



Grow to be a  
**Business Leader.**

**BE A PRO.**

Accelerate your Career with  
India's only Distance Learning  
Program where you earn a  
**PGDM and professional  
certification**

## Prospectus April 2016

India's First Professional Series Programs in the  
High Growth Sectors of Today and Tomorrow

**Business Analytics | Banking | Capital Markets**

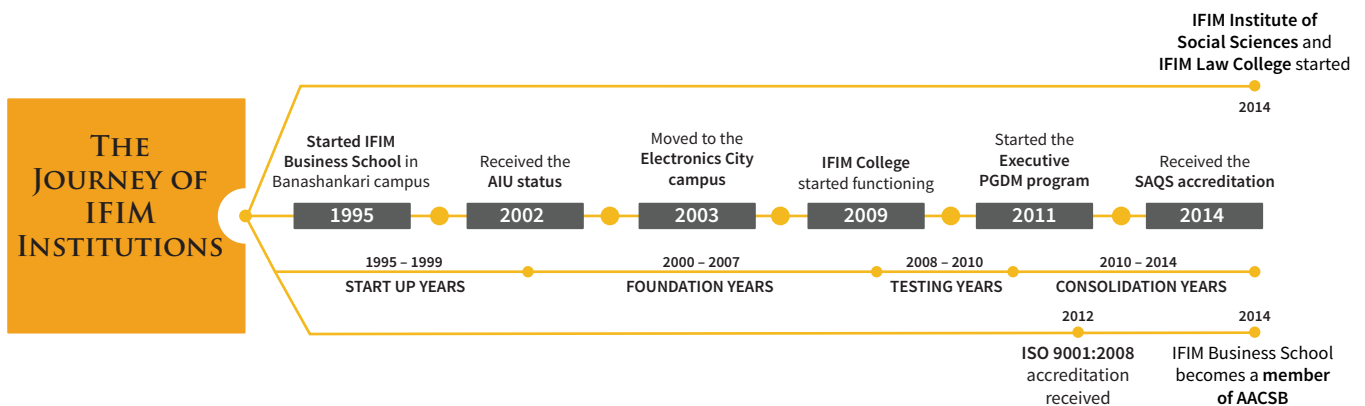
### **PGDM**

***Specializations in Finance, Marketing & HRM  
Professional Certification Programs in  
Banking, Business Analytics & Capital Markets***

## THE IFIM ADVANTAGE

IFIM Business School is one of the top ranking institutions in India. It has a distinct advantage of being a premier management institute housed in the hub of the IT industry –in Electronics City, Bangalore. Our association with the industry is therefore, strong, varied and deep rooted.

The curriculum is constantly updated with the help of renowned in-house academicians and top-notch industry experts. We have a strong connect with our alumni, as an institution that is more than 20 years old and most of our graduated students are in high positions in the corporate world.



Visit [www.ifim.edu.in](http://www.ifim.edu.in) for more details

## Contents

• Vision & Mission	.....	04
• Board of Governors	.....	05
• About IFIM Centre for Distance Learning	.....	06
• Distance Learning Programs	.....	07
• PGDM- General	.....	08
• PGDM in Banking   Capital Markets	.....	09
• PGDM in Business Analytics	.....	10
• Admission	.....	11
• List of Documents	.....	12
• Fee Structure	.....	13

## Vision

To be the most sought after destination for quality management education in India

## Mission

Nurture holistic, socially responsible and continuously employable professionals



## Approved/Accredited/Certified by



Best Institution for Promoting  
Industry-Academia Interface  
*National Education Excellence Awards 2015*

Most promising B-School with Excellent  
Industry Interface  
*Asia Education Summit 2015*

Outstanding Business School (South)  
*National Education Awards, Mumbai*

Ranked 28<sup>th</sup> among the Best Business Schools  
*Business India*

## Board of Governors

Mr. V. B. Padode  
*Chairman – Center for Developmental Education (CDE) & Chief Editor -Dalal Street Investment Journal (DSIJ)*

Dr. R.S. Nirjar  
*Executive Chairman – Board of Governors & Vice Chancellor (Retd.)  
Gautam Buddha University, Greater Noida*

Mr. Sanjay Padode  
*Secretary  
Center for Developmental Education, Bangalore*

Dr. Pritam Singh  
*Former Director General  
IMI, MDI & IIM - Lucknow*

Dr. Devi Singh  
*Vice Chancellor, FLAME University, Pune  
& Former Director - IIM - Lucknow and MDI*

Dr. Chandra Bhushan Sharma  
*Chairman  
National Institute of Open Schooling (NIOS)*

Padma Bhushan Awardee Mr. Ajai Chowdhary  
*Founder HCL & Former Chairman  
HCL Infosystems Ltd.*

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*Former Director - The National Stock Exchange*

Mr. Mike Shah  
*President & CEO - M S Enterprise, Bangalore*

Mr. Rajesh Padode  
*Managing Director - DSIJ Pvt. Ltd, Pune*

Dr. M. R. Gopalan  
*Former Director for Research  
IFIM Business School*

Mr. Rakesh Bamzai  
*SVP & President - Commercial India and  
Emerging Markets,  
Mylan Pharmaceuticals Ltd., Bangalore*

Mr. A. M. Thimmiya  
*CEO, Get Ahead Education*



## About IFIM Centre for Distance Learning (CDL)

IFIM Center for Distance Learning was established to serve the ever increasing demand for quality distance education in India. IFIM business School is recognized by the DEC, UGC (University Grants Commission), Ministry of Human Resource Development, Govt. of India.

### IFIM CDL Objectives

- To provide the best online learning experience
- To make quality management education more accessible
- To create continuously employable professionals by developing their knowledge, skills and attitude

In order to ensure quality, IFIM CDL has mobilized the best of academic resources for teaching, evaluation, e-Learning and self-learning material prepared from IFIM Business School as well as from the industry. The curriculum is comparable to that of any full time management institute.

### Course Advantages

#### Contemporary curriculum

Aimed at creating 'Continuously Employable' professionals with the right blend of Knowledge, Skills and Attitude

Curriculum is refreshed annually through a process of B.O.S (Board of studies).

Industry experts and senior members from academia are part of the Board of Studies, ensuring industry relevance & concurrence

Dual Specialization (Marketing/HR/Finance) with Major and Minor subjects

Career enrichment and enhancement with skill development enabled by management education

#### Enriched multimedia learning resources

Access and delivery through a 'virtual campus'

Online and printed Self Learning Material ( SLM )  
Enriched multimedia and animated content

Online practice tests, assignments and exams

Access to global learning resources through digital library

Downloadable Simulation Games

*User friendly, simple and flexible learning experience*

Live Video Lectures

On demand tutoring support

Weekend lectures at IFIM campus

Access to guest lectures

Chat Board

Semester wise examinations

Flexible contact sessions



## Distance Learning General Management Programs

### PGDM - General

#### Specialization in Finance, Marketing and Human Resource Management

The key objective of this flagship program is to create leaders who can build their own enterprises, manage organizational resources, deliver performance and earnings for organizations, help create wealth for shareholders and provide value to customers, employees and society. The program offers dual specialization in Finance, Marketing & HR. It aims at creating future business leaders and functional area specialists.

## Distance Learning Professional Programs

Designed by industry experts, along with senior faculty at IFIM, the professional programs ensure that they have the right blend of theory and practical hands on with industry relevant case studies. You will receive specific job related certifications at end of each semester. Learn skills in specialized fields which offer a lot of value add and enable you take your career to the next level.

### PGDM in Business Analytics

This is a unique, career oriented program, jointly designed and offered by IFIM and Jigsaw Academy, with an objective to disseminate relevant and practical knowledge required for the Analytics sector. It includes for the first time, role oriented programs, to meet the customized needs of the fast growing Analytics Industry.

### PGDM in Banking

PGDM in Banking is jointly designed and offered by IFIM and FLIP, with an objective to disseminate relevant and practical knowledge required for the Banking and Financial Services (BFSI) sector. It includes for the first time, role oriented programs, to meet the customized needs of the fast growing banking industry.

### PGDM in Capital Markets

PGDM in Capital Markets is jointly designed and offered by IFIM and FLIP, ideal for both fresh graduates and working professionals looking eventually towards an NSE-NCFM certification. Fresh graduates looking for an aspirational career in Financial services, can showcase the industry endorsed certifications to enhance their employability.

## Post Graduate Diploma in Management (PGDM)

### Semester 1

- Principles of Management
- Business Communication
- Managerial Economics
- Marketing Management
- Quantitative Techniques
- Accounting for Managers

### Semester 2

- Organizational Behaviour
- Production & Operation Management
- Business Research Methods
- Legal Aspects /Business law
- Human Resource Management
- Financial Management

### Semester 3

- Entrepreneurship & Strategic Management
- Electives – 3 Major, 1 Minor
- Project 1

### Semester 4

- Project Management
- Electives – 3 Major & 1 Minor
- Project 2

## Marketing Electives

### Semester III

- Consumer Behaviour
- Services Marketing
- Sales and Distribution Management

### Semester IV

- Retail Marketing
- B2B Marketing
- Digital & Social Media Marketing

## Finance Electives

### Semester III

- Financial Markets
- International Financial Management
- Banking and Financial Services

### Semester IV

- Security Analysis & Portfolio Management
- Derivatives
- Insurance and Risk Management

## Human Resource Electives

### Semester III

- Learning & Development
- Manpower Planning, Recruitment & Selection
- Employee Relations & Labour Law

### Semester IV

- Strategic Human Resources Management
- Organizational Development & Change Management
- HR Tools and Analytics



## PGDM in Banking | PGDM in Capital Markets

### Banking

### Capital Markets

#### Semester 1

- Principles of Management
- Managerial Economics
- Marketing Management
- Accounting for Managers
- *Excel/Powerpoint for professionals*
- *Banking Operations - Part I*

- Principles of Management
- Managerial Economics
- Marketing Management
- Accounting for Managers
- *Excel/Powerpoint for professionals*
- *Capital Markets - International*

#### Semester 2

- Organizational Behaviour
- Production & Operation Management
- Legal aspects /Business law
- Business Research Methods
- *Banking Operations - Part II*
- *Consumer Lending*

- Organizational Behaviour
- Production & Operation Management
- Legal aspects /Business law
- Business Research Methods
- *Investment Banking Operations – International*
- *Wealth Advisor*

#### Semester 3

- Enterprunership & Strategic Management
- Consumer Behaviour
- Business Analytics
- *SME Banking*
- *Mortgage Advisor*

- Entrepreneurship & Strategic Management
- Consumer Behaviour
- Business Analytics
- *Equity Research*
- *Technical Analysis*

#### Project 1

#### Project 1

- Project Management
- Digital & Social Media Marketing
- Security Analysis & Portfolio Management
- *International Trade Finance & Cash Management*
- *Credit & Operational Risk*

- Project Management
- Digital & Social Media Marketing
- Security Analysis & Portfolio Management
- *Treasury & Capital Markets*
- *Market Risk & Issue Management*

#### Semester 4

#### Project 2

#### Project 2

## PGDM in Business Analytics

### Business Analytics

#### Semester 1

- Principles of Management
- Managerial Economics
- Marketing Management
- Accounting for Managers
- *Introduction to Big Data & Fundamental of Analytics*
- *Data Visualization and Presentation skills*

#### Semester 2

- Organizational Behaviour
- Production & Operation Management
- Legal aspects /Business law
- Business Research Methods
- *Business Statistics*
- *SAS and R Program*

#### Semester 3

- Enterprunership & Strategic Management
- Consumer Behaviour
- *Predictive Modelling*
- *Text Mining*
- *Web Analytics*

#### Project 1

#### Semester 4

- Project Management
- Digital & Social Media Marketing
- *Big Data Tools Level 1*
- *Big Data Specialist*
- *Big Data Tools Level 2*

#### Project 2

## Evaluation

### For Courses

Internal Evaluation (Assignments): 30 %  
Semester End Examination: 70 %  
For Project Dissertation: 100 %

### Examination Centres

The CBTs (Computer Based Tests) are held at test centres, as indicated on the website on quarterly basis. Students can check the updated list of all the test centres one month before the exams on our website.

## Admissions Criteria

### Duration

Minimum duration for completion: 2 years  
Maximum duration for completion: 4 years

### Criteria

Bachelor's Degree in any discipline from any recognized University or an equivalent degree recognized by Association of Indian Universities (AIU) with minimum 50% marks at Graduation Level.

or

Bachelor's Degree in any discipline from any recognized University or equivalent degree recognized by Association of Indian Universities (AIU) with less than 50% marks at Graduation level and minimum 2 years of work experience.

### Admission Process

Student simply has to do the following:

- To apply online, visit [www.ifim.edu.in/ifim-distance-learning](http://www.ifim.edu.in/ifim-distance-learning)
- Register and submit application form
- Upload eligibility documents
- Pay the fees through CR/DB/NEFT/Net Banking

## List of Documents

### Eligibility Documents (Mandatory)

Application form completely filled and submitted

- Documents should be clear and readable and should not contain pictures taken with Mobile Cameras
- Internet mark sheets will not be accepted.
- Duly attested Photocopy of Class 10<sup>th</sup> mark sheet
- Duly attested Photocopy of Class 10<sup>th</sup> + 2 mark sheet
- Duly attested Photocopy of Graduation/any degree Mark sheet / Provisional Certificates

### Identity Proof (Mandatory)

- Passport size scanned photos
- Duly attested Photo ID proof: Photo copy of Pan Card /Driving License/Passport/Aadhar card/Election card

### Address Proof (Mandatory)

- Duly attested photo copy of passport (Mandatory for NRI applicants only)
- Duly attested photo copy of ration card

### Other Documents if applicable

- Student undertaking
- Name change document
- Duly attested Photocopy of Provisional Passing Certificate

*\* Any attestation should be authorised by a gazetted officer only*

## Fee Structure

### General Management Programs

In INR	Instalment 1	Instalment 2	Instalment 3
Tuition Fee	21750	15000	15000
Exam Fee	1000	1000	1000
Application Fee	1200		
Project Fee		600	450
<b>Total</b>	<b>23950</b>	<b>16600</b>	<b>16450</b>

### Professional Programs

In INR	Instalment 1	Instalment 2	Instalment 3
Tuition Fee	40000	35000	35000
Exam Fee	1750	1750	1750
Application Fee	1200		
Project Fee		1750	1750
<b>Total</b>	<b>42950</b>	<b>38500</b>	<b>38500</b>

\* The fee is payable in the name of “Centre for Developmental Education”

\* The fee is inclusive of all taxes.

### Refund policy

- Written cancellation requests should be sent to the Registrar by the students within 15 working days from date of enrollment (which is 21 calendar days), for the student to be eligible for a refund
- Verbal requests are not accepted
- There will be no refunds for cancellation requests received after the mandated timeline of 15 working days from date of enrollment
- For cases which are eligible for refunds, the following deductions will be done Rs. 2,200 deducted from the fees paid on cancellation of admission.
- Refund processing takes minimum 30 working days



ASSOCHAM honoured IFIM Business School as the  
**Best Institution for Promoting Industry-Academia Interface**

**To Apply**

Visit [www.ifim.edu.in/ifim-distance-learning](http://www.ifim.edu.in/ifim-distance-learning)  
Call 080 67831011/12/20/21

**IFIM Centre for Distance Learning**

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