



# **TAPMI MANAGEMENT IN PRACTICE**

**8 WEEK INTERNSHIP PROGRAM**

**WHERE LEARNING IS FOR LIFE**

# TAPMI TODAY



## Association of MBAs: AMBA

The newest record for TAPMI's quality education deliverance is the Association of MBAs (AMBA) accreditation. AMBA denotes the highest standard of achievement by an international B-School.

TAPMI is the 5th management institution in India with dual accreditation of AACSB and AMBA.



## PRME

TAPMI became a participant in Principles of Responsible Management Education (PRME) which is a United Nations (UN) supported initiative and the largest organized relationship between the UN and business schools across the world. By being a signatory to PRME, TAPMI has made a commitment to advancing values such as sustainability, responsibility and ethics in teaching, research and thought leadership.



## AACSB International

Accredited by AACSB International in April 2012 & 2017. One amongst the 7 business schools in India to be AACSB accredited. Only 5% B-schools worldwide are accredited by AACSB.



## AICTE

The Post Graduate Diploma in Management Program offered by TAPMI are approved by the All India Council for Technical Education (AICTE).



## Recognition by AIU

The Post Graduate Programs of TAPMI are recognized by the Association of Indian Universities (AIU) as equivalent to MBA Degree.



## Beta Gamma Sigma Chapter (BGS)

TAPMI to establish a Beta Gamma Sigma Chapter (BGS) in the institute. BGS Chapter awards lifetime Beta Gamma Sigma membership to outstanding students.



## International Collaborations

Macquarie University, Sydney, Australia  
Asian Institute of Management, Manila  
Asian Institute of Technology (AIT), Bangkok  
Manipal International University, Malaysia



## National Board of Accreditation (India)

NBA reaffirmed the 5-year accreditation for PGDM program of TAPMI, a quality mark given only to select B-schools in India.

# DIRECTOR'S Message



**Prof. Madhu Veeraraghavan**  
Director - TAPMI & T. A. Pai Chair Professor of Finance

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Dear Corporate Partner,

TAPMI's mission is to create management graduates who have both the skill-set and the mind-set to lead businesses in the future. At TAPMI, our state of the art curriculum integrates both the theory and practice of management with a blend of case-study mode of learning, project work, simulation and games. In addition to the academic rigor, students also manage various committees and clubs where they learn how to interact with business leaders and also deal with real world situations.

Management-in-Practice (MIP) is TAPMI's summer internship program embedded in the curriculum as a 6-credit experiential learning course. This provides students with an opportunity to apply and test management concepts and theories to solve business and managerial issues confronted by organizations in the real world.

Students work on a live project for 8-10 weeks under the expert guidance of an industry guide and mentorship of a faculty guide. This not only helps students to strengthen their ability to conduct and document a formal research study but also acts as an opportunity to secure a job offer from organizations in terms of pre-placement offers.

I am delighted to invite you to our campus for the MIP process and thank you for your support and confidence and for your great interest in providing Internship opportunities to TAPMIans.

I very much look forward to hosting you in our beautiful campus to further strengthen our relations!

# Management in PRACTICE

(MIP)

TAPMI offers 2 years Post Graduate Management Program, where at the end of first year the students are required to do an eight-week Summer Internship course (April 2019 – May 2019) in an organisation of repute so that they are able to relate classroom concepts to real world problems. Through MIP, students take up a project offered by corporate concerns and accomplish the goals set by the host organizations.

It is a 6 credit course in which students are evaluated on the basis of their performance and feedback from the organization they work with.

Also, TAPMI generated over 450 cases authored by students through MIP, and about 200 of them are registered at European Case Clearing House (ECCH), a major international case clearing agency.

- We believe that MIP is the most important part of the learning process. We have created a process where the Faculty member will be available almost on a full-time basis to assist students. That's how we ensure high output from the student with the faculty support.



# MIP Process

## followed for internship

1. Company shares the job description
2. Students nominate themselves
3. Profile of students who are keen is shared with the company
4. Company shortlists the students
5. The interview and selection process can be conducted at the campus or over phone/internet

TAPMI will be following a roll-on process for both final and summer placements. Please let us know when we can get in touch with you to take this forward. Our Email Id: [mip@tapmi.edu.in](mailto:mip@tapmi.edu.in)

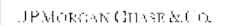


# How Corporate can Leverage the Internship

- TAPMI students will be able to take up internship projects that require serious inquiry into business issues and come up with new ideas/solutions.
- Organisations can leverage the internship opportunity to gather market/customer insights, generate creative/new ideas or evaluate/create a framework/process.
- The students will also be able to work on projects that are interdisciplinary in nature and depending on the extent of work involved a project can be assigned to one or more students.
- TAPMI faculty will closely monitor and guide the students to ensure quality output.



# Corporate Partners



# TAPMI

## at a Glance

- More than 5000+ Alumni across the world with one fifth holding CXO positions in top companies
- Experiential Learning ensuring Industry Readiness delivered by highly qualified faculty
- Internationally accredited by AACSB – International (Association to Advance Collegiate Schools of Business)
- Accredited with five star ratings by National Board of Accreditation (NBA)
- Placements across top companies for the last 30 years
- Award winning and Industry appreciated Internship (Management in Practice)
- TAPMI Finance Lab equipped with 16 Bloomberg and 7 Reuters terminals exclusively for student use
- Unique Leadership Assessment and Development Center focusing on individual capabilities of each student
- BrandScan: One of its kind Market Research Fair organized for the last 25 years
- State-of-the-Art Infrastructure spread over 44 acres

Ranked amongst  
the top B-schools  
in India

### Business Today

#19

Overall Rank

#9

among Private  
B-Schools

### THE WEEK- Hansa Research

#1

among Private B-Schools  
in South Zone

#9

among Private  
B-Schools (All India)

### OUTLOOK MAGAZINE

#16

Overall Rank

#9

among Private  
B-Schools



# ACADEMICS

## @TAPMI

TAPMI Curriculum is benchmarked with leading management institutions

The pedagogy emphasises experiential learning

- Case Method of Learning
- Simulation Games
- Project and field work for applied learning

The program is designed for holistic development and has components such as

- Leadership assessment and development thru a structured advisory process
- Communication lab and Career Advisory Services
- Capstone project and Viva- Voce for integrative learning
- Internship (Management in Practice)

# PGDM @TAPMI

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## **POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM)**

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TAPMI's PGDM two-year program is its flagship program being offered for the last 34 years and designed to develop a multi disciplinary approach amongst the students. It is designed to push students to go beyond their constraints and redraw their boundaries to achieve excellence in business. This rigorous course is based on experiential learning and makes use of the case-study approach to simulate situations which the future managers might face in the real world. A student can choose from a gamut of courses under domain specializations of Marketing, Finance, Operations, HR, Information Science and Analytics and Strategy & Enterprise Management.



**Market  
research**  
event, entirely driven  
by students



Hosted in  
Manipal (1-day)  
and Bengaluru  
(2-days)



**26<sup>th</sup>**  
iconic year

One of its kind  
**concept  
in India**

Live projects from  
companies focus on  
marketing problems

# BRANDSCAN @TAPMI

A marketing course and a unique market research fair, TAPMI's flagship event, BrandScan uses cleverly crafted Disguised Games to collect unbiased, valuable consumer and market-related information in identified urban and semi-urban areas for strategic use by our corporate partners. Currently in its 26<sup>th</sup> edition, BrandScan's coveted clientele list includes Eros Now, HUL, Apple, Citibank, Reliance Jio, Reebok, Samsung, Rorito, Canon, Mother's Recipe, IBM, ICICI, Amul, FlipKart, Fastrack, and Perfetti, among others.

Data collected in fair  
and game format  
ensures candid,  
spontaneous  
responses from  
**participants**

**300<sup>+</sup>**  
projects

# BKFS @TAPMI

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## **POST GRADUATE DIPLOMA IN MANAGEMENT - BANKING AND FINANCIAL SERVICES (PGDM - BKFS)**

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The PGDM (BKFS) is built on a unique curriculum structure that builds a student's skills and knowledge in Finance. Aided by the state-of-the-art TAPMI Finance Lab, this course enables students to pursue a managerial career in the fields of banking and financial services with leading national and multinational banks and financial institutions. The student is industry-ready due to the hands-on experience on the 16 Bloomberg terminals & 7 Reuters terminals at the TAPMI Finance Lab and Summer Training of two months at the State Bank of India and Bombay Stock Exchange.



# FINANCE LAB

## @TAPMI

**Bloomberg**

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It is home to 16 Bloomberg Terminals and 7 Reuters Terminals available for use to any student - 24 hours a day, 7 days a week and 365 days a year. Its new state-of-the-art trading lab was set up with technological assistance of Bloomberg & Reuters in the campus. TAPMI is one of the few B-schools in India to have taken such an initiative for the onus of its students and faculty, giving them an edge over others. The Finance Lab provides students with hands-on experience in investments and portfolio management, forecasting, risk management and understanding global financial markets via the experiential learning process.



# PGDM-HR @TAPMI

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## **POST GRADUATE DIPLOMA IN MANAGEMENT - HUMAN RESOURCES MANAGEMENT (PGDM - HR)**

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The PGDM-HR program aims at developing transformational HR leaders capable of motivating and enabling new generation companies as well as the millennials to jointly achieve their aims. The program is codesigned by the Society for Human Resource Management (SHRM), world's largest HR professional society, representing 285,000 members in more than 165 countries.



# 1

Advisory

# 2

Create  
Individual  
Transformation  
Path

# 3

Implement  
Leadership  
Enhancement  
Path

# 4

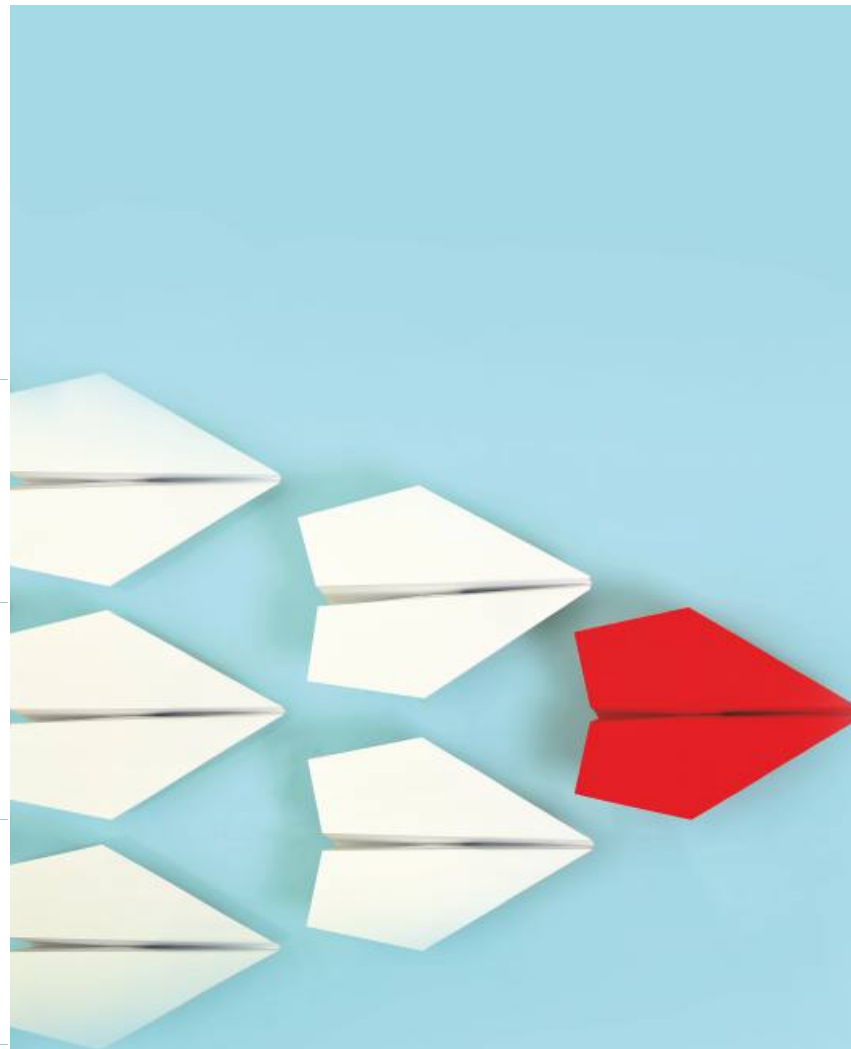
Review  
Behaviour  
Achievements

# 5

Develop  
Leadership  
Competencies

# 6

Refine  
Transformational  
Leadership  
Behaviour



**LADC**  
@TAPMI

Leadership Assessment and Development Center at TAPMI prepares students to be transformational leaders who can navigate organizations through market upheavals and weather any business climate and not just remain a transactional leader who only struggles to manage daily tasks. The purpose of LADC is to enable all TAPMI students to develop their leadership competencies for contemporary times and the VUCA environment.

USA and Canada

300<sup>+</sup>

Europe

140<sup>+</sup>

Middle East

120<sup>+</sup>

South East Asia

100<sup>+</sup>

Australia and  
New-Zealand

50<sup>+</sup>



# TAPMI INTERNATIONAL ALUMNI SPREAD

# SUSTAINABILITY

## @TAPMI

TAPMI's concerned areas of sustainability: No Poverty, Good Health & Well-Being, Quality Education, Decent Work and Economic Growth, Industry, Innovation, Infrastructure & Partnership for the Goals.

TAPMI has partnered with SELCO foundation which is known for development of sustainable energy channels to help bring clean energy solutions to millions of underprivileged households and Sthri Shakti Yojana, a program to empower female entrepreneurs from rural Udupi.

TAPMI was requested by the Udupi District Administration to play an advisory cum implementation support function which included projects like Woman and Child Nutrition, a Government of Karnataka project to provide a technical solution for the ICD (Integrated Child Development) Program and BMI Program Review, a review of the nutrition program designed for pregnant women with BMI <18.5 by the Zilla Panchayat.

The projects undertaken to protect the environment include: Plastic Waste Management and Solid Waste Management with activities such as secondary researches and awareness drives to educate the rural people.



Partners





ASSOCIATION  
OF  
**AMBA**  
ACCREDITED



## T. A. PAI MANAGEMENT INSTITUTE

### MIP OFFICE:

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