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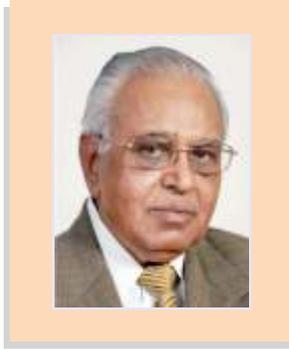


PRESTIGE INSTITUTE OF MANAGEMENT & RESEARCH, INDORE

An Autonomous Institution Established in 1994, Accredited Twice Consecutively with Grade "A" NAAC, UGC

[MBA] ADMISSION GUIDE





Padma Shree
Dr. N.N. Jain

Founder Chairman
Prestige Group of Industries &
Prestige Education Society

It gives me great pleasure to look at the flagship Institute of Prestige Education Society celebrating Silver Jubilee this year. Carrying forward the Institution creatively in every dimension and imparting professional knowledge and skills, we have set up another milestone which will enhance the dignity of Prestige family. Today our alumni are holding key positions in the corporate world and PIMR is recognized among one of the top ranking institutions in India. We also celebrated first anniversary of Atal Incubation Center – Prestige Inspire Foundation supported by NITI Aayog in September 2019. These achievements have not come through magic but by hard work and perseverance. I felicitate PIMR fraternity and would like to convey to them that with these achievements, their task is not over, they will have to carry on the legacy of this great institution with all their might.

My Blessings!



Dr. Yogeshwari Phatak
Director, PIMR

I firmly believe that the key elements of successful education are nurturing young minds to think out of the box and provide a holistic environment to develop their overall personalities.

At PIMR we tend to provide the overall transformational development of students from a graduate to a well evolved professional with a strong spiritual base and belief in work ethics. The institute has evolved an innovative teaching pedagogy which besides classroom learning, through seminars, life projects, workshops, EML's, internships and other management activities, inculcates and nurtures the creative capabilities amongst students. The institute provides students with an opportunity for global learning and exposure through international SIPs, visits and certifications. In its aim to provide an environment for entrepreneurial growth the institute has established PIMR AIC Inspire funded by Niti Ayog Government of India for promoting young startups. The institute therefore provides an ideal environment for holistic overall growth of its students in all spheres of life and management.

FLAGSHIP COURSES OFFERED



MBA (FT)
CORE (MAJOR & MINOR PROGRAM)
Fees ₹59,000 ^{per sem}
420 Seats



MBA
(FINANCIAL ADMINISTRATION)
Fees ₹59,000 ^{per sem}
120 Seats



MBA
(INTERNATIONAL BUSINESS)
Fees ₹59,000 ^{per sem}
60 Seats



MBA
(MARKETING MANAGEMENT)
Fees ₹59,000 ^{per sem}
120 Seats



MBA
(PERSONNEL ADMINISTRATION)
Fees ₹59,000 ^{per sem}
60 Seats



MBA
(ADVERTISING & PUBLIC RELATIONS)
Fees ₹59,000 ^{per sem}
60 Seats

Caution Money ₹1500

SPECIAL PROGRAM FOR WORKING PROFESSIONALS

MBA PART - TIME (THREE YEARS) PROGRAM OFFERED BY PIMR, INDORE

No.	Part - Time Courses Offered Academic Programs (3 Years Programs)	Specialization Offered	Seats (Approved Intake)	Fee Per Semester Tuition Fee INR
1	MBA (Part - Time) (Syllabus same as MBA FT course) (Weekend Classes)	Major and Minor Specializations: Marketing, Finance, HRM, Systems, Production, Entrepreneurship	60	21,000

All fees are subject to Fee Fixation by AFRC (Admission and Fee Regulatory Committee) Bhopal

MBA (PART TIME)

- Suitable for Working Executives, Entrepreneurs & Businessmen managing Family Business
- Curriculum same as MBA (Full Time) program
- Admission on the basis of CMAT / Graduation % (Aggregate)

OPPORTUNITIES

- To attend classes with students of MBA (Full Time) Program
- To participate in all the students development activities along with MBA (Full Time) students.
- Placement Assistance



LIFE @ PRESTIGE



Bhoomika Women Empowerment Cell



Industry Visit



Conferment of PIMR Revolutionary Economic Movement Award To Mr. Anil Bokil, Founder Artha Kranti



Industry Visit



Cultural Night



Conferred PIMR Social Entrepreneurship Award to Mr. Hanumantrao Gaikwad, Chairman & MD-BVG India Ltd.



Industry Visit



Conferred PIMR Vidhyaanand Award to Mr. Anand Kumar, Founder- Super 30



Meher Master Moos, Mr. G Chandrashekar, Mr. Shanti Lal Kanwar, Mr. Pawan Sinha



Panel Discussion and Quiz in HR Summit



Conferred PIMR Agro-Economics Excellence Award to Mr. Vijay Sardana, Advocate, Techno-legal Advisor, Arbitrator, Negotiator, Independent Public Interest Director on Boards



Spardha- National Sports Event



Conferred PIMR Excellence Award in HR Practices to Mr. Sumit Neogi, VP-HR, Reliance Industries Ltd.



PIMR Rotract Club



Shanti Niketan Excursions cum Learning Trip



WHY PRESTIGE ?

AWARDS

- Excellence in Education Awards" consecutively for last three years by Competition Success Review.
- Outstanding Management College in Central India-2019 by Centre for Education Growth and Research, New Delhi.
- Best Private Management College in India - 2018 by Centre for Education Growth and Research, New Delhi.
- Academic Excellence among Management Institutes in Central India - 2017-18 by Brand Impact Magazine.
- Brand Impact Magazine awarded "Academic Excellence among Management Institutes in Central India - 2017-18".

RANKING

- Chronicle B-School Survey -2020 Ranked us All India #26, Category A++. All India Rank #9 in Academics, All India Rank #7 in Intellectual Capital, All India Rank #10 in Admission process, Rank #8 in West of India.
- The Week Hansa Research- Best B School Survey -2019 ranked us All India #43; and #28 Best Private B-School, Ranked B School West #17 and Private B School (West) #12.
- Competition Success Review+ GHRDC 2019 ranked us #14 Institute of Eminence and # 1 in the State.
- Education World 2019 announced us All India Rank #45; State Rank #1.
- Times B School 2019 ranked us All India Rank #35; Private B-School Rank #25
- Business Today 2019 All India Rank #69
- Outlook 2019 ranked us Affiliated Institute

Rank Band 16-20.

- Ranked #28 in India by Chronicle B-school Survey-2019.

PLACEMENTS AND INTERNSHIP

- Excellent campus placement for the 2018-20 MBA batch in all specializations.
- 300+ companies on board for campus placement with highest package of 12.4 lacs per annum in Extramarks.

ACADEMIC EXCELLENCE

- Under the flagship of the NITI Aayog, Government of India, Institute has established AIC - Prestige Inspire Foundation - Incubation Centre for budding entrepreneurs in year 2017.
- Institute adapted Choice Based Credit System in 2015-16 to offer bouquet of electives for holistic development of students.
- French, Mandarin, German, Russian and Sanskrit imbibed in syllabus for global and spiritual exposure.
- Vastly qualified and experienced intellectual capital with highest number of Ph.D. faculty in Central India.
- PIMR is also a recognized research centre since 1996 with 54 Ph.D. Guides which is highest in the Central India.
- Exposure at different dimensions through Foreign Educational Tours and Participation in National and international activities for

360-degree personality development.

- PIMR regularly conduct interaction with international faculty & corporate experts for Global exposure.
- Bridged with industry expectations through certificate programs from renowned professional bodies like SAP, NISM, NSE, BSE, MS Excel to name a few.
- The institute works on skill development of students through industry visits, live projects, field based training, extra mural lectures, management lab etc.
- Foreign internship in countries like Mauritius, Singapore, Malaysia, Indonesia, Ukraine etc.
- Under Literacy mission of PIMR, the institute has adopted a village named 'Lodhya' for providing education to the under privileged.
- Research, Consultancy & Training cell provides training and consultancies to leading corporates of Central India.
- MDP & EDP on areas like Financial Planning, Leadership, Customer Relationship Management, Soft Skills, Data Analytics, Management by Consciousness and many more.

MOU WITH LEADING UNIVERSITIES

- The Institute has signed MOUs with 7 International Universities namely SIAM University, Thailand, University of Poltava, Ukraine, American Latin University,

Argentina; London School of Business and Finance, Singapore; Munich Business School, Munich, Germany; Federal Polytechnic, OKO ANAMBRA State, Nigeria; Debre Brehan University, Ethiopia; University of Algeria, Algeria for faculty and student exchange programme.

PIMR CLUBS

- Institute operates various Functional Clubs for the overall grooming of students in the area of their specialization such as Finance club, Marketing Club, HR Club, International Business Club, APR Club and IT Club.



MBA PROGRAMS DETAILS

MBA (FT) PROGRAM LEARNING OUTCOMES

Upon completion of the MBA (FT) program, students will:

- Demonstrate knowledge of management concepts.
- Identify business problems and be able to critically analyze alternatives, analyze data and integrate functional areas of business when analyzing problems.
- Integrate knowledge across disciplinary areas like finance, marketing, human resource, information technology, production and entrepreneurship to analyse and solve managerial issues.
- Apply knowledge in a global environment.
- Demonstrate an ability to effectively communicate in a manner that is typically required of a business professional in oral and written form.
- Be able to recognize the pertinence of ethics and integrity in sustainable success in work and in line.

MBA (FA) PROGRAM LEARNING OUTCOMES

Upon completion of the MBA (FA) program, students will:

- Display competencies and knowledge in key business functional areas including accounting, finance and business management.
- Possess the skills to communicate professionally and develop skills and competencies to work in a team as well as individually.
- Develop an understanding of the diverse and rapidly changing global business environment
- Demonstrate analytical skills in solving financial problem.
- Develop Skills to identify professional issues in a variety of contexts and especially in context of financial environment.
- Apply decision-making techniques, using both quantitative and qualitative analysis, to management issues.

MBA (MM) PROGRAM LEARNING OUTCOMES

Upon completion of the MBA (MM) program, students will:

- Be able to develop integrated marketing strategies and solutions that address market challenges and exploit internal organizations and external market opportunities.
- Design, conduct, analyze and utilize market research to aid managerial decision making.
- Create effective marketing tools by configuring, monitoring and managing elements of the marketing mix.
- Monitor and forecast sales trends.

MBA (IB) PROGRAM LEARNING OUTCOMES

Upon Completion of The MBA (IB) Program, Students Will:

- Differentiate and explain business roles, functions, trends and dilemmas in International business environment at the operational, tactical and strategic levels.
- Understand the importance of trade routes and ports playing significant role in international trade.
- Understand the role of government and semi-government organizations involved in International trade.
- Be able to analyze the Foreign Trade policy framework and various documents for processing export and import orders.
- Analyze and evaluate the increasing role of Supply Chain Management and logistics in International trade.

MBA (PA) PROGRAM LEARNING OUTCOMES

Upon Completion Of The MBA (PA) Program, Students Will:

- Communicate effectively complex HR issues to a variety of audiences.
- Work independently to apply specialized knowledge and expert judgment to HR tasks.
- Engage in critical thinking of analytical problem solving to get sound HR solution.

- Demonstrate specialized knowledge of theories, models and concepts relevant to HR and be proficient in their application.
- Display professional proficiency in the utilization of technology in HR context.

MBA (APR) PROGRAM LEARNING OUTCOMES

Upon Completion of the MBA (APR) Program, Students Will:

- Manage promotion campaign using research, specific media and targeted copy and design.
- Develop public relation strategies for corporate image building.
- Develop effective strategies for creating building and managing brands.
- Use communications to connect with target markets to spur them to action.
- Display professional proficiency in the utilization of information and technology in advertising and marketing context.
- Plan advertising and promotional

campaigns such as audio, TV, print advertising, outdoor and digital advertising etc.

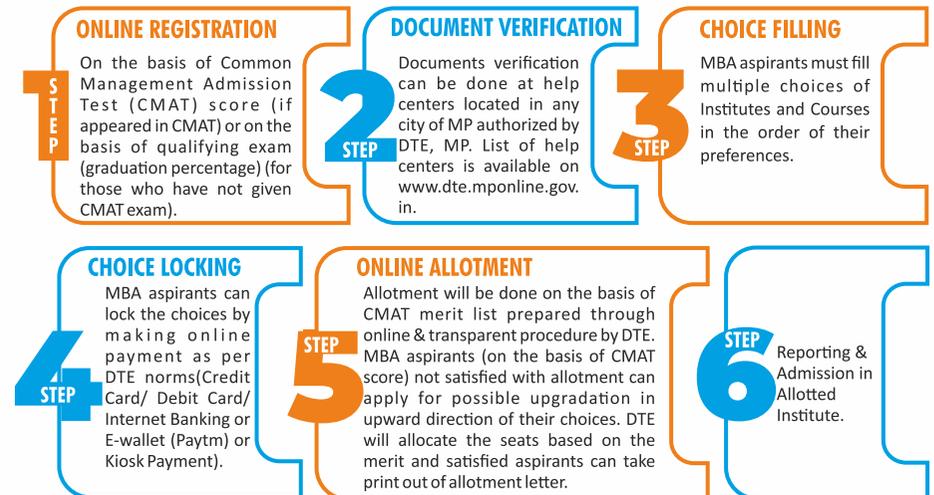
MBA (PT) PROGRAM LEARNING OUTCOMES

Upon Completion of the MBA (PT) Program, Students Will:

- Demonstrate knowledge of management concepts.
- Identify business problems and be able to critically analyze alternatives, analyze data and integrate functional areas of business when analyzing problems.
- Integrate knowledge across disciplinary areas like finance, marketing, human resource, information technology, production and entrepreneurship to analyse and solve managerial issues.
- Apply knowledge in a global environment.
- Demonstrate an ability to effectively communicate in a manner that is typically required of a business professional in oral and written form.

MBA ADMISSION STEPS

First preference is given to aspirants who have given CMAT. Thereafter if seats remain vacant, admission is also given on the basis of graduation percentage.



#1 Please follow DTE MP admission norms. For details please visit www.dtempcounseling.org

#2 Minimum eligibility criteria 50% in Graduation for Unreserved Category and 45% for SC/ST/OBC.

#3 Admission Process is subject to change as per DTE declaration.

ALUMNI SPEAKS



Tanmai Saxena
PIMR MBA Batch
2003-2005
Commercial Head- Mahindra & Mahindra Auto Ltd., Mumbai

Being an MBA from PIMR has actually helped me expand my professional abilities and tune myself to the best industry practices. This has given me a fast growth in my career.



Juhi Patra Ghosh
PIMR MBA Batch
2003-2005
Agile Coach, Ford Motor Company Cumming GA, USA

PIMR is a unique professional knowledge Institute focusing on holistic method of teaching. The facilities at the Institute are impeccable and the variety of services available made me always feel much supported.



Deepesh Shah
PIMR MBA Batch
1998-2000
AREA MANAGER
ITC Ltd., Bhopal

Prestige believes that education should not be restricted to the classrooms only. The institute ensured our exposure to the complex business problems with the help of On the Job Training, Summer Internships and Extra Mural Lectures by Industry experts.



Aditya Agrawal
PIMR MBA Batch
2000-2002
VP & Head - Customer Experience Management at TransUnion CIBIL Limited

The practical skills backed by academic knowledge have given me the confidence to pursue a career in any industry. This, for me, is the biggest strength of PIMR.



Mohit Mishra
PIMR MBA Batch
1996-1998
Vice President Cheil Worldwide Cheil India, New Delhi

PIMR is an Institution of life. Students get an open field to explore their dreams, academic nurturing to hone their skill-set and a professional guidance on building their capability to meet the industry benchmarks.



Pranav Harihar Sharma
PIMR MBA Batch
2002-2004
Executive Creative Director at Leo Burnett, Film Maker at Indian Film Industry, Content Creator & Strategist

Careers are carved on the basis of what a course offers over and above a degree. PIMR is that rare place where a person graduates for lifetime. I am one of those.



Manu Mahrish
PIMR MBA Batch
2002-2004
Associate Vice President at Karvy Private Wealth, Dubai

One thing which is a value addition is the approach of faculties over here that push you to learn the concepts of life. It was a hard road because the expectations were high, but the rewards at the end were also much higher.



Rajeev Khera
PIMR MBA Batch
1995-1997
Huawei Telecommunications, Gurgaon

The strong foundation created by the Institute, has helped me to achieve operational and managerial excellence throughout my career. I wish the best to entire PIMR family.



CSP Nihit Upadhyay
PIMR BBA Batch
2007-2010
CSP, Indore Police

Education is Not the learning of facts, but the Training of mind to think, and this is what has been bestowed to me by PIMR. This learning and confidence to take rationale decisions in tough situations stays with me for life.



Saurabh Shukla
PIMR MBA Batch
2003-2005
Cluster Business Leader (VP Sales) Yes Bank Ltd., Mumbai

90% of success goes to what I had learnt in PIMR and its not only about the curriculum but the things we did in our day to day activities in PIMR. Whatever I am today I owe it to the Prestige.



Rajesh Kumar Singh
PIMR MBA Batch
2003-2005
Branch Channel Manager Samsung India Elec. Pvt. Ltd. Kolkata

Two years at PIMR have equipped me with dimensional skills and provided me with a platform to interact with like minded peers, intellectuals and eminent persons of the industry. This has imbibed in me a different way of thinking to be successful in my profession.



RJ VINI
PIMR MBA Batch
2005 - 2007
RJ, My FM, Indore

I have to say that PIMR gave me a lot more than I expected. It gave me confidence to pursue, win, and accept this position. I truly cherish my time at PIMR and the investment I made there is changing my future for the better.

ALUMNI SPEAKS

OUR PLACEMENT PARTNERS





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2, Education & Health Sector, Scheme No. 54, Near Bombay Hospital, **Indore**- 452010 (M.P.) India

E-mail - mbaadmission@pimrindore.ac.in | Office Timing - 10:30 am to 5: 30 pm

LL : 0731 4012222/01/ 09. Cell: 78699-55424,78699-55418

78699-55422, 78699-55423, 78699-55427

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