Praxis
Business School
CELEBRATE YOUR WORTH

Creating Leaders for the Digital World

DIGITAL BUSINESS

CONTEMPORARY

INDUSTRY RELEVANT

Ranked
2 in Kolkata
6 in East India
-TOI B School Survey, 2021

2-Year FULL-TIME PGDM
Approved by AICTE, Ministry of HRD, Govt. Of India

PROSPECTUS

*We **place** better because we **teach** better*

"The digital world is the new, happening place that none of us can escape from in our personal, social and professional lives - whether it is checking WhatsApp or Facebook timeline, moving money on NEFT or marketing products on social media. Creating resources who can navigate and lead in this tech and data driven digital age is what defines management education at Praxis Business School."

Dr. Prithwis Mukerjee
Director, Praxis Business School
B.Tech - IIT Kharagpur
MS & Phd - University of Texas at Dallas, USA

Praxis is driven by the purpose of creating resources that will lead India's transformation into the digital world and the belief that leaders of tomorrow need to be able to understand the impact of and the immense opportunities created by digital technologies.

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.

Mr. Kamlesh Sajnani
Chairman, MD, IMS Learning Resources

Mr. Santosh Desai
MD &CEO, Futurebrands India

Mr. S. Dasrathraman
Member, Management Consultant & Educator

Mr.Viresh Oberoi
Member, Mr.Viresh Oberoi, MD &CEO, Mjunction

Mr. Amitabh Ray
Member, MD, Ericsson India Global Services

Dr. N.R. Banerjee
Educationist, Former Vice Chancellor, BESU

Mr. Charanpreet Singh
Faculty, Founder & Director, Praxis Business Schoo, Foundation

Dr. Prithwis Mukerjee
Member, Secretary, Director, Praxis Business School

Dr. Bhupendra Goswami
Member, Nominee of the AICTE, Ex-Officio

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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
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

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

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.

Core Faculty

Charanpreet Singh

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

Prof. Charanpreet Singh 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 with 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/work shops for IIM Shillong, XLRI, Great Lakes, SREI, IFCI, ICICI Bank, NSE, Kotak Securities, Pearson , Quaker etc.

Core Faculty

He is a 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 in cludes 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.

Dr. Manaswee Kumar Samal
M.Com, FCA, DISA (ICA), PhD (UU)
Finance 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 Udaipur. She 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. Sayantani Roy Choudhury
MSc, MPhil, PhD (Calcutta University), UGC-NET
Economics and Statistics Area

Core Faculty

Atanu Ghosh is the Promoter, Founder and CEO of Bluebeaks Solutions that runs Salt n Soap, a leading Online Grocery Retailer in India and Medinook, an Online Health Consultation Portal. Atanu is also an Angel Investor and serves in the Board of Directors of various IT and ITeS start-ups in India and abroad. Atanu is an Adjunct and Visiting Faculty with leading Business Schools in areas of Digital Marketing, Analytics and E-Commerce and also consults for leading Corporate and Government Departments. Before his entrepreneurial stint, Atanu was an Associate Director with IBM and, prior to that, a Principal with PwC. Atanu holds a Bachelor Degree in Electrical Engineering from Jadavpur University and a Post Graduate Diploma in Management from IIM Bangalore.

Atanu Ghosh

Founder and CEO. Salt n Soap.
Medinook Bluebeaks ERP,
Digital Marketing and Digital
Media Analytics Area

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. Kankana Mukhopadhyay

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

Core Faculty

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. Sourav Saha

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

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. Prithwis Mukerjee

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

Core Faculty

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.

Dr. Subhasis Dasgupta

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

Prasenjit Das Purkayastha

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

Core Faculty

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.

Dr. Somnath Banerjee

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

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.

Jaydip Sen

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

Visiting Faculty

Abaneeta Chakraborty
Founder,
ABANWILL CONSULTANTS LLP
Finance Area

Agnimitra Biswas
Project Director-SMILE, IIT Kharagpur
**Software Project Management,
Operations & HRM Area**

Arindam Chatterjee
Associate Director, IBM India Private Ltd.
NoSQL Area

Atanu Ghosh
Founder and CEO. Salt n Soap.
MedinookBluebeaks
**ERP, Digital Marketing and Digital
Media Analytics Area**

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

Barun Lala
Director – Key Markets,
Hewlett Packard
**Business Continuity
and Retail-centric IT Area**

Chandradeep Mitra
Consultant and Corporate Trainer
**Integrated Marketing
Communication Area**

D. K. Guha
Executive Director, Lowe
Lintas, Kolkata
**Integrated Marketing
Communication Area**

Dr. Anjan Chakrabarti
Professor, Calcutta University
Economics Area

Dr. Chandrima Banerjee
Director, Unigrow Solutions
Private Limited
Human Resource Area

Joydeep Bhattacharya
Vice President, TCG Software
Services Pvt. Ltd.
B2B Marketing Area

Joydeep Chatterjee
Pre-Sales Consultant,
Abzooba Inc.

K. Dasaratharaman
Management Consultant, Educator
and Executive Coach
Retail Strategy Area

Kushal Ghosh
Senior Director, Ericsson Global
Services India
Telecom Analytics Area

Pradip Lath
CA in practice and Partner in
MKPS & Associates
Project Appraisal & Finance Area

Prosenjit Kundu
Senior VP & Treasury Head,
TEOCO Corporation, USA
Treasury Management Area

Visiting Faculty

Pushpal Bhattacharya
Vice President, Abzooba Inc.
Retail Analytics Area

Rajiv Pratap
Head – Operations, Abzooba
Big Data, Hadoop,
Retail Analytics Area

Sandip Banerjee
MD, WEBCON, a SIDBI & Commercial
Banks Promoted consulting organization
Commercial Banking Area

Sandipan Ray
Assistant General Manager, ICICI Bank
Financial Analytics Area

Sanjit Padhi
MD, Advent Business Advisory
Private Limited
**Sales & Distribution
Management Area**

Simi Mishra
Management Consultant
**Business Ethics, Governance and
Sustainable Development Area**

Subhasish Bhadra
Associate Director, PwC
**Enterprise Performance
Management Area**

Subhasish Mukherjee
Asst Vice President of Tecpro Systems
Limited at Kolkata
Total Quality Management Area

Sudeshna Banerjee
Editor-Partner, Thema and Founder-
Managing Trustee, Boi-Baibhav
Foundation Kolkata
Managerial Communication Area

Suman K Mazumdar
Management Consultant
**Software Tools for
Analysis – SAS Area**

Tomali Kakkad
Proprietor - Sound Ideas
Communications Area

Venkatramanan Krishnamurthy
CEO, Wefaculty
Retail Management Area

Vyom Upadhyay
Head – Business Intelligence Unit,
ICICI Bank
Financial Services Analytics Area

Learning Environment

Digital infrastructure - Kollaborative Klassroom

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.

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

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.

Clubs at Praxis

IT Club	HR Club	Art & Culture Club	Finance Club	Quizzing Club
CSR Club	Entrepreneurship club	Debate Club	Marketing Club	Sports Club

Curriculum

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

Core Courses (Year 1 & Year 2)

Year - 1

Business Ethics
Cost and Management Accounting
Data Visualization and Storytelling
Financial Management 1
Financial Management 2
Financial Reporting and Analysis
Foundation of Digital Business
Foundations of Data Science
Foundations of Fintech
Human Resource Management
Macroeconomic Theory and Policy
Managerial Communication

Year - 1

Managerial Economics
Marketing Management 1
Marketing Management 2
Marketing Research
Organizational Behavior
Production and Operations Management 1
Production and Operations Management 2
Quantitative Techniques 1
Quantitative Techniques 2
Sales and Salesforce Management

Year - 2

Business Law
Strategic Management

Electives Courses (Year 2)

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

Business Analytics

Foundations of Machine Learning (with GUI Tools)
Data Visualization and Storytelling
Foundations of OLAP with RDBMS / Spreadsheets
Foundations of Deep Learning & AI
Econometrics & Time Series
Advanced Market Research & Analytics
Digital Media Analytics
Practical Cloud Computing (Azure / AWS)
Data Security & Privacy

Digital Business Management

Digital Transformation
Digital Marketing
E-Commerce and Digital Supply Chain
Digital Asset Design &Development
Industry 4.0 (ERP / Robotics / IOT / Smart Factory)
Digital Media Analytics
Practical Cloud Computing (Azure / AWS)
Data Security & Privacy

Consumer Behavior and Market Intelligence

Advanced Market Research & Analytics
Retail Management
Sales and Distribution Management
Product and Brand Management
Consumer Behavior
Retail Operations
Integrated Marketing Communication

Financial Risk Management

Derivatives
Fixed Income Securities
Financial Statement and Valuation
Risk Management
International Finance
Stock Price Prediction and Analysis

HR Management

Competency Based Performance Management
HR Analytics for Managers
Strategic HR 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.

Commercial Banking and Project Financing

Commercial Banking
Marketing of Financial Services
Project Appraisal and Financing
Security Analysis & Portfolio Management
Retail Banking

Data Science

Mathematics for ML
Introduction to Machine Learning
Python
Statistics
Market Research
RDBMS and Dataware-housing
Data Visualization and Storytelling
Data Security & Privacy
Time Series Forecasting
Multivariate Statistics & Econometrics
Analytics in Finance
Marketing Analytics
Advance Machine Learning
Big Data & IoT with NoSQL & Spark
Introduction to R
Text Analytics
Capstone Project
Applied AI & Model Interpretation
Deep Learning
Data Engineering & Model Deployment
Applied Analytics in Business

Specializations

Marketing

HR

Finance

Operations & Systems

Industry - aligned Concentrations

Concentration areas are specializations in specific business domain. If specialization is a general function applicable to all industries, concentration can be a general function specific to an industry or even a focused study within the function. For example, Marketing is a specialization, but 'Consumer Insights and Market Research' is the research and analysis arm of marketing.

Concentration areas help you prepare for specific job roles that you aim to apply for in specific companies. For example, if you are looking for a digital marketing role in the banking sector, you may take concentration areas of Digital business Management and Banking, Investments and Project Finance.

The various concentration areas offered are:

Business Analytics	Digital Business Management E Commerce	Consumer Insights & Market Intelligence	Banking, Investment and Project Finance	Treasury and Risk Management	HR Management	Data Science

Business Analytics

The digital world is generating increasingly large amounts of data. Companies access, store and analyse this data to increase their revenues, decrease their costs and reduce their risks. Data is the new oil and managers who have the skills to analyse this data and use it for decision making are in great demand. The Business Analytics concentration will dive into specific business analytics and data skills, including statistics, econometrics, machine learning, deep learning etc. and teach you to see business issues in different industries through a data-driven approach. You'll get hands-on practice using the most up-to-date business analytics and visualization tools, complete case studies and execute projects, some of which may involve real-world data.

✓ Foundations of Machine Learning (with GUI Tools)
✓ Data Visualization and Storytelling
✓ Foundations of OLAP with RDBMS / Spreadsheets
✓ Foundations of Deep Learning & AI
✓ Econometrics & Time Series
✓ Advanced Market Research & Analytics
✓ Digital Media Analytics
✓ Practical Cloud Computing (Azure / AWS)
✓ Data Security & Privacy
✓ Health / Telecom / Agri

Digital Business Management
E Commerce

This vertical specialization 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 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.

- ✓ Digital Transformation
- ✓ Digital Marketing
- ✓ E-Commerce and Digital Supply Chain
- ✓ Digital Asset Design &Development
- ✓ Digital Media Analytics
- ✓ Practical Cloud Computing (Azure / AWS)
- ✓ Data Security & Privacy
- ✓ Industry 4.0 (ERP / Robotics / IOT / Smart Factory)

Consumer Insights and 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 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.

- ✓ Advanced Market Research & Analytics
- ✓ Retail Management
- ✓ Sales and Distribution Management
- ✓ Product and Brand Management
- ✓ Consumer Behaviour
- ✓ Retail Operations
- ✓ Integrated Marketing Communication

Banking, Investment and 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 of financial services, security analysis, portfolio management, project appraisal & financing and retail banking 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.

- ✔ Commercial Banking
- ✔ Marketing of Financial Services
- ✔ Project Appraisal and Financing
- ✔ Security Analysis & Portfolio Management
- ✔ Retail Banking

Treasury and Risk Management

Corporate firms and Banks are implementing risk management practices to combat risks arising from the highly integrated and volatile financial markets. There is also an increased focus on Fixed Income Securities, International Finance and Valuation. Praxis has decided to offer a concentration in Financial Risk Management to leverage the demand for well- trained professionals in this field. The curriculum captures both the relevant theory and practice elements.

- ✔ Derivatives
- ✔ Fixed Income Securities
- ✔ Risk Management
- ✔ Financial Statement and Valuation
- ✔ International Finance
- ✔ Stock Price Prediction and Analysis

HR Management

In this digital age Human resources are at the centre of a company's digital transformation that instils the HR function to facilitate responsiveness and adaptiveness of activities and structures related to the digital age. Our HRM concentration consists of courses like Competency Based Performance Management, HR Analytics and Strategic Human Resource Management for the Digital Age. This helps the students to build understanding about:

- ✔ Develop distinctive competence in terms of performance advantages in the transformed business model;
- ✔ Derive detailed inferences by analyzing the HR data through HR analytic tools and techniques;
- ✔ Frame and execute agile HR strategies that contribute to business strategies.
- ✔ Competency Based Performance Management
- ✔ HR Analytics for Managers
- ✔ Strategic HR for the Digital Age

Data Science

The digital world is generating increasingly large amounts of data. Companies access, store and analyse this data to increase their revenues, decrease their costs and reduce their risks. Data is the new oil and managers who have the skills to analyse this data and use it for decision making are in great demand. A data scientist draws actionable insights from data by using algorithm-based models and helps solve business problems. The data scientist has to have strong coding and quantitative skills and an MBA in data science is in high demand. The curriculum is rigorous, highly technical and requires a fair amount of coding.

- ✓ Mathematics for ML
- ✓ Introduction to Machine Learning
- ✓ Python
- ✓ Statistics
- ✓ Market Research
- ✓ RDBMS and Dataware-housing
- ✓ Data Visualization and Storytelling
- ✓ Data Security & Privacy
- ✓ Time Series Forecasting
- ✓ Multivariate Statistics & Econometrics
- ✓ Analytics in Finance
- ✓ Marketing Analytics
- ✓ Advance Machine Learning
- ✓ Big Data & IoT with NoSQL & Spark
- ✓ Introduction to R
- ✓ Text Analytics
- ✓ Capstone Project
- ✓ Applied AI & Model Interpretation
- ✓ Deep Learning
- ✓ Data Engineering & Model Deployment
- ✓ Applied Analytics in Business

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 Internships

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'.

The **highest stipend** offered during summer internship for the class of **2021** was **₹40000/-** month and the **average stipend** on offer was **₹16000/-** month. 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.
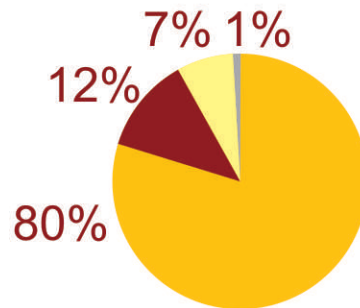
Final Placements

Praxis students were able to win excellent profiles in reputed organizations. The **average salary** offered to students of the class of **2020** was **₹7.02** Lakhs per annum. The **Highest offer** was **₹10.5** Lakhs.
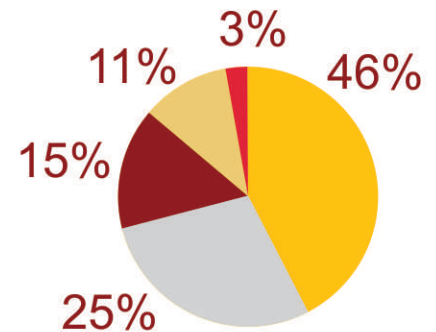
Batch Profile

Work Experience

- Freshers
- Work Ex < 2 years
- Work Ex > 2 years
- Work Ex > 5 years

7% 1%
12%
80%

Academic Background

- B.Com
- B.E./B.Tech
- BBA
- BA/ B.Sc
- Others

3% 46%
11%
15%
25%

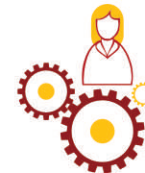## PGDM Placement Statistics

₹10.5 LPA
Highest CTC

₹7.02 LPA
Average CTC

90%⁺
Placement Percentage

Highest Recruiting Sector
BFSI

Biggest Recruiting Function
Marketing

Key Recruiters across sectors

Manufacturing
Tata Steel BSL Ltd.

FMCG
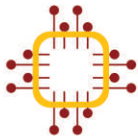Marico,
ITC,
Dabur

BFSI
ICICI Bank,
HDFC Bank,
IndusInd Bank,
Kotak Securities

Research and Consulting
Nielsen,
Influidity,
Solutions

Analytics
L&T Finance,
HSBC,
Colgate

Ed-Tech
Byju's,
Jaro ToppScholars,
Whitehat Jr.

IT
Microtalk Group,
IndusNet
Technologies

Media
Outlook Group

Real Estate
Magicbricks.com
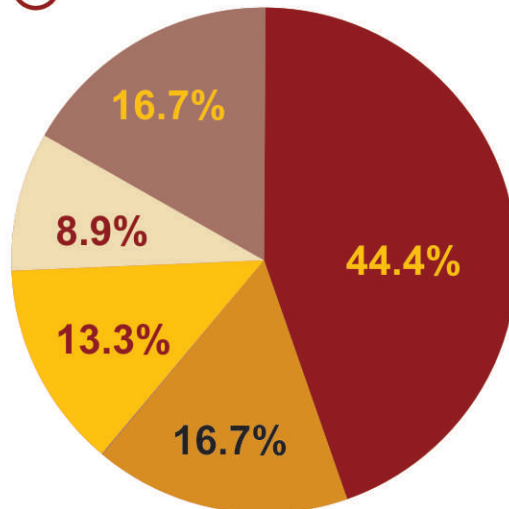
Logistics
Expressglobal

Trading & Pharma
Rawmet,
Embio Ltd.

Profiles Offered

16.7%
8.9%
13.3%
16.7%
44.4%

- **Marketing & Sales** 44.4%
- **Market Research** 16.7%
- **Finance** 16.7%
- **Operations** 13.3%
- **Analytics** 8.9%

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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, Relationship Management at Standard Chartered Bank
Class of 2011

It's a whole different world in Praxis where you gain your own experience, learning skills, develop your personality and be ready for the world, to be the Manager, to be the Future Leader. The Teaching style is completely different at Praxis with interactive discussions and the urge to learn more. This is where I learnt to apply concepts, develop reasoning capabilities and think out of the box. The placement experience is thrilling and bagging a job in Tata Steel was a dream come true..

Richa Prasad
Management Trainee Commercial at TATA STEEL Bsl Ltd.
Class of 2020

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 with Praxis a prudent investment!.

Budhaditya Banerjee
Deputy General Manager (Captives) IBM
Class of 2010

Alumni Speak

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
Senior Associate 2, PwC India Acceleration Center
Class of 2013

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
Advanced Analytics Manager, Abbott, Swizerland
Class of 2012

The two years I spent in Praxis gave me much more than I expected. It made me industry ready with the right attitude and right aptitude. The kind of focus the management has on each student is phenomenal, They ensure they make something out of you. Kudos to Prof. Charanpreet and team Praxis Business School.

Piyush Das
Branch Manager, ICICI Bank Canada
Class of 2013

"Praxis helped me unleash my worth in these 2 years as a memorable experience. Course curriculum and club activities, YI social club in particular, transformed me into a culturally sensitive, ethically and socially responsible being. It has not only helped me gain the necessary knowledge skill-sets but also ushered a unique vigor to set out and embrace transformation required for succeeding in cross cultural environments in my career ahead."

Ayushi Beriwal
Trade Marketing, Hindustan Unilever Ltd.
Class of 2016

Program Fee*
Two-year Post Graduate Diploma in Management

Particulars	Admission Fee (Within 1 week of Selection)	First Instalment (Within 28 days of Selection)	Second Instalment (October 15, 2021)	Third Instalment (June 15, 2022)	Fourth Instalment (October 15, 2022)	Total Amount
Admission fee	51000					51000
Tuition Fee		110000	110000	110000	110000	440000
Library		6000	6000	6000	6000	24000
IT & Infrastructure Maintenance		13000	13000	13000	13000	52000
Course Material		40000	40000	40000	40000	160000
Hostel Fee*		50000	50000	50000	50000	200000
Total Amount	51000	219000	219000	219000	219000	927000
Refundable Caution Deposit		30000				30000

*Praxis provides residential accommodation within the campus with single room occupancy for its PGDM students. Students will have to bear the food charges at actual.

Refunds

As per AICTE Norms

Educational Loans

Students may approach any bank for educational loans. Praxis has loan arrangements with Axis Bank, IDBI Bank, Behala Branch, Credila Financial Services, Avanse Financial Services for student loans, details of which would be furnished on selection.

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
2 Year Full - Time

Application
Students can apply online at Praxis website - www.praxis.ac.in

Eligibility

Graduates with a minimum of 50% in any discipline from a recognized or deemed university

Students who are appearing for the final-year degree examination can also apply

Valid score in one of the entrance examinations like CAT, XAT, CMAT, MAT, ATMA, GMAT

Tests
Accepted As per AICTE norms, Praxis accepts valid scores in CAT/ XAT/ CMAT / MAT / ATMA / GMAT.

Selection Process

Online Application at www.praxis.ac.in → Evaluation of Profile and test Scores → Essay Writing (Online) → Personal Interview (Online)

Interview Centers
Bangalore, Bhubaneswar, Chennai, Guwahati, Hyderabad, Jamshedpur, Kolkata, Mumbai, New Delhi, Patna.

Last Date of Admission
June 30, 2021

Course Commencement
July 2021

Praxis
Business School
Creating Digital Leaders

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Scan here to
apply online