

International School of Informatics & Management

Think One Person Can Change The World?

So Do We !!!

Who Are We?

We are

A place where there is no end to discovering possibilities.....

A place to harness latent talents and to encourage initiative and creativity....

A place to make life-long friends.....

A place to share stimulating conversation

A place to encourage intuition, self-awareness, cross-cultural sensitivity and entrepreneurial skills.....

A place to cherish the Indian value system with focus on the Indian culture, traditions and heritage, imbibing the best of the West at the same time.....

A place to make a new beginning.....

A place where you live a lifetime each day......

Invitation from the Chairman

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 Chairman



Invitation from the Director

Dear Recruiters,

Greetings.

The Management programme of IIIM is nearly fifteen years old and is nationally ranked very highly. The Institute has maintained a reputation for academic excellence, world-class research, innovative course content and dynamic industry interface since its inception. IIIM offers a unique combination of cutting-edge, business-oriented skills development, thorough teaching of evidence-based management theories and the advantage of tailor-made support for each individual. Our management programme develops advanced business and personal skills in a manner that challenges thinking and changes ones outlook.

We give our learners an outstanding educational experience that enables them to meet and exceed their personal and career goals. Challenging course content, proactive student services, intensive faculty interaction, soft skill development, collaborative approach and alumni networking result in a degree with benefits that last a lifetime. Above all is a distinctive focus and attention put on each student as an individual.

All our efforts and activities are geared towards one united goal: shaping and grooming our students to make a real contribution and impact in their future workplace. To increase the employability of our learners, we interact and work with key employers on a regular basis to better understand their needs and prepare our students accordingly. A large part of the two-year programme is dedicated to industry-institute interaction, which takes the form of seminars, workshops, projects, on-the-job training and guest lectures. Such interaction not only increases the opportunities for placements and projects but also enriches our students' understanding of skills and capabilities required to give real commercial value to their employers.

It is my pleasure and privilege to place before you the placement brochure for the current batch of MBA students. I invite you to visit our campus and interact with our students to discuss the opportunities for placements and projects in your organisation. I assure you it will be a worthwhile experience to meet our bright young people.

Warm regards

Dr. Manju Nair 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.

PEDAGOGY

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 pedagogic approach is such that the students are stimulated & enriched by involvement in managing a plethora of academic & other activities. The students have an opportunity to gain hands on experience on the nitty-gritty of broadcasting through the Community Radio Station FM Radio-7 situated in IIIM Campus. The students involve themselves in activities from conception of ideas to scripting and voiceover, building up on their ability of speech modulation and enhancing public speaking skills. Campus training & corporate exposure sets the runway for their smooth take-off into a bright future.



THE CURRICULUM

Semester-I

- Principles and Practice of Management
- Organizational Behavior
- **Quantitative Techniques for Management**
- **Managerial Economics**
- Management Accounting-1
- **Marketing Management**
- Business Environment
- Computer 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 Issues
- Comprehensive Viva-voce

Semester III

- Summer Training Project Report
- Business Policy & Strategic Management

Semester IV

- Business ethics and EthosProject 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 Planning
- **Employment Laws**
- Performance Management & Retention Strategies

Group D (PRODUCTION AND OPERATION MANAGEMENT)

- Material Management Total Quality Management
- **Production Planning & Control**
- **Operations Research**
- **Logistics Management**
- Service Operations Management

Group E (INFORMATION TECHNOLOGY MANAGEMENT)

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

Group F (TOURISM & HOTEL MANAGEMENT)

- Introduction to tourism Airlines Management
- Management 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 -	T	Semester - II	
PGM- 121	Management Accounting	PGM- 221	Financial Management
THE PARTY OF THE P		PGM- 222	Production and Operation Management
PGM- 122	Marketing Management	PGM- 223	Managerial Economics
PGM- 123	Organization Behaviour	PGM- 224	Human Resource Management
PGM- 124	Business Environment	PGM- 225	Research Methodology in Management
PGM- 125	Quantitative Applications in Management	PGM- 226	Business Policy & Strategic Management
PGM- 126	Principles and Practices of Management	TANKS AND STREET	
PGM- 127	IT for Management	PGM- 227	Business Communication and Soft Skills
PGM- 128	Seminar on Contemporary Management Issues	PGM- 228	Written Analysis of Cases and Comprehensive Viva- Voce
Semester -	ш	Semester - IV	
PGM- 321	Summer Training Project Report	PGM- 421	Corporate Governance and Business Ethics
PGM- 322	Project Management and Appraisal	PGM- 422	Entrepreneurship
	Functional Electives (1)	Control of the Contro	
	Functional Electives (2)	PGM- 423	Business Laws
	Functional Electives (3)		Functional Electives (1)
			Functional Electives (2)
	Functional Electives (1)		Functional Electives (1)
	Functional Electives (2)		Functional Electives (2)

Functional Electives (Marketing)

Functional Electives (3)

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 (Any Three)		IV (Any Two)		
	PFM-321	Investment Management & Portfolio Analysis	PFM-421	Financial Services & Products
1	PFM-322	Financial System and Capital Market Operations	PFM-422	Retail Banking
	PFM-323	Insurance Management	PFM-423	Mergers & Acquisitions and Corporate Restructuring
B	PFM-324	Banking Services Operations	PFM-424	International Finance & Forex
	PFM-325	Financial Derivatives	PFM-425	Legal Aspects of Banking & Insurance
13	PFM-326	Fixed Income Market & Analysis		

Functional Electives (HR)

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

Functional Electives (IT & Systems)

III (Ally Tillee)		TA (WILL I	IV (Ally IWO)		
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)		
ı	PBM-321	Foreign Trade Policy of India	PBM-421	International Supply Chain Management & Logistics
ı	PBM-322	International Marketing Management	PBM-422	Foreign Language for Business-II (German/French)
ı	PBM-323	Global Financial Markets & Instruments	PBM-423	International Human Resource Management
ı	PBM-324	Foreign Language for Business-I (German/ French)	PBM-424	Forex Management & Currency Derivatives
ı	PBM-325	Export-Improt Procedures and Documentation	PBM-425	International Marketing Research
ı	PBM-326	International Financial Management		
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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

- Accenture
- Amul (I) Ltd.
- Angel Broking Ltd.
- · Apollo Tyres Ltd.
- Ashoka Leyland Ltd.
- Asian Paints Group
- Axis Bank
- Bajaj Allianz Securities Co. Ltd.
- · Bajaj Auto Ltd.
- · Bajaj Capital Ltd.
- Bajaj Tempo Ltd.
- · Bank of Punjab
- · Bata (I) Ltd
- Berger Paints Ltd.
- · Bharat Heavy Electricals Ltd.
- Bharti Telesoft Ltd.
- Birla Sun Life Insurance Company
- Birlasoft
- Blue Star Ltd.
- Britannia Industries Ltd.
- · Cadburys (I) Ltd.
- Candico (I) Ltd.
- Cibaca (I) Ltd.
- Cipla Ltd.
- · Capital IQ Ltd.
- CitiBank India
- Colgate Palmolive Ltd
- Crayons Advertising Pvt. Ltd.
- Dabur (I) Ltd.
- Deutsche Bank
- '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.
- Grasim Industries Ltd.
- Gwalior International Ltd.
- HCL Infosystems Ltd.

- HCL Technologies Ltd.
- · HDFC Bank Ltd.
- HDFC Life Insurance
- Hewitt Associates
- · HexaCom(I) Ltd.
- Hindustan Uni Lever Ltd.
- HSBC Bank
- IBM 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.
- KLG Systel
- Kotak Mahindra Bank Ltd.
- L & T Infotech
- LG Electronics Ltd.
- LipiData System Ltd.
- Lupin Labs Ltd.
- 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.
- Syntelinc.
- Tata Consultancy Services
- Transport Corporation of India
- The Energy Research Institute
- Thomas Cook (India Ltd.)
- Torrent Pharma Ltd.
- US TechnologyUTI Bank
- Vadilal Industries Ltd.
- VGL Softech Ltd.
- Vodafone
- YES Bank
- · Whirlpool Corp.
- Wipro Technologies Ltd.
- Wockhardt Ltd.
- · Zensar Technologies



Finance



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Finance



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Finance



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