



ZEE NEWS & ZEE BUSINESS: 27th Feb. '11
HEADLINES TODAY: 26th & 27th Feb. '11, INDIA TV: 28th Feb. '11

Arindam Chaudhuri to present IIPM Think Tank's Alternate Budget for the 11th consecutive year!

Come last week of February and IIPM Think tank will present its Alternate Budget. In its 11th consecutive year, it is one of the most watched Pre-Budget programmes every year on TV. IIPM Think Tank is now at the forefront of research from India on global business & economy. To stay tuned to intellectually stimulating articles from IIPM Think Tank follow us on Facebook / Twitter:

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THE IIPM TIMES

The IIPM Times advertisement talks about all the true and factual happenings and offerings from the intellectually stimulating world of IIPM. For detailed info. log on to www.iipm.edu for IIPM video blogs: www.youtube.com/iipmtv

PLACEMENT NEWS

Highest placements amongst all B-Schools in India!

IIPM has had the highest no. of Placements in India for three consecutive years, 2008-2010. It has had the unique distinction of having placed more than 99% of its students over the last ten years and more. The placement figures for the year 2008 stood at 2650, 2009 stood at 2700 and 2010 stood at 2850.

IIPM wins the Dewang Mehta Best B-School award for Highest International Placements

IIPM has now won the prestigious Dewang Mehta Best B-School award for Highest International Placements in India for three consecutive years - for 08, 09 & 10! In a glittering ceremony in Mumbai, the IIPM Placement Dean received the award. IIPM has once again proven that even when it comes to International Placements, it is second to none.

IIPM students storm the globe! This is why IIPM is No. 1 in Global Exposure!!



Global Exposure is what makes IIPM unique! Between 2005 and 2010 more than 20,000 students have been sent abroad for global exposure to more than 15 different countries, with more than 1800 students doing Certification Courses from leading institutions like HAAS School of Business, Judge Business School and NTU, Singapore amongst others! There have been more than 250 Global Placements in the last three years alone while more than a dozen Global Management Gurus like Philip Kotler, Stephen R. Covey etc came and taught IIPM students! Additionally the Student Exchange Programme of IIPM brings students from all over the globe to IIPM.

Dare to think Beyond the IITs!

IIPM offers a Unique Opportunity to 10+2 students to save 2 to 3 years by doing a BBA as well as a Post Graduate Degree in Management in only three years after school!

It has been observed that MBA education is offered to students of all graduation streams (History, Biology, Geography, Engineering etc.) therefore, making it obvious that MBA education academically has got nothing to do with graduation. Thus, IIPM has come up with this unique Masters Level Programme in Entrepreneurship at undergraduate level. Students in the first year are given a bridge course which enables them to face the more tedious next two years. In the next two years students do the same course that IIPM offers in its Post Graduate level course. **THUS, STUDENTS AT IIPM DO A MASTERS LEVEL COURSE IN PLANNING AND ENTREPRENEURSHIP** even at an undergraduate level. Upon completion of the course students become eligible for an additional BBA degree from an Indian University. However, since the students have actually undertaken a **MASTER'S LEVEL COURSE**, all students

are also eligible for a **PG DEGREE IN BUSINESS ADMINISTRATION** from IMI, Europe, upon completion of 2 years of work ex. after passing out.

"Bowing down to unnecessary family pressures, students in India mostly don't try to think what they want in life. Thus, for example, A MAJOR TREND IS TO MINDLESSLY START PREPARATIONS FOR IIT ENTRANCE EXAMINATIONS, often as early as in class IXth at the cost of undertaking activities they are passionate about. Consequently, two categories of students emerge. One, who don't make it to the IITs, and think it's almost the end of the world for them- though nothing can be more ridiculous than that. And second, those who get through! This is a more interesting case study. Every IIT student's education is subsidised by lacs of rupees by the state with a hope that they will give back to the nation their

The students further go for two study tours abroad during their three years.



engineering prowess. However, about 80% of them are later found taking admissions in various MBA courses around the globe. **NOTHING CAN BE A BIGGER WASTE OF THE NATION'S RESOURCES.** The apparent justification is that engineering and MBA make a better combination- which is a big myth. By the time students pass out of an MBA course,

they don't remember much of what they learnt in engineering; and their typical post-MBA career preferences like investment banking, consulting, etc. clearly reveal that after exposure to the dynamic and exciting world of management, **THEY DON'T WANT TO HAVE ANYTHING TO DO WITH THEIR ENGINEERING PAST. IF YOUR ULTIMATE AIM IS TO STUDY MANAGEMENT, then plan now, save 2 important years of life, and in the process help the nation save on some of its important resources!! BE FREE OF COMPLEXES...** think ahead and get the education that you will enjoy... because success comes to those who chase their passions!!"

Arindam Chaudhuri

Ad Guru Aleque Padamsee joins Planman Marcom



At the launch ceremony of IIPM Think Tank - Planman Marcom's latest initiative "POWER BRANDS", Aleque declared "Planman Marcom Ke Khariddari Mein Hi Samajhdaari Hai" reminding listeners of Lalitaji, one of his numerous creations!!



1. Aleque padamsee and Arindam Chaudhuri launching the Power Brands 2011; 2. Rajita Chaudhuri, Chief Consulting Editor 4Ps B&M; 3. The elegant corporate gathering; 4. Australian Band Maske Trio performing.

The original Ad Guru of India, Aleque Padamsee, joined Planman Marcom - the advertising consulting arm of IIPM. At the launch ceremony of IIPM Think Tank - Planman Marcom's

latest initiative "POWER BRANDS", Aleque declared "Planman Marcom Ke Khariddari Mein Hi Samajhdaari Hai" reminding listeners of Lalitaji, one of his numerous creations!!

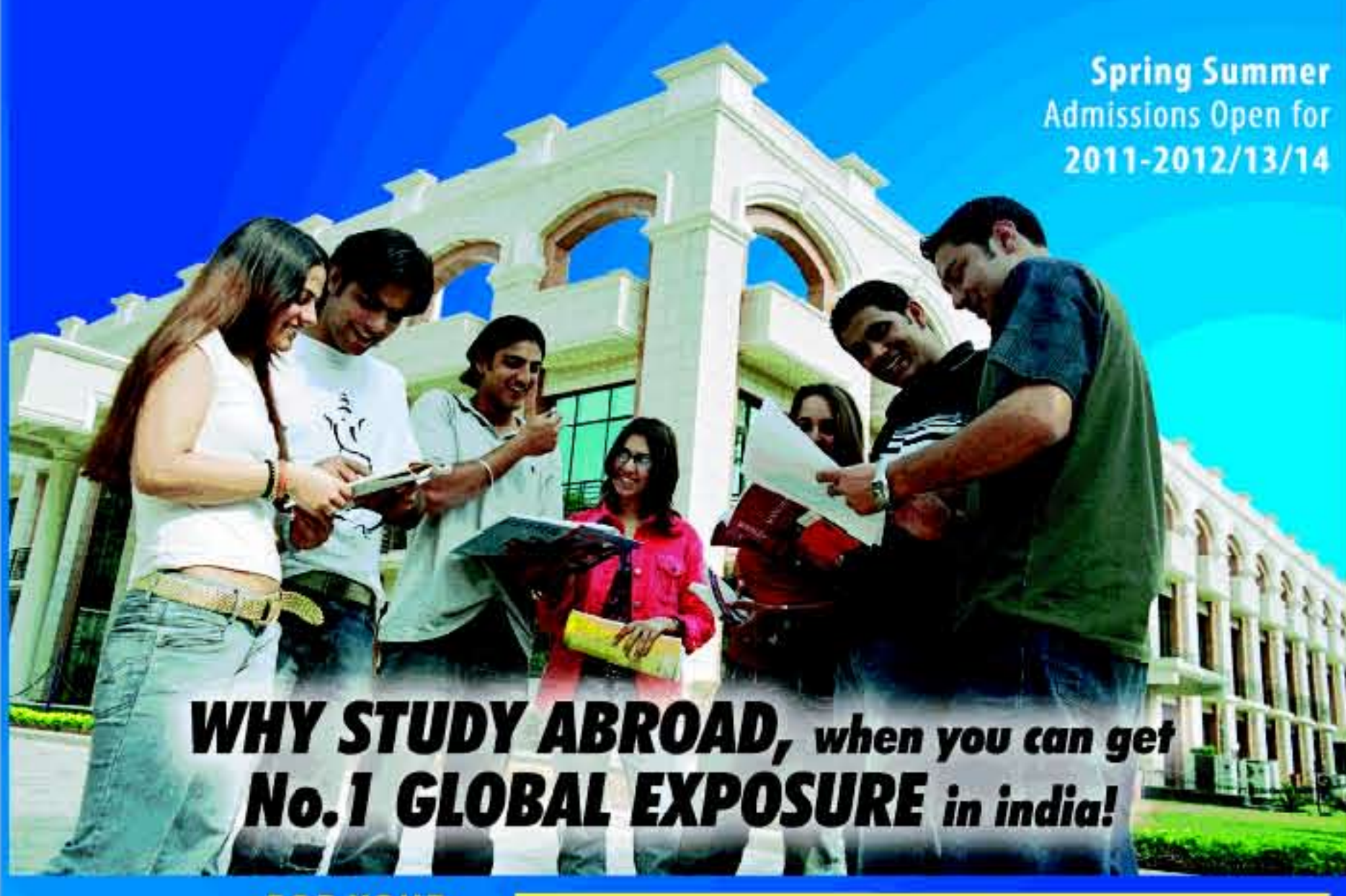
He further stated that he believed Planman Marcom will become a leading player in the advertising world in the next two years! The glittering ceremony was attended by

the who's who of the advertising and marketing fraternity of India, who were all praises for the astounding design and presentation of Power Brands 2011!

ADMISSIONS NOTICE

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Global Exposure	Overall Ranking	Placement Ranking	Course Contents	Industry Interface
1 IIPM	1 IIM - A	1 IIM - A	1 IIM - A	1 IIM - A
2 FMS	2 IIM - B	2 IIM - B	2 IIM - B	2 IIM - B
3 IIM - B	3 IIM - C	3 IIM - C	3 IIM - B	3 IIM - C
4 IIM - A	4 XLRI	4 IIM - L	4 XLRI	4 XLRI
5 IIM - C	5 IIPM	5 IIFT - D	5 IIM - L	5 IIPM
6 IIM - L	6 FMS	6 XLRI	6 IIFT - D	6 IIM - K
7 IIFT - D	7 IIM - L	7 IIM - K	7 IIPM	7 IIFT - D
8 ISB	8 IIFT - D	8 IIPM	8 JBIMS	8 IIM - L
9 IIM - K	9 IIM - K	9 FMS	9 FMS	9 IIM - I
10 IIM - I	10 IIM - I	10 ISB	10 IIM - K	10 FMS

(Latest Zee Business Best B-School Rankings)

IIPM programmes in Planning and Entrepreneurship are superior in contents and rigour to MBA/ BBA programmes taught anywhere else. IIPM students additionally become eligible for a PG/Graduate Degree in Management from IMI, Europe.

Dr. M. K. Chaudhuri, M. Sc., Ph.D., D.Sc. and former Prof. of Economics in XLRI and IIM, Bangalore, is, India's leading economic visionary and Founder Director of IIPM - India's Greatest Academic Movement. He is an academician at the core of his heart, an economist by education, a socio-political visionary and a philanthropist by passion. He is also the author of the best seller, 'The Great Indian Dream'.

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-Sharrukh Khan

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