



**4Ps**  
BUSINESS AND  
MARKETING  
ACADEMY

**BUSINESS** is  
**MARKETING**, always...

*an initiative of*

**MAKE YOUR OWN DESTINY!**



**PLANMANCHEII**  
CENTRE FOR HIGHER EDUCATION

## 4Ps Business & Marketing Academy

**4Ps Business & Marketing Academy** has been promoted by PlanmanCHE (Planman Centre for Higher Education), an educational initiative under the aegis of one of India's largest multi interest consulting conglomerates, Planman. After being associated with one of the largest business schools in the world, The Indian Institute of Planning and Management, Planman decided to carry on the legacy of IIPM and hence ventured into various certificate, Undergraduate and Post Graduate programmes in myriad functional areas pertaining to Business Management, through its educational services initiative - PlanmanCHE.



The various programmes that the school offers, is a reflection of the Planman's expertise in this domain, gained over the years through various consulting and research engagements in the Indian and international markets. Planman's strength in various marketing discipline is rooted in its approach over the years, wherein it has always believed that "Business is Marketing" - for any successful business venture, there needs to be a very strong marketing support. This is being reiterated through this school's initiative in association with the most widely read business and marketing magazines - 4Ps Business & Marketing.

Currently the school offers a wide range of professional Programmes, geared towards creating professionals in different areas of marketing and business operations. With Programmes covering the likes of International Business, Marketing Research, Sales and Distribution strategies, et al, it will surely provide budding marketing and business professionals with specific insights and in-depth understanding of the entire business

and marketing spectrum. Our focus is to lay a solid foundation in the students' areas of interest, on which they can stand firmly and build a career.

We are confident that the impact of each programme will leave behind an indelible mark in the minds of the students, as the lectures are delivered by professionals who have behind them years of experience in the field of marketing and business consulting with leading Indian corporations.

### **About 4Ps Business & Marketing Magazine:**

4Ps Business & Marketing is one of the most widely read business and marketing magazines in the country today with an envious reach covering students to professionals to researchers. With contributions from Planman's marketing experts, international gurus like Jack Welch and Al Ries and the likes, and many others from the Indian corporations, it opens a whole new insight to how competitive marketing strategies help in sustaining business leadership.

## About Planman Group

The Planman Group is undoubtedly one of India's most futuristic institutions with a passion for taking India and its values global. Over the years, Planman has emerged as perhaps the most intellectual and influential business group in India with business interests in Strategic and Financial Consulting & Advisory, IT & ITeS, Education, Media and Entertainment. Its Consulting & Advisory wing, **Planman Consulting**, is the largest multi-interest management consulting firm in India with key divisions being represented by the leading names - **ICMR & GSIC**. With a strength of over 1500 people, Planman's IT initiative, **Planman Technologies** - a member of NASSCOM and an ISO 9000, ISO 27001 company - is one of the fastest growing IT companies in India. **Planman Financial**, the financial advisory arm of Planman, advises leading organisations across the globe in financial engineering




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**PLANMAN**  
CONSULTING

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and management of financial resources. **Planman MARCOM** provides creative communication consulting to the whos who of corporate India in the areas of Print Advertising, Sports & Celebrity Management and Events. ICPAR, one of the leading Public Relations and Brand Communication firms in India, is a Planman Marcom initiative. The media venture of Planman, **Planman Media** has made a formidable mark in the media space through its offerings - *The Sunday Indian*, *The Human Factor*, *Business & Economy* and *4Ps Business & Marketing*. The group's entertainment arm, **Planman Motion Pictures** is already a leading name in the world of filmed entertainment in Bollywood and abroad. Most of its films have been award winning and highly acclaimed. It has already produced over 7 full length feature films in Hindi, English and regional languages. In 2007, one of its productions - *Dosar* - got selected in the Tous les Cinemas du Monde (World Cinema Category) at the Cannes Film Festival, considered the most prestigious film festival in the world. The company

has also created a niche for itself in the areas of showbiz and entertainment, by managing some of the biggest music concerts for MLTR, BoneyM, Air Supply, amongst others, in India. **The Great Indian Dream Foundaton** is Planman's social sector initiative and has been supported by none other than the legendary Sachin Tendulkar himself. GIDF works across India in the areas of Health, Education, Environment and Employment. Planman, through its educational initiative, **Planman Centre for Higher Education** (PlanmanCHE) aims to fulfill the growing industry needs worldwide of highly competent and educated manpower, by offering various Certificate, UG and PG programmes in a diverse functional spectrum in which the group has already proved its leadership. Additionally, PlanmanCHE also leverages the academic legacy of IIPM, with which it has partnered in the areas of management education for several years, thereby committing to offer a world class education through advanced campus infrastructure and the best of faculty members to all its students.

## From the desk of Founder Director

In today's fast paced and dynamic corporate environment, other than quality education, it is highly imperative to constantly upgrade oneself with the right knowledge and the required skill sets. There is a tremendous amount of pressure on every individual to perform better than the rest, in order to climb up the corporate ladder in a highly competitive job market. This is where PlanmanCHE helps you differentiate yourself from others in terms of your intellectual capability and personality traits.

We, at Planman, have been working very closely with various Indian and global corporations for over a decade and have also been associated with one of the most dynamic business schools in the world, IIPM. This association helped us understand the needs of the various sectors of the economy - the required skill-sets, the functional knowledge and the behavioral qualities that they look forward to in their employees. This therefore makes it



**Prof. Arindam Chaudhuri**  
**Management Guru, Noted Economist, Author and Entrepreneur**

an easier exercise for us to train individuals who aspire to grow in their career. Through the different schools of higher learning, under Planman Centre for Higher Education (PlanmanCHE), we offer to bring about a complete transformation to your personality and make you not only job-fit, as per the industry requirement, but also promise to make you a responsible citizen of the country, committed towards the welfare of the weaker section of the society.

The entire process of transformation starts the very day you join us and then we hand-hold you till the conclusion of the Programme and help you build upon your level of confidence. As a participant of any of the PlanmanCHE Schools, we ensure that you not only gain functional knowledge in a specific area, but also get groomed by the smartest of faculty members helping you gain an impressive personality and an excellent communication

skill. Within a few weeks of your enrollment, you will feel the change - your overall outlook to the world around you will also get transformed, making you more empathic and responsive to your surroundings. The overall experience at PlanmanCHE is simply world-class - from the most advanced wi-fi campuses to the well-stocked libraries, from the best of industry experts to the engaging project assignments - you could not have desired anything better. Add to this the regular mentoring sessions conducted by the Planman experts, and you know for sure the kind of career that beckons you, post the programme.

I welcome you all to this journey of your lifetime - a journey that will take you to your desired destination with a lot of passion and commitment from our end and your decision to join us will surely stand by your side, for years to come.

## Programmes offered\*

PlanmanCHE's strategic association with the largest business school in the world, IIPM, has aided it in designing different types of programmes at the Certificate, UG or PG level. All students who successfully complete the UG/PG programme, would be awarded a certificate from PlanmanCHE. Additionally they are awarded **BBA+MBA/ MBA degree from IMI, Belgium.**

We strongly believe that for you to become a successful marketing or business executive, your knowledge alone will not take you through this competitive environment. You need to develop the right attitude and ingrain adequate communication skills which will help you float through with ease. We guarantee a complete transformation of your personality, which you will experience for yourself - from the day you join us till the day you walk out into the corporate world - there will be a new you, full of confidence and packed with commitment.



Code	Programme Name	Duration
A	Certificate Programme in Marketing Management	6 months
B	Certificate Programme in Sales & Distribution Management	6 months
C	PG Programme in Sales & Marketing Management	12 months
D	PG Programme in International Business	12 months
E	UG Programme in Sales & Marketing Management	24 months
F	UG Programme in International Business	24 months
G	Integrated Programme in Sales & Marketing Management	36 months
H	Integrated Programme in International Business	36 months

\*PlanmanCHE reserves the right to change/ drop the courses with/without prior notification

## Admissions & Fees

**4Ps Business & Marketing Academy** works towards creating confident individuals with the right attitude and skill sets in the fields of business operations and marketing. Admission is open to anyone who would like to gain an edge over others in their desired career path - at entry or middle level.

### Who may apply?

Any fresh graduate who would like to gain a short term specialised skill in business operations and marketing.  
Any working executive who would like to move up in his career by acquiring fast track knowledge and skill sets required in the marketing or other business domain.



### How to apply?

You may apply through any of the following two processes:

- 1. Walk-in-admission:** Walk into any of the admission offices of PlanmanCHE (check our addresses on the back cover) and submit an on-the-spot admission form for any of the Programmes that you want to opt for.
- 2. On-line admission:** Visit the PlanmanCHE website to download an online admission form. Once downloaded, take a print out of the form, fill it up completely and dispatch it to the nearest PlanmanCHE admission office.

### Admission Process

There are no entrance tests conducted. Instead, you need to go through a process of Group Discussion and Personal Interview, based on parameters pertaining to EQ (Emotional Quotient) and overall personality mapping. You will be informed of your admission status within a week of the Personal Interview.

### Fee:

Fees to be paid as per the fee schedule provided at the time of admission. For 6-month programmes, the fee needs to be paid in 2 installments, while for programmes which are longer in duration, a student may pay in 3-4 installments. (The fee break-up is provided in the separate fee sheet attached with this brochure.)

The admission fee, a retention fee and the refundable caution deposit (wherever necessary) need to be paid at the time of admission.

**Mode of payment:** All fees are to be paid by Bank Drafts payable at New Delhi. Cheque / Cash will not be accepted.

**Caution Deposit:** Caution / Security Deposit is charged for specific technical Programmes and is not a mandatory component of the tuition fee for all the Programmes. It is refunded not earlier than three months after the completion of the Programme.

## Infrastructure

At PlanmanCHE, we have always believed in providing the most comfortable learning environment to our students, to facilitate a better learning process, which is fun-filled, simple and more engaging. With this commitment, we have ensured that all our campuses have the very best of infrastructural facilities, setting an enviable benchmark for others to follow.

All our campuses are Wi-Fi enabled, allowing students free access to the World Wide Web or data servers from any corner of their respective campuses. Since we operate in an on-line work environment, hence, students get to submit their projects, assignments, etc. to the faculty members online. At the same point of time, access to dedicated student



servers help the students to download notes, test scores, attendance records and other important information without much hassle. With fully air-conditioned classrooms, equipped with the latest A/V equipments, all the campuses are an amalgamation of latest technology and modernity.

All the campuses have specially designed training labs to facilitate intensive learning for various practical Programmes. Additionally, depending on the programme requirements, there are modular simulation labs to help the students in enhancing their research activities. Students also spend a considerable amount of time in the campus library, which are stacked with numerous academic titles - books, journals, magazines and CD ROMs. The libraries also have an online indexing and title search facility, enabling students to locate a specific title and its availability, thereby speeding up the search process.

All the Planman Schools are located in the heart of the city and are well connected with public transport facilities from all corners. This is planned specially keeping students convenience in mind.



## Admission Offices

**NEW DELHI** : D -2, Southern Park, Level II, Saket, New Delhi

**GURGAON** : IIPM Tower-1, Building No.79, Sector32, Gurgaon

**NOIDA** : C-56/30, Sector -62, NOIDA

**MUMBAI** : IIPM Tower, Plot No. E-781, S.V. Road, Khar (W), Mumbai

**BANGALORE** : IIPM Tower, 419, 100 ft. Road, Koramangala, Bangalore

**HYDERABAD** : IIPM Tower, 6-3-252/2, Erramanzil, Banjara Hills, Hyderabad

**AHMEDABAD** : IIPM Tower, 19, Inqulab Society. Opp. Sears Tower, Gulbai Tekra, Opp. C.G.Road

**PUNE** : IIPM Tower, 893/4, Bhandarkar Road, Deccan Gymkhana, Pune

**CHENNAI** : IIPM Tower, 145, Marshall's Road, Egmore, Chennai

**BHUBANESHWAR** : A-411 Saheed Nagar, Vani Vihar Square, Janpath, Bhubaneswar

**LUCKNOW** : 16, Ashok Marg, HAZRATGANJ, Lucknow

**CHANDIGARH** : C-127, Phase 8, SAS Nagar, ELTOP Industrial Area, MOHALI

**JAIPUR** : SB 39B, Rambagh circle, Bapu Nagar, Jaipur

**KOLKATA** : AQ 6, Sector V, Salt Lake City, Near Technopolis, Kolkata

**BHOPAL** : 278-279, Sarv Dharam, B-Sector, Kolar Main Rd. Near Kolar Bridge, Bhopal

**INDORE** : Near Bombay Hospital, Commercial Plot No - 3, PU-4, Indore, M.P.

**COCHIN** : Starlight Arcade, 40/9210 Dwarai Swami, Iyyer Lane, MG Road, Ernakulam, Cochin

**DEHRADUN** : 74, Rajpur Road, Dehradun

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**PLANMAN** ★★ ★  
**MEDIA**

*knowledge partner*

**IIPM**