

ICHE’s strategic alliance with the largest business school in the world, IIPM, has aided it in designing career driven programmes at the UG and PG levels. All students who successfully complete the UG/PG programme would be awarded a **certificate from ICHE**. Additionally they are awarded with a **BBA/MBA** degree from one of the leading Indian Universities.

**UG Programme:** ICHE offers a 3-years full time UG programme in Business Studies. During the first year, students get exposed to conceptual understanding of various fundamentals of management and business processes. In the second year, further advanced courses are taken up, while in the final year, students opt for a specialisation in either Marketing, Marketing Communications, HR, Finance or IT. Additionally, every student is exposed to compulsory mentoring and personality grooming sessions by Planman experts.

**PG Programme:** ICHE offers a 2-years full time PG programme in Business Studies. During the first year, students get exposed to various fundamentals of management and business processes including economics and entrepreneurship. When they move into the final year, students opt for a specialisation in either Marketing, Marketing Communications, HR, Finance or IT. Additionally, every student is exposed to compulsory mentoring and personality grooming sessions by Planman experts.

ICHE has 5 academic centres of excellence engaged in industry research and consulting. Students opting for specialisation courses in their final year of BBA or MBA get trained under one of these centres:

## Marketing

4Ps School of Business & Marketing



## Marketing Communications

Planman Marcom Institute



## Human Resources

Plan HR Academy



## Finance

Planman Financial Research Institute



## Information Technology

Planman Technologies & Advanced Learning Institute



**Programme Code: UC-01**

**Programme Type: 3-years Full Time**

**Degree Awarded: BBA**

**Credits: 120**

**Programme Brief:** ICHE offers a 3-years full time UG programme in Business Studies. During the first year, students get exposed to conceptual understanding of various fundamentals of management and business processes. In the second year, further advanced courses are taken up, while in the final year, students opt for a specialisation in either Marketing, Marketing Communications, HR, Finance or IT. Additionally, every student is exposed to compulsory mentoring and personality grooming sessions by Planman experts.

**Programme Code: PC-01**

**Programme Type: 2-years Full Time**

**Degree Awarded: MBA**

**Credits: 150**

**Programme Brief:** ICHE offers a 2-years full time PG programme in Business Studies. During the first year, students get exposed to various fundamentals of management and business processes including economics and entrepreneurship. When they move into the final year, students opt for a specialisation in either Marketing, Marketing Communications, HR, Finance or IT. Additionally, every student is exposed to compulsory mentoring and personality grooming sessions by Planman experts.

ICHE has 5 academic centres of excellence engaged in industry research and consulting. Students opting for specialisation courses in their final year of BBA or MBA get trained under one of these centres:

Credit Distribution:		
Years	Semesters	Credits
I	I	20
	II	20
II	III	20
	IV	20
	Industry Internship	10
III	IV	15
	V	15
TOTAL		120

NB: 1 Credit is equivalent to 10 hours of academic contact hours

Credit Distribution:		
Years	Semesters	Credits
I	I	30
	II	30
	Industry Internship	15
II	III	25
	IV	25
	Master’s Thesis	25
TOTAL		150

NB: 1 Credit is equivalent to 10 hours of academic contact hours

