



ASBM

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LBS

Innovating Business Leadership

www.lotuscentre.ac.in

PGDM

2024-25

Agri Business Management
Pharmaceutical Management
Business Administration



GENESIS OF ASSOCIATION: LBS - ASBM

Lotus Business School (LBS) has consistently been a vanguard in the realm of education, steadfast in its belief in fortifying the educational ecosystem for the betterment of students, thereby aiding them in crafting prosperous careers that contribute to the betterment of self, society, and nation.

Guided by its visionary ethos, LBS places paramount importance on achieving excellence in education, with a steadfast commitment to meeting industry demands through the comprehensive development of future leaders who not only excel professionally but also uphold strong ethical values and possess the requisite knowledge, skills, and attitudes crucial for success in both their professional and personal lives.

Against the backdrop of the New Education Policy 2020 and the various initiatives spearheaded by regulatory bodies such as the UGC, AICTE, and the Government of India, including the Institutional Development Plans for Higher Education Institutions (HEIs), guidelines for Transforming Higher Education Institutions into multidisciplinary entities, guidelines for Optimal Utilization of Resources by HEIs, and guidelines for pursuing concurrent academic programs, there emerges a

concerted effort to fortify collaborations between diverse organizations to foster the holistic growth of students and propel India towards becoming a developed nation by 2047. In alignment with this mission, the alliance between ASBM and LBS signifies a significant step forward.

LBS, with its illustrious 13 year legacy in delivering specialized management programs mainly focused on Agri-Business Management (ABM) and Pharma and Healthcare Management (PHM), joins hands with Aureole School of Business Management (ASBM) in this endeavor.

Under this partnership, the LBS-ASBM PGDM program, acting as a knowledge partner, leverages its extensive experience in shaping the careers of aspiring managers through its acclaimed Career Progression Program. This program is designed to refine raw talent into industry-ready professionals, equipped to navigate the complexities of today's dynamic business landscape.

This collaboration heralds a new era of synergistic partnerships, placing the student firmly at the heart of its philosophy, and promises to be a significant milestone on the path to success.



Beyond Boundaries: Exploring Lotus Business School

Nestled within the esteemed corridors of academia, Lotus Business School stands as a beacon of excellence in the realm of management education with A grade accreditation by NAAC in first cycle. With a steadfast commitment to nurturing intellect, fostering innovation, and sculpting the minds of tomorrow's leaders, we embark on a journey guided by the principles of academic rigor and real-world applicability.

At Lotus Business School, we believe in the transformative power of education to shape individuals into dynamic leaders capable of navigating the complexities of today's global business landscape. Our ethos is steeped in a rich tapestry of tradition, innovation, and unwavering dedication to scholarly pursuits.

Founded with a visionary zeal to transcend conventional boundaries, Lotus Business School prides itself on fostering an environment where intellectual curiosity thrives, and the pursuit of knowledge knows no bounds. Our illustrious faculty, comprised of distinguished alumni from esteemed institutions such as the Indian Institutes of Management (IIMs), Jamnalal Bajaj Institute of Management Studies (JBIMS), and Symbiosis, alongside accomplished industry veterans, serve as catalysts for intellectual discourse and academic excellence.

As part of the esteemed Bhaishree Group, Lotus Business School embodies a legacy of educational excellence and unwavering commitment to holistic development. Our repertoire includes a Tech Management Institute offering specialized

programs in AgriBusiness, Pharma and Healthcare Management, Marketing, Human Resources, and Finance, meticulously curated to meet the evolving demands of the global economy.

At the heart of our pedagogical philosophy lies a fervent belief in the power of holistic education to nurture not only astute professionals but also compassionate global citizens. Through a harmonious blend of theoretical acumen and practical exposure, we endeavor to equip our students with the requisite skills, knowledge, and ethical fortitude to excel in their chosen fields and make meaningful contributions to society.

As we embark on this illustrious voyage of learning and discovery, we invite you to join us in our pursuit of academic excellence, innovation, and transformative leadership. Together, let us unlock the boundless potential that lies within each of us, and illuminate the path towards a brighter future, one imbued with wisdom, integrity, and purpose.

Welcome to Lotus Business School, where excellence knows no bounds, and the pursuit of knowledge is an everlasting endeavor.

This introduction aims to convey the prestige, academic rigor, and ethos of Lotus Business School in a professional and elevated tone, reflective of its standing in the realm of management education.

Lotus Business School, where dreams take flight and aspirations soar high.

Accelerating Success: Our Mentor, the Bhaishree Group

Bhaishree Group, rooted in the entrepreneurial spirit of Chairman Shri Rameshbhai Patel, traces its origins to 1975 when Gujarat Tea Traders Pvt Ltd was established in Jalna. Through sheer determination and perseverance, Shri Rameshbhai, affectionately known as "Bhaishree", transformed from a humble tea seller into a visionary leader, propelling the conglomerate to a valuation exceeding 500 Cr, with aspirations to breach the 1000 Cr mark.

The group's flagship venture, GTTPL, revolutionized the tea industry with its distinctive approach to manufacturing and marketing, exemplified by brands like "VIKRAM" and "VIKRAM GOLD". Trinity Snacks Pvt. Ltd. swiftly followed suit, captivating Maharashtra's palate with the delectable "UMANG" brand of snacks. Parvati Oil Mills emerged as a cornerstone, meeting the escalating demand for edible oils while maintaining unwavering standards of quality.

Diversification became synonymous with Bhaishree's ethos, leading to ventures such as Laxmi Coats Spin Pvt Ltd., contributing significantly to the textile sector's growth. J.K. Securities, headquartered in Gujarat, carved a niche in

investment management, offering lucrative opportunities in the stock market.

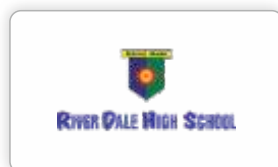
The group's foray into real estate through Bhaishree Ventures and printing via Colour Flex Ltd. underscored its adaptability and strategic vision. Bhaishree's philanthropic endeavors, including sponsoring mass weddings and organizing polio surgery camps, underscored his commitment to social welfare.

Bhaishree's contributions to Jalna's infrastructure and community welfare earned him prestigious accolades like "JALNA BHUSHAN" and "SAMAJ BHUSHAN". National recognition followed, with awards from organizations like the Rotary Club.

Not content with business success alone, Bhaishree harbored a profound commitment to education and employability. This led to the establishment of Swami Sevabhavi Sanstha, overseeing Lotus Business School, renowned for its emphasis on industry interaction and entrepreneurship. The institution's Centers for Entrepreneurship and Training and Research further solidified its mission of fostering skilled professionals, poised for success in the ever-evolving corporate landscape.



One group... Infinite Possibilities...



About ASBM

Welcome to Aureole School of Business Management (ASBM). ASBM is AICTE, Ministry of HRD, Government of India approved. At ASBM, we understand that true learning extends beyond the classroom. That's why we offer a range of experiential learning opportunities designed to immerse students in real-world scenarios and equip them with the practical skills needed to succeed in today's competitive business environment.

With a diverse portfolio of specialized programs and a commitment to hands-on training, ASBM prepares students to navigate the complexities of the global marketplace with confidence and agility. Whether it's through internships, industry projects, or networking events, we provide students with the tools and experiences they need to thrive in their careers.

Our collaborative association with LBS brings together the best of both worlds, providing students with access to top-notch faculty, resources, and industry connections. Together, we foster a culture of innovation, entrepreneurship, and ethical leadership, empowering students to make a meaningful impact in their chosen fields.

Why PGDM @ LBS-ASBM?

Embark on a transformative journey of professional growth and development with the Post Graduate Diploma in Management (PGDM) program at LBS-ASBM. Our comprehensive curriculum and innovative approach to education ensure that students are equipped with the skills, knowledge, and mindset needed to excel in today's dynamic business landscape.



PGDM Redefined: LBS-ASBM Advantage



**Corporate
Placement
Assistance**



**Industry-Recognized
Certifications**



**Sustainable and
Technology-Driven
Paperless Academics**



**Global Exposure
Initiatives /
International
Tour***



**Merit-Based
Scholarship
Opportunities***



**Comprehensive
Internship
Programs
(Summer & Winter)**



**Corporate
Shadowing
Experiences**



**Multilingual
Proficiency
Development
Training**



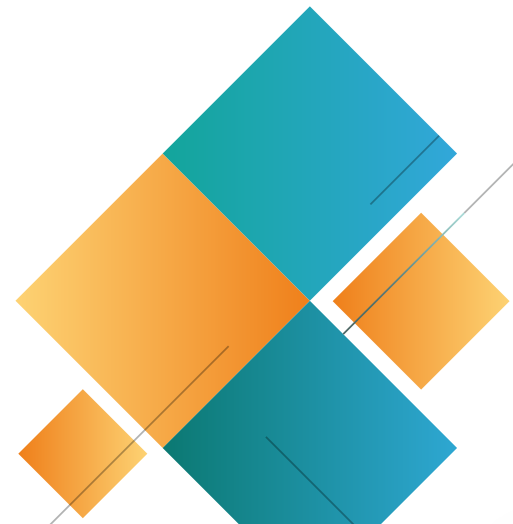
**Industry-Relevant
Conferences and
Workshops**



**Entrepreneurship
and Startup
Incubation Support**



**Professional
Communication
Development
Programs**



Cultivating Success: The PGDM in Agri Business Management

Embark on a two-year odyssey of specialized education with the Post Graduate Diploma in Management (PGDM) program, focusing meticulously on Agriculture Business Management, meticulously crafted by LBS-ASBM. This comprehensive curriculum serves as a beacon, guiding aspiring professionals through the intricate labyrinth of the dynamic agricultural domain. Immerse yourself in the intricate realm of Agriculture Input Marketing, delving deep into strategic methodologies for the promotion of seeds, fertilizers, and pesticides. Navigate the labyrinth of procurement, honing skills to optimize supply chain management in this ever-evolving industry. Traverse the expanse of the Food Industry, encompassing the entire spectrum from production to processing, distribution, and retail, acquiring a profound understanding of its nuances. Plunge into the realms of Agriculture Banking and Finance, mastering the intricate financial intricacies specific to the agricultural sector.

Our curriculum, meticulously curated in

collaboration with industry luminaries, ensures unparalleled relevance to current market dynamics. Engage in experiential learning through immersive case studies and dynamic internships, where theoretical knowledge finds resonance in real-world scenarios. Learn from a distinguished faculty of seasoned professionals and erudite academicians, each imbued with extensive industry experience. Acquire a global perspective by delving into international best practices, broadening your horizons and sharpening your acumen.

Join us on this transformative expedition, where theory seamlessly intertwines with practice, equipping you with the dexterity and acumen to lead in the realm of agribusiness. Your journey towards a prosperous future in agriculture commences here, amidst a plethora of opportunities and possibilities awaiting your exploration.

In this realm, you will delve into various sectors including:

Seeds/Fertilizers/Pesticides Industry

Agri & Food Processing Industry

Agri Equipment Manufacturing & Distribution

Milk & Milk Products / Poultry & Fisheries / Edible Oil Industry

Agri Co-operatives, Financial Companies & Banks

Agri Export Houses

Supply Chain & Logistics Management for Agri Products



Pharma Pioneers: The PGDM in Pharmaceutical Management

Embark on an enriching educational expedition with our specialized two-year Post Graduate Diploma in Management (PGDM) program, dedicated to Pharmaceutical Management. This comprehensive curriculum is meticulously crafted to prepare aspiring professionals for success in the dynamic pharmaceutical sector. Immerse yourself in Marketing, where you will master strategies tailored specifically for pharmaceuticals and healthcare products. Explore Product Management, gaining comprehensive insights into the development, launch, and management of pharmaceutical offerings. Dive into the complexities of Hospital Management, understanding the nuances of healthcare administration and operations. Navigate the

intricate landscape of Pharma Regulations, ensuring a thorough understanding of compliance and industry standards. Developed in collaboration with industry experts, our curriculum ensures you acquire the latest knowledge and skills demanded by the pharmaceutical sector, with experiential learning through real-world case studies, projects, and internships. Join us in shaping the future of Pharmaceutical Management, where theoretical insights seamlessly meet practical applications, equipping you to excel in areas such as marketing, product management, hospital administration, and regulatory affairs within the dynamic pharmaceutical landscape. Your journey toward becoming a leader in pharmaceutical management commences here!

Opportunities

Clinical Research & Management

Business Development

Pharma Regulatory Management

Sales & Marketing

Product Management

Export Management

Supply Chain Management

Hospital Administration Management



The Business Edge: The PGDM in Business Administration

Delve into the realm of management education with the two-year full-time Post Graduate Diploma in Management (PGDM) curriculum offered by LBS-ASBM. In an era characterized by the integration of technology into conventional business practices, the demand for professionals adept in cutting-edge technologies such as Artificial Intelligence (AI), additive manufacturing, blockchain, and Industry 4.0 has surged.

International and domestic companies leveraging these technologies have risen to prominence, necessitating a workforce well-versed in their application and management.

LBS-ASBM, cognizant of the evolving industry landscape, has undertaken the responsibility of grooming future-ready professionals by integrating

these futuristic applications into its curriculum. Through a meticulously crafted academic regimen emphasizing practical application-based learning, students are equipped to seamlessly integrate into the workforce as plug-and-deliver resources. The curriculum is designed to instill a heightened management acumen through simulation-based exercises, enabling students to emerge as the most sought-after candidates in the job market.

Embrace the opportunity to embark on a transformative journey of learning and growth at LBS-ASBM, where academic excellence meets industry relevance, paving the way for a promising career in the dynamic world of business management.

Explore a plethora of sectors ripe for transformation and innovation, including:

Banking Sector

FMCG Sector

Insurance Sector

Advertising Sector

Retail Sector

IT Sector

Education Sector

Construction Sector



Eligibility:

Candidates with minimum 50% marks in graduation (45% for reserved categories) from any recognized university and with a valid score in any national level entrance tests viz. CAT/ MAT/ XAT/ ATMA / CMAT/ GMAT / MH-CET are eligible to apply enabling the candidate to appear for Selection Process directly.

Candidates appearing for the final year degree examination can also apply. The admission of such a candidate will be confirmed only if he/she provides a proof of passing final year degree examination with minimum 50% marks (45% for reserved categories) before due date.

(i) PGDM Agri Business Management

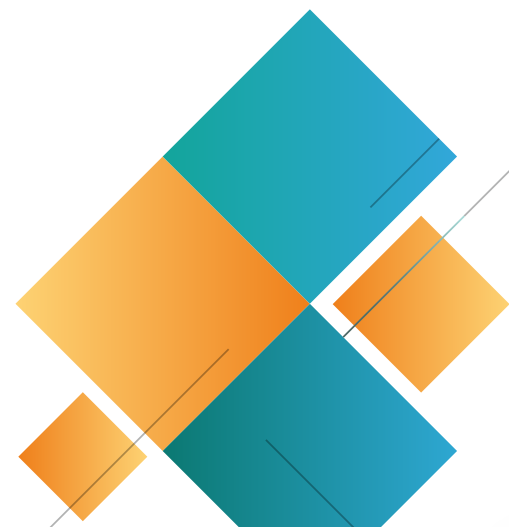
Bachelor's Degree in Agriculture, Horticulture, Agri-Biotechnology, Agricultural Engineering, Animal Husbandry, Agrochemicals, Dairy Science / Technology, Fisheries, Food Science / Technology, Forestry, Home Science, Veterinary Science.

(ii) PGDM Pharmaceutical Management

Bachelor's Degree in Pharmacy, Life Sciences, Microbiology, Zoology, Biochemistry, Biotechnology, Chemistry, Medicine (MBBS), Veterinary Sciences, BAMS, BUMS or BHMS.

(iii) PGDM Business Administration

Any Bachelor's Degree viz. B.Com, BBA, B.A, B.Sc, BCA, BCS, B.E, B.Tech, etc.



Lotus Pulse: Dynamic Events, Lasting Impressions

Ankuran (Induction Program with Industrial Delegates):

Ankuran marks the beginning of the academic journey at Lotus Business School, where students are warmly welcomed into the vibrant community. This induction program goes beyond traditional orientations by incorporating insights from industrial delegates, providing students with valuable perspectives and industry connections from the outset.



Junoon (Sports and Cultural Night):

Junoon ignites the spirit of camaraderie and celebration as students showcase their talents and passions in a lively evening of sports and cultural performances. From spirited sports competitions to captivating cultural showcases, Junoon is a testament to the vibrant diversity and unity within the students community.



Synnovation (Event for Fostering Innovation):

Synnovation is a platform dedicated to fostering creativity, innovation, and entrepreneurial spirit among students. Through workshops, seminars, and idea competitions, Synnovation empowers students to explore innovative solutions to real-world challenges, catalyzing positive change and transformation.



SynnovatEXPO (Startup Exhibition):

SynnovatEXPO showcases the entrepreneurial prowess and ingenuity of students, providing a platform for budding startups to exhibit their innovative ideas and ventures. This exhibition serves as a catalyst for networking, collaboration, and investment opportunities, propelling aspiring entrepreneurs towards success.



Lotus Pulse: Dynamic Events, Lasting Impressions

Shivjayanti:

Shivjayanti commemorates the birth anniversary of the legendary warrior king, Chhatrapati Shivaji Maharaj. The event celebrates courage, leadership, and valor, inspiring students to emulate the timeless virtues of Shivaji Maharaj in their personal and professional lives.



Udaan:

Udaan is a poignant farewell ceremony that bids adieu to graduating students, celebrating their achievements and wishing them success in their future endeavors. This event serves as a memorable milestone, marking the culmination of their academic journey at LBS-ASBM and the beginning of a new chapter in their lives.

These flagship events at LBS-ASBM not only enrich the student experience but also foster a sense of community, creativity, and innovation. Through these initiatives, cultivates holistic development, leadership, and a spirit of excellence among its students.



Swami Sevabhavi Sanstha's
LOTUS BUSINESS SCHOOL

Innovating Business Leadership

(DTE Code 6760) | (Approved by AICTE, Govt of Maharashtra and Affiliated to Savitribai Phule University, Pune.)

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