In Greek mythology, Athena is the Goddess of wisdom, courage and inspiration – qualities we wish to ingrain in our students to make them leaders of tomorrow.
AN INTRODUCTION

The Athena School of Management is one of the few business schools in India with an education model that constantly evolves to meet the current opportunities and challenges in corporate India.

Our endeavour is not to simply develop students into highly employable assets; it is to mentor them into well-rounded individuals who can innovate, inspire and propel organizations.

The modern landscape of corporate India has created a huge demand for people who demonstrate leadership in overcoming inherent roadblocks. At Athena we prepare our students for this dynamic and ultra-competitive environment.

At Athena, we constantly and extensively interface with industry leaders to incorporate their learning in our course content and delivery methodology to equip our students to tackle real-world challenges with wisdom and courage.

Our Motto is “Consilio Et Animis” which is Latin for “By Wisdom & Courage”.
POST GRADUATE PROGRAMME IN MANAGEMENT (PGPM)

PGPM

The (PGPM) is an intensive 2-year programme that focuses on creating future corporate leaders through rigorous class-room training, primarily using the Case Study method, augmented with real-world internships at some of India’s leading companies.

The (PGPM) follows a design & structure that is geared towards corporate India - and therefore provides students with the most contemporary business education, and co-developed with the end user.

A high percentage of our visiting faculty are from the corporate sector and hold advanced degrees in their field of expertise, something few Indian B-schools can boast of.

Students have the flexibility to choose from a range of specialties and innovative subjects such as Visual Merchandising, Risk Management, Lifestyle Design, Corporate Communications, Mass Affluency Dynamics, Situational Strategy & Awareness and Product Delivery Management.

The result is an end-product that is not only highly skilled and employable but ready to lead.

The PGPM is designed to push students out of their comfort zone.

But at the end of this two-year programme, they will be comfortable pretty much anywhere - whether it is a boardroom or a ballroom.
SEMESTER I
- Business Communication
- Computer Applications in Management
- Organizational Behaviour
- Quantitative Methods
- Financial Accounting
- Business Law
- Principles of Management
- Managerial Economics
- Emotional Intelligence and Managerial Effectiveness

SEMESTER II
- International Business
- Financial Management
- HRM
- Production and Operations Management
- Marketing Management
- Management Accounting
- Management Information System
- Research Methodology
- E-Commerce and Digital Marketing

SEMESTER III
- Strategic Management
- Operations Research
- Management Control Systems

SPECIALISATIONS
1. HRM
   - Compensation Management
   - IR & Employee Legislation
   - HRD
   - Performance Management
   - Building a Learning Organisation
2. MARKETING
   - Sales & Distribution Management
   - Product and Brand Management
   - Consumer Behaviour
   - Service Marketing
   - Advertising and Sales Promotion
3. FINANCE
   - Strategic Financial Management
   - Project Management & Infrastructure Finance
   - SAPM
   - Corporate Finance & Taxation
   - Wealth Management
4. IT & OPERATIONS
   - Technology Management
   - Business Analysis and Design
   - DBMS
   - Computer Aided Management
   - Quality Management

SEMESTER IV
- Entrepreneurship Development
- Business Strategy and Business Plan Creation

SPECIALISATIONS
1. HRM
   - Cross Cultural Business
   - OD & Change
   - Industrial Psychology
   - Project Work
2. MARKETING
   - Rural Marketing
   - International Marketing
   - Strategic Marketing
   - Project Work
3. FINANCE
   - Financial Modelling & Equity Research
   - International Financial Management
   - Derivatives and Risk Management
   - Project Work
4. IT & OPERATIONS
   - Software Management
   - E Business
   - Fundamentals of Networking
   - Project Work
PROGRAMME HIGHLIGHTS

THE CASE STUDY METHOD

A significant proportion of our classroom teaching is based on case studies and projects, which place students in real-world business scenarios to make real-time decisions, which are benchmarked against actual results and leading practices.

The Case Study methodology encourages individual ingenuity as well as team work. It instils amongst students the courage to ask tough questions and be accountable for their decisions.

CORPORATE INTERFACE

We provide students with several opportunities to interface and stay connected with the corporate sector. We facilitate Summer Internships with leading corporate houses for first-hand experience under the guidance of industry leaders.

In fact, our course structure includes frequent visits to industrial hubs, financial markets and service units. We also hold monthly seminars for students to interact with corporate role-models and leaders.

PLACEMENT SERVICES

Every student at Athena should be our brand ambassador in the real-world. With that mission in mind, we focus on developing our students for highly sought after placements with leading companies.

Our Placement Services not only facilitate employment but over-all grooming for long-term success. For this, we constantly take feedback and insight from our corporate advisors.

INTERNATIONAL OUTLOOK

In an increasingly globalised marketplace, exposure to international business practices and cultures is crucial.

We organize study tours to foreign countries for students to gain a global outlook. This includes visits to industries, companies, cultural landmarks and partner institutions.

ALL-ROUND DEVELOPMENT

At Athena, we believe in providing a well-rounded education through a plethora of extra-curricular electives and activities.

We encourage our students to step out of their comfort zone with courses on learning a foreign language or yoga, grooming & lifestyle sessions or taming the outdoors with trekking and adventure sports. On one day you could be learning ballroom dancing and on another you could be visiting a naval warship. There’s never a dull day at Athena!

SOCIAL PROGRAMS

Corporate Social Responsibility is a key component in every reputed organization. To familiarize our students with this aspect of management, they will be part of the Rotaract Club (Youth Wing), through which they will engage in community service, vocational service and other social programs.
WHO ARE WE LOOKING FOR

At Athena, we do not have an “ideal” candidate in mind. In fact, we look forward to a diverse campus of varying talents, backgrounds and aspirations.

We do place a premium on applications that clearly demonstrate leadership, not just in the area of academics and employment but in extra-curricular and social activities.

Candidates interested in applying to the Athena School of Management can contact our admissions team. Our career counsellors will be thrilled to guide applicants through the entire process.
ADMISSION PROCESS

Selected candidates will be notified of admission verbally as well as with a Provisional Letter of Admission, subject to them completing the Admission & Joining Formalities within 10 working days of receiving the letter.

On completion of the Admissions & Joining Formalities, candidates are presented with an Official Letter of Admission.

Please note that applications are reviewed on a first come first served basis. Hence Candidates are requested to submit their applications as early as possible to increase their chances of admission.

Applications received post the deadline will be considered subject to availability of seats.

DATES & DEADLINES

Please contact our Admission Team on
Toll Free No : 1800 102 6820
Helpline No : +91 96995 89946
Or
Mail us at
info@athenasm.com
Visit us
www.athenschoolofmanagement.com
THE CAMPUS

Athena School of Management is a city campus at Powai, an idyllic suburb of Mumbai. Steeped in Greek architecture and grandeur, it sprawls across a planned, integrated township with clean, tree-lined boulevards and wide footpaths, with the scenic Powai Lake forming the perfect backdrop.

Athena is located at Delphi, where students and faculty interact in ultra-modern classrooms equipped with the latest in education technology.
Facilities

Powai houses the offices of over 300 corporates including Deloitte, JP Morgan, Credit Suisse, Crisil, Tata AIA, Maersk, Larsen & Toubro, Prudential, Kellogg, Colgate-Palmolive, British Gas, Nomura, Fullerton Inda, Arcelor Mittal, Transocean, Syntel, Schindler, Bayer India, Sony Pictures and Axis Bank.

Powai is self-contained with all major modern facilities such as convenience stores, major banks, a world-class hospital, hotels, restaurants, cafes, upmarket retail outlets, entertainment zones and Mumbai’s most popular go-karting arena.

Athena will help students find clean, safe and affordable housing in the prestigious Hiranandani Gardens area, which is at walking distance from the campus and considered one of the safest districts in Mumbai. The area is also in close proximity to the world-class L.H. Hiranandani hospital.
ACADEMIC ADVISOR

TIRTHA SEN
Tirtha has over three decades of experience over a wide and varied range of sectors, positions and countries. Legally qualified, a Chartered Accountant and an Academician, he has not only headed Management Institutes in India but also been the CEO of the Institute of Chartered Accountants of Botswana and a Director at KPMG.

COUNCIL OF ADVISORS

MR. ARUN TODARWAL
A Chartered Accountant of repute and a Partner of Todarwal & Todarwal, he is Director of several companies including Sterlite Technologies, Ahuh Pharmaceuticals and Gravis Hospitality.

CAPT. J.P. SINGH
A Vayu Sena Medal awardee with leadership exposure as an Executive Pilot with Air India and Director of Hampshire Hotels & Resorts, Shivalk Golf & Forest Resorts.

MR. ARUN RAMAMURTHY
CEO & Director of Remedial Resolutions, an Alumni of IIM Calcutta and an illustrious career in banking with Standard Chartered, Citibank and Deutsche Bank.

MR. SHYAM SUNDER MADAN
An Executive Director of the Food Corporation of India with four decades of experience in Government Projects, PSUs, Consulting & Social Enterprises.

WING COMMANDER R. K. SINGH
An alumnus of the Defence Services Staff College at Wellington and an Instructor at the prestigious Air Force Academy, is on the Board of Director of several HR companies and Management Institutions.
MUMBAI

Can you think of a better place to join a B-school in India than Mumbai, the commercial capital of the country?

A hub for corporates, banking, finance and entertainment; the home of the rich and famous, from business tycoons to movie stars.

Mumbai is also the cultural seat of the country with an active theatre and art scene, as well as architectural landmarks such as the Gateway of India, The Taj Mahal Hotel and Haji Ali.

Mumbai is famed for its educational institutions such as the IIT Bombay, St. Xaviers College, The Cathedral & John Cannon School, Sydenhams, Bombay Scottish, Jai Hind, SPJIMR, NMIMS, JBIMS among others.

Mumbai is the famed City of Dreams. Ironically, some also call it the ‘city that never sleeps.’