

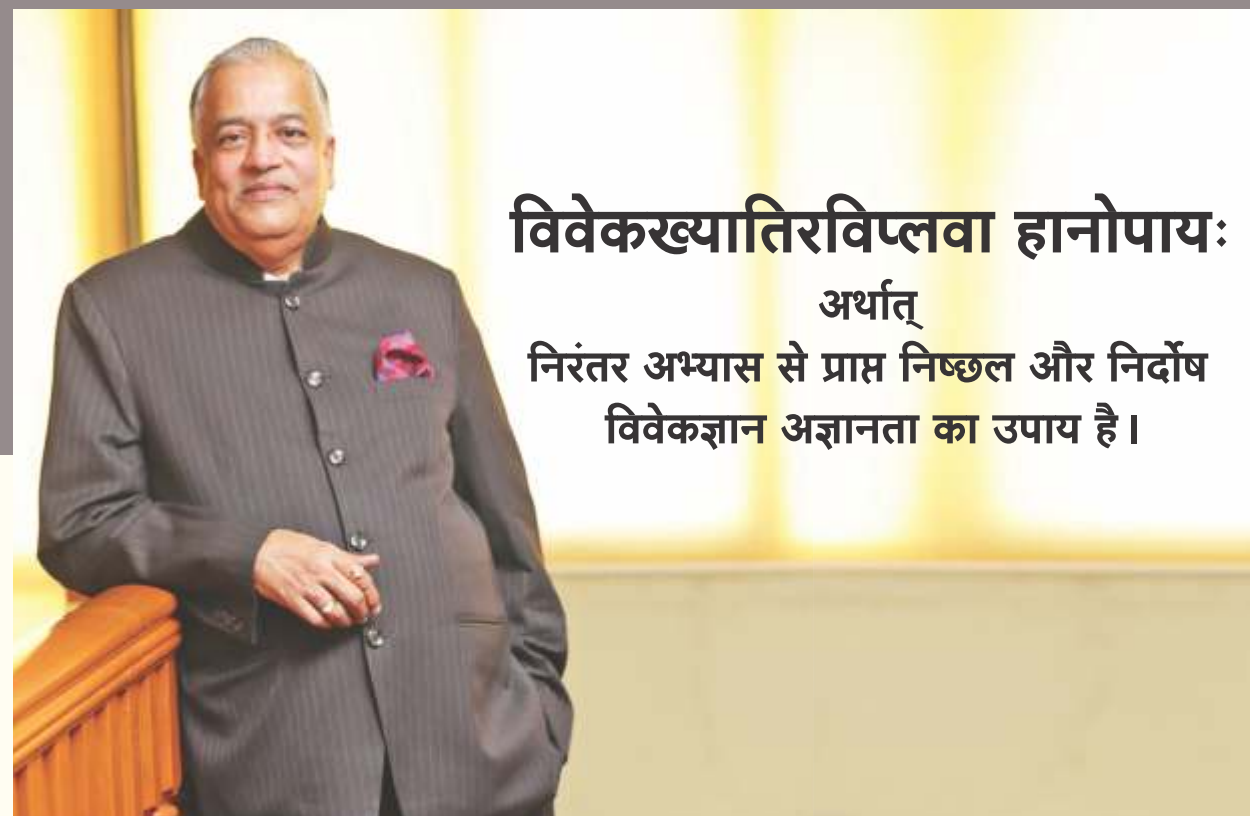
**YOU'LL
ONLY
DO ONE
MBA.**

MAKE IT COUNT.

AN INTRODUCTION

Idyllic Institute of Management is functioning under the aegis of ICON Education Society, the pioneer in education sector providing courses in Management, Commerce, Law and Nursing. It is affiliated to DAVV ('A' Grade University) and recognized by Higher Education MP. At Idyllic Institute of Management we

believe that accepting the challenges is an art and to convert them into triumph is practice. We work in partnership with our students to nurture their Ethical Values, Educational Excellence & Entrepreneurial Skills with research and development to make them self employed and future professional par excellence.



विवेकख्यातिरविप्लवा हानोपायः
अर्थात्
निरंतर अभ्यास से प्राप्त निष्कल और निर्दोष
विवेकज्ञान अज्ञानता का उपाय है।

PATRON'S MESSAGE

“
*You should not speak,
your action should speak.*
”

There are so many people who have great talents, but do not seem to use it. Many times you will be able to easily triumph over those who are gifted but unwilling to work hard enough to cope with your efforts.

Hard work and a good dose of determination can lead you anywhere, even if you are not the most talented in this area. Think about all those super talents in your preferred area of management. Only those talents

who are willing to make an effort will be able to succeed. Otherwise, less talented people will outperform them with their boundless willingness to do extraordinary work.

Mr. Kantilal Bam

PGDBM, MBA, M.Com.
Chairman, Icon Education Society

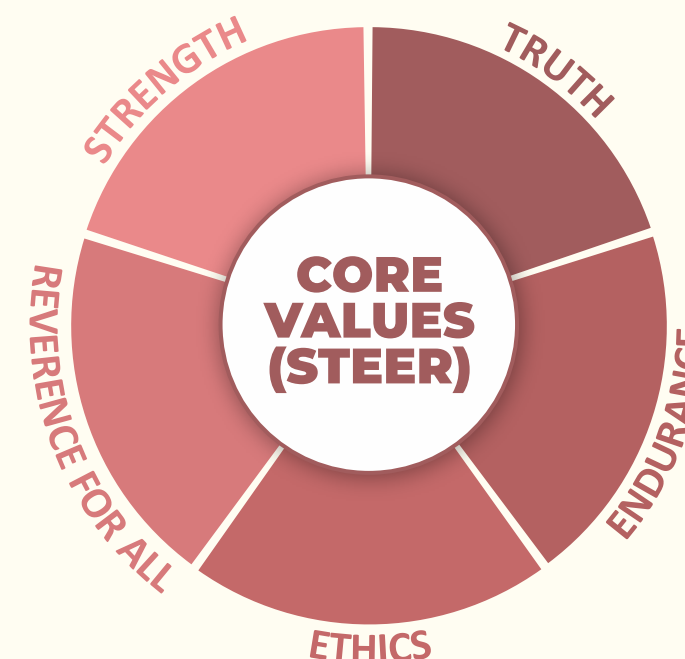
ICON EDUCATION SOCIETY

Proudly Introducing

MBA PROGRAMME
(with Global Exposure)

IDYLLIC INSTITUTE OF MANAGEMENT (PG)

APPROVED BY AICTE, NEW DELHI | AFFILIATED TO DAVV, INDORE (M.P.)



VISION

To be a value based globally recognized institution ensuring academic excellence and fostering Research, Innovation and Entrepreneurial Attitude among

youths that inspire them to lead with a vision in order to shape the future.

MISSION

1. To shape ourselves into an evolving, transforming and learning community where we work.
2. To be a student centric global institute imbibing experiential, innovative and lifelong learning skills, addressing societal problems.
3. To encourage and facilitate faculty, researchers and students to work synergistically across discipline boundaries.
4. To inculcate entrepreneurial attitude and values amongst Learners.
5. To infuse a sense of excitement in students by providing dynamic, flexible and holistically environment which facilitates creativity, cognitive thinking and promotes innovation, invention, and entrepreneurship.
6. To strive for productive partnership between the industry and the Institute.

विद्याधनं सर्वधनप्रधानं
अर्थात्
विद्याधन ही सर्वधनों में
श्रेष्ठ माना गया है।



CHAIRMAN'S MESSAGE

“
*The man who does only as much as is
needed will only get that much.*
”

In continuation of the legacy of delivering value based education to our students we have achieved another milestone. I deem it great proud and pleasure in introducing our new institution Idyllic Institute of Management (PG) offering MBA Program.

The entire purpose of education is not to restrict itself to imparting bookish knowledge only but inculcate humanitarian values like wisdom, compassion, courage, humility, integrity and reliability in a student. The establishment of Idyllic Institute of Management (PG) with MBA Program is conceived with the foresight to inculcate entrepreneurial attitude and values amongst learners and to infuse a sense of excitement in students by providing dynamic, flexible and holistic environment which facilitates creativity,

cognitive thinking and promotes innovation, invention, and entrepreneurship.

It is a matter of pride to welcome the 2020 founding batch of the MBA course and wish the prospective students best of luck to initiate this eventful journey along with us that would foster them as Internationally Compatible Management Professional.

With Best Wishes!

Akshay Kanti Bam

Ph.D. (Pursuing), MBA (PA), LL.B. (HONS),
C.A. (Final), B.Com. (HONS),
Chairman
Idyllic Institute of Management (PG)

AWARDS
THAT
SPEAK
OUR
EXCELLENCE



«
The Chairman
Mr. Akshay Kanti Bam
Awarded for Entrepreneur
of the year 2016
MP Entrepreneur &
Excellence Award,
Indore 2016



Recipient of
Captains of Industry
Award 2016 by
Hon'ble Chief Minister of MP
Shri Shivraj Singh Chouhan Ji »

Mr. Akshay Kanti Bam is
Recipient of ICONS of
Madhya Pradesh by Outlook
for Extraordinary Contribution
in Education by the then
Hon'ble Chief Minister of MP
Shri Kamalnath Ji in 2019.



«
**Excellence in
Indian Education Awards 2018**
IIM Awarded as the Best Commerce
& Management Institute in MP by
Katalyst Research

PILLARS OF STRENGTH

EXECUTIVE DIRECTOR'S MESSAGE



Mr. Gourav Basant Jain

MBA, M.A., B.Com
Executive Director
Idyllic Institute of Management (PG)

“
Change before you have to.
”

The establishment of Idyllic institute of Management (PG) is the step taken forward to deliver value based globally recognized institution ensuring academic excellence that embrace the changing dynamic global environment and facilitates our students with the perspective of global exposure.

We believe that transformation is not five minutes from now; it's a present activity. In this moment you can make a different choice, and it is the small choices and success that build up over time to help cultivate a healthy self-image and self-esteem.

We ensure we will grow together and this journey will go miles away along to the destination of your dreams.

Best of luck for the bright, flashing and affluent career ahead.

Let's transform together...

FOUNDING FORCES

DIRECTOR'S MESSAGE



Dr. Jasvinder Singh Bhatia

PhD (Account & Taxation)
MBA, M.Com
Director, Idyllic Institute of Management (PG)

“
We will turn your dream into reality.
”

Idyllic Institute of Management (PG) has a dedicated pool of intellectual capital by way of its faculty members who have rich and diversified experience of teaching, research and the corporate world. We are equipped with desired conceptual, technical, design and human skills to analyze, diagnose comprehend and solve problems by adding the much needed value proposition. A due emphasis is laid on developing a holistic personality with strong values to respond effectively to organizational challenges.

This is my great moment of pleasure to extend my warm welcome to all to this great institution of higher learning and assure you of a nurturing and caring environment that will see all of you blossom into empowered and sensitive human beings.

Wish you all the best...

NODAL OFFICER'S MESSAGE



Asst. Prof. Vishvesh Chauhan

UGC-NET (Management)
PhD (Management-Pursuing), MBA (APR)
Nodal Officer, Idyllic Institute of Management (PG)

“
Unless you do the right things, the right things will not happen to you.
”

It brings great pleasure, joy and proud in being associated with an institution right from the seed is sown and you get the opportunity to learn and grow along with.

We aim to shape ourselves into an evolving, transforming and learning community where we work. We focus to evolve as Student centric institute imbibing experiential, innovative and lifelong learning skills, addressing societal problems. We are committed to train and equip our students with a broad and unique professional & business perspective, sharp analytical insights, intellectual maturity, strength of purpose and willingness to work hard.

Let's will to win, Let's desire to succeed,

Let's urge to reach your potential...

PILLARS OF STRENGTH

CORPORATE RELATIONS MANAGER'S MESSAGE



Mr. Rakesh Pandit

PhD (CSE- Pursuing), M. Tech.,
M. Phil, MBA, M. Sc.
Idyllic Institute of Management (PG)

“
The harder I work, the luckier I get.
”

There are thousands of colleges offering management education yet not many are still delivering enough to students that can enable them with the skill set that is required to face real corporate and entrepreneurial life challenges.

Our MBA Program at Idyllic Institute of Management (PG) is Approved by AICTE and affiliated to DAVV.

At Idyllic Institute of Management (PG), our commitment is to facilitate and provide a healthy and intellectually growing environment that will empower our students with creativity, skill and real time experiences by making them work on live projects. So that you and we can also work for yourself not just your luck.

Get more skillful, and get luckier...

MASTER OF BUSINESS ADMINISTRATION (MBA)

Duration : 2 years (04 Semester)

WHAT IS AN MBA?

Want to be at the pinnacle of the industry you work in?

The Master of Business Administration degree is the degree that will get you there.

The Master of Business Administration (MBA) is an internationally-recognized degree designed to develop the skills required for careers in business and management. An MBA can also be useful for those pursuing a managerial career in the public sector,

government, private industry, and other areas.

MBA programs include a "core" curriculum of subjects, such as accounting, economics, marketing, and operations, as well as elective courses that allow participants to follow their own personal or professional interests.

The MBA is currently the most popular professional degree program in the world.

ELIGIBILITY

- Candidate must have completed a bachelor's degree course of minimum 3-years duration in any stream.
- Candidate must have scored a minimum of 50% marks (45% for reserved category candidates) in the qualifying exam.

SPECIALIZATIONS

- Marketing Management
- Human Resource Management
- Production & Operations Management
- Financial Management
- Information Technology
- Business Analytics

PROGRAM OBJECTIVES

- Apply best practices to solve managerial issues.
- Understanding the link between business and Society.
- Knowledge and skills in each functional area of business.
- Demonstrate effective written and oral communication and presentation
- Implement leadership skills to work effectively within diverse teams.
- Identify and analyze ethical responsibilities of business.

PROGRAM LEARNING OUTCOMES

- Business Environment and Domain Knowledge (BEDK)
- Critical Thinking, Business a Analysis, Problem Solving and Innovative Solutions (CBPI)
- Global Exposure and Cross-Cultural Understanding (GECCU)
- Social Responsibility and Ethics (SRE)
- Effective Communication (EC)
- Leadership and Team Work (LT)



HOW TO CHOOSE MBA COLLEGE ?

Congratulations!

You've made the decision to go to business school...
Let us help you out in making a decision for life time...

When it comes to choosing the right MBA College, only one word comes to mind – chaos.

There are a few parameters that will help you find the right college. Just make sure you adhere to them, and

you will be heading in the right direction. As it concern to selecting or choosing an MBA college, there are certain parameters that we would like to suggest you with which you can measure an MBA college against.

- | | |
|--|---|
| ✓ Your Career Plan | ✓ Awards & Recognitions |
| ✓ Colleges Accreditation & Affiliations | ✓ Excellent Infrastructure and Facilities |
| ✓ Experienced & Qualified Faculties | ✓ International/Global Exposure |
| ✓ Pedagogy & Curriculum | ✓ Student Centric Approach (Student orientation and Participation) |
| ✓ Additional Relevant Certifications & Programs | ✓ Final & Most Important "Return on Investment" |
| ✓ Training, Placement & Industry Exposure | |
| ✓ Legacy of the Society/Institute | |



OUR REGULAR MBA PEDAGOGY (WEEKLY)

- 3 DAYS CLASSROOM TEACHING
- 1 DAY CERTIFICATION TRAINING COURSES
- 1 DAY CASE STUDY ANALYSIS
- 1 DAY OPEN DISCUSSION ON CURRENT ECONOMIC PROBLEMS

*A **Great Career** without a **Great Education** is only a dream.
We are here to help you to realize your dream...
Smart Success*

WHY MBA FROM IDYLLIC



One Free National Tour

- National Seminars & Conferences
- Trade Fairs
- Competitions
- Events
- Management Fest
- International University & Industrial Visits



Research & Development Cell

- Guiding and Involving Students in National/ International Conferences & Workshops
- Ensuring Publication and Presentations of Research Papers by Students
- Certifications like SPSS & others
- Research Methodology Workshop



Internships/Projects/ On the Job Training

- Compulsory Internship
- Major Research Project (MRP)
- On the Job Training OJT



Industry Visits

- Pan India Coverage
- National Industrial Fairs/ Trade Fair

Leadership, Exploration & Development Cell (LEAD CELL)



Conference



Seminars



Workshops



IMA Student Chapter

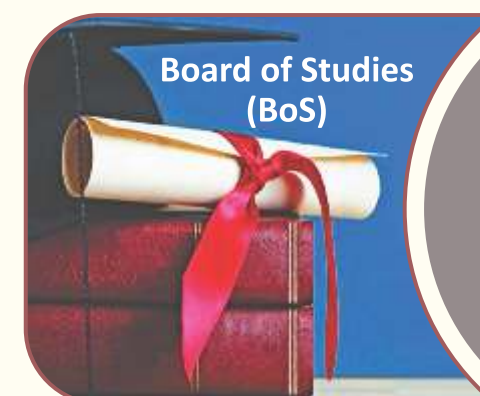
- Focus of LEAD CELL is to Impart Practical Exposure to Students through Engaging them in Conferences, Seminars & Workshops.
- Institute has also tie-up with Indore Management Association (IMA). IMA Student Chapter brings together young leaders, innovative minds and pioneering Institution across Indore region and offers to all participants a set of fascinating academic events.



Specialization Based Certification Programs, from Recognised & Recommended Competent Authorities

(4 for MBA Global & 2 for MBA Plain)

- Six Sigma
- Digital Marketing
- Financial Analysis
- Financial Modelling
- HR Audit
- Business Analytics
- Global Business Leadership
- Operation Management
- SQM, TQM
- SPSS
- ERP/ SAP
- EDP MSME Govt. of India
- IT/Systems
- HR Analytics
- E-commerce & Logistics
- Event Management
- Leadership Communication/Skills
- Public Relations
- Service Marketing



Board of Studies (BoS)

Objectives of BoS & I³C

To build a bridge for interaction between college and the following

- Industries
- Other Reputed Educational Institutions
- R & D Organizations
- PSUs NGOs



Institute Industry & Interaction Cell (I³C)



Other Salient Features

- Language Learning Lab
 - Finishing School Classes
 - Mock Interview Sessions
 - Group Discussion Practice
 - Corporate Culture Exchange Program
 - Entrepreneurship Development Program
 - Personality Development & Communication Skills Program
 - Career Development & Soft Skill Development Classes (CDC & SDC)
- and many such other as per the Industry Requirement and Standards.

100% Placement Assistance for All the Students

Education Loan Facility Available

WHY IDYLIC MBA WITH GLOBAL EXPOSURE

Global exposure makes the students completely immersed in global education System. It gives opportunity to learn and experience new languages & culture. It significantly improves current skills with a global stand point. It facilitates to gain experience and maturity through the challenges that student faces during exchange programme. It also takes the student out of familiar surrounding and comfort zone. Furthermore, the student experiences the stimulation

of completing some of the education in a new and different environment with an approach to understand global issues.

During Dubai Tour, students explored the country in all prospects. They were taken to Amity Global University, Heriot Watt University where they could explore the different teaching pedagogy, learning approach, available learning resources and the latest infra laced with latest technology.

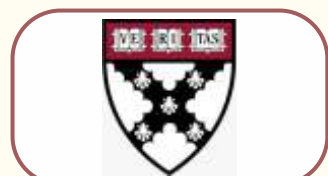
JUST FOR IDYLIC STUDENTS

₹2 CRORE STARTUP FUND

To Support Potential Startups from Idyllic Post Graduate Students by College Management.



One Foreign Language Certificate
French/ German/ Spanish/
Mandarin (Optional)



One Online Certification
from Harvard Business School (edx)



One Apple
iPad



One Year Free Membership
of Gold Gym/
Transform Gym



Four National Body Certified
Agency Certificates



One Foreign Tour

(Dubai/ Singapore/ Malaysia/
Hong-Kong or any Asian Country)

- International Seminars & Conferences
- Trade Fairs • Competitions
- Events • Management Fest
- International University & Industrial Visits

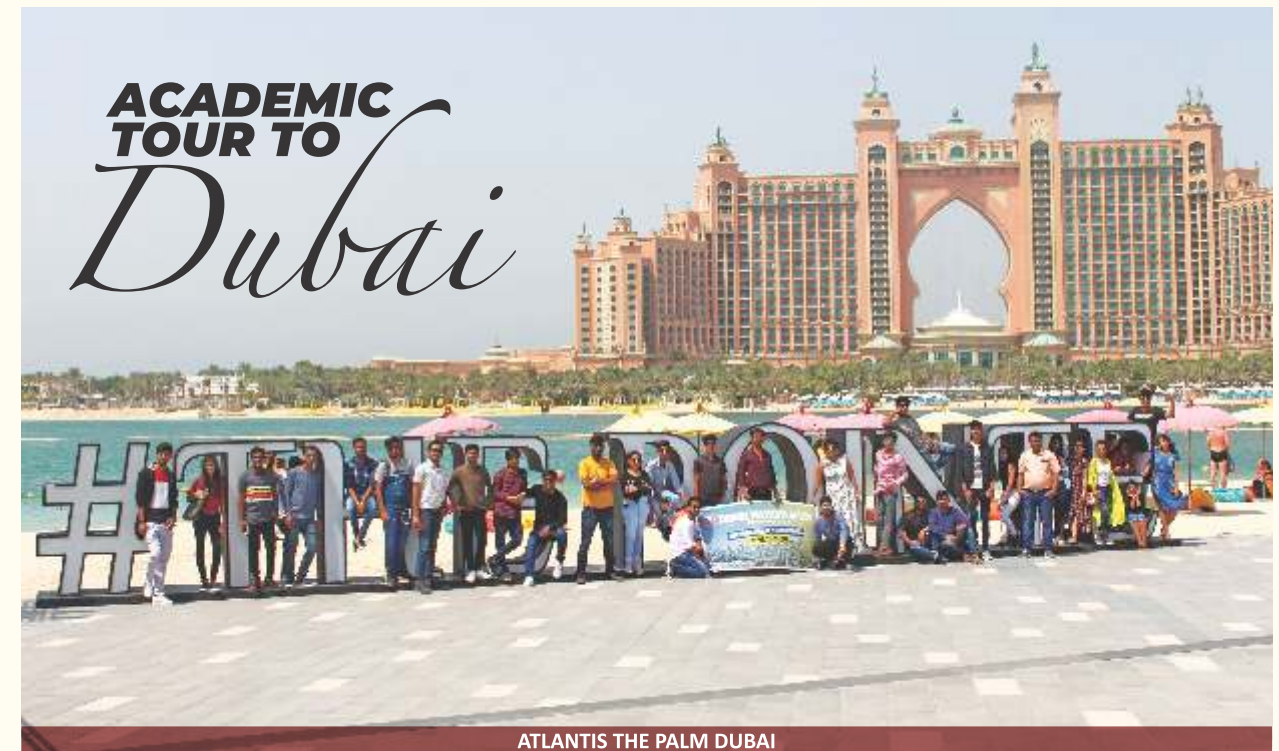


Psychometric Test

Psychometric Tests are those Tests through which Talents, Skills, and Ability of a Person can be Measured. Those Characteristics of a Human that cannot be Measured otherwise can be Objectified through these Tests. All across the Globe, Psychometric Tests have been used in B-Schools for Understanding Students Inclination, Interest and Future Prospects, they Usually include:

- IQ Tests
- General Knowledge Tests
- Personality Tests
- Emotional Intelligence Tests
- English Language Tests
- Career Orientation Tests and Critical Thinking Tests

GLIMPSES OF INTERNATIONAL ACADEMIC TOUR



ATLANTIS THE PALM DUBAI



CONFERENCE@ AMITY UNIVERSITY, DUBAI



POPULAR FOR ITS ARCHITECTURE I.E. DUBAI



DESERT SAFARI, DUBAI



HERIOT WATT UNIVERSITY, DUBAI



AMITY UNIVERSITY, DUBAI



STUDENTS ENJOYED THE LUXURY RIDE OF LIMOUSINE

GLIMPSES OF INDUSTRY VISITS



MAPRO FOOD

Mapro Food Pvt. Ltd., Pune (MH), here students learnt that how innovative mind set can lead to position in market.

KATRAJ DAIRY

Katraj Dairy, Pune (MH), known for its prompt distribution & quality. Students learnt here the vast co-operative network triumph of indigenous technology, the marketing savvy.



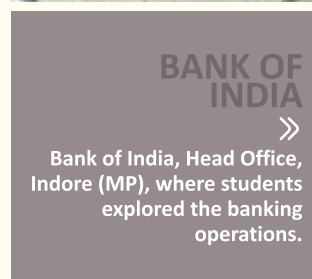
ASHA CONFECTIONERY

At Asha confectionery Indore (MP), where students learnt to manage wide array of chocolates, candy, cakes etc. by maintaining the export standards.



JANAK PALTA

Padma Shri Janak Palta shared knowledge on sustainable development. Here, students learnt about the optimum utilization of waste into a renewable resource. Such visits make remarkable difference in development of students as responsible citizens.



BANK OF INDIA

Bank of India, Head Office, Indore (MP), where students explored the banking operations.



DAINIK BHASKAR

Dainik Bhaskar Press, Indore (MP). The objective of this visit was to assist students in understanding the printing process and make them aware of the printing constraints.



BALAJI WAFERS

Balaji Wafers, Pithampur, guided students for all the operational activities involves in manufacturing and distribution networking.



EICHER MOTORS

Eicher Motors, Pithampur, known for the commercial vehicles in auto-mobile industry. Here, students learnt the various product line management and international marketing system.

MAGISTERIUM (MANAGEMENT FEST)



HR ACTIVITY



BUSINESS UNPLUGGED



MONEY MANTRA



FINANCE CLUB ACTIVITY



Associations for Internship & Placement

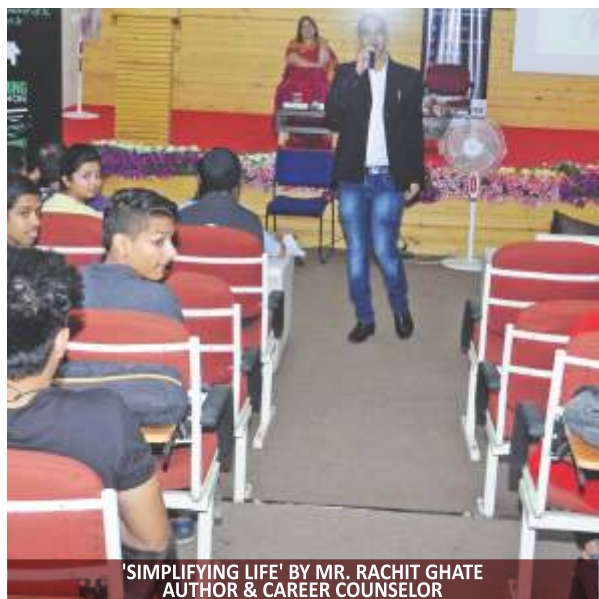
Offered to our Graduate Students in Previous Years

- | | | |
|---|-----------------------------|------------------------|
| • K K Modi Group | • Choksey & Company | • Bayside |
| • BPCL | • Mapro | • Tech Racers |
| • ITC | • Jash Engineering | • Packaging Co. |
| • Prince Diamond | • King Enterprises | • Sunil And Associates |
| • A-4 Industries | • MY Indore News | • NITO |
| • Ultratech Cement | • Lupin | • Shakti Pumps |
| • Event Management Co. | • Incuspaze Prime | • Pratibha Ltd. |
| • Nakoda Enterprises | • Nai Duniya | • Edy4Sure |
| • Chartered Accountant Firms | • Bull Mart | • Pharmaeasy.com |
| • Grippwell Pvt Ltd | • Yadav Roadlines | • AWIGN Online |
| • PUCL | • MEGNA Peritus law Firm | • Cipla |
| • MM Labs | • Urja Consultancy Pvt.Ltd. | |
| • Central Govt HR Dept, Ordinance Factory | | |

GUEST LECTURE



'UNLOCK SUCCESS WITH HAPPINESS' BY SHREEMAD VIJAY RATNASUNDARSURISHWARJI MA. SA.



'SIMPLIFYING LIFE' BY MR. RACHIT GHATE
AUTHOR & CAREER COUNSELOR



"WORD THERAPY" BY MRS. SONIA SALUJA
(MRS. INDIA INTERNATIONAL 2019). SESSION ENRICHED STUDENTS' VERBAL ABILITY & PERSONALITY DEVELOPMENT.



GATEWAY TO SOFT SKILL DEVELOPMENT BY MRS. SURBHI MANOCHA- 'LIFE COACH TRAINER & COLUMNIST'



'A TRUE INSPIRATION' BY MR. VIKRAM AGNIHOTRI -
INSPIRATIONAL SPEAKER FOUNDER OF WINNER IN LIFE



IMA STUDENT CHAPTER, SESSION BY MR. UJJESH SINHA
ON "HOW TO MAKE EFFECTIVE PRESENTATION"

LIFE @ Idyllic (PG)

SPORTS & CULTURAL EVENTS



GARBA CELEBRATION



HOLI CELEBRATION



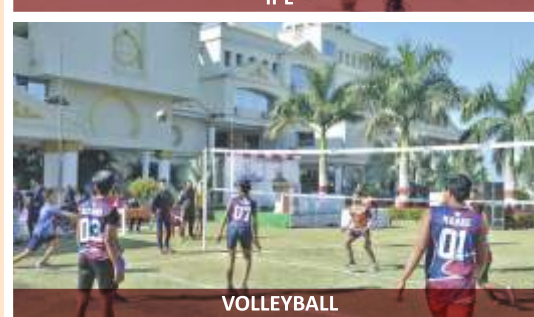
MATKI PHOD



PRO KABADDI



IPL



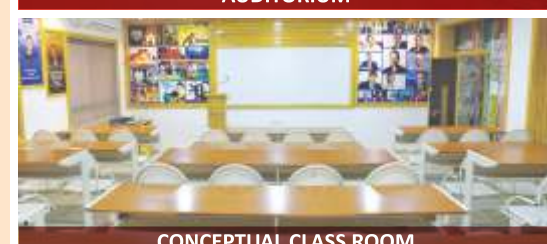
VOLLEYBALL



BUILDING



AUDITORIUM



CONCEPTUAL CLASS ROOM



SPORTS ACTIVITIES



LIBRARY WITH E RESOURCES



SEPARATE HOSTEL FOR BOYS & GIRLS



HYGIENIC CAFETERIA & MESS

INFRASTRUCTURE

ABOUT INDORE



Cleanest City of India

for four times in a row as per Swachh Survekshan for the years 2017, 2018, 2019 and 2020



Financial Capital

of the State and often referred as "Mini Bombay"



Only City in India to have
Both IIM and IIT



Known to be the
Food Capital of India



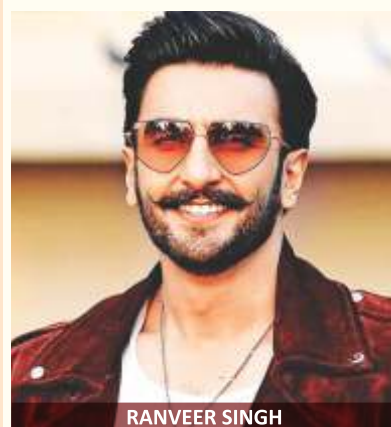
AKSHAY KUMAR



JOHN ABRAHAM



RITESH DESHMUKH



RANVEER SINGH



ANUSHKA SHARMA



ARJUN KAPOOR



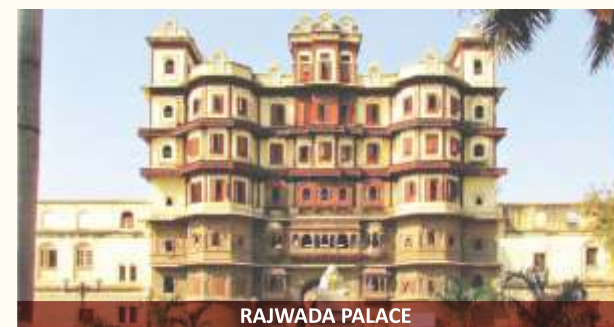
MANOJ BAJPAYEE



TUSHAR KAPOOR



PARINEETI CHOPRA



RAJWADA PALACE



CHAPPAN DUKAN



LAL BAGH PALACE



SARAF BAZAAR



I ♥ INDORE INSTALLATION

Awarded for
Best Infrastructure
from Ernst & Young
and Dainik Bhaskar



Transportation & Hostel Facility Available



Idyllic INSTITUTE OF MANAGEMENT (PG)

APPROVED BY AICTE, NEW DELHI | AFFILIATED TO DAVV, INDORE (M.P.)

Campus : "Gendalal Bam Parisar",
Opp. IIM, Rau-Pithampur Road,
Indore (M.P.) 453 331.

City Office : 425-426 Orbit Mall,
A.B. Road, Indore
(M.P.) 452 010

For Admission Contact :
88897 33379

Email : idyllicinstitute.mba@gmail.com **Website :** www.idyllicinstituteofmanagement.com

Associate Institutes



INDORE INSTITUTE OF LAW TM

(Affiliated to DAVV & Bar Council of India, New Delhi)

The Leader of Law Education for last 17 years...

Rank 1st Private Law College of MP, CG & Rajasthan



INDORE NURSING COLLEGE

Recognized by Indian Nursing Council, New Delhi & Madhya Pradesh Nurses Registration Council, Bhopal (M.P.)
Affiliated to Devi Ahilya Vishwavidyalaya Indore & Madhya Pradesh Medical Science University, Jabalpur (M.P.)

**AWARDED AS BEST NURSING COLLEGE IN MADHYA PRADESH
BY ASIA EDUCATION SUMMIT & AWARDS 2017**