



POST GRADUATE PROGRAMME IN BUSINESS MANAGEMENT
(for working executives)

PGPBM
FOR WORKING EXECUTIVES

PROGRAMME BROCHURE 2018

IIM TIRUCHIRAPPALLI CHENNAI CAMPUS

45, Nehru Street, Ramaniyam Siddharth Building 1st Floor, Industrial Estate North Phase, Kalaimagal Nagar,
Ekkattuthangal, Chennai 600 032. Tel. +91-44-222 555 65 & 66

PROGRAMME CHAIRPERSON'S MESSAGE



**Dear Friend,
Greetings!**

The business world today is going through tumultuous changes with Britain exiting the European Union and the early signals from Trump's America hinting at a protectionist future. Academic experts around the world are prophesizing the advent of a new macro-trend, viz. de-globalization. Firms set in the context of this macroeconomic change are uncertain about the global prospects of their existing business. India, with its economic interconnections with the rest of the industrialized world, will not be completely insulated from whatever future these broader forces at play may create for us. What is certain though is that the new future may render our current skills less relevant and mechanize some of the jobs we carry out, while opening up novel opportunities in forms and scale unimaginable today. The only option available to working executives to prepare themselves for the uncertain journey is continuous learning tailored to the needs of the prevailing business environment. The fact that you are contemplating a big leap towards an additional formal education is testimony to the fact that you have recognized the urgency and importance of continuous learning.

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 (pqpbmchair@iimtrichy.ac.in) and are welcome to visit our Chennai Centre (Mondays to Saturdays: 2 PM to 10 PM; Sundays: 10 AM to 6 PM) to see our facilities and know more about the programme.

Get ready to make the big leap!

Best wishes,

Professor Mukundhan K.V.

The programme specifically attempts to achieve the following learning goals:

- Management Competency
- Critical Thinking
- Strategic Thinking
- Leadership Skills
- Ethical Reasoning
- Communication Skills
- Collaborative Skills.
- Entrepreneurial Spirit

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

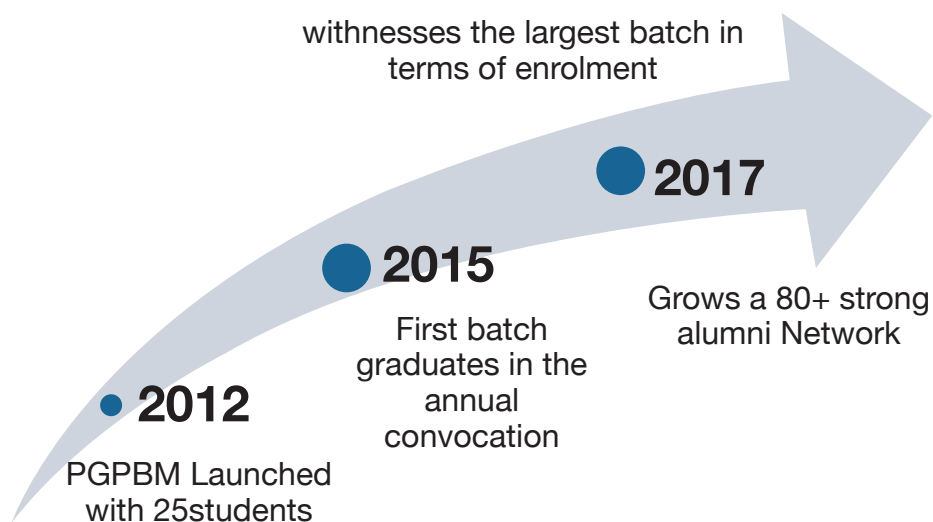


Opportunities to bridge the Learning-Doing-Gap while in the programme



Diploma Granting Programme; Students awarded PGDBM upon Graduation

PROGRAMME MILESTONES



WHERE OUR STUDENTS ARE FROM

Sector-wise work experience	No. of Students					
	2012-15	2013-16	2014-17	2015-18	2016-18	2017-19
Advertising & Public Relations	-	1	1	-	-	-
Analytics & Market Research	2	-	-	-	1	1
Arts & Entertainment	1	-	-	1	-	-
Automotive & Ancillaries	4	4	5	5	6	6
E-Commerce	-	-	-	-	1	1
Electronics & Communication	-	2	1	1	4	3
Energy	2	-	2	1	2	4
Engineering, Manufacturing & Industrial Services	5	5	5	3	8	9
Facilities Planning and Management	-	-	1	-	-	-
Financial Services	1	1	1	2	3	3
FMCG	-	-	2	-	-	-
Government (Central/State Government) and PSUs	-	-	-	-	1	-
Healthcare	-	1	-	1	2	3
Human Resources Services	-	1	-	1	-	1
IT & ITES	11	16	9	4	13	11
Logistics	2	-	-	1	1	2
Non-Governmental Organizations (NGOs)	-	-	-	-	-	1

ADMISSIONS

Eligibility:

- Bachelor's degree (with minimum 50% marks for General category and 45% for OBC, SC, ST & Differently-abled) in any discipline as per the 10+2+3 norms
- Minimum 3 years of full-timework experience in any Industry after their first degree
- 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 online application form available on our website (www.iimtrichy.ac.in/pgpbm). 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 attach a copy of the relevant caste certificate with their application.

The last date for submission of online application forms complete in all respects to IIM Trichy would be Monday, June 4, 2018.

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 10, 2018 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 2017 or GMAT score (test taken between May 1, 2017 and April 30, 2018) 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 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	Weight
1.	Written Test Score	40%
2.	Personal Interview	30%
3.	Work Experience	15%
4.	performance at Undergraduate level	15%
	Total	100%

IMPORTANT DATES

PGPBM Brochure and Application Form available at IIMT website (www.iimtrichy.ac.in)	Wednesday, March 07, 2018
Last date for receipt of applications at IIM Trichy	Monday, June 4, 2018
Dispatch of Written Test Admit Cards [by Email only]	Thursday, June 7, 2018
Written Test at IIM Trichy (Chennai Campus)	Sunday, June 10, 2018
Intimation of shortlist for Personal Interviews [by Email and the Test Admit Card numbers of shortlisted candidates on our website]	Friday, June 15, 2018
Personal Interview at Chennai	Saturday, June 23 & Sunday, June 24, 2018
Admission Results [by Email, Post, and the Test Admit Card numbers of selected candidates will be uploaded on our Website]	Friday, June 29, 2018
Registration & payment of 1st installment of fee	Saturday, July 28 & Sunday, July 29, 2018 (until 3.00 pm)
Inauguration	Sunday, July 29, 2018 at 5.00 p.m.
Orientation	Friday, August 03, 2018 to Sunday, August 05, 2018
Term I classes commence	Friday, August 10, 2018
Classes for 7th Batch of PGPBM concludes	Sunday, August 09, 2020

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 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

Term I	Credit	Term II	Credit	Term III	Credits
Financial Accounting	3	Managerial Communication	2	Quantitative Method II	3
Managing Organizations	3	Written Analysis and Communication	2	Marketing management	3
Micro economics	3			Research for Marketing Decisions	3
Quantitative Methods I	3			Managing people and Performance in Organizations	3
Total	12	Total	4	Total	12

Term IV	Credits	Term V	Credits
Macroeconomics	3	Indian Economy and Policy	3
Business Law	3	Competition and Strategy	3
Operations Management	3	Management Accounting	2
Corporate Finance	3	Management Information System	3
TOTAL	12	TOTAL	11

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. Some of the elective courses offered in the PGPBM programme in the last academic year include: Behavioral Finance, B2B Marketing, Competing in Global Markets, Consumer Behavior, Corporate Entrepreneurship, Corporate Governance, Data Visualization for Managers, Decision Analysis for Managers, Digital & Social Media Marketing, Dynamics of Framing & Executing Strategy, Econometrics with R, Foundations of Strategy Consulting, Quality Toolkit for Managers, Industry and Competitor Analysis, Information Technology and Business Innovation, Innovation & Strategic Renewal, Investment Analysis & Portfolio Management, IT Consulting, Managing Digital Transformation, Managing Global Workforce, Operations Strategy, Retail Management, Strategic Financial Management, Strategic Leadership, Strategic Intellectual Property Management and Supply Chain & Logistics Management.

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.

Installment	Due by	Amount
I	July 28, 2018	Rs. 1,90,000/-*
II	November 05, 2018	Rs. 1,25,000/-
III	February 05, 2019	Rs. 1,25,000/-
IV	May 05, 2019	Rs. 1,25,000/-
V	August 05, 2019	Rs. 1,25,000/-
VI	November 05, 2019	Rs. 1,25,000/-
VII	February 05, 2020	Rs. 1,25,000/-
VIII	May 05, 2020	Rs. 1,25,000/-
IX	July 05, 2020	Rs. 1,25,000/-

(* Includes the Caution Deposit of Rs.10, 000/- refundable on graduation/withdrawal from the programme.)

TESTIMONIALS

“Mid-senior to senior level leaders need conceptual reinforcement, clear cob webs of experience and polish their skills further. Going by my experience, this program provides immense opportunity for the same. Case studies, insightful lectures and group work provide avenues for relentless reflection and helps individuals upgrade their skill levels. Another key advantage in this programme is its unmatched peer learning. Having the companionship of high-energy individuals, who are successful in their respective careers, brings rich diversity and perspective to the business situations discussed in the classroom.

K. Balamurugan, Partner, Tira Consulting Private Limited

“The program has helped me hone my leadership capabilities. So far, it has helped me to understand quantitative techniques and their power to help organizations. Our exposure to marketing and its research techniques was very valuable. Each subject covered in the trimester system has its own uniqueness. This course is definitely recommended for professionals who are in the transitioning from a technical to managerial role.

Prathish Soosai Antony, Senior Analyst, Bank of America

“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.

Aarti Satyamurthy, Senior (IT Advisory) Ernst & Young, USA

“PGPBM is not just a programme - it is an experience. The faculty member’s vast knowledge, industry expertise, diverse students, exciting real life case studies, learning through debate and good infrastructure make this programme a valuable proposition for executives. I feel privileged to have joined PGPBM as the programme has certainly been a turning point in my career.

M. Alagappan, Senior Analyst, Caterpillar

TESTIMONIALS

“Enrolling in this programme was a valuable investment for me. The specially-designed course curriculum and the dedicated support of professors who are experts in their fields enabled me to accumulate a wealth of wisdom. The varied professional and educational backgrounds of fellow students made for lively, enriching discussions of real-world case studies. I would recommend this programme to anyone seeking a step up in their career prospects in addition to gaining a broad-based education that would be a great asset in today's global economy.

Deepak Sivasubramanian, Business Development Manager, Extron Electronics

“The course is designed very well and the class room discussions are enriching. This is aided by the case studies and the diverse nature of the batch. The faculty members are experts in their fields and are an asset to this course. The timetable for each term is planned well ahead to help the students plan their professional and personal commitments accordingly. Overall, I am enjoying this learning and it helps me understand different aspects of business management.

S. Padmanabhan, Technical Manager, Alcatel-Lucent India Limited

“I would say PGPBM is one of my wisest investments. Being young, I always thought I had a small downside not choosing the regular PGP. But after few months into the Programme I can only appreciate myself for choosing PGPBM over the regular. The course is a complete package for any budding, practicing or experienced managers. We'd to put ourselves into the shoes of different roles during the course which has eventually enriched us with a 360 degree view of every perspective management deals with.

S Prabhu, Senior Software Engineer, MPhasis

“The programme is flexible, yet maintains the rigour required at the Institute of this nature. Courses are well designed to suit working professionals. I could personally witness the change in my personality, thought and approach after attending this programme. I would recommend this programme for anyone targeting higher echelons of corporate leadership.

P Santhanam, Senior Manager – HR, Perfetti Vanmelle India Pvt. Ltd

TESTIMONIALS

“This is the most structured program I’ve experienced and a lot of foresight and planning has gone into its making and execution. If I have to describe it, I would say that it is synonymous with the institute’s motto “Knowledge is Endless”. The faculty members are very experienced and they constantly push you to excel, unearthing the best in you. Personally, I have changed the way I look at people, problems and organizations. The Case Study method, conceptual and peer learning has molded me to suggest and take better decisions at my workplace. This is one amazing, life changing ride that you need to hop onto. It will equip you with the tools, techniques and qualities of a manager that the society seeks today. There is a saying “Future dividends are created in the factories of present investments” and I can proudly say that, this is the best investment I’ve made in my life.

Suraj Mathew Thomas, Associate, Cognizant Technology Solutions

CHENNAI CAMPUS

The Chennai Campus of IIM Trichy is located at the following address:

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)

The Campus is spread over 14,000 square feet of space and comprises four state-of-the-art classrooms, a well-stocked Learning Resource Centre, a Computer Centre, faculty and staff offices. The Campus is Wi-Fi enabled.

Visit us for more information.

Mondays to Fridays: 2 PM to 10 PM;
Saturdays & Sundays: 10 AM to 6 PM.

FACULTY

The faculty at IIM Tiruchirappalli are 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>

CONTACT INFORMATION

Chennai Campus

Telephone: +91-44-222 555 65 & 66

(Mondays to Saturdays: 2 PM to 10 PM; Sundays: 10 AM to 6 PM)

pgpbmoffice@iimtrichy.ac.in

For admission related queries, contact:

Admissions Office: +91-431-250 5026

Email: pgpbminfo@iimtrichy.ac.in, admissions@iimtrichy.ac.in

IIM-T

Programme Overview

- Mentoring Leaders- Specially designed to cater to the career demands of working professionals
- In-class Learning – In-class programme with rigorous learning delivered through personalised attention to learning needs
- Experiential Learning – The programme bridges the Learning-Doing-Gap
- Convenient Format - Classroom learning slots on Fridays, Saturdays, and Sundays

- Customisable Timeline – A 24-month programme with an option to complete in 21 months.
- IIM-T MBA equivalent – The curriculum is completely aligned with the two-year full-time Post Graduate Programme offered at Trichy
- PGDBM Degree - Students are awarded the Post Graduate Diploma in Business Management upon programme completion
- Central Location – The programme offers the IIM-T experience in Chennai

Learning Goals

- Management Competency - Displaying knowledge and understanding of all management disciplines
- Critical Thinking - Demonstrating ability to identify the central issue in a decision-making situation, gather relevant information, question information and perform critical analysis to arrive at a solution
- Strategic Thinking - Developing insights to integrate multidisciplinary perspectives while analysing management situations, recognising and accommodating interdependencies among multiple entities
- Leadership Skills - Displaying knowledge of the skills required to lead and manage change in organisational contexts
- Ethical Reasoning - Grounding in value-based analysis of ethical positions held by various stakeholders in the context of managerial decisions
- Communication Skills - Displaying effective oral and written communication skills
- Collaborative Skills - Engaging effectively in groups comprising members from diverse backgrounds and interests to work towards a unified purpose
- Entrepreneurial Spirit - Demonstrating ability to be creative, enterprising, and innovative in any organisational context