

# 2 YEAR PGDM PROGRAM

**AICTE Approved program integrating  
Business, Design Thinking and Liberal Arts**



**PGDM 2023-25**  
**Admissions Brochure**





# ABOUT SOIL

SOIL was co-created by a team of thoughtful business leaders and 32 companies with the aim to build Leaders with character, competence, and enthusiasm. Over the last 14 years, SOIL has produced more than 1400 leaders through its full-time programs and trained over 10,000 leaders through its part time programs.



# THE SOIL ADVANTAGE

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01

## OUR CONSORTIUM COMPANIES

Our consortium group consisting of 32 multinational and Indian companies from across industry verticals are involved in the program through mentorship, curriculum design, networking, admission interviews & placements.

02

## INDUSTRY CONNECT & IMMERSION

SOIL has over 200 industry leaders visiting campus every year. Our network of leaders helps students get rich exposure to the industry & corporate life.

03

## GLOBAL ALUMNI NETWORK

Connect with over 1400 SOIL alumni working across the globe. Participate in thought-leadership, networking and online events across the year.

04

## 100% PLACEMENTS RECORD

SOIL has a 100% placements record over the last 14 years: a clear indicator of our strong career management services effort.

05


## ACCESS TO OVER 300 COMPANIES

Get access to our recruiting partners who have provided leadership and guidance in career development over the last 14 years. SOIL has received strong support from our recruiting partners. These partners help us during our summer internships and final placements.



# FOUNDER'S MESSAGE

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*We challenge you to get out of  
your “Comfort zone”, transcend  
your fears and develop greater  
self-confidence.*

**- Anil Sachdev**



# DEAR MBA ASPIRANT,



SOIL's new creation, the SOIL School of Business Design, at Manesar, offers a Two-Year Post Graduate Diploma in Management with a focus on developing young leaders with holistic thinking to become aware of the true needs of multiple stakeholders, care for their requirements, source creativity and inspiration from deep within to develop products and solutions and dare to transcend their limitations and fears and work synergistically with others to manifest sustainable innovation - the essence of Design Thinking.

The rapid evolution of the business and enterprise eco-system in India makes it obvious that, whether one chooses to be part of a startup or a growing organization or wishes to pursue a career in a legacy organization, traditional management education is incomplete by itself. It has to be matched by the ability to deal with ambiguity, integrate divergent approaches, and appreciate the unique requirements of a certain situation rather than respond with templated solutions.



SOIL's School of Business Design Two-Year program has therefore been designed as an innovation journey. As part of this journey, students will work in teams to observe diverse stakeholder groups in their natural habitats. These could be local farmers, established corporates, startups, government organizations and think-tanks, NGOs, or educational institutions.

Courses such as The Essence of Design Thinking, Ethnography Inspired by Social Anthropology, Sociology of Communities, The Psychology of Empathy, Critical Thinking and Perspective Beyond Biases, Leading Self, and Mindfulness Through Yoga and Meditation will prepare students for this part of the journey. They simultaneously develop a strong foundation in areas of traditional management education like strategy, finance, marketing, operations, analytics and HR

The program's unique curriculum and pedagogy are complemented by SOIL's legacy and our long-standing relationships in the world of business. Its success lies in students who will enjoy, benefit from, and contribute to this innovation journey.

I wish you all to make an informed decision before joining our new program.

**- Mr. Anil Sachdev,  
Founder,  
SOIL Institute of Management**



Members of our advisory board are Industry Experts including academicians, industry professionals, entrepreneurs, social leaders and consultants. Their combined wisdom has strengthened our understanding of expectations of the Industry from Business Schools.



**B. Muthuraman**

Ex-Vice Chairman, TATA Steel



**Dr. Indira Parikh**

Former Dean, IIM Ahmedabad



**Santhosh Desai**

MD & CEO , Futurebrands India



**Pratik Kumar**

CEO , Wipro Infrastructure Engineering



**Arun Arora**

CEO, Dr. Shroff Charity Eye Hospital



**Ishan Raina**

Independent Director | 2016 Fellow Advanced Leadership Initiative Harvard University



**Savita Mahajan**

Former Deputy Dean, Indian School of Business



**Arun Maira**

Former Chairman, Boston Consulting Group, India



**Rajeev Dubey**

Ex-President – HR & CEO – After Market for Mahindra & Mahindra Limited



**Dr. Harsh Mishra**

Faculty leading Entrepreneurship at DMS IIT Delhi



**Dr. Vinita Sahay**

Director at Indian Institute of Management, Bodh Gaya



# PGDM ADVISORY MEMBERS



**Dr. Shuchi Sinha**

Associate Professor, Indian Institute of Technology, Delhi



**Dr. Amitabh Kodwani**

Associate Professor, Indian Institute of Management, Indore



**Dr. Kartik Dave Dean**

(Planning) and Dean SBPPSE at Dr B. R. Ambedkar University, Delhi



I am fortunate enough, for I have been getting the chance to interact closely, every week with Mr Anil Sachdev, our beloved Founder, through Self-Leadership classes. These sessions have instilled in me, the thought **“Leadership is not about leading others; it’s about leading yourself!”** and the importance of leading my own well-being as well as others’. If not for this inspiring experience, I would have never known that Creativity and Decision making are skills that can be learnt and improved.

**KASHIKA CHAWLA**  
2 YEAR PGDM







## OUR PARTNER COMPANIES

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SOIL is co-created by a group of 32 Multinational and Indian companies from across industry verticals who believe in the value proposition of creating leaders with a focus on the triple bottom line.

***Our consortium companies help SOIL in Curriculum Design, Admissions, Student Mentorship, Live Case Studies and Career Management Support***



# SOIL CONSORTIUM PARTNERS

**intellect**<sup>™</sup>  
Design for Digital

**Mahindra**

**TAJ**  
Hotels Resorts  
and Palaces

**Grant Thornton**

**Hindustan Unilever Limited**

**gsk** GlaxoSmithKline



**AVANTHA**

**DR. REDDY'S**



**ANAND**  
automotive systems

**ABB**

**ACC**  
ACC LIMITED

**FLSMIDTH**

**SRF**  
We always find a better way  
A Great 2015 Multibagger

**NOKIA**  
Connecting People

**asianpaints**

**TVS**

**LARSEN & TOUBRO**  
It's all about Imagineering

**Johnson & Johnson**

**TATA**  
TATA STEEL

**sas**

**Infosys**<sup>®</sup>  
POWERED BY INTELLECT  
DRIVEN BY VALUES



**ADITYA BIRLA GROUP**

**SAP**

**MARUTI SUZUKI**  
Count on us

**ICICI Bank**

**Schneider**  
Electric

**MAX** NEW YORK LIFE  
LIFE INSURANCE  
Karo Zyaada Ka Iraada

**KOHLER**







## PGDM PROGRAM

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The two-year PGDM program provides students with a multidisciplinary approach to traditional management programs using **Design thinking and Liberal Arts**.

This program challenges students to tackle problems that are happening right now. Students will work with non-profit, corporate, and public entities to develop projects that address real-world challenges.

Some projects last just hours, others last weeks – and in some cases, projects span the entire duration of 2 years as student teams work with organisations.



# FOCUS AREAS

**Managers, who are business centric and have focus on innovation and sustainability are greatly in demand. The learning journey at SOIL prepares you for the demands of the workforce for the 4th Industrial Revolution (2021 and beyond).**

***The key focus areas of the program are as below:***



## **Business Expertise**

**Acquire skills and knowledge in key managerial areas such as Marketing, Finance, Operations, Analytics, Sales and Human Resources.**



## **Design Thinking**

**Develop the skill of being innovative and rediscover your creative self through the process of design thinking inspired from Stanford Design School**



## **Liberal Arts**

**Understand human beings deeply, communicate better, think critically via courses in psychology, philosophy, anthropology etc.**



## **Experiential Immersions**

**Get exposure to diverse Indian and global cultures, get a deep understanding and a real-time exposure to people, business and environment.**





**EXPLORE BEYOND  
THE TRADITIONAL MBA**



## Inaugural Address

Speaker : Mr. Manoj Kohli



Executive Chairman,  
SoftBank Energy



**“ We believe  
everyone is Creative.  
Our students discover  
their creative  
potential through  
an intensive  
program learning  
journey”**



# FOCUS ON DESIGN THINKING



**Design Thinking is an iterative process in which we seek to understand the user, challenge assumptions, and redefine problems in an attempt to identify alternative strategies and solutions that might not be instantly apparent with our initial level of understanding.**

**LEARN THE SYSTEMATIC PROCESS FOR SUSTAINABLE INNOVATION.**

**Companies following  
design thinking have**

**1.5** times  
greater market share

(Source:Adobe)

**Design Driven companies  
have outperformed the  
S&P index (USA) by**

**228%** over 10 years

(Source:BMI)

**50%** of design  
lead companies report  
more loyal & supportive  
customers

(Source:Adobe)

**89%** of the  
companies compete  
on customer  
experience

(Source:Gartner)



# GLOBAL FIRMS USING DESIGN THINKING

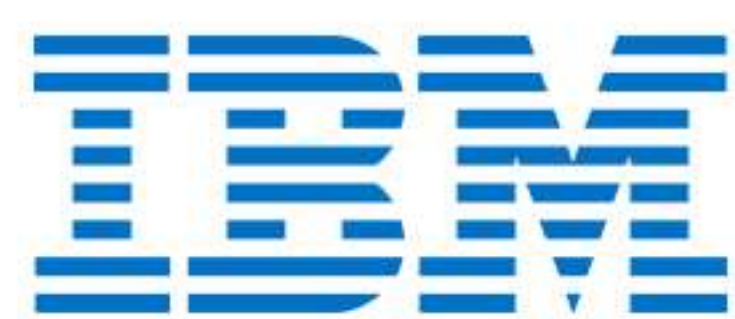
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**NETFLIX**



**amazon**

**Uber**



**zomato**



**IDEO**

**“Design thinking is a human-centered approach to innovation that integrates the needs of people, the possibilities of technology, and the requirements for business success.”**

**Tim Brown, CEO, IDEO**



# FOCUS ON LIBERAL ARTS

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A liberal arts education offers an expansive intellectual grounding in all kinds of humanistic inquiry. By exploring issues, ideas and methods across the humanities and the arts, and the natural and social sciences, you will learn to read critically, write cogently and think broadly.

*Our foundation program involving subjects such as **Psychology, Anthropology, Philosophy, Communication and Ethics** aims at teaching the students:*

- ▶ **How to communicate your ideas**
- ▶ **Find and analyze information and data**
- ▶ **Adapt to new technology and professional trends**
- ▶ **Work with others to solve problems**
- ▶ **Make confident, knowledgeable decisions**





***Susan Wojcicki***

CEO, YouTube, B. A (History & Literature)



***Jack Ma***

Chairman, Alibaba, B. A (English)



***Howard Schultz***

Chairman, Starbucks B. A  
(Communications)



***Gerald M. Levin***

CEO, Time Warner B.A (Philosophy)



***Peter Thiel***

CEO, Paypal B. A (Philosophy)



***Carly Fiorina***

Former CEO, HP, B. A (Medieval History)



***John Mackey***

CEO, Whole Foods B.A (Philosophy & Religion)



***Frederick W. Smith***

Founder Chairman, Fed-Ex B. A  
(Economics)



# PROMINENT LEADERS WITH LIBERAL ARTS DEGREES





# PGDM COURSE CURRICULUM



The PGDM in Business Design offers students the opportunity to grow by using a practical and creative learning methodology. The integration of subjects in management, design thinking and liberal arts, that trains students in different skills, especially critical and strategic thinking, opportunity identification, creativity, prototyping of ideas and concepts, and project management, in order to achieve the required ability to be adaptative in the current changing environment

Term 1	Term 2	Term 3
<b>Core</b> <ul style="list-style-type: none"> <li>▶ Problem Solving and Statistical Thinking</li> <li>▶ Financial Accounting</li> <li>▶ Microeconomics Theory</li> <li>▶ Managerial Communication</li> </ul>	<b>Core</b> <ul style="list-style-type: none"> <li>▶ Operations and SCM</li> <li>▶ Corporate Finance</li> <li>▶ Business Research</li> <li>▶ Marketing Fundamentals</li> <li>▶ Organizational Behaviour</li> </ul>	<b>Core</b> <ul style="list-style-type: none"> <li>▶ HRM for Modern Workforce</li> <li>▶ Decision models and optimization</li> <li>▶ Dynamic Strategy</li> <li>▶ Strategy for Managers</li> </ul>
Design & Liberal Arts	Design & Liberal Arts	Design & Liberal Arts
<ul style="list-style-type: none"> <li>▶ Psychology for Managers</li> <li>▶ Self-Leadership</li> <li>▶ Introduction to Design Thinking</li> </ul>	<ul style="list-style-type: none"> <li>▶ Managerial Communication</li> <li>▶ Design Dynamics</li> </ul>	<ul style="list-style-type: none"> <li>▶ Social and cultural Anthropology</li> <li>▶ Yoga &amp; Wellness</li> </ul>

Term 4	Term 5	Term 6
<b>Core</b> <ul style="list-style-type: none"> <li>▶ Time series Forecasting</li> <li>▶ People Analytics</li> <li>▶ Legal Aspects of Business</li> <li>▶ Behavioral Finance</li> </ul>	<b>Core</b> <ul style="list-style-type: none"> <li>▶ Product and service design</li> <li>▶ Indian Financial System</li> <li>▶ Compensation Benefits</li> </ul>	<b>Core</b> <ul style="list-style-type: none"> <li>▶ Final project Work</li> <li>▶ Digital and Social Media Marketing</li> <li>▶ Business Valuation</li> </ul>
Design & Liberal Arts	Design & Liberal Arts	Design & Liberal Arts
<ul style="list-style-type: none"> <li>▶ Mock Design Workshops</li> <li>▶ Industry Projects</li> </ul>	<ul style="list-style-type: none"> <li>▶ Design Bootcamps</li> </ul>	<ul style="list-style-type: none"> <li>▶ Innovation Fair</li> </ul>



# ELECTIVES

The courses and curriculum is only **representative** and may be **subject to change** as determined by the faculty and academic department. Please check with **academic program office** for the latest curriculum schedule and courses taught.

## Marketing

- ▶ **Consumer Behaviour**
- ▶ **Product and Brand Management**
- ▶ **Digital and Social Media Marketing**
- ▶ **Omni Channel Retailing**
- ▶ **Marketing Analytics**
- ▶ **Integrated Marketing Communication**

## Analytics

- ▶ **Data Mining and Predictive Analytics**  
(Using R and Python)
- ▶ **Business Forecasting**
- ▶ **Data Visualization**
- ▶ **Artificial Intelligence with Deep learning**  
(using python)
- ▶ **People Analytics**
- ▶ **Introduction to FinTech and Digital Finance**

## Human Resources

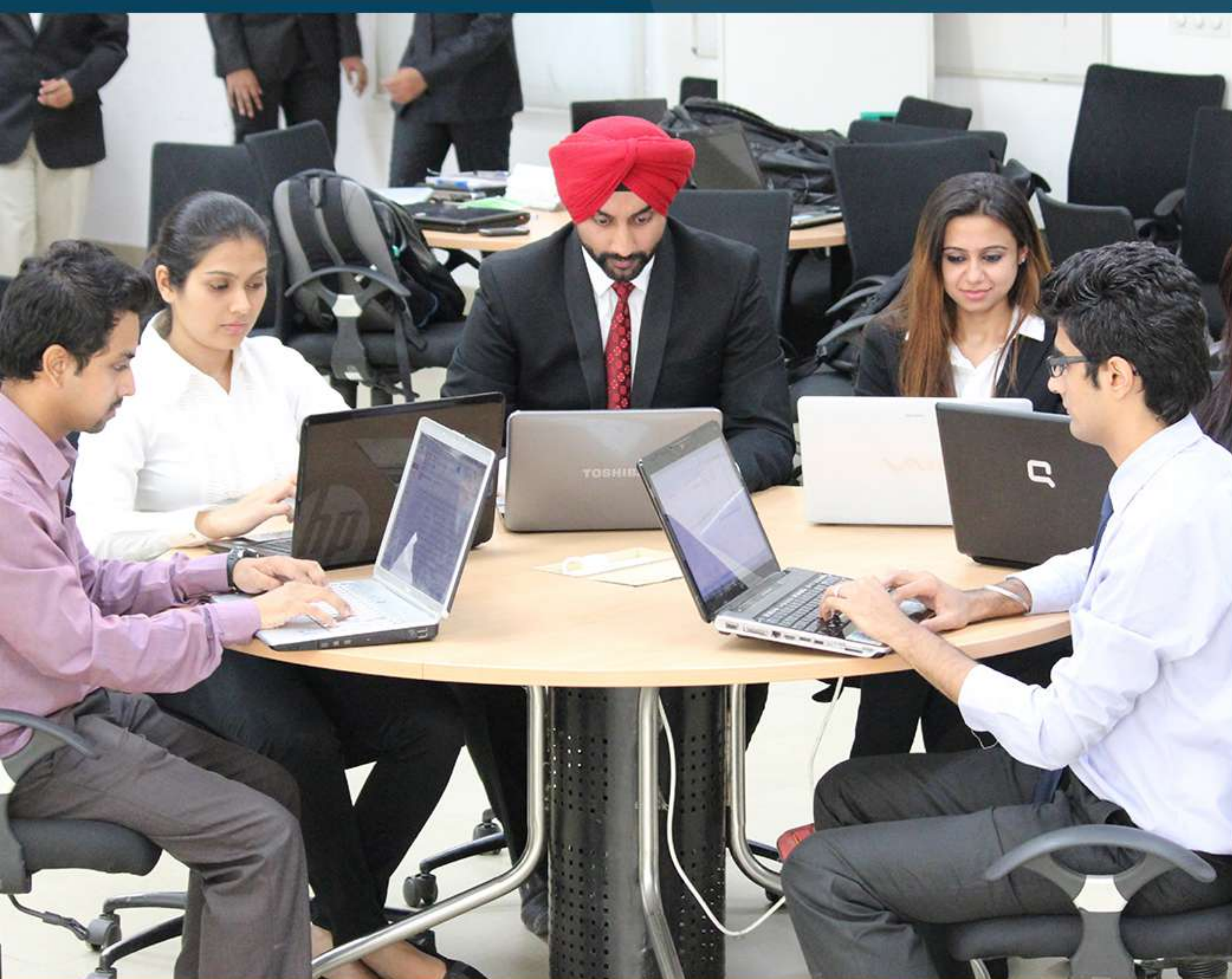
- ▶ **People Analytics**
- ▶ **Talent Acquisition and Management**
- ▶ **Performance Management**
- ▶ **Compensation Benefits**
- ▶ **Industrial Relations – Labor Laws**
- ▶ **Training and Development**

## Finance

- ▶ **Financial Statement Analysis**
- ▶ **Indian Financial System**
- ▶ **Behavioral Finance**
- ▶ **Securities Analysis and Portfolio Management**
- ▶ **Business Valuation**
- ▶ **Introduction to FinTech and Digital Finance**



# LEARNING JOURNEY



**Considering the demands of the future employers and the skillset requirements of the future workforce, SOIL has curated a learning journey with the help of Academicians, Top Industry Leaders, Environmentalists, Venture Capitalists and Serial Entrepreneurs**

*With an amalgamation of Management Subjects, Design Thinking & Liberal Arts; each day is about new learning, new experiences and new insights at the SOIL Institute of Management. The Key Focus areas are:*

- ▶ Gaining Business Excellence
- ▶ Developing a Design Thinking Mindset
- ▶ Understanding humans using Liberal Arts
- ▶ Gaining Industry Exposure
- ▶ Developing Career Skills





**“The school has put together a curriculum which will prepare graduates for the modern business world. This program has a specific focus not only on functional skills but also personal skills”**

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**B. Muthuraman**  
Former Vice President, Tata Steel





# LEARNING JOURNEY

## LEARNING JOURNEY - YEAR 1

Your first year is an immersion in business and design thinking fundamentals. You will work through solid core courses as you build foundational knowledge, hone new competencies, engage, network and forge ties, friendships and your own business network




JUN '23	JUN - JULY '23	JULY - OCT '23	NOV - JAN '2024	JAN - APR '2024
PRE-TERM	ORIENTATION	TERM 1	TERM 2	TERM 3
Access Learning resources and bridge any knowledge gaps	<ul style="list-style-type: none"><li>▶ Batch Reveal Session</li><li>▶ Integrated Business Session</li><li>▶ Exposure to social services at SOIL</li><li>▶ Story of your Life and future goals</li><li>Psychometric Assessments</li></ul>	<div><b>Core</b><ul style="list-style-type: none"><li>▶ Problem Solving and Statistical Thinking</li><li>▶ Financial Accounting</li><li>▶ Microeconomics Theory</li><li>▶ Managerial Communication</li></ul></div>	<div><b>Core</b><ul style="list-style-type: none"><li>▶ Operations and SCM</li><li>▶ Corporate Finance</li><li>▶ Business Research</li><li>▶ Marketing Fundamentals</li><li>▶ Organization Behavioursfor managing self &amp; teams</li></ul></div>	<div><b>Core</b><ul style="list-style-type: none"><li>▶ HRM for Modern Workforce</li><li>▶ Decision models and optimization</li><li>▶ Dynamic Strategy</li><li>▶ Competitive Strategy for Managers</li></ul></div>
		<div><b>Design &amp; Liberal Arts</b><ul style="list-style-type: none"><li>▶ Psychology for Managers</li><li>▶ Self Leadership</li><li>▶ Introduction to Design Thinking</li></ul></div>	<div><b>Design &amp; Liberal Arts</b><ul style="list-style-type: none"><li>▶ Managerial Communication</li><li>▶ Design Dynamics</li></ul></div>	<div><b>Design &amp; Liberal Arts</b><ul style="list-style-type: none"><li>▶ Social and cultural Anthropology</li></ul></div>
	Unlearn & Relearn	Heritage Walks	Industry Tours	Himalayan Retreat
	Career Services	Social Innovation	Interpersonal Skill Lab	Interpersonal Skill Lab
	Senior Sessions	Brand Yourself - Careers	Career Coaching	Summer Internship Process
	Welcome by Industry		Yoga & Wellness	
	ACADEMY INTENSIVE WEEK 1			
	Inspired Leadership Series by Industry Experts & Leaders			



## An abstract geometric pattern composed of numerous triangles of various sizes and orientations. The triangles are colored in shades of blue, yellow, and orange, creating a complex, tessellated effect. The pattern is set against a dark blue background.

# LEARNING JOURNEY - YEAR 2

Our flexible curriculum learning journey allows you to take more electives in the second year to prepare for your desired career track, global experience, business venture, or other interests. You will take any remaining core requirements, drill deeper within the wide range of electives, and develop one or more areas of expertise.

MAY - JUN '24	JULY - SEPT '2024	OCT - DEC '2024	JAN - MAR '2025	
SUMMER BREAK	TERM 4	TERM 5	TERM 6	
SUMMER INTERNSHIPS	<b>Electives</b> <ul style="list-style-type: none"><li>▶ Time series Forecasting</li><li>▶ People Analytics</li><li>▶ Legal Aspects of Businessand ethics</li><li>▶ Behavioral Finance</li></ul>	ACADEMY INTENSIVE WEEK 2	<b>Electives</b> <ul style="list-style-type: none"><li>▶ Product and service designIndian</li><li>▶ Financial System</li><li>▶ Compensation Benefits</li><li>▶ Other Electives</li></ul>	<b>Electives</b> <ul style="list-style-type: none"><li>▶ Final integrated project Work</li><li>▶ Digital and Social Media Marketing</li><li>▶ Business Valuation</li><li>▶ Other Electives</li></ul>
	<b>Design &amp; Liberal Arts</b> <ul style="list-style-type: none"><li>▶ Mock Design Workshops</li><li>▶ Industry Projects</li></ul>		<b>Design &amp; Liberal Arts</b> <ul style="list-style-type: none"><li>▶ Design Bootcamps</li></ul>	<b>Design &amp; Liberal Arts</b> <ul style="list-style-type: none"><li>▶ Innovation Fair</li></ul>
	 Global Immersion		 Discover India Journey	Capstone Simulation
	Industry Live Proect		Storytelling	 Junior Mentorship
	Academy Domain Knowledge Sessions		Lateral Placements Process	Final Placements Process
	Inspired Leadership Series by Industry Experts & Leaders			









# Experiential Immersions

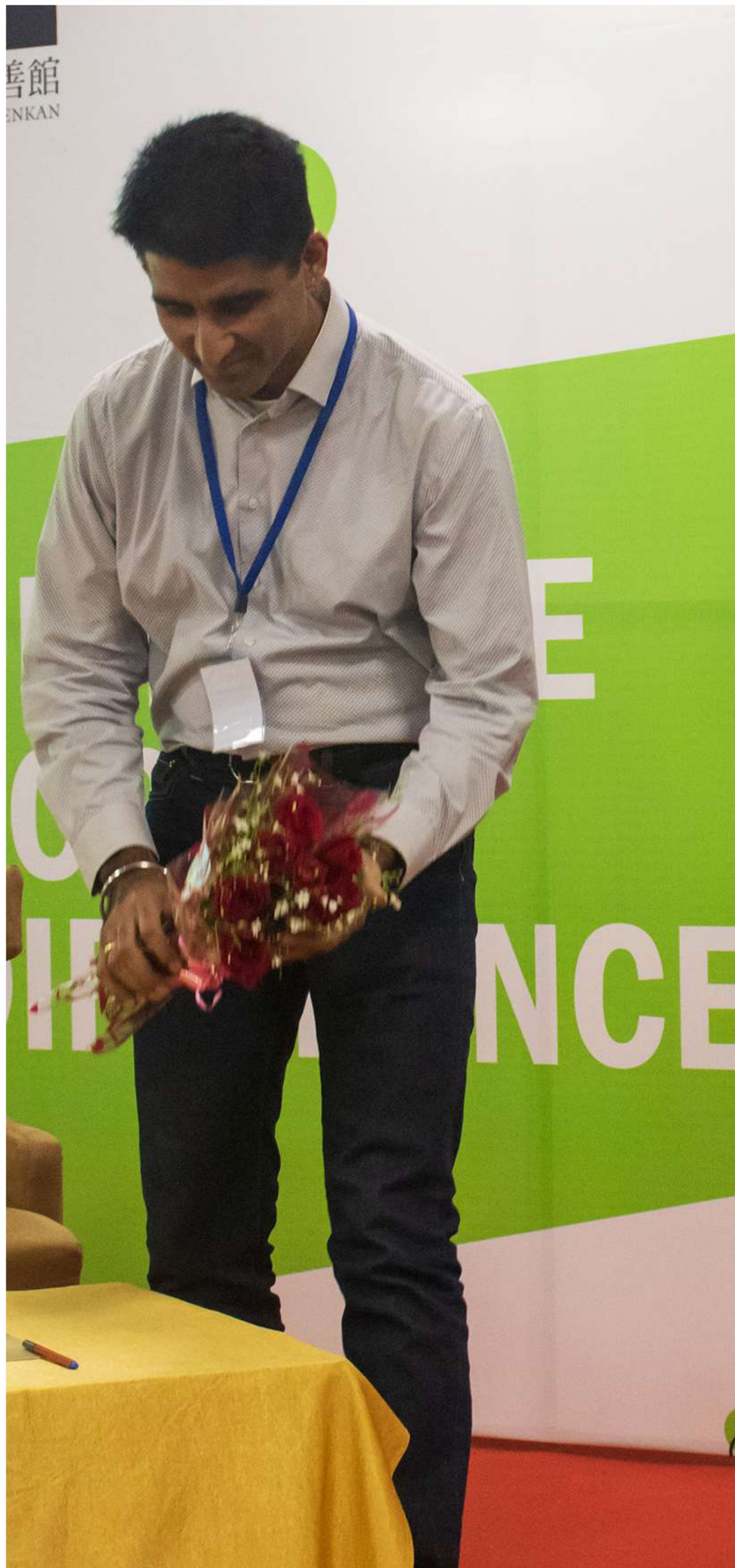
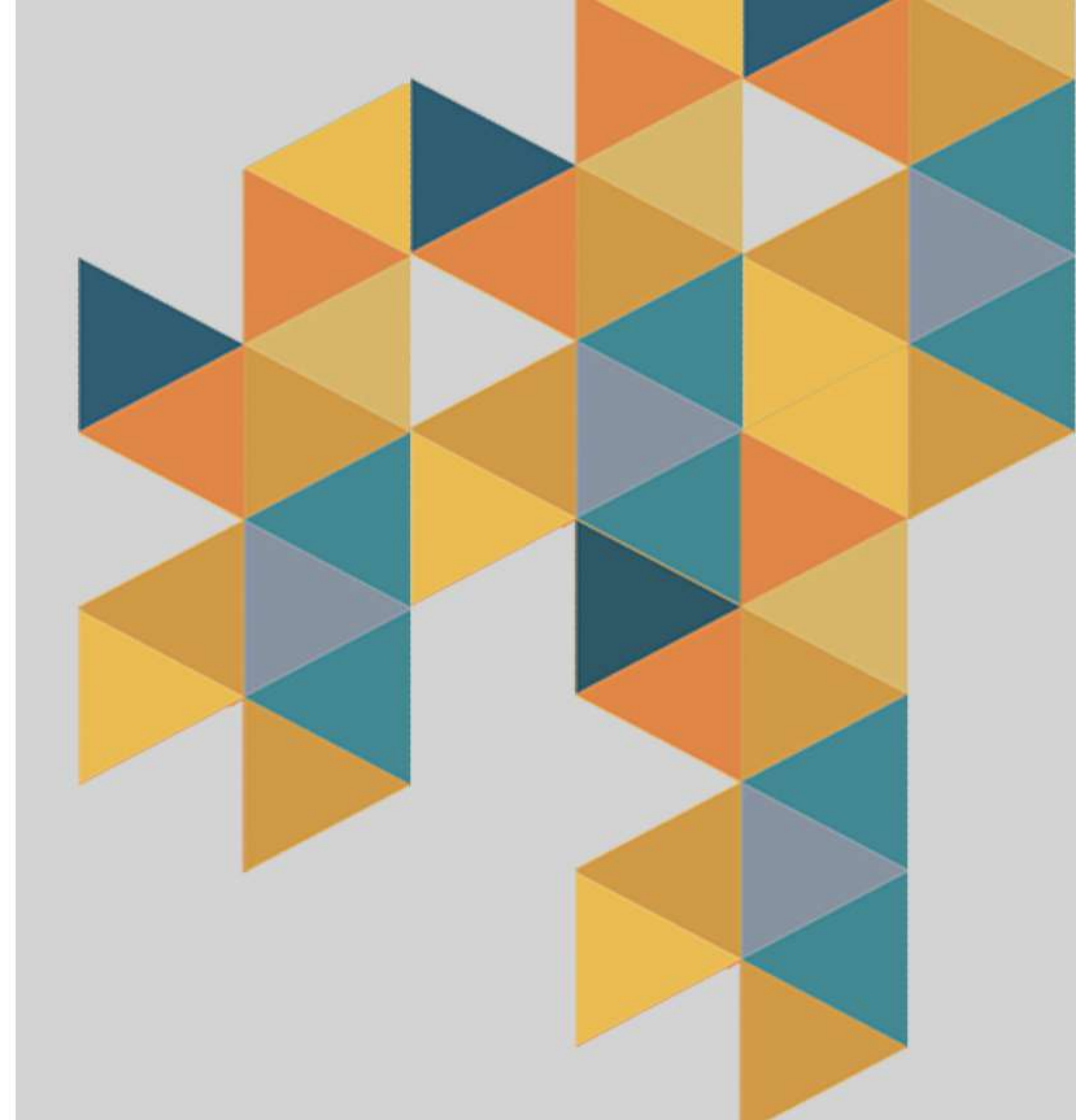
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With the onset of the 21st century, and the rise in globalisation and technological advancements, boundaries between regions, countries and people have become non-existent. During these times, it is imperative for students to get an advanced understanding of humans and their behaviour across cultures.

In the SOIL PGDM Program, 25 percent of learning is experiential, with field immersions that invite deep focus on five areas leadership, design thinking, entrepreneurship and innovation, global business, and cultures.

- **Global Immersion**
- **Himalayan Rural Outreach**
- **Social Innovation Program (SIP)**
- **India Train Journey**
- **Innovation Festival**







# GLOBAL IMMERSION

Undergo a two-week-long international study trek in one of the leading business capitals of the world. This tour combines on-campus lectures, projects and assignments as well as experiential formats like workshops. This serves as an excellent opportunity to experience and understand these business capitals from close quarters.

## *A GLOBAL IMMERSION TREK GENERALLY CONSISTS OF*

### **1 - On-Campus Sessions**

### **2 - Study Trek**



**Explore factors which affect businesses globally**

**Attend a class in a foreign university for a week**

**Economic and cultural understanding of business capitals**

**Apply classroom knowledge to global settings**



# EXPERIENTIAL IMMERSIONS

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## HIMALAYAN RURAL OUTREACH

Undertake a trip to the scenic mountain village of Sidhbari located on the outskirts of Dharamshala at the feet of the Himalayas. Students visit the nearby Cord village to interact with the local communities and understand various political, economic & cultural aspects.



## SOCIAL INNOVATION PROGRAM (SIP)

A leadership experiential program wherein students work closely with an NGO. Students gain knowledge in the form of real-life challenges and situations faced and this helps the students to understand and apply leadership qualities at appropriate junctures in organizations.



## INDIA TRAIN JOURNEY

Embark on a 'Discover India Train Journey' to discern diverse cultures, history and uncover the mystique of India in the true essence. The two-week train journey involves visiting culturally significant places across India



## INNOVATION FESTIVAL

The Innovation FAIR is the annual festival of the School of Business Design. It is the culmination of the entire teaching-learning experience that a student undergoes during the 2 Year PGDM program. The fair will be an opportunity for the students to showcase their learnings



# CLASS PROFILE PGDM 2022-24

23 YRS

AVERAGE AGE

41%

WOMEN

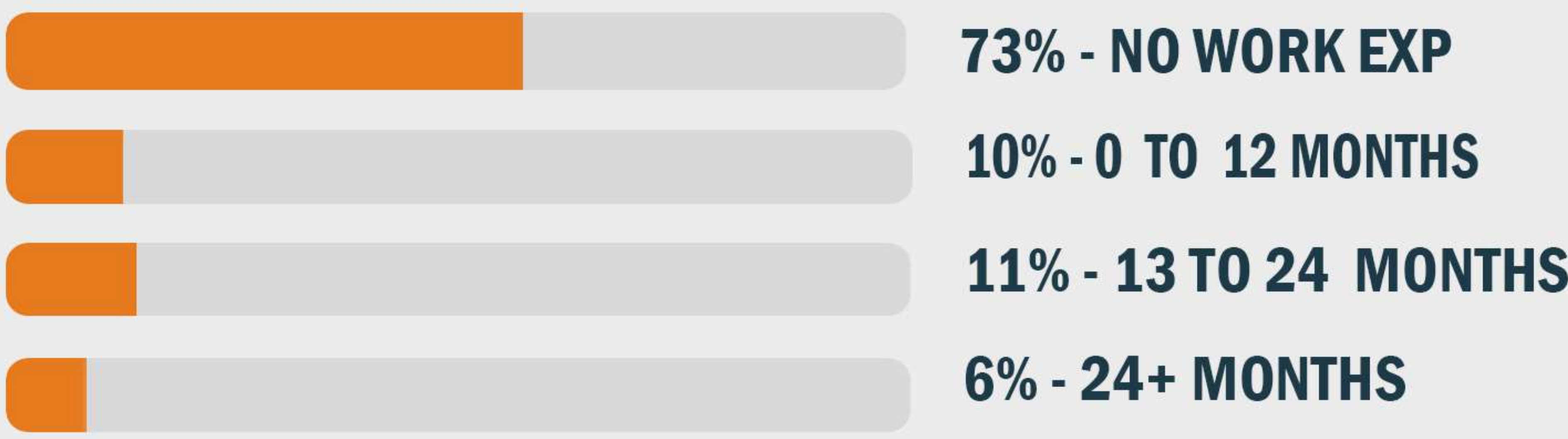
20

STATES REPRESENTED

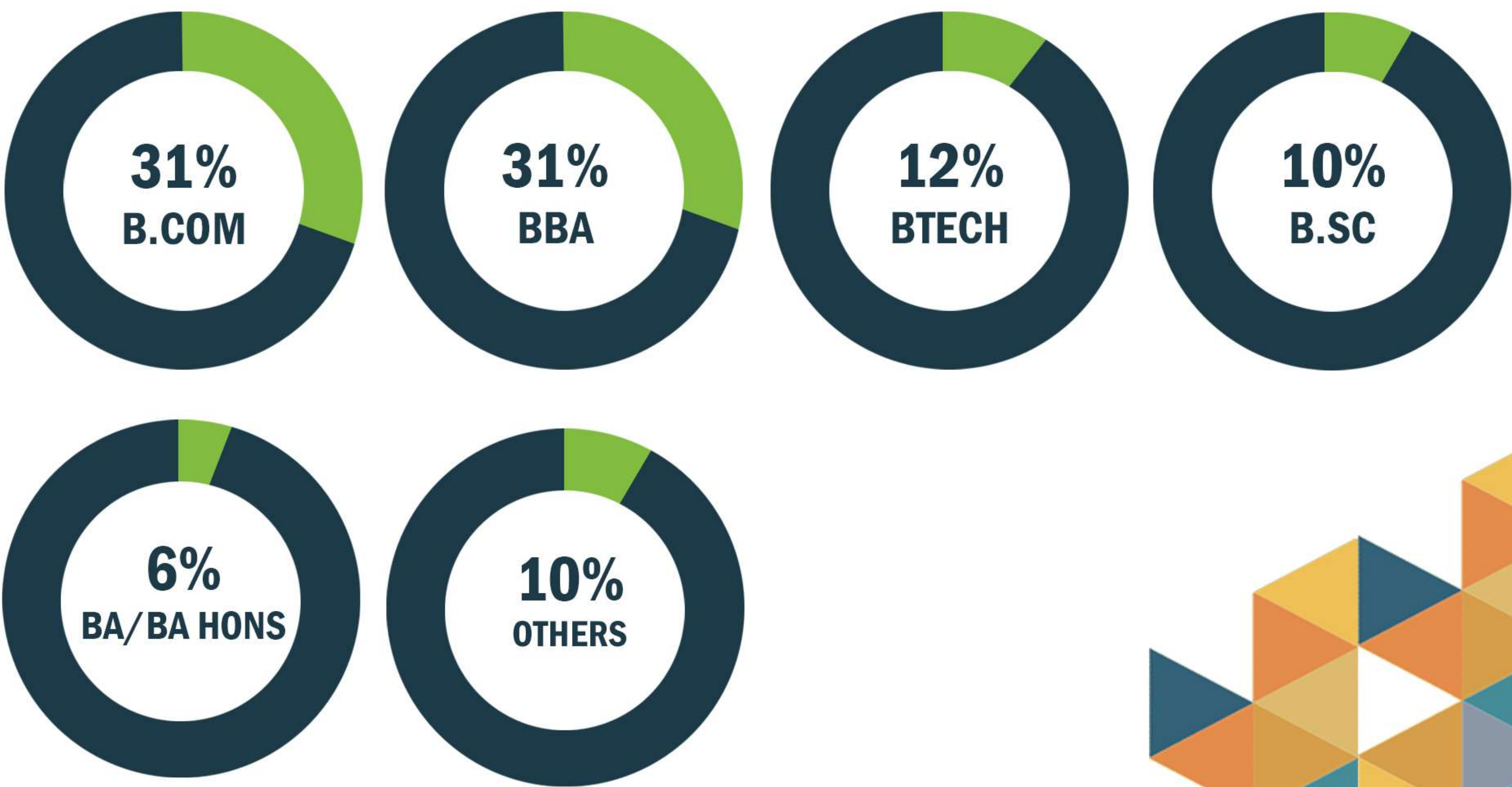
73%

FRESHERS (NO WORK EXPERIENCE)

## WORK EXPERIENCE



## UNDERGRADUATE DEGREE





# CAREER DEVELOPMENT PATHWAYS

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Career development is not simply about obtaining a job. it's about bringing out the best in you as a professional and a leader.

All through the 6 terms spent at SOIL you will continuously work on a series of career development activities including workshops, trainings, panel discussions, one-on-one mentoring sessions. Every student will develop an Individual Learning Plan and revisit it every term.

## CAREER DEVELOPMENT SCHEDULE

### **ORIENTATION – DISCOVER YOURSELF**

#### **TERM 1 - EXPLORATION**

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#### **TERM 2 - DEVELOPING A PLAN**

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#### **TERM 3 - PREPARING FOR YOUR INTERNSHIP**

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#### **TERM 4 - PLACEMENTS & RECRUITMENT PREP 101**

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#### **TERM 5 - CAREER FORWARD**

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#### **TERM 6 & BEYOND - YOUR NEW LIFE**

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# CAREERS

## GET INDUSTRY READY THROUGH SOBD ACADEMIES

Academies function as a bridge between what you’re learning in the curriculum and how you’ll apply it in your field during your internship and post-PGDM career. We offer seven career-focused Academies designed to prepare you for the summer internships and final placements.

In addition to a major, all SOIL PGDM students are required to choose an Academy. Through your Academy, you’ll develop marketable & managerial skills via professional experience, all designed to position you for long-term career success.

-  **The Marketing Academy**
-  **Corporate Finance Academy**
-  **Business Analytics Academy**
-  **Human Resources Academy**

-  **Consulting Academy**
-  **Leadership Academy**
-  **Entrepreneurship Academy**

## ACADEMY ACTIVITIES

Leadership  
Opportunities

Corporate Visits

Networking

Career Support Fair

Field Trips

Industry Related  
Projects



# FINAL PLACEMENTS 2020-22



Despite a slightly adverse macro environment for hiring, our valued base of recruiting organizations has continued to repose its faith in our students. Plus, we have managed to add several new Companies to this firm base. Our students have been absorbed in all the key sectors – including IT, Manufacturing, Finance, Consulting and eCommerce.

20 L  
Highest CTC

9.7 LPA  
Average CTC

9.8 LPA  
Median CTC

61  
No. of Companies Participated

## HIGHLIGHTS OF THE FINAL PLACEMENTS SEASON

PARAMETER	VALUE / COUNT
Total Percentage of Students Placed	100%
Number of Companies	60
Highest Salary CTC Offered	20 LPA
Average CTC of top 10% placed students	13.8 LPA
Average CTC of top 50% placed students	11.3 LPA
Average Salary CTC offered	9.7 LPA
Median CTC (offered)	9.8 LPA

## ROLES OFFERED

Senior Business Analyst	Business Development Analyst	Management Trainee	Center of Excellence – Marketing
Business Analyst	Associate Consultant	Senior Analyst – Data Science	Senior Associate Consultant
Area Sales Manager	HR Manager – Digital & Products Team	Lead HR Strategy Manager	Digital Marketing Analyst

## PARTICIPATING COMPANIES

Marketing	Tech Mahindra, Mphasis , Zomato, ABB , Frontizo, SRK Exports, Stadhawk, Bridge Group , Skiify
Analytics	Infosys, KPMG Global, Cognizant, Happiest Minds , Coverfox, Zimyo Consulting, HDFC Bank, InfoZec
Human Resources	Mahindra AFS, Athena Research, Anand Group, Intellect Design , Sopra Steria, HONO.AI , BYJU’s H, DRAUP , Tarnea
Finance	Wipro (Finance), HDFC Bank, Genpact, Avanaa Capital, Paytm Money, RazorPay, Happiest Minds, Bridge Group, Calipro





## LIFE AT SOIL

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**The campus is a vibrant hub of cultural and intellectual activities. SOIL has a club to match almost every interest of its students. Your program experience at SOIL will extend beyond your curricular life**



# LIFE AT SOIL



**Club involvement strengthens your professional and personal networks with fellow students, faculty, recruiters, and business leaders—letting you refine your leadership role while learning new skills, meeting new people, appreciating new perspectives, and expanding your views.**

## THE CLUBS AT SOIL

- ▶ **Business Design Club**
- ▶ **Cultural Club**
- ▶ **Entrepreneurship Club**
- ▶ **Environmental Club**
- ▶ **Finance Club**
- ▶ **Marketing Club**
- ▶ **Social Innovation Club**
- ▶ **Sports Club**
- ▶ **Toastmasters Club**

## ANNUAL EVENTS AT SOIL

**The PGDM calendar is filled with events that create a comradeship and stronger bonds between the students. These events are organised by the student committee and clubs.**

- ▶ **Karma Rasoi - The art of Serving Forward**
- ▶ **SOIL Olympics**
- ▶ **SOIL Premier League**
- ▶ **Diwali Mela**
- ▶ **Tree Plantation Drive**
- ▶ **Inspired Leadership Conference**



# ADMISSIONS PROCESS



The only B school in India which conducts a design thinking workshop to identify students who are talented. Our Admissions process tells you more about yourself than just being a selection process.

## APPLICATION PROCESS

STEP 1

**FILL ONLINE  
APPLICATION**

STEP 2

**ATTEND DESIGN  
THINKING  
WORKSHOP**

STEP 3

**GD &  
PERSONAL  
INTERVIEW**

STEP 4

**ADMISSIONS  
RESULTS**

STEP 5

**SCHOLARSHIP  
&  
REGISTRATION**

<https://app.soil.edu.in/pgdm>



# DESIGN THINKING WORKSHOP

As part of our admissions process, we use the Stanford D-School concept for MBA Admissions by organizing a half day Design Thinking Workshop for our applicants. When you attend this workshop, we teach you about Design Thinking and bring in real life business problems for students to solve. Creativity, teamwork and critical thinking skills are what we're looking for most through the DT workshop, rather than identifying students solely based on their past academic performances and entrance exam scores.



- ▶ To identify the ability to think
- ▶ To identify the ability for action
- ▶ To identify the ability to collaborate
- ▶ To identify the ability to communicate





## THE MOST UNIQUE ADMISSIONS PROCESS TO BEST EVALUATE YOUR OVERALL STRENGTHS



- ▶ Half day Interview activity-based workshop
- ▶ Hands on session, built around the Design Thinking process
- ▶ Applicants learn about Design Thinking, and how to apply it to solve real business case studies
- ▶ Students understand our differentiated pedagogy and teaching style
- ▶ We focus on being encouraging through the process, while trying to assess if you would be a good fit at SOIL



# ELIGIBILITY CRITERIA

## SCORES ACCEPTED FOR PGDM 2023-25

**CAT scores of the year 2022**

**or**

**XAT scores of the year 2023**

**or**

**GMAT scores taken after 1st January, 2021**

**or**

**MAT scores of the year 2022/2023**

**or**

**NMAT scores**

## DEGREE

**Bachelor's degree in any discipline from a recognized institution**

## WORK EXPERIENCE

**Freshers and candidates with work experience of less than 60 months by 31st March, 2023**

PARTICULARS	2023-24	2024-25	TOTAL (IN INR)
Tuition Fees	425000	355000	780000
Program Fees	275000	225000	500000
Student Activity Charges	42000	0	42000
Medical Insurance (2 Years)	5000	0	5000
Journal Subscription for 2 Years	3000	0	3000
Alumni Subscription	0	10000	10000
<b>TOTAL*</b>	<b>750000</b>	<b>590000</b>	<b>1340000</b>
Security Deposit (Refundable)**		30000	

\* The above fee is inclusive of tuition fee, examination fee, extra and co-curricular activities on campus, Library books & reading material, IT Services etc.

\*\* Refundable after completion of the program, subject to clearance of all dues and damages to institute properties/assets.

PARTICULARS	2023-24	2024-25	TOTAL (IN INR)
Global Immersion ***	135000	-	135000
Discover India Train Journey ***	-	25000	25000

\*\*\* Optional trip charges are on opt in basis only. These charges can change and are on actual basis. Student will have to pay these charges 3 months in advance if they wish to go for these trips

For other facilities like PG accommodation and education loan, kindly visit the website [www.soil.edu.in/pgdm/fees-financial-aid](http://www.soil.edu.in/pgdm/fees-financial-aid)





# FINANCIAL AID OPTIONS

## SCHOLARSHIPS

SOIL is committed to ensuring that its unique 2 Year program is available for the most committed and high potential leaders of tomorrow. It ensures that every candidate who is selected is able to attend the program irrespective of their socio-economic background. To achieve this, it has allocated generous scholarships which are mentioned below:

Need Based Scholarship

Merit Based Scholarships

Wards of Defence Personnel

Dr Verghese Kurien Scholarship

Unique Achievement Scholarship

## BANK OPTIONS

For those seeking educational loans, we are pleased to share that we have partnerships with reputed banks who provide educational loans at nominal interest rates.

If faced with difficulties in to contact/processing loans, please get in touch with the admissions team at [pgdm@schoolofbusinessdesign.com](mailto:pgdm@schoolofbusinessdesign.com) or call us at **9870256660 / 9717280018**







# FACILITIES FOR DIFFERENTLY ABLED STUDENTS

SOIL is committed to promoting full participation for disabled students in all aspects of the academic and social life of the Institute. All applications from candidates who have disclosed a disability will be considered in the same way as any other application, and a decision will be made that is based only upon the candidate's academic merit and potential.

In order to provide study support, the candidate has to provide certain information about their needs. The information will be shared on a need –to-know basis with only relevant people.

**Note:** the following are commonly understood forms of disability -dyslexia, dyspraxia or AD(H)D; visual impairment uncorrected by glasses; serious hearing impairment; physical impairment or mobility issues; long standing mental health condition; long standing illness or health condition such as cancer, HIV, diabetes, chronic heart disease, or epilepsy; social/ communication impairment such as Asperger's syndrome/other autistic spectrum disorder; or a disability, impairment or medical condition that is not listed here.

## FACILITIES PROVIDED

Special facilities such as ramp, Special reserved car parking, lift, Unisex Toilet, Individual Guidance and Counselling, Trained Staff, and make other necessary changes to suit the special needs of differently abled persons.

## ANTI-RAGGING POLICY

SOIL has a 'Zero tolerance' policy on ragging, anybody found guilty will be punished appropriately. It is the responsibility of all the students to encourage an atmosphere of learning, social responsibility, respect for human dignity, and improve positive influences, constructive development for members and aspiring members. As per the regulation, any act of physical abuse including all its variants: sexual abuse, homosexual assaults, stripping, forcing obscene and lewd acts, gestures, causing bodily harm or any other danger to health or person would amount to ragging. Any act by a student that prevents, disrupts, or disturbs the regular academic activity of any other student and exploiting the fresher's for completing the academic task assigned to an individual or a group of students also amounts to the offense.

The act of abuse by spoken words, email, and post public insults, which would also include deriving perverted pleasure, vicarious or sadistic thrill from actively or passively participating in the discomfiture to fresher's or any other student will amount to 'ragging.'

Kindly read the Information Pack available at our website [www.soil.edu.in](http://www.soil.edu.in) to know more details about ragging and its regulations.

**National Anti-Ragging Help Line (UGC Crisis Hotline)**  
**24x7 Toll Free Number\* 1800-180-5522, ([helpline@antiragging.in](mailto:helpline@antiragging.in))**

## Economically and Socially Challenged Students (ESCS)

SOIL has the provision to grant scholarship \*(Subject to eligibility) to the students at the institute belonging to the economically and socially challenged sections of the society. The purpose of the opportunity is to enhance the accessibility of students belonging to economically and socially challenged sections of the society.

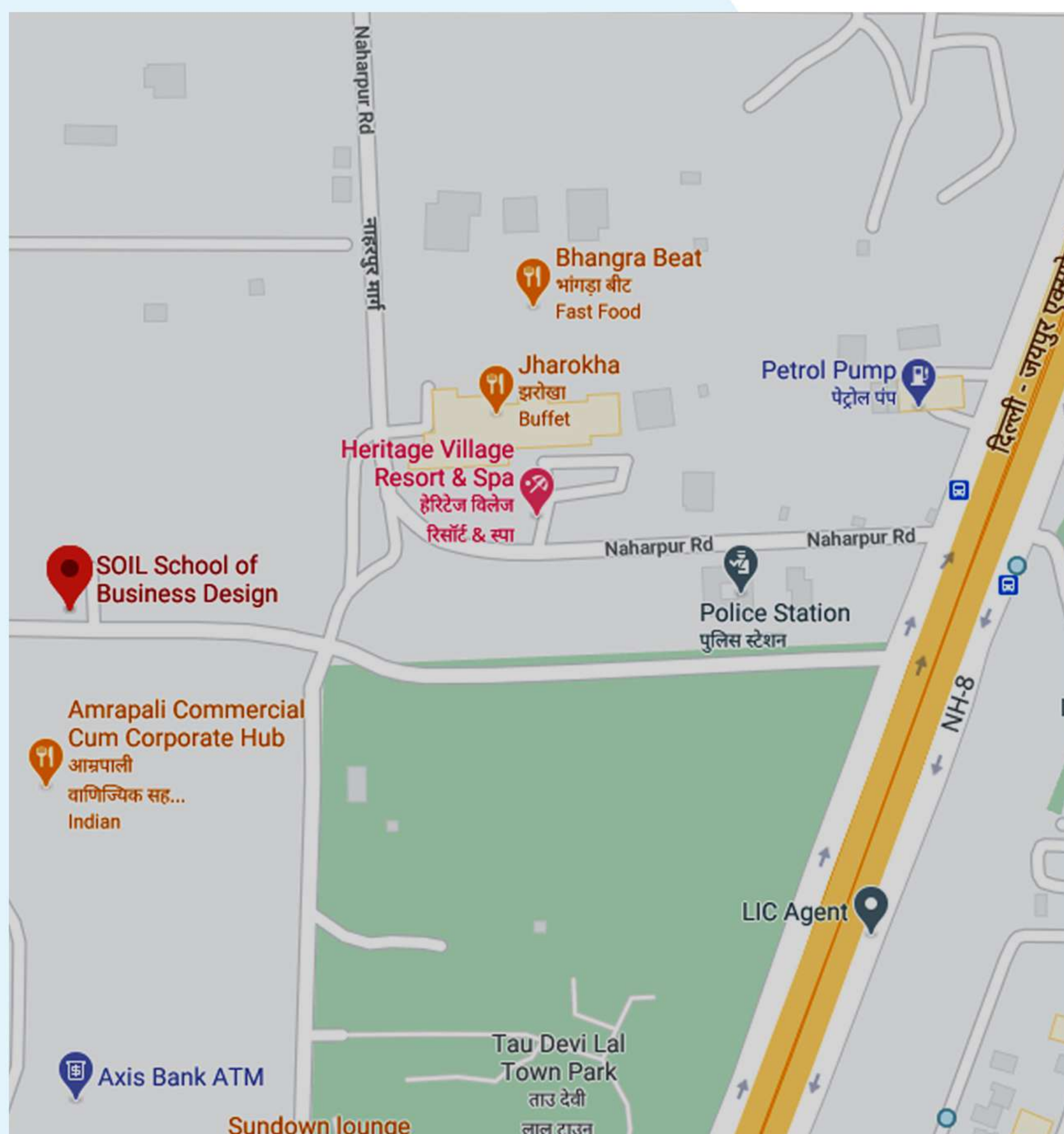






# CONTACT US

**SOIL School of Business Design,  
Plot 23, Sector 2, Phase 1,  
Institutional Area, Manesar,  
South Gurugram,  
Haryana – 122050**



**For any queries regarding the program, write to us at [pgdm@schoolofbusinessdesign.com](mailto:pgdm@schoolofbusinessdesign.com) or call us at **9717280018 / 9870256660****

  
**Soil**  
INSTITUTE of MANAGEMENT

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