P R T F SCHOOL OF MANAGEMENT

P R T F

AI-Centric
PGDM
PROGRAM

Enter as a student. Graduate as a founder.
Learn business by building one.

ADMISSION OPEN FOR
SESSION 2027-2029



P R T F
SCHOOL OF MANAGEMENT
30/7, KP-III, GREATER NOIDA, NCR

AI-Centric
PGDM
PROGRAM

AICTE APPROVED

About the **Pathfinder**

Two decades of teaching.
Now a school of management.

Run by Pathfinder group of Institutions

- Pathfinder Academy
- Pathfinder Publication
- Pathfinder Research and Training Foundation (PRTF)

For over two decades, Pathfinder has been committed to delivering quality education and advancing knowledge through publications. PRTF School of Management carries this legacy of excellence forward, bringing the same academic rigour to management education, artificial intelligence and entrepreneurship.



Pathfinder Academy has been recognized by the Europe Business Assembly, Oxford, United Kingdom, as one of India's 'Best Enterprises' in the field of Education and Publication.



The new-age PGDM programme offered by PRTF has been acknowledged by Shri Chirag Paswan, Union Minister of Food Processing Industries, Government of India.

the visionaries
who lead us from the front



Pranav Kumar
Founder and chairman of PRTF.



Dr. Manju Khari
Dean & Professor,
School of Computer and
Systems Sciences, JNU



Harish Kumar
Founder & CEO,
Quantamix Solutions B.V., Netherlands,
AI researcher: agentic AI,
Knowledge graphs and LLM governance



Anmol Singh
Adjunct Faculty,
Cloud Computing (AWS),
AWS Certified Solutions
Architect – Associate



Dr. Ranjit Kumar
Principal Scientist and former
Head of the Agribusiness
Management Division at ICAR-NAARM.



Sumit Singh
Director, Cotecna Inspection India Pvt. Ltd,
Former Executive Director & CEO,
Lok Sabha Television



Dr. Dhiraj Kumar Singh
Founder & Managing Director,
GRC India, Environmental scientist
and policy advocate



Dr. Saurabh Kumar Sharma
Co-coordinator,
Atal Incubation Centre , JNU,

OUR ECOSYSTEM

The institutions and companies who've believed in us and our vision...

Vision and Mission

A values-driven, quality-intensive and *future-focused* management school

PRTF. THREE DOMAINS. ONE INTEGRATED ECOSYSTEM.

Education. Entrepreneurship. Future-ready skills.

EDUCATE

The next generation of AI-centric & build first management education

with specialization in **Marketing and Finance**

BUILD & INCUBATE

Startup Hub: Where students, founders, mentors and investors build together.

TRAIN

Technology-driven industry-orientated training

In association with **AWS, Oracle** and **Google cloud**

What business schools teach *in now freely available online.*

The Economic Times, 5 November 2025

Nikhil Kamath
Co-founder, Zerodha





Much of what we teach people about managing businesses today is based on *old ideas that no longer work well in the modern world*

Peter F. Drucker
Father of modern management thinking
Forbes, October 1998 – Management's New Paradigms

About the **PGDM Program**

The old way is over.
So we built a new one.

Any graduate. Any background.

- RECOGNITION — AICTE Approved
- ENTREPRENEURIAL LEARNING — Founders Cohort
- CURRICULUM — AI-Enabled
- SPECIALIZATION — Marketing and Finance
- DURATION — 2 Years . 6 Terms
- STATE OF THE ART — Infrastructure
- TRAINING — Futuristic, Industry-oriented training
- PLACEMENT — Pre-placement preparation
- INTERACTIONS — High-impact seminars, Expert-led sessions
- EXPOSURE — International study tour

Business has changed.
Business schools must too.

A business school where you don't just asks questions
to the teachers but to the leaders who have
actually faced them while building.

P R T F **SCHOOL OF MANAGEMENT**

8860005458

The founders track

20+ ventures in the PRTF Startup Hub across AI, Deep tech, etc · ₹500 Cr+ in funds behind the hub's investors. Recognised under the Uttar Pradesh government's StartinUP policy. All part of your curriculum, not just an elective.

Three terms. One venture.

Term-I

Idea

8 weeks of mentorship

- Understanding a startup
- Problem identification
- Problem validation
- Business models
- Solution design
- Sessions with founders

→ A validated problem and a pitch

Term-II

MVP

Build and validate

- Building the MVP
- Validating it with real users
- Revenue models
- Go-to-market
- Pitch sessions and mentoring

→ A working product people want

Term-III

Company

Build and validate

- Startup investment
- Startup finance
- Building a team
- Growth versus scale
- Company registration
- Grants and government schemes

You finish year 1

Leading a business of your own, *pitched to industry leaders.*

Then

Incubation in the PRTF startup hub

6 months, extendable to a year, for ventures the panel selects

Demo days

with the hub's investors, for ventures that show potential

Guided by the people who are *redefining industries*



Ayush Goyal
Founder, Induckt Ventures,
SEBI-registered $50M deep tech fund



Harish Kumar
AI Solutions lead, Uber
Strategic AI consultant, Amazon



Ajeet Singh
Founder and CEO Organo India

and more

The founders track

Pitch. Sell. Build. *Repeat.*

The moments that turn a student into a founder.

The big stage

Demo days

Pitch to real investors.

Students that show potential get to pitch on campus to the hub's investors. One connect and induckt ventures, with funds of over ₹500 crore.

On campus · Investors in the room · Held regularly

Held regularly

Founder's sessions

People who built companies, in the room with you.

A founder's first

Make your first scale

Pitch a real product to real buyers.

MVP pitch sessions

Your product in front of mentors, with real feedback

Industrial visits

Your venture, before a panel of experienced leaders

Mentorship from leaders

From a real problem to a validated idea

At the hub

Development program

Multi-day MDPs with industry

At the hub

Experts on call

Mentors across law, finance, IP and science

Every day

20+ ventures

You build in the PRTF startup hub, next to working startups

Backed by investors, *recognised by government.*

Investors backing the hub · Funds of ₹500 cr+

One Connect
The commons for deep tech.
One Connect

Induckt VENTURES
Induckt Ventures

WADHWANI FOUNDATION

A Resourceful Hub *of Founders*

A good idea needs more than a classroom. It needs people around it.

The **PRTF Startup Hub** gives every student those people. Founders who have built companies. Mentors from various fields. And more than 20 startups already working on campus.

UP START IN UP
A Government of UP Initiative

PATHFINDER FOUNDATION INNOVATION SINCE 2022

UP GOVERNMENT APPROVED

Our **Objective**

Six objectives.
One aim.

To prepare you to manage, and to build.

- Know how a **business works**
- Use AI **with confidence**
- Turn an idea into **a company**
- Explore with data **predict business**
- Present your ideas and **lead a team**
- Integration of **finance, marketing, data science** and **AI**



P R T F SCHOOL OF MANAGEMENT

Two Years. Six terms.
Three things at once.

Two Years. *Six terms.*

	YEAR 1 - LEARN AND BUILD			SUMMAR	YEAR 2 - SPECIALISE		
	Term I	Term II	Term III		Term IV	Term V	Term VI
Courses	6 courses	6 courses	4 courses	Your venture *or* A paid internship	Marketing & Finance electives		Major project
Founder track	Idea	MVP	Company		Incubation for selected ventures		
AI layer	Literacy	Application	Strategy		AI inside marketing & finance		
102 credits	54			6	42		

- HIGH-VALUE SUMMER INTERNSHIP PROGRAMME
- INCUBATION SUPPORT FOR ENTREPRENEURIAL LEARNING
- TECHNOLOGY-DRIVEN INDUSTRY-ORIENTATED TRAINING
- PROFESSIONAL SKILLS DEVELOPMENT
- TEAM OF DISTINGUISHED FACULTY AND MENTORS



Learning

How you taught *and assessed.*

CLASSROOM
Real company cases

WORKSHOPS
Practice in the Lab

PROJECTS
Solo, Group and Final

AI Tools
In Every Course

TEAMWORK
Learn with Classmates

FIELD LEARNING
Visit and Internship



About the **Training**

Industry-aligned emerging technologies *Integrated with PGDM program*

Our technology partners

aws academy

ORACLE academy

Lex AI

Google Career

nasscom | futureskills prime

BFSI

Marketing toolkit: *You will learn*

Google Ads

Google Analytics 4

SEMRUSH

ChatGPT

Canva

Claude

Clarity by Microsoft

mailmode

DALL·E

MODASH

similarweb

Screamingfrog

hotjar

deepseek



P R T F SCHOOL OF MANAGEMENT

Finance in the curriculum

Financial education, powered by *India's BFSI sector skill council.*

Industry-aligned financial education

13	30	13
Finance modules in your curriculum	Hours each, with assignments	Certificates, one per module

Across the three major domains of *finance.*

Markets 6

- Demystifying financial markets
- Basics of investments
- Mutual fund distribution
- Technical analysis
- Derivatives
- Research analyst

Modelling 4

- Financial statement analysis
- Financial modelling
- Advanced financial modelling
- Cost Management

Banking 3

- Basics of banking
- Basics of insurance
- Personal financial planning

Learning **Outcomes**

What you will be able *to do.*

You leave with:

KNOWLEDGE
How business work

TECHNICAL SKILL
AI and Data tools

ANALYSIS
Decide using facts

INNOVATION
Idea to company

COMMUNICATION
Present and Pitch

JOB READINESS
Manage projects



Student-centric **Fee**

The total programme fee includes...

- Laptop and Uniforms
- Medical insurance
- Value-added certificate courses
- Examination fees
- Incubation support
- Pre-placement preparation
- AI-focused summer internship
- International study tours
- Industry interactions
- Placement drive







PROGRAM FEE

7 LAKHS

SCHOLARSHIPS

UPTO 50%

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An insightful address to PRTF students



Dr. Mahesh Sharma
Hon'ble Member of Parliament, Lok Sabha



Dr. Laxmikant Bajpayee
Hon'ble Member of Parliament, Rajya Sabha

JOIN NEXT-GEN

MANAGEMENT

FOR AN AI-DRIVEN WORLD.



EMPOWERING YOU
TO UNLOCK YOUR
POTENTIAL AND
SHAPE THE FUTURE!

AI-CENTRIC PGDM

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CONTACT US

P R T F SCHOOL OF MANAGEMENT

Pathfinder Research and Training Foundation

8860005458
pathfinderfoundation.co.in
contact@pathfinderfoundation.co.in
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UNLOCK YOUR
FUTURE