

Chronicle of Career & Education

A 36 PAGE FREE SUPPLEMENT WITH
CIVIL SERVICES CHRONICLE FEBRUARY 2019

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INDIA'S BEST B-SCHOOLS

A Survey based on inputs from
management professionals,
corporates, MBA aspirants
and educators



SDMIMD PGDM

- AICTE Approved Institute, NBA, ACBSP and EFMD Accredited Program with "Equivalence to MBA" given by the AIU (UGC)
- Faculty with Rich Experience in Academia and Industry
- Consistent Placement Record
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2. Empowering Woman* – Rs. 50,000 scholarship for woman applicants with minimum 1-year work experience
3. Student Exchange Subsidy: Rs.40,000 to 1 Lakh subsidy
4. PGDM Merit Scholarship –Merit-cum-means Scholarship for outstanding Academic Performance.

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Jagannath International Management School

Accredited by NAAC (National Assessment Council)

NIRF Ranked

We Inspire..Transform and Develop

Applications invited for admission to the following AICTE Approved Programmes

Two Year Full Time (2019-2021)

PGDM

17th Batch

PGDM

10th Batch

International Business



Our excellence lies in the following superior attributes:

Dual Specialization from Marketing, Finance, HR, Entrepreneurship, Business Analytics

Comprehensive Curriculum with Digital Marketing, Big Data Analytics, VC & Private Equity, International Trade, Cross Cultural Management, Financial Technology, Entrepreneurial Innovation

International ISO quality Certification & Accredited by NAAC.

Eminent Faculty from FMS, IIFT, SRCC, MDI, & Corporates

International Collaborations with NTU, Singapore, Westminster University-UK, Nyenrode Business School-Amsterdam, Cologne University of Applied Sciences-Germany, University of Newfoundland-Canada

Educational Trip to NTU, Singapore

Corporate Interface through Guest Lectures, Industrial Visits, Live Projects, SIP, Mentoring Programs.

Opportunity to learn three Foreign Languages French, German & Chinese

World Class Campus with

- Rich Library with Journals, Magazines, E Books and Online databases
- Smart Class rooms
- Advanced Computer Labs with latest software
- Plush Conference room, GD/PI room and Auditorium with latest Audio Visual aids

Our Collaborations with



Placement Highlights

Highest Package
16 Lacs

150+ Companies
offered placements

14000+ Strong
Alumni network

World Class Curriculum, International Exposure, Student Exchange Programme with Foreign Universities



JIMS Kalkaji awarded
"Best Industry Interface"
Dewang Mehta Award



JIMS Kalkaji awarded
"Best B-School" for
"Industry Related Curriculum"
in International Business

Ranked 9th
Top Private
B School in North
Zone by The Week

Ranked **Top**
B-School of Super
Excellence in India
by CSR-GHRDC

Ranked **16th**
"Best B-School in
North India" by TOI
B-School Survey

Ranked
A+++
by Business India

Jagannath International Management School

MOR Pocket 105, Kalkaji, New Delhi-110019 Ph: +91-11-40619200 (100 Lines)

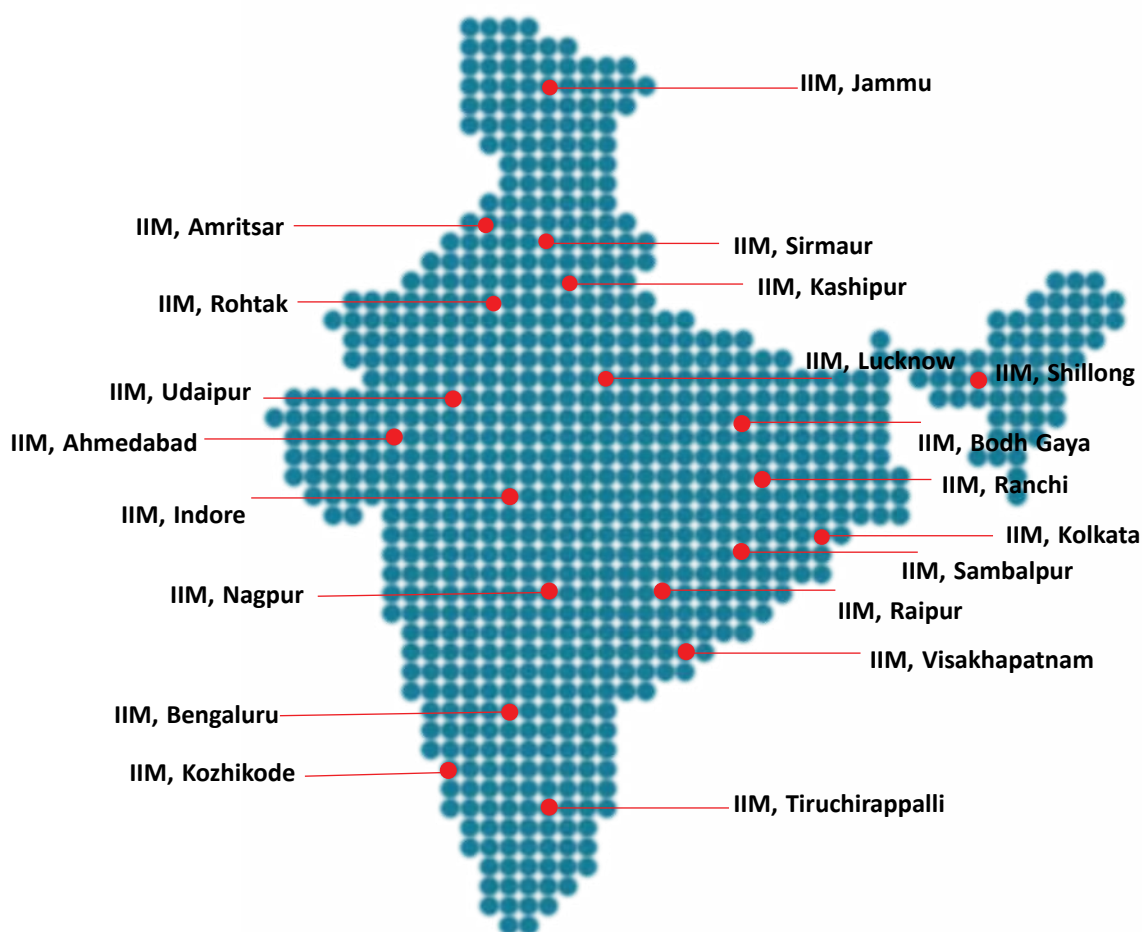
Helpline: 09868238472, 9853892274 Toll free: 1800112074 Email: admission@jagannath.org www.jagannath.org

In accordance with Supreme Court order "Ragging" is strictly prohibited and considered a punishable offence in our Institute

IIMS ARE THE NATURAL LEADERS

Irrespective of how a management aspirant performs in the entrance exams, the dream destination to start a career in management remains the one and only- Indian Institute of Management. Old or new, near or far, it remains the unbeatable choice for students seeking a successful career in the corporate world.

With the oldest IIM being established in Calcutta in 1961, now the number of the prestigious national institute has come up to 20, the newest campus set up in 2016 at Jammu. Their most sought after programme- Post Graduate Diploma in Management (PGDM) which is a two year course is committed to developing business fundamentals through compulsory courses across areas- economics, finance, marketing, operations, systems and organizational behavior prepare the leaders for tomorrow. IIMs strike just the right balance between academics and social and cultural development of its students. Top-notch placements and corporate exposure through interactions, summer internships, guest lectures etc. ensure that the students are in touch with the reality while they are busy grasping essential theory.



OTHER CELEBRATED PUBLIC B-SCHOOLS

Apart from IIMs, there are certain other government management institutes that are of great caliber and are second to none. They are unique in their own ways and are constantly working towards matching their offering in this changing world where technology is taking up with great pace. Also, they know how to prioritize the elements in management education and hence strike just the right balance between academics, practical and corporate exposure and social and cultural development of their students.



Faculty of Management Studies, Delhi University



Indian Institute of Foreign Trade, New Delhi



Department of Management Studies, Indian Institute of Technology, Delhi



Shailesh J Mehta School of Management, Indian Institute of Technology, Bombay



National Institute of Fashion Technology

THE FRONT RUNNERS

There are a number of B-Schools that are leading in the minds of the aspirants, students and parents and have been highly consistent in their ways of enlightening the students and ultimately building leaders for tomorrow. The perception based inputs were invited on our social media handles from aspirants, students and alumni. Here are the business schools that have managed to grab the top positions based on the perception based survey:



- Faculty of Management Studies, Delhi University
- IIM Ahmedabad
- IIM, Bangalore
- IIM, Calcutta
- Indian Institute of Foreign Trade, New Delhi
- Indian School of Business (ISB), Hyderabad
- Management Development Institute, Gurgaon
- S P Jain Institute of Management and Research, Mumbai
- Symbiosis Institute of Business Management, Pune
- XLRI, Xavier School of Management, Jamshedpur

“Embrace Vulnerability as a Normal Feature in Businesses”



Prof. Dheeraj Sharma
Director, IIM Rohtak

Prof. Dheeraj Sharma is the Director and a Professor at Indian Institute of Management, Rohtak. He has taught and presented research at several educational institutions in North America, Europe and Asia. His primary research interests are “relationships” in business domain. He explores relationships in the context of Work-force motivation, behavioral channel theory, international marketing strategy, personal selling, brand management, social media management and ethics. Prof. Sharma has over 100 articles published in reputable journals and conference proceedings and has also authored several books.

Q. One of the newly arrived and the only IIM in the Delhi-NCR region, IIM Rohtak has exceedingly made its presence felt in the sphere of management education, how does your institute plan to cope up with the changing landscapes where the business world is shifting to a more specialized, high on tech and global trends?

A. The businesses are today betting big on analytics, hi-tech and new technologies which tend to take root much faster today than any other time in history. Going by this trend, the course curriculum at IIM Rohtak has been designed in a

manner which equips its students with the latest of trends in analytics. The course curriculum, both in the first and the second year, comprises of mandatory subjects on analytics, simulation and data visualization to ensure maxi-

mum exposure to its students. The academic curriculum is constantly reviewed to ensure that it is in line with the latest trends so that the fresh graduates can hit the ground running on the very first day.

MBA: A WORTH WHILE INVESTMENT Salary Trend in 2018



Q. Many aspirants are muddled on the thought of whether or not MBA is a worthwhile investment. With respect to the ROI of IIM-Rohtak's flagship PGPM, what would you like to say?

A. IIM Rohtak equips its students to ensure a lifetime of excellence. Its students are highly sought after in the industry, which is also evident

by the increasing number of recruiters that show interest in hiring management graduates from IIM Rohtak. The highest salary offered to the batch of 2016-18 was INR 30 LPA, which was a 16% increase from the previous year, with the top 50% receiving an average of INR 14.6 LPA. When it comes to financing, several banks provide collateral-free loans to its students during the admission process. Hence, it is clear that the ROI provided by IIM Rohtak is one of the best among the top Business Schools in the country.

Q. How has the campus placements at IIM-Rohtak in the recent years been? Talking specifically of 2017-18 placements, what were the trends in terms of recruiting sectors, domains, salary and top recruiters?

A. Placements at IIM-Rohtak in recent years have been nothing short of great. The institute strives to improve the quality of students each year by increasing diversity, exposure and provide its participants with the latest of technology. Owing to this commitment, campus placements have seen a rising trend both in quality as well as quantity. IIM Rohtak was able to achieve 100% placements in the year 2017-18. Marketing stood as the top recruiter with 29% of all the offers being made in this domain followed

by Finance firms with 26% of the batch getting offers in this domain. Other major sectors included General Management (21%), Analytics (12%), Strategy and Consulting (7%) and Operations (5%). This season also saw the return of the Big 4 with KPMG and EY offering attractive profiles to IIM Rohtak graduates.

Q. That brings me to one of the most common queries amongst the management students; what attributes or skills does one need to build to be a top choice of the recruiters?

A. The timeless advice given by an interviewer is that they decide the final judgement within the first 5 seconds of the interview. Hence, taking care of basic etiquettes and making the first impression is a necessity. A few attributes they look for in the candidate are confidence, knowledge of the domain, genuineness and the decision-making ability. Apart from all these, the recruiter also considers the alignment of the candidate's career goals with that of their organization. Performance under pressure, patience or the ability to take a punch with a smile is what the recruiters are judging that time. To be a top choice for the recruiter, candidates must show their best side, good articulation and structured thinking will strengthen

the candidature of an applicant.

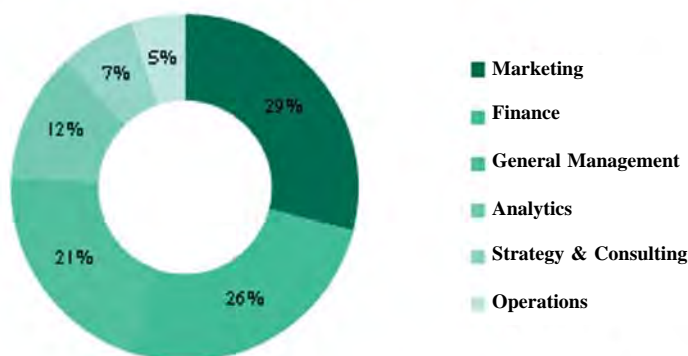
Q. There has been a debate over General MBA vs. Specialised MBA. What do you have to say about it?

A. Generalists typically are expected to have reasonable understanding of a wide range of topics and a specialist is expected to have deep and profound understanding of a specific domain. There is a definite advantage in becoming a specialist in any given domain. As knowledge gained in a particular subject uniquely qualifies an individual for a role and allow the individual to perform that role effectively and efficiently. However, in VUCA (Vulnerable, Uncertain, Complex and Ambiguous) world today a generalist is not just expected to have an understanding of a broad range of areas but also see profounder interconnectedness between areas and proffer a solution that a specialist may not be able to develop and execute. They must have the ability to integrate and provide holistic solution to business problems.

Q. How advantageous is Corporate Exposure for management students in their course of study? What does IIM-Rohtak do to help students learn about the real business world and finally prepare them for the industry?

A. Corporate exposure is of profound importance for students to progress in the management field, especially for the freshers in a batch, who have no prior job experience. It is evident that for managers, whose jobs call precisely for managing their subordinates, it can't very well be done without having some real-world exposure as to how workplaces function. In this aspect, IIM Rohtak offers plenty of avenues and encourages its students to work on live projects to gain exposure. Every candidate in the course undergoes a summer internship after the third trimester wherein the candi-

Top Domains in Recruitment



dates engage with the top organizations from around the world for a two months long corporate immersion. Along with this, IIM Rohtak frequently organizes Management Summits all around the year across major cities wherein stalwarts from the industry converge to impart valuable insights about the latest developments of the corporate world.

Q. How much importance is given to social and cultural involvements and other extra-curricular activities at IIM-Rohtak? Do you believe that pursuing PGPM aids in significant development of the personality of the students?

A. Answering your second question first, YES! PGP helps in developing a student's overall individuality. Not only you gain credibility in the market, but also, you get the second chance when you go on the field which many managers out there haven't. Attending an MBA program is that it imparts to him or her, a fine sense of personal, social, and professional etiquette. Students pick right from their classrooms, a unique set of professional problem-solving, presentation and discussion skills.

Now coming to your first question, a major motive of MBA is an individual's overall growth, and cultural and social activities are an integral part of that. In IIM Rohtak, significant importance is given to one's extra-curricular feet along with a student's academics. Students get involved in various sports and cultural activities, and there are numerous clubs and committees to ensure the well-roundedness of students along with building their personalities by improving their communication skills and widening their horizons. The students learn the importance of team-spirit and learn to accommodate different viewpoints and acquire intercultural sensitivity.

Q. At IIM-Rohtak, how are students willing to become entrepreneurs



guided? What facilities and faculty resources are available to students which encourages them to pursue their entrepreneurial interests?

A. The heart and soul of IIM Rohtak believe in learning through innovation and engagement. The students are constantly encouraged to innovate into new ventures during class participation and course projects. There also exists an Entrepreneurship Cell which is a student-run committee where students come together to learn about the success, failures and various tricks and techniques of established start-ups across the globe. The institute provides students with the opportunities to interact personally with the people behind these ventures and this ignites the entrepreneurial spirit in students immensely. IIM Rohtak also organizes batches of Professional Development Programs in Entrepreneurship which are aimed at supporting budding entrepreneurs across the country with practical insights from industry experts and present-day entrepreneurs. These courses also provide individual mentoring sessions where budding entrepreneurs, who have developed a business plan as part of the course, get an opportunity to be guided by professionals in the investor community on their business idea.

Q. IIM Rohtak has been in news for its several developments this year-

being the first and only IIM to offer a PG programme in sports management, having more than 50% woman students for the first time and moving to a new and permanent campus, what are some important developments or achievements you are looking forward to reach in the near future?

A. We wish to have more interactive learning in the institution. Hence we shall introduce more immersion based programs, live projects, cross-disciplinary courses, and simulation games that will impact the students collectively for their overall development.

Q. Is there any message that you would like to give out to the management aspirants?

A. The world around us is changing at a faster pace than ever before and changes around us are unprecedented. Increased digitalization, experience economy, internet of things, and move towards more localization vs. globalization are some of the recent trends that will have impact on business across the globe. We have witnessed that several old billion dollar companies have disappeared and many new ones have appeared. I believe that student must embrace vulnerability as a normal feature in businesses, embrace technology, and accept collective intelligence as leadership tool. ■■

Dilemma of Choice

General vs. Specialized MBA



Dr. (Cdr) Satish Seth
Director General
Jagannath International
Management School, Kalkaji, New Delhi

More than a century ago, the first MBA students passed out of the portals of Harvard University to seek their fortunes in the business world. Drawing on the experience of yesteryears, most people today agree that the MBA programme has certainly attained a state of maturity and veritably needs to change itself in order to remain relevant in a VUCA industry.

A question which young students constantly mull over in their minds is the type of graduate degree they should earn. Would it be appropriate to go back to school for two years to earn a generic MBA or should they pursue a specialised MBA or perhaps a Master's in Finance/ Commerce? As borne out by recent studies, students with broader backgrounds and experiences were more likely to receive multiple job offers and higher compensation packages as compared to those with specialized backgrounds.

The above raises a fundamental issue of what a generic vis-a-vis a specialised MBA entails. A study conducted by the Tulane University in Louisiana, USA refers to a specialist MBA candidate as one who is consistently focused on his or her activities and experiences before and during the program and internship. To cite an example, a specialist would have worked in banking before his MBA, concentrated in finance and joined banking clubs in school before taking up a job in investment banking. A generalist on the other hand could be from the advertising industry, concentrates in

finance, interns at a consulting firm and moves into investment banking. In other words, an MBA generalist is someone who has experience in a wide variety of industries and jobs.

The majority of B-Schools in India offer general MBA programs which is a holistic management science. After the first year wherein the student is exposed to the nitty-gritty of management, in the second year he can take up a specialization of his choice. Today these specializations range from the vanilla pack of Marketing, HR and Finance to unique offerings such as Business Analytics, Entrepreneurship, Strategy etc. In India the sectoral growth in tourism, hospitality, aviation, finance, retail and other sectors has created a demand for specialised MBAs. As a consequence the demand for such types of courses is on the rise.

The Pros and Cons of general versus specialized MBAs are variegated and pose acute decision problems for students experiencing a lack of clarity on the careers they wish to pursue. Whilst it may be argued that the future lies in MBAs that focus on increasingly narrow sectors of business some academics opine that they have grown too fast and that organisations are likely to run the risk of facing a future deficit of top bosses to manage the middle tiers.

Those rooting for the generalized MBA suggest that as the world is getting increasingly complex and heterogeneous businesses need managers who are able to handle all manner of complexity as experienced in a VUCA environment. Hence, a solid educational base coupled with diverse skills, as provided by a generalised MBA, appears to be the need of the hour.

Summing up, it is generally averred that the concept of MBAs is to create top quality managers in many areas of management. Hence to specialise in an MBA would be place oneself in a silo which defeats the original purpose of an MBA. As the business school world is highly competitive institutions must do what they can to differentiate themselves from rivals in a crowded market. They need to be aware that they constitute the supply chain for managers of tomorrow. Knowing everything about the retail industry has its uses but not at the expense of learning how to work a balance sheet. In other words, envision the future and do not mistake the trees for the forest. ■■

What are Recruiters looking for in MBA Grads?



“There is no substitute to good knowledge and skill backed by right attitude.”

Dr. Bhimaraya Metri
Director
IIM Tiruchirappalli

Recent years had seen a growing trend in interest for management education. Getting an MBA degree from reputed institutions in India and abroad has become a key ingredient to corporate job opportunities. On one side there are aspirations of students and on the other side there are companies who are looking to select the best and bright from the lot. When it comes to selecting the best from each campus it becomes very challenging to identify a perfect match.

The students entering into the business schools today are the natives of the digital world. On a similar notion, the businesses of today are also becoming more technology oriented as can be observed financial organizations or Fast Moving Consumer Goods companies focusing more on technology or digital world. This resulted in development of new roles with expertise in financial technologies or digital marketing.

Today's Business School students are the natives of digital world. So, to equip these digital natives with right kills and knowledge, the institutes of today also need to be equally aligned. The companies are focusing on visiting institutes which have the right infrastructure

The Knowledge, Skills, and Abilities Companies Expect from B- School Graduates

GMAC Corporate Recruiters Survey 2018

Top 10 skills required by companies are:

1. Working with others
2. Manage self
3. Problem solving
4. Adaptability/flexibility
5. Listening
6. Organization/time management
7. Evaluation of relevant information from different sources
8. Comprehension and logic
9. Written communication
10. Organization of information to see relationships and to solve interrelated problems

such as smart classrooms, well developed library facilities, and more important young and energetic faculties who can equip the students to meet the corporate needs. The race now is not between old and new schools but more on the schools which can impart right skills and knowledge to make the millennials corporate ready. So, what are the competencies companies are looking for when they are going to hire from different institutes?

This is a vital question but difficult to answer. Looking at the definition of competency tells us “it is an important skill that is needed for a job”. Is it a mere skill that companies are looking for or beyond? Interacting with different companies tells us that it is a combination of knowledge, right skill and attitude, which provides a better guidance for them while selecting the right candidate. This brings us to another important question, which is important knowledge, right skill or attitude?

If we have to give a preferential order, then probably attitude will be a primary focus for companies. Attitude is required from both acquiring knowledge as well as to develop skills. While the institutes like to see the attitude of the students to acquire both knowledge and skills, companies will look for attitude to apply both in the real world. Let us try to understand this through an example.

Business Analytics is a growing interest area for both industry and academia. While academia is trying to impart knowledge of different tools to the students, companies are looking how they are going to apply the tools. In a recent discussion it is observed for business analytics some of the common aspects related to knowledge are:

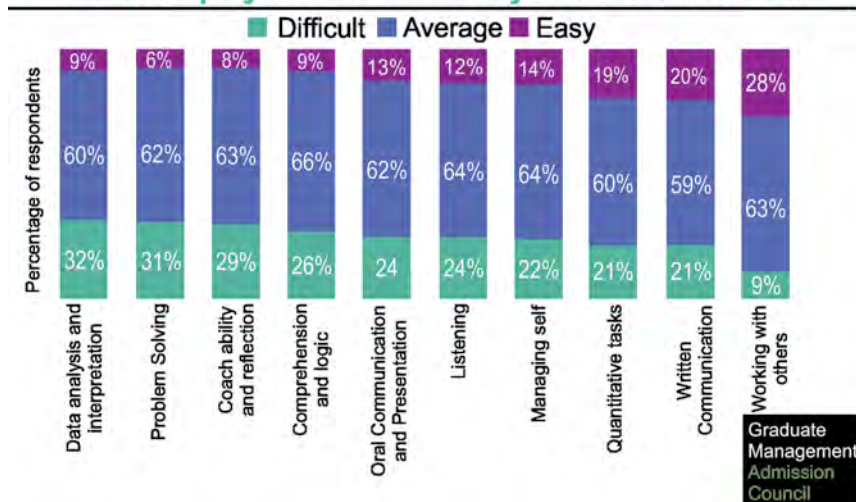
- Understanding of statistics and mathematics
- Understanding of cross-functional

knowledge

- Understanding of emerging tools and techniques in analytics space

In terms of skill requirements are such as visualization of data, understanding of how to acquire relevant data, as well as preparing the data (includes data cleaning) for proper analysis. While attitude will include, perseverance to continue till proper data is acquired, cleaned and analyzed. On a similar note attitude will also require candidates to have proper inclination towards problem definition and problem solving.

Data Analysis and Interpretation and Problem Solving are the Skills Employers Most Often Say Are Difficult to Find



To provide a holistic understanding of this discussion now we look at what is happening in reality? What are the profiles of the students joining in management institutes? What types of job roles are offered to the management graduates? Which sectors are offering jobs to the graduates? In most of the management institutes the cohorts are mostly engineers with two to five years of experience in information technology sector. The jobs offered to them vary from consultancy and analytics to sales and marketing, finance, general management strategy, and operations.

While focusing on the sectors where management graduates are getting employed it is observed that information technology enabled services are highest employment provider. This is followed by banking, financial services and insurance, consultancy, FMCG, etc. So, in order to understand what employers are looking for in business graduates, it is important to look where the current recruitment is happening and how the requirements are going to change in near future?

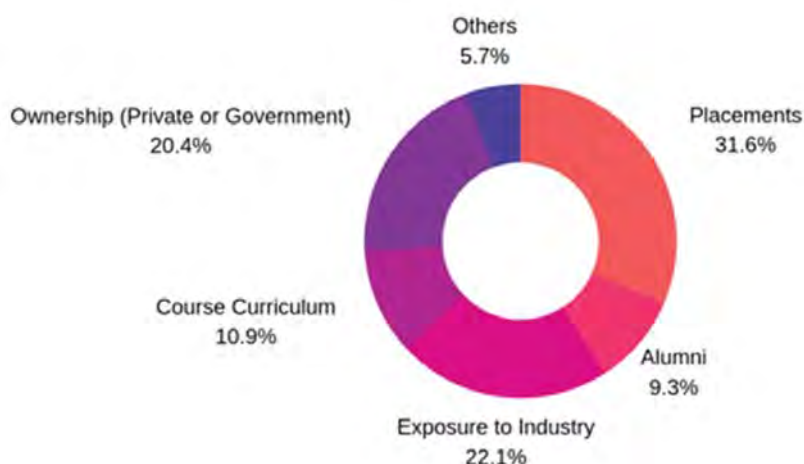
Finally, to summarize we need to understand that there is no substitute to good knowledge and skill backed by right attitude. There are skills, which are acquired by the management graduates while they are studying but application orientation will definitely develop once they become part of the workforce. So there has to be proper balance and understanding of knowledge, skill and attitude between the employers and management graduates for developing a win-win partnership without forgetting the role of management institutions in maintaining the balance. ■■



What are B-School Aspirants looking for

What are B-Schools looking for in a candidate is a question that have been asked and answered by many. Let us change positions here and take a look at what and how candidates go about selecting the 'right' business school.

Factors that influence the choice of B-School for a MBA degree



The Top 5 B-Schools that made it to the top prefer- ences of the Aspirants

Faculty of
Management
Studies, Delhi
University

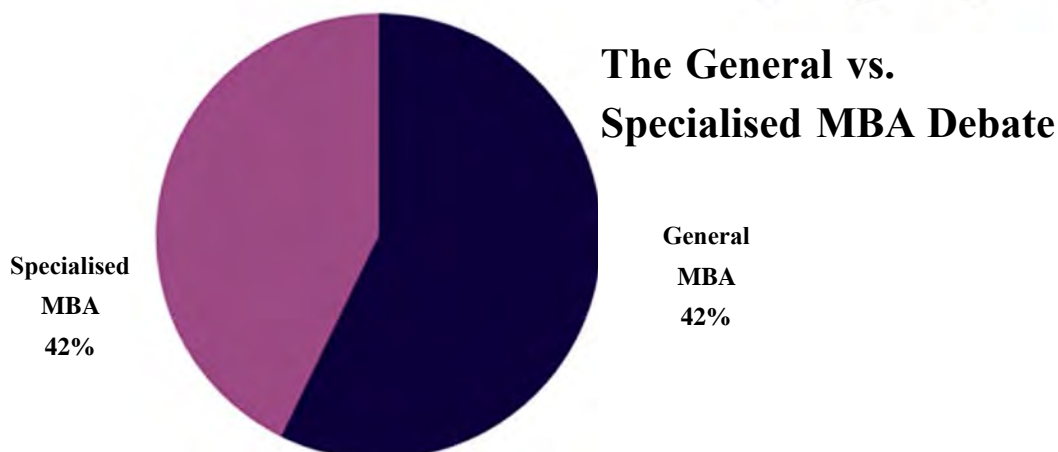
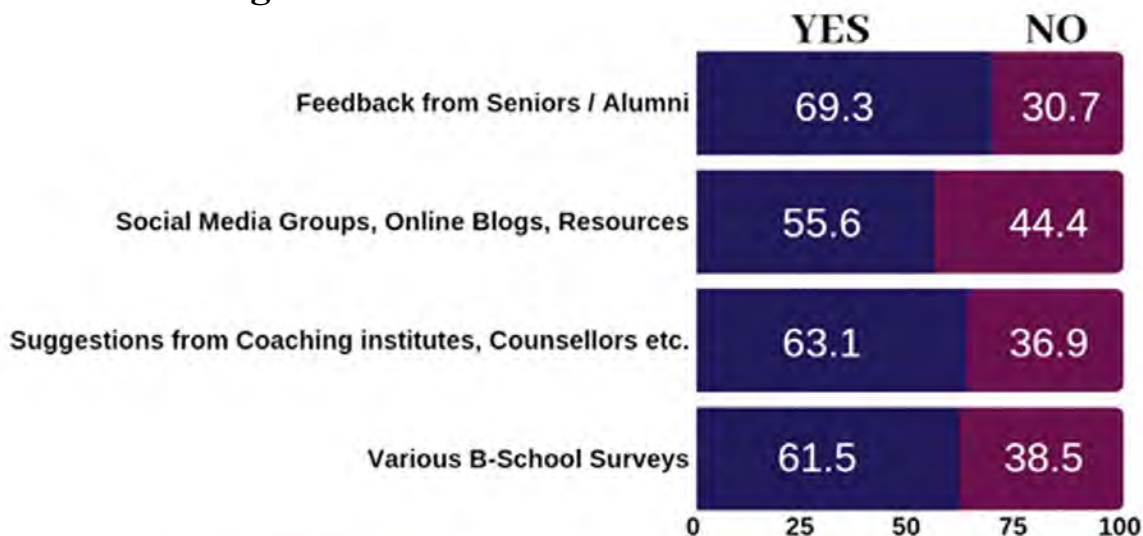
IIM
Ahmedabad

IIM
Bangalore

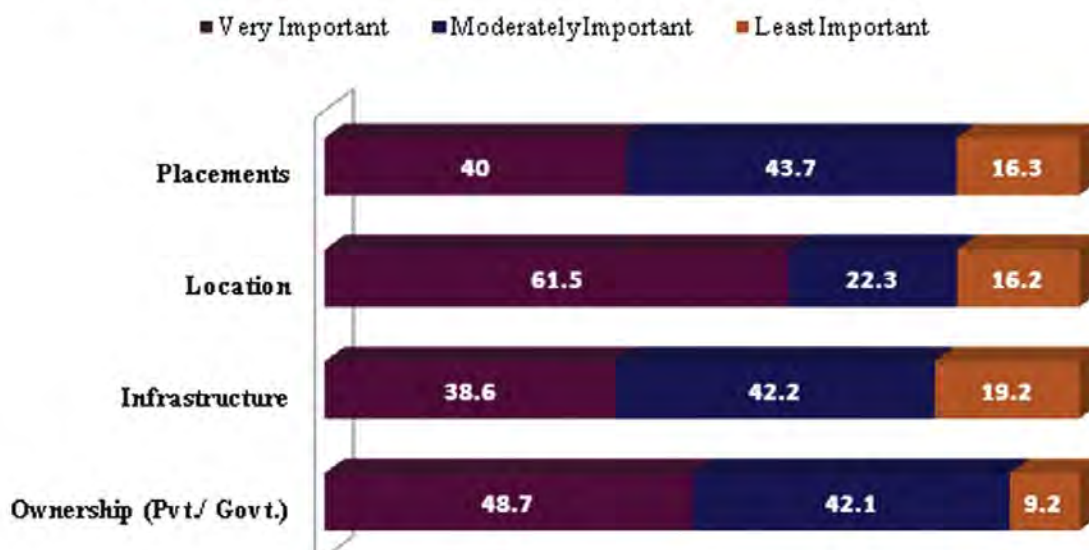
IIM
Calcutta

Indian
Institute of
Foreign
Trade, New
Delhi

Basis of choosing a B-School



How Important are these Factors?





All-India B-School Rankings 2019

The question of which B-School is the best often crosses the minds of the aspirants, students and parents. Based on inputs from aspirants, corporate and educators, our survey will be just the right pedestal for you to make the decision.

In the recent times, businesses have become more global and high on technology; the need to play on an international level and have a global footprint has become more and more important. Then there are functional issues like Marketing, Finance & Accounting, Human Resource Management, Information Technology, Operations, etc. These issues can only be handled by human resources and hence companies are constantly in search of competent individuals who can address these issues effectively. Business schools are working towards providing a platform that helps students to develop skill sets and also to develop capabilities to survive in this ever-changing world of management. With the existence of innumerable business

schools, it becomes bewildering for the students and parents to choose the right institute.

To make this process easier for you, Civil Services Chronicle invited inputs from aspirants and notable personalities from the business schools to prepare a credible and reliable ranking of the B-Schools in India. This ranking will take you through the best colleges in management in India on an overall basis as well as based on certain factors such as infrastructure, academics etc. Also, it features the most important and sought after factor in choosing a B-School- Placement Highlights of the Season.

How we Chose the Best Institutes?

1. Desk Research and Factual Data Collection

The main focus of the B-School Survey-2019 is Placements. As per the changing scenario of the MBA education in India, weights of parameters had to be modified as some new attributes and sub-parameters like Social Responsibility, Entrepreneur Development and International collaborations were introduced keeping in view the new trends.

2. Validation of Data through Physical Survey

The research team of Chronicle visited numerous B-Schools which have participated in the survey. The team interacted with the directors, faculty members, current students, academicians. The data was validated and different parameters were critically analyzed.

3. Analysis: Final Ranking of the B-Schools

Perceptual Score: Ratings on various parameters for each institute calculating importance of various parameters to arrive at weights for each parameter by using a regression model.

Factual Score: The information collected corresponded to similar parameters as in the perceptual survey. A detailed scoring system was developed for each parameter. The final score for a MBA institute was an average of Perception Score and Factual Score - equal weight age (50:50) was given to both.



YEARS OF EXCELLENCE

STUDY WITH
A DIFFERENCE
AT
PRESTIGE



Rated in Platinum
Category - AICTE-CII
Survey-2018



Best B-School on
(ROI) in India
(International Business Achievers
Award & Summit, 2018)



Ranked 4th among
Top BCA Colleges in India
(GHRDC Survey, July 2018)



Ranked 5th among
Top BBA Colleges in India
(GHRDC Survey, July 2018)



PRESTIGE

INSTITUTE OF MANAGEMENT, GWALIOR
UGC NAAC ACCREDITED 'A' GRADE INSTITUTE

UGC APPROVED AUTONOMOUS INSTITUTE



MBA

MBA (Integrated)

BBA, BTM

BA LLB (Hons.)

BBA LLB (Hons.)

B.Com LLB (Hons.)

BCA

B.Sc. (Hons.)

(Computer Science)

B.Com (Hons.)

B.Com (CA)

B.Com (Eco)



Recognized under
Section 2 (f) & 12 (b)
of the UGC ACT, 1956



AICTE Approved,
Permanent Affiliation with
Jiwaji University, Gwalior



Approved,
Research Center of
Jiwaji University, Gwalior

OUR KEY HIGHLIGHTS

- The Institute has 65 highly qualified and experienced (Industry and Academia) Faculty Members. Majority of faculty members have Ph.D. degree and International Publications to their credit.
- Excellent placements for PG and UG students.
- Exposure to indigenous business incubation.
- Ultra modern campus with Wi-Fi, State-of-the-art Library, Computer Labs and Sports Center.
- Unparalleled exposure through participation in National and International Seminars, Conferences and Workshops.
- Major emphasis on in-class student participation, Group discussions and Seminar presentations.

PLACEMENTS 2018-19

	MBA	MBA (Int.)	BBA	BCA	B.Com	B.Com (Hons.)
HIGHEST PACKAGE OFFERED	12.00 LPA	7.50 LPA	5.64 LPA	3.30 LPA	5.64 LPA	5.64 LPA
AVERAGE PACKAGE	4.52 LPA	4.25 LPA	3.25 LPA	2.70 LPA	3.25 LPA	3.25 LPA

98270 57466/77/88, 0751-4097049, 4097000

Airport Road, Opp. Deendayal Nagar, Gwalior-474020 (Madhya Pradesh)

www.prestigegwl.org

Top 50 B-Schools (Overall Ranking)

Rank	Name of Institute	City
1	Indian Institute of Management, Kashipur	Kashipur
2	Indian Institute of Management, Shillong	Shillong
3	Faculty of Management Studies, University of Delhi	New Delhi
4	Xavier Institute of Management, Xavier University	Bhubneshwer
5	Institute of Rural Management Anand	Gujarat
6	Xavier Institute Social Sciences	Ranchi
7	Indian Institute of Foreign Trade, New Delhi	New Delhi
8	Symbiosis Center for Management and Human Resource Development	Pune
9	International Management Institute	Bhubneshwer
10	National Institute of Industrial Engineering	Mumbai
11	Bharati Vidyapeeth Deemed University, Institute of Management and Entrepreneurship Development	Pune
12	Institute of Management Studies	Ghaziabad
13	Amity Business School, Amity University	Noida
14	K. J. Somaiya Institute of Management Studies and Research	Mumbai
15	Prin.L. N. Welingkar Institute of Management Development and Research	Bengaluru
16	Balaji Institute of Modern Management	Pune
17	Balaji Institute of Management and Human Resource Development (BIMHRD)	Pune
18	Jagan Institute of Management Studies	New Delhi
19	Symbiosis Centre for Information Technology	Pune
20	Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD)	Mysore
21	Jagannath International Management School	New Delhi
22	Chandigarh Business School of Administration	Mohali
23	Dr. D.Y.Patil Institute of Management and Research	Pune
24	K V Institute of Management and Information Studies	Coimbatore
25	Symbiosis Institute of Operations Management	Nashik
26	School of Management, Manipal University	Manipal
27	Institute of Public Enterprise	Hyderabad
28	Prestige Institute of Management and Research	Indore
29	Jagan Institute of Management Studies	Jaipur
30	Prestige Institute of Management	Gwalior
31	G.L. Bajaj Institute of Management and Research	Gr.Noida
32	Dr. V. N. Bedekar Institute of Management Studies	Thane
33	International School of Business & Media	Pune
34	KCT Business School	Coimbatore
35	IIEBM, Indus Business School	Pune
36	GNIOT MBA Institute	Greater Noida
37	Jaipuria Institute of Management	Ghaziabad
38	Rajagiri Center for Business Studies	Kochi
39	Symbiosis Institute of Computer Studies and Research	Pune
40	Chitkara Business School	Rajpura
41	Institute of Advanced Management and Research	Ghaziabad
42	GITAM School of International Business	Visakhapatnam
43	Taxila Business School	Jaipur
44	Balaji Institute of International Business (BIIB)	Pune
45	Vivekanand Education Society, Institute of Management Studies & Research	Mumbai
46	LaLa Lajpat Rai Institute of Management	Mumbai
47	Reva University	Bengaluru
48	Vel Tech High Tech Dr. Rangarajan Dr. Sakunthala Engineering College	Chennai
49	Department of Management Studies, Francis Xavier Engineering College	Tirunelveli
50	School of Management & Commerce, Sanskriti University	Mathura

VPM'S Dr. V. N. Bedekar Institute of Management Studies

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Jnanadweep, Chendani Bunder Road, Thane (West) - 400601

Grade-Wise Listing

A+++	Delhi/NCR	<ul style="list-style-type: none"> Faculty of Management Studies, University of Delhi, New Delhi Indian Institute of Foreign Trade, New Delhi
	Gujarat	<ul style="list-style-type: none"> Institute of Rural Management Anand
	Jharkhand	<ul style="list-style-type: none"> Xavier Institute Social Sciences, Ranchi
	Maharashtra	<ul style="list-style-type: none"> Bharati Vidyapeeth Deemed University, Institute of Management and Entrepreneurship Development, Pune National Institute of Industrial Engineering, Mumbai. Symbiosis Center for Management and Human Resource Development, Pune
	Meghalaya	<ul style="list-style-type: none"> Indian Institute of Management, Shillong
	Odisha	<ul style="list-style-type: none"> International Management Institute, Bhubaneswar Xavier Institute of Management, Xavier University, Bhubaneswar
	Uttarakhand	<ul style="list-style-type: none"> Indian Institute of Management, Kashipur

A++	Delhi/NCR	<ul style="list-style-type: none"> Amity Business School, Amity University, Noida Institute of Management Studies, Ghaziabad Jagan Institute of Management Studies, Rohini, New Delhi Jagannath International Management School, Kalkaji, New Delhi
	Karnataka	<ul style="list-style-type: none"> Prin.L .N. Welingkar Institute of Management Development and Research, Bengaluru. Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD), Mysore School of Management, Manipal University, Manipal
	Maharashtra	<ul style="list-style-type: none"> Balaji Institute of Management and Human Resource Development (BIMHRD), Pune Balaji Institute of Modern Management, Pune Dr. D.Y.Patil Institute of Management and Research Pune K. J. Somaiya Institute of Management Studies and Research, Mumbai Symbiosis Centre for Information Technology, Pune Symbiosis Institute of Operations Management, Nashik
	Punjab	<ul style="list-style-type: none"> Chandigarh Business School of Administration, Mohali
	Tamil Nadu	<ul style="list-style-type: none"> K V Institute of Management and Information Studies, Coimbatore

A+	Delhi/NCR	<ul style="list-style-type: none"> G.L. Bajaj Institute of Management and Research, Gr. Noida GNIOT MBA Institute, Gr. Noida Institute of Advanced Management and Research, Ghaziabad Jaipuria Institute of Management, Ghaziabad
	Kerala	<ul style="list-style-type: none"> Rajagiri Center for Business Studies, Kochi
	Maharashtra	<ul style="list-style-type: none"> International School of Business & Media, Pune IIEBM, Indus Business School, Wakad Symbiosis Institute of Computer Studies and Research, Pune
	Madhya Pradesh	<ul style="list-style-type: none"> Prestige Institute of Management and Research, Indore Prestige Institute of Management, Gwalior
	Punjab	<ul style="list-style-type: none"> Chitkara Business School, Rajpura
	Rajasthan	<ul style="list-style-type: none"> Jagan Institute of Management Studies, Jaipur
	Tamil Nadu	<ul style="list-style-type: none"> KCT Business School, Coimbatore
	Telangana	<ul style="list-style-type: none"> Institute of Public Enterprise, Hyderabad

A	Andhra Pradesh	● GITAM School of International Business, Visakhapatnam
	Karnataka	● Reva University, Bengaluru
	Maharashtra	● Balaji Institute of International Business (BIIB), Pune ● Dr. V. N. Bedekar Institute of Management Studies, Thane ● LaLa Lajpat Rai Institute of Management, Mumbai ● Vivekanand Education Society, Institute of Management Studies & Research, Mumbai
	Rajasthan	● Taxila Business School, Jaipur
	Tamil Nadu	● Department of Management Studies, Francis Xavier Engineering College, Tirunelveli ● Vel Tech High Tech Dr.Rangarajan Dr.Sakunthala Engineering College, Chennai

B++	Assam	● Department of Business Administration, Tezpur University, Tezpur
	Haryana	● MM Institute of Management, Ambala
	Indore	● Prestige Institute of Management, Dewas
	Madhya Pradesh	● IPS Academy, Institute of Business Management & Research, Indore
	Telangana	● Dhruva College of Management, Hyderabad ● Warangal Institute of Management, Warangal
	Tamil Nadu	● Hindustan Institute of Technology and Science School of Management, Chennai
	Uttar Pradesh	● School of Management & Commerce, Sanskriti University, Mathura ● Teerthanker Mahaveer Institute of Management & Technology, Moradabad

B+	Gujarat	● OM Kothari Institute of Management & Research, Kota
	Karnataka	● BLDEA's A.S. Patil College of Commerce, Vijayapur
	Madhya Pradesh	● Global Business School, Hubli
	Maharashtra	● Sasmira's Institute of Management Studies & Research, Mumbai
	Telangana	● Vishwa Vishwani Institute of Systems and Management, Hyderabad
	West Bengal	● NSHM Business School, Durgapur



Dr. C. Kumar
MD & Associate Professor
KV Institute of Management

Placement training these days have pigeon holed learning to a specific area or company. Colleges have become mere placement engines. The skewed objective of producing scores of degree holders who think and act alike started to back fire. Industry expectations have gone far off and students from such run-a-mill colleges are settling for low paying jobs causing a strain to the growth of the economy as a whole.

Colleges encouraging the art of lateral thinking in students will succeed in the future. AI and technology advancements are rethinking the way teaching and learning happens. Any

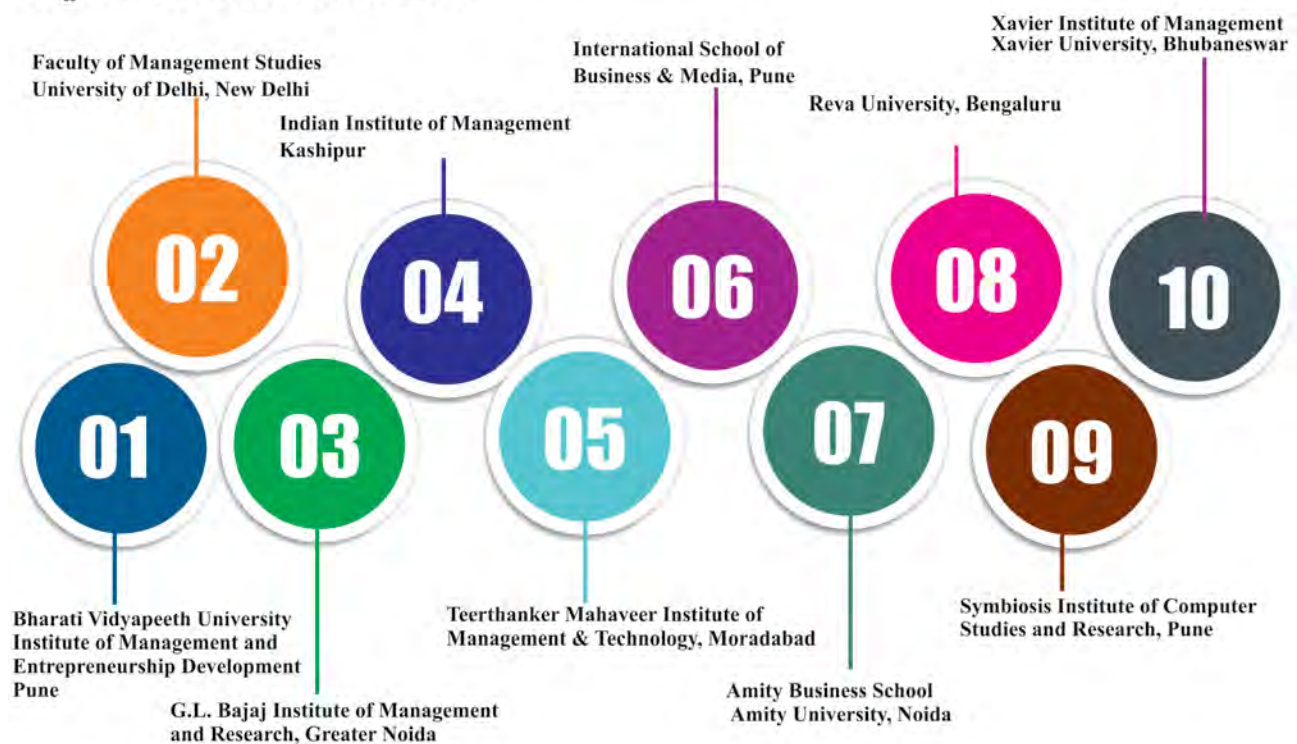
repeatable job will be replaced by Sophias (AI Robot), while the training and placement wing ought to bring exposure into various areas that a student has to explore.

"To sum it up, an education institution that allows students to explore and excel in their own interest area will lead the pack on job creation and transformation of education as a whole."

Top 10 in Academics



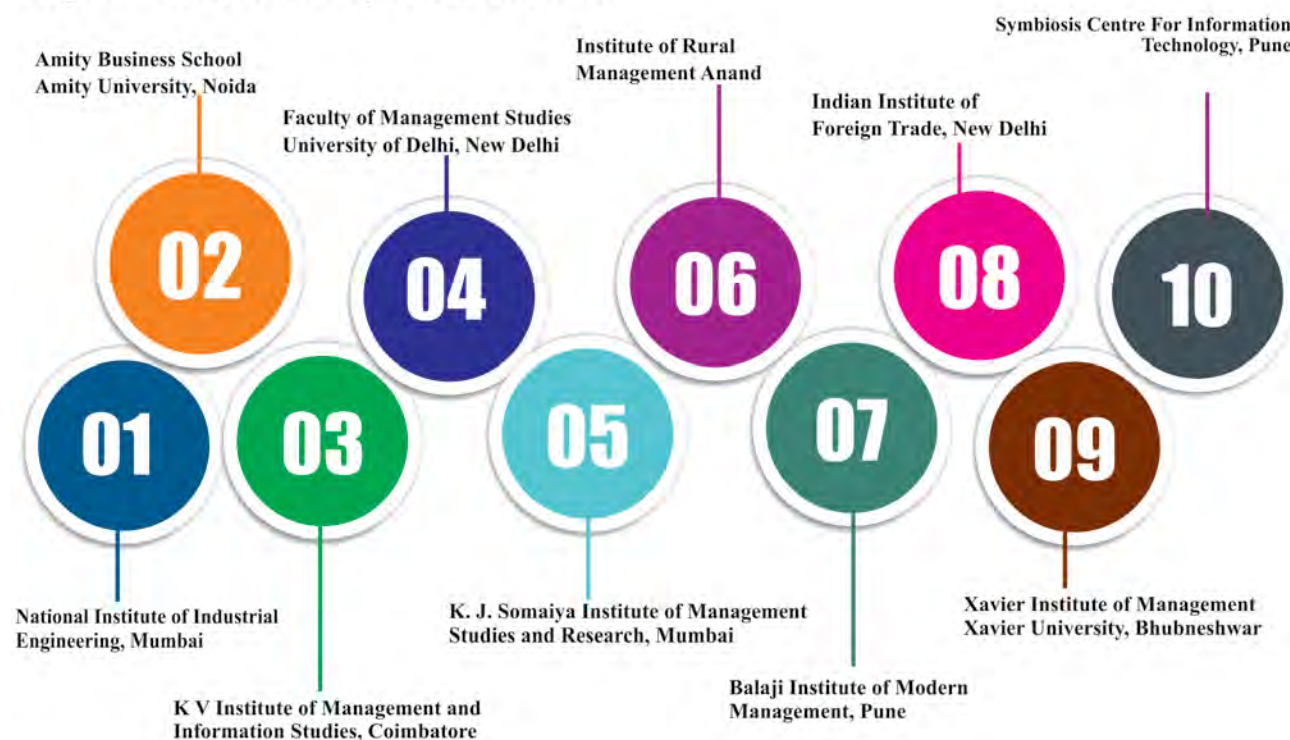
Top 10 in Infrastructure



Top 10 in Admission Process



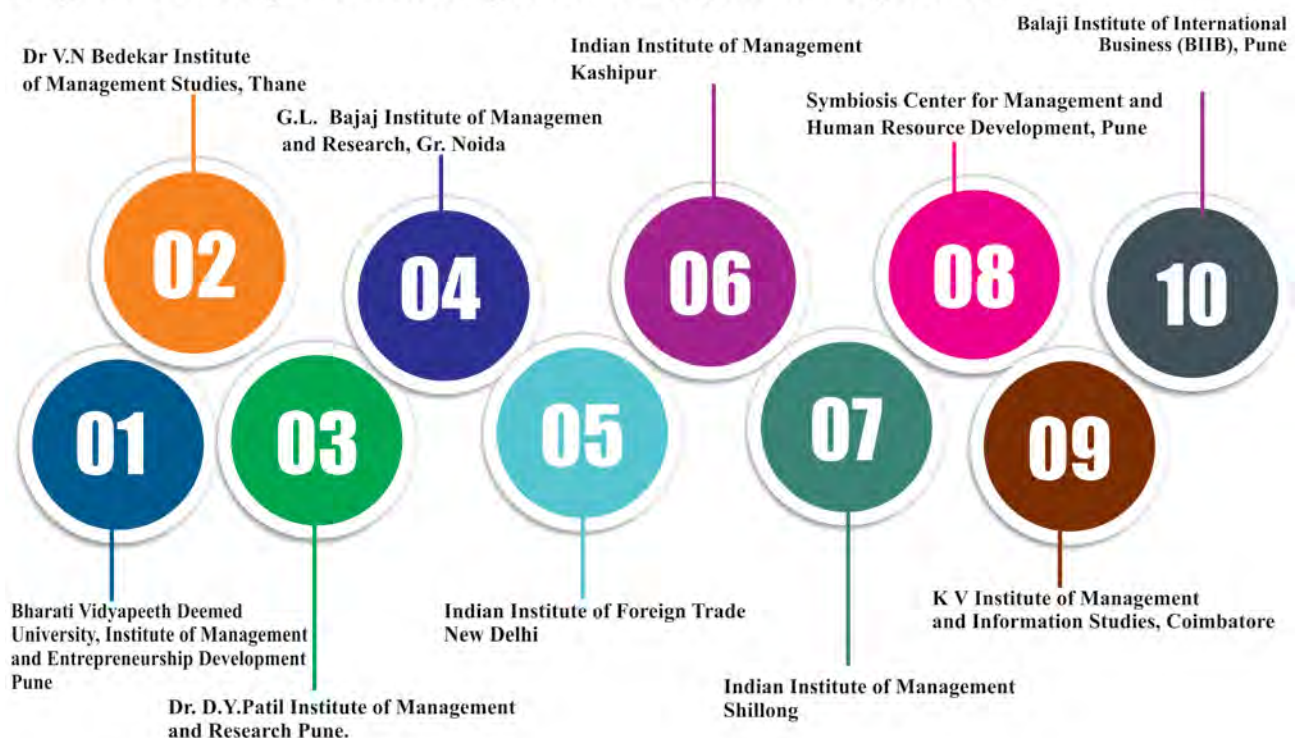
Top 10 in Industry Interaction



Top 10 in ROI



Top 10 Colleges in Entrepreneurship Development



Top 10 in Social Responsibility



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FACILITIES

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- ❖ Student Development Cell
- ❖ Center for Research and Publication
- ❖ Award winning online student portal
- ❖ Placement Cell
- ❖ State of the art Library with online databases
- ❖ Entrepreneurship Development Cell and Incubation Centre
- ❖ Lush green campus
- ❖ Sports facilities
- ❖ Hostel for Men and Women
- ❖ Executive Education

Ranked 7th among Non-IIM A++ B-Schools



Grooming Leaders of Tomorrow

150+ MoU Partners
for practical exposure making it
the best MBA for Industry Exposure

Impeccable Placement Record

Placement 2018

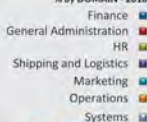
Number of recruiting companies	51
Average Salary / Annum (Rs. Lakhs)	5.5
Highest Salary / Annum (Rs. Lakhs)	7.5

Specializations Offered :

FUNCTIONAL : Finance, Marketing, Systems, Operations, Human Resource
SECTORAL : Infrastructure and Real Estate Management, Logistics and supply Chain Management

Placement 2018 by Sector

% by DOMAIN - 2018



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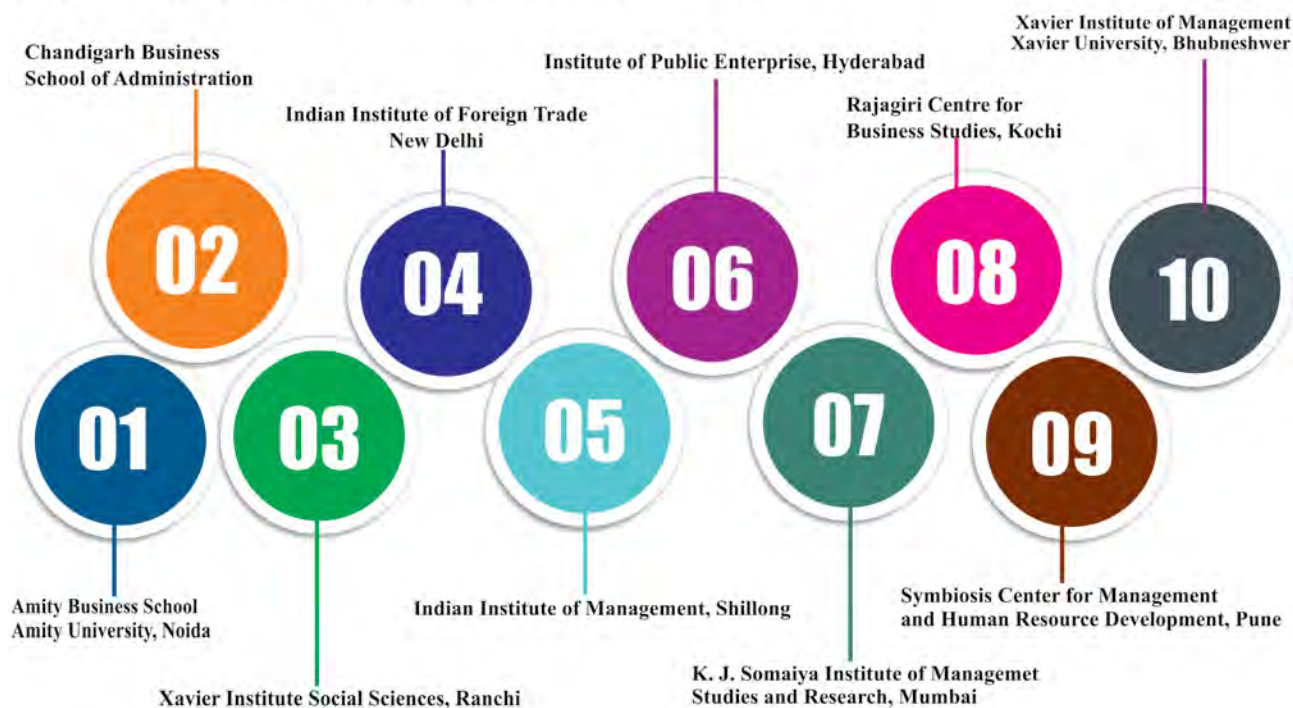
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Top 10 in International Collaborations



Top Colleges offering Sector-specific Programs

Institute	Specialization
Xavier Institute of Management, Xavier University, Bhubneshwar	Rural Management
Bharati vidyapeeth university, Institute of Management & Entrepreneurship Development, Pune	International Business
Indian Institute of Foreign Trade, New Delhi	International Business & Trade
Institute of Public Enterprise, Hyderabad	Banking Insurance, Financial Services & Practicing Executive
International School of Business Management & Media	Supply Chain, Operations & Media
Symbiosis Institute of Operations Management, Nashik	Operation Management
Teerthanker Mahaveer Institute of Management & Technology, Moradabad	Logistic & Shipping
Jagan Institute of Management Studies, Jaipur	Agri-Business
NSHM Business School, Durgapur	Health Care, Logistics
Symbiosis Centre for Information Technology, Pune	Data Sciences & Data Analytics
Institute of Rural Management Anand	Rural Management



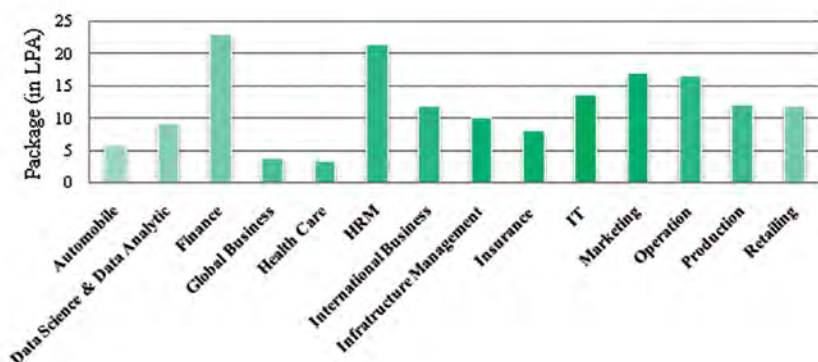
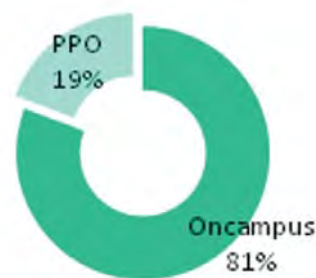
Placement Highlights of the Season

Salary Offered

- Average Salary Range INR 18-21.1 LPA
- Highest Salary Range INR 30-54 LPA
- Lowest Salary Range INR 5-8LPA

Extraordinary Students placed during Internship

Finance, Human Resource Management and Marketing have continued to be in demand due to their well pay-offs.



Top 10 in Placements

1.	Amity Business School, Amity University, Noida
2.	Faculty of Management Studies, University of Delhi, New Delhi
3.	K V Institute of Management and Information Studies, Coimbatore
4.	Institute of Management Studies, Ghaziabad
5.	Institute of Rural Management Anand
6.	K. J. Somaiya Institute of Management Studies and Research, Mumbai
7.	Jagannath International Management School, Kalkaji, New Delhi
8.	Bharati Vidyapeeth University, Institute of Management and Entrepreneurship Development, Pune
9.	Jagan Institute of Management Studies, Rohini, New Delhi
10.	Symbiosis Institute of Operations Management, Nashik

“Plethora of opportunities in every sector and domain”



Prof. (Dr.) Monica Khanna
Director & Marketing Professor
K J Somaiya Institute of Management Studies & Research
Mumbai



Q. KJ Somaiya Institute of Management Studies & Research has carved out a niche in the field of Management Education. In the last 37 years of the institute's meaningful existence, how do you think the trends in Management Education have changed?

A. There is a symbiotic relationship between business management and the world of management education. The business environment has undergone a huge shift because of advances in technology, internet, social media, globalisation, changes in political ideologies etc. which have led to the world of business becoming very closely integrated on a real time basis. As a result of this, students who undergo management education need to be equipped with tools which will help them to develop strategic thinking in this new and ever changing business environment. As a natural outcome, management education has to evolve in terms of the subjects taught, the pedagogy followed and the width and depth of the coverage of every subject. Subjects like analytics, digital marketing, e-commerce, business policy, corporate law have become the basis for teaching strategy, leadership, creative thinking and consumer behaviour which need different perspective and focuses keeping in mind the local sensibilities and global complexities.

There is also a realization that professional management should not only be applicable for the organised businesses but also for the unorganised sector and underprivileged sections of the society as they could become hotbeds for innovations and startup ideas. In a country like India, which is still almost 70% rural and more than 50% of the economy is unorganised, it is important that the management education should prepare our students with apprecia-

tion of the challenges of these sectors.

Summing up, management education should prepare students with a mindset of learning, un-learning and continuous re-learning.

Q. Many are of the view that the MBA degree is not worth the time and expenses it consumes and also that one does not require a MBA degree for a successful career. How would you like to stand up to this perception and accent on the importance of B-schools for a corporate career?

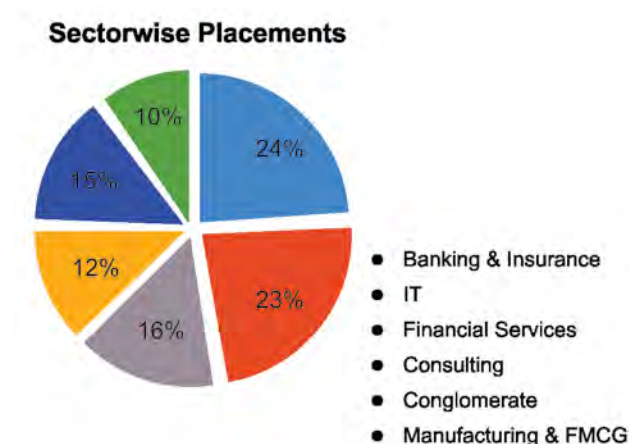
A. I believe that the management education is a professional degree that creates a basis and mindset for strategic thinking irrespective of the area of undergraduate degree. The management principles are applicable across every sector of economy and area of specialization, which is the reason why students from diverse educational backgrounds like science, commerce, arts, architecture, law, medicine, etc. aspire to get an MBA degree. I think the relevance of an MBA would become even sharper considering the number of failures that are there in the business and startup world. New tools of business and new methods of reaching out to consumers and stakeholders makes it very important for an aspirant to get equipped with the right skill set to be successful in their chosen field of business and career.

Today management education not only creates intrapreneurs but also entrepreneurs. A lot of pedagogy in the management school consists of experiential learning and peer to peer learning- which is not possible in any other program. Hence the relevance of MBA would always continue, but

the subjects and pedagogy may get redefined with the changing business environment.

Q. How has the campus placements at SIMSR in recent years been? Talking specifically of 2017-18 placements, what are the trend in terms of the recruiting sectors, domains, salary & top recruiters?

A. We have been recording 100% placements over the last 7 years, for a pool of over 400 students. The recruiters visiting our campus during the placement season have been steadily increasing and have stabilized at around 200+ companies. The larger pool size of companies has ensured that we are able to provide job opportunities to every student seeking placements on campus. In AY 2017-18, the Banking & Insurance, Financial Services & the IT sectors have emerged as by far the largest recruiters as can be seen in the Pie chart below for AY 2017-18.



Q. This reminds me of another very commonly raised query by the students pursuing MBA; what are corporate recruiters looking for in a management graduate?

- A.**
1. Communication (both written and oral) and the ability to articulate ideas and strategy very sharply
 2. Subject Knowledge
 3. Relevant Experience/Projects
 4. Analytical Skills
 5. Body Language
 6. Enthusiasm
 7. Comprehension
 8. Candidate-job/personality fit
 9. Confidence
 10. Leadership skills

Q. There are students who choose to pursue a specialized MBA based on their interests and there are also

those who want to get into the domains which are lucrative. What have been the most in-demand specializations and which sector/domain, according to you is doing well in the current times?

A. At SIMSR, which started in the year 1981 and almost 40 years old has grown over the last 4 decades by offering sector specific MBA programs apart from the core MBA program because all domains are getting redefined due to the changes in technology and consumer behaviour. SIMSR offers sector specific MBA programs in the areas of International Business, Retail Management, Integrated Marketing Communications, Financial Services and Healthcare Management apart from the mainstream areas of specialization like marketing, finance, human resources and operations. All these programs and areas of specialization are very popular amongst aspiring candidates and provide equal opportunities for employment. This is proof of the fact that for a fast growing economy like India, there are plethora of opportunities in every sector and domain.

Q. According to you, how important is Corporate Exposure while pursuing MBA for students? How does SIMSR ensure that students get the best exposure to the real business world before they step out in the industry?

A. SIMSR has a very good Industry-Academia interface platform. There are 28 student clubs and committees and they regularly conduct competitions such as Comstrat, Samavesh, Human Equations, Navikaran, MarCquest, etc in association with industry majors. They also publish in-house magazines/newsletters such as Imprints, FinStreet, Marksman, etc, and also have guest lectures and workshops such as BigWigs, Finly, IBS@SIMSR by industry leaders and alumni. Eminent speakers like Dr. Raghuram Rajan, Prof. Udo Wagner, Sanjiv Sarin, Samir Kanabar, HE Bulat Sarsenbayev etc. have visited our institute and addressed the students. Apart from these student led initiatives under the faculty mentorship, organising events like Melange and Metamorph have made the students industry ready for a corporate career, inculcating experiential interaction with the corporates.

Q. Besides, what other social and cultural involvements are students made part of at SIMSR which guides them to develop their personalities better, enhance their soft skills and ultimately become leaders for tomorrow?

A. Apart from taking part in the governance structure of the college, students are also the central decision makers in student activities involving their 28 clubs and committees of the institute. They are also engaged in raising sponsor-

ships for committee events, connecting with the media, participating in Ankur ELI initiative, blood donation camps, Joy of Giving week, etc. All these real life exposures help students gain organisational abilities, team dynamics, develop personality, and enhance the soft skills and become better leaders.

Q. What is your take on Entrepreneurship as a career? Are there any facilities and faculty resources available to students which motivate and encourage students to pursue their entrepreneurial interests?

A. Somaiya trust has an incubator called RIIDL (Research Innovation Incubation Design Lab) on campus. SIMSR teaches entrepreneurship management through well qualified faculty and through Entrepreneurship Cell, a student committee. The institute also promotes Warli Tribal Art and the Hand woven shawls from the Kutch region through Kala Vidya, an endeavour of the Somaiya Trust based out of Kutch as part of corporate gifting items. This also helps in bringing the traditional art and craft of Kutch region into the mainstream while at the same time helping in developing their entrepreneurial orientation. SIMSR creates an entrepreneurial mindset among its students and many of our alumni have gone on to become very successful entrepreneurs who had corporate careers in the beginning. We have also started SIMSR Alumni Network for Entrepreneurs where-in senior alumni entrepreneurs guide budding alumni entrepreneurs.

Q. Prior admissions, there is always curiosity among students on what a regular day at B-Schools would be like. Could you describe a day of a MBA student at SIMSR?



A. I believe no day at SIMSR is the same if you love to spend your time doing something different every day. Apart from academic rigour and committee work, there are a wide variety of activities ranging from sports to yoga

sessions to Tai Chi sessions that are facilitated in the campus. The Olympic-sized athletic track, basketball court, football and cricket fields and the indoor sports facilities of badminton and table tennis keeps all the sports enthusiasts busy once you get free from your classes. A state of the art gym is a gem to the eye of all fitness lovers. If you still are not a part of any of the group mentioned above, you can always find a book from the library and sit anywhere in the lush green campus and pamper yourself with some personal time. SIMSR calls its admissions' brand mascot PoBo as 'the compulsive ideator'.

Q. Lastly, K J Somaiya has been a great name when it comes to contribution in the education sector with its immense presence in multiple fields, besides management. How would you want to add detail to this statement?

A. Somaiya Vidyavihar Trust has been blessed by a great legacy created by a visionary Padma Bhushan Puja Shri Karamshibhai Jethabhai Somaiya. The entire focus of the education is value based. The institute's strong foundation stands on the vision of its founder, Padma Bhushan Puja Shri KJ Somaiya and the collective vision of Somaiya Vidyavihar as enunciated by Shri. Samir Somaiya, the current President of Somaiya Vidyavihar and is quoted as follows:

"Our motto is: ज्ञानोदेव तु कैवल्यम। Knowledge alone liberates. Education liberates from poverty, from hunger. Also liberates one from the attachments that bind us to small-mindedness. Knowledge also provides opportunity. To make the life lived more meaningful. In the service of one's family, one's community, one's समाज, country, and indeed the world. Bearing in mind that there is no religion other than the life lived in the service of humanity, न मानुषात् पैरो धर्मः। - we will strive to provide access and opportunity to build a more inclusive society".

Somaiya Vidyavihar Trust is doing yeoman service in creating an educational platform which will cater to all sections of society under various streams of education. We strive to provide an access and opportunity to uphold a more inclusive society.

We have also created a book on stress management for students and our institute's logo and brand mascot has also been designed by our students.

With a lush green campus in the heart of Mumbai, it is an institution which is contributing a lot to the local community, to the society and to the country. It is a proud privilege for any student to study in the Somaiya Vidyavihar institutions. ■■



Shivansh Mishra

Manager (Communication)

Institute of Rural Management Anand, Gujarat

IRMA

The Single Best Choice for Rural Management

Located at a mere hour's drive from Ahmedabad is the Institute of Rural Management Anand (IRMA). If the words "rural management" pique your interest and you are determined to seek a career that allows you to stand out in a melee of professionals, a course at IRMA is the single best choice you could make as an MBA aspirant. Here are several of the many reasons why:

1. An Illustrious History

Founded in 1979 by Dr. Verghese Kurien, IRMA is a pioneering institution in rural management education and research. Dr. Kurien is renowned as the Father of the White Revolution in India, an initiative that transformed the country from a milk-deficient nation to the world's largest producer of the same. Led by the insight that professional management is the key to rural development, Dr. Kurien established IRMA to provide passionate individuals with an education at par with the leading B-schools of the country.

2. Hands-on Learning from Day One

Barely a couple of days into the beginning of the two-year Post-Graduate Diploma in Rural Management (PGDRM) at IRMA, students are sent off in pairs to villages in Gujarat for a few days. For many of the students, it is their first time ever in a rural environment. There is a lot to learn and observe in this Induction Fieldwork Segment, which prepares students to understand the context in which their learning will be based. Not to mention, the hospitality of a family in the hinterlands of Gujarat wins you friends and fond memories for a lifetime.

3. The Campus— a Second Home

The moment you enter the gates of IRMA, you are mesmerized by the refreshing quiet and verdancy of the campus. Studying at IRMA means calling sixty acres of lush lawns, wooded stretches, playfields, biking tracks, expansive classrooms and spacious yet cosy single hostel rooms your home for two years. It is not an odd sight to see students spending most of their time outdoors, whether it is to work on assignments or just chat over endless cups of tea. The campus is a quaint combination of stimulating and therapeutic.

4. A Microcosm of India

Every year, IRMA admits talented and driven individuals from across the country for its PGDRM course. The batch is composed of individuals from every state in India, and from every educational and vocational background imaginable. Students, faculty and even alumni come together to celebrate every

festival and honour every custom that the country holds dear. One would be hard-pressed to find such diversity anywhere else.

5. Learning in the Classroom and Beyond

IRMA prides itself on being a B-school with a heart. No subject in the two-year Post-Graduate Diploma in Rural Management (PGDRM) at IRMA is complete without an intriguing discussion about the application of the acquired knowledge in real-world scenarios. Students at IRMA are called 'participants' – proactive and accountable agents of development. Classroom learning is supplemented with an experiential learning segment at the end of the first term. Called the Village Fieldwork Segment (VFS), it entails a two-month long stay at a village anywhere in India in collaboration with a partner organization which operates in the region. Participants are immersed in rural life and expected to conduct studies focussing on the village of their residence. An experience that every IRMAN regards as a life-changing one, the VFS is perhaps the most unique offering in the PRM course.

6. Unmatched Exposure

Regular sessions are interspersed with seminars by eminent scholars, entrepreneurs, alumni and change-makers. Participants in the past have had the chance to discuss issues of national and international concern, and have a relaxed tête-à-tête with personalities such as Dr. Kiran Bedi, Dr. Raghuram Rajan, and Azeem Premji, to name a few.

7. Something for Everyone

Even in the most taxing of academic terms, monotony is unheard of at IRMA. There are many student clubs which organize activities throughout the programme. You will never have to go a day without your evening football, or classic movies, or jam sessions. If you have a green thumb,

you could even try your hand at organic farming. In the past, IRMANs have also helped children of construction workers and underprivileged settlements keep up with their studies. After all, if you are part of the solution, why wait?

8. An Incomparable Legacy

In addition to its distinguished founder, IRMA also boasts of a vibrant alumni network, members of which have made their mark in diverse fields. Participants find inspiration in the legacy of accomplished alumni such as Sanjoy Ghose, Neelima Khetan, S. Sivakumar and Girish Menon, to name a few. The alumni network at IRMA is a close-knit one, and continues to support every batch with its collective expertise and camaraderie.



9. Exemplary Placement Records

Since its inception, IRMA has maintained a 100 per cent placements record. IRMA attracts organizations from sectors as varied as Cooperatives/ Producers Collectives like GCMMF (cooperative body managing the Amul brand) to multinational and national agribusiness corporations like Tolaram, Afriventures, Cummins, Cargill, ITC, to grassroots development organizations like the Bihar Rural Livelihoods Promotion Society – JEEVIKA.

10. An Institute with a Difference

Your choice of B-school influences not only the quality of your learning for two years and immediate career, but also the values that will define you as an effective leader. No matter where an IRMAN is placed, they work with a strong sense of accountability to every stakeholder and the zeal to ensure sustainable growth. IRMA marks you with humility and empathy, and yet the capability to find a solution where none seems possible. It is this spirit that sets IRMANs apart from their peers in every sector, and equips them with the can-do that every professional yearns to achieve.

“You cannot breed princes in a pigsty,” said Dr. Kurien once, succinctly explaining why an institution with world-class infrastructure was dedicated to training rural development professionals. If you seek quality education, holistic growth and a career that offers both personal and professional fulfilment, IRMA is the ideal place for you. ■■

MBA

Transforming Personality & Outlook



Prof. Vidhu Gaur
Assistant Professor
(Business Communication Area)
MDI Gurgaon

It's an unsaid truth that we all aspire to grow in life, and a major portion of our life comprises of work. But what we don't realize is that true success doesn't come from being a task manager but by achieving the right balance between task management and people management. In countries like India where the education system is highly inclined towards theory and marks, most students emerge as task managers and lack the well-rounded personality required to succeed in a career.

This is exactly where an MBA helps. MBA is a fast-track real-world simulation packed in 2- years. It's designed such that a student faces a wide range of situations, to which he/she needs to respond to in a short time. This leads to the development of creative thinking in students.

"Winners don't do anything different, but they do things differently." For so many years we have bought this statement, but it is partially true. In

our fast-paced lives, what we do and how we do both makes a significant impact. What we do depends on our habits and more importantly how we do what we do depends on our personality. An important point to note here is that both habits and personality are developed over a long course of time. Let's understand in detail how MBA helps shape that personality for a successful career:

1 Critical Thinking

In the age of the internet, we are surrounded by a plethora of information. What we learn at MBA is how to 'filter the right information' from all, 'obtain insights' from that and 'apply those insights by suggesting solutions to complex problems'.

2 Time Management

Our demanding lifestyles demand that we prioritize the important things and allocate the time accordingly. MBA's rigorous curriculum demands the same.

3 Communication Skills

MBA with the help of presentations and diversity that it brings to class helps students to develop the confidence. They not only become more fluent in verbal skills but also learn how to convey a message in a meaningful manner by understanding the receiver.

4 Decision Making & Right Attitude

"Your life is a garland of choices and decisions woven by a thread, and that thread is you." Among the diverse crowd and rigorous curriculum of MBA students learn to recognize what's right for them and along with some courage, a student can emerge as a strong personality with clarity and refined actions.

5 Networking

Not only you meet people from diverse geographies and backgrounds but also build a strong network of friends and seniors working in top companies giving you an edge in the competitive world.

6 Leadership Skills

Students during the 1st year study all subjects thus building a 360° perspective. They also learn to identify their own strengths and weaknesses and leverage their colleagues' strengths while working in teams. This helps them evolve as a well-rounded personality with the ability to lead and work in top management positions.

In today's highly competitive world it is significant to build a strong personality that not only makes you stand out but also brings out your true strengths. According to psychologists, character, a major part of personality

is built over time, in which the environment plays a critical role.

MBA provides the environment and opportunities along with the tools to apply them. The techniques can only

be read in self-help books. The irony is that soft skills get embedded into our personality only when we practice them. MBA is a platform where you learn by doing. ■■



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Making the Most of your Degree at FMS, Delhi University

Set amidst the vast expanses of Delhi University, the red building of Faculty of Management Studies stands out with regards to its one of a kind, popular canteen and distinct lawn. It has cut out a distinguished figure among the B-School fraternity. Founded in 1954, it was the first Indian institute to provide Management expertise to budding managers. Just like other MBA colleges, students come here to start their professional careers with the largest brands that are in existence at present, both globally and domestically, with proportionate pay packages, satisfying job profiles, and impactful work at the workplace. From fields like Marketing, Finance, Operations, IT, HR being some of the roles prospective managers delve into, FMS also offers comprehensive training in all of the above domains. To be up for this, managers need to be in a challenging work environment to prepare them for the hardships later. An overabundance of classes, plethora of assignments and presentations, diverse internships and projects, guest lectures, live industry interactions, a tiring but enlightening placement season, all help in realising

the same, and painting the whole picture. Management students get ready for the real life corporate world, by interacting with global leaders, competing with others in corporate competitions, analysing financial reports, applying frameworks to solve problems, perfecting case studies, debating and contributing to socially important causes and gaining knowledge from their peers. In lieu of the same, FMS connects to all of its students, not just on an intellectual level, but on an emotional level as well.

There are a variety of factors that make the campus unique. The “Red Building of Dreams” as it is called, is the place where dreams are born, rather than made. If we look at a usual day in the life of an FMS student, the classes start from 9, with students swamping to classrooms in chilly Delhi winter mornings. A couple of classes later, hungry faces and minds can be seen hustling at the college canteen, hustling and panting for breakfast during just a 10 minute break. The FMS canteen is popular throughout Delhi Univer-

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sity, with students from other colleges also frequenting its canteen for morning cravings. Sessions and classes continue thereafter, and a similar situation can be observed during a tad longer lunch break as well. After classes complete, begin the other part of FMS college life that is totally student driven. Different societies affiliated to different domains work their way towards making the campus an enlightening experience for all the students. Every student has access to a Pandora's box of knowledge from all of Marketing, Finance, Operations and HR. The Marketing Society, the Finance Society, the Systems Society, the HR and OB Society all make valuable contributions in the preparation of students. What makes FMS different and special from other Management colleges in the same fraternity, is the fact that people stay back in campus, even after college. Instead of going back to their rooms at their hostels, or their flats students look after the college, running it as if their own. Students who have grazed the corridors of FMS, can vouch for the fact that people develop an abstract connect with the college, and with their peers from all batches. FMS has a vibrant culture and energy of its own, a challenging and questioning work environment that engulfs all the students, helping them progress not just as managers, but also as good human beings, to bring upon change for the greater good.

In addition to the excellent faculty sessions and interaction, probe projects under various faculties FMS being in a metropolitan city, offers enormous opportunities to its students in the form the live projects and social internships, both at large and small corporate houses as well as NGOs catering to various social issues. Also being in the capital city of



Delhi offers a lot of other advantages as well, like availability of industry opportunities, proximity to corporate houses and leaders etc.

FMS being under Delhi University's purview lacks some of the infrastructural opportunities available to students from other B-Schools. But, it has worked as a blessing in disguise. The scarcity of resources, the lack of infrastructure, the dearth of hostels and accommodation, has made the students competent to deal with the adversities that they will be facing later in corporate life, which is not so rosy, making them ever prepared to face the harsh realities thereafter. Ours is a small campus, and the numerous activities on campus ensure that the campus is always filled with students, from doing peer-to-peer case studies, discussing financials of companies, completing projects to looking after college matters, all with a touch of fun, entertainment and passion. At the end of the 2 years, every student develops an everlasting bond towards the college, which reverberates across every alumnus from FMS. This has led to a very strong alumni base, with alumni meets being held annually in both domestic and foreign locations.

Apart from academic matters, the college engages in a lot of co-cur-

ricular activities as well. The various clubs under the purview of the Cultural Society, namely Nethra, the photography Club; Kala, the fine arts club; Agamya, the literary and debate club has events all year round, enabling students to pursue their hobbies and interests in different fields. Recently, a foreign language club has also been founded to make the students better equipped in case of global work scenarios.

The Sports Society also has various sporting events all throughout the year, FMS also has a CSR arm, Vihaan, which caters to socially burning issues in and around Delhi, via online and on-ground fieldwork.

FMS also holds its annual fest FI-ESTA, which receives a bludgeoning response from all B-Schools across North India, in addition to a huge media response. FMS students also have the opportunity to attend various events in Delhi, visited by eminent personalities, as well as have interactions with large media houses, which are mainly coordinated by the Media Cell of the college.

All of these factors make FMS an embodiment of what a B-School should be like. Also the main X-factor of FMS is its low fees, or the ROI each student here gets, in addition to all the facilities talked about above. The achievements of FMS can be seen with its performance in various case competitions held by large corporate houses, as well as staunch placement statistics, all due to the hard work of the Corporate Relations and Placement team.

The comings together of all these factors help us paint the marvel called FMS, which make our campus one in a million. ■■





Life at IIM Amritsar

By Smit Parmar

Member, Media & Public Relations Cell

IIM Amritsar

The Morning Bell and the College Day

The day generally starts at 6:30 AM. It is difficult to get out of the cozy embrace of the blanket and take a hot shower. The morning begins with the hustle and bustle which includes getting ready for the classes and running down from your accommodation as you manage your hot breakfast while the horn of the bus crisply starts your day. A nap in the bus can give your red eyes the much-needed rest. But a quick revision of the upcoming case study will help you perform well.

Typically, every day the classroom activities begin at 9:15 AM and end at 4 PM which include 4 interactions of 1 hour 15 minutes each. There is an hour-long recess in between, which is required to cool down your brain.

The Pinkish Evening and Behind the Scenes

The return journey to hostel is quite pleasant with eyes longing for sweet slumber. The bus soon enters the hostel premises and the smell of evening tea and complimentary snacks attract the students to the mess like buzzing bees. The hot beverage and chowmein is just the beginning of a trailing tiresome evening to follow.

It's almost 5:30 PM in the evening when everyone is in their respective rooms. The real work for the day begins here. There are 4 interactions to prepare for the next day.

The reason why sessions are called interactions and not lectures is that students and faculties prepare equally well for the forthcoming subjects and to participate continuously in interactions, you need to work for around 2 hours per subject which include tedious note making, followed by assignments and preparations for surprise quizzes.

This is the real work; that nobody sees. This is where an IIM differs from other B-schools. Here which teaches us how to manage it. You never realize where that 8 hour sleep vanished and you start taking 10-15 minute naps whenever possible to compensate for them. That 4 hour sleep myth that IIMs are well known for is partly true.

What about the Virus?

In the first week at IIM-Amritsar everyone was extremely formal with professors but little did we realize that over a period of 2 trimesters we would have had so many interactions in and out of classrooms with a lot of Professors that we would cherish them as life-long mentors.

Virus? Well they are more like an Antivirus- they kill the doubts and remove insecurities from your systems and even the strictest of Professors are so warm when you approach them and put in some effort to walk into their cabins.

Nights at IIM-Amritsar

Even around 10 PM, apart from everyday class preparations, there are a lot of group activities and projects that have to be simultaneously worked upon. To make sure that we have a hands-on experience with a lot of diverse personalities, we are usually not allowed to form our own groups. The groups are formed by the PGP office and often you end up working on projects that challenge your own friends in the end term presentations.

You must have heard a lot about surprise quizzes, interactions and group projects; these activities are quite common in almost all the IIMs. But what sets IIM-Amritsar apart is that it is run by committees and interest groups. We strive day in and day out to bring out events and competitions for students and that keeps us on our toes.

Well, every day is exhausting, yet not so always. We do enjoy Halloween, Diwali, Placements Parties, visits to Golden Temple, having interesting classes where Professors share their experiences, we get chances to interact with the CEOs and CFOs in Conclaves, get live exciting projects to work upon that create a difference in society and what not.

I still remember one of the most interesting lines by my senior mentor, "Every day here is hard, it will be interesting and it will be exhaustive but one thing is assured that even with dry red eyes and all the hustle and bustle, it is never going to be boring." Every day here prepares you for something great. ■■



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