



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
2023-25





Message from the Director

The Indian Institute of Plantation Management Bengaluru (IIPMB), a Centre of Excellence and the first national institute of its kind, was established through the initiative of the Ministry of Commerce & Industry, Government of India during the year 1993. For the past 31 years, IIPMB has made outstanding contributions as a nation's premier sectoral institute for higher education. We are committed for building the future leaders in the emerging and fast growing sectors such as Agribusiness & Plantations, Food Business and Agri Exports, through management education. The comprehensive curriculum with the customized content developed by involving industry and other stakeholders brings more robustness and rigour to the management education.

The unwavering commitment by the faculty team having a diverse experience and by working closely with the industry through research & training makes the classroom teaching & learning more meaningful and relevant. Students at IIPMB having strong determination in pursuit of excellence with varied background in terms of gender, region, education, etc., makes the true learning environment.

To foster Intensive Industry-Institution Interaction (4Is), we regularly invite distinguished speakers across the globe to address key industry-related topics. This provides our students and corporate leaders a valuable platform for idea exchange. The institute's approach to teaching and learning includes a diverse range of methodologies such as classroom lectures, video presentations, seminars, group work, case studies, role plays, live projects, market surveys, field and industry visits, international study opportunities, and guest lectures—all as part of our Assurance of Learning (AoL) framework.

Our students, equipped with a solid foundation in domain knowledge, undergo comprehensive two-year training and are provided with various platforms to develop the required skills, foster the right attitude, and instil values that are highly regarded in the corporate world. Our mission is to nurture globally competent, socially responsible leaders and managers for the agri-export sector. As we prepare our students to showcase their talents to the industry, we warmly invite you to participate in the Campus Recruitment Process for 2024- 25 at IIPMB.

Prof. John Mano Raj. S

VISION & MISSION

PROGRAM VISION

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

MISSION 1

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

MISSION 2

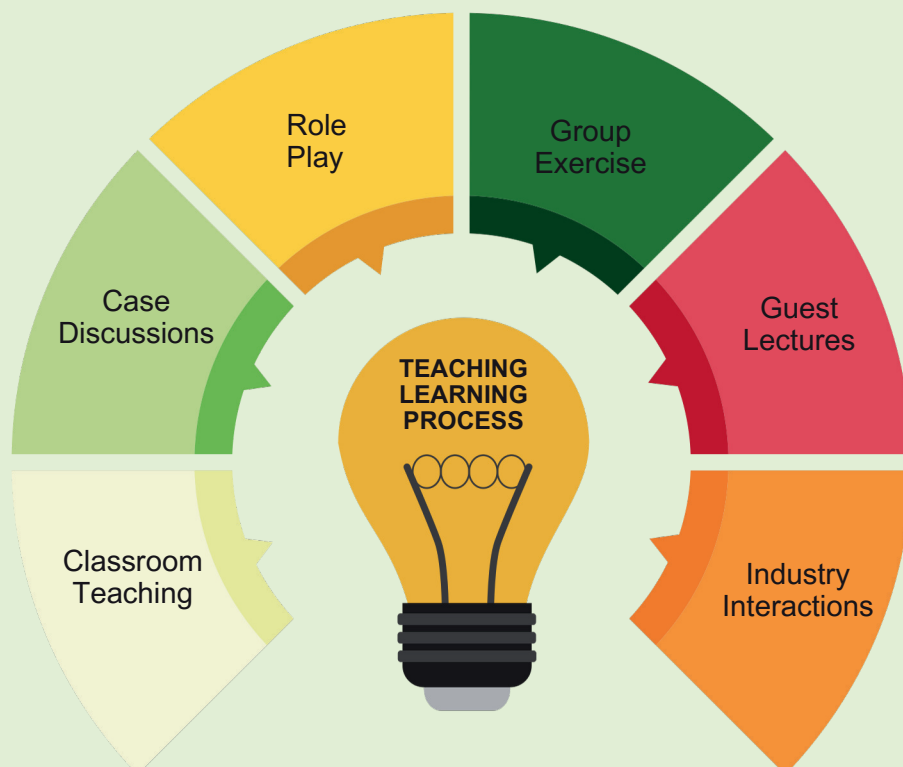
Impart Quality Teaching & Learning with Rigor & Relevance to Agri-Export Industry.

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 – ABEM Program Structure

1st YEAR

1 st TRIMESTER (July - September)	2 nd TRIMESTER (October - December)	3 rd TRIMESTER (January - April)
<ul style="list-style-type: none"> • Fundamentals of AEBM • Managerial Economics • Financial Accounting for Management • Organizational Design & Behavior • Statistics for Management • IT Applications in Business <p>SDW*</p> <ul style="list-style-type: none"> • Business Communication • Business Writing • Adaptability 	<ul style="list-style-type: none"> • Environment & Policy • Fundamentals of Foreign Trade Business • Business Ethics and Sustainability • Marketing Management • Cost & Management Accounting • Prescriptive Analytics <p>SDW*</p> <ul style="list-style-type: none"> • Self-Portrait & Resume Creation • Time Management & Personal Effectiveness • Yoga <p>Winter Project</p>	<ul style="list-style-type: none"> • Production & Operations Management for Agri-Exports • International Human Resource Management • Business Research Methods <p>SDW*</p> <ul style="list-style-type: none"> • Handling Interviews • Emotional Intelligence • Group Discussion

Corporate training segment (Summer Internship) (April - July)

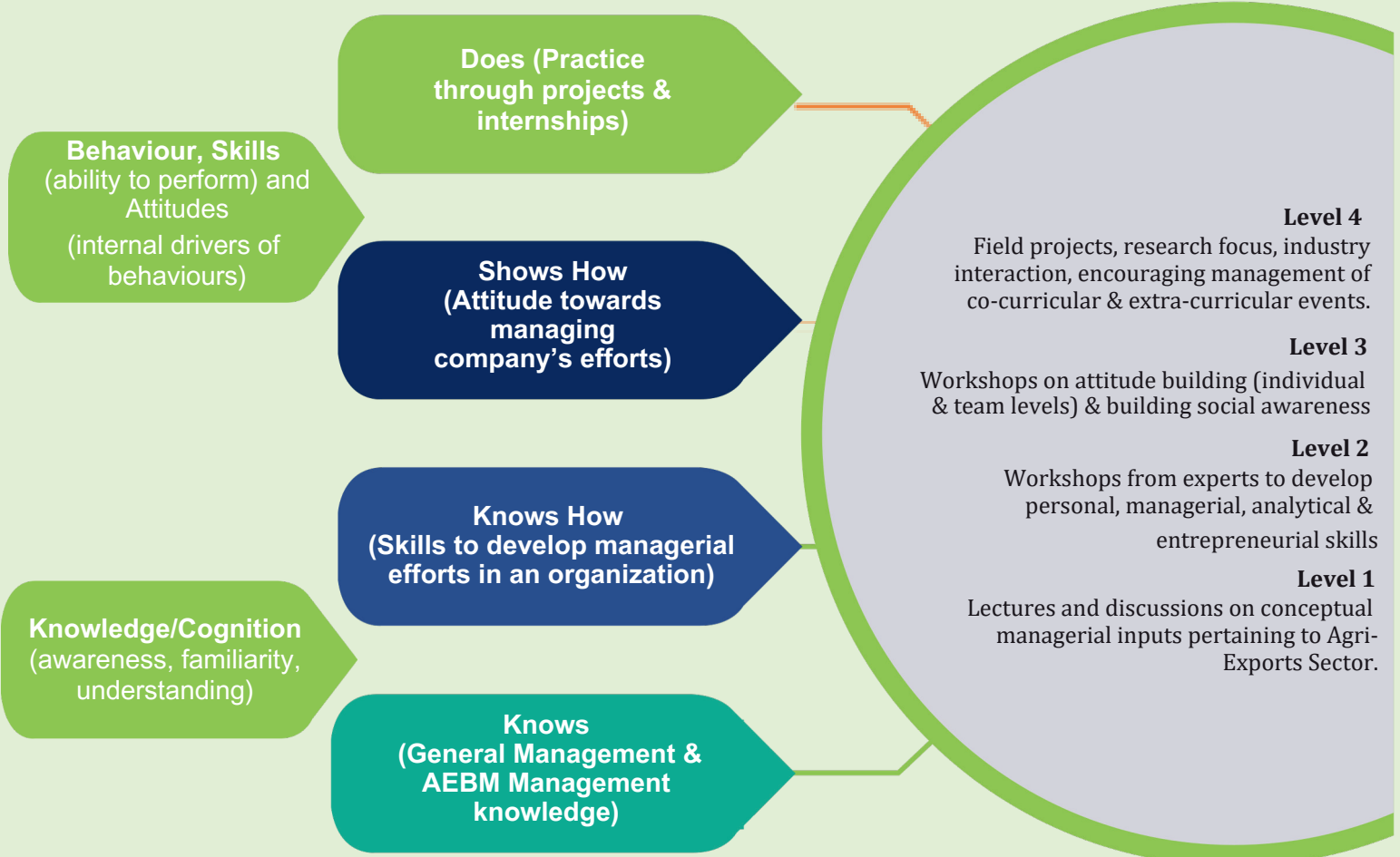
2nd YEAR

4 th TRIMESTER (July - September)	5 th TRIMESTER (October - December)	6 th TRIMESTER (January - March)
<ul style="list-style-type: none"> • Strategic Management in AEBM • B2B Sales Management • Global Quality & Safety Management • Product & Brand Management for Export <p>SDW*</p> <ul style="list-style-type: none"> • Foreign Language • Thesis Proposal Formulation and Submission 	<ul style="list-style-type: none"> • Value Addition & Supply Chain Management • Customs, Shipping and Insurance • Commodity & Currency Derivatives • Business Analytics <p>SDW*</p> <ul style="list-style-type: none"> • Story Telling • Leading Effectively • Case Study Development <p>Projects</p>	<ul style="list-style-type: none"> • Project Finance for Exports • Digital Marketing • International Marketing <p>SDW*</p> <ul style="list-style-type: none"> • Elevator Pitch • Business Plan Writing • Workplace Etiquette <p>Projects</p>

*-SDW- Skill Development Workshop

Career Counselling and Placements (March - June)

LEARNING PHILOSOPHY





FACULTY PROFILE

Prof. John Mano Raj.S.

Marketing & Branding

Prof. Archana Thulaseedharan

Human Resources & Organizational Behaviour

Prof. Chenna Kesava Reddy

Food Nutrition & Technology

Prof. Dinesh Jain

Agri-Entrepreneurship, Strategy and General Management

Shri. Gurmeet Singh

Disruptive Innovation and R&D

Prof. Lavanya.B.T.

Agribusiness Management

Prof. Maneka Goyal

Food Business Management

Prof. Manmohan Yadav

International Trade

Prof. Nabirasool.D

Marketing, Entrepreneurship, Economics

Prof. Nanda.K.G.

Plantation Management/International Trade

Prof. Narendran.K

Extension & Plantation Technology

Prof. Naveen B Ramu

Decision Sciences and Operations Management

Prof. Prakash.K.C.

Agri-Business & Agri-Entrepreneurship

Prof. Sahiba Sharma

General Management

Prof. Shilpa.K.

Marketing & Retail Management

Prof. Shreya Pal

Economic Trade & Export

Prof. Sudha Srinivasan

Finance & Accounting

Prof. Venkateswaran.K

International Business & Computer Applications

Prof. Venugopal.B

Finance & Accounting

CORPORATE SPEAKS



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.
- Institute is well equipped to welcome either of the campus placement models i.e., On-Campus (or) Off Campus Placement Process.
- 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.
- Organization 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



Reflecting on my journey at the IIPM, Bengaluru, I am filled with immense gratitude and pride. The Agricultural Exports and Business Management program equipped me with the knowledge and skills necessary to excel in the dynamic export world. I leverage the strategic thinking, analytical abilities, and global perspective that were honed during my time at IIPM. My professors played an invaluable role in this journey. They served not only as educators but also as mentors, guiding us through difficult times and celebrating our achievements, constantly encouraging us to aim for excellence. To current students, I would say: seize every opportunity that comes your way, be curious, and never stop learning. The skills and knowledge you acquire at IIPM will serve as a strong foundation for your future endeavors. Believe in yourself and your capabilities, and always strive for excellence. IIPM, Bengaluru, has played a crucial role in shaping who I am today, and I am proud to be an alumnus of this esteemed institution.

Vaishnavi Verma, International Business Development Executive ATOME GRID



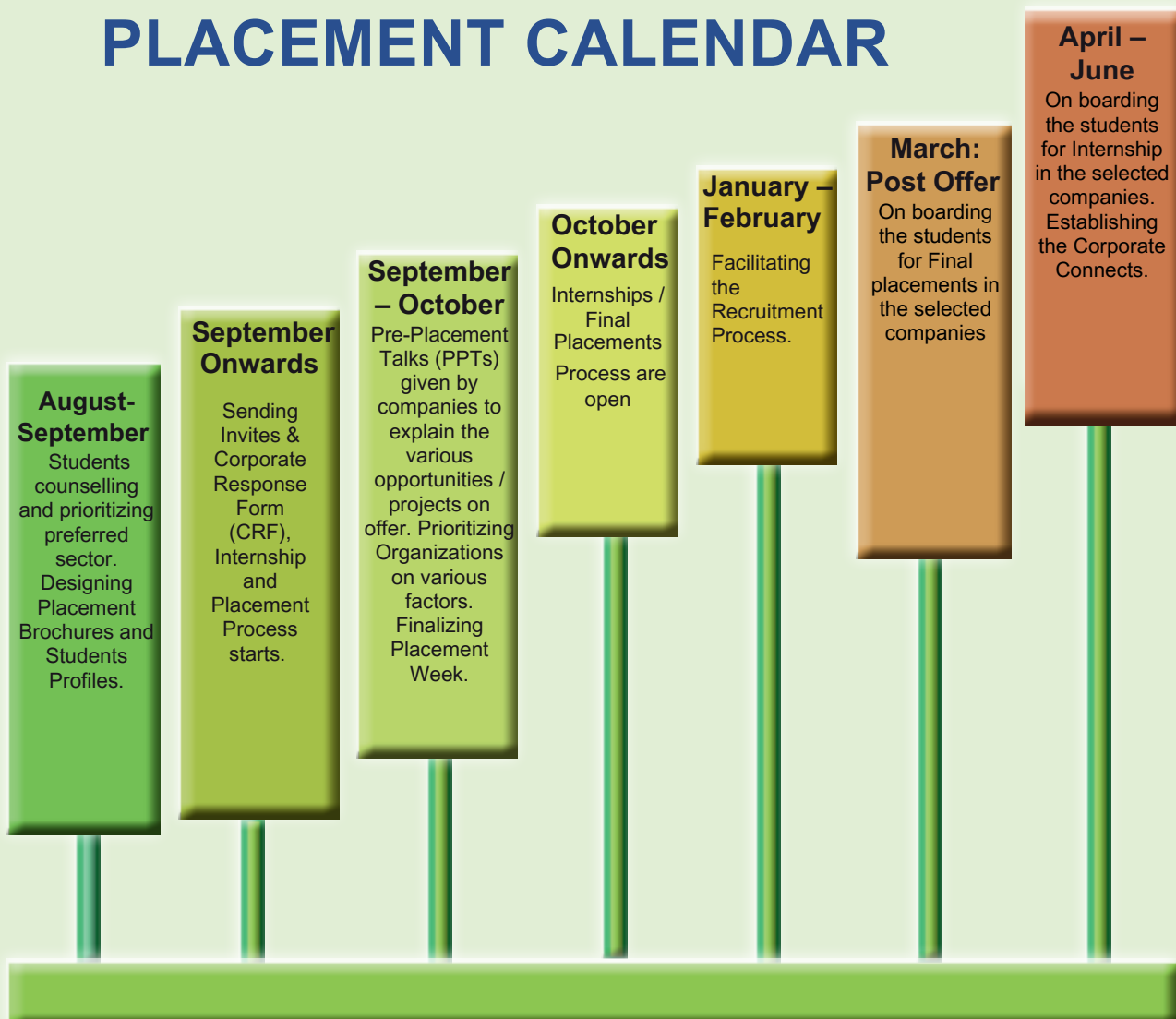
Why Recruit at IIPMB?

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





Contact Information

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