



INSTITUTE *of* MANAGEMENT

**1 YEAR POST GRADUATE
PROGRAM IN MANAGEMENT**

ADMISSIONS BROCHURE

PGPM 2022-23



Soil

INSTITUTE *of* MANAGEMENT

SOIL is recognised as a vanguard of change in shaping the future of India through education. We build **character, competence and enthusiasm; developing inspired leaders that create and contribute to sustainable organizations of consequence**



ABOUT SOIL INSTITUTE OF MANAGEMENT

SOIL was co-created by a team of thoughtful business leaders and 32 companies with the aim to build Leaders with character, competence, and enthusiasm. Creating Inspired Leaders to make meaningful contributions to society as responsible citizens and business leaders.

Businesses today need to operate in ways to contribute to social good by maintaining the highest ethical standards and ecological balance. SOIL started as a movement to co-create a new lineage of leaders who contribute to the triple bottom line of People, Profit and Planet.

Ever since its inception in 2008, SOIL has lived this vision and 1400+ alumni from its PGPM programs are working all over the world to further this unique movement.

2

CAMPUSES

30+

INDUSTRY PARTNERS

40+

RENOWNED FULL TIME & VISITING FACULTY

300+

COMPANIES RECRUITED FROM SOIL

11TH

MBA UNIVERSE RANKING

18TH

BUSINESS WORLD RANKING

1400+

ALUMNI IN 20+ COUNTRIES

10000+

ALUMNI FROM PART TIME PROGRAMS

FOUNDER'S MESSAGE



I welcome you to the process of discovering the “School of Inspired Leadership”. We were co-created by a team of founders and enlightened organizations who wished to take responsibility for the state of our world. It is our belief that business plays a powerful role in creating the culture of our times and their operations enable people to work across geographies and boundaries.

If the workplaces of these organizations are nourishing and caring, if ethics is practiced in letter and spirit, if Leaders of such organization's role model the values of “Sustainability” and “Diversity”, they would empower our communities to practice responsible citizenship.

This worldview requires leaders to have “Mindfulness” so that they become fully aware of the role they play in shaping our world. For this, they need “Whole Brain Thinking”, emotional intelligence and inspiration to make a difference.

We assess learning outcomes based on a unique grading system that measures the impact on the student and does not compare students with one another (it is possible for all students to score the highest grade in each subject).

This enables them to “Unlearn” the habit of competing with one another and teaches them the virtue of beating themselves to keep improving.

Perhaps the most crucial part of our learning design is the concept of “Individual Development Plan” for each student. Within the first few weeks of their joining SOIL, we conduct a “Development Center” for students to appreciate their reasons for joining SOIL, their gifts and their areas of development. Each student is then encouraged to define their learning goals. These are regularly reviewed in the “Mentoring Sessions” held every month. Students also participate in three surveys at the end of each term to share their feedback about their experience. They are also given feedback from their peers, mentors, faculty members, NGO partners and Industry Internship supervisors as part of a 360-degree learning instrument.

Throughout the year, I personally teach a course on “Self Leadership” to enable students to find their own “Purpose and Calling”, “Discover their Gifts” and learn how to transcend their fears so as to leverage their strengths to overcome their “Development Areas”. This involves a powerful methodology of “Self Disclosure”, “Community Building” and some very unique exercises to go deep within themselves to transform themselves. All students report the significant positive change within themselves by the end of the year.

SOIL is appreciated by recruiters and industry for its breakthrough innovation in higher education. They particularly appreciate the fact that we are genuinely committed to learning and not seen as a “Placement Agency” that is attempting to obtain well-paying jobs for students.

It is for this reason, that we strongly advise students that if their only motive for joining SOIL is getting a “Good Job”, they should seriously challenge their assumptions. If on the other hand, they are attracted to us because of their goal of going through a transformational learning experience, they would be most suited to our philosophy. I look forward to welcoming you to SOIL.

- Anil Sachdev

Founder & Chairman, SOIL Institute of Management

PEOPLE BEHIND SOIL

GOVERNING BOARD



ANIL SACHDEV

Founder & CEO - Grow Talent Company Limited and Founder - SOIL



DR. PRADIP KHANDWALLA

Former Director, IIM Ahmedabad



KK NOHRIA

Former Chairman, Crompton Greaves



SHAIENDRA KUMAR

Executive Director - Strategic Initiatives, SOIL



SANJAY GUPTA

CEO, English Helper



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Former CEO & MD, Infosys BPO Ltd and Former Executive Chairman, Manipal Health Enterprises Ltd.



VINITA SINGH

Founder, We the People



YOGESH ANDLAY

Founder, Nucleus Software



ARUN JAIN

Chairman & Managing Director, Intellect Design Arena Limited



NEERA SACHDEV

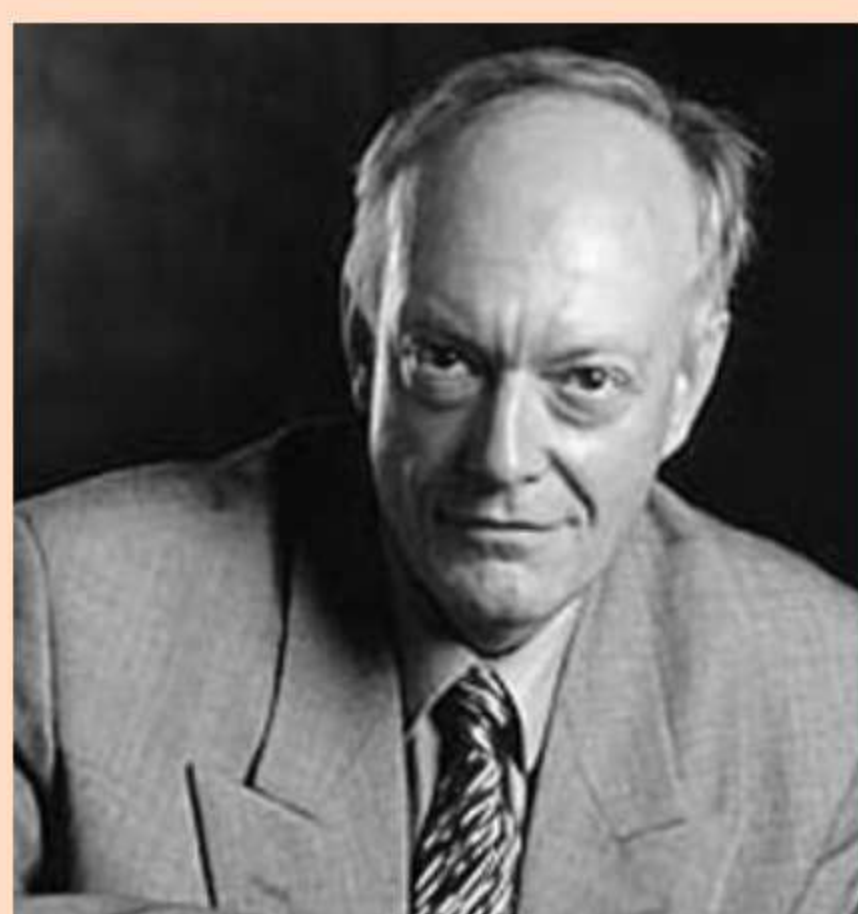
Director, Grow Talent Company Limited

ACADEMIC ADVISORY BOARD



ANAJIT SINGH

Chairman, Max India



DR. KARL ERIK SVEIBY

Author and Global Expert, Knowledge Management



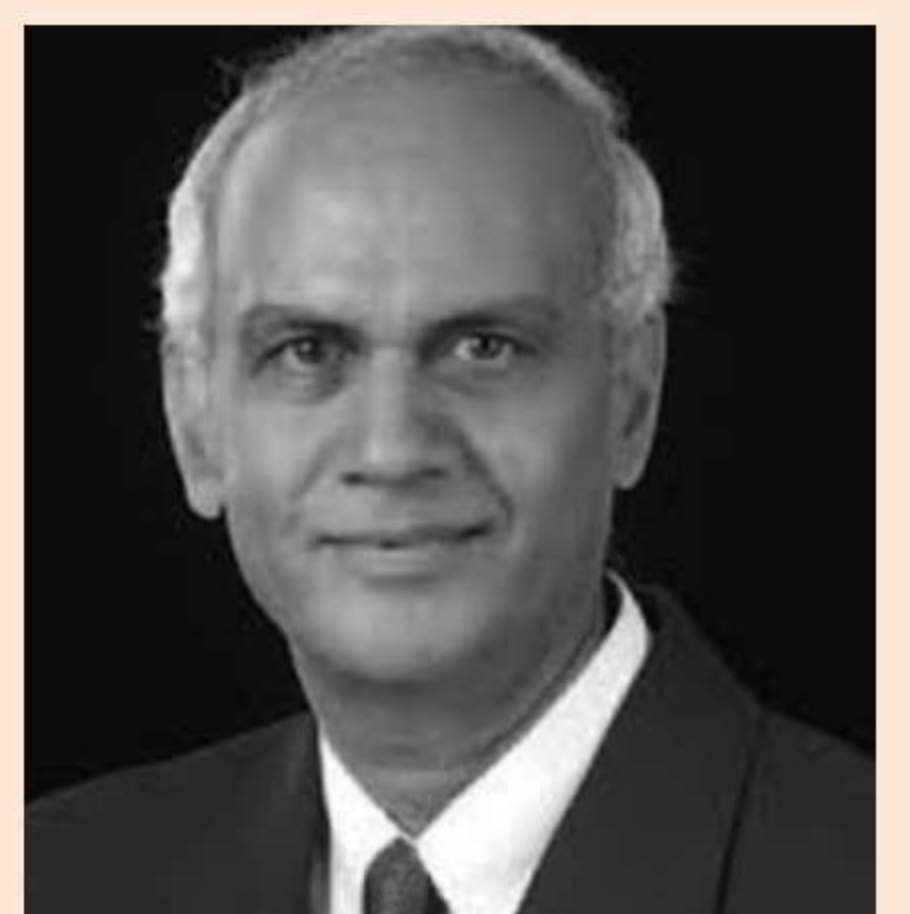
DR VJAY KELKAR

Ex. Chairman Finance Commission, Government of India



PRASAD KAIPA

Executive Director, CLIC, ISB Founder, Kaipa Group



K BALASUBRAMANIAM

Member Holding Group, GMR



SHYAM VISWANATHAN

Former Dean Executive Education, ISB



DR. TOM KEELIN

Founder, SDG | Adjunct, Stanford University

LEADERSHIP & ITS IMPACT ON YOU

SOIL has a great focus on Leadership Skills and its impact on student development both inwards and outwards helping shape leaders of consequence. Leadership at SOIL is taught through the following unique practices.

01

SELF LEADERSHIP

At SOIL every student goes through a module on Self Leadership during the 1st Semester. As part of this module students undergo experiential transformation journeys where they are asked to draw out Life Maps with clearly defined goals. This enables every student to explore how they could lead their physical, emotional and intellectual selves so as to give off their best. They also learn to be led by their “spiritual selves” so as to lead lives of happiness and wellbeing. An important part of this journey is identifying their “purpose and calling”, discovering their “gifts and strengths” and learning to leverage their positives so as to move towards what matters most to them. In order to complete the course students are expected to develop their own personal plan in order to become a better leader.

02

THE PRACTICE OF THE MORNING CIRCLE

Morning Circle is a daily ritual at SOIL where students spend the first 20 minutes of the day in sharing positive stories and reflecting inwards while discussing goals for the day. Students and faculty connect with each other on a personal level more than any other time of the day as part of the morning circle. The classroom community feels nurtured and refreshed and the “positive vibes” during Morning Meeting set the tone of mutual respect for the entire day. This simple practice enables social and emotional development to develop models of citizenship and character in students. The circle begins with a prayer of any denomination and in invoking one's higher purpose. Some of the skills practiced everyday include communication, positive story sharing, mutual respect, empathy, self-discipline and problem solving.

03

SOIL ASSESSMENT TEST AND YOU

SOIL assessment test is the standard test for admissions to the SOIL one year full time programs. It starts with who the individual is and determines how that person can fit into and grow with the organization. It provides data for measuring a person's potential, personality characteristics, individual motivations, and likely behaviors on the job. It believes that when people are in roles that are best suited to their basic personalities and motivations, they not only perform well—their productivity actually surpasses expectations. It has helped in selecting the right people, developing the best talent and creating the organizational culture an organization needs to succeed.

For more details on the SOIL Assessment Test please get in touch with any member from our Admissions Team

04

APPRECIATIVE ENQUIRY LEARNING RETREAT

Every batch of SOIL spends one week in the foothills of the Dhauladhara in Sidhbari (Dharamshala). This is our Learning Retreat – a transformational experience. You are sensitized to a different approach in Life – Churning the positives in you through Appreciative Inquiry. There are village visits and community meets to practice Appreciative Inquiry. This retreat helps you to learn from your past and prepare for the future. Our alumni often quote this as the most memorable and transformational time in their lives.

05

INDIVIDUAL LEARNING PLAN (ILP)

This is a personalized document that is created for every student during an intensive career development center using the STAT profile coupled with behavioral interviews. This plan helps maximize a student's learning potential while at SOIL and is renewed with students' internal and external mentors every month.

06

LEARNING MINDFULNESS THROUGH THEATRE

A 5-day mandatory theatre program with the nation's best theatre teachers to address and strengthen an individual's value system through powerful simulations and role plays. It introduces students to the essential skills in drama and to use the skills as a medium to combine it with the subject of ethics, building basic skills, such as voice projection, emphasis on words, intonation, thrust in sentences and natural usage of body language to convey meaning. To make each individual student experience a magnified self-awareness, a positive personal development brought about through physical, verbal and psychological self-expression.

07

YOGA, WELLNESS AND SPIRITUALITY

At SOIL, Yoga, Wellness & Spirituality is an integral part of the program and is interwoven into the everyday experience of a SOIL student. Yoga is a complete science of life – a logical, step-by-step system to attain physical, mental, emotional and spiritual health -Wellness. Yoga has helped many SOIL Students balance, harmonize and purify their body and minds. Yoga has been clearly understood in India for thousands of years. The practices show the way to health, mind control and perfect peace. Health, in the Indian context is not just freedom from disease; it is total integration, the realization of our Divine nature. The very word in Sanskrit for Health or Wellness - Swastha - means to abide in the Self.



AWARENESS

comes from the practice of “mindfulness”. This is about learning to be fully present in whatever we are doing, feeling or thinking. By not having any regrets about the past or anxiety about the future, we bring back the child-like curiosity to learn and be happy regardless of the state of the environment.



BALANCE

comes from appreciating the true spirit of “Sustainability”. Our campus building is designed to be in balance with Mother Nature - natural light in all rooms, rainwater harvesting, energy-saving equipment etc



COMPASSION

is about not only getting out of our own shoes to step into others’ shoes to feel their state of mind but also doing something to help those in need.



DIVERSITY

is about appreciating the uniqueness of each person and learning to leverage that for the sake of the collective good.



ETHICS

is about being fair to all stakeholders, using the right means to achieve results and “no deception”.

VALUE BASED LEARNING



THE ONLY MBA WHICH PARTNERS WITH TOP 32 COMPANIES

SOIL Institute of Management is co-created by a group of **32 Multinational and Indian companies** from across industry verticals who believe in the value proposition of creating leaders with a focus on triple bottom line. The program is designed by and for companies to prepare the 'manager of the future' who is capable of solving crossfunctional, multidimensional and complex problems, that the corporate world of today faces while continuing to focus on Ethics and Sustainability. The MBA Consortium Companies have a key involvement in the program right from the start through networking events, mentorship, workshops and finding career opportunities for students

SOIL Consortium Partner Companies:

- Offer live projects within their organizations.
- Select the incoming class as part of the interview process.
- Provide placement & career opportunities.
- Shape the curriculum and learning design to make the program more industry ready.

Their combined wisdom has deepened our understanding of what the world's best educational institutions need to focus on and has helped us deliver excellence to our students every year through rigorous reviews.

“Spending time with the Vice President of ICICI bank was a highlight for me in my journey at SOIL. I was also surprised when he took out time from his personal schedule to work with me on my strengths and weaknesses. He pointed out ways in which I could improve my leadership skills, networking and self-confidence and helped me nurture the same.”

Swapnil Kumar
PGPM, Class of 2020

Consortium Members





POST GRADUATE PROGRAM IN MANAGEMENT (PGPM)

This one-year, full-time program provides a solid foundation in major business disciplines and core business skills. Our industry led academic curriculum enables the most Transformative Leadership experiences where courses on self leadership, meditation, compassion, sustainability, mindfulness and ethics along with specializations in analytics, marketing, finance and human resources provide you an opportunity to realize your potential and become a management student who wants to change the world for the good of all.

1 YEAR POST GRADUATE PROGRAM (PGPM)



The PGPM is a **one-year full time program** and is designed for **graduates with minimum two years of work experience**. The program provides a solid grounding in major **business disciplines and core business skills**. Our faculty are world-class experts in their fields and they develop courses based on up-to-date best practices and the **latest academic research**.

This program aims to provide India's future leaders with the **skills, knowledge, and values** needed to meet the challenges of the workplace in the new emerging India.

Doing business in India today is unprecedentedly complex, connected, and fragile. There is widespread corruption, unethical practices and greed which has penetrated the roots of all Businesses in India. This environment needs individuals who are **high on integrity and character, who can inspire and influence a wide range of stakeholders, and who can demonstrate responsible leadership to take India and its people on its way to become a developed and powerful economy**. The SOIL PGPM will equip you with these skills to become the best leaders in the new emerging India.

Underpinning a rigorous program of courses is an extended and strengthened talent development program. All of our MBA students will be offered professional Mentoring by **senior leaders from the Industry, Action Learning Projects (ALP)** to work on relevant **Industry specific projects** and a cutting edge **Social Innovation Program** where they volunteer to develop solutions for real life problems facing the **Non Profit Sector**. The program also equips you to develop a high level of self-awareness regarding your own leadership style, thus being better prepared to lead a team.

The learning design at SOIL is based on the philosophy of **Character, Competence and Enthusiasm**. This philosophy ensures that the curriculum is not restricted to only knowledge and theory but there are plenty of opportunities and spaces created for application (internships and projects), experiential learning, self-reflection and inner work.

PROGRAM AT A GLANCE

 <p>Full Time</p>	 <p>Graduates of any discipline with 2+ years of experience</p>	 <p>12 Months</p>	 <p>Accelerated Career Growth</p>
 <p>Specializations - Marketing, Finance, Analytics</p>	 <p>Experiential Learning</p>	 <p>World Class Faculty</p>	 <p>Dedicated Career Management team</p>
	 <p>International Exchange Opportunities</p>	 <p>Diverse Peer Learning</p>	

INTERNATIONAL EXCHANGE

 <p>MP POLITECNICO DI MILANO GRADUATE SCHOOL OF BUSINESS</p>	 <p>Royal Roads UNIVERSITY</p>	 <p>至善館 SHIZENKAN</p>
 <p>cedep</p>	 <p>JBS UNIVERSITY OF JOHANNESBURG BUSINESS SCHOOL</p>	 <p>UNB EST. 1785 UNIVERSITY OF NEW BRUNSWICK</p>



“As part of the SOIL Global Exchange Program, the students are not simply taught about business management but also gain experience by working in a diverse and global setting. In addition to the study program at MIP, students participate in a wide range of exciting activities, events and experiences that enrich and enhance their own personal journey.”

DEVINDER SINGH VIRK

PGPM, CLASS OF 2018

VALUE BASED EXPERIENTIAL LEADERSHIP IMMERSIONS

The experiential immersions at SOIL have been designed for students to get a deep understanding and real-time exposure to community, business and environment.

300+

Hours of outside the classroom learning

30+

NGOs to work with

100+

Leadership series & industry sessions

10+

CXOs who teach at SOIL

1 Week

Himalayan Retreat

30

hours of Self Leadership classes

10+

visits to Industry, Museums, Art Galleries, Musical events and more



EXPERIENTIAL IMMERSIONS



Design Bootcamps

Students learn and apply skills to solve real business challenges using human-centered design techniques in our Design Thinking workshop.



Himalayan Retreat

Students visit Dharamshala to undergo a life changing Workshop on changing their leadership perspective by working with the local community



Social Outreach

Partnership on community development projects with over 30 not for profit organizations enable students to work for a social cause



Industry Visits

Students embark on study missions to visit industries and corporate firms to better understand the working culture and take up live projects



Self-Leadership

Students undergo experiential transformation journeys where they are asked to draw out life maps with clearly designed life goals.



Yoga & Wellness

Yoga is a complete science of life - a logical, step-by-step system to attain physical, mental, and emotional health.



Morning Circle

A daily ritual where students spend their first 15 minutes of the day in sharing positive stories and reflecting inwards while discussing goals.



Leadership Events

SOIL conducts over 100+ leadership events inviting leaders across the world to connect the gap between industry and academics



LEARNING DESIGN & PEDAGOGY

“SOIL has a strong tradition of academic excellence and enabling long term student transformation”

Dr. Neetika Batra

Dean, 1 Year PGPM Programs, SOIL

LEARNING DESIGN & PEDAGOGY

A carefully designed curriculum delivered through globally renowned faculty, academicians and Industry practitioners. The curriculum is broken into 3 terms. After you understand the basics of business in Term 1, you will start to specialise. You will design your own academic schedule of electives starting in Term 2 giving you great flexibility and helping you choose a Major and Minor of your choice.

Being a Harvard publishing partner, SOIL uses the Harvard case study approach extensively in class along with a mix of pedagogy involving multiple intelligences.

4

Number of Specialization

3

Number of Semesters

50%

Classes Taught by Visiting Faculty

1

Mandatory Internship or Live Project Work

30+

Number of Core Subjects

40+

Number of Elective Subjects

1

Graded Outside the Classroom Activity/Semester



12

Learning Weeks/Semester

PERSONALIZED LEARNING JOURNEY

INDUCTION & ORIENTATION	TERM 1
<ul style="list-style-type: none"> ▶ Introduction and Fundamentals of Analytics, Marketing, Human Resources, Accounting & Finance ▶ The Digital Business Foundation ▶ Decision Making Using Excel ▶ Self-Leadership : To serve the well being of all ▶ Introduction to the case study method 	<p>Foundations of Business</p> <ul style="list-style-type: none"> ▶ Analytics - Statistical & Optimisation Techniques, Business Research Methodology, Software for Analytics (R, Python) ▶ Digital - Cloud Computing & Digital Platforms, Digital Transformation - Fundamentals for Business managers ▶ Marketing - Marketing Management, Product & Price Management, Digital marketing ▶ Finance - Managerial Economics, Accounting for Managers, Financial Management
BASICS OF INSPIRED LEADERSHIP	1 ON 1 INDUSTRY MENTORSHIP
STUDENTS SWOT ANALYSIS	LIVE PROJECT INTERVIEWS
INDIVIDUAL DEVELOPMENT PLAN	💡 SOCIAL INNOVATION PROGRAM
PERSONAL BRANDING WORKSHOP	CASE COMPETITION
PERSONAL & SOCIAL WELL BEING	🧘 YOGA & WELLNESS
	INSPIRED LEADERSHIP SERIES

PERSONALIZED LEARNING JOURNEY

	TERM 2	TERM 3
INDUSTRY ACADEMY WEEK 1	<p>In Depth Learning</p> <ul style="list-style-type: none"> ▶ Big Data Analytics (Hadoop, Spark, Pig) ▶ AI, ML: Applications & Industry Use Cases, Data Science Projects ▶ Design Thinking ▶ Growth Strategies to Drive Brand Penetration ▶ Advertising & Brand Management ▶ Sales Force Management ▶ Corporate Strategy ▶ Valuation & Financial Modelling 	<p>Integrated Learning</p> <ul style="list-style-type: none"> ▶ Digital Strategy ▶ Organisational Change Management ▶ Cyber Security & Data Privacy ▶ Societal impact on Digitalization, including Ethics ▶ Building an Agile Digital Organisation ▶ Behavioural Economics for Decision Taking ▶ Mergers & Acquisitions ▶ Finance Technology & Its Evolution ▶ Rural Marketing ▶ Retail Management
	PLACEMENT PREPARATIONS & MOCK FAIRS	REVISIT INDIVIDUAL DEVELOPMENT PLAN
	SELF-LEADERSHIP MODULE	HAPPINESS WORKSHOP
	INDUSTRY VISITS / TOURS	 HIMALAYAN RETREAT
	 DESIGN THINKING WORKSHOP	ETHICS THROUGH THEATRE
INSPIRED LEADERSHIP SERIES		

FINAL PLACEMENT PROCESS

COURSE CURRICULUM

CODE	INDUCTION
AN- 201	Understanding Analytics & Track Design
AN-202	Excel Knowhow
DT-901	Design Thinking
DG-501	Understanding Digital Business & Track Design
FA-401	Understanding Finance & Track Design
GE-601	Entrepreneurship Track: What it takes to be an Entrepreneur
GE-602	Workshop on Case Study
HR-301	Understanding HR & Program Design
LA-701	Induction to Self Leadership
MA- 101	Understanding Marketing & Track Design

	PREPARATORY BRIDGE COURSES
AN-203	Foundations of Analytics
AN-204	Understanding Excel
DG-502	Introduction to Digital Business
FA-402	Introduction to Finance & Accounting
HR-302	Foundations from HR
LA-702	Self Leadership- To Serve Well Being of all
MA-102	Foundations of Marketing

	TERM 1- FOUNDATION OF MANAGEMENT
AN-205	Statistical Techniques
AN-206	Optimization Techniques
AN-207	Business Research Methodology
AN-208	Software for Analytics (R)
AN-209	Software for Analytics (Python)
DG-503	Digital Transformation-fundamentals for Business Managers
DG-504	Cloud Computing and digital platforms
MA- 105	Digital Marketing
FA-403	Managerial Economics
FA-404	Accounting for Managers
FA-405	Financial Management
HR-303	Organization Behaviour
LA-703	Communicating with Impact
LA-704	Yoga and Wellness
MA-103	Marketing Management
MA-104	Product and Price Management

	TERM 2- SPECIALISATION TRACKS
HR-304	Human Resource Management
AN-210	Data Mining and Deep Learning
AN-211	Predictive Analytics
AN-212	Data Exploration and Visualization Tools (Using Power BI) *, AR, VR
AN-213	Big Data Analytics (Hadoop, Spark, Pig)
AN-214	Logistics and Supply Chain Analytics
AN-215	Finance and Risk Analytics
AN-211	Predictive Analytics
DT-902	Design Thinking
D6-505	AI and ML :Concepts and Platforms
DG-506	Block Chain technology Applications & Platforms*
DG-507	Automation in Business
DG-508	Building an Agile Digital Organization
D6-505	AI,ML:Applications and Industry Use Cases,Data Science Projects
DG_509	IOT Platforms and Applications
DG-510	Block Chain Projects
FA-406	Advanced Financial Management
FA-407	Security Analysis and Portfolio Management
FA-408	Valuation & Financial Modeling
MA- 106	Advanced Digital Marketing
MA-107	Sales Force Management
MA-108	Growth Strategies to Drive Brand Penetration
MA-109	B2B Marketing
MA-110	Advertising and Brand Management
MA-109	Market Research
MA-111	Channel Management
OP-801	Operations and Supply Chain Management and Block Chain
OP-802	Project Management
ST- 1001	Corporate Strategy
S-1002	Business Simulation

	TERM 3-ADVANCED & INTEGRATED LEARNING
AN_215	Marketing Analytics
AN-216	Analytics in Industry
DG_511	Digital Strategy and Organisation Change Management
DG-512	Business Innovation Through Digitalization
DG-513	Cyber Security and Data Privacy
DG-514	Societal impact of Digitalization including ethics
DG-515	Building an Agile Digital Organization
FA-411	Behavioural Economics for Decision Taking
FA-412	Risk Management
FA-413	Mergers and Acquisitions
LA-705	Consulting Skills
LA-706	Pillars of Inspired Leadership Through Theatre
MA-112	Marketing of Services
MA-114	Rural Marketing
MA-115	Retail Management

FACULTY



Dr. Neetika Batra

Dean and Professor of Finance

Dr. Neetika Batra is the Dean and the chair of the Post Graduate Program in Business Leadership at SOIL. She also heads the finance academic department at SOIL. Neetika has 25 years of experience working at leadership positions with global and boutique investment banking firms. She teaches courses such as Financial Statement Analysis, Corporate Finance, Mergers and Acquisitions and Valuation. Her research interests lie in the field of priority sector lending, which also happens to be the topic of her Ph.D research.



Atindra Nath Bhattacharya

- Program Chair and Professor of Marketing
- Director, Alumni Relations

Prof. Atindra is a Professor of Marketing at SOIL. He has over 18 years of industrial experience and has worked with leading brands like Amul, Vadilal, Dhara and Lovett. Before SOIL, he served as the Dean of academics and associate professor of marketing at Integrated Institute of Learning in Management. He also teaches at National Entrepreneurship Network of the Wadhvani Foundation. He is an advisory panel member of Bhartiya Yuva Shakti Trust, an NGO working for micro enterprise financing and mentoring.



Arjya Chakravarty

Program Chair and Professor of HR & OB
Professor of Social Innovation

Prof. Arjya is the Chair of the Post Graduate Program in Human Resources. Her 11 years of rich industrial experience comprises of diverse industries and leading multi-national companies like Godrej Consumer Products Division, Dunlop India, and Hindustan Motors to name a few. She has also spent 11 years in academia, focusing strongly on teaching, research and consulting. Prior to joining SOIL, she was associated with leading business schools in India and abroad including ICFAI, SP Jain and Jaipuria among others. She believes in gender equality and sits on the panel of various MNCs as an external member for Gender Diversity Initiatives. A celebrated researcher, her papers and cases have been published in numerous international publications and conference proceedings.



Dr. Debabrata Das

Program Chair and Professor of
Business Analytics

Dr. Debabrata Das is a renowned researcher, academician and leader in Business Analytics with a rare distinction of having both corporate and academic leadership experience. He is a passionate educationist who believes in innovative pedagogical techniques. He is also a consultant, trainer and adviser in various government agencies and management consulting firms. He has over twenty-two years of teaching, training, research, consultancy and administrative experience in leading Management Institutes.



Dr. Bianka Ray Chaudhury
Associate Professor of Analytics

Head of the Business Analytics department at SOIL, Prof. Bianka Ray Chaudhury possesses academic and research experience of over 10 years. With a strong academic background to her credit, she was ranked 3rd in the entire university for her Masters in Economics and was awarded an all India Gold Medal post her MBA. Currently working as an Associate Professor of Economics and Data Analysis at SOIL, her areas of keen interest include Research Methodology, Market Research, Operation Research and International Business.



Francis Joseph Rebello
Associate Professor of HR

Prof. Francis Rebello is a Strategic Human Asset professor at SOIL, working primarily with the development sector, transforming NGOs by introducing a culture of performance and excellence through cultural transformations. He holds a Post-Graduate Diploma in Human Resource Management, Behavioral Sciences and Organizational Development from Xavier Labor Relations Institute (XLRI) Jamshedpur. He also has a degree in law, specializing in Labor Laws and a degree in teaching.



Rajeev Tandon
Professor of Marketing

Rajeev Tandon is an enthusiastic, creative and highly engaging marketing teacher and mentor. His teaching leverages his wide ranging international experience of 30 years marketing flagship brands to millions of consumers around the world.

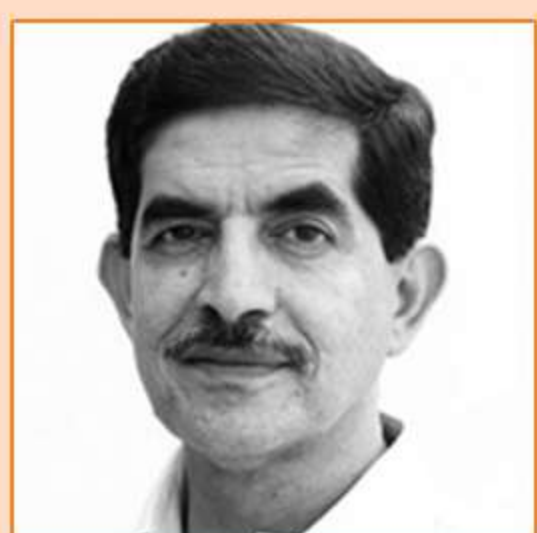
Rajeev has a strong track record of building brands, execution excellence and unique cultural insight in emerging markets. As Executive Director and General Manager (CEO) at SC Johnson (the makers of Raid, All-out, Glade, Mr. Muscle and Ziploc), he led business operations for Russia, Indochina, India and Indonesia. Rajeev also worked for The Gillette Company, in sales and marketing leadership roles across India, South Asia and Egypt.



Susie Roy
Professor of HR

Initiated to Yoga through the International Sivananda Yoga School in Kerala, India, Susie completed the basic and advanced yoga teacher training programs. Since her initial training in 1998, she has been inspired and taught by many international yoga teachers and spiritual masters in India, USA and South Africa. Her teaching experience covers individual and group classes, workshops, residential retreats and teacher training programs.

Susie is currently in her twelfth year as visiting faculty member at the SOIL where she formulated and conducts a course in Wellness through Yoga and basic Ayurveda. She teaches in Europe and Asia with the Global Leadership Program. She introduces yoga to foreign students as part of an India immersion educational program offered by Indo Genius.



Vijay Ghei
Professor of Design Thinking

Deeply committed to the philosophy and practise of Design Thinking and its application to solving real life issues. Actively consulting about this topic and evangelising its application in business for competitive differentiation and for social impact since 2015. Teaching at management and engineering institutes across India and South Asia.

After a 26-year career, took early retirement in 2015 from NIIT Technologies Limited. Last served as Senior Vice President – Head of Strategic Initiatives, Consulting and Advisory Services. Other significant positions include Chief Innovation Officer, Head of e-Business Consulting, Global Head of Retail Practice, and Head of Quality.



Nitin Chopra
Professor of Finance

Nitin Chopra, ex-Head of Retail & Consumer Banking at RBL Bank, brings over 35 years of experience of which 27 years have been spent working in the financial services industry.

Nitin in his role with the bank oversaw Business Banking, Retail Branch Banking, Retail Assets and Liabilities including Credit Cards and HNI businesses as well as the Marketing function of the Bank. Nitin's career began with a stint at Unilever Group, followed by a 9-year period working with Bank of America NT & SA.



STUDENT LIFE



















Get involved with the Student Clubs at SOIL to further hone your leadership skills, outside of the classroom

Club involvement strengthens your professional and personal networks with fellow students, faculty, recruiters, and business leaders—letting you refine your leadership role while learning new skills, meeting new people, appreciating new perspectives and expanding your views whether you are looking for a diversion from academic life or to have a significant impact on the SOIL community.









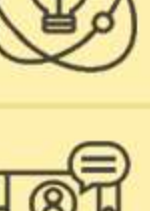
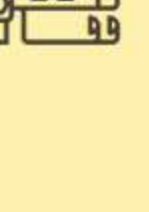
Clubs and organizations at SOIL offer numerous **leadership opportunities** and put on events ranging from the SOIL Premier League, Karma Rasoi to the annual Inspired Leadership Conference and the Sidhbari offsite. The student funded and student managed MBA Association oversees SOIL student activities—at SOIL if you don't find what you're looking for, you have the opportunity to create it. With more than **20 clubs and over 80 leadership positions** in the Student Association, there are many ways to refine your leadership and organizational management experience, explore interests, and make friendships that will last a lifetime.



CLUBS & ASSOCIATIONS

 SOIL MBAA	 Deans Advisory Council (DAC)	 Career Services Association (CSA)	 Admission & Marketing Association (AMA)
 Career Learning Academy (CLA)	 Entrepreneurship Club	 Toastmasters	 Social Impact Club
 Specialization Clubs	 Bulls & Bears	 Beer & Quiz	 Cultural Society & Arts
 Communication & Blogging	 Consulting	 Cricket	 Yoga & Wellness

ANNUAL STUDENT LED EVENTS

	ILC
	HR Forum
	SOIL Premier League
	Karma Rasoi
	Learning Retreat
	Industry Golfing Tournament
	Outbound Rafting
	Faculty Auction
	SOIL Olympics
	Alumni Round Table

CLASS PROFILE

At SOIL, students' diversity provides incredible opportunities for learning and collaboration. The students are handpicked through our extensive admissions process to assemble a diverse batch from various backgrounds, experiences and perspectives.

Because of our students, the environment around the campus is dynamic and nurturing for all. A snapshot of our PGPM Class of 2021-22 is given below:

HIGHLIGHTS

25.8

AVERAGE AGE

35%

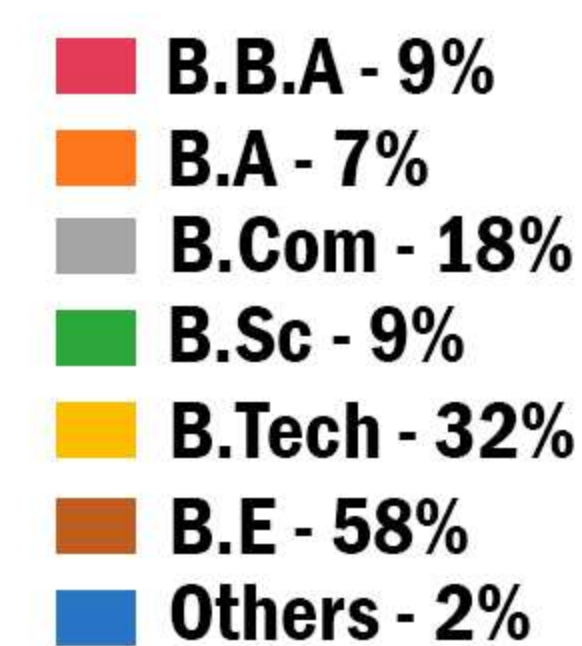
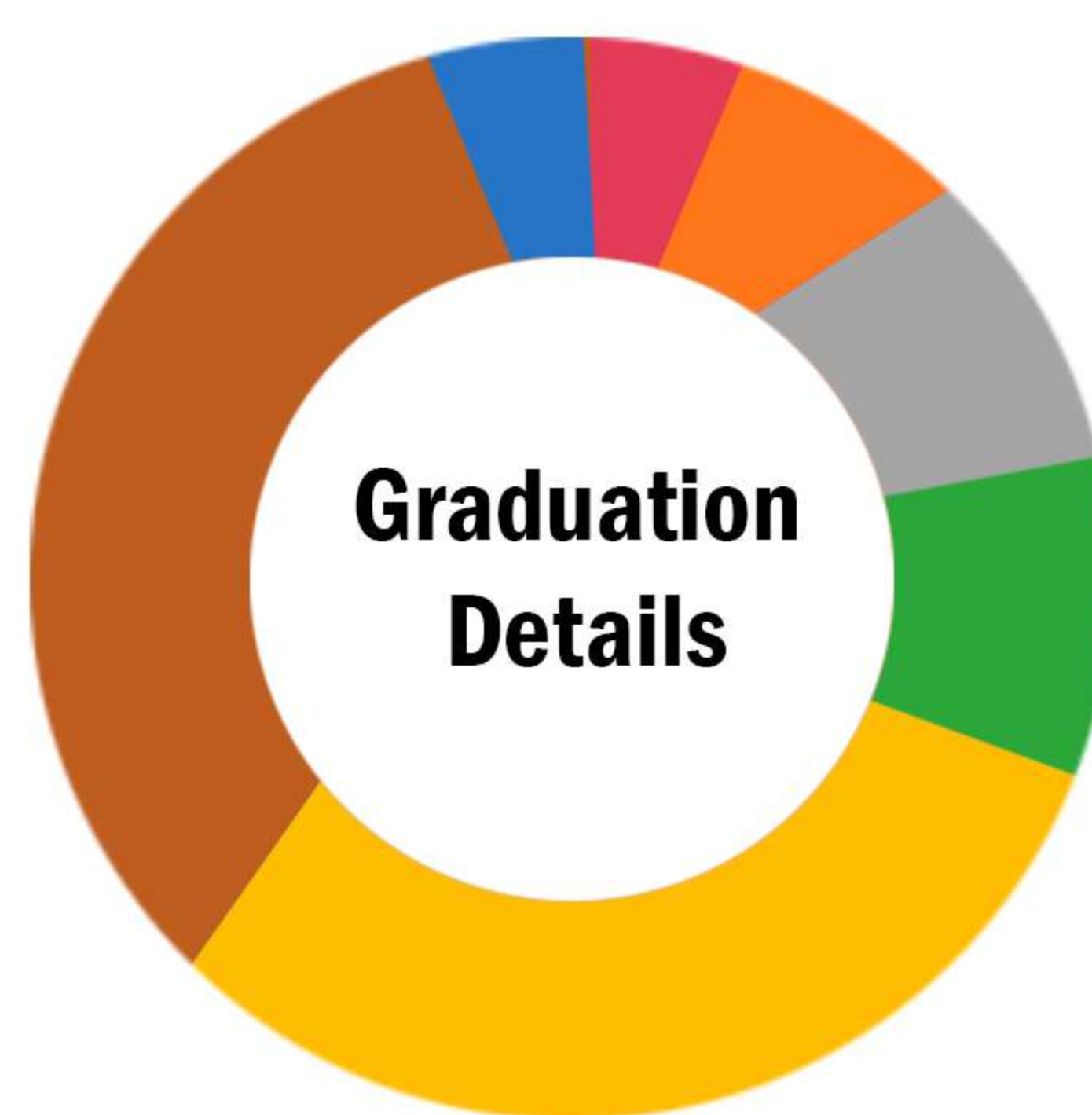
WOMEN

16

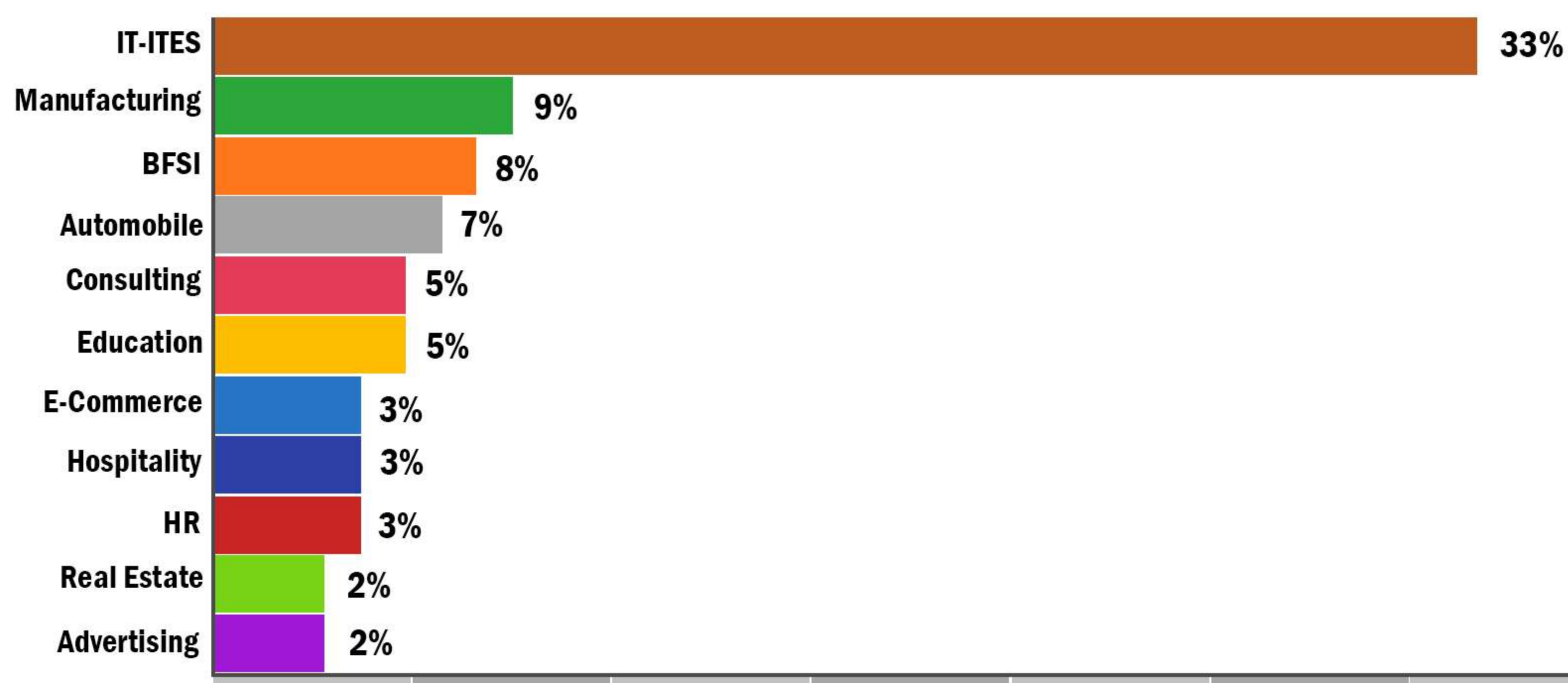
STATES REPRESENTED

39.8

AVERAGE WORK EXPERIENCE



Pre-MBA Industries





“Career Management Services at SOIL is not about getting a job; it’s about bringing out the best in you. We will be your partner in career planning, readiness, and placements. Transforming students’ career dream into real actionable goals is the main focus of the Careers team.”

Mohammed Salman

Director, Career management Services

<https://application.soil.edu.in/pgpm-bl>

YOUR DEDICATED CAREER SERVICE PARTNER

SOIL Career Management Services (CMS) is dedicated to providing a highly personalized service to each MBA student. Career Services provides guidance and assistance so as to best prepare the candidate for the recruitment process. CMS supports every student in developing the necessary managerial skills and competencies to succeed in this complex and ever changing competitive job market. Right from the start of the program

SOIL CAREER MANAGEMENT SERVICES HAS TWO MAJOR ACADEMIES:

Career Services Academy

The Career Services Academy (CSA) helps students build the skills and networks needed to manage their career planning process and carries out business development activities with potential recruiters. It helps students in finding the right opportunities with internships and final placements.

■ Career Management

Activities with CSA involve the following:

- 1 Career & Life Goals
- 2 Career Workshop
- 3 Resume Feedback
- 4 Mock Interviews
- 5 Group Discussions
- 6 Interview Questions/FAQ
- 7 Round Table Networking Sessions

■ Company Visits and Seminars

- 1 Action Learning Project
- 2 Mentoring sessions with Industry Leaders
- 3 Leadership Series Talks

Career Learning Academy

Academic study is only one part of what we see as complete development for the student. The Career Learning Academy (CSA) provides a variety of learning opportunities towards developing the soft skills necessary in verbal and written communication, leadership, teambuilding, time and resource management, networking and public speaking. Furthermore, students will learn to reflect on their own.

■ Personal development and job-seeking skills and strategies

These are the human skills which all successful managers possess and use to achieve results, in any organization.



OTHER INDUSTRY INTERACTION & EVENTS

As a student of SOIL your learning experience is accentuated with exposure to the complexity of the real world. Located in the heart of Gurgaon, SOIL provides the ease of access to several key business leaders and organizations who regularly interact with the students through classroom discussions, panel discussions, leadership series and one-on-one mentoring conversations.

MENTORSHIP

As a student of SOIL, you will be assigned two mentors - a corporate leader as well as an internal faculty member. The mentoring program provides you an opportunity to seek career guidance from seasoned corporate mentors, practitioners and faculty; build your network; and achieve your learning and career goals. The unique opportunity has translated into lifelong associations for many SOIL students.

Our students have been placed for internships in companies such as Birla Sunlife Group, Soft Bank, HDFC, Newton Consulting and many more. The internships will help you to tie -in the classroom experience with the real world and equip you to be better prepared for academic rigor and your career ahead. Internship projects are a graded course and are closely monitored by the internal faculty mentors as well as the industry guide.

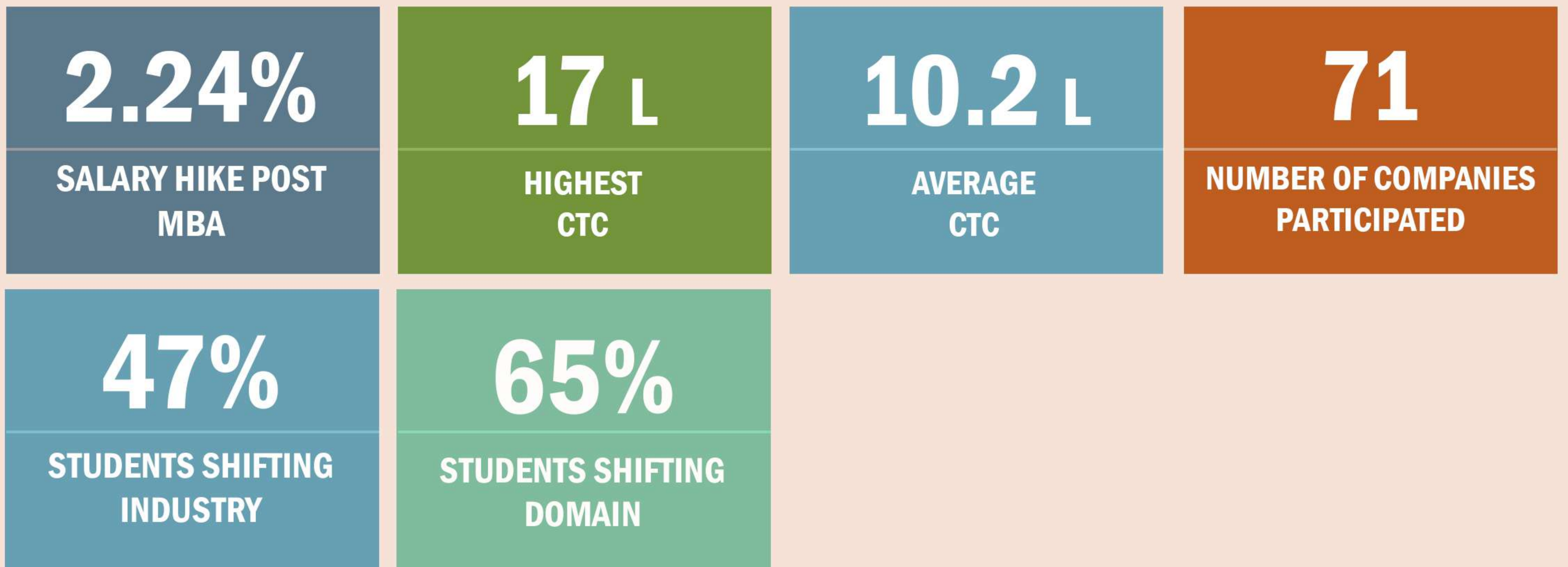
INTERNSHIPS/LIVE PROJECTS

Internships with industry are an integral part of the curriculum at SOIL. Several Corporates, new age startups and even social entrepreneurs visit campus and select students for the internships through a formal selection process for exciting projects in the areas of general management, marketing, finance, operations and HR.

LEADERSHIP SERIES

SOIL's Leadership Series is a platform provided by SOIL to facilitate student interaction with senior leaders, thinkers and academicians from diverse fields. These sessions are very valuable to gain perspectives on life, career paths and success from senior leaders as they share their life's journey. Organized once every month the leadership series has witnessed several stalwarts visit the campus.

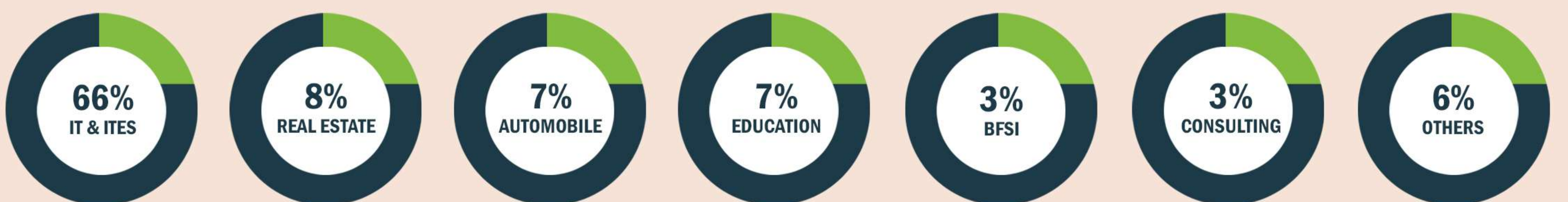
PLACEMENT HIGHLIGHTS (CLASS OF 2021)



Average Salary Bracket



Industry wise Participation



Functions Offered



ALUMNI SUCCESS AT SOIL

A 1400 member strong alumni community of SOIL today has become a truly global network. Besides a strong pan India presence, our students are spread across different continents including north America, Australia, Europe and Asia. Joining the program gives the prospective student access to this wide range of network of business leaders.

The alumni council offers multiple ways for in-coming students to plug into this network through events, reunions and online discussions. The numerous benefits of being a part of this community have constantly amazed our participants both during the program as well as after their graduation.

“MBA program at SOIL weaves business learning with Inspired leadership. It provides a stepping stone to create an impact that matters. Having closed two large deals valuing more than 10 million Australian dollars, I feel proud to carry SOIL legacy in an alien land.”



SHEEZA SHAKEEL
PGPM Class of 2013, Associate Director, Infosys, Australia

“My seamless transition from HR to marketing could not have been possible without the invaluable guidance and subject matter expertise from the faculty and the management at SOIL. The entire team at SOIL has been instrumental in not only inculcating a strong sense of building a business with purpose and vision but also nurturing us to give equal weightage to the emotional quotient to become successful leaders of future.”



NAMRATA CHANDWANI
PGPM Class of 2010, Marketing Manager, Boston Scientific, Malaysia





ADMISSION PROCESS

WHO ARE WE LOOKING FOR:

- A candidate with a strong 'Why MBA'
- Committed to making a difference in people's lives
- Strong Analytical Skills
- Ability to work with teams and motivate them
- Well versed in his/her communication skills
- Commitment to build self-leadership for the future and not just get the next job

CRITERIA:

Professionals with 2+ years of prior work experience

A Completed Bachelor's degree in any discipline from a recognised institution with at least 50% in graduation


Greater than 60% in 10th & 12th Standard Examinations

Work Experience is preferred for PGPM - HR

Desire to become a corporate leader in the near future / having high entrepreneurship goals

Valid CAT* /NMAT/GMAT/XAT* scores are accepted for PGPM (Not-Mandatory but adds weightage to your profile)

<https://application.soil.edu.in/pgpm-bl>



“Professionalism and ability to learn are the qualities demonstrated by the SOIL students hired at HCL. Ability to collaborate and apply their problem-solving abilities to add value to the work assigned and produce results in line with desired business outcomes is highly appreciated. They are currently involved in Sales, Support and Delivery roles and are bringing fresh perspectives to the organization with passion and dedication.”

Prithvi Shergill,

**Former Chief Human Resources Officer
HCL Technologies Ltd.**

PROFILE BASED EVALUATION METHOD

At SOIL, we focus on a Profile-based admission process and not an exam based one. We understand that the traditional method of selecting students based on academic & test scores does not give a clear view of the achievements & overall profile of any candidate.

ADMISSION STEPS

1 SUBMIT AN ONLINE APPLICATION

Our application process requires you to fill in an online application form by your chosen application deadline.

<https://application.soil.edu.in/pgpm-bl>

2 COMPLETE SOIL TALENT APPRECIATION TEST (STAT)

SOIL Talent Appreciation Test (STAT) is a 105-minute assessment that helps us understand your leadership potential and strengths of your personality. The STAT takes into account four personality traits that contribute to the making of a great leader. These attributes are:

- ▶ Leadership Potential
- ▶ Reasoning and Ideation
- ▶ Networking Potential
- ▶ Self Leadership Potential

3 PRE-INTERVIEW ASSESSMENT

An assessment conducted to understand your life goals and charting your desired career path. This will be done usually 1 hour before your interview. Students are advised to prepare about

- ▶ Career goals
- ▶ Life summary

4 PERSONAL INTERVIEW

We have a rolling interview process. You can expect to get a decision on your shortlist within four weeks of submitting your application and two weeks of taking the STAT. Interviews with short-listed candidates will be conducted by a faculty member and a senior member of the industry.

5 ADMISSION DECISION

Final decisions will be emailed to all candidates within two weeks of taking the interview

FEE AND FINANCIALS

FEE COMPONENT	AMOUNT	GST	TOTAL
Tuition & Academic Fee	812,000	146,160	958,160
Program Fee	456,921	82,245	539,166
Alumni Association Membership Fee	5,000	900	5,900
Caution Deposit (Refundable)	30,000	–	30,000
Total Payable Amount	13,03,921	2,29,305	15,33,226

T&C Apply

- Admission fee, along with the applicable service tax has to be paid at the time of offer acceptance
- The GST is payable at the time of payment with the respective fee component. Admission fee excludes your Hostel Accommodation, Books, Course Materials, Sidhbari Trip and other expenses during your stay at the campus. As per the prevailing Government of India rules, the current rate of GST is 18%.



FINANCIAL AID OPTIONS

Bank Loan Options

For those seeking educational loans, we are pleased to share that we have partnerships with reputed banks who provide educational loans at nominal interest rates.

If faced with difficulties in to contact/processing loans, please get in touch with the admissions team at Admissions@soilindia.net or call us at [9654467153](tel:9654467153)



Scholarships

In order to encourage talent & support students with limited means, SOIL offers multiple Scholarships. The number of seats under each scholarship category are limited. Students seeking scholarships are advised to apply early in the admissions cycle as a majority of scholarships are available in Round 1 & Round 2.

Need Based Scholarship

Applicants with family income (excluding applicant's income) of less than INR. 10 lakh per annum are eligible

Outstanding Work in NGOs

Students who are a full-time employees of any Registered NGO or Non-profit Organisations working in social space from last one year or more can apply for this scholarship

Women in Leadership

Women who have done exceptional work in leadership roles for an organization should apply for this scholarship

Capt. Vikram Batra Scholarship for Defence

Students from the Armed Forces or those whose parents have served in the Defence Services of India can apply

Earn While You Learn (Research Assistantship)

Selection for the RA program will be based on the performance during PI and the SOP Submitted.

Merit Based Scholarship

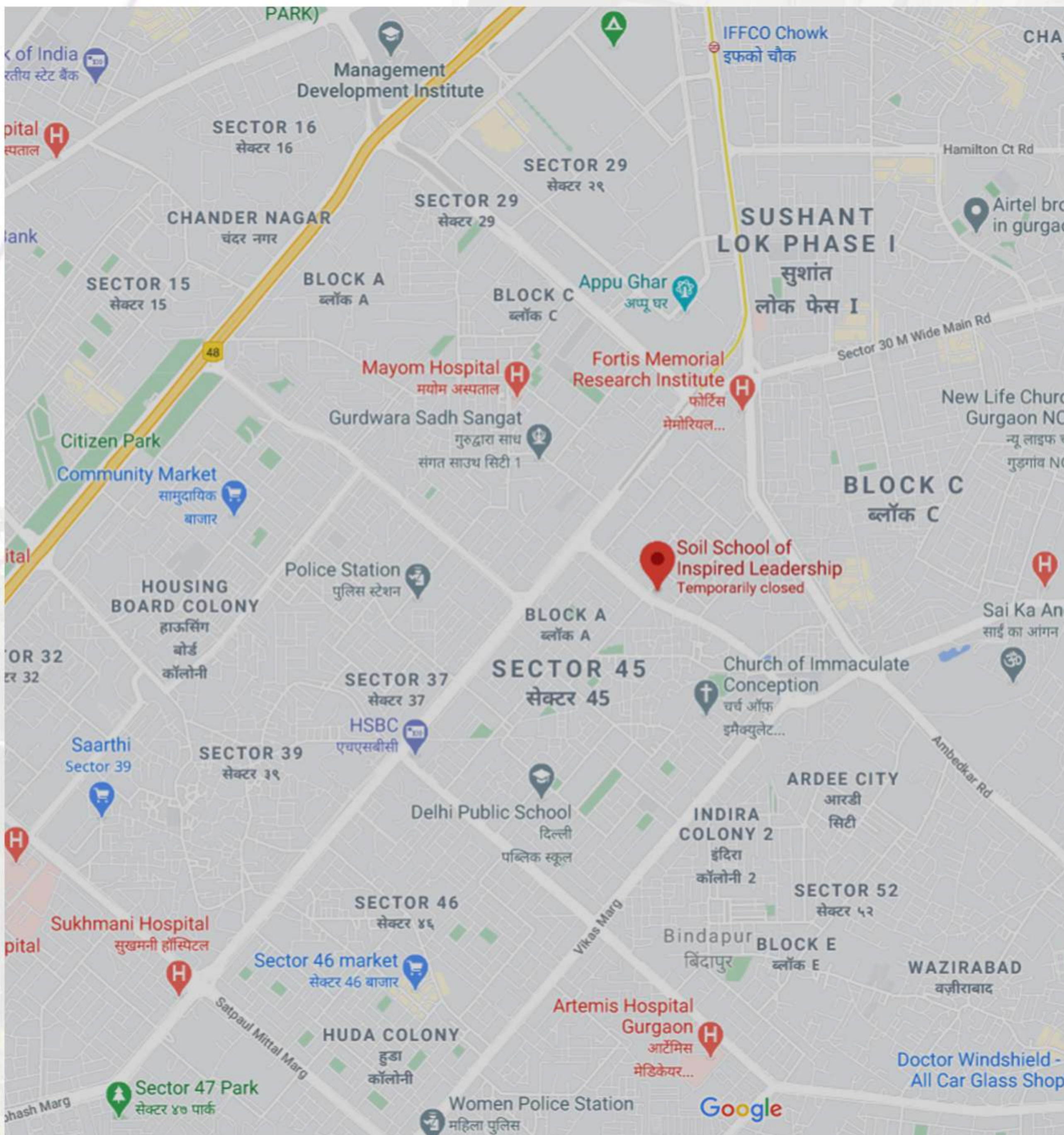
The following are eligible to apply:

- Exceptional Students with a proven track record in academics.
- Students Working with Govt. organizations/ PSU (GET or above cadre)
- Extracurricular activities - Winner at National or International Levels

CONTACT US

**Plot no 76, Sector 44,
Gurgaon
Haryana - 122002**

**Plot 23, Sector 2, Phase 1,
Institutional Area, Manesar, South Gurgaon,
Haryana - 122050**



**For any queries regarding the program, write to
us at admissions@soilindia.net or
call us at **9654467153****



INSTITUTE of MANAGEMENT

www.soil.edu.in