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Placement Brochure MBA

A Heritage of Vision • A Legacy of Innovation



Sector - 12, Mahaveer Marg, Mansarovar Jaipur - 302020



Success is getting things done efficiently - getting the results you want and being at peace with yourself and others at the same time. Using your time well and getting things done with a clear plan is crucial for a sense of well being as well as being successful in your life and work. Enthusiasm for your work and discipline to do it is inseparable for great success in your life.



#### An Invitation

In the one and a half decades of our presence we have breached the myth that Management colleges survive on the misnomer 'Money ' We have had the pleasure to prove the Romans right that a healthy mind lives in a healthy body 'Mans Sana Corpura Sana'(As the Romans say).

IIIM has always lived with a subtle sense of precision and virtual surgical optimism in its DNA as a result of which its very essence has always managed to keep its fragrance fresh and tangy.

Be it our students at top companies or at start ups this year I am sure would belong to the young entrepreneur who is going all out to bust the all time ethos that youngsters are dependent only on a few jobs. They are proving every mis endeavor by the giants and the retail markets to pull them down and are out to become the facilitators for their juniors who would be a vital factor in driving these young businesses to greatness.

Placements will have a new strategy this year and they are more likely to cash on the start ups. While the Chinese markets chisel on their factors for the reasons of a mid life Crisis, India stands young and vibrant and has started flexing the economic muscle.

With its youngest Populace, it is pulling to break loose with the Lion treading its start line. There are no reasons to feel that we will not grow at more than 7% in 2016-17, We may surpass the mark but with the precondition that our students work rigoursly hard to achieve the targets their country and their companies have set for them.

No short cuts, The Octane is very inflammable, the trick is to give it the spark with the right perspectives and directions, one wrong move and we will burn our hands.

Steady and Slow is the name of the game "INDIA"

Wishing you all the very best

Dr. Ashok Gupta Director

#### About MBA

International School of Informatics & Management Technical Campus popularly known as IIIM awards the Master's Degree in Management approved by AICTE and affiliated to RTU 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 offers dual specialization in Marketing, Finance, Human Resource Management, and Information Technology Management.

The total number of courses covered in MBA shall be 39 which are synergistic and integrative in nature.

The first year i.e. Semesters I and II include 20 core papers i.e. 8 theory papers and 2 practical papers per Semester encompassing various managerial functions over and above the case studies which shall be an integral part of the curriculum. All papers included in the first two Semesters are compulsory.

The second year i.e. Semesters III and IV include:

- a) Internship and summer training with reputed organizations at the end of second Semester. The internship will, normally, be spread over 6 to 8 weeks. This exposure is a mandatory requirement for the completion of the Programme.
- b) 4 core theory papers and five core practical papers including summer internship and project study spread over the third and fourth, Semesters are compulsory.
- c) RTU offers 4 fields of specialization out of which a candidate has to opt for any two specializations for the purpose of dual specialization in the MBA Programme.

In the III semester a student has to opt Six Subjects (Three from each group). The student will get specialized in two Majors.

In IV Semester a student has to opt Four subject (two from each group). Thus the students study 10 elective papers in all in third semester and fourth semester.

















## Curriculum

**Fundamentals of Management** 

Organizational Behavior

**Business Mathematics and Statistics** 

**Managerial Economics** 

Accounting for Management

IT for Managers

**Business Environment** 

Communication for Management

Information and Communication Techniques Lab

**Business Communication Lab** 

**Human Resource Management** 

Cost Accounting for Management

Financial Management

Marketing Management

Operation and Supply Management

Research Methods in Management

New Enterprise and Innovation Management

**Operation Research** 

Seminar on Contemporary Issues

**Computer Applications Lab** 

**Business Policy & Strategic Management** 

Summer Training Project Report

Capacity Building Lab

Major Optional Subject Lab-I

**Business Ethics & Corporate Governance** 

**Project Management** 

**Business Laws** 

Project Work

Major Optional Subject Lab-II

List of Optional Groups for MBA (Third & Fourth Semester)

#### **Group A [FINANCE]**

Security Analysis & Portfolio Management

International Financial Management

Management of Financial Services

Corporate Taxation or Economic and Business Forecasting

**Project Planning and Control** 

Mergers and Acquisitions

**Econometrics for Finance** 

**Financial Derivatives** 

Banking & Insurance

Treasury and Credit Risk Management

Global and Capital Market

#### Group B [MARKETING]

Advertising Management
Retail Management & Franchising
Sales, Distribution & Logistics Management
Product & Brand Management
Business to Business Marketing
Product and Brand Management
Strategic Marketing

Managing Corporate Relations

Consumer Behaviour & Market Research

Marketing of Services

International Marketing Management

Rural and Industrial Marketing

Direct marketing

Internet Marketing

Customer Relationship Management

Marketing of Innovation

#### **Group C [HUMAN RESOURCE MANAGEMENT]**

Training & Organizational Development

Strategic Human Resource Management

Leadership Skills & Change Management

**Human Resource Planning** 

Compensation Management

Recruitment and Selection

Personality Development and business Etiquette

**Human Resource Development** 

**Employment Laws** 

Performance Management & Retention Strategies

Stress Management

International Human Resource Management

Management of Co-operation and Conflict

Transactional Analysis

**Development of Management** 

#### Group D [PRODUCTION AND OPERATION MANAGEMENT]

Materials Management

**Total Quality Management** 

**Production Planning & Control** 

Management of Business Process Outsourcing (BPO)

Organization

Logistics & Supply Chain Management

Technology Management

Manufacturing Policy and Implementation

Knowledge Management

**Operations Management in Services** 

#### Group E [INFORMATION TECHNOLOGY MANAGEMENT]

**Business Process Re-engineering** 

System Analysis and Design

Strategic Management of Information Technology

Data Base Management

Client Server Application Management

Data Warehousing and Data Mining

Management Support System

E-Business

Security and Cyber Law

**Enterprise Resource Planning** 

Multi-Media Management

## Pedagogy

IIIM boasts of a Wi-fi campus with e-class rooms which are equipped with state-of-the-art facilities to facilitate a complete professional grooming of the students. The institution facilitates the effective conduct of the teaching-learning processes by means of strategically designed and efficiently implemented teaching pedagogy. Adding momentum to its efforts to impart quality education, the institute has established an FM Community Radio Station in its campus and has an up link with Edusat, India's exclusive Satellite for education.

As part of innovations in pedagogical techniques, there is a greater emphasis on experiential approaches over predominantly teacher-centric methodologies. Experiential learning at the institutional level is ensured through industrial visits, field trips, case-study discussions, projects, interaction with eminent personalities from industry and through the extension and outreach programmes in neighborhood communities.

The emphasis is on involving the students in gaining knowledge and helping them relate concepts and theories to business requirements. The pedagogic approach is such that the students are stimulated and enriched by involvement in managing a plethora of academic and other activities. Campus training and corporate exposure sets the momentum for a bright career.

### Placement Process

Final Placements are the end towards which the two year programme is directed. At ISIMTC, placement is considered a very strategic activity. The Institute's Training & 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 Committee of the Institute has eminent representatives from industry and academia.

ISIMTC 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 ISIMTC 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 ISIMTC 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

ACS Job Consultancy

Activant Solutions

Aditya Birla Money

Amul (I)

Angel Broking Ltd.

Apollo Tyres Ltd.

Appin Technology Lab

Asian Paints Ltd.

Aurega IT Consulting Pvt. Ltd.

Axis Bank Ltd.

Bajaj Allianz Life Insurance Company Ltd.

Bajaj Auto Ltd.

Bajaj Capital Ltd.

Bank of Punjab

Bata (I) Ltd.

Berger Paints India Ltd.

Bharat Heavy Electrical Ltd.

Bharti HexaCom Ltd.

Bharti Telesoft Ltd.

Birla Sun Life Insurance Company Ltd.

Birlasoft (I) Ltd.

Blue star Ltd.

Bosch Ltd.

Britania Induatries Ltd.

Cadbury (I) Ltd.

Citibank India

Codex Infosolutions

Colgate Palmolive India Pvt. Ltd.

Dabur (I) Ltd.

Deutsche Bank

Flextronics International Ltd. GE Capital Services India Ltd.

Genpact Ltd.

Glaxo SmithKline Pharmaceuticals Ltd.

GlobalLogic

Godrej Soaps Ltd.

Grasim Industries Ltd.

HCL Infosystems Ltd.

HDFC bank Ltd.

HDFC General Life Insurance Company Ltd.

Hewitt Associates Inc.

Hindustan UniLever Ltd.

HSBC Bank

IBM India Pvt.Ltd

ICICI Bank Ltd.

ICICI Prudential Life Insurance Company

Ltd.

ICICI Securities Ltd.

I-flex Solutions Ltd.

Impetus Technologies Inc.

Indiabulls Ltd.

IndusInd Bank Ltd.

Info Objects Software Pvt. Ltd.

Infosys Ltd.

ING Vysya Bank Ltd.

ITC Rajputana

Jaro Education

JCT Ltd.

Kirloskar Ltd

Kotak Mahindra bank Ltd.

L&T Infotech Ltd.

LG Electronics India Pvt. Ltd

Mahindra & Mahindra Ltd.

Maruti Udyog Ltd.

Max New York Life Insurance Cmpany Ltd.

MRF Ltd

Nestle India I td.

NIIT Ltd

Nilkamal Plastics Ltd.

Oracle Corporation

Oswal Industries Ltd.

Pantaloons Retail India Ltd.

Parle Products Pvt. Ltd.

PepsiCo Inc.

Perot Systems TSI (India) Ltd.

Polaris Software Lab Ltd.

Radisson Blue Hotels & Resorts

Raymond Ltd.

Reliance Capital Ltd.

Reliance Infocom Ltd.

Reliance Money Solutions Pvt. Ltd.

Sapient Corporation

Satyam Computer Services Ltd.

SBI Life Insurance Company Ltd.

Smart Circle

Sun Pharmaceutical Industries Ltd.

Syntel Inc.

Tata Consultancy Services Ltd.

Tech Mahindra Ltd.

The Energy and Resources Institute

Thomas Cook Ltd.

Torrent Pharmaceuticals Ltd.

Transport Corporation Of India Ltd.

US Technology International Pvt. Ltd.

UTI Bank

Vadilal Industries Ltd.

VGL Softech Ltd.

Vodafone Digilink Ltd.

Whirlpool Corporation

Wipro Technologies Ltd.

Yes Bank Ltd.

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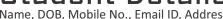
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#### Vision:

To be globally responsive and socially conscious, committed to innovation and creativity by developing and disseminating knowledge and practice for learning and resource use optimization. And to emerge as an organization with an optimal blend of value based growth and future preparedness, leading to prosperity of the society and nation at large.

#### Mission:

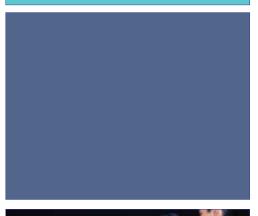
"We stand committed with a spirit of enterprise, will to succeed, zeal to grow and objective-achievement orientation through value based education for community at large by creating an environment of intellectual stimulus, scientific orientation and social responsibility".

#### Goals:

- To develop a comprehensive worldview in the students with respect for all forms of life and foster an environment where people work together and are motivated to succeed.
- To inculcate the zeal for individual excellence and yet reinforce the importance of team work.
- To support a proper harnessing of latent talents and to encourage the students to take initiatives.
- To provide an environment, in which the students and the faculty are driven by the spirit of enquiry in their quest for knowledge.
- To Enhance logical, creative and analytical skills.



















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