



I Business Institute

From Ideas to Implementation

(An ISO 9001:2015 Institution)

Approved by AICTE, Ministry of HRD. Govt. of India

PGDM (2021-23)

Approved by AICTE, Ministry of HRD. Govt. of India

Two Year Full Time Program

PGDM Dual specialization in Marketing, Finance, Human Resource, Information Technology, International Business, Business Analytics & Operations Management.

Two Year Program Comprises

- Trimester based course curriculum
- 23 Core Subjects
- 12 specialization papers from 7 electives
- 2 Modules on Entrepreneurship & Family Business
- 3 Months compulsory corporate Internship program
- 3 months for Practical Learning & Personality Development
- Certification on 23 Core Subjects of PGDM curriculum



AWARDS

& ACCOLADES



Most Promising
B-School in India



National Education
Excellence Award



Best Placement Services



Most Preferred B-School of India



Best Institute with Industry Linkages



Best Educator in India



Top Institute of India 2019



Best Private Institute in India



Best Institute with Industry Interface
and Scale of Operations



Best Private Institute of India for
Excellence in Education and Entrepreneurship

ABOUT I Business Institute

I Business Institute, is a well-reputed Management Institute strategically located in the knowledge hub of NCR thereby opening up a plethora of opportunities for the budding managers. It offers a two-year, full- time PGDM program approved by AICTE, Ministry of HRD, Govt. of India. It has carved a niche for itself in the academic circuit of Greater NOIDA. The meteoric growth of IBI is reflected in the core belief that learning is most fruitful when knowledge and expertise of individuals from various disciplines and diverse backgrounds are shared. A number of expert professionals from various industries, academia and policy makers are associated with IBI providing advisory, training and faculty support.

Fostering diversity has always been the mainstay of the Institute as it believes in creating a culturally responsive citizens and broad approach towards teaching and learning. Not only does it inculcate multicultural awareness within learners, but it also encourages acceptance and helps prepare students to thrive in an exponentially diverse world.

Keeping pace with the ever-evolving education scenario, IBI has taken major initiatives in terms of programmes, curriculum development, corporate linkages, placements and students' development. It has developed an incubation centre where students can gain hands-on experience in innovation and entrepreneurship while being nurtured and encouraged by the entire team. It has a world-class infrastructure including auditorium, seminar hall, conference room, multimedia enabled classrooms, hostel for boys and girls and facilities which enhance the overall personality of the students.

KEY HIGHLIGHTS



- Eminent faculties from IIMs, IITs, XLRI, Symbiosis, Great Lakes and Corporate.
- Placement Assurance and Pre-Placements opportunities
- Professional curriculum design with case study methods & live projects in organizations.
- Corporate Internship & Mentorship with leading brands
- Global outreach through International Study tour and foreign collaborations.
- Short term live- projects and Industry visits.
- Final Research Project and Dissertation on domain of your choice.
- Three months Summer Internship Project
- Mentorship & Business Simulation Program
- 28 Certification courses by eminent instructors from GO1, KrackiN and iNurture
 - Skill oriented 23 subjects specialized certification
 - Digital Marketing Certification for all domain
 - Advanced Excel Certification for all domain
 - Six Sigma Certification for all domain
 - HR Practices Certification for HR Specialization
 - Financial Management Certification for Finance Specialization
 - Marketing Management Certification for Marketing Specialization
 - Logistics & Supply chain Management Certification for operations management
 - Business Analytics Certification for BA specialization
 - Data Science Certification for IT specialization
 - Fundamentals of Foreign Trade Certification for IB students

Practical Learning Model



Live Consulting Engagement
To provide students the opportunity to work directly with companies in real-time.

Entrepreneurship & Incubation Center
To provide new ideas and innovative minds.

Final Research Project
It is the base of Programme. Each student must work under supervision of corporate mentor or home faculty.

Corporate Internship Program
It is a Work Integrated Learning (WIL) program where students undertake placements within organizations.

Our Certification Partners





PEDAGOGY

The PGDM curriculum design and pedagogy emphasizes the development of students' skills and abilities to apply management theories and concepts to practical problems of the business-world and industries. Pedagogy is 'learning centric' and not 'teaching centric'. It is interactive and participative, involving fieldwork, case studies, business games, role-plays, simulation exercises, group discussions, experiential exercises, film reviews, application of concepts, structured and unstructured group work, and hands-on projects with the industry. Students are expected to achieve high standards of excellence. The emphasis is on involving the students in learning and helping them relate concepts and theories to business realities.

The first three trimesters are essentially devoted to developing understanding of basic concepts across different functional areas to provide an integrated learning experience to the students with the help of courses like Microeconomics, Macroeconomics, Organizational Behaviour, Human Resource Management, Marketing Management, Financial Management, Business Ethics, Legal Aspect of Business, and Quantitative Techniques. The fourth and fifth trimesters cover courses primarily on electives based on their area of specialization. Certain tools like R, SPSS and Tableau are also included in the course based on the industry requirement which also integrates the classroom learning with industry practise.



Till date 170 plus leading companies have already visited the campus offering great packages and as per POI letter, every opportunity was above 4.5 lakhs per annum.

INTERNATIONAL EXPOSURE TO SINGAPORE / DUBAI



Placement Opportunity Assurance

The placement offered at IBI is a robust and fool-proof process, conducted in various ways, which results in offering placement opportunities to students in numerous companies. On joining IBI, the student gets a 'Placement Opportunity Assurance' (PAO) letter stating the corporate opportunity of min. 4.5 lakhs per annum.

- 200 companies have signed an MOU for POA for Batch 2021-2023.
- A total of 174 companies came for the placement process for Batch 2018-2020.
- 84 companies came for Summer Internship for Batch 2019-2021.
- 32 years of corporate leadership in major sectors like Packaging and FMCG.
- Assured minimum package offered is Rs.4.5 lakhs per annum and minimum 25 opportunities per student.
- Companies from sectors like Banking, Consulting, Market Research, E-Commerce, Financial Research/ Services, IT, Telecom, etc.

ADMISSIONS HIGHLIGHTS

Eligibility for Admission

- The candidates must have 50% marks or equivalent CGPA in both class X and XII.
- The candidate must have minimum 3-year Bachelor's Degree, with at least 50% marks or equivalent CGPA in any discipline recognised by UGC/AICTE/AIU.
- The candidates must be in final year of Graduation.
- The candidates have a score of CAT/MAT/CMAT/XAT exam.

Admission Process

- Shortlisted candidates would have to appear for IBI written test followed by a Group Discussion (GD) and a Personal Interview (PI). IBI would not be reimbursing the cost of travel,

boarding and lodging for any of the candidate for the purpose of appearing for the admission test or for the personal interview.

- Final Selection of the candidate is based on Academic Score + CAT/XAT/CMAT/MAT + Written Test + Work experience + GD Score + PI Score. The weightage for final score is calculated based on the following criteria:

CAT/XAT/CMAT/MAT	=	40 %
Written Test	=	10 %
Work Esperance	=	10 %
Group Discussion	=	20 %
Personal Interview	=	20 %

FEE STRUCTURE FOR PGDM BATCH 2021-2023

Installment	Fees * Amount (Rs.)	Dates for Fee Deposit
Registration	70,000	At the time of Admission
Installment 1	1,50,000	Within 15 days of registration
Installment 2	1,45,000	Before 10th October, 2021
Installment 3	1,45,000	Before 30th June, 2022
Installment 4	1,45,000	Before 30th October 2022
Total	6,55,000	

SCHOLARSHIP

A scholarship of up to Rs.1,50,000 is available on first cum first serve basis. The candidates should fall under the merit category on the basis of their percentile in CAT/XAT/CMAT/MAT. Also, the candidate should fulfil the criteria of having secured overall 50% in the 10th, 12th and Graduation Examination.

Category I: Scholarship on basis of qualifying exam:

S.No.	Marks in Qualifying Exams	Scholarship Amount
A	CAT/XAT/CMAT percentile >85	- INR 50000
	CAT/XAT/CMAT percentile between 70-85	- INR 30000
	CAT/XAT/CMAT percentile between 60-70	- INR 20000
B	MAT Score >750	- INR 50000
	MAT Score between 700-749	- INR 30000
	MAT Score between 600-699	- INR 20000

Category II: Scholarship for Corona Warrior's Family:

The candidate whose immediate blood relation family member has been a Corona Warrior (Doctor, Nurse, etc.) will be awarded with the scholarship of Rs. 20,000.

Category III: Scholarship on the basis of Academic Background:

The candidates having B.Tech./B.E. degree securing 60% and above in 10th, 12th and graduation will be awarded with the scholarship of Rs. 20,000.

Category IV: Scholarship for candidates with Work Experience:

The candidates with work experience of minimum 1 year with minimum 1.8 CTC will be awarded with the scholarship of Rs. 20,000.

Category V: Defence Category:

The candidates who belong to Defence Forces /Army will be awarded with the scholarship of Rs. 20,000 provided the candidate should secure 50% marks in 10th, 12th and Graduation.

Category VI: Single Mother:

The candidates who is being raised by a Single Mother, will be awarded with the scholarship of Rs. 20,000 provided the candidate should secure 50 % marks in 10th, 12th and Graduation.

Category VII: Special Category:

The candidates who have scored more than or equal to 90% in 10th, 12th, Graduation, CAT/XAT/MAT/CMAT and also in the Interview Round of the College selection procedure, will be awarded with the scholarship of Flat 50% in Total Fees.



I Business Institute

35, Maula Ali Road, Knowledge Park II, Greater Noida, UP - 201310

Toll Free No: 1800-3012-0200 | For Admission Enquiry: +91 7065333326, 7065333327

Info@ibusinessinstitute.org | www.ibusinessinstitute.org

Prospectus & Application form are available:

- From IBI, Greater Noida on payment of Rs. 950/- in cash or online.
- By post, against a demand draft of Rs. 1050/- drawn in favour of "I Business Institute" and payable at Greater Noida.