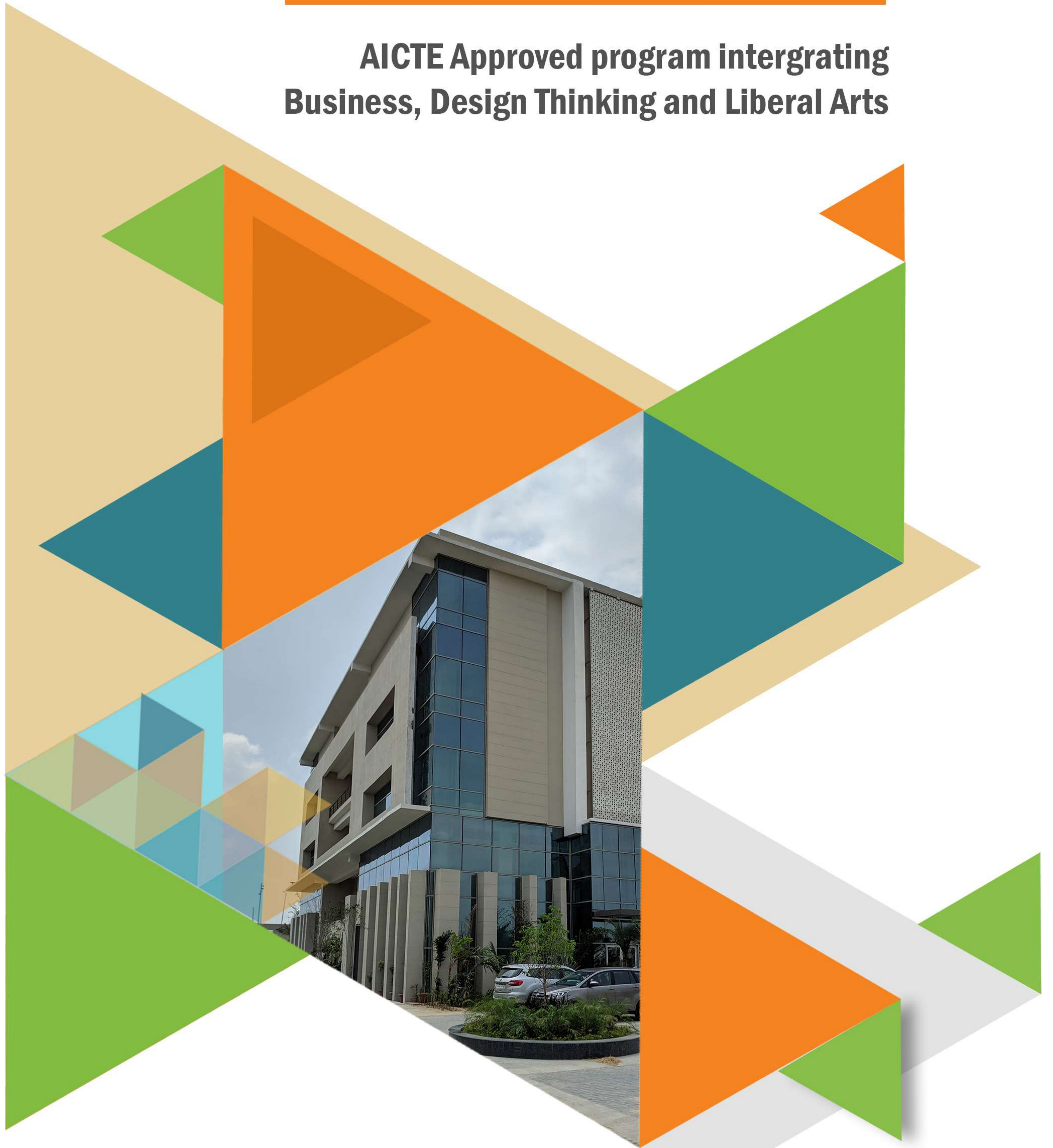


2 YEAR PGDM BUSINESS DESIGN

AICTE Approved program intergrating
Business, Design Thinking and Liberal Arts



PGDM 2023-25
Admissions Brochure



ABOUT SOIL

SOIL was co-created by a team of thoughtful business leaders and 32 companies with the aim to build Leaders with character, competence, and enthusiasm. Over the last 14 years, SOIL has produced more than 1400 leaders through its full-time programs and trained over 10,000 leaders through its part time programs.

THE SOIL ADVANTAGE

01

OUR CONSORTIUM COMPANIES

Our consortium group consisting of 32 multinational and Indian companies from across industry verticals are involved in the program through mentorship, curriculum design, networking, admission interviews & placements.

02

INDUSTRY CONNECT & IMMERSION

SOIL has over 200 industry leaders visiting campus every year. Our network of leaders helps students get rich exposure to the industry & corporate life.

03

GLOBAL ALUMNI NETWORK

Connect with over 1400 SOIL alumni working across the globe. Participate in thought-leadership, networking and online events across the year.

04

220% ROI POST MBA


Our 2 Year PGPM students have achieved an ROI of 220% during the placement season 2021-22: a clear indicator of our strong career management services efforts.

05

ACCESS TO OVER 300 COMPANIES

Get access to our recruiting partners who have provided leadership and guidance in career development over the last 12 years. SOIL has received strong support from our recruiting partners. These partners help us during our summer internships and final placements.

FOUNDER'S MESSAGE



We challenge you to get out of your “Comfort zone”, transcend your fears and develop greater self-confidence.

- Anil Sachdev

DEAR ASPIRANT,



SOIL's new creation, the SOIL School of Business Design, at Manesar, offers a Two-Year Post Graduate Diploma in Management with a focus on developing young leaders with holistic thinking to become aware of the true needs of multiple stakeholders, care for their requirements, source creativity and inspiration from deep within to develop products and solutions and dare to transcend their limitations and fears and work synergistically with others to manifest sustainable innovation - the essence of Design Thinking.

The rapid evolution of the business and enterprise eco-system in India makes it obvious that, whether one chooses to be part of a startup or a growing organization or wishes to pursue a career in a legacy organization, traditional management education is incomplete by itself. It has to be matched by the ability to deal with ambiguity, integrate divergent approaches, and appreciate the unique requirements of a certain situation rather than respond with templated solutions.

SOIL's School of Business Design Two-Year program has therefore been designed as an innovation journey. As part of this journey, students will work in teams to observe diverse stakeholder groups in their natural habitats. These could be local farmers, established corporates, startups, government organizations and think-tanks, NGOs, or educational institutions.

Courses such as The Essence of Design Thinking, Ethnography Inspired by Social Anthropology, Sociology of Communities, The Psychology of Empathy, Critical Thinking and Perspective Beyond Biases, Leading Self, and Mindfulness Through Yoga and Meditation will prepare students for this part of the journey. They simultaneously develop a strong foundation in areas of traditional management education like strategy, finance, marketing, operations, and HR.

The program's unique curriculum and pedagogy are complemented by SOIL's legacy and our long-standing relationships in the world of business. Its success lies in students who will enjoy, benefit from, and contribute to this innovation journey.

I wish you all to make an informed decision before joining our new program.

**- Mr. Anil Sachdev, Founder,
SOIL Institute of Management**

Members of our advisory board are Industry Experts including academicians, industry professionals, entrepreneurs, social leaders and consultants. Their combined wisdom has strengthened our understanding of expectations of the Industry from Business Schools.



Indira Parikh

Former Dean, IIM Ahmedabad



Savita Mahajan

Former Deputy Dean, Indian School of Business



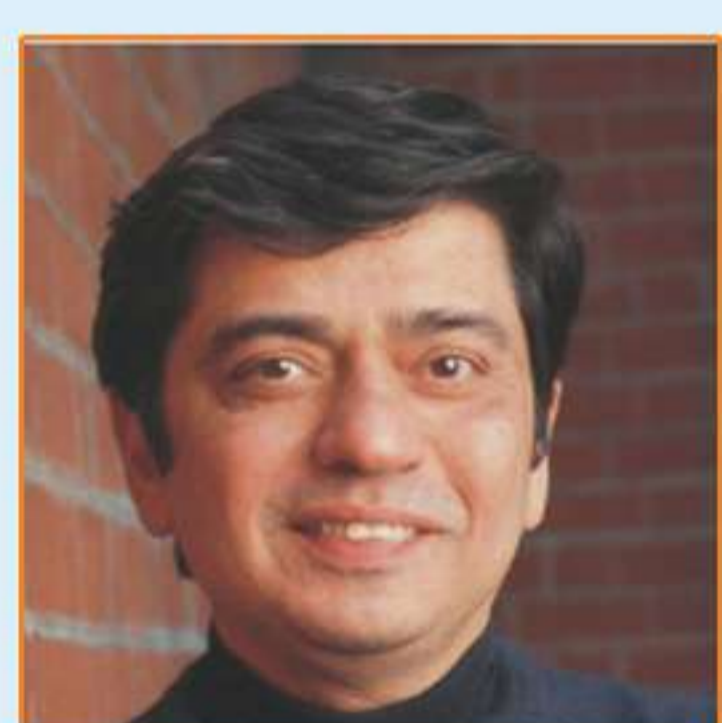
B Muthuraman

Former Vice President, Tata Steel



Arun Maira

Former Chairman, Boston Consulting Group



Santosh Desai

MD & CEO, Future Brand Limited



Arun Arora

CEO, Shroff Eye Hospital



R Anand

Sr. Vice President, HCL Tech



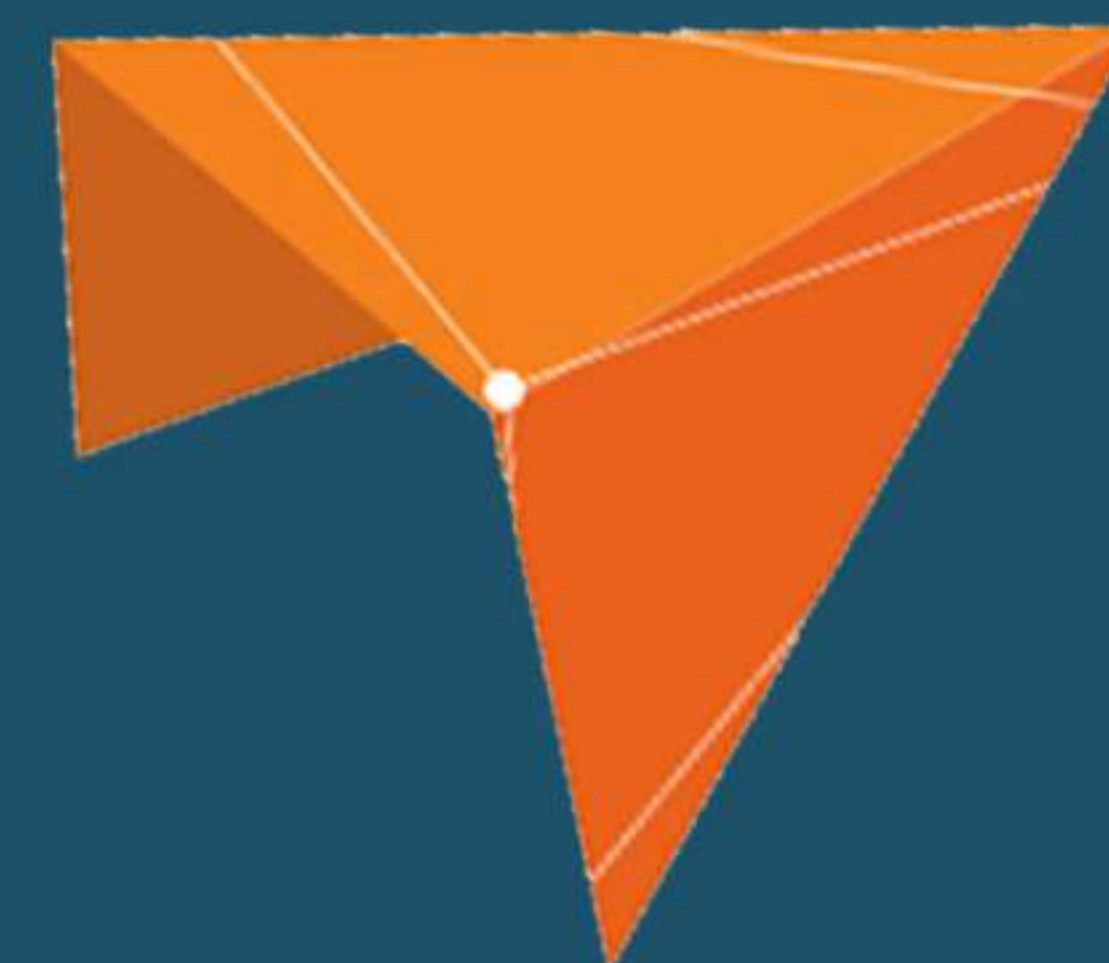
Ashok Ramachandran

Group Executive Head, Aditya Birla Group



Praveen Paranjape

Director & Senior Vice President, Honda cars Ltd



PGDM ADVISORY MEMBERS



I am fortunate enough, for I have been getting the chance to interact closely, every week with Mr Anil Sachdev, our beloved Founder, through Self-Leadership classes. These sessions have instilled in me, the thought “**Leadership is not about leading others; it’s about leading yourself!**” and the importance of leading my own well-being as well as others’. If not for this inspiring experience, I would have never known that Creativity and Decision making are skills that can be learnt and improved.

KASHIKA CHAWLA
2 YEAR PGDM





OUR PARTNER COMPANIES

SOIL is co-created by a group of 32 Multinational and Indian companies from across industry verticals who believe in the value proposition of creating leaders with a focus on the triple bottom line.

Our consortium companies help SOIL in Curriculum Design, Admissions, Student Mentorship, Live Case Studies and Career Management Support

SOIL CONSORTIUM PARTNERS

intellectTM
Design for Digital

Mahindra

TAJ
Hotels Resorts
and Palaces

Grant Thornton

Hindustan Unilever Limited

gsk GlaxoSmithKline

B

AVANTHA

DR. REDDY'S

Dabur
Celebrate Life!

ANAND
automotive systems

ABB

ACC
ACC LIMITED

FLSMIDTH

SRF
We always find a better way
A Great 2015 Multibagger

NOKIA
Connecting People

asianpaints

TVS

LARSEN & TOUBRO
It's all about Imagineering

Johnson & Johnson

TATA
TATA STEEL

sas

Infosys[®]
POWERED BY INTELLECT
DRIVEN BY VALUES

HP

ADITYA BIRLA GROUP

SAP

MARUTI SUZUKI
Count on us

ICICI Bank

Schneider
Electric

MAX NEW YORK LIFE
LIFE INSURANCE
Karo Zyaada Ka Iraada

KOHLER

Bharat Petroleum



PGDM IN BUSINESS DESIGN

The two-year PGDM program provides students with a multidisciplinary approach to traditional management programs using **Design thinking and Liberal Arts**.

This program challenges students to tackle problems that are happening right now. Students will work with non-profit, corporate, and public entities to develop projects that address real-world challenges.

Some projects last just hours, others last weeks – and in some cases, projects span the entire duration of 2 years as student teams work with organisations.

FOCUS AREAS

Managers, who are business centric and have focus on innovation and sustainability are greatly in demand. The learning journey at SOIL prepares you for the demands of the workforce for the 4th Industrial Revolution (2021 and beyond).

The key focus areas of the program are as below:



Business Expertise

Acquire skills and knowledge in key managerial areas such as Marketing, Finance, Operations, Analytics, Sales and Human Resources.



Liberal Arts

Understand human beings deeply, communicate better, think critically via courses in psychology, philosophy, anthropology etc.



Design Thinking

Develop the skill of being innovative and rediscover your creative self through the process of design thinking inspired from Stanford Design School



Experiential Immersions

Get exposure to diverse Indian and global cultures, get a deep understanding and a real-time exposure to people, business and environment.



**EXPLORE BEYOND
THE TRADITIONAL MBA**

Inaugural Address

Speaker : Mr. Manoj Kohli



Executive Chairman,
SoftBank Energy



“ We believe everyone is Creative. Our students discover their creative potential through an intensive program learning journey”

FOCUS ON DESIGN THINKING



Design Thinking is an iterative process in which we seek to understand the user, challenge assumptions, and redefine problems in an attempt to identify alternative strategies and solutions that might not be instantly apparent with our initial level of understanding.

LEARN THE SYSTEMATIC PROCESS FOR SUSTAINABLE INNOVATION.

Companies following
design thinking have

1.5 times
greater market share

(Source:Adobe)

Design Driven companies
have outperformed the
S&P index (USA) by

228% over 10 years

(Source:BMI)

50% of design
lead companies report
more loyal & supportive
customers

(Source:Adobe)

89% of the
companies compete
on customer
experience

(Source:Gartner)

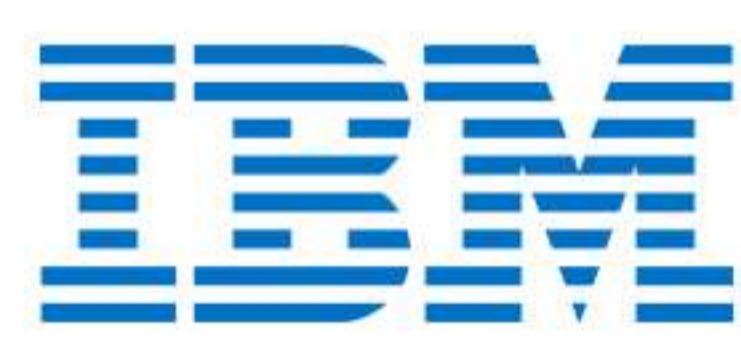
GLOBAL FIRMS USING DESIGN THINKING

NETFLIX



amazon

Uber



zomato



IDEO

“Design thinking is a human-centered approach to innovation that integrates the needs of people, the possibilities of technology, and the requirements for business success.”

Tim Brown, CEO, IDEO

FOCUS ON LIBERAL ARTS

A liberal arts education offers an expansive intellectual grounding in all kinds of humanistic inquiry. By exploring issues, ideas and methods across the humanities and the arts, and the natural and social sciences, you will learn to read critically, write cogently and think broadly.

Our foundation program involving subjects such as **Psychology, Anthropology, Philosophy, Communication and Ethics** aims at teaching the students:

- ▶ **How to communicate your ideas**
- ▶ **Find and analyze information and data**
- ▶ **Adapt to new technology and professional trends**
- ▶ **Work with others to solve problems**
- ▶ **Make confident, knowledgeable decisions**



Susan Wojcicki

CEO, YouTube, B. A (History & Literature)



Jack Ma

Chairman, Alibaba, B. A (English)



Howard Schultz

Chairman, Starbucks B. A (Communications)



Gerald M. Levin

CEO, Time Warner B.A (Philosophy)



Peter Thiel

CEO, Paypal B. A (Philosophy)



Carly Fiorina

Former CEO, HP, B. A (Medieval History)



John Mackey

CEO, Whole Foods B.A (Philosophy & Religion)



Frederick W. Smith

Founder Chairman, Fed-Ex B. A (Economics)



PROMINENT LEADERS WITH LIBERAL ARTS DEGREES



PGDM COURSE CURRICULUM



The PGDM in Business Design offers students the opportunity to grow by using a practical and creative learning methodology. The integration of subjects in management, design thinking and liberal arts, that trains students in different skills, especially critical and strategic thinking, opportunity identification, creativity, prototyping of ideas and concepts, and project management, in order to achieve the required ability to be adaptative in the current changing environment

Term 1	Term 2	Term 3
<p>Core</p> <ul style="list-style-type: none"> ▶ Problem Solving and Statistical Thinking ▶ Financial Accounting ▶ Microeconomics Theory ▶ Managerial Communication 	<p>Core</p> <ul style="list-style-type: none"> ▶ Operations and SCM ▶ Corporate Finance ▶ Business Research ▶ Marketing Fundamentals ▶ Organizational Behaviour 	<p>Core</p> <ul style="list-style-type: none"> ▶ HRM for Modern Workforce ▶ Decision models and optimization ▶ Dynamic Strategy ▶ Strategy for Managers
Design & Liberal Arts	Design & Liberal Arts	Design & Liberal Arts
<ul style="list-style-type: none"> ▶ Psychology for Managers ▶ Self-Leadership ▶ Introduction to Design Thinking 	<ul style="list-style-type: none"> ▶ Managerial Communication ▶ Design Dynamics 	<ul style="list-style-type: none"> ▶ Social and cultural Anthropology ▶ Yoga & Wellness

Term 4	Term 5	Term 6
<p>Core</p> <ul style="list-style-type: none"> ▶ Time series Forecasting ▶ People Analytics ▶ Legal Aspects of Business ▶ Behavioral Finance 	<p>Core</p> <ul style="list-style-type: none"> ▶ Product and service design ▶ Indian Financial System ▶ Compensation Benefits 	<p>Core</p> <ul style="list-style-type: none"> ▶ Final project Work ▶ Digital and Social Media Marketing ▶ Business Valuation
Design & Liberal Arts	Design & Liberal Arts	Design & Liberal Arts
<ul style="list-style-type: none"> ▶ Mock Design Workshops ▶ Industry Projects 	<ul style="list-style-type: none"> ▶ Design Bootcamps 	<ul style="list-style-type: none"> ▶ Innovation Fair

ELECTIVES

The courses and curriculum is only **representative** and may be **subject to change** as determined by the faculty and academic department. Please check with **academic program office** for the latest curriculum schedule and courses taught.

Marketing

- ▶ **Consumer Behaviour**
- ▶ **Product and Brand Management**
- ▶ **Digital and Social Media Marketing**
- ▶ **Omni Channel Retailing**
- ▶ **Marketing Analytics**
- ▶ **Integrated Marketing Communication**

Analytics

- ▶ **Data Mining and Predictive Analytics**
(Using R and Python)
- ▶ **Business Forecasting**
- ▶ **Data Visualization**
- ▶ **Artificial Intelligence with Deep learning**
(using python)
- ▶ **People Analytics**
- ▶ **Introduction to FinTech and Digital Finance**

Human Resources

- ▶ **People Analytics**
- ▶ **Talent Acquisition and Management**
- ▶ **Performance Management**
- ▶ **Compensation Benefits**
- ▶ **Industrial Relations – Labor Laws**
- ▶ **Training and Development**

Finance

- ▶ **Financial Statement Analysis**
- ▶ **Indian Financial System**
- ▶ **Behavioral Finance**
- ▶ **Securities Analysis and Portfolio Management**
- ▶ **Business Valuation**
- ▶ **Introduction to FinTech and Digital Finance**

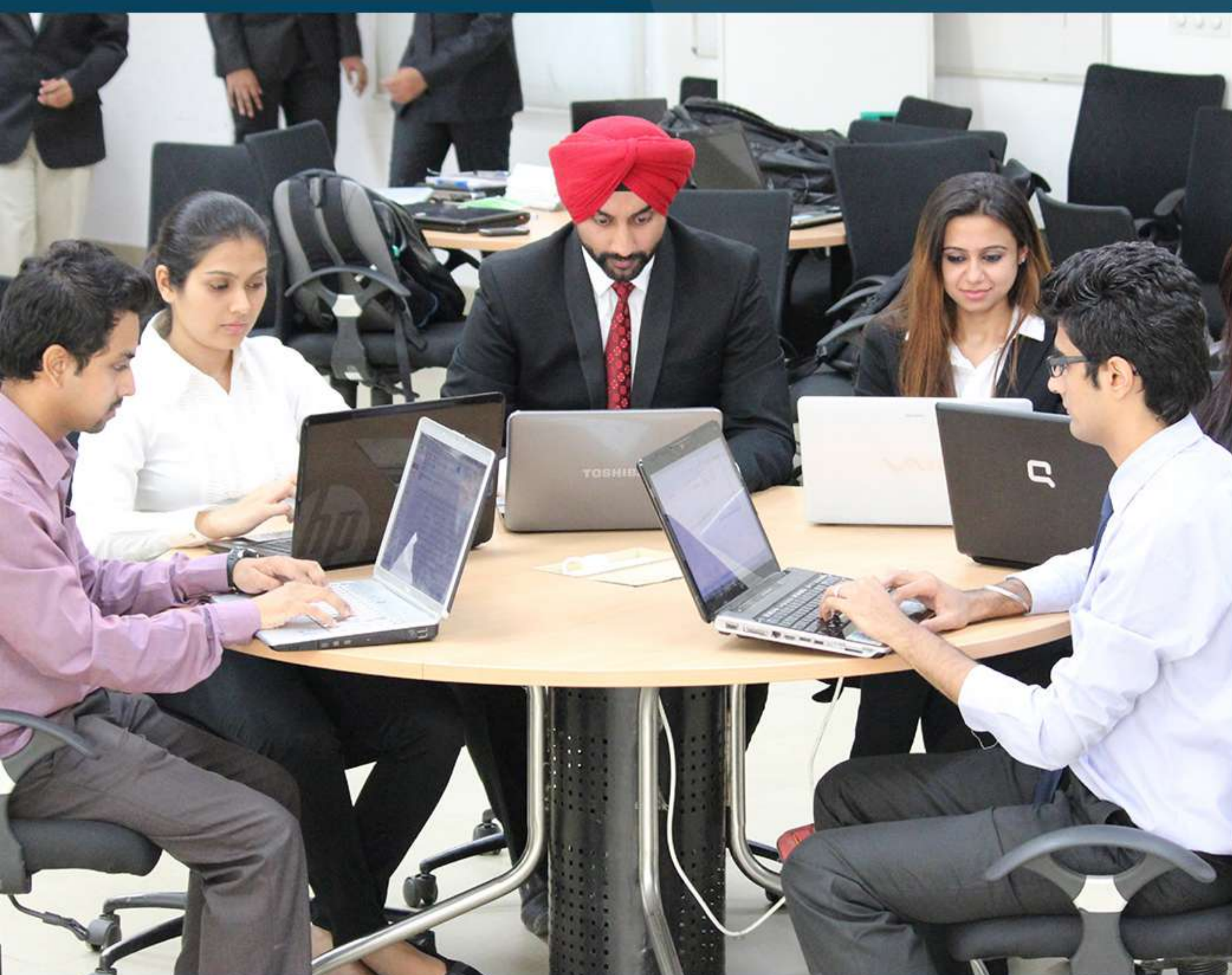
LEARNING JOURNEY



Considering the demands of the future employers and the skillset requirements of the future workforce, SOIL has curated a learning journey with the help of Academicians, Top Industry Leaders, Environmentalists, Venture Capitalists and Serial Entrepreneurs

With an amalgamation of Management Subjects, Design Thinking & Liberal Arts; each day is about new learning, new experiences and new insights at the SOIL Institute of Management. The Key Focus areas are:

- ▶ Gaining Business Excellence
- ▶ Developing a Design Thinking Mindset
- ▶ Understanding humans using Liberal Arts
- ▶ Gaining Industry Exposure
- ▶ Developing Career Skills





“The school has put together a curriculum which will prepare graduates for the modern business world. This program has a specific focus not only on functional skills but also personal skills”

B. Muthuraman
Former Vice President, Tata Steel



LEARNING JOURNEY

LEARNING JOURNEY - YEAR 1




Your first year is an immersion in business and design thinking fundamentals. You will work through solid core courses as you build foundational knowledge, hone new competencies, engage, network and forge ties, friendships and your own business network

JUN-JULY ' 23	AUG 1 TO AUG 15' 2023	AUG - OCT '2023	NOV - JAN '2024	JAN - APR '2024	
PRE-TERM	ORIENTATION	TERM 1	TERM 2	TERM 3	
<p>Access Learning resources and bridge any knowledge gaps</p>	<ul style="list-style-type: none"> ▶ Batch Reveal Session ▶ Integrated Business Session ▶ Exposure to social services at SOIL ▶ Story of your Life and future goals ▶ Psychometric Assessments 	<p>Core</p> <ul style="list-style-type: none"> ▶ Problem Solving and Statistical Thinking ▶ Financial Accounting ▶ Microeconomics Theory ▶ Managerial Communication 	<p>Core</p> <ul style="list-style-type: none"> ▶ Operations and SCM ▶ Corporate Finance ▶ Business Research ▶ Marketing Fundamentals ▶ Organization Behaviours for managing self & teams 	<p>ACADEMY INTENSIVE WEEK 1</p>	
		<p>Design & Liberal Arts</p> <ul style="list-style-type: none"> ▶ Psychology for Managers ▶ Self Leadership ▶ Introduction to Design Thinking 	<p>Design & Liberal Arts</p> <ul style="list-style-type: none"> ▶ Managerial Communication ▶ Design Dynamics 		<p>Core</p> <ul style="list-style-type: none"> ▶ HRM for Modern Workforce ▶ Decision models and optimization ▶ Dynamic Strategy ▶ Competitive Strategy for Managers
	Unlearn & Relearn	Heritage Walks	Industry Tours		Himalayan Retreat
	Career Services	Social Innovation	Interpersonal Skill Lab		Interpersonal Skill Lab
	Senior Sessions	Brand Yourself - Careers	Career Coaching		Summer Internship Process
Welcome by Industry		Yoga & Wellness			
<p>Inspired Leadership Series by Industry Experts & Leaders</p>					

LEARNING JOURNEY

LEARNING JOURNEY - YEAR 2

Our flexible curriculum learning journey allows you to take more electives in the second year to prepare for your desired career track, global experience, business venture, or other interests. You will take any remaining core requirements, drill deeper within the wide range of electives, and develop one or more areas of expertise.

MAY - JUN '24	JULY - SEPT '2024	OCT - DEC '2024	JAN - MAR '2025	
SUMMER BREAK	TERM 4	TERM 5	TERM 6	
SUMMER INTERNSHIPS	Electives <ul style="list-style-type: none"> ▶ Time series Forecasting ▶ People Analytics ▶ Legal Aspects of Business and ethics ▶ Behavioral Finance 	ACADEMY INTENSIVE WEEK 2	Electives <ul style="list-style-type: none"> ▶ Product and service design Indian ▶ Financial System ▶ Compensation Benefits ▶ Other Electives 	Electives <ul style="list-style-type: none"> ▶ Final integrated project Work ▶ Digital and Social Media Marketing ▶ Business Valuation ▶ Other Electives
	Design & Liberal Arts <ul style="list-style-type: none"> ▶ Mock Design Workshops ▶ Industry Projects 		Design & Liberal Arts <ul style="list-style-type: none"> ▶ Design Bootcamps 	Design & Liberal Arts <ul style="list-style-type: none"> ▶ Innovation Fair
	 Global Immersion	 Discover India Journey	Capstone Simulation	
	Industry Live Project	Storytelling	 Junior Mentorship	
	Academy Domain Knowledge Sessions	Lateral Placements Process	Final Placements Process	
Inspired Leadership Series by Industry Experts & Leaders				



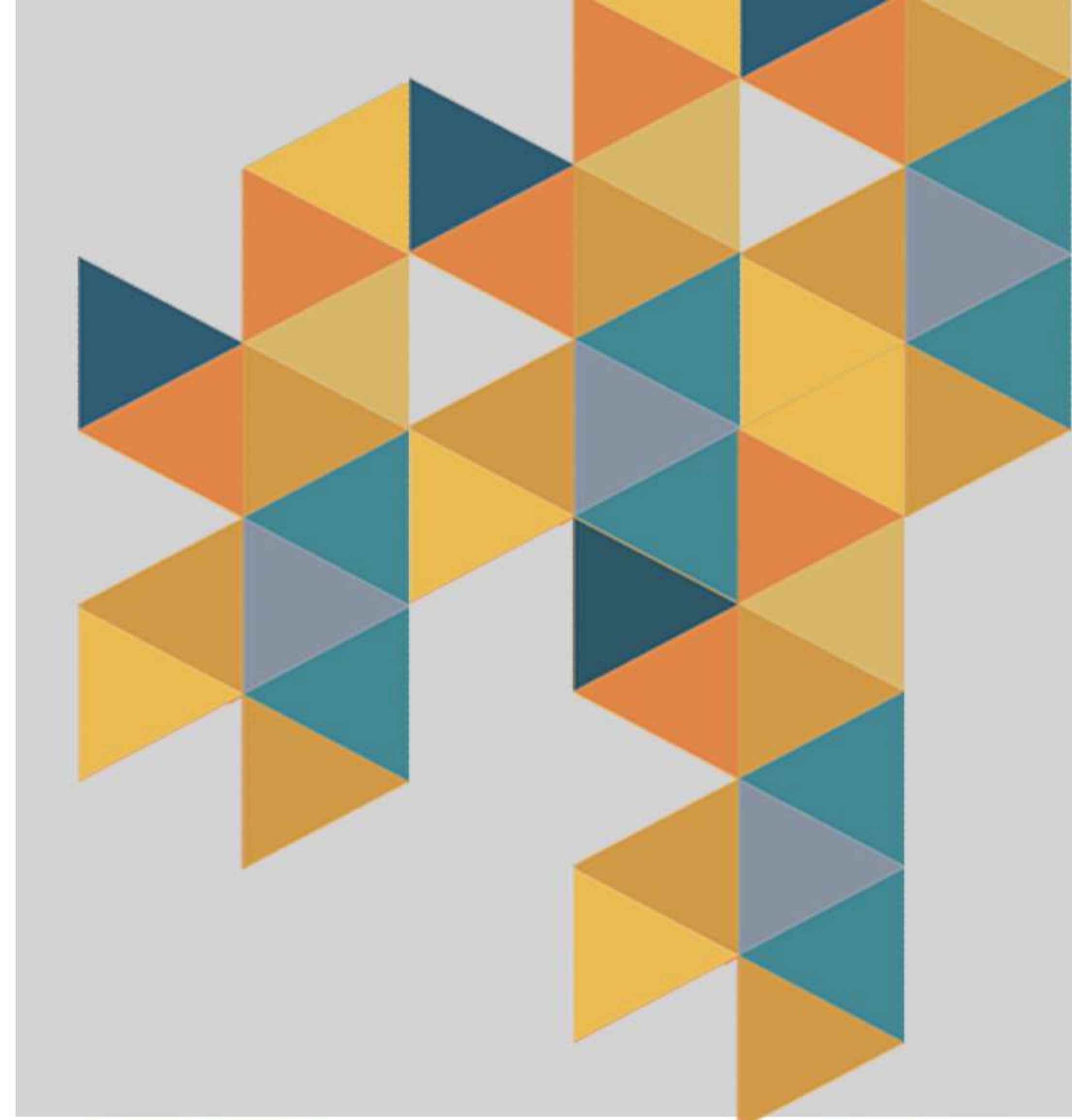


Experiential Immersions

With the onset of the 21st century, and the rise in globalisation and technological advancements, boundaries between regions, countries and people have become non-existent. During these times, it is imperative for students to get an advanced understanding of humans and their behaviour across cultures.

In the SOIL PGDM Program, 25 percent of learning is experiential, with field immersions that invite deep focus on five areas leadership, design thinking, entrepreneurship and innovation, global business, and cultures.

- **Global Immersion**
- **Himalayan Rural Outreach**
- **Social Innovation Program (SIP)**
- **India Train Journey**
- **Innovation Festival**



GLOBAL IMMERSION

Undergo a two-week-long international study trek in one of the leading business capitals of the world. This tour combines on-campus lectures, projects and assignments as well as experiential formats like workshops. This serves as an excellent opportunity to experience and understand these business capitals from close quarters.

A GLOBAL IMMERSION TREK GENERALLY CONSISTS OF

1 - On-Campus Sessions

2 - Study Trek



Explore factors which affect businesses globally

Attend a class in a foreign university for a week

Economic and cultural understanding of business capitals

Apply classroom knowledge to global settings

EXPERIENTIAL IMMERSIONS



HIMALAYAN RURAL OUTREACH

Undertake a trip to the scenic mountain village of Sidhbari located on the outskirts of Dharamshala at the feet of the Himalayas. Students visit the nearby Cord village to interact with the local communities and understand various political, economic & cultural aspects.



SOCIAL INNOVATION PROGRAM (SIP)

A leadership experiential program wherein students work closely with an NGO. Students gain knowledge in the form of real-life challenges and situations faced and this helps the students to understand and apply leadership qualities at appropriate junctures in organizations.



INDIA TRAIN JOURNEY

Embark on a 'Discover India Train Journey' to discern diverse cultures, history and uncover the mystique of India in the true essence. The two-week train journey involves visiting culturally significant places across India



INNOVATION FESTIVAL

The Innovation FAIR is the annual festival of the School of Business Design. It is the culmination of the entire teaching-learning experience that a student undergoes during the 2 Year PGDM program. The fair will be an opportunity for the students to showcase their learnings



CLASS PROFILE PGDM 2022-24

23

AVERAGE AGE

41%

WOMEN

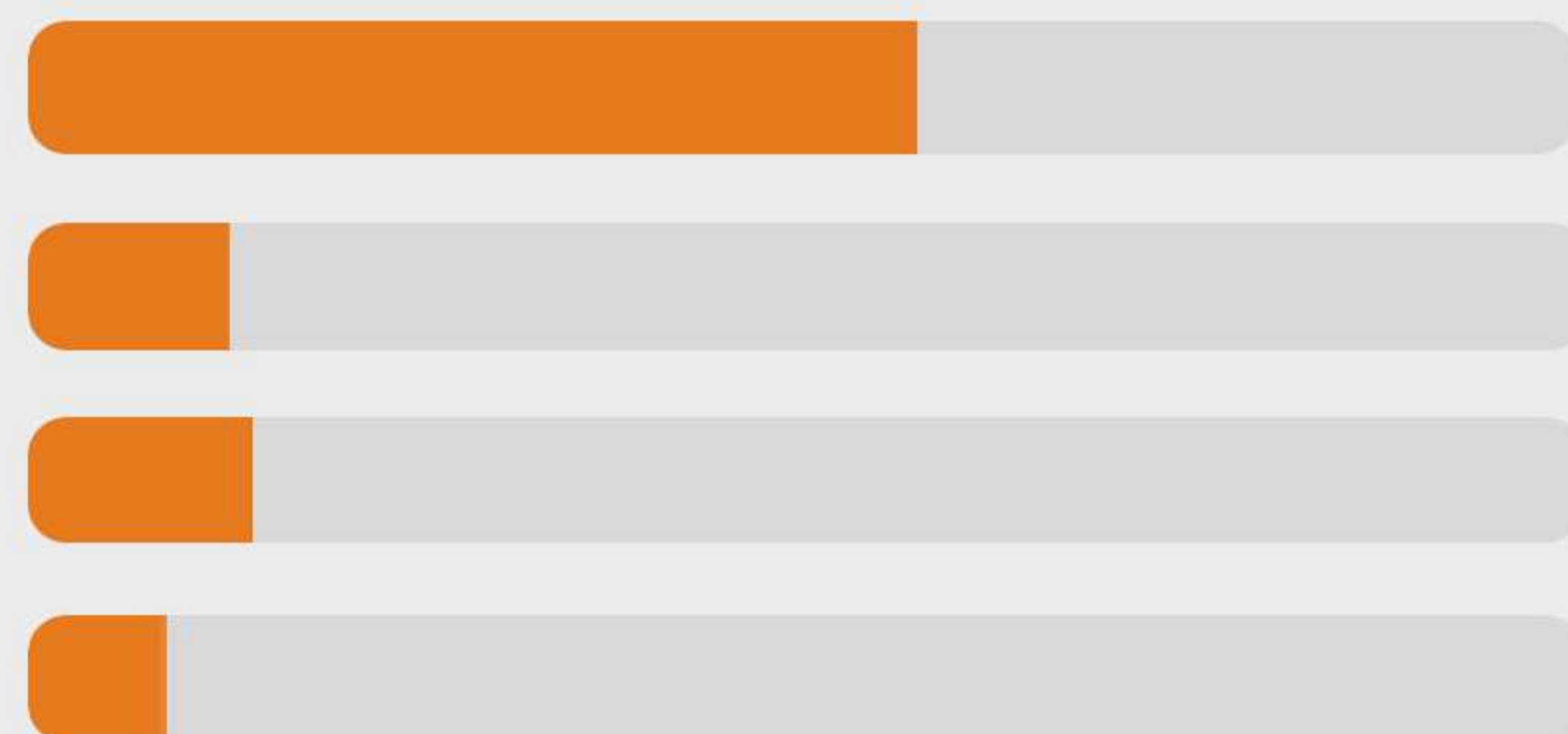
20

STATES REPRESENTED

73%

FRESHERS (NO WORK EXPERIENCE)

WORK EXPERIENCE



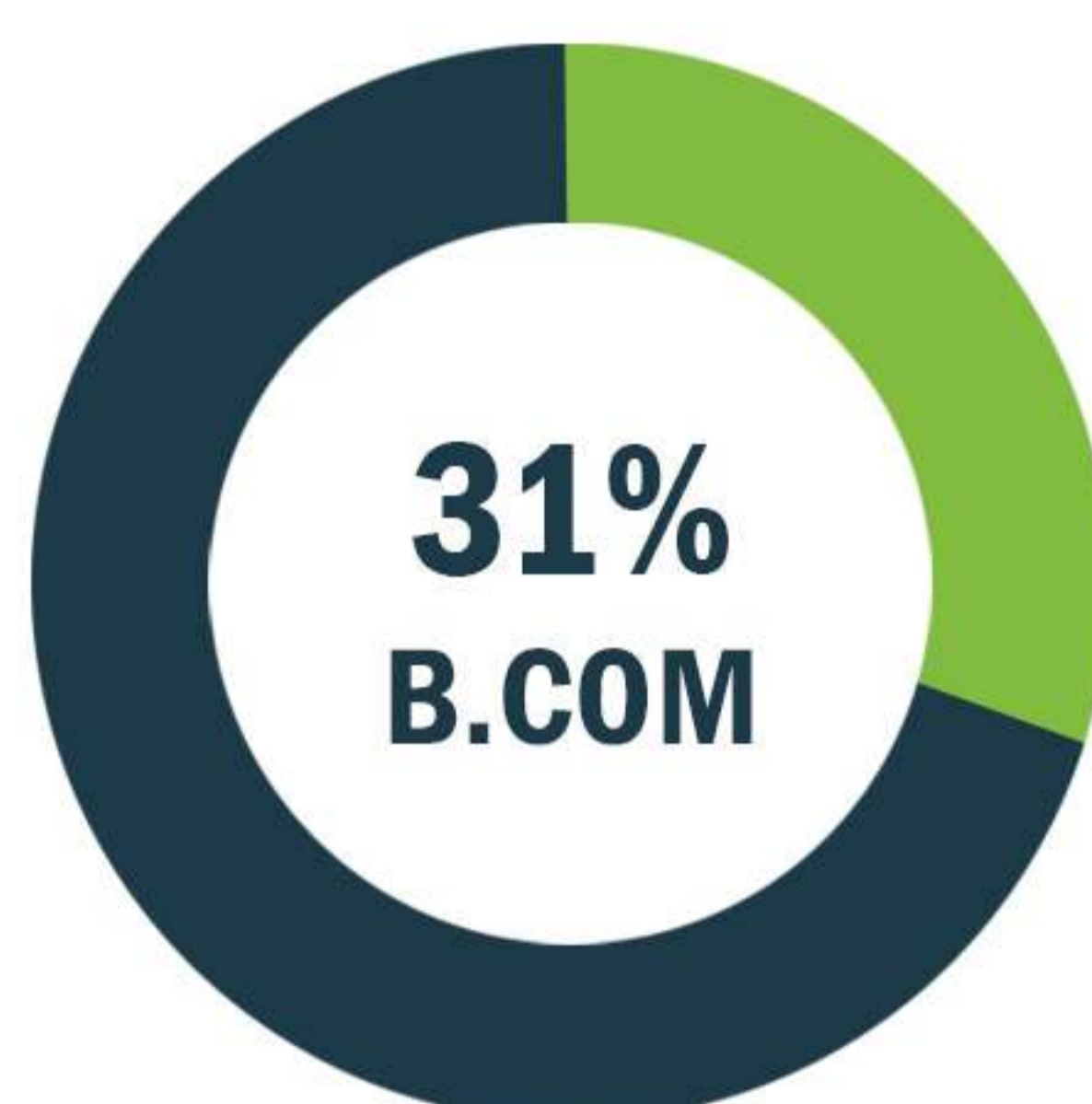
73% - NO WORK EXP

10% - 0 TO 12 MONTHS

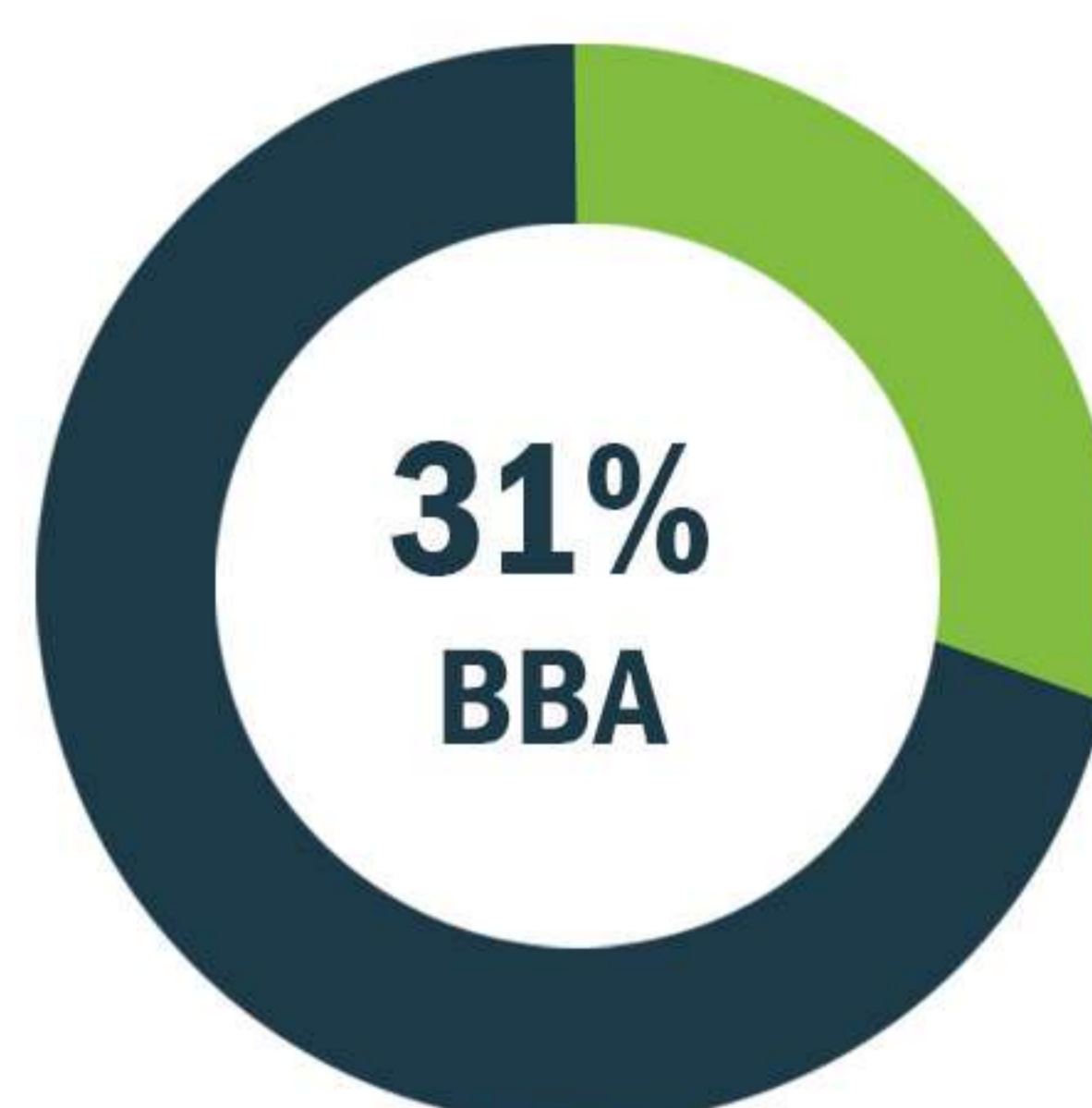
11% - 13 TO 24 MONTHS

6% - 24+ MONTHS

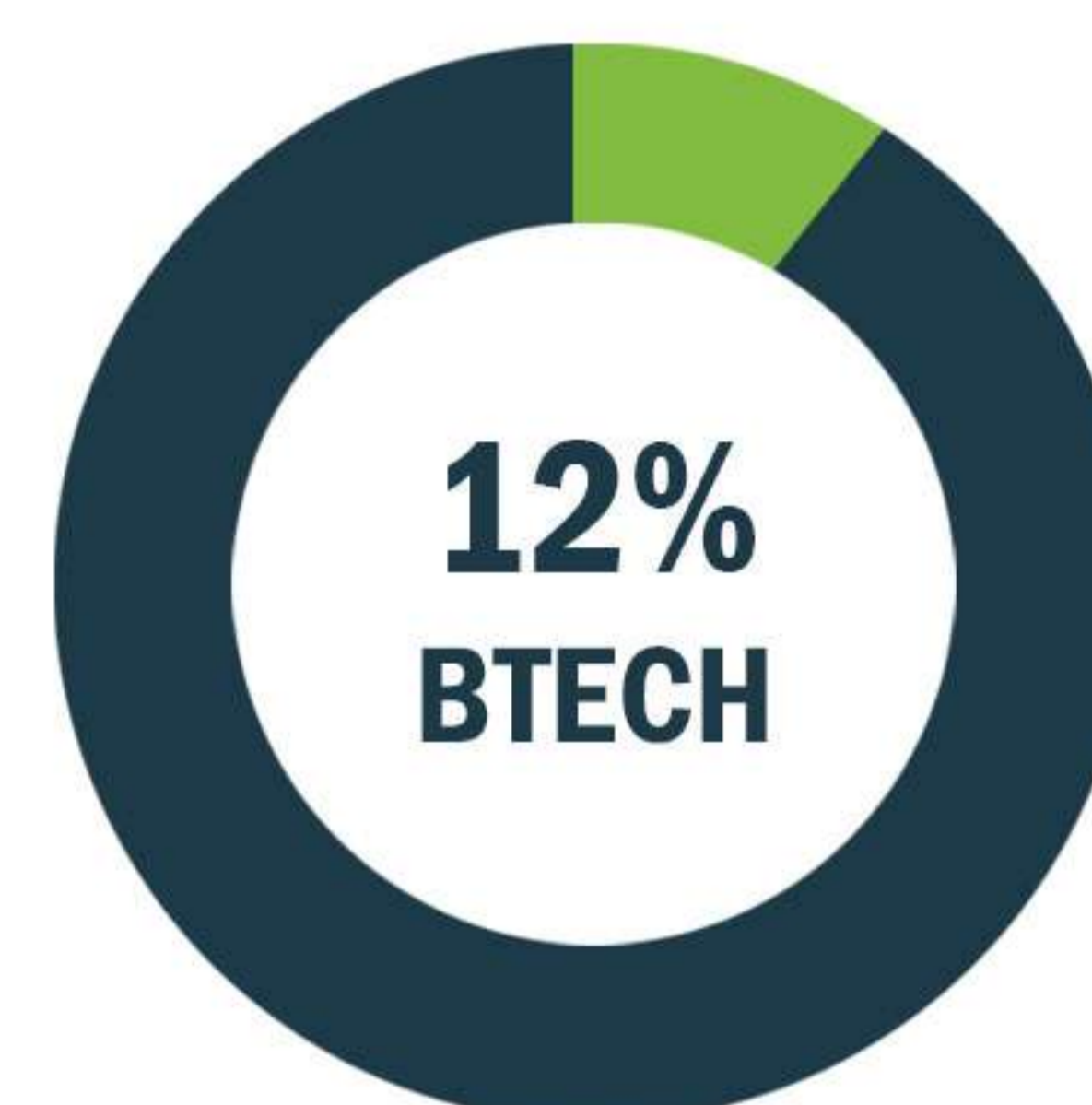
UNDERGRADUATE DEGREE



31%
B.COM



31%
BBA



12%
BTECH



10%
B.SC



6%
BA/BA HONS



10%
OTHERS



CAREER DEVELOPMENT PATHWAYS

Career development is not simply about obtaining a job. it's about bringing out the best in you as a professional and a leader.

All through the 6 terms spent at SOIL you will continuously work on a series of career development activities including workshops, trainings, panel discussions, one-on-one mentoring sessions. Every student will develop an Individual Learning Plan and revisit it every term.

CAREER DEVELOPMENT SCHEDULE

ORIENTATION – DISCOVER YOURSELF

TERM 1 - EXPLORATION

TERM 2 - DEVELOPING A PLAN

TERM 3 - PREPARING FOR YOUR INTERNSHIP

TERM 4 - PLACEMENTS & RECRUITMENT PREP 101

TERM 5 - CAREER FORWARD

TERM 6 & BEYOND - YOUR NEW LIFE



CAREERS

GET INDUSTRY READY THROUGH SOBD ACADEMIES

Academies function as a bridge between what you're learning in the curriculum and how you'll apply it in your field during your internship and post-MBA career. We offer seven career-focused Academies designed to prepare you for the summer internships and final placements.

In addition to a major, all SOIL MBA students are required to choose an Academy. Through your Academy, you'll develop marketable & managerial skills via professional experience, all designed to position you for long-term career success.

-  **The Marketing Academy**
-  **Corporate Finance Academy**
-  **Business Analytics Academy**
-  **Human Resources Academy**

-  **Consulting Academy**
-  **Leadership Academy**
-  **Entrepreneurship Academy**

ACADEMY ACTIVITIES

Leadership Opportunities	Corporate Visits	Networking
Career Support Fair	Field Trips	Industry Related Projects

FINAL PLACEMENTS 2020-22



Despite a slightly adverse macro environment for hiring, our valued base of recruiting organizations has continued to repose its faith in our students. Plus, we have managed to add several new Companies to this firm base. Our students have been absorbed in all the key sectors – including IT, Manufacturing, Finance, Consulting and eCommerce.

20 L
Highest CTC

9.7 LPA
Average CTC

220%
ROI

61
No. of Companies Participated

HIGHLIGHTS OF THE FINAL PLACEMENTS SEASON

PARAMETER	VALUE / COUNT
Total Percentage of Students Placed	100%
Number of Companies	61
Average Increase in CTC (Incoming CTC vs Finals CTC)	1.46 times
Highest Salary CTC Offered	20 LPA
Average CTC of top 10% placed students	13.8 LPA
Average CTC of top 50% placed students	11.3 LPA
Average Salary CTC offered	9.7 LPA
Median CTC (offered)	9.8 LPA

- The average CTC offered to the batch increased by **15%** compared to last year.
- The highest CTC offered increased by **33%** compared to last year.
- The number of companies participating in the recruitment drive increased by **18%**.
- New age companies in Consulting, EduTech, EComm, Digital sector have recruited this year.

ROLES OFFERED

Senior Business Analyst	Business Development Analyst	Management Trainee	Center of Excellence – Marketing
Business Analyst	Associate Consultant	Senior Analyst – Data Science	Senior Associate Consultant
Area Sales Manager	HR Manager – Digital & Products Team	Lead HR Strategy Manager	Digital Marketing Analyst

PARTICIPATING COMPANIES

Marketing	Tech Mahindra, Mphasis , Zomato, ABB , Frontizo, SRK Exports, Stadhawk, Bridge Group , Skiify
Analytics	Infosys, KPMG Global, Cognizant, Happiest Minds , Coverfox, Zimyo Consulting, HDFC Bank, InfoZec
Human Resources	Mahindra AFS, Athena Research, Anand Group, Intellect Design , Sopra Steria, HONO.AI , BYJU's H, DRAUP , Tarnea
Finance	Wipro (Finance), HDFC Bank, Genpact, Avanaa Capital, Paytm Money, RazorPay, Happiest Minds, Bridge Group, Calipro



LIFE AT SOIL

The campus is a vibrant hub of cultural and intellectual activities. SOIL has a club to match almost every interest of its students. Your program experience at SOIL will extend beyond your curricular life

LIFE AT SOIL



Club involvement strengthens your professional and personal networks with fellow students, faculty, recruiters, and business leaders—letting you refine your leadership role while learning new skills, meeting new people, appreciating new perspectives, and expanding your views.

THE CLUBS AT SOIL

- ▶ **Toastmasters Club**
- ▶ **Outdoor Sports & Adventure**
- ▶ **Consumer Marketing Club**
- ▶ **Cricket Club**
- ▶ **Quiz Club**
- ▶ **Social Impact Club**
- ▶ **Yoga Club**
- ▶ **Cinema Club**
- ▶ **Dramatics Club**
- ▶ **Investors Club**
- ▶ **Wine Club**
- ▶ **Nature & Gardening Club**
- ▶ **Music Club**

ANNUAL EVENTS AT SOIL

The MBA calendar is filled with events that create a comradeship and stronger bonds between the students. These events are organised by the student committee and clubs.

- ▶ **Karma Rasoi - The art of Serving Forward**
- ▶ **SOIL Olympics**
- ▶ **SOIL Premier League**
- ▶ **Diwali Mela**
- ▶ **Tree Plantation Drive**
- ▶ **Inspired Leadership Conference**



ADMISSIONS PROCESS



KEY DATES (INDICATIVE)

ROUND 1
10TH
DECEMBER, 2022

ROUND 2
21ST
JANUARY, 2023

APPLICATION PROCESS

STEP 1

**FILL ONLINE
APPLICATION**

STEP 2

**ATTEND DESIGN
THINKING
WORKSHOP**

STEP 3

**GD &
PERSONAL
INTERVIEW**

STEP 4

**ADMISSIONS
RESULTS**

STEP 5

**SCHOLARSHIP
&
REGISTRATION**

<https://app.soil.edu.in/pgdm>

DESIGN THINKING WORKSHOP

As part of our admissions process, we use the Stanford D-School concept for MBA Admissions by organizing a half day Design Thinking Workshop for our applicants. When you attend this workshop, we teach you about Design Thinking and bring in real life business problems for students to solve. Creativity, teamwork and critical thinking skills are what we're looking for most through the DT workshop, rather than identifying students solely based on their past academic performances and entrance exam scores.

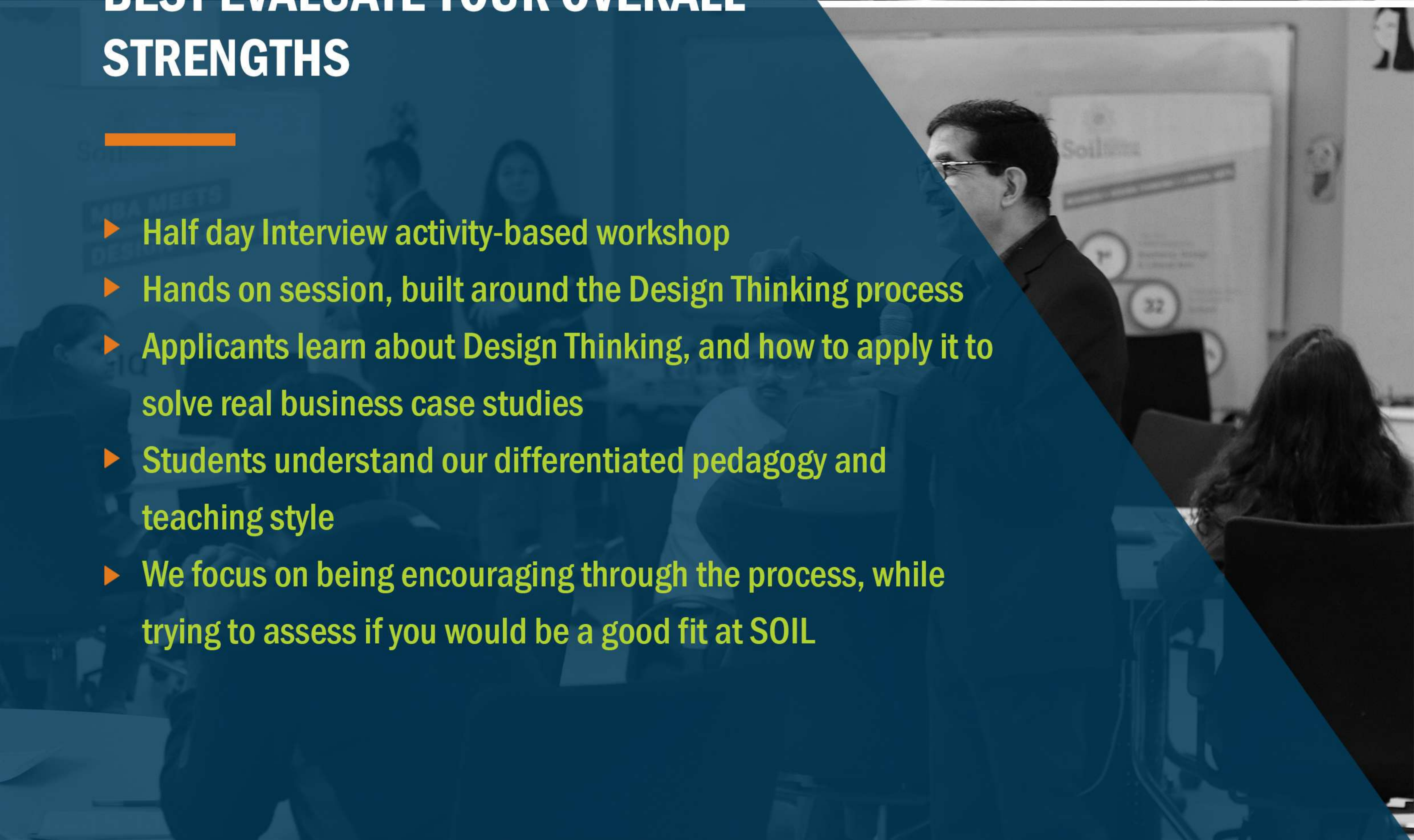
- ▶ **To identify the ability to think**
- ▶ **To identify the ability for action**
- ▶ **To identify the ability to collaborate**
- ▶ **To identify the ability to communicate**





THE MOST UNIQUE ADMISSIONS PROCESS TO BEST EVALUATE YOUR OVERALL STRENGTHS

- ▶ Half day Interview activity-based workshop
- ▶ Hands on session, built around the Design Thinking process
- ▶ Applicants learn about Design Thinking, and how to apply it to solve real business case studies
- ▶ Students understand our differentiated pedagogy and teaching style
- ▶ We focus on being encouraging through the process, while trying to assess if you would be a good fit at SOIL



ELIGIBILITY CRITERIA

SCORES ACCEPTED FOR PGDM 2023-25

CAT scores of the year 2021/2022

or

XAT scores of the year 2022/2023

or

GMAT scores taken after 1st January, 2021

or

MAT scores of the year 2022/2023

or

NMAT scores

DEGREE

Bachelor's degree in any discipline from a recognized institution

WORK EXPERIENCE

Freshers and candidates with work experience of less than 60 months by 31st March, 2022

PARTICULARS	2023-24	2024-25	TOTAL (IN INR)
Tuition Fees	425000	355000	780000
Program Fees	275000	225000	500000
Student Activity Charges	42000	0	42000
Medical Insurance (2 Years)	5000	0	5000
Journal Subscription for 2 Years	3000	0	3000
Alumni Subscription	0	10000	10000
TOTAL*	750000	590000	1340000
Security Deposit (Refundable)**		30000	

* The above fee is inclusive of tuition fee, examination fee, extra and co-curricular activities on campus, Library books & reading material, IT Services etc.

** Refundable after completion of the program, subject to clearance of all dues and damages to institute properties/assets.

PARTICULARS	2023-24	2024-25	TOTAL (IN INR)
Global Immersion ***	135000	-	135000
Discover India Train Journey ***	-	25000	25000

*** Optional trip charges are on opt in basis only. These charges can change and are on actual basis. Student will have to pay these charges 3 months in advance if they wish to go for these trips

For other facilities like PG accommodation and education loan, kindly visit the website www.soil.edu.in/pgdm/fees-financial-aid



FINANCIAL AID OPTIONS

SCHOLARSHIPS

SOIL is committed to ensuring that its unique 2 Year program is available for the most committed and high potential leaders of tomorrow. It ensures that every candidate who is selected is able to attend the program irrespective of their socio-economic background. To achieve this, it has allocated generous scholarships which are mentioned below:

Need Based Scholarship

Merit Based Scholarships

Wards of Defence Personnel

Dr Verghese Kurien Scholarship

Unique Achievement Scholarship

BANK OPTIONS

For those seeking educational loans, we are pleased to share that we have partnerships with reputed banks who provide educational loans at nominal interest rates.

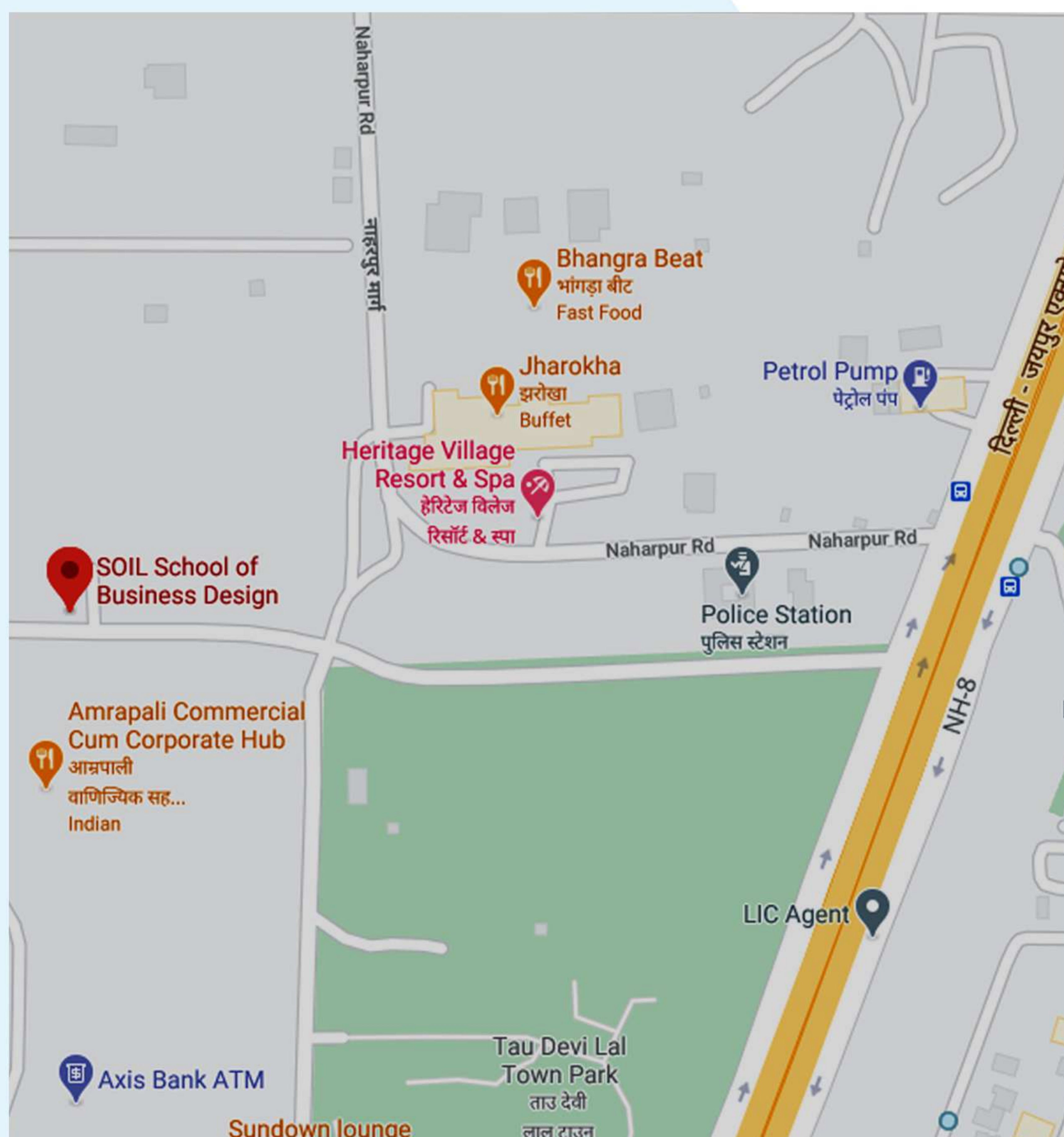
If faced with difficulties in contacting banks/processing loans, please get in touch with the admissions team at pgdm@schoolofbusinessdesign.com or call us at **9870256660/9717280018**





CONTACT US

**SOIL School of Business Design,
Plot 23, Sector 2, Phase 1,
Institutional Area, Manesar,
South Gurugram,
Haryana - 122050**



For any queries regarding the program, write to us at pgdm@schoolofbusinessdesign.com or call us at **9870256660 / 9717280018**


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