



# PRESTIGE INSTITUTE OF MANAGEMENT AND RESEARCH

(An Autonomous Institution Established in 1994 & Accredited with 'A' grade by NAAC (UGC))  
(Affiliated to Devi Ahilya University & Programs are approved by AICTE and State Government)  
(M.B.A. has been Accredited by National Board of Accreditation, AICTE, New Delhi)

2, Education and Health Sector, Scheme 54, Indore 452 010, (M.P.) INDIA  
Tel. : 0731-4012222, 2557510, 2571504, Fax : 0731-4012256 @  
E-mail : [director@pimrindore.ac.in](mailto:director@pimrindore.ac.in) Website : [www.pimrindore.ac.in](http://www.pimrindore.ac.in)

## ADMISSION TO THE 2<sup>ND</sup> BATCH OF

### 360-DAY The Executive Post Graduate Programme in Management [EPGPM]

Dear Sir,

### **GREETINGS FROM PRESTIGE INSTITUTE OF MANAGEMENT AND RESEARCH, INDORE !**

Prestige Institute of Management & Research (PIMR), Indore, a renowned Autonomous management institute of Central India, approved by AICTE and affiliated to Devi Ahilya Vishwa Vidyalaya (Indore University), Indore was established in 1994. The Institute has been awarded with **A+** grade and is ranked **27<sup>th</sup>** in India, in the recent B-School survey by "BUSINESS WORLD". PIMR provides Master Degree in Business Administration in the areas of Financial Administration, Marketing Management, Personnel Administration (HR), International Business, Foreign Trade and Advertising & Public Relations. This is the 16<sup>th</sup> batch (2010-11) in succession. PIMR is also a recognised centre for Doctorate Program in Management of DAVV, Indore.

As a tradition of offering New Value Added Courses for the career growth and managerial skills development of Executives based in Industries in and around Indore; PIMR had launched in 2009-10 – a **360 – Day Executive Post Graduate Programme in Management with Dual specialization in Marketing, Finance, HR, System & Production** This program offers multiple learning opportunities for working executives in a short span of 360 days. It covers a broad ground with case studies & real life projects.

### THE MAJOR KEY POINTS OF THIS PROGRAM IS AS UNDER :

- **The Executive Post Graduate Programme in Management [EPGPM] offers the working executives multiple learning opportunities in a short span of 360 days.**
- **The Program is based on specialized module and as per the requirement and expectation of industry participants.**
- **The executive gains understanding of principles and concepts of Management and functions & responsibilities of the manager.**
- **The program updates the executives with latest tools and techniques to be used in the performance of managerial job, and facilitates better analysis and understanding of the environment of the organization.**
- **It provides a comprehensive coverage which includes case studies and real life projects.**

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#### Member

All India Management Association • Association of Indian Management Schools • Association of Management Development Institutions in South Asia • Computer Society of India • Confederation of Indian Industry • Consultancy Development Centre • European Case Clearing House • Forum of Free Enterprises • India Trade Promotion Organisation • Indian Institute of Public Administration • Indian Society for Technical Education • Indian Society for Training and Development • Management Libraries Network • National HRD Network • National Institute • Industry Forum for Energy • National Institute of Personnel Management • Quality Forum of India • The Associated Chambers of Commerce & Industry of India.



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(2)

- Classes held only on SUNDAYS which gives you a benefit of using your free time in a constructive way & updating / enhancing your knowledge base.
- The medium of instruction is English / Hindi to avoid the language barrier.
- In case of five (5) executives enrolling for the program from places like Dewas or Pithampur, pick up & drop facility will be provided by the institute at NO EXTRA COST.
- Very reasonable fees payable in two installments.

## THE UNIQUE OBJECTIVE OF THE PROGRAMME IS :

- The executives acquire quantitative tools, and use these tools for the analysis and solution of business problems.
- The emphasis will be on the concepts and application.
- The program is uniquely designed to develop the potential of executives by providing them an opportunity to enhance their knowledge, skills and attitudes through an efficient modular design combined with innovative assignments and team projects.
- The executives will gain cross subject knowledge which will greatly enhance managerial skills.
- This course is beneficial for working Executives

I am sure this program will help you & your colleagues to upgrade your current business & will also help into appraisals.

We would like to have an appointment for a presentation and discuss about the program in detail.

Looking forward to an affirmative response from your end and meeting you.

Thanks for your Interest & With Best Regards,

**Surendra S. Grover**  
Chief Placement Officer  
PIMR-Indore

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