

**ACHIEVE YOUR DREAMS WITH  
PGDM PROGRAM FROM PIBM CHANDIGARH**

**AICTE APPROVED 2 YEARS FULL-TIME**

**PGDM PROGRAM**

**6 Months at PIBM Pune • Industry-Focused Curriculum**



**DREAM BIG.  
ACHIEVE BIGGER.**

Beyond classroom learning, PIBM Chandigarh equips students with **certifications, industry exposure, and 10-20 placement opportunities to maximize career outcomes.**



**SWAROOP KUMARI**

**JASMEET SINGH CHHABRA**

Placed as  
**PROJECT TRAINEE**



**₹26 LPA HIGHEST PACKAGE**  
**PIBM PLACEMENTS | BATCH 2024-26**



# PROGRAM DETAILS



<p><b>Affordable, Premium, and Personalized Learning</b></p>	<p><b>LOI at the time of admission for 100% Job Placement Assurance</b></p>
<p><b>6-Month Advanced Classes at PIBM Pune Campus</b></p>	<p><b>Top Faculty from IIMs with Industry-aligned Curriculum</b></p>
<p><b>Committed Placements in Top 1000+ Companies</b></p>	<p><b>Industry Certifications for Skills Development</b></p>
<p><b>Minimum 10-20 Placement Opportunities will be given to each student</b></p>	

**All PIBM CHANDIGARH Students will get all the features mentioned on the next pages:**



# SPECIALIZATIONS

**MARKETING**



**FINANCE**



**BUSINESS  
ANALYTICS**



# TRAINING & LEARNING FEATURES

All students of PIBM Chandigarh Program will get the following



## 1 6-MONTHS ADVANCED CLASSES AT PUNE CAMPUS

Students undergo 6 months of advanced on-campus classes after the 2<sup>nd</sup> Sem at PIBM Pune, focusing on practical exposure, live projects, and corporate-oriented learning for accelerated career growth.



## 2 UNIFORM, LAPTOPS & LEARNING RESOURCES

PIBM provides students with official uniforms and free laptops, along with comprehensive digital learning content, ensuring a disciplined environment and uninterrupted access to academic resources.



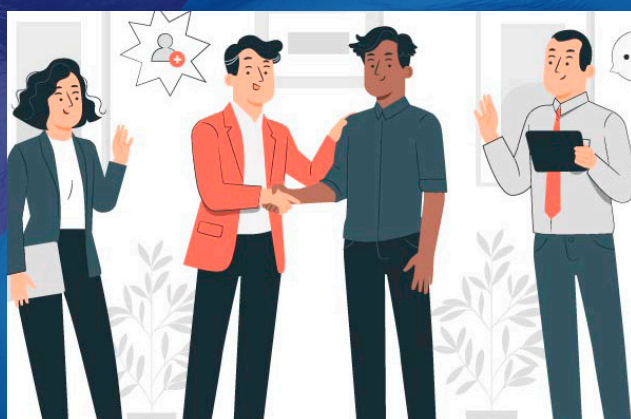
## 3 ASSURED 10-20 PLACEMENT OPPORTUNITIES

Every student of PIBM's PGDM Program at Chandigarh Campus is provided with a minimum of 10–20 placement opportunities, ensuring extensive exposure to top recruiters and multiple chances to secure the right role.



## 4 SUMMER INTERNSHIP PROGRAM

Students undergo a structured Summer Internship Program with leading companies, gaining hands-on industry exposure, live projects, and practical business experience aligned with their specialization.



## 5 WINTER INTERNSHIP PROGRAM

Students participate in the Winter Internship Program to gain practical exposure, build professional skills, and enhance employability.



## 6 EXCLUSIVE SCHOLARSHIPS – PIBM CHANDIGARH

PIBM offers exclusive scholarships for eligible students enrolling at the Chandigarh campus, making quality management education more accessible and affordable.

### SCHOLARSHIP STRUCTURE

- Chandigarh Campus: Program Fee ₹7 Lakhs (up to ₹1 Lakh Scholarship)
- Pune + Chandigarh Hybrid: Program Fee ₹8 Lakhs (up to ₹1 Lakh Scholarship)
- Global Program: Program Fee ₹30 Lakhs (up to ₹2 Lakhs Scholarship)



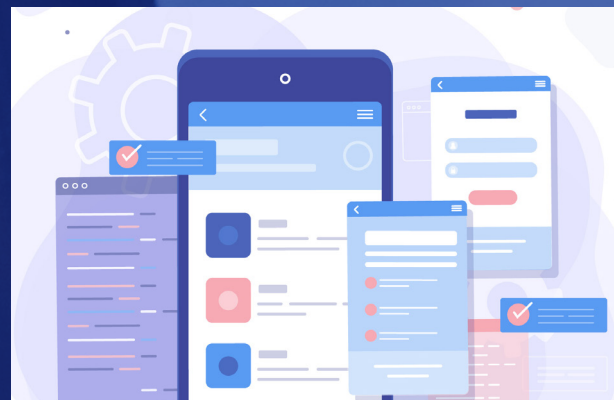
**7 DOUBT-CLEARING SESSIONS**

Dedicated doubt-clearing sessions ensure personalized academic support, allowing students to clarify concepts, strengthen fundamentals, and progress confidently through the program.



**8 CEO & CORPORATE CONNECT**

Students gain access to corporate events, CEO interactions, HR meets, HR conclaves, and industry forums, enabling meaningful networking and real-world insights.



**9 SMART LEARNING APPLICATION (LMS)**

Utilize our advanced learning app to access interactive sessions and comprehensive content, providing an enhanced and immersive learning experience.



**10 LETTER OF INTENT**

During admission, students will receive the letter of intent from various companies of diverse sectors, which can be easily converted into offer letters once they complete the entire two-year program.



## 11 TRAINING ON PRESENTATION, APTITUDE, AND MOCK GDS

Students get weekly sessions on presentation skills, aptitude development, and group discussions, which increase their overall confidence and can be expanded as per student demand.



## 12 PLACEMENT OPPORTUNITIES

Apart from the LOI, students will also get the opportunity to sit for the Placement Process of PIBM's 1000+ Flagship recruiters pool.



## 13 PIBM ALUMNI STATUS

Get the elusive PIBM Alumni status and connect with a network of 15000+ Alumni.

All students with **FINANCE SPECIALIZATION** will go through these extra certifications apart from their regular subjects:

- |    |                               |    |                             |
|----|-------------------------------|----|-----------------------------|
| 1  | GLOBAL TAXATION               | 2  | CISI CERTIFICATION          |
| 3  | FINANCIAL MODELING            | 4  | FINANCE & ACCOUNTS          |
| 5  | COMMERCIAL CREDIT RISK        | 6  | EQUITY MODELLING            |
| 7  | DEBT MODELLING                | 8  | CAPITAL MARKET OPERATIONS   |
| 9  | PROJECT MANAGEMENT            | 10 | TECHNICAL RESEARCH          |
| 11 | FUNDAMENTAL RESEARCH          | 12 | BUSINESS ANALYSIS - FINANCE |
| 13 | US MORTGAGE PROCESS           | 14 | UNDERWRITING - INSURANCE    |
| 15 | UNDERWRITING - BUSINESS LOANS |    |                             |

**All the above Certifications are Explained on the next page.**



# Apart from all the programs, **Finance** Students of PIBM Chandigarh will undergo these Extra Certification Programs

## 1 GLOBAL TAXATION (Finance Specialization)

Training students to cultivate advanced expertise in comprehending and excelling in cross-border taxation.

### STUDENTS ARE TRAINED ON:

Differences between <b>GLOBAL TAX SYSTEMS</b>	Impact of <b>TAX CUTS ON GLOBAL TAXATION</b>
<b>SOURCING, WITHHOLDING, AND COMPLIANCE</b>	<b>INTERNATIONAL FINANCIAL REPORTING STANDARDS (IFRS)</b>
<b>TAX STRUCTURING, PENALTIES &amp; DISPUTE RESOLUTION</b>	Understanding <b>TERRITORIAL TAXATION</b>



SKILLING IN GLOBAL TAXATION WILL HELP YOU GET PLACED IN TOP COMPANIES SUCH AS:



and many more...



## 2 CISI CERTIFICATION

(Finance Specialization)

Comprehensive training for CISI Certification to enhance students' knowledge in banking & finance, providing valuable industry credentials to excel in the financial services sector.

### STUDENTS ARE TRAINED ON:

- COMPLIANCE & RISK
- CAPITAL MARKETS
- CORPORATE FINANCE
- FINANCIAL PLANNING
- WEALTH MANAGEMENT

SKILLING IN CISI WILL HELP YOU GET PLACED IN TOP COMPANIES SUCH AS:



and many more...

3

## FINANCE & ACCOUNTS CERTIFICATION

(Finance Specialization)

Students learn key financial concepts, such as budgeting, financial analysis, and bookkeeping. It equips them with the skills to manage financial records, analyze financial data, and make informed decisions related to investments, expenses, and financial planning.

→ R2R - Record to Report

→ O2C - Order to Cash

→ P2P - Procure to Pay

### STUDENTS ARE TRAINED ON:

- Understanding & analyzing **BALANCE SHEETS, INCOME STATEMENTS, AND CASH FLOWS**
- Developing **ADVANCED ACCOUNTING SKILLS**
- Analyzing **FINANCIAL STATEMENTS AND PREPARING REPORTS**
- **CORPORATE GOVERNANCE AND FINANCIAL REPORTING PRINCIPLES**

SKILLING IN FINANCE & ACCOUNTS WILL HELP YOU GET PLACED IN TOP COMPANIES SUCH AS:



and many more...



## 4 FINANCIAL MODELING CERTIFICATION

(Finance Specialization)

At PIBM, students specializing in finance receive comprehensive training in financial modeling, equipping them to gather and represent financial data for accurate business calculations, including valuation.

### STUDENTS ARE TRAINED ON:

- Effective design, cross-checking, and structure of **FINANCIAL MODELS**
- Practical experience in **BUILDING ROBUST AND FLEXIBLE FINANCIAL MODELS**
- **REALISTIC FINANCIAL FORECASTING**
- **FAIR VALUE DETERMINATION** for companies/assets

SKILLING IN FINANCIAL MODELING WILL HELP YOU GET PLACED IN TOP COMPANIES SUCH AS:



and many more...

5

## COMMERCIAL CREDIT RISK

(Finance Specialization)

Training students to build deep expertise in evaluating, managing, and mitigating credit risk across commercial lending portfolios.

### STUDENTS ARE TRAINED ON:

- Commercial Credit Appraisal & Risk Assessment
- Financial Statement Analysis for Credit Decisions
- Cash Flow & Debt Service Coverage Analysis
- Credit Rating Models & Risk Scoring
- Loan Structuring, Covenants & Documentation
- Early Warning Signals, NPA & Stress Testing

**SKILLING IN COMMERCIAL CREDIT RISK WILL HELP YOU**

**GET PLACED IN TOP COMPANIES SUCH AS:**



and many more...



## 6 EQUITY MODELLING

(Finance Specialization)

Training students to develop hands-on expertise in equity valuation and investment decision-making using real-world financial models.

### STUDENTS ARE TRAINED ON:

- Financial Statement Analysis for Equity Valuation
- DCF, Relative Valuation & Comparable Analysis
- Revenue Forecasting & Cost Modelling
- Industry & Company Valuation Frameworks
- Sensitivity, Scenario & Risk Analysis
- Investment Thesis & Equity Research Reports

SKILLING IN EQUITY MODELLING WILL HELP YOU  
GET PLACED IN TOP COMPANIES SUCH AS:



and many more...

7

## DEBT MODELLING

(Finance Specialization)

Training students to gain expertise in structuring, analyzing, and managing debt instruments and leverage-driven financial models.

### STUDENTS ARE TRAINED ON:

- Debt Instruments & Capital Structures
- Cash Flow Modelling for Debt Servicing
- Project Finance & Leveraged Buyout Models
- Covenant Testing & Credit Metrics
- Interest Rate & Refinancing Risk Analysis
- Scenario & Stress Testing for Debt Models



SKILLING IN DEBT MODELLING WILL HELP YOU GET PLACED IN TOP COMPANIES SUCH AS:



and many more...



**8**

## CAPITAL MARKET OPERATIONS

(Finance Specialization)

Training students to understand the operational backbone of capital markets across trading, clearing, settlement, and compliance.

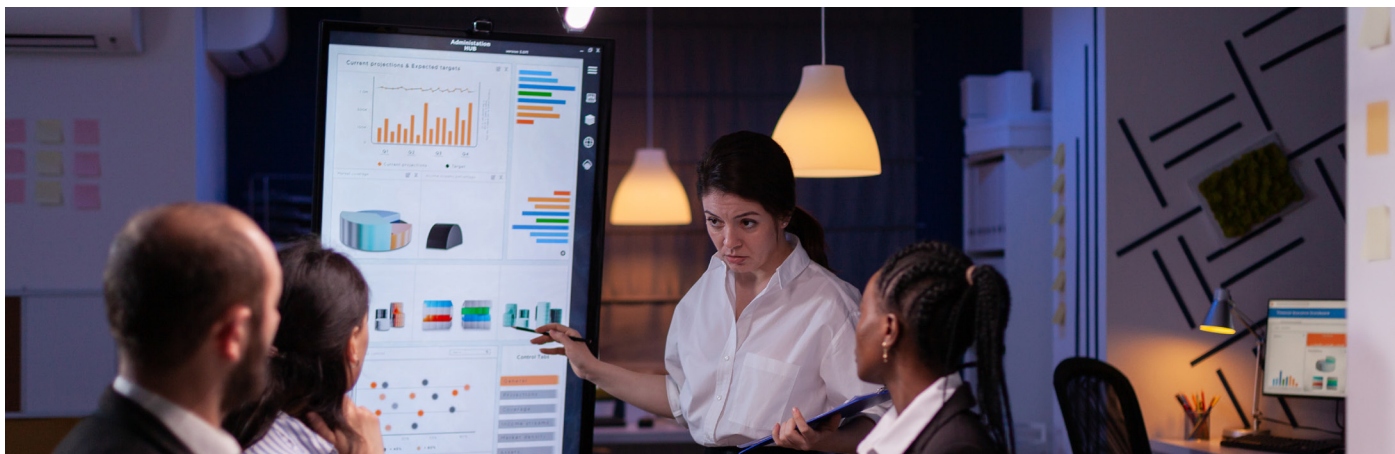
### STUDENTS ARE TRAINED ON:

- Capital Market Structure & Participants
- Trade Lifecycle – Front, Middle & Back Office
- Clearing, Settlement & Custody Operations
- Regulatory Framework & Market Compliance
- Corporate Actions & Reconciliation
- Risk Management & Operational Controls

**SKILLING IN CAPITAL MARKET OPERATIONS WILL HELP YOU GET PLACED IN TOP COMPANIES SUCH AS:**



and many more...



9

## PROJECT MANAGEMENT

(Finance & Operations Specialization)

Training students to manage complex projects by integrating financial planning, execution control, and risk management.

### STUDENTS ARE TRAINED ON:

- Project Planning, Scheduling & Budgeting
- Cost Control & Financial Monitoring
- Risk, Quality & Stakeholder Management
- Agile & Traditional Project Frameworks
- Resource Allocation & Performance Tracking
- Project Reporting & Closure

**SKILLING IN PROJECT MANAGEMENT WILL HELP YOU GET PLACED IN TOP COMPANIES SUCH AS:**



and many more...

10

# TECHNICAL RESEARCH

(Finance Specialization)

Training students to analyze market behavior using price action, indicators, and quantitative trading tools.

## STUDENTS ARE TRAINED ON:

- Chart Patterns & Trend Analysis
- Technical Indicators & Oscillators
- Candlestick Analysis & Market Psychology
- Risk-Reward & Trading Strategies
- Portfolio & Trade Management
- Technical Research Report Writing

SKILLING IN TECHNICAL RESEARCH WILL HELP YOU GET PLACED IN TOP COMPANIES SUCH AS:


11

## FUNDAMENTAL RESEARCH

(Finance Specialization)

Training students to evaluate businesses using financial, economic, and industry-driven analysis for long-term investment decisions.

### STUDENTS ARE TRAINED ON:

- Financial Statement & Ratio Analysis
- Business & Industry Analysis
- Macroeconomic Impact Assessment
- Valuation & Forecasting Models
- Investment Research & Reporting
- Portfolio Construction & Review

**SKILLING IN FUNDAMENTAL RESEARCH WILL HELP YOU**

**GET PLACED IN TOP COMPANIES SUCH AS:**




ICRA  
A MOODY'S INVESTORS  
SERVICE COMPANY

J.P.Morgan

Goldman  
Sachs



HDFC  
ASSET MANAGEMENT COMPANY LIMITED



SBI FUNDS  
MANAGEMENT LIMITED



AXIS MUTUAL FUND



ADITYA BIRLA  
CAPITAL  
ASSET MANAGEMENT



FRANKLIN  
TEMPLETON



Crisil  
a company of S&P Global

and many more..



## 12 BUSINESS ANALYSIS – FINANCE

(Finance Specialization)

Training students to bridge business objectives with financial insights through data-driven decision-making.

### STUDENTS ARE TRAINED ON:

- Financial Data Analysis & Interpretation
- Business Requirement & Process Mapping
- Budgeting, Forecasting & MIS Reporting
- Financial Modelling & Decision Support
- Stakeholder Communication & Dashboards
- Strategic & Operational Analysis

**SKILLING IN BUSINESS ANALYSIS – FINANCE WILL HELP YOU GET PLACED IN TOP COMPANIES SUCH AS:**



and many more...

13

# US MORTGAGE PROCESS

(Finance Specialization)

Training students to understand end-to-end US mortgage operations aligned with international banking standards.

## STUDENTS ARE TRAINED ON:

- US Mortgage Lifecycle & Loan Types
- Loan Origination & Processing
- Credit, Income & Asset Verification
- Compliance, Disclosure & Documentation
- Closing, Post-Closing & Servicing
- Regulatory Framework (US Market)



SKILLING IN US MORTGAGE PROCESS WILL HELP YOU GET PLACED IN TOP COMPANIES SUCH AS:


and many more...

# 14 UNDERWRITING – INSURANCE

(Finance Specialization)

Training students to assess insurance risk and make underwriting decisions across multiple insurance products.

## STUDENTS ARE TRAINED ON:

- Insurance Principles & Risk Evaluation
- Policy Terms, Coverage & Pricing
- Claims Analysis & Loss Ratios
- Regulatory & Compliance Framework
- Reinsurance & Risk Mitigation
- Underwriting Tools & Documentation

**SKILLING IN INSURANCE UNDERWRITING WILL HELP YOU GET PLACED IN TOP COMPANIES SUCH AS:**



and many more...

15

# UNDERWRITING – BUSINESS LOANS

(Finance Specialization)

Training students to assess borrower risk and structure business loans across MSME and corporate segments.

## STUDENTS ARE TRAINED ON:

- Business Loan Products & Structures
- Credit Appraisal & Risk Assessment
- Financial & Cash Flow Analysis
- Collateral, Covenants & Documentation
- Credit Approval & Disbursement Process
- Portfolio Monitoring & NPA Management

## Loan Agreement

The objectives will be based on how you gain sales by acquiring and keeping customers. A marketing strategy helps on making good messages with the right twist of marketing approaches in order to have a good outcome of your sales and marketing activities. It is a process of focusing resources on the greatest opportunities to increase sales and achieve the company's target. Marketing strategy helps on how your marketing plan should work. Marketing budgets will be set, at the same time it will also show you how you're going to work with your targets, it maybe through networking etc.

Having the perfect timing with your activities and your customers buying cycles will help you saving money and maximizing sales. Branding is defined as the process of coming up or making a unique name or design for a certain product. Your brand tells your customers what they expect from the products and services you offer. Are you innovative or are you the experienced type? or do you offer a high-cost, high-quality product, or a low-cost, high-volume product? It's impossible to be both. You should consider on thinking what your customers need logo is them main foundation of a brand. All the promotional materials should be connected with your logo to communicate with brand Brand messages are developed and planned based on the questions how, what, when, to whom and where your brand strategy. Brand messages are delivered and planned based on the questions how, what, when, to whom and where your brand strategy. Brand messages are delivered and planned based on the questions how, what, when, to whom and where your brand strategy. Brand messages are delivered and planned based on the questions how, what, when, to whom and where your brand strategy.

The strategy of branding should be consistent, because it leads to a strong brand equity. Branding is defined as the process of coming up or making a unique name or design for a certain product. The strategy of branding you have should be consistent, because it leads to a strong brand equity. Branding is defined as the process of coming up or making a unique name or design for a certain product. The strategy of branding you have should be consistent, because it leads to a strong brand equity. Branding is defined as the process of coming up or making a unique name or design for a certain product. The strategy of branding you have should be consistent, because it leads to a strong brand equity.

(A) Financial strategy's goal is to increase sales and achieve advantage over other competitors. It includes short term and long term objectives that has to do with the analysis of a company's situation and contribute to it's objectives.

Marketing strategy helps on making good messages with the right twist of marketing approaches in order to have a good outcome of your sales and marketing activities.

(E) Putting your strategy into action is how your marketing plan should work. Marketing budgets will be set, at the same time it will show you're going to work with your targets, it maybe through networking, advertising etc. Having the perfect timing with your activities and your customers buying cycles will help you saving money and maximizing sales. The marketing plan should be innovative. It should show on how your sales are followed up and the activities your doing to develop your offers.

(F) Improvement should be measured regularly and assessed in order for you to know what's beneficial and what is not. This will help on how your sales are followed up and the activities your doing to develop your offers.

(G) Brand messages are delivered and planned based on the questions how, what, when, to whom and where your brand strategy. Brand messages are delivered and planned based on the questions how, what, when, to whom and where your brand strategy. Brand messages are delivered and planned based on the questions how, what, when, to whom and where your brand strategy.

( ) ( ) ( )  
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## SKILLING IN BUSINESS LOAN UNDERWRITING WILL HELP YOU

GET PLACED IN TOP COMPANIES SUCH AS:



and many more...

All students with

## MARKETING SPECIALIZATION

will go through these extra certifications apart from their regular subjects:

1

**B2C SALES STRATEGIES**

2

**DIGITAL MARKETING CERTIFICATION - BASIC**

3

**DIGITAL MARKETING ANALYTICS CERTIFICATION**

4

**CONTENT CREATION CERTIFICATION**

5

**RETAIL STORE MANAGEMENT CERTIFICATION**

6

**AREA SALES MANAGEMENT FOR B2C CERTIFICATION**

7

**BANKING & INSURANCE SALES & MARKETING CERTIFICATION**

8

**REAL ESTATE SALES & MARKETING CERTIFICATION**

9

**CHANNEL SALES MANAGEMENT CERTIFICATION**

10

**BUSINESS ANALYSIS – S&D (SAP DOMAIN)**

**All the above Certifications are Explained on the next page.**



All students with

## MARKETING SPECIALIZATION

will go through these extra certifications apart from their regular subjects:

11

**BUSINESS ANALYSIS –  
SALES, MARKETING &  
PROJECTS**

12

**PRODUCT MANAGEMENT  
(SALES & MARKETING)**

13

**IT PRE-SALES**

14

**COMMERCIAL BANKING**

15

**MARKETING ANALYST**

16

**CRM ANALYST**

17

**B2B SALES MANAGER**

**All the above Certifications are  
Explained on the next page.**



# Apart from all the programs, **Marketing** Students of PIBM Chandigarh will undergo these Extra Certification Programs

1

## RETAIL STORE MANAGEMENT CERTIFICATION

(Marketing Specialization)

With the assistance of knowledgeable instructors from the retail industry itself, get specialized training in retail management.

**CHALLENGES** with relation to **VARIOUS MARKETING CHANNELS**

**RETAIL OPERATIONS MANAGEMENT** with study of Logistics & Distribution

**VISUAL MERCHANDISING, CATEGORY & INVENTORY MANAGEMENT**

**RISK MANAGEMENT, and RETAIL SELLING & PROMOTIONS**

**CRM, and CONSUMER BEHAVIOR**

SKILLING IN RETAIL STORE MANAGEMENT WILL HELP YOU GET PLACED IN TOP COMPANIES SUCH AS:



and many more...





## 2 AREA SALES MANAGEMENT FOR B2C (Marketing Specialization)

Get training on different B2C models with respect to area sales management.

### STUDENTS ARE TRAINED ON:

Sales Funnel & Flywheel

Quality Lead Generation & Nurturing

Cross-selling and upselling

Branding & Awareness Strategies

SKILLING IN B2C SALES MANAGEMENT WILL HELP YOU GET PLACED IN TOP COMPANIES SUCH AS:



and many more...

3

# REAL ESTATE SALES & MARKETING CERTIFICATION

(Marketing Specialization)

Students will master the most effective skills to dominate the real estate market.

**B2B & B2C SALES** in Real Estate

**NEGOTIATION SKILLS FOR REAL ESTATE**

**DIGITAL CHANNEL MANAGEMENT**

**STRATEGIC ACCOUNT MANAGEMENT**

SKILLING IN REAL ESTATE SALES & MARKETING MANAGEMENT WILL HELP YOU GET PLACED IN TOP COMPANIES SUCH AS:



and many more...



## 4 BANKING & INSURANCE SALES & MARKETING CERTIFICATION

(Marketing Specialization)

This certification offers the marketing specialization students practical insights into various components of BFSI Sales & Marketing such as:

### STUDENTS ARE TRAINED ON:

Retail Banking Operations	Digital Banking	Insurance Risk Management
Fundamentals and Strategies of Insurance Sales	Basics of Regulations, Governance and Compliance	
B2C and B2B Sales of Financial Services	Bank Finance Management	

**SKILLING IN BANKING & INSURANCE SALES & MARKETING WILL HELP YOU GET PLACED IN TOP COMPANIES SUCH AS:**



and many more...

5

## B2C SALES STRATEGIES FOR FMCG CERTIFICATION

(Marketing Specialization)

Students learn the Practical Marketing Strategies applied by FMCG brands to drive B2C Sales.

Understanding **SALES ANALYTICS**

**CRM, CROSS FUNCTIONAL, AND NEGOTIATION SKILLS**

**BEAT PLANNING & TIME MANAGEMENT**

**MARKET RESEARCH & CHANNEL MANAGEMENT**

Mapping of **COMPETITOR STRATEGIES** using **EXECUTION VARIABLES**

SKILLING IN B2C SALES STRATEGIES FOR FMCG WILL HELP YOU GET PLACED IN TOP COMPANIES SUCH AS:



and many more...



## 6 DIGITAL MARKETING CERTIFICATION - BASIC

(Marketing Specialization)

Through the Basic Digital Marketing certification Program students learn the in-demand skills that can make them job-ready with the latest tools. From developing an inbound-first digital marketing strategy to SEO friendly content, students learn all the fundamental concepts.

### STUDENTS ARE TRAINED ON:

Digital Marketing **METRICS AND CHANNELS**

Designing a **WEB PRESENCE**

**SOCIAL MEDIA MARKETING**

**SEARCH ENGINE OPTIMISATION (SEO)**

**SEARCH ENGINE MARKETING (SEM)**

**CONTENT MARKETING**

**EMAIL MARKETING**

**GOOGLE ADS** - Search & Display Advertising

**SKILLING IN DIGITAL MARKETING WILL HELP YOU GET PLACED IN TOP COMPANIES SUCH AS:**



and many more...

# 7 DIGITAL MARKETING ANALYTICS CERTIFICATION - ADVANCED

(Marketing Specialization)

Students get an overview of the best approaches and practices in digital marketing analytics, and experience of how the analytical tools can be integrated to take data-driven strategic decisions.

## WEB ANALYTICS & STATISTICS

Understanding **GOOGLE ANALYTICS AND VISITORS' TRAFFIC MATRICES**

Understanding **VISITOR BEHAVIOR USING MULTIPLE METRICS**

**LANDING PAGES, LEAD CAPTURING, AND A/B TESTING**

Advanced SEO and **PAY PER CLICK (PPC) PROGRAM**

Improving **WEBSITE PERFORMANCE**

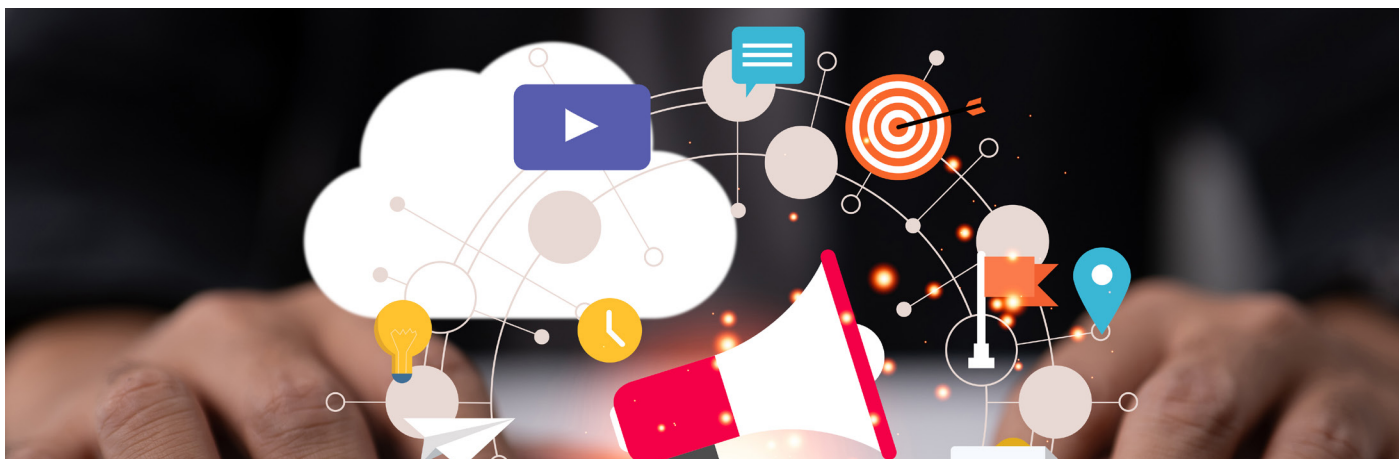
**SEO AUDITS & SEO TOOLS - SEMRUSH, AHREFS, ETC.**



SKILLING IN DIGITAL MARKETING ANALYTICS WILL HELP YOU GET PLACED IN TOP COMPANIES SUCH AS:



and many more...



8

## CONTENT CREATION CERTIFICATION

(Marketing Specialization)

Students learn how to craft appealing, SEO friendly content that drives conversions and gain insights on building content optimization frameworks that can produce measurable results.

Building a **CONTENT CREATION FRAMEWORK**

Developing **SEO FRIENDLY CONTENT**

Usage of **ChatGPT & CopyAI FOR DEVELOPING CONTENT**

**3H FRAMEWORK** - Help, Hub, and Hero Content

Planning **A LONG-TERM CONTENT STRATEGY**

**STORYTELLING** & Producing **ENGAGING CONTENT** Ideas

Learn **PHOTOSHOP, CANVA, POWTOONS**, and more content creation tools

**SKILLING IN DIGITAL MARKETING WILL HELP YOU GET PLACED IN TOP COMPANIES SUCH AS:**

and many more...

9

# CHANNEL SALES MANAGEMENT CERTIFICATION

(Marketing Specialization)

Training students to manage multi-channel sales ecosystems by aligning distributors, partners, and direct sales teams for scalable growth.

Channel Strategy & Go-To-Market Planning

Distributor, Dealer & Partner Management

Channel Incentives, Margins & Performance Tracking

Territory Planning & Sales Forecasting

Conflict Management & Channel Optimization

Channel Sales Analytics & Reporting

SKILLING IN DIGITAL MARKETING WILL HELP YOU GET PLACED IN TOP COMPANIES SUCH AS:





## 10 BUSINESS ANALYSIS – S&D (SAP DOMAIN) (Marketing Specialization)

Training students to bridge sales and distribution processes with SAP-driven business analysis and enterprise systems.

### STUDENTS ARE TRAINED ON:

SAP S&D Business Process Mapping

Order-to-Cash (O2C) Lifecycle

Pricing, Billing & Credit Management

Sales Reporting, Dashboards & MIS

Functional Documentation & Gap Analysis

Stakeholder Coordination & UAT Support

**SKILLING IN BUSINESS ANALYSIS – S&D WILL HELP YOU GET PLACED IN TOP COMPANIES SUCH AS:**

accenture

Deloitte.

EY

KPMG

Capgemini

Infosys

tcs TATA  
CONSULTANCY  
SERVICES

wipro

IBM®

Tech  
Mahindra

and many more...

11

# BUSINESS ANALYSIS – SALES, MARKETING & PROJECTS

(Marketing Specialization)

Training students to analyze business requirements across sales, marketing, and project execution environments.

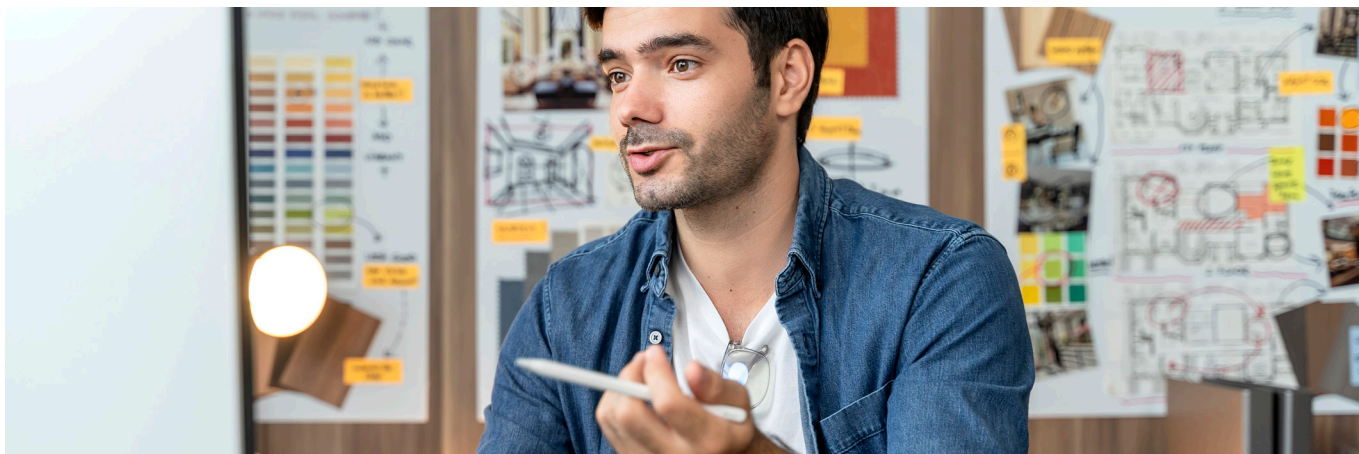
## STUDENTS ARE TRAINED ON:

- Business Requirement Gathering & Analysis
- Sales & Marketing Process Mapping
- KPI Frameworks & Performance Dashboards
- Data-Driven Decision Support
- Project Coordination & Stakeholder Management
- Reporting, Documentation & Insights

SKILLING IN BUSINESS ANALYSIS – SALES & MARKETING WILL HELP YOU GET PLACED IN TOP COMPANIES SUCH AS:



and many more...



## 12 PRODUCT MANAGEMENT (SALES & MARKETING)

(Marketing Specialization)

Training students to manage products across the full lifecycle with a strong focus on market fit, growth, and revenue.

### STUDENTS ARE TRAINED ON:

Product Lifecycle & Roadmap Planning

Market Research & Customer Insights

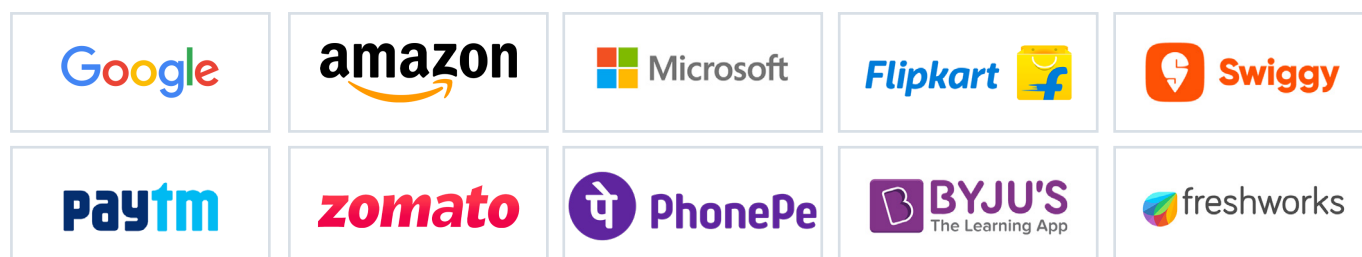
Go-To-Market & Product Launch Strategy

Pricing, Positioning & Revenue Models

Sales Enablement & Cross-Functional Alignment

Product Performance & Growth Metrics

**SKILLING IN PRODUCT MANAGEMENT WILL HELP YOU GET PLACED IN TOP COMPANIES SUCH AS:**



and many more...

# 13 IT PRE-SALES

(Marketing Specialization)

Training students to support enterprise sales by translating technical solutions into business value propositions.

## STUDENTS ARE TRAINED ON:

- Pre-Sales Lifecycle & Deal Support
- Requirement Understanding & Solution Mapping
- Proposal Writing, RFP & RFQ Handling
- Product Demos & Client Presentations
- Pricing, Costing & Bid Management
- Sales & Delivery Team Coordination

SKILLING IN IT PRE-SALES WILL HELP YOU GET PLACED IN TOP COMPANIES SUCH AS:



14

## COMMERCIAL BANKING

(Marketing Specialization)

Training students to manage client relationships, credit products, and revenue generation in commercial banking.

### STUDENTS ARE TRAINED ON:

Commercial Banking Products & Services

Relationship & Portfolio Management

Credit Evaluation & Loan Structuring

Trade Finance & Cash Management

Client Acquisition & Cross-Selling

Regulatory & Compliance Framework

**SKILLING IN COMMERCIAL BANKING WILL HELP YOU GET PLACED IN TOP COMPANIES SUCH AS:**

and many more...



15

## MARKETING ANALYST

(Marketing Specialization)

Training students to convert marketing data into actionable insights that drive growth and ROI.

### STUDENTS ARE TRAINED ON:

Marketing Metrics & KPI Frameworks

Customer Segmentation & Funnel Analysis

Campaign Performance & ROI Analysis

Data Visualization & Dashboards

Attribution & Growth Analytics

Insight-Driven Marketing Strategy

SKILLING IN MARKETING ANALYTICS WILL HELP YOU GET PLACED IN TOP COMPANIES SUCH AS:

amazon

Flipkart

zomato

Swiggy

DC  
DENTSU CREATIVE

groupm

PUBLICIS GROUPE

accenture



16

## CRM ANALYST

(Marketing Specialization)

Training students to optimize customer journeys using CRM platforms, data, and analytics.

### STUDENTS ARE TRAINED ON:

CRM Strategy & Customer Lifecycle

Lead, Opportunity & Pipeline Management

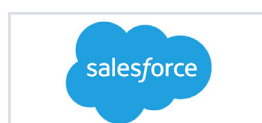
CRM Analytics & Reporting

Campaign Automation & Customer Engagement

CRM Customization & Data Management

Sales & Marketing Alignment

**SKILLING IN CRM ANALYTICS WILL HELP YOU  
GET PLACED IN TOP COMPANIES SUCH AS:**



and many more...



**B2B**  
BUSINESS TO BUSINESS

**17 B2B SALES MANAGER**

(Marketing Specialization)

Training students to manage complex B2B sales cycles, enterprise accounts, and long-term client relationships.

**STUDENTS ARE TRAINED ON:**

- B2B Sales Strategy & Account Management
- Lead Generation & Sales Funnel Management
- Solution Selling & Consultative Sales
- Negotiation, Contracts & Deal Closure
- Revenue Forecasting & Sales Analytics
- Client Retention & Relationship Building

**SKILLING IN B2B SALES MANAGEMENT WILL HELP YOU GET PLACED IN TOP COMPANIES SUCH AS:**



# All PIBM Chandigarh

## BUSINESS ANALYTICS

will go through these extra certifications apart from their regular subjects:

**1**

**PYTHON & R CERTIFICATION**

**2**

**TABLEAU CERTIFICATION**

**3**

**CHANNEL ANALYTICS  
CERTIFICATION**

**All the above Certifications are  
Explained on the next page.**




Apart from all the programs, **Business Analytics** Students of PIBM Chandigarh will undergo these Extra Certification Programs



**1 PYTHON & R CERTIFICATION**  
(Business Analytics Specialization)

Specialized training on two most widely used programming languages with Data Science: Python and R.

**STUDENTS ARE TRAINED ON:**

- Learn **APPLIED DATA SCIENCE WITH PYTHON AND R**
- AI, MACHINE LEARNING & NLP**
- DATA STRUCTURES, ALGORITHMS & DATA VISUALIZATION**
- Data Analytics using **NUMPY & PANDAS**
- Understanding **DATATYPES**



**SKILLING IN PYTHON & R WILL HELP YOU GET PLACED IN TOP COMPANIES SUCH AS:**



and many more...

# 2

## TABLEAU CERTIFICATION

(Business Analytics Specialization)

A widely used corporate intelligence, reporting, and data visualization tool, which is used at PIBM to provide hands-on training to enhance data analytics and data presentation skills as required by top companies.

### STUDENTS ARE TRAINED ON:

Data Preparation & Structuring

Data Visualization & Metadata

Advanced Charts & Graphs

Dashboards & Visual Analytics

SKILLING IN TABLEAU WILL HELP YOU GET PLACED IN TOP COMPANIES SUCH AS:

and many more...

# 3 CHANNEL ANALYTICS CERTIFICATION

(Business Analytics Specialization)

Specialized training on channel analytics, covering various aspects such as channel design, dynamics, and sales to equip students on analyzing and managing the diverse channels used for marketing and selling goods across different business sectors.

## STUDENTS ARE TRAINED ON:

Estimating **CONSUMER DEMAND**

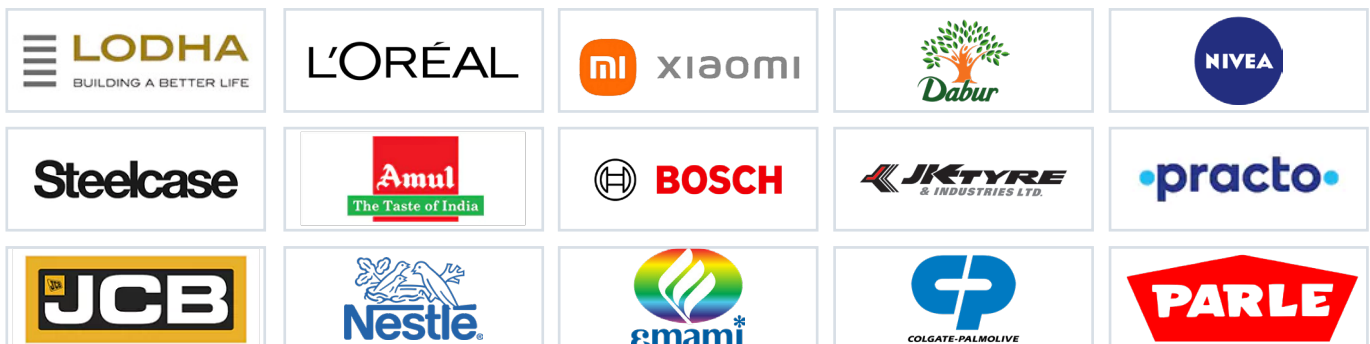
Linking **COMPANY STRATEGY TO DISTRIBUTION STRATEGY**

Dynamics of channels across **DIFFERENT SECTORS AND COMPANIES**

Learning **CHANNEL DESIGN, RELATIONSHIP MANAGEMENT**

**CONFLICT RESOLUTION**, and developing **REVENUE GROWTH PLANS**

**SKILLING IN CONTENT CREATION WILL HELP YOU GET PLACED IN TOP COMPANIES SUCH AS:**



and many more...

# OTHER MANDATORY CERTIFICATIONS

All PIBM Chandigarh Students will undergo

1

**ADVANCED EXCEL - 50+ HRS. TRAINING**

2

**ADVANCED TRAINING ON REPORT WRITING SKILLS**

3

**COGNITIVE & QUANTITATIVE ABILITY ENHANCEMENT CERTIFICATION**

4

**LINGUISTIC & VERBAL ABILITY ENHANCEMENT TRAINING**

5

**COMMUNICATION SKILLS ENHANCEMENT TRAINING**

**All the above Certifications are  
Explained on the next page.**



# EXCEL

1

## ADVANCED EXCEL - 50+ HRS. TRAINING

(Common for all students)

Microsoft Excel has a wide variety of uses in almost every field of management studies. Starting from basic to advanced levels of usage, Excel makes your life easier in a corporate workspace.

### MASTER ADVANCED EXCEL FUNCTIONS:

#### COMMON SKILLS that all students will learn on Excel:

- Data Manipulation & Navigation Functions
- Formula & other Advanced Functions like LOOKUP, HLOOKUP functions, Count, Average, Mean, Pivot Table, and Charts.

All **FINANCE** students will learn the following skills in Excel:

- Calculating Return on Investments (ROI)
- Preparing financial reports like Balance Sheet
- Profit & Loss projection
- Working capital planning
- Ratio analysis
- Financial modeling

All **MARKETING** students will learn the following skills in Excel:

- Sales Chart and Analysis
- Annual sales forecasting
- Marketing Budget and Expenses Analysis
- Media Budget Forecasting
- Marketing ROI analysis

All students will get the following **BENEFITS** from the Excel Certification:

Be corporate-ready with hands-on experience in advanced Excel and its certification

Upskill as you get to learn the usage of Excel in various corporate fields of management

2

## COGNITIVE & QUANTITATIVE ABILITY ENHANCEMENT CERTIFICATION:

(Common for all students)



Build your **COGNITIVE ABILITIES**

Improve your **ANALYTICAL AND PROBLEM-SOLVING ABILITY**

Learn to take **DATA-DRIVEN DECISIONS**

3

## LINGUISTIC & VERBAL ABILITY ENHANCEMENT TRAINING

(Common for all students)



Improve **LANGUAGE PROFICIENCY**

Build advance **VERBAL COMMUNICATION SKILLS**

Enhance your **VOCABULARY, GRAMMAR, PRONUNCIATION**

Develop **PUBLIC SPEAKING, & PERSUASIVE COMMUNICATION**

## 4 COMMUNICATION SKILLS ENHANCEMENT TRAINING

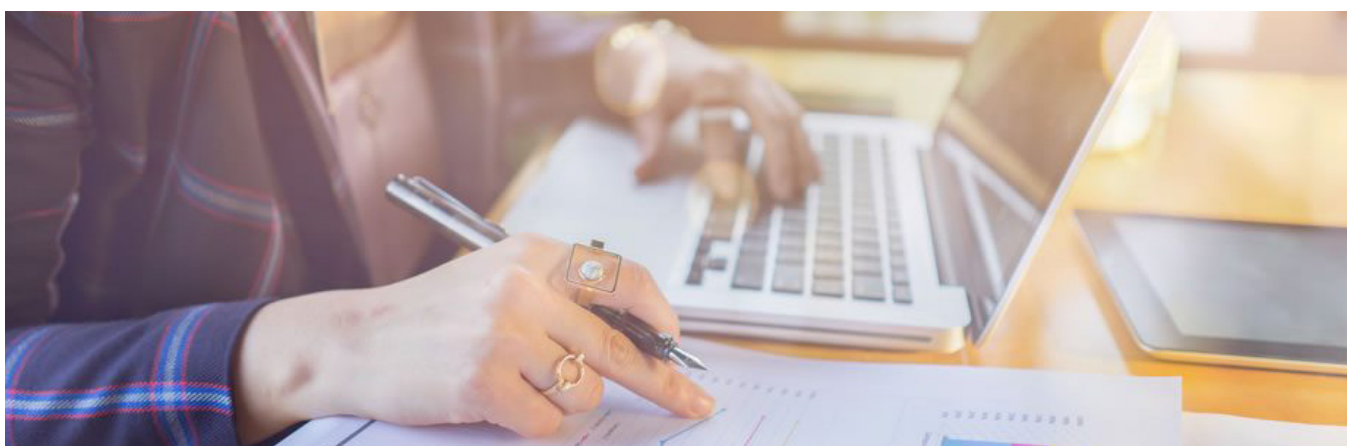
(Common for all students)



Improving **VERBAL AND  
NONVERBAL COMMUNICATION**

Develop **ACTIVE  
LISTENING SKILLS**

Build **INTERPERSONAL SKILLS FOR  
PERSONAL AND PROFESSIONAL SUCCESS**



## 5 ADVANCED TRAINING ON REPORT WRITING SKILLS

(Common for all students)

Learn to **COMMUNICATE COMPLEX INFORMATION EFFECTIVELY**

Produce **PROFESSIONAL REPORTS** that meet **INDUSTRY STANDARDS**

Learn to **STRUCTURE, ORGANIZE, AND PRESENT REPORTS**

Master **RESEARCH METHODOLOGY**

Enhance **WRITING STYLE, EDITING, AND PROOFREADING**

# OUR FINANCE FACULTY MEMBERS



**Dr. Suresh Shankar Kadam**  
HOD & Associate Professor  
Finance




**CA Bharat Ashwin Dalal**  
Professor of Practice  
Finance




**Dr. Adesh Doifode**  
Associate Professor & Assistant-HOD (Finance)  
Finance



**Dr. Manoj Kumar Rao**  
Associate Professor  
Finance




**Shivram Das**  
Assistant Professor  
Finance




**CA Ankit Pathak**  
Assistant Professor  
Finance



**CA Tejal Nahar**  
Assistant Professor  
Finance



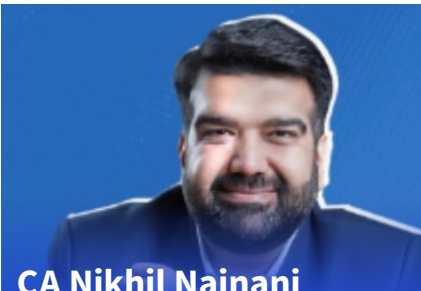
**Ashwini Jagtap**  
Assistant Professor  
Finance




**Dr. Shailja Bakshi**  
Assistant Professor  
Finance



**Prof. Prasad Bhat**  
Finance Trainer  
Finance



**CA Nikhil Nainani**  
Finance Trainer  
Finance



**Vicky Prajapati**  
Finance Trainer  
Finance

# OUR FINANCE FACULTY MEMBERS



# OUR MARKETING FACULTY MEMBERS



**Dr. Riddhiman Mukhopadhyay**  
Assistant Director  
Marketing




**Dr. Nilesh Tejrao Kate**  
Associate Professor  
Marketing



**Dr. Vinay Bhatu Nandre**  
Associate Professor  
Marketing



**G Pravin Kumar**  
Asst. Professor  
Marketing



**Dr. Mahendra Narayan More**  
Associate Professor  
Marketing




**Ram Munde**  
Asst. Professor  
Marketing



**Dr. Pratiksha Rai**  
Asst. Professor  
Marketing



**Shashank Tiwari**  
Asst. Professor  
Marketing



**Payal Bose**  
Asst. Professor  
Marketing



**Vivek Kumar**  
Assistant Professor  
Marketing



**Anindya Chakraborty**  
Assistant Professor  
Marketing


# OUR ANALYTICS FACULTY MEMBERS



**Pritam Chaudhari**  
Assistant Professor  
Business Analytics



**Prof. Joel Samuel Das**  
Associate Professor  
Business Analytics



**Prof. Ankita Mendiratta**  
Assistant Professor  
Business Analytics



**Dr. Riddhiman Mukhopadhyay**  
addressing during an event

# All PIBM Chandigarh students at PIBM gain exposure to CEO, CXO, and CHRO Meets, Business Conclaves, top conferences, and 20+ sector-specific events.

Learning directly from 850+ CEOs, CFOs, CMOs, CHROs, and senior business leaders from leading companies.



# OUR TOP RECRUITERS

					
					
					
					
					
					
					
					
					
					
				and 900+ more...	

All students of PIBM Chandigarh get the opportunity to **INCREASE THEIR PROFESSIONAL NETWORK** and **LEARN DIRECTLY** from

**250+ CEOs, CXOs, CHROs, and other Business Leaders**

from Top Companies through **CEO MEET, Leadership Series, Business Conclave, and 20+ more Sectorial Events.**



**Dr. R S Sodhi**  
Managing Director  
**AMUL**



**Mr. C P Gurnani**  
MD & CEO  
**TECH MAHINDRA**



**Mr. Suresh Narayanan**  
Chairman & MD  
**NESTLE INDIA**



**Mr. Sanjeev Mehta**  
Chairman & MD  
**HUL**



**Mr. Ronnie Screwvala**  
Chairman  
**Upgrad**



**Mr. Angelo George**  
CEO  
**Bisleri International**



**Mr. Bipul Chandra**  
Managing Director  
**Ducati India**



**Mr. Mathew Job**  
CEO  
**Crompton Greaves Consumer Electricals Ltd.**



**Mr. Vikas Gupta**  
Managing Director  
**Deloitte India**



**Mr. C.K. Venkataraman**  
Managing Director  
**Titan Company Ltd.**



**Mr. Stefano Pelle**  
MD  
**Ferrero India**



**Mr. S.V. Nathan**  
Partner & Chief Talent Officer  
**Deloitte India**



**Mr. Sandeep Batra**  
Group President HR & CHRO  
**Landmark Group**



**Mr. Gaurav Sabharwal**  
CEO  
**Kantar**



**Ms. Vineeta Singh**  
CEO  
**SUGAR Cosmetics**



**Mr. Niranjan Hiranandani**  
Co-Founder & MD  
**Hiranandani Group**



**Mr. Girish Iyer**  
Country Head  
**Citco**



**Mr. Ramesh Iyer**  
VC & MD  
**Mahindra & Mahindra  
Financial Services**



**Mr. Ashish Chandra**  
CEO  
**Bharti Airtel**



**Ms. Rakhi Sinha**  
VP - HR  
**Calsoft**



**Mr. Suchit Shome**  
VP T.A.  
**DBS Bank**



**Mr. Sunil Naik**  
VP - HR  
**DHL Global Forwarding**



**Mr. Vikrant Mathur**  
Country HR Manager  
**Bose Corporation**




**Mr. Rajendra Ghag**  
CHRO  
**Blue Dart Express Ltd.**



**Ms. Susmita Malik**  
VP - HR  
**[24]7.ai**



**Mr. Yash Pal Singh**  
HR Head  
**Ebro India Pvt. Ltd.**



**Mr. Shyam Panicker**  
Group AVP  
**DCB Bank**



**Mr. Mayank Bathwal**  
CEO  
**Aditya Birla Health Insurance**



**Mr. Varun Shridhar**  
CEO  
**Paytm Money**



**Mr. Amit Syngle**  
MD & CEO  
**Asian Paints Ltd.**



**Mr. Amit Sharma**  
Business Head  
**Bharti Airtel**



**Ms. Camellia Dey**  
Director - Sales Transformation  
**PepsiCo**



**Mr. Anshul Arzare**  
Executive Director and CBO  
**YES Securities (India)**



**Mr. Rahul Khandelwal**  
AVP - Organized trade  
**Godrej Consumer Products**



**Mr. Thomas Lagashu**  
Vice President of Sales  
**WhiteHat Jr**



**Mr. Ramesh Mitragotri**  
CHRO  
**UltraTech Cement**



**Mr. Debashish Ghosh**  
Senior VP -HR  
**Berkadia**



**Mr. Ankush Arora**  
CHRO  
**Oxane Partners**



**Ms. Nishigandha Kulkarni**  
CHRO  
**Wellness Forever**



**Mr. Rishav Dev**  
CHRO  
**Noveltech**



**Mr. Deepak Taduru**  
VP - HR  
**Northern Trust Corporation**




**Ms. Deepa Wadhvani**  
Senior Director - HR  
**ADP**



**Mr. Rajneesh Tomar**  
CHRO  
**Bikano**



**Mr. Tejas Phatak**  
HR Leader  
**Michelin**



**Mr. Abhishek De**  
VP T.A.  
**HighRadius**



**Mr. Ashish Banka**  
Senior Director - Human Capital  
**Cradlewise Inc.**



**Mr. Parag Kulkarni**  
Managing Director  
**AO Smith India**



**MR. VIMAL SUMBLY**  
MD  
**Triumph MotorCycle India**



**Mr. Nagaraj Garla**  
Executive Director  
**IDBI Bank**



**Dr. Ritu Anand**  
Chief Leadership & Diversity  
Officer  
**TCS**



**Mr. Sandesh Kumar**  
Global Head Talent  
Acquisition  
**Wipro Ltd.**



**Dr. Pradeep Chavda**  
Director HR India  
**Sodexo**



**Mr. Deodutta Kurane**  
Group President - Human  
Capital Management  
**YES BANK**



**Mr. Tojo Jose**  
CHRO  
**Muthoot Fincorp Ltd.**



**MR. HARI T N**  
Head HR  
**Big Basket**



**Mr. Vivek Tripathi**  
CHRO  
**AU Small Finance Bank**



**Mr. Gurpreet Singh Bhatia**  
CEO  
**Vision Express**



**Mr. Sanjeev Bikhchandani**  
Founder and Executive VC  
**Info Edge**



**Mr. Yashish Dahiya**  
Co-Founder and CEO  
**PolicyBazaar**



**Mr. Vineet Gautam**  
CEO  
**Bestseller India**



**Mr. Ashok Ramachandran**  
CEO & President  
**Schindler India**



**Mr. Peter Betzel**  
MD & CEO  
**IKEA India**



**Ms. Madhavi Lall**  
MD, India Head HR  
**Deutsche Bank**



**Mr. Marzin R Shroff**  
MD & CEO Transformation  
**Eureka Forbes Ltd.**



**Mr. Rajat Mathur**  
MD  
**Morgan Stanley**



**Mr. Vikas Chaturvedi**  
CEO  
**Xanadu Group**



**Mr. Ashish Goyal**  
Co-Founder & CFO  
**EarlySalary.com**



**Abhinandan Dhoke**  
Managing Director  
**Bauli Group**



**Mr. Abhay Pathak**  
Head Modern Trade  
**Hector Beverages**



**Mr. Baskar Babu Ramachandran**  
MD & CEO  
**Motilal Oswal Financial Services**



**Mr. Mahesh Gera**  
Group CHRO  
**Rustomjee**



**Mr. Naval Goel**  
Founder & CEO  
**PolicyX.com**



**Mr. John Wilcox**  
CEO  
**Navnit Group**



**Mr. R S Rajan**  
Co-Founder & Director  
**Livpure Private Limited**



**Mr. Mukund Jagirdar**  
GM HR  
**ESSAR STEEL**



**Mr. K Mukund Raj**  
CEO  
**Raymond Realty**



**Mr. Behram Sabawala**  
CFO & CHRO  
**Tata Cliq**



**Mr. Ashutosh Vaidya**  
MD  
**Safilo India Pvt. Ltd.**



**Mr. Ashish Tendulkar**  
General Manager  
**Reliance Retail**



**Mr. Dhiraj Relli**  
MD & CEO  
**HDFC Securities Ltd.**



**Mr. Vishal Gupta**  
MD  
**Borges India Pvt. Ltd.**

**Scan to check all the Corporate Events at PIBM**



# SYLLABUS FOR ALL PIBM CHANDIGARH STUDENTS - SEM 1 & 2

## SEMESTER I

TOTAL CREDITS - 20

<b>COMMON</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
Managerial Accounting	1	1	0	2
Marketing Management - I	2	1	0	3
Financial Management - I	1	1	0	2
Human Resource Management	2	1	0	3
Workshop - Business Communication - I	1	0	2	2
Workshop - Advanced Excel	1	1	0	2

**AUDIT COURSE - Aptitude Classes**

**Winter Internship Program (Credits - 6)**

## SEMESTER II

TOTAL CREDITS - 23

<b>COMMON</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
Research Methodology	2	1	0	3
Workshop - Business Communication - II	1	0	2	2
<b>ELECTIVES</b>				
Elective - I	3	1	0	4
Elective - II	3	1	0	4
Elective - III	3	1	0	4

**AUDIT COURSE - Aptitude Classes**

**Summer Internship Program (Credits - 6)**

**L = Lecture, T = Tutorial, P = Practical, and C = Credit**

# LIST OF ELECTIVES FOR SEMESTER 2

## MARKETING

- Sales & Distribution Management
- Consumer Behavior  
- Half Credit Course (10 - 15 Hours)
- Market Research
- Rural Marketing
- E-commerce & Digital Marketing
- Business to Business Marketing
- Retail Management
- Banking and Insurance Sales  
& Marketing

## BUSINESS ANALYTICS

- Mathematical Foundations
- Statistical Machine Learning  
(Python Libraries - Data Science)
- Deep Learning  
(Python Libraries- Data Science)
- Time Series Analysis  
(Python Libraries - Mathematics)

## FINANCE

- Security Analysis & Portfolio  
Management - I
- Cost & Management Accounting
- Fixed Income Securities - I
- Global Taxation (Direct & Indirect)
- Derivatives
- Equity Research - workshop model
- Financial Management - II
- Finance & Accounts - R2R, O2C, P2P
- Investments in Securities
- Fund & Hedge Accounting
- US Mortgage

# SYLLABUS FOR ALL PIBM CHANDIGARH STUDENTS - SEM 3

## SEMESTER III

TOTAL CREDITS - 15

COMMON	L	T	P	C
Business Strategy	2	1	0	3
ELECTIVES				
Elective - IV	3	1	0	4
Elective - V	3	1	0	4
Elective - VI	3	1	0	4

**AUDIT COURSE - Placement Preparation**

**L = Lecture, T = Tutorial, P = Practical, and C = Credit**

## LIST OF ELECTIVES FOR SEMESTER 3

### MARKETING

- Pricing Management
- Brand & Product Management
- Services Marketing
- Integrated Marketing Communication
- Media
- Marketing Analytics
- Enterprise Resource Planning

### FINANCE

- Advanced Financial Management
- SAPM - II
- Taxation
- International Finance
- Equity Research - II
- Commercial Credit - II
- Financial Modeling - II
- Fixed Income - II

### BUSINESS ANALYTICS

- Text Analytics (Python Libraries - Data Science)
- Image Analytics ( Python Libraries - Data Science)
- Big Data Analytics (Hadoop Stack, Python)
- Optimization (Mathematics)
- Supply Chain Analytics (Python Libraries - Data Science)
- Retail Analytics (Python Libraries - Data Science)

# SYLLABUS FOR ALL PIBM CHANDIGARH STUDENTS - SEM 4

## SEMESTER IV

TOTAL CREDITS - 10

### COMMON

	L	T	P	C
Entrepreneurship Management	2	0	0	2
Indian Ethos and Business Ethics	2	0	0	2
Business Law	2	0	0	2

### ELECTIVES

Elective - VII	2	0	0	2
Elective - VIII	2	0	0	2

### AUDIT COURSE - Placement Preparation

**L = Lecture, T = Tutorial, P = Practical, and C = Credit**

## LIST OF ELECTIVES FOR SEMESTER 4

### MARKETING

- Rural Marketing
- Cases in Marketing
- International Marketing

### BUSINESS ANALYTICS

- Operations Strategy & Design
- World Class Manufacturing Practices

### FINANCE

- HR Analytics (Python Libraries - Data Science)
- Marketing Analytics (Python Libraries - Data Science)
- Financial Analytics (Python Libraries - Data Science)

# HIGHLIGHTS OF PUNE INSTITUTE OF BUSINESS MANAGEMENT (PIBM) UNIVERSITY PUNE



01

17-year legacy in management education with exceptional quality programs

05

Learning from 850+ corporate experts bridge the gap between theory and practical acumen

02

Advanced teaching & training curriculum co-designed with industry experts

06

Best-in-class learning resources and cutting-edge tools

03

Developing competencies & skills that resonate with industry requirements

07

Immersive and comprehensive learning journey

04

Strong industry connect with 1000+ top recruiters for placement opportunities

08

Campus Learning Environment that instils confidence

# RANKINGS & RECOGNITIONS

Accredited by

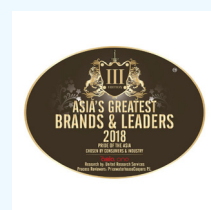


Ranked #1 in PGDM & MBA (Affiliated to SPPU) in Pune by NIRF 2025

Certified Member of



PIBM's PGDM has been accorded equivalent to an MBA degree



Most Innovative Learning Practices



**44<sup>th</sup>**

in Top B-Schools in India

**33<sup>rd</sup>**

in Top Private B-Schools in India



**16<sup>th</sup>**

Top B-Schools for Finance

**10<sup>th</sup>**

for Learning Exp. & Industry Interface



Awarded as the "Best Emerging Institute in India"



Featured in Forbes Marquee edition as one of the "Great Indian B-Schools"



Recognized as one of the Best Education Brands



Covered by Republic TV as one of the Great Places to Study in India.

# PIBM IN NUMBERS

**850+**

Corporate Guests to interact with PIBM students

**450+**

Faculty & Domain Trainers to imbibe the Business Management Knowledge

**30+**

Industry Visits in various companies to understand the corporate functions at first hand

**100+**

Mock Interviews to ensure imbibing the confidence required for the Placement process

**1000+**

Top Recruiters from diverse sectors to offer the best jobs to PIBM students

**15000+**

Success Stories of our proud Alumni already created by PIBM since inception

**21000+**

Book copies available in PIBM's Library

**50+**

Live Business Projects to assist students in developing Practical knowledge

**50+**

Mock Group Discussions to practice the art of communication & building knowledge

**21+**

Certification Programs: SAP - ERP, Six Sigma, R, MS Project, Advanced Excel, Python, Tableau & more

**10+**

Business Magazines Subscription to keep abreast with the Global Business & Economics

**100+**

Aptitude Tests to improve the analytical and reasoning skills

**3000+**

Book Titles from various fields & functions

**15+**

National & International Journals subscription like ProQuest & JQuest

**26+**

States from where Students have joined PIBM to achieve their dreams

## Eligibility Criteria

Minimum 50% aggregate marks in graduation and all other post graduation courses.

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## Fees

### Chandigarh

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Tuition Fee

**7 Lacs**

(Up to 1 lakh scholarship)

### Pune + Chandigarh

---

Tuition Fee

**8 Lacs**

(Up to 1 lakh scholarship)

### Global

---

Tuition Fee

**30 Lac**

(Up to 2 lakhs scholarship)

---

**Easy educational loan facility through  
SBI without any collateral**

#### **Note:**

Additional expenses for travelling to  
PIBM Pune will be borne by the students



## CHANDIGARH CAMPUS

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PIBM Chandigarh Campus, 534, Sector  
82, JLPL, Mohali, 160082

## PUNE CAMPUS

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Gut No. 605/1 Mukaiwadi Road, Pirangut,  
Tal - Mulshi, Paud, Pune - 412115, MH

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P : +91-9175656222 / +91-9175656444 | M : admission@pibm.in | W : www.pibm.in

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 [www.pibm.in/twitter.html](http://www.pibm.in/twitter.html)

 [www.pibm.in/youtube.html](http://www.pibm.in/youtube.html)

 [www.pibm.in/instagram.html](http://www.pibm.in/instagram.html)

 [www.pibm.in/linkedin.html](http://www.pibm.in/linkedin.html)