

2023-25

FULL TIME AICTE APPROVED

**PGDM** (BUSINESS ADMINISTRATION)  
WITH DUAL SPECIALIZATION

**TAXILA BUSINESS SCHOOL**

# Placement Highlight - Batch (2021 - 2023)

Companies Offered Campus Placement	Package
TAS [Tata Administrative Services]	25.8 LPA
S & P Global	Not To Be Disclosed
Hindustan Unilever Limited	24 LPA
Asian Paints	Not To Be Disclosed
Berger Paints	Not To Be Disclosed
VE Commercial Vehicles [A Volvo Group And Eicher Motors Joint Venture]	10 LPA
Property Pistol, DUBAI	24 LPA
Decathlon	14 LPA
Appcino Technologies	7.5 LPA
Smart Serve	Not To Be Disclosed
Jaro	8.5 LPA
E & Y	Not To Be Disclosed
AU Bank	Not To Be Disclosed
Hero Moto Corp.	20 LPA
Vedanta	14.90 LPA
Microtel New Zealand	24.76 LPA

# Advisory Board

## Academicians

S. No.	Name	Designation	Institution/Business
3.	Dr. Himanshu Rai, Ph.D IIM-A	Director	IIM Indore
4.	Dr. Bhimaraya Metri, Ph.D IIT-Mumbai	Director	IIM Nagpur
5.	Dr. Sanjay Verma, Ph.D IIM-C	Professor	IIM Ahmedabad
6.	Dr. Kamal Kishore Sharma, Ph.D IIM-A	Director General	Taxila Business School

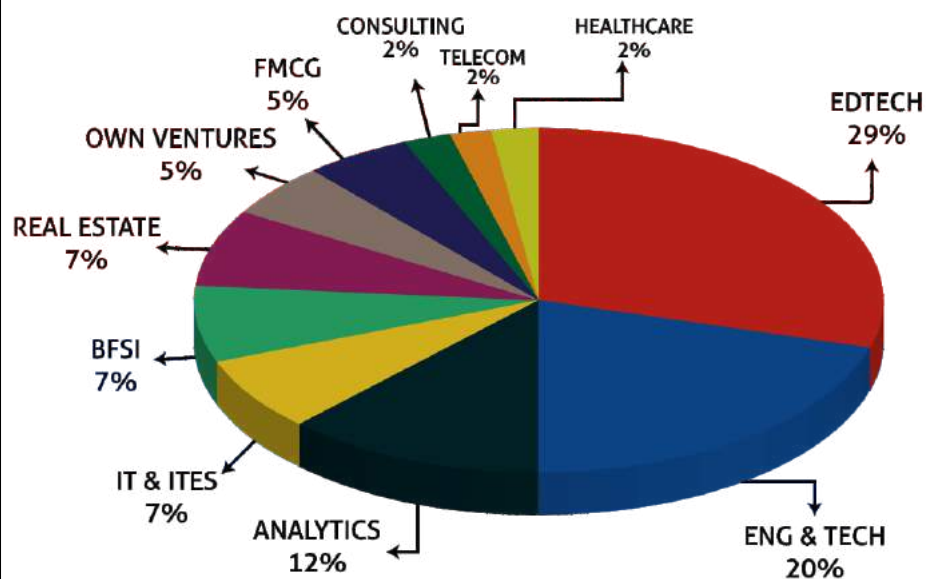
## Practitioners

S. No.	Name	Designation	Institution/Business
7.	Dr. Ashok Aggarwal, Ph.D IIM-A	Ex-CEO	Escorts Securities Ltd.
8.	Shri Pavan Choudary	CEO & MD	Vygon India Ltd.
9.	Shri Nand Kishore Chaudhary	Chairman & MD	Jaipur Rugs
10.	Shri O. P Agarwal, IIM-A	President	IIM Ahmedabad Alumni Association Rajasthan

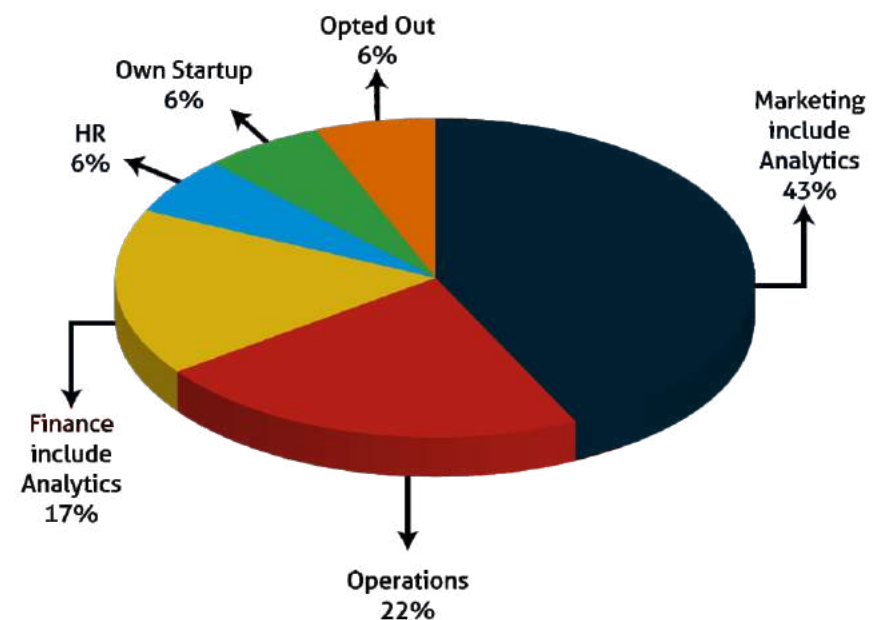
# Placement Report 2022

International Placements	29% of the Batch
Highest International Package	28.60 Lakhs(as per Indian Standards)
Highest National Package	15 Lakh
Average Package	11.50 lakh

## SECTOR WISE PLACEMENT 2022



## SPECIALIZATION WISE PLACEMENT 2022



# PLACEMENTS-2022

BATCH 2020-22

**RITUJA UJAWANE**

FROM MAHARASHTRA

PLACED AT

**DUBAI**

**Rs.28.60**

**LAKH P.A**



# PLACEMENTS-2022

BATCH 2020-22

**SHUBHAM R. CHAUHAN**

FROM UTTARAKHAND

PLACED AT

**DUBAI**

**Rs.28.60**

**LAKH P.A**



# PLACEMENTS-2022

BATCH 2020-22

**BIDISHA DAS**

FROM WEST BENGAL

PLACED AT

**DUBAI**

**Rs.28.60**

**LAKH P.A**



# PLACEMENTS-2021

BATCH 2019-21

**CHAHAK SHUKLA**

FROM MADYA PRADESH

PLACED AT

**TANZANIA**

**Rs. 16.50**

**LAKH P.A**



# PLACEMENTS-2022

BATCH 2020-22

**SAURABH PANDEY**

FROM UTTARAKHAND

PLACED AT

**DUBAI**

**Rs.28.60**

**LAKH P.A**



# PLACEMENTS-2022

BATCH 2020-22

**MAYANK AGRAWAL**

FROM UTTARAKHAND

PLACED AT

**DUBAI**

**Rs.28.60**

**LAKH P.A**



# PLACEMENTS-2022

BATCH 2020-22

**VENKATA SRIRAJ**

FROM ANDHRA PRADESH

PLACED AT

**DUBAI**

**Rs. 28.60**

**LAKH P.A**

ALSO IN BERGER PAINTS



# PLACEMENTS-2022

BATCH 2020-22

**ARUN RATHORE**

FROM RAJASTHAN

PLACED AT

**DUBAI**

**Rs.28.60**

**LAKH P.A**



# PLACEMENTS-2021

BATCH 2019-21

**ASHISH P. AHER**

FROM MUMBAI

PLACED AT

**DUBAI**

Rs. **21.50**

**LAKH** P.A

ALSO IN BYJU'S



# PLACEMENTS-2021

BATCH 2019-21

**AVIRAL KAUSHAL**

FROM PUNJAB

PLACED AT

**DUBAI**

**Rs.21.50**

**LAKH P.A**

ALSO IN BYJU'S AND JARO



# INTERNATIONAL PLACEMENT

BATCH 2019-21

**YAKSH REDHU**

FROM CHANDIGARH

PLACED AT

**DUBAI**

RS. 1.0

**CRORE PA**

BRICKS AND WOODS



# SALIENT FEATURES TO JOIN

- 1. Superb Academic Team** : 2 Former Vice Chancellors, 3 CEOs, Faculty with PhD/Alumni from IIMs.
- 2. Excellent Industry Interface** : Regular academic seminars, Multiple Projects & Paid Internships.
- 3. Mentor & Mentee Scheme** : For hand holding, guidance & care.
- 4. Strong Alumni Network** : 2000+ Alumni working across the globe.
- 5. Excellent Placement Record** :
  - a. Consistent 100% Placements for last 10 years.
  - b. “Best Placements” Award consecutively for last three years from ASSOCHAM.
- 6. Excellent Startup Environment and Progressive Ecosystem** :
  - a. More Than 20 Startups in last 3 years.
  - b. “Rajsthan Udyog Ratan” Award Bestowed to Taxila Startup by Rajasthan CM.
- 7. Finest Infrastructure** : High-Tech Classrooms, Auditorium, Library, Indoor Swimming Pool, Gymnasium etc.

## Highest Package

Rs. 28.60  
Lakh

## Average Package

Rs. 11.50  
Lakh

## PROMINENT RECRUITERS

S&P GLOBAL  
 DEUTCHE BANK  
 ERNST & YOUNG  
 ICICI BANK  
 AXIS BANK  
 RELIANCE INDUSTRIES  
 TIMES OF INDIA  
 IDFC FIRST

INFOSYS  
 HINDUSTAN UNILEVER  
 CANARA HSBC  
 RELIANCE NIPPON  
 ICICI PRUDENTIAL  
 HDFC ERGO  
 HINDUSTAN ZINC  
 ITC LIMITED

BOSCH  
 SIEMENS  
 GENPACT  
 XL DYNAMICS  
 GRAVITA LTD.  
 INFOEDGE PVT. LTD.  
 BYJU'S  
 HOTEL HILTON

GODREJ  
 ASIAN PAINTS  
 FORTIS HEALTHCARE  
 AVATA  
 CLUB MAHINDRA  
 OYO ROOMS  
 ALIBABA  
 INDIAMART

## RECRUITING COMPANIES OVER THE YEARS

### SECTOR : BANKING & FINANCE

S&P GLOBAL  
 BANK OF NEW YORK  
 AMERICAN EXPRESS  
 CRED  
 DEUTCHE BANK  
 ORIX  
 ICICI BANK  
 BIRLA SUNLIFE  
 EQUITAS BANK  
 ANAND RATHI  
 AAVAS FINANCE  
 ERNST & YOUNG  
 EMPAXIS  
 CANARA HSBC  
 IDFC FIRST  
 AXIS BANK  
 RELIANCE NIPPON  
 ICICI PRUDENTIAL  
 HDFC ERGO  
 APPOLO MUNICH  
 AU SMALL FINANCE BANK  
 NAV

### SECTOR : IT & ITES, ED-TECH SERVICES

THINK & LEARN PVT. LTD  
 EXTRAMARKS  
 TOPPR  
 INFOSYS  
 NIIT  
 E-BIX  
 TCS  
 WIPRO  
 COGNUS INFOTECH  
 ORANE CONSULTING  
 TDS EDU-INNOVATION  
 ACS SOLUTIONS  
 I-DISHA INFOLABS  
 INFOEDGE PVT. LTD. (NAUKRI)  
 BYJU'S  
 JARO EDUCATION  
 PLANETSPARK  
 GENPACT  
 XL DYNAMICS  
 LIDO LEARNING  
 LEARNING POUTE  
 SCHOOL LOG

### SECTOR : MANUFACTURING, REALTY & CONSULTING

HINDUSTAN UNILEVER LTD (HLL)  
 BOSCH  
 SIEMENS  
 RELIANCE  
 GODREJ BOYCE  
 ASIAN PAINTS  
 HINDUSTAN ZINC  
 ITC LIMITED  
 VAN HEUSEN  
 VYGON INDIA LTO.  
 GRAVITA LTD.  
 LINENWALAS LIMITED  
 FENESTA  
 ORIX CORPORATION  
 SYNERGY MARKETING INC  
 STONEAGE  
 RD CONCRETE  
 OUTLOOK  
 EASEMAKERS  
 EASY DINNERS  
 RADIO MIRCHI

### HR, LOGISTICS, ECOMMERCE & SERVICES

ALADDIN TECHNOLOGIES  
 SATGURU TRAVELS LLP  
 BERGER PAINTS  
 PROPERTY PISTOL  
 TREEBO  
 ALIBABA  
 INDIAMART  
 VIVO  
 OPPO  
 CAR DEKHO  
 PINCLICK  
 FORTIS HEALTHCARE  
 CLUB MAHINDRA  
 EXPRESSO LOGISITICS  
 99 ACRES  
 SQUARE YARDS  
 THRILLOPHILIA  
 TIMES OF INDIA  
 HOTEL ROYAL ORCHID  
 TREEBO  
 ANANTA RESORTS



**Prof. Rajat Bohra, Dean, IIM-A Alumni**

- Serial Entrepreneur, as CEO
- Interest Area- Business Management and Entrepreneurship

**Prof. Anil Kumar Pathak**

- 25 years of experience in HRM, Industrial Relations, Project Management & Administrative Functions.
- His key interests have been in fields of Recruitment, Training and Compensation.
- Handled operations on behalf of Government of India for agreements between INDO-US, INDO-FRENCH, INDO-UK, INDO-GERMAN and INDO-Switzerland.





## Dr. Harvinder Soni, PhD

- A Passionate faculty with Two and a half decades of experience
- 2 Books & 20 Research papers
- Certified Trainer in Transaction Analysis
- Guided 5 Research Scholars
- Domain expertise in Organizational Behavior & Human Resource Management

## Dr. Alka Jain, PhD

- 25 Years of experience in teaching & Research
- 5 Books, 37 National & International Journal Publications, 40 Research Papers
- Specializes in domains of Marketing Management & Human Resource Management





## **Prof. Kishore Sharma, MBA**

- Invited to Develop Management education in Malaysia and Nepal by respective Prime Ministers
- Acknowledged by Press Club of India
- His core competence is managerial communication and personality development

## **Prof. Jitendra Nigam, MBA**

- 28 Years of Corporate experience including as Vice President, "AVERY" (MNC)
- Passionate and very competent in Marketing & Sales Management
- Director at Modern Petrofils Baroda and Board Advisor to Shahpura Hotels





## **Prof. Lavina Khilnani, PhD (Pursuing)**

- A very passionate and popular teacher with 9 years of teaching experience
- Her academic Interest lie in Human Resource Management & Marketing Management
- Passionate researcher with 5 Publications

## **Prof. Anuradha Mehta, MBA**

- A Dedicated Edupreneur.
- A great Motivator and proven Institution Builder.





**Dr. Prerna Sahni, PhD**

- A journalist by profession and academician by passion.
- An MBA with specialisation in Marketing that is accompanied by her forte in ever evolving Advertising , Brand communication and management .
- Industrial experience of more than two decades in white goods industry, media house and academia.
- Conferred upon by several awards including Maharaja Ishwari singh award for outstanding contribution to journalism.

**Dr. Sanjoli Jain, PhD**

- 8 Years of experience in Corporate Sector (HDFC Bank & Citifinance) & teaching
- A Passionate faculty member deft at Business Statistics, Applied Economics & Research Methodology





**Dr. Vivek Joshi PhD**

- 20 Years of experience with 14 years in Corporate Consulting and training.
- He is empanelled trainer with LIC, Mutual Funds, NSE, Indian Institute of Corporate Affairs.

**Prof. Pallavi Biyani, CS**

- She is an emerging & strong faculty in area of Business Law
- 8 Years practice and teaching experience





## **Prof. Purushottam Khandelwal, BE [BITS Piloni]**

- Rich Corporate experience of over 36 years in Instrumentation Limited, LML, Shriram Fertilizers, Bosch Limited etc
- An Expert in Supply-Chain Management, Lean Management, TPM & Quality Management

## **Prof. Bharti Arora, M.Com, FRM (USA)**

- 10 Years of experience (4 years in Industry, 4 years in Academics)
- A proven Finance faculty known for simplifying complex finance contents



# ABOUT PROGRAM

## PGDM (BUSINESS ADMINISTRATION)

The program is PGDM - Business Administration with Dual Specialization. This Program aims at developing business management acumen among the aspiring managers.

You will start with an orientation week, which includes the leadership and team building weekend workshop, introducing some basic concepts and techniques, as well as giving you a chance to get to know your tutors and fellow students.

## DUAL SPECIALIZATION PROGRAM

- Financial Management
- Operations Management
- Marketing Management
- Human Resource Management
- International Business Management

## FIRST YEAR COURSES

### TERM - 1

- Managerial Economics
- Financial Accounting
- Marketing Management
- Human Resource Management
- Business Statistics
- Managerial Communication-I
- Profit Management

### TERM - 2

- Macro Economics
- Management Accounting
- Consumer Behavior
- Operations & Project Management
- Strategic Management
- Organization Behavior
- Business Statistics-II
- Communication & Collaboration-I
- Managerial Communication-II

## TERM - 3

- Corporate Finance
- Managerial Skills for Effectiveness
- Profit Management-II
- Corporate Social Responsibility & Sustainability
- Market Research Methods
- Principles and Practices of Management
- International Business Management
- Managerial Communication-III

## ENTREPRENEURSHIP / INTERNSHIP

- 3 Internships of 8 Weeks Each

## SECOND YEAR

### HR-I

- International HRM
- Performance Management
- Organizational Change and Development

### HR-II

- Recruitment and Selection
- Training and Development
- SHRM

### Marketing-I

- Integrated Marketing Communication
- Retail Marketing
- Service Marketing

## SECOND YEAR

### **Marketing-II**

- Sales and Distribution Management
- International Marketing
- Product and Brand Management

### **Finance-I**

- Security analysis and Portfolio Management
- Corporate Taxation
- Merger and Acquisition

### **Finance-II**

- Marketing of Financial Services
- Financial Derivatives
- Risk Management

### **Operations-I**

- Supply Chain Management
- Quality Management
- Service Operation Management

### **Operations-II**

- Logistics Management
- Project Management
- Enterprise Resource Planning (ERP)

# INFRASTRUCTURE



# ADMISSION PROCEDURE

The admission procedure for PGDM (Post Graduate Diploma in Management),  
TWO Years FULL TIME

Program	PGDM (Post Graduate Diploma in Management)
Duration	2 Years, Regular, Full Time
Approval	AICTE, Min of HRD, New Delhi
Eligibility Criteria	Graduate with 50%. (Final year result awaited can also apply) and a valid CAT/MAT/CMAT/XAT/ATMA Score
Fee Structure	AICTE, Min of HRD, New Delhi

## Eligibility Criteria for Admission to PGDM

Applicants with Bachelor's degree with 50% marks or equivalent in any discipline recognized by the UGC/AICTE. Final year appearing can also subject to submitting evidence to that effect latest by 30th November 2022.

It is recommended that a candidate has to complete all requirements for eligibility for the program prior to joining the program to permit them to keep swiftness with the severity and internal assessment process of the program.

## Selection Criteria

X Score (10) + XII Score (10) + Graduation Score (10) + Qualifying Test Score (10) + Case Study (20) + Personal Interview (Skype) (10) + Personal Interview (Telephonic) (10) + Work Experience (10) + Communication with officer (10) = Total (100)

## FEE & FUNDING

# 100% EDUCATION LOAN FACILITY IS AVAILABLE FOR TWO YEARS 2023-25

<b>PLAN - 1</b>	<b>AMOUNT IN INR</b>
CAUTION DEPOSIT (REFUNDABLE)	5,000.00
Registration	50,000.00
Academic Fees:(One Time Payment)	4,50,000.00
<b>TOTAL</b>	<b>5,00,000.00</b>

<b>PLAN - 2</b>	<b>AMOUNT IN INR</b>
Caution Deposit (Refundable)	5,000.00
Registration	50,000.00
2 Installments (2 X 2,45,000)	4,90,000.00
<b>TOTAL</b>	<b>5,40,000.00</b>

<b>HOSTEL FEE: BOARDING AND LODGING PER SEAT</b>	<b>AMOUNT IN INR</b>
CAUTION DEPOSIT (REFUNDABLE)	5,000.00
HOSTEL FEE (BOARDING AND LODGING INCLUDED)	
<b>YEARLY PLAN</b>	<b>1,35,000.00/PA</b>

\* ANY GOVERNMENT TAXES LIKE GST OR OTHER TAXES IF LEVIED AT ANY TIME WILL BE PAID BY THE STUDENT.

\* REFUND POLICY: The refund policy of the institute in case of withdrawal/ cancellation of Admission is as per the rules of AICTE vide its Public Notice Advt.NO.AICTE/Legal/04/01/2007

**Apply now : [www.taxila.in](http://www.taxila.in)**

## RANKINGS & AWARDS

### RANKING OF TAXILA BUSINESS SCHOOL DURING LAST 10 YEARS

2022	SILICON INDIA B-SCHOOL SURVEY	A+++	OVERALL
2022	IIRF RANKING	34	OVERALL
2021	IIRF RANKING	2021	2021
2021	IIRF RANKING	2021	2021
2021	CAREER360	2021	2021
2021	CAREER360	2021	2021
2020	IIRF RANKING	2020	2020
2019	IIRF SURVEY THE EDUCATION POST	10	OVERALL
2019	BY CHRONICAL	43	OVERALL
2018	IIRF SURVEY THE EDUCATION POST	45	OVERALL
2017	IIRF SURVEY THE EDUCATION POST	30	OVERALL
2016	CHRONICLE	39	OVERALL
2018	IIRF SURVEY THE EDUCATION POST	10	WESTERN INDIA
2017	IIRF SURVEY THE EDUCATION POST	41	OVERALL
2016	CHRONICLE	20	OVERALL
2013	COMPETITION SUCCESS REVIEW	A++	OVERALL
2013	BUSINESS AND MANAGEMENT CHRONICLE	45	OVERALL
2012	COMPETITION SUCCESS REVIEW	A++	OVERALL
2011	LAKSHYA (DAINIK BHASKAR)	02	EMERGING SCHOOL OF EXCELLENCE
2011	BUSINESS WORLD	21	OVERALL



# TAXILA BUSINESS SCHOOL

Sector 9, Mandir Marg, Patel Marg, Mansarovar, Jaipur, Rajasthan, India, 302020.

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