Learn

Praxis
Business School
CELEBRATE YOUR WORTH

PROSPECTUS 2020-22

Post Graduate Diploma In Management

Contents

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.

Amitabh Ray
Managing Director – Ericsson Global Services India, Kolkata

Dr. Amit Salunkhe
Regional Officer & Assistant Director – AICTE, Kolkata

Charanpreet Singh
Founder Member - Praxis Business School
Former Country Manager, Marketing for SMB – Compaq HP, Kolkata

K Dashrathraman
Management Consultant & Educator
Former GM Marketing – Spencer's Retail Limited, Kolkata

Kamlesh Sajnani – Chairman
Managing Director – IMS Learning Resources Pvt Ltd, Mumbai

Dr. Nikhil Ranjan Banerjea
Former Vice Chancellor IIEST (formerly BESU)
Kolkata

Dr. Prithwis Mukerjee
Director – Praxis Business School
Former Partner – PricewaterhouseCoopers
Kolkata

Santosh Desai
Managing Director & CEO – Future Brands
Mumbai

Viresh Oberoi
Founder & Former MD & CEO – mjunction

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 perspective.

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. These 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 modules will be part of each trimester of study and will 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.

Director's Message – Praxis Business School
Dream, Dare & Deliver

In a world of abundance, who needs managers? If there was a way to create and deliver an endless stream of goods and services at zero or negligible cost and yet make a handsome profit then there would have been no need for anyone to manage anything. But of course, such an utopia can only exist in a few sentences in an article before reality catches up and tells us that shortages — of (wo)men, materials, machinery and money — is a fundamental property of society.

That is why we need managers who can deliver more with less. When resources are limited, creativity is unlimited and that is the defining characteristic of the management education that is imparted at Praxis Business School.

Ordinary people consume — goods, services and information, but it is the extraordinary people who make the jump from consumption to creation. Reasonable people adapt themselves to the world. Unreasonable people try to adapt the world to themselves — and that is how the world changes and society evolves. Otherwise we would still be living in dark caves and eating raw meat! But those who can visualise a new reality are vastly outnumbered by those who cannot. Students at Praxis are trained to create new visions, new ideas and new strategies.

If creativity is the leitmotif of a successful enterprise, then technology is the crucible where it is forged. Technology today is the driver of almost all change and digital technology is the one that is the fastest to market. Digital technology is conceptually different from information technology. IT can transform existing enterprises but digital technology gives rise to new business models. A good software package like SAP is an IT solution that can radically improve the fleet management process in a taxi company but a creative combination of GPS hardware, 3G/4G telephony, machine learning can leverage the micro-entrepreneurship latent in many drivers to create the concept of Uber. Digital technology is a core component of the Praxis syllabus.

Vision without execution degenerates into a mere hallucination. So close behind the tip of the spearhead lies the shaft of the spear without which the spear cannot be carried, thrown or will even fly. Success has been defined as ten percent inspiration and ninety percent perspiration. For every one unit of creativity in ideas we need ten units of creativity in execution. Praxis students learn that the devil is the detail and the ability to execute in time and with perfection is the eventual hallmark of success.

In a rapidly changing world, learning has to be a lifelong exercise. So Praxis does not teach you a limited repertoire of skills but helps you learn how to learn. As the chief facilitator of your learning adventure, I welcome you all to celebrate your worth as you dream, dare and deliver with tomorrow's technology today.

Prithwis Mukerjee, PhD
Director, Praxis Business School

Faculty - Core Faculty

Charanpreet Singh
B.Tech (IIT Kanpur), MBA (University of Iowa)
Co-Founder & Director of Praxis Business School Foundation

Has been a part of the corporate world for 20 years and has a rich experience in industries as varied as Cryogenics, Steel, International Trade, Consulting and IT with organizations such as British Oxygen, Tata Steel, PwC and Compaq-HP. At HP he was Country Manager, Marketing for SMB when he decided to switch to his first passion, academics, and embarked on a mission to set up a Business School of the highest quality in the country.

A winner of the Chevening Scholarship for Young Managers awarded by the British Government, Charanpreet has strong professional interests in the areas of information technology, analytics and business communication. He has taught at the University of Iowa and has been a visiting faculty at IIM Lucknow, IIM Raipur and IIM Shillong. While his courses are rooted in academic theory and fundamentals, they never let the student lose sight of the real business value of each concept.\

He is a member of the Marketing sub-committee at the CII (East) and the IT sub-committee at the Bengal Chamber of Commerce.

Amit Parakh
B.Com (Hons), ACA, CS, PGDM (IIM Ahmedabad)
Finance Area

Amit is an avid trainer in the finance space. Having cracked CA (with an all India Rank 14), FRM, CS, CFA exams all in one go and being an Aditya Birla Scholarship nominee as one of the all India CAT toppers, he knows what it takes.

Amit has worked extensively in the banking and equity research areas before entering academics. He has been associated with assignments, building credit rating models and structuring transactions. He has also been an equity research analyst with JP Morgan where he was involved in building valuation models and financial analysis of Indian IT Services companies. He takes active interest in capital markets and specifically, likes to get involved in valuation assignments. He conducts workshops on corporate finance, asset valuation, risk management and ith Structured Products Group, ICICI Bank, where he played a key role in carrying out valuation financial analysis. He regularly conducts study programs (online and offline), related to CFA, FRM and CA and has conducted courses/workshops for IIM Shillong, XLRI, Great Lakes, SREI, IFCI, ICICI Bank, NSE, Kotak Securities, Pearson , Quaker etc.

Dr. Manaswee Kumar Samal

M.Com, FCA, DISA (ICA), PhD (UU)
Finance Area

He is Master degree holder in Commerce and a Fellow member of the Institute of Chartered Accountants of India (ICAI). His doctoral research is in the field of Corporate Disclosure & Accounting. He is also a diploma holder in Information Systems Audit from ICAI. Currently he is an Associate Professor in Great Lakes Institute of Management, Chennai. He has been associated with programmes of many B-Schools like XIMB, XLRI, VGSOM, ICFAI, etc. in the past. He has also worked as Director in two B-Schools. His consulting experience includes advice on Infrastructure Projects, Health Sector Reforms, Divestment, State PSU restructuring and Developmental projects. His latest consulting assignment was in the capacity of Institutional Development & Governance Specialist in the year 2014-15. He has acted as a resource person in training & MDPs for senior/middle level managers of many corporates. His research & teaching interest includes Financial Accounting & Disclosure, Enterprise Valuation, Cost Management, Business Regulations, Project Financing & PPP.

Prasenjit Das Purkayastha

M.Sc (J.U), PGDM (Goa Institute of Management)
Marketing Research Area

Prasenjit, known to most as PD in the corporate world, has been one of the most prominent market researchers of the country in the last decade. He 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. From 1999 to 2007, PD worked in different divisions of ACNielsen ORG-MARG, in Mumbai and Kolkata, and eventually became the Associate Director and Branch Head of Nielsen's Customized Research setup in Kolkata. Later, he was with IMRB International as Group Business Director. His expertise lies in researching consumers from diverse range of product categories and services like Media, Personal Care, Cigarettes, Paints, Telecom, Banking and Finance. Prasenjit is an M.Sc in Applied Mathematics from Jadavpur University and a PGDM in Marketing from GIM, Goa. He currently consults and trains corporates in areas related to Marketing Research and Marketing Analytics. He is an Adjunct Professor in Praxis Business School. He also teaches Marketing Research and related areas in IIM Cal, GIM Goa, JU and CMI.

Dr.Sayantani Roy Choudhury

MSc, MPhil, PhD (Calcutta University), UGC-NET
Economics and Statistics Area

Sayantani has been in academics for more than 15 years. Her domain spreads in the field of Economics, Statistics, Quantitative Techniques, Research Methodology, Econometrics and Women Studies. She is a visiting faculty at IIM UdaipurShe has done her MSc in Economics with the specialization in Econometrics and Statistics from Calcutta University. She had secured her MPhil degree with the specialization in Gender and Urban Economics, from Calcutta University. She was awarded with a PhD degree in Economics from Calcutta University in 2011.

Her PhD was on 'Female Labour force Participation Decision and Factors behind It'. She has more than 10 refereed journal publications, 2 book chapters and 1 book adding to her credentials. She had presented her research in many national and international conferences. Dr Sayantani is an editorial board member in three international journals. She was a member of Board of Studies of School of Economics, Amity University-Kolkata. Before joining Praxis, Sayantani was associated with a large number of academic institutions like Shri Shikshayatan College, Amity University, NYU, MDI, Unitedworld School of Business, GNIT and IIPM. She provides consultancy to any kind of quantitative and qualitative research. Sayantani is actively involved in research work in different fields of social sciences.

Dr.Kankana Mukhopadhyay

B.Sc (Calcutta University), MCA (IGNOU), MBA & Ph.D (IIEST, Shibpur)
Professor - Human Resources

Kankana is an experienced professional with a demonstrated history of working in the education management industry. She is skilled in Motivation, Leadership, Strategic Human Resource Management, Competency Mapping, HR Analytics, Stress Management, Change Management, Employee Engagement and Management Information Systems. She is an education professional with a MBA and Ph.D focused in Human Resource Management from IIEST Shibpur and MCA from IGNOU with eDAST from CMC Limited along with graduation with Physics (Honours) from University of Calcutta. She has 21 years of experience in Management Education and Research.

She has more than ten years of post Ph.D experience. She has worked with several reputed academic institutions across the country, Indian Institute of Engineering Science and Technology Shibpur and Indian Institute of Plantation Management, Bangalore etc. to name a few. She has published articles in various National and International Journals and presented papers in National and International Conferences and got the best paper award in AIMA National Conference in 2012. She has trained the managerial staff members of various organizations like Indian Oil, Allahabad Bank, FOSMI SME sectors etc. in numerous occasions. She has been invited by NITTTR Kolkata to train the faculty members of Govt. Institutions across the country at various occasions. She is a reviewer and a member of the editorial board of a few management journals. She is also the doctoral committee member of IIEST Shibpur.

Dr. Sourav Saha

B.Tech (CSE), PGDBA, Fellow (IIM Calcutta)
Dean Academics

Sourav Saha is a Machine Learning professional turned Educator in the Advanced Analytics domain having close to two decades of global experience around Data Driven insights in Business Consulting and R&D. With focus on actionable insights for Digital experience Personalization, he helped in setting up Advanced Data Science practice in the Organizations before embarking on academics full-time. Post completion of Doctorate from IIM Calcutta in the area of Machine Learning heuristics with applications to Computational Advertising, he has conducted sessions on Business Analytics, Data Mining and Machine Learning to post-graduate and executive programs at Business Schools. Prior to joining Praxis Business School, he was the tenured Chairperson for Data Science & Analytics programs at SVKM's Narsee Monjee Institute of Management Studies (NMIMS) and was instrumental in launching several programs in applied analytics for under-graduate students and post-graduate executives. He is committed to making education an enriching experience and accessible to all. Professor Saha has been a mentor and evaluator for the "Smart India Hackathon" – a national initiative from the Ministry of Human Resource Development (MHRD), India. He encourages democratizing technology for the masses and aspires to applying AI for Social good in creating value for the people at the bottom of the pyramid.

Dr. Prithwis Mukerjee

B.Tech (IIT Kharagpur), M.S & PhD (University of Texas at Dallas)
Director – Praxis Business School

Dr Prithwis Mukerjee is an engineering graduate from IIT, Kharagpur and did his Masters and PhD in Management Science from the University of Texas at Dallas, USA. He has spent nearly two decades in the Indian IT, software and management consultancy business and has worked in Tata Steel, Tata IBM, Pricewaterhouse Coopers, where he was a partner and in IBM where he was the head of the Kolkata Delivery Centre. He was also 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. He is listed as one of the 10 prominent analytics academicians in India by Analytics India Magazine.

Dr. Subhasis Dasgupta
B. Tech (NIT Surat), MBA (IBS), Research Scholar (IIM Ahmedabad); PhD (RK University)
Machine Learning & Analytics Area

Subhasis has been in academics for close to 7 years, and he has handled courses on Business Research Methods, Quantitative Analysis using MS-Excel and Data Mining. He is actively involved in corporate training and has successfully completed training sessions on Data Mining processes in organizations like Abzooba, TCG, ICICI Bank. He has also delivered guest lectures on Data Mining techniques using Rapid Miner in IIT Guwahati.

He completed his PhD in the field of applied Text Mining processes in marketing contexts. Prior to joining academics, Subhasis had worked in the industry for 4 years and was involved in Planning and Operations at HPCL. He had also worked in IIM Ahmedabad as Research Associate on a project related to financial inclusion in India. His key skills include MS-Excel, SAS, SPSS, AMOS, R and Rapid Miner.

Jaydip Sen
Bachelor of Engineering (B.E) in Mechanical Engineering with honors, Master of Technology (M.Tech) in Computer Science
Machine Learning And Artificial Intelligence

Professor Jaydip Sen obtained his Bachelor of Engineering (B.E) in Mechanical Engineering with honors from Jadavpur University, Kolkata, India in 1988, and Master of Technology (M.Tech) in Computer Science with honors from Indian Statistical Institute, Kolkata in 2001. He has worked in reputed organizations like Oil and Natural Gas Corporation Ltd., India, Oracle India Pvt. Ltd., and Akamai Technology Pvt. Ltd, Tata Consultancy Services Ltd and National Institute of Science and Technology, INDIA.

His research areas include Machine Learning and Artificial Intelligence, security in wired and wireless networks, intrusion detection systems, secure routing protocols in wireless ad hoc and sensor networks, and privacy issues in ubiquitous and pervasive communication, He has more than 150 publications in reputed international journals and referred conference proceedings (IEEE Xplore, ACM Digital Library, Springer LNCS etc.), and 8 book chapters in books published by internationally renowned publishing houses e.g. Springer, CRC press, IGI-Global etc. He has delivered expert talks and keynote lectures in various international conferences and symposia. He is a Senior Member of ACM, USA a Member IEEE, USA and IEEE Computer Society, USA.

Somnath Banerjee

M.Com (University of Calcutta), MBA (IIEST, Shibpur), UGC NET (Management),
Ph.D (Thesis submitted from University of Kalyani)
Assistant Professor (Finance Area)

Somnath has been in academics for 16 years. Apart from being an MBA from IIEST Shibpur, he has a Master of Commerce from the University of Calcutta. His specialization in MBA was Finance and specialization in M.Com was Accounting. His areas of academic interest are International Finance, Risk Management, Financial Statement Analysis, Portfolio Management, Financial Markets etc. He has submitted his Ph.D thesis from the University of Kalyani. His research area is Firm Specific Influence on Discretionary Accruals. He has five publications in recent years which includes' one in Inderscience.

He has presented his research in the 29th Asia Pacific Conference in International Accounting issues, held in Kuala Lumpur, Malaysia. Apart from that he has presented research papers in many national conferences including Indian Accounting Association. Somnath also has a short stint in the industry in the equity research area in the capital market. He has conducted FDPs and MDPs in Kolkata and Dhaka. He has been associated with CMA for about a decade and has conducted corporate training programs as an empanelled member. Somnath was a full time professor at NSHM, Kolkata for 10 years and IIEST Shibpur for 5 years. He has been a visiting professor at Heritage, Kolkata for some time.

Tathagata Datta

B.Sc (Calcutta University), MCA (Calcutta University)
Director - Cyber Security

A Cyber Security Professional, Tathagata holds an experience of 20 years in this domain. His forte encompasses information security audit, cyber risk assessment, cyber incident handling and digital forensics.

He has been instrumental in establishing India's first "Cyber Range" at Gurgaon which is being used by national security agencies to enhance their cybersecurity competency. As a "Cyber Risk Analyst" he is presently assisting different National Critical Infrastructures (specifically in power & energy and BFSI sectors) to identify their cyber threats and mitigate the risks appropriately. He has extensive experience in conducting information security audits (against different international standards and Govt. Mandates) not only in India, but also beyond boundaries in Europe, Singapore and UAE.

He is an empanelled information security Lead Auditor at BSI (National Compliance Body of Govt. Of UK) and had been a Subject Matter Expert at International Council of E-Commerce Consultant (ICECC) FY 2016-17. He is also a member of NASCOMM and Data Security Council of India (Kolkata Chapter). He is an associate Subject Matter Expert at TCG Digital with a responsibility to build the "Cyber Security Centre of Excellence" of Govt. of West Bengal. He is also a member of Indian Press as Crime Reporter through an all India basis circulated newspaper, registered under Ministry of Information & Broadcasting. Prior to Praxis, Tathagata was the Vice President, Chief Information Security Officer and Head of IT Governance at one of the largest NBFCs of India.

Visiting Faculty

Abaneeta Chakraborty

Founder, ABANWILL CONSULTANTS LLP

Agnimitra Biswas

Project Director-SMILE, IIT Kharagpur

Arindam Chatterjee

Associate Director, IBM India Private Ltd.

Atanu Ghosh

Founder and CEO. Salt n Soap. Medinook Bluebeaks

Awrup Sanyal

Consultant, ADC Ltd. (Dhaka); Consulting Partner, Brown Brothers; Partner, This Is It!

Barun Lala

Director – Key Markets, Hewlett Packard

Chandradeep Mitra

Consultant and Corporate Trainer

D. K. Guha

Executive Director, Lowe Lintas, Kolkata

Dr. Anjan Chakrabarti

Professor, Calcutta University

Dr. Chandrima Banerjee

Director, Unigrow Solutions Private Limited

Joydeep Bhattacharya

Vice President, TCG Software Services Pvt. Ltd.

Joydeep Chatterjee

Pre-Sales Consultant, Abzooba Inc.

K. Dasaratha Raman

Management Consultant, Educator and Executive Coach

Kushal Ghosh

Senior Director, Ericsson Global Services India

Pradip Lath

CA in practice and Partner in MKPS & Associates

Prosenjit Kundu

Senior VP & Treasury Head, TEOCO Corporation, USA

Pushpal Bhattacharya

Vice President, Abzooba Inc.

Rajiv Pratap

Head – Operations, Abzooba

Sandip Banerjee

MD, WEBCON, a SIDBI & Commercial Banks Promoted consulting organization

Sandipan Ray

Assistant General Manager, ICICI Bank

Sanjit Padhi

MD, Advent Business Advisory Private Limited

Simi Mishra

Management Consultant

Subhasish Bhadra

Associate Director, PwC

Subhasish Mukherjee

Asst Vice President of Tecpro Systems Limited at Kolkata

Sudeshna Banerjee

Editor-Partner, Thema and Founder-Managing Trustee, Boi-Baibhav Foundation Kolkata.

Suman K Mazumdar

Management Consultant

Tomali Kakkad

Proprietor - Sound Ideas

Venkatramanan Krishnamurthy

CEO, Wefaculty

Vyom Upadhyay

Head – Business Intelligence Unit, ICICI Bank

Learning Environment

Physical Infrastructure

Our architect Vikram Lall 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.

Digital infrastructure – Kollaborative Klassroom – a unique learning platform

A significant, innovative part of the Praxis Learning Environment is KK – the Kollaborative Klassroom – 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.

Student Activity

Student Activity | Life at Praxis

Praxis Business School stands for a learning program that is designed around a professional body of subject matter which serves to bring about what is valued or ought to be valued through action. Community and club activities define an educational institute of this nature, which moves beyond classrooms to define and develop the student's as true humans and professionals. 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 extracurricular activities with a view to providing platforms to students to discover, interact, experiment and explore opportunities.

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, blood donation camps, digital literacy campaigns that are steps to address the concerns of the environment and society.

Hackathons

Hackathons are an integral part of Praxis culture. Praxis students organize and participate in national and international level Hackathons. Hackathons have multiple advantages. Students get to solve near-real-life problems and compete with the best in the country. Hackathons not only help students get precious hands-on experience, but also enable them demonstrate their passion for the domain in interview situations. Praxis students have performed with distinction at national level hackathons, including a top-3 finish in the NASSCOM National Analytics Challenge, 2016. In 2017, Praxis student team stood second among 261 teams in Data Tales – Annual Machine Learning competition of Great Lakes Institute of Management. Praxis student team also secured 6th position among 1503 teams in Felicity, the annual techno-cultural fest of IIIT Hyderabad.

The clubs and societies active at Praxis Business School are:

Debate Club	Bee Hive (HR Club)	Artmosphere	FinCorp (Finance Club)	Delphi (Quizzing Club)
Digitalics	(Entrepreneurship club)	Ambit (Marketing Club)	Sparsh	Praxis Sports Club

Curriculum

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

	CORE	
Term 1 - Y1		
Financial Reporting and Analysis	Managerial Communication	Managerial Economics
Marketing Management 1	Organizational Behavior	Quantitative Techniques 1
	Foundation of Digital Business	
Term 2 - Y1		
Business Ethics	Foundations of Data Science	Cost and Management Accounting
Financial Management 1	Marketing Management 2	Production and Operations Management 1
	Quantitative Techniques 2	
Term 3 - Y1		
Business Law	Financial Management 2	Human Resource Management
Marketing Research	Macroeconomic Theory and Policy	Production and Operations Management 2
Foundations of Fintech	Sales and Salesforce Management	
Y2		
Information Technology Management	Strategic Management	Summer Internship Management

	ELECTIVES	
	Consumer Insights and Market Intelligence	
Advanced Market Research & Analytics	Retail Management	Sales and Distribution Management
Product and Brand Management	Consumer Behavior	Retail Operations
Integrated Marketing Communication		
	Commercial Banking and Project Financing	
Commercial Banking	Marketing of Financial Services	Project Appraisal and Financing
Business to Business Marketing and Sales	Retail Banking	
	Digital Business Management	
Digital Disruption - Theory and Cases	Digital Marketing	E-Commerce and Multi Channel Retail Supply Chain
Digital Asset Development and Management	Enterprise Resource Planning	Advanced Analytics for Managers
	Risk and Treasury Management	
Derivatives	Fixed Income Securities	Financial Statement and Valuation
Risk Management	Treasury Management	

	Human Resource	
Competency Based Performance Management	HR Analytics for Managers	Strategic HR Management
	Data Science	
Analytics Approach and Problem Solving	Mathematics for ML	Introduction to Machine Learning
Python	RDBMS and Data warehousing	Data Visualization and Storytelling
Multivariate Statistics & Econometrics	Deep Learning Fundamentals	Introduction to R
Pharma & Healthcare Analytics	Web Analytics	

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.

Specialization

Students can opt for one or more specializations in the field of Marketing, Data Science, Finance, HR, Operations & Systems

Concentration

In addition to the specialization, students can opt for an area of concentration or sub-specialization in Digital Business Management, Consumer Insights and Market Intelligence, Banking, Investment and Project Finance, Risk & Treasury Management.

Digital Business Management
This vertical specialisation in Digital Business Management is aimed at preparing professionals in a business environment that is increasingly driven by digital technology. The curriculum and pedagogy are designed to impart knowledge about technologies that are required to manage business in the digital world. There is a strong focus to learn the 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.

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.

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.

Risk & Treasury 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.

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 touchpoints.

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. The helps 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'

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.

Final Placements

Praxis students were able to win excellent profiles in reputed organizations. The average salary offered to students of the batch of 2017 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 Analytics	Business Analyst	Analytics	Bangalore
HDFC Bank	Management Trainee	Marketing & Sales	Pan India
HDFC	Analyst	Analytics	Kolkata
ICICI Bank	Asst. Manager (Band 2)	Marketing & Sales	Kolkata
ICICI BIU	Asst. Manager (Band 2)	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	Marketing & Sales	Bhubaneshwar
L&T Finance	Asst. Manager	Finance	Mumbai
Millward Brown	Project Management	Research & Consulting	Mumbai

	Executive		
Mjunction	Executive Trainee	Marketing	Kolkata
Mother Dairy	Executive Trainee	Marketing & Sales	Chennai
Nielsen	Analyst	Analyst	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 fr the classes, the informal interactions with the faculty team and from my peers in the corridors of our wonderful hostel. Gra 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 w the highest academic pedigree and significant industry experience. I owe my success entirely to my two years at Praxis. If 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 set my career growth. What caught my eyes was the hand holding and individual attention given bythefaculties at Praxis ensuring every individual to turn into industry- ready professionals. I am happy with my ROI in Praxisin terms of academi knowledge, its practical approach and placements. It is indeed Celebrate Our Worth!!!" Richika Sureka National Account Manager – Vodafone Global Enterprise PGPBM Class of 2009
	"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 sust 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 profile makes one's 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 Diploma in Management

Instalments	Academic Fee*	Tution Fees	Library Fee	IT & Infrastructure Maintenance	Course Material	Hostel Fee	Refundable Caution Deposit	Total
Admission Fee (Within 1st week of Selection)	51000							
First (Within 28 days of Selection)		1,10,000	6000	13000	40000	50000	30000	
Second (October 15, 2020)		1,10,000	6000	13000	40000	50000		
Third (June 15, 2021)		1,10,000	6000	13000	40000	50000		
Fourth (October 15, 2021)		1,10,000	60000	13000	40000	50000		
30,000		9,27,000		Total Program Fee				

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 & Admission

Details	Post Graduate Diploma in Management (AICTE approved)
Format	Two-Year Full Time
Application	Students can apply online at Praxis website - www.praxis.ac.in Application Forms will also be available at IMS Learning Resources centers.
Eligibility	Graduates from AIU/UGC/AICTE recognized Universities securing at least 50% aggregate marks.
Tests Accepted	CAT/XAT/MAT/GMAT/CMAT/ATMA and State Government conducted Entrance Exams.
Selection Process	Selection will be on the basis of Common Admission Test, Academic Performance (X/XII/Graduation/PG), Group Discussion, Sports/Extra Curricular activities.
Interview Centre	Bangalore, Bhubaneswar, Chennai, Guwahati, Hyderabad, Jamshedpur, Kolkata, Mumbai, New Delhi, Patna.
Last Date of Admission	June 30, 2020

Course Commencement	July 2020

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

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