



BADRUKA
SCHOOL OF MANAGEMENT
Inspire | Ignite | Impact

REIMAGINING THE FUTURE LEADER

With a prime focus on Data,
Technology, and Entrepreneurship

**POST GRADUATE DIPLOMA IN
MANAGEMENT (PGDM)**

Two Year Full Time Residential Programme
in Hyderabad

AICTE Approved

**ADMISSIONS
OPEN
2025 – 27**

STEP INTO A LEGACY OF EDUCATIONAL EXCELLENCE

The Seth Ghasiram Gopikishan Badruka Educational Society stands as a pioneer in Hyderabad's higher education landscape, with a distinguished legacy that stretches back to the 1950s. Over the past seven decades, the Society has made significant contributions to shaping the educational framework of the city, and BSM Hyderabad carries this esteemed tradition forward, setting new benchmarks for educational excellence.

Throughout its history, the Society has founded six prominent educational institutions in Hyderabad, each known for its commitment to quality education, comprehensive personal development, and a strong sense of social responsibility. These institutions have become synonymous with academic distinction. The commerce degree colleges, in particular, have built an unmatched reputation for consistently producing successful graduates, boasting excellent campus placements that open doors to diverse career opportunities.

The Society's focus on both intellectual growth and the holistic development of students continues to play a pivotal role in shaping the future of higher education in the region.



LEADERSHIP



Dr Prabhu Aggarwal
Dean
BSM Hyderabad



Sri Srikishan Badruka
Hon. Secretary
Seth Ghasiram Gopikishan
Badruka Educational Society



Sushma Kaushik
Partner
Aavishkaar Capital



Abhishek Nag
Partner & Advisor,
Lightspeed India Member
Advisory Council



N.V.S. Reddy
Managing Director
Hyderabad Metro Rail Ltd. &
Hyderabad Airport Metro Ltd



Divya Gupta
Associate Director
Boston Consulting Group

PGDM IN BUSINESS MANAGEMENT

While AICTE mandates 102 credits, our rigorous programme gives you 114!

18

**Core Management
Courses**

54 Credits

12

**Essential Skills
and Perspectives (ESPs) Courses**

12 Credits

14

**Innovative
Electives**

42 Credits

3

**Month
Internship**

6 Credits

114

**credits
in total**

A PROGRAMME TAILORED FOR THE NEW-AGE WORKPLACE

Industry-Aligned Multidisciplinary Curriculum

Year 1

Alongside the required foundational management courses, study contemporary courses such as:

- ▶ Introduction to Entrepreneurship
- ▶ Design Thinking
- ▶ Digital Businesses and Innovation
- ▶ Sustainable Businesses
- ▶ The Contemplative Business Leader

Year 2

Choose from 5 Specialisations – Finance | Marketing | Strategy | Data Analytics & Digital Technology | Entrepreneurship & Innovation

- ▶ Opt for a maximum of **2 specialisations**
- ▶ Choose your own Electives in year 2:
 - ▷ Digital Marketing
 - ▷ Product Management
 - ▷ Advanced Big Data Analytics
 - ▷ Entrepreneurial Finance and Fundraising
 - ▷ Digital Currencies and Blockchain Technology

Essential Skills and Perspectives for Workplace Readiness:

Short, industry-led modules equip you with the skills needed to excel in the workplace

1 Critical Thinking and Problem Solving

- ▷ Critical Thinking in Business Contexts
- ▷ Problem-Solving, Decision Making & Consulting

2 Communication and Soft Skills

- ▷ Persuasive Writing
- ▷ Presentation Skills

3 Technical and Office Skills

- ▷ Microsoft Office Skills for Business
- ▷ Business Analytics Toolbox (SQL & Python)

4 Ethics and Social Dynamics

- ▷ Business Ethics
- ▷ Geopolitical Dynamics in Business Management
- ▷ Diversity, Equity & Inclusion
- ▷ Business, Government, Society

5 Management and Leadership

- ▷ Managing Self and Others

6 Emerging Technologies and Trends

- ▷ Applications of AI

A MULTI-LEVEL EXPERIENTIAL PEDAGOGY DESIGNED TO ENHANCE YOUR APTITUDE



Experiential Learning Module

Take advantage of industry collaborations, field visits, case studies, and mentorship programmes



Flipped Classrooms

Review pre-class materials at home; focus on interactive activities, collaboration and application of knowledge during classroom time

15-Day Block Teaching

Focus intensely on one subject at a time for an immersive learning experience and better retention, unlike traditional semester-based systems



Eps for workplace readiness

Be well-prepared for the workplace with the multi-disciplinary 10-hour short-term courses. Actively apply theoretical knowledge through practical activities and real-world scenarios



1-on-1 Mentorship

Through direct interaction with experienced mentors, receive individualized guidance and support in academics, career planning, and personal development



STELLAR FACULTY

At BSM Hyderabad, our faculty are not just educators but mentors, dedicated to sharing their knowledge, expertise, and passion for the subjects they teach — preparing you to become future leaders in the business world

COURSE FACULTY

Dr. Prabhu Aggarwal

Decision Modelling and Optimisation
Director, Badruka School of Management
Ph.D., University of Washington
MBA, University of Washington



Mubeen Rafat

Financial Accounting (Visiting Faculty)
Former Director, Centre for Economics and Finance, Administrative Staff College of India
Former Visiting Faculty, ISB
MMS, Mumbai University



Tushar Jaruhar

Business Analytics (Visiting Faculty)
Founder, EdLightened
MBA, Kellogg School of Management
MSE, University of Pennsylvania



Dr. Sheikha Alia

Marketing Research (Visiting Faculty)
Senior Data Scientist, Oracle
Ph.D., Koç University
MBA, New York Institute of Technology



Srikant Sastri

The Contemplative Business Leader (Visiting Faculty)
Co-Founder and Board Member
Crayon Data
PGDM, IIM Calcutta
B.Tech, IIT Kanpur



Ankur Kulshrestha

Corporate Finance (Visiting Faculty)
CFA, FCA, FRM, CFP, CA
Pursuing Doctoral Fellow, IIM Rohtak
B.Com (H), Delhi University



Dr. Jaideep Anand

Strategy Management (Visiting Faculty)
William H. Davis Chair in Free Enterprise and Dean's Distinguished Prof. of Corporate and Global Strategy, Fisher College, Ohio University
Ph.D., University of Pennsylvania
MA, University of Pennsylvania



Ramesh Loganathan

Fundamentals of Entrepreneurship (Visiting Faculty)
Prof. of Co-Innovation, IIIT-Hyderabad
Former Interim Chief Innovation Officer for the state of Telangana
MBA, National University of Singapore
ME, Anna University



Dr. Dayanand Pandey

Microeconomics (Visiting Faculty)
Professor and Dean
O.P. Jindal Global University
Ph.D., BR Ambedkar University
MA, Delhi University



Dr. Alka Parikh

Macroeconomics (Visiting Faculty)
Director, Centre for Field Learning
Ph.D., Cornell University
MA, Mumbai School of Economics and Public Policy



Niladri Roy

Digital Businesses and Innovation (Visiting Faculty)
CEO, CXO Advisor
Digital Transformation and Capabilities
Certified Organizational Development Professional, NTL
CA, Institute of Chartered Accountants of India



Dr. Deviprasad Ghosh

Marketing Management
Associate Faculty
Badruka School of Management
Ph.D., IIM Lucknow
MBA, SPJIMR



STEP INTO THE WORLD OF A HIGH-PAYING CORPORATE CAREER

- ▶ Dedicated Career Services Office with powerful Industry connects
- ▶ Mandatory 3 month internship for hands-on professional experience
- ▶ Corporate mentorship programme: Shadow CEOs and learn from them!
- ▶ Live industry projects: Solve real-world corporate and social problems
- ▶ A robust placement process: We get top companies on campus and prepare you for placements
- ▶ 80+ industry connects across Consulting, BFSI, FMCG/FMCD & Retail, IT, E-commerce, and Conglomerates

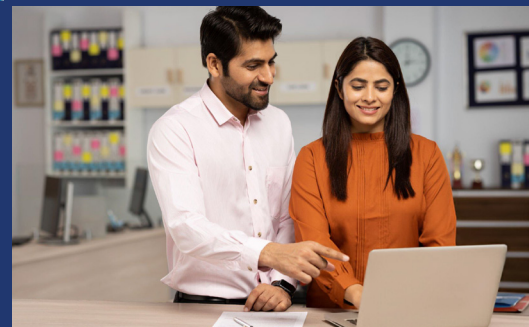
**Empowering futures
with lucrative
job opportunities**



**Securing tomorrow's
success with
top-tier salary packages**



**Maximizing ROI with an
education that
pays off in no time**



**Goldman
Sachs**

amazon

**WELLS
FARGO**

EY



Deloitte.

GlobalData.

tcs

Infosys

**asian
paints**

**S&P
CAPITAL IQ**

Invesco

EXPERIENCE THE PULSE OF OUR VIBRANT CAMPUS LIFE

- ▶ **Expansive 14-acre Campus:** Nestled in lush greenery, offering a picturesque learning environment
- ▶ **Mindful Campus Design:** Promoting mindfulness and activity through our Meditation Centre, Fitness Center and Football Field
- ▶ **Fully Residential Experience:** Immerse yourself in on-campus accommodation for an enriched learning journey
- ▶ **Modern Facilities:** Equipped with state-of-the-art spaces for study, collaboration, and innovation
- ▶ **Cultural Immersion:** Explore Hyderabad's vibrant culture and culinary delights alongside your academic pursuits at BSM



FEE STRUCTURE

Year 1 Tuition Fee	Year 2 Tuition Fee	Accommodation Fee	One-Time Admission Deposit
₹ 7,50,000/-	₹ 8,00,000/-	₹ 3,50,000/-	₹ 50,000/-

A refundable security deposit of ₹ 20,000 will be collected with the One-Time Admission Deposit and will be refunded after the convocation to the student

SCHOLARSHIPS

Explore our comprehensive Scholarship Programmes aimed at supporting deserving students. These scholarships are designed to recognize academic excellence, leadership potential, and personal achievements, making education more accessible for all.

Merit Based Scholarships

- ▶ Based on exceptional academic performance and extracurricular achievements
- ▶ Good scores in management entrance examinations and top scores in BSM's admission process

Merit & Need Based Scholarship

- ▶ Awarded to students with annual family income below ₹ 15,00,000
- ▶ Evaluation based on overall academic performance, BSM's admission process performance, and extracurricular activities

Contact the admissions team at BSM to know more.



APPLY WITH EASE

Admission Process:

- ▶ Start your application on badrukaschoolofmanagement.edu.in
- ▶ Submit the application form
- ▶ Appear for personal interview (online)

Eligibility and Evaluation Parameters:

- ▶ Class Xth and XIIth score from a recognised board
- ▶ A recognised undergraduate degree in any discipline from a recognised Indian institute or international university
- ▶ Leadership potential with strong written and verbal communication skills
- ▶ A valid score from any of the following:
 - CAT
 - GMAT
 - XAT
 - MAT

If students intend to take any of these exams before the programme commences, they can apply without their scores and submit them later.





PROGRAMME
COMMENCEMENT

AUG 2025

Scan to Apply Now

Begin Your Journey Today!



+91 9154311646



admissions@badrukaschoolofmanagement.edu.in

