



MBA

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 ISIM we work assiduously to train & educate our students to be independent, inventive thinkers. At ISIM, 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 BYJUS, ICICI Bank, IndusInd Bank, S&P Global, Jaro Education, Asian Paints, TCS, Metacube, Appcino Technologies, 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 (popularly known as IIIM) is among the top three B-Schools of Rajasthan. ISIM, Technical Campus offers MBA & MCA Programmes duly approved by the AICTE & affiliated to the Rajasthan Technical University, Kota. The institution is accredited with grade 'A' (the highest in 2016) by NAAC and is state's first institute to have 'A' Grade amongst the MBA and MCA institutions.

The institute has bagged first prize in the institutional category in Rajasthan Energy Conservation Award for the year 2018 by Department of Energy, Government of Rajasthan. The institute has acquired 4.5 stars out of 5 for its Institution Innovation Council, established as per the norms of Innovation Cell, Ministry of HRD, Govt. of India to promote Innovation and Startup in campus during the calendar year 2019-20. Furthermore, the institute has been consecutively ranked first in the category 'A' for the academic sessions 2017-2018, 2018-19 and 2019-2020 by Rajasthan Technical University, Kota, for its MBA and MCA programs on the basis of Quality Index Value (QIV) score. It has also been ranked first in category 'A' for its MBA program in 2020-21 & is placed in category 'A' in 2020-21 for its MCA Programme. The institute has also been able to achieve distinguished ranks among all the institutions in India, in the surveys conducted by agencies such as CSR-GHRDC, Indian Management and Business world.

At ISIM, 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

Semester I:

- 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

Semester II:

- 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

Semester III:

- Business Policy & Strategic Management
- Summer Training Project Report
- ♦ Capacity Building Lab
- ♦ Major Optional Subject Lab-I

Semester IV:

- 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
- Management Support System
- E-Business
- Security and Cyber Law
- Enterprise Resource Planning
- Multi-Media Management



Pedagogy

ISIM 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 ISIM, 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.

ISIM 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 ISIM offers the organizations a wide choice of candidates and provides a platform for industryinstitute interaction. The placement process of the Institute is fairly simple. The companies willing to recruit ISIM 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 organize 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:

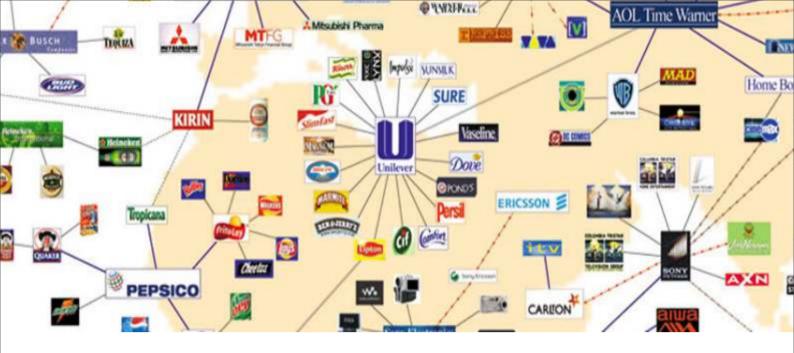
The Director

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Corporate Connections

Accenture

ACS Job Consultancy

Aditya Birla Money Ltd.

Angel Broking Pvt. Ltd.

Asian Paints Ltd.

AU Small Finance Bank Ltd.

Auriga IT Consulting Pvt. Ltd.

Axis Bank Ltd.

Bajaj Finserv Ltd.

Baroda Mutual Fund

Berger Paints India Ltd.

Bosch Ltd.

Briskminds Software Solutions

Private Limited

British Telecom Global Services

India Limited

C-DAC ATC NETCOM

Ceasefire Industries Ltd.

Chegg India Pvt. Ltd.

Crowe Horwath IT Services LLP

Cvntexa

Deutsche Bank

Dotsquares Technologies

ETV Bharat

Extramarks Education India

Pvt. Ltd.

Genpact Ltd.

HDFC Bank Ltd.

HDFC Life Insurance Company

Ltd.

IBM India Pvt.Ltd

ICICI Bank Ltd.

ICICI Prudential Life Insurance

Company Ltd.

ICICI Securities Ltd.

Indiabulls Ltd.

Induslnd Bank Ltd.

Info Edge India Ltd.

Info Objects Software Pvt. Ltd.

Infosys Ltd.

ITC Rajputana

Jaro Education

Justdial Ltd.

Kotak Mahindra Life Insurance

Company Limited

Kotak Mahindra Bank Ltd.

L&TInfotech Ltd.

Muthoot Finance Ltd.

Neosalpha Technologies India

Private Limited

Reliance Retail Limited

RoboMQ

Squareyards Private Limited

State Bank of India

Swiggy

Tata Consultancy Services

Tata Consultancy Services Ltd.

Toppr.com

Vedantu Innovations Pvt. Ltd.

Vishal Mega Mart

Vodafone Idea Ltd.

Wipro Ltd

XL Dynamics India Private

Limited

Yes Bank Ltd.

ACADAMY

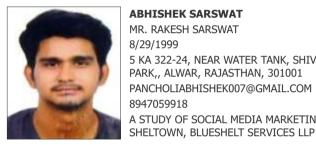
Master of Business Administration



MR. JAGDISH GUPTA 4/3/1997 117/676, TAGORE PATH, MANSAROVAR, JAIPUR, RAJASTHAN, 302020 AAYUSHI123KHANDELWAL@GMAIL.COM 9460125097 MANAGEMENT INFORMATION SYSTEMS, PROJECT MANAGEMENT, PUBLIC RELATIONS,



ABHAY RUNGTA MR. NARENDRA KUMAR RUNGTA 12/11/1999 SD -99, SHANTI NAGARNEAR ESIC HOSPITAL, JAIPUR, RAJASTHAN, 302006 ABHAYRUNGTA11@GMAIL.COM 9057213821 STUDY ON AUDITING & ASSURANCE, M/S CHOUDHARY MATHUR & ASSOCIATES



MR. RAKESH SARSWAT 8/29/1999 5 KA 322-24, NEAR WATER TANK, SHIVAJI PARK,, ALWAR, RAJASTHAN, 301001 PANCHOLIABHISHEK007@GMAIL.COM 8947059918 A STUDY OF SOCIAL MEDIA MARKETING ON



ABHISHEK PANCHOLI MR. PRABHU NARAYAN SHARMA 74 PANCHOLI VIHAR, NEW SANGANER ROAD,, SODALA, JAIPUR, JAIPUR, RAJASTHAN, 302019 ABHISARSWAT1999@GMAIL.COM 9785350379 CONTENT WRITER, GEEKSANE.COM



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AKANSHA JAIN MR. NIRMAL SETH 7/27/1998 SETH SADAN, SENTHI, , CHITTORGARH, RAJASTHAN, 312001 AKANSHAJAIN270798@GMAIL.COM 7568745920 LEAD GENERATION, SEARCH ENGINE OPTIMIZATION AND EMAIL MARKETING. MEDIA VALUE WORKS NETWORK INTERNATIONAL PVT. LTD.



AKSHAY SHARMA MR. N.K. SHARMA 12/12/1996 9A, VISHWAKARMA BHAWAN, AMBABARI, JAIPUR, JAIPUR, RAJASTHAN, 302013 AKSHAY.S766254@GMAIL.COM 9549597489 MARKET ANALYSIS, VEDANTU



AKSHITA JAIN MR. VIMAL KUMAR JAIN 7/19/1998 24, JAIN COLONY, DIDWANA ROAD, KUCHAMAN CITY, NAGAUR, RAJASTHAN, 341508 ANITAKALA90@GMAIL.COM 6350349314 FINANCIAL ANALYST TRAINING & INVESTING COURSE, START-UP BUSINESS MODELS VISUALLY EFFECTIVE EXCEL DASHBOARDS, BEGINNER TO PRO IN EXCEL, UDEMY







AMIT PAREEK MR. KAILASH CHANDRA PAREEK 1/1/1998 S 48/49, VIKASH PATH, ROAD NO. 1 BIAS GODOWN, JAIPUR, RAJASTHAN, 302005 AMITPAREEK610@GMAIL.COM 9694285580 DATA SCIENCE ROLE OF TECHNICAL ANALYSIS IN TRADING, **INTERSHALA**



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ANUBHA JAIN



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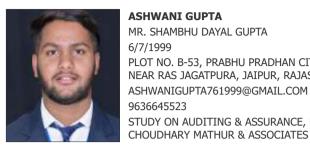
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CHARU GOYAL MR. VIJAY GOYAL WARD NO -15, 153 B BLOCK, PADAMPUR,, GANGANAGAR, RAJASTHAN, 335041 CHARUGOYALPDP@GMAIL.COM 9413329435 CUSTOMER CARE EXECUTIVE -**TELEPERFORAMANCE**



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ACADAMY

Master of Business Administration

MBA



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Master of Business Administration

MBA



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ROLE OF INSURANCE COMPANY IN
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KRITIKA MEENA



MBA



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ONLINE



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BASICS OF FINANCIAL MARKETS
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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.

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