



2 YEAR PGDM PROGRAM

**AICTE Approved program intergrating
Business, Design Thinking and Liberal Arts**



PGDM 2025-27
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 15 years, SOIL has produced more than **1800** leaders through its full-time programs and trained over **13,000** 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 1800 SOIL alumni working across the globe. Participate in thought-leadership, networking and online events across the year.

04

EXCELLENT PLACEMENTS RECORD

SOIL has a excellent placements record over the last 15 years: a clear indicator of our strong career management services effort.

05

ACCESS TO OVER 300 COMPANIES

Get access to our recruiting partners who have provided leadership and guidance in career development over the last 15 years. SOIL has received strong support from our recruiting partners. These partners help us during our summer internships and final placements.



ABOUT SSOBD


The SOIL School of Business Design (SSOBD) in Manesar recognizes the limitations of traditional management education amidst India's evolving business landscape. Offering a Two-year Post Graduate Diploma in Management, SSOBD focuses on cultivating holistic thinking and sustainable innovation through courses such as Design Thinking, Social Anthropology, Empathy Psychology, and Mindfulness. This innovative program prepares students for diverse career paths, be it in startups, growing organizations, or legacy establishments.

VISION


To develop leaders who are fully aware, deeply care and continuously dare to create innovation that makes our world better.

MISSION

To deliver a transformational Post Graduate Diploma in Management (PGDM) that enables students to work for human-centered innovation based on an interdisciplinary curriculum that combines liberal arts, design thinking and management education.



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, analytics 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**

DEAR ASPIRANT,



SOIL School of Business Design (SSOBD) focusses on providing a dynamic and innovative learning environment that fosters creativity, critical thinking, and collaboration among our students. We have made significant investments in our faculty, curriculum, and facilities to ensure that our students receive a comprehensive education that prepares them for success in their careers.

We have also continued to strengthen our partnerships with industry leaders and organizations to provide our students with practical learning experiences and exposure to the latest trends and innovations in the business world. These partnerships have helped our students develop themselves with Design Thinking skills, knowledge, and networks necessary to excel in their careers.

At SSOBD, we are committed to producing socially responsible leaders who make a positive impact in their communities.

We have continued to emphasize ethics, sustainability, and social responsibility in our curriculum and have provided our students with opportunities to engage in community service and leadership activities. Our students have demonstrated their commitment to making a difference in their communities and we are proud of their achievements.

The success of SSOBD is a testament to the hard work and dedication of our faculty, staff, students, and partners. I would like to express my gratitude to each one of you for your commitment to excellence and your contributions to the success of SSOBD.

Looking ahead, we remain committed to our mission of transforming lives through business education. We will continue to innovate, collaborate, and strive for excellence in all that we do. We are excited about the opportunities and challenges that lie ahead and we are confident that with your support and we will continue to make a positive impact in the business world and beyond.

**- Mr. Sahil Sachdev,
Director, Board of Governors
SOIL School of Business Design**



DEAR ASPIRANT,



"Great things are done by a series of small things brought together."
-Vincent Van Gogh We live in the VUCA world. Unpredictability is the buzz word. The complexity doing bustes las increased manifolds. The old ways of thinking and approaching the business problems may not be sufficient to solve the new-age problems. One needs to think out of the box, creatively and be nimble footed, to make quick decisions to derive competitive advantage. Skill orientation, simplicity and sustainability are the focal points. To remain relevant, one needs to be responsible.

We are talking about the circular economy, in which the focus is on the reuse and regeneration of materials or product, especially ds d means of continuing production in a sustainable and environmentally friendly way. Mahatma Gandhi had famously said, "The world has enough for everyone's needs, but not everyone's greed". This holds true even today. We all know that innovation, creativity, and sustainability are embedded in SOBD's culture,

We continue to make progress towards our goal of providing exceptional education and producing outstanding business leaders. We have seen significant growth in student enrolments, with an increase in the number of students who have chosen to pursue their education with us. Our faculty members have also continued to excel, producing high-quality research that has gained recognition in academic circles.

Our partnerships with leading organizations and industry experts have strengthened this year, providing our students with opportunities to gain hands-on experience through itemsnips. projects and quest lectures. These collaborations have also helped us stay abreast of industry trends and incorporate them into our curriculum. We are proud of the achievements of our alumni, who continue to make a significant impact in various industries across the world. Uneir success is a testament to the quality of education that we provide at the SOIL School of Business Design. As we move forward, we remain committed to producing our mission outstanding business leaders who will drive positive change in their organizations and communities.

**- Dr. R. Srinivasan,
Director, 2 Year PGDM Program,
SOIL School of Business Design**

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.



B. Muthuraman

Ex-Vice Chairman, TATA Steel



Dr. Indira Parikh

Former Dean, IIM Ahmedabad



Santhosh Desai

MD & CEO , Futurebrands India



Pratik Kumar

CEO , Wipro Infrastructure Engineering



Arun Arora

CEO, Dr. Shroff Charity Eye Hospital



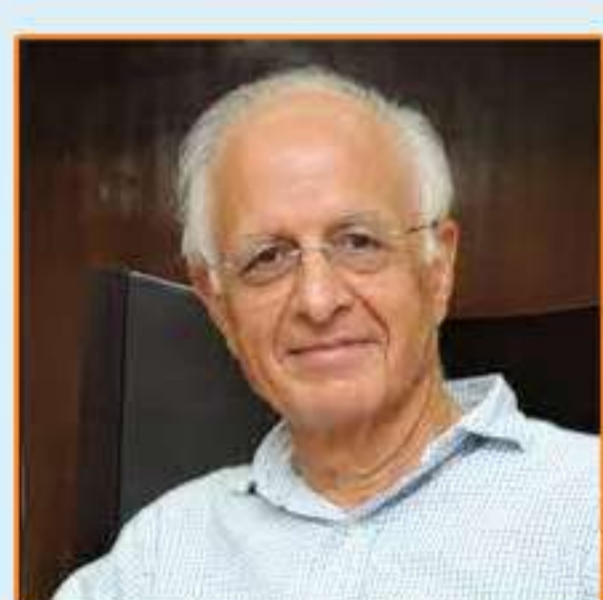
Ishan Raina

Independent Director | 2016 Fellow Advanced Leadership Initiative Harvard University



Savita Mahajan

Former Deputy Dean, Indian School of Business



Arun Maira

Former Chairman, Boston Consulting Group, India



Rajeev Dubey

Ex-President – HR & CEO – After Market for Mahindra & Mahindra Limited



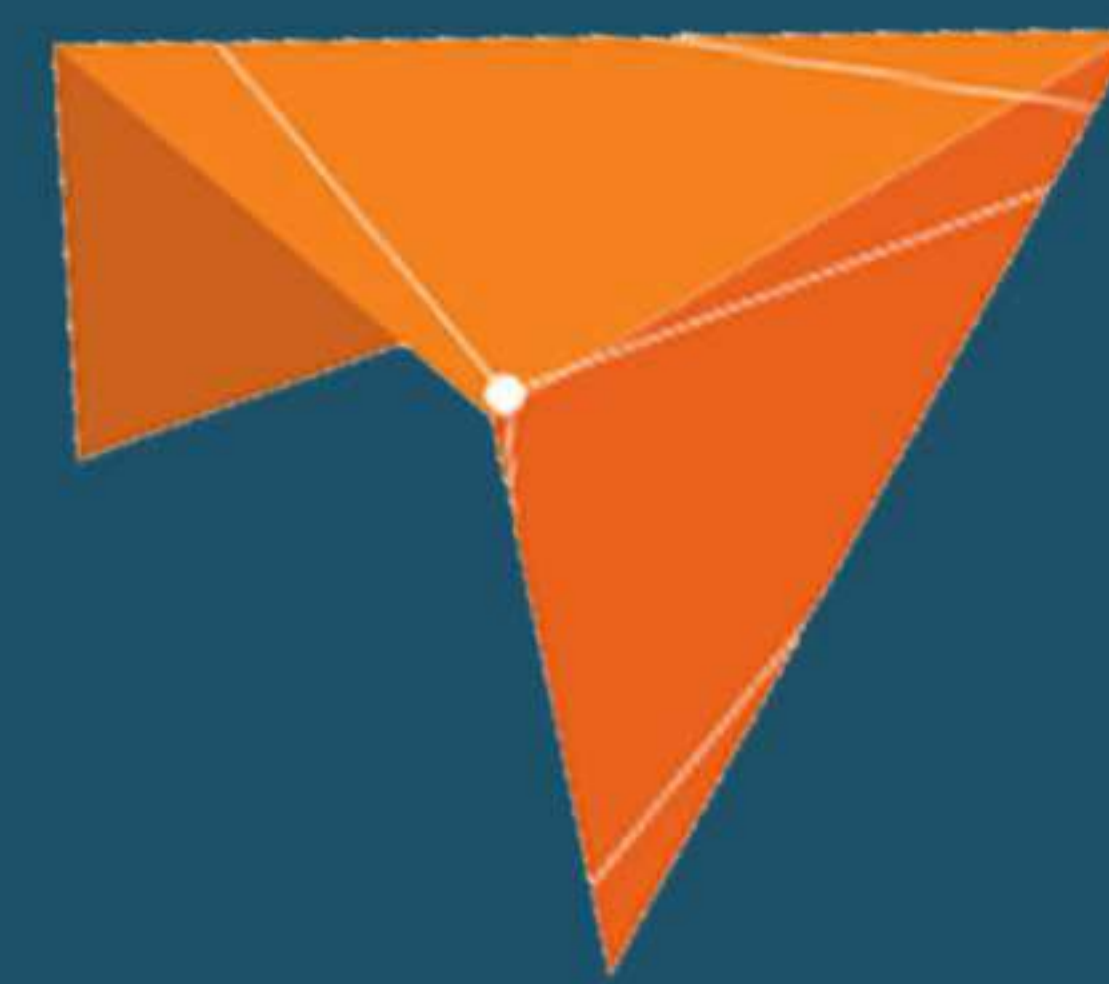
Dr. Harsh Mishra

Faculty leading Entrepreneurship at DMS IIT Delhi



Dr. Vinita Sahay

Director at Indian Institute of Management, Bodh Gaya



PGDM ADVISORY MEMBERS



Dr. Shuchi Sinha

Associate Professor, Indian Institute of Technology, Delhi



Dr. Amitabh Kodwani

Associate Professor, Indian Institute of Management, Indore



Dr. Kartik Dave Dean

(Planning) and Dean SBPPSE at Dr B. R. Ambedkar University, Delhi

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

 Design for Digital			
			
			
			
			
			
			
			



PGDM PROGRAM

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.



Design Thinking

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



Liberal Arts

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



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

2.25 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



3M Science.
Applied to Life.™

“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"> ▶ Accounting for Managers ▶ Marketing Management - 1 ▶ Data Analysis using Excel ▶ Organizational Behaviour 1 	<p>Core</p> <ul style="list-style-type: none"> ▶ Operations and SCM ▶ Corporate Finance-1 ▶ Human Resources Management ▶ Business Research Methods ▶ Marketing Management-2 	<p>Core</p> <ul style="list-style-type: none"> ▶ Project Management ▶ Data Visualisation with Power BI ▶ Management Accounting ▶ Corporate Finance-2 ▶ Talent Acquisition & Management ▶ Business Research Methods II
Design & Liberal Arts	Design & Liberal Arts	Design & Liberal Arts
<ul style="list-style-type: none"> ▶ Sourcing Inspiration ▶ Design Thinking Mindset ▶ Yoga and Wellness for healthy life 	<ul style="list-style-type: none"> ▶ Anthropology ▶ Yoga and Wellness for healthy life ▶ Sourcing Inspiration ▶ Design Thinking in social innovation 	<ul style="list-style-type: none"> ▶ Psychology ▶ Business Design ▶ Sourcing Inspiration

Term 4	Term 5	Term 6
<p>Core</p> <ul style="list-style-type: none"> ▶ Fixed Income Securities ▶ Data Mining & Machine learning ▶ Brand & Product Management ▶ Compensation Benefits 	<p>Core</p> <ul style="list-style-type: none"> ▶ Financial Analytics ▶ Supply Chain Analytics ▶ Measuring & Auditing HR ▶ Services Marketing 	<p>Core</p> <ul style="list-style-type: none"> ▶ Mergers and Acquisitions ▶ Integrated Marketing Communication ▶ AI with Deep Learning ▶ Human Resource Information System (HRIS)
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

- ▶ Social Media & Digital Marketing
- ▶ Brand & Product Management
- ▶ Consumer Behaviour
- ▶ Sales and Distribution Management
- ▶ Marketing Analytics
- ▶ Services Marketing
- ▶ Pricing Strategies - Product & Services
- ▶ Multichannel Customer Management
- ▶ B2B Marketing
- ▶ Markstrat
- ▶ Integrated Marketing Communications

Human Resources

- ▶ Talent Acquisition & Management
- ▶ Compensation Benefits
- ▶ Behavioural Testing & Employee Counselling (BTEC)
- ▶ Performance Management
- ▶ Learning & Development
- ▶ Strategic HRM
- ▶ People Analytics
- ▶ Industrial Relations & Labor Laws
- ▶ Measuring & Auditing HR
- ▶ Organizational Development & Change
- ▶ Human Resource Information System (HRIS)

Analytics

- ▶ Software for Analytics (R and Python)
- ▶ Data Mining and Machine Learning
- ▶ Business Forecasting Methods
- ▶ Introduction to SQL
- ▶ Cloud Computing
- ▶ Marketing Analytics
- ▶ Supply Chain Analytics
- ▶ Big Data Analytics
- ▶ Service Operation Management
- ▶ People Analytics
- ▶ Financial Analytics
- ▶ AI with Deep Learning
- ▶ Python for Managers

Finance

- ▶ Financial Statements Analysis
- ▶ Security Analysis and Portfolio Management
- ▶ Business Valuation and Financial Modelling
- ▶ Fixed Income Securities
- ▶ Management of Banks and Financial Institutions
- ▶ Financial Analytics
- ▶ Financial Risk Management
- ▶ Fintech and Digital Finance
- ▶ Management Control Systems
- ▶ New Age Financing
- ▶ Mergers and Acquisitions
- ▶ Corporate Tax Planning

PGDM OUTCOMES (PO'S) AND OBJECTIVES (PEO'S)



In our PGDM program, our commitment to excellence is epitomized by our Program Outcomes (POs) and Program Educational Objectives (PEOs). These essential elements guide our curriculum and educational philosophy, providing specific competencies and broader aspirations for our graduates. The POs ensure our students acquire the skills needed for the dynamic business landscape, while the PEOs emphasize innovation, leadership, ethics, and lifelong learning. Together, these principles shape a transformative educational experience for career success.

PROGRAM OUTCOMES (PO'S):

- ▶ Apply knowledge of management theories and practices to solve business problems.
- ▶ Foster Analytical and critical thinking abilities for data-based decision making.
- ▶ Ability to develop Value based Leadership ability
- ▶ Ability to understand, analyze and communicate global, economic, legal, and Ethical aspects of business.
- ▶ Ability to lead themselves and others in the achievement of organizational goals, Contributing effectively to a team environment.

PROGRAMME EDUCATIONAL OBJECTIVES (PEO'S):

- ▶ The students will be able to apply creative and innovative approaches to solving complex problems in their respective fields.
- ▶ The students will attain leadership roles in reputed organization
- ▶ The students will be able to demonstrate ethical values, personal and professional integrity
- ▶ The students will be able to exhibit a lifelong commitment to learning, adaption, and growth.

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 '25	JUN - JULY '25	JULY - OCT '25	NOV - JAN '2026	JAN - APR '2026
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"> ▶ Accounting for Managers ▶ Marketing Management-1 ▶ Data Analysis using Excel ▶ Organizational Behaviour 1 ▶ Statistical Models for Decision Making (through R) 	<p>Core</p> <ul style="list-style-type: none"> ▶ Operations and SCM ▶ Corporate Finance-1 ▶ Human Research Management ▶ Business Research Methods ▶ Marketing management-2 	<p>Core</p> <ul style="list-style-type: none"> ▶ Project Management ▶ Business Intelligence (SQL,Tableau and Power BI) ▶ Management Accounting ▶ Corporate Strategy ▶ Entrepreneurship ▶ Business Research Methods II
		<p>Design & Liberal Arts</p> <ul style="list-style-type: none"> ▶ Sourcing Inspiration ▶ Design Thinking Mindset ▶ Yoga and Wellness for healthy life ▶ Sociology 	<p>Design & Liberal Arts</p> <ul style="list-style-type: none"> ▶ Anthropology ▶ Yoga and Wellness for healthy life ▶ Sourcing Inspiration ▶ Design Thinking in social innovation 	<p>Design & Liberal Arts</p> <ul style="list-style-type: none"> ▶ Psychology ▶ Business Design ▶ Sourcing Inspiration
	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>				

ACADEMY INTENSIVE WEEK 1

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 '26	JULY - SEPT '2026	OCT - DEC '2026	JAN - MAR '2027	
SUMMER BREAK	TERM 4	TERM 5	TERM 6	
SUMMER INTERNSHIPS	Electives <ul style="list-style-type: none"> ▶ Fixed Income Securities ▶ Data Mining & Machine learning ▶ Brand & Product Management ▶ Compensation Benefits ▶ Use of AI and Generative AI in Business 	ACADEMY INTENSIVE WEEK 2	Electives <ul style="list-style-type: none"> ▶ Financial Analytics ▶ Supply Chain Analytics ▶ Measuring & Auditing HR ▶ Services Marketing 	
	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 Proect		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)**
- **Design Thinking Festival**
- **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 villages 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.



GURGAON DESIGN THINKING FESTIVAL

The Gurgaon Design Thinking Festival is an annual event that immerses students in creativity and innovation. Through engaging competitions, participants showcase their ideas, sharpen their skills, and connect with industry leaders, significantly enriching their educational experience.



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 2023-25

22.6 YRS

AVERAGE AGE

49%

WOMEN

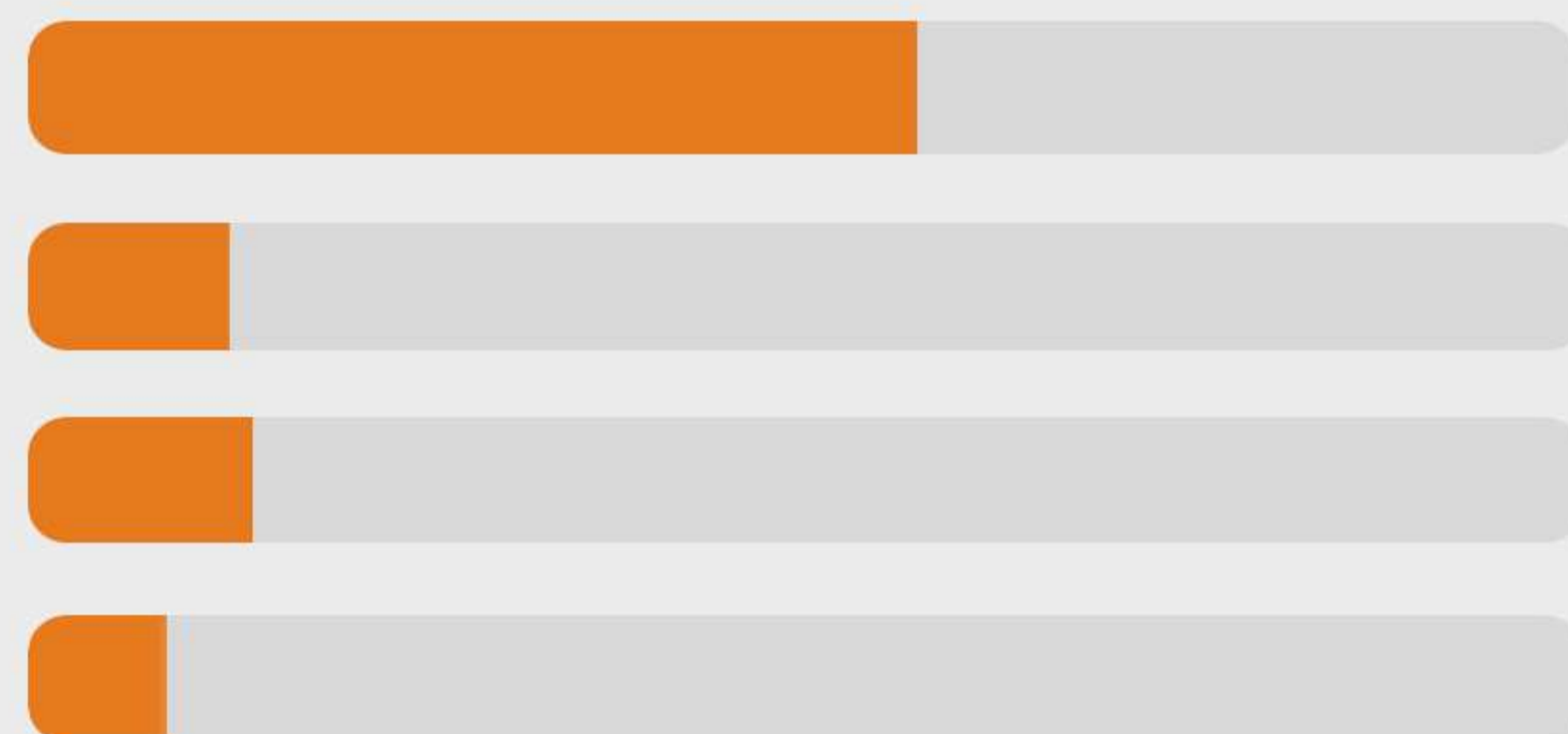
25

STATES REPRESENTED

75%

FRESHERS (NO WORK EXPERIENCE)

WORK EXPERIENCE



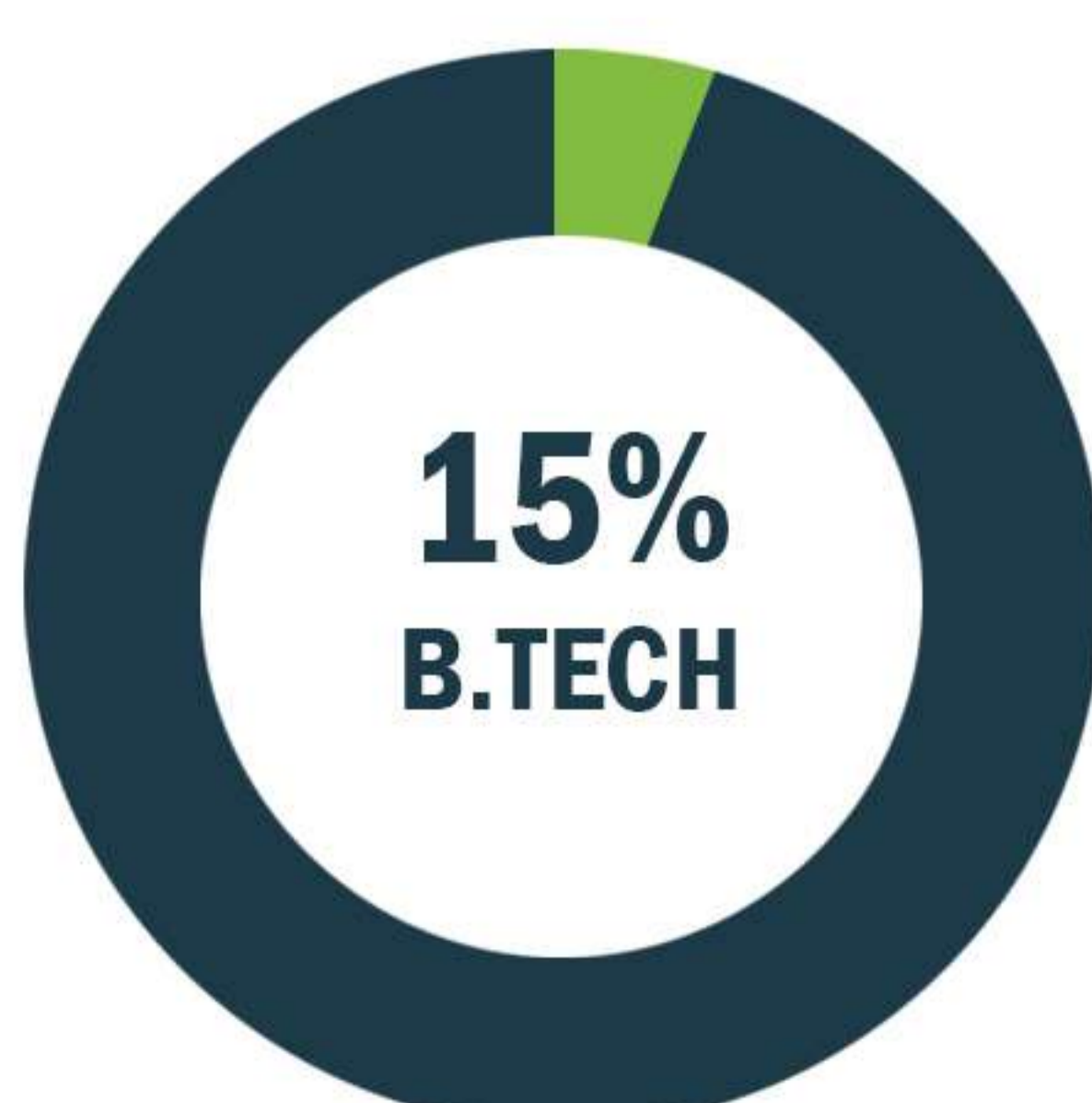
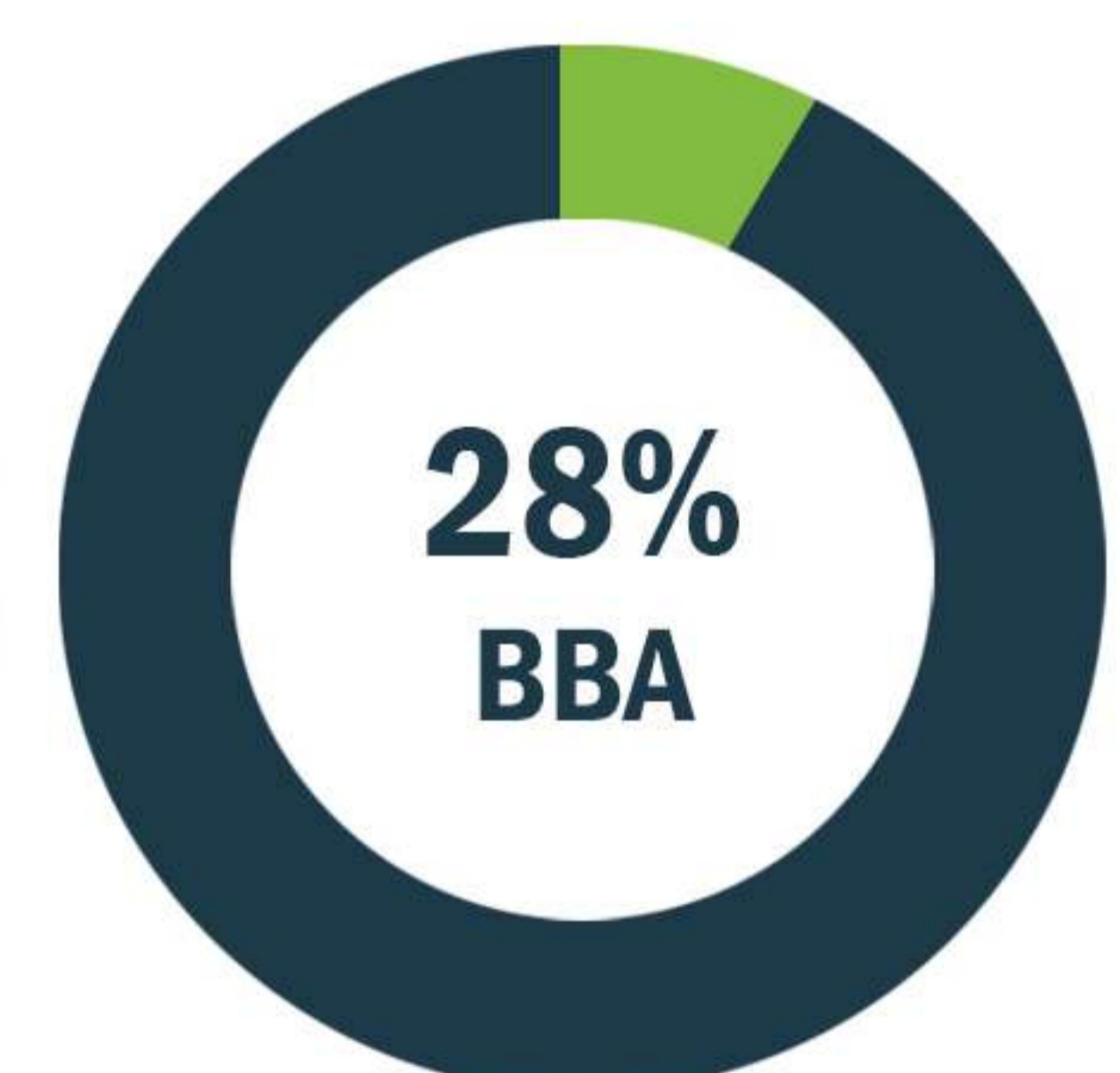
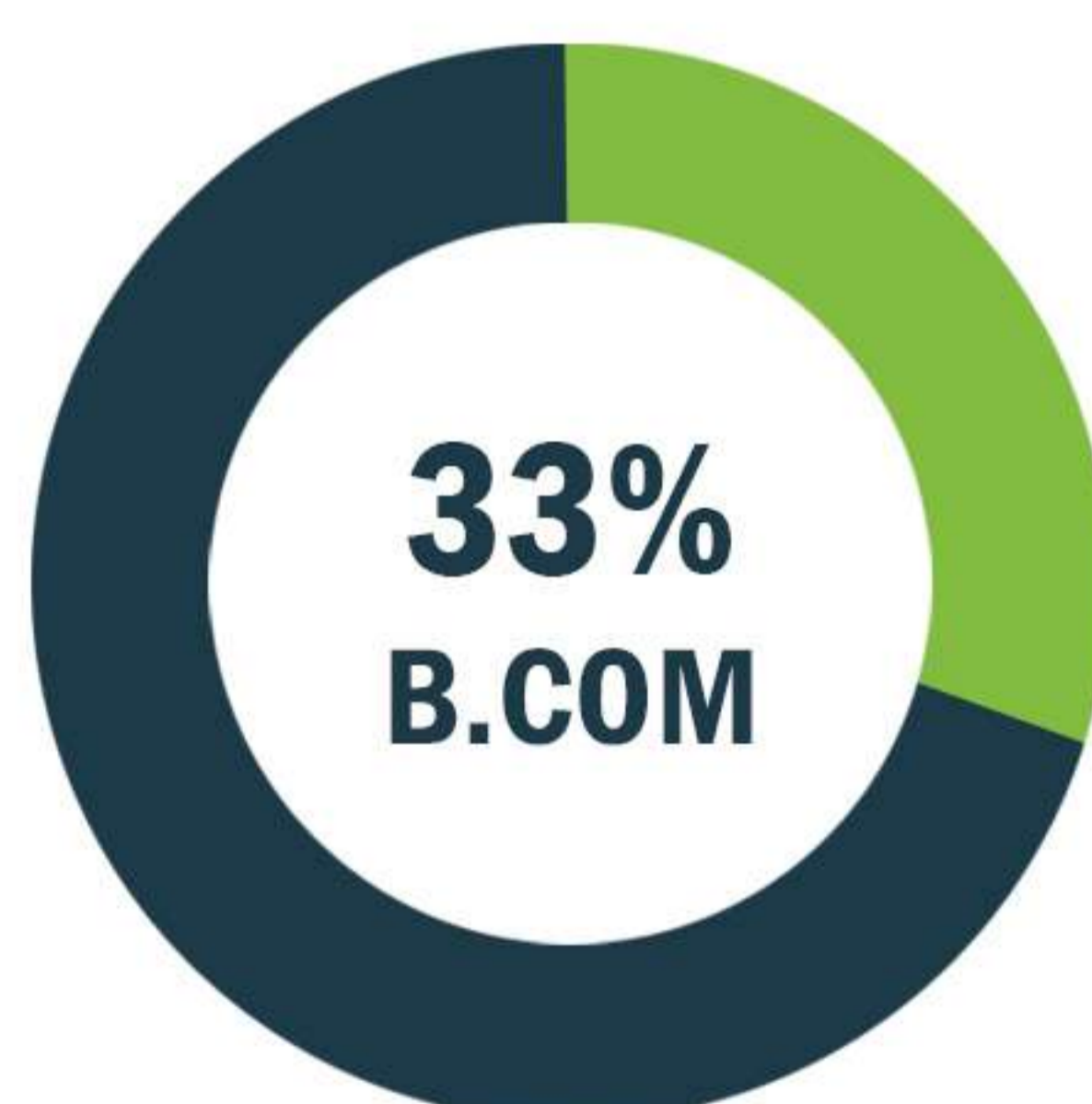
75% - NO WORK EXP

10% - 0 TO 12 MONTHS

11% - 13 TO 24 MONTHS

4% - 24+ MONTHS

UNDERGRADUATE DEGREE



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-PGDM 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 PGDM 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 2022-24



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.

27 LPA
Highest CTC

10.75 LPA
Average CTC

10.5 LPA
Median CTC

84
No. of Companies Participated

HIGHLIGHTS OF THE FINAL PLACEMENTS SEASON

PARAMETER	VALUE / COUNT
Total Percentage of Students Placed	100%
No of companies participated	84
Highest CTC offered	27 LPA
Average CTC offered of top 10% Placed students	17.28 LPA
Average CTC offered of top 25% Placed students	13.9 LPA
Average CTC offered of top 50% Placed students	12.2 LPA
Average CTC offered of top 75% Placed students	11.5 LPA
Average Salary CTC Offered	10.75 LPA
Median CTC Offered	10.5 LPA

ROLES OFFERED

Marketing Manager	Talent Acquisition	Operations Manager	Project Manager
Supply Chain Manager	Investment Analyst	Associate Consultant	L&D Associate
Management Trainee	HR Generalist	Business Analyst	Business Development
Associate Product Manager	Portfolio Analyst	Sr. Associate Consultant	Deputy Branch Manager

PARTICIPATING COMPANIES

Marketing	Aditya Birla Capital, Axis Bank, Cognizant, Digit Insurance, Infosys, Mahindra Finance, MFI Group, Royal Enfield
Analytics	Infosys, HDFC Bank, Accenture, Genpact, HCL, Intellect Design, Jaro Education, Trident Group, Hexaware
Human Resources	Emcure Pharmaceuticals, Infosys, Spark Minda, RSPL Limited, Avery Dennison, People Strong, Axis Bank
Finance	HCL, Federal Bank, Nippon India, Trident, Genpact, Axis Bank, Aditya Birla Capital, Mercedes Benz Financial

INTERNSHIP REPORT 2023-24



At SOIL, students' diversity provides incredible opportunities for learning and collaboration. The students are handpicked through our extensive admissions process to assemble a class of people with passion and zeal. Because of our students, the environment around the campus is dynamic and nurturing for all the others.

84 K

Highest Stipend Offered

18 K

Average Stipend Offered

16 K

Median Stipend Offered

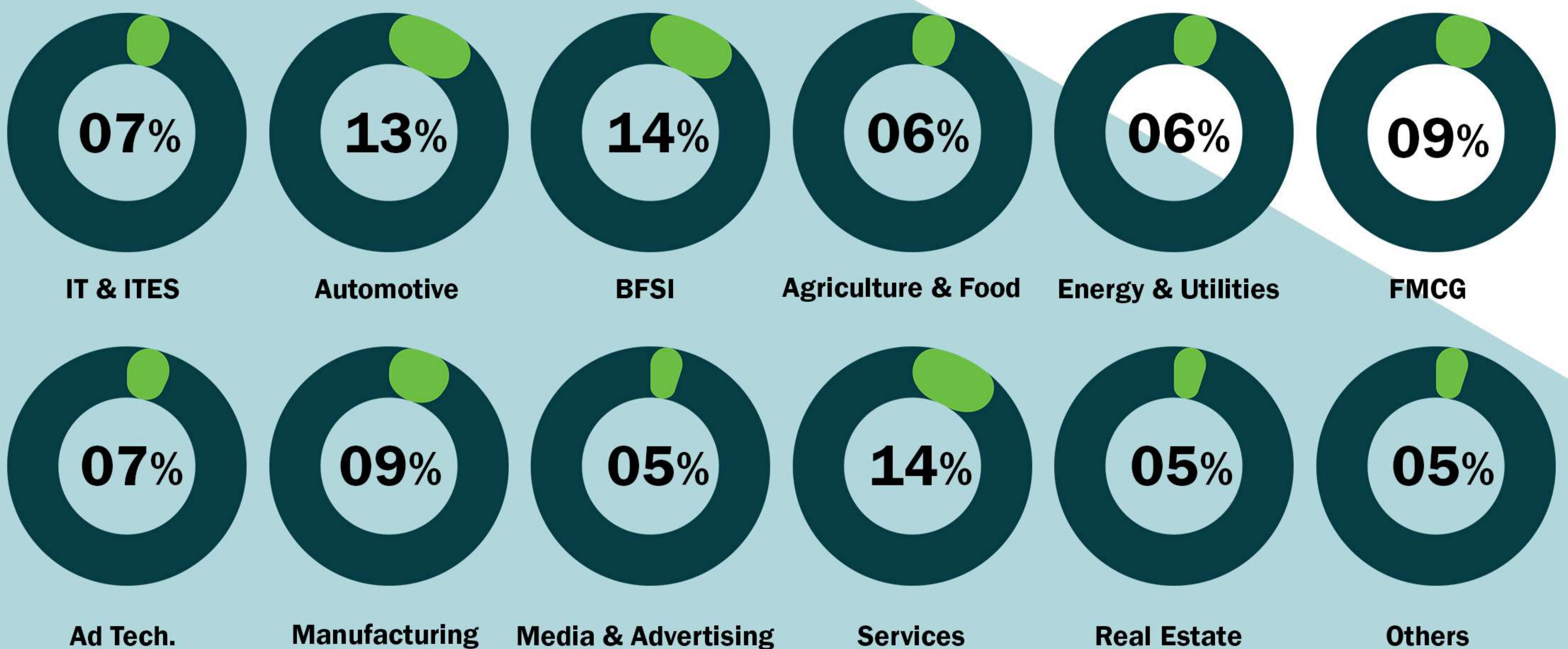
150 +

No. of Companies Participated

INTERNSHIP STATISTICS 2023

PARAMETER	VALUE / COUNT
Total Percentage of Students Placed	100%
Number of Companies	150+
Highest Stipend Offered	84 K
Average Stipend of top 10% placed students	59 K
Average Stipend of top 25% placed students	43 K
Average Stipend offered	18 K
Median Stipend (offered)	16 K

INDUSTRY WISE COMPANIES PARTICIPATION





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

- ▶ Design Thinking Club
- ▶ Cultural Club
- ▶ Entrepreneurship Club
- ▶ Finance Club
- ▶ Marketing Club
- ▶ Social Media Club
- ▶ Social innovation Club
- ▶ Toastmaster Club
- ▶ Happy Mind Club

ANNUAL EVENTS AT SOIL

The PGDM 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
- ▶ Gurgaon Design Thinking Festival
- ▶ SOIL Olympics
- ▶ SOIL Premier League
- ▶ Diwali Mela
- ▶ Tree Plantation Drive
- ▶ Inspired leadership Conference

ADMISSIONS PROCESS



The only B school in India which conducts a design thinking workshop to identify students who are talented. Our Admissions process tells you more about yourself than just being a selection process.

APPLICATION PROCESS

STEP 1

FILL ONLINE
APPLICATION

STEP 2

APPLICATION
SHORTLISTING

STEP 3

GROUP
EXERCISE AND PI

STEP 4

DECLARATION
OF RESULT

STEP 5

ENROLMENT &
SCHOLARSHIP

<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.

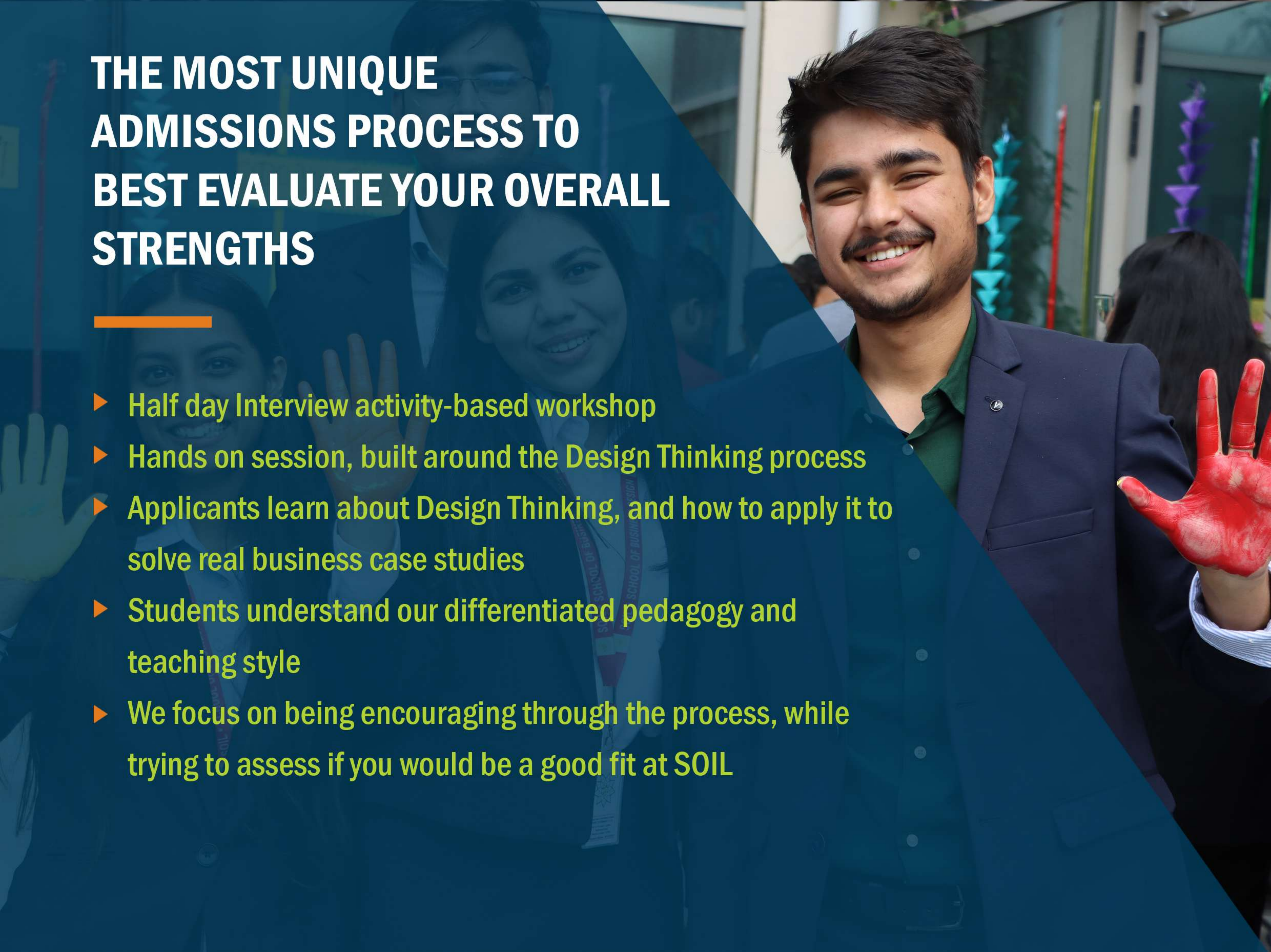


- ▶ **To identify the ability to think**
- ▶ **To identify the ability for action**
- ▶ **To identify the ability to collaborate**
- ▶ **To identify the ability to communicate**



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 2025-27

CAT scores of the year 2024

or

XAT scores of the year 2025

or

GMAT scores taken after 1st January, 2023

or

MAT scores of the year 2024/2025

or

NMAT scores of the year 2024-2025

or

CMAT scores of the year 2025

DEGREE

Candidates must hold a bachelor's degree with at least 50% aggregate marks in any discipline from a recognized university in India or Abroad (recognized by the UGC/Association of Indian Universities). The degree should consist of at least three years of education after completing higher secondary schooling (10+2 system).

Final-year bachelor's students appearing in 2025 can apply but must provide a certificate from their institution confirming 50% marks. The final marksheet and certificate must be submitted by October 1, 2025.

Note- non-fulfilment of this condition will automatically result in the cancellation of the provisional admission and no fee will be refunded in lieu thereof.

WORK EXPERIENCE

Freshers and candidates candidates with work Experience of less than 36 months By 31 st May 2025

PARTICULARS	2025-26	2026-27	TOTAL (IN INR)
Tuition Fees	495000	420000	915000
Program Fees	370000	270000	640000
Student Activity Charges	47000	0	47000
Medical Insurance (2 Years)	5000	0	5000
Journal Subscription for 2 Years	3000	0	3000
Alumni Subscription	0	10000	10000
TOTAL*	920000	700000	1620000
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.

Global Immersion Experience - is our endeavour to provide our students an international exposure*** through our signature Global Immersion Experience Program for which students are required to travel overseas and have a valid passport. Such programs are offered at a highly subsidized cost to the students. Additional charges may apply depending on the location and any value-added experiences offered, which will be communicated at the time of location finalization. All students must pay their own visa fee and medical insurance premiums as applicable. The ensuing Global Immersion Experience Program would be conducted based on the then prevailing global travel scenario and the prescribed government guidelines regarding the same and the final decision would be at the sole



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

Capt. Vikram Batra Scholarship

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 to contact/processing loans, please get in touch with the admissions team at pgdm@schoolofbusinessdesign.com or call us at **9870256660 / 9717280018**





FACILITIES FOR DIFFERENTLY ABLED STUDENTS

SOIL is committed to promoting full participation for disabled students in all aspects of the academic and social life of the Institute. All applications from candidates who have disclosed a disability will be considered in the same way as any other application, and a decision will be made that is based only upon the candidate's academic merit and potential.

In order to provide study support, the candidate has to provide certain information about their needs. The information will be shared on a need –to-know basis with only relevant people.

Note: the following are commonly understood forms of disability -dyslexia, dyspraxia or AD(H)D; visual impairment uncorrected by glasses; serious hearing impairment; physical impairment or mobility issues; long standing mental health condition; long standing illness or health condition such as cancer, HIV, diabetes, chronic heart disease, or epilepsy; social/ communication impairment such as Asperger's syndrome/other autistic spectrum disorder; or a disability, impairment or medical condition that is not listed here.

FACILITIES PROVIDED

Special facilities such as ramp, Special reserved car parking, lift, Unisex Toilet, Individual Guidance and Counselling, Trained Staff, and make other necessary changes to suit the special needs of differently abled persons.

ANTI-RAGGING POLICY

SOIL has a 'Zero tolerance' policy on ragging, anybody found guilty will be punished appropriately. It is the responsibility of all the students to encourage an atmosphere of learning, social responsibility, respect for human dignity, and improve positive influences, constructive development for members and aspiring members. As per the regulation, any act of physical abuse including all its variants: sexual abuse, homosexual assaults, stripping, forcing obscene and lewd acts, gestures, causing bodily harm or any other danger to health or person would amount to ragging. Any act by a student that prevents, disrupts, or disturbs the regular academic activity of any other student and exploiting the fresher's for completing the academic task assigned to an individual or a group of students also amounts to the offense.

The act of abuse by spoken words, email, and post public insults, which would also include deriving perverted pleasure, vicarious or sadistic thrill from actively or passively participating in the discomfiture to fresher's or any other student will amount to 'ragging.'

Kindly read the Information Pack available at our website www.soil.edu.in to know more details about ragging and its regulations.

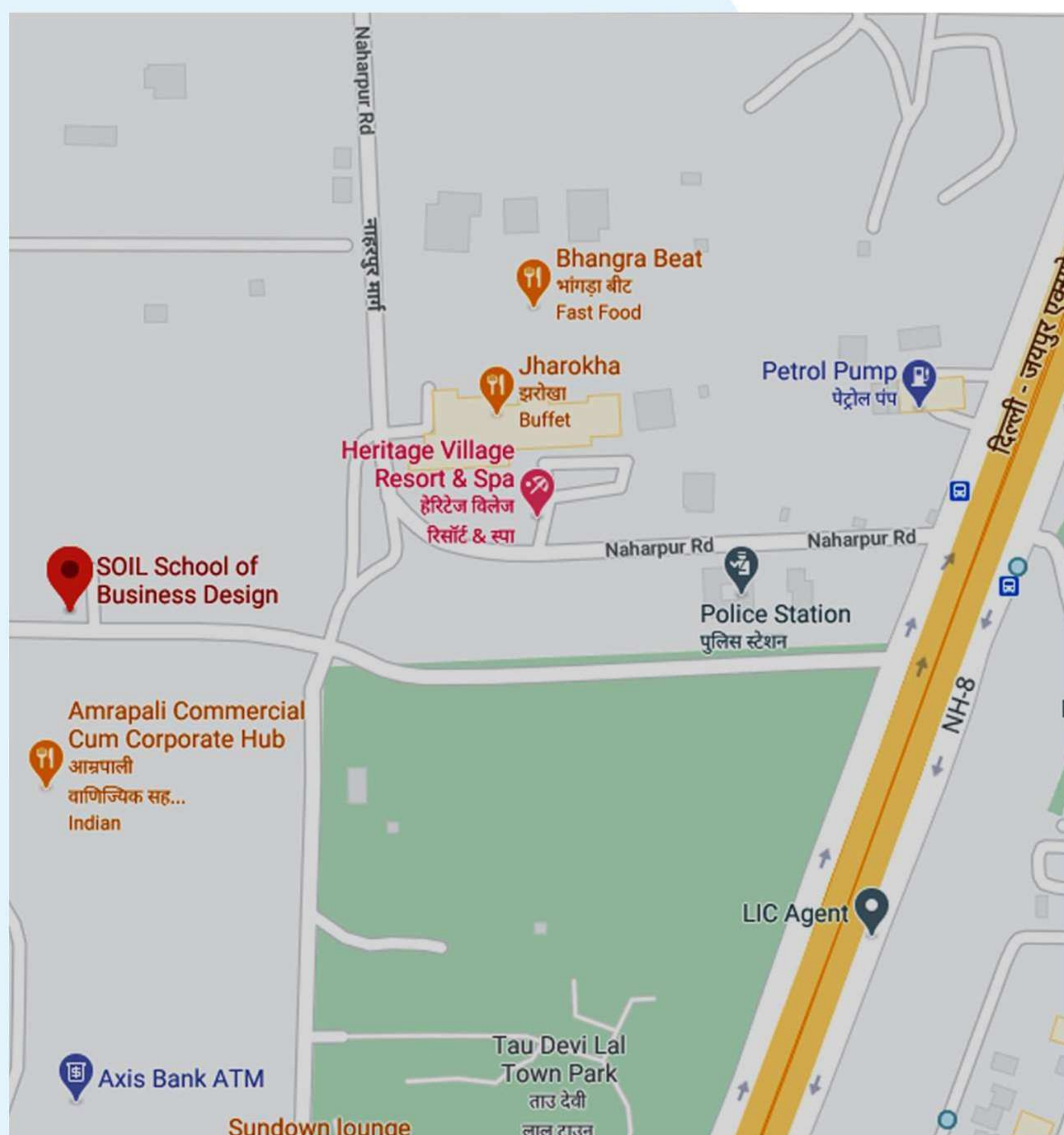
National Anti-Ragging Help Line (UGC Crisis Hotline)
24x7 Toll Free Number* 1800-180-5522, (helpline@antiragging.in)

Economically and Socially Challenged Students (ESCS)

SOIL has the provision to grant scholarship *(Subject to eligibility) to the students at the institute belonging to the economically and socially challenged sections of the society. The purpose of the opportunity is to enhance the accessibility of students belonging to economically and socially challenged sections of the society.

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 [9717280018](tel:9717280018) / [9870256660](tel:9870256660)


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