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**IIIM**

Placement Brochure



**TO  
DARE  
IS TO DO**



**INTERNATIONAL SCHOOL OF INFORMATICS & MANAGEMENT**  
**TECHNICAL CAMPUS**  
Accredited 'A' by NAAC  
**JAIPUR**



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

Dear Leaders in Business,

Efficient Managers are not born, they are made. They are groomed by experiences & exposure to day-to-day realities of the work place. They grow in skills and knowledge through their interactions and encounters, with the challenging work environment that poses problems with multiple decision situations. The threats & opportunities posed by real life work situations equip them with the know-how that no theories can ever teach. However to prepare the future managers to make the most of the business world, it is essential to impart them with the attitude to learn & grow all their life.

At IIIM we work assiduously to train & educate our students to be independent, inventive thinkers. At IIIM, we impart the basic knowledge of business functions in an innovative & unique manner that cultivates the spirit of inquest & openness. The institute has fostered an environment that nurtures excellence in all undertakings including class room learnings, real time projects with corporate, consultancy & research initiatives, publications & other pioneering activities.

Our students achieve true excellence by striving to get ahead of themselves & not others. They are taught to become better by working harder, being smarter & more committed. Our management students have secured prestigious placements with organizations of repute like ICICI Bank, IndusInd Bank, Airtel, Vodafone, ICICI Securities, India Bulls, Jaro Education, Bulls Eye to name a few & have achieved the highest level of professional success.

We invite you to visit us, to meet & assess our students.

Best Wishes

**Dr. Ashok Gupta**  
**Director**



# About MBA

International School of Informatics & Management Technical Campus popularly known as IIIM Accredited A by NAAC, offers MBA programme duly approved by AICTE and affiliated to RTU. At IIIM, students are nurtured and trained for success. The entire teaching-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, IT and HR with the aim of effectively integrating all.

## Programme Structure

The programme offers dual specialization in Marketing, Finance, Human Resource Management, Production & Operations Management and Information Technology Management.

The total number of courses covered in MBA are 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 are 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 is normally 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 5 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 opts Six Subjects (Three from each group). The student gets specialized in two Majors.

In IV Semester a student opts Four Subjects (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  
Operations 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  
Financial Derivatives  
Banking & Insurance  
Treasury and Credit Risk Management

## Group B [MARKETING]

Integrated Marketing Communication  
Retail Management  
Sales, Distribution & Logistics 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 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 conflict and collaboration  
Transactional Analysis  
Development of Management

## Group D [PRODUCTION AND OPERATIONS 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-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 a CRS 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 predominant 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 IIIM, 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.

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 facilitates 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	Genpact Ltd.	NIIT Ltd
ACS Job Consultancy	Glaxo SmithKline Pharmaceuticals Ltd.	Nilkamal Ltd.
Activant Solutions	GlobalLogic	Oracle Corporation
Aditya Birla Money	Godrej Industries Ltd.	Oracle Financial Service Software
Amul (I)	Grasim Industries Ltd.	Oswal Industries Ltd.
Angel Broking Pvt. Ltd.	HCL Infosystems Ltd.	Pantaloons Retail India Ltd.
AON Hewitt	HDFC Bank Ltd.	Parle Products Pvt. Ltd.
Apollo Tyres Ltd.	HDFC Standard Life Insurance Company Ltd.	PepsiCo Inc.
Appin Technology Lab	Hindustan UniLever Ltd.	Polaris Software Lab Ltd.
Asian Paints Ltd.	HSBC Bank	Radisson Blu Hotels & Resorts
Auriga IT Consulting Pvt. Ltd.	IBM India Pvt. Ltd.	Raymond Ltd.
Axis Bank Ltd.	ICICI Bank Ltd.	Reliance Capital Ltd.
Bajaj Allianz Life Insurance Company Ltd.	ICICI Prudential Life Insurance Company Ltd.	Reliance Communications Ltd.
Bajaj Auto Ltd.	ICICI Securities Ltd.	Reliance Money Solutions Pvt. Ltd.
Bajaj Capital Ltd.	Impetus Technologies	Sapient Corporation
Bata (I) Ltd.	Indiabulls Ltd.	SBI Life Insurance Company Ltd.
Berger Paints India Ltd.	IndusInd Bank Ltd.	Smart Circle Group
Bharat Heavy Electrical Ltd.	Info Objects Software Pvt. Ltd.	Sun Pharmaceutical Industries Ltd.
Bharti Hexacom Ltd.	Infosys Ltd.	Syntel Inc.
Bharti Telesoft Ltd.	ING Vysya Bank Ltd.	Tata Consultancy Services Ltd.
Birla Sun Life Insurance Company Ltd.	ITC Rajputana	Tech Mahindra Ltd.
Birlasoft (I) Ltd.	Jaro Education	The Bank of Punjab
Blue star Ltd.	JCT Ltd.	The Energy and Resources Institute
Bosch Ltd.	Kirloskar Industries Ltd.	Thomas Cook (I) Ltd.
Britannia Industries Ltd.	Kotak Mahindra bank Ltd.	Torrent Pharmaceuticals Ltd.
Cadbury (I) Ltd.	L&T Infotech Ltd.	Transport Corporation Of India Ltd.
Citibank India	LG Electronics India Pvt. Ltd.	US Technology International Pvt. Ltd.
Code-X Info solutions LLP	Mahindra & Mahindra Ltd.	Vadilal Industries Ltd.
Colgate Palmolive India Ltd.	Maruti Suzuki India Ltd.	Vodafone Digilink Ltd.
Dabur (I) Ltd.	Max New York Life Insurance Company Ltd.	Whirlpool Corporation
Dell Perot Systems TSI (India) Ltd.	MRF Ltd.	Wipro Technologies Ltd.
Deutsche Bank	Nestle India Ltd.	Yes Bank Ltd.
Flextronics International Ltd.		
GE Capital Services India Ltd.		

# STUDENT Profile





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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 world view 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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