



## Post Graduate Programme in Construction Business Management

India's Most Practical Executive Post Graduate Programme



Gateway to Greatness

Designed for Working Professionals and Freshers



# EXPERIENCE **EMPOWERING** ENTHUSIASM

Ascend School of Construction Business is a new-age Educational B-School that produces world-class Techno-Managers and executives for the Construction Industry. We are an Industry-led Corporate School involving stalwarts and icons of the Construction Industry from across the globe. The School is one of a kind contemporary platform that serves the Construction Industry through an array of uniquely designed programmes to add superior value to individuals seeking knowledge in the Industry.

The B-School has major Corporate Collaborations globally with firms in the Construction, Real Estate, Infrastructure & Interior Fit-out Industries.

Ascend was established in 2021 in Bengaluru, India with a vision of nurturing young and dynamic graduates and transforming them into responsible leaders who can take on the tough challenges of the ever-demanding Construction Industry. The School is the first of its kind in the Construction Industry where the learning pedagogy is exclusively designed with our Corporate Advisory Board keeping the practical challenges of the Construction Businesses in mind. All our programmes are outcome-based and are fused with pathbreaking frameworks and strategies that our students will be using in their functions to develop unique solutions to overcome complex obstacles.



# What We Do

Changing the Industry, One Function at a Time

**Post Graduate Programme**

**Incubation Center**

**Online and Executive Education**

**Corporate Consulting**



# PGP

## in Construction Business Management

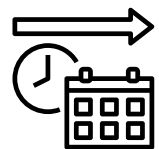
The Post Graduate Programme in Construction Business Management is a highly practical **12-month Hybrid programme** that is led by real champions, driven by live projects and case studies which is designed to equip young managers with **6 Core High Incomes Competencies(Tracks)** that will help working professionals gain a competitive advantage over their peers.

### Work and Learn at the same time



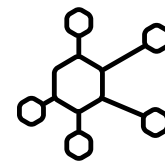
#### Programme Duration:

12 Months | Hybrid | 48 Sundays In-Campus;  
6 hours/weekend  
Recorded videos for the week  
+1 week of In-Campus Immersion + Graduation



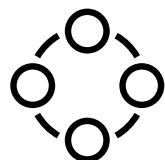
#### Term Structure:

**6 Modules** in each track



#### Programme Structure:

**6 tracks** of 8 weeks each



#### Module Cluster:

**7 weeks** learning, 1 week career development





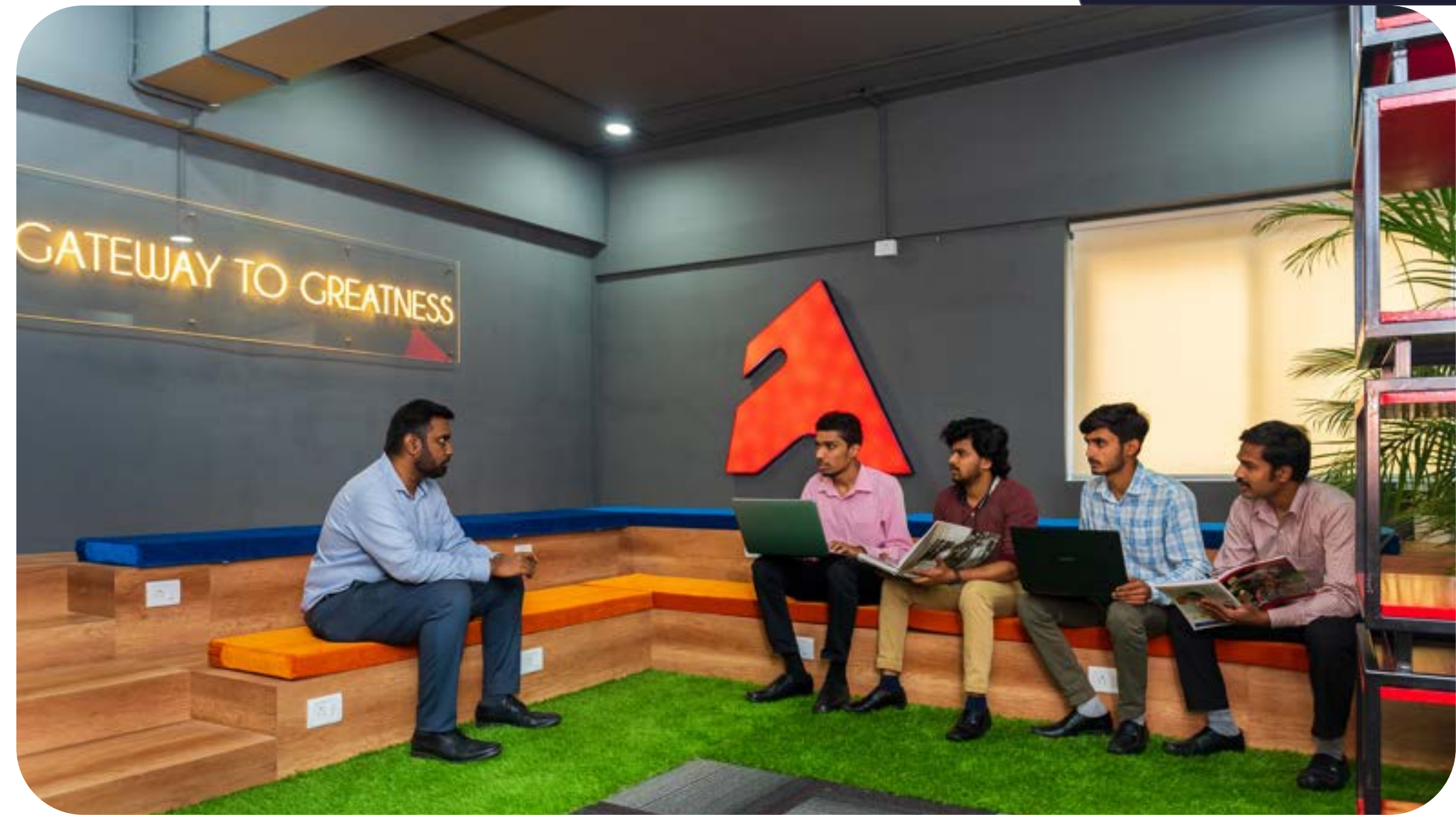
# How is PGP CBM different?



The fundamental distinction of **Post Graduate Programme** by Ascend School of Construction Business is the Practical Orientation of the Programme.

The scale and frequency of Industry Interventions throughout the programme is high. With more than 6 Industry Immersive Corporate Intervention activities, **PGPCBM** is India's first such hybrid programme in Construction Management and allied sectors.

The Cohort of **PGPCBM** shall work in the weekdays in their respective firms while learning concepts through online medium and implement those learnings on a Sunday In-campus with the help of an Industry Expert





**Sunprerana Mane**

Design Head  
SunEra  
Engineering and  
Design  
Consultants  
India



**Anand Basal**

Advisor &  
Consultation  
Sr. Director  
CBRE South Asia  
India



**Dr Rupesh Iyengar**

CEO  
Services  
Consultants LLP,  
India



**Jonathon  
O'Connor**

Managing  
Director  
Group Three Project  
Management, Abu  
Dhabi



**Joesph M J**

Managing  
Director  
ALTA PMC,  
Dubai



**Kshitij Asthana**

Associate Director  
AECOM  
Singapore



**Rajiv Nehru**

InMarket Lead  
AsiaPac  
RICS  
Pacific Asia



**Murtaza  
Balasinourwala**

Managing  
Director  
ANID Turnkey  
Projects, Dubai



**Jayesh Dalal**

Founding  
Partner  
Villazeon Infra  
LLP  
India



**Deepak  
Dhar**

Real-estate and  
Projects  
Global  
University  
Systems  
India



**Muneer Arackal**

Chairman and  
Managing  
Director  
Arackal Group,  
Dubai



**Ramesh Palikila**

Founder | CEO |  
Chief Mentor  
AIMS Dubai

**ascend** STALWARTS





**Ronti Gogoi**  
Senior Project Manager  
Zyeta

**Madhur Daga**  
Associate Director  
Raja Construction



**Shashank Chakraborty**  
Associate, Strategy and  
Transactions  
Ernst and Young

**Nayan Rawal**  
Head of  
Construction  
Fabdiz India



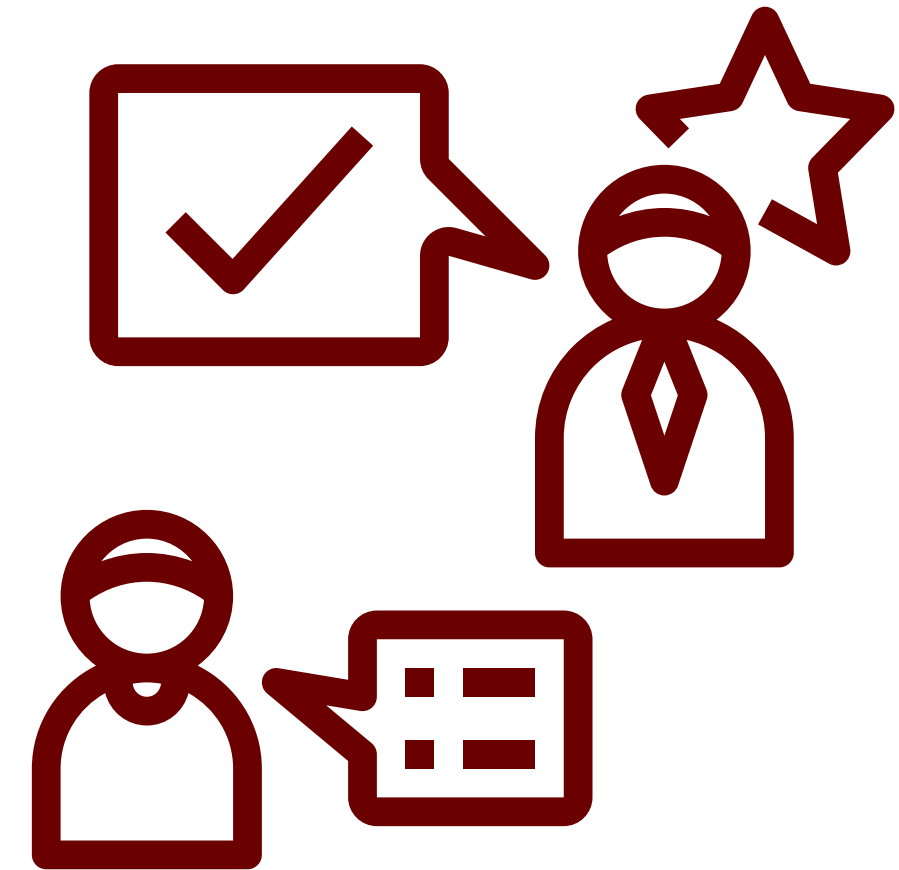
**Shilpa Shashidharan**  
Indian Smart City  
Fellow  
Ministry of Housing Affairs

**Rohit Koul**  
Director  
Green EComes Pvt Ltd



**Pavan Kanangi**  
Managing Director  
Kanangi Constructions

**Parthasarathy**  
Manager  
Pidilite Industries



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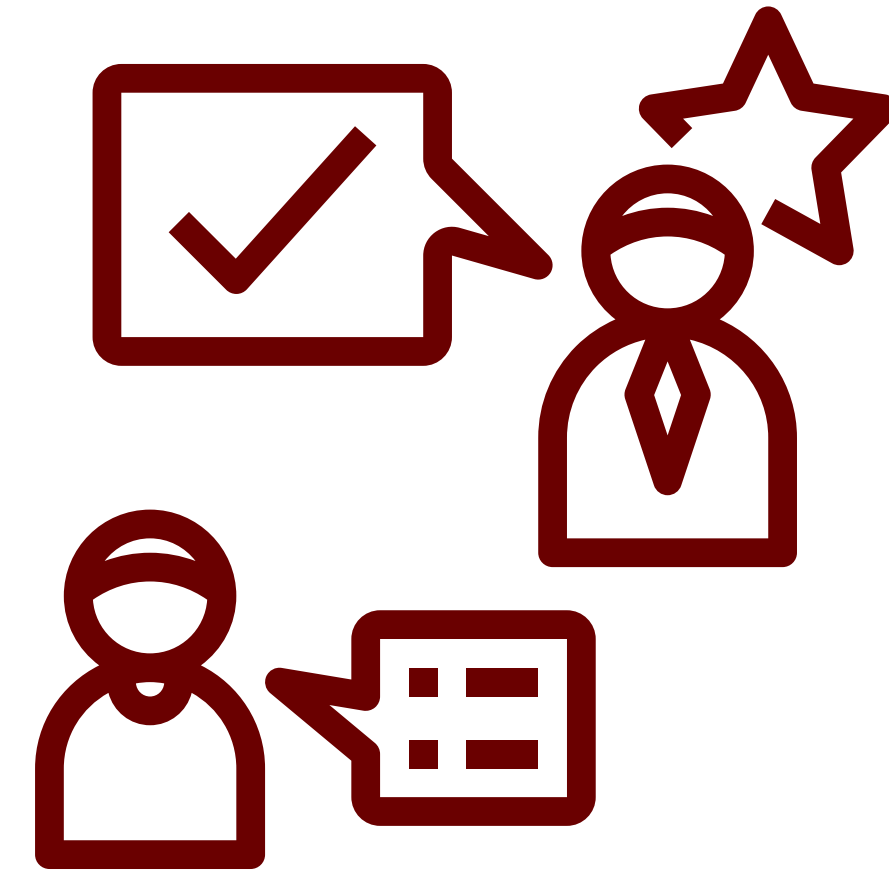
CATALYSTS  
&  
MENTORS





**Sandeep Dwivedi**  
Co Founder  
Design Dixon

**Venkatesh Sharma**  
Project Support Engineer  
Atkins



**Nabeel Moosa**  
Co Founder  
Studio Amaavi

**Naman Mehta**  
Project Engineer  
Blueprint Middle East



**Vaibhav Jain**  
Assistant Manager-  
Strategic Initiatives  
Kalpataru

**Rohit Raju**  
Sr.Project Manager  
Oversees Waterproofing  
Corporation



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**Joel Jacob**  
Business Development  
Manager  
Project Control Academy

**Manish**  
Chief BIM  
COWI



CATALYSTS  
&  
MENTORS

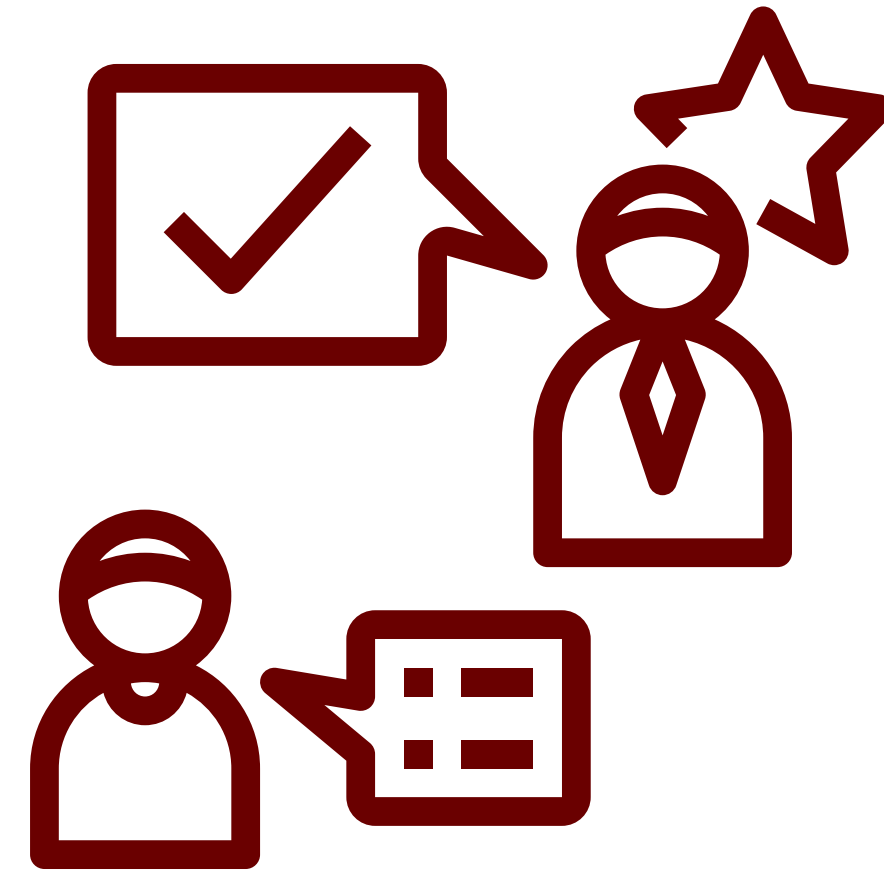






**Anirudh Goel**  
Project Manager  
JKG Infratech Pvt Ltd

**Aarabhi Balasubramanian**  
Sustainability Consultant  
Freelance



**Divya Lakshmi**  
Ex. Sr Manager Projects  
Landmark Group

**Anush Neeraj**  
Studio Atmosis  
Managing Partner



**Nidhi Shetti**  
Director  
Equain Estates

**Kumkum T N**  
Project Manager  
ANJ Turnkey Projects



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CATALYSTS  
&  
MENTORS



**Sushma Prakash**  
Assistant Manager  
Larsen and Toubro

**Sambrama GS**  
Assistant  
Manager  
JSW Cement Ltd.



**Palash Karwa**  
Senior Planner  
Vinci Constructions, UK

**Sachin Joel**  
Associate to CBO  
B Hive Workspaces





BRITISH LEGAL CENTRE  
LEGAL TRAINING FOR THE 21ST CENTURY

London, United Kingdom



Dubai, United Arab Emirates



VSAR

Vayati Systems & Research Inc.

Pune, India



**ascend**  
Recognitions





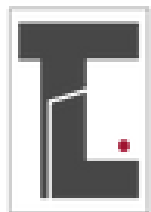
**SMART CONSTRUCTION**

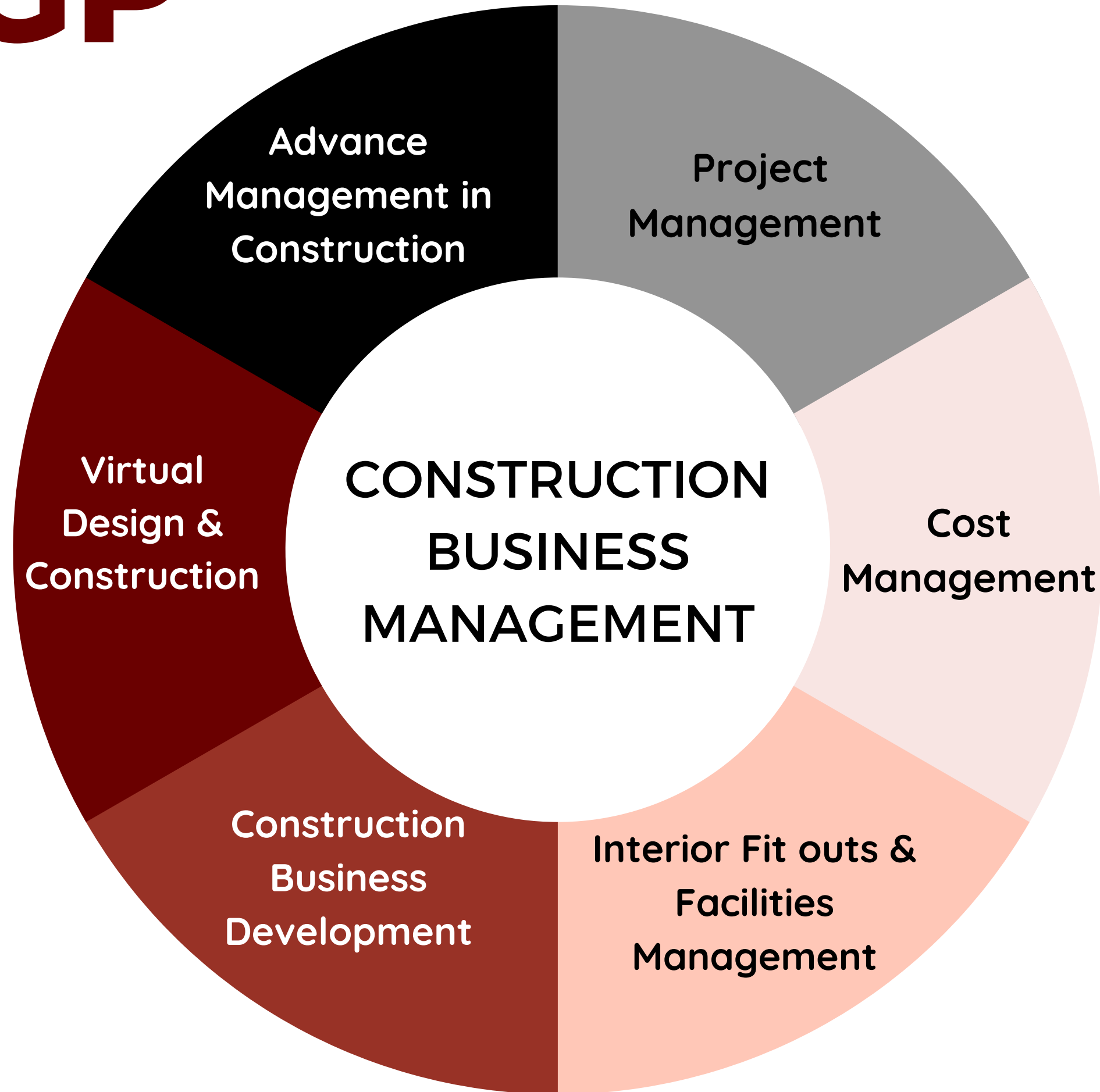


**ROYAL LIGHTING**



**RAJA CONSTRUCTION**





## LEARNING JOURNEY CYCLE

Note: These are indicative Terms.  
Subject to change depending on  
Dynamics of the Industry



## MODULES COVERED

### PROJECT MANAGEMENT

**PGP101** Project Organization & Planning  
**PGP102** Critical Path Method & PERT  
**PGP103** PMBOK Knowledge areas  
**PGP104** Project Monitoring & Control  
**PGP105** Construction Contracts  
**PGP106** Claims & Dispute Resolution

### CONSTRUCTION COST MANAGEMENT

**PGP205** Advanced Excel Workshop  
**PGP201** Drawings, Estimation  
**PGP202** Rate Analysis and BOQ  
**PGP204** Project Cost Feasibility  
**PGP203** Pre-Contract Costing  
**PGP206** Post-Contract Costing

## MODULES COVERED

### INTERIOR FITOUTS AND FACILITIES MANAGEMENT

- PGP301** Introduction to Fitouts
- PGP302** Interior Design Philosophies
- PGP303** Residential Interior - Materials and Execution
- PGP304** Commercial Interior - Materials and Execution
- PGP305** MEP in Construction Projects
- PGP306** Managing Building Facilities

### CONSTRUCTION BUSINESS DEVELOPMENT

- PGP401** Segmentation and Targeting
- PGP402** Brand Positioning
- PGP403** Art of Project Sales
- PGP404** Watertight Marketing
- PGP405** Strategic BD
- PGP406** Technical and Product Sales



## MODULES COVERED

### VIRTUAL DESIGN AND CONSTRUCTION

**PGP501** Drafting  
**PGP502** Modeling  
**PGP503** Clash Detection  
**PGP504** 4D, 5D BIM  
**PGP505** AR/VR  
**PGP506** Construction Analytics

### ADVANCED MANAGEMENT IN CONSTRUCTION

**PGP601** Accounting in Construction  
**PGP602** Human Resource Management in Construction  
**PGP603** Understanding Project Finance  
**PGP604** Construction Entrepreneurship  
**PGP605** Understanding Construction Economics  
**PGP606** Valuation of Properties

# BOOTCAMPS

## TECHNICAL

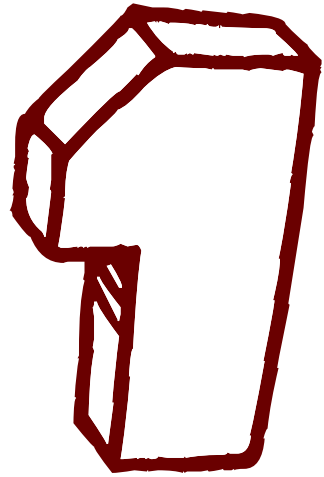
Digital Project Management  
Innovative & Design Thinking  
Lean and Six Sigma in Construction  
Health and Safety in Construction  
Family Business Management  
Artificial Intelligence, Machine Learning,  
Blockchain, Robotics, and 3D printing.  
Digital Marketing  
Business Intelligence

## SOFTWARE

Excel for Construction Managers  
MS Project  
Primavera P6  
Revit  
Navisworks  
Unity Game Engine  
Cost X



## UNIQUE CORPORATE INTERVENTIONS



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## CASE STUDIES

All students in the Cohort shall Put themselves in the shoes of Managers and solve real-world problems from the construction industry. Each track shall have 4-5 case studies that shall be discussed on the Sunday In-campus sessions





## UNIQUE CORPORATE INTERVENTIONS

# 2

## ascend STUDENT MENTORSHIP PROGRAMME

Each student in the Cohort will be allotted an Industry Mentor who will guide them through the span of the programme, provide them with required skills and exposure to the industry





# PGP

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UNIQUE CORPORATE INTERVENTIONS



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SOFTWARE  
TOOLS

Autodesk Revit, Navisworks, Unity Game Engine, Microsoft Excel, Microsoft Project, Primavera P6, and many more



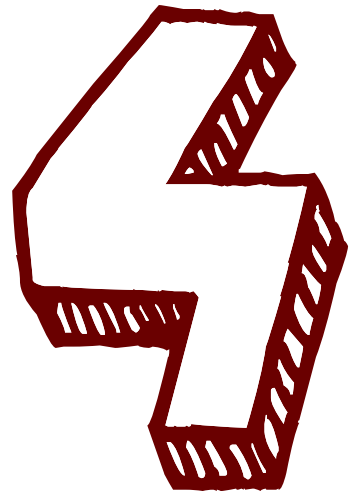


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UNIQUE CORPORATE INTERVENTIONS



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LIVE  
TOWNHALL

An Informal, lively Q&A type Interactive Townhall session shall take place with a Champion of the Construction Industry every fortnight where students get to meet their future Role Models.





## UNIQUE CORPORATE INTERVENTIONS



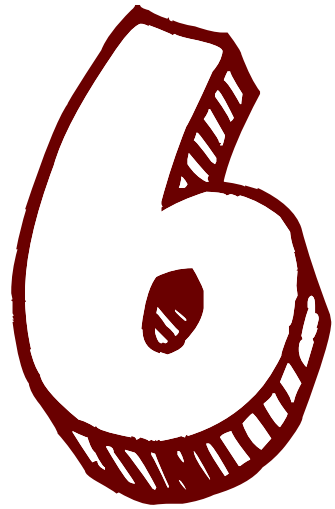
## ascend NETWORKING

By the end of each term, a theme-based networking event shall be organized where stalwarts and icons of the construction industry shall be invited and the cohort can directly interact.





## UNIQUE CORPORATE INTERVENTIONS



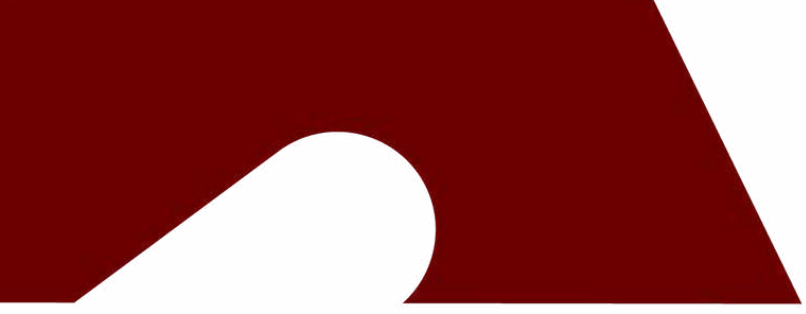
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## CAREER DEVELOPMENT MASTERCLASSES

These Masterclasses shall propel students in shaping up their profiles and project themselves in this highly competitive Professional World.



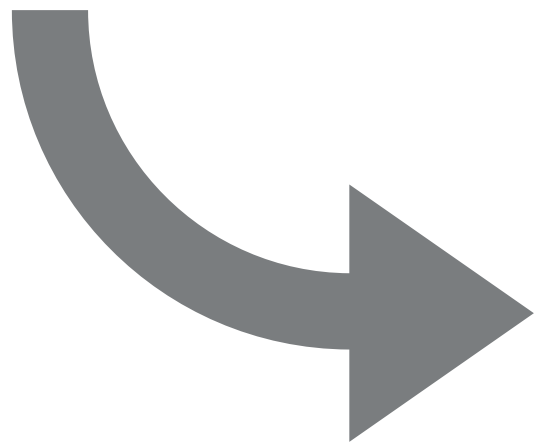




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## WEEKEND SCHEDULE

How a Typical Sunday in PGP CBM looks like?



**10am-12pm**

Core Classes: For Ex- Critical Path Method & PERT with practical applications

**12pm-1pm**

Career Development Masterclass: ex-Art of Salary Negotiations

**2pm-5pm**

Experiential Learning: Case Studies/Simulations/Roleplays



## CAREER DEVELOPMENT

The Post Graduate Programme will prepare candidates in taking on complex Business Management and Strategic Challenges of Construction Contracting, Sub Contracting, Consulting Firms etc. This programme also adds a Technical Flair to the horizon. Students can take up roles in Middle Management in the following profiles:

- Project Management
- Estimation and Quantity Surveying
- Cost Management
- Business Development
- Building Information Modeling
- Facilities Management
- Real Estate Management
- Infrastructure Management
- Technical/Product/Project Sales

## CAREER DEVELOPMENT

We at Ascend School of Construction Business believe that Career Success totally depends on **Skills, Professional Habits and the right Attitude** that a candidate has mastered. To gain the level of Mastery required to take on present-day professional challenges, Consistency is the Key. We thoroughly subscribe to the fact that Placements is just the first of many steps in a professional journey that will span for a few decades. Therefore, instead of having a few 'Placement Training' sessions during the time of Placements, The Cohort of PGP will embrace a **Career Development journey** right from the first term that will continue with students throughout their course.

A series of Live Masterclasses, Workshops, Roleplays and Simulations shall reinforce the Technical Managerial Skills with some of the most critical traits that the 21st Century Manager must possess like Design Thinking, Emotional Intelligence, Critical Thinking, Leading with Empathy, Self-Leadership, and so on.



## CAREER DEVELOPMENT: TENTATIVE SCHEDULE

- **Soft Skills Benchmarking & Diagnostics**
- **Psychometric Tests and Personality Types**
- **Technical Competence Benchmarking**
- **LinkedIn Mastery**
- **Video Resume**
- **Personal Finance**
- **Effective Communication Skills: Written and Spoken**
- **Effective Presentation Skills**
- **Personal Branding**
- **Using Stories to make your Argument Effective**
- **Student Performance Appraisal**
- **Shark Tank Style Business Pitch**
- **Corporate Presentations**
- **Student Performance Appraisals**
- **Effective Group Discussions**

- **Professional Etiquettes**
- **Art of Pitching Under Different Scenarios**
- **The Ultimate Public Speaking Workshop**
- **Personal Productivity Mastery**
- **Effective Delegation**
- **Art of Professional Conversations**
- **Handling yourself in Videos**
- **Mock Interviews**
- **Student Performance Appraisal**
- **The Ultimate Sales Superstar**
- **Persuasion Mastery**
- **Entrepreneurship : Why and Why NOT**
- **Student Performance Appraisal**
- **Recruitment Drives**

## CAMPUS RECRUITMENT

### Campus Recruitment

The advantage of studying at Ascend School of Construction Business is the extent to which a student gains exposure to Corporate Practices and Individuals. This allows Business Leaders and Decision Makers to directly interact with candidates giving them multiple opportunities to access the Competency and Skillset of the candidates first hand. Ascend School of Construction Business **guarantees 100% Campus Placements** to all the candidates who fulfill the requirements of the Programme. The best performers in the cohort shall have the opportunity to pursue International Internships and Placements. Ascend shall guarantee a job for students on a temporary basis during the duration of the PGPCBM Cohort.

**NOTE: Please note that Ascend School of Construction Business is not a Placement Agency and must not be treated like one.**

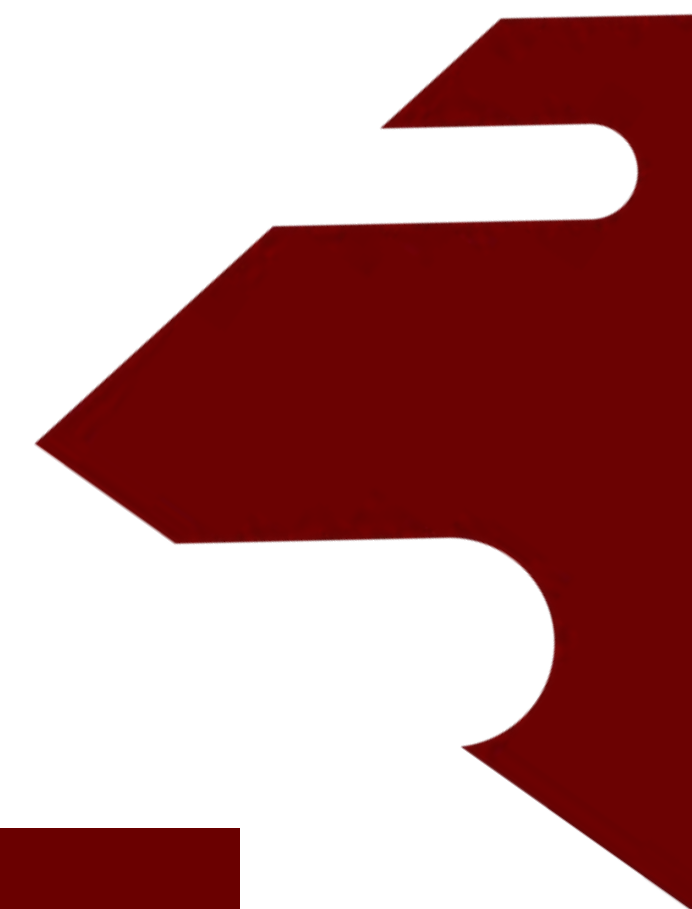
**The B-School aspires to add tremendous value to careers of students which shall stay throughout their career than just helping them find the first job.**

# PGP

in Construction Business Management

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EDUCATION LOAN PARTNER



## ADMISSION PROCESS

### ELIGIBILITY CRITERIA

The eligibility criterion for gaining admission into Ascend School of Construction Business is to have a **Bachelors Degree or Diploma in Civil Engineering and Architecture** and a minimum of 1 year Work Experience.

**Note: Candidates without a degree/diploma will be considered only if they have significant entrepreneurship or corporate experience.**

### Personal Interview

- Personality
- Clarity of Goals
- Communication Skills
- Attitude
- Technical Knowledge

Online  
Application  
Form

Attend  
Personal  
Interview

Pay  
Confirmation  
Fee





## FEE STRUCTURE



## Post Graduate Programme in Construction Business Management 2024

Total Programme Fee: INR **3,25,000** (inclusive of GST) = Confirmation fee: INR **25,000** (non-refundable)  
+  
Tuition fee: INR **3,00,000** (non-refundable)

EMI available through loan partners: Starts from INR **8000**/ month

- 
- Case study based learning from Industry Professionals
  - Online learning on the weekdays, In-campus activity based learning on the Sundays
  - Pursue the programme without leaving the current job or getting a job through Ascend
  - Get into mid-management roles with guaranteed placement of min.4.5L CTC

# PGP

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EDUCATION LOAN PARTNERS

## SCHOLARSHIPS

eduvanz



### Academic Merit Scholarship

For Candidates with exceptional academic history



### Young Leaders Scholarship

For Candidates with exceptional work experience



Dr.Mona N Shah

### Women in Construction and Real Estate Scholarship

For Women candidates with glorious work/academic history





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**[www.ascendblr.org](http://www.ascendblr.org)**