



# ISIM



# MBA

PLACEMENT BROCHURE 2020



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 industry-institute 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  
 Cyntexa  
 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.  
 IndusInd 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.  
 Neosalpa Technologies India Private Limited  
 Reliance Retail Limited  
 RoboMQ

Squareyards Private Limited  
 State Bank of India  
 Swiggy  
 Tata Consultancy Services  
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 Toppr.com  
 Vedantu Innovations Pvt. Ltd.  
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# *Vision*

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