

Praxis

Business School

CELEBRATE YOUR WORTH

Creating Leaders for the Digital World



CONTEMPORARY

DIGITAL BUSINESS

INDUSTRY RELEVANT



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



Admissions open
2021 - 23

2-year FULL-TIME PGDM

Approved by AICTE, Ministry of HRD, Govt. Of India

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

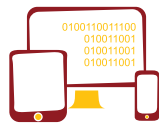


Praxis is driven by the purpose of creating resources that will lead India's transformation into the digital world and the belief that leaders of tomorrow need to be able to understand the impact of and the immense opportunities created by digital technologies.

Program Highlights



Top ranked PGDM
in Kolkata &
East India



Digital-ready
Curriculum &
pedagogy



Industry-aligned
new-age
concentrations



Expert Faculty team
with strong industry
exposure



Access to Global
Praxis Alumni
Network

Specializations



Marketing



HR



Finance



Operations & Systems

Industry-Aligned New-Age Concentrations



Business
Analytics



Consumer
Insights &
Market
Intelligence



Commercial
Banking
and Project
Financing



Data
Science



Digital
Business
Management



Financial
Risk
Management



Prof. Charanpreet Singh

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

Scan this code to watch Prof. Charanpreet Singh's
conversation with **Mr. Chetan Bhagat** on



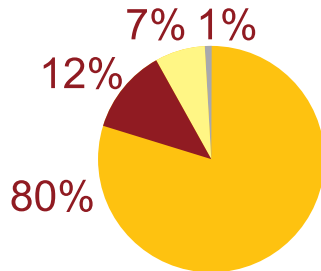
“Why Praxis is a Great Place to study”

PGDM Batch Profile and Placements Snapshot for the class of 2020

Batch Profile

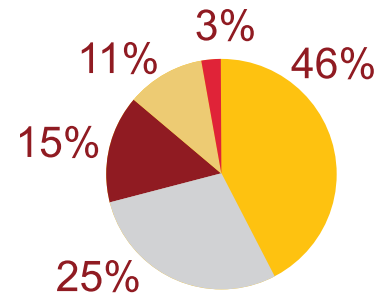
Work Experience

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



Academic Background

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



PGDM Placement Statistics

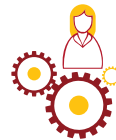
₹10.5
LPA
Highest CTC

₹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.



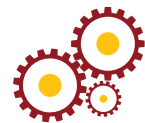
FMCG
Marico, ITC,
Dabur



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.

Empower yourself for the Digital Future
Come, join us at Praxis!

Alumni Speak

“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, Switzerland
Class of 2012



“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, Tata Steel BSL Ltd.
Class of 2020

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

Selection Process



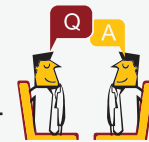
Online Application at
www.praxis.ac.in



Evaluation of Profile
and test Scores



Essay Writing
(Online)



Personal Interview
(Online)

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Business School
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Kolkata Campus
Bakrahat Road, P.O. Rasapunja,
24 Parganas (South),
Kolkata 700104

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Unit 1102, 11th Floor, Godrej Genesis Building,
Block EP & GP, Salt Lake Sector 5,
Kolkata 700091

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