



DISCOVER THE POSSIBILITIES



# PGDM

(Post Graduate Diploma in Management)

2-Year Full-Time Programme Approved by AICTE



SINCE INCEPTION



EMINENT  
FACULTY



MEMBER OF  
ASSOCHAM



OVERSEAS  
EDUCATIONAL TOUR



MERIT, SPORTS & CULTURAL  
SCHOLARSHIPS



FREE TEXT BOOKS



HIGH ROI



A programme modelled on the IIMs that will dare you to be different,  
transform you into an industry ready management graduate,  
and help you land your dream job!

## ABOUT US

Rajalakshmi School of Business is a part of Rajalakshmi Institutions, a 24-year old Chennai-based premier educational foundation, and a highly respected group of institutions in the technical and professional educational fields. RSB has been conferred the prestigious award of being in the Times of India 2016 list of Top-Emerging B-Schools.

### A Select, Non-exclusive list of RSB's Differentiators:

- Ranked AA+ in 2020 by Careers 360
- Ranked 5<sup>th</sup> in 2019 among the Newly Emergent B-Schools (Pan India) By Education World
- Strong core faculty team having PhDs, including from IIMs, IITs and leading overseas B-Schools
- 15 acres of Hi-Tech Wi-fi enabled campus with gallery type Air Conditioned classrooms
- Merit, Sports & Cultural scholarships
- International immersion/Overseas educational tour at no extra cost
- Dual Specialization, including in Business Analytics
- Co located boys hostel and separate hostel for women (REC Campus) with (optional) AC Rooms
- Located in Chennai-known as the "Auto Hub of India" and "Detroit of Asia"
- High Return on Investment (ROI), with moderate and affordable fee

### OUR ACADEMIC GURUS - A Select/Non-exclusive List



**Dr. Dindayal Swain**, M.Com, MBA, LLB, Ph.D  
EXPDM - Columbia Business School,  
USA & EIM, Singapore, ICF Certified Life Coach (USA)  
Marketing



**Dr. Srikanth Parthasarathy**, MBA (BIM Trichy),  
Ph.D (University Of Madras).  
Finance & Accounts



**Dr. Kunal Kanti Ghosh**,  
BE(Mech), M.Tech(IE & OR), Ph.D (IIT Kharagpur),  
FIIIE, Business Analytics, Operations and  
Supply Management



**Dr. T.C. Thomas**,  
MBA., M.Phil., Ph.D.(CEG Anna University)  
Finance & Accounts



**Dr. Badri Toppur**, MS, MBA, Ph.D.  
(University of Massachusetts, Amherst, USA)  
Quantitative Methods & Business Analytics



**Dr. Rekha Priyadharshini**, M.Sc, MBA  
Ph.D (VIT Chennai),  
Human Resource Management



**Satish Tampi**, B.E (Ag) TNAU. PGDM (IIM-A)  
Marketing



**Dr. J. Sathyakumar**, Ph.D (University of Madras)  
Organizational Behaviour & Human Resource



**Mahesh Doraiswamy**, B.Sc (Hons) Physics  
(Delhi University), PGDM (IIMC)  
Marketing



**Dr. Latha Vijaybaskar**, M.Sc (Psychology), MBA  
(BIM Trichy), M.Phil, Ph.D (University Of Madras)  
Business Communications

"Two other distinguishing features of RSB are, first, our **Corporate Mentorship Programme**, wherein as a medium of additional corporate exposure and learning, our 2<sup>nd</sup> year students are attached to a senior executive of the company where they did their summer internship; and second, our comprehensive **Career Enhancement Training Programme (CETP)**, which provides 360° in-classroom and off-classroom preparation for handling all aspects of company selection processes."

### MEMBERSHIP, MOU's & RANKINGS



**Analytics  
Society of India**



**THE TIMES OF INDIA**



## CAREER ENHANCEMENT TRAINING PROGRAMME ( CETP )

RSB's CETP includes inter alia the following modules:

- Professional Development Workshop
- Organizational Processes and Communication
- Soft-skills Training
- Aptitude Test Training
- CV Building
- Current Issues in Business and Society
- Guest Lectures by Senior Industry Executives
- Industrial Visits
- Global Immersion Programme/Overseas Educational Tour
- Industry and Business Domain
- Product Development-Business Plan

### ELIGIBILITY

Graduates/Final year graduating students with minimum 50% marks. CAT/XAT/MAT/CMAT&GMAT scores accepted. Work experience will be given weightage during the admission process, however it is not mandatory,

## CRITERIA FOR SELECTION

Candidates will be selected based on the following criteria:

### a) Academic Record

The Candidate's record in Class X, Class XII and Graduation

### b) Aptitude Test

Applicants should have a valid CAT/XAT/MAT/CMAT/GMAT/ATMA score. Entrance exam scores are considered as an indicator of academic and analytic ability

**c) Group Discussion (GD), Personal Interview (PI) & Written Ability Test (WAT).** The shortlisted candidates will be called for GD, PI and WAT during the 3rd week of February to 2nd week of May 2022 at any of the following locations:- Chennai, Madurai Trichy, Coimbatore and Vijayawada. Candidates who cannot make it to any one of these locations will be interviewed through online medium

**d) Weightage will be given for work experience but not mandatory**

**Programme Fee: Rs. 7.82 Lakh for 2 years**

## NEW

### Business Analytics

Starting with the 2019-21 batch, RSB has launched a specialization stream in Business Analytics (BA). BA is one of the most happening areas in Management, with large number of entry level jobs coupled with rapid career growth prospects. The faculty in Business Analytics will be a blend of seasoned industry professionals and well qualified academics.

### Highlights:

Rajalakshmi School of Business has a 100% record of placing students since its incertion in leading companies across various industries such as **Banking & Financial Services, FMCG, IT, E-Commerce etc.**

- ★ Average CTC: Rs. 7.80 lakh per annum
- ★ Highest CTC: Rs. 12.00 lakh per annum

## Our Corporate Partners



and many more.....







**5th Batch Initiation Day - Mr.C.K. Kumaravel (CEO & Co-Founder, Naturals Salon & SPA) addressing the Students**

## TESTIMONIALS

“  
 Enjoyed the opportunity to speak to the RSB Students  
 Very Eager and Enthusiastic Students  
 Together let us build a beautiful India  
**Mr. C.K Kumaravel**  
 CEO & Co-Founder,  
 Naturals Salon & SPA  
  
 ”

“  
 RSB has a very energetic and positive attitude  
 to students with good observation skills.  
**Mr. Antony Amalraj**  
 Senior Marketing Manager  
 Reliance Jio Infocomm Limited  
  
 ”

“  
 RSB has a vibrant environment and curious students  
 who are opening to learning. The batch of students is  
 very good. The campus is a place to come again.  
**Ms. Sayee Bhuvaneshwari**  
 Sr. Vice President - Sales  
 Hitachi Solutions  
  
 ”

“  
 We could see a lot of charm and good talent around.  
 The environment at RSB is good.  
**Mr. Ganapathi Subramanian**  
 Head - HR & Personnel  
 Sundaram Finance Pvt Ltd  
  
 ”

**Admission Helpline: 91 90251 03677/044 6718 1651**

**Apply Online: <https://apply.rsb.edu.in/>**



### CAMPUS:

Kuthambakkam Post, Chennai-600 124

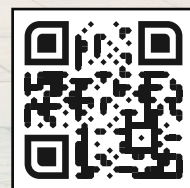
Tel: 91 44 67181651/1653 Email: [admission@rsb.edu.in](mailto:admission@rsb.edu.in)

### CITY OFFICE:

#69, New Avadi Road, Kilpauk, Chennai-600 010

Tel; 91 44 26442472/2646 1316/0124

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**[www.rsb.edu.in](http://www.rsb.edu.in)**