



MC&I

IIPM

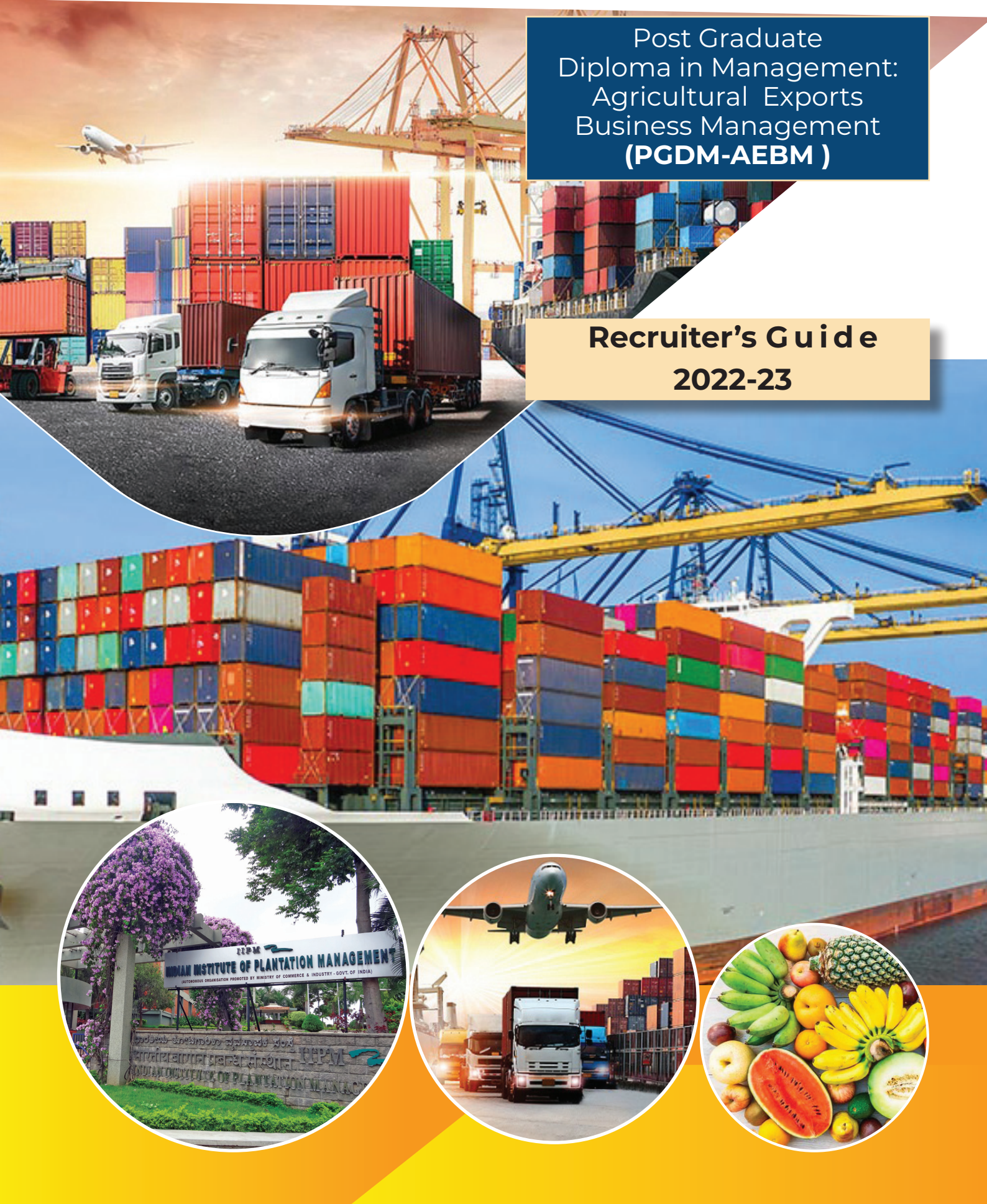


भारतीय बागान प्रबन्ध संस्थान बेंगलुरु  
INDIAN INSTITUTE OF PLANTATION MANAGEMENT BENGALURU  
(An Autonomous Organization of the Ministry of Commerce & Industry, Government of India)

75  
Azadi Ka  
Amrit Mahotsav

Post Graduate  
Diploma in Management:  
Agricultural Exports  
Business Management  
(PGDM-AEBM)

Recruiter's Guide  
2022-23







## MESSAGE FROM THE DIRECTOR

Indian Institute of Plantation Management Bengaluru (IIPMB), a Centre of Excellence, and the first-of-its-kind National Institute established at the initiative of the Ministry of Commerce & Industry, Government of India, is engaged in management education, training, research and consultancy service. It is the flagship institute with expertise in managing the entire value chain right from cultivation, processing and domestic & international marketing of vast range of plantation crops that include tea, coffee, rubber, spices, coconut, cotton, sugarcane, forestry, plantation, horticulture, fodder plantations, herbal & medicinal plantations, nuts, apiary (bee-keeping), etc.

India with US \$46 billion of agri exports accounted for 2.4 per cent share of world agro exports. As India accounts for 18% of the world population, wherein about 55 to 60 per cent people are involved in agriculture related activities for their livelihood, there is enormous opportunity to harness the export potential of India's agro-food exports. There lies high scarcity of cutting edge professionals, contemporary international marketing skill sets and sound understanding of agri food management. IIPMB's state-of-the-art-facilities equip managers with futuristic cutting edge proficiency with Artificial Intelligence (AI), Data Analytics and High-tech management education to meet the emerging challenges of international markets.

I welcome industry leaders to participate in IIPMB's internship and placement process.

**Prof. Rakesh Mohan Joshi**  
Director

# Vision & Mission

## Program Mission 1

Develop Globally Competent & Socially Responsible Leaders and Managers in Agri-Export Sector.

## Program Mission 2

Impart Quality Teaching & Learning with Rigor & Relevance to Agri-Export Industry.

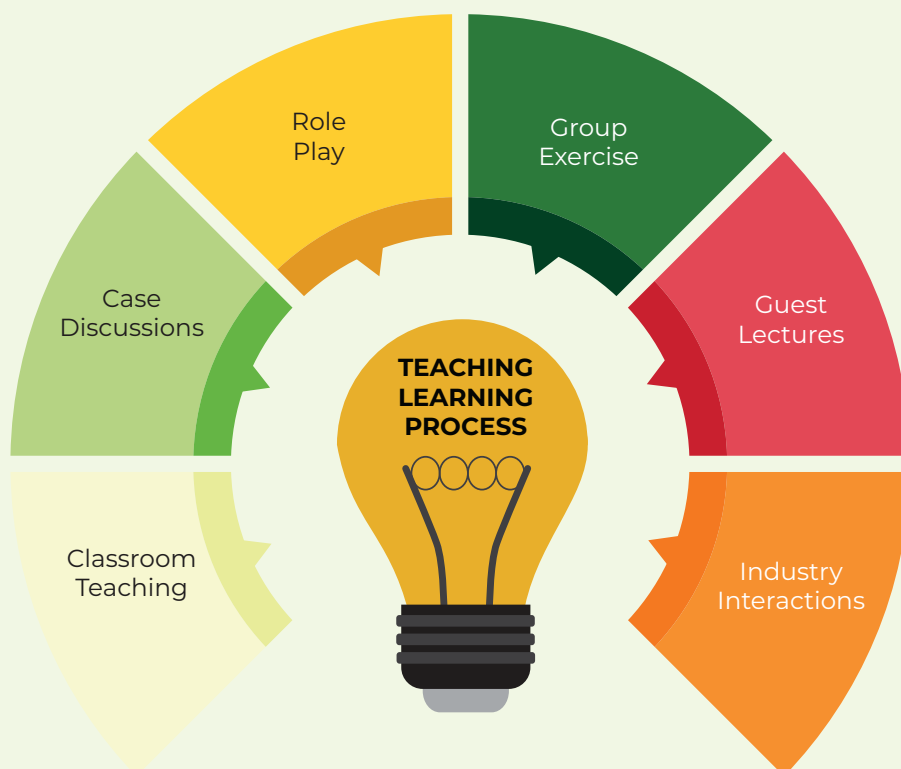
## Program Mission 3

Enhance Internationalization of AEBM through Experiential Learning, Research Collaboration & Multicultural Immersions.

## Program Mission 4

Continuously strive to Develop Academic, Physical and Research Environment.

To be the most preferred global program for aspiring Agri-Export Business Managers and Entrepreneurs



# Post Graduate Diploma in Management: Agricultural Exports Business Management (PGDM - AEBM)

Approved by AICTE-MHRD-GOI, NBA Accredited, Equivalent to MBA by AIU

The PGDM-AEBM Professional Management Program aims at providing management education to the entrants in the export sector. The program equips students for different managerial positions in Export Sector. The program is unique in its kind, opening plentiful career advancement opportunities in the sectors. It integrates operational, behavioural, managerial and strategic aspects of Export business. Intensive-Industry-Institute-Interaction (4Is) brings experts from export business closer to the student community and the programme is customized to suit their requirements.

## 1<sup>st</sup> YEAR

### 1<sup>ST</sup> TRIMESTER

- Fundamentals of AEBM
- Managerial Economics
- Financial Accounting for Management
- Organization Design & Behaviour
- Statistics for Management
- IT Applications in Business
- SDW: Business Communication

### 2<sup>ND</sup> TRIMESTER

- Fundamentals of Foreign Trade
- Business Environment & Policy
- Business Ethics and Sustainability
- Marketing Management
- Cost & Management Accounting
- Prescriptive Analytics
- SDW : Self-Portrait & Resume Creation
- **Winter Project**

### 3<sup>RD</sup> TRIMESTER

- Production & Operations Management for Agri-Exports
- International Financial Management
- International Marketing Management
- International Human Resource Management
- Business Research Methods
- SDW: Handling Interviews

**CORPORATE TRAINING SEGMENT (Summer Internships) (April - June)**

## 2<sup>nd</sup> YEAR

### 4<sup>TH</sup> TRIMESTER

- International Contracts & Trade Laws
- Strategic Management in AEBM
- Entrepreneurship & Innovation
- Global Quality & Safety Management
- Product & Brand Management for Exports
- SDW: Conflict Management & Persuasion

### 5<sup>TH</sup> TRIMESTER

- Value Addition & Supply Chain Management
- Customs, Shipping and Insurance
- Commodity & Currency Derivatives
- Business Analytics
- SDW: Story Telling

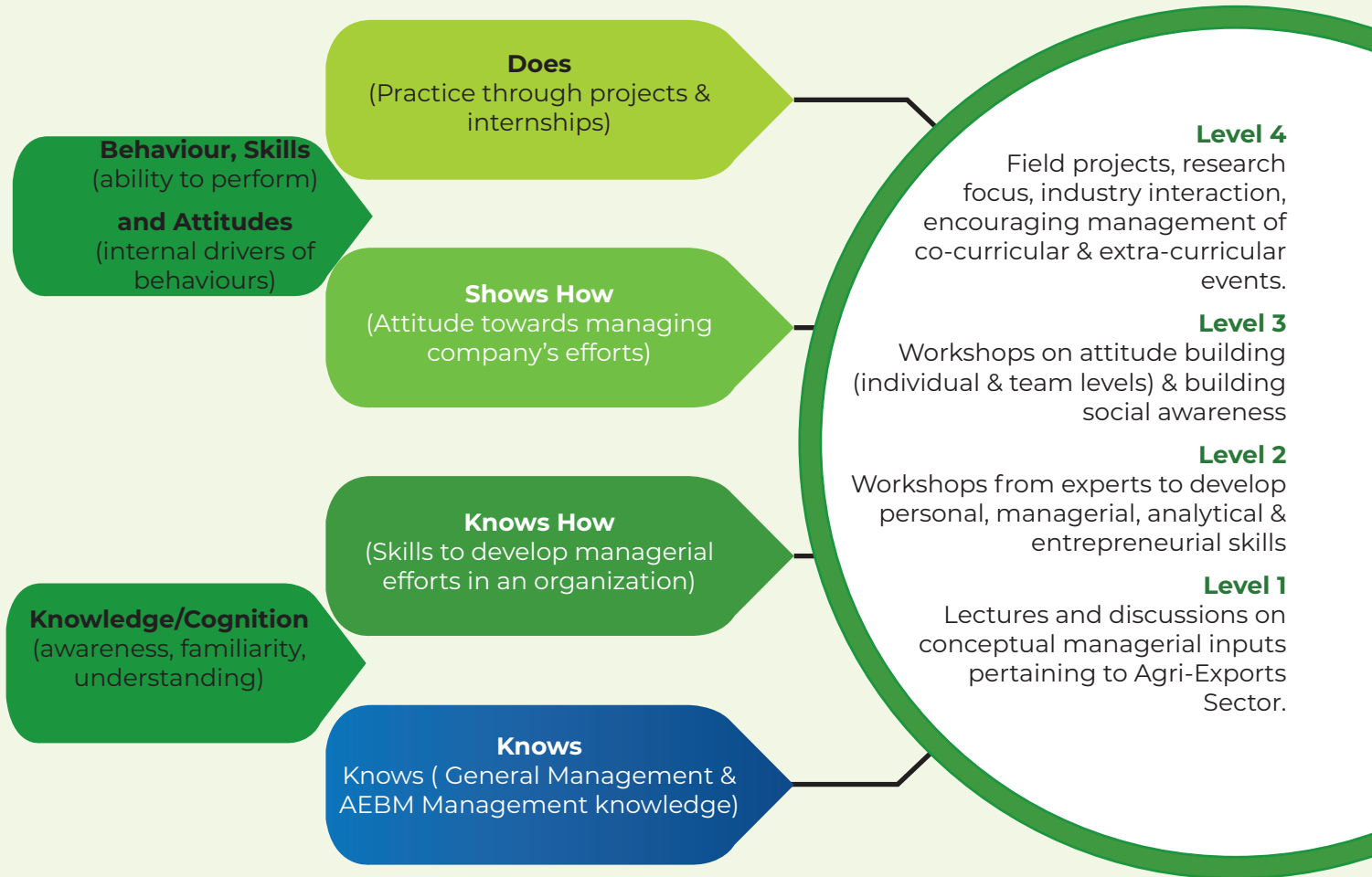
### 6<sup>TH</sup> TRIMESTER

- Project Finance for Exports
- B2B Sales Management
- Digital Marketing
- SDW: Elevator Pitch
- **Industrial Thesis**

**Career Counselling & Placements (April - June)**



# Learning Philosophy





## Faculty Profile

**Prof. Rakesh Mohan Joshi**

International Business, International Marketing,  
Export Promotion, India's Cultural Globalization

**Prof. Arun Bhattacharyya**

Strategy & Entrepreneurship

**Prof. Archana Thulaseedharan**

Human Resources & Organizational Behaviour

**Shri. Bhaskar K**

Finance & Legal Contracts

**Prof. Chenna Kesava Reddy Sangati**

Food Nutrition & Technology

**Prof. Ganeshkumar C**

Decision Sciences & Operations Management

**Prof. K. Narendran**

Extension & Plantation Technology

**Prof. John Mano Raj S**

Marketing & Branding

**Prof. D. Nabirasool**

Marketing & Entrepreneurship

**Prof. K. G. Nanda**

Plantation Management / International Trade

**Prof. K. C. Prakash**

Agri-Business & Agri-Entrepreneurship

**Prof. Sarbani Mukherjee**

Economics & Natural Resources Management

**Prof. Shilpa K**

Marketing & Retail Management

**Prof. Sudha S**

Finance & Accounting

**Prof. K. Venkateswaran**

International Business & Computer Applications

**Prof. B. Venugopal**

Finance & Accounting

**Prof. A. N. Vijayakumar**

Finance & Control

**Prof. Vivek Kambhampati**

Food Engineering & Technology

**Shri. Ankur Gogoi**

General Management & Infrastructure Management

**Shri. Gurmeet Singh**

Disruptive Innovation and R&D

**Dr. Jyoti Bhat**

Research Scientist, Hindustan Unilever Limited









## Corporates Speak



Kamala Farms, sustainable Hydroponic company, journey with IIPM has started since inception. We truly applaud the management and faculty for their dedicated support and cooperation. They have successfully managed to train students to adapt to new age technology such as Hydroponics. We have seen multiple batch students to prove themselves as excellent professionals. Glad to be associated with IIPM.

**Meghana Rao,**  
CEO & Co - Founder, Kamala Farms

IIPM students have contributed in depth to the research work of the Company. Various projects in Export and Import to operational activities including billing and collection vertically, there is a lot of talent with the Institution. We are happy for the great job by fresh graduates and faculty of IIPM

**Prakash K V**  
Founder & CEO  
Eaglespeed International Logistics Pvt. Ltd.



At GreenPod Labs, we recently hired IIPMB students for our Business Development and Sales team and they brought huge support in-terms our business development strategy and customer pipeline. The institute has trained the students with the skills and thought process required for the current industry needs.

**Deepak Rajmohan**  
CEO, Greenpod Labs

I have had the pleasure of being invited to the Indian Institute of Plantation Management (IIPM), Bangalore on more than one occasion. During my first visit, I had the privilege of addressing and interacting with students from the new batch of Graduate Diploma in Management Program. During the most recent visit, I interacted with the final year students who were undergoing a course on Entrepreneurship and Innovation. I shared details of my entrepreneurial journey and had a fruitful discussion with the students. IIPM-B is one of the top institutes for Agri-business Management in the country and I would like to thank everyone at the institute for providing me the opportunities to share my experience and interact with the students. Looking forward to visiting the institute many more times soon.

**Anagha Satyanarayana**  
Scion Agricos, Co-Founder, CEO





## Career Development Service (CDS)

- Institute's CDS Unit facilitates students to identify their potential skill and nurture them to be employable in their preferred sector.
- Organizations from Agri-Export sectors are invited to tap the talent from our current batch of students.
- Organizations are invited to visit IIPM campus for placement process that includes Pre-Placement Talks, Group Discussion, Written Test, Case Study Analysis and Interviews.

- Institute is well equipped to welcome either of the campus placement models i.e., On-Campus (or) Off Campus Placement Process.
- Organizations are requested to route all correspondences through the Career Development Service Unit.

## Corporate Connectivity

List of Organizations where the students have done their CTS and have been placed:

Agri Inputs	
Agri-Tech	
Research/ Consultancy	
Retail	
Food Processing	
Abroad	

## Testimonials from Alumni



“I would like to express my sincere gratitude to Indian Institute of Plantation Management for helping me at each and every step in academics. The institute and the course Agricultural Export and Business Management provided me the best possible platform and infrastructure to excel in my career interest. The expert faculty made me industry ready, while the placement team helped me enhance my soft skills which made to get placed in one of the top reputed company. During my time at the institute I was introduced to various projects and I also had good fortune to work in my summer internship period”.

**Nikhil Thorushe,**

International sales and marketing, Gharda chemicals Limited

“My journey with Indian Institute of Plantation Management is definitely the one which I will cherish for my lifetime. PGDM-AEBM Course is designed based on the recent trends. IIPMB has enriched my aptitude and attitude towards my professional life, taught me constructive and collaborative management skills. After two unforgettable years of studying here, I can now confidently say that their accolades truly deserves”.

**Prashanth Kumar,**

Export Executive, Kaveri Group



“IIPM-B started the new course AEBM in the year 2020 considering the scope of the agricultural exports sector. As a student of the first batch of AEBM, although our batch was unfortunate to have faced the COVID restrictions and online classes, it has been a fruitful experience overall. The institute has created a learning environment where we can learn not only from academics but also from our teachers and our peers. The pleasant campus life with students from different parts of the country is also memorable. My time at IIPM-B has played an important role as it has given me the opportunity to prepare for and step into the export sector. AEBM is a one-of-its-kind course and it gives students who are keen to pursue this course, a platform to grow and develop”.

**Ram Kumar S,**

Export executive, Milky Mist Dairy Food Private Limited

“My two years at IIPM Bengaluru have been excellent and a memory to cherish for a lifetime. The years spent here have been full of learning opportunities that were full of fun and frolic and sometimes with academic grind that one has to go through. The international exposure makes you a better man to face the challenges of the corporate world. IIPM PGDM-AEBM is a place where you can find an amalgamation of learning”.

**Pagar Sumit Vitthal,**

Credit Manger, HDFC Bank





## WHY RECRUIT AT IIPMB?

Institute's PGDM-AEBM program offers a range of sector-specific courses to meet the requirements of industry. The faculty carefully craft curriculum and develop effective Assurance of Learning (AoL) resources and best practices for students learning.

The curriculum is also updated periodically catering to the ever changing need of the industry. Students also have opportunities to interact with industry leaders through vision building talks.

Students are equipped to work anywhere in the value chain of the Business Plan - Production, Procurement, Processing, Marketing, Sales & Distribution, Commodity Trading, Supply Chain and logistics, Retailing, Banking, Finance, HRD, Contract Farming, Food Quality / Safety Management, Data Analysis / Operations Management, Service Sector, Export Sector etc.

IIPM Study Abroad Program aims at exposure to multinational companies and learning from reputed faculty from countries such as Singapore, Malaysia, Thailand, China, USA, Africa and Indonesia.

Our campus is set in a beautiful landscape with a spectacular view of Bengaluru – a highly living environment that encourages interaction and camaraderie. The institute also tends to invite the best leaders / industry experts into the programs as visiting faculty and guest speakers. These initiatives deliver on our mission to generate leading-edge knowledge and world class leaders.

## PLACEMENT CALENDAR

<b>August- September</b>	Students counselling and prioritizing preferred sector. Designing Placement Brochures and Students Profiles.
<b>September</b> Onwards :	Sending Invites and Corporate Response Form (CRF), Internships & Placement Process starts.
<b>September – October</b>	Pre-Placement Talks (PPTs) given by companies to explain the various opportunities / projects on offer. Prioritizing Organizations on various factors. Finalizing Placement Week.
<b>October</b> Onwards :	Internships / Final Placements Process are open.
<b>January – February</b>	Facilitating the Recruitment Process.
<b>March</b> Post Offer Support.	Onboarding the students for Internships / Placements in the selected companies. Establishing the Corporate Connects.
<b>April-June</b>	Final Year Students join the company for Placements and First Year Students start their Summer Internships.





### Contact Information

**Ms. Shilpa S**

Executive (Placement & Corporate Relations)

Career Development Service Unit

Mb: 9886804076

Email: shilpa.s@iipmb.edu.in

**IIPM** 

Career Development Service Unit

**Indian Institute of Plantation Management**

Jnana Bharathi Campus, P.O. Malathalli, Bengaluru-560 056

Tel: +91-80-23211716, Fax: +91-80-23212775

(An Autonomous Organization of MC&I-GOI)

**Permanent Accreditation**  
HLACT-Texas (USA)



Educational Membership  
AACSB-USA & EFMD-Brussels

AICTE-MHRD-GOI Approved  
NBA Accreditation  
and  
AIU Equivalence for ABPM

