

**PGP**

IIM Udaipur's flagship 2 year  
Post Graduate Programme in Management



Breaking  
the **Mould**



**IIMU**

भारतीय प्रबंधन संस्थान उदयपुर  
Indian Institute of Management Udaipur

Embark.  
Immerse.  
Transform.  
Achieve.



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## Message from the Director

The students who enter the PGP programme at IIM Udaipur are among the best and the brightest in India. Already highly accomplished, they bring limitless potential and unbounded motivation – the ambition and energy to make a difference.

IIMU challenges them intellectually, academically and personally. The focus is on learning by doing and we continuously empower them and push them to deliver their best.

This search for excellence brings about a myriad of transformations in their personal and professional outlook. PGP graduates emerge equipped with the skills and competencies they need to have a real impact on their organisations and society at large. Wherever they go, they will be agents of positive change.

Welcome to IIM Udaipur and become a part of this journey.

Janat Shah  
Director, IIM Udaipur

# PGP

The two year full-time Post Graduate Programme (PGP) is the flagship programme of IIMU. The course is designed to be a transformational experience for students, developing them into socially responsible and highly skilled managers well launched on the path to leading any global organisation towards excellence. The Programme lasts two years over six terms with a compulsory Corporate Internship at the end of the 1st year and students earn a Post Graduate Diploma in Management.

Five key elements drive the PGP programme:

## Global Best Practices

PGP provides a solid foundation in management theory and practice equal in quality to the best management programmes in India and around the world. Students receive a thorough grounding in the key management disciplines, subjects and issues with an emphasis on applying their knowledge ethically and responsibly.

## Multi-dimensional Immersion Experience

The idea of immersion is to get students to dive into real-life environments and explore learning for themselves.

- After completing their first year of studies, students undertake a mandatory *Corporate Internship*, an experiential learning opportunity at a company location, either in India or internationally in locations that have included Dubai, Qatar, London and Malaysia. It is a chance to apply the academic theories and concepts they have learned to real issues faced by organisations.
- The *International Business in Practice Course* is a unique second year elective that gives more than one third of the students the chance to work for two weeks on a live business problem in a company in another South Asian country or the Middle East.
- We believe it is essential for future managers to understand rural India. PGP's compulsory *Rural Immersion* starts with a course on the Indian Social and Political Environment and continues with the students spending a week in a village where they work closely with NGOs to appreciate on-the-ground realities and challenges faced by those at the bottom of the pyramid.
- As part of *Coursework Immersion*, we have structured processes in the curriculum that concentrate on sharpening students' teamwork and leadership skills

## Analytics

Technology has placed torrents of data in the hands of managers making *Analytics* indispensable in decision-making. IIMU has made significant investments into building the analytical capabilities of students by developing infrastructure (our state-of-the-art Bloomberg and Analytics Lab) and introducing innovatively re-designed courses.

## Entrepreneurship

The fourth area of focus at IIM Udaipur is *Entrepreneurship*. IIMU aims to facilitate and encourage entrepreneurship on multiple dimensions. Intensive mentoring and support, theoretical and practical coursework and flexible career development options ensure that students have the freedom to explore their entrepreneurial ambitions.

## A Global Perspective

IIMU strongly believes that leaders are best developed in a multi-cultural environment. Many of IIMU's faculty have earned their research credentials from top schools across India, North America and Europe. Almost 60% of the students take advantage of one of the numerous options to study or work abroad for periods ranging from two weeks to three months during the course of their two year programme. The international exposure increases their understanding of the impact of cultural values and local laws, and widens their personal and intellectual horizons. Opportunities include:

- *International Corporate Internship*
- *International Business in Practice (IBP)*
- *Student Exchange Programme*
- *Global Business Project (GBP)*

# Course Curriculum

Year 1

## Management Fundamentals

- ▶ **Business Policy and Strategy**  
Strategic Management  
Business Ethics  
Indian Social and Political Environment  
Legal Aspects of Business
- ▶ **Finance and Accounting**  
Financial Accounting  
Managerial Accounting  
Corporate Finance 1  
Corporate Finance 2
- ▶ **Economics**  
Microeconomics for Managers  
Macroeconomics
- ▶ **Marketing**  
Market Research  
Marketing Management
- ▶ **Organisational Behaviour and Human Resources**  
Human Resources Management  
Organisation Behaviour 1  
Organisational Behaviour 2
- ▶ **Operations and Information Systems**  
Statistics for Managers  
Operations Research  
Information Systems for Managers  
Operations Management 1  
Operations Management 2  
Spreadsheet Modeling
- ▶ **Communications**  
Written Analysis and Communication 1  
Written Analysis and Communication 2  
Managerial Oral Communication

**Corporate Internship-  
Experiential Learning**  
Two months in India or abroad –  
Mandatory academic requirement

Year 2

## Advanced Management Techniques

- ▶ **Business Policy and Strategy**  
Advanced Competitive Strategy  
International Business Strategy  
Management Consulting  
General Commercial Knowledge  
Industry and Competitor Analysis  
Business Relationships and Networks  
Entrepreneurship  
Doing Business with China  
  
Corporate Social Responsibility:  
a Strategic Response  
International Business Practices  
Social Entrepreneurship: Understanding  
Alternative Business Models
- ▶ **Finance and Accounting**  
Banking, Financial Markets and Systems  
Corporate Valuation  
Risk Management  
Strategic Financial Management  
Financial Derivatives  
International Finance  
M&A and Corporate Restructuring  
Security Analysis and Portfolio Management  
Public Policy and Public Finance  
Behavioural Finance  
Private Equity Finance
- ▶ **Economics**  
Managing Infrastructure Business  
Game Theory and Applications
- ▶ **Marketing**  
Brand Management  
Consumer Behaviour  
Integrated Marketing Communication  
Sales and Distribution Management  
Digital and Social Media Marketing  
Strategic Marketing for Innovative Business  
Consumer Based Business Strategies  
B2B Marketing  
Product Strategy and Management  
Management for Corporate Advantage  
Retail Management  
Services Marketing and Management  
Rural Marketing
- ▶ **Organisational Behaviour and Human Resources**  
Advanced Compensation and Benefits  
Inspired Leadership through Personal Mastery  
International Negotiations  
Advanced Leadership Course  
Manager as Citizen in a Democratic Society  
Strategic HRM  
Labour Relations  
Talent Management
- ▶ **Operations and Information Systems**  
Supply Chain Management: Planning and Execution  
Advanced Tools for Business Analytics  
Project Management  
Dealing with Uncertainty in Dynamic Markets  
ERP Systems, Technology Planning and Implementation  
Data Warehousing and Visualization for Data Mining  
Operations Strategy  
Operations Excellence  
Supply Chain Management: Design and Strategy
- ▶ **Communications**  
Business German
- ▶ **Course of Independent Study**  
A research project of the student's choice  
supervised by IIMU faculty

This list is indicative. Specific courses  
may vary from year to year.

# Pedagogy

The PGP's first year is designed to create a solid foundation in management fundamentals. This is followed by a two month Corporate Internship where students get an opportunity to apply their academic learning in a real-world environment. The second year allows students to choose from a range of electives to align with their career goals and personal interests.

In the classroom, IIMU uses a case-based learning approach. The case method brings real life into the classroom and encourages students to participate actively in their own learning. The case method is complemented by seminars, simulation games, role-playing, guest lectures and multiple group exercises. Group activities range from working on group assignments and case presentations to working on live industry projects. Study groups are composed of students from diverse academic, cultural and professional backgrounds ensuring that many perspectives of looking at a particular task or problem are brought to the table for discussion.

This kind of group work helps the students to probe into each other's assumptions and hypotheses, engage in horizontal learning and critical thinking, and learn how to build consensus and recommendations for action. For each concept and theory covered in class there is an attempt to incorporate an immersive learning experience outside the class. Students are challenged to adapt, negotiate and problem-solve while developing their interpersonal and communication skills – essential preparation for their futures as professionals in management positions.

# Essentials of the IIMU Experience

The students are offered a range of resources and features to ensure they get the most out of their PGP experience.

## ▶ Mentorship Programmes

The *Career Mentorship Programme* is designed to encourage students to think critically, communicate effectively and respect each other – essential elements of corporate professionalism. This is executed through focused small group discussions of varying complexity using visual and textual stimuli drawn from the widest spectrum possible.

The *Professional Mentorship Programme* allows students to benefit from the support of recent graduates of the top four Indian management institutions. These young alumni are able to connect with 2 to 3 mentees in a relaxed and informal manner and counsel them on how to make the most of their PGP experience.

The *Faculty Mentorship Programme* assigns each student to a faculty member who provides guidance and counseling on topics relating to academics and other aspects of student life.

## ▶ Global Business Project (GBP)

The GBP is a unique, four month action-based learning course with participation from twelve leading universities across the globe. For each project, a team of 5-6 students from across geographies works on a general consulting and strategic problem for some of the most prominent multinationals including P&G, GE Healthcare, Google and PepsiCo among others.

The GBP gives IIMU students an opportunity to work with fellow MBAs from different backgrounds, countries and schools in a virtual and face-to-face team setting. They apply functional, cross-cultural, foreign language and virtual teamwork skills to produce strategic advice that is focused, compelling and actionable.





### ▶ Bloomberg Lab

The Bloomberg Lab at IIMU exposes students to the Bloomberg Professional Service, the most powerful and popular platform for financial professionals. Students have the opportunity to complete one or more sections of the Bloomberg Essentials Online Training Programme that gives them mastery over the range of tools and research resources Bloomberg provides in areas such as equities, money markets, foreign exchange, commodities, and derivatives. It ensures their financial technology skills in trading and investing are up-to-date and competitive.

An IIMU student ranked in the top five in Asia last year and was inducted into the Hall of Fame of the Bloomberg Training Programme.

### ▶ Leadership and Emotional Intelligence Initiative

The Emotional and Social Competency Inventory is a product of the collaboration between internationally known psychologist and author Daniel Goleman and Hay Group, the global management consulting firm. This online survey delivers a 360° assessment of an individual's emotional and social behaviours – a key instrument in helping students develop the emotional intelligence they will need as managers to lead and inspire others.

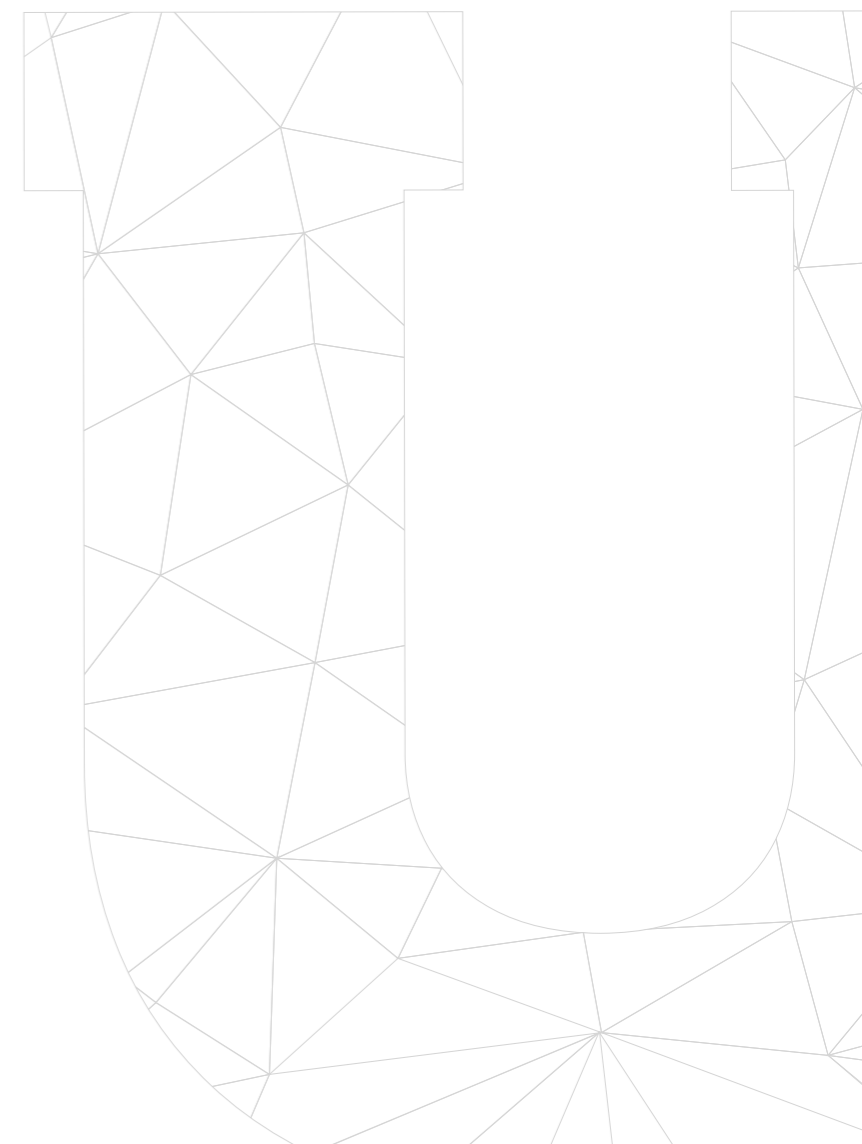
IIMU considers this an important aspect of student development and is the first school in India to adopt this innovative approach for all students. It is administered to students twice, at the beginning and the end of the programme, and each student is assigned a mentor to help him or her interpret the evaluation and use it to improve behaviour and performance and workplace effectiveness.

### ▶ Mastering Math

Quantitative skills are a necessity for many business school courses. At IIMU, learning begins even before the first day of classes. In the period before the course inauguration, students are required to take the MBA Math preparatory on-line course designed to hone their quantitative skills in finance, accounting, microeconomics, statistics and spreadsheets. Students enter the PGP ready to get the most out of courses requiring fluency in these subjects from day one.

### ▶ Up-skilling Written Communication

Mastery of clear and effective written communication is one of the most under-rated management skills in India. IIMU has mandated the use of Grammarly, a powerful online proofreader and grammar checker, for all written assignments. This tool helps students improve their grammar, word choice and writing style.



# Udaipur Business. Pleasure.

Udaipur, capital of the former princely state of Mewar, evokes the same sense of heritage, beauty and grandeur as such timeless destinations as Venice and Prague. This cradle of culture and history is the perfect backdrop for IIM Udaipur.

Udaipur is also home to a multitude of mid-sized companies, entrepreneurial ventures and dynamic NGOs that are making Rajasthan a hub of economic and social change. IIMU has established close ties with many of them for student internships, research projects, case studies and guest lectures.

Udaipur is located about 400 km southwest of the state capital, Jaipur, and 250 km northeast of Ahmedabad. It has several daily direct flights from Mumbai and Delhi and frequent connecting flights from Bangalore, Chennai and Kolkata. The airport is a convenient 20 km from the city centre with reliable prepaid taxi service.

A visit to IIM Udaipur is incomplete without soaking in the sights and sounds of this jewel of Rajasthan. IIMU would be happy to organize your rendezvous with the city whenever you plan to visit the campus.



## Extraordinary Extra-Curricular

Campus life at IIMU is vital and active with a plethora of student clubs and committees. Academic and professional clubs, cultural clubs, sports and hobby clubs, social outreach – IIMU has it all. A number of student-run cells and committees also facilitate activities throughout the year and help students form lifelong bonds and relationships.

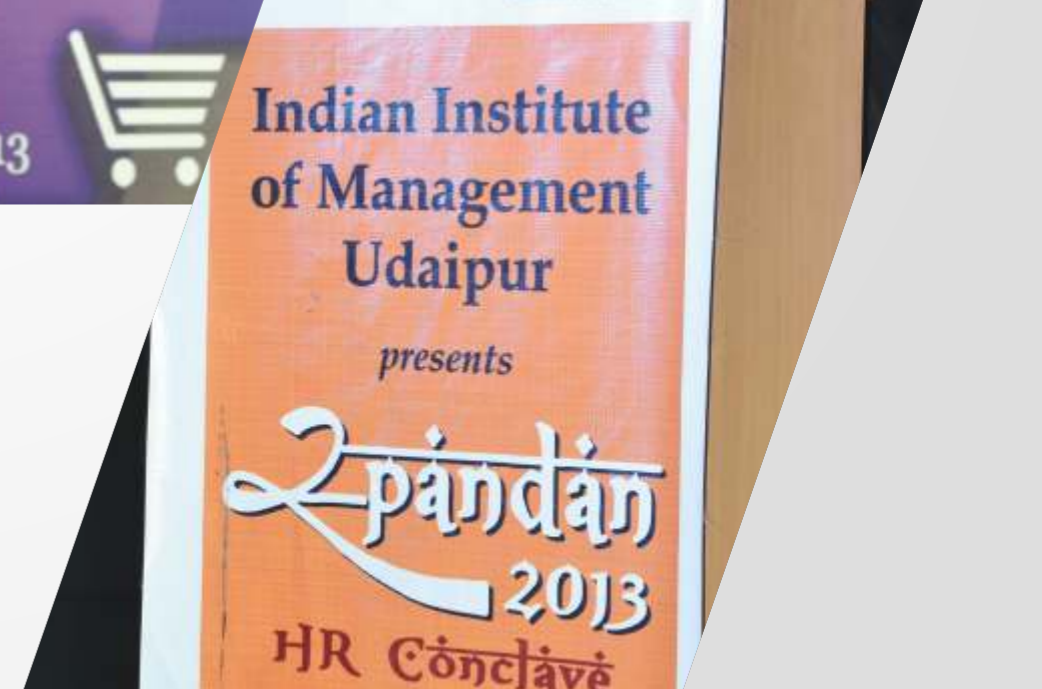
Some of  
the many  
choices  
include:

- ▶ **Functional Area Clubs**
  - SKEIN – the SCM and Operations club
  - Marclan – the Marketing club
  - Finomina – the Finance club
  - Consult-U – the Consulting club
  - Connect IT – the IT and Analytics club
  - Saksham – the e-cell for budding entrepreneurs
- ▶ **Student Government Functions**
  - Council for Student Affairs – elected representatives of the students
  - Placement Committee – coordinating Corporate Relations
  - Mess & Infrastructure Committee – ensuring a comfortable campus experience
  - A4 – the Alumni club
- ▶ **Cultural and Sports Groups**
  - Cultural Committee – ensuring an active cultural life on campus
  - Sports Committee – not only for students but for staff and faculty as well
  - Potpourri – the Literary club
  - Society for Dramatics – for Theatre aficionados
  - Danceworx – for Dance enthusiasts
  - Octaves – for performers of Music
- ▶ **Special Interest Groups**
  - Media & Industry Interaction Cell – the spokespeople for the campus
  - Prayatna – bringing students closer to their social responsibilities
  - Iris – the Photography club
  - Silver Tongues – the Toastmasters International chapter at IIM Udaipur of this international network
  - Code Red – organizing carefree moments to help students unwind



# Corporate Crossroads

At IIMU a priority is to ensure that practice meets theory across all functional areas. Students have many opportunities to rub shoulders and match wits with industry leaders throughout the year. These interactions are not limited to internships, live projects and case discussions. The students organize and moderate summits and panel discussions that bring together experts, thinkers and practitioners from India and abroad. Students also benefit from intensive mentoring by committed and enthusiastic industry professionals.





# Recruitment Process

IIMU's Corporate Relations Team of dedicated professionals oversees the recruitment process. Under their supervision, the Student Placements Committee facilitates all interactions with the companies. A Relationship Manager is assigned to be the specific point of contact for each company. We encourage companies to visit our campus and conduct the entire process in person. When this is not practical, Skype, video-conferencing and telephonic facilities are available.

## Summer Internships

Starting October (first year)

Summer Internships are eight weeks long and take place during the months of April-May. They are a mandatory requirement of the course.

### Pre-placement Presentations

Companies have the option of engaging with the students using pre-placement presentations where they brief them about the projects on offer.

Most companies also indicate the students whom they want to keep on the waiting list, ensuring that both the companies and the students are able to make the most appropriate choice.

### Schedule

The selection process typically begins in the first week of October. Companies are invited to campus based on their convenience and the slot is decided after discussion with the Student Placements Committee.

### Post-placement Process

Companies send official letters to the candidates through the Student Placements Committee. The HR managers then take over and connect the candidates to their project mentors in the company and take them through the induction process.

### Placement Process

Typically, the process begins with shortlisting based on the resumes of the students. This is usually followed by group processes like GDs, case studies or written tests, depending on a company's selection policy. The final selections are generally based on one or more rounds of personal interviews. The companies provide a list of the selected students to the Student Placements Committee.

### Summer Internship Review

IIMU is committed to ensuring that students deliver their best performance during the internships. There are three reviews: one at the end of the second week; one midway through; and one at the end of the project.

### Pre-placement Offers

Companies have the opportunity to make final job offers to candidates who perform exceptionally well in the internships before the start of the final placement process.



## Final Placements

Starting October  
(second year)

The Final Placements process is when students are evaluated by prospective recruiters. Students with relevant work experience are generally considered for lateral positions.

### Pre-placement Presentations

Companies have the option of using a pre-placement presentation to give students information about their business, vision, work culture and the roles and opportunities available, followed by a Q&A session.

### Schedule

The selection process typically begins between the end of October and mid-November. Companies are invited to campus based on their convenience and the slot is decided after discussion with the Student Placements Committee.

### Placement Process

Interested students apply to the company and submit their resumes through the Student Placements Committee. The selection process generally consists of resume-based shortlisting and one or more rounds of personal interviews. Offers, including details of role, location, compensation and other relevant terms and conditions, must be conveyed to the candidate through the Student Placements Committee. The placement process is governed by the PGP placement rules.

### Post-placement Process

Once a company has made an offer as part of the campus placement process, a candidate is bound to accept/reject the offer within a stipulated timeframe. When a candidate accepts an offer, he/she automatically opts out of the placement process and ceases to be part of the pool of candidates available to companies. The candidates are made the offer conditional to their successful completion of the course. The HR managers at the respective companies then take over to guide candidates through the induction and joining process.



[www.iimu.ac.in](http://www.iimu.ac.in)

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