



2-YEAR FULL-TIME

Post Graduate Diploma in Management (PGDM)*

*Equivalent to MBA

Admissions Open



Knowledge Partner

ABOUT THE PROGRAM

Praxis fosters future leaders for India's digital transformation, emphasizing values, diversity, tech proficiency, effective communication, and agility. The PGDM equips students with essential skills and management perspectives for leadership in a digital, competitive world, offering a supportive environment for learning and personal growth through hands-on experience and open discourse.

SHAPING AI-READY LEADERS
FOR THE
DIGITAL FUTURE

PROGRAM HIGHLIGHTS



AI-ready
Curriculum & Pedagogy



Expert Faculty Team with
strong industry exposure



Industry-aligned
Specializations



Access to Global Praxis
Alumni Network

▶ Learning ecosystem to improve learnability and thinking.

▶ Respecting diversity of background and perspective.



INDUSTRY-ALIGNED SPECIALIZATIONS

Specialization

Digital Operations
Management

Specialization

Marketing

Concentration

Consumer Insights
& Market Intelligence

Specialization

Finance

Concentration

Commercial Banking
& Project Financing

Financial
Risk Management

Specialization

Business Analytics

Concentration

Data Science

Specialization

Digital
HR Management

SUMMER INTERNSHIP PROGRAM

Praxis PGDM (2024 - 26) students have secured exciting Summer Internship Placements across top-tier companies and emerging startups. Students will intern with industry leaders like **ICICI Prudential AMC, Colgate, Aditya Birla Capital, and HUL** across diverse roles. Marketing continues to be the most sought-after domain, followed by **Finance, Business Analytics, and HR**.

- Organizations like Colgate have welcomed interns in niche Business Analytics roles, highlighting the program's tech-forward edge.
- Internzvalley and Ozara Fin opened up valuable Finance profiles, reflecting Praxis' strong industry alignment.
- Students also gained hands-on exposure with prestigious names like Tata Steel, FedEx, TSDPL, and Motilal Oswal.
- Startups such as Optifuel Enviro, Square One, and Kineto brought innovation-centric internship opportunities.
- Agile Capital Services, Apeejay Insurance, and Finacplus offered robust real-world learning in Finance and Analytics.

From market insights to consumer behavior, data storytelling to operational strategy – students are diving deep. With over 155 students placed, the Summer Internship 2025 season is a strong testament to Praxis' industry readiness!

CERTIFICATIONS

At Praxis, we empower PGDM students with industry-recognized certifications, equipping them with the skills and credentials to excel in today's competitive business landscape.

Data Governance fundamentals | HR Analytics | Portfolio Risk Management | Explainable AI | Generative AI concepts | AI Ethics | AI Security & Risk Management



RANKING

#4 Ranked in East India
(Times B-School survey 2022)



PLACEMENTS

Our Placement Program is dedicated to creating high-quality career opportunities for its students. At Praxis, we view placements not as a standalone exercise but as a natural outcome of a strong academic foundation, industry engagement, and skill development.

SOME OF OUR RECRUITERS



PLACEMENT HIGHLIGHTS

20.65 LPA
Highest CTC

9.08 LPA
Average CTC

PLACEMENTS BATCH OF 2024 - 26



Yasmin Khatun

PGDM, Batch of 2024-26

PwC AC

Associate - Tax



Ananya Pal

PGDM, Batch of 2024-26

KPMG

Associate Consultant, Digital Platforms



Shubham Sur

PGDM, Batch of 2024-26

Personal Banker

HDFC Bank



Mashooq

PGDM, Batch of 2024-26

ICICI AMC

Management Trainee



Aniket Chowdhary

PGDM, Batch of 2024-26

ICICI Bank

Management Trainee



Nazneen Bano

PGDM, Batch of 2024-26

Aditya Birla Capital

Sales Leadership Program



Snigdhatanu Ray

PGDM, Batch of 2024-26

TM International Logistics Limited

Management Trainee



Amartya Das

PGDM, Batch of 2024-26

TCG Digital

Consultant



Kuldeep Shaw

PGDM, Batch of 2024-26

Utkarsh India

Management Trainee



Khushi Sonthalia

PGDM, Batch of 2024-26

Motilal Oswal

Management Trainee

SCHOLARSHIPS

Praxis Business School has a comprehensive Scholarship Scheme aimed at promoting access to quality education and fostering diversity in its PGDM program.

Scholarship	Amount	Seats	Eligibility	Disbursement
Foundation Scholarship	₹3 Lakhs	18	X: 80% XII: 80% Grad: 70% CAT/XAT: 70% No gaps/backlogs	₹1L in 1st installment, ₹2L in 4th (Top 30% in Term 4, fees on time, no misconduct)
Women in Leadership Scholarship	₹1 Lakh	NA	X: 70% XII: 70% Grad: 60% CAT/XAT: 70% OR CMAT: 85% OR MAT: 90% No gaps/backlogs	Adjusted in 4th installment (Top 30% in Term 4, fees on time, no misconduct)
Tuition Fee Waiver	₹7.8 Lakhs	9	X: 80% XII: 80% Grad: 70% CAT/XAT: 70% No gaps/backlogs Family income ≤ ₹8L	Direct tuition fee waiver

Key Notes:

- Apply at admission (Only one scholarship per student).
- Documentary proof required.
- Final approval by the Academic Council.



AI ENABLED PROGRAMS @PRAXIS



Praxis Business School pioneered full-time Business Analytics education in India. Today, it continues to lead by seamlessly integrating Artificial Intelligence into its programs and pedagogy.

Praxis leverages AI in two key ways.

- Equipping students with AI literacy, fluency, and for the select few deep expertise—through AI-integrated courses, specialization in Business Analytics and Data Science, and cutting-edge subjects like Generative AI in Management.
- Additionally, Praxis uses AI to enhance teaching and learning—designing industry-aligned curricula, enabling data-driven assessments, and creating engaging learning experiences.

Students are encouraged the use of AI tools for foundational analysis, and mentored to build on this by critiquing outputs and applying insights to real-world contexts.

The goal is to prepare students not just to use AI, but to think critically and responsibly in an AI-powered world. At Praxis, AI is not just a subject—it's a mindset woven into the learning journey.

SELECTION PROCESS

Eligibility:

- Graduates (min. 50%) from a recognized university
- Final-year students can apply
- Valid scores in CAT/XAT/CMAT/GMAT/MAT/ATMA

Selection Process (As per AICTE norms):

- Online Application – www.praxis.ac.in
- Written Ability Test & Personal Interview
- Profile-Based Selection Criteria



Scan & Apply Now

Nestled on the serene Bakrahat Road in Rasapunja, on the southern outskirts of Kolkata, West Bengal, Praxis Business School offers a perfect blend of academic excellence and holistic development. The lush green campus provides a peaceful yet dynamic environment, fostering innovation, collaboration, and immersive learning.

At Praxis, education goes beyond the classroom. The Praxis Commune is at the heart of campus life, where students engage in a variety of clubs, events, and competitions, honing their leadership, analytical, and creative skills. From Spardha, the high-energy inter-college management fest, to Rangmanch, an in-house cultural event by first-year PGDM students, the campus buzzes with activities that encourage self-expression and teamwork.



Kolkata Campus: Bakrahat Road, P.O. Rasapunja,
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