

**It is not
business
as usual**

at



Pearl Academy

SCHOOL OF BUSINESS

Why? Because we cultivate founder's mindset—an attitude that sees opportunities where others see obstacles. We train you to always think like an entrepreneur, mastering creative problem solving, reframing perspectives and wielding cross-disciplinary thinking to turn ideas into impact.

In a constantly shape-shifting world, the future belongs to those who think beyond boundaries.

Since 1993, Pearl Academy has pioneered industry transformations, leading India's creative economy and launching the country's **first of their kind business programmes in Fashion and Lifestyle Business Management, and Global Luxury Brand Management.**



With a legacy rooted in innovation, our business school is shaping future leaders who think boldly, adapt fearlessly, and lead with purpose.

FOUNDER'S MINDSET

Ownership and resourcefulness



INDUSTRY IMMERSION

Guaranteed paid internships



CREATIVE LEADERSHIP

Innovation and new perspectives



LIFE SKILLS

For holistic professional and personal success

OUR PILLARS



Founder's Mindset

At Pearl Academy, we don't just teach entrepreneurship—we shape true entrepreneurs who **relentlessly pursue opportunities without being limited by available resources.**

You will learn how to think, act and **lead like a founder. Take ownership**—not just of your actions, but of outcomes. **See opportunity** where others see obstacles. And **embrace resilience** to learn from failure.



Pearl alumni in Shark Tank India

HOW WE DO IT

Start Your Own Business

Walk in with a business idea, develop it step-by-step into a micro business on campus from scratch.

Runway Startup Incubator

Get professional mentorship, meet investors, prepare for pitches and land grants and seed funding.

Entrepreneurship Society

- Learn from real startup founders and their journeys of failure and success.
- Attend workshops to train on the founder's toolkit to solve real business problems innovatively.
- Collaborate and network with like-minded professionals across creative domains at Pearl.



Industry Immersion

We have a **first of its kind paid internship programme**.*

Our students master real-world application of classroom learning through **mandatory internships with leading companies**.

We see this as a transformative experience for students to gain practical skills and industry insights.

HOW WE DO IT

- Guaranteed 2–3 month internship for every BBA and MBA student.
- A dedicated Industry Outreach Team to work with a consortium of companies for internships.
- 20+ companies for internship placements.
- Internship placement process to commence at the beginning of the penultimate year of the BBA/MBA programme in Sept–Oct.
- Company talks and presentations for students followed by individual student interactions with company reps in Oct–Nov.

WHERE OUR STUDENTS INTERN



*Paid internship for students of the MBA programme with a choice of 5 specialisations.



Life Skills

We build our students for life by empowering them with holistic personal and professional skills, setting them up to confidently navigate industry challenges and thrive in their careers and in life.

We refer to this one of a kind integration of life skills in the curriculum as **school for life**.



HOW WE DO IT

Communication Skills

Spoken, written and nonverbal communication + Presentation skills
+ Negotiation techniques

Emotional Intelligence

Self-awareness and empathy + Systems thinking + Stakeholder analysis

Financial Literacy

Finance fundamentals + Budget planning
+ Investing basics

Analytical Skills

Problem solving + Creative thinking
+ Critical thinking



Creative Leadership

We train our students to tackle modern challenges with **innovation, empathy and resilience**—going beyond traditional business wisdom and industry trends to drive sustainable growth in uncertain times.



HOW WE DO IT

Leadership Lab

Learn the anatomy of a modern leader through masterclasses and mentorship by industry practitioners from diverse sectors to develop your own leadership style.

Immersive Pedagogy

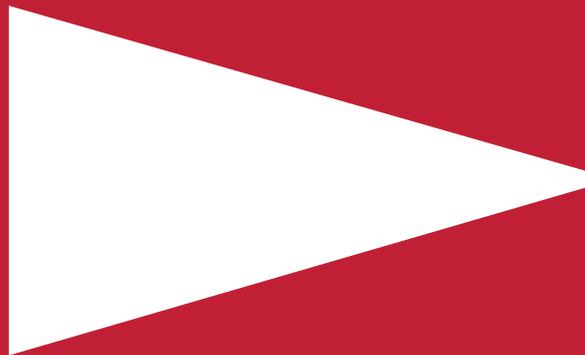
Our global, local, and virtual immersion programmes expose students to varied industries and markets, helping students develop a broader worldview and a deeper understanding of complex business dynamics.

CEOs in the Classroom

C-level executives groom our students to become future CEOs through masterclasses which provide essential insights, sharpen decision-making skills, and prepare students for workforce excellence.



Our Courses



UPTO
25%

Merit-based tuition
scholarship available
for all programmes

SCHOLARSHIPS

₹**2** lakh

Scholarship for all the students of the
inaugural first-year BBA programme
with a choice of 5 specialisations



1 **MBA & BBA, Fashion and Lifestyle Business Management**

Turn creativity into commerce with a business programme to reimagine the future of fashion.

2 **MBA & BBA, Global Luxury Brand Management**

Master the art of building and leading high luxury brands and premium experiences.

3 **MBA & BBA, with a choice of five specialisations**

Preparing our students to disrupt, innovate and lead with creativity.

Specialisations:

- **Advertising and Brand Management**

Blend creativity with strategy to craft compelling, culture-defining brands.

- **Digital Communication Management**

Shape the future of digital storytelling with innovation and insight.

- **Data Science and Business Analytics**

Transform raw data into powerful business intelligence to drive game-changing innovation.

- **Media and Entertainment Management**

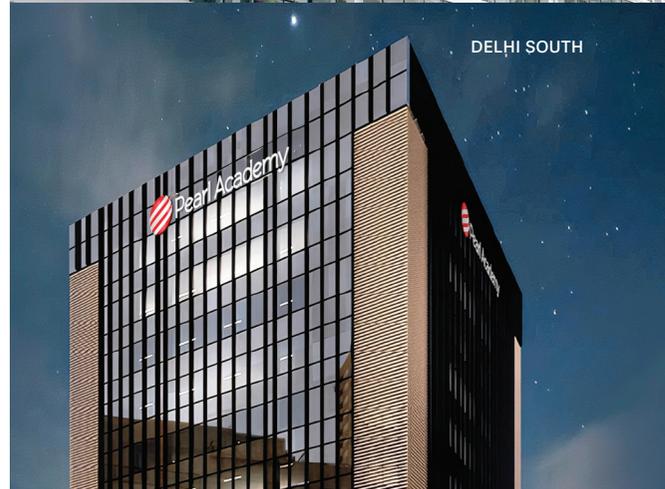
Innovate at the intersection of content, technology, and audience engagement.

- **Human Resource Management**

Build dynamic, people-first workplaces with emotional intelligence and creative leadership.

MBA 2-year programme • BBA 3-year programme

Our campuses
are hubs of
innovation and
leadership.



Our alumni
are in
leadership
positions at

Chanel

Louis Vuitton

Ikea

IBM

Capgemini

Deloitte

Burberry

Oppo

Asian Paints

Condé Nast

Vogue

Coach

Nykaa

Uniqlo

PhonePe

Reliance

Aditya Birla



Creativity in business goes beyond just a creative product. It is the transformative force behind the most groundbreaking successes—it reshapes industries, opens new frontiers and changes the world. At Pearl Academy School of Business, we equip future leaders with creative business acumen to thrive in the dynamic world of business.”

Amod Vijayvargiya

Industry Maven & an *Asia Top 10 Thought Leader*
Director, Pearl Academy School of Business



APPLY NOW

Speak to a career counsellor:
1800.103.3005

www.pearlacademy.com

**Think like a founder.
Lead like a visionary.**