



I'M

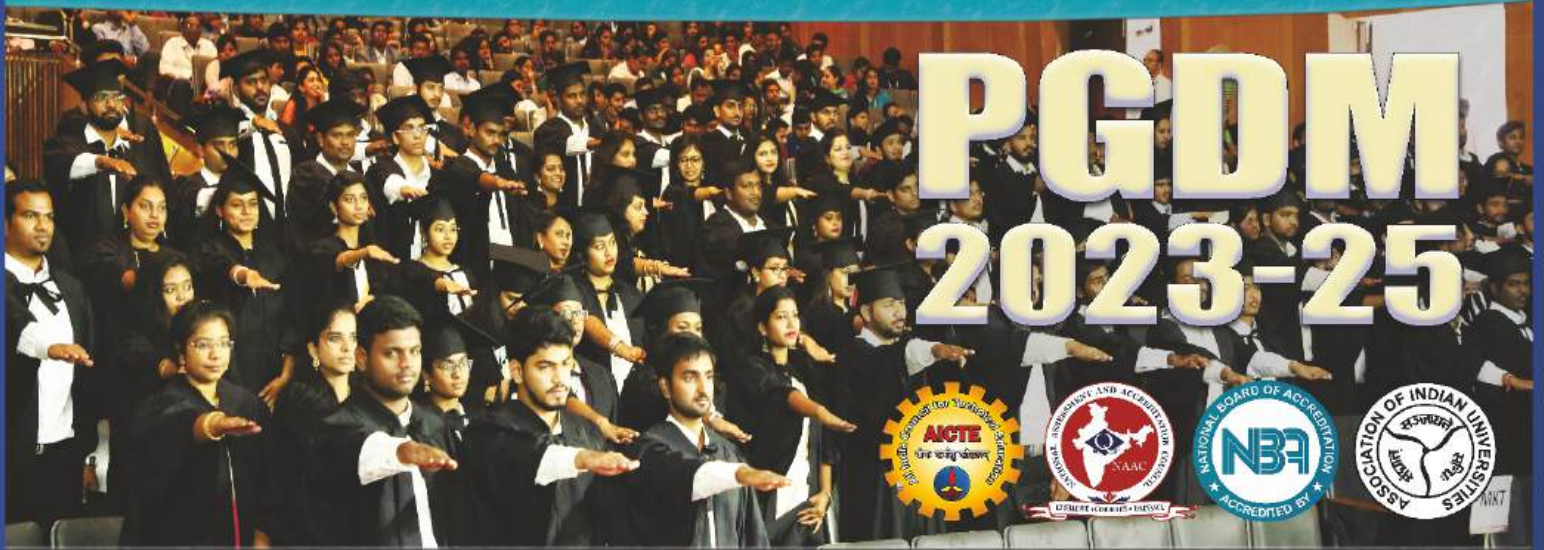
Special Edition
Shiksha Samagam 2022 - 23
Information Bulletin





SIVA SIVANI INSTITUTE OF MANAGEMENT

Crafting Careers Since 1992



30+ Years of Academic Excellence



5000+ Alumni Network



350+ Eminent Recruiters



96% Placements for last 11 Years



PROGRAMS OFFERED

PGDM-TPS
(Triple Specialization)

PGDM-BIFS
(Banking, Insurance & Financial Services)

PGDM-BA
(Business Analytics)

FPM
(Fellowship Program in Management)

STUDY AT USA, DUAL DEGREE



NO Requirement of
GRE | GMAT | IETLS | TOEFL

PLACEMENT HIGHLIGHTS: BATCH 2020-22

- 98.74% Placements
- INR 17.5 LPA- Highest CTC Offered
- 110+ Recruiters on Campus

Prominent Recruiters



SCAN TO
KNOW MORE



9391114948 | 6281350079



admissions@ssim.ac.in



www.ssim.ac.in



We are pleased to introduce ourselves as an Event management company by combining Hospitality, Entertainment and Communication with a team of experienced people of different streams. We at E3 Events & Managements Pvt. Ltd. are a group of young, innovative and motivated group of young people having expertise in varied verticals synergizing our effort to empower academics and educationist with a zeal to propel the pedagogy in Indian paradigm to its zenith.

Our flagship event “**Shiksha Samagam**” has become well acclaimed event Pan India on the academic platform. The effort was hailed by eminent professors and personalities from media world representing the two different dynamics of the industry, which ascertains that the event was both academically content rich as well as appealing to the requisite glitz to attract attention from commercial paradigm.

After successful event of Shiksha Samagam, E3 has come up with new events named

- 1. InterAct(LAW)**
- 2. InterAct(UG)**
- 3. DE-SIGN**
- 4. Mentors Meet**

InterAct(LAW) is exclusively for law aspirants, who see the world through the eyes of blindfolded lady with a sword in one hand and scales on the other that signifies justice.

InterAct(UG) is for young aspirants who find their career in Hotel Management, BBA, Engineering, Mass Communication etc.

DE-SIGN: De-sign is for designing aspirants who want to pursue their careers in fashion designing, interior designing, gaming, animation, jewellery designing, architecture and automobile designing.

Mentors Meet: A meet for educationists.

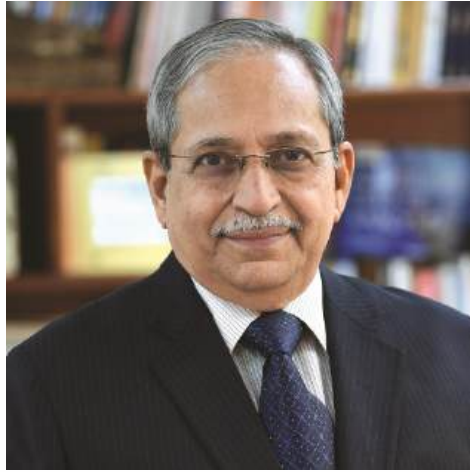
Since helping clients lead their industries is our goal, our company E3 Events & Managements Pvt. Ltd. has combined domain knowledge and in-depth technology. E3 has been acquiring market knowledge, gaining credibility and developing networks to organize successful events. Committed to advanced methodologies coupled with skillfully applied technology states that E3 effectively plans and executes an event successfully as per the high expectation of clients.

E3 has designed and developed their services considering the individual need of the clients. E3 endeavors to organize not only a successful event but also look forward to build relationship with their clients. E3 company's integrity and professional competence are the cornerstones of their progress.



Prabal K Sen

Retired Professor-Economics Area & Chairperson,
Entrepreneurship Development Centre (EDC),
XLRI – Xavier School of Management, Jamshedpur
Currently Member, Board of Governors,
Management Development Institute (MDI)
Gurgaon



Harivansh Chaturvedi

Director, BIMTECH
Greater Noida, NCR UP



Dr. V M Bansal

Chairman, NDIM
Advisor to Former Lt. Governor, Delhi, Principal
Commissioner & Secretary, DDA, Govt. of India (1993-2010)
Special Invitee PHDCCI Management Committee
Co-Chairman & Chairman, PHDCCI Education
Committee (2017-2021)

CONT

6 From the Editor

8-9 Mentor’s Speak

Need For Study Of
Entrepreneurship As A Part Of
Management Education In India
Today

11-13 BIMTECH

14-15 FLAME University

16-17 SDMIMD

How To Perform In A Corporate
House?

20-21 Shanti Business School

Importance Of Case Study Method
In Management Education System

22-23 Praxis Business School

Skills for the Digital Future -
PGDM / MBA In Business Analytics

24-25 GIMS

GIMS, Greater Noida -
We Offer A Plan To Earn Success In
Life; Think, Define And Earn”

26-29 E3 Event Schedule

30-31 IPS Business School

IPS Business School, Jaipur -
For Industrially Preferred MBA
Graduates Who Understand The
Principle Of Business Management
Both In Theory And In Practice



Dr. Bigyan Verma
Director, IMT-Nagpur



Prof. (Dr.) Rajiv R Thakur
Director General, Jaipuria School Of Business



Prof. (Dr.) Uday Salunkhe
Group Director, S P Mandali's
Welingkar Institute Of Management
(We School)

EVENTS

32-33 Indus Business Academy

34-35 Teacher Education And Its Critical Role In Today's Higher Education

By Prof. (Dr.) Rajiv R Thakur

36-37 AIMS Institutes

Note On Sustainability Summit

40-41 ITM Business School

Challenges Faced By Startups In India

42-43 New Delhi Institute Of Management

46-47 Manav Rachna International Institute Of Research & Studies

Leadership

48-49 IMT-Nagpur

Business School For The New Age!

50-51 GL Bajaj Institute Of Management And Research

53 Nation Education Policy (NEP) - Making It Happen

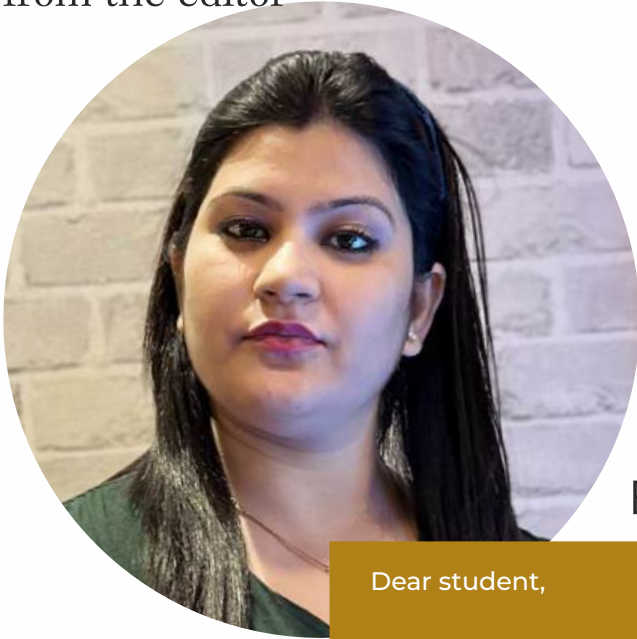
By Prof. Sudhir Agarwal

56 Siva Sivani Institute Of Management

Sectorial Specialization: Enhancing The Employability Factor Of An MBA Graduate

58-59 Welingkar

CSR Sports Events Are Bringing Community Together



Jyoti Mishra

Editor

Dear student,

Welcome to yet another edition of I'M. The purpose of I'M is to believe in yourself and when you have faith in yourself, magic happens. You do extraordinary things. In recent years we have seen how fragile life has been. So let's tighten ourselves for a better life and brighter future.

I would like to draw your attention to the major steps taken by Govt of India in context of education.

Yes, it's the New Education Policy; the focus of this policy is holistic development. It means the social, emotional, physical, mental and intellectual growth of a person which was highly required in the new era of education. It allows children to develop strong internal value and confidence because all aspects are taken care while growing up. Through new education policy the curricular and pedagogical structure has been transformed.

In new policy there will be 5+ 3+3+4 which comprises 12 years of school and 3 years of Anganwadi / preschool removing the existing academic structure of 10+2.

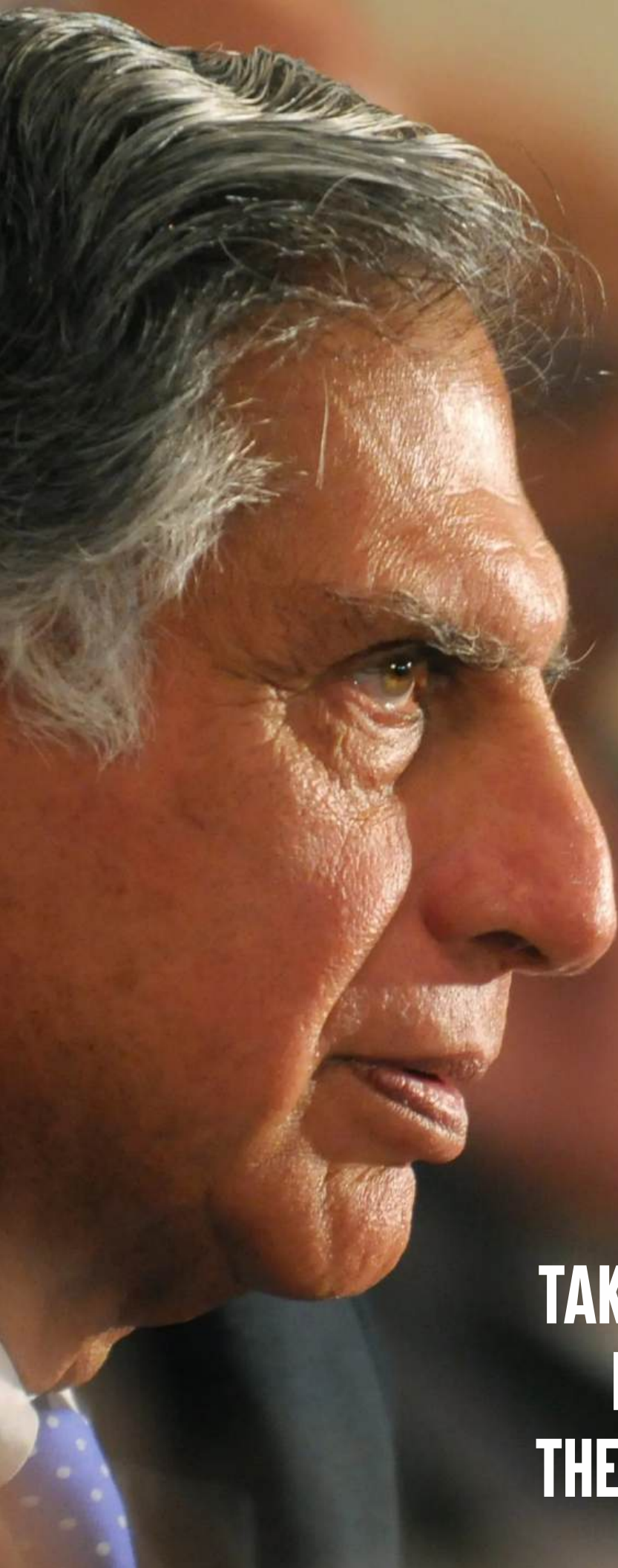
The motive of the policy is to re-establish India as a 'knowledge hub'. The policy will revamp the whole education system hence the management industry.

Benefits to students:

Core interest areas can be focused along with the academics. Leverage in choosing the subjects of interest, less of theory and more of practical knowledge. Sports and extracurricular credits would be considered while awarding the degree.

The NEP will revolutionize the education system in India. We hope the future will be brighter with better educational opportunities, better courses and good facilities through this policy.

Now summing up I would say NEP also focuses on critical thinking and decision making which is utmost important skill in 21st century and we all as individuals need to empower ourselves from.



RATAN
TATA

**I DON'T BELIEVE IN
TAKING RIGHT DECISIONS;
I TAKE DECISIONS AND
THEN MAKE THEM RIGHT.**

NEED FOR STUDY OF ENTREPRENEURSHIP AS A PART OF MANAGEMENT EDUCATION IN INDIA TODAY



Prabal K Sen

Retired Professor-Economics Area & Chairperson,
Entrepreneurship Development Centre (EDC),
XLRI – Xavier School of Management, Jamshedpur
Currently Member, Board of Governors,
Management Development Institute (MDI)
Gurgaon

With an increasing pace of globalization and liberalization becoming the order of the day, the contours of business have been changing rapidly across countries. Carrying out economic activities on a day-to-day basis has therefore become much more challenging today than witnessed so far. As such, innovations in the overall functioning of businesses have become a compelling necessity, so as to enable the players on the business space to meet the challenges successfully as and when these challenges emerge.

It is recognized that innovations can be brought about only when there is an in-depth study and detailed research on aspects related to the content, design and execution of all functional areas of business like finance, human resource, strategy and marketing, to name a few. Research in all these areas obviously needs to be conceptually rigorous and practically relevant.

One of the findings of such a detailed study, is that economic growth is largely the outcome of entrepreneurial initiatives. It is agreed that entrepreneurs exploit opportunities, convert ideas into viable business proposition, provide new products and services to the society by bringing together and combining various factors of production, and as a collateral benefit help alter life style of the people. Entrepreneurs are seen as creators of enterprises, which in turn, produce income and output and generate employment. As Adam Smith wrote in his

Theory of Moral Sentiments the urge of an entrepreneur to make profit and accumulate capital “first prompted men to cultivate the ground, to build houses, to found cities and commonwealths and to invent all the sciences and arts which ennoble and embellish human life.”

Entrepreneurship is thus viewed to have the ability to engender and build a vision from practically nothing. It is a dynamic process, which contributes to creation of incremental wealth and building of an improved life style.

It is generally believed that entrepreneurship has considerable externalities. It generates substantial benefits to the rest of the economy and society, by intensifying competition, promoting innovation, ensuring knowledge spillovers, and reducing social exclusion. The positive spillover argument is invariably used when making the case for pro-entrepreneurship government policies. Evidence about the importance of human capital spillovers and industrial clusters for entrepreneurial innovation is also growing. While much has already been achieved in this fast-moving literature, further evidence is needed to quantify specific externalities. Direct evidence about what the externalities are, how they are generated, who generates them, what is their value, and how they can be nurtured, are all needed to enable a cost-benefit analysis of entrepreneurial initiatives. All these aspects need to be included as parts of the curriculum of a forward-looking management education programme.

NEED FOR STUDY OF ENTREPRENEURSHIP AS A PART OF MANAGEMENT EDUCATION IN INDIA TODAY

Theories on the nature of entrepreneurship and entrepreneurial processes as they exist in the literature may need to be reviewed in the light of the realities on the ground. Most theoretical models relating to the economics of entrepreneurship assume perfect competition. In many cases this assumption appears to be useful as it simplifies the analysis. However, there is certainly a scope for investigating the implications of imperfectly competitive market structures in several areas in entrepreneurship. One example is the credit market for small business lending. For if the institutions, which are supposed to extend credit to small business entities collude and act as a cartel, then credit might be restricted, and a different basis for government intervention might also be warranted.

Even more relevant might be the asymmetric relationship between entrepreneurs and a handful of powerful customers. To the best of my knowledge, the theory of monopsony has not yet been applied to understand the ramifications of this problem for entrepreneurs, and the knock-on effects it might have for other aspects of their business, including the commonly observed phenomena of late payment to the new and small entrepreneurs for purchases made from them, cash flow issues, and trade credit etc.

Evidence is also needed about whether large firms possess and abuse market power over their smaller suppliers and competitors. In India this is a burning issue for the micro and small enterprises. No wonder, legislative and administrative

measures have been initiated by the Government to provide succour to the victims of late payment by the larger enterprises. Studies need to be undertaken as a part of management education to focus on the limitation of the legislative and administrative measures in addressing an essentially structural problem of the economy.

Globally some studies have been conducted in the recent past to examine the progress, if any, made in transfer of technology and knowledge to entrepreneurs by the institutions of higher learning, and generally in the sphere of linkages between business schools and technical institutions, on the one hand, and entrepreneurs, on the other, and regarding the impact of such linkages on commercialization processes, leadership development, and knowledge management in entrepreneurial businesses at large.

Jovanovic's canonical theory of Bayesian entrepreneurial learning has been very useful for characterizing certain aspects of industry evolution, but many questions still remain unanswered at the micro level. For example, how exactly do entrepreneurs learn in practice? Are they subject to bounded rationality, and if so, which algorithms do they use in course of their decision-making process? Models of bounded rationality have begun to spread elsewhere in management education. There is a case for extending these insights to the curriculum used generally in management programmes.

SUNDAR PICHAJ

“

**AS A LEADER, IT IS
IMPORTANT TO NOT
JUST SEE YOUR OWN
SUCCESS, BUT FOCUS
ON THE SUCCESS OF
OTHERS.**

”



#AdmissionAnnouncement 2023

 <p>EXPOSURE TO GLOBAL FACULTY Educational experts from CXO Positions in Industry having IIT/IIM background</p>	<p>RANKED 6th among TOP PRIVATE B-SCHOOLS IN INDIA NHRDN-Shine (HT Media) Management Institute Ranking 2019</p>	 <p>CATEGORY 1 Graded Autonomy Status by AICTE among 400 PGDM Institutions</p>
<p>CLASS DIVERSITY Students from 25 States</p> 	<p>SCHOLARSHIPS For meritorious and ESCS category candidates</p>  <p>INDUSTRY 4.0 Aligned Courses</p>	<p>GLOBAL RECOGNITION First Indian B-School to get BSIS (Business School Impact System) Label from EFMD, Brussels</p>  <p>64+ INTERNATIONAL ALLIANCES</p>

PROGRAMMES OFFERED

-----MBA Equivalent-----

(Approved by AICTE, Ministry of Education, Govt. of India)

 <p>PGDM</p>	 <p>PGDM Insurance Business Management</p>
 <p>PGDM International Business</p>	 <p>PGDM Retail Management</p>

**IGNITE
A WINNING
MINDSET**

Payment of Rs. 2,000/- for online application can be made through Credit/Debit Card

Apply Online

<https://online.admissions.bimtech.ac.in/>



Harivansh Chaturvedi
Director, BIMTECH
Greater Noida, NCR UP

1. How has the overall business landscape changed in the last few months? What parts are permanently changed and warrant new orientation?

Answer:- It isn't easy to imagine any sector of the global economy which has not changed. The global pandemic has caused radical changes in manufacturing, transport, health, education, services, leisure, entertainment, media, agriculture, etc. First, it disrupted the traditional way of doing things, and then it accelerated the innovation, which replaced many old practices with new practices. For example, workplaces will be in hybrid mode. It will reduce the cost of running offices and save employees' time in mobility.

2. How is your institution coping and rising to this challenge?

Answer:- When the pandemic started in March 2020, we have realized that onsite classes would not be possible. We prepared a contingency plan to shift from in-person to online or virtual teaching. Our business school quickly managed this transition by training our faculty and staff within April 2020. We have prepared an elaborate Business Continuity Plan, which suggested various kinds of risk during the pandemic we were likely to face. It provided action plans to mitigate all types of risk. We have realized that health, family, relationships, and emotions are crucial as livelihood and compensation. We are trying to develop more empathy in our leadership

style and paying more attention to the health and wellbeing of employees.

3. How are you implementing hybrid learning?

Answer:- From January 2021, we have started hybrid classes by having only 50% of students in the classroom for having in-person teaching. The rest of the students received the online version of this class in their hostel or from their respective homes. We have implemented the Covid-19 Safety Protocols in a detailed manner. Videos of the classroom lectures are preserved for the later use of students.

Initially, there were doubts and apprehensions in the minds of our faculty and students, but now they have developed a good understanding of this new concept of teaching and learning. Still, we have been discussing and debating some of the best practices from leading bschools from India and abroad to strive for excellence in hybrid learning.

4. What are the steps being taken to upgrade and reskill faculties?

Answer:- Reskilling and upgrading the teaching prowess of faculty have been the top priority of my bschool during the last two years. We have organized a series of faculty development programs to prepare our faculty to face new challenges and uncertainties and nominated them to Faculty Development Programmes of IIM, Ahemdabad, and Harvard Business School, USA.

5. How are you collaborating with industries for internships and placements?

Answer:- This has been an ongoing process for a long at our business school. Since 2016, we have been observing significant disruptive challenges happening quickly in the industry, later termed by the World Economic Forum(WEF) as the Industry 4.0 or the 4th Industrial Revolution. Accordingly, we have been in dialogues with several industry bodies and big corporates to assist our faculty and students in preparing themselves for Industry 4.0.

We have introduced courses on applying disruptive technologies like AI, Robotics, Machine Learning, Deep Learning, AR, VR,3 D Printing, Quantum Computing, etc., in business and industry. While designing the curriculum of these new courses, our faculty deliberated with industry leaders and engaged them in collaborative teaching. We are also using a vast amount of literature available on the website of the World Economic Forum and other global thinktank in this emerging area.

6. What role can EdTechs play in management education?

Answer: During the pandemic, everybody realized the power of online learning and its limitations. Being a Category-1 autonomous bschool as declared by the regulator, we were given the freedom to launch online PGDM courses without prior approval but, of course, to comply with norms. We have partnered with upGrad, a unicorn EdTech startup, for launching a 2yrs' Online PGDM program, which was well received by the market. We understand that EdTech can be helpful in the journey of bschools and other Higher Education institutions to provide opportunities in hybrid education. Their marketing and technology capabilities will be beneficial for delivering online programs.

7. How have govt initiatives and programs impacted

Business Schools?

Answer:- During the pandemic times, the Ministry of Education, Government of India, UGC, AICTE, and state governments have been guiding higher education institutions regarding the continuance of teaching and learning with the safety and wellbeing of learners. On several challenges faced by institutions, teachers, staff, and students, regulatory bodies issued relevant instructions to deal with the evolving situation.

On July 29, 2020, National Education Policy 2020 was announced by the Union Government. We have done elaborate preparations to implement its provisions which are relevant to business education and PGDM institutions.

8. What would you suggest to come at par with the education system of developed nations?

Answer:- Since 2008, we have been working to raise the quality and standards of teaching and learning at our bschool. It has been accredited both by NBA and NAAC with the highest scores. We are in the final stage of getting international accreditation which we have been pursuing since 2015.

We have been collaborating with more than 60 foreign bschools and universities who are our partners. From our international partners, we have been deliberating on the best practices used by bschools at the global level.

Our suggestion for raising the quality of Indian business education to international standards is developing a collective vision by a group of top institutions for greater internationalization of management education in India. The Ministry of Education, the Government of India, and regulatory bodies should also support it.

BE THE DRIVERS OF TRANSFORMATION AS WE HELP YOU CHART YOUR OWN UNIQUE CAREER PATH.

With our learning rooted in Liberal Education, FLAME University imparts in-depth knowledge and transferable skills essential to develop the leaders of tomorrow. Learn from globally-renowned experts, pick from an extensive range of Major and Minor combinations, grow with like-minded peers who challenge you, and live an unforgettable campus experience!



11:1
STUDENT-FACULTY
RATIO

8:1
STUDENT-MENTOR
RATIO

60
ACRES
CAMPUS WITH WORLD-CLASS
LEARNING OPPORTUNITIES

40+
SPORTS ACTIVITIES
TO CHOOSE FROM

200+
COURSE
OFFERINGS

100%
PLACEMENTS
IN 2022


CFA UNIVERSITY
AFFILIATED PROGRAM


TECH-ENABLED
LEARNING

PROGRAMS OFFERED:

MBA, MBA (Communications Management), M.Sc. (Economics), Postgraduate Program in Entrepreneurship and Innovation (PGPEI)

1-800-209-4567 | www.flame.edu.in

To know more, scan this code

**ADMISSIONS
OPEN**





Prof. Aditya Agrawal

Assistant Professor – FLAME University

He has completed Post Graduate Programme from IIM, Bangalore and holds a Bachelor's Degree in Civil Engineering from IIT, Kanpur. He is currently a PhD Research Scholar at IIT, Bombay.

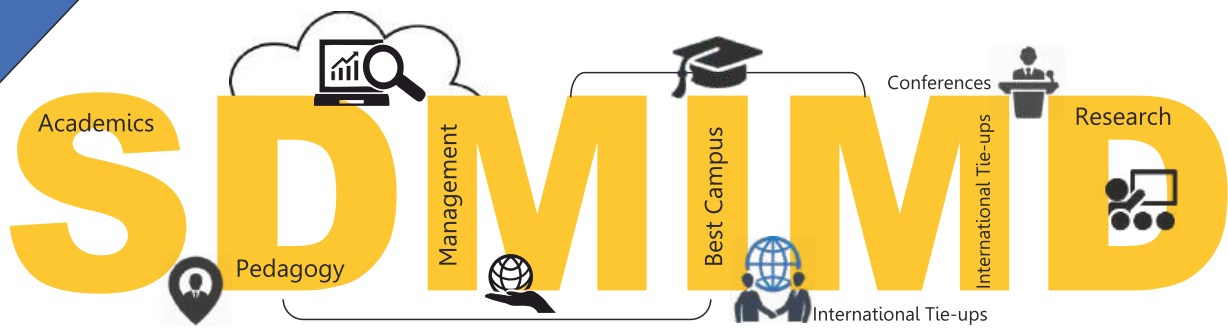
In the VUCA (Volatile, Uncertain, Complex, and Ambiguous) world of today, change is the only constant. One major aspect of our times is that changes are rapid and nearly all spheres have been affected by technological advancements. While this rapidly changing world brings multiple benefits, it does bring in some unintended consequences. People (read senior folks) sometimes resist changes and get insecure or fearful. As the carefully acquired skills of yesteryears are done quickly (and if we dare say) more efficiently by machines, the way business relationships are built is getting affected. Issues such as ageism (discrimination based on age) have entered management vocabulary and age-related seniority is no longer necessarily associated with more wisdom – at least in knowledge industry. Rapidly changing technologies have made traditional business models obsolete. An Ola or Uber – aggregators, scored over traditional car owning fleets such as Meru or Tab and made these established business models wither. Apps such as Swiggy and Zomato have changed the way food business is organized. Traditional restaurant space, air-conditioning, waiter service is no longer a necessity. Air BnB is replacing traditional hotel models and UrbanClap is changing the way various services

are delivered. Nowhere is the technological change more visible than the digital transaction of money. Going to banks for withdrawing cash became obsolete in about 10 years, but in less than 2 years, the ATM withdrawals have dropped down to record low because most of the transactions are through BHIM UPI, Google Pay or Paytm.

The positive sign is that this technological change (especially digital transaction of money) has not been confined to the elites or remained an urban phenomenon. It has been embraced by vegetable vendors, stalls, tea shops and daily wage workers alike.

This rapid change of technology is likely to affect the way businesses are run and the traditional understanding of an “office space” is likely to change. Many companies, particularly those based on soft skills will move towards “Work from home” and this in turn will affect the Real Estate sector, office transportation in a big way. These changes will also affect employee compensations. Transportation allowance will now be replaced by reimbursement for high data packages or better laptops.

Technology is thus going to affect the client side as well as the employee side of business activities in a big manner.



Brand SDMIMD

Statutory

AICTE Approved

Quality

NBA, EFMD, ACBSP
AACSB(Member)

Rigour

MBA Equivalence
by AIU

Impact

BSIS Impact
System Award

Rating

Diamond Rating
by QS I Guage

Core Strength

Faculty with rich
experience in
academic and
industry

Innovative and
Contemporary
Pedagogy

International
Linkages with 16
Renowned Foreign
Universities

Academic
Partnership
with TCSiON & BCIC

Consistent Best
in Class Placement*

Scholarship
for meritorious
students worth
of 75 lakhs

Add-on Certifications
including ESG
Courses

Student Involvement
in research /
Clubs/Fests

Students from 20
states across India

Best Architecture
Awarded Campus

Single Occupancy
Rooms

Admissions Open for 2023-25 Batch

2-Year Full-Time, Residential

Post Graduate Diploma in Management(PGDM)

Other Program

Ph.D in Management (University of Mysore)

Admissions Contact

Mr. Gururaj K. Khasnis

M: 9535007893

admissions@sdmimd.ac.in



sdmimd

Shri Dharmasthala Manjunatheshwara
Institute for Management Development



PGDM





Dr. Nanda Kishore Shetty

B.E, PGDPM, Ph.D.
Associate Professor-Marketing
SDM Institute for Management Development
Mysore- 570011, Karnataka -India

Dr. Nanda Kishore Shetty is an Associate Professor of Marketing at SDM Institute for Management Development, Mysore. He has over 28 years of work experience in various industries. This includes 2 years of experience in Manufacturing and 26 years in Sales & Marketing function. He has worked extensively in the area of Channel and Key account Management, Brand Management, Customer service and Profit Centre Operations in leading Cement companies like L&T cement, UltraTech Cement, ACC cement and Heidelberg Cement. His last assignment in the industry was in Heidelberg Cement India Ltd as a Senior General Manager-Sales & Marketing. He has Studied B.E. Mechanical, PGDPM-Marketing and Ph.D. in Management from National Institute of Technology-NIT, Trichy. He has published research papers on commodity branding, brand preference and brand loyalty in various International and Indian journals.

HOW TO PERFORM IN A CORPORATE HOUSE?

The major challenge in the corporate house is to quickly adapt and adjust the company's product and service offerings to the highly demanding customers and keep delighting them. Today, innovation and creativity are the keys to sustain in this highly competitive business world.

From my 28 years long corporate experience in multinational companies, I strongly believe that a professional management graduate with multidimensional skills acquired through management education from a leading management institute like SDMIMD, Mysore will be able to succeed in these challenging business environments. The main difference noticed with the Management Students is the tremendous value addition in the final output when they graduate from a premier management institute like SDMIMD. This is clearly observed in the corporate world when they join as management trainees and are able to successfully perform in the most challenging and dynamic business scenario.

It is observed that they display leadership skills and are able to work in cohesive teams who can motivate team members with 100 percent commitment and hard work in

achieving the goal set for the team.

Undoubtedly, the decision to pursue Post graduate studies in Management will prove as a turning point in every budding management professional's career as it proved in my life to quickly climb up the corporate ladder. The Post graduate degree in Management transformed me into a confident management professional ready to conquer the corporate world.

Looking back, all my classmates who came from different states of India, with different graduation stream and with a mixture of multi-cultural background have been highly successful in the corporate world across the globe today.

My sincere advice to the young and aspiring managers is that there is no short cut to success. So put in your 100 percent effort in upskilling yourself from a premier Management school like SDMIMD-Mysore, join an organisation of your choice, work hard, and be committed to your work and organisation. You will succeed and quickly climb up the organizational ladder to become tomorrow's corporate leader.

“ LEADERSHIP IS HARD TO DEFINE AND GOOD LEADERSHIP EVEN HARDER. BUT IF YOU CAN GET PEOPLE TO FOLLOW YOU TO THE ENDS OF THE EARTH, YOU ARE A GREATEST LEADER. ”



INDRA
NOOYI



अब जहाँ भी जाएं बेहतर नेटवर्क पाएं

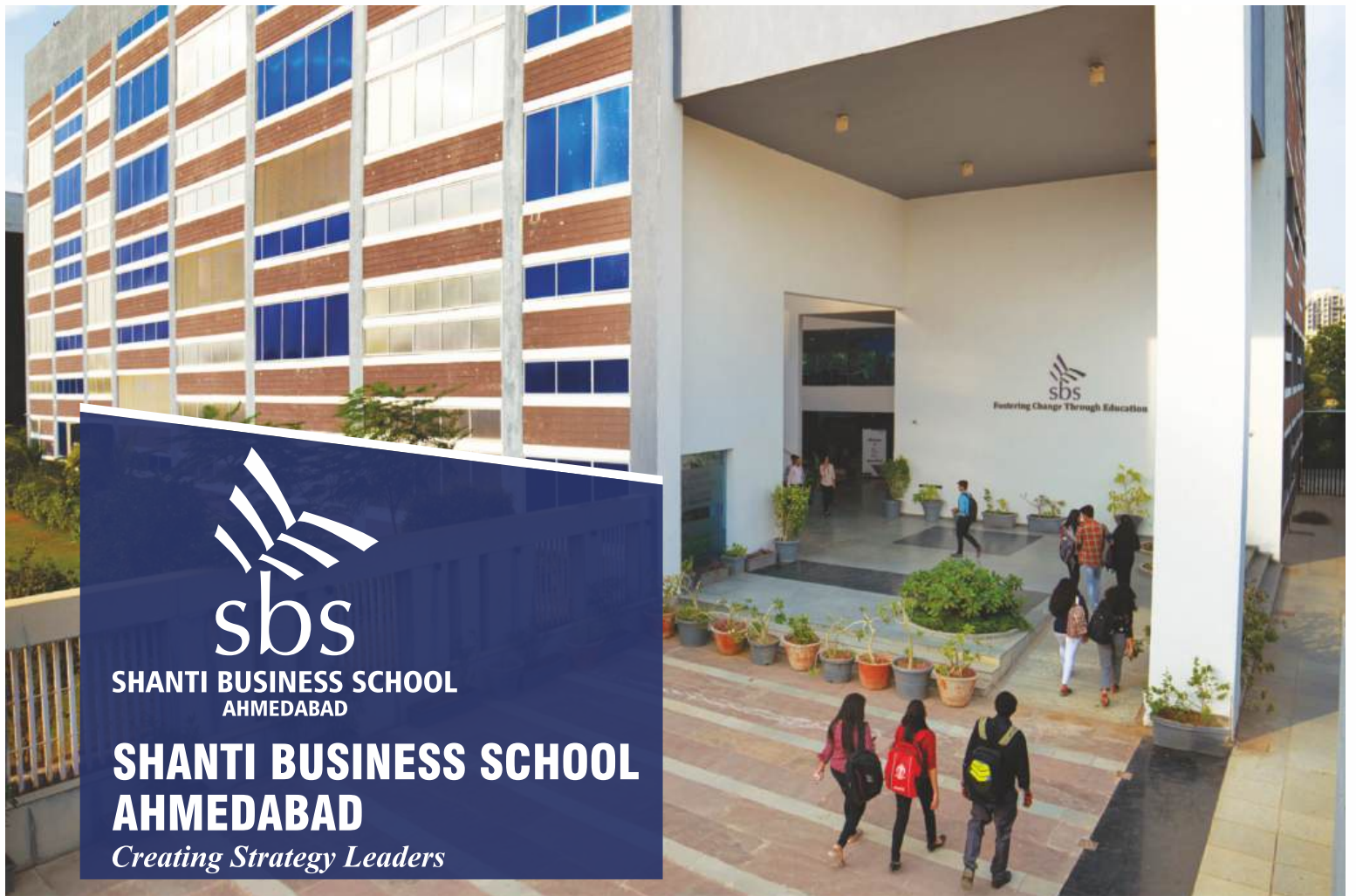
 तेज़ इंटरनेट स्पीड

 बेहतर कॉल क्वालिटी

एयरटेल पर स्विच करें



"कवरेज बुरस्ट" का मतलब 900/850/2300 बैंड लगने से बेहतर नेटवर्क कवरेज मिलेगा।
नेटवर्क उपलब्धता के आधीन है। अधिक जानकारी के लिए विज़िट करें airtel.in/tnc



**SHANTI BUSINESS SCHOOL
AHMEDABAD**

**SHANTI BUSINESS SCHOOL
AHMEDABAD**

Creating Strategy Leaders

AICTE APPROVED PGDM & PGDM-M

2 Year full time program

Specializations

- ▣ Marketing Management
- ▣ Financial Management
- ▣ Supply Chain Management
- ▣ Data Science & Analytics
- ▣ Human Resource Management
- ▣ International Business Management
- ▣ Communication
- ▣ Entrepreneurship

CAT/MAT/XAT/CMAT/GMAT/ATMA Scores accepted and other nationally accepted tests, if any

Representative List of Recruiters

Placements

Batch 2020-2022

Highest Package - CTC- INR 12.67 LPA
Average Package - CTC- INR 6.75 LPA

Campus: Shanti Nagar, Opp. Vraj Gardens, Off S. P. Ring Road, Shela, Ahmedabad - 380058

Admissions: ☎ 99097 00000 📞 89805 00000 ✉ admissions@shantibschool.edu.in 🌐 www.shantibschool.edu.in



Dr Prashant Pareek

Assistant Professor
Marketing and Entrepreneurship

Dr. Prashant Pareek is a Certified Case Writer. His latest book *Brand Magic - The Art and Science of Creating Successful Brands* which is based on case studies on branding is published by MICA Ahmedabad.

Dr. Pareek has written more than 15 case studies in the area of marketing, branding and Entrepreneurship.

In September 2022, International Council for Education Research and Training (ICERT), New Delhi has honoured him with Dr Sarvapalli Radhakrishnan Global Educator Award. He is a faculty member at Shanti Business School Ahmedabad Gujarat in the area of marketing and Entrepreneurship.

IMPORTANCE OF CASE STUDY METHOD IN MANAGEMENT EDUCATION

We are observing a profound change in the world, the geopolitical changes, rising concerns for sustainability, the emergency of new platforms for commerce and business, women empowerment, support eco system for start-ups, and penetration and influence of social media etc. When so much is changing so quickly then every aspect of our life needs to be rethought and reinvented, this applies to business and society in a very fundamental way. There is a lot of angst in the world about business practices these days, the society has started to question whether the current way of doing business is actually giving us the kind of planetary flourishing we crave for or is it taking us towards destruction and emptiness.

All disciplines exist for a reason, and they must perpetually assess where they stand to maintain relevance, currency and most importantly the societal value. Every profession needs to justify at some point in time that how it adds to individual, societal and planetary flourishing.

In majority of colleges and universities across the world, the management course helps students to review and integrate the business fundamentals. The techniques which are used by Institutions to facilitate the learning of students in their conceptualization and application stages include case studies, visits and sessions from corporate professionals, tests, term papers, and other various

methods.

The extent to which management principles appear in the class mostly depends on the background and preferences of the faculty. Today there is a strong need that management education providing institutions sensitize the student participants towards societal wellbeing because the need of the hour is society ready professionals not just industry ready.

Case is a slice of life, during our life many fluctuations take place and out of these incidents some are nostalgic while some get deleted from our memory. Similarly business case studies are incidents of organization's life and these case studies help management scholars to understand the real life business management problems and their solutions achieved by the key players of the case.

Today when almost all the management institutions are striving for industry connect and creation of industry ready professionals' case study is one such pivotal pedagogical tool of equipping the students by bringing in a real life business problem in the classroom. Case study method of teaching serves two broad purposes first it gives a flavour of real business scenario to the students and second it also helps in gaining conceptual clarity of various functional areas of management discipline.

PGDM 2-year full-time

AICTE Approved



Ranked 2nd in Kolkata
4th in East India



Digital-ready curriculum



**New-age Super
-specializations**



Highest CTC

INR 13.5 LPA



Average CTC

INR 7.5 LPA

Apply Now

PGDM 2023-25 batch

praxis.ac.in

+91 8017059596
+91 9230459052





Charanpreet Singh

B.Tech (IIT Kanpur),
MBA (University of Iowa)

He is a member of the Marketing sub-committee at the CII (East) and the IT sub-committee at the Bengal Chamber of Commerce.

Charanpreet worked in the corporate world for 20 years, with industries like Cryogenics, Steel, International Trade, Consulting and IT in organizations such as British Oxygen, Tata Steel, PwC and Compaq-HP before deciding to pursue his first passion, education. He is a founding member of Praxis Business School. A winner of the Chevening Scholarship for Young Managers awarded by the British Government, Charanpreet has keen interest in the areas of Branding, IT, Analytics and Business Communication. He taught at the University of Iowa, and has been a visiting faculty at IIM Lucknow, IIM Raipur, IIM Shillong and IIM Udaipur.

SKILLS FOR THE DIGITAL FUTURE - PGDM/ MBA IN BUSINESS ANALYTICS

The Changing Role of Teachers

We are experiencing historically high unemployment rates in the country. At the same time, we have recruiters saying they have hundreds of thousands of unfilled positions! There is, therefore, a mismatch between the skills that people have, and what the

industry wants. Therein lies the big opportunity – if you are prepared to identify and acquire the right set of knowledge and skills, you have plenty of exciting career opportunities opening up for you.

Hot skills for today and the future

We are in the midst of the Digital Revolution – driven by high-speed internet connectivity and accelerated by the proliferation of mobile devices that provide easier and faster access. This has impacted every aspect of our lives - the way we work (Zoom), order food (Swiggy), shop (Amazon), do financial transactions (UPI), consume entertainment (Netflix) etc.

One of the fall-outs of 'digital' is that we are generating huge amounts of data at massive speeds.

Every digital transaction generates data about us and about the devices and machines people and companies use. These data are of critical value to businesses who want to improve their manufacturing processes and supply-chains, and find better ways of selling a variety of products and services to us. This is why I firmly believe that if you enhance your skills around handling and/or analysing data, you have a bright, sustainable career ahead of you.

PGDM/ MBA in Business Analytics

We pursue a PG Diploma/ Degree in Business Management to learn managerial and entrepreneurial skills, thereby improving our career prospects. While the first year of a two-year PGDM/ MBA is designed to give the student an exposure to the different functional areas of business, like marketing, finance, human resources, operations, information technology etc, the second year allows students to choose areas in which they would like to specialize.

One of the new-age specializations that is becoming increasingly popular is Business Analytics. Business analytics uses data analysis, statistical models and other quantitative methods for solving business problems. With organizations becoming more and more data-driven, business analytics is a much sought-after skill across industries (retail, manufacturing, pharma, banking, energy, telecom etc.) and functions (marketing, finance, HR, operations).

Recommendations by Netflix, dynamic fares at Uber, search results on Google, loan approvals by banks, personalised news-feeds, spam-folder in mail-box are all examples of business analytics at work.

A typical business analytics specialization will include courses in techniques like statistics and machine learning, tools like R and Python, and application of these tools and techniques to solve business problems in different industries and domains.

Companies compete on their ability to access and analyze data and make better decisions based on this data. If we have the capability to help the companies on this journey, we have an attractive career ahead of us.

Praxis Business School started the first full-time program in Business Analytics in the country in 2011, and introduced it as a specialization in 2012. Students with a Business Analytics specialization get, on an average, a 30% higher salary than others. If you are good with data and comfortable with technology, give a serious consideration to an MBA/ PGDM in Business Analytics

PGDM 4.0@GIMS

IDEA TO EXECUTION

1800-274-6969 | www.gims.net.in

INTERNATIONAL
 PACKAGE **70.0 LPA**

DOMESTIC
 PACKAGE **27.61 LPA**



EXCELLENT GROUP
 PLACEMENT TRACK RECORD



The programme offers dual specialization in :

- Marketing
- OB & Human Resource Management
- Finance
- Information Technology & Business Analytics
- Logistics & Supply Chain Management
- New Age Startups & Entrepreneurship
- International Business

Skill Augmentation Certifications (SAC)

- Power BI & Data Visualization
- Digital Marketing & Social Media Marketing
- Design Thinking & Entrepreneurship
- Statistical Package for Social Sciences (SPSS)
- Foreign Language (French/German)
- Blockchain
- Yellow Belt Six Sigma
- Marketing Analytics
- Business Analytics
- HR Analytics
- HR Compliances
- Financial Modeling
- Elective Based Certifications*

Immersion Programme



APPROVALS & ACCREDITATIONS

OUR RECRUITERS



and many more

ADMISSIONS OPEN : PGDM | MBA | MBA (Health Care & Hospital Management) | MBA (Business Analytics)

Plot No. 7, Chanakya Block Knowledge Park-II, Greater Noida, G.B. Nagar Uttar Pradesh 201310
www.gims.net.in | www.gniotgroup.edu.in | Toll Free 1800-274-6969





Swadesh Kumar Singh
CEO GIMS

“GIMS, GREATER NOIDA- WE OFFER A PLAN TO EARN SUCCESS IN LIFE; THINK, DEFINE AND EARN”

Management education has evolved tremendously over the years. It has changed dramatically and veered from once being skill-oriented to now deeper in knowledge-base and being well-structured with a strong base of knowledge. The simple reason for this is the dynamic industry and the go-getting learners with ignited minds. The field of management is application-oriented where we seek the problem solvers rather than just the followers. The need for innovative management programmes has garnered a plethora of techniques to add value to education.

A well carved concept is the foundation of any successful organization. GNIOT Institute of Management studies (GIMS), Greater Noida is a concept transformed into success and the wagon wheel is still on transforming lives and seizing opportunities. GIMS, Greater Noida is the PGDM Flagship programme of GNIOT Group Institutions, Greater Noida. GNIOT Group Institutions, Greater Noida founded in the year 2000, enjoys the legacy of over two decades in the realm of higher education of Management, Engineering, Commerce and Technology. It was established with a vision of not only spreading the education but also focusing on development of the higher education practices, under the leadership of its Founder Chairman Late Shri. K. L. Gupta. GNIOT Group has a strong representation in the industry which has been possible by the energies of its students and faculties. To upgrade the quality of education, they reinforce the promotion of industry and academia collaboration. In the pursuit of providing holistic education to its students, GNIOT emphasizes multi-disciplinary research, consulting and partnerships with the corporate.

GIMS, Greater Noida was established in the pandemic year 2020, during the turbulence of COVID-19. The daredevils of GIMS, Greater Noida embarked on their triumphant spree to not only launch a professional education programme but a programme with a difference. The PGDM 4.0 by GIMS, Greater Noida is a vision for the Industry 4.0 to provide a product who is

ready to be absorbed in the industry to grow and excel. The weaknesses of the current education system exposed during the twin disruption of technology and pandemic led to the conception of GIMS, Greater Noida. The PGDM 4.0 programme focused on skills and knowledge related with an overarching influence of behavioral aspects as the curriculum itself may not be enough to make the pursuant industry ready. The correct balance between technical skills and soft skills is what the industry has always demanded and now with the advent of virtual processes, the need for this becomes all the more relevant.

GIMS, Greater Noida is steering the management education in a different zone by laying emphasis on the wholesome learning and producing capable individuals - the Value Added Personnel (VAP). The Skill Augmentation Certifications intertwined in the curriculum like Design Thinking and Innovation, Block chain Technology, SPSS, Power BI, Data - Analytics, Robotics and automation, GST, Marketing Analytics, HR Analytics are a few to count amongst the long list. The education imparted to the Millennials bend their mindset toward innovation, invention and reinvention. The case-based learning, the flip classes, the project based learning, the rural, domestic and international immersion programmes all make PGDM 4.0 a course worth pursuing. The MBA/PGDM aspirant vouches for the top institutions and when we have the certifications offered by one of the top institutions in the country IIMBx, what can a student yearn for. The programme offers a plethora of external certification and a variety of Employability Skills Enhancement Programmes (ESEP) offered by the in-house experts, crystallizing the passing out student into the most coveted candidate for the industry.

GIMS, Greater Noida offers no shortcuts for success. A simple motto to be followed “If you yearn for success; You need to earn it”.

MBA Event Series

Shiksha Samagam 2022-23

A Workshop For MBA Aspirants

Topic - Future Scope & Realities of Business Management Education

Jamshedpur	20th December 2022	Hotel Alcor
Ranchi	22nd December 2022	Hotel Capitol Hill
Patna	24th December 2022	Hotel Maurya
Kolkata	10th January 2023	Hotel The Park
Lucknow	17th January 2023	Hotel Levana
Kanpur	19th January 2023	Hotel The Landmark
Varanasi	22nd January 2023	Hotel Taj
Udaipur	2nd February 2023	Hotel Radisson
Jaipur	4th February 2023	Hotel Radisson
Bhopal	7th February 2023	Hotel Marriott
Indore	10th February 2023	Hotel Sayaji
Pune	17th February 2023	Hotel Taj (Blue Diamond)
Nagpur	20th February 2023	Hotel Radisson

UG Event Series

InterAct UG 2023

WHAT NEXT AFTER +2 ??

Engg.? BBA? BCA? BCOM? Design? Law? Arts? HM? BMC? etc

Patna	27th& 28th April, 2023	Hotel Maurya
Jamshedpur	1st May, 2023	Hotel Alcor
Ranchi	3rd May, 2023	Hotel Capitol Hill
Varanasi	10th May, 2023	Hotel Taj
Allahabad	12th May, 2023	Hotel Kanha Shyam
Kanpur	14th May, 2023	Hotel The Landmark
Lucknow	16th May, 2023	Hotel Levana
Kolkata	28th May, 2023	Hotel The Park
Indore	11th June, 2023	Hotel Sayaji
Jaipur	14th June, 2023	Hotel Radisson

**ENGG.? BBA? BCA? BCOM? DESIGN?
LAW? ARTS? HM? BMC? ETC**

UG Event Series

DE-SIGN - 2023

A workshop for creative aspirants

Fashion, Interior, Jewellery, Product Design, Animation, Architecture, Automobile Design, etc

Ranchi

2nd April 2023

Hotel Capitol Hill

Patna

5th April 2023

Hotel Maurya

UG Event Series

InterAct Law 2023

Perception & Reality of Legal Studies

An exclusive law event for CLAT/ LSAT/ AILET appeared students.

Patna

30th May 2023

Hotel Maurya



E3 Events & Managements Pvt. Ltd.

34, First Floor, Kavi Raman Path, Near Gold's Gym,
Nageshwar Colony, Boring Road, Patna.

call : 9334802017

mail : jithere@gmail.com

visit : www.e3india.in



MBA ADMISSION 2023

Dual Major Specialization with Unique Two Years Industry Immersion Program

IPS COLLEGE JAIPUR, a campus that combines innovation, design thinking, information technology and true placement.

- ✓ **Team of Experienced Mentors, Corporate Trainers & Faculty members** consisting of Ph.Ds, research scholars with definite corporate exposure having authored curriculum books referred by Rajasthan Technical University and Rajasthan University.
- ✓ **Unmatched ROI (2,80,000/- for 2 Years)** with world class physical & academic infrastructure.
- ✓ **Experiential learning through** carefully crafted regular internships, corporate interactions and on-job-training.
- ✓ **Holistic Development** through active participation in organizing & coordinating symposiums conferences & intercollegiate management meets.
- ✓ **15 Years legacy of 100% True Placements & 15,000+ Alumni Network.**

IN-BUILT CERTIFICATIONS ALONG WITH MBA

- Business / Data Analytics Certifications
- Digital Marketing Certifications
- AWS - Cloud Computing Certifications
- FINTech Certifications
- Advance Excel Certifications
- Industry Specific Technical Certifications

How to Apply:

Online:
Application form can be filled & submitted online on our website along with online payment of Rs. 550/-.

Website - www.ipsedu.in

TOP RECRUITERS



Old Campus : A 1, Padmawati Colony - B, Pandit T.N. Mishra Marg, Nirman Nagar, Jaipur, Rajasthan, India, 302019

New Campus : Rohini Nagar Phase-3, Chandawas, Renwal - Phagi Road, Jaipur, Rajasthan, India, 302029

Phone - 8233970000, 9829016449 Email - info@ipsedu.in



Mrs. Deepti Agarwal

Managing Director
IPS BUSINESS SCHOOL

IPS BUSINESS SCHOOL, JAIPUR - FOR INDUSTRIALLY PREFERRED MBA GRADUATES WHO UNDERSTAND THE PRINCIPLES OF BUSINESS MANAGEMENT BOTH IN THEORY AND IN PRACTICE

Being the Managing Director of IPS BUSINESS SCHOOL, Jaipur at this crucial juncture of its unparalleled growth is a matter of wonderful honour.

Since its inception in 2007, IPS BUSINESS SCHOOL has stood out for its outstanding academic offerings, executive education, research in management and related fields, assistance for business owners, and contributions to societal advancement. More than 8,000 of our alumni have gone on to make major contributions in a variety of fields across our country and abroad. IPS BUSINESS SCHOOL has been an innovator in many respects. We have a complete bouquet of degree offerings in Management, value-laden with Business Analytics, Digital Marketing, Python, SQL and PHP. It is specially designed to combine the best of management and data analytics. Our incubator, run under the aegis of Bhamashah Techno Hub, the largest start-up incubation centre under the Government of Rajasthan, provides a unique positioning to assist interested IPSians to start their first venture. Regular Certification Courses with National Commodity & Derivatives Exchange Limited (NCDEX), a nation-level, technology-driven online commodity Exchange platform, access to courses in management offered on Swayam, IIM-B and XLRI platforms, enable us to adapt with the dynamic management environment by empowering young minds with stellar education, thus creating the enablers of tomorrow. Our in-house faculty members are outstanding scholars in their respective disciplines with publications in leading academic journals, they are also inspiring teachers, impactful consultants, award-winning case writers, and renowned corporate and policy advisers. Many of them have

been on advisory boards of leading companies, start-ups, non-profits and educational institutions. Central and State governments in India, and international organizations have benefited from their expertise in formulating and reviewing policies and Human Resource Development. The Industry Institute Partnership Cell of IPS organizes continuous interaction between academia and industry along with Alumni Meets which is the need of the hour. It provides a platform for the students to be aware of industry expectations of skill sets required for the modern workspace and go for continuous and relevant skill upgradation.

Our unique round-the-year Corporate Immersion pedagogy – the only one of its type in India gives IPSians an in-hand professional experience in the real Job world during the entire tenure of their Management Program. This provides IPSians an advantage in the Placement market as they gain valuable practical knowledge and job experience while studying, ensuring coveted Pre-placement Offers (PPOs) before completing their individual programs, making it possible to maintain 100% Placement Record every single year.

Reflecting these strengths, IPS is consistently ranked at #1 or #2 in North India. We also value our international connections through AIESEC - a non-governmental not-for-profit organisation in consultative status with the United Nations Economic and Social Council (ECOSOC) facilitating student exchange programs with the best schools across the globe.

As I look ahead, an important priority for IPS BUSINESS SCHOOL is to further enhance our impact by seeking to ensure that excellence pervades everything we do.



Indus Business Academy

IBA Ranked among Top 1% Institutes in India with Track Record of Excellent Placements



IBA Bangalore is 19th among the 58 B-Schools (out of 5000+ B-Schools in India) to get an International Accreditation



Approved by **AICTE** (Ministry of Education, GOI)



Under the able Leadership



Dr. Subhendu Dey
An Alumnus of AMU & IIM Kozhikode
Ph.D., PGCPM,
BE (Mechanical)
Programme Director



Dr. Subhash Sharma
An Alumnus of University of Southern California (USC)-USA & IIM Ahmedabad,
Ph.D., PGDM
Dean



Dr. Manish Jain
An Alumnus of IIM Ahmedabad
Ph.D., MBA (Marketing),
PGDBM (Finance),
BE (Mechanical)
Founder & Chairman

We invite you to invest two years at IBA and gain a world of knowledge and experience. Under supervision of our renowned faculty with vast experience in teaching and consulting (in India and Abroad), and Governing Council comprising of a distinguished panel of industry veterans and academicians, you will have the opportunity to network with the Senior Management of Top Companies through Industry visits and Seminars. To be precise, we provide you an excellent platform for a great and exciting Professional Career.

Post Graduate Diploma in Management - PGDM

Challenge Yourself

Dual Specialization Course*	Marketing	Finance	Human Resource Management	Business Analytics & E-Business
	Retail	Operations	International Business	Entrepreneurship Management

* Student can choose combination from above mentioned specializations before beginning of 3rd Trimester.

PGDM 2023-25 (23rd Batch)

Two Year Full Time Residential Programme

PGDM Programme granted MBA status by AIU &

Accredited by NBA (National Board of Accreditation)

•E-mail: admissions@iba.ac.in •Call: +91 93424 10271, +91 81978 62131



Excellent Career Opportunities - Placements 2021-22

  Ranchi, Jharkhand Saurav Kumar	  New Delhi, Delhi Arushi Sachdeva	  Palasa, AP Avinash Gara	  Deoria, UP Ritik Bisen	  Bargarh, Odisha Mohammad Iftikhar	  Burdwan, WB Mridul Das
  Dibrugarh, Assam Narender Singh Dhani	  Visakhapatnam, AP Jyotsna Bole	  Kolkata, WB Shouvik Chowdhury	  Faridabad, Haryana Kanika Saini	  Bhubaneswar, Odisha Hitesh Kumar	  Salem, TN Arulanand R.
  Jodhpur, Rajasthan Purvi Arora	  Bhopal, Chhattisgarh Anu Upadhyay	  Rohtak, Haryana Sonia Saini	  Kolkata, WB Tiyasha Talukder	  Rudrapur, Uttarakhand Ashi Goel	  Durgapur, WB Meghanki Goswami



APPLY ONLINE:
www.iba.ac.in



Top Education Brand

By Business World

Disclaimer: 'Past record is no guarantee of future job prospects'



IBA Bangalore





Prof. (Dr.) Rajiv R Thakur
Director General, Jaipuria School Of Business

Teacher education and its critical role in today's higher education

Higher education pedagogy is defined by the diverse elements of academic proficiency, skill development, research, simulation, and career-orientation. Facilitating the nurturing of theoretical and empirical knowledge and making learners future-ready require special competencies among educators.

Three distinct influences have a bearing on higher education. Firstly, advances in technology are bringing radical changes in the learning content, methodology, modes and even the learning environment. Secondly, new pedagogical breakthroughs and the emergence of new curriculum are increasingly transforming the teaching and learning practices and experiences. Add to the two the dynamic nature of the 21st century industry to which business education has to constantly align itself. These cumulative influences make continual teacher professional development pivotal to higher education.

To better understand the critical role of teacher education in today's higher education ecosystem, we must consider the changes taking place along the following dimensions.

The Changing Role of Teachers

From the 'sage on the stage', teachers are now transitioning to the new role of 'guide on the side'. Student-centric learning is redefining the role of teachers as knowledge facilitators. Managing learning processes, integrating summative and formative assessments, acquiring tech proficiency for hybrid teaching, data analysis, Learning Management System tools, and updating with modified curriculum and applying outcome-based education (OBE) methodology are some of the competencies teachers need to be up to speed with.

The educator profile is changing in

conjunction with the profile of the learners who need to develop higher cognitive skills such as critical thinking, quantitative analysis and statistical prowess. Teachers need to constantly upskill and reskill themselves to help nurture these capabilities in students along with an aptitude for complex problem solving, risk management and research and development. At the more holistic level, teachers have to be mentors and guides in facilitating a harmonious social, emotional, physical and spiritual development of learners.

Teacher education and its critical role in today's higher education

Keeping Up With Technology

Technology is turning out to be a game changer in Industry 4.0, and teachers have to keep in step with latest innovations to deliver learning experiences that best fit corporate needs. The systemic shift to online learning during the pandemic is now giving way to a new paradigm where remote learning digital tools have become integral to blended pedagogy. According to a study conducted by McKinsey, higher educational institutions are continuing to leverage eight learning methodologies that are reliant on technology. These are:

1. Group work: virtual collaboration and knowledge sharing between teachers and learners
2. Connectivity and community building: This comprises tools through which teachers connect with students and build a large learning community
3. AR/VR: Augmented and Virtual reality

provide an excellent form of experiential learning which may, in the future, transform learning experience through the emergence of the metaverse

4. Machine Learning-powered teaching: This constitutes automated apps and chat-bots that can be good assistants to educators
5. AI-driven adaptive learning: Personalized learning journeys created by AI powered algorithms
6. Student progress monitoring: Tech-driven assessment tools and LMS to chart out learning pathways
7. Classroom interactions: Breakout rooms, chats, group discussions, quizzes etc facilitated by tech
8. Classroom exercises: Ludic learning, gamification, simulation exercise through tech

Aligning Education with Ever-Changing Industry

The Future of Education and Skills 2030 report by OECD asserts the potential of education and educators to equip learners with a sense of purpose – apart from knowledge, skills, values and attitude – to shape their own lives and contribute towards societal growth and global sustainability. For this purpose educators have to bear the huge responsibility of nurturing the agency (or sense of purpose) in today's learners. Given the dynamic nature of the industry, plenty of future jobs and job profiles will be added anew each year in this third decade of the 21st century.

Some of these new jobs include:

- Human-Machine Teaming Manager
- XR Immersion Counselor
- Augmented Reality Journey Builder

- Algorithm Bias Auditor
- Cyber Calamity Forecaster
- Metaverse Planner
- Data Detective

Continuous teacher professional development programs, as advocated in the National Education Policy 2020, shall be the prominent means to prepare educators who can meet the pedagogical challenges arising out of these new jobs and profiles. Over and above the new-age pedagogy, teachers also need to be in sync with the global realities, geopolitics, cultural dynamics and societal transformations to be best positioned to nurture learners into change-makers and leaders who shall confidently navigate through the new world order and define the future of humanity.

28
YEARS OF
EMPOWERING
MINDS



GLOBALLY ACCREDITED **MBA**

Ranked among top 1% of business schools in India and accredited by NAAC with 'A' Grade and a score of 3.25 on a scale of 4, AIMS School of Business (AIMS Institutes) offers AICTE approved MBA programme with the following advantages that provide the much-needed boost to your profile in your endeavour to make a mark in your professional career.

- Business Simulations*
- Global Exchange Programmes
- Global Certifications
- Value Added Programmes
- Research Incubation

We have only one campus located in Peenya, Bangalore.
No branches.



Capsim®, Capstone® are the brands and trademarks owned by Capsim Management Simulations, Inc.®.

**APPLICATIONS OPEN
FOR MBA 2023**

AIMS Selection Process

AIMS Selection Process will be organised across various locations in India. Please visit our website to know more about eligibility and selection process.

Call / WhatsApp
+91-815-000-1994

Apply Online for Selection Process
www.theaims.ac.in/apply

Dr. Kerron Reddy Founder AIMS Institutes

Dr Kerron Reddy, Founder of AIMS Institutes, Principal & CEO of AIMS. She has over forty years of rich experience in academics as Faculty, Research Guide and Dean. She has been member in the Bangalore University Syndicate; Senate, Academic Council, Member of Board of Examinations (BOE) & Member of Board of Studies (BOS) for Commerce; and External Examiner of MBA.



NOTE ON SUSTAINABILITY SUMMIT

AIMS Institutes, Peenya Bangalore has organized an International Summit on sustainable development – Global Challenges on **19th November 2022** jointly with SUNFO global, Sri Lanka (United Nations Friendship Organization), Sri Lanka.

The main objective of the summit was to have deliberations on 3 sustainable development goals (SDG)

- 1) **Quality Education** - Equitable and lifelong learning opportunities.
- 2) **Life on Land** - Protect, Promote and Restore Terrestrial Eco System
- 3) **Decent work and economic growth**

Inclusive and Sustainable economic development initiated by one of the AIMS Focus centres - AIMS Center for Sustainability (ACS). The outcomes of the summit will be a better understanding, appreciation and make recommendations towards achievement of the UN SDGs and make the world a better place to live.

The patrons of the summit are :

- 1) Dr. Kerron Reddy, Founder AIMS Institutes
- 2) Dr Priyanandan Reddy – COO AIMS Institutes
- 3) Dr Roja Reddy – Director AIMS Institutes

The Delegates from Sri Lanka :

Dr. M. Reginold, Global Chairman, SUNFO, Dr. Deshapriya S. Wijetunge, Director General, SUNFO awarded AIMS Institutes Bangalore – SDG cooperate partnership High award of recognition – international 2022.

Dr Harikrishna Maram – Chairman Global Economic Forum as the keynote Speaker.

Dr. Kerron Reddy has been Bestowed with **Sustainable Diplomacy Governor SUNFO Global Sri Lanka**.

Seven Professors of AIMS Institutes have been inducted as sustainable Human Development accelerators.

- 1) Dr Priyanandan Reddy – COO AIMS Institutes
- 2) Dr Roja Reddy – Director AIMS Institutes
- 3) Dr. Maneesh Reddy, Director and Chairman AIMS Preschool
- 4) Dr. Jayashree Nair, Director, School of IT & Director - AIQAC
- 5) Ms. Anitha D, Program Manager of MSW
- 6) Dr. Sashikanth Reddy, Program Director, MCA
- 7) Dr. Kalpana Jaya Krishnan, Director- AIMS School of Business.
- 8) Dr. Lata Lincoln, Founder and Director, Faith Welfare Society and CEO, Lincoln and Lindon Pvt. Ltd. Co. has been inducted as life Member of SUNFO

The Summit concluded by the launch of the Global Economic forum brochure of Bali summit to be held on Jan 26th, 2023 by all the delegates of SUNFO and AIMS Top management. Which is initiated by Dr Harikrishna Maram Chairman Global Economic Forum.

Appreciation certificates were presented to the students of AIMS Institutes who were the volunteers at GAU valley creating a record of lighting one lakh desi cow dung diyas - again a sustainable practice.

The eminent speaker and delegates were :

Dr. Sandhya Sastry, Professor, Bristol Business School, UK
Mr. Ram Ramisetty, Senior Consultant, Environment and Sustainability Management, Dubai, UAE.
Dr. Shashi Kad, Founder and CEO, SAGE Sustainability.
Mr. Niranjana Khatri, Founder, I Sambhav, Bengaluru,
Mr. Vinay Kumar Shetty, Director, HR Services, Fidelitus Corporation.

The event reiterates the vision of AIMS institutes **"To transform youth into professionals of global excellence with a deep concern for society"**.

Hello
creativity!

asuwish
brand promotion agency

First Floor, Patner House,
Opp. Tapashya Complex,
Boring Road, Patna 01, Bihar

☎ +91 926277711



Pimpri Chinchwad Education Trust's
A Trusted Brand in Education Since 1990

PCET'S
PBS PUNE BUSINESS SCHOOL
IGNITING MINDS

PUNE BUSINESS SCHOOL

(Approved By AICTE, New Delhi)

Strategically located in PCMC and is surrounded by Industrial & IT hubs / SEZ.

25,220+
PLACEMENTS

720+
FACULTIES

450+
PATENTS

3,500+
RESEARCH
PAPERS

65+
ACRES
3 CAMPUSES

50,200+
ALUMNI

14,500+
STUDENTS ON
CAMPUS EACH YEAR

1000+
RECRUITERS
EVERY YEAR

₹ 61
LACS
PA
HIGHEST
SALARY

PGDM ADMISSIONS 2023-25

Centre for Excellence in Finance
Centre for Excellence in Human Resources

Specialisations

Marketing Management

Financial Management

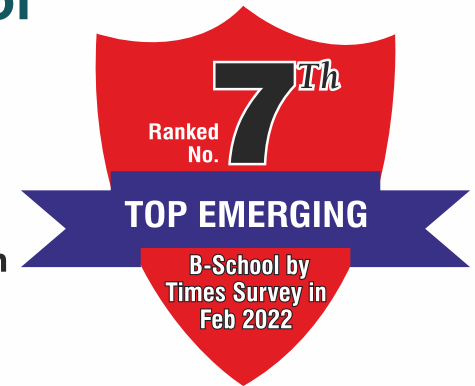
Human Resource Management

Agri Business Management

Business Analytics

Pune Business School Advantages

- Approved by AICTE, New Delhi
- Access to Industry experts & networks
- Personality enrichment program
- Hostel Facility for boys and girls
- Foreign language certification
- Collaboration with Foreign Universities



'TOP EMERGING' B-School in India
Times Survey 2022



PCET's Central Placement Cell

(Maharashtra's Leading Placement
Cell with a Renowned Legacy)

- PCET has placed around 25,200 students from across India in the last few years through On Campus/ Off campus/ Pool Campus Drives.
- Opportunity of Jobs to 12,00,000 students of India through Off Campus/Pool Campus drives

Sector No. 26, Pradhikaran, Nigdi, Pune - 411 044.

+91 91564 23225 / +91 84462 70407 / +91 88550 88523 (ABM)

Email: info@punebusinessschool.com

Website: www.PCET.org.in | www.PuneBusinessSchool.com



Pursue your Passion

with Most Preferred
B School In India

PGDM *iConnect* 2023-25

2 Year Full Time AICTE Approved Program

Program Highlights

- Industry Recognized Curriculum
- 5 Month of Intensive Industry Internship
- 45000+ Global Alumni Network
- Research-Based Capstone Project
- Top-notch faculty with Corporate and Academia Blended Experience
- 35+ add-on Certifications to upgrade your Skills and Knowledge
- 650+ Campus Recruiters
- 300+ Hrs of Career Progression Session with 'Talewind'

ITM PGDM *iConnect* is a new approach to addressing the challenges of the next-gen professionals. They experience working with different teams, understand core business know-how, learn excellent communication skills, strong analytical abilities with Top-notch Industry Experienced Faculty.

The ITM *iConnect* PGDM 2023-25 focus on developing your business intelligence, industry exposure and innovative thinking through our unique *iConnect* PGDM course.

ITM Navi Mumbai Placement Records 2022

Highest CTC | Average CTC
21 LPA | **8.65 LPA**

Some of Our Top Recruiters



Our Rankings

- #3rd** Among the Top B-Schools in Mumbai
Source : Outlook Survey 2022
- #15th** Among the Top B-Schools in West Zone
Source : Time Annual B School Ranking Survey 2022
- #17th** Among the Private Standalone Business Schools in India
Source : Outlook Survey 2022
- # "Diamond Band with A+ Grade"**
in The OBE Rankings 2022 and is positioned as,
The Premier Institution for Academic Excellence, in India.

Eligibility

- Bachelor's degree from any AIU recognized University with minimum 50% marks
- Final year students may also apply.
- Candidates must have appeared for one of the following MBA Entrance Tests: CAT, XAT, CMAT, GMAT, MAT, ATMA, State CET tests where applicable, and as per AICTE guidelines.



ITM
Business
School

31 Years of
excellence in
education

Plot 25 & 26, Institutional Area, Sector 4, Kharghar (E) Navi Mumbai-410 210.

For more information, call:

TOLL FREE 1800 209 9727

visit us at :

www.itm.edu/pgdm



Apply Online



Dr Arpita Pandey
Head, Entrepreneurship cell,
ITM Business School, Navi Mumbai

CHALLENGES FACED BY START-UPS IN INDIA

The challenges a start-up faces vary at a different level. Some challenges are small, and some are beyond the control of the founder, and it entirely depends on how the founder or founders handle the given situation.

Some of the facts which we have come across from our experience and discussions with many start-up founders are that family support and selecting the right investor is the biggest challenge an entrepreneur faces. Many of our alumni entrepreneurs mentioned that finding the right and affordable workforce who shares the same passion is another challenge that they have come across.

With the influx of venture capital funding into the start-up environment, many businesses still struggle to stay afloat and may eventually have to shut down operations because of the lack of well-defined vision, foresightedness, competition underestimation, improper research, and therefore inhibiting the development and viability of start-ups in the Nation. Some of the major difficulties are-

1. Inadequacy of affordable talent

Even while skilled workers are not in short supply in India, the average wages of the Indian workforce are continuously increasing, and hence entrepreneurs simply cannot always afford them. It is quite difficult to discover the multi-skills needed to create start-up success stories.

2. The absence of risk-taking

Educated youth today are afraid of taking a risk. They simply want a safe and comfortable 9 to 5 job because of turnaround times or financial constraints.

3. Unable to find the right mentors

There is a dearth of good, experienced, and ethical mentors who can take the start-ups to the beta stage. Being business-savvy always keeps one step ahead of the competition. This may be a much more serious problem than raising money. One can build up energy over time if you are vigilant and take small steps at a time.

4. Addressing the escalating customer expectations

Online start-ups continually attempt to strengthen their reputation and brand image by providing a good experience. In a time when customer satisfaction is paramount and established e-commerce players push online shopping to the proverbial "next level" with anticipatory shipping techniques, it is challenging for the entrepreneurs to meet the constantly shifting customer preferences.

Start-ups should start assessing their eCommerce trends and focus on using this data to build personalized customer experiences to meet the required customer expectations for a great user experience. Customers must feel appreciated and acknowledged as soon as they start using your service.

For instance, send them notice notifications or product updates to help with this customer connection.

5. Data Security

Cybersecurity is another aspect where start-ups are facing challenges because hacks can lead to losses in money, information, and a company's general viability. Protecting both own and customers' data when it comes to eCommerce is crucial. The loss of client data due to a cybersecurity system breach might have a major impact on the trust and reputation the company has worked so hard to establish.

6. Insufficient marketing techniques

Inadequate data in marketing systems and insufficient use of marketing techniques are other drawbacks in start-up ecosystems. Each state in India is interested in its own culture, cuisine, customs, language, attire, etc. What is therefore selling like hotcakes in Maharashtra might remain spotless in Tamil Nadu. Before diving into the perilous seas of new businesses, it is of utmost importance to have a thorough understanding of the area's insightful demand and realistic market analysis.

7. Peer Influence

There will be social pressure while beginning a business, and the following things tend to discourage people:

No support: To be honest, not many people would help a business. You won't have many people with whom to share ideas or get advice.

Mockery: People would make fun of you, which hurts a lot and is very depressing. People are trying to make fun of you while you strive to develop something.

You Can't Do It: As you are all aware, any start-up, whether it is established or expanding, will experience difficult times. You would be instructed to either sell the goods or cease selling them.

Even though there are many challenges faced by start-ups in India, young entrepreneurs can overcome them by believing in themselves and doing hard work.



Dr. V M Bansal Chairman, NDIM

Advisor to Former Lt. Governor, Delhi, Principal Commissioner & Secretary, DDA, Govt. of India (1993-2010)
Special Invitee PHDCCI Management Committee Co-Chairman & Chairman, PHDCCI Education Committee (2017-2021)
Special Invitee to the Education and Skill Committees of FICCI, ASSOCHAM and DMA
Member AICTE (Govt. of India), National Steering Committee on Internships and NITTTK, GOI

Set up in 1992, NDIM is Approved by the AICTE, Govt. of India, since 1996 as an Institution of higher learning, imparting Govt. of India approved Post Graduate Diploma in Management (PGDM) declared equivalent to MBA by the AICTE in 2008. NDIM is Accredited by the National Board of Accreditation, Govt. of India and accorded MBA equivalence by the Association of Indian Universities.

Continuing with 100% placements year after year - Declared Best for Industry Linkages and Placement Environment by AICTE and Business Chambers:

NDIM is the only B-school continuously declared as the Best B-school of India 3 years in a row for 'Industry Linkages' & under 19 other parameters by the AICTE, Government of India and the Confederation of Indian Industry. NDIM has been declared 'Best' also by ASSOCHAM in 2017, 2018, 2019, 2020 and 2021 for Placement Environment & in North India 5 years in a row, and Best in India also by FICCI in 2021 for 'Excellence in Employability through Industry Engagement'. NDIM is the 1st and the only B-school which has been declared best by all the National business chambers and the AICTE.

Students Hired by Top Recruiters – Deep Industry Connect:

NDIM Students are recruited by 250+ Top Companies much before completion of their 2-year PGDM (MBA). The Institute completed campus placements for its 2019-21 and 2020-22 Batch well before time despite the deep pandemic. More than half of the 2020-22 Batch that completed their course in July 2022 already got the Best job offers in the 3rd semester itself, ie 6 months before course completion.

Led by Best Connected Board and Academic Advisory Council:

CEOs, Presidents, and CMDs of global repute have been a big support to NDIM and have been guiding its students, courtesy of its highly connected Board of Directors, Academic Advisory Council of 132 senior professionals belonging to the corporate world and top faculty drawn from 261 industries. NDIM is the only B-school in India with serving Presidents of FICCI, PHDCCI, ASSOCHAM, BRICSCCI, AIMA, 5 top Industrial houses and 6 Padma Awardees on its Board who continuously help multiplying career and employment opportunities manifold.

Mentorship Program – Support by 354 Corporate Mentors:

Strong Industry Interface has helped NDIM have 354 Mentors from the Industry under its highly successful Corporate Mentorship Program. This platform provides a unique opportunity for our students to stay connected with the real workings of the industry.

Continuous Campus to Corporate Grooming: Students are trained in soft skills for 400+ hours at NDIM based on continuous fortnightly evaluation by the industry experts. All the 6-industry led full time NDIM trainers are apt at understanding industry expectations and ensure that students keep pace with tomorrow's expectations of the

industry, not just meeting today's requirements.

Full-fledged Japan Centre at NDIM - Licensed to Train and Send Manpower to Japan:

NDIM is a funded partner of National Skill Development Corporation (NSDC), and the only partner PGDM institute for the Indo-Japan TITP of the NSDC. NDIM has also been catering to the training needs of a large number of Japanese multinational companies and helping them in re-skilling their employees.

Korea Centre: Opportunities with Korean Companies:

NDIM recently co-hosted more than 130 Korean and Indian Industry leaders with the active support of the Korean Ambassador to launch skill development initiatives. Korean Chamber of Commerce also announced its intent to connect NDIM with Korean companies including LG, Samsung, Doosan Group, CJ Group, The Woori Group, opening new opportunities for its students.

Tech-enabled futuristic PGDM specializations:

Tech-enabled PGDM specializations at NDIM are loaded with fundamental knowledge about latest trends, building blocks of digital platforms and best practices of business models from different industry verticals. Irrespective of specializations opted by students, all of them get a good understanding of enabling technologies for building up a digital enterprise. All Students attain Managerial Skills in Data Analytics with Excel as well as R, Data Visualization through Tableau, Business intelligence with Power Bi, Salesforce CRM etc. which is helping them become better prospects for the Corporate World.

Strong Alumni Support: Being a 30-year-old institution, NDIM has a sprawling network of highly successful alumni who provide hands-on support to the current students in their corporate readiness and placements.

Unparalleled International Connect: NDIM has been Accredited with 'Premier College Status' by British Govt. Approved Accreditation body ASIC, UK, based on rigorous and detailed inspections held in October 2014. NDIM also offered over 120 Live projects of six-week duration to its students across Russia, China, Malaysia, Egypt, Mauritius, Philippines, Vietnam, Indonesia, Tanzania, etc. All the projects were a mix of management disciplines and social responsibility.

New Delhi Institute of Management





Since 1992 | Approved by AICTE since 1996 | Accredited by National Board of Accreditation (NBA) | Declared equivalent to MBA by AIU & AICTE | Among "Illustrious Brands Making India Proud"-Mail Today | Among "The Fastest Growing Business Schools of Asia"- process reviewer - KPMG-India | Among "The World's Greatest Brands in India in Education"-process reviewer - PwC | Internationally Accredited by ASIC, U.K. Since 2014 as a Premier B-School | Only Institute with a 'Japan Centre' and 'Korea Centre' preparing for Jobs with Japanese and Korean Companies | 400 hours of Corporate & Soft Skills Grooming | 12 month Mentoring by 354 corporate mentors

Awarded as the BEST Industry Linked B-School by AICTE 3 years in a row



NDIM Thanks Late Mr Arun Jaitley-Former Union Minister Finance; Late Shri Pranab Mukherjee-Hon'ble Former President of India; Dr Manmohan Singh-Hon'ble Former Prime Minister of India; Mr M. Venkaiah Naidu-Former Vice President of India; Mr Prakash Javadekar-Union Minister Environment & I&B and Ex-HRD Minister; Mr Suresh Prabhu-Ex-Union Minister Commerce, Industry & Civil Aviation; Mr Sunil Mittal-Chairman Bharti Airtel; Mr Subhash Chandra-Chairman Essel (Zee) Group; Mr Rajinder Gupta-Chairman Trident Group; Mr Suresh Narayanan-Chairman & MD Nestle; Mr Mahesh Gupta-Chairman Kent RO; Mr Harshavardhan Neotia-Chairman Ambuja Neotia Group; Mr SK Arya-Chairman JBM Group; Mr Kanwaljeet Jawa-MD & CEO Daikin; Mr N.Chandrasekaran-Chairman Tatasons & Air India; Mr Analjit Singh-Chairman Max Group; Mr Deepak Bagla-MD & CEO Invest India; Mr Binny Bansal-Co-Founder Flipkart; Mr Deepak Kapoor-Chairman PwC; Dr Arvind Lal-Chairman Dr Lal Path Labs; Mr Sunil Duggal-CEO Dabur for their visit & student interactions at the NDIM Campus.

RATED AMONG THE BEST BY INDUSTRY & NATIONAL TRADE CHAMBERS CII AND ASSOCHAM | PARTNERED BY ASSOCHAM, BRICS CCI, NHRDN, DMA

<p>DECLARED 1st IN INDIA</p>	 <p>*Declared as the 1st and the Only Mentor B-School of India and Best in India for Industry Linkages by the AICTE, Govt. of India, 3 years in a row</p>	<p>DECLARED 1st IN INDIA</p>
 <p>*Declared as the 1st and the only Mentor B-School of India and Best in India for Industry Linkages & under 19 other parameters by the CII, 3 years in a row</p>	 <p>*Declared Best for Placements/Best in North India - 5 years in a row Excellence in Providing Preferred Environment for Placements-North</p>	 <p>*Declared Best in India for 'Excellence in Employability through Industry Engagement'</p>

**PGDM
MBA**
28th Batch (2023-25)

100%
FINEST
PLACEMENTS



“

**START SMALL,
NAIL IT
AND THEN
MAKE IT BIG.”**

**RITESH
AGARWAL**



ELECTRIC VEHICLES: INDIA'S FUTURE

By 2030, 80% of two and three-wheelers, 40% of buses, and 30 to 70% of cars in India will be electric vehicles, says the NITI Aayog. As the nation gears towards its 'Zero-emission' 2070 dream, funds and focus are directed towards electric mobility.

In March 2022, Minister for Road Transport and Highways, Nitin Gadkari mentioned in the Parliament that between 2019-2020 and 2020-2021, the two-wheeler EVs rose by 422% ; three-wheelers by 75% and four-wheelers up by 230%. The number of electric buses also increased by over 1,200%.

Hoping to convert more consumers into Electric Vehicle

owners, the government is offering subsidies for purchasing electric vehicles. A tax exemption of Rs. 1.5 lakh is also given for people buying electric cars on loan. The GST for the purchase of EVs is set at just 5% with zero cess.

Under two phases of the FAME or faster adoption and manufacturing of hybrid and electric vehicles scheme, the government has been trying to improve the infrastructure for electric vehicle manufacturing in the country. There is also a plan for 22,000 EV charging stations to be set up by Oil Marketing Companies across the country.

ADMISSIONS OPEN 2022

www.manavrachna.edu.in

BUILDING CORPORATE LEADERS & ENTREPRENEURS



MANAV RACHNA
Vidyanatariksha

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

'Deemed-to-be-University' under section 3 of the UGC Act, 1956

NAAC 'A' GRADE ACCREDITED

NIRF RANKED

COLLEGE BOARD'S INDIAN GLOBAL ALLIANCE

QS 4-STAR RATED

12B STATUS FROM UGC

ATAL RANKING ON INNOVATION ACHIEVEMENTS (MOE, GOI)

MBA PROGRAMME

AICTE APPROVED & NBA ACCREDITED

NO. 1 B-SCHOOL OF INDIA
MBA WITH DUAL SPECIALIZATION

INDUSTRY AFFILIATIONS

NHRDN, FICCI, AIMA, ASSOCHAM, FSIA, MSME

INDUSTRY FOCUSED CONTEMPORARY SPECIALIZATIONS

Business Analytics

International Business

Waste Management

Operations Management & Others

MRNAT/CAT/MAT/
XAT/GMAT/CMAT/ATMA
SCORE ACCEPTED

**UPTO 100%
SCHOLARSHIP**

FOR ENQUIRIES CONTACT
0129-4259000

KEY HIGHLIGHTS

Strategic Mentoring Board
comprising Think Tanks
of the industry

4-tier mentoring program

In-house Entrepreneurship Cell
and seed funding opportunities

KEY RECRUITERS





Dr. Deepti Dabas Hazarika

Professor & Director
Faculty of Management Studies
(Post Graduate Programs)
Manav Rachna International Institute of
Research and Studies
(A Deemed to be University)

LEADERSHIP

Today's era is governed by transformational evolution, propelled by technology, digitalization and social change. Flourishing e-commerce is just an example of this. It is essentially the management of continuous change that determines success now!

While management education has equipped students to deal with change, contemporary times demand an extra edge. Today, management graduates are required to be leaders, with cross functional capabilities. At Manav Rachna, we understand that professionals are encountered with new situations and scenarios everyday, which is why we groom our students through MBA as a training program, rather than just an academic attainment. Our MBA programme offers a Dual Specialization from across an

array of areas, building problem solving and critical thinking skills among the students. The academic delivery is replete with simulation games, case analysis, role plays, industry visits and more, to ensure there is no gap in industry know-how.

Further to the functional areas, the program is designed in a manner where we understand each of our students as a distinct, unique personality. Inherent opportunities for community service, event management, research initiatives, peer mentoring etc. ensure that each student develops the required positive attitude, embracing diversity and unlearning to learn. With a strong faculty team, including eminent professionals as Professors of Practice, the Manav Rachna MBA Programme paves the way for future thought leaders!



Institute of
Management Technology
Nagpur



IMT-Nagpur

Preparing Global Leaders for Tomorrow

» **25+**
Partner Institutes

» **24+**
Faculty Exchanges

» **300+**
Student Exchanges

Programs Offered:

- ✓ PGDM
- ✓ PGDM (Marketing)
- ✓ PGDM (Financial Management)

INSTITUTE OF MANAGEMENT
TECHNOLOGY, NAGPUR
35 Km Milestone, Katol Road,
Nagpur (MH) - 441502, India.
Call: +91-712-2805000
Coordination Office
603, Khullar Appts., Byramji Town,
Nagpur (MH) - 440 013, India.
Mobile : 7447 7776 68





Dr. Bigyan Verma
Director, IMT-Nagpur

BUSINESS SCHOOL FOR THE NEW AGE!

India has an immense demographic edge as her young talent pool is estimated to become the world's largest by 2030. However, global forces of disruptions and change, specially after the pandemic are all around us. The ever growing importance of AI, IoT, Blockchain, Industry 5.0, WFH, WFA - are disrupting the ways in which students are expected to acquire skills and work. Add to this is the growing challenge of the skills gap across sectors makes it quintessential to align learning with the industry demands.

Are business schools geared up for this challenge? Unfortunately no, as most business schools offer skill sets that may not last a few years. While recruiters look for talent that matches market demands, the immense gap between demand and supply persists as business schools continue to serve in silos.

Institute of Management Technology, Nagpur (IMT Nagpur), is an NBA & SAQS Accredited institution and all its PGDM programs are equivalent to MBA as per AIU. Its fully residential campus in Nagpur offers personalized and dynamic methods of learning and gauging student's performance. As smart organizations look for "Smart Thinking" students, IMT Nagpur attracts students who value analytical bias and focus on critical thinking in the new age. Here every faculty has moved beyond the usual management education pedagogy and instead uses power of innovative thinking to hone smart decisions making abilities. With the support, coaching and personalized attention of faculty as Mentors, this institution provides skills that are needed to solve issues in the current VUCA environment.

Many innovative skill building tools of IMT Nagpur ensures that the educational experiences gained here are truly transformational, as experienced by over 4500+ alumni. A carefully designed blend, which includes rigorous learning from top class academicians, regular exposure to thought leaders, entrepreneurs, professionals, numerous student

driven initiatives and peer learning etc. makes the in-house campus experience a transformational one for our students. Besides offering world class application driven curriculum with the help of expensive simulations and Harvard cases, the two year AICTE approved PGDM, PGDM – Marketing & PDGM- Finance Programs at IMT Nagpur are full of continuous live projects and internships with leading corporate. Our Skill-Linked Global Immersion Projects are well received by all stakeholders and considered to be a major differentiator for us. The international accreditation of our flagship PGDM is well on its way from AACSB and we will soon put on a different pedestal where only a few top Indian business schools exist.

One of our key competencies of IMT Nagpur is its rural immersion program as an integral part of institutional social responsibility. Through this program, every student reaches out to underprivileged communities and help them through several health, wellness, awareness and donation campaigns. This initiative of ours is such a wonderful success that many NGOs have joined hands with us to engage our students for holistic development. We groom students with required managerial skills and create the bright future here on the campus itself before they walk out with their head high.

As management education remains incomplete without impressive placement record, IMT Nagpur boasts of terrific performance with highest package offering at Rs. 23.57 lacs pa and average being more than 10.57 lacs pa. Some of the top organizations like Deloitte, KPMG, EY, CRISIL, Accenture etc. have always been the regular recruiters for our students. And last but not the least, the lenient scholarship schemes for girl and meritorious students make the entire investment one of the most competitive in the country. *As we live with many promises, dynamism and purposes, our students are ever ready to be the game-changer for tomorrow. We, for sure are the business schools of the New Age!*



PGDM

(Two Year Full Time Programme)

GLBIMR. PGDM Institute, Greater Noida

GL Bajaj Institute of Management and Research is committed to providing a life changing experience to its students and accordingly strives to deliver:

The relevant in-depth course curriculum imparted through meticulous designing of the course structure in consultation with industry and academia that develops skill sets required by an individual to excel as managers, business leaders or as entrepreneurs.

Value Added Courses – Extended Micro Skills, by highly accomplished faculty and renowned industry practitioners ensures overall development of students and makes them industry ready. These courses are strategically provided along with curriculum as per real-time industry requirements.

Blended Learning through Student Clubs an initiative to creating a vital and engaged campus community that supports students to learn and develop the knowledge, skills and values needed to lead and serve in an independent, global society.

Extensive Corporate Connect

in the form of Internship programs, projects based on industry problems, and real world applications of theoretical concepts through faculty from industry provides students with an exposure to existing corporate practices.

Online Incubator

assists budding entrepreneurs extensively on different facets like idea generation, entrepreneurs' inventory, feasibility study, preparing DPRs etc. Through effective mentoring, technical and financial funding, we have been able to create many success stories.

Research as the key driver

to the growth of students as research engages and empowers students in hands on learning, develops critical thinking and promotes innovation oriented culture and in this direction Research and Writers' groups have been created who are being steered to come up with their best literary contributions.

Placements @ GLBIMR

The cross sectorial participation of industry bigwigs in campus placement bears testimony to the quality education and excellent talent pool of GLBIMR, which in turn, has led to building of a long list of recruiters, with additions every year.



GL BAJAJ

Institute of Management & Research. PGDM Institute
FIND YOUR SPARK
GREATER NOIDA (Approved by A.I.C.T.E., Ministry of HRD, Govt. of India)

11 Institutes, 980+ Faculty, 15013+ Students, 45740+ Alumni

GL Bajaj Institute of Management & Research. PGDM Institute

Plot No. 2, Knowledge Park-III, Greater Noida, U.P.-201306

8010-081-081, 8860333801 | www.glbimr.org

Dr. Sapna Rakesh
Director, GLBIMR



“We, at GLBIMR, promote excellence through our faculty, who ensure through their teaching, mentoring and pedagogical interventions, to create an excellent learning environment which help students realize their career goals. We educate in an environment where we seriously emphasize on relevant in-depth course curriculum, strategically provided micro skills and blended learning through self-experience and understanding the power of self-reflection. The entrepreneurial interests of students are encouraged and supported through online incubation program. We also focus on all round development of our students and to this end; we actively encourage our students to participate in a host of co-curricular activities and provide ample opportunities to students to exhibit themselves in their interest areas.”

GL BAJAJ INSTITUTE OF MANAGEMENT AND RESEARCH PGDM INSTITUTE, GREATER NOIDA

GL Bajaj Institute of Management and Research.PGDM Institute, Greater Noida is one of the leading brand Business Schools of northern India. GL Bajaj Group was established in the year 1997 by the philanthropic creative thinkers and over the period has evolved with 11 campuses in NCR and Mathura. The Group is committed to its vision of imparting quality education to thousands of budding professionals in the field of Management, Technology, Education, Dental Science, Engineering, Pharmacy and Library Sciences with a total of 11 institutions.

GL Bajaj Institute of Management and Research.PGDM Institute, established in 2007, offers Post Graduate Diploma in Management (PGDM), a two year full time program with dual specialization in areas of Marketing, Finance, Human Resource Management, Operations and Information Technology, approved by AICTE, Ministry of HRD, Govt. of India,

As a commitment towards its vision, mission and objectives, GLBIMR has made a constant endeavor to improve the teaching methodology so as to equip students with knowledge that keeps them abreast with the growing needs of the corporate sector and helps them meet their expectations. GLBIMR, perceives industry and society as its key stakeholders and thus strives to be a premier institute and a leader of global repute in developing quality management professionals through high quality teaching, training and research.

The PGDM curriculum aims to instill a growth mindset in all its students with social sensitivity and a global outlook. The fee structure is affordable and a strong Corporate Resource Centre (CRC) assures quality placements to guarantee value for money education, for all sections of society.

Shaping up careers with Alumni Outreach Programme: Through the strong alumni base with many in the leadership roles across the globe, the institute runs an alumni outreach programme which not only prepares students for the best placement opportunities, but also ensures a strong industry interface, resulting in wonderful career avenues and guidance.

What is Unique with GLBIMR?: GL Bajaj Institute of Management and Research.PGDM Institute, Greater Noida has earned its reputation by giving the students boundless opportunities to shape-up their career and personality through regular curriculum review by experts from industry and academia, re-engineering students' personality through meticulously designed soft skills programmes, certification courses for skills on demand, summer internship opportunities in prestigious brands, live projects, overseas tours, area-wise club activities, dual mentoring and various institutional fests and activities.

Excellent Placement Opportunities: The institute has a consistently excellent record of placements since its inception. Despite the economic slowdown owing to global lockdown, GLBIMR students of the recently graduated batches, have

received an overwhelming response from the top recruiters and companies in the country.

The institute has been successful in creating competent and confident global business leaders with a philanthropic mindset by honing their personal and professional skills and their overall personality. Through its vigorous learning environment and intellectual think tank of mentors, students are groomed to be the game changers that they are today; a resilient batch of go-getters with unwavering focus and proactive attitude.

The Institute has become a Center of Excellence with impetus on Skill enhancement, Research Orientation & Corporate readiness under the visionary guidance of Dr. Sapna Rakesh, Director.

GLBIMR. Entrepreneurs, Corporate & Academic Mentors, Researchers and Academicians come together at GLBIMR to create a motivating and inspiring environment for new ideas and accomplishments. Profound interaction between the theory and practice of entrepreneurship brings the best out of both creating unique synergies. GLBIMR has been a forerunner in recognizing the needs of the industry and integrating knowledge with professional inputs. The institute is dedicated towards creating bright, vibrant and young corporate ready management graduates. We have a unique and innovative approach to management education that focuses on providing right knowledge, imparting the right skills for enduring success in management career and shaping the right character.

Following are few unique initiatives taken by GLBIMR for overall development of its students:

- Soft Skill Enhancement Program (SSP)
- Micro Skill Enhancement Program through Value Added Certification Courses
- Inclusion of Technical Skills Development Subjects in the Curriculum
- Global Linkage Program
- Global Adjunct Faculty
- Tie-ups with Foreign Universities
- Global Talk Series, Corporate Talk Series, Corporate Interface Series, Alumni Talk Series and Expert Talk Series on regular basis
- Mentorship Program
- YSR- Youth Social Responsibility, building societal connect in students
- Entrepreneurship Development Cell - Flying Minds
- Support in Career Guidance using external professional trainers:
 - o Professional Excellence for Corporate Readiness Certification (PECR)
 - o Placement Readiness Enhancement Program (PREP)
- Employability Enhancement Programs
- Distinctive Corporate Mentorship Program

IIM INSTITUTES IN INDIA

Name of the Institute | Location

- IIM Ahmedabad** | Ahmedabad, Gujarat
- IIM Calcutta** | Kolkata, West Bengal
- IIM Bangalore** | Bangalore, Karnataka
- IIM Lucknow** | Lucknow, Uttar Pradesh
- IIM Kozhikode** | Kozhikode, Kerala
- IIM Indore** | Indore, Madhya Pradesh
- IIM Shillong** | Shillong, Meghalaya
- IIM Rohtak** | Rohtak, Haryana
- IIM Ranchi** | Ranchi, Jharkhand
- IIM Raipur** | Raipur, Chhattisgarh
- IIM Trichy** | Tiruchirappalli, Tamil Nadu
- IIM Kashipur** | Kashipur, Uttarakhand
- IIM Udaipur** | Udaipur, Rajasthan
- IIM Nagpur** | Nagpur, Maharashtra
- IIM Visakhapatnam** | Vishakhapatnam, Andhra Pradesh
- IIM BodhGaya** | Bodh Gaya, Bihar
- IIM Amritsar** | Amritsar, Punjab
- IIM Sambalpur** | Sambalpur, Odisha
- IIM Sirmaur** | Sirmaur, Himachal Pradesh
- IIM Jammu** | Jammu, Jammu & Kashmir



Prof. Sudhir Agarwal

Honorable Convener
IPS BUSINESS SCHOOL, Jaipur

The gap between the current state of learning outcomes and what is required must be bridged through undertaking major reforms that bring the highest quality, equity, and integrity into the system, from early childhood care and education through higher education. The aim must be for India to have an education system by 2040 that is second to none, with equitable access to the highest-quality education for all learners regardless of social or economic background. This National Education Policy 2020 is the first education policy of the 21st century and aims to address the many growing developmental imperatives of our country. This Policy proposes the revision and revamping of all aspects of the education structure, including its regulation and governance, to create a new system that is aligned with the inspirational goals of 21st century education, including SDG4 (Sustainable Development Goal 4), while building upon India's traditions and value systems.

Achieving successful implementation of this policy demands a long-term vision, availability of expertise on a sustained basis, and concerted action from all concerned encompassing National, State, institutional, and individual levels. In this context, the Policy recommends strengthening and empowering the Central Advisory Board of Education (CABE) which will have a much greater mandate and not only a forum for widespread consultation and examination of issues relating to educational and cultural development. The remodelled and rejuvenated CABE shall also be responsible for developing, articulating, evaluating, and revising the vision of education in the country on a continuous basis, in close collaboration with MHRD and the corresponding apex bodies of States. It shall also create and continuously review the institutional frameworks that shall help attain this vision.

In order to attain the goal of education with excellence and the corresponding multitude of benefits to this Nation and its economy, this Policy unequivocally

NATIONAL EDUCATION POLICY (NEP) - MAKING IT HAPPEN

endorses and envisions a substantial increase in public investment in education by both the Central government and all State Governments. The Centre and the States will work together to increase the public investment in Education sector to reach 6% of GDP at the earliest. This is considered extremely critical for achieving the high-quality and equitable public education system that is truly needed for India's future economic, social, cultural, intellectual and technological progress and growth.

Any policy's effectiveness depends on its implementation. Such implementation will require multiple initiatives and actions, which will have to be taken by multiple bodies in a synchronized and systematic manner. Therefore, the implementation of this Policy will be led by various bodies including MHRD, CABE, Union and State Governments, education-related Ministries, State Departments of Education, Boards, NTA, the regulatory bodies of school and higher education, NCERT, SCERTs, schools, and HEIs along with timelines and a plan for review, in order to ensure that the policy is implemented in its spirit and intent, through coherence in planning and synergy across all these bodies involved in education.

To conclude, I would suggest that implementation needs to be guided by the following principles. First, implementation of the spirit and intent of the Policy will be the most critical matter. Second, it is important to implement the policy initiatives in a phased manner, as each policy point has several steps, each of which requires the previous step to be implemented successfully. Third, prioritization will be important in ensuring optimal sequencing of policy points, and that the most critical and urgent actions are taken up first, thereby enabling a strong base. Finally, comprehensiveness in implementation will be key, as this Policy is interconnected and holistic, only a full-fledged implementation, and not a piecemeal one, will ensure that the desired objectives are achieved.

COMMONWEALTH GAMES 2022

INDIAN MEDAL WINNERS

SPORT	EVENTS	ATHLETE/TEAM	MEDAL
Table Tennis	Men's Single	Sharath Kamal	Gold
Table Tennis	Men's Single	Sathiyam Gnanasekaran	Bronze
Badminton	Men Single	Lakshya Sen	Gold
Badminton	Women Single	PV Sindhu	Gold
Table Tennis	Mixed Doubles	Achanta & Sreeja Akula	Gold
Cricket	Women	Indian Women Cricket Team	Silver
Squash	Mixed Doubles	Dipika Pallikal & Saurav Ghosal	Silver
Boxing	Men's 92 KG	Sagar Ahlawat	Silver
Badminton	Men Single	Kidambi Srikanth	Bronze
Table Tennis	Men's Doubles	Sharath Kamal and Sathiyam Gnanasekaran	Silver
Boxing	Women's 50kg	Nikhat Zareen	Gold
Athletics	Men's triple jump	Eldhose Paul	Gold
Athletics	Men's triple jump	Abdulla Aboobacker	Silver
Athletics	Men's 10 Race Walk	Sandeep Kumar	Bronze
Athletics	Javelin Throw	Annu Rani	Bronze
Boxing	Men's 48kg-51kg (Flyweight)	Amit Panghal	Gold
Boxing	Women's 48kg	Nitu Ghanghas	Gold
Hockey	Women's Hockey	Indian Hockey Team	Bronze
Boxing	Men's 57kg	Mohammed Hussamuddin	Bronze
Wrestling	Women's 97kg	Deepak Nehra	Bronze
Wrestling	Women's 74kg	Pooja Sihag	Bronze
Para Table Tennis	Women's Table Tennis	Bhavina Patel	Gold

COMMONWEALTH GAMES 2022

INDIAN MEDAL WINNERS

SPORT	EVENTS	ATHLETE/TEAM	MEDAL
Para Table Tennis	Women's Table Tennis	Sonalben Manubhai Patel	Bronze
Wrestling	Men's 74kg	Naveen Malik	Gold
Wrestling	Women's 53kg	Vinesh Phogat	Gold
Wrestling	Men's 57kg	Ravi Dahiya	Gold
Wrestling	Women's 50kg	Pooja Gahlot	Bronze
Boxing	Women's 60kg	Jasmine Lamboria	Bronze
Lawn Bowls	Men's Four	Sunil Bahadur, Navneet Singh, Chandan Kumar Singh Dinesh Kumar	Silver
Athletics	Men's 3000m steeplechase	Avinash Mukund Sable	Silver
Athletics	Women's 10,000m race walk	Priyanka Goswami	Silver
Wrestling	Men's 125kg freestyle	Mohit Grewal	Bronze
Wrestling	Women's 68kg freestyle	Divya Kakran	Bronze
Wrestling	Men's 86kg	Deepak Punia	Gold
Wrestling	Women's 62kg	Sakshi Malik	Gold
Wrestling	Men's 65kg	Bajrang Punia	Gold
Wrestling	Women's 57kg	Anshu Malik	Silver
Athletics	Men's long jump	Murali Sreeshankar	Silver
Para Powerlifting	-	Sudhir	Gold
Squash	Men's singles	Saurav Ghosal	Bronze
Judo	Women's +78kg	Tulika Maan	Silver
Weightlifting	Men's +109kg	Gurdeep Singh	Bronze
Athletics	Men's high jump	Tejaswin Shankar	Bronze

COMMONWEALTH GAMES 2022

INDIAN MEDAL WINNERS

SPORT	EVENTS	ATHLETE/TEAM	MEDAL
Weightlifting	Men's 109kg	Lovepreet Singh	Bronze
Badminton	Mixed Badminton	Mixed Badminton Team	Silver
Table Tennis	Men's table tennis	Indian Table Tennis Team	Gold
Weightlifting	Men's 96 kg	Vikas Thakur	Silver
Lawn Bowls	Women's Fours	Fours team- Lovely Choubey Pinki Natanmoni Saikia Rupa Rani Tirkey	Gold
Weightlifting	Men's 55kg	Sanket Sargar	Silver
Weightlifting	Men's 61kg	Gururaja Poojary	Bronze
Weightlifting	Women's 49kg	Mirabai Chanbu	Gold
Weightlifting	Women's 55kg	Bindyarani Devi	Silver
Weightlifting	Men's 67kg	Jeremy Lalrinnunga	Gold
Weightlifting	Men's 73kg	Achinta Sheuli	Gold
Judo	Women's 48kg	Sushila Devi Likmabam	Silver
Judo	Men's 60kg	Vijay Kumar Yadav	Bronze
Weightlifting	Women's 71kg	Harjinder Kaur	Bronze



Prof. (Dr.) S. V. Ramana Rao
Director, Siva Sivani Institute of Management (SSIM)

Dr. S. V. Ramana Rao is a Director at Siva Sivani Institute of Management, Secunderabad. He is a Post Graduate in Management and stood 8th in Sri Krishnadevaraya University, Anantapur, Andhra Pradesh and subsequently completed M.Phil from Alagappa University, Karaikudi, Tamilnadu. Dr.Rao obtained his Ph.D. from Centre for Economic and Social Studies (CESS) in the area Financial Derivatives.

SECTORIAL SPECIALIZATION: ENHANCING THE EMPLOYABILITY FACTOR OF AN MBA GRADUATE

Management graduates are expected to be broad based in their learning to be competitive and performance oriented.

“The question is how can the programs and courses offered, pedagogy adopted and exposure to experiential learning tools need to be designed so that it contributes to Corporate's Expectation out of management graduates”

Management programs offered needs to provide an opportunity to students for choosing the courses which facilitate their multifaceted learning to augment employment opportunities. Managerial portfolios/roles demands that prospective candidates should have ability to function in an environment where frequent interaction with different departments is the order of day. Programs offered by the business schools and courses designed should focus on students gaining knowledge and skills in more than one functional area.

Institutions offering management education needs to emphasize on industry practices, trends, knowledge and skills required and factor these aspects while designing programs so that the students passing out from institutions will be able to deliver and live up to industry expectations. Students pursuing management programs must understand the interrelationships and interlinked nature of functions that are performed at organizations. Hence, students while choosing their specializations or courses need to understand the corporate practices and expectations so that the assigned activities at organizations can be performed with ease and could overcome challenges.

Out of the box thinking or lateral thinking has been considered as one of the most

important skills that the management graduates are expected to possess. Problem solving and decision making demands lateral thinking as well as knowledge on more than one functional area. Management education is providing a great learning experience by offering range of courses where in students are allowed to choose Elective Courses based on their interest and career plan.

Management graduates who are exposed to varied specializations will certainly have broader exposure and knowledge in their specializations augmenting their employment opportunities which will facilitate higher productivity at respective workplace.

Siva Sivani Institute of Management (SSIM), Hyderabad; the first AICTE approved private B – School in Hyderabad imparting quality management education since 1992 was again one of the pioneers to visualize this need of the hour and re positioned its flagship PGDM Program as PGDM – Triple Specialization and started offering sectorial specialization along with major and minor specializations to prepare managers with cross functional skills blended with IT acumen.

Wishing you all a bright career in Emerging Business domains.



Prof. (Dr.) Uday Salunkhe
Group Director, S P Mandali's
Welingkar Institute Of Management
(We School)

CSR SPORTS EVENTS ARE BRINGING COMMUNITY TOGETHER

There is a lot of talk about social media and its impact on society and culture. In the positive light, technology and social media have become catalysts for community development. The question is - who and what is the catalyst for digital communication platforms? The answer is human and human empathy. Some of the best consumer experiences stem from the ability to understand human need. And such understanding is acquired by upping the human factor and improving inter-personal skills. One of the ways to connect with others is through community events and social causes like beach cleaning.

The digital web media is also creating mediums for a host of social causes run on crowd funding sites. These sites are creating digital experiences on learning, communication and knowledge about the underprivileged in the society.

According to History, cultural events have formed the bond of unity in the society. Barring religion and ethnicity, these community events invite people from all walks of life to come together and celebrate life. Over the last decade, city music and cultural fests are adding life to the fast paced city life. Music, art, movie and literature fests are informative, recreational and mostly food for thought. Recently, Mumbai has witnessed sports events like marathons, yoga and the recently cyclothons promising an empowering experience.

Sports are a growing avenue for corporate social responsibility in India. While most of the companies are doing their bit to save the green cover and reduce carbon footprint, there are corporate names and education institutes who are transforming an elusive CSR act to a community inclusive initiative. Such events allow opportunities for the common man to be a part of the cause. Promoting social cause through health and fitness community events is what community sustainability is all about. The experience of connecting with the society for a community driven cause, is what makes us socially cultural.

As a stakeholder in higher education, I have realised that diversity and inclusion of community welfare are best driven by sports, health and wellness initiatives. These events challenge our mettle and inspire us to overcome barriers as one 'WE'. Many of my students have shared a feedback as to how sports helped him/her journey as a better person and professional.

The thought of sports recreation events have the power to channelize the energy of young minds in the right direction. Participation in sports tournament not only develops the

personality of the individual but also inter connects young and old together. B-School cricket tournaments could develop students, who have a key role to play in the social and national development of the country.

In a scenario with an uptick in the levels of awareness towards social issues in India, more and more education institutes as well as corporate houses could support a much needed social messages such as quit smoking and start walking.

From a management education perspective, curriculum must include CSR projects at a research and grassroots level. Education must be connected with a social cause to aid in the development of society. The dynamic networking power of social media must empower everyone to step out and make a difference for the society. One need not be a socioprenuer to do good for the society. Even a school student can begin small for the benefit of the society.

As the world grows into an extremely competitive arena, most of us are losing basic emotions of empathy and compassion. It has become increasingly necessary to inculcate the idea that being a good human being is an essential quality over achieving professional success. B schools are an ideal platform to create such an environment where giving back to the society is emphasized upon and encouraged among students. Education institutes have the resources to associate themselves with different causes and promote it as well. These events could become community events which are open to public participation.

We could be a nation of start-ups and IT talent, but its progress begins with each one becoming educationally privileged to access basic necessities of life. The urban –rural divide must exchange their cultural practises and progress with a healthy mind-set. Some of the management lessons are best learned on streets or villages through real life experiences.

B-schools are responsible for nurturing future leaders and thus bear a responsibility to ensure that leaders of tomorrow are sensitive towards corporate social responsibility, and are passionately committed towards ethical practices, in the conduct of their personal and professional lives.

In conclusion, it can be stated that igniting young minds with CSR will educate future leaders who not only excel at their business but also take initiatives towards philanthropy and nation-building.

THE B-SCHOOL TO BE IN



2 Year Full-Time PGDM Programs at Mumbai & Bengaluru Campus (Recognised by AICTE)

Programs on Mumbai Campus

- PGDM (Specialisations: Marketing, Finance, HR, and Operations)
- PGDM E-Business (Specialisations: Marketing, Finance, HR, and Operations)
- PGDM Retail Management (Specialisations: HR, Marketing, Finance & Operations)
- PGDM Business Design
- PGDM Healthcare (Specialisations: Hospital Administration, Pharmaceutical & Life Sciences Management)
- PGDM Rural Management (Emerging Economies)
- PGDM Research & Business Analytics (Specialisations: Marketing, Finance, HR, and Operations)
- PGDM Media & Entertainment

Programs on Bengaluru Campus

- PGDM (Specialisations: Marketing, Finance, HR, Operations, and Business Analytics)
- PGDM E-Business (Specialisations: Marketing, Finance, HR, Operations, and Business Analytics)
- PGDM Business Design and Innovation
- PGDM Research & Business Analytics (Specialisations: Marketing, Finance, HR, and Operations)

Eligibility: Graduation with minimum 50% marks in Degree exam from a University recognised by AIU (final year students awaiting results may also apply), and should have taken at least one of the following tests.

Test Accepted: **CAT / XAT / ATMA / CMAT & GMAT.

ACCOLADES OF MUMBAI CAMPUS



WeSchool ranked 16th in private B-Schools nationally, 4th in West Zone and 1st in Mumbai by Outlook (2023 Ranking)



National Institutional Ranking Framework (NIRF) ranked WeSchool, Mumbai 68th in Management Category

ACCOLADES OF BENGALURU CAMPUS



WeSchool (Bengaluru) has been accredited by SAQS (South Asian Quality Assurance System) awarded by 'The Association of Management Development Institutions in South Asia' (AMDISA)



WeSchool Bengaluru ranked 39th in Private B-School nationally by Business Today Magazine in 2020.

For program information, log on to www.welingkar.org

S. P. Mandali's Prin. L. N. Welingkar Institute of Management Development & Research (WeSchool)

Mumbai: 022 24198400 / 8700 Bengaluru: 080 42678300 / 9886440456 Delhi: 9212171051 Kolkata: 9830277120

No Donation or capitation fee is charged for admission to any of our Programs and no one else is authorised to collect any donation fees on our behalf.

** IIMs Have no role either in the selection process or in the conduct of the program.



JAIPURIA
SCHOOL OF BUSINESS

EMPOWER • ENTHUSE • EXCEL

Indrapuram, Ghaziabad

(Approved by AICTE, Ministry of Education, Govt. of India)

Great
Place
To
Work.

Certified
MAY 2022-MAY 2023
INDIA

Evolve to Learn, Lead and Innovate



76 YEARS
OF
EXISTENCE

24 INSTITUTES
OF
EXCELLENCE

OVER
20K
STUDENTS

15K ALUMNI
NETWORK

300+ CORPORATE
PARTNERS

04 MANUFACTURING
UNIT (GINNI
FILAMENTS
INDIA LTD)

JSB PGDM Program Shapes the Next Gen Leaders to Lead the Future

- ❖ Futuristic, Industry Integrated, New Generation Oriented Curriculum
- ❖ Best-in-class Faculty with Rich Academic & Corporate Backgrounds
- ❖ Experiential, Practice Oriented Pedagogy with a focus on OBE & Bloom's Taxonomy
- ❖ i-Lead, Practitioners' Sessions, Guest Lectures, Strong Industry Connect
- ❖ 3 Trimester Long Capstone Problem Based Projects, SIP, Live Projects, CSR Projects, Industry Visits
- ❖ Ability Enhancement Courses, Intensive Pre-Placement Training & Simulation for Industry Readiness
- ❖ International, National, Rural Immersion Programs
- ❖ Extra-Curricular, Co-Curricular Activities, Clubs & Committees for Holistic Learning

Approved By



**2 YEARS FULL
TIME PGDM
PROGRAM**

SCAN for Website



JAIPURIA SCHOOL OF BUSINESS

Shakti Khand-IV, Indrapuram Ghaziabad-201014 (U.P.) India
Email: pgdm@jaipuria.edu.in | Website: jsb.jaipuria.edu.in
Phone: 0120-4881100, +91 9717335551

For Admission (2023-25) Enquiries, Contact :