



(Formerly India International Institute of Management)



Invitation from the Director

Greetings!

International School of Informatics & Management is the culmination of the dreams of its founders to provide a platform to the talented youngsters in the state to fulfill their professional aspirations.

Right from the beginning, the School has focused on 'nurturing excellence' to develop 'complete students'. For more than a decade, we have churned out managers who are IT savvy, professionally suave and highly motivated to win accolades by competing fair and square. Our MBA is a 'quintessential fighter', braving all odds to achieve his aspiration.

All our students are **'unique individuals'** and yet they are similar in their deep dedication to learning, high achievement orientation and the desire to make a measurable difference in the business and world communities.

The core curriculum of MBA & PGDM Programme exposes the student to complex issues of corporate functioning beyond simple maximization of profits and shareholder value. Concentrated and in-depth knowledge of various areas is further available through carefully selected and planned elective papers in Marketing, Finance, IT, HR, Production and Operation Management, and International Business. All participants of the programme go into the corporate world armed with 'deep sensitivity' to and an 'acute perception' of the modern day corporations' role and responsibilities in the society as a whole.

In the last decade, many of our versatile students have joined leading businesses in the country and I am sure they are already doing your organizations proud. I have every reason to believe, this year too, you shall discover a wealth of skills, creativity, professionalism and enthusiasm in our young managers eager to spread their wings and soar to success. We invite you to visit our campus and support our fledglings in their first flight to glory.

We welcome you to our placement process and hope that you give our students the opportunity to make their place in the annals of achievers.

Dr. Ashok Gupta Director



ABOUT MBA

International School of Informatics & Management popularly known as IIIM awards the Master's Degree in management approved by AICTE and affiliated to RTU and Post Graduate Diploma in Management, duly approved by AICTE with a difference by striking a good balance between academic work and the rest of life. The entire learning process is focused on inculcating a habit of independent thinking and communicating ideas without hesitation so as to groom future managers and entrepreneurs with a global mindset and a strong foundation of core human values.

The MBA programme is designed to:

- establish the match between management theory and practice.
- develop the capacity for analysis and judgment.
- inculcate the zeal for individual excellence yet reinforce the importance of team work.
- enhance the ability to utilize the full potential of human and material resources.
- foster the spirit of inquiry to keep updated of the changing national and international scenario.

The programme provides the students a well balanced insight into quantitative techniques as Operations Research, Statistics, Business Economics, etc. along with Management Theories & Methodologies covering Operations, Strategy, Systems, Marketing, Finance and HRD with the aim of effectively integrating all.

Programme Structure

The programme comprises 30 courses, which are of synergistic and integrative nature spread over Four Semesters.

First & Second Semester

The first two semesters constitutes 16 courses over and above the case studies which is an integral part of the curriculum to enable the students develop an aptitude to analyse strategic initiatives of the companies and learn to predict outcome of strategy. At the end of second semester, students have to take summer projects in various organizations to provide them hands on experience in various functional areas of management.

Third & Fourth Semester

The last two semesters constitutes 14 courses including presentation of the summer training project and Project Study reports which enhance practical knowledge and communication skills.

ABOUT PGDM

The Post Graduate Diploma in Management is a two year Post Graduate programme in management, duly approved by AICTE, Ministry of HRD, Govt. of India. The PGDM curriculum is spread over 4 semster with an emphasis on general management subjects which will be covered during the first two semesters whereas the functional electives will be dealt with in the last two semesters. The Programme has been structured and developed in such a way that it balances conceptual, analytical, communicative and logical skills. The focus of the Programme shall be on development of business analysis, problem solving, decision making skills, positive attitude and enhancement of leadership qualities. The teaching and assessment methods deployed will create a participant driven learning environment. The total Programmes covered in PGDM(dual specialization) shall be 31 which are synergistic and integrative in nature. The total credits associated with the courses shall be 124. The first 2 semesters shall be devoted to 16 core courses encompassing various managerial functions over and above the case studies which shall be an integral part of the curriculum, enabling the students develop an aptitude and leadership qualities to be managers and effective strategic business partners.

During the second year the students will undergo internship and summer trainings with reputed organisations to gain hands on experience in various functional areas of management. The internship will, normally, be spread over 6-8 weeks. This exposure is a mandatory requirement for the completion of the Programme and is designed to expose the budding managers to various organisations, developing thereby, an understanding of job realities and application of managerial knowledge.

Dual Specialization:

The students admitted to the PGDM Programme will be offered dual specialization in Marketing, Finance, HR, and IT & Systems. The course specialisation will be taken up during the second year of the Programme i.e. Third and Fourth semester. The total Programme work load shall consist of 10 elective courses and 5 core courses. The curriculum has been designed to enhance students' existing skills and to increase their potential for creating value in the world of business. The aim of the course is to provide participants with an education in the essential techniques of management; to extend the fundamental knowledge into various areas of specialization and to achieve a balance between academic rigour and exposure to wide variety of experience in commerce, industry and government. The Programme has been tailored keeping in mind the radical changes and development in business and organisational practices and industry expectations.

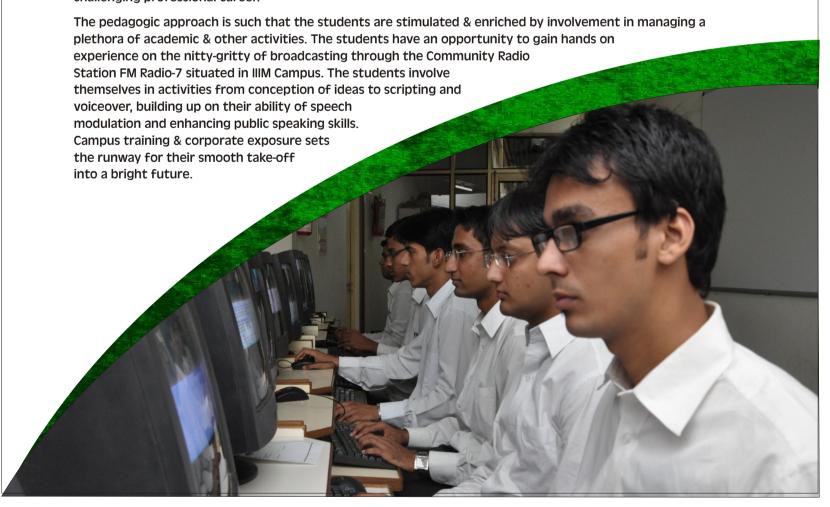


Professional education is not just learning but becoming.

Management education, all over the world is passing through a paradigm shift which has been caused by the process of globalisation and information technology revolution. The delivery of curriculum & relationship of Management education with the students in the new millennium requires a fundamental change in its approach.

To facilitate a complete professional grooming of the students, experiential approaches are gaining greater acceptance over predominantly teacher-centric methodologies at IIIM. An appropriate mix of lectures, case studies, seminars, group discussions, business games, role plays, simulation exercises, structured & unstructured team work, syndicate methods, sensitivity training, industrial excursions, in-basket exercises, incident method and group dynamics are used for effective learning. The emphasis is on involving the students in learning and helping them relate concepts and theories to business requirements.

Through these collaborative learning efforts students discover that success is more meaningful when shared. A notable feature of the pedagogy are the field-based projects that students undertake so that they develop a better insight into the workplace and business realities and thus prepare themselves for the challenging professional career.





THE CURRICULUM

- Semester-I
 Principles and Practice of Management
 Organizational Behavior
- Quantitative Techniques for Management
- Managerial Economics
- Management Accounting-1
- Marketing Management
- Business EnvironmentComputer Applications in Management

Semester-II

- Human Resource Management
 Financial Management
 Management Accounting-2
 Operation & Production Management
- Research Methods in Management
- Information Technology for Management
- Seminar on Contemporary IssuesComprehensive Viva-voce

Semester III

- Summer Training Project Report • Business Policy & Strategic Management

- Semester IV • Business ethics and Ethos
- Project Management
- Business Laws
- Project Study

Optional Groups for Third & Fourth Semester

Group A (FINANCE)

- Security Analysis & Portfolio Management
 International Financial Management
 Marketing of Financial Services
- Finance for strategic decisions
- Financial Derivatives
- Banking Services Operation

- Group B (MARKETING)

 Advertising Management

 International Marketing

 Sales & Distribution Management
- Product & Brand Management
- Consumer Behavior & Market Research
- Marketing of Services

Group C (HUMAN RESOURCE MANAGEMENT)

- Training & Development
- Strategic Human Resource Management
- Leadership Skills & Change Management
- Human Resource PlanningEmployment Laws
- Performance Management & Retention Strategies

Group D (PRODUCTION AND OPERATION MANAGEMENT)

- Material ManagementTotal Quality ManagementProduction Planning & Control
- Operations Research
- Logistics Management
- Service Operations Management

Group E (INFORMATION TECHNOLOGY MANAGEMENT)

- Business Process Re-engineering
- System Analysis and Design
- Strategic Management of Information Technology
- Data Base ManagementManagement Support System
- E-Business

Group F (TOURISM & HOTEL MANAGEMENT)

- Introduction to tourism
- Airlines ManagementManagement of Travel agency and Tour Management
- Legal and Regulatory Framework of Tourism
- Hotel Management
- Field study and Project Report: Event and Conference Management



International School of Informatics & Management

Post Graduate Diploma in Management (PGDM) (Second Shift)

Semester -	ı
PGM- 121	Management Accounting
PGM- 122	Marketing Management
PGM- 123	Organization Behaviour
PGM- 124	Business Environment
PGM- 125	Quantitative Applications in Management
PGM- 126	Principles and Practices of Management
PGM- 127	IT for Management
PGM- 128	Seminar on Contemporary Management Issues
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Semester -	ш
PGM- 321	Summer Training Project Report
PGM- 322	Project Management and Appraisal
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	Functional Electives (2)
	Functional Electives (3)
	Functional Electives (1)

Functional Electives (1) Functional Electives (2) Functional Electives (3)

Semester - II	
PGM- 221	Financial Management
PGM- 222	Production and Operation Management
PGM- 223	Managerial Economics
PGM- 224	Human Resource Management
PGM- 225	Research Methodology in Management
PGM- 226	Business Policy & Strategic Management
PGM- 227	Business Communication and Soft Skills
PGM- 228	Written Analysis of Cases and Comprehensive Viva-

Semester - IV

PGM- 421 PGM- 422 PGM- 423 Corporate Governance and Business Ethics

Entrepreneurship
Business Laws
Functional Electives (1) Functional Electives (2) Functional Electives (1) **Functional Electives (2)**

Voce

Functional Electives (Marketing)

III (Any Three)		IV (Any Two)		
	PMM-321	Product & Brand Management	PMM-421	Retail Marketing
	PMM-322	Consumer Behavior	PMM-422	Integrated Marketing Communication
	PMM-323	Customer Relationship Marketing	PMM-423	Sales and Distribution Management
	PMM-324	Rural Marketing	PMM-424	International Marketing
	PMM-325	Marketing of Services	PMM-425	Business to Business Marketing
	PMM-326	Internet Marketing		

Functional Electives (Finance)

III (A	ny Three)	IV (Any Two)		
PFM-32	21 Investment Management & Portfolio Analysis	PFM-421	Financial Services & Products	
PFM-32	22 Financial System and Capital Market Operations	PFM-422	Retail Banking	
PFM-32	23 Insurance Management	PFM-423	Mergers & Acquisitions and Corporate Restructuring	
PFM-32	24 Banking Services Operations	PFM-424	International Finance & Forex	
PFM-32	25 Financial Derivatives	PFM-425	Legal Aspects of Banking & Insurance	
PFM-3	P6 Fixed Income Market & Analysis			

Functional Electives (HR)

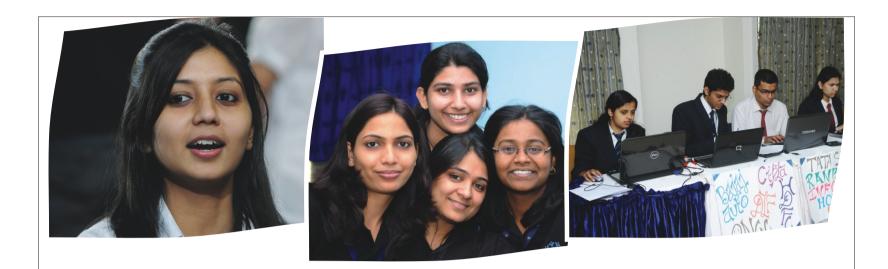
		IV (Any Two)	
PHM-321	Organization Development: Nature, Origin and Process	PHM-421	Cross Cultural Management
PHM-322	Employee Recruitment and Selection	PHM-422	Strategic HRM
PHM-323	Compensation Management	PHM-423	Training & Development
PHM-324	Managing People & Performance in Organizations	PHM-424	Managerial Effectiveness
PHM-325	HR Planning & Information System	PHM-425	Industrial Relations
PHM-326	Employment Laws		

Functional Electives (IT & Systems)

III (Any T	hree)	IV (Any Two)		
PIM-321	Computer Applications in Management	PIM-421	IT Infrastructure Management	
PIM-322	System Analysis & Design Management	PIM-422	Software Engineering & Project	
PIM-323	IT Strategy	PIM-423	e-Business	
PIM-324	Introduction to Database Management System	PIM-424	Knowledge Management	
PIM-325	IT Consulting Management	PIM-425	Enterprises Resource Planning	
PIM-326	Business Process Re-engineering			

Functional Electives (International Business Management)

III (Any Three)		IV (Any Two)		
PBM-321	Foreign Trade Policy of India	PBM-421	International Supply Chain Management & Logistics	
PBM-322	International Marketing Management	PBM-422	Foreign Language for Business-II (German/French)	
PBM-323	Global Financial Markets & Instruments	PBM-423	International Human Resource Management	
PBM-324	Foreign Language for Business-I (German/ French)	PBM-424	Forex Management & Currency Derivatives	
PBM-325		PBM-425	- 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1	
PBM-326	International Financial Management			



PLACEMENT PROCESS

Final Placements are the end towards which the two year programme is directed. At

IIIM, placement is considered a very strategic activity. The Institute's Placement Cell comprising faculty and student representatives organises activities and events all round the year to attract corporate houses of repute to the campus. The Placement Advisory Committee of the Institute has eminent representatives from industry and academia.

IIIM always adheres to an employer-centered procedure for campus placement. It respects the needs and expectations of the industry in its attempt to secure good placement for the students. Consistent efforts are made round the year to groom students accordingly.

Campus recruitment at IIIM offers the organizations a wide choice of candidates and provides a platform for industry-institute interaction. The placement process of the Institute is fairly simple. The companies willing to recruit IIIM management graduates are required to fill in the Placement Response Form attached herewith, ensuring that it is complete in all respects, indicating the time of interview and other relevant details. Companies desirous of conducting on campus recruitment are requested to organise pre-placement talk followed by a suitable selection process. The Placement Cell of the institute can facilitate the selection process by sending across detailed curriculum-vitae of short-listed candidates on receiving such a demand.

Many organisations express a desire to interview short-listed candidates at their own location. In such a situation, the identified candidates are granted leave to appear for interaction at the location specified by the concerned organisation.

In order to facilitate the smooth conduct of the placement process, we request the interested organisations to kindly send us the duly filled placement response form at the earliest. All correspondence regarding the placement may kindly be addressed to:

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CORPORATE CONNECTIONS

- HSBC Bank
 BM India Pvt. Ltd.
 ICICI Bank
 ICICI Prudential Life Insurance Company
- IDBI Bank
- · i-flex Solutions Ltd.
- Impetus Technologies, Inc.
 India Bulls Ltd.
 IndusInd Bank Ltd.

- Global logic
 Infosys Technologies Ltd.
- JCT Fabrics Ltd.
- Kajaria Labs Ltd.
 Kanbay International, Inc.
 Kirloskar Ltd.

- KITOSKAT LTG.
 KLG Systel
 Kotak Mahindra Bank Ltd.
 L & T Infotech
 LG Electronics Ltd.
 LipiData System Ltd.
 Lupin Labs Ltd.
 Mahindra & Mahindra Ltd.
 Mahindra & Mahindra Ltd.

• Accenture • Amul (I) Ltd.

Axis Bank

• Angel Broking Ltd.

Bajaj Auto Ltd. Bajaj Capital Ltd. Bajaj Tempo Ltd.

Bank of Punjab Bata(I)Ltd

Blue Star Ltd.

Cipla Ltd.

Capital IQ Ltd.

Dabur (I) Ltd.

Deutsche Bank

Apollo Tyres Ltd. Ashoka Leyland Ltd. Asian Paints Group

Bajaj Allianz Securities Co. Ltd.

Berger Paints Ltd.
Bharat Heavy Electricals Ltd.
Bharti Telesoft Ltd.

Britannia Industries Ltd.
 Cadburys (I) Ltd.
 Candico (I) Ltd.
 Cibaca (I) Ltd.
 Cibaca (I) Ltd.

CitiBank India Colgate Palmolive Ltd Crayons Advertising Pvt. Ltd.

'E' Blue Ltd. EID Parryware (I) Ltd. Flextronics International Ltd.

G.E. (IBC)
GE Capital Services Ltd.

GENPACT Glaxo Ltd. Godrej & Boyce Mfg. Ltd. Godrej Soaps Ltd.

Goodlas Nerolac Ltd.

HDFC Bank Ltd. HDFC Life Insurance

 HexaCom(I)Ltd. • Hindustan Uni Lever Ltd.

Hewitt Associates

Grasim Industries Ltd.

Gwalior International Ltd. HCL Infosystems Ltd. HCL Technologies Ltd.

Birla Sun Life Insurance Company

- Mahindra & Mahindra Ltd.
- Maruti Udyog Ltd.
 MG Forestes Ltd.
 Max New York Life Insurance Co. Ltd.
 TechMahindra
- MICO Bosch Company Ltd.
- MRF Tyres

- Nestle (I) Ltd.
 NIIT Ltd.
 Nilkamal Plastics Ltd.
 Oracle Corporation
- Oswal Industries Ltd.
- Panacea Biotech Ltd.
- Pantaloon Retail India Ltd.
 Parle Products Ltd.
 Patni Computer Systems
 Pay Automota Ltd.

- Pepsico Ltd.
 Perot Systems TSI (India) Ltd.
 Pfizers Ltd.
 Planet Sports
 Polaris Software Lab Ltd.

- Pratham Software Pvt. Ltd.
- Rajasthan Patrika
 Rajasthan State Agency for Computer Services
 Rajputana Sheraton Hotels
 Raymonds Ltd.

- Reliance Infocom
- Reliance Money
 Reliance Mutual Fund
 RIICO
 SAP Labs

- Sapient Corporation
 Satyam Computer Services Ltd.
- SBI Life Insurance Co. Ltd. Standard Chartered Bank Sun Pharma Ltd.
- Syntel Inc.
- Tata Consultancy Services Transport Corporation of India
- The Energy Research Institute
 Thomas Cook (India Ltd.)
 Torrent Pharma Ltd.
 US Technology

- UTI Bank
- Vadilal Industries Ltd.VGL Softech Ltd.Vodafone
- YES Bank
- · Whirlpool Corp. Wipro Technologies Ltd.
- Wockhardt Ltd.
- · Zensar Technologies













Finance



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