



Estd : 1964

# INSTITUTE OF PUBLIC ENTERPRISE

(Under the aegis of ICSSR, MoE, GoI)

Hyderabad



## TRANSFORMING STUDENTS INTO GLOBAL BUSINESS LEADERS

## ADMISSION PROSPECTUS 2025-27



South Asian Quality Assurance System



Center of Excellence under the aegis of ICSSR



Member of EUROPEAN FOUNDATION FOR MANAGEMENT DEVELOPMENT



Business Education Alliance Member

# ABOUT US

The Institute of Public Enterprise (IPE) was established in 1964 as an autonomous non-profit society. It is a premier AICTE approved management institute focusing on transforming students into global business leaders of tomorrow. IPE's focus areas include management education, research, consultancy, and training.

IPE as a research institution under the aegis of Indian Council of Social Science Research (ICSSR, MoE, GoI), is undertaking systematic and sustained study of issues relevant to the formulation of policies pertaining to Public Enterprises. Research, both basic and applied – is the forte of the institute and helps it in its training and educational activities.

The institute over the years has carved a niche for itself in the verticals of training, consultancy services and in the field of management education. The institute has completed nearly 5,000 training programmes so far for executives of the public sector and private sector, civil servants, bankers, and various government officials. The institute has also been offering consultancy services to several central and state governments besides public and private sector organizations.

As part of its long-term education program, the institute runs Post Graduate Diploma in Management (PGDM) Programmes that are recognized by AICTE and given MBA equivalence by AIU. The Institute launched its first two year full-time Post Graduate Diploma in Management (PGDM) programme in 1995 and currently it offers the following programmes.

- PGDM – Post Graduate Diploma in Management
- PGDM – Marketing Management
- PGDM – Banking and Financial Services
- PGDM – International Business
- PGDM – Human Resource Management.

IPE is one of the few institutions which is SAQ's accredited and is one of only 500 institutions worldwide to have been awarded the prestigious 'Affiliate Member' status by the globally renowned, Brussels-based European Foundation for Management Development (EFMD). IPE has developed strong linkages with academic institutions and industries including World Bank, DFID, IASIA, Belgium and Universities in USA, UK, Australia, Malaysia, New Zealand and Slovenia among others. Research and consultancy assignment have been carried out for various national and international organizations, including the United National Development Program (UNDP), World Bank, Asian Development Bank (ADB), Commonwealth Secretariat, Department for International Development (DFID), Government of UK, International Center for Promotion of Enterprise (ICPE), Asian and Pacific Development Center, International Labour Organization (ILO), and the Government of Netherlands.

The institution has an eminent Board of Governors comprising of renowned senior Government officials, policymakers, industry captains, venture capital & start-up promoters. Board is led by the President Shri K Madhava Rao, IAS (Retd.), who is a former Chief Secretary and Election Commissioner, Government of Andhra Pradesh (combined). Prof S Sreenivasa Murthy, a well-known academician is the Director of the Institute. Prof Murthy has three decades of rich experience in teaching, training, research and consultancy.

## 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 multi disciplinary competency in social science research and management education.

### APPROVALS AND ACCREDITATIONS



South Asian Quality Assurance System



### MEMBER OF



Member of EUROPEAN FOUNDATION FOR MANAGEMENT DEVELOPMENT





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## 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 various Post Graduate Diploma in management programmes has received wide appreciation from the industry, government and social sector enterprises. The Institute continuously endeavours to update its courses, 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 based on which the Association of Indian Universities (AIU) has accorded equivalence to MBA for all its PGDM programmes. The students 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 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 campus in Shamirpet, Hyderabad, has been awarded GRIHA / LEED certification which comprises of modern classrooms, a spacious and adequately stocked library, two separate air-conditioned hostel buildings for girls and boys, a food court, auditorium, seminar halls, gym complex and an indoor stadium.

I welcome your decision to join IPE which is one of the four NIRF Ranked Institutes in the State of Telangana.



## 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 full-time Post Graduate Diploma in Management (PGDM) programmes, approved by the All India Council for Technical Education (AICTE) such as PGDM, PGDM - Marketing Management, PGDM - Banking and Financial Services, PGDM - International Business, and PGDM - Human Resources Management. All these programmes are accorded equivalence to MBA by the Association of Indian Universities (AIU). These programmes are accredited by the SAQS (South Asian Quality Assurance System) also.

It has trained many IAS, IPS and IFS officers. It has conducted till date many Management Development Programmes for senior and middle level executives of both Public and Private Sector Enterprises. It has also undertaken a number of research and consultancy assignments for the Government, Public and Private Sector Enterprises / Corporations on a continuous basis. The Institute offers dual specialization to all its PGP students. The specializations (Electives) offered by the Institute include Finance, Marketing, HR, Operations, Systems, Business Analytics, Economics and Entrepreneurship. In every specialization, 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 industry experts in important aspects like 'Personality Development', '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 viz., 1<sup>st</sup> Rank in Top Govt. B-Schools in Telangana, 4<sup>th</sup> Rank in Top Government B-Schools of India in CSR-GHRDC B-School Ranking Survey 2023; 8<sup>th</sup> rank in top B-Schools in South India, India Today, 2023, 1<sup>st</sup> Rank South Region in Chronicle's All India B-School Survey 2023, and 1<sup>st</sup> Rank in Top Private B-School in Telangana in OUTLOOK – ICARE Rankings 2024. 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 centre (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 including an indoor stadium. The campus also has modern a/c 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 led by the President, Shri K Madhava Rao, IAS (Retd.), former Chief Secretary, Government of Andhra Pradesh (combined state).

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

# BOARD OF GOVERNORS



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



**Dr P Rama Rao**  
Emeritus President, IPE  
Former Chairman, Governing  
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**Shri Jayesh Ranjan, IAS**  
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# MILESTONES OF IPE

1964

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

1970

ICSSR commences support to IPE for its research activities

1976

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

2012

- ONGC Subir Raha Chair for Corporate Governance established at IPE
- IPE commences Human Resource Management (PGDM-HRM) programme
- IPE bags the prestigious PM's Trophy Project for evaluating the Best Integrated Steel Plant in India

2011

- Sanction of 120 seats for PGDM-BIF Programme by AICTE
- World Bank Project for performance management
- IPE works for the Unique Identification Authority, Planning Commission on a Governance Reforms Project

2009

IPE commences International Business (PGDM-IB)

2014

- Sanction of 240 seats for the flagship PGDM Programme by AICTE
  - IPE celebrates its Golden Jubilee Year
- IPE inaugurates its new state-of-the-art IPE campus at Shamirpet
- Accreditation by South Asian Quality System (SAQS)

2015

- IPE receives NBA accreditation, GRIHA Five Star and LEED Platinum rating

2017

IPE receives PIO recognition



1978

Commencement of PGDPEM for Practicing Executives

1986

Started Executive Training Programmes for IAS officials

1995

Commencement of 2-year Full-time PGDBM

2008

IPE commences Banking, Insurance and Finance (PGDM-BIF)

2007

IPE commences Retail Management (PGDM-RM)

2004

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

2020

Re-accreditation by South Asian Quality System (SAQS) for five years

2021

PGDM, PGDM-BIF and PGDM-IB accredited by National Board of Accreditation (NBA)

2022

- Ranked in Top 100 in Management Category by National Institute Ranking Framework (NIRF), GoI
- Ranked by Atal Ranking of Institutions on Innovation Achievements (ARIIA), MoE, GoI
- All PGDM Programmes accorded MBA equivalence by Association of Indian Universities (AIU)

## 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

## 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 Sustainable Development
- Centre of Excellence in Sustainable Tourism

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 Education (MoE), GoI. The Indian Council of Social Science Research (ICSSR), Ministry of Education (MoE), 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.

## 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.

# POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM)

The Institute of Public Enterprise has been offering Post Graduate Diploma in Management (PGDM) programme since 1995. The PGDM programme is IPEs flagship and oldest programme. The programme is approved by the All India Council for Technical Education (AICTE), accredited by the National Board of Accreditation (NBA) and accorded MBA equivalent by Association of Indian Universities (AIU). The programme is of two years (six trimesters). In the first year, students know and learn the subjects that give an overall understanding of business management functions and business environment. After three trimesters, students will go for a eight-week internship in the industry to gain hands-on experience. In the second-year students opt for dual specialization depending on their interest and career goals. The classroom composition of the PGDM is diverse; students with engineering, pharmacy, biotechnology, agriculture, commerce, business management, social sciences, life sciences, mathematics, psychology and with many other undergraduate programs prefer to join the PGDM. The programme curriculum is designed to train students to explore career opportunities in any industry or sector.



## PROGRAMME EDUCATIONAL OBJECTIVES

- To provide society with a cohort of young postgraduate 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.

### Programme Head



**Prof Y Rama Krishna**

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### Co-Programme Head

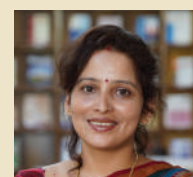
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### Co-Programme Head



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# PROGRAMME ARCHITECTURE

## FIRST YEAR

### TRIMESTER-I

- Management and Organizational Behaviour
- Business Statistics for Decision Making
- Economics for Managers
- Accounting for Managers
- Marketing Management - I
- IT for Managers
- Personality Development and Business Communication

### TRIMESTER-II

- Operations Research
- Corporate Finance
- Macro Economics
- Business Negotiation Skills
- Human Resource Management
- Enterprise Risk Management
- Marketing Management - II
- Foreign Language – French

### TRIMESTER-III

- Production and Operations Management
- Cost and Management Accounting
- Business Analytics for Decision Making
- Marketing Research
- Start-ups and Entrepreneurship
- Leadership and Change Management
- Introduction to Enterprise Resource Planning (ERP)
- Priming for Placements (Business Aptitude)
- Comprehensive Viva

Summer Internship Project (SIP – 8 weeks) - 3 Credits

## SECOND YEAR

### TRIMESTER-IV

- Strategic Management
- Legal Aspects of Business
- Project Management
- Elective 1
- Subject 1
- Subject 2
- Elective 2
- Subject 1
- Subject 2

### TRIMESTER-V

- ESG for Corporate Sustainability
- International Business
- Elective 1
- Subject 3
- Subject 4
- Elective 2
- Subject 3
- Subject 4

### TRIMESTER-VI

- Public Sector Policy and Issues in Management
- Infrastructure Management
- Research Project

**Note:** 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**  
Trinity 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  
Trinity 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-MM)

Welcome prospective candidates to the 18<sup>th</sup> batch of the two-year AICTE-approved PGDM – Marketing Management program, considered equivalent to MBA by AIU.

The PGDM – Marketing Management is a customized program that transforms the students into future Global business leaders adapt 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 acquire and develop 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).



## 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 an empathic attitude towards consumers in particular and society at large.
- Graduates will become business leaders with deeper thinking, consciousness and ethical values.
- Graduates will become business leaders with deeper thinking, consciousness and ethical values.
- Graduates' cognitive skills and oral, written and interpersonal communication skills will be well moulded.
- Graduates will demonstrate the ability to critically analyze the business environment applying contemporary analytical tools and software.

### Programme Head



**Dr Prarthana Kumar**

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### Co-Programme Head



**Dr Sagyan Sagarika Mohanty**

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## PEDAGOGY

The instructional methodology comprises an optimum mix of lectures, classroom discussions, case studies, simulations, role-plays, group discussions, special sessions from professionals from industry and market, management games, management films, industrial visits, and industry interaction to mention some of them.



# PROGRAMME ARCHITECTURE

## FIRST YEAR

### TRIMESTER-I

- Management and Organizational Behaviour
- Statistics for Management
- Economics for Managers
- Accounting for Managers
- Marketing Management
- IT Applications for Marketing
- Personality Development and Business Communication

### TRIMESTER-II

- Human Resource Management
- Operations Research
- Corporate Finance
- Macro Economics
- Managing Service Experiences
- Advertising Management
- E-Commerce
- French Language

### TRIMESTER-III

- Production and Operations Management
- Cost and Management Accounting
- Business Analytics for Managers
- Start Ups and Entrepreneurship
- Marketing Research
- Sales and Negotiation Strategy
- Annual Comprehensive Viva-1
- Priming for Placements (Business Aptitude)

Summer Internship Project (SIP – 8 weeks) - 3 Credits

## SECOND YEAR

### TRIMESTER-IV

- Strategic Management
- Retail Management
- Marketing Analytics
- Marketing Elective
- Subject 1
- Subject 2
- Other Elective
- Subject 1
- Subject 2
- SIP & Viva Voce

### TRIMESTER-V

- Marketing at the bottom of the Pyramid
- Legal Aspects of Marketing
- B2B Marketing
- Marketing Elective
- Subject 3
- Subject 4
- Other Elective
- Subject 3
- Subject 4

### TRIMESTER-VI

- Corporate Governance, Business Ethics and Corporate Social Responsibility
- Experiential Marketing
- Project Management
- Long Term Project Viva

**Note:** 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.

## CURRICULUM

The curriculum of the PGDM – Marketing Management program is an outcome of bench marking against the best and continuous reviews by IPE faculty, academicians, industry practitioners, alumni, and students. The course content aims to develop managers who 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 totaling 106 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 program elective courses, allowing the students to develop subject proficiency. After the first year, the students are required to undertake 8-10 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.

## ELIGIBILITY

Candidates for this program are selected based on their performance in CAT / XAT / MAT / ATMA / CMAT / GMAT and any other test approved by AICTE. IPE is an academic member of Retailers Association of India. PGDM-MM has an intake of 60 and is considered equivalent to MBA by AIU.



## ALUMNI SPEAK



**Manoranjan Singh**  
Senior Executive – Sales & Marketing  
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) &  
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 & 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-MM. Pick PGDM Marketing for a bright career.

# POST GRADUATE DIPLOMA IN MANAGEMENT – BANKING AND FINANCIAL SERVICES (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, Accorded MBA equivalence by Association of Indian Universities (AIU)**



## PROGRAMME EDUCATIONAL OBJECTIVES

- To impart knowledge on a wide range of concepts relating to management, banking, insurance 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, Insurance & Financial Services in particular.

## PROGRAMME OUTCOMES

- Have a thorough understanding of concepts relating to management, banking, insurance 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, Insurance & Financial Services, with due focus on ethical aspects.

### Programme Head



**Dr M Chandra Shekar**

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### Co-Programme Head



**Dr Harishankar Vidyarathi**

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## PROGRAMME ARCHITECTURE

### FIRST YEAR

#### TRIMESTER-I

- Management and Organizational Behaviour
- Business Statistics for Decision Making
- Economics for Managers
- Accounting for Managers
- Personality Development and Business Communication
- Marketing Management
- Management of Bank Operations
- Financial Markets, Institutions and Services

#### TRIMESTER-II

- Human Resource Management
- Operations Research
- Corporate Finance
- Macro Economics
- IT Applications and FinTech
- Principles and Practices of Life Insurance
- Foreign Language – French
- Financial Econometrics & Research Methodology

#### TRIMESTER-III

- Fixed Income Securities
- Production and Operations Management
- Cost and Management Accounting
- Business Analytics for Managers
- Priming for Placements (Business Aptitude)
- Start-Ups and Entrepreneurial Finance
- Principles and Practices of General Insurance
- Comprehensive Viva

### Summer Internship Project (SIP – 8 weeks) – 3 Credits

### SECOND YEAR

#### TRIMESTER-IV

- Strategic Management
- Legal Environment for BFS
- Financial Modeling
- Finance Elective
- Subject 1
- Subject 2
- Other Elective
- Subject 1
- Subject 2
- SIP & Viva Voce

#### TRIMESTER-V

- Corporate Governance, Business Ethics and Corporate Social Responsibility
- International Banking, Treasury and Forex Management
- Finance Elective
- Subject 3 - Risk Management
- Subject 4
- Other Elective
- Subject 3
- Subject 4

#### TRIMESTER-VI

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

**Note:** 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.

### INTERNATIONAL STUDY TOUR

The institute offers experiential learning opportunities with various student activities to ensure a unique understanding of the work environment. Such activities help them understand and gain profound experience and exposure as a part of our outreach programme for the PGDM- BFS students; 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 organises national and local industrial visits every year to make the PGDM-BFS students aware of all the necessary industry-ready skill sets required to give a feel of work culture. The companies and institutions the students visited 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 like Financial Analyst, Equity Research Analyst, Portfolio Manager, Tax Consultant, EFA Analyst, and Credit Manager. Further, the industry also offers other profiles related to domains like Analytics, Operations, Marketing, HR, Information Systems, etc. Some of our prominent recruiters are Deloitte, PWC, D.E.Shaw, Arcesium India Pvt Ltd, Federal Bank, HDFC Bank, ANZ Bank, IDFC Capital First, OakNorth, FactSet, ICICI Securities, Invesco, Franklin Templeton, HDFC AMC, Piramal Capital, Accenture, Genpact and Coromandel visited the campus and offered the jobs as Analyst US Taxation, EFA analyst, Fund Accounting analyst, Credit Manager, Research Analyst, Management trainee, Data analyst and Business Process Associate etc.



## ALUMNI SPEAK



**K Sreshta Rebecca**  
PGDM-BFS – 2019-2021  
Senior Officer, 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 are 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.



**K Madhuri**  
PGDM-BFS – 2020-2022  
Analyst – EFA, Deloitte

The course PGDM – Banking and Financial Services was the right choice for me as I wanted to learn finance in depth and understand the subject more. The learning given by every lecturer was a fantastic journey for me to fall in love with finance all over again and the course has taught me the fundamentals in every aspect of accounting, tax, and financial markets. It is the perfect course to plan one's career in the domain of the BFSI sector.



**Kura Dinesh**  
PGDM-BFS - 2020-2022  
Senior Analyst, OakNorth

I still remember my IPE - OU college interview day, to thank my decision to go for PGDM in BFS, it not only upgraded my career prospects but provided me with a wide-ranged understanding of Finance, starting from Ratios to Portfolio theories to Financial Modeling and much more, sometimes I did get overwhelmed with such wide topics but with the help of great professors, I was able to cope up. Down the line, with the help of my professors' guidance and a good placement team, I landed a role in Financial Modelling (my all-time favourite topic) at an organization with a good work culture, including a good package as well. Post joining the job I realized that PGDM - BFS broad-based understanding of finance is not limited to land in a job but also opened me to many roles in the finance domain.



**Sreeprada Devarakonda**  
PGDM-BFS – 2020 - 2022  
Fund Accounting Analyst,  
Franklin Templeton

The homely environment, cooperative seniors and dedicated professors give me pleasure to say with pride that I have completed my PGDM in Banking and Financial Services from Institution of Public Enterprise. The relationship between faculties and student is very cordial, which allowed me to excel in the domain of Finance which is my area of interest.

Even though the majority of my learning in IPE was through online mode and professors helped me to grow as a better individual professionally & personally.



**Lakshmi Sanjanaa Bhavaraju**  
PGDM-BFS – 2020-2022  
Financial Functional Specialist, Genpact

IPE's PGDM-BFS gave me a broad understanding of finance, from the fundamentals to more complex concepts. I am fortunate to have such wonderful professors, and I am grateful for their ongoing support and direction, which allowed me to graduate with an excellent placement. At Genpact, I was hired as a Financial Functional Specialist with a positive work environment and a competitive salary.



# POST GRADUATE DIPLOMA IN MANAGEMENT – INTERNATIONAL BUSINESS (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, Accorded MBA equivalence by Association of Indian Universities (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**

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### Co-Programme Head



**Dr Rajesh  
Gangakhedkar**

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# PROGRAMME ARCHITECTURE

## FIRST YEAR

### TRIMESTER-I

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

### TRIMESTER-II

- Operations Research
- Corporate Finance
- Macro Economics
- Computer Applications for Business
- Global Business Environment
- Foreign Language – French
- Human Resource Management
- Export Marketing

### TRIMESTER-III

- Production and Operations Management
- Cost and Management Accounting
- Business Analytics for Managers
- Priming for Placements (Business Aptitude)
- Startups and Entrepreneurship
- International Marketing Research
- Global Finance and Foreign Currencies
- Comprehensive Viva

Summer Internship Project (SIP – 8 weeks)

## SECOND YEAR

### TRIMESTER-IV

- Strategic Management
- International Brand Management
- Commodity Trading and Price Risk Management
- Elective 1
- Subject 1
- Subject 2
- Elective 2
- Subject 1
- Subject 2
- SIP & Viva Voce

### TRIMESTER-V

- WTO and Regional Trade Agreements
- Crypto Currency and Block Chain
- International Business Laws
- Elective 1
- Subject 3
- Subject 4
- Elective 2
- Subject 3
- Subject 4

### TRIMESTER-VI

- MNC Strategies in Emerging Markets
- Corporate Governance, Business Ethics, Corporate Social Responsibility and Sustainability
- Project Management
- Research Project & Viva Voce

**Note:** 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.

## CAREER PROSPECTS / PLACEMENTS

Students of PGDM-IB would be hired like any MBA/ PGDM graduate for profiles in Marketing / Finance / HRM / IT / Production and Operations Management / Trading / Export / Import / Logistics / Supply Chain Management / Business Strategy, etc.

Global Managers in all functional areas of management such as International Marketing, International Finance, International HR, Global Supply Chain Management etc.

- Cultural Advisor
- Import Compliance Specialist
- Travel Director
- Diplomatic Associate
- Advisor Export Promotion Corporations



## ALUMNI SPEAK



**B. Abhishek, PGDM IB**  
*Analyst Product Coordinator –  
 Asia Pacific Region Solenis GCC  
 (2016-18)*

The curriculum of PGDM-IB is power-packed and updated on a regular basis as per the latest industry requirements. Subjects such as International Finance, International Marketing, MNC strategies at BOP Markets (which are exclusive subjects for IB) gave me insights into various critical aspects of International Business and Globalization. As part of the international port visit (which is yet another unique feature of IB), our batch visited the North Port of Malaysia. The current batch of students visited many more countries such as France, Germany, Switzerland, Belgium, Netherlands, Dubai etc as part of the industry visit.



**M.P. Meghana**  
*Analyst, Engagement Financial Advisor  
 Deloitte  
 (2020-22)*

The program PGDM-IB provided us with enumerated knowledge where specifically the foundation of international marketing and operations gave us deep insights into the global markets & challenges, Global supply chain, and its benefits, etc, which helped me to reach a good position, where I am today. A management degree with an additional dose of International Business is very useful in today's globalized world. The IB school has excellent faculty members, and I will always remain grateful for the guidance and support offered by them.

The educational tour to Dubai helped us to connect and learn from Industry leaders such as senior executives from Emirates Airline, Professors of Rochester University Dubai etc.



**Hemunth Kumar**  
*Deputy Manager  
 Coromandel International Limited  
 (2020-22)*

The PGDM-IB program at IPE gave me a comprehensive understanding of the impact of global policy issues on trade and supply chains at a national and international level. The exposure it offered to me was truly global in every sense. From the classroom to the board room, this program has enabled me to implement theory in practice. In a globalised trade ecosystem, it is important for you to have full knowledge of the international Trade environment and the mindset to tackle challenges associated with it to succeed, and this program provides you with both.



**Bala Chandra Reddy**  
*Area Executive  
 (CFP Convenience Focus Products) ITC  
 (2016-18)*

The PGDM – International Business program at IPE is among the best programs offered in International Business in India. The IB Program helped me lay that foundation upon which I have built a promising career within the corporate world. During the program we had the privilege of collaborating with the industry which gave us the corporate exposure. I am happy to say that most of us were able to achieve satisfying heights in our careers and the PGDM – IB course has played a key role in our careers.

# POST GRADUATE DIPLOMA IN MANAGEMENT – HUMAN RESOURCE MANAGEMENT (PGDM-HRM)

Today, HR managers assume an active role in the strategic planning and decision making in their organizations. The objective of the PGDM-HRM Program is to impart comprehensive and contemporary education on people strategies and HR competencies to HR practitioners, aspiring HR professionals, and entrepreneurs seeking to develop and demonstrate capabilities that are relevant to the present-day demands of the business.

The Post-Graduate Diploma in Management – Human Resource Management (PGDM-HRM) is a two-year full-time program comprising of four semesters of study including projects. This program is envisaged as one of the highest quality programs in Human Resource Management as it is proactively designed to provide eligible, suitable, and competent HR professionals with sufficient knowledge of business in all industrial sectors. The Institute started this two-year AICTE approved, full time PGDM-HRM program in the year 2012. The program has been granted MBA Equivalence by the Association of Indian Universities (AIU).

The course introduces the function of HRM at length, thus enabling the candidates to seek a career in HR. This program offers a platter of HR elective courses vis-à-vis other functional area core courses, thus allowing a skill variety. The program is pro-actively designed with an aspiration to impart skills and knowledge to the students who would like to pursue their career in the field of HR. Curriculum for the program is revised on a regular basis after taking inputs from the HR experts from the industry as well as academia. It is a dual specialization program with an intake of 60.



## KEY HIGHLIGHTS

- PGDM-HRM has a unique long-term project (LTP) opportunity.
- Students are provided opportunities to become members of the HR club.
- The course has been designed practically to suit the requirements of HR professionals and includes specialized papers in HR.

## 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



**Prof Ujjal Mukherjee**

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### Co-Programme Head



**Dr Vasanthi Donthi**

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## PROGRAMME ARCHITECTURE

### FIRST YEAR

#### TRIMESTER-I

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

#### TRIMESTER-II

- Operations Research
- Corporate Finance
- Macro Economics
- IT for Managers
- Performance and Compensation Management
- Organization Development
- Learning and Development
- French – Foreign Language

#### TRIMESTER-III

- Production and Operations Management
- Cost and Management Accounting
- Business Analytics for Decision Making
- Priming for Placements (Business Aptitude)
- Start-ups and Entrepreneurship
- Applied Research in HRM
- Talent Management
- Comprehensive Viva

### Summer Internship Project (SIP – 8 weeks)

### SECOND YEAR

#### TRIMESTER-IV

- Strategic Human Resource Management
- Business Laws
- Workforce Metrics
- Labour Legislation
- Competency Management
- Other Elective
- Subject 1
- Subject 2
- Summer Internship Project & Viva Voce

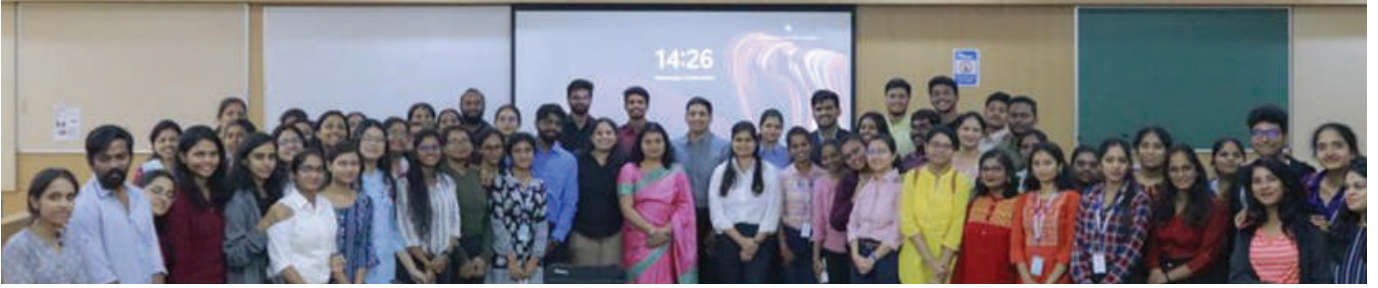
#### TRIMESTER-V

- Corporate Governance, Business Ethics and Corporate Social Responsibility
- HR Analytics
- Industrial Relations
- HRM in Global Perspective
- Other Elective
- Subject 3
- Subject 4

#### TRIMESTER-VI

- Emotional Intelligence and Positive Psychology
- Digitization of HR
- Project Management
- Long Term Project & Comprehensive Viva

**Note:** 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.



**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 alumna, 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.



**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 imbued me with a holistic view on how management principles strategically shape the business towards the synergistic organizational goals.



**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!

# POST GRADUATE DIPLOMA IN MANAGEMENT – BUSINESS ANALYTICS (PGDM – BA)

IPE Launched its two-year AICTE approved full time PGDM - Business Analytics Program for the academic year 2024-25 to meet the growing requirements of Analytics professionals. This Programme is mainly oriented towards imparting skills in analytics arena desired by the global and domestic business entities. The curriculum intends to reduce the gap between industry and academia, with the right blend of theory and practice, furthering students to nurture their innate talent for becoming business analysts, business intelligence analyst, marketing analyst, financial analyst, quantitative analyst, Risk analyst thus becoming invaluable and indispensable assets of an organization. Being a student of this program you would be able to gain an in- depth knowledge and analytical skills which will enable them to carry out various Trade and Business operations of an organization effectively and efficiently in the emerging globalized environment. This program has an intake of 60 students.

## PROGRAMME EDUCATIONAL OBJECTIVES

- To equip Graduates with a comprehensive understanding of key business functions and imbibe in them the ability to integrate this knowledge with advanced analytical and data-driven techniques to identify and solve complex business problems.
- To prepare Graduates with strong data analytical skills using modern technological tools to analyse and interpret large datasets, thereby enabling informed and effective decision-making in various business contexts.
- To enable Graduates to cultivate innovative thinking, entrepreneurial skills and apply them for various business situations to identify opportunities, develop startup ventures, and drive organizational growth and transformation in a competitive global market.
- To develop Graduates with strong communication skills to work independently and collaboratively with diverse teams, and to effectively present data-driven insights and business strategies to various stakeholders, thereby enhancing their impact in the business analytics domain.
- To train Graduates to exhibit responsible leadership and ethical decision-making, with a keen understanding of both domestic and global business dynamics, and a commitment to sustainable practices that benefit organizations and society.

## PROGRAMME OUTCOMES

- Graduates will demonstrate a holistic understanding of core and contemporary management concepts and analytics principles.
- Graduates will be able to identify business problems, formulate related analytical models and evaluate their capability in addressing intricate business issues.
- Graduates will exhibit critical thinking abilities and reasoning skills to analyse the problems that are needed for designing and recommending innovative solutions for multifaceted business problems using advanced analytics techniques and for developing data-driven strategies for the processes to meet the specified needs.
- Graduates will demonstrate their skill of using predictive modelling techniques, modern analytical approaches including software languages and data visualization tools and their scope.
- Graduates will develop an understanding of the environmental (GLOCAL) impact of businesses and apply management and analytics knowledge to create innovative and sustainable solutions for future generations.
- Graduates will recognize and absorb the importance of lifelong learning, individual skills and team skills, in response to the continuous analytical and technological changes in the dynamic business environment.
- Graduates will proficiently exhibit oral and written communication skills tailored to local and multinational organizational environments.
- Graduates will demonstrate professionalism, entrepreneurial acumen, ethical conduct, leadership, and resilience while collaborating with diverse stakeholders and addressing the managerial challenges.

### Programme Head



**Prof KV Anantha Kumar**

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E: ananth@ipeindia.org

### Co-Programme Head

**Dr M A Nayeem**

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E: nayeem@ipeindia.org





# PROGRAMME ARCHITECTURE

## FIRST YEAR

### TRIMESTER-I

- Management and Organizational Behaviour
- Business Statistics for Decision Making
- Economics for Managers
- Accounting for Managers
- Information technology for Managers
- Marketing Management
- Personality Development and Business Communication

### TRIMESTER-II

- Human Resource Management
- Operations Research
- Corporate Finance
- Macro Economics
- SQL for Managers
- Data Science Using R
- Big Data for Business Decisions
- Priming for Placements (Business Aptitude)

### TRIMESTER-III

- Production and Operations Management
- Cost and Management Accounting
- Business Research Methods
- Foreign Language – French
- Start-Ups and Entrepreneurship Development
- Machine Learning using Python
- Data Analytics Using SAS
- Data Visualization and Story Telling ( Power BI and Tableau)
- Comprehensive Viva

Summer Internship Project (SIP – 8 weeks)

## SECOND YEAR

### TRIMESTER-IV

- Strategic Management
- Artificial Intelligence and Deep Learning
- Social Media and Web Analytics
- Business Analytics Elective Subject 1  
Subject 2
- Other Elective Subject 1  
Subject 2
- Summer Internship Project & Viva Voce

### TRIMESTER-V

- Business Laws
- Natural Language Processing
- Generative AI
- Business Analytics Elective Subject 3  
Subject 4
- Other Elective Subject 3  
Subject 4

### TRIMESTER-VI

- Project Management
- Corporate Governance, CSR and Business Ethics
- Long Term Research Project & Viva

**Note:** The structure and courses shown above are tentative in nature and subject to change. The structure, course and credits may be subject to change from time to time, within the bounds of AICTE Rules / regulations / norms.

# ELECTIVE WISE LIST OF SUBJECTS

The students have to select any one or two Elective Streams from the list mentioned below as per the norms of the programme.

## TRIMESTER-IV

### Finance Elective

- Financial Analysis and Credit Management
- Financial Modelling
- Security Analysis and Portfolio Management
- Tax Planning and Management
- Corporate Restructuring, Mergers and Acquisitions
- Strategic Cost Management
- Fixed Income Securities
- Financial Econometrics
- Financial Markets, Institutions and Services

### Marketing Elective

- Product and Brand Management
- Customer Relationship Management
- Digital and Social Media Marketing
- Strategic Marketing
- Rural & Agri Marketing
- Services Marketing

### HR Elective

- Contemporary HRM
- Industrial Relations
- HR Auditing
- Cross Cultural Management
- Talent Management
- Strategic Human Resource Management

### Operations Elective

- Supply Chain Management
- Management of Service Operations
- Lean Management
- Optimization Models for Industry
- Operations Strategy

### Business Analytics Elective

- Marketing Analytics
- Operations Analytics
- Financial Analytics
- HR Analytics
- Machine Learning for Business Applications

### Systems Elective

- Management Information Systems
- e-Commerce
- Data Mining and Business Intelligence
- R for Data Science

### Economics Elective

- Industrial Economics
- Public Finance
- Urban Economics
- Agricultural Economics
- Environmental Economics
- International Economics
- Mathematical Economics

### Entrepreneurship Elective

- Entrepreneurial Finance
- Social Entrepreneurship and Social Innovation
- Family Business Management

## TRIMESTER-V

### Finance Elective

- Risk Management
- Derivatives and Structured Finance
- Financial Planning and Wealth Management
- Entrepreneurial Finance
- Strategic Financial Management
- Financial Analytics
- Foreign Exchange Arithmetic
- Private Equity
- Mutual Funds

### Marketing Elective

- Marketing Analytics
- Sales & Distribution Management
- Global Marketing Management
- Social Marketing
- Consumer Behaviour
- Integrated Marketing Communications

### HR Elective

- Balanced Scorecard
- Organization Development
- Learning and Development
- Leadership and Change Management
- HR Analytics

### Operations Elective

- Total Quality Management
- Strategic Sourcing
- Warehouse Management
- Technology and Innovations Management
- Advanced Inventory Modelling
- Operations Analytics

### Business Analytics Elective

- Big data analytics
- IOT Data Management and Analytics
- Cloud computing for Business
- Deep learning
- Block Chain Technology for Business

### Systems Elective

- IT Infrastructure
- Enterprise Resource Planning
- Advanced Excel for Statistical Data Analysis
- Digital Governance

### Economics Elective

- Natural Resource Management
- Energy Economics
- Econometrics
- Contemporary Government Policies & Business
- Monetary Economics
- Economics of Infrastructure
- Digital Economy

### Entrepreneurship Elective

- Corporate Entrepreneurship
- Creativity, Innovation, and Entrepreneurship
- Detailed Project Report (DPR) – Compulsory in nature

\*\* The list of subjects is indicative. The Institute reserves the right to make modifications at any point during the programme as per the market needs.

# 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, Gov.

## Admission Procedure

- Candidates have to appear in any one of the admission test (CAT / XAT / MAT / ATMA / CMAT / GMAT).
- Register for IPE Admissions online.
- Short listed candidates will be called for Group Discussion and Personal Interview to be held at IPE Hyderabad and in major cities by IPE both in physical form or in online form. Timely updates on the same will be posted to the applicants by IPE Admissions and the same is posted on IPE website.
- The selection of candidates will be based on the below mentioned evaluation criteria:

## 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
<b>Total</b>	<b>100</b>

- Selected candidates for admission will be informed through email. The students joining the institute need to pay the fee as per the fee structure given below:

## Fee Structure\*

### Academic Fee

S. No	Fee Particulars	Amount (Rs.)
<b>(A)</b>	<b>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)</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

\*(Subject to Revision)

- For further clarifications one can write a mail to admissions@ipeindia.org.
- Refund norms on cancellation of admission can be had from the website.

Any dispute would be subject to Jurisdiction of the competent courts within the territorial jurisdiction of the City of Hyderabad.

## Hostel Fee\*

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

Management reserves the right to convert single occupancy into double occupancy as the need may be and charge the student accordingly.

\*(Subject to Revision)

## Transport Fee\*

Particulars	Amount
Any route to and from City - IPE Shamirpet Campus	Rs.45,000.00

\*(Subject to Revision)

IPE website provides updates on fee details of the Programme, Hostel and Transport.

## Medical Insurance

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 with varied 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 Northeastern States, Jammu Kashmir and Ladakh. Scholarships are provided for students with high talent in sports / arts at graduate level. Students representing any sports at the National / International level with certificates issued by Sport Associations authorized by the Sports Authority of India (SAI) are eligible. All the scholarship applications will be scrutinized by the Internal Committee and the scholarship list will be finalized. The decision of the committee is final and is abided by. 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.



## NOTE

1. Candidates receiving corporate scholarships or any other scholarships are not entitled for these merit scholarships.
2. Eligible student can claim only a single scholarship.
3. The scholarship scheme is subject to review and change at the discretion of the Institute of Public Enterprise, Hyderabad.
4. Scholarships would be taken up for disbursement in the month of December.

The details of the scholarships are given 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 & 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\*

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 and 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
International Participation	4,00,000
National Participation	2,00,000

### Scholarships for Talent in Arts\*

Criteria	Scholarship Amount
International Participation	2,00,000
National Participation	1,00,000

Note: \*Subject to Revision

## Contact us @ Admissions

Ph: 040-2349 0948  
Toll Free No. 1800-120-4473 or  
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TL – Admissions Counselling  
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# 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., 10th and 12th 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

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# INDUSTRY INTERNSHIPS / SUMMER INTERNSHIP PROJECTS (SIPS)

Our Summer Internship Program (SIP) fosters valuable industry experience for students through placements spanning six to eight weeks across diverse sectors like manufacturing, trading, consulting, and more. Partnering with over half a dozen companies through MOUs, we facilitate seamless academia-industry collaboration, offering both stipend-based full-time and part-time internships without disrupting regular studies. Impressively, some students secure Pre-Placement Offers (PPOs) based on their outstanding performance. Projects encompass various domains such as marketing, finance, HR, and business analytics, providing students with a comprehensive and enriching internship experience.

Our students were offered SIPs by several leading companies, including: Deloitte Consulting India Private Limited, Amazon, HEDGE Kerala, Dr. Reddy's Laboratories, EDP soft Private Limited, Ernst & Young Global Limited, Future Generali India Life Insurance Co. Ltd, GaoTek.inc, GD Research Center Pvt. Ltd, Gland Pharma Limited, Global Data research centre, ICICI Bank, S&P Global(IHS Markit), IIFL Securities, KCP cements LTD, Kinsei Consultancy, Kotak Mahindra bank, Larsen and Toubro Ltd, Metrics4 Analytics Pvt. Ltd., Motilal Oswal Financial Services Limited, MWH Holdings Private Limited, NABARD - Nestle India, NMDC Limited, Outlook (Publishing) India Pvt Ltd, Randstad India Pvt. Ltd, Reserve Bank of India, State Bank of India, SHV Energy Private Limited Sify Technologies Pvt Ltd, TATA Steel, TCS iON, TVS Brakes India Private Limited, Unschool, Vizag Steel Plant, Zydex Organics, etc.





# RECRUITERS



# FACILITIES@ IPE

## Hostels

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.



## Transport

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



## Library

The Institute library has a rich collection of 45,784 documents, including books, reports and journal back volumes in different areas of management. The library also offers thousands of electronic books, journals, magazines, videos and more. The digital sources can be accessed anytime and anywhere for authenticated users.



## Computer Lab

The IT infrastructure at the institute has composite hardware, software, network resources and services required for the existence, operation and management of the institution. There are two computer labs for the students of IPE.



## Medical Facility

A resident nurse is available in the Campus round the clock to take care of the medical requirements of the Hostellers and Day scholars.



## Gym





## Sports Facility

The importance of physical activity for students to unwind and energize themselves has always been the priority for IPE. Thus IPE in its Shamirpet campus has FIFA certified Football Court, Indoor Stadium, Volleyball Court, Basket Ball Court, etc.



## STUDENT LIFE@ IPE







Estd : 1964

# INSTITUTE OF PUBLIC ENTERPRISE

(Under the aegis of ICSSR, MoE, GoI)

Hyderabad

## City Office

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## Campus

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