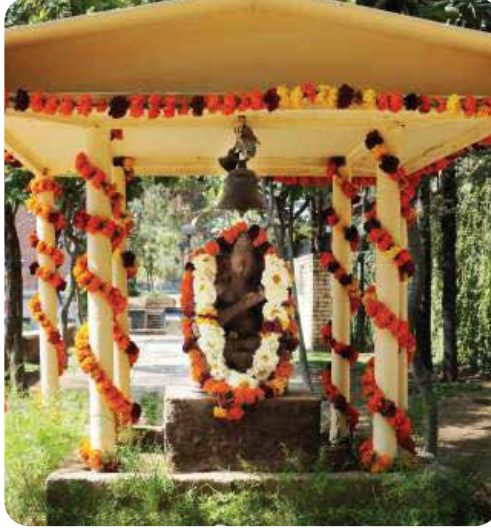




**RESPONSIBLE MANAGEMENT EDUCATION**



IILM is a seat of holistic learning, a place for seeking and attaining education and wisdom. Our logo depicts the rising Sun, which, in the words of Swami Vivekananda, is symbolic of **Jnana**, the universal symbol of the temple of learning.

The three elements in the IILM logo combine a book, a swan and a lamp. The book symbolizes learning. Swami Vivekananda has written that the Swan stands for the **Paramatman** (Supreme Self).

**Bhagwan** Sri Satya Sai Baba, on his **Deepavali** Day Discourse on 5th Nov, 1991, explained that the flame of a lamp has two qualities. One is to banish darkness, the other is a continuous upward movement. Even when a lamp is kept in a pit, the flame moves upwards, the sages have therefore adored the lamp of wisdom as the flame that leads humans to higher states.

तेषाम्, एव, अनुकम्पार्थम्, अहम्, अज्ञानजम्, तम्  
नाशयामि, आत्मभावस्थ ज्ञानदीपेन, भास्वता  
अध्याय 1(11)

In the Gita, Lord Krishna Says:

“ I, residing in the intellect of my devotees, destroy the darkness of ignorance by the resplendent light of knowledge” 1(11)

# Welcome

I take pleasure in welcoming you to IILM Institute for Higher Education, an institute providing quality education in management since 1993 and is committed to each student's growth and development. IILM creates a learning environment that is Global, Inclusive, and Responsible. We are proud of our 15000+ alumni who are working in various parts of the world and making a difference to their immediate and larger society.



Studying at IILM is a life-enriching experience that helps our students excel in their professional and personal lives. Our curriculum is benchmarked with the premier institutions in India and the world. Our pedagogy comprises case studies, simulations, live projects, workshops, and seminars which help students have a solid base of knowledge and skills that prepares them well for their careers. The clubs and societies encourage students in extra-curricular activities that develop leadership skills, communication skills, problem-solving skills, and critical thinking among others which are very important for a successful career.

At IILM, students are at the center of what we do. We are happy to see your interest in us and look forward to co-creating a future for you, with you.

All the very best in your journey with us and beyond!

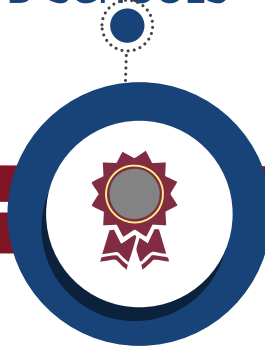
Dr. Sanyukta Jolly  
DIRECTOR

# IILM at a Glance

**INTERNATIONAL  
EXPOSURE**



**BENCHMARKED WITH TOP  
B-SCHOOLS**



**15000+  
ALUMNI**



**PLACEMENT  
ASSISTANCE**



**40+  
INTERNATIONAL PARTNERS**



**ENTREPRENEURSHIP  
MINDSET**





# About IILM

Established in 1993, IILM is a leading institution in Business Management Education with campuses located in New Delhi, Gurugram, and Greater Noida. Each campus is easily reachable, close to corporate hubs, and bustling with activities. IILM Lodhi Road offers AICTE (All India Council for Technical Education) approved Post-Graduate Diploma in Management.

The IILM PGDM in addition to the traditional functional areas of Finance, Marketing, OB-HR, Operations, and Strategy, offers emerging area subjects from time to time as per industry requirements. The robust curriculum and program design, international partner network, **15000+** well-placed alumni network, and **350+** recruiting companies make IILM a management institute of repute in Delhi-NCR.



Lodhi Road



Gurugram



Greater Noida

## Vision

IILM educates and develops innovative, entrepreneurial and responsible business leaders.

# Why Choose IILM?

## Innovative way of Learning

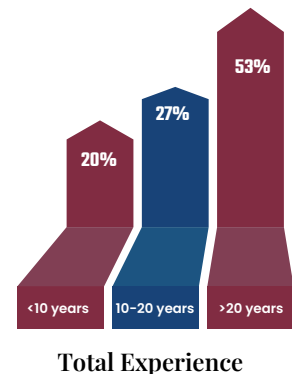
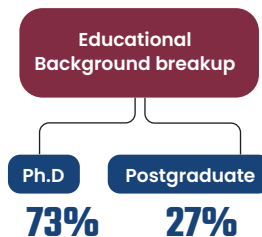
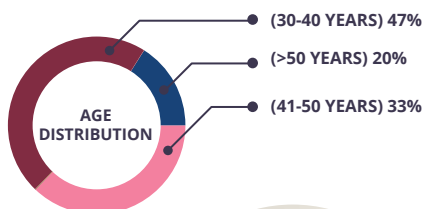
Students will experience real-life learning through business simulations, stock market simulations, live projects, and internships.

## Connections for Life

You will be part of a network of more than 15,000 graduates around the world, from corporates to entrepreneurs to start-ups and established family businesses with whom you can build professional connections for life.



## Learn from the best



## Entrepreneur Thought in Action - Become a Global Leader

IILM prepares students to be entrepreneurial leaders. Our students apply this framework of entrepreneurial thought and action to tackle the most pressing problems that businesses and society are currently experiencing, including globalization, inequality, and sustainability.



## International Exposure

IILM aims to create and sustain global collaborations and networks so that our students can achieve a multitude of visibility across different spectrums.

## Semester Abroad Program (Duration 3-5 months)

Studying abroad is a good addition to a curriculum vitae (CV) because it improves career prospects. IILM has partnerships across the globe for helping students choose their semester abroad option. Students are required to complete one semester in any of the partner universities and have the credits transferred on successful completion.

## Global Study Program (Duration 2-3 Weeks)

Global Study offers students a rich experiential blend of culture, academia, and business environment throughout the world. Students have the chance to take specialized course modules while traveling to partner institutions in Europe or Asia.





# Accreditations & Associations

IILM offers AICTE (All India Council for Technical Education) approved Post-Graduate Diploma in Management, accredited by NBA (National Board of Accreditation), and the Association of Indian Universities (AIU).





## MESSAGE FROM THE DEAN



Welcome to the PGDM Program at IILM Institute for Higher Education.

We aim to educate our students in business competencies through innovative and experiential learning-based programs. Our goal is to produce graduates who will become successful, ethical, and socially responsible leaders, professionals, and entrepreneurs.

Demand for business graduates remains strong in India as the country aims to become a \$10 trillion economy in the next 30 years. Keeping this in mind the PGDM Program aims to provide solid academic preparation combined with a practical focus and the skills needed to grow in the dominant sectors of the economy.

We are also incredibly proud of our faculty, who breathes life and excitement into our courses. The faculty's scholarly research covers diverse areas and many of them are vastly experienced in the corporate sector in their fields of teaching and research.

We invite you to explore our website to get additional information on our programs and discover more about our faculty, staff, and students.

**Prof. Raju Majumdar**

*Dean PGDM*

## STUDENT TESTIMONIALS

“

I was able to understand management concepts more clearly, thanks to the unique distinctive proposition of learning at IILM Lodhi Road through group discussion that provided both theoretical concept clarity and application-oriented methodology. I had the opportunity to learn through the extremely interactive and engaging lectures from the in-house faculty and visiting professors with both industrial and academic experience and apply those applications and methodology during my internship at Manu Electrical Pvt. Ltd

**Aman Solanki**

*PGDM Batch 2021-23  
Entrepreneurship and Family Business Management*

“

I completed my internship program at my family business under the operation domain. The internship duration was great learning for me, because of the prior theoretical knowledge provided in the classes, I could apply the concepts of coordination and effective inventory management which helped me enhance the process at the workplace.

**Sanchit Jain**

*PGDM Batch 2021-23  
Entrepreneurship and Family Business Management*

# Know Your Program

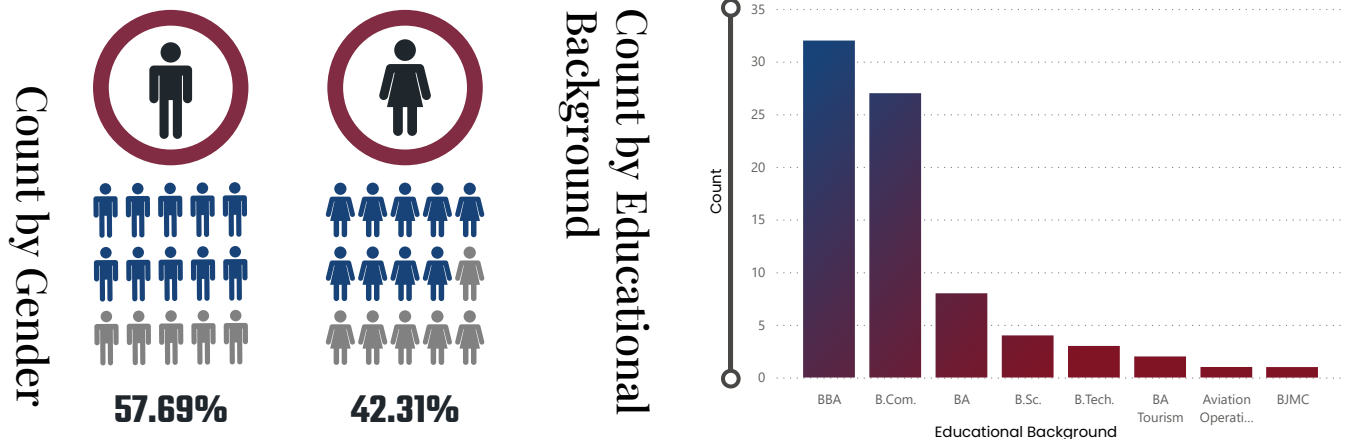
## The Two Year PGDM

The Post Graduate Diploma in Management (PGDM) at IILM is a two-year full-time master's level program. The curriculum ensures an academically rigorous, research-supported, management education.

The Institute offers specialization in:



Students also have an opportunity to opt for Dual Specialization.



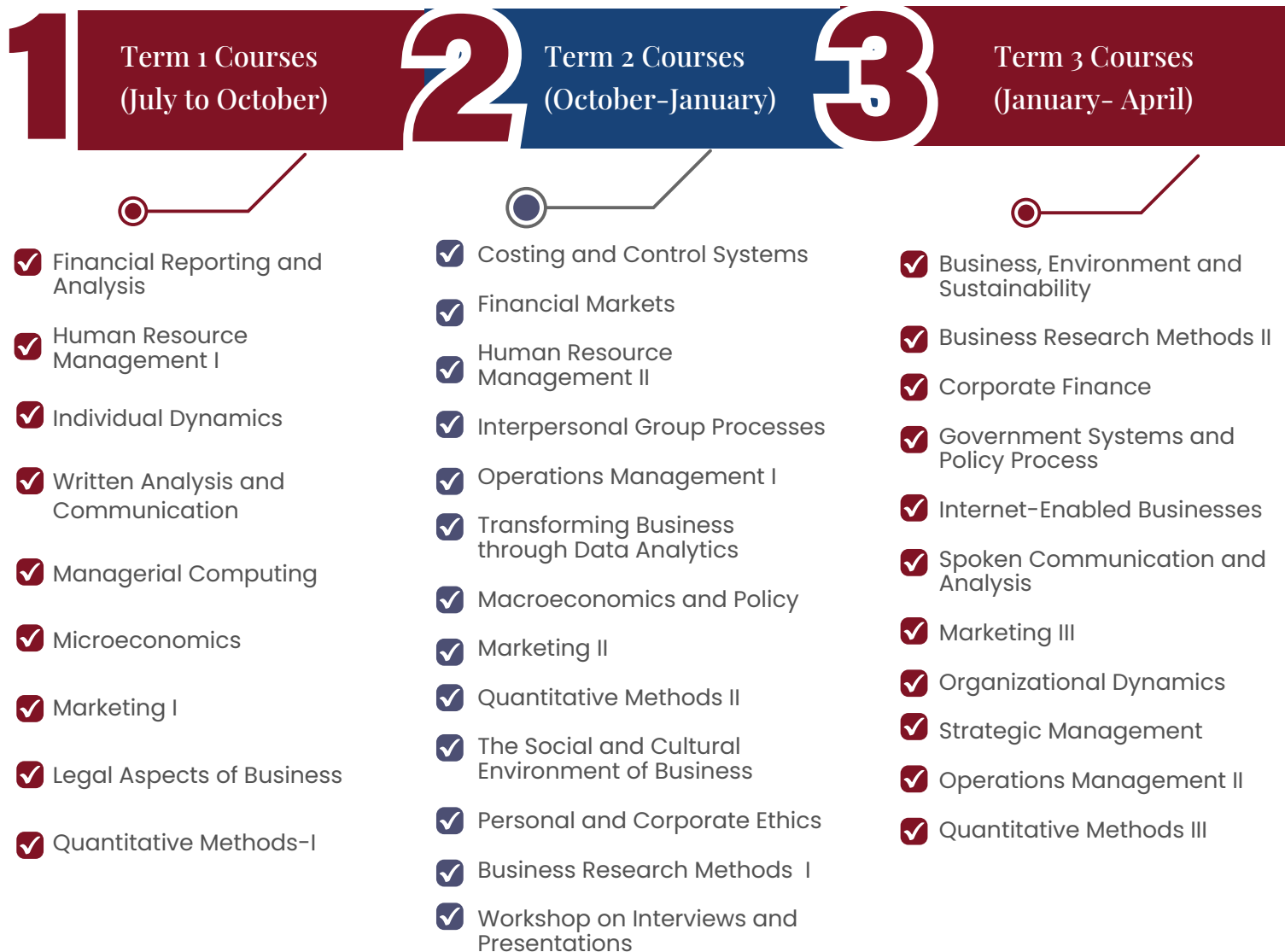
The IILM PGDM in addition to the traditional functional areas of management offers emerging area subjects from time to time as per industry requirements. This year we have launched two such specialization programs:

PGDM in Entrepreneurship and Family Business

PGDM in Data Analytics.

## Course Structure:

The IILM PGDM Program is inspired by the Top B-Schools program structure. The program follows the trimester system. While the first year is common to all three programs, the second year curriculum offers a distinct set of electives tailor-made for each of the courses concerned.



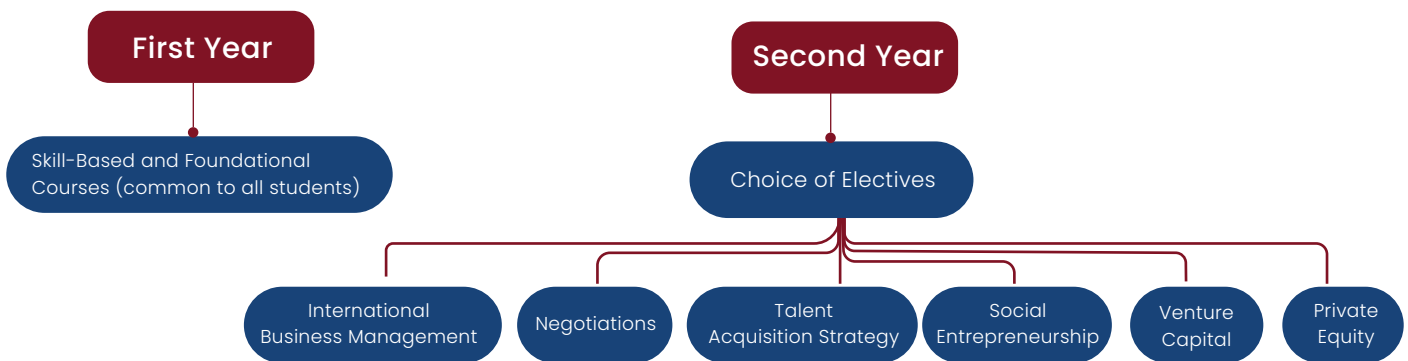
## Teaching Pedagogy

The IILM PGDM Program is inspired by the program structure of the IIMs. The program follows the trimester system wherein 9 to 12 core courses are offered in every term. The first year of the program focuses on laying the foundation in management sciences and decision making while in the second year students can choose from a bouquet of electives as per their desired specialization. The program has a combination of conceptual and skill-based courses aimed at enabling students to manage organizations or run businesses by understanding the critical areas of finance, marketing, operations, technology, human resources management, and strategy.



# PGDM Entrepreneurship and Family Business

IILM prepares and motivates budding entrepreneurs to start their entrepreneurial journey and realize their dreams. We create future 'Game Changers' by fostering the entrepreneurs with 3 Cs - Content, Context, and Contacts - that enable them to design and launch successful start-ups. We encourage students to set reasonable expectations for themselves and steer clear of the frequent pitfalls of starting their own businesses. Teaching pedagogy includes interaction, discussion, and learning from successful industry alumni, round table conferences, peer networking, industry visits, live projects, case discussions, etc. We also frequently conduct business plan competitions to showcase the best ideas for new businesses and give the winning ideas funding for their launch.



# PGDM Data Analytics

Analytics has emerged as one of the most important disciplines of study in business schools across the globe, and its role in enabling companies to make informed decisions, create a more effective marketing strategy, improve customer experience, and streamline operations. Keeping in mind this emerging need, the Institute has collaborated with IBM in offering analytics as an area of specialization for aspiring management graduates. The offering includes hands-on training in subjects like Introduction to Business Analytics, Predictive Analytics, Descriptive Analytics, and Big Data Analytics. Students will get an opportunity to do projects and internships guided by the IBM team. This specialization aims to train students in software programs and applications like Python/R Rattle, Power BI/ Tableau, and Google Analytics /Python.



PGDM Year 2

# Elective List

## Finance and Accounting

- ✓ Financial Markets
- ✓ Financial Derivatives
- ✓ Valuation
- ✓ Data Science For Finance
- ✓ Finance Of Buyouts & Acquisitions
- ✓ ESG: Investment and Evaluation
- ✓ Fin-tech
- ✓ Bitcoin and Cryptocurrency
- ✓ Investment Management

## Operations and Technology

- ✓ Quality and Productivity
- ✓ Production Planning and Control
- ✓ Technology and Operations Strategy
- ✓ Project Management
- ✓ Enabling Technologies
- ✓ Global Supply Chain Management.
- ✓ Logistics Management
- ✓ Introduction to AI and ML
- ✓ Innovation and Technology Management
- ✓ Services Operations
- ✓ E-commerce

## General Management

- ✓ International Business Management
- ✓ Environmental Law: Management and Policy
- ✓ Organizational Design and Change
- ✓ Social Entrepreneurship

## Data Analytics

- ✓ Social Media Analytics
- ✓ Data Visualization and Web Analytics
- ✓ Operations Analytics
- ✓ Tableau for Analytics

## Marketing Management

- ✓ Advertising and Sales Promotion Management
- ✓ Consumer Behavior and Technology
- ✓ Customer Relationship Management
- ✓ Digital Marketing
- ✓ E-commerce
- ✓ Entrepreneurial Marketing
- ✓ Luxury Marketing
- ✓ Marketing Analytics
- ✓ Marketing Strategy
- ✓ Media Planning Advertising Management
- ✓ Omni Channel Retail
- ✓ Pricing Strategy
- ✓ Retail Management
- ✓ Rural Marketing
- ✓ Sales and Distribution Management
- ✓ Strategic Brand Management

## Human Resource Management

- ✓ International HRM
- ✓ Learning and Development
- ✓ HR Analytics
- ✓ Performance Management and Appraisal System
- ✓ Total Reward Management
- ✓ Emotional Intelligence and Managerial Effectiveness
- ✓ Industrial Relations and Labor Laws
- ✓ Organizational Development and Change
- ✓ Diversity and Inclusion
- ✓ Talent Management Strategy
- ✓ Negotiations
- ✓ Leadership, Influence, and Power

## Specific Courses from IBM (Analytics Program)

- ✓ Introduction to Business Analytics
- ✓ Predictive Analytics
- ✓ Descriptive Analytics
- ✓ Big Data Analytics





**Term 4: August - October**

**Term 5: October - January**

**Term 6: January - April**

# Placement

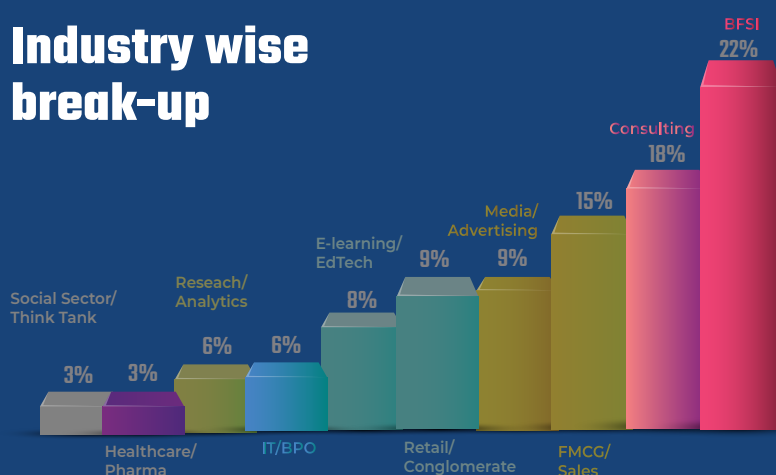
IILM Placement Cell believes that the professional world is the students' oyster and that by creating opportunities and developing their abilities, they can achieve fulfilling careers. Placement Cell aims to steer students in the right direction for a fulfilling professional life through a variety of endeavors. A unique combination of academic courses, placement workshops, and guidance through alumni connect facilitates students to unfold their talent and discover their true potential.

**100%**  
Placement

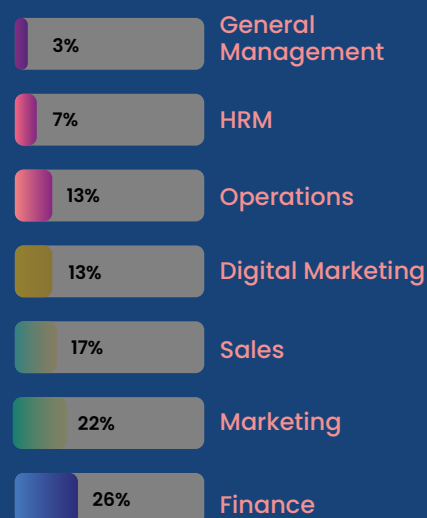
**18 Lacs Per Annum**  
Maximum Package offered

**8 Lacs Per Annum**  
Average Package

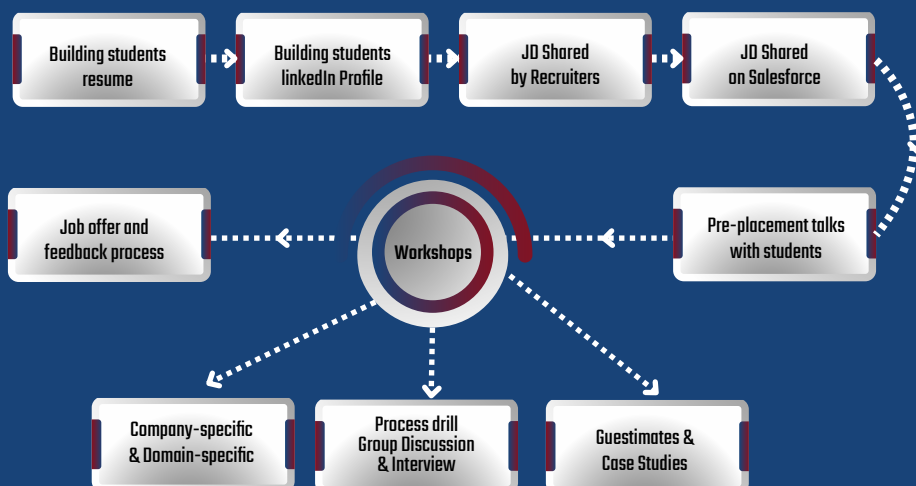
## Industry wise break-up



## Different Domains

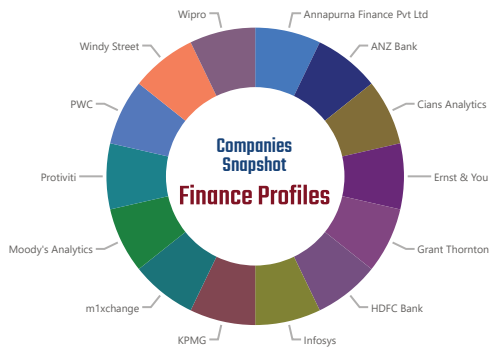


## Placement Preparation



**10 Lakhs**

Maximum Package Offered

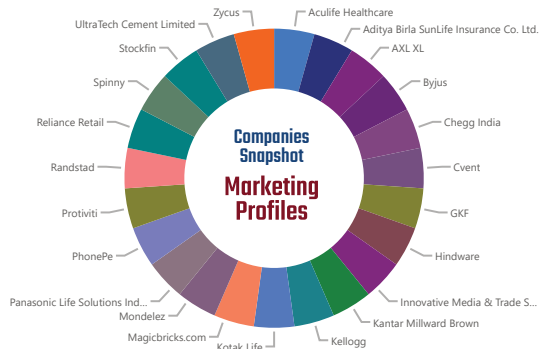
**Top Job Roles**

Banking  
Business Intelligence Analyst  
Credit Assessment Officer  
Executive Finance

Financial Data Analyst  
Management Trainee  
Research Associate  
Risk  
Tax Associate

**7.5 Lakhs**

Maximum Package Offered

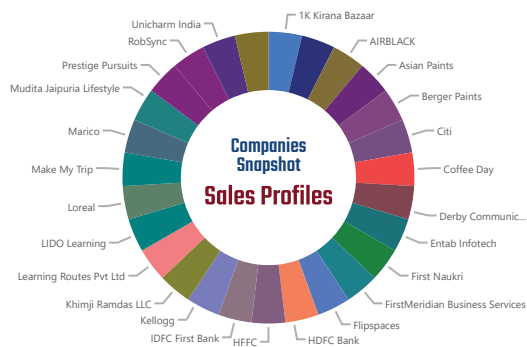
**Top Job Roles**

Analyst (Policy Management)  
Assistant Marketing Manager  
Associate Product Consultant  
Associate Research Manager

Business Development Associate  
Business Development Manager  
Research Associate (Lead)  
Territory Sales Incharge

**17 Lakhs**

Maximum Package Offered

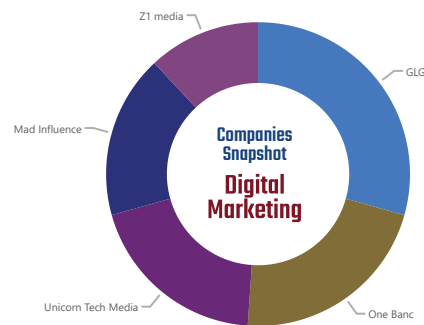
**Top Job Roles**

Business Development Associate  
Business Development Executive  
Field Sales Officer  
Inside Sales Representative

Process Expert (Sales)  
Relationship Manager  
Sales Executive  
Sales Trainee

**10 Lakhs**

Maximum Package Offered

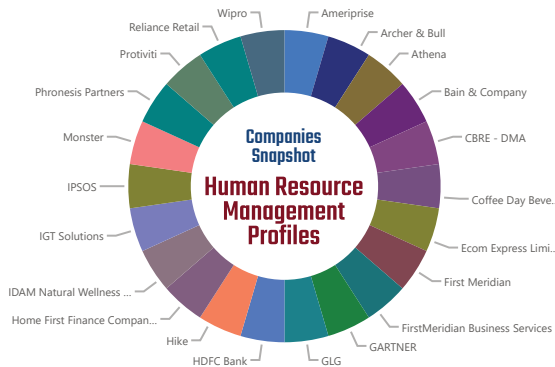
**Top Job Roles**

Assistant Manager  
Content Associate  
Digital Marketing Executive  
Influencer Marketing

Market Research  
Network Development Associate  
Sales Associate  
Senior Associate Marketing

**10 Lakhs**

Maximum Package Offered

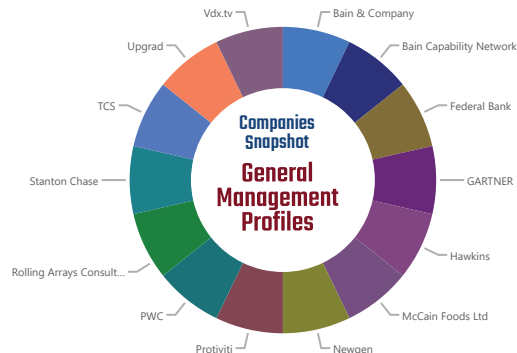
**Top Job Roles**

Data Management Analyst  
HR Trainee  
Management Trainee  
Research Associate

Talent Acquisition  
Talent Sourcer

**12.5 Lakhs**

Maximum Package Offered

**Top Job Roles**

Academic Specialist  
Ad Operations Associate  
Analyst- Forensics  
Associate - QRM

Associate Admission Counsellor  
Engagement Operations Assistant  
KnowledgeManagement Associate  
Management Trainee



# Summer Internships

## Corporate World Training

The Summer Internship is an integral part of the PGDM curriculum. Internships at IILM provide students with first-hand experience in the business world. Students have rigorously imparted training in workshops before their internship. SIP credits are assessed based on SIP report presentation and viva.

Summer internship and live projects are an integral part of the PGDM curriculum, which gives students the opportunity to work closely with professionals in their chosen field, develop knowledge, competencies, and experience related to their career goals, and enables them in building network with professionals. Prominent firms offering internship/live project opportunities for students include Percept, Bajaj FinServ, Britannia, Patanjali, Marks & Spencer's, Marico, ITC, Auto Expo, RJ Corp, IMRB, SMC, Colgate, and Nielsen.



“

It was a pleasure working as an Intern at Honda Cars India Pvt Ltd. Honda is a globally renowned brand from Japan known for its reliability. It helped me gain insights into the industry and how it functions.

I was working in the sales department where I was responsible for Network Management.

My project topic was Planned Dealer Operations and I learned how dealerships function and play an important role in the whole value chain.

I liked the Japanese culture of drilling down to small details and learned time management, and patience. I am thankful to the college and my mentors and Honda cars India for this opportunity.

**Amanjot Singh Dua**  
PGDM Batch 2021-23



“

A once-in-a-lifetime opportunity, working as an intern with Honda Car India Limited gave me exposure to and knowledge of a large, multinational automaker with origins in Japan. It also allowed me to experience Japanese culture fully at work.

I worked as an intern in the sales department where the key responsibility was product management, sales promotions, setting sales goals, etc. I'm very appreciative that my teachers, my mentors, and Honda Car India Limited gave me this chance.

**Abhishek Goel**  
PGDM Batch 2021-23



## Companies on Campus for Summer Internship and Final Placements

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## International Exposure

Studying abroad is a life-changing experience for students. From enhancing a student's global network to experiencing a new culture, the benefits to one's education and outlook are significant. As the world is constantly changing, it becomes imperative for future leaders and managers to be exposed to global business trends and develop intercultural competence.

## Global Study

A two to three-week global study program exposes students to business methods, industry visits, and teaching pedagogy from around the world. This broadens their horizons and helps them grasp an international perspective. Our international study partners are located in Finland, France, Germany, Canada, and Spain.

## Semester Abroad

The semester abroad program at IILM offers students a great window into the world. Students can study at partner institutes in France, Germany, Austria, Netherlands & Switzerland. The semester abroad program is for a period of 3 to 5 months. Students have the chance to expand their global networks while also getting to know people who might become mentors and lifelong friends. A semester abroad program is a useful addition to a resume, improving career prospects and giving students advantages outside of the classroom and the workplace. IILM has various partnerships across the globe for helping students choose their global study option. These overseas partnerships give a rich experiential blend of culture, academic, and business environment for the students. The students are required to complete one semester at any of the partner universities and have their credits transferred on successful completion.

### Key Takaways

- ✓ Communication Skills
- ✓ Diverse Teaching and Learning Experience
- ✓ Networking
- ✓ Cultural Diversity
- ✓ Opportunity to see the world
- ✓ Discover Career Opportunities





# List of Partner Universities and Schools of Semester Exchange and Global Study



# Campus Life

IILM is located in the heart of the city, hence there is a lot of vigor and enthusiasm.

Our classrooms have the cutting-edge, upgraded infrastructure and SMART boards. The 75-minute classes at IILM are usually packed with engaging and enjoyable activities.

***SMART Learning results in SMART Thinking.***

**We have a variety of co-curricular and extra-curricular groups and committees at IILM.**

## Sports Club



Intra College Volleyball Tournament



Intra College Football Tournament

## Cultural Club



Students at IILM are actively involved in festivals and national events through the "TARANG" Cultural Club. The club's members plan activities like skits, musical performances, celebrations of Independence Day, and the winter carnival "Udbhav."



## NGO Club



Earth Day



"Empower the Acid Attack Survivors" Tania Singh, CEO  
Make Love Not Scars

## Management Club



The IILM Management Club members often hold group discussions, live projects, and interactive sessions to engage in knowledge-sharing and knowledge-enrichment activities on campus.



## Editorial Club



## Student Committee of Placements (SCOP)

The club provides assistance to students and builds the ability to think outside of the box. It conducts placement workshops, webinars, and seminars that are industry focused.

## Economics Public Policy and Finance Club



## The Marketing Club



'Marketics', the marketing club at IILM Lodhi Road is a small attempt to put all the marketing concepts into action. Activities in this club are carefully designed to ignite the brilliance of the students. It provides you with a visible platform to unleash your creativity. Students organise logo quiz, adzap competition

## Psychology Club



## Debate Club



## Entrepreneurship Club



This club is run by motivated and enterprising students who organize events and conferences on campus and represent IILM on similar platforms. In the process, students learn event management, networking, and public speaking skills as well as get ideas and a platform to start or scale up their ventures.







# Scholarships and Loans

IILM endeavors to make education more affordable for students from all walks of life and ensure that every deserving student gets an opportunity for quality education. Our policy on merit-based scholarships makes this possible.

IILM has worked with banks to simplify the application process for student loans to help them and bridge the gap between the cost of the program and their capacity to pay.

Various categories of scholarships have been made available and designed to cater to different students:

Scholarship for Girl Child

Scholarship for outstanding achievement in Sports, Culture & Bravery

Scholarship for students from the states of J&K and the North-East

Scholarship for children of Defense Personnel

Scholarship for B.Tech and B.E Graduates

Scholarship for CAT/XAT students

Scholarship for MAT (Minimum score of 700/NMAT score 240/CMAT score 300)

\*No two or more categories of scholarships can be combined.



## Our Other Programs

IILM Undergraduate Business School,  
Lodhi Road, New Delhi

BBA in Entrepreneurship/International  
management/Communication/Psychology/  
Business Analytics in collaboration with  
the SBS Swiss Business School

BBA in Business Management in collaboration with  
Monroe College, USA

IILM University,  
Gurugram

Management  
Liberal Arts  
Law

IILM University,  
Greater Noida

Management  
Liberal Arts  
Law  
Engineering

IILM Academy for Higher Learning,  
Jaipur

PGDM (Affiliated to AICTE)  
MBA (Affiliated to RTU, Kota)

IILM Academy for Higher Learning,  
Lucknow

PGDM (Affiliated to AICTE)  
MBA (Affiliated with UPTU)

# Alumni

IILM has a network of 15,000+ Alumni, well-placed in various capacities across industries both in India and abroad. Our Alumni are an integral part of the IILM community - they not only mentor our students but are also invited to interact with them through guest sessions, workshops, and networking sessions. Such interactions help students gain valuable insights into the industry requirements and the little tips that go a long way in managing corporate work-life balance.



"It's great to be back at the IILM Institution, especially since this campus helped us prepare to handle uncertainty in the workplace. As I go along the hallways, many memories come flooding back, which makes me feel incredibly glad to be back. And it makes me happy to see how motivated and enthusiastic students are, as well as how well-prepared they are for their corporate journeys. I'm thrilled to be back at my campus and wish them the best."

**Komal Kakkar**

*Accenture  
Recruitment Specialist  
PGDM Batch 2009-11*



"I am currently working with KPMG as a Consulting Risk Manager. I've had more than 10 years of experience since graduating from IILM. I had the chance to work with several large corporations, including Ernst & Young. Being back at a college you previously attended is always a pleasure, and I had the chance to interact and network with many students. It feels nice to relive old memories and I wish the very best to the current batch of students."

**Siddharth Jain**

*Manager  
Consulting Risk Management - KPMG  
PGDM Batch 2010-12*



## HARBINDER SINGH NARULA

CEO - Businessworld Healthcare &  
Wellbeing | Personal Brand Evangelist | Xoogler |





**Karun Varma**

DLF Offices  
Sr Executive Director,  
North Office Business

**Puneet Mathur**

Tissot watch, Swatch Group India Pvt. Ltd -  
Brand Manager (Business Head India)

**Saif Mohammad**

Chief Executive Officer  
Rubber, Chemical and  
Petrochemical Skill  
Development Council

**Manish Gautam**

Yes Bank  
President-Regional Head

**Manish Kathuria**

Kotak Mahindra Bank  
President & Business Head :  
Priority & NRI Banking

**Nagumotu Srikaant**

IndusInd Bank  
HR Partner & Executive Vice President

**Puja Kapoor**

OLX  
Global HR Director

**Indraneel Som**

Herbalife Nutrition  
Senior Director  
Human Resources

**Ruchi Bhalla**

Pitney Bowes  
Vice President Human Resources  
(Asia Pacific), Country Head - Delivery  
Centers, India

**Indraneel Mukherjee**

Crocs India Pvt Ltd  
Commercial Director

**Anuj Taneja**

HDFC  
Sr VP

**Anil Yadav**

Philips  
Senior Vice President &  
Head of Global Business Services

**Ankita Arora**

DBS Bank  
AVP-UX

**Amardeep Gill**

Abbott  
Regional Director

**Vikram Tewatia**

Bank of America  
Vice President - Corporate FP&A

**Abhinav Vashishth**

Havells  
National Head

**Anshul Gupta**

EY  
AM&M Sector Specialist

**Rohan Chowdhry**

Netflix  
Talent Acquisition

**Gaurav Kumar**

The Smart Cube  
Chief Operating Officer, and  
Member Board of Directors

**Vivek Mehta**

ABC Consultants  
Director

**Gouri Sankar Acharya**

Hindustan Unilever Limited  
Finance Expert

**Dhruv Chadha**

BlackRock  
Vice President-  
Talent Acquisition, APAC

**Akshit Jain**

Gartner  
Team Lead

**Anshul Gupta**

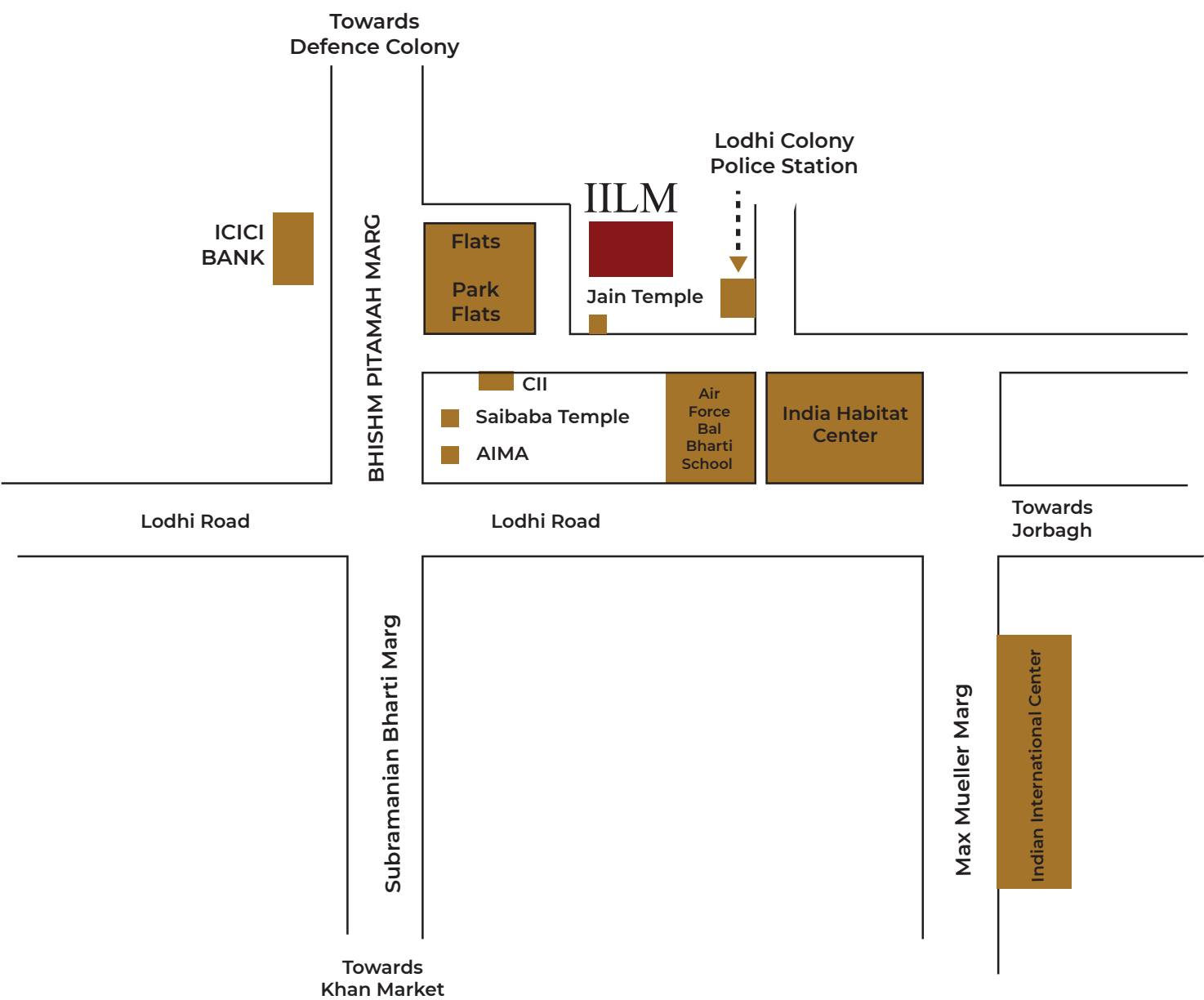
EY  
AM&M Sector Specialist

**Rishi Choudhury**

GSK  
Global Insights and Analytics Leader

IILM Lodhi Road campus is centrally located in the heart of New Delhi with very good connectivity within the NCR.

The nearest metro stations are Jawaharlal Nehru stadium (JLN) and Jor Bagh





## Learn *With* Purpose

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### CONTACT US

#### LODHI ROAD CAMPUS

IILM Institute for Higher Education  
3, Lodhi Institutional Area, Lodhi Road  
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