IFIM Centre for Distance Learning
Transform with the Best Industry Connect

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

Recognized by the Distance Education Council, UGC (University Grants Commission)
Ministry of Human Resource Development, Govt. of India.
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 for more details
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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 28th 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.

Dr. V. A. Sastry  
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)

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Principles of Management</td>
<td>• Organizational Behaviour</td>
</tr>
<tr>
<td>• Business Communication</td>
<td>• Production &amp; Operation Management</td>
</tr>
<tr>
<td>• Managerial Economics</td>
<td>• Business Research Methods</td>
</tr>
<tr>
<td>• Marketing Management</td>
<td>• Legal Aspects /Business law</td>
</tr>
<tr>
<td>• Quantitative Techniques</td>
<td>• Human Resource Management</td>
</tr>
<tr>
<td>• Accounting for Managers</td>
<td>• Financial Management</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Semester 3</th>
<th>Semester 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Entrepreneurship &amp; Strategic Management</td>
<td>• Project Management</td>
</tr>
<tr>
<td>• Electives – 3 Major, 1 Minor</td>
<td>• Electives – 3 Major &amp; 1 Minor</td>
</tr>
<tr>
<td>• Project 1</td>
<td>• Project 2</td>
</tr>
</tbody>
</table>

## Marketing Electives

**Semester III**
- Consumer Behaviour
- Services Marketing
- Sales and Distribution Management

## Finance Electives

**Semester III**
- Financial Markets
- International Financial Management
- Banking and Financial Services

**Semester IV**
- Retail Marketing
- B2B Marketing
- Digital & Social Media Marketing

## 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**

<table>
<thead>
<tr>
<th>Banking</th>
<th>Capital Markets</th>
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</thead>
<tbody>
<tr>
<td>Semester 1</td>
<td>Semester 1</td>
</tr>
<tr>
<td>• Principles of Management</td>
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<td>• Managerial Economics</td>
<td>• Managerial Economics</td>
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<tr>
<td>• Marketing Management</td>
<td>• Marketing Management</td>
</tr>
<tr>
<td>• Accounting for Managers</td>
<td>• Accounting for Managers</td>
</tr>
<tr>
<td>• <em>Excel/Powerpoint for professionals</em></td>
<td>• <em>Excel/Powerpoint for professionals</em></td>
</tr>
<tr>
<td>• <em>Banking Operations - Part I</em></td>
<td>• <em>Capital Markets - International</em></td>
</tr>
<tr>
<td>• Organizational Behaviour</td>
<td>• Organizational Behaviour</td>
</tr>
<tr>
<td>• Production &amp; Operation Management</td>
<td>• Production &amp; Operation Management</td>
</tr>
<tr>
<td>• Legal aspects /Business law</td>
<td>• Legal aspects /Business law</td>
</tr>
<tr>
<td>• Business Research Methods</td>
<td>• Business Research Methods</td>
</tr>
<tr>
<td>• <em>Banking Operations - Part II</em></td>
<td>• <em>US Securities Operations</em></td>
</tr>
<tr>
<td>• Consumer Lending</td>
<td>• Wealth Advisor</td>
</tr>
<tr>
<td>• Enterpreneurship &amp; Strategic Management</td>
<td>• Enterpreneurship &amp; Strategic Management</td>
</tr>
<tr>
<td>• Consumer Behaviour</td>
<td>• Consumer Behaviour</td>
</tr>
<tr>
<td>• Business Analytics</td>
<td>• Business Analytics</td>
</tr>
<tr>
<td>• SME Banking</td>
<td>• <em>Equity Research</em></td>
</tr>
<tr>
<td>• Mortgage Advisor</td>
<td>• <em>Technical Analysis</em></td>
</tr>
<tr>
<td>Project 1</td>
<td>Project 1</td>
</tr>
<tr>
<td>• Project Management</td>
<td>• Project Management</td>
</tr>
<tr>
<td>• Digital &amp; Social Media Marketing</td>
<td>• Digital &amp; Social Media Marketing</td>
</tr>
<tr>
<td>• Security Analysis &amp; Portfolio Management</td>
<td>• Security Analysis &amp; Portfolio Management</td>
</tr>
<tr>
<td>• <em>Trade Finance &amp; Cash Management</em></td>
<td>• <em>Treasury &amp; Capital Markets</em></td>
</tr>
<tr>
<td>• <em>Credit &amp; Operational Risk</em></td>
<td>• <em>Market Risk &amp; Issue Management</em></td>
</tr>
<tr>
<td>Semester 4</td>
<td>Semester 4</td>
</tr>
</tbody>
</table>

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

#### Semester 2
- Enterprunership & Strategic Management
- Consumer Behaviour
- *Predictive Modelling*
- *Text Mining*
- *Web Analytics*

#### Semester 3
- Project 1
  - Project Management
  - Digital & Social Media Marketing
    - *Big Data Tools Level 1*
    - *Big Data Specialist*

#### Semester 4
- *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
- 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 10th mark sheet
- Duly attested Photocopy of Class 10th + 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

<table>
<thead>
<tr>
<th>In lNR</th>
<th>Installment 1</th>
<th>Installment 2</th>
<th>Installment 3</th>
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<tbody>
<tr>
<td>Tuition Fee</td>
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<td>15000</td>
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<tr>
<td>Exam Fee</td>
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<td>Application Fee</td>
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<tr>
<td>Project Fee</td>
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<tr>
<td>Total</td>
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<td>16600</td>
<td>16450</td>
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</table>

Professional Programs

<table>
<thead>
<tr>
<th>In lNR</th>
<th>Installment 1</th>
<th>Installment 2</th>
<th>Installment 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuition Fee</td>
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<td>35000</td>
<td>35000</td>
</tr>
<tr>
<td>Exam Fee</td>
<td>1750</td>
<td>1750</td>
<td>1750</td>
</tr>
<tr>
<td>Application Fee</td>
<td>1200</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Project Fee</td>
<td>1750</td>
<td>1750</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>42950</td>
<td>38500</td>
<td>38500</td>
</tr>
</tbody>
</table>

* 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
Call 080 67831011/12/20/21

IFIM Centre for Distance Learning
# 8P & 9P, KIADB Industrial Area,
Electronics City 1st Phase, Bangalore - 560100
www.ifim.edu.in