

SINCE 2003

RANKED AMONG TOP 50
BUSINESS SCHOOLS IN INDIA

TAXILA
BEYOND EDUCATION

EXECUTIVE PGDM

Dual Specialisation
For Working Professionals

AICTE APPROVED | 18 MONTHS
| HYBRID MODE



TAXILA BUSINESS SCHOOL

Tel. : +91 84040 40404, | Web. : www.taxila.in | Email : info@taxila.in | Facebook : www.facebook.com/taxila.in

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

TAXILA ALUMNI WORKING WITH

S&P Global



Deloitte.  **ERNST & YOUNG**

Mahindra FINANCE



citibank



BNY MELLON

**INDIA HEAD &
Sr. VICE PRESIDENT**

CITI BANK

**GARIMA
SINGH**



TAXILA ALUMNI

TAXILA
BEYOND EDUCATION

**NATIONAL BUSINESS
HEAD**

**DMI HOUSING
FINANCE**

**URVASHI
PARMAR**



TAXILA ALUMNI

TAXILA
BEYOND EDUCATION

**HINDUSTAN
UNILEVER LTD**

BUSINESS ANALYST

**VARUN
NAYAK**



TAXILA ALUMNI

BRICKS & WOODS

**INVESTMENT
CONSULTANT**

1.0 CRORE P.A.

**YAKSH
REDHU**



KPMG

GLOBAL SERVICES

**ASSOCIATE
CONSULTANT**

**PREET
ZAVERI**



TAXILA ALUMNI

TAXILA
BEYOND EDUCATION

ERNST & YOUNG

ADVANCED ANALYST

**AMISHA
GUPTA**



TAXILA ALUMNI

KPMG
GLOBAL SERVICES

**ASSOCIATE
CONSULTANT**

**ADHYARTH
JYOTISHI**



**JPMORGAN
CHASE
& CO.**

SENIOR ASSOCIATE

**SURBHI
DWIVEDI**



UNIQUE FEATURES OF THE PROGRAM

01

Experienced & acclaimed faculty
(including PhD & alumni from IIM-A)

02

Extensive network of alumni - executives
working across the globe & in diverse
industry sectors

03

Innovative, progressive & industry
relevant content

04

Inspiring class diversity, peers from
multiple industries

05

Unique specialization - Business
Analytics among others

06

Modern & interactive pedagogy course
(Simulations, Case studies etc.)

07

Best ROI - no need to quit your job

08

Taxila EPGDM provides students with the
same solid foundation of management
principles & practices as a two year
regular PGDM/MBA, with similar rigour,
range of specializations, learning outcomes
& placement opportunities





- 01 AICTE approved Post Graduate Qualification
- 02 Suitable for working executives as well as business owners
- 03 Functional specializations to choose from (Supply Chain Management, Digital Marketing, Mktg, Fin, HR & Business Analytics & more)
- 04 Live industry projects under expert faculty guidance
- 05 Placement assistance from an experienced placement cell
- 06 Hybrid Classes (Online & Offline) to be held at weekends to distribute load, facilitate learning and reduce disruption of work of participants to the best extent feasible
- 07 Academic terms scheduled to accommodate important festivals & financial year-end work pressure of participants

The entire 18 month EPGDM course is delivered through a carefully selected 25 core and elective specialization courses of 3 credits each delivered over first 5 trimesters. The final i.e. 6th trimester will have a project course equal to 6 credits. Each credit is equal to 10 hours of class engagement.

The Course will be delivered in a hybrid mode where the students will have a choice to attend their classes online or offline. The usual classes will be held at weekends spread over Friday (2 hrs), Saturday (3 hrs) & Sunday (3 hrs).

CREATING A SOLID FOUNDATION

Taxila EPGDM provides students with the same solid foundation of management principles & practices as a two year regular PGDM/MBA, with similar rigour, range of specializations, learning outcomes & placement opportunities.

The content is innovative, progressive & industry relevant. The specializations include one on Business Analytics which has a great future potential. The pedagogy is Interactive and experiential using case studies and simulations.

Faculty at Taxila consists of two Former Vice Chancellors, PhD & Alumni of IIMA and other reputed institutions and practicing CEOs. There are more than 2000 Taxila Alumni working across the globe.

COURSE STRUCTURE

Term-1

1. Managerial Communication
2. Management Accounting
3. Marketing Management
4. Managerial Economics
5. Statistics and MS-Excel for Business

1. Macro Economics & Indian Economy
2. Human Relations Management
3. Data Analytics for Business
4. Financial Management
5. Consumer Behaviour

Term-2

Term-3

1. MIS & Operations Management
2. Leadership & Organizational Behaviour
3. Business Research Methods
4. Corporate Finance
5. Negotiation Skills

1. Business Strategy & Change Management
2. Corporate Governance, Ethics & Sustainability
3. Entrepreneurship
4. Business Law & International Business
5. One Specialization Course

Term-4

Term-5

5 Courses in respective Specialization
(Course List available on the next page)

The Independent Project allows the EPGDM students to partner with a business organization on a real-time challenge of strategic importance. Students are advised by a faculty member and receive academic credits for their final analysis and report. This project course will be equivalent to 6 credits.

Term-6
(Final Independent Project Term)

LIST OF SPECIALIZATIONS

The Elective Specialization will be offered in 6 functional areas as follows:

1. Financial Management
2. Marketing Management
3. Human Relations Management
4. Business Analytics
5. Digital Marketing
6. Operations & Supply Chain

Every student will have an opportunity to specialize in one functional area from the six enlisted above. Every specialization will have 6 courses together equivalent to 18 credits.

(* List is indicative and not exhaustive.* Courses may be dropped/added based on interest.)

Financial Management



- Indian Banking & Taxation
- Business Valuation
- Mergers, Acquisition and Corporate Restructuring
- Security Analysis and Portfolio Management
- Financial Analysis, Planning & Control
- Financial Modelling & Analytics using MS-Excel

Marketing Management



- Digital Marketing & Marketing Analytics
- B2B Marketing & Service Marketing
- Sales & Distribution Management
- Retail Management
- Product and Brand Management
- Rural Marketing

Human Resource Management



- Building Learning Organizations
- Designing Organizations for Uncertain Environment
- Training and Development
- Recruitment, Selection & Building Effective Teams
- Compensation Management
- Human Resource Analytics

Business Analytics



- Big Data Analytics
- Data Visualization & Tools
- Introduction to Tableau
- Introduction to R programming
- Predictive Analytics & Forecasting
- Block Chain & Crypto currencies

Operations & Supply Chain



- Supply Chain Management
- Logistics Management
- Quality Management
- Service Operations Management
- Project Management
- Inventory Management

Digital Marketing Specialization



- Web Designing
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Social Media Marketing (SMM)
- Email Marketing and Mobile SEO
- Internet Marketing

ELIGIBILITY CRITERIA

The program is meant for academicians and executives having a full-time work experience of more than 2 years. The candidates would have to take a management entrance exam (CAT/XAT/CMAT/MAT/ ATMA etc.). The MAT exam happens four times in a year.

NUMBER OF SEATS : 60

ADMISSIONS WILL BE APPROVED BASED ON A TWO STAGE PROCESS

Stage 1 :

Academic and Work Experience Profile – 50%

Academic profile of the applicant would consist of marks scored at Class XII, Graduation and Management entrance exam (CAT/XAT/CMAT/MAT/ ATMA etc.). Suitable weightage will be given for academic diversity, professional qualification & excellence level of institutions attended etc. Work experience profile would value length and quality of work experience. Suitable weightage will be given for quality & economic standing of the company worked for & job profile entrusted.

Stage 2 :

Personal Interview – 50%.

NOTES:

- Once selected, the candidate needs to deposit the registration fee of Rs.15000 at the time of offer or receipt of admission letter, failing which the candidature will get cancelled and the EPGDM seat will be passed to the next candidate in waiting.
- Applying for the admission does not ensure that candidate will be called for GD/PI process or get admission. The discretion of the admission committee of the Institute will be final.

FEE STRUCTURE

Application Form

AMOUNT IN INR

Application Fees

1,200.00

PLAN-1

AMOUNT IN INR

REGISTRATION

15,000.00

ACADEMIC FEES: (ONE TIME PAYMENT)

85,000.00

TOTAL

1,00,000.00

PLAN-2

AMOUNT IN INR

REGISTRATION

15,000.00

2 INSTALLMENTS (2 X 50,000)

1,00,000.00

TOTAL

1,15,000.00

Education Loan Available

EMI Starting from Rs. 2000 P.M.

Notes

- * Any government taxes like GST or other taxes, if levied at any time will be paid by the student.
- * Refund Policy: As per AICTE Guidelines.

Taxila Business School offers customized training programs ranging from 1 day to 6 months as per need. We have well acclaimed and experienced faculty who have vast & relevant corporate experience. They include two former Vice Chancellors, IIM-A alumni & past/practicing CEOs.

Adding to our repertoire is a large network of industry stalwarts and world class trainers to deliver programs at Taxila. Some of the recent visitors who conducted workshops on Leadership & Motivation include Mr. Shiv Khera, Mr. Chetan Bhagat, Mr. Ashish Vidyarthi amongst others.

We offer following programs & actions which are customizable as per need.

- ⇒ Market research
- ⇒ Build and write case studies
- ⇒ Customised Trainings based on your organisation's needs

Finance Programmes

- ⇒ Understanding basic finance for non-finance professionals
- ⇒ Project Costing
- ⇒ Stocks & Derivative Markets
- ⇒ Fintech, Blockchain & Cryptocurrencies

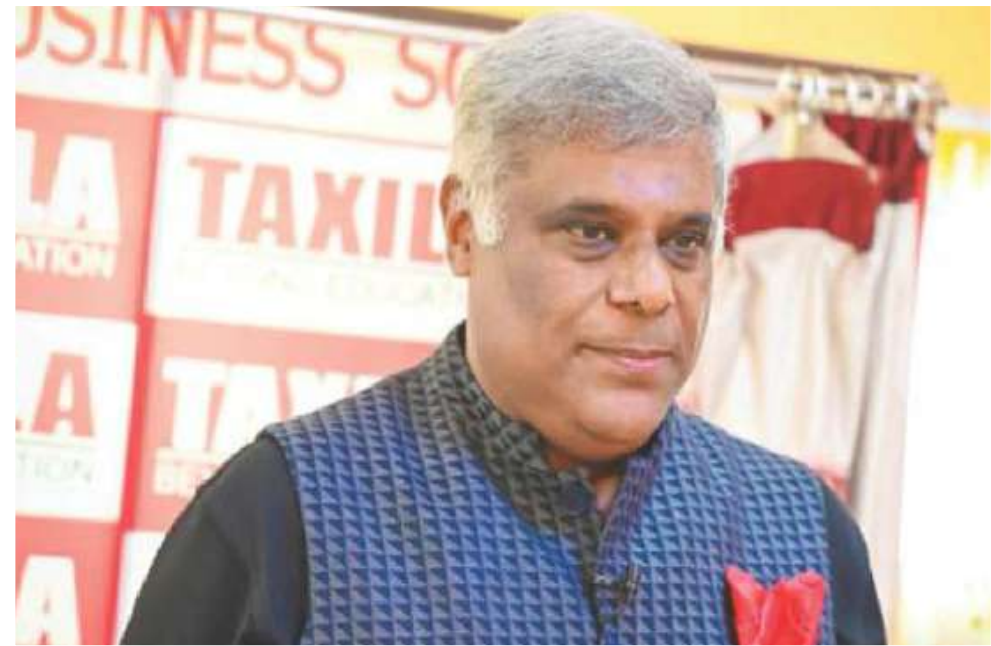
Non-Finance Programmes

- ⇒ Microsoft Suite- Word, Excel & Powerpoint
- ⇒ Advanced MS-Excel
- ⇒ Business communication & presentation skills
- ⇒ Digital & Social Media Marketing
- ⇒ Improving Sales & Negotiation skills
- ⇒ Using Data Analytics for Prediction/Forecasting
- ⇒ Understanding & Executing Business Strategy
- ⇒ Conflict Management
- ⇒ Leadership & Motivation
- ⇒ Team management

GUEST SPEAKERS & TEDx



Mr. Shiv khera
(Motivational Speaker)



Mr. Ashish Vidyarathi
(Actor & Life Coach)



Mr. Chetan Bhagat
(IIT-Delhi, IIM-A)



TEDx
(Taxila Business School)

INFRASTRUCTURE

TAXILA
BEYOND EDUCATION



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TAXILA
BEYOND EDUCATION

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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TAXILA BUSINESS SCHOOL



AICTE - APPROVED EXECUTIVE PGDM

Duration : 18 Months

 info@taxila.in



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