

2024-26

FULL TIME AICTE APPROVED

PGDM+BUSINESS ANALYTICS

WITH TRIPLE SPECIALIZATION

TAXILA ALUMNI WORKING WITH

S&P Global



CRED

Deloitte.

ERNST & YOUNG

Mahindra FINANCE

TESCO

citibank

Capgemini

YES BANK

IBM

pwc

ORIX

Deutsche Bank

KPMG



BNY MELLON

PLACEMENT HIGHLIGHT - BATCH(2022-2024)

Companies Offered Campus Placement	Package
PWC (PricewaterhouseCoopers International Limited)	Not To Be Disclosed
TAS [Tata Administrative Services]	25.8 LPA
S & P Global	Not To Be Disclosed
Hindustan Unilever Limited	24 LPA
Asian Paints	Not To Be Disclosed
Berger Paints	Not To Be Disclosed
VE Commercial Vehicles [A Volvo Group And Eicher Motors Joint Venture]	10 LPA
Property Pistol, DUBAI	24 LPA
Decathlon	14 LPA
Appcino Technologies	7.5 LPA
Smart Serve	Not To Be Disclosed
Jaro	8.5 LPA
E & Y	Not To Be Disclosed
AU Bank	Not To Be Disclosed
Hero Moto Corp.	20 LPA
Vedanta	14.90 LPA
Microtel New Zealand	24.76 LPA

ADVISORY BOARD

Dr. Himanshu Rai, Ph.D IIM-A

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TAXILA BUSINESS SCHOOL

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CEO & MD
VYGON INDIA LTD.

Shri Nand Kishore Chaudhary

CHAIRMAN & MD
JAIPUR RUGS

Shri O. P Agarwal, IIM-A

INDUSTRIALIST PRESIDENT
IIM Ahmedabad Alumni
Association Rajasthan

PLACEMENT REPORT 2022-24

International Placements	30% of the Batch
Highest International Package	28.60 Lakhs(as per Indian Standards)
Highest National Package	25 Lakhs.
Average Package	11.50 lakhs+

TAXILA ALUMNI

**INDIA HEAD
& Sr.VICE PRESIDENT**

CITI BANK

***GARIMA
SINGH***



TAXILA ALUMNI

VICE PRESIDENT

RBL BANK

***URVASHI
PARMAR***



TAXILA ALUMNI

KPMG
GLOBAL SERVICES

**ASSOCIATE
CONSULTANT**

***PREET
ZAVERI***



TAXILA ALUMNI

ERNST & YOUNG

**ADVANCED
ANALYST**

***AMISHA
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TAXILA ALUMNI

**JPMORGAN
CHASE & CO.**

**SENIOR
ASSOCIATE**

***SURBHI
DWIVEDI***



TAXILA ALUMNI

SALES DIRECTOR

**GLEN COVE
PROPERTY**

***YAKSH
REDHU***



TAXILA ALUMNI

KPMG
GLOBAL SERVICES

**ASSOCIATE
CONSULTANT**

***ADHYARTH
JYOTISHI***



PLACEMENTS-2023

**HINDUSTAN
UNILEVER LTD**

**BUSINESS
ANALYST**

**VARUN
NAYAK**



PLACEMENTS-2023

DUBAI

Rs. 28.60 L.P.A.

***BIDISHA
DAS***



PLACEMENTS-2024



pwc

PWC

BATCH 2022-24

**KAMYA
SETHI**



PLACEMENTS-2024



pwc

PWC

BATCH 2022-24

**JAI
PRAKASH**



PLACEMENTS-2024



pwc

PWC

BATCH 2022-24

**AMIT
KUMAR**



PLACEMENTS-2024



pwc

PWC

BATCH 2022-24

**MOHIT
SACHDEVA**



SALIENT FEATURES TO JOIN

Superb Academic Team

Faculty with PhD/Alumni from IIMs.

Excellent Industry Interface

Regular academic seminars, Multiple Projects & Paid Internships.

Mentor & Mentee Scheme

For hand holding, guidance & care.

Finest Infrastructure

High-Tech Classrooms, Auditorium, Library, Indoor Swimming Pool, Gymnasium etc.

Strong Alumni Network

2000+ Alumni working across the globe.

Excellent Placement Record

- a. Consistent 100% Placements for last 10 years.
- b. "Best Placements" Award consecutively for last three years from ASSOCHAM.

Excellent Startup Environment and Progressive Ecosystem

- a. More Than 20 Startups in last 3 years.
- b. "Rajsthan Udyog Ratan" Award Bestowed to Taxila Startup by Rajasthan CM.

**Rs. 28.60
Lakh**

Highest Package

**Rs. 11.50
Lakh**

Average Package

PROMINENT RECRUITERS

S&P GLOBAL	DEUTCHE BANK	ERNST & YOUNG	ICICI BANK	PWC
RELIANCE INDUSTRIES	TIMES OF INDIA	IDFC FIRST	INFOSYS	HINDUSTAN
UNILEVER	CANARA	HSBC	RELIANCE	NIPPONICICI
PRUDENTIAL	HDFC ERGO	HINDUSTAN ZINC	ITC LIMITED	BOSCHSIEMENS
GENPACT	XL DYNAMICS	GRAVITA LTD.	INFOEDGE PVT. LTD.	HOTEL HILTON
GODREJ	ASIAN PAINTS	FORTIS HEALTHCARE	AVATA	CLUB MAHINDRA
OYO ROOMS	ALIBABA	INDIAMART	AXIS BANK	RAJASTHAN GOVT.

RECRUITING COMPANIES OVER THE YEARS

BANKING & FINANCE

S&P GLOBAL
BANK OF NEW YORK
AMERICAN EXPRESS
CRED
DEUTCHE BANK
ORIX
ICICI BANK
BIRLA SUNLIFEE
QUITAS BANK
ANAND RATHI
AAVAS FINANCE
ERNST & YOUNG
EMPAXIS
CANARA
HSBC
IDFC FIRST
AXIS BANK
RELIANCE NIPPON
ICICI PRUDENTIAL
HDFC ERGO
APPOLO MUNICH
AU SMALL FINANCE BANK

IT & ITES, ED-TECH SERVICES

THINK & LEARN PVT. LTD
EXTRAMARKS
TOPPR
INFOSYS
NIT
E-BIX
TCS
WIPRO
COGNUS INFOTECH
ORANE CONSULTING
TDS EDU-INNOVATION
ACS SOLUTIONS
I-DISHA INFOLABS
INFOEDGE PVT. LTD. (NAUKRI)
PLANETSPARK
GENPACT
XL DYNAMICS
LIDO LEARNING
LEARNING ROUTE
SCHOOL LOG

MANUFACTURING, REALTY & CONSULTING

HINDUSTAN UNILEVER LTD(HLL)
BOSCH
SIEMENS
RELIANCE
GODREJ BOYCE
ASIAN PAINTS
HINDUSTAN ZINC
ITC LIMITED
VAN HEUSEN
VYGON INDIA LTD.
GRAVITA LTD.
LINENWALAS LIMITED
FENESTA
ORIX CORPORATION
SYNERGY MARKETING INC
STONEAGE
RD CONCRETE
OUTLOOK
EASEMAKERS
EASY DINNERS
RADIO MIRCHI

HR, LOGISTICS, ECOMMERCE & SERVICES

ALADDIN TECHNOLOGIES
SATGURU TRAVELS LLP
BERGER PAINTS
PROPERTY PISTOL
TREEBO
ALIBABA
INDIAMART
VIVO
OPPO
CAR DEKHO
PINCLICK
FORTIS HEALTHCARE
CLUB MAHINDRA
EXPRESSO LOGISITICS
99 ACRES
SQUARE YARDS
THRILLOPHILIA
TIMES OF INDIA
HOTEL ROYAL ORCHID
TREEBO
ANANTA RESORTS

EMINENT FACULTY MEMBERS



Prof. Rajat Bohra, Dean, IIM-A Alumni

- Serial Entrepreneur, as CEO
- Interest Areas - Business Management and Entrepreneurship

Dr. Alka Jain, PhD, Director

- 25 Years of experience in teaching & Research
- 5 Books, 37 National & International Journal Publications, 40 Research Papers
- Specializes in domains of Marketing Management & Human Resource Management



EMINENT FACULTY MEMBERS



Prof. Lavina Khilnani, PhD, Deputy Director

- A very passionate and popular teacher with 9 years of teaching experience
- Her academic Interest lie in Human Resource Management & Marketing Management
- Passionate researcher with 5 Publications

Dr. Harvinder Soni, PhD

- A Passionate faculty with more than 25 years of experience
- 2 Books & 20 Research papers
- Certified Trainer in Transaction Analysis
- Guided 5 Research Scholars
- Domain expertise in Organizational Behavior & Human Resource Management



EMINENT FACULTY MEMBERS



Dr. Sanjoli Jain, PhD

- 8 Years of experience in Corporate Sector (HDFC Bank & Citifinance) & teaching
- A Passionate faculty member deft at Business Statistics, Applied Economics & Research Methodology

Dr. Vivek Joshi, PhD

- 20 Years of experience with 14 years in Corporate Consulting and training.
- He is empanelled trainer with LIC, Mutual Funds, NSE, Indian Institute of Corporate Affairs.



EMINENT FACULTY MEMBERS



Dr. Riddhi Tambi, PhD

- A passionate academician having experience of more than 8 years.
- She has done her Doctoral research in Marketing.
- She has published research papers and Books in areas of HR and Marketing
- His core area includes HR, Marketing, Research etc.

Dr. Prerna Sahni, PhD

- A journalist by profession and academician by passion.
- An MBA with specialization in Marketing that is accompanied by her forte in ever evolving Advertising , Brand communication and management .
- Industrial experience of more than two decades in white goods industry, media house and academia.
- Conferred upon by several awards including Maharaja Ishwari singh award for outstanding contribution to journalism.



EMINENT FACULTY MEMBERS



Prof. Anil Kumar Pathak

- 25 years of experience in HRM, Industrial Relations, Project Management & Administrative Functions.
- His key interests have been in fields of Recruitment, Training and Compensation.
- Handled operations on behalf of Government of India for agreements between INDO-US, INDO-FRENCH, INDO-UK, INDO-GERMAN and INDO-Switzerland.

Prof. Jitendra Nigam, MBA

- 28 Years of Corporate experience including as Vice President, “AVERY” (MNC)
- Passionate and very competent in Marketing & Sales Management
- Director at Modern Petrofils Baroda and Board Advisor to Shahpura Hotels



EMINENT FACULTY MEMBERS



Prof. Kishore Sharma, MBA

- Invited to Develop Management education in Malaysia and Nepal by respective Prime Ministers
- Acknowledged by Press Club of India
- His core competence is managerial communication and personality development

Prof. Anuradha Mehta, MBA

- A Dedicated Edupreneur.
- A great Motivator and proven Institution Builder.



EMINENT FACULTY MEMBERS



Prof. Nitesh Saxena, M-Tech CE

- Passionate Information Technology professional with 10 years of teaching experience
- A dedicated educationst
- Pioneer in various programming languages.

Abhinav Pandey, B.Tech (I.T)

- Digital Marketing coach and Consultant with 11+ years of experience in the service domain.
- Handling Digital Marketing, Training & Internship.



EMINENT FACULTY MEMBERS



Prof. Purushottam Khandelwal, BE [BITS Pilani]

- Rich Corporate experience of over 36 years in Instrumentation Limited, LML, Shriram Fertilizers, Bosch Limited etc
- An Expert in Supply-Chain Management, Lean Management, TPM & Quality Management

Prof. Bharti Arora, M.Com, FRM (USA)

- 10 Years of experience (4 years in Industry, 4 years in Academics)
- A proven Finance faculty known for simplifying complex finance contents



ABOUT PROGRAM

PGDM+BUSINESS ANALYTICS

The program **PGDM in Business Analytics with Triple Specialization** offers a mandatory specialization in Business Analytics with two more specializations of student's choice from the offered specializations in third term.

SPECIALIZATIONS OFFERED

01 Business Analytics (Mandatory)

02 Marketing Management

03 Operations Management

04 Human Resource Management

05 International Business Management

06 Consultancy

07 Neuromarketing

08 Entrepreneurship

09 Financial Management

PROGRAM DETAILS

Total Credits For PGDM + Business Analytics = 120 (First year-60, SI-6, Second year-54)

FIRST YEAR COURSES

TERM - 1

1. Business Statistics with SPSS
2. Marketing Management
3. Managerial Economics
4. Financial Accounting
5. Organisational Behaviour
6. Business Consultancy-I
7. Python (BA)
8. Entrepreneurship Part-I
9. Digital Marketing in The Era of AI & New Technology-I
10. Communication & Collaboration-I
11. Mancomm-i

TERM - 2

1. R Language (BA)
2. Strategic Management
3. Corporate Finance
4. Organisational Design in The Age of Advanced HRDR.
5. Entrepreneurship Part-II
6. Digital Marketing in The Era of AI and New Technology-II
7. Business Research
8. Business Consultancy
9. Mancomm-II

ABOUT PROGRAM

TERM - 3

1. Power Bi (BA)
2. Operations Management
3. Management Accounting
4. Macro Economics
5. Corporate Governance in CSR
6. Legal Aspects of Business
7. Profit Management
8. Digital Marketing in the Era of AI & New Technology- III
9. Mancomm-III

Entrepreneurship / Internship

- Winter Internship: January - February
- Summer Internship: July - August

SECOND SEMESTER (Specializations & Courses)

Operations Management

1. Supply Chain Management
2. Service Operation Management
3. Project Management
4. Quality Management
5. Logistics Management
6. Enterprise Resource Planning (ERP)

ABOUT PROGRAM

Marketing & International Business

- | | |
|---------------------------------------|--------------------------------------|
| 1. Integrated Marketing Communication | 5. Sales and Distribution Management |
| 2. Service Marketing | 6. Product and Brand Management |
| 3. International Marketing | |
| 4. Retail Marketing | |

Human Resource Management

- | | |
|---|--|
| 1. International HRM | 5. Organizational Change and Development |
| 2. Compensation and Benefits Management | 6. Training and Development |
| 3. Recruitment and Selection | |
| 4. Performance Management | |

Business Analytics

- | | |
|----------------------------------|--|
| 1. Scripting Language Python/ R. | 5. Digital Marketing |
| 2. Advance MS Excel (VBA) | 6. Business Intelligence & visualization
Tools Tableau , Power BI |
| 3. Block Chain Technology | |
| 4. Database System SQL / NON SQL | |

Financial Management

- | | |
|---|------------------------------------|
| 1. Security analysis and Portfolio Management | 5. Marketing of Financial Services |
| 2. Merger and Acquisition | 6. Risk Management |
| 3. Financial Derivatives | |
| 4. Corporate Taxation | |

FEE, SCHOLARSHIP & FUNDING

100% EDUCATION LOAN FACILITY AVAILABLE FOR TWO YEARS 2024-26

PLAN - 1

AMOUNT IN INR

REGISTRATION FEE	50,000.00
CAUTION DEPOSIT (REFUNDABLE)	10,000.00
LUMP SUM (ONE TIME)	9,00,000.00
TOTAL	9,60,000.00

PLAN - 2

AMOUNT IN INR

REGISTRATION FEE	50,000.00
CAUTION DEPOSIT (REFUNDABLE)	10,000.00
1ST INSTALLMENT	4,85,000.00
2ND INSTALLMENT	4,85,000.00
TOTAL	10,30,000.00

HOSTEL FEE: BOARDING AND LODGING PER SEAT

AMOUNT IN INR

CAUTION DEPOSIT (REFUNDABLE)	5,000.00
HOSTEL FEE (BOARDING AND LODGING INCLUDED)	
YEARLY PLAN	1,05,000.00/PA

Books Charges = 20,000 + Uniform Charges = 9,000

* Any Government taxes like gst or other taxes if levied at any time will be paid by the student.

* REFUND POLICY: The refund policy of the institute in case of withdrawal/ cancellation of Admission is as per the rules of AICTE vide its Public Notice Advt.NO.AICTE/Legal/04/01/2007

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ADMISSION PROCEDURE

The admission procedure for PGDM (Post Graduate Diploma in Management), TWO Years FULL TIME

Program	PGDM (Post Graduate Diploma in Management)
Duration	2 Years, Regular, Full Time
Approval	AICTE, Min of HRD, New Delhi
Eligibility Criteria	Graduate with 50% in any stream and a valid entrance exam score card.
Fee Structure	AICTE, Min of Ministry of Education, New Delhi

Eligibility Criteria for Admission

- Applicants with minimum 50% marks in any discipline in Bachelor's degree under UGC/AICTE Act can apply
- Entrance exam score card is mandatory, candidate should have appeared for any exam out of CAT/MAT/XAT/ATMA/CMAT.
- Applicants appearing for Final year of their graduation should submit their mark sheet latest by 30th November 2024.

Note : (Applications shall be accepted on meeting all the eligibility criteria before joining the program to keep swiftness with the severity of the internal assessment process..)

Selection Criteria

60 Percent Weightage



40 Percent Weightage



SCHOLARSHIP & GRANTS

BASED ON ENTRANCE EXAM & COURSE

Category	Scholarship Amount
CAT/XAT 90% and Above	2 Lakh
MAT/CMAT/ATMA 90% and Above	1 Lakh
CAT/XAT 80% and Above	1 Lakh
MAT/CMAT/ATMA 80% and Above	50,000

BASED ON ACADEMIC PERFORMANCE

Category	Scholarship Amount
Student Scored more than 75% in 10th, 12th and Graduation	1 Lakh

WORK EXPERIENCE

Category	Scholarship Amount
Corporate Experience minimum 3 Years	2 Lakh
Corporate Experience minimum 2 Years	1 Lakh
Own Startup minimum 3 Years	2 Lakh
Own Startup minimum 2 Years	1 Lakh

OTHER

Category	Scholarship Amount
Ward of Single Parent	50,000
Sibling Discount (to one only)	50,000

- Bank Statement & Salary slip + Offer Letter (minimum Gross Salary should be Rs. 25,000 after Graduation)
- Candidate should be One of the Directors of the Company with minimum Turnover of Rs. 25 Lakh per year.

INFRASTRUCTURE



VISION & MISSION



VISION

To be a nationally and internationally recognized academic institution known for academic excellence, continuous innovation and creating donors for the society.

MISSION

- To nurture socially responsible leaders and active contributors and donors to society, through community engagement, ethical education, sustainable practices.
- Cultivate innovative and versatile business professionals with expertise in data-driven decision-making, strategic planning, and interdisciplinary collaboration to drive organizational excellence.
- Inculcate National and Social awareness with Global outlook and to apply management skills to resolve Industrial and environmental problems.



TAXILA BUSINESS SCHOOL

Sector - 9, Mandir Marg, Patel Marg, Mansarovar, Jaipur, Rajasthan 302020

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| Instagram : [taxilabusinessschool](https://www.instagram.com/taxilabusinessschool)



TAXILA BUSINESS SCHOOL

Sector 9, Mandir Marg, Patel Marg, Mansarovar, Jaipur, Rajasthan, India, 302020.

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