



Soil SCHOOL OF  
BUSINESS DESIGN

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BUSINESS DESIGN

NEW GURGAON



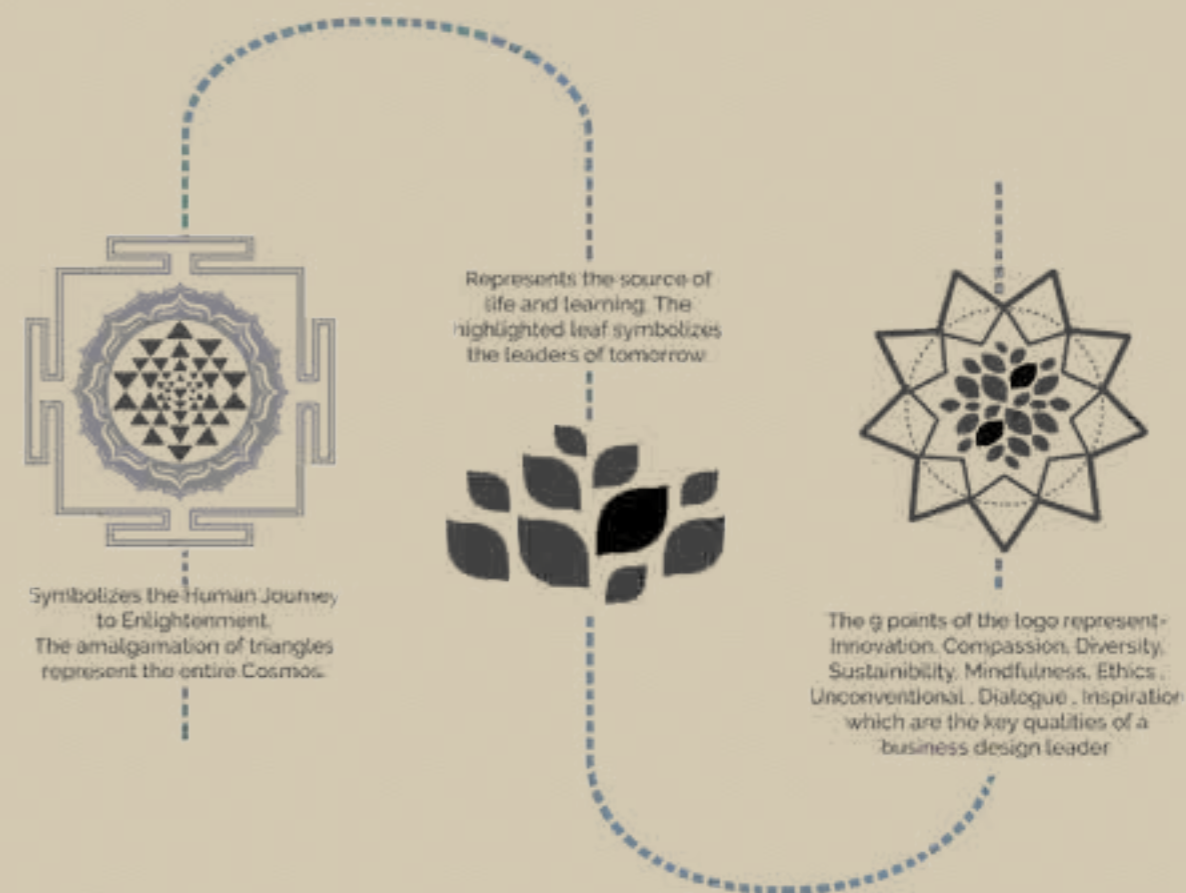
India's first 2-Year PGDM that integrates  
Business, Design Thinking & Liberal Arts



“We, at the School of Business Design are ready to take up this bold and radical initiative that reimagines management education in India. To nurture Creative Business Design Leaders for the new world of business with India’s first PGDM program that integrates business, design and liberal arts.”

**ANIL SACHDEV**

Founder & CEO  
School Of Inspired Leadership



The **Sri Yantra** is a representation of the cosmic mountain at the center of the universe, according to Indian mythology. It is made by combining **nine interlocking triangles – five pointing downward representing Shakti (the power that drives life) and four pointing upward representing Shiva (the consciousness that enables life)**. When these triangles come together, they create the entire cosmos.

The Sri Yantra symbolizes a human's journey from material existence to ultimate enlightenment or, simply put, a journey to understand the design of life.

With great focus on **Leadership skills** and its impact on student development both inwards and outwards which further result in shaping leaders of consequence, **The School of Business Design** is inspired by this philosophy of Sri Yantra. The 9 points of our logo represent - **Innovation, Compassion, Diversity, Sustainability, Mindfulness, Ethics, Unconventional, Dialogue, Inspiration**, which are also the key qualities in a business design leader.

We aim to create a new category of business. We aim to nurture students to **understand diverse people, complex situations and different schools of thought** by placing design at the center of their thinking.

# SHRI YANTRA OUR INFLUENCE

**SOIL (School of Inspired Leadership)** was created by a team of thoughtful business leaders and a **consortium of 32+ companies** with the aim to build leaders with **character, competence and enthusiasm**. We believe that businesses can create social good, ecological balance, holistic development and healthy international relations if they choose to act in inspired ways. Over the last ten years, SOIL has graduated over a 1000 alumni from its full time programs & 5000 alumni from part time programs who are making meaningful contributions to over 1000+ organizations in 22 countries around the world. **SOIL is now proud to announce the launch of its new campus, School of Business Design where it will run two-year PGDM program for fresh graduates integrating design thinking and liberal arts with traditional b school specializations for the first time in India.**



The vitality of the leaves balances the stability of the name, with one leaf that stands out as a leader.

# Soil

The word SOIL stands for SCHOOL OF INSPIRED LEADERSHIP and also connotes positive attributes such as growth, nurture and success.



# Soil

The logo of Soil is a representation of a tree as a source of life and learning. The Form of the logo evokes positive emotive response that touches the heart. When used effectively, it communicates our strategy of One Community, One Organization, One Universe.

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# ABOUT SOIL

# 10 YEARS OF LEGACY



# STUDENT TRANSFORMATION THROUGH SOIL VALUES

At SOIL, we put great emphasis on five core values that we call the pillars of 'Inspired Leadership'

The ABCDE of SOIL culture is:



## AWARENESS

Comes from the practice of '**mindfulness**'. This is about learning to be fully present in whatever we are doing, feeling or thinking. By not having any regrets of the past or anxiety about the future, we bring back the child like curiosity to learn and be happy regardless of the state of the environment. This is taught through regular practice of **Yoga and meditation**.



## BALANCE

Comes from appreciating the true spirit of '**Sustainability**'. Our campus building is designed to be in balance with Mother Nature-natural light in all rooms, rainwater harvesting, energy saving equipment etc. In addition, we teach courses on '**Whole systems Thinking**' to make students aware of this dimension.



## COMPASSION

Is not only about getting out of our own shoes to step into other's shoes to feel their state of mind but also doing something to help those in need. This is done through the yearlong '**Social Innovation Program**' in which student teams work one day in a week, with NGO's to make a difference to society. We also partner with **Chinmaya Organization of Rural Development (CORD)** and donate 10% of our profits each year to serve the poorest of the poor in India.



## DIVERSITY

Is about appreciating the uniqueness of each person and learning to leverage that for the sake of collective good. We use '**Caliper**', a world-renowned tool to appreciate the psychometric profile of every student and staff member and enable teams to use their knowledge to give off their best.



## ETHICS

Is about being fair to all stakeholders, using the right means to achieve results and '**no deception**'. We practice this in every process in SOIL and also teach students to explore this within themselves through a weeklong intense course conducted by **theatre artists**.

# BOARD & ADVISORY BOARD MEMBERS

Members of our board and advisory board are professionals from all walks of life—**academicians, industry leaders, entrepreneurs, social leaders and consultants.** Their combined wisdom has deepened our understanding of what the world's best educational institutions need to focus on and has helped us deliver excellence to our students every year through rigorous reviews.

## BOARD & ADVISORY BOARD MEMBERS



**Mr. Anil Sachdev**  
Founder & Ceo,  
SOIL



**Dr. Pradip Khandwalla**  
Former Director,  
IIM Ahmedabad



**Dr. KK Nohria**  
Former Chairman,  
Crompton Greaves



**Mr. Arun Maira**  
Indian Chairman  
Boston Consulting Group



**Mr. Sanjay Gupta**  
CEO,



**Ms. Vinita Singh**  
Founder,  
We the People



**Mr. Yogesh Andlay**  
Founder,  
Nucleus Software



**Mr. Arun Jain**  
Chairman & M.D.  
Intellect Design Arena Ltd.



**Ms. Neera Sachdev**  
Director,  
Grow Talent Company Ltd.



**Mr. Shailendra Kumar**  
Founding Team  
Grow Talent Company Ltd.  
Ex NDDDB  
Senior Leader



**Mr. Analjit Singh**  
Chairman,  
Max India



**Dr. Karl Erik Sveiby**  
Author & Global Expert,  
Knowledge Management



**Dr Vijay Kelkar**  
Ex. Chairman  
Finance Commission,  
Government of India



**Dr. Tom Keelin**  
Chairman & Director.(SDG)  
Adjunct faculty,  
Stanford University



**Mr. Shashank Vira**  
Managing Director,  
Synergy Corporate  
Advisors



**Mr. B Muthuraman**  
Former Vice Chairman,  
Tata Steel



**Ms. Savita Mahajan**  
Former non-exec.  
Independent Director  
IFCI limited



**Prof. Indira Parikh**  
Founder President,  
FLAME University  
Founder Director,  
IIM Ahmedabad



**Mr. Santosh Desai**  
MD & CEO  
Future Brands



**Mr. Shyam Viswanathan**  
Former Dean,  
ISB, Hyderabad



**Mr. Prasad Kaipa**  
CEO  
Kaipa Group



**Mr. K Balasubramaniam**  
Member Holding Group,  
GMR



**Mr. Suresh Shetty**  
Ex-CFO, Hero Honda,  
Director, Enam Securities



**Mr. D. Swaminath**  
Former Chairman  
Manipal Hospitals  
Former CEO  
Infosys BPO



**Mr. Pratik Kumar**  
Executive Director,  
Wipro



**Dr. Tomoyoshi Noda**  
Founder  
ISL  
Shizenkan University



**Mr. Arun Arora**  
CEO  
Dr. Shroff Charit Eye Hospital



**Mr. Vijay Ghei**  
Design Thinking  
Practitioner & Expert



# FACULTY & MENTORS

School of Business Design faculty ignites the spark of genius in every student while customizing the educational journey based on their passions and talents.



**Prof. A.N. Bhattacharya**

**MARKETING**  
MBA(Marketing),  
Banaras Hindu  
University  
**B.Sc.**  
Banaras Hindu  
University  
**Ex-Dean**  
IILM Institute of  
Management  
Worked with brands like  
Amul, Dhara & Vadilal



**Dr. Ravindra Ojha**

**OPERATIONS**  
PhD,  
NorthCap University,  
Gurugram  
**Master's in Industrial  
Engg. & Management**  
Asian Institute of  
Technology, Bangkok  
**B.Tech**  
N.I.T. Warangal  
**Ex- MD**  
GKN Driveline  
Worked in brands like  
Tata Motors & Eicher



**Prof. Vijay Ghei**

**DESIGN THINKING**  
**B.E.**  
Delhi University  
**Design Thinking  
Practitioner & Expert**  
**Senior Vice President**  
NIIT Technologies  
Limited.  
**Visiting Professor** -Hult  
International Business  
School  
25+ years of experience  
in teaching, consulting  
through Design thinking



**Dr. Debabrata Das**

**ANALYTICS**  
PhD,  
Jamia Milia Islamia  
Central University  
**M.Sc**  
Utkal University  
**Advisor to several  
private and Public  
enterprises**



**Dr. Renuka Singh**

**SOCIOLOGY**  
PhD,  
Jawaharlal Nehru  
University (JNU)  
**M.Phil**  
Jawaharlal Nehru  
University (JNU)  
**M.A.**  
Jawaharlal Nehru  
University (JNU)  
**Research fellow:**  
Oxford University &  
JNU  
**Associate Prof.**  
JNU  
**Director** - Tushita  
Mahayana Meditation  
Centre



**Prof. Sally J Fox, Phd**

**Phd.**,  
Fielding Graduate University  
**MA,**  
University of Michigan  
**MBA,**  
Yale University  
**Forbes coaches' council  
member,**  
**Former Dean,**  
Antioch University



**Dr. Tomoyoshi Noda**

**Phd.**, Harvard University  
**M.Sc.**, Massachusetts  
Institute of Technology (MIT)  
**Bachelors' Degree in Law**  
**Former faculty:** London  
Business School, INSEAD  
(France) & INSEAD  
(Singapore)



**Dr. Rajen Gupta**

**Phd.**, IIM - Ahmedabad  
**B.Tech,** IIT - Kanpur  
**Former faculty:**  
IIM - Lucknow  
MDI-Gurgaon  
**Faculty selection panels of  
IIM**



**Dr. Neetika Batra**

**FINANCE**  
PhD,  
Delhi University,  
**Masters ( Finance)**  
Delhi University  
**B.Com**  
Delhi University)  
**Former Vice President-**  
SBI Capital Markets Ltd.



**Prof. Arjya  
Chakravarty**

**HUMAN RESOURCES  
MBA**  
XLRI, Bhubaneswar  
**B.Sc.(Chem. Hons)**  
XLRI, Bhubaneswar  
**Visiting Faculty**  
SP Jain School of  
Management, Dubai  
Worked with brands  
GE



**Prof. Francis  
Rebello**

**HUMAN RESOURCES**  
**P.G. Diploma –**  
XLRI, Jamshedpur  
**Strategic Human Asset  
Consultant**



**Prof. Chiranjeev  
Kohli**

**MARKETING**  
PhD,  
Indiana University  
**MBA**  
IIM-Ahmedabad



**Prof. Shyam  
Vishwanathan**

**HUMAN RESOURCES**  
**MBA**  
FMS, Delhi  
**B.E.**  
**Subject Matter Expert**  
SHRM  
**Former CEO**  
Leadership Practice,  
Grow Talent  
**Dean-Executive**  
Education  
ISB

# CONSORITUM OF COMPANIES

School of Business Design is co-created by **32 multinational & Indian companies** from across industry verticals who believe in the value proposition of ceating leaders with a focus on the triple bottom line. The program is designed by and for companies to prepare the 'manager of the future' who is capable of solving crossfunctional, multidimensional and complex problems, faced by the corporate world today while continuing to focus on **Ethics & Sustainability**. The MBA Consortium Companies play a pivotal role in the program right from the start through networking events, mentorship, workshops and providing career oppurtunities for students.



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**INDIA'S FIRST  
2-YEAR PGDM  
THAT INTEGRATES  
BUSINESS,  
DESIGN THINKING  
& LIBERAL ARTS**

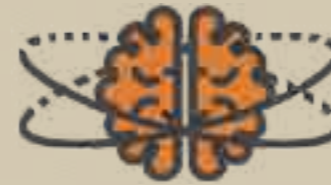


# WHAT IS DESIGN THINKING

Over the last decade, with the growth of internet and increase in global trade, consumer habits have changed like never before. This has consequently changed how business is done. As startups disrupt traditional industries and traditional businesses grapple to get ahead of the curve, innovation is the single biggest differentiator of company balance sheets.

Today, design thinking is increasingly becoming the most sought talent in the world. In the 21st century, Business Design is the future of management.

Companies investing in Design Thinking  
AirBNB | Nike | Apple | Uber | Ideo | Google | Amazon | Facebook | Zomato



## EMPATHIZE

This is the watch and observe phase of the design thinking process. The exercise of observing followed by understanding stimulates Empathy.



## DEFINE

The phase to identify the problem area. The focus lies in becoming aware of people's needs and develop insights.



## IDEATE

A rather challenging phase, where one brainstorms a myriad of ideas and suspend judgement. Ideating is all about creativity and fun, where barriers of wrong and right are eliminated.



## PROTOTYPE

Prototyping is a rough and rapid portion of the design process. A prototype can be a sketch, a working model or a cardboard box.



## TEST

Testing is a part of iterative process that provides feedback. This helps things which work and which don't.

# THE NEW MBA-SYMBIOSIS OF BUSINESS, LIBERAL ARTS & DESIGN

**All students of business should be creative.** At SOIL's new **School of Business Design** we help you **realize your creative potential.**

Whether you have a background in liberal arts, engineering, science or commerce, the school of business design will help you become a more **creative person and an innovator.**

A 2 year Full time Post Graduate Program (PGDM) enabling you to build core management & design thinking skills and then move on to specialized electives that reflect your areas of interest.

Both inside and outside the classroom, you will learn to lead by practicing in an environment that gives you an opportunity to try new things. Specializations are offered in **Analytics, Marketing, Finance and HR.**



## PROGRAM HIGHLIGHTS



**Selection**  
As per AICTE Norms



**Length**  
24 Months



**Format**  
Full Time



**Language**  
English



**Intake**  
July



**Location**  
New Gurgaon



**Dedicated  
Career Service**



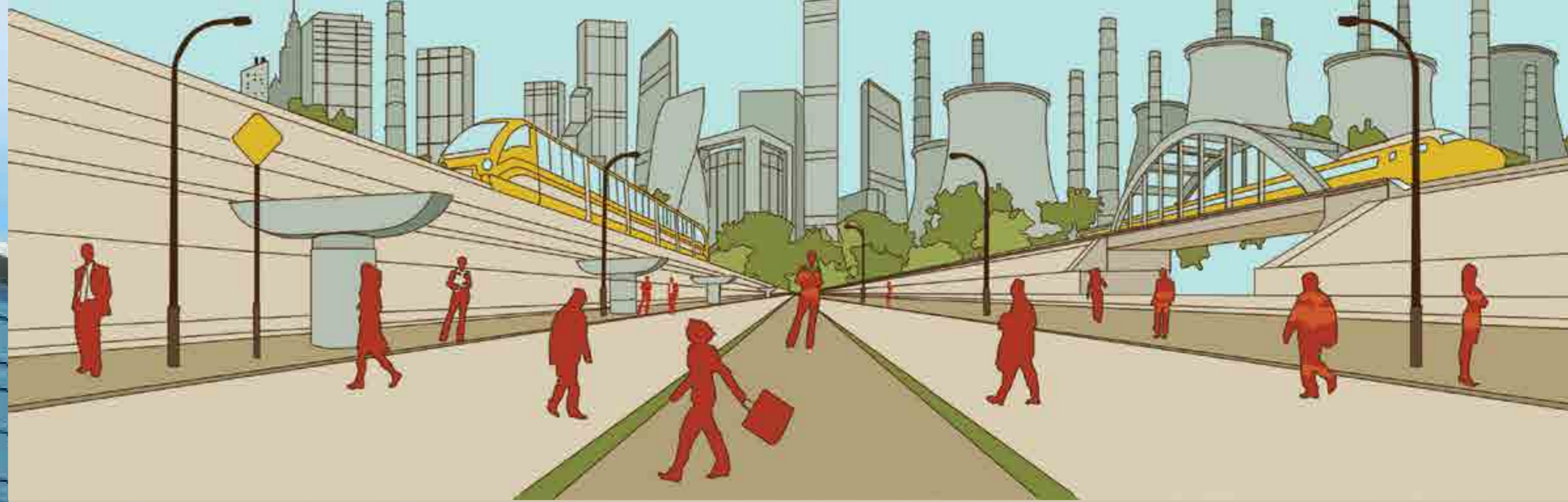
**Real World  
Projects**



**Industry  
Exposure**

# INDIA'S FIRST MASTERS PROGRAM THAT BLENDS BUSINESS CURRICULUM WITH LIBERAL ARTS USING DESIGN THINKING

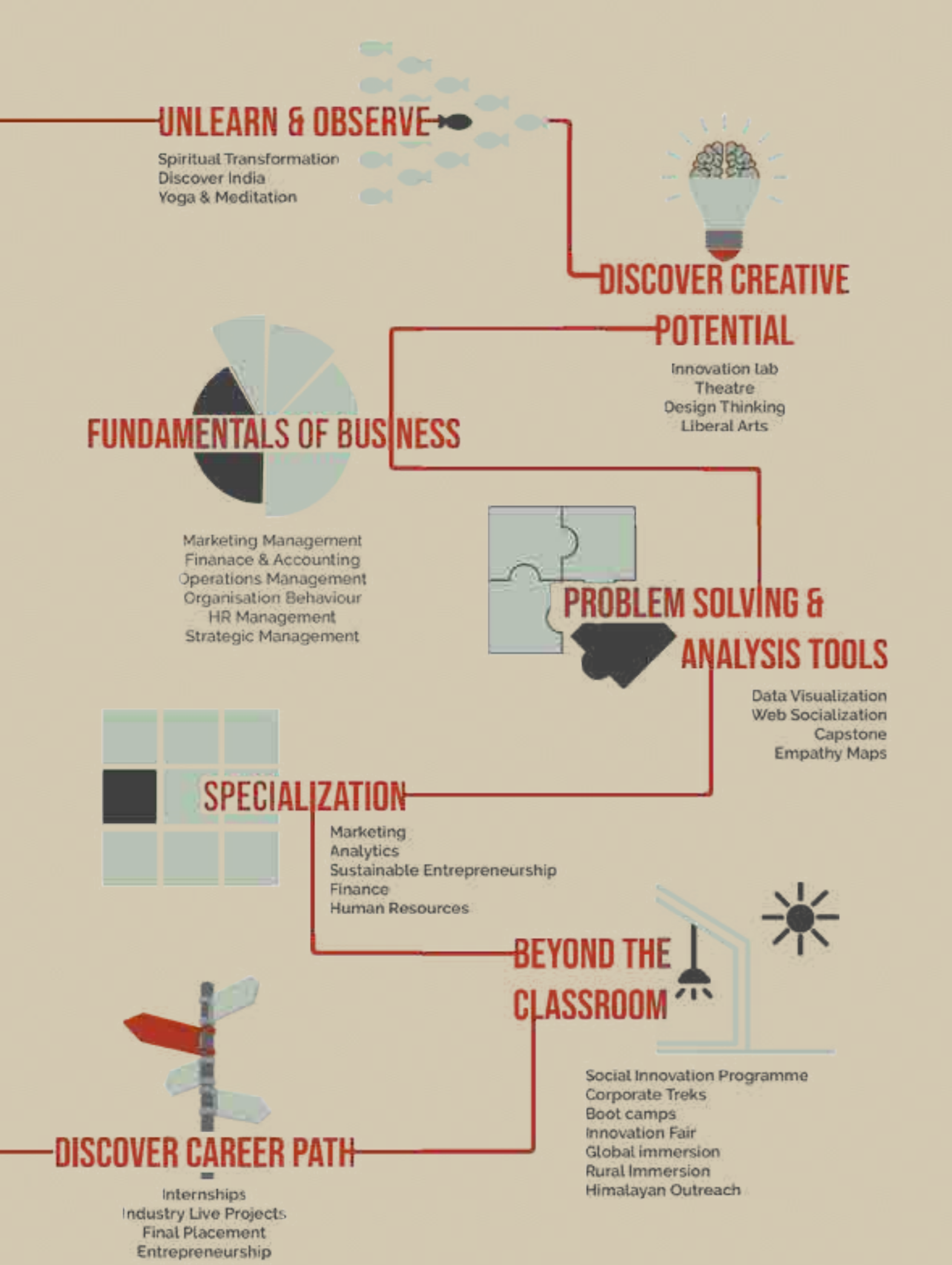
School of Business Design's curriculum leans on **action-oriented learning** and **collaboration**. Implementation of design thinking requires techniques that bridge the methods used in engineering design with creative ideas from arts, methodologies of social sciences and market testing from business. The two-year Post-graduate Diploma Program in Business Design challenge 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 years as student teams turn them into organizations that help people around the world. Enlightening and interdisciplinary, the program focuses on how to apply design culture, methodology and sensitivity to a wide range of businesses, including established enterprises and start-ups.



## 2 YEAR LEARNING JOURNEY

TERM 1	TERM 2	TERM 3	TERM 4	TERM 5	TERM 6
<b>MANAGEMENT COURSES</b>					
<b>(M)</b> Foundations of Marketing <b>(A)</b> Financial Accounting <b>(F)</b> Micro Economics <b>(A)</b> Probability & Statistics 1 <b>(HR)</b> Basics of HRM Organizational Behaviour	<b>(M)</b> Advanced Marketing Management <b>(F)</b> Corporate Accounting for Managers Principles of Macro Economics <b>(HR)</b> Productions & Operations Management <b>(A)</b> Data Visualization	<b>(A)</b> Business & Market Analysis <b>(F)</b> Corporate Finance Risk Management Strategy for Managers <b>(M)</b> Web Socialization	Specialization courses <b>(M)</b> Strategic marketing <b>(M)</b> Branding <b>(M)</b> Fixed Income <b>(F)</b> Commodity Finance <b>(F)</b> Mergers and Acquisitions <b>(F)</b> Options, Futures and Derivatives <b>(M)</b> Consumer Behaviour <b>(A)</b> HR Analytics	<b>(M,A,F &amp;HR)</b> Specialisation courses Strategic Leadership Venture Financial Entrepreneurship <b>(A)</b> Financial Analytics <b>(HR)</b> Strategic HR Happiness workshop	Specialisation courses Defining Personal vision and Mission Leadership lessons from exceptional leaders Building high Performance Teams and Communities
<b>DESIGN THINKING /LIBERAL ARTS COURSES</b>					
Essence of Space, Form & Structure Fundamentals of Design Drawing Sociology of Communities Social & Cultural Anthropology Basics of Business Communication Self-Leadership	Psychology of Empathy Ethnology Corporate Entrepreneurship Communication skills for Impact	Indian Literature Tools for Design Thinking Indian Ethos Business Planning	Interaction Design Advanced Design Thinking Appreciation of Arts Marketing for Entrepreneurs Government, Public policy & Politics	New Media Design Negotiation Skills Insights from Exceptional Leaders Venture Growth Entrepreneurial Finance Art of Story Telling	Typography Dialogue across Differences High Performing Teams

M- MARKETING | A-ANALYTICS | F-FINANCE | HR-HUMAN RESOURCES



**UNIQUE HIGHLIGHTS  
AT THE SCHOOL OF  
BUSINESS DESIGN**



# BEYOND THE CLASSROOM : UNIQUE EXPERIENCES OF A LIFETIME

## DISCOVER INDIA JOURNEY



Trailing through scenic wonders and landscapes of India, the **Discover India Journey** sensitizes one to the varied and rich heritage, culture and diverse issues of our country. As a part of our unlearning process students embark this journey to get one with their roots and uncover the mystique of India in the true essence.

## CONNECTING WITH YOUR ROOTS RURAL OUTREACH

- Three week compulsory rural immersions in India
- Work with NGOs, Block development Officers, Commissioners
- On-site session with experts solving problems at the grassroots level
- Become aware of the needs, challenges and opportunities at the bottom of the pyramid



## SEEKING INSPIRATION FROM THE WORLD GLOBAL IMMERSION



- Two Week compulsory international study tour at business capitals of the world
- Blend of on-campus, business immersion, lecture series and interaction with top business leaders
- Be inspired as you witness world's leading businesses in action
- Become aware of the global macroeconomic context

## HIMALAYAN OUTREACH & DHARAMSHALA TRIP

- Week long learning retreat in the Himalayan foothills in Dharamshala
- Introspection, reflection and awareness development
- Appreciative Learning involving treks, meditation, sports
- Work in teams to understand the nuances of team dynamics



## SOCIAL INNOVATION



Businesses today are increasingly focusing on social inclusion. This makes it essential for any business leader to fully understand and appreciate the ground realities of the development sector. With this intent, SOBD has incorporated the Social Innovation Program into its curriculum as an integral course.

An academically-driven program, Social Innovation allows students to partner with an NGO to and act as external consultants in proposing and implementing ideas for impact. This initiative provides the perfect opportunity for applying classroom knowledge to practical real-life problems.

# CENTERS OF EXCELLENCE

**School of Business Design** students get the opportunity to participate in and manage its centers of excellence. These centers encourage research, drive innovation and organize conferences, trainings and workshops.

**APPLY NOW:** <http://soilpgdm.formistry.com>



## CENTER OF DESIGN THINKING

The Center of Design Thinking allows students to work on the full lifecycle of their ideas – from understanding user-behavior to testing the market. Key activities at the center include:

- **Boot camps** with industry experts and academicians to understand and practice design.
- **Sessions and lectures** to identify and define a problem statement.
- **Participatory research** with consumers who are affected by the problem statement.
- **Rapid Prototyping** of innovative design concepts at the Product Laboratory.



## CENTER FOR HUMAN VALUES

The Center for Human Values strives to sensitize corporate, political and social communities on the relevance of cultural heritage and beliefs in today's world. Students engaged with the center will focus on the foundation of the moral, political, and legal systems within which human beings live.

The Center hosts discussions, lectures and workshops on traditional problems and perspectives supplemented by empirical findings in liberal arts research.

Stories are powerful transformational tools for individuals, communities and cultures. The Center for Stories is devoted to celebrating stories and their impact. Students at the center will focus on:

- **Breaking** down a story in to its goal, audience, **tone and form**
- **Improving** students' ability to **communicate through stories**
- Conduct **literary workshops**



## THE ENTREPRENEURSHIP CENTER

The Center of Entrepreneurship promotes the principles and practices of design to help potential entrepreneurs drive competitive advantage, transforming successful prototypes into viable and sustainable business ventures.

The center functions as a support and resource hub for students with entrepreneurial ambitions – from launching a startup to joining a new venture, driving corporate innovation or reigniting growth within a company.

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# CAREER MANAGEMENT SERVICES

**Soil Career Services (SCS)** is dedicated to providing a highly personalized service to each MBA student. Career Services provides guidance and assistance to best prepare the candidate for the recruitment process.

SCS supports every student in developing the necessary managerial skills and competencies to succeed in this complex and ever changing competitive job market. Right from the start of the program SCS is involved with every student in increasing his or her brand value.

SOIL Career Services has two major Academies

- Career Service Academy**
- Career learning Academy**



# CAREER SERVICES ACADEMY



The Career Service Academy (CSA) helps students build the skills and networks needed to manage their career planning process and carries out business development activities with potential recruiters. It helps students in finding the right opportunities with internships and final placements.

## CAREER MANAGEMENT

An intensively designed system around the Career needs of students, preparing them to step in the business world. **Individual Development Program (IDP)** is a unique feature at SOIL, where each student is connected to their respective **industry mentor** after evaluating the student's needs and areas of interest.

Activities with Career Service Academy involve the following.



CAREER & LIFE GOALS



CAREER WORKSHOP



RESUME FEEDBACK



MOCK INTERVIEWS



GROUP DISCUSSIONS



INTERVIEW QUESTIONS



FAQs



NETWORKING SESSIONS

## COMPANY VISITS & SEMINARS



ACTION LEARNING PROJECT



MENTORING SESSION WITH INDUSTRY LEADERS

# CAREER LEARNING ACADEMY



Career development is not simply about obtaining a job; it's about bringing out the best in you as a professional and a leader. **Career Learning Academy (CLA)** is dedicated to assisting students in achieving long-term professional success by providing appropriate resources and guidance. Below is an outline of how the different processes designed to achieve this outcome are structured.

DEFINE LIFE VISION	SELF ASSESSMENT & PERSONAL SUPPORT	LEADERSHIP SERIES & INDUSTRY INSIDER	PERSONAL BRAND MANAGEMENT	NETWORKING WITH ALUMNI ASSOCIATION	INDUSTRY ENGAGEMENT CENTER	STUDENT CONFERENCES & CLUBS
We offer peer group discussions and one-on-one mentoring sessions, which enable individual students to continue this journey of self-reflection.	Identify and leverage your strengths, and target the areas where you want to grow, with our well-researched and validated instrument - SOIL Talent Assessment Test (STAT).	Meet industry veterans who have extensive experience in areas such as strategy, marketing, operations, finance, digital technology, start-ups, and more.	Make strategic career decisions and build a foundation for lifelong career management through management communication courses, online software on self-learning, and career workshops.	Beyond the classroom, you have a global network of more than 1000 SOIL alumni. Many will be actively engaged with the student body in different and overlapping capacities	Get comprehensive information on industries, business stories, career specialties, market forecasts, and other job-related data through weekly Career Management Services updates.	Attend valuable networking events, case study competitions, career panels, regional treks, networking receptions, and conferences.

# CAREERS AFTER PGDM IN BUSINESS DESIGN



The **Business Design** major offers a diverse set of coursework to build competencies required for **innovation-seeking firms**. Business designers are corporate innovators -- they **translate needs into insights, connect concepts across functional departments, and frame solutions into viable business innovations**. Students learn how to find needs/define problems, frame and reframe problems, and solve real world business challenges. The classroom experience combines **lectures, studio/hands-on learning, online toolkits, and experiential live-case learning**.

Required courses provide foundational knowledge of the business innovation process and design methods to collect data, inform insights, and prototype ideas into innovations

**APPLY NOW:** <http://soilpgdm.formistry.com>



**PGDM in Business Design program** helps students apply design thinking to a wide range of business models, from **start-ups to multinationals**.

Design-driven project management strategies are applied for **business development, branding, marketing, and communication for the Business ecosystem**.

The Business Design program equips the individuals to pursue managerial careers in **design-driven companies, communications or branding agencies, or consulting firms**.

Some job roles include:

- Brand and Communication Strategist**
- Entrepreneur**
- Product Manager**
- Project Manager**
- Business Consultant**
- Innovation Manager**
- Business Development Manager**

## CONSORTIUM OF COMPANIES



# ALUMNI

**900+ FULL TIME PROGRAM ALUMNI**  
**5000+ PART TIME PROGRAM ALUMNI**  
**OVER 1000 COMPANIES**  
**ACROSS 22 COUNTRIES**

SOIL aims to continue years of tradition of furthering the interests of the organization, current students and alumni community. The Alumni of SOIL has a sturdy global presence not only in India but several other continents such as North America, Australia, Europe and Asia. The alumni community helps to channel talent and expertise, highlight the diverse interests of the alumni body, and weave together all alumni around the common experience that they have shared with SOIL. The alumni are proud of the heritage and value the skills, knowledge and camaraderie developed throughout their transformational journey at SOIL.



At SOIL, I embarked upon an interesting journey, a journey of self-discovery. I learnt the basic tenets of leadership – Awareness about self, balancing my own thoughts and actions, practicing compassion, appreciating diversity and strongly following ethics. Lessons from my teachers fuel my daily endeavors and I carry that positive energy to my work place. This energy helps in creating an eco-system of trust, joy and strong belief in the larger picture. I am so happy that SOIL family is accomplishing 10 Years of creating value in the field of education and leadership.



**Manu Malhotra | PGPM Class of 2012**



School of Inspired Leadership, Gurukul, for all of us is an incubator for learning and values inculcation. I believe that consciously or unconsciously, we start acting and displaying these values in our work and personal lives as well.

Diversity is one such pillar of Soil, which has created a niche for my work in my current organization. Empathy and valuing diverse opinions of my counterparts helped me provide solutions to the organizational problems, thus enhancing my role from a business analyst to that of a proxy product owner & investment-banking analyst. The increase in team productivity & company ROI was remarkable and I feel this could be accredited to my transformational journey at Soil where I mastered the ability to 'listen'.

**Rakesh Kamath | PGPM Class of 2014**



## ALUMNI SPEAK

The 1000-member strong alumni community at SOIL today has become a truly global network of managerial leaders. The Alumni Council offers multiple ways for PGDM students to plug into this network through events, reunions and online discussions. The numerous benefits of being a part of this community have constantly resulted in peer learning and a thick network of opportunities.

### PRASHANT SHARMA | PGPM CLASS OF 2017

MARKETING MANAGER, [iimjobs.com](http://iimjobs.com)

My year at SOIL (2016-17) was a memorable one to say the least. From Day 1, I took it as my responsibility to ensure that I gave it my all to leverage the wonderfully balanced curriculum consisting of Industry Leader Mentoring, Social Impact & necessary wellness courses like Yoga. I honestly believe, that the process of practical application in most courses was a perfect starting point for those transitioning into a new industry like me. I am extremely happy to celebrate 10 years of inspired leadership at SOIL.



### SOUMYA RATH | PGPM CLASS OF 2018

DEPLOYMENT LEAD, Accenture

My journey at SOIL has provided me with a plethora of opportunities to take up diverse responsibilities and structure my approach to people management skills. Ranging from being a student council member to representing as a brand ambassador at IIM summit, there was always a new challenge and learning. The journey of SOIL has taught me that with smart work and consistency; success is bound to be your companion.



### RAAKESH RAMASWAMY | PGPM CLASS OF 2014

CO-FOUNDER, Gravodrone

My journey at SOIL empowered me with 'Knowledge of Self'. It made me believe that no dream is unachievable and that you have to focus and work hard at attaining the wisdom to stitch together a path towards the same, one day at a time, one step at a time. It is what led me to embark on this wonderful journey of Entrepreneurship.



### NUPUR SHRIVASTAVA | PGPM CLASS OF 2014

SENIOR CONSULTANT, PwC

Journet at SOIL as a Go Giver helped me in exploring my full potential. Experiential learning at SOIL gave me an insight to use my SQ, EQ, IQ (in that order) to lead myself to what is important for my life journey. I joined the PwC social sector team and currently consult various governments on skill development projects helping build our nation and fulfilling my duty towards my country.



# STUDENT LIFE

Outside the curriculum, SOIL's Student Clubs allow students to hone their leadership skills while pursuing personal interests. They also create opportunities to strengthen professional and personal networks with fellow students, faculty members, recruiters, and business leaders while gaining new perspectives.

The student-funded and student-managed MBA Association oversees student clubs' activities, and, if you don't find what you're looking for, you have the opportunity to create it. With more than 25 clubs and over 100 leadership positions in the Student Association, there are many ways to test your leadership and organizational management experience while exploring interests and making friendships that last a lifetime.



# CLUB & ASSOCIATIONS



## STUDENT CLUBS

SOBD MBAA  
Dean's Advisory Council (DAC)  
Career Services Association(CSA)  
Admission & Marketing Association(AMA)  
Career Learning Academy(CLA)



## ACADEMIC CLUBS

Career Management Academy  
Career Learning Academy  
Consumer Marketing Club  
Business Marketing Club  
Finance, Investment & Equity Club  
Analytics Club  
HR & Talent Improvement Club



## LEADERSHIP CLUBS

Indian Spirituality & Ethos Club  
Yoga & Wellness Club  
Hostel Welfare Club  
Partner Club  
Women in Leadership Club



## RECREATIONAL CLUBS

Sports & Activity Club  
Beer & Quiz Club  
Golf Club  
Cultural & Festival club



## INTEREST & PERSONAL DEVELOPMENT CLUBS

Toastsmasters Club  
Editorial & Magazine Club  
Creative & Design Club  
Entrepreneurship Club



# CAMPUS & INFRASTRUCTURE

School of Business Design is located within a brand-new, socially and environmentally responsible campus in Manesar. With its world-class architecture and futuristic student spaces, the campus provides the ideal environment for students to engage in academics, while harnessing their creative talent.

Highlights of the campus include:

- Infrastructure that enables a world-class learning experience.
- Designed to achieve a GRIHA rating of 5 on 5. The GRIHA rating is the measure for Green Buildings in India.
- As an environmentally-conscious campus, all the classrooms will receive most of their illumination from natural light.
- The campus takes into consideration all the criteria for AICTE compliance.
- Shuttle services with hostel facilities situated at close quarters from the campus.
- 20 minutes from HUDA City Centre Metro Station, Gurugram and 30 mins from IGI Airport.



# ADMISSION CRITERIA

All applicants are required to appear for **GMAT /CAT /XAT** before applying

For the 2 Year PGDM, we will accept

**CAT** scores of current year

**XAT** scores of current

**GMAT** scores for exams in the last 5 years

Applicants may submit multiple examination scores; SOBD will consider the best score provided by an applicant while shortlisting applications.

Candidates should have a **full-time undergraduate degree**

Applicants should hold a **Bachelor's degree** in any discipline from a recognized institution

Graduation type: 3 years/4 years or 5 years integrated program

Stream: **Arts/Commerce/Science/ Engg. (B. Tech / B.E)** etc.

A minimum score of **50% (45% for SC/ST)** in graduation (**for engineers**) is required to be considered in the admission process.

# ADMISSION PROCESS

Our Design Thinking inspired admission process will help you learn about your innovation journey and make a choice that will impact your intellectual and creative potential in profound ways.



ONLINE  
APPLICATION  
FORM



ESSAYS  
&  
REFERENCES



INTERVIEW  
&  
GROUP EXERCISE

**STEP 1:** Start your application at [www.soilpgdm.formistry.com](http://www.soilpgdm.formistry.com) Fill your CAT/XAT/GMAT Scores and make an online application payment of INR 2000

**STEP 2:** Once you complete the payment, fill in your **essays & references**.

**STEP 3:** If shortlisted, you will be asked to select a date for a **Design Thinking** inspired **Group Exercise** and an **Interview Process** in a city near you.

The **results of the interview** will be declared within 7 days of the Interview Process. Orientation and classes to start in July every calendar year.

# PGDM FEE STRUCTURE

PROGRAM & ACADEMIC FEE	AMOUNT(INR)
Tuition & Academic Fee	8,25,000
Program Fee	4,75,000
<b>Total Fee</b>	<b>13,00,000</b>
Accommodation & Food (20 Months)*	3,00,000
Caution Deposit (Refundable, One Time) **	50,000
<b>Total</b>	<b>16,50,000</b>

## Notes

\* Accommodation charges are indicative and subject to review depending on changes in input costs.

\*\* Refundable subject to obtaining clearance to all dues and damages to institute properties/assets

Refund Policy: As per AICTE norms, all refund requests will be processed only after commencement of the program.

# LOANS



SOIL has Loan agreements with leading banks/institutions to provide loans that cover 95% of the total cost of Education. These loans are customized for our students and usually do not require any collateral. Educational loans cover tuition fee, living expenses, food and books. Loans are offered at customized interest rates. SOIL has partnered with Axis Bank, HDFC Credila and Avanse for student education loan requirement.

# SCHOLARSHIPS & FEE WAIVER

SOIL PGDM provides multiple categories of scholarships to incoming students, and is committed to ensuring that all deserving students receive financial aid. Scholarships are on first come first enroll basis, subject to scholarship criteria and overall scholarship budget.

## MERIT BASED SCHOLARSHIP



The Scholarship is granted to exceptional Students with proven track record in Academics & Career

**Grant Range** : 2.-3 lacs | **Scholarships Available** :15

## DEFENCE-CAPT. VIKRAM BATRA SCHOLARSHIP

Students from the Armed Forces background are eligible for this scholarship. It is also applicable for students whose parents have served in the Defence Services of India.

**Grant Range** : 2-4 lacs | **Scholarships Available** :5



## NGO & NON PROFIT ORGANIZATIONS



The Scholarship is granted to applicants who have been actively working for an NGO or Non-profit Organizations presently or in the past (For at least one year)

**Grant Range** : 1-2 lacs | **Scholarships Available** :5

## AIESEC/TEACH FOR INDIA

Students who have contributed to society by finding sustainable solutions to bring about development.

**Grant Range** : 1 lacs | **Scholarships Available** :3



## WOMEN IN LEADERSHIP



This Scholarship is granted to Women Candidates who have done exceptional work in their Academics and Extra Curricular.

**Grant Range** : 1-2 lacs | **Scholarships Available** :5

## NEED BASED SCHOLARSHIP

Applicants with family income (excluding applicant's income) of less than INR 5 lakh per annum

**Grant Range** : 2.5-4 lacs | **Scholarships Available** :15



# SOBD CAMPUS VISIT

We are delighted to invite you to explore our campus. You could participate in the following immersions in order to get a first hand perspective of student life at SOIL.

Deep dive into a specialization class in **ANALYTICS, MARKETING, FINANCE & HR**



Shadow a **SOIL student** for an entire day

Meet the **Program Chair** to learn about programs available at SOIL



Attend a **WORKSHOP** or an upcoming event

## CONTACT US

If you wish to find out more about our PGDM MBA program, below mentioned are the details for **PGDM ADMISSIONS OFFICE**

### GURGAON CAMPUS

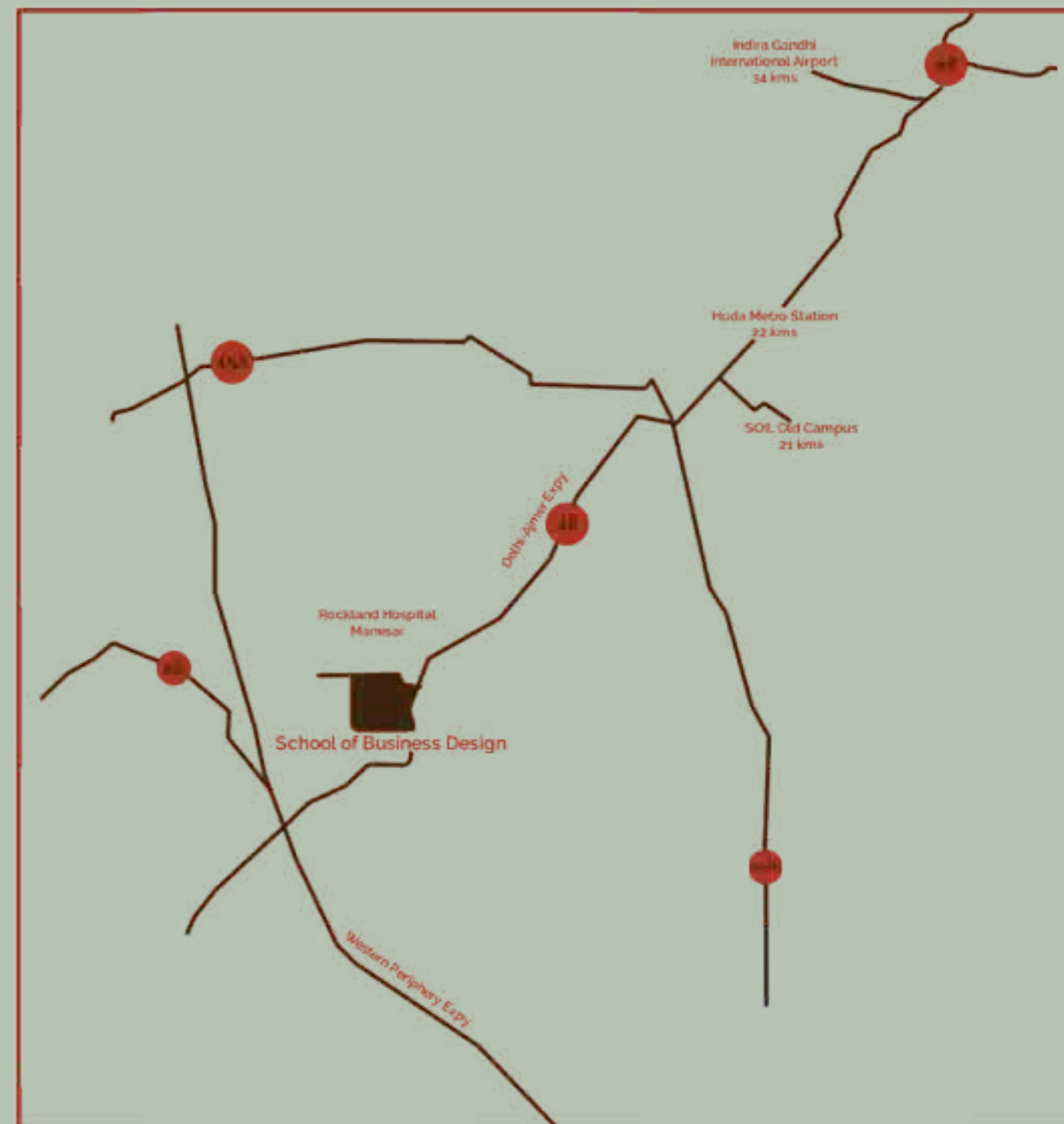
SCHOOL OF INSPIRED LEADERSHIP  
Plot no. 76, Sector 44,  
Gurugram 122003

**W:** [www.soilindia.net](http://www.soilindia.net)  
**E:** [pgdm@soilindia.net](mailto:pgdm@soilindia.net)  
**P:** +91 9717280018  
**M:** +91 9654467153

### NEW GURGAON CAMPUS

SOIL SCHOOL OF BUSINESS DESIGN  
Plot No. 23, Sector 2, Phase 1,  
IMT Manesar  
Gurugram 122050

# SOBD MAP & LOCATION



SOIL SCHOOL OF BUSINESS DESIGN  
Plot No. 23, Sector 2, Phase 1,  
IMT Manesar  
Gurugram 122050



## **GURGAON CAMPUS**

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