



THE BOUTIQUE B-SCHOOL



PGDM

(Post Graduate Diploma in Management)

2-Year Full-Time Programme Approved by AICTE



SINCE INCEPTION



EMINENT
FACULTY



GALLERY TYPE
AC CLASS ROOMS



FREE 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 22-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 5th 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
- Dual Specialization, including in Business Analytics
- 100% Placement Record since Inception
- Free Text Books for entire course duration
- Merit, Sports & Cultural scholarships
- International immersion/Overseas educational tour at no extra cost
- 15 acres of Hi-Tech Wi-fi enabled campus with gallery type Air Conditioned classrooms
- 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



Ashok Natarajan, PGDM (IIMC), M.S. (Kellogg School of Management), Ph.D. (University of California) Finance & Accounting



Gautam Ghosh, B.Tech (IITK), PGDM (IIMC) Marketing & Strategy



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



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



Tanusree Chakraborty, MA, MBA, Ph.D Organizational Behaviour & Human Resource



Vikas Arya B.Sc, M.Sc, MBA, Ph.D Marketing



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



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



K.L.Bhaskaran, B.Sc, B.Tech, PGDM (IIMC). Operations & Supply Chain Management



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 2nd 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."



Students' visit to Intellect Design

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

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 2020 at any of the following locations:- Chennai, Madurai Kolkata, Patna and Ranchi. Candidates who cannot make it to any one of these locations will be interviewed through online medium

Programme Fee: Rs. 6.00 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 inception in leading companies across various industries such as **Banking & Financial Services, FMCG, IT, E-Commerce etc.**

- ★ Average CTC: Rs. 5.14 lakh per annum
- ★ Highest CTC: Rs. 7.00 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 3718 6501

Apply Online: <http://www.rsb.edu.in/admission>



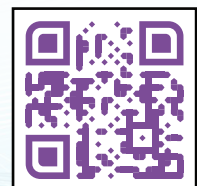
RAJALAKSHMI
 SCHOOL OF BUSINESS
 THE BOUTIQUE B-SCHOOL

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