

THE ETERNAL LEGACY OF PRESTIGE®

1994 At Press Complex, PIMR was incepted with an aim to provide students a platform to develop a career in their chosen field. ***** 1997 Inception of Prestige Institute of Management Gwalior (PIMG).	2001 Establishment of Prestige Institute of Management Dewas (PIMD) with permission of AICTE. It is affiliated to Vikram University, Ujjain. ***** 2003 The MBA program offered by PIMR has been accredited by National Board of Accreditation (NBA) by All India Council for Technical Education, New Delhi (AICTE).	2006 In recognition of PIMR's performance and high standards in providing quality education, the Institute had been conferred Autonomous Status by the University Grants Commission as well as DAVV on the recommendation of a high powered expert committee appointed by UGC to inspect the Institute. ***** 2008 PIMR widened its wings by starting its UG Campus at Scheme No. 74, Indore and in the same year Prestige Institute of Engineering Management & Research (PIEMR) was also established.	2009 PIMR was accredited by National Assessment and Accreditation Council (NAAC) with 'A' Grade. ***** 2010 Introduction of Mass Comm Department with the most advanced infrastructure under PIMR. ***** 2012 PIMR had been conferred Autonomous Status by the University Grants Commission. ***** 2014 PIMR students get international placement in Avon Contracting. The Institute entered the Guinness Book of World Records for the largest backward walk of 1107 participants for promoting entrepreneurship.	2015 The Department of Law (i.e DoL) was established under the aegis of PIMR. ***** 2016 PIMG was accredited by National Assessment and Accreditation Council (NAAC) with 'A' Grade. ***** 2018 Establishment of AIC - PRESTIGE INSPIRE FOUNDATION, Indore. An Incubation Centre supported by Atal Innovation Mission, NITI AAYOG, Govt. of India. ***** 2018 Prestige Institute of Management Gwalior-PIMG was granted Autonomous Status by UGC & Jiwaji University, Gwalior.	2019 PIEMR Accredited by NBA for B.Tech (CSE & ECE). ***** 2019 PIMR completed 25 glorious years of unprecedented excellence in education. ***** 2021 New startup with the name Soaring Aerotech Pvt. Ltd. ***** 2021 Founder chairman Dr. N.N. Jain awarded Padma Shri by Govt. of India. ***** 2022 Launch of Prestige University. ***** 2023 Start Department of Liberal Arts. ***** 2024 Stared prestige PIMR BHOPAL.
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PRESTIGE INSTITUTE OF MANAGEMENT & RESEARCH, INDORE

An Autonomous Institution, Thrice Accredited by NAAC with highest Grade, now A++

PIMR-UG CAMPUS

Scheme No. 74 C, Vijay Nagar, Indore – 452010 (M.P.)
 Email: admission_ug@pimrindore.ac.in, Web.: www.pimrindore.ac.in

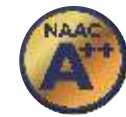
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ABOUT PIMR

- PIMR was founded in 1994. The institute has been thrice accredited by NAAC with highest grade now "A++" certified by UGC.
- Has been conferred Autonomous Status by UGC in 2006 and again in 2012 & 2019.
- ISO 9001:2008 certified.
- Internationally accredited by IAO.
- Has permanent affiliation with Devi Ahilya Vishwavidyalaya, Indore and all the programs are approved by the same.
- Recognized by the University Grants Commission under 2(f) and 12(b) sections of the UGC Act, 1956.
- Consistently Ranked amongst the top B-Schools in India. (Rank No.1 – M.P. Among Self Finance/Pvt. B-Schools)
- Recognized Research Centre of the University for Ph.D. Program in Management.
- Taking a step toward creating a business and becoming a founder of a start-up, is a unique accomplishment. AIC-Prestige stands committed to give the push start to the start-up.
- PIMR has various MOUs and partnerships with foreign universities for student exchange programmes



ABOUT THE INSTITUTE

Prestige Institute of Management and Research is conceived as a unique growth oriented institution of professional education and training. In recognition of its performance and high standards in providing quality education, the institute has been conferred Autonomous Status by the UGC since 2006. The institute has been Accredited Thrice Consecutively by NAAC with highest Grade 'A++' now. The uniqueness of the institute is in its provision for elaborate spectrum of professional programs under one roof, on the job training, semester examinations, qualitative education/ training and building of values and over all development of dynamic personality. The institute has consistently been ranked in the upper edge of top ranking B-Schools. This year the institute has earned the privilege of being ranked 7th in category of academics, 8th in the category of industry interaction and 4th in the category of top 5 institutes in Western Region Chronicle Magazine. The Entrepreneur India has ranked the institute at 28th among all business schools in India. We are a leading institution established in central India with a sole vision to enable students with exceptional Professional Education & Research.

PIMR is recognised for providing an exceptional learning environment for the students by making learning interactive and multi-dimensional. The institute has witnessed top corporate organizations visiting campus for the placements and its alumni have demonstrated immense career growth.



Vision

To be a global leader in Education, Research, and Development.



Mission

To create socially responsible leaders through:

- Facilitating collaborative and experiential learning.
- Fostering action-oriented research and innovative best practices.
- Imparting value-based interdisciplinary education for holistic development.



Values

- Pursuit of Excellence in Education, Research & Consultancy.
- Commitment to Character and Nation Building
- Honesty and Integrity in all endeavors.
- Promoting Gender Neutrality.
- Embracing Unity and Global Diversity.



Padma Shri Dr. N.N. Jain

Soya Man of the Millenium
Founder President, Prestige Group



***Excellence happens not by accident.
It is a process.***

It gives me immense pleasure and pride to have celebrated 27 years of Prestige Group of institutions. The vision that I had started these academic institutions was to "provide world class education at affordable cost". I am happy to say that we have been able to realize a good part of that vision. It is exhilarating that PIMR today is a living embodiment of my long-cherished vision as a first generation entrepreneur-technologist to create a Centre of Excellence for providing top quality professionals for nation building. My best wishes for continuous all round growth of Prestige Institute of Management and Research, Indore. Jai Hind.



Galaxy of stars: Padma Awardees 2020 Dr. Nemnath Jain, sitting 1st from the left



Humility personified: Hon'ble Prime Minister Shri Narendra Modi Ji especially greeted Padma Shri Dr. Nemnath Jain (Founder of Prestige Group), Dr. Davish Jain and Shri Dipin Jain, sons of Dr. Nemnath Ji Jain thanked and interacted with Hon'ble Prime Minister at Rashtrapati Bhavan, New Delhi Nov. 8 2021.



H.E. Shri Ramnath Kovind, President of India presenting Padma Shri for Trade and Industry to Dr. Nemnath Jain (Founder-Chairman) of Prestige Group of Industries and Educational Institutions.



Dr. Davish Jain

Chairman,
Prestige Education Foundation

PIMR stands as a beacon of excellence, dedicated to shaping the future through education, innovation, and research. We at Prestige foster an environment where curiosity is nurtured, creativity is embraced, and diverse perspectives are valued. We believe that education is not just about acquiring knowledge, but about developing the skills and the mindset to challenge the status quo and contribute meaningfully to the world. As you embark on this journey, I encourage you to stay open-minded, stay curious, and most importantly, stay true to yourselves. The experiences you will have at PIMR, will shape who you become, not just as scholars, but as individuals who will go on to make a difference in the world. Our distinguished faculty members are not just your teachers; they are your mentors, guiding you with wisdom and passion. Their role is to ignite the spark of knowledge in you, to challenge you to think critically.

In addition to academic excellence, we are committed to fostering skill development through experiential learning programs. By providing students with opportunities to apply theoretical knowledge in real-world settings, we empower them to develop practical skills such as leadership, communication, and problem-solving. These skill development programs complement our academic curriculum and prepare students for success in career.



Mr. Dipin Jain

Vice Chairman
Prestige Education Foundation

In 27 years, PIMR has laid a strong foundation in terms of infrastructure, faculty and curriculum to realize its vision of being the leader in higher education. At Prestige we believe that it is very essential for the individual's heart, soul and mind to illuminate for the development of society. We at PIMR believe in imparting humanistic dimensions of education by adopting the latest practices and processes in all areas of teaching and learning. Every day brings fresh lessons from study, inquiry, industry contact, global perspectives, and, most importantly, fostering your curiosity. Collectively, let us re-imagine the future. We at Prestige assure you a nurturing atmosphere where you may reach your full potential. Our institution would be an important stepping stone for students on their way to a successful life and profession.

Welcome to Prestige.





Dr. S.S. Bhakar

Group Director
PIMR, Indore

Prestige Institute of Management and Research has become one of the most preferred B-School in India, providing quality management education with intense academic inputs, rigorous industrial training and extensive institute industry interface. The institute, besides being on the premier B-Schools in India, is also a research center. The institute provides its students an ambience for research, learning, innovation, creativity and entrepreneurial ability enhancement.

During the last 27 years, the institute has won many accolades to its credit which include autonomous status and institute being awarded with Highest Grade “A++” (CGPA 3.57 out of 4.0) by National Assessment and Accreditation Council (NAAC), Bangalore during Third Cycle (2021). This is the third time institute has been conferred highest grade by NAAC. Due to the economic reforms in the last decade and globalization, we have a new challenge that is to produce professionals who can operate efficiently across the globe, who can excel in a highly challenging and competitive market environment and new economic scenario. Also to meet this end the institute has signed MoUs with foreign universities for faculty and student exchange. The international placements being offered to students of PIMR are proof that they possess the necessary skills and knowledge to compete, sustain and thrive in the global scenario. The Prestige Atal Incubation Centre provide an Impetus to young startup and aim to fulfill the vision of an Atmanirbhar Bharat.



Col. Dr. Subramanian Raman Iyer

Director
PIMR (UG)

With a vision to be a leader in professional education, research and development, the undergraduate campus of Prestige Institute of Management and Research, Indore is standing elevated with excellence and carrying forward the rich legacy of the Prestige Education Foundation in multiple folds. Going in sync with the cult of globalization and bettering students' exposure towards the outer world and industry, the institute offers specialized and industry-ready programs such as BBA, BBA (FT), B.Com, BCA, BAJMC, BA, MA, MMC to give their career and future endeavors a great start. Our teaching pedagogy revolves around foundation making, skills enhancement, application approach and inclination towards research. The institute also promotes research at the undergraduate level and has awarded and published some of the key projects undertaken by the students. We also added value-added certification programs and industry linkages like the ACCA and BFSI an apprenticeship program under B.Com, Port visits for Foreign Trade, IBM certifications for BCA and language proficiency certifications by Cambridge, to develop the knowledge base, improve skills and competency level and sharpen individual orientations. Maintaining a strong network with industry, professionals, mentors and tech enablers for enhanced learning for students has always been the key priority. Every year the varied courses engage their students under industry mentorship belonging to different domains for experiential learning, corporate networking and guidance that can act as a gateway for their future endeavors. The institute gives special emphasis on technology-aided teaching methods and assessments as it enables students and faculty to work together as partners toward achieving a visible and clear goal. This continuous effort has brought many laurels for us as our alumni have made their way to prestigious institutes and organizations across the globe.





Dr. Rajeev Raghuvanshi

Director Admissions
Prestige PIMR Group

PIMR is at the forefront of management education, shaping visionaries who drive change in the global marketplace." The Week, Business Standard, India Today, Outlook, Education world, Chronicle, Dalal Street, Economic Times to name a few have ranked the Institute under various parameters among the 'Top 50 Management Institute in India'. Ranked as one of the top 10 Colleges – 2022 by Higher Education Review, we, at PIMR are today poised to offer the very best in management education. We offer students a stimulating environment, through our faculty, who are a good mix of experienced professionals with relevant corporate experience and academic achievements.

By joining PIMR, students are embarking on an education system that is meant to be transformative – academically, socially, and personally. "Excellence and Values" are our guiding principles which are reflected in every activity of the Institute.

We understand the importance of students' involvement in their college activities for greater academic achievement. PIMR offers a number of opportunities for students to get involved outside of the classroom through sports, clubs, and community services. We provide students beyond their "comfort zones" both inside and outside the classroom.

Summer Internship, Industrial Visits and Projects are done with the involvement of industry experts, along with several live projects, to provide students an insight into the real world of business. Co-curricular and extracurricular activities are a regular feature at PIMR.

NEW EDUCATION SCHEME

Learning Outcome Based Curriculum Framework

- PIMR offers a Learning Outcome-based Curriculum Framework (LOCF) for all its Under Graduate programmes which shall provide opportunity to students to enhance their thinking capability and to realise their true potential.
- Agenda of LOCF at undergraduate level is to structure the teaching learning experiences in a more student-centric manner by making the courses flexible and offering the students more choices.
- The proposed LOCF offers a better understanding of the business world to the students and aims at building their entrepreneurial skills by providing them hands-on training.
- The graduate attributes includes values related to students' well-being, emotional stability, critical thinking etc. intermingled with a sense of social justice and harmony.
- PIMR LOCF programme prepares students for employability, sustainability and life-long learning.



USPs OF PIMR-UG

01

State-of-the-art resources such as business simulation labs, libraries with extensive business databases, and digital learning tools that can give you a competitive edge.



02

Qualified Faculty members who are leaders in their fields, offering cutting-edge knowledge, research, and practical insights.



03

Rigorous Curriculum, designed to equip students with critical thinking, problem-solving, and analytical skills



04

International case studies, global perspectives, and access to innovative business strategies, preparing students for an interconnected global economy.



05

Excellent Alumni network, Industry Partnerships and peer networking.



06

Experiential learning through Internships, Major and Minor Projects, EMLs, Major Research Projects and Industry Visits.



07

Start-up Support by ATAL Incubation Centre-Prestige Inspire Foundation, Supported by ATAL Innovation Mission, NITI Ayog, Govt. of India Placement assistance for Final Placement and



08

Strong partnerships with international institutions, offering students the chance to study abroad or participate in global business initiatives through international internships.



09

Development of leadership and team working skills through Group projects, case studies, and extracurricular activities.



10

Emphasis on effective communication, both written and verbal, as it is essential for reporting, negotiations, and presentations in the business world.



11

Robust placement cell services that assist students with job placement, interview preparation, and career counselling, ensuring they are well-equipped to secure roles in top organizations.



BBA

BACHELOR OF BUSINESS ADMINISTRATION

Duration- 3 +1 Years

Semesters- 6 + 2 Semesters

Eligibility Criteria- 10 + 2

Bachelor of Business Administration (BBA) from Prestige Institute of Management & Research is a prestigious and highly valuable academic pursuit that can significantly shape your career in business and management. The reputation, resources, and opportunities ensure you a long-term success in the competitive and dynamic world of business. At PIMR we follow AICTE model curriculum and SWAYAM (GOVERNMENT OF INDIA PORTAL) courses are integrated into the curriculum as value added courses for imparting the industry relevant skills to the student.

KEY FEATURES

- Industry relevant comprehensive curriculum
- Experiential and Collaborative Learning
- Emphasis on Skill Development & Leadership
- Development of Analytical and Problem-Solving Skills.
- Emphasis on development of Communication and Negotiation Skills.
- Real time industry exposure through Internships and Field projects

BBA-SPECIALIZATION IN MARKETING

BBA MARKETING can help students to successfully promote and sell market products through the use of marketing strategies, trend analysis, research and pricing. Under the guidance of Industry experts, students will gain theoretical knowledge and practical experience required to advance as a marketing professional in the corporate world.

• Specialization:

1. Core- Finance/Marketing/HR
2. Business Analytics
3. Fintech
4. Entrepreneurship & Innovation

• Program Delivery:

1. Classrooms
2. Case Studies
3. Simulations
4. Group Activities
5. Role Play and management games
6. Scenario Analysis
7. GD & PI Quizzes etc.

• Beyond Classrooms:

1. Guest Lectures and Seminar
2. Winter & Summer Internship
3. Personality Development Programs
4. Industry Visits, Live Projects, Social Responsibility & Community Engagement, Certifications & Foreign Languages.



BBA- SPECIALIZATION IN HR

The employees are the backbone of every organization. The organization rises upwards in the industry, only if it has the right performing workforce.

In this course students learn to create organizational strategies, finding right people for the right jobs in the organization, training employees for their roles, implementing performance management systems, designing frameworks like balanced scorecard and more.

The course curriculum includes Professional certifications, Casestudies, Industrial tours and Internships.

Some potential career opportunities include HR generalist, HR Manager, Employee Training Program Manager etc.

BBA- SPECIALIZATION IN FINANCE

BBA finance specialization aims to provide fine understanding of the working of the domestic and global financial system. The students develop an ability to critically analyze and solve problems associated with the financial operations of a firm. The course curriculum includes Professional certifications, Case studies, Industrial tours and Internships.

BBA finance offers opportunities like financial and risk analyst, Finance Officer, Business Analyst, Business analyst, Tax Assistant, Credit Analyst etc.

VALUE ADDITION CERTIFICATIONS

- French Language
- Training and Development
- Digital Banking
- NISM
- Tally
- Power Bi
- Microsoft Excel
- SWAYAM Certifications

BBA - SPECIALIZATION IN BUSINESS ANALYTICS

About the Course

In today's data-driven world, analytics has emerged as a critical tool for business success. As organizations are overwhelmed with vast amounts of data, professionals who can analyze and derive insights are in high demand. Business analytics is not only crucial for decision-making but is also a rapidly growing field with a vast talent shortage globally. At PIMR, the BBA with specialization in Business Analytics provides a pathway to explore multi-industry career opportunities and offers competitive salaries that surpass other IT domains.

UNIQUE SELLING POINTS (USPs)

- A specialized program designed to equip students for the booming data analytics industry.
- Certification opportunities in R, Python, Excel, and other Analytics tools.
- One-on-one mentoring from industry experts.
- Internship and placement support to ensure real-world exposure.
- Capstone projects for hands-on learning experience.

SKILL BASED CERTIFICATIONS

- Business Analytics with Excel
- Data Visualisation Using Power BI/Tableau
- Data Analytics with Python
- R
- Data Acquisition & Manipulation Using SQL
- Applications of Generative AI in Business Analytics

CAREER SCOPE & OPPORTUNITIES

- Data Analyst
- Business Analyst
- Data Scientist
- Market Research Analyst
- Operations Analyst
- Business Consultant

BBA - SPECIALIZATION IN FINTECH

About the Course :

Bachelor of Business Administration specialization in FinTech is designed to provide a fundamental understanding of the emerging financial innovations and develop appropriate skill sets to cater to the demand of the ever growing industry along with gaining a competitive edge in the new FinTech revolution. By fostering a forward-thinking mindset, the BBA Fintech program not only prepares students for diverse roles within financial institutions and meet the dynamic challenges of the digital financial landscape.

UNIQUE SELLING POINTS (USPs)

- Unique curriculum that blends traditional business management with modern financial technologies.
- Internships, case studies and simulations.
- Develop strong quantitative and data analysis skills
- Capstone projects for hands on experience.
- Hone an Entrepreneurial mindset



CAREER SCOPE & OPPORTUNITIES

- Fin Tech Consultant,
- Block chain Developer,
- Financial Analyst,
- Product Manager in Fin Tech firms,
- Data Scientist in finance,
- Cyber security Expert, or

SKILL BASED CERTIFICATIONS

- Excel for Financial Analytics
- Financial Modeling
- Machine Learning Techniques
- Tableau for Business Intelligence
- Fintech Applications in Business
- AI in Fintech



BBA - SPECIALIZATION IN ENTREPRENEURSHIP & INNOVATION

The BBA specialization in Entrepreneurship & Innovation is a transformative program designed to empower aspiring entrepreneurs with the skills, knowledge, and practical experiences required to excel in today's dynamic business world. This program seamlessly integrates AICTE-aligned course with industry-relevant certifications, hands-on industrial visits, and exposure to cutting-edge technologies. Graduates emerge as visionary leaders, equipped to innovate, launch successful ventures, and drive transformative growth in the global entrepreneurial ecosystem.

CAREER SCOPE & OPPORTUNITIES

- Business consultant
- Innovation manager
- Venture capitalist,
- Start up founder
- Incubator advisor
- Business development manager,

UNIQUE SELLING POINTS (USPs)

- Dive into the essentials of business start-up procedures.
- Master the art of negotiation through specialized certifications and industrial exposure.
- Unlock the potential of digital marketing in business,
- Gain expertise in Martech and analytics, focusing on CRM and CLV strategies.
- Foster creative problem-solving through Design Thinking.
- Advanced knowledge in digital transformation and Generative AI for Business,

SKILL BASED CERTIFICATIONS

- Business Start-Up Procedure
- Negotiation Skills
- Digital Marketing in Business
- Marktech with Analytics (CRM, CLV)
- Design Thinking
- Digital Transformation In Business/Generative AI for Business



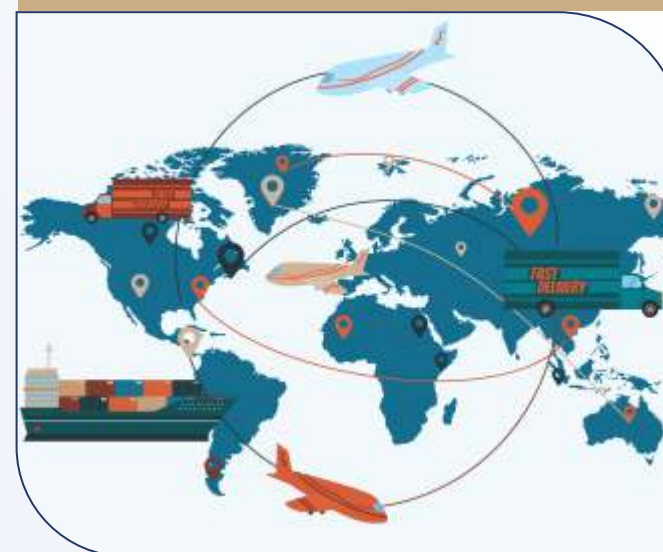
BBA FOREIGN TRADE

Duration- 3 +1 Years
Semesters- 6 + 2 Semesters
Eligibility Criteria- 10 + 2

Bachelor in Business Administration in Foreign Trade (BBA-FT) from Prestige Institute of Management & Research is an excellent choice for students interested in pursuing a career in global commerce and international business. This degree typically combines general business management principles with specialized knowledge in foreign trade, international marketing, logistics, and global economic policy. Integration of value added SWAYAM (GOVERNMENT OF INDIA PORTAL) certifications and on demand industry oriented certifications in the curriculum.

VALUE ADDITION CERTIFICATIONS

- German & French language certifications
- Documentation & Custom Clearance
- International Digital Marketing
- Shipping & Logistics
- HR Generalist
- MS- EXCEL
- Niryat Bandhu



KEY FEATURES

- An insight into Global financial markets, trade policies, and currency exchange mechanisms.
- Knowledge of International Business, Export-Import Procedures, Global Trade Regulations, International Marketing, Supply Chain Management, Customs and Tariff Laws
- Develops Analytical and Problem-Solving Skills, Communication and Negotiation Skills, Cross-Cultural Awareness
- A BBA in Foreign Trade provides the foundation for various high-paying, globally-oriented careers and opens up opportunities in international markets, Logistics and Supply Chain, trade, and diplomacy.



B.Com BACHELOR OF COMMERCE

Duration- 3 +1 Years
Semesters- 6 + 2 Semesters
Eligibility Criteria- 10 + 2

A Bachelor of Commerce (B.Com) from Prestige Institute of Management and Research is an excellent foundation for students aiming to pursue careers in business, finance, accounting, economics, or entrepreneurship. With access to expert faculty, cutting-edge resources, industry collaborations, and global exposure, students gain the knowledge and skills needed to succeed in today's competitive business world. . Integration of value added SWAYAM (GOVERNMENT OF INDIA PORTAL) certifications and on demand industry oriented certifications in the curriculum.

KEY FEATURES

- The program develops strong quantitative skills, especially in subjects like accounting, finance, and economics, where students learn to work with numbers, financial models, and data analysis to make informed business decisions.
- Integrated certifications in NISM, TALLY, BFSI offer career opportunities in finance, banking, and investment sectors.
- Special class for the Foundation courses in CA & CS provide a competitive edge to the students.

UNIQUE SELLING POINTS (USPs)

- Exposure to specialized skills in Finance, Accounting, Banking, Law and Taxation to cope up with complex business environment.
- Intellectually stimulating academic program.
- Nurture budding talent through multi pronged and experiential methods of teaching with case study and practical projects.
- Expert faculty having more than 10 years of teaching experience, majority coming from the professional background of CA, CS and advocate.
- Enhances the employability skills of the students.
- Provide strong foundation for a quantum career growth.

B.Com. IN COLLABORATION WITH ACCA- A PATHWAY TO AN INTERNATIONAL CAREER

B.Com with ACCA (UK) is an Undergraduate Program in Commerce which is accredited with ACCA (Association of Chartered Certified Accountants) Curriculum. The Program offers the students a unique opportunity to get the award of the ACCA - Advanced Diploma in Accounting & Business. ACCA professionals have extensive career opportunities with Multinational Corporations worldwide. This program will add an international appeal to your resume. Students can gain professional expertise in accounting, auditing, taxation and financial reporting along with development of communication and presentation skills.

UNIQUE SELLING POINTS (USPs)

- A globally recognized Diploma/Degree
- Well designed and updated industry relevant curriculum
- International/National Internships
- Placements Assistance in Multinational Companies
- Training by Experts in Industry
- LMS assistance in Learning



BCA BACHELOR OF COMPUTER APPLICATION

Duration- 3 +1 Years
Semesters- 6 + 2 Semesters
Eligibility Criteria- 10 + 2

Bachelor of Computer Application (BCA) from Prestige Institute of Management & Research builds a strong foundation in computer science and technology. It provides you with a competitive edge in the rapidly evolving tech industry. . Integration of value added SWAYAM (GOVERNMENT OF INDIA PORTAL) certifications and on demand industry oriented certifications in the curriculum.

KEY FEATURES

- Up-to-date, industry-ready curriculum prepared with inputs from industry veterans
- Best-in-class faculty with many members having rich industry experience
- Effective industry engagement through KRACKi Nplat form
- Technology-enabled learning with learning management system (LMS) and e-learning facility
- Cloud labs to provide access to latest technology platforms such as Windows 2012, Windows Azure and Vmware

SPECIALIZATIONS

- Data Science
- Artificial Intelligence



BAJMC BACHELOR OF ARTS IN JOURNALISM AND MASS COMMUNICATION

Duration- 3 +1 Years
Semesters- 6 + 2 Semesters
Eligibility Criteria- 10 + 2

The Bachelor of Arts in Journalism and Mass Communication (BAJMC) from Prestige Institute of Management and Research is a comprehensive three-year undergraduate program designed to prepare students for dynamic careers in the media, communication, journalism and digital content creation. This program focuses on key areas such as journalism, mass media communication, media research, social media, event management, and production. With a strong emphasis on practical learning, BAJMC equips students with the skills and expertise needed to thrive in the ever-evolving media landscape. Integration of value added SWAYAM (GOVERNMENT OF INDIA PORTAL) certifications and on demand industry oriented certifications in the curriculum.

KEY FEATURES

- State-of-the-art facilities and digital labs for students to learn the latest tools for video editing, social media management, digital content creation, and multimedia reporting.
- Media studios for TV and radio production, where students can practice their skills in a professional setting.
- Well-rounded curriculum that covers core subjects like media ethics, news reporting, editing, public relations, digital media, broadcasting, media law, and advertising.
- Practical sessions and workshops, where students get hands-on experience in writing, editing, and producing content for real-world media platforms.
- Expert Lectures by former journalists, media experts, and communication professionals, who bring both academic and practical insights to the classroom

EXPERIMENTAL LEARNING THROUGH

- Workshop
- Media Monitor
- Prestige International Film Festival
- Summer Internship
- Master Classes
- Production Tours

MMC MASTER'S IN MASS COMMUNICATION

The Master's in Mass Communication (MMC) from Prestige Institute of Management and Research is a two-year postgraduate program designed to explore diverse aspects of media, including print, broadcast, digital platforms, film, advertising, and public relations. The program offers specialized course work, practical exposure, internships, and pre-placement opportunities. Our robust industry network across various cities ensures regular interactions with media professionals and immersive field experiences. Inspiring campus visits and sessions with media stalwarts enrich the learning journey.

KEY FEATURES

- Comprehensive curriculum that delves deeper into media theories, communication strategies, media management, broadcasting, digital media, and film production.
- Expert Lectures by renowned media professionals, journalists, communication theorists, and industry veterans
- Prospects for students to work on real-world media projects, internships, and collaborations with major media houses, helping them gain industry experience and build a professional portfolio.
- Students can work on significant research projects, documentaries, or communication campaigns as part of their final assessments, providing an opportunity to apply their learning to solve real media and communication challenges



BA BACHELOR OF ARTS

Duration- 3 +1 Years
Semesters- 6 + 2 Semesters
Eligibility Criteria- 10 + 2
Specialization- Economics/Psychology/
Political Science

VISION

To become a leading centre for interdisciplinary liberal arts education, fostering Intellectual Curiosity, critical thinking, and ethical leadership in a globalized world.

MISSION

- Provide students with a rigorous, interdisciplinary curriculum integrating the Humanities, Social Sciences and natural Sciences.
- Empower students to become critical thinkers, effective communicators, and critical Problem solvers prepared to thrive in a diverse and rapidly changing world.
- Cultivate a vibrant intellectual community where students and faculty engage in Meaningful dialogue, research, and creative exploration.
- Prepare students for a wide range of careers and future graduate studies, instilling in Them the skills and knowledge that positively impact their communities and the world.



MA MASTER OF ARTS

Duration- 2 Years
Semesters- 4 Semesters
Eligibility Graduation
with min 50%
Specialization- Economics/Psychology

PROGRAM OBJECTIVES

- Focus on the application of learning by doing
- Enhanced connection with civil society and agential process
- A unique mix of fundamental and specialized courses
- Field-based learning to foster decision-making and leadership
- Firm emphasis on Indian ethos and values
- Engaging in critical academic discourse
- Completion of specialized degree with honors and research tracks
- State-of-the-Art Campus
- NEP and UPSC/MPPSC centric curriculum
- Capstone projects with leading organizations

ADD WINGS TO YOUR CAREER



Deepanshu Singh

Chartered Accountant - Nov 2019
Deloitte USI Audit and Assurance
Audit Senior Assistant



Ushma Joshi

B.Com. (Hons.)
Batch 2019-22 | Cleared CAT 2021
CAT Percentile 99.54



Charu Agrawal

Company: Deloitte Tax Services India Pvt. Ltd.
Designation: Tax Consultant | Batch: 2015-18
Qualification: B.Com (Hons), MBA



Vanshika Yadav

BBA Foreign
Trade 2022
ICICI Bank



Aman Rathod

BBA 2022
ICICI Bank



Khushi Agrawal

B.Com (Hons.) 2022
ICICI Bank



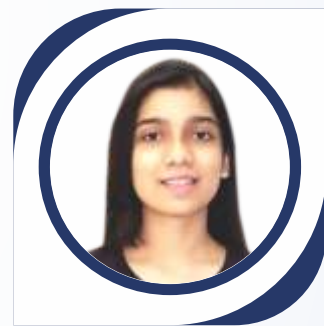
Divya Chourasiya

BCA 2022
ICICI Bank



Harshit Singh

BBA Marketing 2022
ICICI Bank



Aditi Goyal

B.Com (Hons.) Banking And
Finance 2022 | ICICI Bank



Priyanshi Patel

BBA 2022
ICICI Bank



Sejal

Banking and Finance
2022 | ICICI Bank



Harshi Agarwal

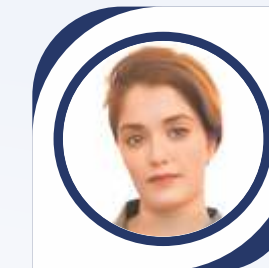
Associate at McKinsey & Company
MBA from Indian Institute of Management,



Gurnoor Kaur Bhatia
ICICI Prudential



Ashi Soni
ICICI Prudential



Anshika Arora
Anherb Natural



Arjun Singh Thakur
Asia And Africa General
Trading Company



Alok Bairagi
Scale Up Solutions



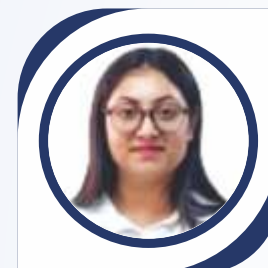
Ishika Jain
Decathlon



Lakshita Paliwal
Tanishq



Rishita Rathore
Anherb Natural



Ishika Jaiswal
ICICI Prudential



Mohammed Zaid Mansuri
Asia And Africa
General Trading Company



Sankalp Pimpalghare
Heterize Infotech



Varun Pavri
Info Bahn Consultancy



Tejas Kumar Kashyap
Pepper Money



Yash Gelda
Anherb Natural

INTERNATIONAL PLACEMENTS (DUBAI)



Vishal Paridhi Ayush Sejal Chirag

5 Students of BBA / B.COM /
BBA (Foreign Trade)
Placed in various companies
@ Max Package of **14.4 Lac PA**



FACILITIES

Prestige Institute of Management and Research consists of a broad range of services that allow you to develop your skills in new approaches.



LABORATORY OF COMPUTERS AND ELECTRONICS

The Air-Conditioned Computer Lab at PIMR is well-equipped with computing resources to meet the Institute's technical needs. A video conferencing system with a static IP address and Polycom cameras has been deployed in the institute. The Lab is available to the students for more than 12 hours a day. To meet the communication needs of various members of PIMR fraternity, the Institute has an Electronic Private Branch Exchange (EPBX) with 64 lines scalable to meet the increasing demand.



HOSTELS

PIMR GIRL'S HOSTEL

The Girls Hostel is situated near the Institute, in an affluent civil area. The area is secure and well-connected to the rest of the city via public transportation. There are 92 bedded rooms, all of them are twin shared.

HOSTELS

PIMR - BOYS HOSTEL

The Boys Hostel is situated close to the institute in a wealthy area with affluent. The hostel contains well furnished rooms. Food, water cooler, TV, refrigerator, laundry, security, and other amenities are available.

LIBRARY

The institute's library is well-equipped, vast, and fully computerized, with around 40,524 books and reports/monographs on a wide range of managerial, computer skills, and related disciplines. The institute gets 278 research journals on a regular basis, including 59 foreign journals and more than 8500 E-journals. The library also receives a huge quantity of newspapers and publications for usage. The institute's library contains 116 encyclopaedias and dictionaries that cover a wide range of topics. Indore Division Library Association awarded PIMR Library the Best Library Rolling Shield for the year 2001-02.

In 2008, the Indore Divisional Library Association awarded it the Excellent Library Award for its outstanding services.

- Photocopying service
- Publication exchanges
- Book displays are organised.
- All students have access to the internet.



SPORTS

Sports are an important aspect of PIMR. Sports are given significant emphasis in extracurricular activities. Students participate in and represent the institute in numerous sports tournaments hosted across the country on a regular basis. Experts provide encouragement and training in their particular sports. SPARDHA is an annual sports event that includes the following sports:

- Basketball
- Carom/ Chess
- Volleyball
- Football
- Badminton
- Table Tennis
- Cricket
- Powerlifting



CAFETERIA

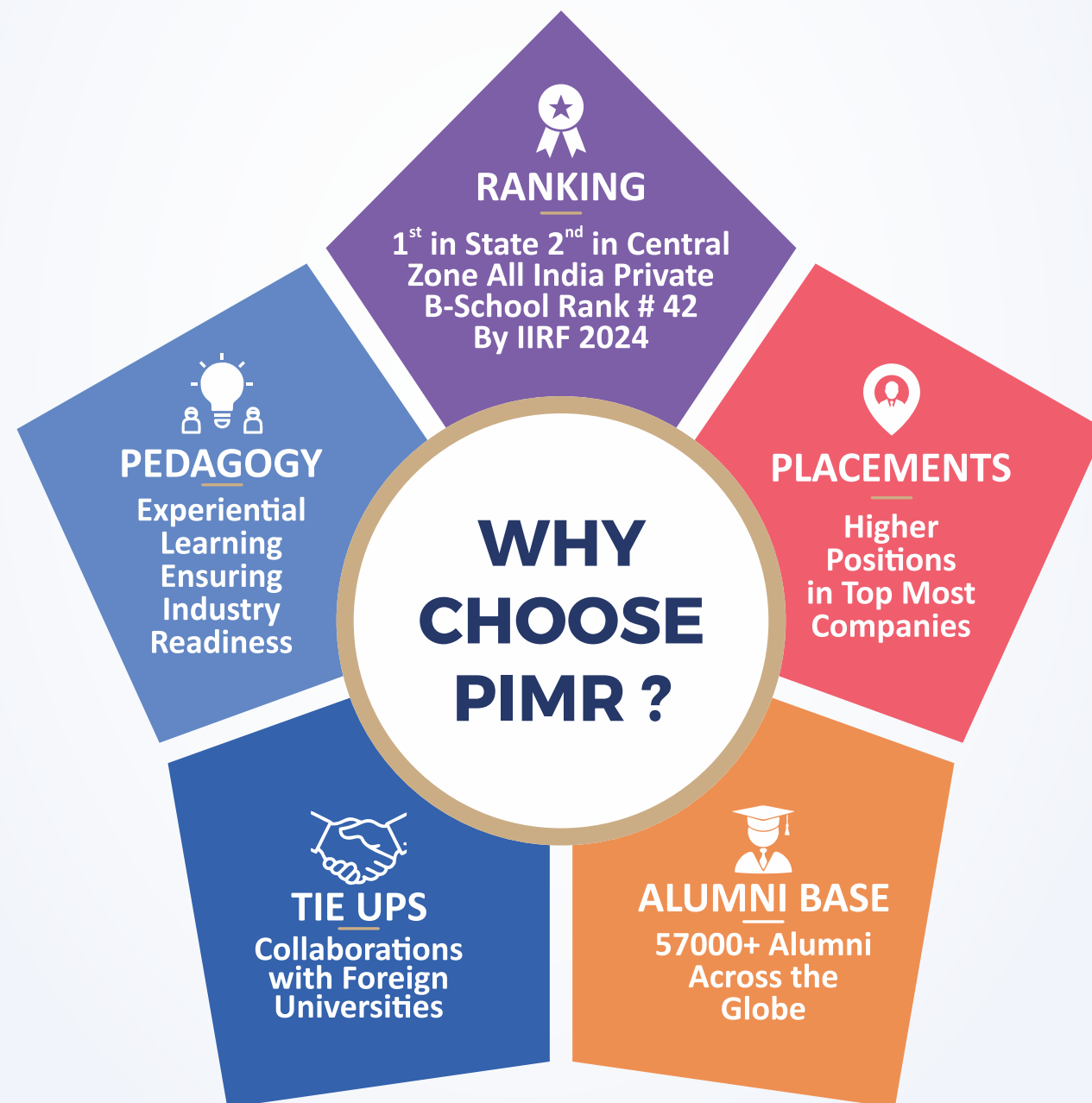
Institute has a well-equipped and easily affordable Cafeteria within the college campus which provides a variety of food items to students, faculties and staff members. It has comfortable sitting arrangement and can accommodate a good number of students. The cafeteria is not just a food joint but a place to relax, interact, rejuvenate and take a refuge from the daily hectic schedule. Quality of food items, proper cleanliness and hygiene is maintained by the cafeteria management team.



STUDENT ACTIVITIES

Prestige Institute of Management and Research is not only a great place for academic activities and intellectual development, but it is also a vibrant and lively place for personal and social development.

The campus is abuzz with numerous curricular, co-curricular, and extra-curricular activities in the fields of sports, adventure and culture. Several literary activities also take place on the campus.



FOREIGN TOUR

The institute also organizes foreign tour for its students. The students have been taken to Europe Tour, Hong Kong and Macau, Singapore, Dubai, Germany and Italy.





PRATIBIMB AND MANAGEMENT FILM SERIES

Pratibimb and Management Film Series were started in the Institute with the purpose of showing various functions of management being implemented at various levels of the organizations. The films focus on varied issues and highlight the actual scenario of the management arena in the country and around the globe. Under the Management Film Series, more than twenty five films have already been screened with the first one being shown on July 24, 2004.



MANAGEMENT GAMES

The institute in association with All India Management Association (AIMA) has hosted third, fourth, fifth, sixth, seventh, eighth, ninth and tenth Students' Management Games (SMG) for Western Region. SMG is a unique and very popular game among the B-schools because of its dynamic nature, which provides a better understanding of business realities and the dilemma faced in decision-making. It is based on computer software Chanakya. This game was organized for the first time in the State of Madhya Pradesh in 1999 by PIMR in association with AIMA. Thirteen Student Management Games were organized at PIMR.



EXTRA MURAL LECTURE SERIES

Executives and eminent personalities from the corporate world are invited to the institute regularly for interaction with students on the relevant topics and pragmatic aspects of management. Such interactions enrich the students by exposing them to the experiences of industry and commerce.



Mr. Anil Bokil
Founder, Artha Kranti Pratishtan, Pune

Mr. G. Chandrashekhar
Economist, Sr. Journalist & Policy Commentator

Mr. Hanumant Rao
Chairman & MD, BVG India Ltd.

Ms. Pinky Anand
Senior Advocate and Former Additional Solicitor General of India at the Supreme Court of India

Shri Harinarayan Chari Mishra
Inspector General, Madhya Pradesh Cadre



ROTARACT CLUB

Rotary International has granted the Institute a charter to establish a Rotaract Club in order to create opportunities for PIMR students to assist society in general and the weaker sections in particular, as well as to carry out activities to maintain ecological balance.

It conducts events such as Blood Donation Camps, Rose Days, and Chocolate Days to collect revenue for charitable causes.



SPARDHA

To chisel the personality of the students, PIMR organizes National Sports Festival, Spardha annually. The events in Spardha include carom, chess, table tennis and volley ball. The Seventh National Sports Festivals have been organized so far.





MANTHAN

MANTHAN is the ceremonious fest organized by PIMR which has evolved over the years as central India's largest socio-cultural Festival. The word MANTHAN is popularized since ancient times because of "Samudra Manthan" which has given many gems to humanity and this is the thought behind Manthan. It is an amalgamation of entertainment, excitement, and showcasing the potential of the youth, offering a rich blend of music, art, dance, drama, workshops, and quizzes. Manthan promises an exuberant cocktail of cultural diversity, social awareness, and unending entertainment. Manthan has established itself as one of the most enthralling cultural festivals in M.P. continuing with the tradition of providing an academically and culturally stimulating atmosphere, one of the most successful socio-cultural festival where luminous potential of youth is showcased.

Being a perfect blend of Fun-Frolic-Fiesta, this event covers over 30 events and games.

Manthan not only spotlights on capabilities of participants but also encourages inter-societal collaboration which provides them a platform to relish and discern experiences beyond their reach.

Manthan every year sees an enormous footfall of enthusiastic youths who participate to be a part of the celebration.

The entire event is coordinated and managed

by Student Council along with various committees headed by faculty coordinators which develops leadership and team building.

Key Facts-

- Over 30+ events and games
- 1000+ performers from over 100 colleges across the country.
- 450+ event volunteers
- 5000 attendees
- Numerous cross-cultural events encouraging inter-societal collaboration

Events-

1. Kalakriti
2. Debate
3. Extempore
4. Business Model Presentation
5. Portfolio Mangement
6. Creative Writing
7. Ad Mad Show
8. Role Play
9. Fashion show
10. Theatre show
11. Shutter Click
12. Reel Making & many more...



ABOUT THE INTERNATIONAL CONFERENCE

PIMR 20th Global Conference “Redefining Business Transformation: Human-Machine Synergy in the Era of Industry 5.0” witnessed an extraordinary exchange of ideas as thought leaders, academicians, and industry experts from around the world explored the paradigm shift brought by Industry 5.0. With over 250 participants, the conference focused on the evolving synergy between humans and artificial intelligence, emphasizing a future where technology amplifies human potential rather than replacing it.

The conference commenced with an inspiring address by Dr. Davish Jain, Chairman of Prestige Education Foundation and Chancellor of Prestige University. PIMR Group Director, Dr. S.S. Bhakar, emphasized that the conference serves as a crucial platform to prepare the next generation for future

industries. The Event was graced by Dr. Arpan Bhardwaj, Vice-Chancellor of Vikram University, who served as the Chief Guest, Supreme Court Advocate Dr. Suraj Singh, Dr. Justin Papal, Provost of Management Education at NMIMS and Dean of the School of Business Management, Ajay Sewakarny, Managing Director of Prospera, Sahil Nair, Senior Associate Director at KPMG India, Prof. Siddharth Rajhans, Global Ambassador and Diplomat at Prestige Group was also present on the occasion. PIMR Director, Dr. Raman Iyer, delivered the concluding remarks.

The event also featured the launch of a conference book, followed by multiple technical sessions exploring the intersection of AI, ethics, and industrial innovation.



PIMR GLOBAL PATHWAY

PIMR Global Pathway is an initiative by Prestige Institute of Management and Research, Indore, It provides students with a structured and comprehensive pathway to study abroad. The program aims to guide students who aspire to pursue higher education internationally by offering

resources, support, and guidance throughout the process. This pathway is designed to help students make informed decisions about their education abroad and to ease the transition to international academic and cultural environments.

KEY FEATURES



University Partnerships



Visa Assistance



IELTS, TOEFL, GRE, or GMAT Preparatory Classes



Career Counseling



Application Support



Cultural and Practical Guidance

OUR GLOBAL PARTNERS



And many more universities from different countries....





PRESTIGE PRESENTS INDORE INTERNATIONAL FILM FESTIVAL

Prestige Cinevision Film Festival Includes Cine Enthusiast Session. Session includes one on one interaction with people working in Film industry like Directors, Script writers, Actors and many more.

We also perform Film Screening which make students learn something new with respect to Direction, Acting, Writing etc. We have screens films like Dil Chahta hai, Born Free, Yeh Mera India, Hazaron Khwahishen aisi bhi and many more.



Mr. Rajesh Kumar



Mr. Vineet Kumar



Ms. Lata Saberwal



Mr. Annu Kapoor



Mr. Kiran Kumar



Mr. Rahul Rawail

LUMINARIES



PIMR AIC Inaugration by Honourable Governor Smt. Anandiben Patel.



Dr. Ved Prakash Vaidik
Political Analyst, Orator and a Columnist on National and International Affairs.



Shri Pawan Sinha
Spiritual Guru and Educationist



Swami Mukundanand Ji
Spiritual Speaker & Mentor



Mr. Vijay Sardana
Public Interest Independent Director at Metropolitan Stock Exchange of India Ltd.



Mr. Manish Mundra
Indian Film Producer



Mr. Anand Kumar
- Super 30



Hon'ble Sumitra Mahajan



Ms. Ragini Makkhar



Hon'ble Peter Mohan Maithree Peiris
Former Chief Justice of Sri Lanka



Hon'ble Arifin Bin Zakaria
Former Chief Justice of Malaysia



PIMR Silver Jubilee Inauguration 2



Dr. Prof. Meher Master Moos
Founder & President, Zoroastrian College, Mumbai



CELEBRITIES



Anurag Basu



Ankita Lokhande



Akhilendra Mishra



Raftar



Mr. Siddharth Nigam (Actor) and Ms. Surabhi Mehra (Actress)



Sourabh Shukhla



Ashutosh Rana



Paridhi Sharma



Richa Aniruddha

ALUMNI



Paridhi Sharma
Actress



RJ Vini
Radio Jockey



Kanika Arora
Assistant Producer/News Anchor/News Reporter
at India News since January 2018



Abhinav Mishra
Business Development Manager, Of Business
(IIM Rohtak Gold Medalist All Rounder)



Raj Shamani
Entrepreneur
& Motivational Speaker



Mannat Singh
Miss India Kerala 2017.



Mr. Rajesh Agrawal
London's Deputy Mayor for Business



Mr. Nihit Upadhyay
ACP Indore Police



Aavriti Choudhary
Femina Miss Diva 2019

57,000+ PRESTIGEANS

MARCHING FORWARD TO US\$ 5 TRILLION ECONOMY FOR NEW INDIA

PRAMOD S. KAINATURA Prestigeian Batch 1994-1997

Head Sales (Japan and Korea) - APAC Centrient Pharmaceuticals India Pvt. Ltd.

PIMR helped me discover my acumen for business management. This drove me to International Business as my PG specialization, which eventually made me the professional that I am today. I owe this to the institute.



ASRA AHMED Prestigeian Batch 2004-2006

Sr. Consultant Infosys

PIMR's learning centric environment and guidance from highly intellectual faculties has really helped me to work my way through up to where I am today. I feel fortunate to be associated with such an institute.



SIDDHARTH SHARAN Prestigeian Batch 1994-1997

VP Maven Technologies

I was a science student before I joined my under graduate course and there was a bit fear that how I would be able to manage the course. Pedagogy was at its best to train students who had no knowledge of business.



MAYUR SHARMA Prestigeian Batch 2003-2006

Editor Smart Water & Waste World Magazine

Most of us learn it the hard way - when we get a job. I was fortunate enough to learn, understand, and eventually experience it - all at PIMR. That's how significant an institution can be. It teaches you more than any book can. It prepares you for life.



KEDAR SHUKLA Prestigeian Batch 1994-1997

Director, Cpgemini

I was fortunate and privileged to be a part of the 1st batch of BBA (1994-97). The time I spent with PIMR has helped immensely not only in the professional space but, in the life at large, as well. Embracing success and failure with equal poise was one learning that I clearly imbibed from my stint with PIMR.



DR. NIKHIL AGARWAL Prestigeian Batch 1994-1997

IIT Kanpur CEO FIRST

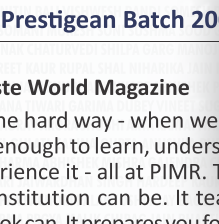
I can vividly recall my three amazing years in PIMR and in the lovely city of Indore. PIMR was established in 1994 - I was the part of the founding batch of BBA. For me coming to Indore was big decision, away from my parents for the first time, new city, new institution. When I look back now, those were probably the most beautiful years.



SHARAD KELKAR
Prestigeian Batch 1999-2001
Actor, Anchor & Model



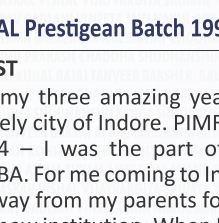
AKHIL M. JOE
Prestigeian Batch 2015-18
Business Development
Training Manager,
Byjus



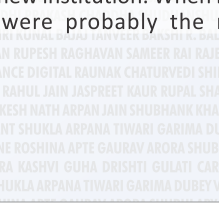
PRITYANKA KAINATURA SHARMA
Prestigeian Batch 1997-2000
Brand, Reputation, Change,
Advocacy and Culture Communication
Professional and Author of My Jiffies



AACHAL SHRIVASTAVA
Data Researcher,
S & P Global Market
Intelligence



MOHINI BASU Prestigeian Batch 2008-11
Senior Account Manager-Digital Marketing,
Gozoop



PRITYUSH MAHESARA
Regional Manager-Operational Excellence
Amazon

SAURABH THAKUR Prestigeian Batch 2015-18

Tax Consultant, Deloitte Tax Services India Private Limited



CHITRA VAJPAEE Prestigeian Batch 2004-2006

Tax Consultant, Deloitte Tax Services India Private Limited



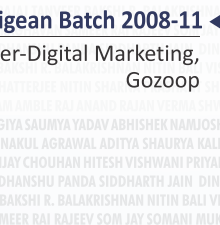
PRIYA YADAV

Data Researcher S & P Global Market Intelligence



VARUN RIJHWANI Prestigeian Batch 2008-11

Doctoral Scholar MICA Visiting Scholar CELTA certified English language teacher Western Michigan University



AASHI MODI Prestigeian Batch 2015-18

Tax Consultant, Deloitte Tax Services India Private Limited



RUHAL GUPTA Prestigeian Batch 2015-18

Analyst, Arcesium



ACADEMICS YEAR 2024-25

S. No	Ranking/Awarding Agency	Month	Ranking
01.	Time B-School Ranking	January, 2025	All India #19, All India Private B-School #12, Central Zone #2
02.	Open Magazine (RP - SanjivGoenka Group)	December, 2024	All India: #1, North India: #21, All India Private: #35, All India Non-University: #43
03.	CSR-GHRDC	December, 2024	#1 Ranking of Top B-Schools of Super Excellence, State #1
04.	Ed Universal Global Ranking - India	November, 2024	Listed in Ed Universal Selected 2024 Category. One of the only Two institutes from Madhya Pradesh
05.	Outlook - Icare	October, 2024	Top Private B-School #34, Top Affiliated B-School #4, Central India #1
06.	IIRF	March, 2024	All India Pvt. B-School Rank #42, State Rank #1, Central Zone #2, Top Institute in Research #47, Employability Rank #49.
07.	India Today	November, 2023	All India Pvt. B-School Rank #45, Rank #1 in State, in ROI All India #7, Indore #1
08.	Outlook - Icare	November, 2023	Top Private B-School #37, Top Affiliated B-School #5, Central India #1
09.	Chronicle B-School Survey	May, 2023	All India Rank #28, Grade A+, Central Region: #1, Top B-Schools in Entrepreneurship Development: #7
10.	Times B School	November 2022	All India #42
11.	Outlook B-School Ranking 2023	October, 2022	All India Rank #38, Central India #1, Rank #4 Affiliated Institute
12.	India Today	October, 2022	All India Pvt. B-School Rank #48, Rank #1 in State, All India #9 in ROI

13.	The Week	November, 2021	All India Rank #26, West Zone #18
14.	India Today	November, 2021	All India #49
15.	Outlook B-School Ranking	November, 2021	All India Rank #58
16.	Competition Success Review + GHRDC	August, 2021	Institute of Super Excellence Category, State Rank #1
17.	Competition Success Review + GHRDC	November, 2020	#11 Institute of Eminence (Grade 5), #1 in State,
18.	The Week-Hansa Research	November, 2020	All India Rank #41; Private B-School #26; B-School (West) #18; Private B-School (West) #13
19.	India Today - MDRA	October, 2020	All India Rank #68, ROI Among Private B-Schools #4
20.	Outlook - Icare	October, 2020	All India Rank #58, State Rank #1
21.	Golden Book of World Record	2019	Most People Singing Hymn Simultaneously -2993 people
22.	Golden Book of World Record	2019	Largest Session on Youth & Businesses -3325 people
23.	Golden Book of World Record	2019	Largest Session on Business Strategies -3353 people
24.	Centre for Education Growth	2018	Best Private Management & Research College in India - 2018
25.	Competition Success Review	2018	Institute of Excellence - 2018
26.	Brands Impact Magazine	2017	Academic Excellence among Management Institutes in Central India – 2017-18
27.	Economic Times	2017	The Economic Times Best Education
28.	Centre for Education Growth and Research, New Delhi	2017	“Best Industry Interface – West”.
29.	Golden Book of World Records	2016	Largest Internet Literacy Campaign for Rural Women
30.	Centre for Education Growth and Research, New Delhi	2015	Best Management College for Industry Interface -2015
31.	National Entrepreneurship Network	2015	Entrepreneurship Week- India 2015 Premier Awards Certificate of Achievement