

INLEAD

transform

opportunity to

Indian Institute of Learning &  
Advanced Development

# Board of Regents

## **Yogeendra Desai**

Executive Vice President  
Unitech Limited

## **Diwakar Dwivedi**

Regional Safety & Security Manager  
Google (India & South East Asia)

## **R.C. Gupta**

Executive Director  
INLEAD

## **Dr. K. K. Kalra**

CEO  
NABH

## **Prof. S.K. Khanna**

Former Chairman  
AICTE

## **Rajendra Mehta**

Chief People Officer  
Zee Entertainment Enterprise Ltd.

## **Sandeep Mehta**

Vice President  
Wizcraft International Entertainment P. Ltd

## **Dr. Ashok Mittal**

Director  
Metlife India Insurance Co. Ltd.

## **Anil Mohan**

Senior Vice President - HR  
Jaypee Hotels

## **Anshu Mor**

Director - Interactive Entertainment Business  
Microsoft India

## **Dr. N.K. Pandey** Padma Shri Awardee

Chairman & Managing Director  
Asian Institute of Medical Sciences

## **K. Parijaat**

Managing Director  
Primordial Systems P. Ltd.

## **Dr. Sangeeta Parijaat**

President  
INLEAD

## **Ajay Randhawaa**

Associate Director - IFM  
Jones Lang Lasalle

## **Ajay Sharma**

Vice President - India  
Momentum Worldwide - McCANN Worldgroup

## **S.K. Soni**

Former Chairman  
Oriental Bank of Commerce

## **Jayant Sood**

Vice President (Corp. HR) & Company Secretary  
Indo Rama Synthetics (India) Ltd.

## **Dr. Arati Verma**

Vice President - Medical Quality  
Max Healthcare

The Indian Institute of Learning & Advanced Development - INLEAD - intends to be an agent of change in transforming human potential to gainfully employable human capital with a high investment index.

Our purpose gathers meaning from the critical challenges facing the economic growth of India, as a knowledge-based economy, due to an acute shortage of qualified manpower. This situation is further complicated by the relatively low value addition imparted by the tertiary education sector in comparison to the value proposition demanded by corporations to compete in a dynamic and competitive economic scenario.

## power in Practice



To realize this mission, INLEAD has collaborated with global corporations and education institutions to create and deliver relevant training and learning programs; a student-centered and transformational learning environment; skilled, passionate and professionally oriented faculty; and a strong corporate and alumni network to provide opportunities to the qualified talent pool graduating from the facilitated programs.

We invite you to explore our sector specialized post graduate programs, our unique pedagogy and rewarding career opportunities in the domain of International Business Management, International Hotel Management, Event Management & PR, Healthcare Administration and Infrastructure Management.



**K. PARIJAAT**  
Managing Director  
INLEAD

“

Welcome to INLEAD!  
With an enduring dedication to the pursuit of excellence, INLEAD offers unparalleled student experience across a broad spectrum of academic and professional environments.

INLEAD intends to shape, develop and transform aspiring professionals by focusing on industry integrated postgraduate programs.

I invite you to step into our world of success & accomplish the zenith of your career aspirations.

”



# About US

At INLEAD, we applaud and abet creativity, nurture the spirit of innovation, deliver quality Programs and constructively engage our participants to enhance awareness to higher levels of success. INLEAD has partnered with over 500 international and Indian corporations to together enhance standards of mutual learning and to fulfill the ever-increasing demand of skilled and experienced professionals by the corporate world.

INLEAD is an ISO 9001:2008 certified Institute with LEED-US Gold Rating compliant 65,000 Sq. Ft. campus in India's National Capital Territory. INLEAD offers sector-specialized Post Graduate Programs in International Business Management, International Hotel Management, Event Management & PR, Healthcare Administration and Infrastructure Management.

The power of our Specialized Programs, spurred by our deep understanding of the industry and our ability to foster the evolution of our students into future leaders, enables the proactive enhancement of India's burgeoning service industry up to global standards.



All Programs at INLEAD have been designed as per industry demands and lay stress on both classroom teaching, as well as practical training modules, to produce world class industry-oriented certified professionals who are fully geared to take on any challenge within the services industry domain.

Strong emphasis is laid on overall personality development of the students by means of developing their language skills, business etiquettes, effective writing skills and leadership ability. A special personality development module is imparted commonly to students of Post-Graduate Programs throughout their learning experience at INLEAD.

Classes at INLEAD are facilitated by visiting industry experts along with full-time experienced faculty. Students are provided with the ample industry exposure during the program, with extensive Internship and on the job training assignments being mandatory and integral part of the training program. The full time Degree / Diploma is awarded by a UGC recognized university.



### INLEAD Pedagogy

- Experiential Learning
- Competency Mapping
- Industry Excursions
- Professional Mentorship
- Industry Expert Seminars
- Sector Specialization
- On The Job Training
- International Exposure
- Personality Development

**CRISIL**

**100% PLACEMENT  
CERTIFICATION**

**PLACEMENT AUDIT 2012-13 & 2013-14**



# Experiential

## Learning

With an enduring dedication to the pursuit of excellence, INLEAD offers unparalleled student experiences across a broad spectrum of academic environment. Everything from role play activities to case studies, from field-based learning to international exposure, culminates into a larger goal of creating “market ready” professionals. Experiential learning is the keystone of our pedagogy which imparts learning through enriched experiences. Our academic curriculum not only promotes interaction with the industry in form of expert lectures and career seminars, but also provides for first-hand involvement through internships and industry excursions.

With a realization that every student is unique, a personalized psychometric evaluation and business competency assessment is conducted for each student. Thereafter, the students are assigned a mentor to provide personalized guidance throughout the duration of their stay at INLEAD. INLEAD provides a dynamic environment of interactive and participative learning creating domain experts, ready to face professional challenges.

## International Internships\*

INLEAD facilitates International internship for students to help them experience a different cultural and business environment and develop a first-hand understanding of the global business scenario. Students are entitled to receive fixed salary/stipend during the training period. For students seeking a global career, internship opportunities are available across America, Europe, South-East Asia, Australia and the Middle East among other destinations.

## LEAD Certification

Leadership Education and Abilities Development (LEAD Certification) is awarded to INLEAD students to bridge the gap between their Campus and Corporate life. It encompasses development of overall personality, communication skills, corporate etiquettes & grooming while instilling right attitude towards leading and working in a team with professional ethics & effective management skills.

## PACE Certification

Professional Attributes and Corporate Employability (PACE Certification) comprises a series of workshops on corporate expectations, resume-building, industry watch, employability assessment, simulated interviews, & group discussions to create "Market Ready" professionals with augmented employability quotient.

## Personal Mentorship

Our experienced faculty members undertake a small group of students to guide them in their academic pursuits while in campus. During the industry interface mentors provide regular guidance and supervision to the students. They also provide valuable industry insights and career guidance to help students maximize their potential.

# 5 Pronged Approach To Managerial Skills Training

### Management Skills

General management subjects concepts

### Technical Skills

Through Sectoral knowledge & relevant skills

### Soft Skills

Through LEAD certification for soft skills & personality development

### Employability Skills

Through PACE certification to create market ready professionals

### Application Skills

Developed through guided industry internships for hands-on experience



\*Available only for International Hotel Management & International Business Management programs.

# International

## Business Management

Business communities, across sectors, have witnessed an unprecedented amplification in interest towards establishing a global presence in their quest to tap into newer avenues. Lower trade barriers, breakthroughs in information technology and evolved communication tools have reformed the corporate culture and have blurred national borders. The global outlook is providing impetus to both intra and cross-regional trade impervious to the geographic & political constraints.

International competence is becoming increasingly important in the new “Glocal” business environment where complexities of each country: its history, laws, economy, politics, demography and culture, impacts business operations. It is not uncommon for an individual working with a Singapore based multinational, to travel to London for the firm's US operations to close a deal that was negotiated somewhere in Spain. International market is flooded with opportunities in different areas like consulting, marketing, finance, export-imports, banks, brand management, advertising, foreign exchange, customer relationship management and many others.

The INLEAD International Business Management Program develops an individual for foreign markets and global companies. It not only help students in gaining in depth knowledge of international business through academic rigors but also give them an opportunity, through mandatory internship with a global organization, to gain hands on experience in international business. This program has been designed after thorough academic research with an objective to make students gain contemporary learning and conceptual knowledge mandated by the demands and expectations of the global economy.



## Industry Insights

With a renewed vigor in international trade environment, the cumulative trade is scaling new heights with every passing year. The World Trade Organization (WTO) estimated total value of international trade at 22.6 Trillion Dollars with 18.3 trillion dollars in merchandise and commercial services worth 4.3 trillion dollars being exported. With resurgence in international trade, driven by Asian economies, international trade has generated over 14 million jobs in India in the last 5 years.

## Program Syllabus\*

1	International Business Overview	12	Principles of Management
2	International Business Operations	13	Project Management
3	International Marketing	14	Human Resource Management
4	Brand Management	15	Economics & Finance Essentials
5	Banking & Financial Services	16	Total Quality Management
6	Industry Best Practices	17	Supply Chain Management
7	International Trade	18	Disaster & Risk Management
8	Service Marketing	19	Customer Relationship Mgmt.
9	Retail Management	20	Industry Project Work
10	Global Culture & Ethnicity	21	Industry Employment - II
11	Industry Employment - I		

■ PGP / PGDM / MBA    ■ MBA

\*Subject to change as per industry trends



## Employment Prospects

- Retail Chains
- BFSI Corporations
- Shopping Malls
- Multinational Corporations
- Office Complexes
- Travel and Tourism
- Hospitality chains
- Healthcare sector

“ It is refreshing to witness the current transformation in the Indian education system for a better positioning in the global scenario and the Indian Institute of Learning & Advanced Development has made an admirable contribution towards this change. ”

Pranav Mahajan  
BBC



# International

## Hotel Management

Hotels, Resorts, Cruise Ships, Clubs, Restaurants and many of the related hospitality industries across the world are looking for qualified, multi skilled future managers to grow their businesses. The tourism sector is projected to continue growing and as it expands, employers around the world increasingly demand qualified and highly skilled managers providing a great opportunity to develop a rewarding career in this fast growing sector.

Hotel and Tourism careers are for young people with strong organizational and interpersonal skills. Some of the abilities necessary for a successful career include: effective people management and communication skills, patience and tolerance, service oriented attitude, eagerness to learn and being adaptive. Hotel careers are for those who enjoy the art of creating a pleasant and enjoyable environment for customers as well as for those who love the excitement of travel.

The INLEAD International Hotel Management Program is designed for young graduates with keen interest in Hospitality. The program provides ample knowledge and practical exposure to launch a career in the international hotel Industry. Designed exclusively for students looking for international opportunities, this program features an opt-in international internship / placement for interested students wherein the INLEAD Training and Placement Cell assists them with internship / placements at hotels and restaurants in USA, Canada, Europe, Middle East or South East Asia among other destinations.

## Industry Insights

As the global hospitality industry continues to grow; the World Travel Organization predicts that it will triple in size by the year 2020, becoming one of the largest industries in the world with the numbers of International & domestic tourists projected to increase 5 folds and 10 folds respectively. Currently the industry employs more than 235 million people worldwide in an exciting and dynamic field offering career opportunities with an international flavor and global exposure.

## Program Syllabus\*

- |                                    |                                   |
|------------------------------------|-----------------------------------|
| 1 Overview of Hospitality Industry | 12 Principles of Management       |
| 2 Front Office Management          | 13 Project Management             |
| 3 Food & Beverage Management       | 14 Human Resource Management      |
| 4 Ambience Management              | 15 Economics & Finance Essentials |
| 5 MICE Management                  | 16 Total Quality Management       |
| 6 Industry Best Practices          | 17 Supply Chain Management        |
| 7 Travel & Tourism Management      | 18 Disaster & Risk Management     |
| 8 Trends in Sales & Marketing      | 19 Customer Relationship Mgmt.    |
| 9 Retail Management                | 20 Industry Project Work          |
| 10 Global Culture & Ethnicity      | 21 Industry Employment - II       |
| 11 Industry Employment - I         |                                   |

PGP / PGDM / MBA MBA

\*Subject to change as per industry trends



## Employment Prospects

- Hotels
- Restaurants & Bars
- Cruise Liners
- Clubs & Spas
- Hospitals
- Casinos
- Resorts
- Entertainment Complexes

“ We have been fortunate to have some outstanding students from INLEAD at our Hotels. All the students have displayed a positive attitude and commitment in providing outstanding services and have positively influenced hotel operations. Through their hands-on experience in classes, they've been able to make immediate contributions to our hotel and team. We truly appreciate the partnership we have with INLEAD students and the faculty that support them. ”

Saleem Ashraf  
Radisson Blu, Dubai

# Event Management

## & Public Relations

The new millennium has witnessed the emergence of Event Management Industry as a highly organized and professional sector matching up with the escalating requirements in both personal and professional spheres. While professionally executed meetings, seminars, exhibitions, conferences, product launches have become a norm for the new corporate India, its segments like music, culture, sports, fashion shows, star-studded shows and award ceremonies that have emerged as the primary drivers for the Event Management sector. Even personal functions like marriages and birthday parties have evolved into a professionally managed social activity.

Professional event management calls for excellent logistical, organizational and PR skills enabling event managers to successfully manage large scale events such as auto-expo, award functions, music concerts, corporate promotions, product launches, road shows, job-fairs amongst others. Public relations call for excellent communication skills, deep understanding of the media, and managing a good rapport with senior editors and media houses.

The INLEAD Event Management and Public Relations program offers a wide range of industry oriented studies enabling a student to prepare for a successful career as an Event Manager and PR professional. Regular industry interaction and visits by practicing professionals help students gain valuable insider-information, examine real-life case studies and explore new ideas. During the program students get an opportunity to gain first-hand experience by participating in Mega Events.

## Industry Insights

The booming Event Management industry is currently estimated to be over Rs 3,500 crores with some major multinational corporations slated to start their operations in India. As the sector, which transformed and became an organized industry, Event Management witnessed a growth rate of 200% over the span of 20 years and has now matured as an established industry with an annual trained manpower requirement of over 50,000.

## Program Syllabus\*

- |    |                                |    |                                |
|----|--------------------------------|----|--------------------------------|
| 1  | Events Planning & Concept      | 12 | Principles of Management       |
| 2  | Principles of Public Relations | 13 | Project Management             |
| 3  | Venue Operations               | 14 | Human Resource Management      |
| 4  | Brand Management               | 15 | Economics & Finance Essentials |
| 5  | MICE Management                | 16 | Total Quality Management       |
| 6  | Special Events Management      | 17 | Supply Chain Management        |
| 7  | PR: Concept & Strategy         | 18 | Disaster & Risk Management     |
| 8  | Events Marketing Management    | 19 | Customer Relationship Mgmt.    |
| 9  | Campaign Planning              | 20 | Industry Project Work          |
| 10 | Media Relations                | 21 | Industry Employment - II       |
| 11 | Industry Employment - I        |    |                                |

PGP / PGDM / MBA      MBA

\*Subject to change as per industry trends



## Employment Prospects

- Event Management Companies
- Public Relation Agencies
- Advertising Agencies
- Wedding Planning Agencies
- Exhibitions & Trade Shows
- Media Houses
- International Sporting Events
- Government Agencies

“Entry of global brands and stiff competition amongst existing players to be at the top of the consumer's mind has redefined the roles of Events and PR professionals over the years. With a dynamic curriculum and innovative pedagogy the Indian Institute of Learning and Advanced Development has been providing knowledgeable, dedicated and enthusiastic professionals for the industry.”



Pooja Virmani

Human Resource, Wizcraft International Entertainment P Ltd.

# Healthcare

## Administration

The emergence of medical tourism and swift development in technologies have contributed significantly in making healthcare as one of the fastest growing sectors in India. Several corporate and international players have forayed into the healthcare sector, resulting in a massive demand for qualified, well trained and dedicated healthcare administration professionals. With such a massive growth, there is a need for a professionally trained pool of hospital administrators who can design and deliver quality healthcare services.

Healthcare Administration is responsible for the delivery of care and management at medical facility. Executive level administrators are highly educated professionals responsible for overall policy directions. Healthcare Administration professionals wear multiple hats in departments such as Human Resource, Quality, Procurement, Operations, Customer Relationship and Patient Care. Healthcare is one of the most rapidly evolving sectors in the marketplace, driven by demographic trends as well as medical and technological breakthroughs.

The INLEAD Healthcare Administration program prepares students for leadership role throughout the health industry. The program modules have been developed in consultation with the members of the academia, inputs from industry experts and extensive research for understanding the sector specific demands and trends. With an innovative experiential curriculum and intensive skills education the program provides a dynamic and specialized foundation for students seeking distinguished career.

## Industry Insights

The Indian healthcare sector aims to touch US\$ 280 billion by 2020 from the current US\$ 65 billion, owing to the increasing demand for specialized and quality healthcare facilities, growing at over 20 per cent annually. The hospital services market, which represents one of the most important segments of the Indian healthcare industry, is expected to be worth US\$ 81.2 billion by 2015. The private sector has emerged as a vibrant force in India's healthcare industry, lending it both national and international repute.

## Program Syllabus\*

- |                                     |                                   |
|-------------------------------------|-----------------------------------|
| 1 Healthcare Management             | 12 Principles of Management       |
| 2 Introduction to Hospital Services | 13 Project Management             |
| 3 Management of Clinical Services   | 14 Human Resource Management      |
| 4 Support & Utility Services        | 15 Economics & Finance Essentials |
| 5 Patient Safety & Security         | 16 Total Quality Management       |
| 6 Hospital Design & Planning        | 17 Supply Chain Management        |
| 7 Healthcare Quality Management     | 18 Disaster & Risk Management     |
| 8 Trends in Healthcare Marketing    | 19 Customer Relationship Mgmt.    |
| 9 Healthcare Information Systems    | 20 Industry Project Work          |
| 10 Healthcare Admin - Legal Aspects | 21 Industry Employment - II       |
| 11 Industry Employment - I          |                                   |

■ PGP / PGDM / MBA ■ MBA

\*Subject to change as per industry trends



## Employment Prospects

- Hospitals
- Health Insurance Sector
- Healthcare Marketing
- Healthcare Diagnostic Chains
- NGOs
- Govt. Healthcare Projects
- Rehabilitation Centre
- WHO, UNICEF etc.

“ I appreciate INLEAD’s initiatives to bring together the leading men and women of the healthcare world thereby providing an opportunity for the students to interact and learn from some of the “masters”. Initiatives undertaken by INLEAD for the new age healthcare administrators are very welcome indeed and must be encouraged. Wishing INLEAD all the best. ”

Dr. Narottam Puri

Advisor - Medical, Fortis Healthcare Ltd. & Chairman - NABH



# Infrastructure

## Management

Infrastructure, commonly cited as the primary pillar of development, has been witnessing a massive expansion drive ever since the introduction of liberal economic policies. Infrastructure Management encompasses management of basic physical and organizational structures needed for the operation of an enterprise. The focal areas of Infrastructure Management are the management of the built premises, overseeing an organization's operational and strategic planning and ensuring a seamless functioning and co-ordination of various business verticals within the organization.

With the current spurt of development in India and subsequent emergence of national and international corporate entities across the nation, there is a steady need for professionals who can round the clock successfully administer these critical functions and maintain a high level of workplace productivity and efficiency. These professionals play a vital and challenging role in managing an entire organization's support system and bringing onboard a strong mix of professional, technical and interpersonal skills.

The INLEAD Infrastructure Management program helps young professionals take up challenging roles within the corporate domain; imparting the best of theoretical as well as practical knowledge to the students, so as to create a breed of academically recognized and the finest industry certified management professionals in the country. The program not only provides an immediate thrust to the successful candidate in the ever expanding Infrastructure Management arena but also ensures realization of their long term career aspiration in a high growth industry.



## Industry Insights

The annual Infrastructure Management market in India is currently estimated to be Rs. 15,411 Crores and even the most conservative estimates project the growth rate to exceed 25% over next 4 years with IT / ITES and Real Estate sectors emerging as the primary drivers of the expansion in the industry. Currently there are over 1800 independent infrastructure and facilities management companies operating in India, most of them based abroad and with concrete expansion plans.

## Program Syllabus\*

1 Overview of Infrastructure Industry

2 Facility Management

3 Asset Management

4 Building Maintenance Management

5 Construction & Project Management

6 Emerging Trends

7 Operations Management

8 Business Development

9 Urban Infrastructure & Real Estate

10 Infra Management - Legal Aspects

11 Industry Employment - I

12 Principles of Management

13 Project Management

14 Human Resource Management

15 Economics & Finance Essentials

16 Total Quality Management

17 Supply Chain Management

18 Disaster & Risk Management

19 Customer Relationship Mgmt.

20 Industry Project Work

21 Industry Employment - II

PGP / PGDM / MBA

MBA

\*Subject to change as per industry trends



## Employment Prospects

- Corporate Business Houses
- Multi National Corporations
- Facility Management Companies
- Hotels & Resorts
- Shopping Malls
- Office Complexes
- Retail Chains
- Healthcare Facilities

“India needs more focus on industry relevant education for addressing issues related to the industry-academic gap. Programs offered at INLEAD are a commendable step to establish a sturdy platform for the youth exploring career opportunities in high growth industry sectors.”



Ajay Sahay  
Head - Corporate Services, Tata Steel Ltd.

# Campus





INLEAD is a state-of-the-art LEED-US Gold Rating compliant 65,000 Sq. Ft. campus in India's National Capital Territory which makes it a unique hub of innovation. It is equipped with all the latest facilities and technological enablers necessary for the functioning of a world-class education and training institute, thereby enabling the highest standards of academic curriculum being made available to all program participants.

The campus is built with a self-imposed obligation towards the environment and happens to be amongst the few facilities in the country complying with international green-building norms. INLEAD campus on the National Expressway-8 is well connected to all parts of the National Capital Territory of Delhi with an excellent network of public transport - just a 15-minutes drive from the Indira Gandhi International Airport and connected to the capital by the Metro.



## Highlights

- 500+ Placement Partners
- 160%+ Placement Records
- International Placements
- Theatrical Teaching Pedagogy
- Industry Experts as Faculty
- Multimedia Enabled Classrooms
- Special Personality Makeover Sessions
- Exclusive LEAD & PACE Certification
- Professional Certifications



# Step into the World of Success





the aspiration to  
**innovate**

the ability to  
**enhance**

the promise to  
**care**

the potential to  
**excel**

the energy to  
**focus**



the drive to  
**outperform**

our strength  
distinctive culture

INLEAD

endeavor of Primordial Systems P. Ltd.

National Expressway-8 81-P Sector-34 Gurgaon-122 001 HR

T: +91 (124) 422 0000 F: +91 (124) 421 8451

Toll Free: 1800 1034 200 [www.inlead.in](http://www.inlead.in)