



2-YEAR FULL-TIME

Post Graduate Diploma in Management (PGDM)*

***Equivalent to MBA**

Admissions Open
2025-27



Knowledge Partner

ABOUT THE PROGRAM

Praxis fosters future leaders for India’s digital transformation, emphasizing values, diversity, tech proficiency, effective communication, and agility. The PGDM equips students with essential skills and management perspectives for leadership in a digital, competitive world, offering a supportive environment for learning and personal growth through hands-on experience and open discourse.

SHAPING AI-READY LEADERS
FOR THE DIGITAL FUTURE

PROGRAM HIGHLIGHTS

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown.

			
AI-ready Curriculum & Pedagogy	Expert Faculty Team with strong industry exposure	Industry-aligned Specializations	Access to Global Praxis Alumni Network
			
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INDUSTRY-ALIGNED SPECIALIZATIONS				
Specialization Digital Operations Management	Specialization Marketing Concentration Consumer Insights & Market Intelligence	Specialization Finance Concentration Commercial Banking & Project Financing Financial Risk Management	Specialization Business Analytics Concentration Data Science	Specialization Digital HR Management

SUMMER INTERNSHIP PROGRAM

Praxis PGDM (2024 - 26) students have secured exciting Summer Internship Placements across top-tier companies and emerging startups. Students will intern with industry leaders like **ICICI Prudential AMC, Colgate, Aditya Birla Capital, and HUL** across diverse roles. Marketing continues to be the most sought-after domain, followed by **Finance, Business Analytics, and HR**.

- Organizations like Colgate have welcomed interns in niche Business Analytics roles, highlighting the program's tech-forward edge.
- Internzvalley and Ozara Fin opened up valuable Finance profiles, reflecting Praxis’ strong industry alignment.
- Students also gained hands-on exposure with prestigious names like Tata Steel, FedEx, TSDPL, and Motilal Oswal.
- Startups such as Optifuel Enviro, Square One, and Kineto brought innovation-centric internship opportunities.
- Agile Capital Services, Apeejay Insurance, and Finacplus offered robust real-world learning in Finance and Analytics.

From market insights to consumer behavior, data storytelling to operational strategy – students are diving deep. With over 155 students placed, the Summer Internship 2025 season is a strong testament to Praxis' industry readiness!

CERTIFICATIONS

At Praxis, we empower PGDM students with industry-recognized certifications, equipping them with the skills and credentials to excel in today’s competitive business landscape.



RANKINGS

#4 Ranked in East India
(Times B-School survey 2022)

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PLACEMENTS

Our Placement Program is dedicated to creating high-quality career opportunities for its students. At Praxis, we view placements not as a standalone exercise but as a natural outcome of a strong academic foundation, industry engagement, and skill development.

SOME OF OUR RECRUITERS



PLACEMENT HIGHLIGHTS

XX+
Company Visited

17.5 LPA
Highest CTC Offered

9.08 LPA
Average CTC Offered

SOME OF OUR ALUMNI

Akshita Paul
PGDM, Class of 2023-25
ICICI Prudential AMC
Management Trainee

Mrittika Sutradhar
PGDM, Class of 2023-25
Colgate
Data Analyst

Anwasha Kundu
PGDM, Class of 2023-25
Mahindra Finance Ltd
Management Trainee

Jyotirmoy Mahato
PGDM, Class of 2023-25
Nihilent
Data Analyst

Ayush Chourasia
PGDM, Class of 2023-25
PWC SDC
Associate

Subhayan Dutta
PGDM, Class of 2023-25
Wells Fargo
Data Management Associate

Ekta Kumari
PGDM, Class of 2023-25
Aditya Birla Capital
Sales Leadership Program

Raunak Saha
PGDM, Class of 2023-25
Kantar
Consultant

SCHOLARSHIPS

Praxis Business School has a comprehensive Scholarship Scheme aimed at promoting access to quality education and fostering diversity in its PGDM program.

Scholarship	Amount	Seats	Eligibility	Disbursement
Foundation Scholarship	₹3 Lakhs	18	X: 80% XII: 80% Grad: 70% CAT/XAT: 70% No gaps/backlogs	₹1L in 1st installment, ₹2L in 4th (Top 30% in Term 4, fees on time, no misconduct)
Women in Leadership Scholarship	₹1 Lakh	NA	X: 70% XII: 70% Grad: 60% CAT/XAT: 70% OR CMAT: 85% OR MAT: 90% No gaps/backlogs	Adjusted in 4th installment (Top 30% in Term 4, fees on time, no misconduct)
Tuition Fee Waiver	₹7.8 Lakhs	9	X: 80% XII: 80% Grad: 70% CAT/XAT: 70% No gaps/backlogs Family income ≤ ₹8L	Direct tuition fee waiver

Key Notes:

- ✓ Apply at admission (Only one scholarship per student).
- ✓ Documentary proof required.
- ✓ Final approval by the Academic Council.



AI ENABLED PROGRAMS @PRAXIS



Praxis Business School pioneered full-time Business Analytics education in India. Today, it continues to lead by seamlessly integrating Artificial Intelligence into its programs and pedagogy.

Praxis leverages AI in two key ways.

- Equipping students with AI literacy, fluency, and for the select few deep expertise—through AI-integrated courses, specialization in Business Analytics and Data Science, and cutting-edge subjects like Generative AI in Management.
- Additionally, Praxis uses AI to enhance teaching and learning—designing industry-aligned curricula, enabling data-driven assessments, and creating engaging learning experiences.

Students are encouraged the use of AI tools for foundational analysis, and mentored to build on this by critiquing outputs and applying insights to real-world contexts.

The goal is to prepare students not just to use AI, but to think critically and responsibly in an AI-powered world. At Praxis, AI is not just a subject—it's a mindset woven into the learning journey.

SELECTION PROCESS

Eligibility:

- Graduates (min. 50%) from a recognized university
- Final-year students can apply
- Valid scores in CAT/XAT/CMAT/GMAT/MAT/ATMA

Selection Process (As per AICTE norms):

- Online Application – www.praxis.ac.in
- Written Ability Test & Personal Interview
- Profile-Based Selection Criteria

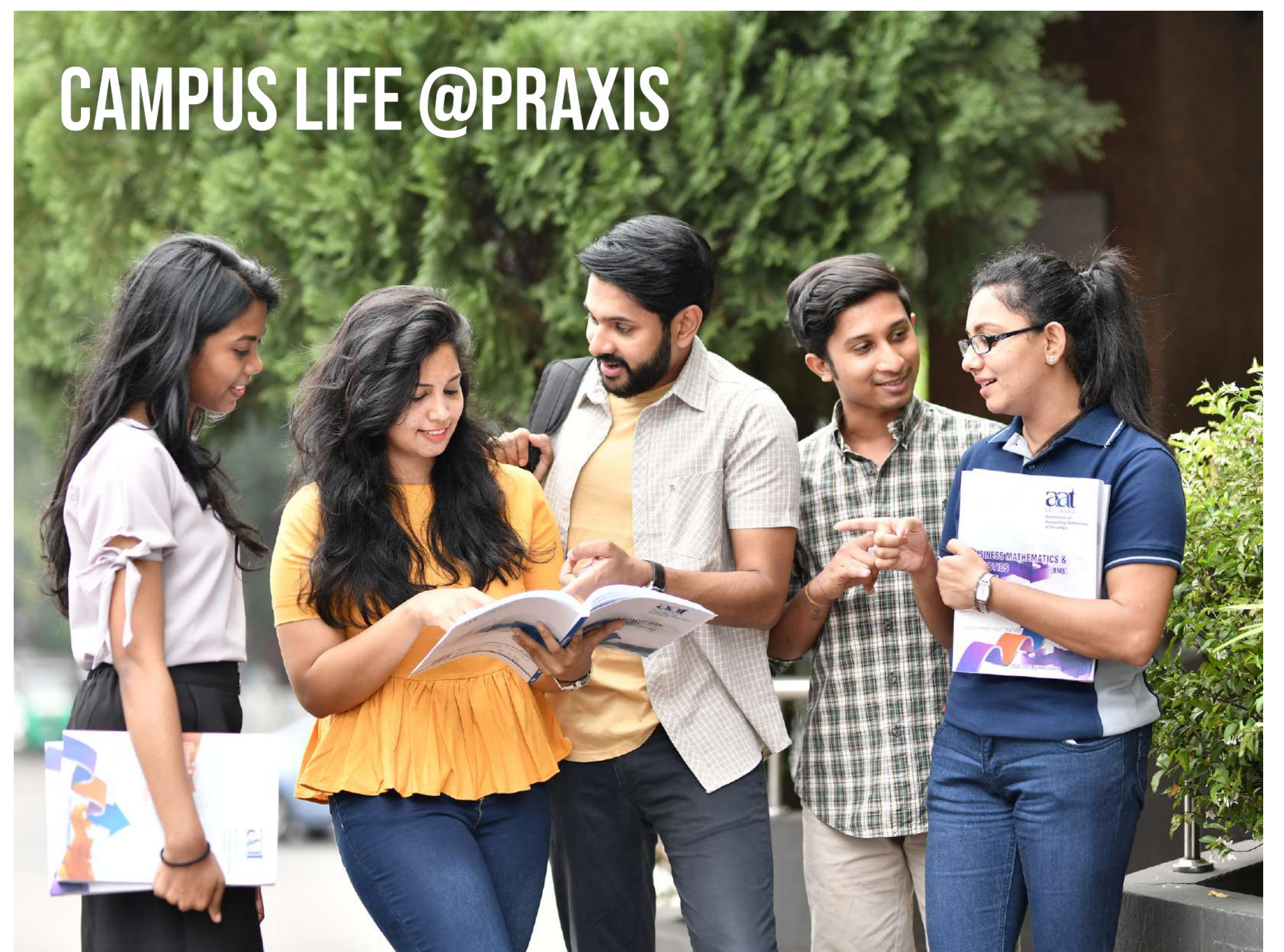


Scan & Apply Now

Nestled on the serene Bakrahat Road in Rasapunja, on the southern outskirts of Kolkata, West Bengal, Praxis Business School offers a perfect blend of academic excellence and holistic development. The lush green campus provides a peaceful yet dynamic environment, fostering innovation, collaboration, and immersive learning.

At Praxis, education goes beyond the classroom. The Praxis Commune is at the heart of campus life, where students engage in a variety of clubs, events, and competitions, honing their leadership, analytical, and creative skills. From Spardha, the high-energy inter-college management fest, to Rangmanch, an in-house cultural event by first-year PGDM students, the campus buzzes with activities that encourage self-expression and teamwork.

CAMPUS LIFE @PRAXIS



Kolkata Campus: Bakrahat Road, P.O. Rasapunja,
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www.praxis.ac.in

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