



IIPM



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

POST GRADUATE DIPLOMA IN MANAGEMENT: AGRICULTURAL EXPORTS AND BUSINESS MANAGEMENT (PGDM-AEBM)

Recruiter's
Guide
2023-24





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

VISION & MISSION

PROGRAM VISION

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

MISSION 1

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

MISSION 2

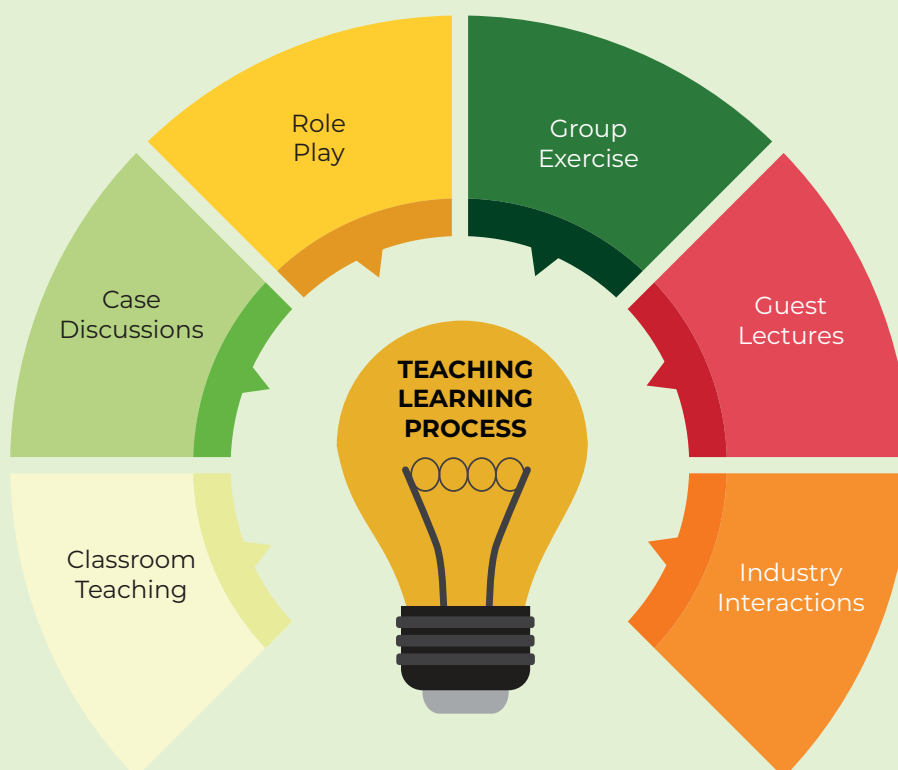
Impart Quality Teaching & Learning with Rigor & Relevance to Agri-Export Industry.

MISSION 3

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

MISSION 4

Continuously strive to Develop Academic, Physical and Research Environment.



Post Graduate Diploma in Management : Agricultural Exports and 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 agri export sector. The program equips students for different managerial positions in agri 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.

PGDM – AEBM Program Structure

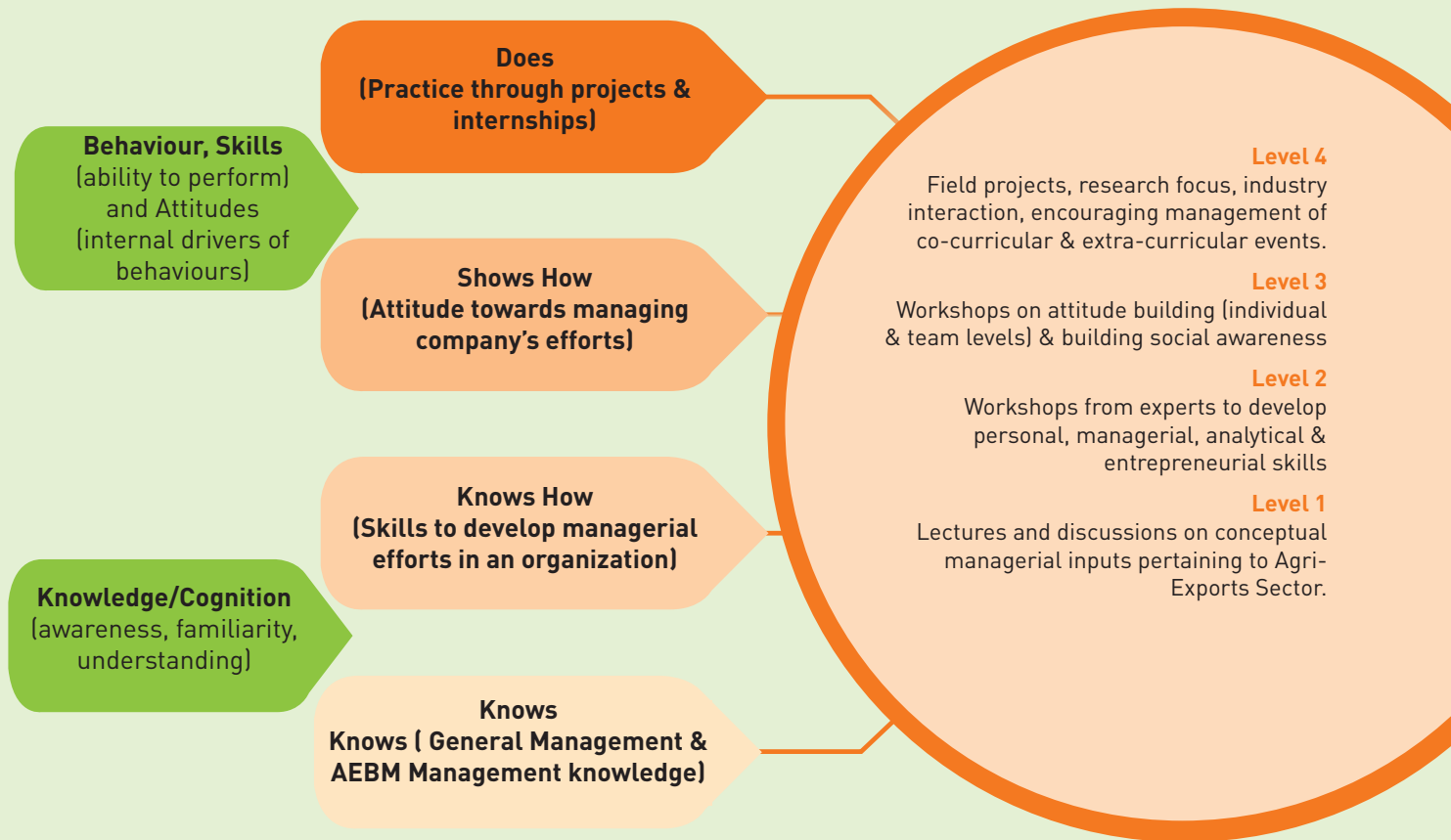
1st YEAR

TRIMESTER I		TRIMESTER II		TRIMESTER III			
Fundamentals of AEBM		Fundamentals of Foreign Trade		Production & Operations Management for Agri-Exports			
Managerial Economics		Business Environment & Policy		International Financial Management			
Financial Accounting for Management		Business Ethics and Sustainability		International Marketing Management			
Organization Design & Behavior		Marketing Management		International Human Resource Management			
Statistics for Management		Cost & Management Accounting		Business Research Methods			
IT Applications in Business		Prescriptive Analytics		Corporate Training Segment (Summer Internships) (April – June)			
SDW	Business Communication	SDW	Self-Portrait & Resume Creation			SDW	Handling Interviews
	Business Writing		Time Management & Personal Effectiveness				Emotional Intelligence
	Adaptability		Yoga				Group Discussion
			Winter Project				

2nd YEAR

TRIMESTER IV		TRIMESTER V		TRIMESTER VI	
International Contracts & Trade Laws		Value Addition & Supply Chain Management		Project Finance for Exports	
Strategic Management in AEBM		Customs, Shipping and Insurance		B2B Sales Management	
Entrepreneurship & Innovation		Commodity & Currency Derivatives		International Marketing Management	
Global Quality & Safety Management		Business Analytics		Digital Marketing	
Product & Brand Management for Exports		SDW	Story Telling	SDW	Elevator Pitch
SDW	Foreign Language		Leading Effectively		Business Plan Writing and Workplace Etiquette
	Thesis Proposal Formulation and Submission		Case Study Development		
		Projects	Thesis Development & Report Submission	Projects	Thesis Presentation & Viva
				Career Counselling and Placements (April – June)	

Learning Philosophy



Faculty Profile

Prof. Rakesh Mohan Joshi

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

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

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

At GreenPod Labs, we recently hired IIPMB students for our Business Development and Sales team and they brought huge support in-terms of 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
Co-Founder, CEO
Scion Agricos

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.



Career Development Service

- 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.



Our Recruiters

Agri Inputs				
Agri-Tech	Banking Finance		Commodities	
Research/ Consultancy			Plantations	
Retail		SCM		
Food Processing			Certification NGOs	
Abroad			Agricultural Export	



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.

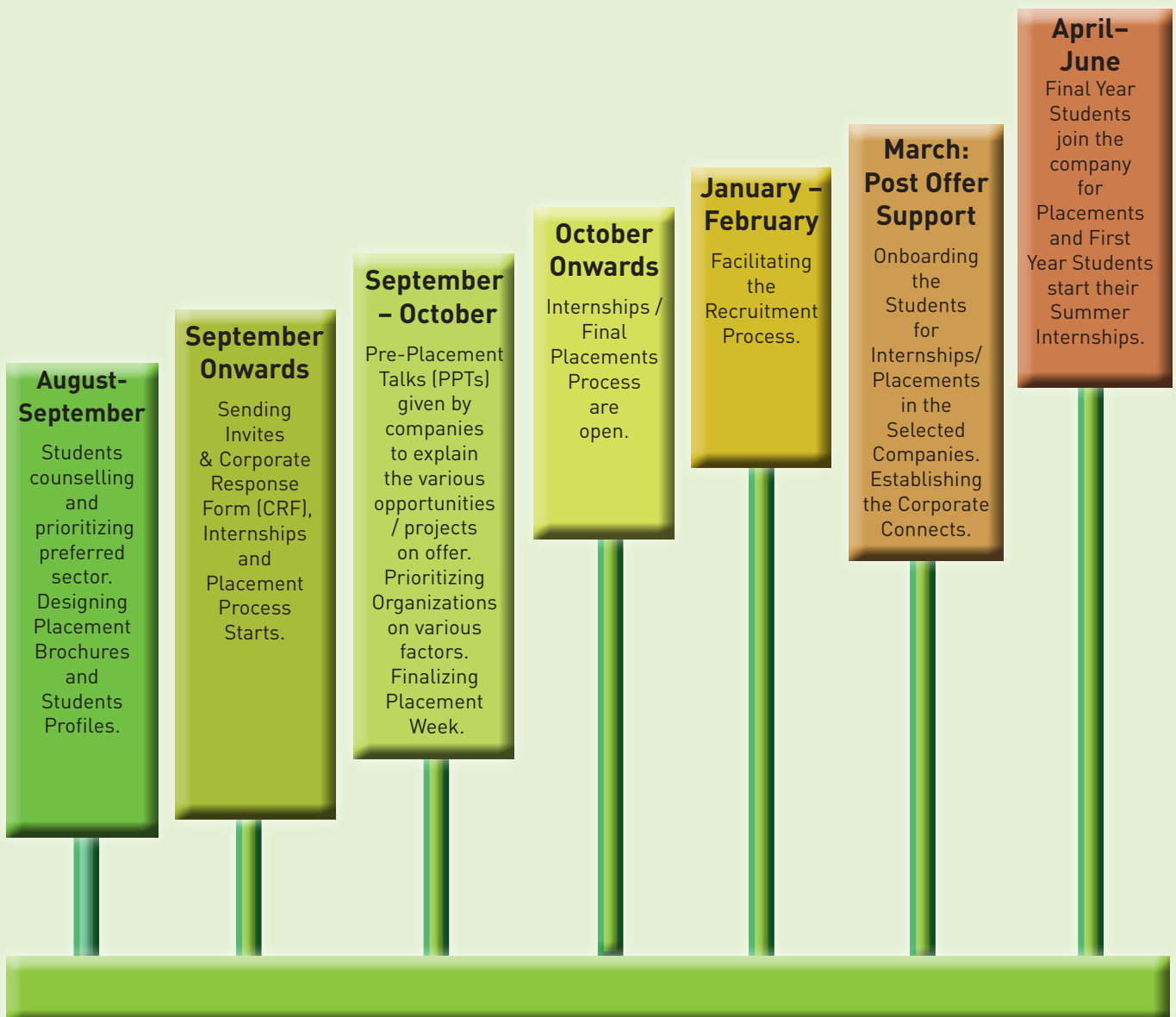
The curriculum is also updated periodically catering to the ever changing need of the industry. Students also have opportunities to interact with industry leaders through vision building talks.

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, Export/Import Operations, Logistics & Warehousing 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



(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



Contact Information

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