



Lawrence  
Technological  
University

PUNE INSTITUTE OF BUSINESS MANAGEMENT  
NBA & NAAC ACCREDITED PROGRAMS  
APPROVED BY AICTE | AFFILIATED TO SAVITRIBAI PHULE PUNE UNIVERSITY

# GLOBAL JOINT DEGREE PROGRAM

PUNE INSTITUTE OF BUSINESS  
MANAGEMENT, PUNE, INDIA

In collaboration with

**LAWRENCE TECHNOLOGICAL  
UNIVERSITY, MICHIGAN, US**



# RANKINGS AND RECOGNITIONS

Accredited by



Certified Member of



PIBM's PGDM has been accorded equivalent to an MBA degree



Ranked by NIRF 2023 among:

- Top 5 B-Schools in Pune
- Top 125 B-Schools in India



**50<sup>th</sup>**  
in Best Private  
B-Schools in India



Awarded for the "Most Innovative Learning Practices 2018" in Asia



**34<sup>th</sup>**  
in Top  
B-Schools  
in India

**23<sup>rd</sup>**  
in Top Private  
B-Schools  
in India

**16<sup>th</sup>**  
in Top B-Schools  
in India in West  
Zone



Featured in Forbes  
Marquee edition as  
one of the "Great  
Indian B-Schools"



Awarded as the "Best  
Emerging Institute in  
India"



**16<sup>th</sup>**  
Top B-Schools in  
India for Finance

**10<sup>th</sup>**  
for Intellectual Capital  
& Learning Experience

**10<sup>th</sup>**  
for Industry  
Interface



Recognized as  
one of the Best  
Education Brands



Covered by Republic  
TV as one of the  
Great Places to  
Study in India.



## PIBM IN NUMBERS

**750+**

Corporate Guests to interact with PIBM students

**400+**

Faculty & Domain Trainers to imbibe the Business Management Knowledge

**30+**

Industry Visits in various companies to understand the corporate functions at first hand

**100+**

Mock Interviews to ensure imbibing the confidence required for the Placement process

**800+**

Top Recruiters from diverse sectors to offer the best jobs to PIBM students

**8000+**

Success Stories of our proud Alumni already created by PIBM since inception

**21000+**

Book copies available in PIBM's Library

**50+**

Live Business Projects to assist students in developing Practical knowledge

**50+**

Mock Group Discussions to practice the art of communication & building knowledge

**21+**

Certification Programs: SAP - ERP, Six Sigma, R, MS Project, Advanced Excel, Python, Tableau & more

**10+**

Business Magazines Subscription to keep abreast with the Global Business & Economics

**100+**

Aptitude Tests to improve the analytical and reasoning skills

**3000+**

Book Titles from various fields & functions

**15+**

National & International Journals subscription like ProQuest & JQuest

**26+**

States from where Students have joined PIBM to achieve their dreams



## ABOUT PIBM

A renowned B-School in Pune, Pune Institute of Business Management (PIBM) is a campus equipped with world-class faculty, innovative training & research methodologies, modern industry-relevant learning tools, and dynamic students. The PIBM surpasses business leadership & management education quality by imparting the best learning environment. Being one of the top B-Schools in India, PIBM's goal is to educate students on the necessities of leadership and contribution with integrity. We ensure to provide advanced fundamental knowledge to cultivate creativity.

PIBM for PGDM has proudly launched a Global Joint Degree Program that imparts world-class international MBA education in collaboration with Lawrence Technological University, located in Michigan USA. The Global Joint Degree program by PIBM for PGDM is a collaborating venture in which students will get the opportunity to learn on two different campuses in two different countries, i.e. first year in Pune (India Campus) and final year in the LTU (USA Campus).



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**GLOBAL**  
*seek. knowledge worldwide*

**Lawrence**  
**Technological**  
**University**



At PIBM, we are dedicated to imparting quality business education. We're leading in pioneering research for effective knowledge, accelerating solutions, and amplifying their impact. The Global Joint Degree program opens the gates for management aspirants to complete their international career dreams while accomplishing the best of business management education.

Lawrence Technological University is a reputed institution known to develop innovative and agile leaders by educating individuals with world-class education. They believe in providing a student-centric learning environment to embrace theory and practice rapidly. PIBM's collaboration with Lawrence Technological University, LTU emphasizes the quality of business education for the intellectual development and transformation of our students into critical thinkers, leaders, and lifelong learners.

# GLOBAL JOINT DEGREE PROGRAM

01

A global exposure with the benefit of learning from world-class professors and corporate professionals with rich experience in diverse industries

02

Learn Business Management along with STEM subjects with an analytical and data-oriented curriculum

03

Overcome real business challenges by focusing on a case-study-based learning approach

04

Expand your knowledge beyond the regional focus and build a global outlook with the guidance of international experts

05

Get the chance to learn management concepts from the diverse network of more than 750+ industry experts

06

Get 6-12 months of practical industry exposure while learning with the Curriculum Practical Training Program

07

Visa Guidance & Assistance for students to get enrollment into the top international institute in the USA

08

Global Placement assistance in the USA to get jobs in top international companies after the completion of the program

09

Get a chance to widen your practical knowledge with valuable work experience in the USA with a minimum of 1 year of Optional Practical Training with an option to extend for another 2 years



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PIBM for PGDM is offering you a world-class international MBA education to suit your specific goals. In today's competitive job market, an international MBA gives you the edge over others and imparts the industry-relevant Knowledge & Skills in Business Administration, you need for a robust career in management and leadership in global organizations.

## Global Joint Degree Program (PIBM + LTU)

The Global Joint Degree Program by PIBM for PGDM can open vast career opportunities for Indian students not just in the USA but across the globe.

We at PIBM focus on the use of advanced teaching & training methodologies and modern learning tools as part of the curriculum to ensure real-world business management skills development, that can readily be adapted to a professional corporate environment. The International MBA in USA program prepares you for a business leadership role with highly transferable skills.

The PIBM's collaboration with the Top Business Schools in America has opened the gates of opportunities to offer an international MBA program in the USA. The top MBA universities & colleges in the USA have collaborated with the Pune Institute of Business Management (India) for the Global Joint Degree Program.





# GLOBAL SKILLS DEVELOPMENT





## FINANCE

Multinational companies around the world demand finance professionals who have acquired knowledge and competencies in globally-recognized skills in financial management. At PIBM, Finance specialization students undergo rigorous training on the most important financial concepts and job profiles required & recognized around the world. Following are some of the aspects of financial training:

Extensive exposure to Global Taxation, Finance Analytics, Equity Research, Investment Banking, Capital Markets, Wealth Management, Commercial Credit, Corporate Finance, Financial Advisory, Finance Quality Management, Treasury, and many other important job profiles

Training on financial and statistical tools like Bloomberg, Ace Analyzer, SPSS, and Advanced Excel

Practical hands-on experience in conducting financial statement analysis, research, and building robust and flexible financial models

Training by Corporate Panelists, Corporate Guests, and Academic experts on Capital Markets, Fund Accounting, Risk Advisory, Corporate Finance, and other profiles

## CERTIFICATIONS & TRAINING

01

**Bloomberg Terminal**

02

**NISM Certification**

03

**CFA Training**

04

**Financial Modeling Training**

05

**CISI Certification Training**

06

**SAP - FICO & FSCM Certification**

07

**CPA Certification Training**

08

**Financial Statement Analysis Training**

## GLOBAL SKILLS DEVELOPMENT

# MARKETING

The Marketing landscape has changed around the globe with more integration of technology and data analytics. At PIBM, students who are pursuing Marketing and Sales specialization get exhaustive training on the important skills and knowledge recognized by companies around the world. Following are some of the aspects of training at PIBM in the Marketing domain:



Extensive hands-on training on Marketing Analytics, Digital Marketing, Channel Management, B2B/B2C/B2H Sales, Advertising, Branding, Market Research, Retail management, Media Sales, Pre-sales, and many other important job profiles

Training on how to prepare a global & international Marketing strategy for global companies which helps to understand organizational processes, identify business problems, and build Marketing solutions

Training on how to identify the business problems, understand the needs of existing customers, identify new business opportunities and changing market trends, discover potential customers, and many more, helping the businesses grow at a multinational level

Training by Corporate Panelists, Corporate Guests, and Academic experts on Marketing Strategy, Digital Marketing, Marketing Analytics, and other important profiles

## CERTIFICATIONS & TRAINING

01

SAP - S&D  
Certification

02

Marketing Analytics  
Training

03

Digital Marketing  
Tools Training

04

SPSS

05

Advanced  
Excel

## HUMAN RESOURCES

PIBM, over the years, has developed industry co-designed training programs and methodologies for the HR domain. The focus of the training is to develop the competencies, skills, and knowledge that are required by the top global MNCs. HR domain

students at PIBM are trained with advanced HR management concepts to become the global leaders of tomorrow. The students are trained on globally accepted training tools & techniques.



Rigorous practical training on HR Analytics, HR Generalist, Performance & Talent Management, Training & Development, International Labour Laws, PMS Modeling, Talent Acquisition, Recruitment & Selection, Employer Branding, and many other important job profiles & domains

Training to identify the problems in diverse industries, in order to let the students get a practical knowledge of how to build various HRM Modules, PMS Structures, and much more irrespective of the sector they are working in

Training on how to use tools & techniques like Human Resource Management System (HRMS) or Human Resource Information System (HRIS), employee Net Promoter Score (eNPS), workforce Analytics, 360-degree Appraisal and many more

## CERTIFICATIONS & TRAINING

01 HR Analytics Training

02 SAP - HRM Certification

03 SPSS

04 Advanced Excel

# BUSINESS ANALYTICS

A degree and knowledge in Business Analytics domain has increasingly become popular around the world. With businesses becoming more data-focused, there's a huge demand for business analysts who are excellent at data analytics and related functions. Business Analytics students at PIBM are trained to become successful BA professionals with in-depth and advanced knowledge required by companies from around the world.



Training on Artificial Intelligence (AI), Big Data, Data Quality, Data Analytics, Statistical Methods, Data Optimization, and Data Visualization Models to manage an organization's business planning

Internships & live projects in diverse sectors for learning and implementing the strategies developed during the training process which helps to have a perfect blend of forming a business strategy and executing them efficiently and effectively

Advanced case study analysis method is used to train students, giving them in-depth knowledge to analyze & predict patterns and make informed business decisions across various domains

Training in various data analytical tools for managing important functions required by Business Analyst job role

## CERTIFICATIONS & TRAINING

- 01 Python Training
- 02 Tableau
- 03 SPSS
- 04 R Training
- 05 QlikView
- 06 Advanced Excel



## OPERATIONS

Operations management as a business practice is considered one of the most important functions in companies around the world. Supply chain management and logistics have great importance for the customers, suppliers of the company, its owners, and shareholders. Operations management creates and ensures the effective functioning of the material flow in an organization.

In-depth training on important concepts of Operations such as Supply Chain, Logistics, Capacity Planning, Quality Control & Assurance, Lean Manufacturing, Product & Service Design, Process Improvement, Optimization, Warehousing, Stock Control, and many more

How to organize the storage and distribution of goods, how to ensure that the right products are delivered to the right location on time and at an efficient cost

Intensive hands-on training on understanding the whole supply chain of various companies belonging to diverse sectors through live projects & internships

Practical hands-on training on communication skills on how to liaise with suppliers of raw materials, manufacturers, retailers, and consumers

## CERTIFICATIONS & TRAINING

01

Six Sigma - Green Belt Certification

02

SPSS Training

03

MS Project Certification

04

Advanced Excel

# Lawrence Technological University in Michigan, USA

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## **PROGRAM STRUCTURE - PIBM**





## COMMON

- Managerial Accounting
- Financial Management
- Marketing Management
- Human Resource Management
- Managerial Economics
- Business Research Methods
- Business application and Statistical Analysis
- IT for managers
- Quantitative Methods
- Business Communication
- IELTS Training
- Business Analytics
- Fundamentals of Management and Organizational Behavior
- Legal Environment of Business
- Strategic Management
- Global Business Economics
- Operations and Supply Chain Management
- Reflective Leadership
- Management Information Systems
- Summer Internship Project
- Communication Training
- Quantitative Methods (Aptitude Training)



## MARKETING

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- B2B Marketing
  - Sales & Distribution Management
  - Strategic Marketing
  - Marketing Analytics
  - Marketing Of Financial Services
- 

## FINANCE

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- Derivatives
  - Financial Modelling (Project, Equity & Risk)
  - Banking & Financial Services & Insurance
  - Corporate Finance
  - Global Taxation
- 

## ANALYTICS

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- Data Visualization using Tableau
  - Machine Learning
  - Exploratory Data Analysis
  - SQL
  - Business Analytics Project
- 

## HR

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- Talent Acquisition
  - Performance Management System and Balance Scorecard
  - Compensation and Benefits
  - Learning and Development
  - HR Analytics
- 





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# PROGRAM STRUCTURE - LTU

## CORE

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- Reflective Leadership
  - Management Info systems
  - Global Strategic Management
- 

## BUSINESS ANALYSTS

(ANY THREE)

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- Statistics of Data Analysis  
Visualization
  - Python for Data Analysis and  
Visualization (Required)
  - Business Analysis and  
Intelligence
  - Visual Analysis
  - Data Mining Algorithm
  - Data Science for Business
-



## **CYBER SECURITY**

### **(ANY THREE)**

- 
- Advanced Computer Networking (Required)
- 
- Cyber Security
- 
- Cyber Law, Policy & Ethics
- 
- Disaster Recovery and Business Continuity
- 
- Vulnerability Analysis & Penetration Testing
- 

## **MARKETING**

- 
- Digital Management
- 
- Marketing Research & Consumer Behavior
- 

## **FINANCE**

### **(ANY THREE)**

- 
- Corporate Finance
- 
- Investment Management
- 
- Financial Market & Institutions
- 
- International Finance
- 
- Risk Management
- 

## **INFORMATION TECHNOLOGY**

### **(ANY THREE)**

- 
- Project Management
- 
- Database Management Systems
- 
- Systems Analysis & Design
- 
- Advanced Computer
- 
- Cyber Security
- 
- Cyber Law, Policy & Ethics
- 

## **PROJECT MANAGEMENT**

### **(ANY THREE)**

- 
- Project Management (Required)
- 
- Management Outsourced Project
- 
- Agile Project Management
- 
- Organization Development & Change Management
- 
- Managing a Global Workforce
- 
- Project Risk & Quarterly Management
-



## CHAIRMAN & EXECUTIVE DIRECTOR'S DESK

Pune Institute of Business  
Management



As a top B-school in India, focusing on providing quality business management education, we believe in setting up unique training methodologies which gear towards competency and confidence-building in the students. We believe in building management careers on a solid foundation of Practical & Experience-based learning rather than just Classroom Theories.

Case Studies are conducted for each concept to understand the practical applications of Business Theories. It is of utmost importance to build the Business Environment in the classroom to simulate the practical application of Business Management concepts. So, the training

process is furthered by experiential learning where Corporate Heads from specific domains train the students.

Students also learn by implementing their strategies & models developed during the training process at various companies during their multiple stints through Live Business Projects & Internships.

We majorly focus on developing the concentration of mind which increases the willpower. Students with this increased concentration and willpower, grasps the knowledge and facts quickly and easily. Students spend their time with Mentors who are corporate heads and senior faculty, discussing doubts and problems they have. In addition to the academic and intellectual inputs, adequate stress is laid in inculcating the traits of leadership and team spirit in order to facilitate students to realize their full potential. Every student is equipped with Business Concepts, right attitude, competencies, and personality.

### **DR. RAMAN PREET**

**Chairman & Executive Director  
Pune Institute of Business  
Management**

# PIBM FACULTY MEMBERS



**Dr. Rajasshrie Pillai**

Dean - Research  
& Development  
PIBM



**Dr. B Naresh**

Assistant Director  
- Academics  
PIBM



**Dr. Riddhiman  
Mukhopadhyaya**

Area Chair - Marketing  
PIBM



**Dr. Rajalakshmi M**

HOD & Associate  
Professor - HR  
PIBM



**Dr. Ritesh Kumar  
Varma**

HOD - Finance  
PIBM



**Mr. Shailesh  
Gupta**

HOD - Aptitude  
& Communication  
PIBM



**Mr. G Pravin Kumar**

Deputy HOD, Marketing  
PIBM



**Dr. Sanjeev  
Kulkarni**

Professor  
PIBM



**Dr. Poorna  
Chandra Prasad**

Associate Professor  
Marketing  
PIBM



**CA Gurpreet Kaur**

Assistant Professor  
PIBM



**CFA Niteesh  
Srivastava**

Assistant Professor - PIBM



**CA Nikhil Nainani**

Assistant Professor  
PIBM



**CA Yash Mehta**

Assistant Professor  
PIBM





# VISITING FACULTY & ACADEMIC REVIEWERS



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**Prof. A. K Jain**  
IIM, Ahmedabad



**Prof. Jahar Saha**  
IIM, Ahmedabad



**Prof. Asit R Barma**  
IIM, Kashipur



**Prof. Pranabesh Ray**  
XLRI, Jamshedpur



**Prof. Deepak  
Tandon**  
IIM, Delhi



**Prof. Mukund Dixit**  
IIM, Ahmedabad



**Prof. Jaydeep  
Mukherjee**  
MDI, Gurgaon



**Prof. Sumi Jha**  
NITIE, Mumbai



**Prof. Neeraj  
Pandey**  
NITIE, Mumbai



**Prof. Gordhan K  
Saini**  
TISS, Mumbai



**Dr. Sanjay Dhir**  
IIT, Delhi



**Prof. Barnali  
Chaklader**  
IMT, Ghaziabad



**Prof. K S Ranjani**  
NITIE, Mumbai



**Prof. Harvinder  
Singh**  
IMT, Ghaziabad



**Prof. Umesh  
Mahtani**  
GIM, Goa



**Prof. Prakash  
Singh**  
IIM, Lucknow



## OUR ASSOCIATION

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International  
University**

Pune Institute of Business Management is a prestigious business management school committed to making the meaningful and impactful changes needed to transform and strengthen students to grow their global careers. We intend to deliver higher education to pursue a distinct and enduring mission in our society.

The collaboration between PIBM & LTU ensures an outstanding frame for students to learn from world-class faculties. The joint collaboration between both universities employs world-class international MBA education to shape the global career of the students.

We are enthusiastically open to new ideas to give our students a warm environment to grow in their professional surroundings. The tie-ups enclose the whole development of students along with international business etiquette as well as culture.



The students will complete their first 60 electives at the Pune Campus in India and then move to the USA campus at LTU to complete the remaining 60 electives

Get transcript after successful completion of the first year at Pune Campus and after completion of the program get Global Joint Degree at LTU

Practical training with CPT and OPT is also included in the program where students will be able to get practical exposure to their academic learning

The benefit of a Dual internship is that students will be able to get the internship in India as well as in the USA as part of the curriculum

Joint research, faculty exchange, and a lot of new opportunities are included in the student program

Global webinars, joint seminars research publications, and library materials all are accessible

# ABOUT LAWRENCE TECHNOLOGICAL UNIVERSITY

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Lawrence Technological University (LTU) was **established in 1932**

Built a reputation for excellence by **delivering well-prepared graduates into their respective industries**

LTU is where **degrees are designed to meet the educational goals** of students and exceed the highest standards of the industries they support

The Southfield campus has expanded its physical footprint, with **increased degree offerings**



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Member of **the North  
Central Association**

Accredited by **the Higher  
Learning Commission**

**Top 30% ranking of  
universities nationwide** by  
Bloomberg Businessweek

A **“Best in the Midwest”**  
designation from the  
Princeton Review

For the past 20 years LTU has been **highly ranked by the U.S.  
News & World Report**



# WHY LAWRENCE TECHNOLOGICAL UNIVERSITY?



Committed to **providing students the latest advancements in technology**

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One of the **nation's premier schools** in Engineering, Architecture, Science, and Applied Technology

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Offering over **100 programs** in Colleges of Architecture and Design, Arts and Sciences, Engineering, and Management

Get a problem-based, **"theory and practice"** approach to experiential learning

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All students are **supplied powerful laptops customized with the industry-standard software used in their fields of study**

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**Applied research**

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**Co-operative education**

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**Student competitions**

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**Close industry partnerships**

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**Internships**



# CURRICULAR PRACTICAL TRAINING (CPT)



CPT is an opportunity for every international student to get practical exposure to theoretical concepts they learn in their classrooms. Being an international student, one can also get to know more about the diverse culture in the USA.

International MBA CPT internships provide hands-on experience in real-world business settings, allowing management students to apply theoretical knowledge gained in the classroom to practical situations. Internships help to develop essential business management skills such as leadership, communication, problem-

solving, and project management, which are crucial for success in the business world.

CPT is for F-1 visa-holder students from foreign countries pursuing a postgraduate degree in business management in the USA. The practical training is available for students who have maintained their F-1 visa status for up to one year. To be eligible for CPT a student should enroll in a full-time course of one year to get the employment benefits of CPT. Students are allowed to work off campus with the authorization of the U.S. government.

You will be required to check with the academic advisor or department to determine if you're **eligible for practical training**

You can engage in this training for **as long as it is required by the curriculum**

Curricular Practical Training (CPT) must be completed before graduation from Lawrence Technological University

**Practical training** will be done in a full-time or part-time capacity

Duration for the Curricular Practical Training (CPT) will be 6-12 Months

Full-time Curricular Practical Training (CPT) **exceeding twelve months** will make you **ineligible for Optional Practical Training (OPT)**



## OPTIONAL PRACTICAL TRAINING (OPT)

Optional Practical Training (OPT) is a pivotal opportunity for international students to learn practical applications of business management along with the mandatory Curricular Practical Training (CPT). An OPT is similar to a corporate internship and offers temporary employment to F-1 visa holders in the USA to gain practical experience in their field of study.

The significance of OPT for international MBA students extends beyond the immediate benefit of gaining work experience. It bridges the gap between business management education and professional employment, by offering a platform to demonstrate their capabilities & knowledge to potential employers.

Indeed, an OPT helps in building a robust professional network, by employing the variation of the international business landscape and integrating into the global workforce. OPT as part of an international MBA in the USA, has become an essential and highly required element of management learners' educational process abroad as it helps them convert academic successes into professional outcomes.



Optional Practical Training (OPT) is available to **F-1 students, not J-1 students**

J-1 students should refer to **Academic Training for work authorization information**

OPT application can be made **three months before graduation**

OPT allows for a **12-month period of practical training**

**Permission from USCIS is required to start OPT**

**Employment offer is not necessary for applying for OPT**

**Only 90 days of unemployment are allowed during the 12-month OPT period according to government regulations**



## STEM OPT EXTENSION

By providing students a wider platform, PIBM guarantees that corporate interactions are not merely limited to the classroom. Numerous Corporate Heads visit the campus for panel discussions and knowledge-sharing interactions as part of the numerous events that PIBM hosts throughout the year, giving students more chances to speak with and learn from industry experts.

PIBM organizes a plethora of Corporate Events for the students such as CEO Charisma, Pioneer Convergence, Leaders' Conjunction, Sector Specific conclaves like Omnikart (FMCG Day), Innovating Retail (Retail Day), Microtom (MSME & SME Day), Estate Ground (Real Estate Day), and many more.

## ADDITIONAL TRAINING FOR CPT & OPT

Along with Curricular Practical Training (CPT) and Optional Practical Training (OPT) opportunities, you will be given training for clearing GDs and PIs that will include Mock



Group Discussions and Mock Personal Interviews in collaboration with prospective employers.

# AWARDS & MILESTONES



PIBM  
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- One of the “Best in the Midwest”
- Green College
- Among the best U.S. schools for game design



- Top Tier, America’s Best Colleges
- Online degree programs among the nation’s best
- Civil engineering program ranks 5th in the nation

## BUSINESS INSIDER

- One of the “Smartest Colleges in America”



- 5th among U.S. colleges and universities for boosting graduates’ earning potential



- In the top 10% in highest graduate starting salaries among U.S. colleges and universities

## DesignIntelligence

- One of the “Top 20” interior design programs in the USA
- Among the best U.S. architectural schools in construction methods and materials

## THE WALL STREET JOURNAL

- In the top 4 of 31 Michigan colleges and universities in average salary of its graduates 10 years after completing their education and 325th in the nation of the more than 1,000 schools ranked

- Among the best U.S. schools for game design
- State of Michigan Centre of Excellence for Sustainable Infrastructure and Structural Testing

# MESSAGE FROM THE DEAN



In line with the University's commitment to "theory and practice", the College of Business and Information Technology is committed to preparing ethical business leaders capable of facing challenges and opportunities of the global economy. The foundation of our business education rests on four pillars: student-centered, ethical leadership, urban setting, and interdisciplinary programs.

## **STUDENT-CENTERED:**

Our commitment to student-centered education encompasses all aspects of the educational experience, particularly quality teaching and excellent faculty, student service, and academic support.

## **ETHICAL LEADERSHIP:**

Motivated by our commitment to the education of the whole person, intellectually,

morally, and socially, we provide a rigorous and integrated business education for ethical and socially responsible leadership.

## **URBAN SETTING:**

We are located in Southfield, the heart of southeastern Michigan, which has more than 9,000 businesses and over 100 "Fortune 500" companies. Our students learn in a dynamic urban community and gain valuable experience that only a major metropolitan area offers. The quality and diversity of the student body, together with our location, provide students with an educational experience that prepares them for an increasingly diverse workplace.

## **INTERDISCIPLINARY PROGRAMS:**

As stated by Peter Senge, "good results in a complex system require integrating as many perspectives as possible." Our business programs are organized to cut across subject-matter lines, bringing together various aspects of the curriculum into meaningful association. You get more than just theories and equations at Lawrence Technological University. You are exposed to tools and practical experiences you will need to realize your dreams. Founded in 1952, LTU's College of Business and Information Technology has more than 10,000 alumni. For a school its size, the College has produced a large number of alumni prominent not only in Michigan but throughout the United States and the world.

## **DR. BAHMAN MIRSHAB PHD**

Dean, College of Business  
and Information Technology, LTU



**Dr. Tarek M. Sobh**

**President**

College of Management  
Lawrence Technological University



**Dr. Patty Castelli**

**Professor MBA**

College of Management  
Lawrence Technological University



**Eralda Caushaj**

**MBA, MS - Senior Lecturer**

College of Management  
Lawrence Technological University



**Dr. Matthew Cole**

**MA, MS Chair, Assistant Professor**

College of Management  
Lawrence Technological University



**Dr. Chih-Hao (Justin) Ku**

**Assistant Professor**

College of Management  
Lawrence Technological University



**Dr. Jacqueline Stavros**

**MBA, DM - Professor**

College of Management  
Lawrence Technological University



**Dr. Yu (Tony) Zhang**

**Assistant Professor**

College of Management  
Lawrence Technological University



**Dr. Jianjun (John) Zhu**

**Assistant Professor**

College of Management  
Lawrence Technological University

# CAMPUS LIFE AT LTU & PIBM





# CAMPUS LIFE AT LTU & PIBM







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## CORPORATE INTERFACE

**We collaborate with 800+ top companies and 750+ top corporate heads who use innovative training programs developed by the highly regarded executive committee to develop leadership, problem-solving skills, an analytical mindset, creativity, effective communication, and organizational abilities in our students.**

Regular training and networking events, such as Corporate Weekends, Pioneer Convergence, an annual business conclave, Manufacturing Day, IT & ITES Day, Analyst Meets, Industry Visits, and Internships & Live Business Projects, are held all year long at PIBM. These events create a strong foundation for students to engage in experiential & practical learning of business theories.



## CORPORATE EVENTS

By providing students a wider platform, PIBM guarantees that corporate interactions are not merely limited to the classroom. Numerous Corporate Heads visit the campus for panel discussions and knowledge-sharing interactions as part of the numerous events that PIBM hosts throughout the year, giving students more chances to speak with and learn from industry experts.

PIBM organizes a plethora of Corporate Events for the students such as CEO Charisma, Pioneer Convergence, Leaders' Conjunction, Sector Specific conclaves like Omnikart (FMCG Day), Innovating Retail (Retail Day), Microtom (MSME & SME Day), Estate Ground (Real Estate Day), and many more.

## CORPORATE INTERFACE

### CORPORATE PANELISTS

Corporate Panelists from PIBM are affiliated with the campus and visit frequently on the weekends to share their rich subject matter expertise. Our Corporate Panel members provide the students with advanced training based on their knowledge of a particular industry or sector. The trainers concentrate on topics that are important in today's business environment and incorporate actual business issues pertaining to their organization.

Our association consists of corporate heads from Marketing, Finance, HR, Operations, Consulting and IT domains from various sectors like BFSI, FMCG, Consumer Durables, FinTech, E-Commerce, Retail, Automobile, Telecom, and etc.



### CORPORATE MENTORSHIP

Our support is always there for the students, whether they are having trouble selecting the appropriate specialization or have questions about the curriculum. Each batch is divided into several groups at PIBM, and each group is assigned an experienced corporate expert who mentors the members of the group by sharing expertise, experience, and advice. The mentors provide their mentees with all the necessary expert assistance in an effort to support, encourage, and motivate them. As the mentors have already been through many obstacles, they guide the students on the path to overcome the obstacles.





**PIBM  
GLOBAL**  
*seek knowledge worldwide*

**Lawrence  
Technological  
University**

## PLACEMENTS & INTERNSHIPS

Equipped with the globally-recognized skills, industry-required competencies, and advanced management knowledge, the PIBM's Global Joint Degree Program allows you to bag lucrative Internships and Final placements in top MNCs across the globe. In today's corporate world, top MNCs are seeking Management Graduates with an entrepreneurial mindset and global skills over and above the advanced knowledge in international business management.

The Joint Degree Program is enhanced by the diverse professional and cultural perspectives that students bring. We are focused on fulfilling the growing demand of such management graduates through an advanced approach to management education, which is implemented through the extensive corporate exposure and rigorous training program.

PIBM has a tie-up with 800+ Global MNCs where our association has provided our students with world-class training, live projects, internships, and final placements. The robust corporate association ensures that our students will get to learn the practical aspects of business management as per global requirements.

## PLACEMENTS & INTERNSHIPS



### LIVE PROJECTS

Students are involved in 15 to 30 days of live projects to complete the job-based practical assignment from various organizations. These live projects offer a more specialized opportunity for students to showcase their talents within the organizations, even if for a limited duration. Corporate organizations extend live project opportunities in Marketing, Sales, Finance, HR, Analytics and strategy functions. Students are given the projects as per their domains which are linked with the topics covered in the subjects related to specialization. The program is designed to fulfill the following objectives:

- Understand the practical and integrative study of organization Structure & design basic activities in different types of function in the organization
- Understand the technology adoption in different functions of the organization like: Finance, Marketing, Analytics, HR and Operations
- Understand the process of change and the ways to manage it at different levels
- Develop competencies in students that will help them perform well in dynamic national and international environments and strive for excellence
- Understand how to develop different strategies by critical analysis of organization structure and design, which leads to sustainable development

## INTERNSHIPS



You will get the opportunity to work in one of the global companies from our tie-up where you will pursue your internship during CPT. The internship will provide an opportunity to build valuable global work experience to enhance your profile. Based on your internship experience & performance, you can also get the opportunity to convert the internship into a final job offer.

Students are exposed to various profiles to develop an understanding of business models of various companies and the various functions in an organization. Mentors ensure the student's learning and practical competency development of each student.

Mentors at PIBM play an essential role in the teaching of students. Mentors are connected with the external mentors, and weekly student learning and progress are monitored by the internal mentor in consultation with the external mentor.

## FINAL PLACEMENTS

Our placement team work round the clock to bring the best companies from across the globe and help in achieving their career goals. The final placement process sees companies from diverse sectors & industries such as Financial Services, Banking, IT & ITES, FMCG, Business Consulting, Consumer Durables, Automobile, Telecom, and many more. You will get the top job offers in attractive profiles such as Global Taxation, Investment Banking, Equity Research, Business Analytics, Channel Management, Digital Marketing, Business Consulting, Generalist HR, and much more.

# ENTREPRENEURSHIP CELL

At PIBM, entrepreneurship skills are imbibed in the student through various activities and subjects. Industry representation center is established at PIBM to provide exposure to students regarding new business development. Students are also trained onto the subject innovation and entrepreneurship management to ensure the building of entrepreneurship skills.

Assignments are provided to students to develop new business ideas and also case study assignments are provided to study the various types of entrepreneurs. Studying entrepreneurship benefits students and learners from different social and economic backgrounds because it develops the entrepreneurial skills and makes them confident to opt for starting their new business. Moreover, it creates opportunity, instills confidence, ensures social justice and stimulates the economy.

## RESEARCH & DEVELOPMENT CELL

PIBM recognizes the importance of promoting research which is directly aligned with its primary vision of creating employability potential in youth. PIBM also has a Research Cell in place which has been operational since 2014. Research Cell was set up to promote research at a larger scale for both faculty & students. Faculty members and students are supported with research funds, databases and industry connects for ensuring research aligned with the modern needs of the industry and society. Faculty members and students are encouraged to conduct consulting research and publish their work in high impact journals.

PIBM's R&D Cell organizes the Annual International Conference to provide an excellent platform for Academicians, Researchers, Corporates and budding students. The conference not only brings the best minds, both in the corporate and academic fields to one forum but also gives the opportunity to PIBM students to

understand the issues, challenges, strategies, and recent trends in the area of Business Management.

- **International Conference 2018 -**  
Emerging Trends in Business Management
- **International Conference 2019 -**  
AI & Cognitive RPA Applications in Businesses in Emerging Economies
- **International Conference 2020 -**  
Business Intervention & Technology
- **International Conference 2021 -**  
Innovation & Resilience - Transforming Challenges into Opportunities
- **International Conference 2022 -**  
Navigating the Future of Business during a Turbulent Environment
- **International Conference 2023 -**  
Agile Business in the Midst of Disruptions for Sustainability and Inclusivity





## INDUSTRY REPRESENTATION CELL

The IRC was set up to initiate innovative institutional practices pertaining to training and research. In 2015, the IRC was established to formally engage students and faculty in the process of developing new innovative learning & training practices. The most recent innovative practice introduced

by the innovation incubation cell was Psychometric consultation for all students prior to selection of specializations. Students and faculty members are actively involved in innovation centre for incubating business ideas and solutions.

# OUR RECRUITERS





## POTENTIAL CAREERS

3 years' work visa assistance after course completion

- Investment Banker
- Financial Advisor
- Risk Analyst
- Portfolio Manager
- Procurement Manager
- Tax Professional
- Audit Professional
- CPA Eligible
- Entrepreneur
- Marketing Manager
- Project Manager
- International Business Manager
- Market Analyst
- Brand Manager
- Management Consulting
- Business Consultant
- Marketing Data Analyst
- Business Analyst
- Finance Analyst
- Information Technology Manager
- Database Analyst/ Manager
- HR Manager
- Talent Acquisition
- HR Analytics
- Diversity and Inclusion
- Learning and Development
- Compensation and Benefits
- Health Care Management





## ELIGIBILITY

Graduation in any stream from Government-approved University with 60% aggregate, minimum 2.75 or better GPA

Statement of Purpose (SOP) in 250 – 500 words, detail why you are seeking an MBA, how you expect to apply your degree to your professional career after graduation, and why you seek to pursue your degree through the Lawrence Technological University & PIBM

GMAT exam (not mandatory), letters of recommendation, resume/cv and personal statements that are normally required for the admission process of the students seeking admission for the global program

English Proficiency: Students must meet minimum English Proficiency in either of the following:

- TOEFL Internet-based - 80
- TOEFL Computer-based - 213
- IELTS - 6.5
- PTE - 58
- Duolingo - 95

TOEFL or other exams not required for students whose medium of education is English during undergraduate



# ADMISSION REQUIREMENTS

- Application
- Official transcript of the last degree earned. To be considered for a scholarship and prerequisite waivers, you must submit transcripts from each institution attended.
- Two letters of recommendation: Letters may come from employers, professors, or professional associates and should describe your work ethic, academic or work experience, and why you would be a good fit for the program
- Personal Statement of Purpose:
  - In 250 – 500 words, detail why you are seeking an MBA, how you expect to apply your degree to your professional career after graduation, and why you seek to pursue your degree through the University of Bridgeport
- Résumé

## International Applicants

Please consult the International Admissions requirements page or for specific queries, contact your admission counselor.

## FEES

Program fees for the 2-year Joint Degree Program is **INR 30 Lakhs (Tuition)**

Get back scholarship of up to INR 1.5 Lakhs and additional Fee Waiver of up to INR 50000\*

The fee structure includes

- Tuition Fees
- International Studies Fees
- Student Health Insurance

**Scholar Educational Loan from SBI without any Collateral**

\*Terms & Conditions Apply



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OF BUSINESS MANAGEMENT**

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