



Estd : 1964

# INSTITUTE OF PUBLIC ENTERPRISE

(Under the aegis of ICSSR, MoE, GoI)



TRANSFORMING  
STUDENTS INTO  
**GLOBAL BUSINESS  
LEADERS**

**ADMISSION  
PROSPECTUS  
2023 - 2025**

## C O N T E N T S

- 1... Message from the President
- 2... Message from the Director
- 3... Board of Governors
- 4... Faculty
- 8... Milestones of IPE
- 11... Programme Architecture
- 27... Admission Procedure

## ABOUT US

Established in 1964, the Institute of Public Enterprise (IPE) is an autonomous non-profit society was the initiative of Mr SS Khera, ICS (the then Cabinet Secretary, Government of India) and Dr DS Reddy (the then Vice-Chancellor, Osmania University) with the objective of research and consultancy in Management Sciences. Dr VV Ramanadham, the then Professor and Head, Department of Commerce, Osmania University, with the active support and guidance provided by Dr DS Reddy, translated Mr Khera's concept into a reality. Shri K Madhava Rao, IAS (Retd), President, IPE, had an accomplishment filled tenure as the then Chief Secretary of the State of Andhra Pradesh.

Dr P Rama Rao, a distinguished scientist, Emeritus President of the institute, was formerly Secretary, Department of Science and Technology, Government of India; Secretary, Department of Ocean Development, Government of India; Chairman, Atomic Energy Regulatory Board and former Vice Chancellor, University of Hyderabad. He has been appointed a Member of the Atomic Energy Commission, Government of India. He brings with him varied and rich experience to guide the destination of IPE committed to excellence, be it in management education, consultancy, research and training.

IPE functions under the aegis of Indian Council of Social Science Research (ICSSR), Ministry of Human Resource Development, Government of India, and the Government of Telangana.

### APPROVALS AND ACCREDITATIONS



Member of EUROPEAN FOUNDATION FOR MANAGEMENT DEVELOPMENT

### VISION

To become an institute of choice for social science research and management education and contribute to the excellence of organizations and society.

### MISSION

To anticipate and respond to the needs of social science and management research of the government, corporate and social sectors through its multidisciplinary competency in social science research and management education.

## MESSAGE FROM THE PRESIDENT



**K Madhava Rao**, IAS (Retd)  
President, IPE and former Chief  
Secretary and Election Commissioner,  
Govt of Andhra Pradesh

*IPE's engagement with long term management education, leading to the award of various Post Graduate Diploma in management programmes, has received wide appreciation by the industry, government and social sector enterprises. The Institute continuously endeavours to update its courses, to use appropriate teaching methodology by receiving feedback from the end-users about the content, quality and usefulness of the courses. IPE's well-crafted curriculum for all the PG Programmes has earned it the South Asia Quality Assurance System (SAQS) accreditation leading to the recognition by the Association of Indian Universities (AIU) which has granted equivalence to MBA to its PGDM programmes.*

*The participants are exposed to courses in various domains, both in basic and advanced management modules. They build up industry connect through the long term and short term projects, industrial visits, study tours and week-end lectures by captains of industry. IPE draws its major strength from its knowledge-endowed and practice oriented faculty.*

*IPE is in the vanguard of management training, consultancy and research. Its state-of-the-art new campus in Shamirpet, Hyderabad, has been awarded GRIHA / LEED certification, comprises modern classrooms, a spacious and adequately stocked library, two separate nine storey A/c hostels for girls and boys, a food court, auditorium, seminar halls and gym complex.*

*I welcome your decision to join IPE.*

## MESSAGE FROM THE DIRECTOR



**Prof S Sreenivasa Murthy**  
Director, IPE

*Welcome to the Institute of Public Enterprise (IPE)!*

*IPE is one of the leading management institutions in India. Started in 1964, it is recognized as a Centre of Excellence by the Indian Council of Social Science Research (ICSSR), Ministry of Education, Government of India.*

*It offers a variety of two-year fulltime Post Graduate Diploma in Management (PGDM) programmes approved by the All India Council of Technical Education (AICTE) such as PGDM, PGDM-Banking, Insurance and Financial Services, PGDM-International Business, PGDM-Marketing, and PGDM-Human Resources Management.*

*It has trained many IAS, IPS and IFS officers. It has conducted till date many Management Development Programmes (MDPs) for Senior Executives of both Public and Private Sector Enterprises. It has also undertaken a number of research and consultancy assignments as per the needs of the Government, Public and Private Sector Enterprises / Corporations on a continuous basis.*

*The Institute offers dual specialisation to all its PGP students. The specialisations (Electives) offered by the Institute include Finance, Marketing, HR, Operations, Systems, Business Analytics, Economics and Entrepreneurship. In every specialisation, the students are provided with a wide choice of subjects to choose from. The pedagogy followed*

*to train the students include lectures, discussions, exercises, case-studies, presentations, quizzes, article review presentations, management games, excel based exercises, etc. The students are also trained by the industry experts in important aspects like 'Personality Development and Business Communications', 'Business Aptitude etc. The Institute has strong linkages with the Industry and has been offering excellent Placement and Summer Internship opportunities to the students.*

*IPE is also ranked well among the leading Business Schools in India in various Ranking Surveys (e.g., 19<sup>th</sup> rank nationally in Times B-School Ranking Survey 2021; 25<sup>th</sup> rank nationally in Business Standard 2021 Rankings; 17<sup>th</sup> rank in CSR-GHRDC B-School Ranking Survey 2021; 11<sup>th</sup> rank in top B-Schools in South India, Business Today, 2021).*

*IPE is located in a sprawling 22-acre state-of-the-art campus at Shamirpet, Hyderabad. It has an academic and administration block, a modern knowledge-center (library) which provides access to more than 5,000 National and International journals, 40,000 books, highly useful management-related software, a well-equipped auditorium, food court and several sports facilities. The campus also has modern hostel facilities to accommodate boys and girls.*

*The various student club activities organised at the campus provide ample opportunities to the students to improve their communication skills, interpersonal and networking skills. The various sports facilities available at the campus help them in maintaining good fitness and robust health to excel in various curricular, co-curricular and extra-curricular activities at the Institute.*

*IPE has an eminent Board of Governors comprising renowned senior Government officials, policy makers, academicians, and industry captains. Our Board is led by the President, Shri K Madhava Rao, IAS (Retd.), who is a former Chief Secretary, Government of Andhra Pradesh and Election Commissioner, Government of Andhra Pradesh (combined state).*

*I invite you to join the IPE family and explore opportunities aplenty.*



# Board of Governors



**Shri K Madhava Rao, IAS (Retd)**  
President, IPE and  
Former Chief Secretary and  
Election Commissioner,  
Govt of Andhra Pradesh



**Shri Rajesh Kumar Srivastava**  
Director (Exploration) and  
Chairman & Managing Director –  
Additional Charge, ONGC Ltd



**Shri N Sridhar, IAS**  
Chairman-Cum-Managing  
Director, The Singareni  
Collieries Company Ltd.



**Dr P Rama Rao**  
Emeritus President, IPE,  
Chairman Governing Council,  
IISc, and Former Secretary,  
Department of Science  
and Technology and Ocean  
Development, Govt. of India



**Shri Pramod Agrawal**  
CMD, CIL and Director  
(Finance) – Addl. Charge,  
Coal India Ltd



**Prof D Ravinder**  
Vice-Chancellor,  
Osmania University



**Shri TV Mohandas Pai**  
Chairman, Manipal University  
Learning Pvt Ltd. and  
MEMG International Pvt Ltd



**Shri Ali Raza Rizvi, IAS**  
Secretary, Department of  
Public Enterprises,  
Govt. of India



**Prof. Deepak Kumar Srivastava**  
Member Secretary (Officiating),  
ICSSR, MoE, Govt. of India



**Dr K Pradeep Chandra, IAS (Retd)**  
Former Chief Secretary,  
Govt. of Telangana



**Shri Sumit Deb**  
Chairman-Cum-Managing  
Director, NMDC Ltd.



**Smt Savita Mahajan**  
Former Deputy Dean,  
Indian School of Business



**Smt Mahpara Ali**  
Former CGM (L&D),  
Corporate Centre,  
State Bank of India



**Shri Rakesh Kumar**  
Chairman-Cum-Managing  
Director, NLC India Ltd.



**Prof Shantha Sinha**  
Professor (Retd),  
Dept. of Political Science, UoH,  
Former Chairperson, NCPDR, and  
Former Secretary Trustee,  
MV Foundation



**Shri MB Raju**  
Executive Chairman,  
Deccan Cements Ltd.



**Shri Jayesh Ranjan, IAS**  
Principal Secretary to Govt.  
of Telangana, IT, Electronics &  
Communications Dept., and  
Industries & Commerce Dept.



**Prof S Sreenivasa Murthy** Member  
Secretary, Board of Governors  
Director, IPE

# Faculty



**Prof S Sreenivasa Murthy**  
Director, IPE  
ssmurthy@ipeindia.org



**Prof NG Satish**  
Professor – Innovation  
Entrepreneurship &  
Services Marketing  
satish.ng@ipeindia.org



**Prof V Srikanth**  
Professor – Marketing  
Coordinator – Research  
villsrikanth@ipeindia.org



**Prof Ram Kumar Mishra**  
Senior Professor – Finance &  
Economics  
rkmishra@ipeindia.org



**Prof R Venkateswar Rao**  
Professor – Finance  
aarvee5969@ipeindia.org



**Prof Ch Lakshmi Kumari**  
Professor – Economics  
laxmi\_k@ipeindia.org



**Prof A Vidhyadhar Reddy**  
Professor – Marketing  
avreddy@ipeindia.org



**Prof K Trivikram Rao**  
Professor – Economics  
trivikramk@ipeindia.org



**Prof A Pawan Kumar**  
Professor – Finance  
Joint Coordinator – Controller of  
Examinations  
pawanavadhanam@ipeindia.org



**Prof MLN Rao**  
Professor – Marketing  
Controller of Examinations  
mlnrao@ipeindia.org



**Prof S Satish Kumar**  
Professor – Operations &  
Quantitative Techniques  
Coordinator –  
Training & Consultancy  
satishkumar@ipeindia.org



**Prof Y Rama Krishna**  
Professor – Finance  
yramakrishna@ipeindia.org



**Prof PS Janaki Krishna**  
Professor – Environment &  
Sustainable Development  
janaki@ipeindia.org



**Prof Padmaker Jhadhav**  
Professor – Marketing  
padmaker@ipeindia.org



**Dr M Meher Karuna**  
Professor – Marketing  
Coordinator - Placements  
meherkaruna@ipeindia.org



**Dr A Sridhar Raj**

Associate Professor-  
Organizational Behaviour  
Joint Coordinator – Training and  
Consultancy  
sridharraj@ipeindia.org



**Dr M Karthik**

Associate Professor – International  
Business & Foreign Trade  
Programme Head – PGDM-IB  
karthik@ipeindia.org



**Dr P Geetha**

Assistant Professor –  
Governance & Public  
Policy pgeeta@ipeindia.org



**Dr KV Anantha Kumar**

Associate Professor – Marketing  
Coordinator – Admissions  
Coordinator – Students Affairs  
ananth@ipeindia.org



**Dr Usha Nori**

Associate Professor-Finance Social  
Sector and Industrial Economics  
ushanori@ipeindia.org



**Mr M J Rama Krishna**

Assistant Professor-Marketing  
mjrakrishna@ipeindia.org



**Dr Abhay Srivastava**

Associate Professor –  
Operations abhay@ipeindia.org



**Dr P V Vijay Kumar Reddy**

Associate Professor-Marketing,  
CRM, E-Commerce, SCM, Retailing  
and Technology in Business  
Joint Coordinator-Placements  
Business vijay@ipeindia.org



**Dr S Vivek**

Assistant Professor –  
Human Resource Management  
Joint Coordinator – Placements  
vivek@ipeindia.org



**Dr Shaheen**

Associate Professor -Information  
Technology & Analytics  
Coordinator – PR  
shaheen@ipeindia.org



**Dr A S Kalyana Kumar**

Assistant Professor-Information  
Technology & Analytics  
Joint Coordinator - SIP  
kalyan@ipeindia.org



**Dr Rajesh Gangakhedkar**

Assistant Professor – Economics  
Joint Programme Head-PGDM IB  
rajesh@ipeindia.org



**Dr K V Ramesh**

Associate Professor – Finance  
Coordinator-Academic  
Administration  
kvramesh@ipeindia.org



**Ms J Kiranmai**

Assistant Professor – Finance  
kiranmai@ipeindia.org



**Dr M Chandra Shekar**

Assistant Professor- Finance  
Programme Head-PGDM  
Banking and Financial Services  
m.chandrashekar@ipeindia.org



# Faculty



**Dr Anand Akundy**  
Assistant Professor –Governance & Public Policy  
anand@ipeindia.org



**Dr C V Sunil Kumar**  
Assistant Professor – QT & Supply Chain Management  
Programme Head- PGDM  
cvsunil@ipeindia.org



**Dr K Bhavana Raj**  
Assistant Professor - Banking, Finance & Business Analytics, Fin Tech  
bhavana@ipeindia.org



**Dr P Mahesh**  
Assistant Professor – Retail  
Joint Coordinator – Placements  
maheshp@ipeindia.org



**Dr Shweta Mehrotra**  
Assistant Professor – Financial Accounting & Economics for Managers  
shwetamehrotra@ipeindia.org



**Dr Anuradha Nayak**  
Assistant Professor – Human Resource Management  
anuradha@ipeindia.org



**Mr A Rakesh Phanindra**  
Assistant Professor - Information Technology & Analytics  
IT Facilitator  
rakesh@ipeindia.org



**Dr Harishankar Vidyarthi**  
Assistant Professor – Security Analysis & Portfolio Management  
Joint Program Head - PGDM - BFS  
harishankar@ipeindia.org



**Dr Syed Azher Ali**  
Assistant Professor – Marketing  
syed@ipeindia.org



**Dr Prarthana Kumar**  
Assistant Professor- Women consumer behaviour, Branding and Advertising.  
Programme Head-PGDM  
Marketing Management  
prathanakumar@ipeindia.org



**Dr Samarendra Kumar Mohanty**  
Assistant Professor - Human Resource  
Joint-Programme Head-PGDM  
samar@ipeindia.org



**Dr Mousumi Singha Mahapatra**  
Assistant Professor – Finance  
mousumi@ipeindia.org



**Dr Anupama Dubey Mohanty**  
Assistant Professor – Sustainable Development  
anupama@ipeindia.org



**Dr Sinju Sankar**  
Assistant Professor-Human Resource Management  
Joint Programme Head-PGDM-HRM  
Joint Coordinator-Admissions(Operations)  
sinjusankar@ipeindia.org



**Dr Rajkumar Pillay**  
Assistant Professor – Analytics  
rajkumarpillay@ipeindia.org  
Joint Coordinator-Student Activities



**Dr Deepti Chandra**  
Assistant Professor – Human Resource Management  
Programme Head – PGDM-HRM  
Warden-Girls Hostel  
deeptichandra@ipeindia.org



**Dr Muzamil Ahmad Baba**  
Assistant Professor – Marketing  
Coordinator – Alumni  
Joint Coordinator – Admissions  
(Media and Marketing)  
Warden – Boys Hostel  
muzamil@ipeindia.org



**Dr Rambabu Lavuri**  
Assistant Professor – Marketing  
rambabu@ipeindia.org





**Dr Vasanthi Donthi**

Assistant Professor –  
Human Resource Management and  
Entrepreneurship  
vasanthi@ipeindia.org



**Dr R Shree Jyothi Koutha**

Faculty - Finance  
jyothi@ipeindia.org



**Dr Swati Mathur**

Assistant Professor –  
Business Administration and  
Business Communication  
swatimathur@ipeindia.org



**Dr Govind Tiwari**

Faculty - Finance  
maa\_tiwariipe@ipeindia.org



**Dr Maschender Goud**

Assistant Professor – Finance  
Joint Program Head - PGDM - MM  
maschendargoud@ipeindia.org



**Mr AV BalaKrishna**

Faculty - Marketing  
balakrishna@ipeindia.org



**Mr K Srinivas**

Assistant Professor – Marketing  
srinivask@ipeindia.org



**Ms B R S Deepti**

Faculty - Human Resource  
brs.deepti@ipeindia.org



**Dr Mohsin Khan**

Assistant Professor – HRM, OB &  
Analytics  
Boys Hostel Warden  
rmohsin@ipeindia.org



**Dr P Kalyani**

Assistant Professor - Finance  
kalyani@ipeindia.org

# Milestones of IPE

- Establishment of IPE - Registration of IPE as a Society and setting the agenda
  - Commencement of Research, Consultancy and Training activities

1964

1970

ICSSR commences support to IPE for its research activities

IPE was recognized as Centre of Excellence by ICSSR, Government of India

1976

1978

Commencement of PGDPEM for Practicing Executives

Started Executive Training Programmes for IAS officials

1986

1995

Commencement of 2-year Full-time PGDBM

MoU with Government of A.P/CGG  
IPE participates in the DFID sponsored governance reforms programme for GoAP

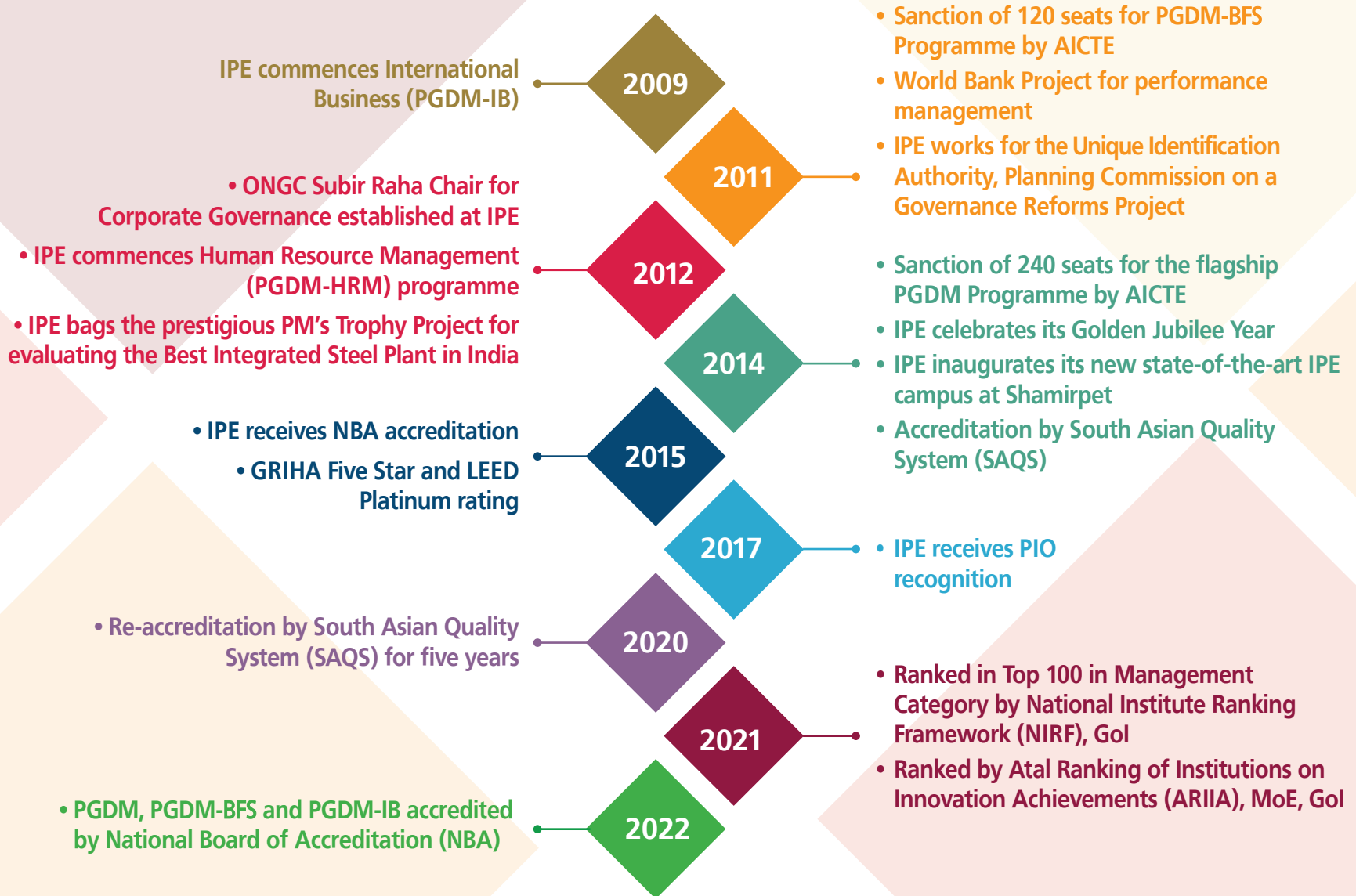
2004

2007

IPE commences Retail Management (PGDM-RM)

IPE commences Banking, Insurance and Financial Service (PGDM-BFS)

2008



## CONSULTANCY

Undertaking consultancy assignments is one of the specialized domains of IPE. Consultancy services are offered for both National and International organizations, that include:

- United Nations Development Programme (UNDP)
- United Nations Industrial Development Organization (UNIDO)
- World Bank
- Asian Development Bank (ADB)
- Common Wealth Secretariat, Department for International Development (DFID)
- Government of UK, International Centre for Promotion of Enterprises (ICPE)
- Central and State Governments, Public and Private sector enterprises
- Public and Private Sector Commercial Banks

The Institute has carried out public sector service reform assignments concerning various sectors, major Government departments, and municipal services, poverty alleviation programmes and privatization. Some of the organizations for which consultancy assignments have been recently carried out include:

- Government of India
- Telangana State
- Andhra Pradesh Government
- Consultancy Development Centre (under DSIR, GoI)
- MOIL
- Hindustan Copper Ltd
- Neyveli Lignite Corporation Ltd
- Bharat Dynamics Ltd
- Goa Shipyard Ltd
- Performance Management Division, Cabinet Secretariat, GoI

## TRAINING

The highlights of training include:

- 50 plus years of experience in training.
- 100 programmes for over 1600 officers of IAS, IFS and other allied services.
- 1100 MDPs and in-company programmes for 44000 practicing managers.
- Open programmes in all functional areas on contemporary topics.

In-company clients include Power Grid Corporation of India, Oil and Natural Gas Corporation, GSL, Rashtriya Ispat Nigam Limited, Mishra Dhatu Nigam, Singareni Collieries Company Limited, Electronics Corporation of India Limited, NTPC, Govt. of Karnataka, Oil India Ltd, Assam, NLC, Oil India, Jodhpur, Andhra Pradesh State Road Transport Corporation, Animal Husbandry, Hindustan Aeronautics Limited, National Aluminium Company, Mangalore Refinery and Petrochemicals Limited, SPMCIL, Engineers India Limited, GSL, Amara Raja Batteries, Bharat Electronics Ltd, Northern Coal Field Ltd., MOIL, Hindustan Copper Ltd, Andhra Bank, State Bank of India, State Bank of Hyderabad, FACT, Rail Vikas Nigam Limited, RFL, Bharat Heavy Electricals, National Mineral Development Corporation Ltd, AP Mineral Development Corporation Limited, APTDC, NEEPCO, Goa Shipyard Limited, etc.

The thrust areas of training are General management, Strategic management, Finance, Marketing, Human Resource management, Operations management, Power Sector, Information Technology, Foreign Trade, RTI Act, Corporate Governance, Corporate Social Responsibility, Risk management, Project management, Sustainability, Biotechnology, Hospital management, Corporate Planning and Restructuring.

## RESEARCH

The following dedicated centres of research are established in IPE which carry out research in contemporary topics and issues.

- Centre for Corporate Governance
- Centre for Corporate Social Responsibility
- Centre for Corporate Risk Management
- Centre for Public Enterprises and Disinvestment
- Cell on Regulatory bodies
- Wage and Salary Studies Cell
- Centre for Innovation
- Centre for Governance and Public Policy
- Centre for Environment and Sustainable Development

IPE has been originally conceived as a research institution devoted to systematic and sustained study of issues relevant to the formulation, implementation, review, monitoring and assessment of policies and programmes concerning public enterprises. Subsequently, keeping in view the changing scenario, the focus is not only on public enterprises, but private entities as well. The Institute is partly funded by the Ministry of Human Resource Development, GoI. The Indian Council of Social Science Research (ICSSR), Ministry of Human Resources Development, GoI recognized the Institute as a 'Centre of Excellence' in Social Science Research. The Institute has a record of delivering the inputs in time with application orientation. The research studies of IPE have been extensively used by the Committee of Public Undertakings (CoPU), several ministries of the GoI, Planning Commission, SCOPE, Department of Public Enterprises (DPE), Comptroller and Auditor General of India (CAG) and pay revision committees.

IPE publishes six in-house journals including the 'IPE Journal' which remains as the only refereed journal on public sector issues in India.





## Post Graduate Diploma in Management

# PGDM

### About PGDM

In 1995, the Institute launched a two-year full-time Post Graduate Diploma in Management (PGDM) programme to provide skilled human resource to meet the requirements of industry. The two-year (six Trimesters) programme is approved by the All India Council of Technical Education (AICTE). Over the years, the programme has drawn students from across the length and breadth of the country. Innovative methodologies are leveraged to help students comprehend the varied aspects of management. This course is accredited by NBA and is also considered equivalent to MBA by the Association of Indian Universities (AIU). Candidates for this programme are selected based on their performance in CAT / XAT / MAT / ATMA / CMAT / GMAT and any other test approved by AICTE.

**Accredited by NBA**  
**MBA Equivalence by AIU**

### Programme Educational Objectives

- To provide society a cohort of young post graduate students equipped with basic managerial skills.
- To prepare students to have the ability to solve problems and take decisions amid complexity and uncertainty of business environment.
- To promote social awareness, sustainable development and team orientation amongst students.
- To produce ethically responsible and technically competent management graduates for absorption by industry.

### Programme Outcomes

- Graduates would exhibit clarity of thought in expressing their views.
- Graduates will have the ability to communicate effectively across diverse channels.
- Graduates will be able to flesh out key decision points when confronted with a business problem.
- Graduates will have the capacity to formulate strategies in the functional areas of management.
- Graduates would be able to analyse the health of an organization by perusing its MIS reports / financial statements.
- Graduates would demonstrate a hunger for challenging assignments.
- Graduates would display an empathetic attitude to alleviate societal problems.



### Programme Head

**Dr C V Sunil Kumar**

Contact: 95878 05060

Email: cvsunil@ipeindia.org



### Joint Programme Head

**Dr Samarendra Kumar Mohanty**

Contact: 86393 51342

Email: samar@ipeindia.org



## First Year

### TERM 1

- Management and Organizational Behaviour
- Statistics for Management
- Economics for Managers
- Financial Accounting
- Personality Development and Business Communication
- Marketing Management-I
- Foreign Language – French

### TERM 2

- Human Resource Management
- Operations Research
- Financial Management
- Macro Economics
- IT Applications for Management
- Marketing Management-II
- Public Sector Policy and Issues in Management

### TERM 3

- Production and Operations Management
- Cost and Management Accounting
- Business Analytics for Managers
- Marketing Research
- Priming for Placements (Business Aptitude)
- Start Ups and Entrepreneurship
- Leadership and Change Management
- Contemporary Issues / Seminars
- Comprehensive Viva

Summer Internship Project (SIP – 8 weeks)

## Second Year

### TERM 4

- Strategic Management
- Corporate Laws
- Elective 1 – Subject 1
- Elective 1 – Subject 2
- Elective 2 – Subject 1
- Elective 2 – Subject 2
- SIP & Viva Voce

### TERM 5

- Corporate Governance, Business Ethics and Corporate Social Responsibility
- Project Management
- Elective 1 – Subject 3
- Elective 1 – Subject 4
- Elective 2 – Subject 3
- Elective 2 – Subject 4

### TERM 6

- International Business
- Infrastructure Management
- Negotiations
- Research Project
- Comprehensive Viva

The structure and courses shown above are as per the existing scheme at the institute. However, IPE has a practice of revising its curriculum regularly, due to which the structure, course and credits may be subject to change from time to time, within the bounds of AICTE Rules / regulations / norms. As a rule of thumb, the minimum number of enrolments for an elective to run will be decided every year by the Dean's Office in consultation with the Director & Programme Heads.



## ALUMNI SPEAK



**Kritika Kapoor**  
Senior Analyst - Talent  
Acquisition Deloitte  
Consulting India Pvt. Ltd.,  
Hyderabad



As I entered the portals of IPE, my mind was clouded with thoughts – all centred on what was in store for me. Within a few weeks, much to my joy, I realised I was having a fair share of fun along with learning experiences.

The camaraderie at the hostel, my active role in academic and non academic events during my MBA tenure, not forgetting my mentors’ and teachers’ guidance – all helped in building my confidence and shaping my personality.

All along I held on to this philosophy – ‘Live in the moment’ and this truly made my time spent at IPE a thoroughly enjoyable one.



**Kavyasree Kolluru**  
HR Analyst, Deloitte, USI,  
Hyderabad

IPE has been instrumental in defining who I am today. Right from the faculty to the infrastructure, there has always been support and guidance. It has provided a platform for holistic development – to pursue extra curricular activities and in becoming a management professional.

**Kakoli Das**  
Triniti Advanced Software  
Labs Pvt. Ltd.  
**Shalini Chourasiya, Deloitte**



For us the game changer in the IPE ecosystem was the support and encouragement we got from faculty members to realise our potential. Besides a rigorous curriculum the multiple club activities fostered in us a competitive spirit, peer learning and coping with setbacks. We also got the chance to host various quiz events as a part of the club activities which gave us a lot of confidence. While we came second in the Tata Crucible in 2018, a high point in our career, we look forward to two girls from IPE besting us.



**Venkatesh Deekonda**  
Associate, Triniti Advanced  
Software Labs Pvt. Ltd.

IPE has been one of the best experiences I’ve had in my life. The best thing about IPE is the Faculty, who constantly push us to be the best version of ourselves. It has always been a pleasure to represent and win accolades for our beloved institution at many state and national level events. None of this would have been possible without the support of our faculty. Personally, I have thoroughly enjoyed all my days in IPE. All the skills I picked up in IPE helped me land in a better spot not only in my career but also in my life. I strongly feel and believe IPE will continue to help many more aspiring management professionals.



## Post Graduate Diploma in Management – Marketing Management

### PGDM-Marketing Management

#### About PGDM-Marketing Management

Welcome prospective candidates to the 16th batch of the two-year AICTE-approved PGDM-Marketing Management program. The PGDM-Marketing Management is a customized program that transforms the students into future business leaders adept to the industry requirements. The basic thrust of PGDM-MM is understanding management, strategy and business environment with special emphasis on marketing and its managerial implications. The program enables the students to develop and acquire conceptual and analytical abilities, required for appropriate decision-making and their effective implementation, in addition to creating socially and ethically sensitive business leaders. The PGDM-Marketing Management was introduced in 2007 as PGDM Retail and Marketing (PGDM-RM).

**MBA Equivalence by AIU**

#### Programme Educational Objectives

- To provide knowledge about business management with greater focus on marketing management domains
- To impart and equip the students with knowledge regarding marketing value chain and associated skills.
- To sharpen the skills of students to assume marketing roles in national and international organizations
- To inculcate ethical values and shape students with sensitivity to solve management, business and marketing environmental issues.
- To prepare business leaders of tomorrow to capture value for organizations and society by creation, communication and delivery of value.

#### Programme Outcomes

- Graduates will be able to identify business problems and provide effective and efficient strategic solutions.
- Graduates will be able to develop empathic attitude towards consumers in particular and society at large.
- Graduates will become business leaders with deeper thinking, consciousness and ethical values.
- Graduates will have the capability and capacity to formulate strategies in the functional areas of marketing management.
- Graduates' cognitive skills and oral, written and interpersonal communication skills will be well moulded.
- Graduates will demonstrate the ability to critically analyze business environment applying contemporary analytical tools and software.

#### Programme Head

**Dr Prarthana Kumar**

Contact: 90001 81276

Email: prarthanakumar@ipeindia.org



#### Joint Programme Head

**Dr Maschender Goud**

Contact: 82470 27470

Email: maschendargoud@ipeindia.org







Curriculum

The curriculum of the PGDM-Marketing Management program is an outcome of bench marking against the best and continuous reviews by the faculty, industry practitioners, alumni, and students. The course content aims to develop managers with – have a holistic and deep knowledge of the functional areas are industry-ready and have sustainable employable competencies that are contemporary as well as futuristic. During these two years of the program, students study both core and elective courses totalling to 117 credits. These courses are an assorted mix of foundational, perspective building, tools and techniques oriented, and functional courses. The core courses offer rigorous foundation in the discipline of management and the understanding of business. The two years are divided into 6 terms. Each term offers a mix of core and elective courses, allowing the students to develop subject proficiency. After the first year, the students are required to undertake 10-12 weeks of Summer Internship in a public or private corporate organization. Summer Internship provides the students powerful managerial insights with regards to business problems, understanding of management concepts in the bedrock of industry practices, and refinement of knowledge acquired in the classroom.

First Year

TERM 1

- Management and Organizational Behaviour
- Statistics for Management
- Economics for Managers
- Financial Accounting
- Personality Development and Business Communication
- Marketing Management-I
- Digital & Social Media Marketing

TERM 2

- Human Resource Management
- Operations Research
- Financial Management
- Macro Economics
- IT Applications for Management
- Marketing Management-II
- Consumer Behavior

TERM 3

- Production and Operations Management
- Cost and Management Accounting
- Business Analytics for Managers
- Marketing Research
- Priming for Placements (Business Aptitude)
- Start Ups and Entrepreneurship
- Foreign Language – French
- Contemporary Issues / Seminars
- Comprehensive Viva

Summer Internship Project (SIP – 8 weeks)

Second Year

TERM 4

- Strategic Management
- Retail Management
- Elective 1 – Subject 1
- Elective 1 – Subject 2
- Sales and Distribution Management
- Services Marketing
- SIP & Viva Voce

TERM 5

- Corporate Governance, Business Ethics and Corporate Social Responsibility
- Integrated Marketing Communications
- Elective 1 – Subject 3
- Elective 1 – Subject 4
- Strategic Marketing
- Brand Management

TERM 6

- International Marketing
- Rural and Agri Marketing
- Project Management
- Research Project
- Comprehensive Viva

The structure and courses shown above are as per the existing scheme at the institute. However, IPE has a practice of revising its curriculum regularly, due to which the structure, course and credits may be subject to change from time to time, within the bounds of AICTE Rules / regulations / norms. As a rule of thumb, the minimum number of enrolments for an elective to run will be decided every year by the Dean's Office in consultation with the Director & Programme Heads.



## ALUMNI SPEAK



### Manoranjan Singh

Senior Executive – Sales & Marketing  
at Naukri.com

My experience at IPE fundamentally taught me – “It’s the fastest bird gets the worm rather than the early bird gets the worm”. At IPE, I met people from different fields, cultures and experiences. The cases and discussions by the professors helped me think as an entrepreneur, loaded with practical application. I got an opportunity to manage the marketing, social, and sports club and trust me these experiences nurtured my personality and are now helping me in my professional life. Regular feedback from professors and experiences of seniors helped to crack my first GD and interview ultimately leading to my first job.



### Rishabh Nandi

Director & Founder –  
TryTrabby (tourism website)  
and Winking Brain LLP

I chose IPE as most of the faculties were PhDs, which was a great investment. The curriculum, infrastructure, and faculty are exemplary. The co-curricular and extra-curricular opportunities taught us to deal with on-ground activities and management. IPE offered opportunities to organize events such as Box of Kindness, National level annual fest Kurukshetra, and coordinated Strength Wars. Furthermore, I studied in a well-equipped classroom, trained at the gym, had healthy and homely food at the canteen, conducted activities in the campus, played sports and the list goes on. The college gave me many experiences and I lived the moment at IPE.



### Harsha Sheelam

Pursuing PhD in Marketing and  
Strategy in IBS Hyderabad, IFHE  
University

I pursued PGDM Marketing and developed an interest in research. The faculties helped me understand research better. Eventually, I cleared UGC-NET for Assistant Professor using the syllabus and books of IPE. My inclination towards writing research papers was due to IPE the SIP and LTP. The curriculum and pedagogy of the program is sparingly done in other colleges. Learning something new always attracted me and during my stint at IPE I developed new skills and understood my untapped potential. Apart from academics, I had the opportunity to participate in sports, extra-curricular activities, conferences and this helped me add more feathers on my cap.



### Ramgopal

City Manager – Bounce

Marketing as a discipline requires you to have two approaches – Pragmatically or Theoretically. Seems paradoxical right? Here in IPE this is just a puzzle solvable with ease. The theories in the course are tested to implementation which helps in imparting both practical and theoretical acumen. In PGDM Marketing the emphasis is laid down for making the student industry ready. Faculty are stellar in designing a dynamic methodology for the contemporary industry needs. Pick IPE for PGDM - M. Pick PGDM Marketing for a bright career.



## Post Graduate Diploma in Management – Banking and Financial Services

# PGDM-BFS

### About PGDM-BFS

In order to churn out trained professionals to suit the requirements of rapidly expanding Banking, and Financial Services (BFS) sector, the Institute launched PGDM-BFS programme in 2008. This is a two-year full-time, AICTE-approved course considered equivalent to MBA by AIU and also accredited by NBA. It has the state-of-the-art curriculum with the thrust on market orientation, globalization, financial and banking sector reforms. It has an intake of 120 and candidates for this programme are selected based on their performance in CAT / XAT / MAT / ATMA / CMAT / GMAT and any other test approved by AICTE.

**Accredited by NBA**  
**MBA Equivalence by AIU**

### Programme Educational Objectives

- To impart knowledge on a wide range of concepts relating to management, banking and financial services.
- To enhance capabilities for critical thinking, problem solving and decision making through dissemination of knowledge and relevant inputs.
- To facilitate accelerated learning and an in-depth understanding of practices and ethics of management in general and Banking & Financial Services in particular.

### Programme Outcomes

- Have a thorough understanding of concepts relating to management, banking and financial service.
- Attain technical knowledge and analytical skills in order to solve the critical problems and decision making.
- Capable of performing banking operations.
- Carryout project appraisal at banks and financial institutions.
- Have better clarity on practices in the domains of Management and Banking & Financial Services, with due focus on ethical aspects.



### Programme Head

**Dr M Chandra Shekar**

Contact: 81870 56918

Email: m.chandrashekar@ipeindia.org



### Joint Programme Head

**Dr Harishankar Vidyarthi**

Contact: 97175 25341

Email: harishankar@ipeindia.org



## First Year

### TERM 1

- Management and Organizational Behaviour
- Statistics for Management
- Economics for Managers
- Financial Accounting
- Personality Development and Business Communication
- Marketing Management
- Management of Bank Operations

### TERM 2

- Human Resource Management
- Operations Research
- Financial Management
- Macro Economics
- IT Applications and FinTech
- Principles and Practices of Life Insurance
- Financial Markets, Institutions and Services
- Foreign Language – French

### TERM 3

- Production and Operations Management
- Cost and Management Accounting
- Business Analytics for Managers
- Marketing Research
- Priming for Placements (Business Aptitude)
- Start Ups and Entrepreneurship
- Principles and Practices of General Insurance
- Contemporary Issues/Seminars
- Comprehensive Viva

Summer Internship Project (SIP – 8 weeks)

## Second Year

### TERM 4

- Strategic Management
- Legal Environment for BFS
- Elective 1 – Subject 1
- Elective 1 – Subject 2
- Elective 2 – Subject 1
- Elective 2 – Subject 2
- SIP & Viva Voce

### TERM 5

- Corporate Governance, Business Ethics and Corporate Social Responsibility
- International Banking, Treasury and Forex Management
- Elective 1 – Subject 3
- Elective 1 – Subject 4
- Elective 2 – Subject 3
- Elective 2 – Subject 4

### TERM 6

- Retail Banking, Rural Banking and Micro Finance
- Management of Pension Funds
- Project & Infrastructure Management and Financing
- Actuarial Concepts and Principles
- Long Term Research Project
- Comprehensive Viva

The structure and courses shown above are as per the existing scheme at the institute. However, IPE has a practice of revising its curriculum regularly, due to which the structure, course and credits may be subject to change from time to time, within the bounds of AICTE Rules / regulations / norms. As a rule of thumb, the minimum number of enrolments for an elective to run will be decided every year by the Dean's Office in consultation with the Director & Programme Heads.





## ALUMNI SPEAK

### International Study Tour

The institute offers experiential learning opportunity as a part of our outreach programme for the PGDM-BFS students consisting of a variety of student activities ensure a unique understanding of the work environment. It helps them to understand on how to perceive the visit to get deeper experience and exposure. Our previous batches visited OECD, Paris, Singapore, Malaysia, etc.

### Industry Connect Programme: National and Local Visit

Facilitating a common ground for industry and academia to give a holistic insight into the day to day industry, the institute curates national and local visits every year to make the PGDM-BFS students aware of all the necessary skill sets required to give a feel of work culture. The companies and the institutions visited by the students are: Chermas, Stanza Apparels, Bailley Water, Namaste Telangana, NISM, National Stock Exchange, etc.

### Career Prospects and Placements

Students of PGDM-BFS would be hired for finance profiles as well as for other profiles in other areas like marketing, HR, Operations management, IT etc. Some of our prominent recruiters are Deloitte, Franklin Templeton, Amazon, Mahindra Finance, HDFC, ICICI Securities, Invesco, Arcesium India Pvt Ltd, ITC Ltd, Capital First visit the campus and offer the jobs as associate project controller for us taxation, management trainee, data analyst etc.

**K Sreshta Rebecca**  
*PGDM-BFS*  
*Management*  
*Trainee HDFC Ltd*

PGDM-BFS is completely worth it at the Institute of Public Enterprise. It has broadened our horizons, opening us up to the world of finance and the other disciplines of Management. Thus making us industry-ready by the end of our two years course. Tailor-made courses blended with a wonderful source of support is what makes IPE unique. Fortunate to be a part of such a prestigious institute that continues to stand by its students, ensuring they reach much greater heights in life.

**Sarat Chandra  
Kakani** *PGDM-BFS*

IPE is always a great place to learn. PGDM-BFS course is a perfect blend that offers both theoretical and practical knowledge. For people who are willing to pursue career in the field of banking or financial services, this is an excellent course. This course includes several subjects taught by faculties with big names in their respective subject areas. These industry-experienced faculties in this course help students in all sorts of ways, which in turn helps them scale great heights in their careers. Choosing PGDM-BFS course was one of the best decisions I have taken.

**Sriram**  
*PGDM-BFS*  
*Assistant*  
*Manager-Credit,*  
*HDFC Ltd*

Being a student with 2 years of work experience, I was initially skeptical in joining a good institution which focuses on teaching and developing core management skills.

IPE has always excelled in guiding and nurturing us in not just academics but a 360 degrees personality development.

My journey with IPE has been a roller coaster ride with lots of learning opportunities. I was one of the privileged students to have represented the college at various conferences. Research and practical exposure makes you a better person to face the challenges of the corporate world.

PGDM-Banking, Insurance and Financial Services – one such multi dimensional course that I pursued has given me enormous opportunities to explore and master. I have been offered an internship at Franklin Templeton Investments for a Project Management profile.



## Post Graduate Diploma in Management – International Business

# PGDM-IB

### About PGDM-IB

With the increasing globalization of business operations, there has emerged a strong need for professionals equipped with specialized expertise in international business. To cater to their requirements, IPE launched an AICTE-approved, two-year full-time Post-Graduate Diploma in Management - International Business (PGDM-IB) programme in 2009 which is considered equivalent to MBA by AIU and also accredited by NBA. The programme is planned to include optional foreign study tours, subject to students opting for the study tour at additional cost, aimed at providing global exposure to the students. It has an intake of 60 and candidates for this programme are selected based on their performance in CAT / XAT / MAT / ATMA / CMAT / GMAT and any other test approved by AICTE.

**Accredited by NBA**  
**MBA Equivalence by AIU**

### Programme Educational Objectives

- To familiarize the students with basics of management theory and practice.
- To impart knowledge in the domain of international business environment.
- To develop business acumen of executives with sensitivity to global management and business issues.
- To equip students with necessary skills and knowledge that will help them to take up roles in organizations having domestic and global operations and to take up businesses having global operations.

### Programme Outcomes

- Students will be able to analyze and explain the basic concepts of management theory and practice.
- Students can evaluate the impact of global issues on an organization's international business operations.
- Students will be able to prepare international business plan.
- Students can assess the impact of cultural diversity on the policies of an organization.
- Students would handle the responsibilities in the domain of domestic and global business environment.
- Students will be well versed with software packages and would be able to apply them in managerial decision making.

### Programme Head

**Dr M Karthik**

Contact: 9346515819

Email: karthik@ipeindia.org



### Joint Programme Head

**Dr Rajesh Gangakhedkar**

Contact: 9866613403

Email: rajesh@ipeindia.org





## First Year

### TERM 1

- Management and Organizational Behaviour
- Statistics for Management
- Economics for Managers
- Financial Accounting
- Personality Development and Business Communication
- Marketing Management
- International Business-I

### TERM 2

- Human Resource Management
- Operations Research
- Financial Management
- Macro Economics
- IT Applications for Management
- International Business-II
- Export Marketing
- Foreign Language – French

### TERM 3

- Production and Operations Management
- Cost and Management Accounting
- Business Analytics for Managers
- International Marketing Research
- Priming for Placements (Business Aptitude)
- Start Ups and Entrepreneurship
- Global Finance and Foreign Currencies
- Contemporary Issues / Seminars
- Comprehensive Viva

Summer Internship Project (SIP – 8 weeks)

## Second Year

### TERM 4

- Strategic Management
- International Business Laws
- Elective 1 – Subject 1
- Elective 1 – Subject 2
- Elective 2 – Subject 1
- Elective 2 – Subject 2
- SIP & Viva Voce

### TERM 5

- Corporate Governance, Business Ethics and Corporate Social Responsibility
- International Brand Management
- Elective 1 – Subject 3
- Elective 1 – Subject 4
- Elective 2 – Subject 3
- Elective 2 – Subject 4

### TERM 6

- MNC Strategies in Emerging Markets
- WTO and Regional Trading Agreements
- Project Management
- Research Project
- Comprehensive Viva

The structure and courses shown above are as per the existing scheme at the institute. However, IPE has a practice of revising its curriculum regularly, due to which the structure, course and credits may be subject to change from time to time, within the bounds of AICTE Rules / regulations / norms. As a rule of thumb, the minimum number of enrolments for an elective to run will be decided every year by the Dean's Office in consultation with the Director & Programme Heads.



## ALUMNI SPEAK

### Jeshal Mehta

*PGDM-IB*

Curriculum of PGDM-IB is indeed a cutting edge one comprising, apart from the regular standard B-School subjects, courses like International Brand Management, Global Marketing Management, Foreign Currencies and Global Finance, Innovation Management which are the hallmark of this programme and are vital in understanding the present global business and global markets scenario.

### Neha Chahal

*PGDM-IB*

I underwent a significant transformation through the PGDM-International Business (IB) Programme at IPE which made me to develop a mindset of a Global Business Manager. The IB programme state-of-the-art curriculum, is taught by well qualified faculty, with even a few add-on courses taught by overseas faculty. It has the unique Business News Presentation classroom sessions wherein we learn about divers sectors such as Automobile, Agribusiness, Banking & Finance, FMCG, Exports & Trading, IT & Telecom, Steel & Metals, Pharma & Biotech, etc. I feel a lot confident.....

### Eshan Verma

*PGDM-IB*

It was a great experience to be a part of IPE-International Business family wherein we learned so many things which are really helping now as we move on to make a name for ourselves in the business world. Apart from theoretical knowledge the practical knowledge played a very important role which insured I don't feel totally alienated and stranger when I start my corporate journey as a fresher.

### Nilesh Poddaturi

*PGDM-IB*

In an era where all businesses are global, the gradual integration of Indian economy with the global economy is now an irreversible process. PGDM-IB @ IPE provides the right platform where an individual is made well equipped to handle the new demands of the industry in leading their businesses towards this direction successfully. Keeping in mind the dynamic environment that we are living in today, the course curriculum here @ IPE is exceptionally designed, planned and executed to confront these challenging situations successfully.

### Ramanuj Sarada

*PGDM-IB*

Institute of Public Enterprise has a rich intellectual capital. The learning experience at the institute is remarkable. The course PGDM-International Business is one of it's kind, where you learn every concept of management in a broader, global perspective, which is the need of the day; the course structure is very well designed and an excellent faculty adds to the beauty of the it.





## Post Graduate Diploma in Management – Human Resource Management

# PGDM-HRM

### About PGDM-HRM

The Institute started a two-year AICTE approved full time PGDM-HRM course to meet the growing requirements of HR professionals in 2012. This programme is envisaged as the highest quality programme in the area of human resource management as it is pro-actively designed to provide eligible, suitable, and competent HR professionals with sufficient knowledge of business to all industrial sectors. It has an intake of 60 and candidates for this programme are selected based on their performance in CAT / XAT / MAT / ATMA / CMAT / GMAT and any other test approved by AICTE.

### MBA Equivalence by AIU

### Programme Educational Objectives

- To build future leaders who can connect business and HR deliverables.
- To offer experiential learning in understanding the challenges of HR professionals in order to develop the organizations.
- To facilitate accelerated learning in the formulation and implementation of best practices in human resources management for sustained competitive advantage in organizations.
- To provide insights on developing strategies, initiatives and programmes for business performance with focus on organization design, analytics, change and development.

### Programme Outcomes

- On completion of the programme the learners would be well equipped with necessary knowledge and skills to take up managerial responsibilities in the corporate sector.
- The learners should be able to anticipate challenges involved in the HR role and act accordingly.
- The learners should be able to identify, initiate and implement best practices in HR in dynamic environment of organizations.
- The learners on attending the course should be able to align HR practices to business performance with suitable efforts towards organizational development using analytics.
- The learners should develop human skills in engaging value based learning and ethical practices in management.

### Programme Head

**Dr Deepti Chandra**

Contact: 7093134074

Email: [deeptichandra@ipeindia.org](mailto:deeptichandra@ipeindia.org)



### Joint Programme Head

**Dr Sinju Sankar**

Contact: 9885678513

Email: [sinjusankar@ipeindia.org](mailto:sinjusankar@ipeindia.org)





## First Year

### TERM 1

- Management and Organizational Behaviour
- Statistics for Management
- Economics for Managers
- Financial Accounting
- Personality Development and Business Communication
- Marketing Management
- Human Resource Management

### TERM 2

- Organization Development
- Operations Research
- Financial Management
- Macro Economics
- IT Applications for Management
- Performance and Compensation Management
- Learning and Development

### TERM 3

- Production and Operations management
- Cost and Management Accounting
- Business Analytics for Managers
- Applied Research in HRM
- Priming for Placements (Business Aptitude)
- Start Ups and Entrepreneurship
- Talent Management
- Contemporary issues / Seminars
- Comprehensive Viva

Summer Internship Project (SIP – 8 weeks)

## Second Year

### TERM 4

- Strategic Human Resource Management
- Business Laws
- Workforce Metrics
- Elective 1 – Subject 1
- Elective 1 – Subject 2
- Industrial Relations
- Competency Management
- SIP & Viva Voce

### TERM 5

- Corporate Governance, Business Ethics and Corporate Social Responsibility
- Functional Analytics – HR Analytics
- Elective 1 – Subject 3
- Elective 1 – Subject 4
- Labour Legislation
- HRM in Global Perspective

### TERM 6

- Emotional Intelligence & Positive Psychology
- Digitalization of HR
- Project Management
- Long-Term Project / Viva
- Comprehensive Viva

The structure and courses shown above are as per the existing scheme at the institute. However, IPE has a practice of revising its curriculum regularly, due to which the structure, course and credits may be subject to change from time to time, within the bounds of AICTE Rules /regulations / norms. As a rule of thumb, the minimum number of enrolments for an elective to run will be decided every year by the Dean's Office in consultation with the Director & Programme Heads..



## ALUMNI SPEAK



**Kameswari Chandra Teja K**  
*Sourcing Analyst, Deloitte India*

As a part of my PGDM-HRM journey at IPE, I saw myself enhance my knowledge and skills not only academically but holistically. IPE gave me opportunity to apply what I learned in the class rooms through numerous activities and competitions. The experience and knowledge at IPE helps me cut through complex client requirements, and stakeholder management etc.



**Shahab Alam**  
*Assistant Manager – HR & Admin, Neuland Labs Ltd.*

The PGDM-HRM course curriculum, which was meticulously crafted to meet the needs of the industry and delivered by a team of experienced and committed faculty, has aided my journey up the corporate ladder. The Long-Term Project provided me with additional practical experience and helped me better comprehend the changing face of the industry and of the instrumental role of the HR personnel. The interactions with versatile leaders from the HR industry imbibed me with a holistic view on how management principles strategically shape the business towards the synergistic organizational goals.



**Kshitija Dashputre**  
*PMO Manager @ Amazon*

IPE is a practical management institute and offers an ideal study environment for those who want experience both professionally and educationally. I realized that both professional experience and higher education are important to achieve my future goal which was nurtured by IPE. Through the education and practical experience provided by the IPE, I found myself capable to stand, grow firmly in a fast-paced growing industry. Every member at the institute is very supportive, and the quality of education insists on high standards along with high return on investment if you are passionate about your goals. As an alumnus, I would recommend IPE and would encourage students to study hard and inform themselves as much as possible about the several academic opportunities the Institution offers.



**Soma Kiran Gonella**  
*Hyundai Mobis*

I feel privileged to have this opportunity to speak about PGDM-HRM that I took during my curriculum at IPE (2013-2015). PGDM-HRM curriculum is so nicely crafted to meet the needs of the industry. The committed faculty has helped & guided me in my corporate field. HR interactions that happen every now & then has helped me to understand more about the industry. Apart from the faculty, I would also take an extra step to appreciate the campus which is full of greenery, fun and lots of memories!

## FINANCE

- Risk Management
- Financial Analysis and Credit Management
- Derivatives and Structured Finance
- Financial Modelling
- Financial Planning and Wealth Management
- Security Analysis and Portfolio Management
- Tax Planning and Management
- Corporate Restructuring, Mergers and Acquisitions
- Entrepreneurial Finance
- Strategic Financial Management
- Strategic Cost Management
- Financial Analytics
- Foreign Exchange Arithmetic
- Private Equity
- Fixed Income Securities
- Financial Econometrics
- Mutual Funds

## MARKETING

- Product and Brand Management
- Integrated Marketing Communications
- Consumer Behaviour
- Services Marketing
- Customer Relationship Management
- B2B Marketing
- Strategic Marketing
- Digital Marketing
- Rural Marketing
- Agri-Business Marketing
- Sales and Distribution Management
- Retail Management
- Global Marketing Management
- Social Marketing
- Media Management
- Marketing Analytics

## HRM

- Learning and Development
- Contemporary HRM
- Industrial Relations I
- Industrial Relations II
- Talent Management
- Organization Development
- Cross Cultural Management
- Leadership and Change Management
- Balanced Scorecard
- Strategic Human Resource Management
- HR Auditing
- HR Analytics

## OPERATIONS

- Supply Chain Management
- Management of Service Operations
- Total Quality Management
- Lean Management
- Optimization Models for Industry
- Operations Strategy
- Strategic Sourcing
- Warehouse Management
- Technology and Innovations Management
- Advanced Inventory Modelling
- Operations Analytics

## SPECIALIZATION WISE ELECTIVE COURSES

The students have to select any one or two elective streams from the list mentioned as per the norms of the course

- Cloud Computing for Business
- Enterprise Resource Planning
- Relational Database Management system
- e-Commerce
- Data Mining and Business Intelligence
- Data Modelling with R and Python
- Data Visualising using Advanced Excel
- Data Visualising using Tableau
- Digital Governance
- Cyber Security and Cyber Laws
- IT Infrastructure

## SYSTEMS

- Industrial Economics
- Public Finance
- Urban Economics
- Digital Economy
- Natural Resource Management
- Energy Economics
- Environmental Economics
- Econometrics
- Contemporary Government Policies & Business
- Monetary Economics
- Economics of Infrastructure
- Agricultural Economics
- Mathematical Economics
- International Economics
- Green Economy

## ECONOMICS

- Creating a New Venture from Idea to launch
- Entrepreneurial Finance
- Creativity, Innovation and Entrepreneurship
- Digital Marketing for Startups and SMEs
- Social Entrepreneurship and Social Innovation
- Family Business Management
- Corporate Entrepreneurship
- Business Model for Sustainable Growth
- Aligning Startups with their Market
- Detailed Project Report (DPR)

## ENTREPRENEURSHIP

- R Studio for Data Science and Machine Learning (ver.1.2.1335)
- Python for Data Science and Machine Learning (ver.3.7.3)
- Data Visualising using Tableau
- Web and Social Media Analytics
- Deep Learning and Artificial Intelligence using R Studio (ver.1.2.1335)
- Deep Learning and Artificial Intelligence using Advanced Python (ver.3.7.3)
- Big Data Analytics
- SQL for Data Science

## BUSINESS ANALYTICS

# ADMISSION PROCEDURE for Indian Students



## Eligibility

The candidates must hold a Bachelor's Degree, with at least 50% marks or equivalent CGPA. (45% in case of SC / ST / PC candidates), from a UGC recognized university / deemed university recognized by the Ministry of HRD, GoI.

## Admission Procedure

- Step-1 Candidates have to appear in any one of the admission test (CAT / XAT / MAT / ATMA / CMAT / GMAT).
- Step-2 Register for IPE Admissions online.
- Step-3 Short listed candidates will be called for Group Discussions and Personal Interviews to be held at IPE Hyderabad and in major cities. Timely updates on the same will be posted to all the applicants by Team Admissions
- IPE website provides updates time to time on Course, Hostel and Transport, and Fee details

## Evaluation Criteria

Evaluating Component	Weightage in Percentage
Management Aptitude Test	35
Academic Record	15
Personal Interview	45
Weightage in Sports, Extracurricular, Academic Diversity, Gender Diversity	5
	100

## Fee Structure \*(Subject to change)

S. No	Fee Particulars	Amount (Rs.)
<b>(A) 1<sup>st</sup> Year</b>		
01	Admission Fee	50,000.00
02	Tuition Fee	2,90,000.00
03	IT & Other Academic Facilities Fee	1,00,000.00
04	Refundable Caution Deposit	15,000.00
	<b>Total payable 1<sup>st</sup> year (A)</b>	<b>4,55,000.00</b>
<b>(B) 2<sup>nd</sup> Year</b>		
01	Tuition Fee	2,90,000.00
02	IT & Other Academic Facilities Fee	70,000.00
	<b>Total payable 2<sup>nd</sup> year (B)</b>	<b>3,60,000.00</b>
	<b>Grand Total (A) + (B)</b>	<b>8,15,000.00</b>

Note: A Laptop will be issued to all the students

## Hostel Facility \*(Subject to change)

- IPE has two separate hostels for boys and girls on campus. Preference will be given for outstation students on first-cum-first serve basis.
- Ultra-modern food court serves breakfast, lunch, evening snacks and dinner.
- Kiosk facilities are available to cater to the student needs.
- Weekly Menu is finalized by the Food Committee which consists of student representatives and caters to the tastes of students from different parts of India.
- In-house laundry facilities are available on the campus.

Single Occupancy (Food and Accommodation)	Rs 1,50,000.00
Double Occupancy (Food and Accommodation)	Rs 1,05,000.00

## Transport Facility \*(Subject to change)

For day scholars IPE facilitates transport from multiple locations of the city to its Shamirpet Campus. At present buses are run from 11 different locations viz. Vanasthalipuram, Uppal, Chaitanyapuri, Dilsukhnagar, IPE – OU Campus, Mehdiapatnam, Mothinagar, Taranaka, Saroomnagar, Kukatapally and Yapral. Additions / changes will be made, for boarding points depending on the requirements.

Any route to and from City - IPE Shamirpet Campus	Rs 40,000.00
---	--------------

## Sports Facility

Indoor and outdoor games along with gym facilities are available on the campus.

## Medical Facility

Medical facilities are available in the campus. All the students are covered with medical insurance for a sum of Rs. 1,00,000/- each.

## Scholarships

IPE offers many excellent scholarships for deserving students, from many different backgrounds. There is separate merit scholarship's criteria for students of SC / ST / OBC / Minority backgrounds. There are also scholarships for students from designated states such as North-eastern States, Jammu Kashmir and Ladakh. Scholarships are provided for students with high talent in sports / arts at graduate level. There is no upper limit on the number of scholarships offered and they range in value from Rs. 60,000 to Rs. 4,00,000. In special cases, even higher Scholarship values may be considered.

Our merit-based scholarships (based on the criterion of excellent Entrance Test performance) are as shown in the Table below:



### Merit Scholarships for General Category

CAT %ile	XAT / GMAT %ile	MAT %ile	C-MAT / ATMA %ile	Amount
80 & above	80 & above	NA	NA	2,00,000
70 - 79.99	70 - 79.99	95 and above	NA	1,00,000
65 - 69.99	65 - 69.99	85 - 94.99	95 & above	80,000
60 - 64.99	60 - 64.99	75 - 84.99	85 - 94.99	60,000

### Merit Scholarships for OBC Category

CAT %ile	XAT / GMAT %ile	MAT %ile	C-MAT / ATMA %ile	Amount
70 & above	70 & above	95 & above	NA	2,00,000
60 - 69.99	60 - 69.99	85 - 94.99	95 & above	1,00,000
55 - 59.99	55 - 59.99	75 - 84.99	85 - 94.99	80,000
50 - 54.99	50 - 54.99	65 - 74.99	75 - 84.99	60,000

### Merit Scholarships for SC, ST & Minority Category

CAT %ile	XAT / GMAT %ile	MAT %ile	C-MAT / ATMA %ile	Amount
70 & above	70 & above	95 & above	NA	2,00,000
60 - 69.99	60 - 69.99	80 - 94.99	90 & above	1,00,000
55 - 59.99	55 - 59.99	70 - 79.99	80 - 89.99	80,000
50 - 54.99	50 - 54.99	60 - 69.99	70 - 79.99	60,000

### Merit Scholarships for Designated States Jammu, Kashmir, Ladakh

CAT %ile	XAT / GMAT %ile	MAT %ile	C-MAT / ATMA %ile	Amount
70 & above	70 & above	95 & above	NA	2,00,000
60 - 69.99	60 - 69.99	85 - 94.99	95 & above	1,00,000
55 - 59.99	55 - 59.99	75 - 84.99	85 - 94.99	80,000
50 - 54.99	50 - 54.99	65 - 74.99	75 - 84.99	60,000

### Scholarships for Talent in Sports

Criteria	Scholarship Amount
National Level Representation	4,00,000
State Level Representation	2,00,000

### Scholarships for Talent in Arts

Criteria	Scholarship Amount
National Level Representation	2,00,000
State Level Representation	1,00,000

### Affirmative Scholarship Scheme

A scholarship of Rs. 60,000/- would be awarded to the top ranker among the Scheduled Caste (SC), Scheduled Tribe (ST) and Muslim minority candidates in the eligible admission tests.

NOTE: Candidates receiving corporate scholarships or any other scholarships are not entitled for these merit scholarships.

The scholarship scheme is subject to review and change at the discretion of the Institute of Public Enterprise, Hyderabad.

- Scholarships would be disbursed during the month of December.
- Kindly visit website for refund norms on cancellation of admission.
- Any dispute would be subject to Jurisdiction of the competent courts within the territorial jurisdiction of the City of Hyderabad.

### Contact us @ Admissions

Ph: 040-2349 0948 Toll Free No. 1800-120-4473 or  
admissions@ipeindia.org

#### Dr KV Anantha Kumar

Coordinator – Admissions, Student Affairs  
91542 54043 | ananth@ipeindia.org

#### Dr Sinju Sankar

Joint Coordinator – Admissions (Operations)  
98856 78513 | sinjusankar@ipeindia.org

#### Dr Muzamil Ahmad Baba

Joint Coordinator – Admissions (Media & Marketing) 9177216166 | muzamil@ipeindia.org

#### Mr T Sudheer Kumar

Manager – Admissions  
93919 32129 | admissions@ipeindia.org

#### Ms Deepti

TL – Admissions Counselling  
9154709139



## ADMISSION PROCEDURE for International Students

IPE offers PGP admissions to Foreign Nationals (FN), Person of Indian Origin (PIO), Overseas Citizen of India (OCI), Children of Indian Workers in Gulf Countries (CIWG).

Institute of Public Enterprise invites applications for the following two year AICTE approved Post Graduate Programmes in the above category.

### Who Can Apply?

Foreign Nationals, Persons of Indian Origin (PIOs), Overseas Citizen of India (OCI), Children of Indian Workers in Gulf Countries (CIWG).

'Foreign National' means the citizen of countries other than India who are not of Indian origin as defined under OCI / PIO.

'Person of Indian Origin (PIO)' means a foreign citizen (except a national of Pakistan, Afghanistan, Bangladesh, China, Iran, Bhutan, Sri Lanka and Nepal) who at any time held an Indian passport or, who or either of their parents / grandparents / great grandparents were born and permanent resident in India as defined in Government of India Act, 1935 and other territories that became part of India thereafter provided neither was at any time a citizen of any of the aforesaid countries; or who is a spouse of a citizen of India or a PIO.

'Overseas Citizen of India (OCI)' means a Foreign National, who was eligible to become citizen of India on 26.01.1950 or was a citizen of India on or at any time after 26.01.1950 or belonged to a territory that became part of India after 15.08.1947. Minor children of such person are also eligible for OCI. However, if the applicant had ever been a citizen of Pakistan or Bangladesh, he / she will not be eligible for OCI. 'Gulf Quota' – Children of Indian Workers in Gulf Countries. Fee and admission procedure for this category of students remain same as resident Indian students.

### Eligibility

Candidates with 50% marks in graduation from a recognized institution / university of their resident country.

## Admission Procedure & Selection Criteria

### Step-1

#### Academic Background

Applicant must possess a strong and consistent academic background. Performance in high school (i.e., 10<sup>th</sup> and 12<sup>th</sup> grades) and every year of graduation are considered in the selection process. An aggregate percentage of marks, or CGPA of all subjects mentioned on the transcript will be considered.

Applicants must hold a Bachelor's Degree with at least 50% marks or equivalent CGPA awarded by an institute that is deemed to be as a University in the applicant's country of residence.

The bachelor's degree or equivalent qualification obtained by the candidate must entail a minimum of three years of education after completing higher secondary schooling (10+2) or equivalent. The percentage obtained by the candidate in the bachelor's degree would be based on the practice followed by the institution/university from where the candidate has obtained the degree.

The degree should be awarded by a college / institute / university which is been recognized by the Association of Indian Universities (AIU) / other appropriate authorities.

Applicants in the last year of degree and those who have completed the degree but are awaiting results can also apply.

In addition to the above candidates with valid GMAT score will be preferred.

### Step-2

Candidates should register their application online (available at [www.ipeindia.org](http://www.ipeindia.org)) by paying 15 USD

### Step-3

Short listed candidates will be considered for a Skype interview on a mutually convenient date. Due weightage will be given to the GMAT Score and academic background of the candidate also.

### Fee

The fee for two-years is USD 23,000 (INR 14,50,000 whichever is highest) that includes a caution money deposit of USD 500. The fee covers tuition fee, reading material, computer lab, library facility, hostel accommodation, food, gym, and sports facility etc. Kindly visit website for detailed fee structure.

For course curriculum and other details kindly see the admission prospectus downloadable from website of IPE.

For further details contact us on the following

email: [foreignnationals@ipeindia.org](mailto:foreignnationals@ipeindia.org)

Institute of Public Enterprise

Survey No 1266, Shamirpet (V&M),

Hyderabad - 500 101

Mobile: 9391932129 / 9177005520

LL: +91-40-234 90 948 / 951 / 928

Fax: +91-40-234 90 999

## Summer Internship Project

An internship enables a student to gain first-hand exposure of working in the real world. It also allows students to connect the skill, knowledge, and theoretical practice they learnt from the classroom. Internships provide a nice learning curve for students with little experience in the professional world. A practical work background carries a major significance when attempting to enter the job market.

To facilitate our students, we provide an excellent internship opportunity at the end of the third trimesters. The students of various two-year post-graduate programmes at IPE undertake a 6 to 8 week internship program as a study at a commercial corporate, consultancy or government organization. This internship enables the students to gain first-hand exposure to working in the real world, that one internship could be the difference between winning a job opportunity or losing it.

At the end of the 8-week internship, students are required to prepare a project report and evaluation also will be done. We provide continuous guidance by the faculty and mentors. Few best-performed students may have a scope to get a pre-placement opportunity at the end of their internship.



# Placement Recruiters









# Student's Life @ IPE







# INSTITUTE OF PUBLIC ENTERPRISE

ICSSR, MoE, GoI RECOGNIZED CENTRE FOR EXCELLENCE IN RESEARCH

## City Office

Osmania University Campus, Hyderabad - 500 007  
Phone: +91-040-27098145 | Fax: +91-040-27095183

## Campus

Survey Nos. 1266 and 1266/94, Shamirpet (V&M)  
Medchal, Hyderabad, Telangana - 500101  
Phone: +91-40-23490900 | Fax: +91-040-23490999

## For further details contact

**Toll Free No. 1800-120-4473**

📧 [admissions@ipeindia.org](mailto:admissions@ipeindia.org)

follow us on [f facebook.com/ipehyd](https://www.facebook.com/ipehyd)

📷 <https://www.instagram.com>

🌐 [www.ipeindia.org](http://www.ipeindia.org)