



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:

FOOD PROCESSING &
BUSINESS MANAGEMENT
(PGDM-FPBM)

RECRUITER'S GUIDE
2023-25



Fostering Innovative leaders in the Food Industry through techno-managerial training



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 from 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, sensory product testing, 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 given multiple platforms to develop the required skills, foster the right attitude, and instil values that are highly valued in the corporate world. Our goal is to develop globally competent, socially responsible leaders and techno-managers for the food processing sector with expertise in emerging interdisciplinary areas. 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 program for aspiring Food Processing Business Managers and Entrepreneurs

MISSION 1

Imparting Techno Managerial knowledge and skills towards creating innovative and socially responsible managers and Entrepreneurs

MISSION 2

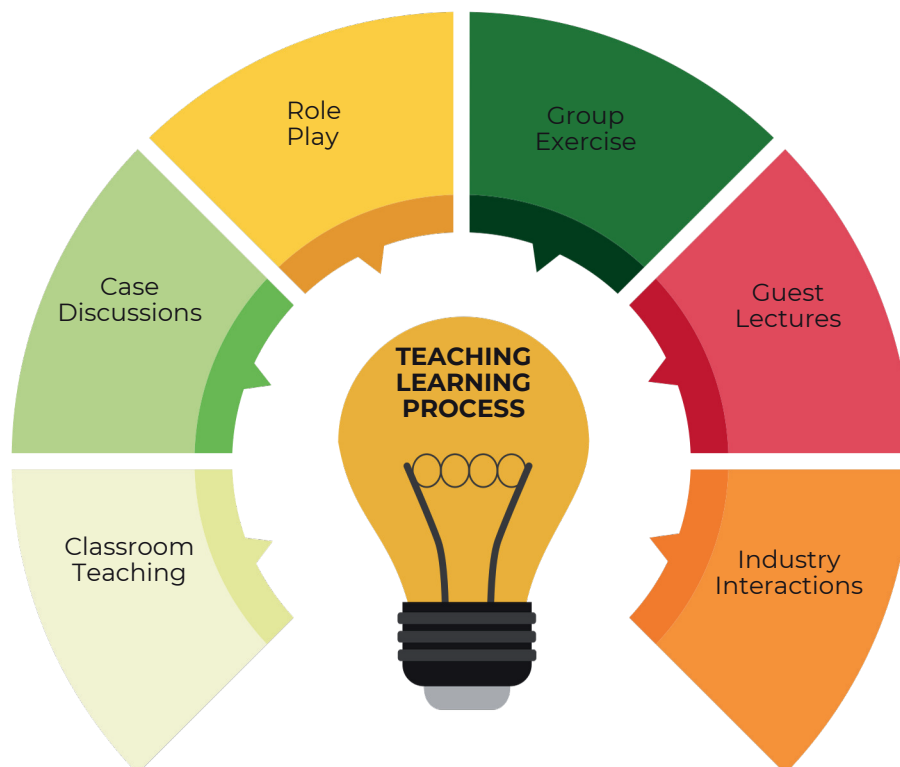
Adopting Contemporary and relevant pedagogy with industry orientation to enable experiential learning

MISSION 3

To Enhance global relevance of the program through academic and research collaboration and multicultural immersion

MISSION 4

To Continuously strive to develop and augment state-of-the-art academic and research environment



POST GRADUATE DIPLOMA IN MANAGEMENT: FOOD PROCESSING & BUSINESS MANAGEMENT (PGDM-FPBM)

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

The PGDM-FPBM Professional Management Program aims at providing management education to the entrants in the Food Processing sector. The program equips students for different managerial positions in Food Processing 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 food processing business. Intensive Industry-Institution Interaction (4Is) brings experts from food processing business closer to the student community and the programme is customized to suit their requirements.

PGDM – FBPM Program Structure

1st YEAR

1st TRIMESTER (July - September)

- Fundamentals of FPBM
- Managerial Economics
- Financial Accounting for Management
- Organizational Design & Behavior
- Statistics for Management
- IT Applications in Business

SDW*

- Business Communication
- Business Writing
- Adaptability

2nd TRIMESTER (October - December)

- Food Chemistry and Analysis
- Business Environment & Policy
- Business Ethics and Sustainability
- Marketing Management
- Cost & Marketing Management
- Prescriptive Analytics

SDW*

- Self Portrait & Resume Creation
- Time Management & Personal Effectiveness
- Yoga

Winter Project

3rd TRIMESTER (January - April)

- Production & Operations Management in Food Processing
- Financial Management
- Buyer Behaviour for Food Business
- Human Resource Management
- Business Research Methods

SDW*

- Handling Interviews
- Emotional Intelligence
- Group Discussion

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

2nd YEAR

4th TRIMESTER (July - September)

- Food Safety and Quality Management
- Strategic Management in FPB
- Food Retail Management
- Packaging and Labelling for FPB

SDW*

- Business Communication
- Creativity and Problem Solving

Projects

- Project Thesis Proposal
- Formulation and Submission

5th TRIMESTER (October - December)

- Value Addition and Supply Chain Management
- Business Analytics
- Emerging Technology in Food Processing

Elective I

- Product & Brand Management (M)
- Cold Chain Management (OPs)

SDW*

- Story Telling
- Leading Effectively
- Case Study Development

Projects

- Thesis Development & Report Submission

6th TRIMESTER (January - March)

- International FPB Management
- Business Analytics

Elective II

- Sales Management in Food Business (M)
- Beverage Processing and & Technology Management

Elective III

- Digital Marketing (M)
- Banking and Small Financial Institutions (F)

SDW*

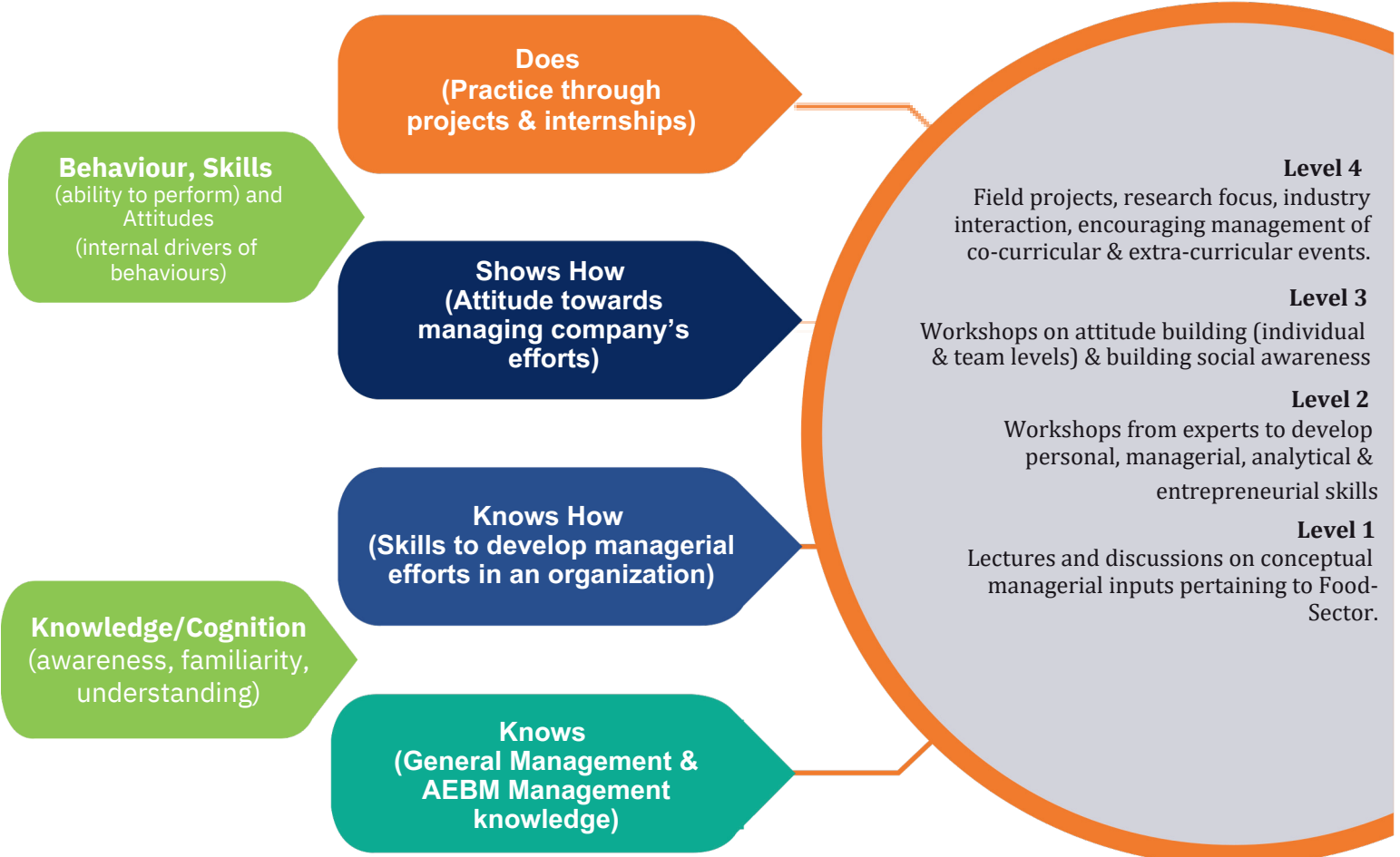
- Elevator Pitch
- Business Plan Writing and Workplace Etiquette
- Yoga

Projects - Thesis Presentation & Viva

*-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



Janani Foods have been hiring IIPM - FBPM students for both internship and final placement since the first batch of the program. The placement office has been very helpful in identifying the right candidates and Co-ordinating with the students both during recruitment as well as post training. The students have exhibited good amount of enthusiasm to learn during the internship and worked more than expectation. We would for certain continue hiring through IIPM in future.

Mr Sundara Rajan Sampath,
CEO of Janani Foods, Bengaluru.

IIPM stands unique in the education system, As it is best suited with an environment that enhances the skills and productivity of the students. The campus drive was a seamless fusion of orderliness and integrity, Thanks to the placement team. The students did admirably well during the interview process and I am happy to see the enthusiasm to learn new things coming from them. looking forward to recruit many more in the coming years.

Mr. T. Satish Kumar.
Found and Managing director of Milky Mist Diary, Tamil Nadu.



The vibe at IIPM from the entrance to the centre is so pleasant that you can only look for positive outcomes from such an institution. IIPM prepares its students for the corporate culture & Instills in them the highest degree professionalism. green minds continue to have a very high interest in II students because they are enthusiastic, Bright and smart working. The support, Mentorship of the faculty, and the placement platforms is a holistic organisation. overall, It was an amazing experience to meet the wonderful students, Who are being taught by accomplished faculty; Most importantly they are counselled, Assisted & aligned towards industry demands by the placement division.

Dr. Subashini Ramaswamy
Founded & CEO, Greenminds

I always appreciate how productive and reliable IIPM students are. the passion and talent for managing things keeps the team inspired and excited. We MLIT Sol Pvt Ltd would like to appreciate the management, Faculty, Placement fell for their commitment and cooperation. Future positive contributions from the institute are something we look forward from you.

Srinivas Chindam
CEO, MLIT



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 Food Processing 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							

Why Recruit at IIPMB?

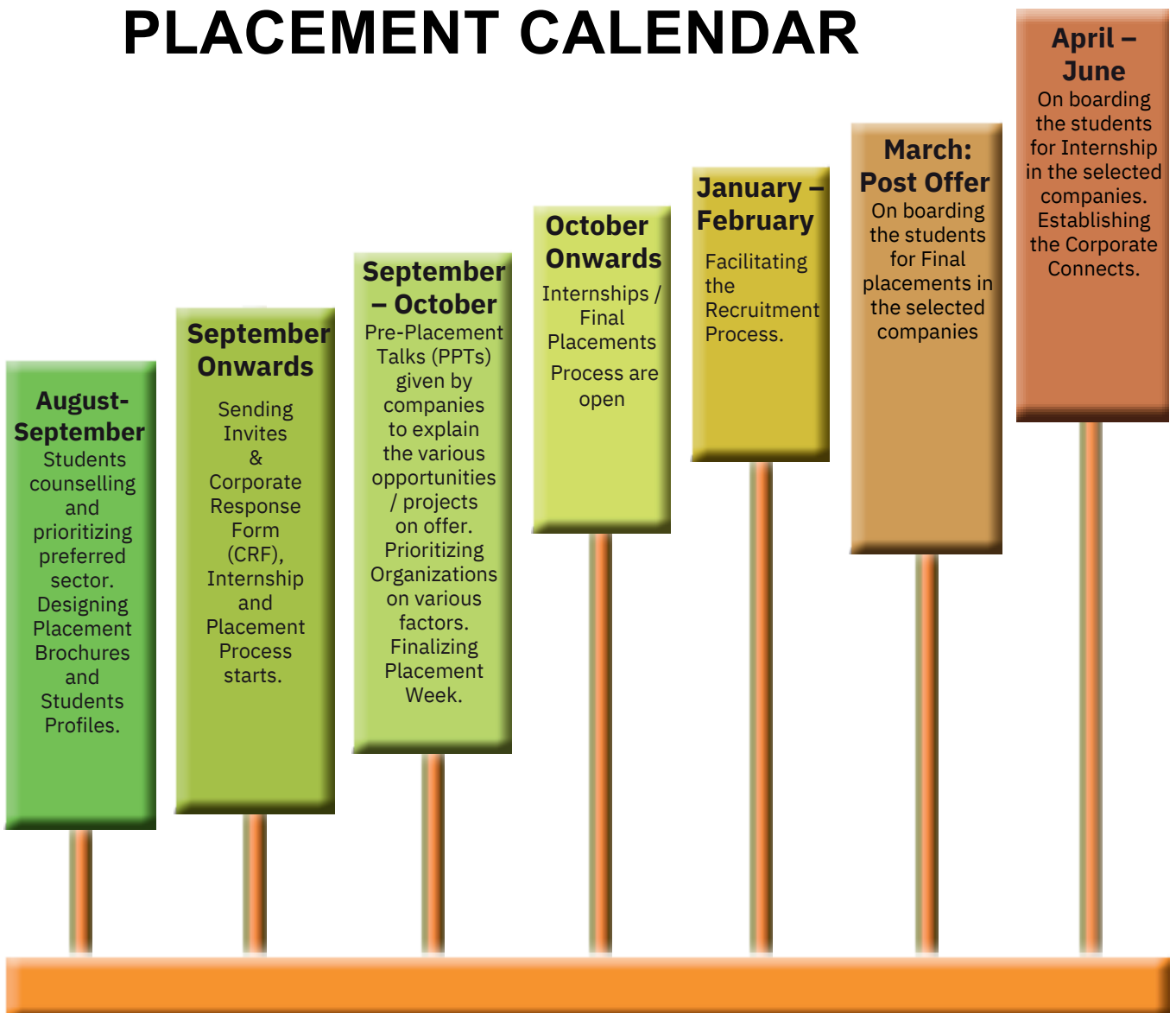
Institute's PGDM-FBPM program offers a range of sector-specific courses to meet the requirements of industry. The faculty carefully craft curriculum and develop effective Assurance of Learning (AoL) resources and best practices for students learning. The curriculum is also updated periodically catering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





Contact Information

Ms. Sushma. D

Executive (Placement & Corporate Relations)

Career Development Service Unit

Ph.no: +91 9986504782

Email: fpbplacement@iipmb.edu.in

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Indian Institute of Plantation Management

Jnana Bharathi Campus, P.O., Malathalli, Bengaluru-560056

Tel: +91-80-23211716 / 23212770 Fax: +91-80-23212775