



LEARN

Praxis
Business School

CELEBRATE YOUR WORTH

PROSPECTUS 2022-24

Post Graduate Diploma In Management

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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.

Amitabh Ray

Managing Director
Ericsson Global Services India, Kolkata

Dr Bhupendra Goswami

Regional Officer and Project Officer
AICTE, Kolkata

Charanpreet Singh

Founder Member - Praxis Business School
Former Country Manager,
Marketing for SMB – HP, Kolkata

K Dasaratharaman

Management Consultant and Educator
Former GM Marketing
Spencer's Retail Limited, Kolkata

Kamlesh Sajnani

Chairman – BOG
Managing Director
IMS Learning Resources Pvt Ltd, Mumbai

Dr Nikhil Ranjan Banerjee

Former Vice Chancellor
IEST (formerly BESU), Kolkata

Dr Prithwis Mukerjee

Director – Praxis Business School
Former Partner,
PricewaterhouseCoopers, Kolkata

Santosh Desai

Managing Director and CEO
Future Brands, New Delhi

Dr Sourav Saha

Dean Academics – Praxis Business School
Former Chairperson,
Data Science and Analytics Programs, NMIMS, Bangalore

Viresh Oberoi

Founder and Former MD and CEO
mjunction, Kolkata

Praxis Pedagogy

We teach you how to think, and how to learn

Praxis aims at combining the art and science of theoretical learning with the 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.

Curriculum

Design: The curriculum is designed with the objective of striking a balance between theoretical knowledge, practical understanding, and skill development. Praxis collaborates extensively with the industry to fine-tune course content.

Delivery: Courses are delivered in a combination of classroom lectures, case discussions, labs and projects by a faculty team characterized by high academic pedigree and substantial industry experience. The classroom is the arena for discussion, debate, presentations – leading to a high-energy learning environment.

Assessment: Praxis follows a continual assessment process for all its courses using a combination of exams, quizzes, projects, assignments and class participation. Students are assessed for their ability to think rather than learn by rote – as a result, several exams are open-book and open-notes.



Ranking
2nd in Kolkata
6th in Eastern Region
(TOI survey, 2021)

Emphasis on skills for the digital age

There are some skills that every manager and leader will need to acquire to succeed in the digital age. Every course taught at the Praxis PGDM program is designed to sharpen these skills.

Hard skills: Data skills; Tech skills; Business Domain skills.

Soft skills: Learning skills; Critical Thinking skills; Communication skills; Collaboration skills; Ethics and Transparency.

Director's Message – Praxis Business School

Dream, Dare and 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 a 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 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.

Prithwis Mukerjee, PhD

CORE FACULTY



Amit Parakh

B.Com (Hons), ACA, CS, PGDM (IIM Ahmedabad)

Finance Area

Amit has worked extensively in the banking and equity research areas, carrying out valuation and financial analysis assignments, building credit rating models and structuring transactions in organizations like ICICI Bank (Structured Products) and J. P. Morgan, before entering academics. He takes active interest in capital markets and likes to get involved in valuation assignments. He conducts workshops on corporate finance, asset valuation, risk management and offers study programs related to CFA, FRM and CA.



Atanu Ghosh

B.E. (JU), PGDM (IIM Calcutta)

Digital Business Management and Digital Media Analytics Area

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 an Angel Investor and serves in the Board of Directors of IT and ITeS start-ups globally. He is an Adjunct and Visiting Faculty with leading Business Schools in areas of Digital Business Management, Digital Marketing, Analytics and E-Commerce and also consults for leading Corporate and Government Departments. Atanu was an Associate Director with IBM and a Principal with PwC before his entrepreneurial stint.



Charanpreet Singh

B.Tech (IIT Kanpur), MBA (University of Iowa)

Co-Founder and Director, Praxis Business School Foundation

Communications and Marketing Area

Charanpreet worked in the corporate world for 20 years, with industries like Cryogenics, Steel, International Trade, Consulting and IT in organizations such as British Oxygen, Tata Steel, PwC and Compaq-HP before deciding to pursue his first passion, education. He is a founding member of Praxis Business School. A winner of the Chevening Scholarship for Young Managers awarded by the British Government, Charanpreet has keen interest in the areas of Branding, IT, Analytics and Business Communication. He taught at the University of Iowa, and has been a visiting faculty at IIM Lucknow, IIM Raipur, IIM Shillong and IIM Udaipur.



Dr Kankana Mukhopadhyay
B.Sc (Calcutta University), MCA (IGNOU), MBA and Ph.D (IEST, Shibpur)
Human Resources Area

Kankana is an educationist with a focus on Human Resource Management. With an experience of 21 years in Management Education and Research, she has worked with reputed academic institutions like IEST, Shibpur and IIPM, Bangalore. She has published articles in various National and International Journals, presenting papers in National and International Conferences. She has imparted training in Indian Oil, Allahabad Bank, FOSMI and SME sectors. NITTR Kolkata invited her to train the faculty members of Govt. Institutions across India. She is a reviewer, member of the editorial board of management journals and the doctoral committee member of IEST Shibpur.



Dr Manaswee Kumar Samal
M.Com, FCA, DISA (ICA), PhD (UU)
Finance Area

Manaswee is an Associate Professor in GLIM, Chennai and an adjunct faculty with Praxis Business School. He has been associated with many B-Schools like XIMB, XLRI, VGSOM, ICAI. Manaswee was the Director in two B-Schools previously and has extensive consulting experiences with Infrastructure projects, Health Sector Reforms, Divestment, State PSU restructuring and Developmental projects. He held the role of Institutional Development and Governance Specialist in 2014-15. He has imparted training for corporate sectors and conducted MDPs for senior/middle level managers. His research and teaching interests include Financial Accounting and Disclosure, Enterprise Valuation, Cost Management, Business Regulations, Project Financing and PPP.



Dr Prithwis Mukerjee
B.Tech (IIT Kharagpur), M.S and PhD (University of Texas at Dallas)
Director – Praxis Business School
Data Science Area

Prithwis has spent two decades in the Indian IT, software and management consultancy business and has worked in organizations like Tata Steel, Tata IBM, Pricewaterhouse Coopers (PwC), where he was a partner. He was the head of the Kolkata Delivery Centre, IBM. He was also a full time, tenured professor at the Vinod Gupta School of Management, IIT, Kharagpur. 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 Sayantan Kundu

B.Tech (University of Kalyani), MBA (IIT Kharagpur), Fellow (IIM Calcutta)

Finance Area

Sayantan Kundu is a Fellow (IIM Calcutta) in Finance and Control area. A Computer Engineering graduate from University of Kalyani and an MBA from VGSOM, IIT Kharagpur, he worked as a Consultant for TCS, Wipro Technologies, and IBM India Pvt. Ltd. Post PhD, he worked as Assistant Professor at Calcutta Business School for one year, at IIM Ranchi for four years and then at Xavier Business School, under St. Xavier's University Kolkata for six months. His research and teaching interests lie in Capital Markets and Financial Institutions, Asset Pricing, Derivatives and Risk Management, Corporate Finance, Decision Sciences and Econometrics. Dr Kundu has published several papers in reputed indexed journals and is a reviewer of a few reputed journals.



Dr Sayantani Roy Choudhury

MSc, MPhil, PhD (Calcutta University), UGC-NET

Economics and Statistics Area

Sayantani has a PhD on the subject of Female Labour Force Participation. With around 10 journal publications, 2 book chapters and 1 book, she has presented research papers in national and international conferences. Sayantani is on the editorial board of three international journals. A member of Board of Studies of School of Economics, Amity University, Sayantani was previously associated with academic institutions like Shri Shikshayatan College, Amity University, NYU, MDI, Unitedworld School of Business, GNIT and IIPM. She provides consultancy to quantitative and qualitative research. She is actively involved in the research work in the social sciences field.



Dr Sourav Saha

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

Dean Academics

Artificial Intelligence and Machine Learning Area

Sourav Saha is a Machine Learning professional turned Educator in the Advanced Analytics domain with two decades of global experience around Data Driven insights in Business Consulting and R and D. Sourav is an FPM from IIM Calcutta in the area of Machine Learning heuristics, with applications in Computational Advertising. He is passionate about democratizing technology for the masses and applying AI for social good. Before joining Praxis Business School, he was the Chairperson for Data Science and Analytics programs at SVKM's NMIMS and was instrumental in launching several programs in applied analytics for undergraduate students and post-graduate executives.



Dr Subhasis Dasgupta

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

Machine Learning and Deep Learning Area

Subhasis has done his PhD in applying Text Mining processes in marketing contexts. He has worked at IIM Ahmedabad as a Research Associate in the area of financial inclusion in India. His current areas of academic interest are Advanced Machine Learning, Text Mining and Deep Learning. He is actively involved in corporate training and has conducted successful training sessions in organizations like HPL, Abzooba, TCG, ICICI Bank. He has been a guest faculty at IIT Guwahati. Prior to joining academics, Subhasis had worked in the industry for 4 years, where he was involved in Planning and Operations at HPCL.



Jaydip Sen

B.E. (JU) , M.Tech (ISI Kolkata)

Machine Learning and Deep Learning Area

Jaydip's research areas include Machine Learning and AI, security in wired and wireless networks, intrusion detection systems, secure routing protocols in wireless ad hoc and sensor networks, privacy issues in ubiquitous and pervasive communication. He has 150 publications in international journals, referred conference proceedings (IEEE Xplore, ACM Digital Library, Springer LNCS) and 8 book chapters published by international publishing houses. He has delivered keynote lectures in international conferences and symposia. He is a Senior Member of ACM, USA; a Member IEEE, USA and IEEE Computer Society, USA. Jaydip has worked in organizations like ONGC, Oracle India Pvt. Ltd., Akamai Technology Pvt. Ltd, TCS Ltd and NIST, India.



Prasenjit Das Purkayastha

M.Sc Applied Mathematics (JU), PGDM (GIM)

Market Research and Market Analytics Area

Prasenjit has been one of the most prominent market researchers of the country in the last decade. He was the Associate Director and Branch Head of Nielsen's Customized Research setup in Kolkata and the Group Business Director of IMRB International. Prasenjit's expertise lies in the research of consumers across product categories and services like Media, Personal Care, Cigarettes, Paints, Telecom, Banking and Finance. He consults and trains corporates in areas related to Marketing Research and Analytics. He also teaches courses in the areas of Marketing Research and Marketing Analytics at IIM Kolkata, GIM Goa, JU and CMI.

VISITING FACULTY

Abaneeta Chakraborty

Founder, Abanwill Consultants LLP

Abhijit Roy

Strategic Communications Consultant

Agnimitra Biswas

Project Director-SMILE, IIT Kharagpur

Chandana Ghosh

Founder and CEO, 4Front Talent Solutions

DP Ghosh

Marketing, Management Consultant and Trainer

Elkana Ezekiel

Former MD, Zydus India

K. Dasaratharaman

Management Consultant, Educator and Executive Coach

Pallab Talukdar

Co-Founder and CEO, Strong Roots Technologies

Sandip Banerjee

MD, WEBCON, a SIDBI and Commercial Banks Promoted consulting organization

Sanjit Padhi

MD, Advent Business Advisory Private Limited

Shahida Hussain

POSH Consultant, D&I Consultant

Shivaji Gupta Roy

Director, Consulting Junction

Sunandini Pande Ray

AVP, Kantar

Sugato Chandra

Supply Chain Management Consultant

Venkataramanan Krishnamurthy

CEO, Wefaculty



Learning Environment

The physical and digital infrastructure are designed to provide an environment that is conducive to learning and growing as individuals. Praxis gives you the freedom to think, question, discuss, debate, absorb, experiment - learn by doing and learn without fear. The eco-friendly architecture of the academic buildings, the use of small hangouts in open spaces and the presence of water bodies amidst an abundance of green combine to create a memorable experience by establishing a dialogue between the environment and the users.

The Academic Block

The academic building has been articulated through the process of transformation of traditional forms such as Bengal roof, temple shikhara and terracotta finishes. 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 believe that a significant 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. The wi-fi enabled 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 doctor's chamber and a night canteen on the terrace, in addition to badminton and volleyball court facilities.

Student Activity

Community and club activities define an educational institute, enabling it to move beyond classrooms to define and develop students 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.

Social Responsibility

We are all stakeholders in the environment we inhabit, and it makes enormous sense to contribute to its sustainability, at the same time doing our bit to improve the quality of lives of the less privileged amongst us. Praxis participates in several activities that are driven by a desire to make a difference to the world around us. It is critical that students take the lead in ideation and execution, so that they grow up to become value-driven, environment-conscious leaders. Our programs include:

- Digital Literacy Program - training school children, who do not have access to computers, in the basics of computer usage.
- Tree Plantation Program - creating an annual tree plantation drive, on the Praxis Foundation Day, at the Praxis campus
- Bleed for a Cause Program - organizing a bi-annual blood donation camp at the Praxis campus
- Emergency Relief Program - organizing event-based relief drives, for example providing support to the Sunderbans community post the Amphan and Yash calamities.

The clubs and societies active at Praxis Business School are:

Debate Club	Bee-hive (HR)	Sparsh (CSR)	FinCorp (Finance)	Delphi (Quiz)
Digitalics (IT and Analytics)	E-Cell (Entrepreneurship)	Ambit (Marketing)	Artmosphere (Art and Culture)	Sports Club

Curriculum

Year 1

CORE COURSES

Term 1

Financial Reporting and Analysis
Managerial Communication
Managerial Economics
Marketing Management 1
Organizational Behavior
Quantitative Techniques 1
Foundations of Digital Business

Term 2

Business Ethics
Foundations of Data Science
Cost and Management Accounting
Financial Management 1
Marketing Management 2
Production and Operations Management 1
Quantitative Techniques 2

Term 3

Data Visualization and Story Telling
Financial Management 2
Human Resource Management
Marketing Research
Macroeconomic Theory and Policy
Production and Operations Management 2
Foundations of Fintech
Sales and Salesforce Management

Year 2

ELECTIVES

Marketing

Sales and Distribution Management
Retail Operations
B2B Marketing and Sales

Consumer Insights and Market Intelligence*

Advanced Market Research and Analytics
Retail Management
Product and Brand Management
Consumer Behavior
Integrated Marketing Communication

Digital Business Management

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

Human Resources

Talent Management and Competency Based Approaches
Human Resource Information System
HR Analytics for Managers
Strategic HR for Digital Age
Leading by Example

*Super-Specialization

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 minimal number of students opting for it.

Finance

Financial Risk Management*

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

Commercial Banking and Project Financing*

Commercial Banking
Marketing of Financial Services
Project Appraisal and Financing
Security Analysis and Portfolio Management
Retail Banking
Retail Operations
Integrated Marketing Communication

Business Analytics

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

CORE COURSES

Strategic Management and Sustainability
Business Law

Industry focused Super Specializations

In the second year students specialize in one or more of the traditional functional areas and/or new-age skills. The objective is to enable students to become productive from day-one in the industry.

Digital Business Management

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 a business in the digital world. There is a strong focus to learn 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. Students can bag roles as Product Managers, IT Consultant/Digital Transformation Consultants/Category Manager/Revenue Managers in e-commerce companies, Project Leads/Scrum Masters for Agile projects, Digital Marketing Manager/Specialists, Business Analysts in the area of Digital Business Management.

Consumer Insights and Market Intelligence

Understanding consumer needs and sourcing market-related data has always been the starting point of all Marketing activity. The importance of these has increased with larger availability of data on consumer transactions, growth in media channels, increase in online buying and digitization of consumer feedback. Businesses stand to gain substantially if this data on consumer insights and market structures can be mined creatively. Praxis offers a specialization in the 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 roles like Brand Management, Advertising and Market Research.

Business Analytics

The digital world is generating increasingly large amounts of data. Companies access, store and analyze 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 analyze this data and use it for decision making are in great demand. The Business Analytics specialization will dive into specific business analytics and data skills, including Statistics, Econometrics, Machine Learning and Deep Learning. Students get hands-on practice using the most up-to-date business analytics and visualization tools, complete case studies, and execute projects which involve real-world data.

Industry focused Super Specializations

In the second year students specialize in one or more of the traditional functional areas and/or new-age skills. The objective is to enable students to become productive from day-one in the industry.

Financial Risk Management

Corporates 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 offers a specialization 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.

Commercial Banking and Project Financing

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 and Financing, and Retail Banking - enabling students to understand the cross-functional play in the Finance industry and preparing them to create successful careers.

Human Resources

In this digital age Human Resources are at the centre of a company's digital transformation that instills the HR function to facilitate responsiveness and adaptiveness of activities and structures related to the digital age. Our HR specialization consists of courses like Talent Management and Competency Based Approaches, Human Resource Information System, HR Analytics for Managers. This helps the students to:

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

Praxis Placement Program

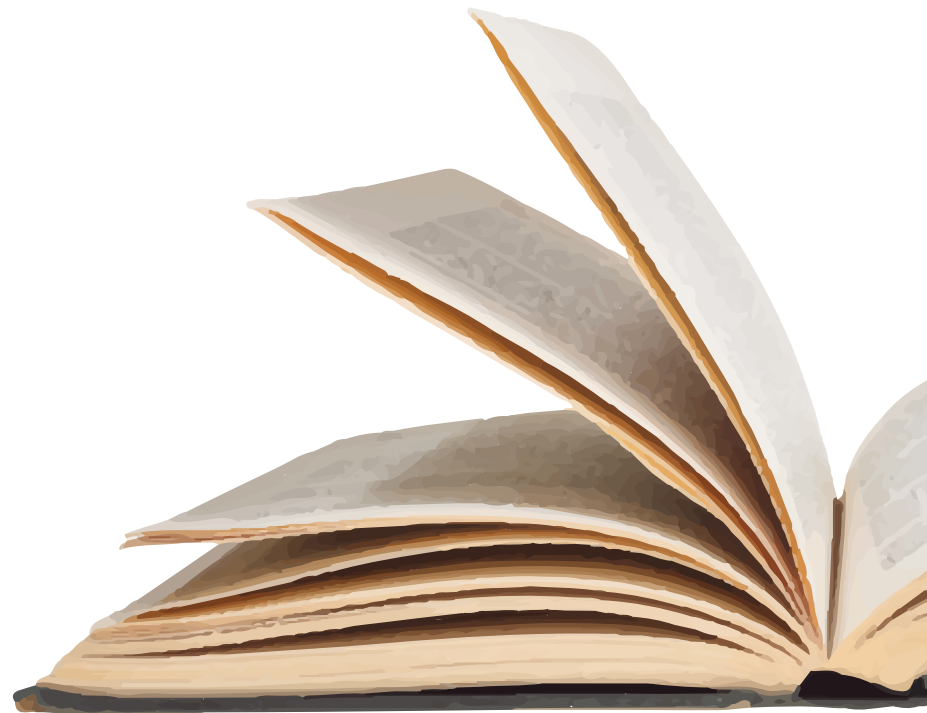
The curriculum has been co-created with industry and designed to meet its dynamic requirements. The faculty brings with it a valuable blend of corporate and academic experience. The program facilitates an intense interaction with industry at multiple touchpoints.

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 Internship Program

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 batch of 2019-21 was INR 40000 p.m and the average stipend on offer was INR 16000 p.m.



Final Placements

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 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. Praxis students were able to win excellent profiles in reputed organizations. The average salary offered to students of the batch 2019-21 was INR 7.20 Lakhs per anum. The highest offer was 10.5 Lakhs. Some of the recruiting companies and profiles offered to the previous two batches include:

Careers 360
Century Plyboards (1) Limited
Decisive Markets Insights
Embio Limited
EXPRESS GLOBAL LOGISTICS PVT. LTD
EY Consulting
EY GDS
Flipkart
Godrej & Boyoe Mfg Co. Ltd.
Growth Studioz
HDFC Bank
HIKE EDUCATION
Hoichoi
ICICI Bank
ICRA Analytics
Indiamart
Indus Net Technologies
Indusind Bank
Influidity Solution
Jaro Education
Jaro Toppscholars
Jumbotail Technologies Private Limited
Kantar Group
Khimji Ramdas

Kotak Life Insurance
Kotak Securities
Learning Routes Put. Ltd.
Magicbricks.com - Times of India Group Company
Marico Limited
Microtalk Group
Mondelez Foods
Nielsen
Nihilent
NoPaperForms Solutions Pvt. Ltd
nykaa
Outlook Group
Pepsico
Planet Spark
Polaris Networks
PWC SDC
Rawmet
Reliance Nippon
Robert Bosch
Tata Consultancy Services
Tata Steel BSL Ltd.
The Scalers
Vedantu
Whitehat Jr.

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 mater for what I am today!

Sriram Santosh Bal
Associate Director, Standard Chartered Bank
Class of 2011



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



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



I built castles in the 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 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



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 and a 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 abilities 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



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: 2-year Post-Graduate Diploma in Management

Amount in Indian Rupees	INSTALLMENTS				
	Admission	First	Second	Third	Fourth
Pay by	7 days of Offer	28 days of Offer	October 15,2022	June 15, 2023	October 15,2023

PROGRAM FEE					
Admission Confirmation	51000				
Tuition Fee		160000	160000	160000	160000
Course Material		25000	25000	25000	25000
Library & IT Infrastructure		5000	5000	5000	5000
Campus Maintenance		10000	10000	10000	10000
Total Fee	51000	200000	200000	200000	200000
Caution Deposit (Refundable)		30000			
Installment - Day Scholars	51000	230000	200000	200000	200000

LIVING EXPENSES					
Hostel Fee		50000	50000	50000	50000
Installment - Hostel Residents	51000	280000	250000	250000	250000

Total Fee payable by Non-Resident students: Rs.8,51,000

Total Fee payable by Hostel Residents: Rs.10,51,000

Security Deposit (Refundable): Rs.30,000

* Single room hostel accommodation is available at the Praxis campus for interested PGDM students. The above tariff is for stay during the conduct of classes from July to March and does not include food charges that are payable as per prevailing canteen rates.

Refunds: As per AICTE Norms

Laptop: Each student must have a Wi-Fi-enabled personal laptop before the start of classes.

Disputes: Any disputes are subject to the jurisdiction of Kolkata courts only.

Note: This admission offer is subject to your complying with all the eligibility criteria. If it is found that the information furnished by you in your application is incorrect and/or that you do not meet the eligibility criteria for admission, your admission to the Institute will be canceled forthwith.

Praxis Scholarship Program

Praxis Business School offers both merit-based and merit-cum-means based scholarships to incentivize and enable students to become future leaders.

Praxis Women in Tech (WiT) Scholarships is an initiative to encourage and support women's participation in Tech and Data careers. This is in line with our belief that gender diversity in the workforce, especially in Tech, brings immense value to the organization, economy, and society.

Scholarship Details

	Academic Eligibility	Entrance Test Eligibility (Percentile)	Annual Family Income (INR)	Scholarship Amount (INR)
Director's Merit Scholarships (8 scholarships)	Class X/XII: 80% Graduation: 70% No year-gaps or backlogs	CAT/XAT: 80 CMAT: 85 MAT: 90	NA	2,00,000
Praxis Business School Foundation Scholarships (8 scholarships)	Class X/XII: 75% Graduation: 60% No year-gaps or backlogs	CAT/XAT: 70 CMAT: 75 MAT: 80	< 4,00,000	3,00,000
Praxis Women-in-Tech (WiT) Scholarships	As per AICTE norms	CAT/XAT: 70 CMAT: 75 MAT: 80	NA	1,00,000

The Scholarship Award Process

Students who meet eligibility criteria for the scholarships can apply at the time of admission.

A student can apply to only one scholarship category.

The decision of Praxis Business School in awarding scholarships is final and binding

The performance of Scholars will be monitored closely for the annual renewal of the Scholarship

Affiliation

The PGDM Diploma offered by Praxis Business School is approved by All India Council for Technical Education (AICTE), Government of India.

Application and Admission

Details	Post Graduate Diploma in Management (AICTE approved)
Format	Two-Year Full-Time
Application	Students can apply online at Praxis website - www.praxis.ac.in
Eligibility	Graduates from AIU/UGC/AICTE recognised Universities securing at least 50% aggregate marks
Tests Accepted	As per AICTE norms, Praxis accepts valid scores in CAT/ XAT/ CMAT/ MAT/ ATMA/ GMAT/GRE
Selection Process	Selection will be on the basis of Common Admission Test, Academic Performance (X/ XII/ Graduation/ PG), Professional Qualifications, Sports/ Extra Curricular activities, Work Experience. Shortlisted candidates are required to write an essay and appear for an interview with a panel comprising representatives from Praxis and the industry.
Interview Centres	Bangalore, Bhubaneswar, Chennai, Guwahati, Hyderabad, Jamshedpur, Kolkata, Mumbai, New Delhi, Patna.
Last Date of Admission	June 30, 2022
Course Commencement	July 2022

Praxis reserves the right to cancel any interview centre and invite the students to any of the other centres.





Campus: Bakrahat Road, P.O. Rasapunja, Kolkata 700 104
City Office: Unit-1102, 11th Floor, Godrej Genesis, Block-EP and GP
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