

2024



IILM UNIVERSITY

Learn with Purpose, Lead with Purpose



MBA | PGDM



## OUR VISION

Our vision is to be a leading University that inspires students to become responsible global citizens and leaders in their chosen fields and in the world, through an innovative, interdisciplinary, and inclusive approach to learning.



## OUR MISSION

Our mission is to provide students with an education that is intellectually stimulating and practically relevant. We aim to foster a community of learners who are innovative, interdisciplinary, and socially responsible. We offer a range of programs that are designed to prepare students for purposeful work and to inspire them to make a positive difference in the world. We are dedicated to empowering students with the knowledge, skills, and experiences they need to achieve their full potential and to become responsible global citizens and leaders.

## THE ILM ADVANTAGE



Over 30 years of  
excellence



Global network of  
over 16000 alumni



International  
collaborations



Niche career  
pathways



Job opportunities with  
over 400 companies



Centrally located  
green campuses



Academicians &  
Industry Practitioners



Merit  
scholarships



## PROGRAMME & CURRICULUM 2024-2026

IILM University MBA programme aims to give graduates the highest level of personal development and career opportunities. The academic process focuses to develop knowledge, practical skills, and confidence among students. With a focus on the latest trends in management needs and challenges, the IILM curriculum is reviewed every year to keep it up to date. There is a lot of emphasis to make the curriculum both rigorous and flexible, combining intellectual depth with hands-on learning, that helps equip students for their first job and prepare them for a lifetime of leadership and success.

### MBA

Masters of Business Administration  
MBA Business Analytics (with IBM)  
MBA in Artificial Intelligence  
MBA Entrepreneurship

MBA Financial Technology  
MBA Human Resource Management  
MBA Manufacturing Management  
MBA Marketing and Innovation

### PGDM

PGDM Artificial Intelligence (AI)  
PGDM in Entrepreneurship and Family Business  
PGDM in Business Analytics (with IBM)





## KNOW YOUR PROGRAMME

The two-year programme shapes competent professional managers, capable of achieving excellence in performance in any sector of the economy. The program also aims at making students responsible leaders who will be innovators and contribute to the welfare of the larger society.

The programme is divided into core and elective courses. Below is the list of core and elective courses.

### Term 1 (July to September)

- ✓ Financial Reporting & Analysis
- ✓ Individual Dynamics & Group Processes
- ✓ Quantitative Methods I
- ✓ Written Analysis & Communication
- ✓ Managerial Computing
- ✓ Microeconomics
- ✓ Marketing I

### Term 2 (October to January)

- ✓ Costing & Control Systems
- ✓ Financial Markets
- ✓ Legal Aspects of Business
- ✓ Human Resource Management
- ✓ Operations Management I
- ✓ Macroeconomics & Policy
- ✓ Marketing II
- ✓ Quantitative Methods II
- ✓ Spoken Communication & Analysis
- ✓ Geopolitics for Business
- ✓ Workshop on Interviews & Presentations
- ✓ Personality Development

### Term 3 (February to April)

- ✓ Business, Environment and Sustainability
- ✓ Corporate Finance
- ✓ Organizational Dynamics
- ✓ Strategic Management
- ✓ Operations Management II
- ✓ Personal and Corporate Ethics
- ✓ Transforming Business through Information Technology
- ✓ Internet-Enabled Businesses
- ✓ Business Research Methods
- ✓ Workshop on Interviews and Presentations

### Terms 4,5,6 (July to April)

- ✓ Government Systems and Policy Process
- ✓ In Terms 4, 5, and 6, electives are offered in different subject areas. Students are encouraged to take electives based on their career aspirations and job requirement.

*List of electives is on the following page*

# List of Electives

## Marketing Area

- ✔ Consumer Behaviour
- ✔ Sales and Distribution Management
- ✔ Integrated Marketing Communication
- ✔ Digital and Social Media Marketing
- ✔ Marketing Strategies
- ✔ Product and Brand Management
- ✔ Business-to-Business Marketing
- ✔ Services Marketing
- ✔ Marketing Analytics
- ✔ Retail Management
- ✔ Entrepreneurial Marketing
- ✔ Rural Marketing
- ✔ Managing Customer Value
- ✔ Pricing Strategy
- ✔ Sustainable Marketing
- ✔ International Marketing

## Finance Area

- ✔ Banking & Risk Management
- ✔ Equity Analysis and Portfolio Management
- ✔ Project Appraisal and Financing
- ✔ Behavioural Finance
- ✔ Management of Financial Services
- ✔ Fixed Income Securities
- ✔ Financial Modelling
- ✔ Management of Personal Finance
- ✔ Financial Analytics using Python
- ✔ Fintech
- ✔ Financial Derivatives
- ✔ Mergers & Acquisitions
- ✔ Venture Capital and Private Equity

## Organizational behavior and Human Resources (OB and HR) Area

- ✔ Talent Acquisition
- ✔ Learning and Development
- ✔ Performance Management & Appraisal Systems
- ✔ HR Analytics
- ✔ Diversity & Inclusion
- ✔ Compensation Management
- ✔ Industrial Relations & Labour Laws
- ✔ Organizational Development & Change
- ✔ Negotiation
- ✔ International Human Resource Management
- ✔ Managing Virtual Team
- ✔ Emotional Intelligence
- ✔ Coaching and Mentoring

## Operations Area

- ✔ Project Management
- ✔ Service Operations Management
- ✔ Quality Management
- ✔ Logistics Management
- ✔ Supply Chain Management
- ✔ Decision Support Systems
- ✔ Manufacturing Management

## Analytics Area

- ✔ Advanced Statistics
- ✔ Big Data Analytics
- ✔ Operations Database Management
- ✔ Business Intelligence
- ✔ AI and ML for business application
- ✔ ML for Data Science
- ✔ Data Visualization

## General Management

- ✔ International Business Management (IBM)
- ✔ International Business Strategy and Exports
- ✔ Institutions, Macroeconomics & the Global Economy (IMAGE)
- ✔ Public Policy, Design & Implementation (PPDI)
- ✔ Innovation and Strategy
- ✔ New Age Business Models
- ✔ Management Lessons from Bhagwad Gita
- ✔ Leadership lessons from Mahabharata

\* The elective list is only indicative and may be revised for MBA/PGDM 2024-26.

## CLUBS & SOCIETIES

The clubs and societies provide a platform for students to express their talent and act as the network lifeline for the entire IILM Community. This interaction with fellow students and active participation helps with the overall growth and development of a young person into a well-rounded individual.

 <b>Fundwiser</b> IILM UNIVERSITY	<b>SYNERGY</b> THE HR & MARKETING CLUB	 <b>PLACEMENT COMMITTEE</b> IILM UNIVERSITY	 <b>Innovation &amp; Entrepreneurship Club</b> IILM University
 <b>Yuva Goonj</b> Spreading Smiles	 <b>REJUVENATE</b> The Wellness Hub	 <b>utsav</b> CULTURAL CLUB	 <b>PRAKRITIK CLUB</b>

## ALUMNI ACHIEVEMENTS



**VIRESH KESRI**  
Founder  
Offset Global Technologies  
2006 - 08



**HAVISH MADHVAPATY**  
Founder  
Havish M Consulting  
2007 - 09



**SHIV AGGARWAL**  
CEO  
One Varsity Edutech  
2007 - 09



**GAURAV SINGH**  
Director-GPC  
HDFC Wealth Management Ltd  
2005 - 07



**KARUN VARMA**  
Sr. Executive Director  
North Office Business at DLF  
2000 - 2002



**ABHISHEKH JOSHI**  
AGM-Marketing  
Radico Khaitan Pvt Ltd  
2007 - 09



**PUNEET MATHUR**  
Brand Manager (Business Head India)  
Tissot watches  
1994 - 96



**SIDDHANT LALL**  
AVP-SCM  
Oakter  
2019 - 21



**HARSHITA AGRAWAL**  
Global HR Officer  
Ericsson  
2018 - 20



**TEJWINDER SINGH**  
Senior Consultant  
Grant Thornton Bharat LLP  
2017 - 19



**YOGESH YADAV**  
AVP-Internal Audit  
SBI Cards  
2006 - 08



**VIKRAM BHATIA**  
Zonal Head-Mktg (North&East)  
Radio City 91.1 FM  
2009 - 11

## MESSAGE FROM OUR PRO CHANCELLOR



### Prof. (Dr.) Shailesh Gandhi

Pro-Chancellor  
IILM University, Gurugram  
Former Dean, IIM, Ahmedabad

At IILM University, we empower students to thrive as future-ready leaders in a competitive business world. Our MBA/PGDM programmes offer transformative learning with academic rigor, practical relevance, and a global perspective. As a leading higher education institution, we foster intellectual stimulation, innovation, and inclusive learning. Our carefully crafted programme equips you with the knowledge, skills, and mindset for success in your chosen field and the business world.

Discover endless possibilities, broaden your horizons, and embark on a rewarding career with an MBA / PGDM from IILM University.

Welcome to a world of opportunities !

## CAMPUS RECRUITERS


## MBA PLACEMENTS (400+ COMPANIES)

We take immense pride in our MBA/PGDM program's success, and our graduates consistently secure promising positions in top-tier organizations worldwide. Here are some recent placement statistics:

Overall Placement Rate:	Maximum Package Offered :	Average Package :	Top Recruiting Sectors:
<b>100%</b>	<b>20 Lacs Per Annum</b>	<b>8 Lacs Per Annum</b>	<b>BFSI, Consulting, FMCG, Media, Retail</b>

At IILM, we're committed to nurturing your potential, fostering innovation, and shaping leaders for the dynamic world of business. Join us and embark on a transformative journey toward a successful and rewarding career.

## LEARN FROM THE BEST

Experience the guidance of world-class pioneers on your journey towards education, wisdom, and knowledge. These experts bring vast industry experience in their respective fields, enhancing both the teaching and learning processed.



**Dr. S. Y. Quraishi**  
Chancellor  
IILM University, Gurugram  
Former Chief Election Commissioner of India



**Mr. Bharat Kaushal**  
Chancellor  
IILM University, Greater Noida  
MD, Hitachi



**Prof. (Dr.) Ranbir Singh**  
Pro-Chancellor  
IILM University, Gurugram  
Founder & Former Vice-Chancellor  
NALSAR Hyderabad & NLU Delhi



**Prof. (Dr.) Shailesh Gandhi**  
Pro-Chancellor  
IILM University, Gurugram  
Former Dean, IIM, Ahmedabad



**Mr. P. Dwarakanath**  
Pro-Chancellor  
IILM University, Gurugram  
Former Chairman  
GSK Consumer HealthCare



**Prof. (Dr.) Sujata Shahi**  
Vice-Chancellor  
IILM University, Gurugram  
Professor of Organisational Behaviour &  
Human Rights



**Prof. (Dr.) Taruna Gautam**  
Vice-Chancellor  
IILM University, Greater Noida  
Professor of Economics



**Prof. (Dr.) Arvind Chaturvedi**  
Pro-Vice-Chancellor  
Director, School of Management  
IILM University, Gurugram  
Former Dean & Professor, IMI, New Delhi



**Prof. (Dr.) Asha Verma**  
Pro-Vice-Chancellor  
IILM University, Gurugram



**Prof. (Dr.) V. Chandra**  
Senior Director  
IILM University  
Lodhi Road



**Ms. Shailaja Bajpai**  
Professor of Practice  
IILM University, Gurugram  
Editorial Advisor, The Print



**Ms. Nidhi Razdan**  
Professor of Practice  
IILM University, Gurugram  
Journalist, Recipient, IPI India Award

### IILM University, Gurugram

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