



BADRUKA
SCHOOL OF MANAGEMENT
Inspire | Ignite | Impact

REIMAGINING THE FUTURE LEADER

With a prime focus on Data,
Technology, and Entrepreneurship

**POST GRADUATE DIPLOMA IN
MANAGEMENT (PGDM)**

2-Year Fully Residential Programme

AICTE Approved

**ADMISSIONS
OPEN
2024 – 26**

STEP INTO A LEGACY OF EDUCATIONAL EXCELLENCE



The Seth Ghasiram Gopikishan Badruka Educational Society is the pioneer in Hyderabad's higher education landscape, developing a reputed legacy since the 1950s. Badruka School of Management builds on this 70+ years of legacy to achieve educational excellence.

The Society boasts a proud heritage of founding 6 educational institutions in Hyderabad.

It enjoys a strong reputation for academic excellence, holistic development, and social responsibility in Hyderabad. The commerce degree colleges have an unparalleled reputation for campus placements.

LEADERSHIP



Dr Prabhu Aggarwal
Dean,
Badruka School of Management



Sri Srikishan Badruka
Hon. Secretary,
Seth Ghasiram Gopikishan
Badruka Educational Society



Sushma Kaushik
Partner,
Aavishkaar Capital



Abhishek Nag
Partner & Advisor,
Lightspeed India Member,
Advisory Council



N.V.S. Reddy
Managing Director,
Hyderabad Metro Rail Ltd. &
Hyderabad Airport Metro Ltd



Divya Gupta
Associate Director,
Boston Consulting Group

PGDM IN BUSINESS MANAGEMENT

Programme Structure: AICTE mandates 102 credits, but our rigorous programme gives you 114! Stay ahead of the curve and the competition with more industry-aligned course credits.

18

**Core Management
Courses**
54 Credits

12

**Essential Skills and
Perspectives (ESPs)**
12 Credits

14

**Innovative
Electives**
42 Credits

3

**month
Internship**
6 Credits

114
credits
in total

A PROGRAMME TAILORED FOR THE NEW-AGE WORKPLACE

Industry-Aligned Multidisciplinary Curriculum

Year 1

Apart from mandatory foundational management courses, learn new-age courses such as:

- ▶ Introduction to Entrepreneurship
- ▶ Design Thinking
- ▶ Digital Businesses and Innovation
- ▶ Sustainable Businesses
- ▶ The Contemplative Business Leader

Year 2

Choose from 5 Specialisations – Finance | Marketing | Strategy |
Data Analytics & Digital Technology | Entrepreneurship & Innovation

- ▶ You can opt for a maximum of 2 specialisations
- ▶ Choose your own Electives in year 2:
 - ▶ Influencer Marketing
 - ▶ Product Management
 - ▶ Advanced Big Data Analytics
 - ▶ Entrepreneurial Finance and Fundraising
 - ▶ Digital Currencies and Blockchain Technology



Essential Skills and Perspectives for Workplace Readiness:

Short modules for being job-ready taught by industry professionals

1 Critical Thinking and Problem Solving:

- ▷ Critical Thinking in Business Contexts
- ▷ Problem-Solving, Decision Making & Consulting

2 Communication and Soft Skills

- ▷ Persuasive Writing
- ▷ Presentation Skills

3 Technical and Office Skills:

- ▷ Microsoft Office Skills for Business
- ▷ Business Analytics Toolbox (SQL & Python)

4 Ethics and Social Dynamics

- ▷ Business Ethics
- ▷ Geopolitical Dynamics in Business Management
- ▷ Diversity, Equity & Inclusion
- ▷ Business, Government, Society

5 Management and Leadership

- ▷ Managing Self and Others

6 Emerging Technologies and Trends

- ▷ Applications of AI

A MULTI-LEVEL EXPERIENTIAL PEDAGOGY DESIGNED TO ENHANCE YOUR APTITUDE



Experiential Learning Module

Take advantage of industry collaborations, field studies, case studies, and mentorship programmes.



Flipped Classrooms

Review pre-class materials at home; focus on interactive activities, collaboration and application of knowledge during classroom time.



Teams/Group Discussions

Take part in small group discussions and work in teams, fostering teamwork, critical thinking, and collective decision-making abilities.



Lectures & Case Studies

Foster critical thinking, problem-solving, and decision-making skills in a practical context by engaging with case studies and real-world scenarios.

STELLAR FACULTY WITH INTERNATIONAL CREDENTIALS

Learn under the mentorship of top-notch international and domestic faculty.



Get the perfect blend of permanent and visiting faculty who offer cutting-edge insights from academia and industry.



Faculty with credentials from Wharton, Kellogg, IIMs: Integrating Academic Excellence with Industry Experience



Enhance your understanding through experiential learning, drawing from our faculty's knowledge and experiences.



COURSE FACULTY

Srikant Sastri

The Contemplative Business Leader
Chairman i3G Network
B-Tech, IIT Kanpur
PGDM, IIM Calcutta
Chm., IIM Calcutta Innovation Park
Cofounder, Crayon Data, Gov. of Bihar



Ankur Kulshrestha

Corporate Finance
CFA, FCA, FRM, CFP, CA
Bcom, SRCC
Visiting Faculty - Anant, Harappa,
ISDM, Vedica, BIMTECH



Dr. Jaideep Anand

Strategy Management
Dean, Prof. of Strategy,
Fisher College, Ohio University
PhD, Wharton
MA, Strategy, Wharton
Btech., IIT Delhi



Ramesh Loganathan

Fundamentals of Entrepreneurship
Professor of Co-Innovation, IIIT-H
MBA, NUS
M.E, Anna University
Former Interim Chief
Innovation Officer, Telangana



Dr. Prabhu Aggarwal

Operations Management
Dean, BSM
PhD., Univ. of Washington
MBA. Univ. of Washington
B. Tech. IIT, Kanpur



Mubeen Rafat

Financial Accounting
Former Director – Centre for
Economics & Finance,
Administrative Staff College of India
M.M.S., JBIMS, Mumbai University



Tushar Jaruhar

Business Analytics
Founder, Edlightened
MBA, Kellogg
MSE Telecomm. &
Networking Engineering, UPenn



Dr. Sheikha Alia

Marketing Research
Senior Data Scientist, Oracle
PhD, Marketing, Koç University, Turkey
MBA, New York Institute of Technology



STEP INTO THE WORLD OF A HIGH-PAYING CORPORATE CAREER

- ▶ A dedicated team at Career Services and incredibly powerful Industry Connects!
- ▶ A mandatory 3 months internship for a hands-on professional experience
- ▶ Corporate mentorship programmes: Shadow CEOs and learn from them!
- ▶ Live Industry Projects: Solve real-world corporate and social problems
- ▶ A robust placement process: We get top companies on campus and prepare you for placements
- ▶ Leverage the rich 80+ industry connects of the Badruka network to secure a high-paying job

BSM is preparing you for lucrative job opportunities.



Open doors to competitive salary packages ranging from INR 14-16 lakhs.



Get your Rol within 1.5 years.



Deloitte.

JPMORGAN
CHASE & CO.

FACTSET

ADP

Goldman Sachs

BERKADIA

KPMG

WELLS FARGO

tcs TATA
CONSULTANCY
SERVICES

alliantgroup

FRANKLIN TEMPLETON
INVESTMENTS

salesforce

RSM

OXANE
-PARTNERS-



EXPERIENCE THE PULSE OF OUR VIBRANT CAMPUS LIFE

- ▶ **Expansive 14.08-acre Campus:** Nestled in lush greenery, offering a picturesque learning environment.
- ▶ **Mindful Campus Design:** Promoting mindfulness through our Meditation Centre, sustainability, and student connections.
- ▶ **Tranquil Outskirts Location:** Enjoy peaceful surroundings conducive to focused learning.
- ▶ **Fully Residential Experience:** Immerse yourself in on-campus accommodation for an enriched learning journey.
- ▶ **Modern Facilities:** Equipped with state-of-the-art spaces for study, collaboration, and innovation.
- ▶ **Thrive in a Student-Friendly and Sustainable Campus:** Experience holistic development and eco-conscious practices.
- ▶ **Strong Industry Partnerships:** Benefit from on-campus collaborations with industry leaders.
- ▶ **Cultural Immersion:** Explore Hyderabad's vibrant culture and culinary delights alongside your academic pursuits at BSM.



UNLOCK YOUR POTENTIAL AT BSM

BSM is your pathway to unlocking your potential

- ▶ **Learn:** Our curriculum is designed to offer you strategic roadmaps aligning with the evolving needs of the new-age workplace.
- ▶ **Get Equipped:** Get tools for future leaders to positively impact businesses and society.
- ▶ **Engage:** Immerse yourselves in an experiential learning environment that integrates case studies, flipped classrooms and industry immersion projects.
- ▶ **Experience:** BSM is a dynamic ecosystem designed to inspire and nurture the next generation.
- ▶ **Leverage:** Our strong industry partnerships offer you enriched academic programmes and provide you with real-world exposure.
- ▶ **Network:** Access networking opportunities through our industry collaborations.

Join US AT BSM

and step into a world of unparalleled
opportunity and transformative growth!



FEE STRUCTURE

BSM prioritises rounded learning, ensuring fairness in admissions and fostering student development. We're dedicated to a safe, supportive environment that nurtures academic and personal growth.

Total 2 years Programme Fee

Tuition Fees	Accommodation	One-time refundable security deposit	Total
₹ 16,00,000/-	₹ 3,50,000/-	₹ 25,000/-	₹ 19,75,000/-

SCHOLARSHIPS

Badruka School of Management Scholarship for Excellence (BSMSE)

Criteria:

- ▶ Based on exceptional academic performance and extracurricular achievements.
- ▶ Good scores in management entrance examinations and top scores in BSM's admission process.

Benefits:

- ▶ 100% tuition fee waiver.
- ▶ Awarded for each year of the 2-year PGDM programme.

Merit & Means Based Scholarship

Criteria:

- ▶ Awarded to students with annual family income below ₹ 15,00,000.
- ▶ Evaluation based on overall academic performance, BSM's admission process performance, and extracurricular activities.

Benefits:

- ▶ Tuition fee waiver of up to 50%.
- ▶ Awarded each year of the 2-year PGDM programme.

AICTE Tuition Fee Waiver

Criteria:

- ▶ Eligible for students with annual family income below ₹ 8,00,000.
- ▶ Scholarship awarded based on AICTE guidelines.

Benefits:

- ▶ 100% tuition fee waiver.
- ▶ Provided to eligible students to ensure access to quality education.

Diversity Scholarship

- ▶ Aimed at fostering a vibrant network of management experts and empowering individuals with unique perspectives
- ▶ Awarded to outstanding candidates, including women, non-binary individuals, and students from underrepresented regions.
- ▶ Awarded to students with physical disabilities– in line with the Rights of Persons with Disabilities Act, 2016.
- ▶ Our goal is to cultivate a diverse cohort of trailblazers for societal growth.

APPLY WITH EASE

Kickstart Our Holistic Admissions Process:

- ▶ Carefully curated to holistically evaluate each applicant comprehensively, including those with low scores
- ▶ Provides every opportunity for applicants to showcase their strengths and abilities.

Admission Process:

- ▶ Start your application on badrukaschoolofmanagement.edu.in
- ▶ Appear for personal interview (online)
- ▶ Submit the application form

Eligibility and evaluation parameters:

- ▶ Class Xth and XIIth score from a recognised board
- ▶ A recognised undergraduate degree in any discipline from a recognised Indian institute or international university
- ▶ A valid CAT/GMAT/XAT/CMAT/MAT/ICET/ATMA score
- ▶ Leadership potential with strong written and verbal communication skills

Applicants who have yet to receive their entrance exam scores are eligible to apply. They will be expected to indicate in their application form that they are awaiting their results.





**PROGRAMME
COMMENCEMENT**
**29TH JULY
2024**

Scan to Apply Now



Begin Your Journey Today!

 01144400069

 admissions@badrukaschoolofmanagement.edu.in