

# PGDM <sup>2</sup> YEAR

POST GRADUATE DIPLOMA  
IN MANAGEMENT

**FUEL  
BUSINESS  
SCHOOL**



# About FUEL

**Friends Union for Energising Lives (FUEL)** is a credible non-profit organization working in the space of Career Counselling & Academic Coaching, Skill Development & Scholarships in India.

FUEL was founded by Mr. Ketan Deshpande who was inspired by Dr. Abdul Kalam's vision to provide Career Counseling to 10 million students. It has a successful track record to providing career counseling & career guidance to 1 million students covering 3500+ schools across pan India. FUEL Implements Corporate Social Responsibility (CSR) projects across India.

Some achievements of FUEL.

- Skill development initiatives have been honored with the India CSR Project of the Decade at the 10th India CSR Awards.
- The CSR Journal Excellence Awards 2021 Change Makers in Skill Development and Education
- Ashoka Fellowship award Winner of NSDC (National Skill Development Corporation India) Skill Innovation Challenge
- Represented India at Global Entrepreneurship Summit, Stanford University, USA
- India Youth Fund Award 2017

## Letter From Prime Minister



प्रधान मंत्री  
Prime Minister  
MESSAGE

I am pleased to learn about the online *Bhoomi Poojan* of FUEL Center of Excellence campus at Bhugaon, Pune. The creation of a new infrastructure brings with it fresh energy and inspiration.

Today's world is driven by technology and innovation. Leveraging the role of technology as a force multiplier in providing solutions and opportunities, we have taken concrete measures with integrated approach to pave the way for intent, intellect and energy of our Yuva Shakti.

Our emphasis to equip our large workforce with latest skills and our constant endeavour towards creating an ecosystem of enterprise and innovation is powering the nation's resolve of *Aatmanirbhar Bharat*, more so in a post-COVID world. Efforts of stakeholders like FUEL further and strengthen this vision with their valued contribution.

This initiative of FUEL to provide career guidance and impart skills to the youth is a noble one. May the endeavour to provide guidance to the youth reach out, in particular, to the poor, needy and disadvantaged sections of the society.

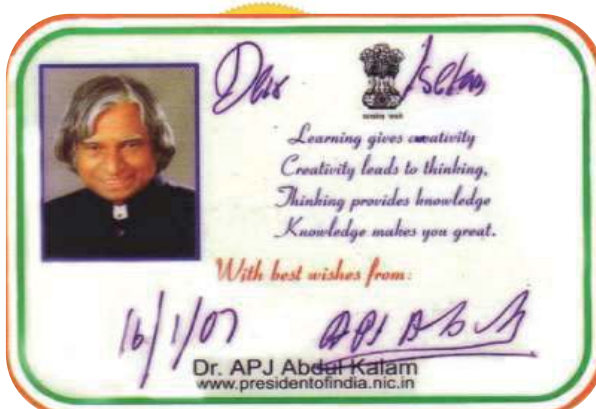
May the auspicious occasion of *Bhoomi Poojan* provide inspiration to everyone associated with the Fuel Centre of Excellence to work with renewed dedication for the betterment of the society and the nation.

With best wishes,

(Narendra Modi)

New Delhi  
कार्तिक 15, शक संवत्, 1942  
06<sup>th</sup> November, 2020

**Shri Ketan Deshpande**  
Founder Chairman and CEO  
FUEL B-School & Future Skills Institute  
Forest Trails Township, Paranjape Schemes  
Mulshi Road, Near Manas Lake  
Bhugaon, Pune  
Maharashtra - 412115





# About FBS

## FUEL BUSINESS SCHOOL

Our parent organisation, FUEL (Friends Union for Energising Lives), is a credible, lauded & awarded non-profit organisation in India that works in the fields of Career Counselling, Academic Coaching, Skill Development & Scholarships. FUEL contribute to the development of a supportive community for the nation's youth. College students receive skill development training in areas such as Java, C++, Digital Marketing & Artificial Intelligence. These classes assist students in improving their expertise in their chosen fields. FUEL has an excellent track record of delivering career coaching & guidance to over 1 million youth across 3500+ schools in India. We are effectively prepared for our own success based on the accomplishments and symbiotic relationships of our parent body.

FBS brings people, culture, and ideas together to improve lives and convert students into world-class citizens in their areas of work. The programmes we offer are designed to provide you with the knowledge and skills you require to succeed in the contemporary workplace. We take great effort to provide our students with the greatest education and experience possible.

Our Business School will provide you with the knowledge and skills necessary to comprehend how the workplace is changing. We will train students to be leaders in business, technology, analytics and social responsibility. FUEL Business School is an AICTE-approved.



# About FOUNDER



## Shri Ketan Deshpande

Founder, Chairman & CEO FUEL

Ashoka Fellow, Pavate Fellow @ (JBS)

University Of Cambridge, UK

**Ketan** is the Founder & CEO of Friends Union for Energising Lives (FUEL), a credible non-profit organisation engaged in providing skill building of youth, Career counselling, Scholarships, Academic coaching.

Ketan was awarded as The Champions of Change-2017. The event was organised by Niti Aayog, and was graced by Hon'ble PM of India Shri Narendra Modi Ji.

Ketan has completed MBA from Symbiosis International University & is Fellow at Judge Business School, Cambridge University, UK. For his work he has received prestigious appreciation from the former President of India Dr Kalam & prestigious awards like Ashoka Fellowship.

Ketan has represented India at Global Entrepreneurship Summit GES-2016 Stanford University, USA which was hosted by Former President Obama.

FUEL has implemented large CSR projects in areas of Skill development, Career Counselling, Scholarships for Defence personnel Children & rural youth through CSR initiatives of various corporates (Oracle, HDFC Bank, Castrol).

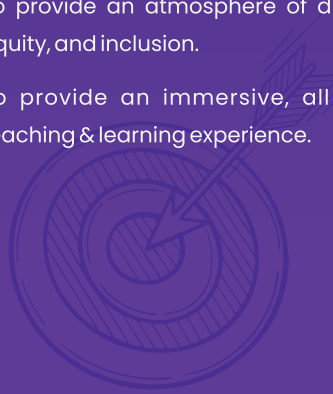
FUEL is Innovation partner of NSDC & SOI partner of Niti Aayog has reached upto 1 million students & successfully operating in India & expanded its operations to other countries since last 18 years.





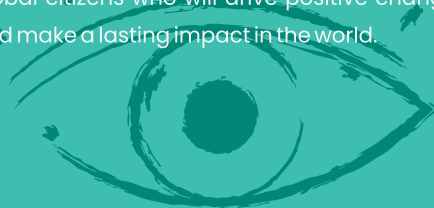
## OUR MISSION

- To develop students with research based approach to foster a culture of inquiry, critical thinking, and intellectual curiosity.
- To install a passion for lifelong learning, and inspire students to continue engaging in research and learning in their professional journeys.
- To provide an understanding of Entrepreneurship and Intrapreneurship. To provide an atmosphere of diversity, equity, and inclusion.
- To provide an immersive, all round teaching & learning experience.



## OUR VISION

FUEL envisions a world where youth are empowered to reach their full potential through a comprehensive approach to education, skills development, and research. Our organization is committed to providing accessible and quality education that not only imparts knowledge but also nurtures critical thinking and creativity. Through skill-building initiatives, we aim to equip youth with the practical abilities needed for success in a rapidly evolving global landscape. By fostering a culture of research, we strive to instill a spirit of curiosity and innovation, enabling young minds to contribute meaningfully to society. Ultimately, FUEL aspires to shape well-rounded global citizens who will drive positive change and make a lasting impact in the world.



## OUR VALUES

- **Ethics and Integrity:** Upholding unwavering ethical standards to guide our actions and decisions with integrity.
- **Social Responsibility:** Acknowledging our duty to contribute positively to society through mindful and responsible initiatives.
- **Importance of Sustainability:** Recognizing the critical role of sustainability in preserving the environment and fostering a balanced, enduring future.
- **Providing Contemporary Skills and Learning:** Ensuring relevance and effectiveness in education by offering up-to-date skills and contemporary learning experiences.



## Pillars Of FUEL Business School

Sustainability



Social  
Responsibility



Innovation &  
Entrepreneurship



Engagement



Impact



# FUEL Awards



Hon'ble Union Minister Shri. Nitin Gadkari Ji Awarded FUEL "Change-Maker in Skill Development" at CSR Journal Excellence Awards



FUEL was honored by recognition at the CSR Journal Awards 2023 from Respected leaders Hon'ble Defense Minister Rajnath Singh Ji & Hon'ble Chief Minister Eknath Shinde Ji



FUEL received "CSR" Implementation Partner of the year Award at CSR Summit Award 2022 (4<sup>th</sup> edition)





# Why FBS is your Best Choice?

**50+**

CEO's  
on Campus

**100+**

Recruiters  
On Campus

**75+**

Corporates  
Events

**250+**

Summer, Winter  
Internships

**40+**

Industrial Visits

**65+**

Corporate  
Speakers

**30+**

MNC Companies  
on Campus

**200+**

Students Placed  
In MNC's

**50+**

Students Selected  
For Scholarship



# Why FBS is your **Best Choice?**





# Infrastructure

An architectural masterpiece and the heart of academic excellence. Our college building stands as a symbol of innovation and learning, blending modern design with a welcoming atmosphere. A place where aspirations take shape and futures are built.



**College Building**  
Inspiring Academic  
Landmark



**Computer Lab**  
Cutting-edge  
tech hub



**Library**  
Knowledge Sanctuary  
with 1500+ Books



**Auditorium**  
100+ Capacity



**Classroom**  
Advanced Digital  
Classrooms



**Hostel**  
200+ hostel  
capacity



WIFI



CCTV  
Surveillance



Mess



Extra Curriculum  
Activity

Post Graduate Diploma in Management, is a prestigious two-year, full-time program designed to equip students with comprehensive managerial skills and a strong foundation in business principles. It is a specialized course that prepares individuals for leadership roles in various sectors of the industry.

A PGDM is more than just a diploma, it's a transformative experience that prepares individuals to become dynamic leaders and managers capable of navigating the complexities of the modern business world. PGDM is a two year course equivalent to MBA.

## SPECIALIZATION WE OFFER



### Marketing

Master strategic brand management and consumer engagement in our Marketing specialization. Acquire skills for impactful campaigns, market insights, and success in the competitive marketing landscape.

Dive into finance and investments. Our Finance specialization offers expertise in markets, risk management, and investment strategies, shaping skilled financial strategies.



### Finance



### Human Resource

Human Resources specialization involves optimizing people dynamics and talent management strategies, mitigating risks, fostering organizational development, and integrating technology for efficient workforce management.

Harness the power of data with Business Analytics. Analyze complex datasets, derive insights, and drive data-driven strategies for today's business environment.



### Business Analytics



### Supply Chain Management

Master global logistics with our Supply Chain specialization. Optimize processes, manage logistics, and excel in strategic procurement, becoming an indispensable asset in global commerce.



# PGDM

## Program Structure

Transforming Ambitions into Achievements  
PGDM, Your Gateway to Excellence

### SEMESTER-I

#### CORE COURSES

Research Methodology & Statistics

Business Mathematics

Managerial Economics

Marketing Management-I

Management of Operations

Management Accounting

Organizational Behavior

Business Communication

#### FOUNDATION/BASIC SKILL COURSES

Technology & Social Media Management

Communication & Design Thinking

Basic Accounts

Basic Mathematics & Statistics & IT

#### PRACTICAL LEARNING COURSES

Project

Seminar/ Guest Lecture/Industry Visit

### SEMESTER-II

#### CORE COURSES

Macroeconomics for Managers

Entrepreneurship

Human Resource Management

Financial Management

Supply Chain Management

Marketing Research

Digital Business

Legal Aspects of Business

Marketing Management-II

Operations Research

Introduction to Business Analytics

#### FOUNDATION/BASIC SKILL COURSES

MS-Office

Indian Knowledge System (Yoga)

Certificate course in Campus to Corporate

Seminar/ Guest Lecture/Industry Visit

Project in CSR

### SEMESTER-II ELECTIVES

#### MARKETING (ANY 4)

Sales Force and Channel Management

Digital Marketing

Retail Management

Brand Management

Business to Business Marketing

#### FINANCE (ANY 4)

Financial Modelling

Commercial Banking

Derivative Markets

International Finance

Introduction to Financial Markets and Institutions

Corporate Finance

#### HUMAN RESOURCE MANAGEMENT (ANY 4)

Talent Acquisition

Learning and Development

Compensation and Reward Management

Performance Management System

Industrial Relations

#### PROJECT MANAGEMENT AND SUPPLY CHAIN MANAGEMENT, STRATEGIC MANAGEMENT AREA

Logistics Management

Quality Management

Venture and Private Equity Financing

Basic Econometrics



# PGDM

## Program Structure

Transforming Ambitions into Achievements  
PGDM, Your Gateway to Excellence

### SEMESTER-III

#### CORE COURSES

Business Forecasting

Summer Internship

Concepts and Applications in Sustainability

ERP

Innovation Management

#### FOUNDATION/BASIC SKILL COURSES

Certificate Course in Entrepreneurship Development

Certificate course in Employability Skills enhancement

#### PRACTICAL LEARNING COURSES

Indian Knowledge System (Yoga)

Seminar/ Guest Lecture/Industry Visit

Project /Field work

### SEMESTER-IV

#### CORE COURSES

Corporate Governance and Ethics

Global Business Environment

Micro Finance & Social Entrepreneurship

Visual Analytics

Project Management

Rural Marketing

Emotional Intelligence for Professional Success

Taxation

Coaching Counselling and Mentoring

#### FOUNDATION/BASIC SKILL COURSES

Certificate Course in Personal Financial  
Management & Taxation

### SEMESTER-III ELECTIVES

#### MARKETING (ANY 5)

International Marketing

Services Marketing

Integrated Marketing Communication

Sustainable Marketing

Marketing Simulation

Sports and Entertainment Marketing

#### FINANCE (Any 5)

Fixed Income Markets

Financial Risk Management

Security Analysis and Portfolio Management

Financial Analytics

Investment Banking

Financial Statement Analysis

#### HUMAN RESOURCE MANAGEMENT (ANY 5)

Organization Theory

Design and Structure

Employment Related Laws

Leadership and Capacity Building

Conflict and Negotiation

HRD Audit and Scorecard

HR Analytics Talent Management

Organization Development and Change

#### PROJECT MANAGEMENT AND SUPPLY CHAIN MANAGEMENT, STRATEGIC MANAGEMENT AREA (ANY 5)

Operations Planning and Scheduling

Warehouse Management

Service Operations Management

Operations Analytics

Six Sigma

Supply Chain Strategy

International Logistics

#### PRACTICAL LEARNING COURSES

Seminar/ Guest Lecture/Industry Visit

Project /Field work

### SEMESTER-IV ELECTIVES

#### MARKETING (Any 2)

Customer Relationship Management

Marketing Strategy

Marketing Models

#### FINANCE (Any 2)

Venture and Private Equity Funding

Insurance Management

Behavioral Finance

#### HUMAN RESOURCE MANAGEMENT (ANY 2)

Strategic Human Resource Management

Trends in Industrial Relations and Labor laws

Management of Diverse Work Force

#### PROJECT MANAGEMENT AND SUPPLY CHAIN MANAGEMENT, STRATEGIC MANAGEMENT AREA (ANY 2)

Operations Strategy and Control

Project Risk Management

Business Process Management



# Admission Process

## ELIGIBILITY Criteria



- Applicants must have a bachelor's degree in any discipline as recognized by AICTE/UGC, under 10+2+3 / 10+2+4 system with a minimum of 50% marks.
- Candidates appearing in the Final Year may also apply, provided they complete all formalities of examinations before 30th July and furnish proof of having met the minimum eligibility criteria before 30th November of the current Academic Year.
- Applicants with relevant work experience are also welcome to apply.
- All applicants are required to have appeared for any of the Competitive Exams viz CAT / XAT / MAT / CMAT / ATMA / GMAT or any other Competitive Exam approved by AICTE.

## APPLICATION Form



The prospectus and application form may be obtained from the Admission Office on payment of Rs.1,000 OR you can also apply online at [www.fuelbschool.com](http://www.fuelbschool.com)

## DOCUMENTS Required



- 10<sup>th</sup> Mark sheet and certificate
- 12<sup>th</sup> Mark sheet and certificate
- Graduation Mark sheets and Degree
- CAT/ MAT/XAT/CMAT/ ATMA / GMAT/ABSAT Score
- Four recent passport size photographs.
- The applicant is required to carry three sets of photocopies of the documents along with the original documents at the time of admission.

# Selection Process

- 01** Score of national level Common Admission Tests -CAT / MAT / CMAT / ATMA / XAT / GMAT / ABSAT exam will be taken as the preliminary score of admission
- 02** The applicants short listed on the basis of the qualifying exam scores will be called for the Institute's selection process. The dates will be intimated to the short-listed students
- 03** Merit list will be prepared based on the Score in the Common Admission test (CAT, XAT, C-MAT, ATMA, MAT, GMAT, ABSAT) Score for academic performance in X Std., XII Std., Under Graduate Degree/ Post Graduate Degree and the Score of Performance in the institute's selection process
- 04** The candidate, if selected based on the merit list will be issued the selection letter. The selected candidate must pay the registration amount within the given time, failing which the offer will be considered as cancelled.



Ketan Deshpande



Santosh Huralikoppi



Mayuri Deshpande



Col. Kiran Kanade (Retd)



Shraddha Shinde



Upendra Lele



Chinmay Damle



Jayesh Patil



Sushant Bhangale



Aishwarya Dopare



Nensi Patel



Sandhya Deshpande



Anagha Mehandale



Mayuresh Shindorekar



# STRUCTURE

## & Fee Payment Schedule

Particulars	Date	Amount
Academic Registration Fee	At the time of admission Confirmation	Rs. 50,000/-
First Installment	Fees payable within ten days of admission confirmation	Rs. 3,00,000/-
Second Installment	Within six month from the date of admission confirmation	Rs. 3,00,000/-
Third Installment	Within nine months from the date of admission confirmation	Rs. 1,50,000/-

Total fees Rs. 8,00,000/- for 2 years + Rs. 10,000/- refundable security deposit

Registration Fee:- Rs. 1000/-



# PGDM Trump Card

FBS as an institution envisages an all-round and balanced education based on strong intellectual, moral and social formation. Our PGDM program is focused on overall personality development and prepare students as an individual to be able to stand firm in the VUCA (Volatile, Uncertain, Complex and Ambiguous) World. At FBS, we provide multifaceted platforms for our students to discover and nurture a holistic personality and to become responsible Leaders of tomorrow.



Academic Mentorship



Skill based Certification



Corporate Mentorship



Academic Mentorship



Global Immersion Program



Alumni Mentorship



Learn from leaders



Social Learning



Grassroots Immersion  
Program (GRIP)



World-Class Global  
Faculty



Student Research  
Publications





# KEY ASSOCIATIONS

ORACLE



FUJITSU



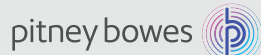
IndusInd Bank

Mahindra  
FINANCE



CONCORD  
BIOTECH  
Biotech for Mankind...

Lenovo



# Students Testimonials



Studying PGDM at FUEL Business School was a game-changer. The dynamic blend of theory and practical industry exposure set the stage for my professional journey. Engaging course work coupled with hands-on projects allowed me to apply classroom knowledge to real-world scenarios.

**Nisha A. Waghmare**  
(PGDM -23-25 BATCH)

FUEL Business School's PGDM reshaped my career trajectory. The dynamic curriculum, dedicated faculty, and extensive industry exposure surpassed expectations. The hands-on learning approach honed practical skills and prepared me for corporate challenges. Proud to be part of FBS, where excellence converges with boundless opportunities.

**Vaishnavi R. Joshi**  
(PGDM -23-25 BATCH)



The PGDM program at FUEL Business School changed my life. The dynamic fusion of theory and real-world industry exposure laid the groundwork for my career. My ability to apply classroom information to real-world problems was enhanced by engaging Course work combined with practical assignments

**Diksha C. Lambe**  
(PGDM -23-25 BATCH)

Enrolling in the PGDM program at FUEL Business School was a transformative experience. The perfect mix of theoretical learning and practical industry exposure provided a solid foundation for my professional endeavors. The interactive coursework, combined with hands-on projects, enabled me to seamlessly apply classroom knowledge to real-world situations, making my learning journey both enriching and impactful.

**Priyanka Nagle**  
(PGDM -23-25 BATCH)



Hailing from Pune, I completed my BCOM with a specialization in Banking and Finance. Currently pursuing a Post Graduate Diploma in General Management at FUEL, the enriching courses, passionate professors, and vibrant campus life are making my journey truly memorable. Grateful for the opportunities for personal and academic growth, I look forward to continuing this rewarding educational journey.

**Smruti Hendre**  
(PGDM -23-25 BATCH)

Choosing FUEL Business School for my PGDM was a life-changing decision for me. My expectations were surpassed by the stimulating curriculum, encouraging teachers, and hands-on industry experience. My practical abilities were sharpened by the hands-on approach to learning, which helped me get ready for the workforce. Feeling grateful to be a part of FBS, where chances and quality collide

**Prachi Dehade**  
(PGDM -23-25 BATCH)





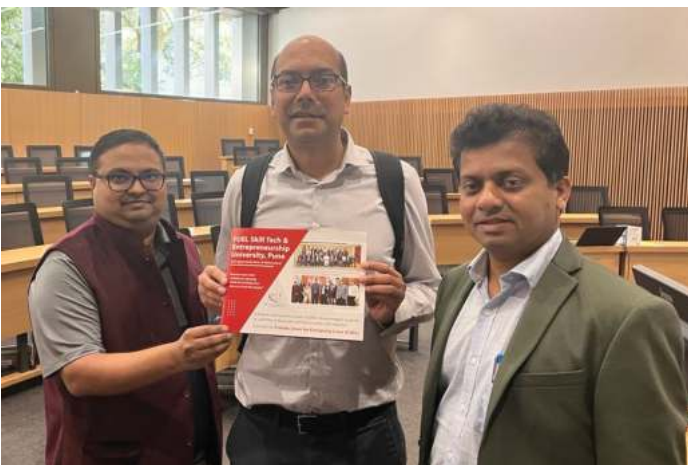
# Academic Collaborations

FUEL is a CSR partner with Judge Business School University of Cambridge, UK to host the Cambridge India Conference.

Center for  
**India & Global  
Business**



**UNIVERSITY OF  
CAMBRIDGE**  
Judge Business School



## Knowledge Sharing

FUEL's partnership with Judge Business School for the Cambridge India Conference highlights its commitment to knowledge-sharing. The conference focuses on business, innovation, and technology, contributing to community and individual development. This collaboration underscores FUEL's dedication to advancing impactful initiatives.



## Global Platform

The Cambridge India Conference, a global gathering of thought leaders, provides FUEL a CSR platform to showcase its commitment to impactful initiatives and engage a diverse audience. This prestigious event amplifies FUEL's influence on a global scale, connecting with professionals, academics, and leaders.

# Placements/Summer Internship



**Vaishnavi Joshi**  
Placed in **Ascendion**



**Smruti Hendre**  
Placed in **Ascendion**



**Priyanka Nagle**  
Placed in **Ascendion**



**Shraddha Kasar**  
Placed in **VFS Global**



**Nikita Vyavhare**  
Placed in **VFS Global**



**Vaibhavi Mathpati**  
Placed in **Finoability**



**Simranjeet Kaur**  
Placed in **Finoability**



**Riddhi Seth**  
Placed in **Finoability**



**Prachi Dehade**  
Placed in **Capgemini**



**Diksha Lambe**  
Placed in **Capgemini**



**Bhagyashri Sapkal**  
Placed in **Lacozy**



**Punam Kewat**  
Placed in **Lacozy**



**Kaveri Supekar**  
Placed in **Lacozy**



**Tejashri Sapkal**  
Placed in **Woxen Digital**



**Mohini Maske**  
Placed in **Woxen Digital**



**Prachi Khatarkar**  
Placed in **Woxen Digital**



**Pallavi Dhakne**  
Placed in **Woxen Digital**



**Swapnali Parab**  
Placed in **Woxen Digital**



**Ankita Gayke**  
Placed in **Woxen Digital**



**Nandini Bari**  
Placed in **Woxen Digital**





Interaction with Dr. Kiran Patel Sir



Industrial Visit



Envision Scientific Pvt. Ltd Industrial Visit



Ellen Wilson Client Director-University of California



Chief Guest Hon'ble Shri. Chandrakant Dada Patil  
Minister of Higher & Technical Education  
Government of Maharashtra



Chief Guest Shri. Rahul Narwekar  
Speaker of Maharashtra Legislative Assembly  
17<sup>th</sup> Foundation Day of FUEL Conducted on 5th Sep 2023

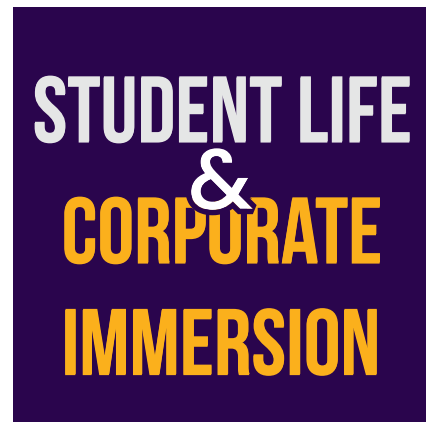


FUEL Organized event on 5th Sep 2023 on Skilling India : Maximizing Impact, Driving Change through Skilling Interventions. The objective of this event was to provide opportunities for students to gain practical experience and skills.





Industrial Visit



F



Cambridge Guest Visit



Mr. Pratyush Panda  
Head EGS, LTIMindtree Guest Visit



Assembly  
on 8<sup>th</sup> Oct 2023



Aarti at Dagdusheth Halwai Trust Pune by  
Chairman of FUEL Ketan Deshpande



Round table Discussion On Understanding Return on Investment for  
the young talents and measure the ROI of skilling program.



B

S

# Pre-Induction

## Summer Program In Management

This Summer Program is designed to provide participants with a well-rounded understanding of management principles, practical skills, and hands-on experience. FUEL Management has designed this program to help participants get a first hand understanding of what a Career in Management will entail, provide an understanding of essential management concepts, practical skills, industry insights, and personal development

01

Welcome &  
Orientation

02

Foundations of  
Management

03

Specialized Workshops  
And Seminars

04

Industry Insights &  
Guest Speakers

05

Internship or  
Practical Project

06

Networking Events

07

Career Development  
Workshops

08

Assessment &  
Feedback

09

Certification &  
Completion





FUEL  
BUSINESS  
SCHOOL

Igniting Futures,  
Empowering Leaders  
**The Wise Step towards Your  
Career Journey**

## Contact Us

### FUEL Business School

☎ +91 8600035498, +91 8600035499

✉ [support@fuelfornation.com](mailto:support@fuelfornation.com)

📍 Sector A4, Forest Trails Township, Paranjape Schemes,  
Paud Road, Bhugaon, Pune, Maharashtra 412 115

For More Information

