Transforming Power to Conceive, Believe and Achieve

SHIVA INSTITUTE OF MANAGEMENT STUDIES
Education by Values & Values by Education
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It is never too late to strive for a mission, which seeks to translate a well-formed vision into reality. This catalytic motto inspired a small group of comparatively young academicians and professionals to launch a multi-dimensional project of building up a trained and well-equipped managerial cadre to sustain the growth-oriented liberalization economy of the country. The formation of Shiva Institute of Management Studies at Ghaziabad, is indeed, the brainchild of this enterprising team of intellectuals and professionals.

In short, the organizers of the institute objectively aim to imbibe among the neo-leadership of the Indian Industry, a blended approach of western business techniques with the indigenous business traditions, so as to meet successfully the challenges of the dominant advanced nations in the field of Industry and Trade.

We invite you to listen to what we have to say and welcome you to be a part of our Mission, Vision and Values, which would become the launching pad for your brilliant career.

Views expressed by

(Late) Dr. V. D. Gautam
Founder President
President's Message

"With diminishing values in the corporate culture, it is only the value rich corporate personalities that can make a difference in the work culture. We can see India as the only source to the world to bend upon. SIMS has contributed just a drop in the ocean, but has ignited the flame."

Dr. V. D. Gautam had laid a path for us to follow. I am carrying ahead that torch of light with SIMS family to make that critical 1% difference which matters to build the future of value rich corporate world.

We are heading with corporate outlook and core academics with indigenous business traditions to meet the real challenges of the industry.

I am happy and thankful to all the members of SIMS family who have given their best to achieve the vision and mission laid by our founder president.

Smt. Uma Gautam
President
Students stepping inside SIMS, a temple of learning, will have a crucial role to play in our country's unfolding success and growth story.

Any change needs to begin from within, is what we believe at SIMS and we do our best to be a facilitator in bringing about this inner change which is most difficult and yet the most exciting journey at SIMS. The critical factor for success in the emerging global environment will be your ability to effect a radical change in the traditional mindsets.

We train and help you to assume the role of agents of change and impress on others the need to think differently and to "think out of the Box". You will be the pivots of change and will contribute to the nation and bring about transformation by working hard, knowledge, innovation, leadership, teamwork and analytical mind will help you to become a global manager; one who understands the world and is prepared to manage the complexity, is adaptable to uncertainty, managing change and transition and having ability to work with people from diverse backgrounds.

Come, join us to help achieve SIMS's vision and mission and in turn, vision of India. As a budding manager and future global leader, it will be your responsibility to transform this vision into reality.

Prof.(Dr.) Shefali Gautam
Director
Governing & Advisory Council

Smt. Sheela Gautam, Former M.P.
Patron-SIMS, Ex. M.P. (Lok Sabha), Chairperson - Sheela Foams Ltd.

Dr. Prem Sharma
Member & Chairman-Governing & Advisory Council
Chairman, India Development Trust, U.K.

Dr. Mohan Kant Gautam
Member-Governing Council
Chairman-International Commission on Museum & Cultural Heritage
Leiden University, The Netherlands

Dr. Nitish Sengupta
Member-Governing & Advisory Council
Ex-M.P. (Lok Sabha)

Prof. D.M Pestonjee
Ex-Prof. IIM-A & Prof. at Centre for Environmental Planning and Technology Ahmedabad

Prof. M.P. Jain
Member-Governing Council
Vice Chancellor-Modi Institute of Tech. & Science, Lakshmangarh Garh (Raj.)

Prof. Parag Diwan
Member-Advisory Council
Vice-Chancellor,
University of Petroleum & Energy Studies, Dehradun

Dr. J. D. Agarwal
Member-Advisory Council
President, Indian Institute of Finance, Delhi

Mr. Gurnam Saran, FIE
Member-Advisory Council
Sr. Management Consultant (Commonwealth)
Honorary President, EMPI, New Delhi

Prof. D. Panduranga Rao
Member-Advisory Council
CEO, SITAM, Visakhapatnam

Dr. P. V. Ramana
Chancellor, ITM University

Mr. K. N. Mishra
Ex-Chairman & Managing Director, Instrumentation Ltd.

Mr. S.C Khanna
Secretary General,
Association of United Telecom Services Providers of India

Mr. Sandeep Aggarwal
Director (Marketing), Elcomponics Sales (Pvt.) Ltd

Prof. (Dr.) Shefali Gautam
Member Secretary & Director, SIMS
Nominee of CII
Nominee of Regional Office, AICTE
Nominee of State Govt.-DTE (Ex-Officio)
Nominee of the Affiliating Body/ University/ State Board of Technical Education
Shiva Institute of Management Studies, a premier B-School, situated in Ghaziabad (NCR Region) is a sixteen years old leading institution in management education. The Institute, rated among the top 100 Indian B-Schools, has set the standard for learning around the country and is a name recognized in the corporate for providing Value-rich Corporate Global Personalities. The Institute continues to create value partnerships with many of the world's leading companies. Shiva Institute of Management Studies stands at a point where it has blooming opportunities with the commercial world, it is where business and academia integrate to provide one of the most exciting, challenging and innovative environment. The competition for a seat in the post-graduate programme is fierce. Founded in 1995, the enviable, distinctive reputation is credited to the synergy via innovative, international and collaborative ethos. Our success is founded on a commitment to seek out the most talented professionals from across the country to join this program.

Only 45 minutes from Delhi, Shiva Institute of Management Studies is within easy reach of national & international companies headquartered in and around the capital New Delhi. As India's one of the largest industrial city, a city with rising economy and one of the NCR's top commercial and financial centre's, Ghaziabad/ Noida/ Delhi/ Gurgaon/ Faridabad are an attractive choice for a first career move post PGDM program.
Our Vision, Mission and Values

OUR VISION
To become a global Institute with emphasis on Quality and Competence.

OUR MISSION
To produceQuality Managers as a resource for the growth and development of private and public enterprises.

OUR VALUES
- To inculcate and imbibe Honesty, Integrity, Punctuality and Discipline as Core Values.
- To develop the institute as a centre of learning.
- To empower each member of SIMS team to contribute their best to the Vision, Mission and Values of SIMS.

OUR EDUCATION PHILOSOPHY
- Transforming Power to Conceive, Believe & Achieve.
- Creating Value-rich Corporate Personality.
- Navigating Corporate Lives of many.

The Philosophy of the Institute is to develop young men and women into competent professional managers of the future, focusing specially on:
- Equipping student managers with a conceptual, analytical, interpersonal and team skills for managerial decision-making.
- Encouraging entrepreneurial capabilities in student managers to make them effective agents of change.
- Inculcating a lifelong thirst for learning and setting standards of excellence in a managerial career.

SIMS’s concern revolves around:

Excellence
We invite and select only the very best students from across the country to join the PGDM program.

Impact
Your 24 months at SIMS will open doors for rest of your life and will help to propel you towards your career goals.

Global Orientation
Our brand is recognized across the world, which fosters corporate connections that allow students to network with leading business professionals and leaders.

Creativity & Innovation
We challenge the norms, and emphasize the importance of creativity & innovation as a foundation for business solutions.

Collaboration
An ethos that pervades all that we do, allowing students, faculty and corporate to work together to bring management education to life and make a difference in the global business.
“If you want something you never had, do something you have never done.”

(Anonymous)
The Fast Track to Career Growth

The PGDM program is a powerful and effective business education experience at SIMS. You will gain through business grounding as we also recognize that every student has individual requirements. We regularly review the range of specializing areas that we offer, to ensure that it meets the needs of the program and work hard to offer field projects that will extend your knowledge and stimulate you towards excellence.

**Personalized**
Whatever is your motivation for doing PGDM, you'll go through transformational experiences that will open doors to newer opportunities and greater challenges. As soon as you arrive in SIMS, we start working with you to support you in your journey to career growth. Through individual advice sessions with our careers team, professional interactions with consultants & corporate, on-campus visits from recruiters, as well as using our national and international alumni network CORe (Corporate Elite) around the world, we will help you set realistic career goals and give you every opportunity to achieve them.

**Professional**
Our Placement Activity Com Team (PACT) & Careers Team is committed to build the enviable reputation that SIMS already enjoys with national & global companies. In just 2 years our PGDM program can help you connect to the companies that you aspire to work with, as well as provide you with the skills and knowledge that the best companies demand.

While pursuing the course, you don’t just learn about concepts, theories of business and management from our experienced faculty, you have many opportunities to put ideas into practice. All students are required to work on multi-team projects, the first few with small innovative companies based in and around SIMS, the rest with global FMCG, blue-chip companies based anywhere in the country. In 2011, project sponsors included PEPSI, Kotak Mahindra Bank, Tata-AIG Life Insurance, Coca-Cola, ABN-AMRO Bank, Reliance Communication, ICICI Prudential, Essar, HDFC Bank, Wipro, Bajaj Allianz and many more. These projects are a fantastic opportunity to gain insight into industries and job functions that are not common to you, and to think about possible career swaps associated with the individual Projects, Business Plans activities, Summer Training Opportunities, Corporate visits and Strategy Workshops.

We offer one of the most practical oriented PGDM program in the country.
Courses Offered

Following courses are approved by AICTE, Ministry of HRD, Govt. of India

*PGDM - Post Graduate Diploma in Management, Two Years Full-Time
PGDM (RM) - Post Graduate Diploma in Management (Retail Management), Two Years Full-Time
PGDM - Post Graduate Diploma in Management, Three Years Part-Time

*PGDM program is equivalent to MBA vide AICTE letter no. : F. No. Equi / AB / Gen-corr. (87) / 2008-09, dated 08.08.08

Full-Time Courses Affiliated to C.C.S. University, Meerut

- Bachelor of Business Administration - BBA (3Yrs)
- Bachelor of Computer Application - BCA (3Yrs)
- Bachelor of Education - B.Ed (1Yr)
- BTC - (2Yrs)

Academic Collaborations

AIMS - Association of Indian Management Schools
AIMA & GMA - All India Management Association & Ghaziabad Management Association
DMA - Delhi Management Association
NHRDN - National HRD Network

Highlights

- Placement Tie-up with Firstnaukri.com
- Free Notebook/Laptop
- Wi-fi Campus
- International Summer Training in Singapore*
- Foreign Languages* (Any one) - French, German, Spanish for easy global acceptance
- ERP Program* for managing all information and functions of business
- Psychometric Testing and Personality Profiling & Development
- Separate Hostel for Boys & Girls
- Vishnu Dutt Hall I & II
- Industrial Visit
- Assistance in Providing Education Loan to Students from Punjab National Bank

*Additional Fees
Developing Concrete Business Foundation

Diversity
The diversity of cultural and professional backgrounds represented in the class will enrich your experience and will ensure that you’ll have contacts all over the country to support you in your future professional and personal life. We ensure that no one profession or region or background dominates the PGDM class, but that our diverse community reflects the range of modern global business.

Orientation Program
During the first two weeks of the program, we give our students opportunity to familiarize with a learning environment again through our orientation program. The students will have the opportunity to revive their learning skills and make sure they have the basic tools that will be required to takeoff in the main program.

The Bridge Program
The Bridge (PGDM) Program starts from the 2nd week of June. You may never have studied finance or strategy, marketing or operations, MIS or ERP, accounting or human resources before, but our expert faculty and friends from the corporate will ensure that all of you are given a thorough base with profound knowledge of fundamentals in the areas and domains that will prepare you for a successful career.

Specialization
Once you are familiar with the business fundamentals through core courses in the first year, you are exposed to the elective areas from the second year onwards. At this stage the main aim is to bring in a diversified group of experts to teach these advanced specialization classes. Here you can choose to broaden your experiences or gain expertise in the area which interests you.

ACTIVITY CLUBS @ SIMS
Purpose
Active student engagement with various aspects of managerial competencies, which will result in holistic student development for the competitive environment.

Clubs

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<th>Course Specific</th>
<th>Others</th>
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<tr>
<td>IT</td>
<td>Sports</td>
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<td>Retail</td>
<td>Fitness and Yoga</td>
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<td>Marketing</td>
<td>Cultural</td>
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<td>HR</td>
<td>Quiz/ Seminar</td>
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<tr>
<td>Finance</td>
<td>Business News Briefing</td>
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Guidelines
- Per student compulsory participation in 2 activities a month
- At least 2 events a month per club
- The purpose of each activity will be predetermined
- Regular track and update of all activity under the guidance of concerned faculty
- Innovation in planning and precision in execution
- Every month, best activity across clubs shall be rewarded

Student Committees
At SIMS students do not feel that they are there just to receive. The strong element of community feeling that develops among the diverse groups makes them the builders of an exciting, dynamic and important enterprise. With the encouragement of the faculty and the administration, student committees take the initiatives to assist in making their institute superlative, at the same time sharpening their own leadership and teamwork skills. Presently following committees are functioning:

- Placement Committee (PACT)
- Cultural Committee
- Sports Committee
- Industry Interaction Committee
- Personality Grooming Committee
- Hostel Committee
“Do not ask God for a lighter load, ask Him for a stronger back...”
The sprawling, lush green campus has excellent infrastructural facilities with well furnished classrooms, auditorium, equipped with OHP, LCD Projectors and other audio-visual aids to facilitate learning.

**IT-Resource Centre**

The institute has a fully air conditioned, well equipped computer laboratory having multiple terminals with latest configurations. The computer laboratory is also equipped with latest softwares, laser printers & E-training modules. With Wi-Fi campus the students have access to internet facility both in the institute & hostels for getting updated information regularly. Optional training in ERP is also provided by the institute.

**Learning Resource Centre**

SIMS Library has a rich collection of books on Management, Information Technology, Social Sciences, Current Affairs, General Knowledge and Fiction. Every year, it updates its collection of textbooks, business magazines, periodicals, national and international journals and other reading materials. The library takes pride in its wide collection of video & audio cassettes / CD / DVD’s on various management and IT related topics. The library also subscribes to a number of newspapers, magazines and other documented materials for the students. SIMS library has e-library with many well known online journals and e-books.

SIMS has subscribed to Pro Quest Database ABI / INFORM Complete. This is the original aggregated business journals database and has been described as one of the most prominent on-line products that has shaped the information professionals world by on-line magazine. It provides in-depth coverage of business trends, corporate strategies and tactics, management techniques and a wide variety of other business topics. It is an asset for students pursuing management disciplines.

**The Residential Stay**

**Hostel Accommodation**

Once you have accepted to join the PGDM program you will be allotted rooms on twin-sharing basis in the campus hostels. You will usually spend considerable time in the institute's social & cultural environment. The institute aims to offer quality accommodation, with access to a shared mess facility and common bathrooms. The institute's living accommodation is made suitable for your needs especially to bring the values of multi-cultural learning's.
## Course Curriculum
### PGDM Full Time (2016-18)

### FOUNDATION COURSE
- Business Communication Fundamentals
- Business Mathematics
- Computer Fundamentals
- Basic Accounting

### SEMESTER I
**Organization Behavior**
- Marketing Management - I
- Accounting for Managers
- Entrepreneurship
- Business Communication
- Quantitative Techniques in Management
- Principles and Practice of Management
- Computer Fundamentals & its Management Application

**RETAIL ELECTIVES**
- Business Communication Fundamentals
- Retail Management Functions & Operations
- Retail Evaluation & Entrepreneurship
- Retail Category Development & Promotion Management
- Channel Management & Selling Skills

**FINANCE**
- Cost Analysis & Budgetary Control
- Security Analysis & Portfolio Management
- Risk Management
- International Financial Management

**HRM**
- Organization Development, Design & Change
- Industrial Relations & Labour Laws
- Compensation & Reward Management
- Banking Laws & Practice

**MARKETING**
- Marketing of Services
- Advertising & Brand Management
- Logistics & Supply Chain Management
- Total Quality Management

**IT**
- Data Base Management System
- Web Technology
- Software Project Management & Quality Assurance
- Data Storage Management

**SEMESTER II**
**HRM**
- Promotion
- Organization Development, Design & Change
- Marketing Management - II
- Industrial Relations & Labour Laws
- Compensation & Reward Management
- Banking Laws & Practice

**FINANCE**
- Financial Management
- Performance Management
- Research Methodology
- Corporate Accounting
- Management Information System

**HRM**
- Data Storage Management
- Strategic Information System

**IT**
- E-Commerce
- Business Data Network
- Marketing of IT Resources
- Intelligent Decision Support System

### SUMMER TRAINING IN INDUSTRY FOR 6-8 WEEKS

### SEMESTER - III
**CORE SUBJECTS**
- Corporate Law & Taxation
- Corporate Strategic Management
- Statistical Packages for Social Sciences (SPSS)

**ELECTIVES**
- Students are required to select at least three subjects each from two major specialization areas

**MARKETING**
- International Marketing
- Strategic Marketing
- Advertising & Brand Management
- Logistics & Supply Chain Management

### SEMESTER - IV
**CORE SUBJECTS**
- Total Quality Management
- Strategic Information System

**ELECTIVES**
- Students are required to select at least three subjects each from two major specialization areas

**MARKETING**
- Consumer Behaviour
- Retail Marketing
- Marketing of Services
- CRM

**RETAIL**
- Retail Strategic Management
- Mall Management Design
- Retail Communication Mix & Promotion

**FINANCE**
- Strategic Financial Management
- Working Capital Management

**HRM**
- International HRM
- Training & Development
- Strategic HRM

**IT**
- E-Commerce
- Business Data Network
- Marketing of IT Resources

### NOTES:
1. For Dual specialization students will be required to opt for 6 papers (six papers each from two selected specializations) each in semesters 3 & 4 (total 12 papers). Specializations for semester 3 & 4 have to be same and any change at a later date is not permitted.
2. Students will be allowed to select total 12 elective papers, 6 papers offered in each area of specialization. However, a minimum group of 15 students are required to opt for any elective subject. In case less than 15 students’ select one particular paper, it would be at the discretion of the management to offer it or not.
3. The institute reserves the right to change the subjects offered in 1st & 2nd year as per the demand of the industry.

*Conditions Apply*
# Course Curriculum

## PGDM (RM)
### Full Time (2016-18)

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<tr>
<th>SEMESTER-I</th>
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<tr>
<td>Retail Management, Functions and Operations</td>
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<tr>
<td>Introduction to Marketing</td>
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<td>Business Communication</td>
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<td>Organizational Behavior</td>
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<td>Management Accounting</td>
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<td>Management Accounting</td>
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<td>Research Methodology and Quantitative Techniques</td>
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<td>Basics of IT</td>
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<th>SEMESTER-II</th>
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<td>Retail Communication Mix</td>
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<td>Store Planning &amp; VM</td>
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<td>Services Marketing</td>
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<td>Brand Management-I</td>
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<td>Consumer Behavior</td>
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<td>CRM &amp; Consumer / Shoppers Psychology</td>
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<td>Retail Research</td>
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<td>Personality Development and Soft Skills</td>
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**SUMMER TRAINING IN INDUSTRY FOR 6-8 WEEKS**

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<thead>
<tr>
<th>SEMESTER-III</th>
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<tr>
<td>Retail Buying, Merchandising and Category Management</td>
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<td>Retail Distribution, Logistics and SCM</td>
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<td>Retail / Store Operations</td>
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<td>Store Design, Layout</td>
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<td>Strategic Retail Marketing</td>
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<td>Brand Management-II</td>
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<tr>
<th>SEMESTER - IV</th>
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<td>Retail Practices</td>
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<td>Visual Merchandising</td>
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<td>Mall Management</td>
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<td>Integrated Marketing Communication</td>
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<td>Private Labels - Role &amp; Development</td>
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<td>Project Work</td>
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## PGDM (Part-Time)
### Curriculum Batch (2016-19)

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<tr>
<th>SEMESTER I</th>
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<tr>
<td>Quantitative Techniques in Management</td>
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<td>Financial &amp; Management Accounting</td>
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<td>Managerial Economics</td>
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<tr>
<td>Principles and Practice of Management</td>
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<tr>
<td>Computer Fundamentals &amp; its Management Application</td>
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<tr>
<th>SEMESTER II</th>
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<td>Production &amp; Operation Management</td>
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<td>Marketing Management - I</td>
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<td>Financial Management</td>
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<tr>
<td>Business Communication</td>
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<td>Organization Behavior</td>
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<tr>
<th>SEMESTER - III</th>
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<tr>
<td>Business Environment</td>
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<td>Marketing Management - II</td>
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<td>Indian Legal Environment</td>
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<td>Research Methodology</td>
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<th>SEMESTER - IV</th>
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<td>Corporate Strategic Information System</td>
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<td>Human Resource Management</td>
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<td>Management Information System</td>
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<td>E - Commerce</td>
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**SUMMER TRAINING IN INDUSTRY FOR 6-8 WEEKS**

<table>
<thead>
<tr>
<th>SEMESTER V</th>
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<tbody>
<tr>
<td>Two Elective Papers each from two specialization areas (four papers)</td>
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<th>SEMESTER VI</th>
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<tr>
<td>Two Elective Papers each from two specialization areas (four papers)</td>
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<tr>
<td>Dissertation</td>
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Note: The electives offered for dual specialization are same as mentioned in the full time course.
Faculty Profile

Dr. Shefali Gautam, Director SIMS, holds a Doctorate in Management. Has a Master's Degree in Industrial Psychology from Delhi University and Post Graduate Diploma in Human Resource Management. Her area of specialization is OB & HR. She has a vast experience of 23 years both in corporate and academic fields. She was associated with AICTE, New Delhi and was instrumental in providing approvals to many management institutions all over the country from 1994 to 1997. She was former President of Association of Indian Management Schools (AIMS) and is also presently the Vice President of Greater Noida Management Association.

Dr. J. L. Raina, HOD (O B & HR): Holds a Master's and a Doctorate Degree in Sociology. He has been associated with Institutes of National repute and has vast and rich experience of 51 years in academics. His areas of specialization are HR, OB and Industrial Relations & RM. He was nominated as AICTE’s Visiting Professor in the past. He has a number of publications to his credit. He has been in the list of discussant in All India Radio. Dr. Raina has also visited North Korea and Russia on an invitation from Association of Korean Universities.

Prof. V. K. Goyal, HOD, Production & Operations: M. Sc. (Instrumentation) from University of Roorkee, Diploma in Management from AIMA. Has submitted his thesis for award of Ph. D. in Inventory Management and is associated with SIMS since July 2005. His areas of specialization include PO M, Marketing Research and Logistics & Supply Chain Management. He has presented many papers at International Conferences (PO MS USA, HCCL Germany & CEDIS Spain) apart from few papers in India. Previously worked for 23 years in Instrumentation Ltd., Kota and 11 years in VHEL Industries Ltd. More than 6 years academic experience in SIMS.

Vinod Gangotra is a postgraduate in Social Sciences with a Post Graduate Diploma in Human Resources Development and Industrial Relations and Personnel Management. In addition, he also has a degree in Law and Social work. He has around 28 years of experience covering all the facets of HRD. In addition to his Industrial experience he has vast and rich experience in training, consultancy as well as he has a few publications to his credit. He has worked in organizations like HCL, HCL, & T .

Prof. Virendra Mohan Johari, M. Sc. (Electronics) and MBA (Marketing from FMS Delhi University) having 36 yrs of Corporate and Academic experience in R&D, International Marketing, National Marketing, Project Management and Technology Transfer with world leaders in Defence Electronics, Air Defence and Air Route Surveillance Systems. His area of specialization is Marketing.

Dr. Mukesh Jethwani holds a doctorate in Accounting and Finance from Dr. B.R. Ambedkar University, Agra. He has more than 11 years of academic experience. His areas of specialization are Financial Accounting, Management Accounting, Financial Management, and Working Capital Management.

Prof. Umesh Sharma, HOD-UG, PGDM from IMT, Ghaziabad, & LL.B. from CCS University, Meerut. He has submitted his thesis for award of Ph. D in the field of financial management. He has corporate consultancy and academic experience of about 25 years.
Faculty Profile

Prof. Rahul Kapoor is an MBA with specialization in Marketing and HR. In addition to this, he is an LL.B having 10 years of corporate experience at senior level positions. His academic experience is of 1 year.

Prof. Pallavi Gautam has done M.A. in Psychology from Delhi University and is an MBA with specialization in OB / HR. Having 11 years of academic experience with a short stint in corporate.

Prof. Ritu Gupta is an MBA with specialization in marketing & a degree in education. Has 3 years of academic and 13 years of corporate experience.

Prof. Sitaram Pandey is an MBA Finance having 3 years of corporate experience in research and fund managing activities under capital market and 3 years of teaching experience.

Prof. Divya Chakravarty is Masters in HRM with 4 years of academic experience.

Prof. Surbhi Kukreja, MCA from Banasthali University, Rajasthan. Her area of specialization is Data Structures and Pointers, Operating System and Database Concepts, Programming in C and C++ and Fundamentals of Theory of Computation. Experience in teaching is 2.5 years.

Prof. Preeti Thapar is an MCA and has an additional diploma in C++ Programming from APTECH & .NET diploma from NIIT and has 1 year of academic experience.

Dr R. Nalini is a Ph.D. in Commerce and a post-graduate in Business Management with specialization in Marketing & HR. She has corporate and academic experience of around 3 years.
Our Present & Past Speakers & Guest Visitors

The Institute has always maintained the tradition of inviting celebrity speakers from both corporate and academic world.

Few of them who have visited our camps are:

Dr. Abad Ahmed, Former Pro-Vice Chancellor, University of Delhi
Dr. V.P. Singh, Vice President, HR, PEPSI
Dr. Subhash Sharma, Dean, IBA Bangalore & Guntur Noada
Dr. Sunil K. Singha, Professor, OH, FMS, University of Delhi
Dr. M. Chandrasekhar, Director, IIM Visakapatnam
Dr. Naresh Tetkha, MD, Dentsply India (P) Ltd
Mr. R.C. Bhatnagar, CMD, Khaitam Films Ltd., Delhi
Mr. Raj Babbar, MP (Lok Sabha)
Mr. Venkat Das, former Director, IT, South West Asia, Motorola India (Pvt.) Ltd
Mrs. Anita Goldchado, Sr. Manager (HR-EDC), NTPC
Mr. Arvind Chandrasekhar, Manager (Tech), AMT, Aulton
Mr. Mayank Sharma, B.B.A, MBA, Aulton
Lt. Gen. S.S. Apna, PV-78, Indian Army (Retd.)
Mr. Aloke Sharma, Corporate Manager, Process, House, Cooper, UK
Mr. Sajay Roy, VP-IT, Hilleter India Ltd., New Delhi
Mr. Samiran Gupta, MD, S.S. India, Associates
Mr. K.V. Rajan, IPS, Ex-Dy. High Commissioner, UK
Prof. V.K. Vaidyanathan, (Ex-GM, FITJEE), Educational Consultant
Dr. M.C. Sharma, Director, School of Education, IGNOU
Dr. K.K. Upadhyaya, Prof. & Head, University Business School, Chandigarh
Mr. Bhaskar Sinha, Quality Auditor, Underwriters Laboratories Inc. USA
Mr. S.J. Rana, VP-Quality Initiative, SAMTEL Electronic Devices, GZB
Prof. R.R. P. Singh, Director, GHRDC, New Delhi
Prof. Paul East, Director, IDT, UK
Mr. Raksh Sethi, DGMI-Corporate (HR), The Thapar Group
Mr. Rahul Gupta, Director, BIZTANTRA
Mr. P. Dwarkanath, Ex-Director (HR), Glen Smo Ksine Beecham Ltd., USA
Mr. Vinod Paul, Ex-CEO, Railbho Ltd. & Faculty at NMIMS, Mumbai
Prof. Sandeep Marwah, Director, AAPT, Noida
Dr. Kamal Singh, Director, IIMA, CMIE
Mr. M.M. Thapar, CEO, HERTZ, Clothing, Ludhiana
Mr. Pradeep Bhattacharya, COO, BICL, Tamiang
Dr. Sanjiv Mittal, Head, Management Deptt., GSD, University, Delhi
Dr. K.M. S. Shobha, HOD, Management, Jania Mills University, Delhi
Mr. Vikas Luthra, Dy. GM, Manufacturing, Samtel Colour Ltd
Mr. G.S. Raja, D. Director of Factories, Chairman, NSC, UP, Chapter
Mr. M.K. Gupta, CA, Advisor to Govt. of Uttrakhand
Mr. N.D. Tewari, Manager-Customer Services, Zenith Computers Ltd., New Delhi
Mr. Dewan N. Desai, Dy. High Commissioner, UK, Republic of Trinidad and Tobago
Mr. Priya Raj, Management Consultant, Crompton
Mr. Pankaj Shankar, V.P. India, Polaris Financial Technologies Ltd
Mr. Anil Gupta, Director, HIL
Dr. Balbinder Bagaria, Columbia Asia, GZB
Mr. Ritesh Kumar, Manager, CIB
Mr. Harjinder Singh Gill, Manager, Angel Broking
Mr. Rakesh Khos, V.P. HR, Intelec (CPC)
“Do not run through life so fast that you forget not only where you have been, but also where you are going. Life is not a race, but a journey to be savored each step of the way.”
Our recent recruiters include Muthoot Group, EXIDE E, Future Group (Future Generali), Bharti AXA Insurance, Airtel, Axis Bank, ABN-AMRO, American Express, Adobe, Aditya Birla, Barclays Bank, Biztranra, Citigroup, Dell, GE, Godfrey Phillips, HCL, HSBC, HDFC, ICICI Prudential, Infosys, Infopros, IndiaMart.com, IndiaBulls, Johnson & Johnson, J.K. Insurance & Risk Manager Ltd., Kotak Mahindra Bank, Kotak Securities, LG, Max New York Life, Union Investment solutions, Pfizer, PHI, Mercer India, Reliance Communications, M Touch, Reliance, Ranbaxy, Samsung, Sony, SCB, TATA Group, The Times Group, UB Group, Videocon, Vodafone, Angel Broking, IREA, etc.

Our dedicated Placement & Careers Team (PACT & CORe) is there to support and advise you on all aspects of your job search through individual career advising sessions, working closely with you to set your career goals and achieve your aims. Career Development Workshops are organized throughout the year covering all the stages of the process: career planning, researching, CV and cover letter writing, interviewing, how to perform in GD, negotiating and accepting a job offer. Specialists are available to assist you: Online Corporate Databases, access to CORe (our Alumni Network), careers related literature and business directories.

One of the main priorities of our team PACT & CORe (Alumni) is to build strong relationships with national & global recruiters to ease your access to them. A data file is generated and sent to targeted companies to maximize your exposure to key recruiters. In addition, an online CV search platform is provided to allow companies to search for your profile. The online Job-Contact Networking is another tool provided to recruiters by the PACT team. Off-campus recruitment is another element of the service we provide. Corporate presentations and recruitment activities keep taking place at Shiva Institute of Management Studies, and a number of on campus interviews are scheduled. We value our relationships with alumni (CORe) in the corporate world, and alumni events are organized in the institute to allow you access to this valuable network of contacts.

Working with recruiters

Firstnaukri.com is a naukri.com group portal and is one of the biggest job search networks for college students and recent graduates. The jobs are exclusively targeted towards entry level hiring (management trainee) and it brings relevant employers and prospective students in touch with each other.

Shiva Institute of Management Studies has tied up with Firstnaukri.com to help the second year PGDM students in final placements & first year PGDM students in summer training placements.

Students of SIMS will also get an opportunity to participate in pool and exclusive campus drives organized by Firstnaukri.com. They offer help to our students on how to build the perfect CV, give tips on personal grooming and also advice students on how to present themselves to the perspective employer.

Our association with Firstnaukri.com has been very fruitful and students have bagged good placements offers on high salaries.
AIMS Annual Management Education Convention on the theme
INDIA 2020 Challenges and Opportunities for Management Education
Organized by Shiva Institute of Management Studies
International Summer Internship

SIMS is in collaboration with NORTHERN STELLA of Singapore helps students to work on international ongoing live projects in the field of accounts, finance, sales & marketing, HR, information technology, digital marketing and supply chain management area. NORTHERN STELLA, a company based in Singapore has contact with several international companies in Singapore for such projects and have expertise in guiding for global careers.

This uniquely designed program is aimed to provide an international exposure and allow the interns to work in a real time environment. Students are put in batches of 2 to 5 on company site and the duration of this program is 6-8 weeks. On completion of the internship, student is assessed and rated by the company for which a testimonial of his / her competency is given. After the completion of PGDM, the students are assisted in finding a job in Singapore. Following services are provided with a nominal fee:
- airport pick up and transfer to Singapore
- hostel with bed and breakfast
- free wi-fi internet on E-Link Card
- excursion, sight seeing trip, recreation lounge, laundry service on payment, first aid and 24 hours assistance.

Last year three of our bright students of PGDM (2nd year) undertook the international internship program at Singapore and they were attached to a well known company by the name of Techno Fibre Pte.Ltd. The project was on “New Zealand the Next Growth Frontier.” Their performance was highly appreciated by the company.

The fee for the International Summer Internship is in addition to the fee being charged for the PGDM program and student will also be given weekly allowance in SGD.*

*Conditions Apply
Social Responsibility Activities at SIMS

The vision with which SIMS functions is "Education by Values and Values by Education". Since the day of inception of the Institute we have been trying our best to inculcate such values in our students which develop in them a sense of responsibility towards society and weaker sections in particular and in general the form of community source. It is with the help of value rich personality of our students that we have been able to organize the following activities:

- Blood Donation Camp
- Walk for Blood
- Distribution of old clothes in slum areas
- Joy of Giving
- Organized Hygiene Awareness Camp in Schools

Medical Care at SIMS

SIMS and Columbia Asia Hospital, Ghaziabad have agreed to go for an alliance, so that the Institute can:

- Provide good health, safety and well being to all their Students & Employees.
- Access to competent occupational health advice and support.
- Improve access to preventive care and treatment for common health problems.
- Managing workplace emergencies.
- Provide reliable and comprehensive healthcare services close to the workplace.

Columbia Asia is an international healthcare provider operating a chain of modern hospitals across Asian countries like Malaysia, Vietnam, Indonesia & India, is headquartered in Kuala Lumpur. "Columbia Asia Hospital Ghaziabad" is a 100 bed state-of-the-art Hospital providing a depth of expertise in the complete spectrum of advanced medical & surgical interventions with a comprehensive mix of inpatient and outpatient services. The hospital is dedicated to provide competitive, accessible and affordable world-class healthcare services. It has state-of-the-art medical equipment and international standard infrastructure, 24-Hour Emergency Room, Laboratory services, Pharmacy & Radiology, Ambulatory services & Intensive Care / Critical Care unit.
How to apply
For keeping the standards high, we are looking for bright, ambitious, creative team players who can clearly demonstrate that they have the potential to excel in their future careers.

We will be operating a pre-declared admissions schedule for the 2012-14 PGDM program, in accordance with the dates given on our website at: www.shivaims.edu.in

The PGDM is a professional management program hence preference will be given to experienced aspirants with good levels of numerical abilities. However, aspirants with no experience but having good academic record and excellent ATMA/XAT/MAT or CAT scores will surely be considered for the program 2012-14.

Our Minimum Requirements
• Graduation in any discipline from a UGC recognized University
• Fluency in English
• Under-Graduate academic achievements
• Extra-curricular & sports achievements

MAT / CAT / ATMA / XAT Scores
• A minimum of 500 Composite Score in MAT
• A minimum of 80 percentile in CAT
• A minimum of 70% in ATMA
• A minimum of 80% in XAT

2References
• An Academic Contact
• A Corporate Contact

If you are sure that you will meet our minimum eligibility conditions, please fill in our Application Form, available online and submit with all the above supporting documents to the Chairman-Admissions. Potential candidates will then be invited to GD & Personal Interview in various cities and at SIMS Campus as per the schedule intimated from time to time.

For more details on the application process, please visit our website or contact our Admission Office for details.

Shiva Institute of Management Studies reserves the right to change the specification of the course and the content of the PGDM program without notice, as per the demand of the Industry.

Come and Meet us
We think there’s only little you can find out from our brochure. We urge you to visit our website, which offers comprehensive information on all aspects of the Institute and the different program. It also has a useful FAQ section, and lots more insights from current and past students to help you make your decision. You can also contact us directly by phone or email, or come and visit us at the Institute to find out more. We look forward to meeting & hearing from you during the GD, Screening & Personal Interview process.
**Fee Structure**

PGDM & PGDM (RM) (2 years Full Time) (AICTE Approved)

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<tr>
<th></th>
<th>First Year</th>
<th>Second Year</th>
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<tbody>
<tr>
<td>Tuition fee</td>
<td>1.25</td>
<td>1.25</td>
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<tr>
<td>Hostel Accommodation with Meals</td>
<td>0.60</td>
<td>0.60</td>
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<tr>
<td>*Alumni (CO Re) Life Membership Fee</td>
<td>0.05</td>
<td>-</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>1.90</strong></td>
<td><strong>1.85</strong></td>
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<tr>
<td>Total Fee For Two Years</td>
<td>3.75 Lacs**</td>
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Caution Money 10,000/-
(To be paid at the time of admission & refundable after the completion of the program)

*Alumni Life Membership Fee is paid once during the Program. Annual Alumni Fee is to be paid separately as per the decision of CORe committee (after the completion of PGDM program).

**(Fee Structure is subject to change and is at the discretion of the Management)**

Student has to pay Rs. 25,000/- as confirmation amount immediately after his/her selection to the course, the balance fees to be paid before the commencement of the program in June/July. The second year fees will be payable by 15th April, 2013. In case of default / late payment of fee, fine will be applicable as per the rules of the institute.

**Nationalized Bank Loan Scheme**

SIMS aspiring students can be provided a tie up for a loan scheme with any nationalized Bank, like PNB, SBI, Allahabad Bank, Bank of Baroda, Oriental Bank of Commerce, Indian Overseas Bank, United Bank of India, Bank of India, etc. which is open to everyone. Once you have been offered a place in the programme, we will provide you with the details of the loan scheme, certificate of admission and will help you to begin your negotiations with the bank.

**SIMS Scholarships**

SIMS offers few scholarships each year for meritorious and economically weaker section of students. PGDM candidates must apply to SIMS for the specific scholarship separately after joining the program. The award of such scholarships is solely at the discretion of the management committee and is not binding after joining the program.
Part-Time Program

PGDM (P/T) Program (3 yrs) (AICTE Approved)
Post Graduate Diploma in Management (Part-Time) is approved by All India Council of Technical Education. Admission procedure is as follows:

Eligibility Criteria for PGDM (P/T)
An applicant should have a three years Bachelor's Degree or equivalent in any discipline recognized by the Association of Indian Universities / AICTE and having two years of work experience.

Admission Guidelines
A candidate has to apply for admission on the application form enclosed with the prospectus along with duly attested copies of the following:
• Graduation Mark Sheet / Degree.
• Relevant certificate to verify Date of Birth.
• Work experience certificate.

COURSE FEE PGDM PART TIME
First Year (Semester I & II) Rs. 50,000/-
Second Year (Semester III & IV) Rs. 50,000/-
Third Year (Semester V & VI) Rs. 50,000/-
TOTAL Rs. 1,50,000/-

Note:
• The prospectus and the application form for the PGDM Full Time and Part Time Programme can be obtained from SIMS, Ghaziabad free of cost. The form can also be downloaded from our website www.shivaims.edu.in and can be sent by post.
• Fee for BBA / BCA / B.Ed & BTC, as per university norms

LOCATION MAP AND ACCESS TO GHAZIABAD
SHIVA INSTITUTE OF MANAGEMENT STUDIES
364-365, Pandav Nagar Industrial Area, Bulandshahr Road, NH-24, Ghaziabad-201002
Mobile No.: 9810820554. Telefax: 0120-2700193
email: admission@shivaims.edu.in, shiva_ims@yahoo.co.in, website: www.shivaims.edu.in