

**It is not  
business  
as usual**

**at**



**Pearl Academy**

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SCHOOL OF BUSINESS

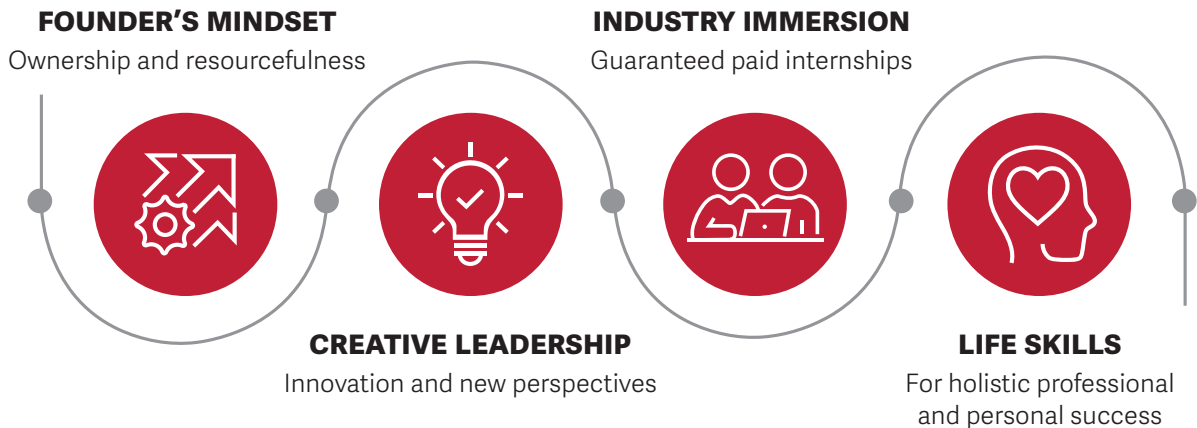
Why? Because we cultivate founder's mindset—an attitude that sees opportunities where others see obstacles. We train you to always think like an entrepreneur, mastering creative problem solving, reframing perspectives and wielding cross-disciplinary thinking to turn ideas into impact.

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.



**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.

## 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.



Pearl alumni in  
Shark Tank India



## 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.

- 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**.

### 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.



## 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**





**Learn Business Intelligence with EY India and a chance to earn a globally recognized Power BI certification.**

Available for BBA & MBA, with a choice of 5 specialisations. Other students may participate by paying a nominal fee.

## 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 5 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

2025

## Big Wins for Our Students

- **₹26 LPA—the highest package** this year so far
- **International placements** at Alexander McQueen, Dubai's Apparel group & more



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](http://www.pearlacademy.com)**

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