> <li>● Corporate Entrepreneurship</li> <li>● Corporate Governance</li> <li>● Dynamics of Framing &amp; Executing Strategy</li> <li>● Foundations of Strategy Consulting</li> <li>● Industry and Competitor Analysis</li> <li>● Innovation &amp; Strategic Renewal</li> <li>● International Entrepreneurship</li> <li>● Strategic Leadership</li> <li>● Strategic Management of Technology and Innovation</li> <li>● Strategy in Action</li> </ul>
<b>MIS</b>	<ul style="list-style-type: none"> <li>● Data Mining for Business Decisions</li> <li>● Information Technology and Business Innovation</li> </ul>		

## Industry project

The industry project is a multifaceted, capstone project that serves as a culminating academic and intellectual experience for the PGPBM students. The industry project nurtures critical thinking and develops research, analytical,

planning and goal-setting skills that can facilitate the participants' successful transition from the classroom to taking up challenging professional assignments. PGPBM students are required to work on the industry project for a period of 12 weeks

under a Faculty Mentor of their choice. The project will be evaluated by a panel constituted by the PGPBM Committee, and a 'Satisfactory' rating on the evaluation is required to complete the programme.



**Jeyam Kumar S. J.**  
Director - Business Development  
– Asia Pacific, ME & Africa,  
TapcoEnpro LLC &  
Delta Valve

*With 26 years of experience in Energy business behind me and with my career getting into Corporate, I took up PGPBM Course with few objectives in mind. To strengthen number crunching ability in Business Finance, Learn Financial Valuation Process, Evolve synergies in M&A and gain insight in Corporate Strategies and Governance standards. Two years down, challenged by young peers and a very passionate Faculty with Comprehensive selection of electives, my outlook is completely different and positive. The course is well packaged to re position the career to today's Corporate World and challenges.*



## Class schedule

Classes are conducted in the following schedules on Fridays, Saturdays and Sundays every week.

FriDAY	• 6:45 to 10:00pm
SaturDAY	• 2:30 to 10:00pm
SunDAY	• 10:15am to 1:30pm

In addition to the above mentioned slots, classes for elective courses are conducted on Saturday Mornings 10:15 am to 1:30 pm and Sunday Evenings 2:30 to 5:45 pm as well.



## Fee structure

The total fee for the programme comprises of two parts:

**(I) Non-refundable Course Fee - Rs. 11,80,000/-** plus applicable taxes

**(ii) Refundable Caution Deposit - Rs. 10,000/-**

The non-refundable course fee is Rs. 11,80,000/- that includes Tuition, Library, Case Permission Royalty, Textbooks, Academic Course Pack, Examination, and Alumni activity. The fee is for the total course, and is not related to the number of terms. However, for ease of payment the course fee is structured to be paid in nine installments, the first one amounting to Rs. 1, 90, 000/- and Installments II to IX amounting to Rs. 1, 25, 000/- due every three months. The date of payment of the fee installments will be announced by PGPBM Office.

## Educational loans

IIM Tiruchirappalli's PGPBM students have option to seek educational loans at concessional rates from State Bank of India, Central Bank of India, Bank of Baroda and Punjab National Bank. Prospective students can contact our office to get in touch with the bankers.



**Aarti Satyamurthy**  
HCM Cloud Technical Solutions  
Manager at Oracle (USA)

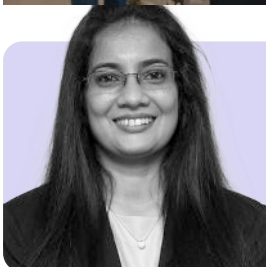
*An investment in knowledge pays the best interest. As rightly said by Benjamin Franklin, PGPBM at IIM Trichy has given me an invaluable and enriching experience working through case studies and discussions on real-life business problems with excellent professors and peers from various industries. This program has enhanced my critical thinking and problem solving skills and helped me understand different facets of business.*





## Faculty

The faculty at IIM Tiruchirappalli is the principal driver of change through their direct involvement in every aspect of the Institute: academics, governance, research, and consultancy. They combine the very highest standards of teaching and mentoring with diverse backgrounds as eminent entrepreneurs, policy makers, researchers, theoreticians and consultants. The rich diversity of their backgrounds instills in students a continuous desire to achieve excellence. Check out our website for detailed profiles of our faculty - <http://iimtrichy.ac.in/faculty>



**Saigeetha Sankar**  
Director,  
Rexon Proserv

*This PGPBM is a phenomenal course which not only teaches us management or finance or strategy but life skills too which is much needed for all of us to be a balanced and grounded person be it in professional as well as personal walk of life. This course literally changes our perception in looking at things and gives an uncanny clarity of thoughts in which every subject we deal with. This showed us the sense of practical and theoretical learning and also taught us on how to be a good manager/leader/mentor. Overall a course that would redefine your skills, embellish your capabilities thereby making you a holistic person.*







आनम् अनन्तम्  
**IIM** CHENNAI  
TRICHY CAMPUS



## **IIM Trichy Chennai Campus**

# 45, Nehru Street, Ramaniyam Siddharth Building 1st Floor,  
Industrial Estate North Phase,  
Kalaimagal Nagar, Ekkattuthangal, Chennai 600 032.  
(Located off Kasi Theatre Bridge, behind Jaya TV)