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## Philosophy

The name Praxis symbolizes the philosophy of the institute. The root of Praxis is Greek, meaning 'to do', or the practice of an art, science or technical occupation. In other words, Praxis is 'practice informed by theory and theory informed by direct practice.' That is what Praxis Business School endeavors to bring to you - a program that combines the art and science of theoretical learning with the virtues of practical training.

## Vision

To become a trusted and influential management education institution that is equipped to make a compelling difference to the business world and the community.

## Mission

To address the need for creating industry-ready global contributors by offering a management education experience founded on strong core values, built on the twin pillars of theory and practice, and designed to foster academic excellence and professional skills development through learning and knowledge sharing among all its stakeholders.

## The Board of Governors

The constitution of our Board of Governors reflects the philosophy of Praxis - to create 'industry-ready' professionals. The industry representation, both Indian and Global, will ensure that Praxis listens and responds to the requirements of the industry both in terms of the curriculum content and the type of industry interface the students need to experience before they step into the real world.

**Ambarish Dasgupta** (*BE JU*) is the Founder and Senior Partner of Intueri Consulting LLP. He is also the Principal Advisor to Electronics and IT Department, Government of West Bengal. Prior to this, Ambarish has held leadership roles at KPMG and PwC and the past President of Bengal Chamber of Commerce & Industries. He brings in enormous learning with his extensive body of work in the field of consulting.

**Andy Bose** (*BBA University of Iowa, MBA University of Texas Austin*) is the Founder, Chairman and CEO of Access Markets International (AMI)-Partners, New York. He has a deep understanding of competitive and strategic markets in the IT landscape and is a consultant to the top IT CEOs across the globe.

**Harish Bhat** (*B.E. BITS Pilani, PGDM IIM – A*) is the Brand Custodian of Tata Brand and a member of the Group Executive Council (GEC) of Tata Sons. He is a director on the boards of several Tata companies, including Tata Global Beverages, Tata Coffee, Trent, Tata Starbucks, Nourishco and Infiniti Retail. During his career of 30 years with the Tata Group, Mr. Bhat has served in several senior roles. He adds significant value with his perspectives on consumer behavior, business economics and retailing in the Indian context.

**K. Dasaratharaman** (*B. Tech IIT Madras, PGDM IIM – A*) is currently a Management Consultant, Educator and executive Coach. He has 30 years of experience in FMCG, Retail and Food sectors in leadership positions. He brings with him vast experience of the sales and marketing aspects of the FMCG business in addition to providing insights into start-up retail strategy.

**K. Ramkumar** (*BSc Madras University, PGDM Madras School of Social Work*) is the founder of Leadership Centre Pvt Ltd. He has served as the Executive Director on the Board of ICICI Bank and President of ICICI Foundation. He was on the Boards of ICICI Prudential Life Insurance and ICICI Ventures. He has worked extensively in the areas of learning and development, competency design, succession management, leadership development, process design and quality management.

**Kamlesh Sajnani** (*M.Com Bombay University*) is the Managing Director, IMS Learning Resources. He is an icon in the field of management education and has the vision to build educational institutions that are equipped to make a compelling difference to the business world and the community.

**Santosh Desai** (*BA MS University, PGDM IIM – A*) is the MD and CEO, Future Brands Limited. He is a thought-leader in brand communication and brand management and provides interesting and innovative ideas from the design perspective, vital for the building of an institution.

**Shankar Chatterjee** (*MBA IISWBM*) He is the Chairman & Managing Director of S Cube Trans Continental Group. He is a thought leader in large-scale project logistics. His two decades of experience gives him an in-depth knowledge of the industry and he offers useful insights in this area.

## Methodology

Praxis aims at combining the art and science of theoretical learning with virtues of practical training. The program at Praxis is on the one hand, rooted in the principles of academic rigor and discipline, and, on the other, designed to offer multiple touch-points with the industry.

## Classroom sessions

The pedagogy at Praxis encourages students to think rather than learn by rote – the text book is a mere starting point. Faculty members expect students to come prepared with the concepts outlined in the text books – the class is the arena to take the discussion to a higher plane and to develop different perspectives.

## Case studies

Case studies help in achieving three objectives. One, students get an opportunity to apply concepts to real life situations. Two, case studies require the students to discuss their points of view thus sharpening their analytical and communication skills. Three, case studies train students to assimilate multiple perspectives.

## Term papers, business plans, book/article reviews

Term papers, book and article reviews ensure that the students seek knowledge beyond the text book. In some courses, students are required to create business plans – this requires them to understand the business environment, assimilate the different functional aspects of a business and create viable business models.

## Projects

Projects give students exposure to the field and an insight into real life situations. The course will give an opportunity to students to handle 'live' projects, making their learning truly experiential.

## Presentations

Students at Praxis are made to deliver a number of presentations. This exercise, which emphasizes both content and style, trains students to structure their thoughts and increases their confidence in public speaking.

## Tests

Quizzes, which are scheduled through the year, ensure that learning is a continuous process rather than a sporadic effort heightened during year-end examinations. Praxis endeavours to test the student's ability to apply the concepts to simulations of real-life situations. To reflect this, most examinations in Praxis are 'open-book,' i.e., students are allowed to refer to their books during the tests.

## Developing the right attitude

The curriculum at Praxis aims to instill the right attitude for a compelling career:

- Adopting ethics as the underlying imperative
- Maintaining punctuality and the sanctity of deadlines
- Maintaining data discipline
- Understanding the importance of soft skills

## Soft skills

Praxis believes that the one attribute common to all successful managers is their soft skill proficiency – their ability to communicate, handle themselves at work and relate with people within and outside the organization they work for. The curriculum at Praxis understands the need to give soft skills training the place it deserves. Soft skill training attempt to improve the student's listening, speaking and presentation skills and make the student confident of conducting himself/ herself in formal, boardroom kind of situations, without losing sight of the virtues of empathy and team-work.

## Academic evaluation system

The institute's evaluation system is designed to continually assess the student's performance with respect to the required standards of academic achievement. Apart from examinations, a student's performance is assessed on the basis of participation, preparation of assignments, performances in projects, mid-term tests and surprise quizzes. The institute expects a minimum standard of academic performance for the award of the certificate. Failure to meet the minimum standards of performance would require a student to discontinue the program.

## Faculty

Praxis firmly believes that the quality of an educational institute is as good as the quality of its faculty. The Praxis core team comprises highly accomplished professionals with high academic pedigree and extensive industry experience. In addition, Praxis attracts visiting faculty from organizations like IBM, Hewlett Packard, PwC, Tata Steel, ICICI Bank, TCG Digital, Salt & Soap among others.

## Core Faculty

### Amit Parakh

*B.Com, ACA, CS, CFA, FRM, PGDM (IIM Ahmedabad)*

Has worked extensively in banking and equity research areas before pursuing academics and training. He has been with Structured Products Group, ICICI Bank, and was an equity research analyst with JP Morgan. Amit conducts workshops on corporate finance, asset valuation, risk management and financial analysis. He regularly conducts study programs (online and offline) related to CRM, FRM and CA. He has conducted courses/ workshops for IIM Shillong, XLRI, Great Lakes, SREI, IFICI, ICICI Bank, NSE, Kotak Securities, Pearson.

### Atanu Ghosh

*B.E (Jadavpur University); PGDM (IIM Bangalore)*

Is the Founder and CEO of Bluebeaks Solutions that runs Salt n Soap, a leading Online Grocery Retailer and Medinook, an Online Health Consultation Portal. He is an Angel investor and serves on the Board of Directors of various IT and ITeS start-ups. He was an Associate Director with IBM and, prior to that, a Principal Consultant with PwC and has worked extensively in India, UK, SE Asia and China. Atanu is an international speaker and a visiting faculty at IIM Calcutta, XLRI, XIMB and UPH Jakarta. His areas of interest include ERP, Supply chain, Digital Marketing, Web Analytics and E-Commerce.

### Charanpreet Singh

*B.Tech (IIT Kanpur), MBA (University of Iowa), Chevening Scholar (British Government)*

Has spent two decades in the corporate world in areas as diverse as Cryogenics, Steel, International Trade, Consulting and IT with organizations such as British Oxygen, Tata Steel, PwC and Compaq-HP. A co-founder of Praxis Business School, he has strong professional interests in the areas of IT, Business Communication and analytics. He has taught at the University of Iowa and has been a visiting faculty at IIM Lucknow, IIM Raipur, IIM Udaipur, IIM Shillong. He is a member of the Marketing sub-committee at the CII (East) and the IT sub-committee at the Bengal Chamber of Commerce.



### Jaydeep Mukherjee

*B. Tech (IIT Kharagpur), M.Tech (ISI Kolkata)*

Comes with an experience of 27 years delivering Management and IT consulting services in large organizations like (PwC) and CMC Ltd before joining Praxis in 2010 as a full-time professor. He was a partner in the Management Consultancy Business at PwC and led large software projects in India and abroad. Post his stint at PwC, he founded and promoted Cogentech Management Consultants and Conacent Consulting in the area of IT consulting and software implementation services. He has a passion for academics and teaching, and his areas of interest include Statistics, Operations Research and Analytics.

### Jaydip Sen

*B.E (Jadavpur University), M.Tech (ISI, Kolkata), Pursuing Ph.D in Information Privacy in IoT*

Has close to 2 decades of industry and 5 years of teaching experience. Has worked as a Senior Scientist at TCS Innovation Labs after stints with Akamai Technologies, ONGC and Hindustan Motors. His Areas of interest include Advanced Statistical Modeling, Data Mining, graph Theory, Discrete Math and Internet Technologies. Has consulted extensively with Industry clients and has published in referenced journals. Has taught at NIST Bhubaneswar and was the HOD of Information Technology and Systems at CBS.

### Dr. Manaswee Kumar Samal

*M.Com, F.C.A, DISA (ICA), Ph.D.(Utkal)*

Is a fellow member of the ICAI and his area of research is Corporate Accounting & Disclosure Practices. His consulting experience includes advice on Infrastructure Projects, Health Sector Reforms, Divestment, State PSU restructuring and Developmental projects. He has conducted MDPs for senior/middle level corporate managers. His teaching interests include Financial Accounting & Disclosure, Enterprise Valuation, Cost Management, Business Regulations, Project Financing & PPPs. Dr. Samal has taught at Business Schools like XIMB, XLRI and VGSOM, etc.

### Prasenjit Das Purkayastha

*M.Sc (J.U); PGDM (Goa Institute of Management)*

Has been one of the most prominent market researchers of the country in the last decade and has worked in the top three multinational MR agencies of India – The Nielsen Company, TNS and IMRB International for 13 years in different functional and leadership roles. He was Associate Director at Nielsen and Group Business Director at IMRB International. His expertise lies in researching consumers from diverse range of product categories and services like Media, Personal Care, Cigarettes, Paints, Telecom, Banking and Finance. He is a visiting professor at IIM Calcutta, GIM Goa, JU and CMI.

### Dr. Prithwis Mukerjee

*B.Tech (IIT Kharagpur), M.S., Ph.D. (University of Texas at Dallas)*

He is listed as one of the 10 prominent analytics academicians in India by Analytics India Magazine. Has spent nearly two decades in the IT, software and management consultancy business and has worked in Tata Steel, Tata IBM, PwC, where he was a partner and in IBM where he was the head of the Kolkata Delivery Centre. He was been a full time, tenured professor at the Vinod Gupta School of Management. Prithwis has pioneered RDBMS in Tata Steel; eBusiness and web based technology at PwC, 3D Virtual worlds at IBM and distance learning at VGSOM.

### Srinivas Govindrajan

*B.Com (Utkal), PGDM (IIM Ahmedabad)*

Was a professor at XIMB from 1989 to 2005 where he was closely associated with placements. His team's work on innovative methods of revenue collection mechanisms in rural areas has been incorporated in the Electricity Act, 2003 and has been appreciated by the World Bank. He has worked in the industry for six years, including stints at PwC and MAA Bozell. He is a passionate teacher of marketing, and keeps himself abreast of the disruptive changes technology is bringing about in this area. He has been a visiting professor at IIM Calcutta, IIM Lucknow, IIM Shillong, IIM Raipur and XLRI.

### Dr. Subhasis Dasgupta

*B. Tech (NIT, Surat); MBA (IBS); Research Scholar (IIM Ahmedabad); PhD (RK University)*

Has worked in the industry for 4 years in Planning and Operations at HPCL prior to joining academics. Subhasis has been in academics for close to 6 years, and has a strong interest in the field of Analytics, with special reference to Data Mining and Machine Learning. He is actively involved in corporate training and has successfully completed training sessions on Data Mining processes in organizations like Abzooba, Infosys, TCG, ICICI Bank. His area of research is Text Mining and has completed his Ph.D in Market Intelligence.

## Visiting Faculty

<b>Abaneeta Chakraborty</b> Founder & Managing Partner, Abanwill Consultants Finance Area	<b>Sandip Banerjee</b> Head of Strategy, Primarc Group Commercial Banking Area
<b>Abhijit Roy</b> Executive Director, Sumantrana Management Consultants LLP Communication Area	<b>Sandipan Ray</b> Deputy General Manager, ICICI Bank Financial Services Analytics Area
<b>Agnimitra Biswas</b> Professor, Kaziranga University Information Technology Area	<b>Sanjit Padhi</b> MD, Advent Business Advisory Private Limited Sales & Distribution Area
<b>Anjan Chakrabarti</b> Professor, Calcutta University Economics Area	<b>Sarit Bose</b> Director, Protiviti Business Analytics Approach
<b>Arindam Chatterjee</b> Associate Director, IBM NoSQL, Telecom Analytics Area	<b>Shiladitya Bhattacharya</b> Managing Partner, Positive Strokes HRM, Strategic HR Area
<b>Bidisha Sen</b> CEO, MedEwise Technology Solutions Healthcare Analytics Area	<b>Subhashish Mukherjee</b> COO, F Harley & Company Pvt. Ltd. TQM Area
<b>Chandrima Banerjee</b> Director, Unigrow Solutions HRM Area	<b>Sunandini Pande Ray</b> Qualitative Research Consultant, Nielsen OB and Consumer Behaviour Area
<b>D K Guha</b> Executive Vice President – Lowe, Kolkata Integrated Marketing Communication Area	<b>Tomali Kakkad</b> Communications Consultant and Trainer Communications Area
<b>Joydeep Bhattacharya</b> Chief Operating Officer, TCG Digital Marketing Area	<b>Venkatramanan Krishnamurthy</b> CEO, WeFaculty Strategy Area
<b>Pradeep Lath</b> Partner, MKPS & Associates Finance Area	<b>Vyom Upadhyay</b> Head - BIU, ICICI Bank Financial Services Analytics Area

## The learning environment – physical infrastructure

### Creating a lasting memory

Architect VikramLall believes that educational campuses should inspire through their forms and spaces. Design of the Praxis Business School campus attempts to create a memorable experience by establishing a dialog between its architecture and the end users. Best practices of educational facility design have been adopted to develop an efficient and beautiful campus on a 9 acre expanse of land.

### The academic block

The academic block has been designed in accordance with principles that respect environment and ecology. The academic building has been articulated through the process of transformation of traditional forms such as Bengal roof, temple shikhara and terracotta finishes. The presence of water in Bengal landscape has influenced the landscape where rain water is drained into water channels. The building is wi-fi enabled and houses lecture theatres powered with the latest audio-visual aids, classrooms, and a well-stocked library.

### The residential block

We firmly believe that a major part of the knowledge and skill acquisition in a B-School happens, paradoxically, outside the classroom – during heated discussions in the cafeteria, while collaborating on group assignments, in hostel rooms and corridors. This is why Praxis insists on being a fully-residential program. The residential block comprises comfortable, well-furnished, single-occupancy rooms, a multi-gym, a recreation room equipped with pool, table tennis and other facilities, a mess hall, a student-run convenience store, a doctor's chamber and a night canteen on the terrace. The residential block is also 'smart,' with complete wi-fi connectivity.

## The learning environment – digital infrastructure

### Kollaborative Classroom – a unique learning platform

A significant, innovative part of the Praxis Learning Environment is KK – the Kollaborative Classroom - an extension of the traditional learning environment into the digital domain.

KK is a social network that allows students and faculty to interact and exchange ideas in a manner and at a pace that they are comfortable with. Course materials are distributed and assignments are submitted on this platform that allows students to learn from the work of others in an open and transparent manner.

Web 2.0 components like chat, messaging, calendars, discussion forums, blogs and theme based mini-groups enable a vast repository of user generated content. KK facilitates the creation and storage of intellectual property – the lifeblood of any academic institute – and allows easy search and retrieval on a secure basis. In addition, students use KK for the entire range of extra-curricular activities that elevates the traditional Praxis campus out of the ordinary and extends it to a point that is limited only by the imagination.

KK can be accessed at <http://kk.praxis.ac.in> or through the Praxis Live ! link on the Praxis website.

### Student Activity

Community and club activities define an educational institute of this nature. The students of Praxis have participated in building the Praxis commune with vigor and enthusiasm.

Praxis has clubs in all the functional domains as well as in the areas of quizzing, debating, sports and other extra-curricular activities with a view to providing platforms to students to interact, experiment and discover...

The students host Spardha - the annual Praxis Inter college management fest with zeal. They organize other in-house events like Khoj and Rang Manch that provide the students with some fun-filled times of drama, dance, music etc. and the opportunity for self expression.

Praxis also places emphasis on events like plantation drives and blood donation camps that are steps to address the concerns of the environment and society.

The clubs and societies active at Praxis Business School are:

Clubs		
Ambit (Marketing Club)	Fincop (Finance Club)	Bee-hive (HR Club)
ADDA (Debating Club)	Delphi (Quizzing Club)	Strat-Forward (Strategy Club)
Praxis Valley (IT Club)	E-Cell (Entrepreneurship club)	Yi-Net (Social Club)

Student images


## Curriculum

The program is of two year duration, inclusive of a two-month summer internship.

Core Courses		
Analytics for Managers	Macroeconomic Theory and Policy	Organizational Structure and Design
Business Law	Managerial Communication	Production and Operations Management 1 & 2
Cost and Management Accounting	Managerial Communication	Quantitative Techniques 1 & 2
Financial Management 1 & 2	Managerial Ethics	Sales and Sales force Management
Financial Reporting and Analysis	Marketing Management 1 & 2	Strategic Management
Human Resource Management	Marketing Research	Strategic HR and Competency Mapping
Information Technology Management	Organizational Behavior	
Areas of Specialization: Human Resources, Finance, Marketing, Operations & Systems		

Elective Courses for Specialization		
Analytics		
Analytics Approach and Storytelling	Introduction to R	RDBMS and Data Warehousing
Big Data Spark	Machine Learning 1	Statistics 2
Data Visualization	Machine Learning 2	Text Analytics
Econometrics	Marketing Analytics	Web, Healthcare and Telecom Analytics
Financial Services Analytics	Python	
Finance		
Commercial Banking	Financial Statement Analysis and Valuation	Risk Management
Derivatives	Fixed Income Securities	Treasury Management
Econometrics	Project Appraisal and Financing	
Human Resource Management		
Leadership & Personal Growth	Selection & Recruitment	Training & Development
Marketing		
Advanced Marketing Research	Marketing of Financial Services	Retail Operations
Business to Business Marketing	Product and Brand Management	Sales and Distribution Management
Consumer Behavior	Retail Management	Sales and Salesforce Management
Integrated Marketing Communication		
Operations & Information Systems Management		
Cloud ERP and Agile	Digital Marketing	Project Management
Digital Asset Development and Management	E-Commerce and Multi-Channel Retail Supply Chain	RDBMS & Data Warehousing
Digital Disruption-Theory and Cases	Logistics & Supply Chain Management	Total Quality Management

This is only an indicative list of courses. Praxis reserves the right to add, delete, or modify courses according to the latest developments. Furthermore, an elective will be offered contingent upon a minimum number of students opting for it.

## Industry Domains as Areas of Concentration

In response to the changing demand of the industry, and in order to train the students to take up industry-specific roles, Praxis has reorganized its curriculum to target four industry domains. In addition to opting for one or more specializations, students are given the option of choosing an industry domain as an area of concentration. The curriculum is co-created and co-delivered with industry experts and has real industry intervention at various points. The domain areas are:

1. Business Analytics
2. Commercial Banking & Project Finance
3. Consumer Insights & Market Intelligence
4. Digital Business Management
5. Treasury & Risk Management

### Business Analytics

As information and communication technologies capture exponentially growing amounts of data, the need to mine this data and move it up the data-information-knowledge-insight value chain is growing stronger. Hence, Analytics is playing a pivotal role for businesses in the knowledge-driven world and India is poised to become the global hub in this domain.

Praxis offers an area of concentration in Business Analytics to meet this critical industry requirement. The courseware is created and delivered in collaboration with PwC and ICICI Bank who provide knowledge support and cover the application of Technology and Analytics in a business context. The pedagogy includes classroom lectures, assignments and lab-work so that participants get to 'learn by doing'.

### Commercial Banking, Investments & Project Finance

This area is facing rapid transformation due to the impact of technology, data and digitization. Traditional banking and financial services have been affected in the areas of industry structure, the legal/ regulatory environment, service delivery systems, security markets and customer expectations.

The course comprises inputs in the areas of finance, marketing, analytics, operations and information technology management - enabling the students to understand the cross-functional play in the finance industry and preparing them to create successful careers for themselves in this area.

### Consumer Insights & Market Intelligence

Understanding of "consumer needs" and sourcing of "market-related data" have always been the starting points of all Marketing or Business activities. In today's environment, the importance of these have increased manifold with larger availability of data on consumer transactions, growth in media channels, increase in online buying and even digitization of consumer feedback. Businesses stand to gain substantially if such plethora of data on consumer insights and market structures can be mined creatively.

Praxis Business School has created a unique course in this fast-growing area of Consumer Insights and Marketing Intelligence by integrating relevant subjects of Marketing, Analytics, IT and Operations. The program will be relevant for careers in Consumer Insights for several verticals like FMCG, Consumer Durables, Media, Banking, Telecom and Retail. It will also groom students for industries like Advertising and Market Research.

### Digital Business Management

This area of concentration in Digital Business Management is aimed at preparing professionals in a business environment that is increasingly driven and disrupted by digital technology. There is a focus on learning relevant technologies to a reasonable depth through intensive hands-on assignments, projects and case studies backed by a sound background of theory and industry use cases.

Coverage will include understanding digital disruption, digital assets and their management, blockchain and cryptocurrency, cyber security, e-commerce and digital marketing.



## Treasury & Risk Management

Corporates and Banks are implementing risk management practices to combat risks arising from the highly integrated and volatile financial markets. There is also a lot more focus on treasury and forex management functions to manage the volatility in forex rates and high levels of liquidity constraints.

Praxis has partnered ICICI Bank to offer a concentration in Treasury and Risk Management to leverage the demand for well-trained professionals in this field. The jointly developed curriculum captures both the relevant theory and practice elements.

## Subjects offered under the Industry Domains

Domain Specific Areas of Concentration		
Analytics		
Analytics Approach and Storytelling	Introduction to R	RDBMS and Data Warehousing
Big Data Spark	Machine Learning 1	Statistics 2
Data Visualization	Machine Learning 2	Text Analytics
Econometrics	Marketing Analytics	Web, Healthcare and Telecom Analytics
Financial Services Analytics	Python	
Consumer Insights & Market Intelligence		
Advanced Marketing Research	Product and Brand Management	Sales & Distribution Management
Consumer Behavior	Retail Management	Sales and Salesforce Management
Integrated Marketing and Communications	Retail Operations	
Commercial Banking & Project Finance		
Business to Business Marketing	Marketing of Financial Services	Retail Banking
Commercial Banking	Project Appraisal and Finance	
Digital Business Management		
Advanced Analytics for Managers	Digital Asset Development and Management	Digital Marketing
Cloud ERP and Agile	Digital Disruption-Theory and Cases	E-Commerce and Multi-Channel Retail Supply Chain
Risk & Treasury Management		
Derivatives	Financial Statement Analysis and Valuation	Risk Management
Financial Data Modeling	Fixed Income Securities	Treasury Management

## Praxis Placement Program

The curriculum has been co-created with industry and designed to meet its dynamic requirements. The faculty brings with it a valuable blend of corporate and academic experience. The program facilitates an intense interaction with industry at multiple touch points. This approach enables a seamless transition from academic projects to summer internships and eventually final placements. Placements are more a fall-out of doing the right things rather than an isolated exercise.

### Summer Internship Placements

At the end of first year, students are required to undertake an 8 -10 week project in an organization as an integral part of the curriculum. Students work on live assignments which gives them an opportunity to sharpen their knowledge and skills and develop a better appreciation of the working of business organizations. These also help the students plan their professional careers in the light of the practical experience gained.

Praxis facilitates a campus summer internship process and ensures that all first-year students earn internships with reputed organizations and get the opportunity to work on meaningful projects. The quality of the summer internship placements at Praxis provides compelling evidence of corporate India's faith in the 'Praxis-way'

### Final Placements

Praxis has put in place a formal process for campus recruitment and is committed to creating quality placement opportunities. Students are guided to make good career choices. Praxis faculty counsels the students and helps them discover their strengths and aptitude – so that there is a fit between what the students are good at and what the companies want. As a result, companies that have selected Praxis students in the past have come back every year to participate in our campus placement process.

## Recruiting Companies & Profiles

Praxis students were able to win excellent profiles in reputed organizations. The average salary offered to students of the batch of 2018 was INR 7.03 Lakhs per annum. The Highest offer was 10.5 Lakhs.

Some of the recruiting companies & profiles offered to the previous two batches include:

Organization	Profile	Function	Job Location
Aditya Birla Retail	Management Trainee	Marketing	Mumbai
Birla AMC	Relationship Manager	Marketing & Sales	Pan India
Bridgei2i	Business Analyst	Analytics	Bangalore
HDFC Bank	Management Trainee	Marketing & Sales	Pan India
HSBC	Analyst	Analytics	Kolkata
ICICI Bank	Asst. Manager -2 (Band 2)	Marketing & Sales	Kolkata
ICICI BIU	Asst. Manager	Analytics	Hyderabad
ICICI Securities	Associate Wealth Manager	Marketing & Sales	Delhi
ICICI Prudential	Management Trainee	Marketing & Sales	Kolkata
KANTAR IMRB	Management Trainee	Research & Consulting	Kolkata
IndusInd Bank	Management Trainee	Marketing & Sales	Kolkata
Kotak Securities	Financial Analyst	Finance	Mumbai
L&T Finance	Asst. Manager	Operations	Kolkata
L&T Finance	Asst. Manager	Sales	Bhubaneshwar
L&T Finance	Asst. Manager	Finance	Mumbai
Millward Brown	Project Management Executive	Research & Consulting	Mumbai
Mjunction	Executive Trainee	Marketing	Kolkata
Mother Dairy	Executive Trainee	Marketing & Sales	Chennai
Nielsen	Analytics	Analytics	Baroda
Nielsen	Research Executive	Market Research	Kolkata
Standard Chartered	Assistant Manager	Marketing & Sales	Kolkata
Writer Corporation	Assistant Manager – Sales	Marketing	Kolkata

## Alumni Speak

*"Tell me and I forget, teach me and I may remember, involve me and I learn." –Benjamin Franklin; this is exactly what I experienced at Praxis. The phenomenal faculty and the well designed curriculum helped me structure my thought process. I obtained valuable insights from industry veterans, and prepared myself for the corporate world with the learning derived from the classes, the informal interactions with the faculty team and from my peers in the corridors of our wonderful hostel. Grateful to My Alma Matter for what I am today!"*

**Sriram Santosh Bal**

**Associate Director at Standard Chartered Bank – PGPBM Class of 2011**

*"The Praxis ecosystem enables learning of a very high order; Praxis has the most unbelievable faculty team – individuals with the highest academic pedigree and significant industry experience. I owe my success entirely to my two years at Praxis. If you seek the knowledge and skills to perform in the industry, Praxis is the place for you"*

**Sharath Ghosh**

**Management Consultant, Accenture, Dublin - PGPBM Class of 2012**

*"I came from a small town with flying aspirations and yes.....Praxis gave me wings. Praxis seemed the perfect foundation to set my career growth. What caught my eyes was the hand holding and individual attention given by the faculties at Praxis ensuring every individual to turn into industry-ready professionals. I am happy with my ROI in Praxis in terms of academic knowledge, its practical approach and placements. It is indeed Celebrate Our Worth!!!"*

**Richika Sureka**

**National Account Manager – Vodafone Global Enterprise – PGPBM Class of 2009**

*"Praxis has a fascinating campus setting, lecturers with interesting insights into current best industry practices and academic thinking, an intimate class-tutor environment, a focus on individual personal development as the batch size is quite small. For me personal development was the most important part as it should be for everyone – and Praxis was the best thing to happen to me in this regard. Praxis is not just another B-School, it's an EXPERIENCE!"*

**Sahill Shaha**

**Manager – Consumer Insights at ICICI Bank - PGPBM Class of 2010**

*"My alma mater, Praxis Business School, deserves respectful mention and credit for my success in the corporate. Praxis' strength lies in its academia that has enabled it to deliver on its promise of producing "corporate ready" graduates in a sustained manner. The pedagogy, inspired from the elite institutions of the country, creates a fiercely competitive and result-oriented environment that helps deliver worthy corporate citizens. And, an impressive cluster of companies with challenging profiles makes one's stint with Praxis a prudent investment!"*

**Budhaditya Banerjee**

**Manager – IT Advisory, GEP Worldwide – PGPBM Class of 2010**

*"I built castles in air, Praxis helped me in building the base on which those castles now stand in reality! Thank You – Praxis Business School for everything."*

**Gurcharan Singh**

**Assistant Manager – Corporate Finance (Valuations), Grant Thornton India LLP – PGPBM Class of 2013**

## Program Fee

### Two-year Post Graduate Diploma in Management

Instalments	Academic Fee*	Course Material	Hostel Fee**	Total	Refundable Caution Deposit
Admission Fee (within 1 <sup>st</sup> week of Selection)	75,000	-	-	75,000	-
First (within 28 days of selection)	120,000	36,000	42,000	198,000	30,000
Second (October 15, 2018)	120,000	36,000	42,000	198,000	-
Third (June 15, 2019)	120,000	36,000	42,000	198,000	-
Fourth (October 15, 2019)	120,000	36,000	42,000	198,000	-
<b>Total Program Fee</b>	<b>555,000</b>	<b>144,000</b>	<b>168,000</b>	<b>867,000</b>	<b>30,000</b>

## Affiliation

The PGDM program offered by Praxis Business School is approved by All India Council for Technical Education (AICTE), Government of India. The application ID is 1-3750589896.

## Application and Admission

<b>DETAILS</b>	<b>Post Graduate Diploma in Management (AICTE approved)</b>	
<b>Format</b>	Two-Year Full Time	
<b>Application</b>	Students can apply online from Praxis website – <a href="http://www.praxis.ac.in">www.praxis.ac.in</a> Application Forms will also be available at all the centers of IMS Learning Resources.	
<b>Eligibility</b>	Graduates	

<b>Tests Accepted</b>	CAT / XAT / GMAT / GRE/ CMAT/ MAT - Last three year scores are also accepted. – we need to check AICTE rules.	
<b>Selection Process</b>	Short list by assessment test score and profile. Shortlisted candidates appear for an interview with a panel comprising representatives from Praxis and the industry.	
<b>Interview Centres</b>	Bangalore, Bhubaneswar, Chennai, Guwahati, Hyderabad, Jamshedpur,Kolkata, Mumbai, New Delhi, Patna, Ranchi.*	
<b>Assessment Dates</b>	January/ February, 2018 – check with AICTE norms	
<b>Course Commencement</b>	July 2018	

\*Praxis reserves the right to cancel any interview centre and invite the students to any of the other centres.



Images of the institute, hostel etc

Praxis Logo

Kolkata Campus: Bakrahat Road, P.O. Rasapunja, Next to Akademia International School, Kolkata – 700104

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Bangalore Campus: 416, Crystal Arcade , 3<sup>rd</sup> Floor, 27<sup>th</sup> Main Road. Sector 1 HSR Layout. Bangalore -560102

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