



# PGDM

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## PGDM (FM)

Approved by AICTE



# IILM

ACADEMY of HIGHER LEARNING

Lucknow

तेषाम् एव अनुकम्पार्थम् अहम् अज्ञानजम् तम् ।  
नाशयामि आत्मभावस्थः ज्ञानदीपेन भास्वता ॥

**In the Gita, Lord Krishna says:**  
*“I, residing in the intellect of my devotees, destroy the  
darkness of ignorance by the resplendent light of  
knowledge.”*



IILM....A seat of holistic learning.

In Persian, IILM, or “iilm” means Knowledge. IILM communicates a place for seeking and attaining education and wisdom.

Our logo depicts the rising Sun, which, in the words of Swami Vivekananda, is symbolic of Jnana, within the universal symbol of the temple of learning.

IILM Academy Of Higher Learning, Lucknow aims at creating a learning culture where individual vision, intellectual discipline and team work are valued. We have adopted a unique model of education that is student-centric and career-oriented, combined with creation, dissemination and application of knowledge to create a synergetic impact that will address the high demand for professional manpower in the corporate world.

## OUR VISION

***IILM will educate and develop innovative, entrepreneurial and responsible business leaders.***

## OUR MISSION

We will offer with wider access, and in an inclusive and responsible manner:

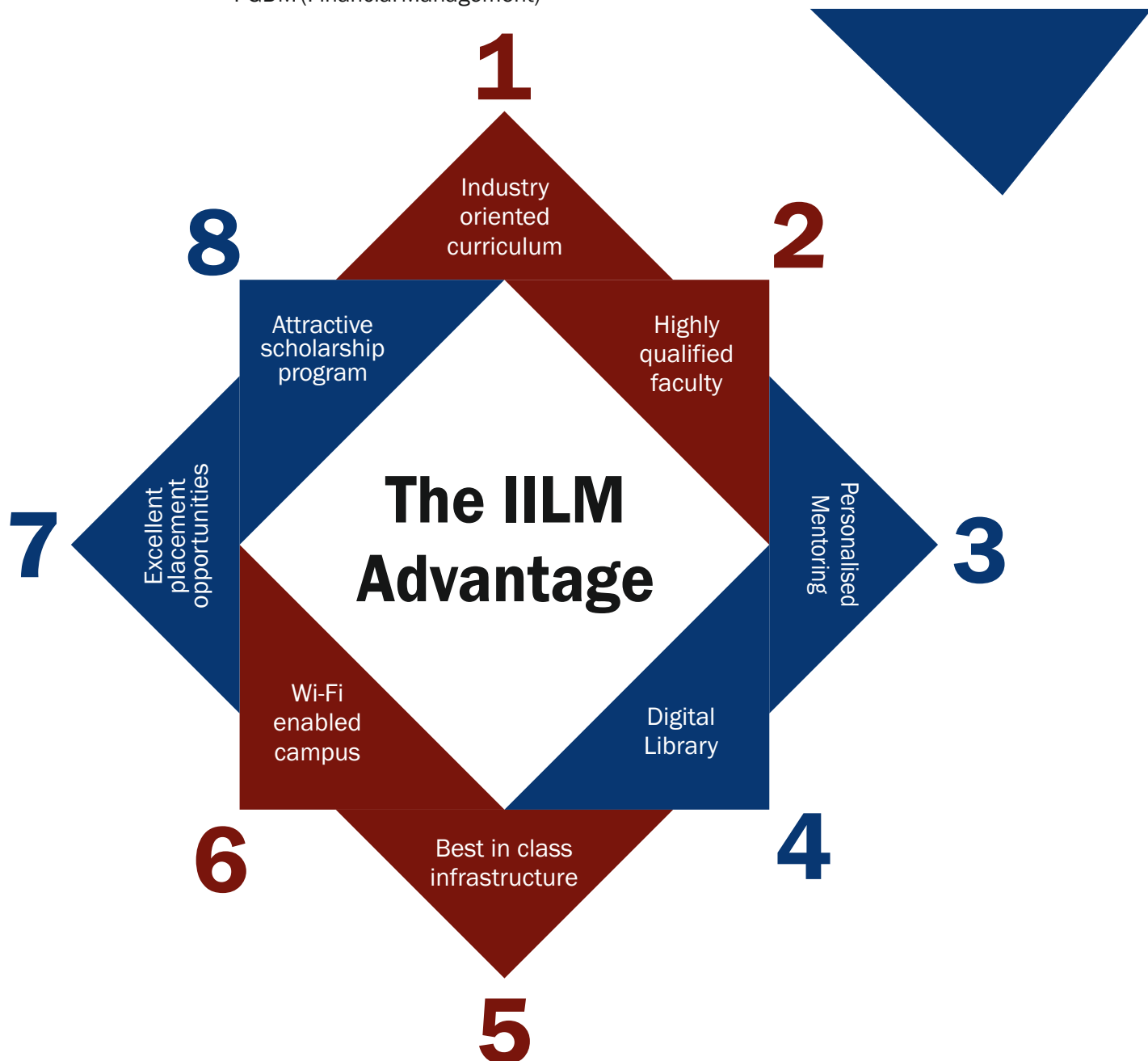
- An academically rigorous, practice and research-supported management education, based on principled and ethical values, which maximizes the value-add from entry to exit.
- An inspirational learning environment which fosters the understanding of disruptive technological changes; challenges current assumptions and encourages continuous innovation and learning.
- An outstanding practice-based and work-related learning experience which focuses on the application of knowledge and skills and is globally relevant.
- Personal mentoring which respects individuality and inspires students to become responsive and responsible business leaders.
- We will facilitate business and management research that leads to the creation of actionable knowledge, improves the understanding of management practices and provides inspiration for entrepreneurship and innovation.



# About IILM

IILM Academy of Higher Learning, Lucknow was established in the year 2004 under the aegis of the Ram Krishan & Sons Charitable Trust, Lodhi Road, New Delhi. The Trust is running various management institutions with the acronym IILM in different parts of the country with campuses in Lucknow, New Delhi, Gurugram, Greater Noida, and Jaipur. Over the years, the Institute and its founders have successfully fulfilled the extensive objective of propagating quality professional education and have made IILM a National Brand. The Lucknow Campus of the institute offers two full time programs, both approved by the AICTE, Ministry of HRD, Govt. of India:

- PGDM
- PGDM (Financial Management)







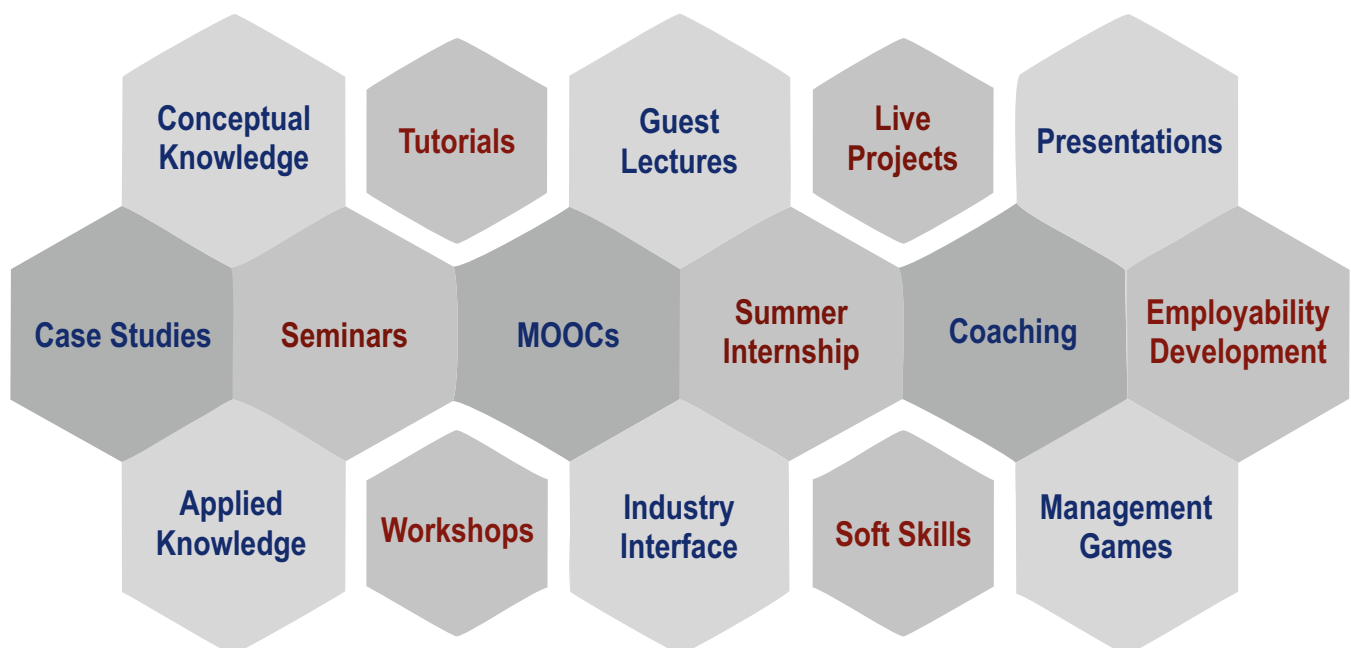
## PGDM (Core)

The Post Graduate Diploma in Management is designed with a view to fulfill the requirements of the industry from management graduates. The PGDM curriculum is designed and regularly updated, as per industry's requirements. The curriculum incorporates a balanced pedagogic approach including conceptual knowledge & practical learning of all functional areas, on-the-job training and real-world case studies to strategically equip the budding managers to face the challenges of the dynamic corporate world. Electives are offered in Marketing & Sales, Finance & Accounting, HR & OB, Operations & Business Analytics.

PGDM (FM) is the go-to program for students interested to make their careers in the exciting world of investment banking, portfolio management, securities analysis, fundraising, credit, banking, fintech, etc. The curriculum is designed to enable students to first acquire basic understanding of all functional management areas in Year 1, followed by an in-depth study of Finance & Accounting in Year 2, to prepare them for exciting careers in Core Finance as well as Financial Services Sector. The program aims at creating specialised financial professionals for effectively managing the financial pulse of a business.

## PGDM (Financial Management)

### Pedagogy





## Industry Interface

IILM Lucknow aims to focus on the holistic development of its students through varied industry engagement activities. The purpose is to connect students with industry experts and help them to develop a better understanding of real life business situations. These activities not only strengthen our relationship with the companies but also provide a platform to the students to use their conceptual knowledge in an organizational setting. This real life industry experience and the inputs shared by the corporate leaders results in experiential learning, thus adding value to the learning process.

## Distinguished Guest Speakers

- Anshuman Vidyarthi  
Regional Head - UP & UK  
Indusind Bank
- Mudit Dalela  
Zonal Head (HR)  
Mahindra Finance Limited
- Nikhil Jagota  
Zonal Manager (Credit)  
Hero Housing Finance
- Kaustav Majumdar  
Chief Executive  
ILS Network
- Syed Hasan Jafar  
Head Commodities  
CMIE
- Dr. Prakash Singh  
Professor  
IIM, Lucknow
- Shruti Kirti Chauhan  
Regional Head, Academics  
Tata ClassEdge
- Akash Bajjal  
Sr Manager (Business Development)  
SBI Life
- Dr Devashish Das Gupta  
Professor  
IIM, Lucknow
- Abhishek Srivastava  
ASM  
Himalaya Ltd
- Akhilesh Shukla  
Pre Sales Consultant  
HCL Technologies.
- Ritu Garg  
Soft Skills Trainer
- Srikrishnan V  
Key Account Director  
LinkedIn
- Sébastien de Beaufort  
Serial Entrepreneur, University Lecturer  
COO of Tonic Teaching, Luxembourg - Europe
- DDR Srivastava  
Ex-DGM  
SBI Bank
- Akarshan Srivastava  
Corporate Trainer
- Lalit Gupta  
Regional Head (North)  
Reliance Jio Store
- Sayed Amir  
Ex Cluster Programming Head  
Big FM
- Mandeep Sodhi  
Life and Leadership Coach

- Alok Tripathi  
Senior GM, Printing Centre Head  
Dainik Jagran inext
- Vivek Verma  
Product Manager  
ICICI Mutual Fund
- Jitendra Kapoor  
National Sales Head  
DHL SmarTrucking
- Dr Saurabh Agarwal  
Professor  
HBTI Kanpur
- Jawaid Ali  
Chief Internal Auditor  
Saudi Maintenance Corporation (Siyanco)  
Riyadh
- Dr. Dev Tewari  
Professor  
University of Zululand, South Africa
- Arnav Paliwal  
Senior Manager  
Myntra Jabong
- Ridhima Arora  
TEDx Speaker  
Founder - Namhya Foods

- Javier Gonzalez  
Public Speaker, University Lecturer  
CEO of Tonic Teaching, Luxembourg - Europe
- Ruchir Tiwari  
AVP Sales & Marketing  
Jubilant Life Science Ltd
- Hitendra Jha  
SVP & Regional Business Manager  
Kotak Mahindra Bank
- Amit Kumar  
Deputy Vice President & Regional Head  
SBI Mutual Funds
- Shashank Bharadwaj  
Regional Head - UP & Uttarakhand  
Nippon India Mutual Fund
- Devraj Banerjee  
Redistribution Head  
Samsung
- Praveen Tiwari  
General Manager - Industrial Sales  
Vectus Industries Limited
- Nikunj Sharma  
Head - Investor Awareness & Training  
CIEL



# PGDM Course Structure

## Core Courses

- Financial Reporting & Analysis
- Corporate Finance
- Micro & Macro Economics
- Individual & Organizational Dynamics
- Interpersonal Group Processes
- Human Resource Management
- Operations Management
- Marketing Management
- Competitive Strategy
- Business Research Methods
- Quantitative Methods
- Entrepreneurship, Innovation & Sustainability
- Business Simulation
- Transforming Business through IT
- Cost & Control Systems

## Career Courses, Summer Internship & Placement Workshops

- Critical Thinking, Reading and Writing
- Personal & Corporate Ethics
- Innovation, Design Thinking & Startup Policy
- Developing Soft Skills & Personality (MOOC1)
- Managerial Skills for Interpersonal Dynamics (MOOC2)
- Effective Business Communication
- Excel for Business
- Emotional Intelligence
- Intentional Networking
- Placement Aptitude Test Preparation
- CV, GD & Interview Preparation
- SIP Workshop

## Electives

### Marketing

- Consumer Behaviour
- Marketing of Services
- Marketing Channel Strategies
- Brand Management
- Digital Marketing
- Integrated Marketing Communication
- Customer Relationship Management
- Advertising
- Dynamic Marketing Strategy
- Sales & Distribution Management
- Omni Channel Retail
- Marketing Analytics
- E-Business

### HR

- Human Resource Planning & Acquisition
- Talent Management & Competency Framework
- Employee Relations & Labour Laws
- HR Analytics
- Employee Performance Management & Compensation
- Learning and Development
- Negotiation
- Cross Cultural Management
- Redesigning Work for 21<sup>st</sup> Century Managers
- Leadership, Power & Influence

### Finance

- Financial Markets
- Advanced Financial Statement Analysis
- Security Analysis & Portfolio Management
- Management of Banking & Fin. Services
- Fintech Foundations
- Direct & Indirect Taxation
- Financial Modeling & Business Valuation
- Financial Planning & Wealth Management
- Financial Derivatives
- International Finance

### Operations & Analytics

- Logistics & Supply Chain Management
- Service Operations and TQM
- Operations Strategy
- Project Management
- Advanced Statistical Techniques
- R Programming for Data Science
- Advanced Analytics
- Python for Data Science

# PGDM (Finance) Course Structure

## Core Courses

- Micro & Macro Economics
- Individual Dynamics
- Interpersonal Group Processes
- Organizational Dynamics
- Human Resource Management
- Operations Management
- Marketing Management
- Competitive Strategy
- Business Research Methods
- Quantitative Methods
- Entrepreneurship, Innovation & Sustainability
- Business Simulation
- Transforming Business through IT

## Career Courses, Summer Internship & Placement Workshops

- Critical Thinking, Reading and Writing
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## Finance Courses

- Financial Reporting & Analysis
- Corporate Finance
- Cost & Control Systems
- Financial Markets
- Advanced Financial Statement Analysis
- Security Analysis & Portfolio Management
- Management of Banking & Fin. Services
- Fintech Foundations
- Direct & Indirect Taxation
- Financial Modeling & Business Valuation
- Financial Planning & Wealth Management
- Financial Derivatives
- International Finance

## Recommended Finance Certifications

- NISM Series V A: Mutual Fund Distributors Certification Examination
- NISM Series VII: Securities Operations and Risk Management Certification Examination
- NISM-Series-VIII: Equity Derivatives Certification Examination
- NISM-Series-X-A: Investment Adviser (Level 1) Certification Examination
- NISM-Series-X-B: Investment Adviser (Level 2) Certification Examination
- NISM Series-XII: Securities Markets Foundation Certification Examination
- NISM Series-XV: Research Analyst Certification Examination
- BSE's Certification on Security Analysis & Portfolio Management
- BSE's Certification on Fundamental Analysis



## Campus Life @ ILM Lucknow



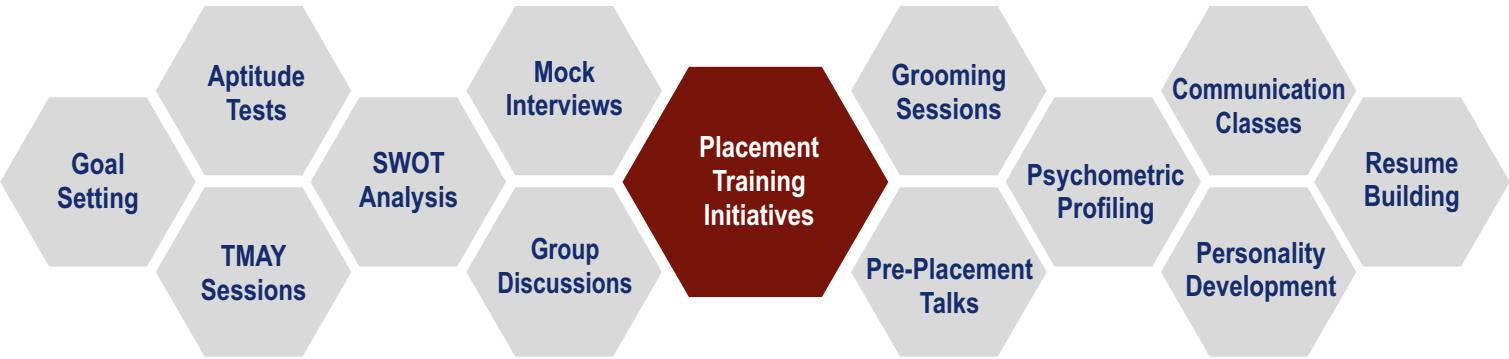
*We Work Hard, We Party Harder.*





# Placements

IILM attracts some of the best recruiters from the entire country. The Career Development Cell facilitates excellent placements as well as desired career shifts. The CDC team comprising of dedicated and trained professionals, develops and maintains relationships with recruiters. At IILM Lucknow placements are done through a two pronged approach-the campus specific drives that are organized by the placement team at Lucknow campus and the centralized drives organized by the placement teams of IILM Campuses in NCR.



## CDC @ IILM Lucknow

The aim of Career Development Centre (CDC) at Lucknow is to equip students with proficiency in the skills required to get a job. The CDC hosts more than 100 campus drives each year across various sectors at IILM Lucknow. Prior to the conduct of each campus drive, customized Pre-placement talks are organized.



## Centralized Placement

The Centralized placement drives focus on placing students in those companies which attract talent at a national level. The students of Lucknow campus participate in more than 30 such drives each year. This additional facility enables the students to appear in the selection processes of brands and top level multinational companies.

# Our Recruiters Across Sectors

## Banks & Mutual Funds

- Axis Bank
- HDFC Bank
- Kotak Mahindra Bank
- Bandhan Bank
- Utkarsh Small Finance Bank
- SBI Mutual Fund
- HDFC Mutual Fund
- ICICI Prudential AMC
- Baroda AMC
- Aditya Birla Sunlife AMC

## FMCG

- Tata Consumer Products
- Adani Wilmar
- Parle Products
- Brillion Consumer Products
- Cadbury - Mondelez
- Asian Paints
- ITC
- Marico Industries
- Reckitt Benckiser
- L'oreal

## E-commerce & Fintech

- Naukri.com
- 99acres.com
- Amazon.com
- Indiamart Intermesh
- Flipkart.com
- Paytm
- PhonePe
- Swiggy
- Times Internet
- IndMoney

## Media & Advertising

- Business Standard
- Radio Mirchi
- Times of India
- Red FM
- H T Media
- Fever FM
- Balaji Telefilms
- Anaadi TV
- Radio City
- Tadka FM

## Retail & Telecom

- Reliance Retail
- 1 India Family Mart
- Airtel
- Tata Play Fiber
- Pantaloons
- Reliance Jio
- Shoppers Stop
- Tanishq
- Vodafone Idea (Vi)
- Entertainment City

## Financial Services

- HDFC Life
- Cholamandalam Inv. & Finance
- HDB Financial Services
- SBI Life Insurance
- Care Health Insurance
- NJ India Invest
- Bajaj Finserv
- SMC Global
- SBI General
- Aditya Birla Capital

## KPO, Research & Consulting

- Deloitte
- Cians Analytics
- Kantar (IMRB)
- Accenture
- Infosys
- Sapio Analytics
- KPMG
- Protiviti
- PWC
- Mercer Consulting

## Others

- Prestige Switchgears
- Decathlon
- HCL
- Jaro Education
- Asahi India Glass
- ATOS Syntel
- Concentrix
- Ashiyana Housing
- Collectcent Digital
- Jconnect Infotech

## Others

- Creditas Solutions
- PrepLadder
- Square Yards
- SLMG Beverages
- GoMechanic
- Mahindra Holidays & Resorts
- Innodata
- Motherson Sumi Infotech
- Main Data
- MI Group

## Domain Wise Placement Opportunities



## Final Placements - A Glimpse



Abhay Kr. Verma  
Tax Consultant  
Deloitte



Gitika Pathak  
Management Trainee  
Aye Finance



Sakshi Omer  
Relationship Manager  
Kotak Mahindra Bank



Vaishnavi Singh  
Associate  
Swiggy



Ayush Srivastava  
Management Trainee  
Bandhan AMC



Siddhi Agarwal  
Executive Trainee  
Digit



Syed Mohd Nouman  
Sales Executive  
Asian Paints

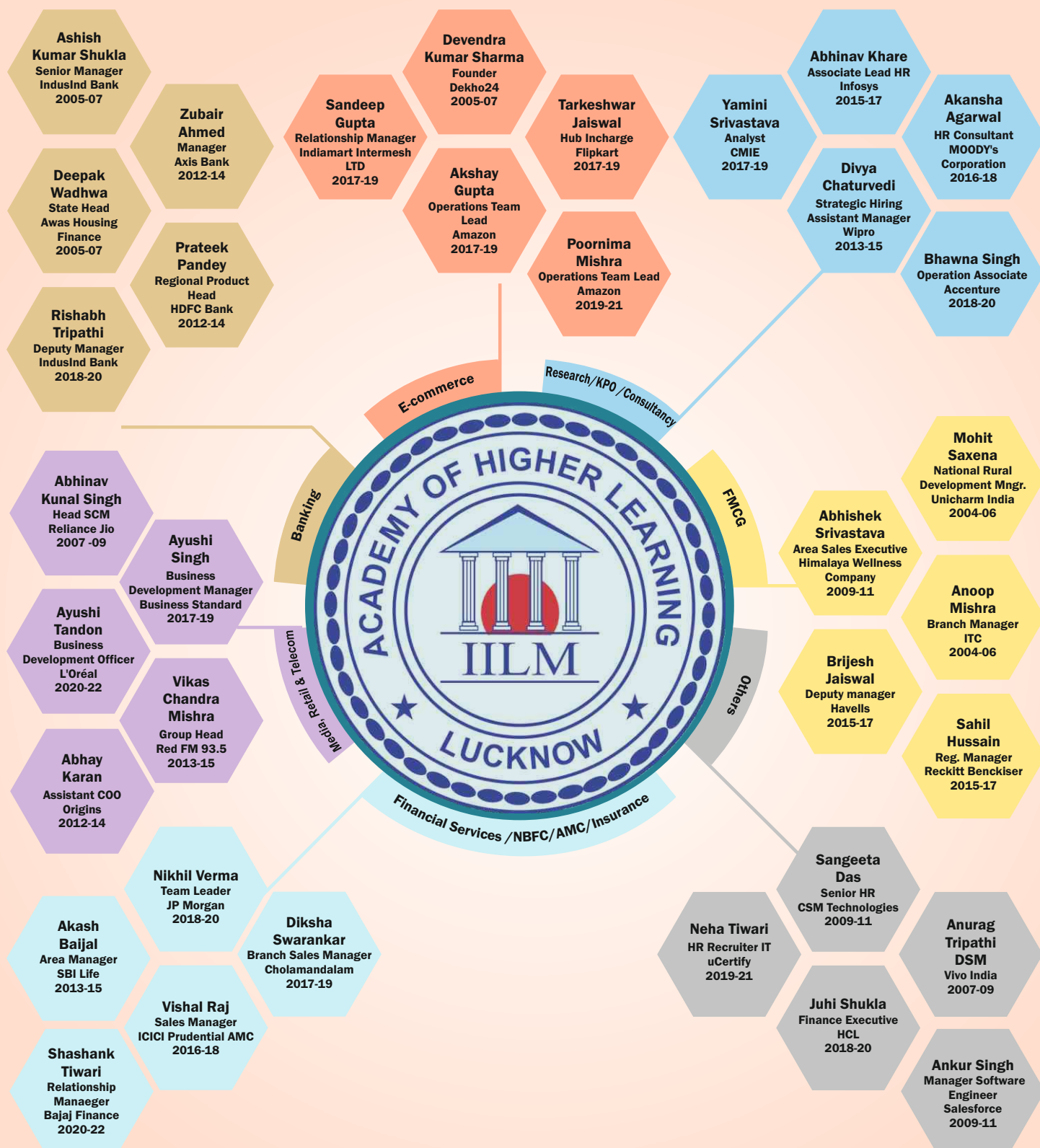


Shivangi Mishra  
Executive Trainee  
Digit



Ayush Yadav  
Management Trainee  
Reliance Retail

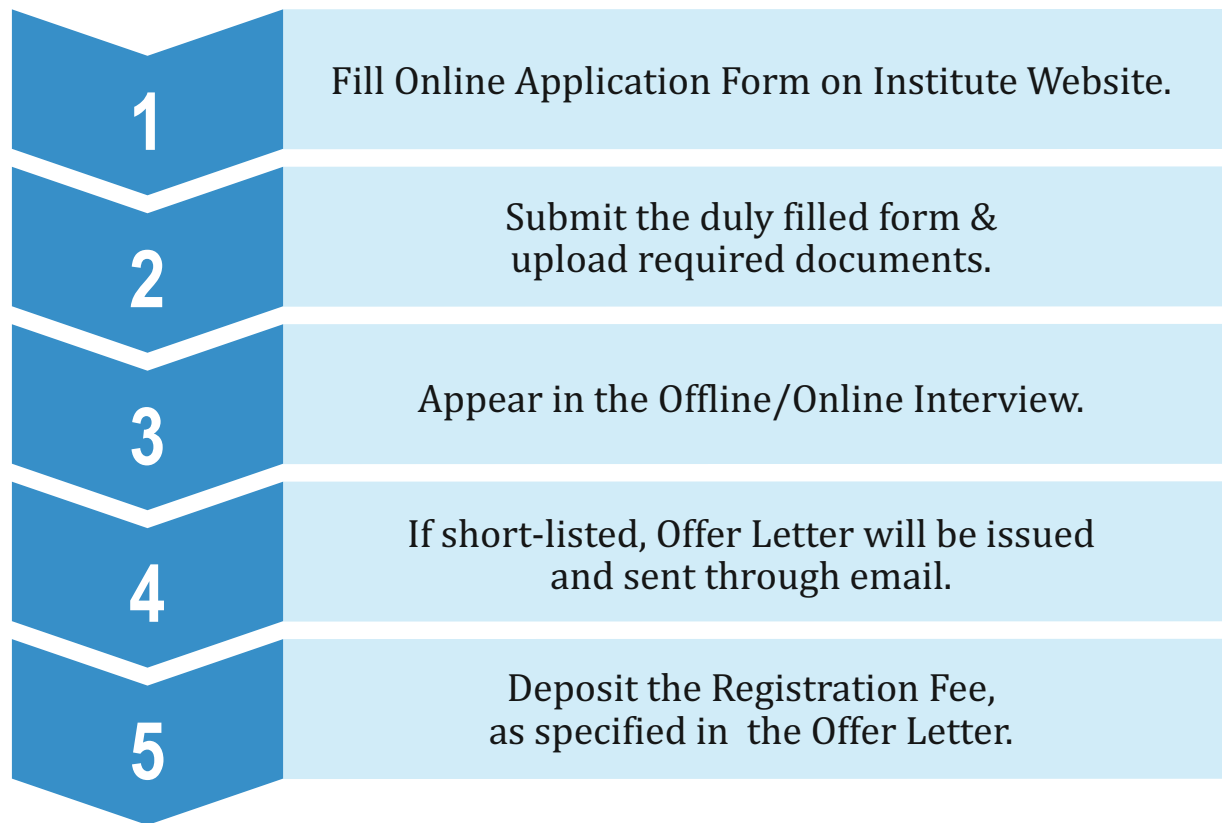
# Connecting Alumni







# Admission Process



## Eligibility

- Graduation with minimum 50% marks from a recognized University.
- Candidates in the final year are also eligible, provided they furnish the proof of having met the minimum eligibility criteria before the commencement of first term examination.
- A valid score in any of the Management Entrance Exams namely CAT/MAT/CMAT/XAT/ATMA/ Any other management entrance exam, recognized by AICTE.

## Educational Loans

### Loan Facility:

The institute has tie ups with selected Nationalized Banks, Private Banks and NBFCs for educational loans at lowest possible interest rates. The loan granted will be based on fulfillment of necessary formalities and documents as required by the concerned bank/NBFC.

### Documents required by Banks :-

1. For Students- Passport size photograph, Proof of Identity, Proof of Residence, Proof of Admission/ Offer Letter for the Course, Schedule of Payment along with total fees to be paid, Receipt of Advance Payment made, Marksheets of 10th, 12th, Graduation, Brochure of the Institute etc.
2. For Parents - Passport size photograph, Proof of Identity, Proof of Residence, Statement of Bank Account, Statement of all Loan Accounts, Latest Salary Slip, Joint affidavit with the student, Last 3 year's ITR, etc.

### Documents required by NBFCs :-

1. For Students - Passport size photograph, Aadhaar Card, Admission Offer Letter, Fee Schedule, etc.
2. For Parents - Passport size photograph, Aadhaar Card, PAN, 6 months bank statement, 3 yrs ITR, etc.

# Scholarships Categories & Eligibility Criteria

Scholarship Category	100% Scholarship	40% Scholarship	20% Scholarship	10% Scholarship
<b>Merit Category</b>		<p><u>Any one of these -</u></p> <ul style="list-style-type: none"> <li>CAT - 70%ile</li> <li>XAT - 70%ile</li> <li>MAT Score - 700</li> <li>ATMA Score - 700</li> <li>CMAT Rank - 1 to 10000</li> </ul> <p><b>OR</b></p> <p><u>All 3 of these -</u></p> <ul style="list-style-type: none"> <li>Std XII - 75%</li> <li>Graduation - 65%</li> <li>CAT - 60%ile <u>or</u> XAT - 60%ile <u>or</u> MAT Score - 600 <u>or</u> ATMA Score - 600 <u>or</u> CMAT Rank - 10001 - 20000</li> </ul>	<p><u>Any one of these -</u></p> <ul style="list-style-type: none"> <li>CAT - 60 to 69.9%ile</li> <li>XAT - 60 to 69.9%ile</li> <li>MAT Score - 550</li> <li>ATMA Score - 550</li> <li>CMAT Rank - 10001 to 20000</li> </ul>	<ul style="list-style-type: none"> <li>60% or more aggregate marks in B. Tech or BBA.</li> </ul>
<b>Sports Category</b>	Represented India & won Gold / Silver / Bronze Medal in an International Sports Event.	Represented India in an International Sports Event during the last 5 years.	Represented State in a National Level Sports Event during last 5 years.	Outstanding Achievement in Sports during the last 5 years.
<b>Armed/ Uniformed Services Category</b>	Son/Daughter/Grand-son/Grand-daughter of Martyr, who lost his/her life in the line of duty (direct line descendant only, not cousin, relative, etc)		Applicants with both parents in Uniformed Services.	Applicants with at least one parent in Uniformed Services.
<b>Achievement Category</b>				Outstanding Achievement, during the last 5 years in Extra-Curricular, or Curricular Activities or Extraordinary Display of Bravery, or having significant Work / Internship Experience.
<b>Remote Areas Category</b>				Applicants with Domicile of J&K or North East States
<b>Gender Category</b>				Female Applicants
<b>Family Category</b>				Siblings

# PGDM (CORE) BATCH 2025-27 FEE STRUCTURE

## First-Year Fee Payment Schedule: PGDM (Core) Batch 2025-27 (based on 1st-year Scholarship)

FEE DESCRIPTION	PAYMENT DUE DATE	FULL FEE	10% SCHOLARSHIP	20% SCHOLARSHIP	40% SCHOLARSHIP	100% SCHOLARSHIP
Registration	On Admission	80,000	80,000	80,000	80,000	80,000
Instalment – 1	On Admission	1,20,000	1,20,000	1,20,000	1,20,000	50,000
Instalment – 2	Oct 9, 2025	1,05,000	91,000	77,000	49,000	-
Instalment – 3	Jan 9, 2026	1,05,000	91,000	77,000	49,000	-
TOTAL FEE YEAR 1		4,10,000	3,82,000	3,54,000	2,98,000	1,30,000

## Second-Year Fee Payment Schedule: PGDM (Core) Batch 2025-27 (based on 2nd-year Scholarship)

FEE DESCRIPTION	PAYMENT DUE DATE	FULL FEE	10% SCHOLARSHIP	20% SCHOLARSHIP	40% SCHOLARSHIP	100% SCHOLARSHIP
Instalment – 4	April 9, 2026	93,000	84,000	74,000	56,000	-
Instalment – 5	July 9, 2026	93,000	84,000	75,000	56,000	-
Instalment – 6	Oct 9, 2026	94,000	84,000	75,000	56,000	-
TOTAL FEE YEAR 2		2,80,000	2,52,000	2,24,000	1,68,000	-

- ★ Fee Components: Registration: Rs.80,000/-, Tuition Fee: Rs.5,60,000/-, Exam, Library, Training, Student Activities: Rs.50,000/-
- ★ No two scholarship categories can be combined.
- ★ Amount of the on-admission scholarship is offered as a percentage of the 1st Year Tuition Fee only. Continuation of Scholarship in the second year is subject to Scholarship Continuance Policy.
- ★ There are limited seats for each scholarship category.
- ★ Awarding of Scholarship is at the discretion of the Scholarship Committee.

## Scholarship Continuance Policy for On-Admission Scholarships in the Second Year

- All Scholarships are granted on an annual basis on the Tuition Fee component only and the continuation of the on-admission Scholarship in the second year of the program is subject to the Scholarship Continuance Policy, as below.
- All students on scholarship must maintain more than 80% attendance in every trimester and should not have been debarred due to any reason.
- To continue availing of 100% scholarship, students must secure a position in the top 10% of the merit list for the program and obtain a minimum CGPA of 9 and above in the first year, with no backlogs.
- To continue availing 40% scholarship, students must secure a position in the top 15% of the merit list for the program and obtain a minimum CGPA of 8.5 and above in the first year, with no backlogs.
- To continue availing 20% Scholarship, the student must secure a position in the top 20% of the merit list for the program and obtain a minimum CGPA of 8 and above in the first year, with no backlogs.
- To continue availing 10% Scholarship, the student must secure a position in the top 30% of the merit list for the program and obtain a minimum CGPA of 7.5 and above in the first year, with no backlogs.



# PGDM (FM) BATCH 2025-27 FEE STRUCTURE

First-Year Fee Payment Schedule: PGDM (FM) Batch 2025-27 (based on 1st-year Scholarship)						
FEE DESCRIPTION	PAYMENT DUE DATE	FULL FEE	10% SCHOLARSHIP	20% SCHOLARSHIP	40% SCHOLARSHIP	100% SCHOLARSHIP
Registration	On Admission	60,000	60,000	60,000	60,000	60,000
Instalment – 1	On Admission	90,000	90,000	90,000	90,000	40,000
Instalment – 2	Oct 9, 2025	85,000	74,000	63,000	41,000	-
Instalment – 3	Jan 9, 2026	85,000	74,000	63,000	41,000	-
TOTAL FEE YEAR 1		3,20,000	2,98,000	2,76,000	2,32,000	1,00,000

Second-Year Fee Payment Schedule: PGDM (FM) Batch 2025-27 (based on 2nd-year Scholarship)						
FEE DESCRIPTION	PAYMENT DUE DATE	FULL FEE	10% SCHOLARSHIP	20% SCHOLARSHIP	40% SCHOLARSHIP	100% SCHOLARSHIP
Instalment – 4	April 9, 2026	73,000	66,000	58,000	44,000	-
Instalment – 5	July 9, 2026	73,000	66,000	59,000	44,000	-
Instalment – 6	Oct 9, 2026	74,000	66,000	59,000	44,000	-
TOTAL FEE YEAR 2		2,20,000	1,98,000	1,76,000	1,32,000	-

- ★ Fee Components: Registration: Rs.60,000/-, Tuition Fee: Rs.4,40,000/-, Exam, Library, Training, Student Activities: Rs.40,000/-
- ★ No two scholarship categories can be combined.
- ★ Amount of the on-admission scholarship is offered as a percentage of the 1st Year Tuition Fee only. Continuation of Scholarship in the second year is subject to Scholarship Continuance Policy.
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- To continue availing of 100% scholarship, students must secure a position in the top 10% of the merit list for the program and obtain a minimum CGPA of 9 and above in the first year, with no backlogs.
- To continue availing 40% scholarship, students must secure a position in the top 15% of the merit list for the program and obtain a minimum CGPA of 8.5 and above in the first year, with no backlogs.
- To continue availing 20% Scholarship, the student must secure a position in the top 20% of the merit list for the program and obtain a minimum CGPA of 8 and above in the first year, with no backlogs.
- To continue availing 10% Scholarship, the student must secure a position in the top 30% of the merit list for the program and obtain a minimum CGPA of 7.5 and above in the first year, with no backlogs.



## Personalised Mentorship

IILM practices an internationally acclaimed, state-of-the-art mentoring and coaching program, with a view to make its students future ready. The purpose of the **Mentoring Program** is to enhance the overall personality of the students and develop their specific career-related skills. Each student is assigned a Mentor, who ensures the overall development of his/her respective Mentee.

At IILM, your Mentor will enable you to.....

- Nurture your unique qualities.
- Achieve academic excellence.
- Identify your strengths and interests.
- Support you in improving your weaknesses.
- Define your short-term and long-term goals.
- Evaluate your preferences about electives & career tracks.
- Derive maximum value from your summer internship.
- Prepare you to achieve desired final placement outcomes.



# Hostel Facility

The institute provides outsourced off-campus student accommodation separately for girls and boys, near the college premises. The hostels provide a space and congenial environment for the budding managers to feel at home & concentrate on their overall academic & personal development

## Major facilities offered are:

- Close proximity to institute
- Economical charges
- Safe & Secure environment
- Mess & Recreational facilities
- 24 hours power backup
- Easy accessibility to market place, hospital and other necessities



## Other IILM Campuses



IILM New Delhi



IILM Gurgaon



IILM Greater Noida




IILM Jaipur



## **IILM ACADEMY *of* HIGHER LEARNING**

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 07860241101

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