



**PUNE INSTITUTE OF
BUSINESS MANAGEMENT**

APPROVED BY AICTE | AFFILIATED TO UNIVERSITY OF PUNE

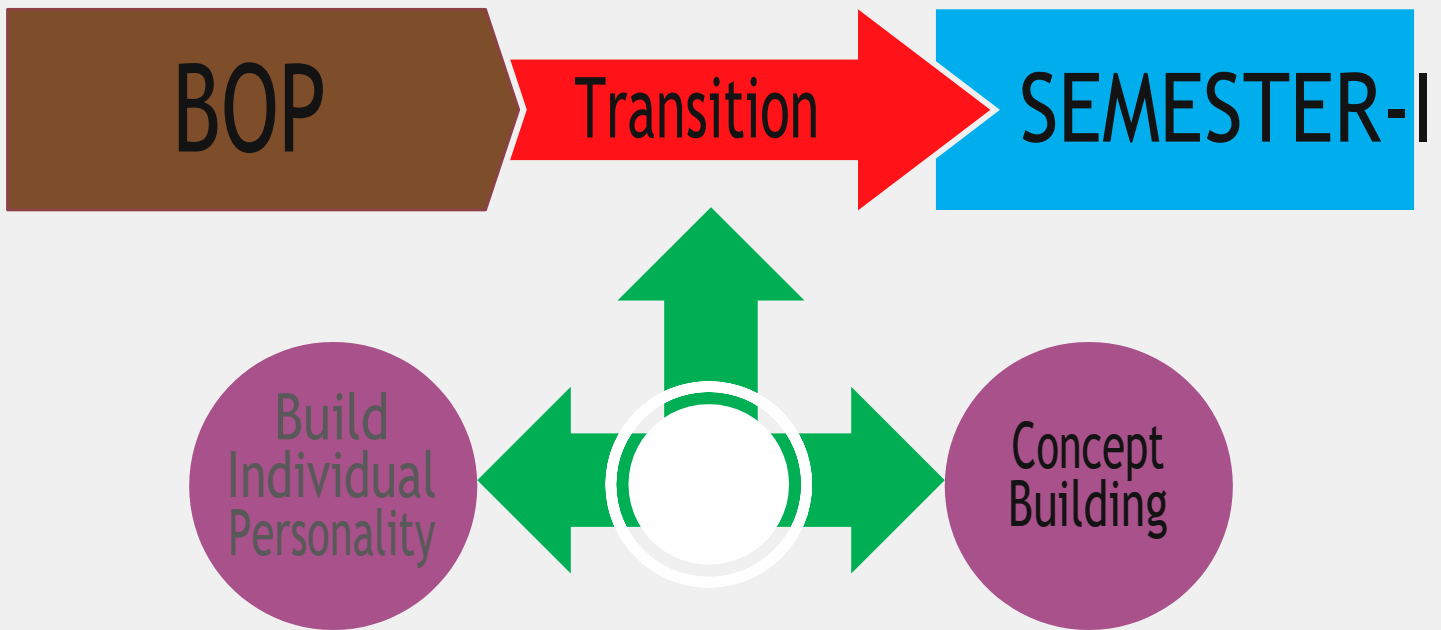


INSTRUCTION KIT

SEMESTER-I-BATCH-2022-2024

SEMESTER-I

FIGURE - 1



FOR THIS TRANSITION WE WILL FOCUS ON:

- Skill Development
- Concept Building

HOW WE WILL DO THIS?

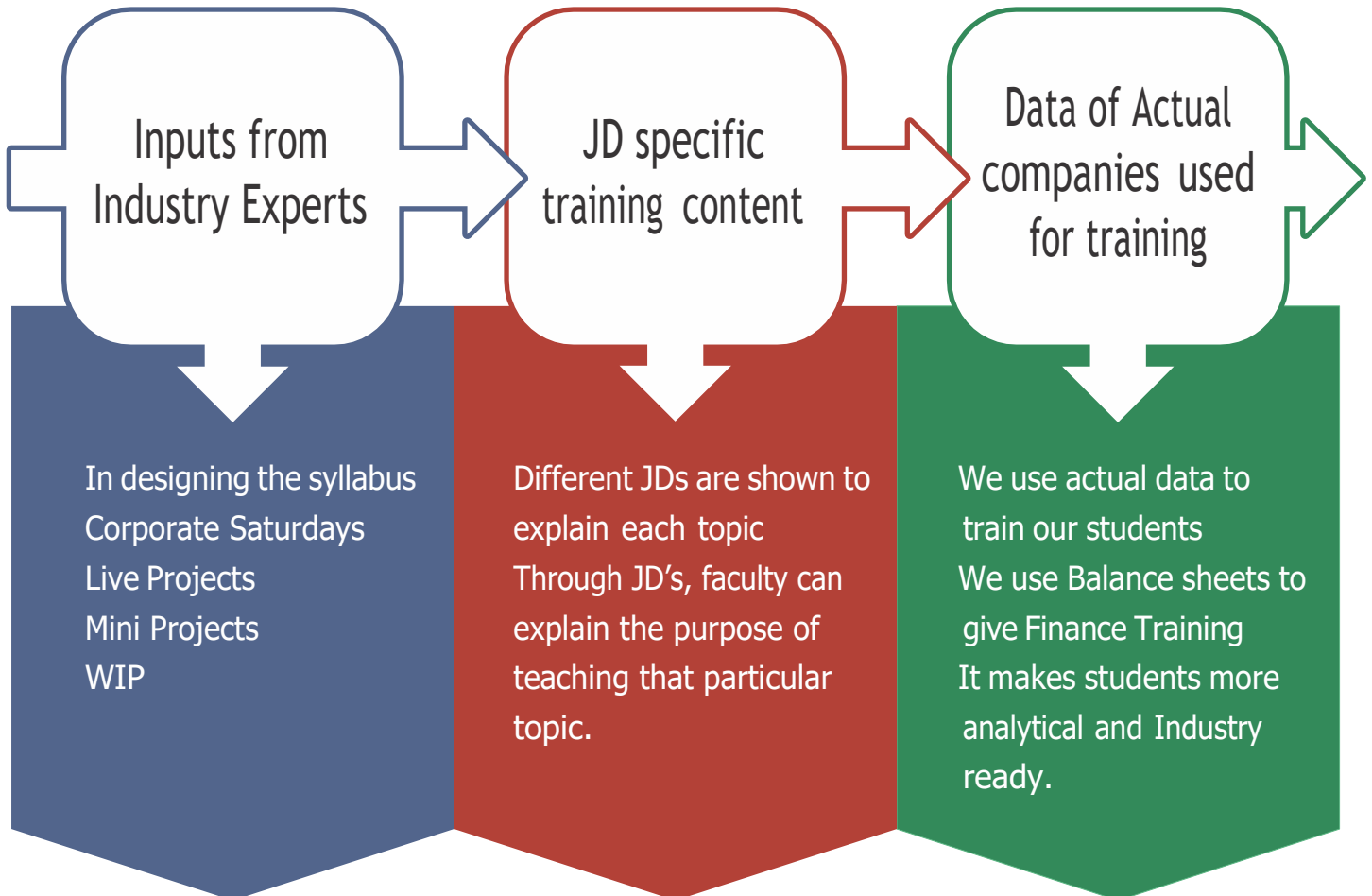
- Through a unique training program
- Through continuous evaluations
- Through Mentoring
- Through Profile Based Counselling
- Through Industry-Academia interface.
- Through Winter Internship Program



UNIQUE TRAINING PEDAGOGY AT PIBM

Teaching what the Industry Wants

FIGURE - 2



At PIBM, we combine inputs from all industry sources with what the Job Descriptions require and we train our students using real time industry data.



SCPS - APPLICATION APPROACH

FIGURE - 3

WHAT IS SCPS

Sector/Company/Product/Service
How different concepts work and vary
with various sectors and products.

WHY SCPS

Graduation pattern – Teach Theory,
Forget Application!
Industry Demand – Trained
candidates with application
orientation and smart working skills

HOW SCPS WORKS?

Training of each concept based on 6-
8 different sectors
Evaluation based on application only
Real life case studies, Live Projects
and internships

TAKEAWAY FROM SCPS

Student develops analytical mind
Everything is visualized in different
sectors and for different products

In most of the business schools, the pattern is to teach the students with the theoretical concepts of the subjects. But in PIBM we teach each concept with application oriented approach for which we use "SCPS Approach".

HOW DO WE DO IT?

PIBM's training methodology is unique and designed with an objective to make students understand the real life practical application of Business theory. One of the unique things about the teaching methodology followed in PIBM is the SCPS approach of teaching. SCPS stands for Sector/Company/Product/Service aspect of learning any management concept. SCPS pedagogy is specific training on different sectors and products like-

- FMCG (Products like Soap, Biscuit, Pen)
- Consumer Durables (Products like TV, AC, Mobile, Laptop)
- Automobile (Two wheeler, Four Wheeler, heavy and commercial vehicle)
- Retail (Gadget retail like Tata Croma, Next, Clothing retail like Pantaloons, Shoppers Stop and FMCG retail like More, Big Bazaar, Reliance Fresh)
- Financial Services and Banking (Citi Bank, Axis Bank, ICICI Group, India Infoline, Moneyhouse)
- Infrastructure (Paints like Asian Paint, Berger Paint, Dulux Paint, Nerolac; Cement Like JK Cement, ACC cement, Birla cement; Steel Like Tata Steel Essar Steel; L&T infra.)
- IT Enabled Services (99 Acres.com, Just Dial, IndiaMart)

With the SCPS methodology, any topic which is taught is explained with the real world application in various sectors, and different products or services of several companies which also helps establish clarity about how management strategies vary in different sectors for different products and services.

How the SCPS Approach is Applied?

The faculty members choose a topic and then the following steps are taken:

FIGURE - 4

STEP
01

Decide two-three sectors to train students
e.g- consumer Goods, CD, Automobile

STEP
02

Select few companies from chosen sector
e.g. P&G, HUL, ITC etc.

STEP
03

Select common product category and then list down their respective products

e.g. Product category- Shampoo
P&G- Head & Shoulder
HUL- Clinic Plus
ITC- Fiana Di Wills

Similar comparison will do for other sectors also with data.

CONCLUSION

Conclusion to be derived by the students on the basis of complete discussion on the topic- e.g. Segmentation in this case with the help of faculty.



The whole training pedagogy is divided into three steps:

COMPARISON

Students have to first select the product of chosen companies from the selected sector. Comparisons have to be made on various parameters like:

- Pricing Strategies
- Product Quality-Using data derived from the market
- Market Penetration- Using data derived from the Market
- Promotion Strategies etc.

INTERPRETATION

Then Students have to do analysis on various factors discussed during comparison phase with the help of faculty.



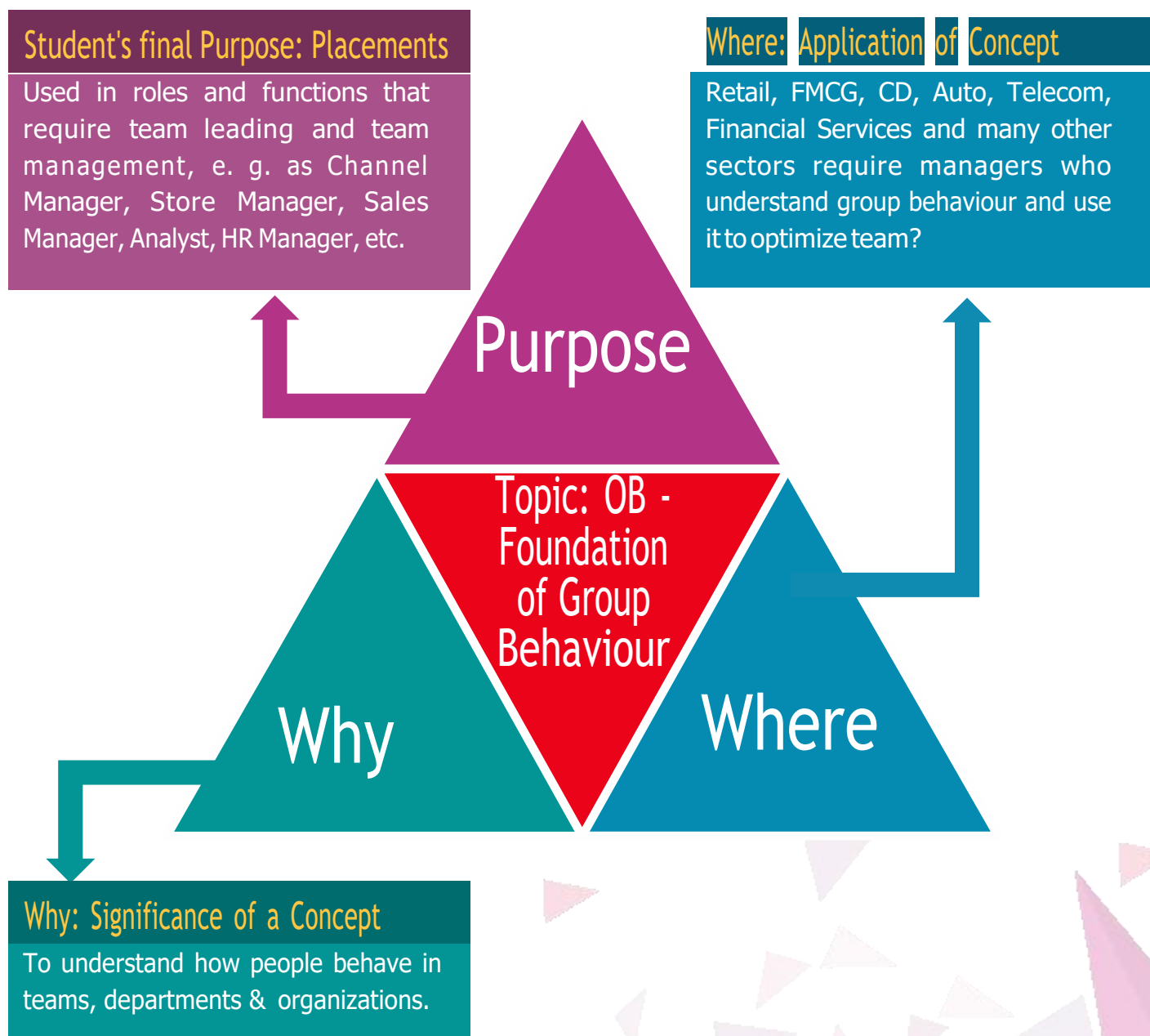
LEARNING TRIANGLE

In PIBM we use learning triangle to explain each and every topic in every subject. Learning triangle gives the clarity on Why student is reading the topic ,Where he will apply it and Purpose of

reading the topic like how he is going to use it in the industry. Learning triangle shows the learning ensurability of the topic on which PIBM works.

Example of Learning for Organisation Behaviour-

FIGURE - 5



1. Unique Classroom Training Pedagogy at PIBM

Unique training pedagogy of PIBM is that we have divided each session into two parts:

1. Guided Session
2. Unguided Session

1) Guided Session Method

The guided Session is a type of training method under SCPS approach where faculty have to guide the students through complete training session. Guided Session includes:-

- Trainer delivers the topic using example of a sector, company, product or service.
- 75% of class time is reserved for guided class activity such as GD, Role Play, Simulation exercise, Extempore, etc. to ensure absorption of concept.
- Trainer concludes the session clarifying all doubts and details of topic .

2) Unguided Session Method

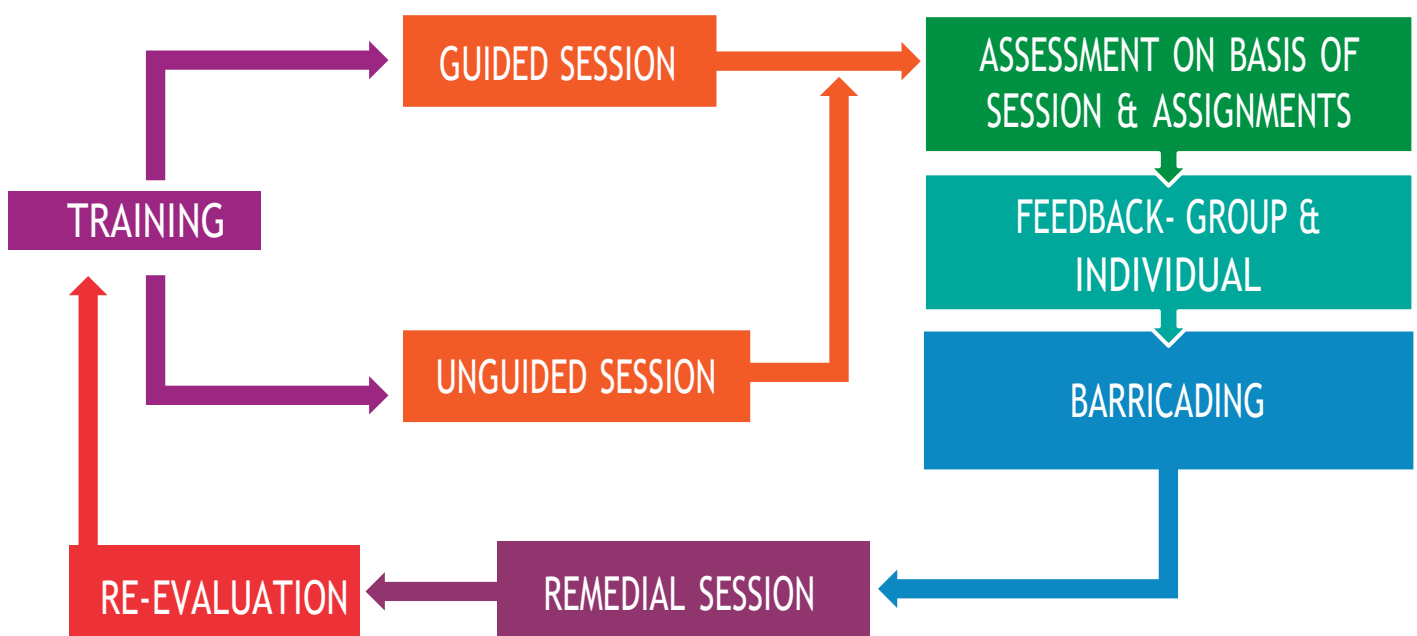
The unguided session follow the guided session where faculty has to assign only sector to the students and monitor their discussion on sector assigned or case given. Unguided Session includes:-

- Students come prepared with pre-assigned tasks like case study and participate in a class activity which is monitored by Trainer.
- Every student is evaluated continually through the session.
- Those who understand the topic are taken ahead in the subject; weak students identified are aligned for remedial sessions

(**For Unguided Session Format kindly refer table no. 4 of page no-13)

Training Process Flowchart

FIGURE - 6

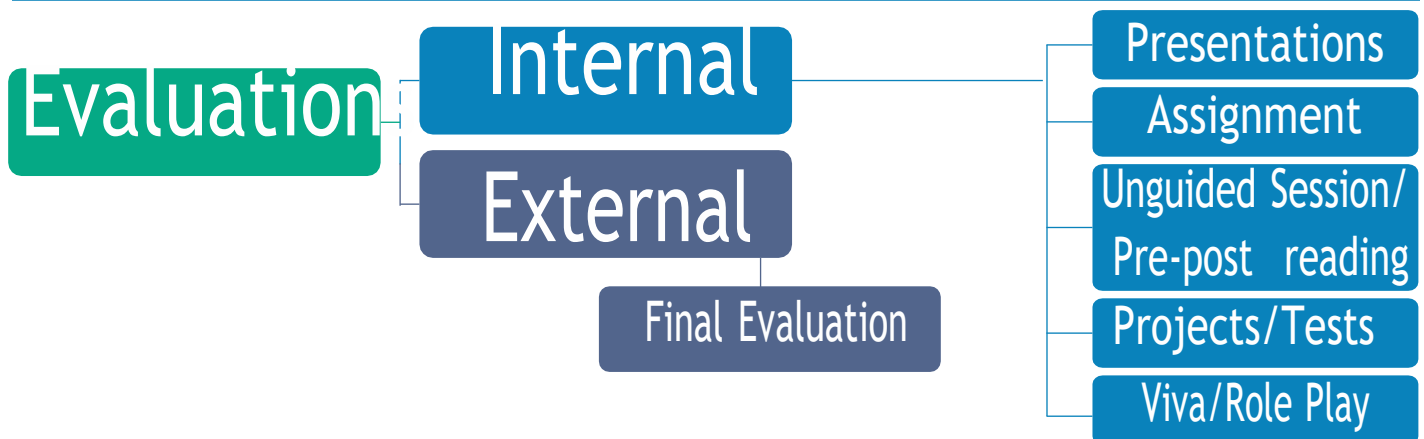


S.No	PGDM Subjects	Specialization	Credit
1	Managerial Accounting	Common	3
2	Financial Management	Common	3
3	Marketing Management	Common	3
4	Human Resource Management	Common	3
5	Managerial Economics-I	Common	3
6	Research Methodology	Common	3
8	Business Statistics	Common	2
9	IT for managers	Common	2
10	Quantitative Methods	Common	2
11	Business Communication	Common	2
12	Basics of Analytics	Common	2
13	Basics of Operations	Common	2
14	Organisation Design and Behaviour	Common	Workshop
15	Digital Marketing fundamentals	Common	Add-on

S.No	MBA Subjects	Specialization	Credit
1	Organisation Behaviour	Common	3
2	Basics of Marketing	Common	3
3	Digital Business	Common	3
4	Accounting for Business Decision	Common	3
5	Economics Analysis for Business	Common	3
6	Business Research Methodology	Common	3
7	Management Fundamentals	Common	2
8	Indian Economy	Common	2
9	Legal Aspects of Business	Common	2
10	Verbal Communication Lab	Common	2
11	MS Excel	Common	2
12	Entrepreneurship- Managing Skills for MSMEs-Seminar	Common	1
13	Desk Research- Best Business Practices- Case study	Common	1
14	Quantitative Methods	Common	Audit Course
15	Basics of HRM	Common	Audit Course
16	Basics of Analytics	Common	Audit Course
17	Basics of Financial Management	Common	Add-on

EVALUATIONS PGDM

FIGURE - 7



INTERNAL EVALUATION

We have Internal Evaluations of 50 marks which consist:

- Assignment
- Presentation
- Unguided Session/Pre-post reading
- Projects/Test
- Test
- Subject Wise Viva/Role Play

1. ASSIGNMENTS

Faculty members give assignments to all the students after every topic and they are based on the application of the concept.

Students should use websites like Proquest, Ace Analyser and Bloomberg for taking data.

- For using Proquest- www.proquest.com/go/yourpath
- For Using Ace Analyser- www.aceanalyser.com/
- For Using Bloomberg- www.bloomberg.in/

2. PRESENTATIONS

There are presentations after completing 25% of syllabus in many subjects. So there will be 3-4 presentations in each subject in a semester. At PIBM we have a different way to evaluate presentations. Students will get different sectors, different companies and different products on each topic.

So students need to analyse company data of particular products on the given topic.

There are certain parameters on which we evaluate you for presentations-

EVALUATIONS PGDM

Table-3

**PUNE INSTITUTE OF BUSINESS MANAGEMENT
BATCH-2019-21
Presentation**

Subject -				Date: -				Time:					
Name of the Faculty -				Content(10)				Classroom					
Sr. No.	Name	Specialization	Topic	Briefing about Sector Assigned 1.5 Marks	Company Profile and Competitive Analysis		Concept Clarity 5 Marks	Communication skills (5 marks)	Quality of PPT (5 marks)	Q & A (10 marks)	Total (30marks)	Weak Areas	How to Improve
					Company Assigned 1.5 Marks	Product/ Service Assigned 2 Marks							
1													
2													
3													
4													

Page 1

3. UNGUIDED SESSIONS/GDS

The unguided session follows the guided session where faculty members assign only sector to the students and monitor their discussion. Objective of the Unguided session is to check:

- Students have understood the concept discussed during guided session.
- They can relate the concept to other sectors without guidance by faculty.

Following are the steps involved during an unguided session:

- A case study will be shared with the students in advance on different sectors:
 - Then the class is to be divided into two groups
 - Each group will have discussion in different classrooms in front of different faculties.
 - Discussion will be followed as per these three steps: Problem identification, Interpretation and Conclusion.
- The parameters on which we evaluate unguided session are -

Table-4

**PUNE INSTITUTE OF BUSINESS MANAGEMENT
UNGUIDED SESSION MARKS
BATCH 2019-21(SEM-I)**

Name of Case/ Topic:											
Faculty Name: - Dr. Rajasshrie										Additional Faculty:-	
Subject:- Human Resource										Date:-	
Sr. No.	Roll Nos.	Student's Name	Class	Participated (Y/N)	Point 1 (Y/N)	Point 2 (Y/N)	Point 3 (Y/N)	Point 4 (Y/N)	Point 5 (Y/N)	Marks (Out of 5)	Remarks

Activate Wi

4. PROJECTS

We at PIBM give projects to the students in many subjects. which it improves the following skills of the student:

- Planning and critical thinking
- Interpersonal and Presentation skills
- Cross cultural handling
- Visualizing and decision making
- Independence

6. TESTS

- Testing improves transfer of knowledge to new context.
- Testing improves meta-cognitive monitoring by giving students scores so that they can better predict their own knowledge.
- Testing identifies gaps in knowledge.
- Immediate feedback will be given by the faculty after the test (Within a week).

5. ROLE PLAYS

- Role Play involves imagination.
- Role play stimulate student's imagination and enhance their:
 - Social development.
 - Encourage friendship through cooperation.
 - Listening and turn taking skills.
 - Learn to express all their feelings.
 - Improve language and movement skills.
 - Improve team building skills.
 - Improve leadership skills.

7. SUBJECT-WISE VIVA

- We conduct subject-wise viva for which we call professionals from respective industries for every subject.
- Person from industry asks questions from whole syllabus from industry point of view.
- This improves exposure to industrial applications



FINAL EVALUATION

FINAL EVALUATIONS INCLUDES _____

Open Book exam- We conduct open book written exam on every subject. The exam is based on application of the concept so we allow the books to be referred for concepts, but the exam would be completely based on data and application.

Table-5

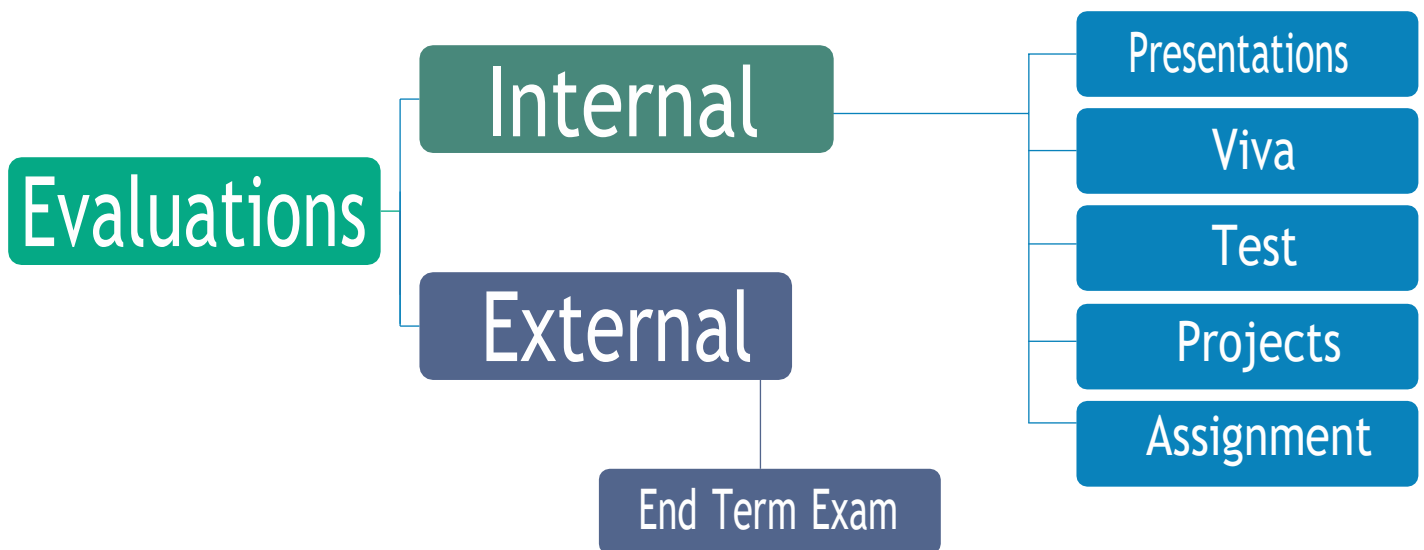
Type of Evaluation	Description of Evaluation	Marks
Continuous Internal Assessment	Presentations	65%
	Viva	
	Test/Project	
	Assignment	
	Unguided Session/Pre-post reading	
Class participation/ Attendance		
Mid and End Semester Exam	Mid Semester exam - 30 Marks written Exam End Semester exam - 50 Marks written Examination (Practical Exam in exceptional subjects)	35%

** A minimum of 40% marks have to be secured as a sum of Continuous Internal Assessment and End Semester Exam. In case the candidate remains absent or secures zero marks in continuous evaluation and secures passing marks in End Semester Exam, the candidate will be declared fail and vice-versa is also fail.

**Note- Marks per evaluation may vary subject wise.



FIGURE - 8



INTERNAL EVALUATION _____

- Presentation
- Viva
- Test
- Projects
- Assignment

EXTERNAL EVALUATION _____

Written Exam is held at the end of semester and will be conducted by the University of Pune.

Table - 6

Type of Evaluation	Description of Evaluation	Marks contains
Continuous Internal Assessment	Presentations	50%
	Projects	
	Test	
	Viva	
	Assignment	
	Mid Semester Exam	
End Semester Exam	50 Marks written Examination (Practical Exam in exceptional subjects)	50%

**Note- Marks per evaluation may vary subject wise.

ATTENDANCE & LEAVE POLICIES



You are here at PIBM to work hard and fulfil your dreams. For fulfilling your dreams you have to be punctual to your classes. Absence causes a slow-down in the work and also creates gaps in your day to day learning process. Good attendance is something that is expected from all the students. Excessive absenteeism and tardiness will not be tolerated and will be a cause of disciplinary action, Attendance rules and regulations are as follows:-

COLLEGE RULES

- Every student has to maintain minimum 80% of attendance in a semester. Defaulters will not be allowed to appear in

mid exam and final exam

- Every student has to take approval from Academics department.
- There will be session wise subject wise attendance. Students not attaining 80% attendance will be debarred from exam of that subject
- Academics department will display attendance fortnightly on notice board.

HOSTEL RULES

- For all students entry time is no later than 10:00 PM in every hostel.
- There is a fine on late entry in hostel.
- Night out is not allowed without prior permission from the Mentor and Batch Incharge.

Academic Calendar Batch 2022-24 (Sem) Table-7

Starting Date	Ending Date	Event
23rd May, 2022	23rd May 2022	Induction Program of Foundation Course
23rd May 2022	23rd June 2022	Foundation Course
9th July 2022	9 July 2022	Business Conclave
23rd July 2022	23rd July 2022	Aarambh

Academic Calendar Batch 2022-24 (Sem 1)

Table-7

Starting Date	Ending Date	Event
26th July,2022	30th November,2022	Commencement of Semester 1
15th Aug,2022	15th Aug,2022	Independence Day Celebration
6th Aug,2022	6th Aug 2022	CEO Meet
5th September 22	5th September 22	Teacher's Day
20th August 22	20th August 22	Business Quiz
17th September 22	17th September 22	Digilytics 2022
2nd October,2022	2nd October,2022	Mahatma Gandhi Jayanti
5th October,2022	5th October,2022	Dasara
7th October 2022	13th October 2022	Mid Term Examination – I
20th Aug, 2022	20th Aug, 2022	Business Quiz Competition
31st Aug,2022	31st Aug,2022	Fitness Activities
22nd October 2022	26th October 2022	Diwali
19th November 2022	19th November 2022	International Conference

*Event dates are subject to change

CORPORATE INTERACTION



“In an effective classroom students should not only know What they are doing, they should also know Why and How”.

So, at PIBM we focus on experiential learning and for that we have “Corporate Weekends”. Every Saturday we defined as corporate day and on Saturday we call many corporate from different industries. Corporate Interaction will help you to build practical knowledge where you will be trained by corporate heads from various industries. These corporate heads are CEOs, CFOs, Directors, Vice-Presidents and other top management leaders with more than 20 years of Business Management experience. They will train you on “articulation” means how to apply your concepts in business world.

How you will be trained by Corporate Heads:-

- Industry and sector specific training on topics studied in the classroom and how will these concepts be applied in real business world.
- Domain based training on various domains like CD, FMCG, Retail, Paint, Cement, IT etc.
- Mock Interviews and Group Discussions to make students industry ready and to prepare them for final placements.

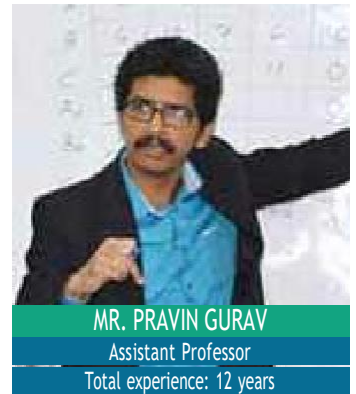
MENTORING PROGRAM

Meet your mentors

- PIBM drives the vision of building bright futures for those students who don't belong to classes but masses by making them hard-workers.
 - Mentor motivates the protégé when they are not self motivated.
 - In case the students don't know what they are capable of and what they want to do, mentors guide the protege properly.

- They don't know that to be eligible for a 5 lacs package, they have to completely change themselves.
- Mentor makes their protégé hard working.
- PIBM mentors have to transform the life of their protégé's by first BELIEVING in PIBM vision.
- A mentor gives solution to all the problems of the protégé.

Meet your mentors



MENTORING PROGRAM



MR. NILESH TEJRAO KATE
Assistant Professor
Total experience: 12 years



DR. MAHENDRA NARAYAN MORE
Assistant Professor
Total experience: 11 years



PROF. LAXMAN DOIPHODE
Assistant Professor
Total Experience: 15 Years



DR. POORNA CHANDRA PRASAD
Assistant Professor
Total Experience: 12 years



DR. MANOJ GADRE
Assistant Professor
Total experience: 30 years



DR. CHETNA NARENDRA MEHTA
Assistant Professor
Total experience: 14 years



DR. YACHNA RAMESH GHARDE
Assistant Professor
Total Experience: 5 years



PROF. ADITI ALJAPURKAR
Assistant Professor
Total Experience: 10 years

VIRTUAL LEADERSHIP SERIES

Pibm | CgThon Season 2
www.pibm.in | Beyond Temporary Bliss

EMERGING CONSUMER GROUPS DURING COVID 2.0

PANEL-1 Saturday, 24th July 2021 11:00 AM to 1:00 PM

Mr. Nilesh Singh, Head - Modern Trade, SAJAJ CONSUMER CARE
Mr. Indrajit Bhattacharya, RSM Lead, NESTLE INDIA LIMITED
Mr. Ajit Bhatnagar, VP Sales, G112 FOOD PRODUCT PVT. LTD.
Mr. Krishna Kumar Maurya, Commercial Director, SUNFEDER AGRO
Mr. Arjun Bhatnagar, Director, NAMRA SAUCE

Pibm | CgThon Season 2
www.pibm.in | Beyond Temporary Bliss

SUPPLY CHAIN ISSUES DURING COVID 2.0

PANEL-2 Saturday, 24th July 2021 3:00 PM to 5:00 PM

Mr. IPS Malik, CEO, GOLD FROZEN FOOD
Mr. Akshay Pathak, Head - Modern Trade, SECTER BEVERAGES
Mr. Anand Sood, Co-founder, SLEEPY OWL, COFFEE
Mr. Ajit Bhatnagar, VP Sales, G112 FOOD PRODUCT PVT. LTD.
Mr. Anil Agrawal, Founder, CALIBRO FOODS

Pibm | Virtual Leadership Series
PURE INSIGHTS BY DIRECT MANAGEMENT

MEGA SESSION

DR. NIRANJAN HIRANANDANI
Co-Founder & Managing Director
HIRANANDANI GROUP

Saturday, 3rd July 2021
Time: 10 AM

Live Stream on:

Pibm | Virtual Leadership Series
PURE INSIGHTS BY DIRECT MANAGEMENT

FireSide Chat Session

Campus Recruitment Trends

MR. SUMIT PREMI
Food Campus Recruitment
FITMAH

SATURDAY, 19TH JUNE 2021
TIME 3 PM

VIRTUAL LEADERSHIP SERIES

Pibm THE INSTITUTE OF BUSINESS MANAGEMENT | **CORPORATE SESSION**

DR. FREDERICK CORREA
Senior Associate VP - HR
DARASHAW

Sunday, 11th July 2021
Time: 11 AM

Live Stream on: 



Pibm THE INSTITUTE OF BUSINESS MANAGEMENT | **Virtual Leadership Series**

Fireside Chat Session
Navigating Challenges in Logistics

MR. ABHISHEK CHAKRABORTY
Executive Director
DTDC

WEDNESDAY, 17th JULY 2021
Time: 4 PM

Live Stream on: 



Pibm THE INSTITUTE OF BUSINESS MANAGEMENT | **CORPORATE SESSION**

MR. NILESH DANGE
CHRO
L&T Financial Services

Saturday, 26th June 2021
Time: 10 AM



Pibm THE INSTITUTE OF BUSINESS MANAGEMENT | **Virtual Leadership Series**

MS. QURAT UL AIN
Founder and Chairperson
DRE HOMES, DUBAI

Friday, 9th July 2021
Time: 3 PM (Dubai time)

Live Stream on: 



Pibm THE INSTITUTE OF BUSINESS MANAGEMENT | **Virtual Leadership Series**

Mr. Aakash Sangole
Head HR, GA & CSR
Panasonic Life Solutions

Saturday, 29th May 2021
Time: 10 AM

Live Stream on: 



Pibm THE INSTITUTE OF BUSINESS MANAGEMENT | **Virtual Leadership Series**

MR. NEERAJ DHAWAN
Managing Director
Experian India

Saturday, 5th June 2021
Time: 11 AM

Live Stream on: 



Pibm THE INSTITUTE OF BUSINESS MANAGEMENT | **Virtual Leadership Series**

MR. JAJIT MENON
Director - Sales, Marketing & CRM
SHRIRAM PROPERTIES

Saturday, 26th June 2021
Time: 11:15 am

Live Stream on: 



Pibm THE INSTITUTE OF BUSINESS MANAGEMENT | **Virtual Leadership Series**

MR. NILAM PATEL
MD, India Operations
S&P GLOBAL

Friday, 4th June 2021
Time: 2 PM

Live Stream on: 



EXTRA CURRICULAR ACTIVITIES

HOLISTIC DEVELOPMENT



EXTRA CURRICULAR ACTIVITIES

GYM, AEROBICS & YOGA



TALENT SHOW



EXTRA CURRICULAR ACTIVITIES

SPORTS



MUSIC



CULTURAL EVENTS



EXTRA CURRICULAR ACTIVITIES

NGO COMMITTEE



RURAL DEVELOPMENT COMMITTEE



“Arise,
Awake
And stop not
Until The
Goal Is
Reached.”

- Swami Vivekananda



OUR SUCCESS MANTRAS

Concentration leads to perfection, perfection to confidence,
confidence to success and success finally leads to happiness.

Inch by inch, Step by step, till I'm finished.

I'm part of competition now and I'll do everything

*to emerge as a **WINNER**..*

*I'll improve my **COMMUNICATION**,*

*I'll improve my **APTITUDE**, I'll improve my **PERSONALITY***

*One inch at a time, One step at a time. Till I achieve my **GOALS**..*

CORPORATE OFFICE ADDRESS:

Survey No. 499, Near Manas Lake,
Paud Road, Bhugaon,
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