PGDM
( Post Graduate Diploma in Management )

2-Year Full-Time Programme Approved by AICTE

Quality Education... Exceptional Placements...
ABOUT US

Rajalakshmi School of Business is a part of Rajalakshmi Institutions, a 21-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:

- Strong core faculty team having PhDs, including from IIMs, IITs and leading overseas B-Schools
- Dual Specialization, including in Business Analytics
- Trimester Calendar, as in the IIMs
- 100% Placement Record since Inception
- Free Text Books & Course Materials
- Merit 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
- Separate hostels for men and women 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, affordable fee

OUR ACADEMIC GURUS - A Select/Non-exclusive List

- Ashok Natarajan, PGDM (IIMC), M.S. (Kellogg School of Management), PhD (University of California) Finance & Accounts
- Gautam Ghosh, B.Tech (IITK), PGDM (IIMC) Marketing & Strategy
- Srikanth Parthasarathy, MBA, Ph.D Finance & Accounts Programme Head - PGDM
- Badri Toppur, MBA, MS, Ph.D (University of Massachusetts, Amherst, USA) Operations Management & Quantitative Methods Head of the Centre of Excellence in Business Analytics
- Merlin Mythili, MA, MHR, MBA, Ph.D Organizational Behavior & Human Resource
- Tanusree Chakraborty, MA, MBA, Ph.D. (Cal Univ) Organizational Behavior & Human Resource
- R.M. Harindranath, PhD (Anna University) Business Analytics
- Satish Thampi, PGDM (IIMA) Marketing
- P.V. Hariharan, PGDM (IIMA) Marketing
- Latha Vijaybaskar, M.Phil, MBA, BIM (Trichy) M.Sc (Psychology), PhD 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.
PROGRAMME
RSB’s AICTE approved two-year full-time Post Graduate Diploma in Management (PGDM) programme is designed specifically to meet the changing trends and requirements of the modern business world. The programme is spread across six trimesters, with three trimesters in each academic year, with a summer internship at the end of the first year, and has been designed to optimize the learning outcomes and the ability to apply knowledge into practice through Integrated Management Courses and Labs, General Management Courses, Core Courses and the most contemporary Electives.

CAREER ENHANCEMENT TRAINING PROGRAMME (CETP)
RSB’s CETP includes the following modules:
- Industrial and Business Domains
- Professional Development Workshop
- Organizational Processes and Communication
- Soft-skills Training
- Aptitude Test Training
- CV Building
- Capstone Project course
- 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. Candidates with work experience will be given weightage during the admission process.

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 scores. Entrance exam scores are considered as 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 2nd week of February to 2nd week of March 2019 at any of the following locations:- Chennai, Kolkata, Hyderabad and Patna. Candidates who cannot make it to any one of these locations will be interviewed through Skype

d) Industry Experience
Candidates who have full-time industry experience post their graduation will get a certain credit for their experience. However, industry experience is not mandatory. Candidates fresh from college will also be considered.

NEW

Business Analytics
Starting with the 2019-21 batch, RSB will be offering a specialization 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 & Telecom, Health Care, E-commerce etc
- Average CTC: Rs. 5.03 lakh per annum
- Highest CTC: Rs. 7.00 lakh per annum

Our Top Recruiters

Programme Fee: Rs. 5.90 Lakh for 2 years

Hostel Facility Available

and many more...
Why studying at Chennai will give you an edge in your career?

Tamil Nadu at a glance

- 2nd largest state economy in India after Maharashtra
- In PPP terms ($805.26 Billion), 32nd largest in the world (bigger than Vietnam, Belgium, Sweden, Norway, Finland, Denmark, New Zealand)
- 7.94% GSDP* Growth (FY 16-17)
- 8.03% GSDP Growth rate for 2017-2018 fiscal year-higher than national GDP growth for 2017-2018
*GSDP = Gross State Domestic Product

Chennai

- Sixth largest city and fourth most populous urban agglomeration in India (2011 Census)
- Chennai is among the most-visited Indian cities by foreign tourists
- Hub of Medical tourism – 45% of foreign health tourists and 30 to 40% of domestic health tourists come to Chennai

Focus Sectors

- Automobile & Automobile components
- IT & ITeS
- Electronics & Hardware
- Textiles and Apparel
- Pharmaceuticals and Bio-tech
- Agro and Food Processing
- Aerospace & Defence
- Renewable Energy
- Infrastructure
- Skill Development
- Chemicals & Petrochemicals
- Heavy Engineering

Chennai – India’s Largest Automobile Cluster

Places to Explore

Marina Beach  Mahabalipuram  Kanyakumari

Thanjavur  Ooty  Kodaikanal
Mr. M. Ponnuswarthi, Chairman & Managing Director, Pon Pure Chemicals Group
Panel discussion on “Regaining Excellence: Industrial Growth in Tamil Nadu”

TESTIMONIALS

RSB has the zeal to work and to drive results.

Mr. S. Aravind
Zonal Sales Manager
Bharti Airtel Limited

RSB has very energetic and positive attitude 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) open for learning. (The) batch of students is very good. (The campus is a) place to come again.

Ms. Sayee Bhuvaneswari
Sr. Vice President - Sales
Hitachi Solutions

(We) could see lot of charm and good talent around. The environment (at RSB) is good.

Mr. Ganapathi Subramanian
Head - HR & Personnel
Sundaram Finance Pvt Ltd

The Road to Success...
ROUTE MAP

Chennai Bangalore Highway

Admission Helplines: 91 90251 03677/99055 33143 (For East & North)

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

CAMPUS
Kuthambakkam Post, Chennai-600 124
Tel: 91 44 37106501/02 Email: admissions@rsb.edu.in

CITY OFFICE:
#69, New Avadi Road, Kilpauk, Chennai-600 010
Tel: 91 44 26442472/2646 1316/0124
info@rsb.edu.in

www.rsb.edu.in