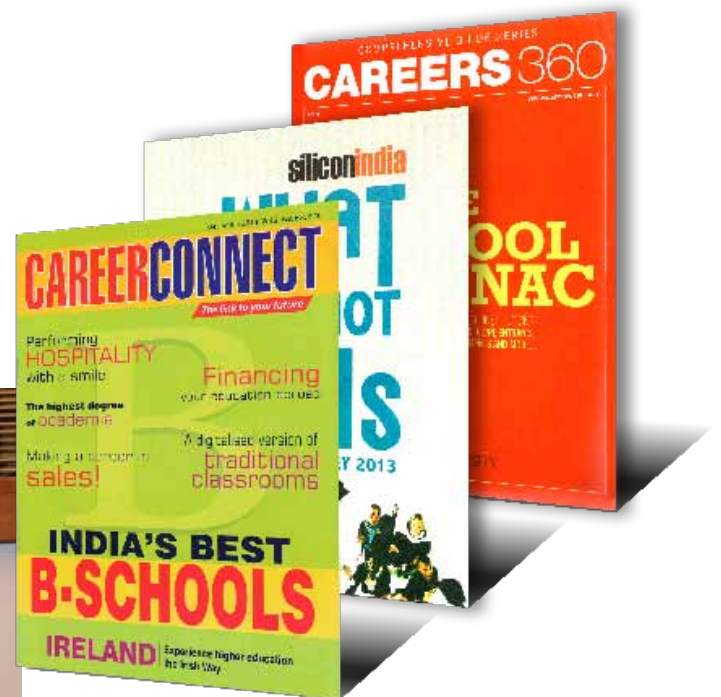


LET YOUR DREAMS TAKE WINGS!!

Pursue **MANAGEMENT** programmes from the
PRESTIGIOUS ITM SCHOOL OF BUSINESS
(**RANKED 15TH** AMONGST THE TOP 100 B-SCHOOLS IN INDIA,
CAREER CONNECT, DEC. 2014) at ITM UNIVERSITY GWALIOR.



AWARDED ON 24 JUNE, 2014 IN HOUSE OF COMMONS, LONDON AS
“GLOBAL LEAGUE INDIAN UNIVERSITY”

ABOUT ITM SCHOOL OF BUSINESS

ITM School of Business

ITM University, Gwalior, was conferred with the Best Private University Serving Social Cause, Award by ASSOCHAM (Associate Chamber of Commerce and Industry of India) in the National Education Excellence Awards 2013, an initiative by ASSOCHAM, held on April 9, 2013, in New Delhi. The award was handed over by the Hon'ble Union Minister of HRD, Dr. M.M. Pallam Raju to Prof. (Dr.) Yogesh Upadhyay, Vice Chancellor, ITM University, Gwalior.

ITM School of Business (ITM-SOB) is one of the flagship brand of ITM University Gwalior and ranked as one of the leading B-Schools in Central and North India. It has received highest ratings for its learning-outcomes based academic programmes, state-of-art infrastructure, rich academic resources, continuous evaluation system, credit based system and global outlook. Recently ITM-SOB has been *ranked at 26th position amongst the Top 50 B-Schools* in India in terms of "Quality of Permanent Faculty" and "Performance of College/Faculty" (Career Connect, Dec.2013). It has been ranked as *9th best B-School in North India* (Excluding IIMs) by Silicon India (2013). Our programmes are a showcase of flexibility, predictability, and transparency. All our academic programmes are based on a system of credits-generally guided by ECTS (European Credit Transfer and Accumulation System) as a proper means of promoting the most widespread student mobility. The basic intent of the school is to impart quality management education at Undergraduate, Postgraduate and Doctoral research levels.

It is India's 1st B-School that offers customized programme designed in association with prominent industries aimed to offer industry ready product in form of well-groomed students. Here, industry and ITM School of Business jointly decide on curriculum, teaching-learning process, internship, workshops and other academic inputs that helps in securing maximizing learning outcomes in terms of knowledge, skills, attitude and behaviour.



HAPPY AND HAPPENING CAMPUS

USPs

Projects: Each course has a live project based on real time situations to create practical hands on learning for students.

Flexible programmes: Choice Based Credit System: provides flexibility for learning.

Case Based Pedagogy: Popular cases from Harvard/Darden/Ivey used in classes to foster learning.

Unique Pedagogy: Provision of unique action based learning through industry internships.

Trimester Based: To foster a learning based environment the MBA course is structured in a trimester mode to create a rigorous learning environment in a goal based setting.

Workshops Offered: SPSS, E-View, MATLAB, Marketing Engineering and Entrepreneurship.

Industry Internships: Provision of unique learning outcome based internships.

Placement Assistance: MBAs co-offered with industry has unique arrangement with their respective industry partners for assistance in placements.



INFRASTRUCTURE

LEARNING RESOURCES

In order to inculcate analytical and diagnostic skills among students ITM School of Business has created following important labs with licensed softwares which are part of their course-work as well:

1. Lab of Marketing Engineering - Uses R, SPSS and MATLAB
2. Lab of Financial Modelling - Uses E-Views
3. Supply Chain Simulation Lab - Supply Chain Simulation
4. Lab of Business Analytics - R, SPSS and MATLAB



CLASSROOMS

The classrooms of the University are all equipped with a white board, a black board and a LCD Projector. The classrooms give maximum flexibility to faculty by offering different ways to communicate and interact with their classes.

SEMINAR HALL

A seminar hall with all the amenities and seating capacity of more than 450 people at a time is available where we organize a galaxy of events like MDPs, FDPs, Workshops, National and International Seminars and Conferences, visiting lectures or series of lectures etc.

LIBRARY

Library contains a vast selection of books and professional journals with digital library of 3000 online Journals via Emerald.

AMPHITHEATRE

State-of-art amphitheatre with seating capacity of more than 3000 persons is being used for cultural and co-curricular activities of the University.

COMPUTER LAB

The University is well equipped with computing resources to cater to the academic needs of the students. The computer labs have over 100 terminals. Softwares available in the lab are Windows 2000 server, Oracle 8i, Visual Studio 6.0, MS Office 2000 server, MS Office 4.3 (Professional) server, MS Project, SPSS, E-Views, MATLAB, R etc.

PLAY GROUNDS

The University has developed a state of art sports complex having the facilities for basket ball / hockey / football / cricket / indoor games and ultramodern gym. High tech stages for performing arts are also being constructed. A sculpture village has come to existence as well. These facilities provide a unique blending of art and technology which ignites the young mind for innovative and creative thinking.

HOSTELS

One of the key contributors to an intensive & effective learning experience is living in campus. A boys' hostel with the capacity of approx 800 beds and girl's hostel having capacity of approx 300 beds located within the campus. The hostel is well equipped with basic recreation & indoor sports facilities that provide students with homely atmosphere to strengthen the feeling of belonging. A semi-mechanised and hygienic mess & dining facility accommodating sufficient persons at a time has also been created.

CAFETARIAS

Apart from structured teaching and learning schedules, the University has provided platforms for relaxation, exchange of views, and free discussions among students and faculty alike by establishing coffee points.



POST GRADUATE PROGRAMMES

1. MBA - Supply Chain & Logistics

(Jointly offered with Safexpress, India's Largest SCM & Logistics Company)

- First one of its kind programme in India
- Curriculum designed & approved by Safexpress
- Supply Chain Courses delivered by experts from Safexpress
- Three Industry Internships, each of 45 days duration at Safexpress/Service Partners' organizations
- Placement assistance to graduating students



2. MBA-Wealth Management

(Jointly offered with ICICI Direct, the broking arm of ICICI Securities, India's largest Securities Broking organization)

- First one of its kind programme in India
- Curriculum designed & approved by ICICI Direct
- Wealth Management modules delivered by experts from ICICI Direct and Veteran Wealth Managers from the industry
- Two Industry Internships, each of 6 weeks duration at ICICI Direct/Associate organizations
- Placement assistance to graduating students
- Opportunity to qualify as Chartered Wealth Manager® (AAFM)



3. MBA - HRM & Industrial Law

(Jointly offered with Walchand Dale Carnegie Finishing School (WDCFS), World's Largest Training Organisation)

- Curriculum designed & approved by WDCFS
- Related courses delivered by experts from WDCFS
- Placement assistance by WDCFS



4. MBA - Agribusiness Programme

• The two year MBA - Agribusiness programme at ITM University is designed to transform dynamic and determined

Agri-graduate to Hi-Tech Agri-business managers for Agri industries in India.

- Available with rural immersion module.

5. MBA (Dual Specialization)

• This highly sought after programme is a contemporary and challenging programme that uses latest state-of-art teaching learning pedagogy resulting in maximum 'learning outcome'.

• [Unique training opportunity in the area of banking operations software -FINACLE from Infosys in knowledge partnership with SBP-FLIP]



Eligibility:

Graduates with minimum 50% marks along with a valid CAT/MAT/XAT/ATMA/MPMET score. Final selection of candidates will be based on the score of qualifying exam and performance at GD & PI.

UNDER GRADUATE PROGRAMMES

Honours Courses-

- A. B.B.A. (Honours) - 3 years, Six semesters follows curriculum of University of Delhi.
- B. B.Com. (Honours) - 3 years, Six semesters follows curriculum of University of Delhi.
- C. B.Com. (Honours) for CA/CS/CMA pursuing - 3 years, Six semesters follows curriculum of University of Delhi

Eligibility:

Senior Secondary Examination (10+2) or equivalent with 55% marks in aggregate from a recognized Board of School Education from any stream. The students pursuing CA/CS/CMA have the distinctive opportunity to claim exemption from the paper/s of B.Com. (Honours)/MBA (also existing CA/CS/CMA) which they have already cleared in their respective courses. As a result they can get the degree only by clearing the remaining few papers.

General Courses

- A. B.B.A.(Retail) - 3 years
- B. B.B.A. - 3 years, Six semesters
- C. B.Com. - 3 years, Six semesters

Eligibility:

Senior Secondary Examination (10+2) or equivalent with 50% marks in aggregate from a recognized Board of School Education from any stream.

Admission procedure: Admission in PG programmes is done through CAT/GMAT/MAT/XAT/ATMA/MPMET Entrance Test followed by Group discussion/personal interview with due consideration of academic record and work experience.

How to apply: Register and pay online at www.itmuniversity.ac.in/apply or Visit Counselling Cell at ITM University Gwalior Campus or request by post for Registration From to Counselling Cell of ITM University Registration fee to be paid by DD drawn in favour of "ITM University Gwalior" or depositing INR, 10300/- at cash counter of ITM University in case of online registration payment is to be made online.



MBA-WEALTH MANAGEMENT

(IN ASSOCIATION WITH ICICI DIRECT)

INDIA'S FIRST UNIQUELY CRAFTED MBA PROGRAMME



About ICICI Direct

ICICI direct Centre for Financial Learning (ICFL) is an educational initiative of ICICI Securities Limited. It strives to offer best in the class financial learning programmes, through one of the most superior and practical learning approaches that would help students and professionals reach their career goals and investors and traders build expertise to invest and trade.

With an objective to be one of the most preferred provider for education on Finance, ICFL offers premium education programmes ranging from Investor and Trader focused skill enhancement programmes on Stock investing, Technical Analysis and Derivatives Trading to certification programmes on Financial Planning and Wealth Management.

It is an Authorised Education Partner of Financial Planning Corporation (India) Pvt. Ltd. (FPCIL) to offer Certified Financial PlannerCM certification in India

It has partnered with American Academy of Financial Management India (AAFM India.) to offer Chartered Wealth Management® - CWM® certification to working professionals, college students and IA's / IFA's with a unique value proposition which only an Industry practitioner can offer- Internships with Wealth Management teams and learning from practicing Wealth Managers.

Association between ITM University Gwalior and ICICI Direct

ITM University, Gwalior and ICICI Direct have joined hands together to offer a first of its kind industry based MBA in Wealth Management. It comes with an opportunity for students to additionally get certified as a Chartered Wealth Manager® - CWM®, awarded by International body American Academy of Financial Management (AAFM) , with memberships spread across more than 150 countries worldwide.



Skill sets for Wealth Managers

- Provide advice in Wealth Management, Financial Planning, PMS, Estate Planning, Investment Planning, Personal Taxation, Retirement etc.
- Provide advice on Debt, Real Estate, Mutual Funds, Alternative Investment products, Derivative strategies and understand the client's behaviour towards investment.
- Develop ability to manage cross border investments.
- Conduct Equity Research; recommend investments and portfolio management strategies to the clients.
- Start catering to HNI & UHNI clients along with existing clientele.
- Develop, implement and review Wealth plan for clients.

Why this programme?

With the growth in GDP and rising income levels, India is witnessing a strong growth in the number of High Net Worth Individuals (HNI). With an estimated HNI population of 10.9 million Indians, there would be a minimum requirement of 50 thousand professional Wealth Managers in India just to manage Client relationships. Besides this, Wealth Managers would also be required in Banking, Wealth Advisory Firms, AMCs, Broking, Insurance and Financial Advisory Businesses.

This course would enable students to acquire the necessary skills and develop the much needed competence through rich pedagogical techniques, twin industry internships and host of other initiatives as part of the programme.

The course comprises of six trimesters spanning over a period of two years. The programme modules offered by ICICI Direct would be conducted by experts from Industry who are veterans in the field of Wealth Management and Behavioural Finance. ICICI Direct trainers will deliver two comprehensive modules-Fundamentals of Wealth Management and Advanced Wealth Management. The areas covered under each module are given below.

Fundamentals of Wealth Management

- Overview of Indian and Global Financial System
- Concept of Wealth Management
- Life Cycle Management
- Measuring Investment Returns in Wealth Management
- Investment Vehicles of Wealth Management
- Managing Investment Risk in Wealth Management
- Indian Tax Laws
- Legalities in Wealth Management
- Role of Wealth Management in Banking
- Inter generational Wealth Transfer & Tax Planning

Advanced Wealth Management

- Equity Analysis
- Use of Alternative Products in Wealth Management
- Use of Behavioural Finance in Wealth Management
- Real Estate Valuation and Analysis
- Loan & Debt Management
- Portfolio Management Strategies
- Relationship Management by a Wealth Manager
- International Taxation and Trust Planning
- Wealth Management Planning
- Advanced Wealth Management

Job Profiles

MARKET SEGMENTS	JOB PROFILES
BANKING	Priority / Premier Banking, Private Clients, Wealth Management, Investments, Liabilities, Financial Planning, Bank Assurance, Product Management, Client Servicing, Operations
WEALTH ADVISORY FIRMS / OUTFITS	Wealth Management, Research, Relationship Managers, Portfolio Manager, Client Servicing
AMC	Institutional Channel Sales, Fund Management, Retail Sales, Investor Relationship, Marketing, Operations, Client Servicing
BROKING	Wealth Management, Equity Analyst, Research, Institutional Sales, Retail Sales, Sub-Broker Channel, Portfolio Manager, Operations
INSURANCE	Institutional Channel Sales, Managing Agent & Retail Channels, Corporate Broking, Product Management, Operations, Client Servicing
ADVISORY BUSINESS	Practice as an Independent Financial Advisor, or for Boutique outfits providing comprehensive Wealth Management

Course Structure

Trimester I Core courses by ITMU, Gwalior

Trimester II Core courses by ITMU, Gwalior

Trimester III Core & Specialization courses by ITMU, Gwalior plus Specialization modules from ICICI Direct

Between III & IV Trimester Internship-I @ ICICI Direct

Trimester IV Core & Specialization courses by ITMU, Gwalior plus Specialization modules from ICICI Direct

Trimester V Internship-II @ICICI Direct

Trimester VI Core & Minor Specialization by ITMU, Gwalior

COURSE CURRICULUM:

TRIMESTER – I (TO BE TAUGHT BY ITM UNIVERSITY GWALIOR)

Course Code	Subject Title	Credit
Compulsory Courses		
101	Managing	3
102	Financial Accounting for Managers	3
103	Corporate Communication	3
104	Economics for Managers	3
105	Business Mathematics and Computer Applications	3
106	Business Environment	3
107	Research Methodology-I	3
108	Workshop on Computer Application	1
Total Credits		22

TRIMESTER – II (TO BE TAUGHT BY ITM UNIVERSITY GWALIOR)

Course Code	Subject Title	Credit
Compulsory Courses		
201	Business Legislation	3
202	Financial Management	3
203	Research Methodology-2	3
204	Individual and Group Behaviour in Organization	3
205	Delivering Customer Value through Marketing	3
206	Human Resource Management	3
207	Operations Management	3
208	Workshop on Business Drafting	1
209	Workshop on SPSS	1
210	Workshop on E-Views	1
Total Credits		24

TRIMESTER - III (TO BE TAUGHT JOINTLY BY ITM UNIVERSITY GWALIOR AND ICICI DIRECT*)

Course Code	Subject Title	Credit
Compulsory Courses		
301	Strategic Management	3
302	RM & DA through Excel/SPSS	3
Specialization Courses (Wealth Management-Finance Group)		
303-Fin	Investment	3
304-Fin	Corporate Tax Planning	3
305-Fin	Financial Markets	3
306-Fin	Workshop on Finance	1
307-WM	Fundamentals of Wealth Management*	6
Total Credits		22

* marked courses to be taught/evaluated by ICICI Direct

Internship I : Students will undergo an internship of 6 weeks at ICICI Direct/Associates after III Trimester and before IV Trimester to gain practical insights of the chosen industry.

TRIMESTER IV (TO BE TAUGHT JOINTLY BY ITM UNIVERSITY GWALIOR AND ICICI DIRECT*)

Course Code	Subject Title	Credit
Compulsory Courses		
401	Management Science	3
402	Total Quality Management	3
Specialization Courses (Wealth Management-Finance Group)		
403-Fin	Advanced Financial Management	3
404-Fin	Financial Statement & Analysis	3
405-Fin	Risk Management & Insurance	3
406-Fin	Workshop on Finance	1
407-WM	Advanced Wealth Management*	6
408-WM	Evaluation of Internship-I*	15
	Total Credits	37

* marked courses to be taught/evaluated by ICICI Direct

Internship II : Students will undergo an internship of 6 weeks at ICICI Direct/Associates during their V Trimester to gain practical insights of the chosen industry.

TRIMESTER V (TO BE CONDUCTED BY ICICI DIRECT*)

Course Code	Subject Title	Credit
501-WM	Evaluation of Internship-II*	15
	Total Credits	15

* marked courses to be evaluated by ICICI Direct

TRIMESTER VI (TO BE TAUGHT BY ITM UNIVERSITY GWALIOR)

Course Code	Subject Title	Credit
Compulsory Courses		
601	MIS	3
602	Entrepreneurship	3
Minor Specialization Courses (Electives: Mktg/HR/IB)		
603	Elective 1 (Mktg/HR/IB)	3
604	Elective 2 (Mktg/HR/IB)	3
605	Elective 3 (Mktg/HR/IB)	3
	Total Credits	15

Electives:

MARKETING

Course Code	Title of Subject	Credit
MM 603	Consumer Behaviour	3
MM 604	Customer Oriented Marketing of Services	3
MM 605	Sales Management	3

HUMAN RESOURCE MANAGEMENT

Course Code	Title of Subject	Credit
HRM 603	Compensation and Reward Management	3
HRM 604	Employee Training & Development	3
HRM 605	Competency Mapping	3

INTERNATIONAL BUSINESS

Course Code	Title of Subject	Credit
IB 603	International Business Environment	3
IB 604	Intellectual Property Rights	3
IB 605	Foreign Trade and Policy	3

Credit Distribution	
Trimester	Credits
T-I	22
T-II	24
T-III	22
T-IV	37
T-V	15
T-VI	15
Total	135

Eligibility

Candidates who have completed Bachelor's degree with 50% marks (45% for SC/ST/OBC candidates) or those completing their final Examination by June 2014 along with a valid GMAT/CAT/MAT/XAT/CMET/ATMA score may apply. Final selection of the candidates will depend upon overall performance at qualifying exam, GD and PI.

MBA IN HRM & INDUSTRIAL LAW

ITM SCHOOL OF BUSINESS AND DALE CARNEGIE - JOINTLY OFFER
INDIA'S FIRST UNIQUELY CRAFTED MBA PROGRAMME



DALE CARNEGIE TRAINING®



About Dale Carnegie

Founded in 1912, Dale Carnegie Training® has evolved from one man's belief in the power of self-improvement to a performance-based training organization with offices worldwide. It focuses on giving people in the public and private sector the opportunity to sharpen their skills and improve their performance to build positive, steady, measurable results.

Headquartered in Hauppauge, New York, Dale Carnegie Training® is represented in all 50 of the United States and in over 65 countries, and is dedicated to serving its clients throughout the world.

Dale Carnegie Training® serves the public and private sectors in 160 locations worldwide and provides its clients with the resources of 2,700 trainers and consultants. Each has undergone rigorous training to become certified in the Carnegie Process. Each is also required to take re-certification training annually. These expert practitioners shape the Carnegie body of knowledge into tools you and they can use to co-create the high performance, customer oriented teams you desire.

Over seven million individuals have participated in Dale Carnegie Training®, many of whom participated specifically to strengthen their ability to:

- Build teamwork
- Enhance customer focus
- Develop leadership
- Generate enthusiastic cooperation from others
- Motivate others to peak performance
- Communicate persuasively

More than seven million graduates worldwide

- Training implemented in over 400 of the Fortune 500 corporations
- ISO 9001 Certified—Continuous Improvement processes to ensure quality
- Flexible projects with condensed or space learning format
- In business since 1912 and financially sound
- Proven system for developing high quality trainers



L to R: Prof. Debapriyo Nag-Dean ITM-SOB, Mr. Abhay Kaul-Training Consultant, Dale Carnegie Training India, Prof. Yogesh Upadhyay, Vice Chancellor, ITM University Gwalior and Mr. Dilip Jayram-Associate Vice President, Walchand PeopleFirst Ltd. at the session of panel discussion on HRM & Industrial Law.



A cross section of faculty members, students of UG & PG of ITM-SOB at the session of panel discussion on HRM & Industrial Law.

- Expertise from local and global resources
- Over 2,700 carefully selected professional trainers in more than 75 countries
- Programmes in more than 25 languages
- We thrive on customizing our products to fit your needs
- Management involvement in application reinforcement

Accredited Coaches

Dale Cranegie trainer/coaches are business professionals who have real world business experience. They must undergo a minimum of 250 hours of in house development before becoming certified. The process by which they are certified ISO 9001:2000 accredited and then must re certify annually. This means that our consultants have attained the highest level of quality in the industry.

Certification and Accreditation

- The American Council on Education (ACE)
- The Accrediting Council for Continuing Education & Training (ACCET)
- Accredited Institutions of Post Secondary Education (AIPE)
- Council for Higher Education Accreditation (CHEA)
- The University of Phoenix
- Professional Development Credential
- National Association of State Boards of Accountancy (NASBA)
- The Academy of General Dentistry (AGD)
- American Board of Industrial Hygiene (ABIH)
- State of New Jersey – Assessor Continuing Education
- International Organization for Standardization ISO 9000:2001
- Excelsior College
- National Association State Boards of Accountancy
- New Jersey (State of) Assessor Continuing Education
- Pennsylvania Department of Education – PA ACT 48
- Project Management Institute
- The University of Central Missouri
- The University of Phoenix
- Michigan State Assessors Board
- Missouri Peace Officer Standards and Training Program
- Law Society – Queensland, Australia
- State of Maine Overseers of the Bar
- State of Rhode Island MCLE Commission
- Washington State Board of Continuing Legal Education

MoU with Walchand Dale Carnegie Finishing School (WDFS)

The MBA in Human Resource Management and Industrial Law in ITM University Gwalior in association with Walchand Dale Carnegie Finishing School (WDFS) is an AICTE approved Two year full time credit based programme spread over six trimesters of classroom interaction, live projects, simulations and industry interface. The MBA program in HRM and Industrial Law is jointly offered by ITM University Gwalior & Walchand Dale Carnegie Finishing School (WDFS).

Technical Competence

- Develop and demonstrate an analytical, problem-solving and decision-making ability.
- Develop analytics and metrics driven approach to tasks and exposure to overall HR functions & its roles.
- Develop an integrated perspective on how HR creates value.
- Gaining expertise on value added trends and pattern analysis and metrics based actions on acquisition of data.
- Having command over related legal and regulatory framework.
- Develop an understanding to enhance to connect survey data to other inputs on organizational and motivational climate
- Develop an understanding of data analysis to determine actions to enhance employee engagement.

Why this Program?

The programme has been created with an objective of empowering students with tools for improving personal and professional excellence thus leading to improved employability skills. Students will be groomed as 'industry leaders' who desire to apply the acquired knowledge and skills to leverage the human resources in an organization. The programme prepares one with the practical approach in addition to theoretical understanding which reduces the skill gaps between campus and corporate.

The course comprises of six trimesters spanning over two years. The programme modules offered by Walchand Dale Carnegie Finishing School (WDFS) are conducted by experts from industry who contributed in making Dale Carnegie as one of the oldest and largest training organization across the globe. The modules are as follows:

- Value Added HR
- Talent Acquisition
- Employee Engagement
- Compensation and Benefits
- Performance Management
- Learning and Development

Some Prominent Recruiters:

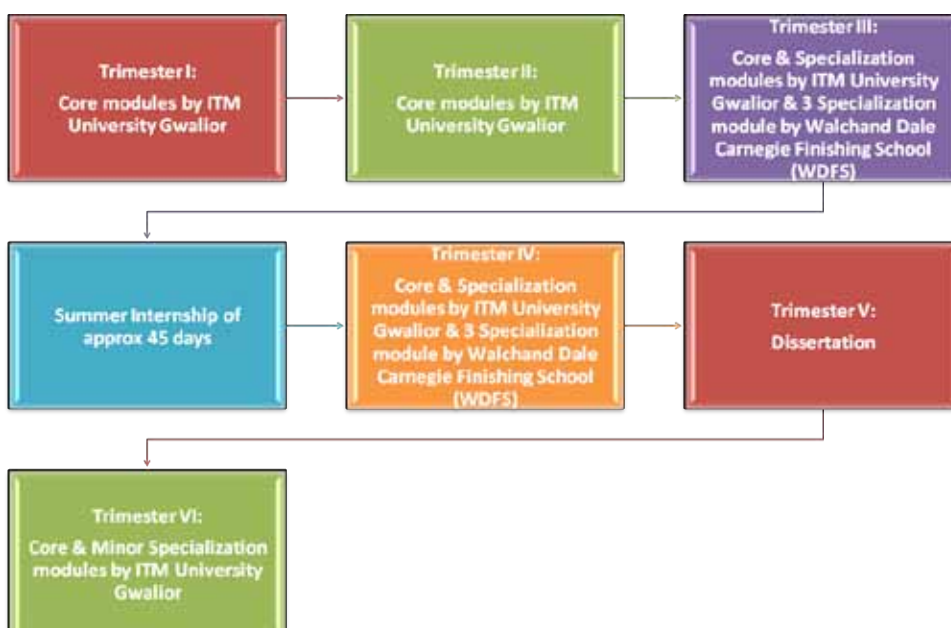


A snapshot of career options

Fresher's normally join as Management Trainees. Post satisfactory performance they get placed at several industries across the HR domain like:

- HR Consultant / HR Executives
- HR Direct Representative
- Industrial Relations Manager
- Recruitment and Selection Manager
- Employee Engagement Manager
- Compensation and Benefits Manager
- Reward and Recognition Manager
- Workforce Analyst

Course Structure:



COURSE CURRICULUM

MBA in Human Resource Management and Industrial Law (2014 - 16)

TRIMESTER – I (TO BE TAUGHT JOINTLY BY ITM UNIVERSITY GWALIOR)

Course Code	Subject Title	Credit
101	Managing	3
102	Financial Accounting for Managers	3
103	Corporate Communication	3
104	Economics for Managers	3
105	Business Mathematics & Computer Applications	3
106	Business Environment	3
107	Research Methodology-I	3
108	Workshop on Computer Application	1
	Total Credits	22

TRIMESTER – II (TO BE TAUGHT JOINTLY BY ITM UNIVERSITY GWALIOR)

Course Code	Subject Title	Credit
201	Business Legislation	3
202	Financial Management	3
203	Research Methodology – II	3
204	Individual and Group Behavior in Organization	3
205	Delivering Customer Value through Marketing	3
206	Human Resource Management	3
207	Operations Management	3
208	Workshop on Business Drafting	1
209	Workshop on SPSS	1
	Total Credits	23

TRIMESTER - III (TO BE TAUGHT JOINTLY BY ITM UNIVERSITY GWALIOR AND WALCHAND DALE CARNEGIE FINISHING SCHOOL (WDFS) *)

Course Code	Subject Title	Credit
Term-III : Compulsory Courses		
301	Strategic Management	3
302	Management Science	3
Term III: Specialization Courses		
303	Value Added HR*	2

304	Talent Acquisition*	2
305	Employee Engagement*	2
306	Role of HR In Knowledge Management	4
307	Organizational Development and Change Management	4
308	Introduction to Industrial Relations	4
309	Workshop on HRM	1
	Total	25

* marked courses to be taught by Walchand Dale Carnegie Finishing School (WDFS)

Summer Training: Students will undergo summer training of 45 days after finishing their III Trimester to gain practical insights of the chosen industry.

TRIMESTER - IV (TO BE TAUGHT JOINTLY BY ITM UNIVERSITY GWALIOR AND WALCHAND DALE CARNEGIE FINISHING SCHOOL (WDFS) *)

Course Code	Subject Title	Credit
Term – III : Compulsory Courses		
401	Total Quality Management	3
402	Corporate Creativity & Innovation	3
Term III: Specialization Courses		
403	Learning and Development*	2
404	Compensation and Benefits*	2
405	Performance Management*	2
406	International Human Resource Management	4
407	HR issues in Mergers and Acquisitions	4
408	Personnel Taxation implications in HR	4
409	VIVA VOCE on Summer Training	1
410	Workshop on HRM	1
	Total	26

* marked courses to be taught by Walchand Dale Carnegie Finishing School (WDFS)

TRIMESTER - V (TO BE TAUGHT JOINTLY BY ITM UNIVERSITY GWALIOR)

Dissertation: Students need to undergo a Dissertation in Trimester V in a chosen area of interest in HR / Industrial Law. It is of 20 credits.

TRIMESTER - VI (TO BE TAUGHT BY ITM UNIVERSITY GWALIOR)

Course code	Title of Subject	Credit
601	MIS	3
602	Entrepreneurship	3
Term – VI : Minor Specialization Courses (IL,or Mktg or Fin or IB)		
603	Elective I (IL/MM/FM/IB)	3
604	Elective II (IL/MM/FM/IB)	3
605	Elective III (IL/MM/FM/IB)	3
	Total	15

Electives:

INDUSTRIAL LAW

Course Code	Title of Subject	Credit
IL 603	Introduction to Labour Laws	3
IL 604	Social Security Laws	3
IL 605	Collective Bargaining and Negotiation Process	3

MARKETING

Course Code	Title of Subject	Credit
MM 603	Consumer Behaviour	3
MM 604	Customer Oriented Marketing of Services	3
MM 605	Sales Management	3

FINANCE

Course Code	Title of Subject	Credit
FM 603	Financial Statement Analyses	3
FM 604	Financial markets	3
FM 605	Investment Management	3

INTERNATIONAL BUSINESS

Course Code	Title of Subject	Credit
IB 603	International Business Environment	3
IB 604	Intellectual Property Rights	3
IB 605	Foreign Trade and Policy	3

CREDIT DISTRIBUTION

Trimester	Credits
T – I	22
T - II	23
T – III	25
T – IV	26
T – V	20
T – VI	15
Total Credits	131

Eligibility: Candidates who have completed Bachelor's degree with 50 % marks (45 % for SC/ST/OBC candidates) or those completing their final examination by June 2014 along with a valid GMAT/CAT/MAT/XAT/CMET/ATMA score may apply. Final selection of the candidates will depend upon overall performance at qualifying exam, GD and PI.



MBA AGRIBUSINESS PROGRAMME



Programme Overview

MBA Agribusiness programme at ITM University Gwalior includes courses in agricultural business and economics, science, and agricultural technology. Students learn to apply the concepts, principles and terminology of business (economics, management, finance, marketing and others) to real-world issues and opportunities in the agricultural and life sciences industry.

MBA in Agribusiness include area like production and marketing of seeds, fertilizers, export-import of products, rural banking, agricultural projects, water resources, pre and post harvest technologies, land management, machine used in agriculture etc. The students admitted are provided excellent exposure to agribusiness management and rural marketing by extensive interaction with the industry. Further, the students get opportunity to become professionals with managerial skills, positive attitude and personality acceptable to industry and related sectors.

Why this Program?

Agriculture is the backbone to our Indian economy. This sector occupies 14.5% rate in the national GDP, provides large scale employment and fulfils the food and nutritional requirements of the nation. Today's agriculture is not just limited to food production but there is demanding more focus on its commercialisation. To achieve the desired Agricultural objectives and benefits of its commercialisation, role of Agribusiness cannot be sidelined.

There is an unprecedented demand of qualified agribusiness professionals to competently manage the operation and drive the growth in agriculture & allied sectors. Due to 100 % FDI in Indian retail sector major global players are vying to enter the Indian market and will create a great number of jobs specifically for the agricultural professionals. Most of the Indian MNC's also have their presence in foreign countries; it is easy to get into a reputed job in the field of Agribusiness Management. Besides MBA Agribusiness professionals have immense job opportunities abroad as the field of Agribusiness Management is going through a successful track. To address the skill gap, both academic institutes and industries need to gear up their resources and explore the immense opportunities of the industry and its allied sectors.



Technical competence

- Basic conceptual and analytical knowledge, attitudes and skills necessary for managerial effectiveness in different functional areas of agri-business management.
- To apply the concepts, principles and terminology of business (economics, management, finance, marketing and others) to real-world issues and opportunities in the agricultural excellent exposure to agribusiness management and rural marketing by extensive interaction with the industry and life sciences industry.
- Entrepreneurial and leadership skills for agri-business sector equipped with enhanced sense of commitment, integrity and ethics.
- An integrated view of organizational and managerial functioning and an understanding of the interdependencies of subsystems; and
- Awareness and understanding of environmental forces impinging on managerial behaviour.

Placement Opportunities

The courseware provides huge employment opportunity in both Govt./Private sectors and in the distinct fields like

- Agro-Chemical Factories • Private / Govt. Banks • Food retailing and food service industry • Dairy industry • Agri machinery industry • Health and Food Department in govt. sectors • Animal feed industry • Technical research firms • Import-export house etc.

Prominent recruiters for MBA Agribusiness

Walmart, ITC Limited, Reliance Retail, Amul, Bayer Crop Sciences, DuPont, Nestle India, Mahindra and Mahindra Ltd., ICICI Bank, Godrej Agrovet, TAFE, Rabo Bank, Olam International, IFTRA, Hypermart, Morarka Organics, Technopak, Marico Industries, Excel Crop Care Limited, Global Agri System Private Limited, Synthite Industrial Chemicals Limited, Monsanto, JK Seeds, Chambal Fertilizers, DSCL, Organic India, HMT, Jain Irrigation, SFAC New Delhi, NAFED, Excel India Ltd., Dayal Fertilizer, Nunhems Seeds, Coromandal Seeds, ASPEE Group of Companies, Godrej Nature's Basket, Heritage Foods, Pan Seed Farms, Dow Chemical, Pradan, Kalamandir, BASIX, ASSED, Om Chemicals & Pesticides, Fertilizers and Chemicals Travancore Limited (FACT), Food and Health department, Food Corporation of India (FCI) and National Bank for Agriculture and Rural Development (NABARD) etc.

A snapshot of career options

Freshers normally join as Management Trainees. Post satisfactory performance they get placed in different departments like:

- Agribusiness Managers
- Research Analysts
- Marketing Managers
- Human Resource Managers
- Agricultural Insurance Managers
- Quality Control Manger or Supply Mangers
- Commodity Traders
- Business Analysts
- Consultants
- Farm Managers
- Bank Managers
- Financial Advisors
- Credit Officers
- Trainers
- Agribusiness Entrepreneurs.

COURSE CURRICULUM

MBA Agribusiness Programme (2014 - 16)

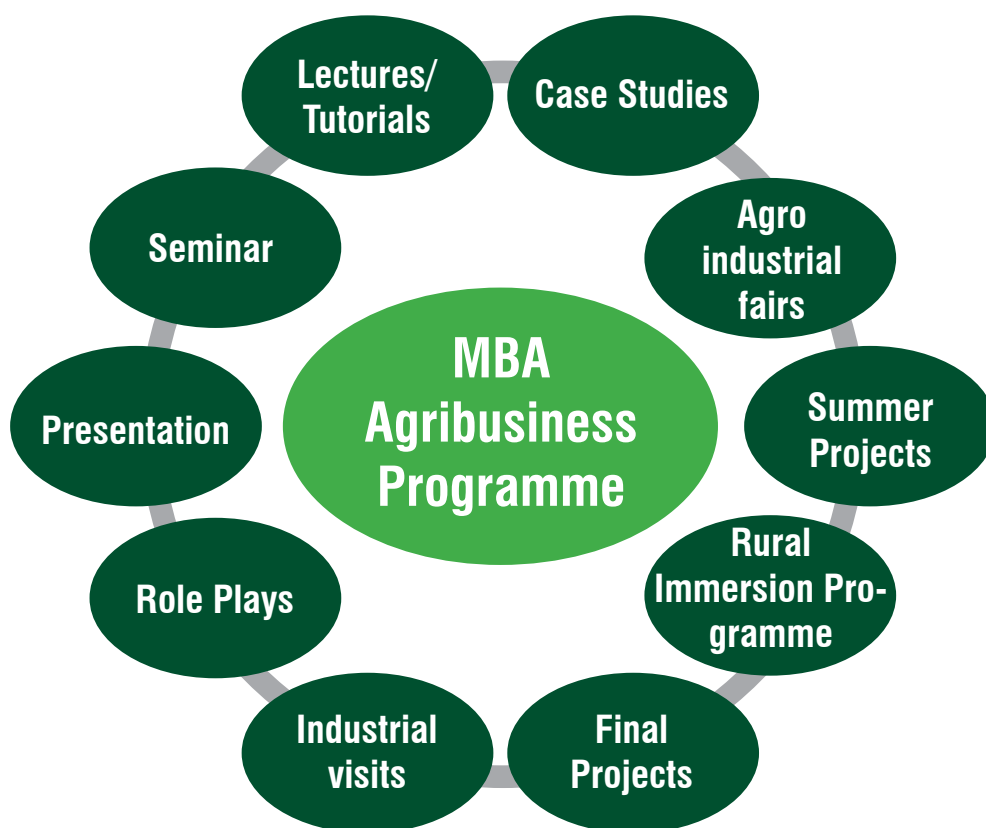
SEMESTER-I	SEMESTER-II
Introduction to Agriculture & Allied Sectors	Financial Management
Principles of Management and Organizational Behaviour	Production and Operations Management
Agribusiness Environment & Policy	Research Methodology In Business Management
Managerial Economics	Project Management and Entrepreneurship Development
Managerial Accounting and Control	Communication for Managements & Business
Computers for Managers	Management Information System
Business Laws and Ethics	Operations Research
Marketing Management	International Trade & Sustainability Governance
Human Resource Management	Agri Supply Chain Management
Workshop on Computer Application	Workshop on SPSS
Workshop on Business Drafting	Workshop on E-Views
	Summer Training/Industrial attachment

SEMESTER-III		
Compulsory Courses	Specialization Courses	
Rural Marketing	(I) Farm Engineering (Optional Courses)	(III) Horticulture Industry (Optional Courses)
Agricultural Marketing Management	Food Technology & Processing Management	Fertilizer Technology Management
Farm Business Management	Fertilizer Technology & Management	Seed Production Technology Management
Management of Agribusiness Co-operatives	Management of Agro Chemical Industry	Fruit Production & Post Harvest Management
Agribusiness Financial Management	Farm Power & Machinery Management	Management of Agricultural Input Marketing
Workshop on Marketing Engineering-I	Management of Floriculture & Landscaping	Management Floriculture & Landscaping
Workshop on Finance	(II) Food Industry (Optional Courses)	(IV) Livestock Industry (Optional Courses)
	Food Technology & Processing Management	Food Technology & Processing Management
	Technology Management for Livestock Products	Technology Management for Livestock Products
	Fruit Production & Post Harvest Management	Feed Business Management
	Food Retail Management	Management of Veterinary Hospital
	Feed Business Management	Poultry & Hatchery Management.

SEMESTER-IV
Rural Immersion Module

COURSE METHODOLOGY

MBA Agribusiness Programme provides an ideal academic environment, practical interaction with concerned organisations and adequate field experience to develop the students into enterprising Agribusiness Managers in order to meet the growing demand from the related sectors. The course is taught through the latest pedagogy including case studies, interactive sessions, seminars, group exercises, role plays, simulated exercises, experiential learning, etc. The programme is designed to transform dynamic and determined Agri graduate to Hi- Tech Agribusiness managers for Agri-industries in India.



Rural Immersion Module

After the completion of third semester, students undergo the Rural Immersion in two phases. The first phase of Rural Immersion Module is to understand the rural set up and the second phase known as implementation phase students undertake a live project dealing with managerial issues related to agri-food and rural issues.

The principal objective of the Rural Immersion is to give students an exposure to rural economy, learning from interaction with the rural people, and becoming familiar with the rural environment, society, institutions and economy. Through Rural Immersion the students get a unique opportunity to stay in rural India, which exposes them to rural set-up for a better understanding of rural mind set, customs and behaviour of the rural folk. The exercise not only brings the students closer to the ground realities and constraints in vast rural market, but also gives them a firm base on which they could base their future decisions.

MBA DUAL SPECIALIZATION



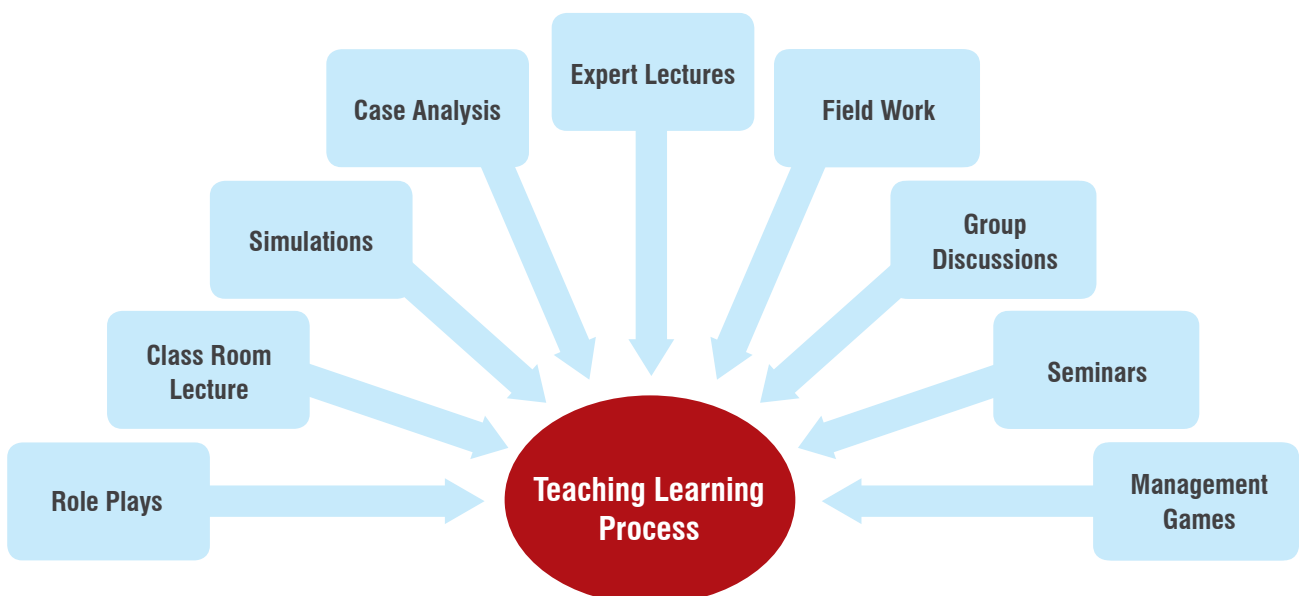
Programme Overview

MBA (Dual Specializations) – Two Years [Trimester based]

Unique training opportunity in the area of banking operations software -FINACLE from Infosys in knowledge partnership with SBP-FLIP]

MBA Dual Specialization entails better career advancement opportunities. This is a two years full time credit based programme spread over six trimesters. This highly sought after programme is a contemporary and challenging programme that uses latest state-of-art teaching learning processes that delivers maximum 'learning outcome'. The teaching-learning process of the programme is unique in North and Central India and is instrumental in placing students in best of the corporate. The teaching pedagogy adopted helps students to develop better understanding about the different corporate sectors with the help of case analysis, live projects and presentations.

Teaching Learning Process



Why this Program?

MBA Dual specialization aims to impart specialization in two functional areas, imparting those management skills in the students, which make them more adapted in the corporate sector. The trimester-wise exposure to simulate theories with practical aspects, inclusion of innovations, and the core elements of the teaching, learning process and regress corporate interactions makes them more employable.

This programme offers degree with dual specialization and an optional module in V Trimester for MBA Students.

Optional Module

Agreement with Finitatives Learning India Pvt. Ltd. (FLIP):

ITM University Gwalior and FLIP have joined hands to offer a unique industry ready optional module in Banking & Finance. This comes with the most coveted "Smart Banker Program with Finacle from Infosys" to produce trained professionals for Corporate India.

About the FLIP Smart Banker Program

The FLIP Smart Banker program is a comprehensive 170 hour certificate program on Banking Operations, covering:



1. Unique, hands on training with live simulations on Finacle.
2. Students will be among the very first to get trained on Finacle 10- the latest version, and gain a strong employability advantage.
3. Practical knowledge of banking products and processes.

Benefits of the program:

1. Advantage in the selection process for both private and public sector banks
2. It will help you perform better in Interviews for both private and public sector banks
3. Get placement assistance for a period of 2 years.

Technical competence acquired:

- Develop and demonstrate an aptitude for the banking and Finance industry.
- Acquiring real life Banking operations skill sets vide Finacle Software from Infosys along with Simulations and thereby becoming industry-ready.
- Develop expertise on contemporary areas like Consumer Lending, Wealth Management, Mortgages, Credit, Corporate banking etc.
- Getting identified and nurtured as future business leaders.

Placement Opportunities

- A post graduate degree in general management opens opportunities in areas of management such as Marketing, Human Resource Management, Finance, Operations Management and International Business.

- MBA students having specialization in Finance and Accounting can choose to work in public, private or government organizations as accountant, comptroller, accounting manager or financial accounting consultant.
- Students with specialization in finance can opt to work as financial analyst, budget analyst, finance officer, financial manager, financial planner and investment banker..
- Students with specialization in Marketing and HR can opt to work as Management Trainee, Market analyst, Market Researcher, Marketing Manager, HR Consultant.
- Other options include entrepreneurship, international business and Consulting.

Prominent recruiters

S&P Capital IQ, PwC, Asian Paints, Prometric, Madison Street, iResearch Services, Naukri.Com, Universal Hunt, ICICI Securities, Shoppers stop, Mount Talent Consulting, JARO Education, Agarwal Packers & Movers Ltd, India Infoline • ING Vysya Bank Limited • SBI LIFE • Grail Research • Thomson Press • Unicon Investment • GATI Ltd • Nerolac Paints • Share Microfin • HDFC Bank • Axis

Bank • S&P Capital IQ • ICICI Securities • Universal Hunt • PwC • Prometric • Asian Paints • JARO Education • Naukri.Com • Shoppers Stop • 99acres.com • Mount Talent Consulting • SBI Cap Securities • Indiamart.com • Unicon Investment • Dolphin Sourcing Pvt Ltd • Antal International Network • PropTiger • Globas • Mancor Consulting Services Pvt. Ltd.

Career options

Students completing the MBA Dual Specialization with an optional module “Smart Banker Program with Finacle from Infosys” successfully get absorbed at several industries across the BFSI domain like:

- Management Trainee
- Wealth Manager
- Research Analyst
- Assistant Manager
- Relationship Manager
- Investment Advisor

COURSE CURRICULUM

TRIMESTER – I

Course Code	Subject Title	Credit
Compulsory Courses		
101	Managing	3
102	Financial Accounting for Managers	3
103	Corporate Communication	3
104	Economics for Managers	3
105	Business Mathematics and Computer Applications	3
106	Business Environment	3
107	Research Methodology-I	3
108	Workshop on Computer Application	1
	Total Credits	22

TRIMESTER – II

Course Code	Subject Title	Credit
Compulsory Courses		
201	Business Legislation	3
202	Financial Management	3
203	Research Methodology-II	3
204	Individual and Group Behavior in Organization	3
205	Delivering Customer Value through Marketing	3
206	Human Resource Management	3
207	Operations Management	3
208	Workshop on Business Drafting	1
209	Workshop on SPSS	1
210	Workshop on E-Views	1
	Total Credits	24

TRIMESTER – III

Course Code	Subject Title	Credit
Compulsory Courses		
301	Strategic Management	3
302	Management Science	3
303	Entrepreneurship	3
Specialization Courses- I		
304	Elective I	3
305	Elective II	3
306	Elective III	3

Specialization Courses- II		
304	Elective I	3
305	Elective II	3
306	Elective III	3
307 -MM	Workshop on Marketing Engineering-1	1
307-HR	Workshop on HRM	1
307 -Finance	Workshop on Finance	1
307- IB	Workshop on IB	1
307- OM	Workshop on Operation Management	1
308	Workshop on Entrepreneurship	1
	Total	30

Summer Training Students will have to undergo industrial training for 45 days during month of May-June. Based on the task assigned they will be required to submit a structured report towards the end of fourth trimester.

TRIMESTER – IV

Course Code	Subject Title	Credit
Compulsory Courses		
401	Total Quality Management	3
402	Corporate Creativity & innovation	3
Specialization Course		
403	Elective I	3
404	Elective II	3
405	Elective III	3
Specialization Course		
403	Elective I	3
404	Elective II	3
405	Elective III	3
406 MM	Workshop on Marketing Engineering-II	1
406 HR	Workshop on HRM	1
406 Finance	Workshop on Finance	1
406 IB	Workshop on IB	1
406 OM	Workshop on OM	1
407	Summer Training Project Viva Voce	10
	Total	36

TRIMESTER – V

Course Code	Subject Title	Credit
501	Dissertation	20
	Total	20

TRIMESTER – V

Course Code	Subject Title	Credit
601	MIS	2
	Total	2
	Total of all Trimester	134

You will be required to choose any two of the following specialization courses:

- Finance • Human Resource • Marketing • Operations • International Business

Specialization wise list of Electives:

FINANCE

Course Code	Subject Title	Credit
Fin 303	Investment Management	3
Fin 304	Corporate Tax Planning	3
Fin 305	Financial Markets	3
Fin 403	Advanced Financial Management	3
Fin 404	Financial Statement and Analysis	3
Fin 405	Risk Management and Insurance	3

MARKETING

Course Code	Subject Title	Credit
MM 303	Integrated Marketing Communication	3
MM 304	Sales Management	3
MM 305	Customer Oriented Marketing of Services	3
MM 403	Brand Management	3
MM 404	International Marketing	3
MM 405	Consumer Behavior	3

HR

Course Code	Subject Title	Credit
HR 303	Employee Training and Development	3
HR 304	Measuring Human Resource	3
HR 305	Competency Mapping	3
HR 403	Organization Development	3
HR 404	Compensation and Reward Management	3
HR 405	Labor Legislation	3

INTERNATIONAL BUSINESS

Course Code	Subject Title	Credit
IB 303	International Human Resource Management	3
IB 304	Global Marketing Management	3
IB 305	International Financial Management	3
IB 403	International Business Environment	3
IB 404	Intellectual Property Rights	3
IB 405	Foreign Trade and Policy	3

OPERATIONS MANAGEMENT

Course Code	Subject Title	Credit
OM 303	Production Planning and Control	3
OM 304	Material Management and Inventory Control	3
OM 305	Project Management	3
OM 403	Advanced Inventory Control	3
OM 404	Supply Chain Management and Logistic	3
OM 405	Enterprise Resource Planning	3

UNDER GRADUATION @ ITM SCHOOL OF BUSINESS

B.Com. (Honours) – Three Years [Semester based]

The Bachelor of Commerce (Honours) is a three year full time credit based programme spread over six semesters with classroom interaction. The Bachelor of Commerce (Honours) degree imparts in-depth business and management skills to the students. In today's competitive economy, a B.Com. (Honours) course trains effective leaders and entrepreneurs of tomorrow, whether in India or abroad.

B.B.A. (Honours) – Three Years [Semester based]

Bachelor of Business Administration (Honours) is a three year full time credit based programme spread over six semesters with classroom interaction. It is designed for those who aspire for a career in business whether as an entrepreneur or a professional, both in India and abroad. Industry today has a demand for skilled graduates with dynamic personality, multitasking skills and broad knowledge base. Keeping diverse Industry requirements and enhanced employability prospects in mind both the content and pedagogy have been developed. It aims at providing not only the depth but also the width to a student's professional competence.

B.Com. – Three Years [Semester based]

The Bachelor of Commerce is a three year full time credit based programme spread over six semesters with classroom interaction. The Bachelor of Commerce degree imparts business and management skills to students. These skills form the foundation of their careers. It appeals to those who consider a future career in commerce. The students will study all the necessary topics with additional emphasis in their area of special interest.

B.B.A. – Three Years [Semester based]

The Bachelor of Business Administration is a three year full time credit base programme spread over six semesters with classroom interaction. The BBA program aims at developing a student's intellectual ability, executive personality and managerial skills through an appropriate blending of business and general education. The program assists the student in understanding and developing the unique leadership qualities required for successfully managing business functions, an organizational unit or an enterprise

B.Com. (Honours) for CA/CS /CMA pursuing

The students pursuing CA/CS/CMA have the distinctive opportunity to claim exemption from the paper/s of B.Com.. (Honors)/MBA (also existing CA/CS/CMA) they have already cleared in their respective courses. As a result they can get the degree by clearing only the remaining few papers.

Eligibility

B. Com. (Honours) – Passed 10+2, conducted by any recognized Central/ State Board, such as CBSE, New Delhi; Council for Indian School Certificate Examination, New Delhi, etc with at least 55% marks.

B.Com. – Passed 10+2, conducted by any recognized Central/State Board, such as CBSE, New Delhi; Council for Indian School Certificate Examination, New Delhi, etc with at least 45% marks.

B.B.A. (Honours) – Passed 10+2, conducted by any recognized Central/ State Board, such as CBSE, New Delhi; Council for Indian School Certificate Examination, New Delhi, etc with at least 55% marks.

B.B.A. – Passed 10+2, conducted by any recognized Central/State Board, such as CBSE, New Delhi; Council for Indian School Certificate Examination, New Delhi, etc with at least 50% marks.

USPs

Curriculum

Rich Curriculum Based on Delhi University for Honors courses.

Distinctive Blend: The programme uses rich mix of: • core courses • Specialized electives • workshops • projects • seminars • field visits • Assignments • Presentations • Case discussions.

Unique pedagogy to create maximum learning in Honors courses. every paper has a distinctive provision of a hand-on project that creates practical skill –set.

Flexible programmes – Choice Based Credit System: Students can complete programme at their own pace and blend it with other disciplines to craft their own degree the way they like.

Case Based Pedagogy – Popular cases are used in classes including from Harvard/ Darden/Ivey.

Workshops – Unique provision of including workshops as a part of curriculum has also been made. Popular workshops are on: SPSS, E-View, MS-Excel, Business drafting, Entrepreneurship, Law, Finance, Taxation, Accounting and Economics.

Quality Teachers – Most faculties have a doctoral degree in management and have defended their research work at IIMs, ISB and international schools like Harvard/Darden/Ivey/Kellogs etc.

Fees @ ITM University

Annual Course Fee includes: Enrollment fee, Identity Card Fee, Tuition Fee, Library Fee, Laboratory Fee,

B.B.A. (Retail) in association with DLF Retail – Three Years

The Bachelor of Commerce (Honours) is a three year full time credit based programme spread over six semesters with classroom interaction. The Bachelor of Commerce (Honours) degree imparts in-depth business and management skills to the students. In today's competitive economy, a B.Com. (Honours) course trains effective leaders and entrepreneurs of tomorrow, whether in India or abroad.



B.B.A. (RETAIL) IN ASSOCIATION WITH DLF RETAIL



About DLF Retail

DLF has pioneered the retail revolution in the country and brought about a paradigm shift by redefining shopping, recreation and leisure experiences since the year 2000. With over 19 retail and entertainment projects, spanning across 8 million sqft of area under operation, planning, and development, DLF is clearly the leader of the retail industry in India.

DLF is unmatched in the real estate business and has reiterated its position as the market leader in the Indian retail real estate industry. DLF's retail portfolio is uniquely managed by a seamless integration of design, construction, leasing, operations and strategic marketing. DLF's projects teams collaborate with world class architectural firms to create unparalleled spaces. An outstanding example of this is DLF Emporio, the first and only Luxury shopping Centre in India which is home to a unique mix of over 180 International & Indian luxury brands like Louis Vuitton, Hugo Boss, Cartier, Salvatore Ferragamo etc. DLF Emporio boasts of not just the best Luxury brands, but also exclusive fine dining Restaurants, Cafes and luxury marketing services. Awarded the Most Admired Specialty Mall (Metros) 2010 by the IMAGES Group & iMint Awards for Shoppers & Consumers Insight, DLF Emporio has established its leading position in the luxury retail industry.

DLF Promenade, DLF Place (Saket) and DLF City Centre (Chandigarh) are premium malls in the DLF portfolio which are located in plush catchments, catering daily to thousands of discerning shoppers. They are poised to be family destinations offering not just shopping, but an unforgettable experience through their unique tenant mix consisting of leading international and Indian fashion, entertainment and dining brands. DLF Promenade was conferred the prestigious Images Shopping Centre Award - "Most Admired Shopping Centre Award 2010-2011 (Marketing & Consumer Promotions)" and also An Award for Top 25 Shopping Malls in India by Franchise India.

Coming up soon is the country's largest signature shopping centre - the MALL OF INDIA, to be launched in year 2013.

MoU with DLF Retail

The Undergraduate programme BBA in Retail by ITM University, Gwalior is offered in collaboration with DLF Retail to cater



to young school passouts serving at DLF Retail for some time. This will help them in upticking their academic qualifications in the desired domain. It is a three years credit based programme. This programme is grounded on rich experience of DLF Retail in retail sector and ITM University, Gwalior hub of quality education. This is one of the finest and uniquely crated programme in the area of retail.

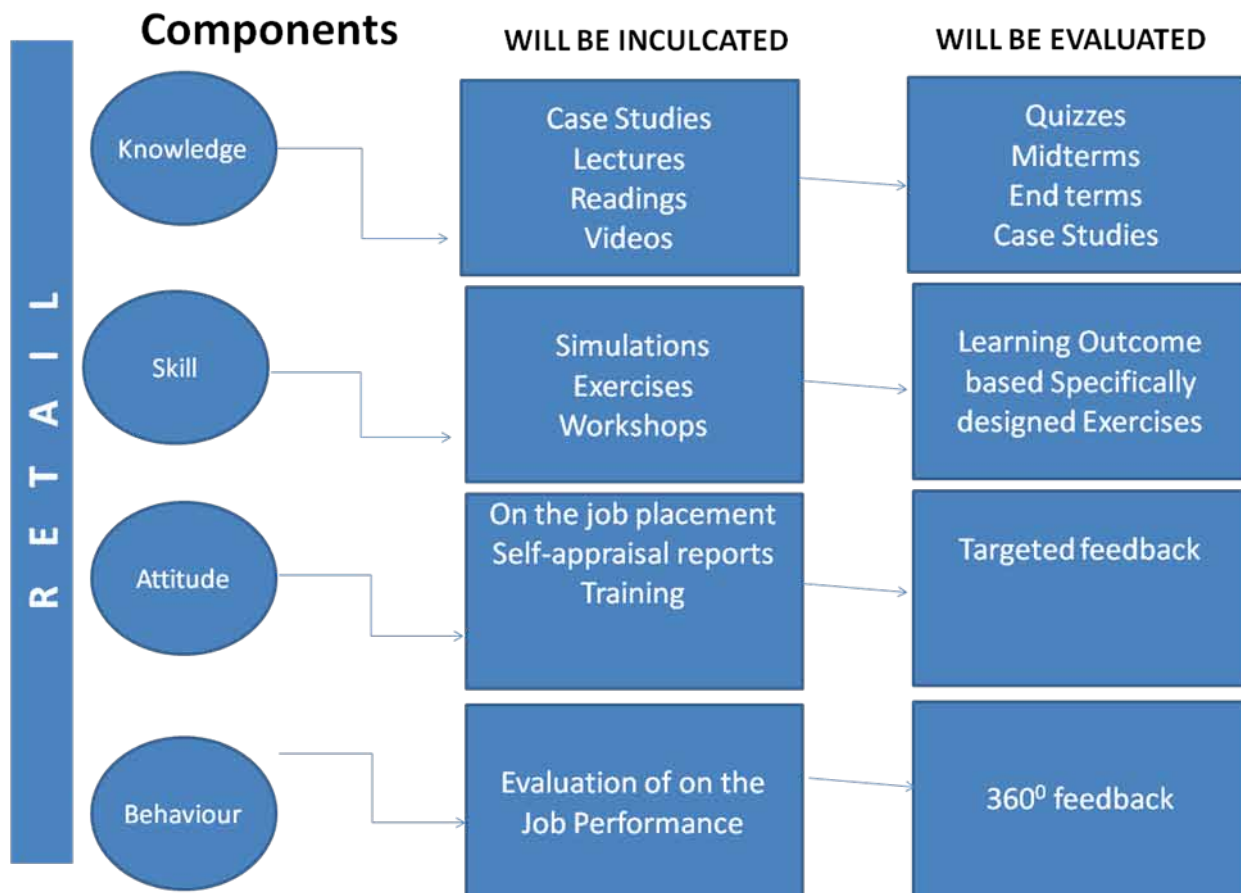
Uniqueness of this Programme?

This programme has its rich grounding in experience of ITM University, Gwalior in quality education and DLF Retail, leaders in high quality retail experience. Most of the course work has been developed in close coordination and interaction among leading experts from DLF Retail and ITM University, Gwalior. It is a modular programme offered on modular basis where after first year one earns Diploma in Management, after second year one earns Advanced Diploma in Retail and after final year Bachelor of Business Administration is earned.

The Model

This uniquely crafted programme is a benchmark in blending the right mix of knowledge, Attitude, Skill and Behaviour amongst target audience. This programme aims at creating a best fit between individuals serving at various positions of DLF Retail and their job. The outcomes targeted are increase in educational qualifications, enhanced understanding of retail environment and attaining right kind of knowledge, skill and attitude needed for retail setting. It is believed that the effort will result in improved confidence and performance.

The whole programme will be delivered via Learning Management System (LMS) of ITM University, Gwalior.



Duration of the Programme

The duration of the programme is three years and will be offered on yearly system.

COURSE CURRICULUM:

B.B.A. (Retail) in association with DLF Retail

FIRST YEAR

Course Code	Subject Title
BBAR101	Principles of Management
BBAR102	Introduction to Retail Concepts
BBAR103	Accounts and Finance for Managers
BBAR104	Managerial Economics
BBAR105	Marketing Management
BBAR106	Retail Marketing Environment
BBAR107	Managing Men
BBAR108	Retail Store Management
BBAR109	Business Communications
BBAR110	Project - I

SECOND YEAR

Course Code	Subject Title
BBAR201	Retail Information System and ERP
BBAR202	Retail Consumer Buyer Behavior
BBAR203	Retail Merchandising and Category Management
BBAR204	Retail Sales Management and Selling Skills
BBAR205	Quantitative Techniques for Managers
BBAR206	Visual Merchandising
BBAR207	Customer Relationship Management
BBAR208	Cost Accounting
BBAR209	Organization Behavior
BBAR210	Project - II

THIRD YEAR

Course Code	Subject Title
BBAR301	Finance in Retail and Retail Audit
BBAR302	Franchising in Retail
BBAR303	International Retailing
BBAR304	Social Media Marketing
BBAR305	Service Marketing
BBAR306	Luxury Retail
BBAR307	Integrated Marketing Communications
BBAR308	Digital Marketing
BBAR309	Logistics & Supply chain management
BBAR310	Project - III

COURSE SYLLABUS:

Principles of Management

Code: BBAR101

Credit: 03

Session: 2014-16

Assessment:

Mid-term	Field Study	Class Participation	End term
30%	15%	15%	40%

Syllabus:

Unit I
Introduction to Management and Organizations - What is Management, Management Functions, Managerial Roles and Management Skills.
Unit II
Management History - Historical Background of Management, Classical Approach, Quantitative Approach, Behavioural Approach, Contemporary Approach
Unit III
Foundations of Planning - What is Planning, Planning and Performance, Types of Goals and Plans, Setting Goals and Developing Plans, Contemporary issues in Planning
Unit IV
Managers as Decision Makers - The Decision - Making Process, Types of Decisions and Decision Making Conditions, Decision Making Styles
Unit V
Organizational Structure and Design - Work Specialization, Departmentalization, Chain of Command, Span of Control, Centralization and Decentralization, Mechanistic and Organic Structures, Common Organizational Designs. Introduction to Controlling - Importance of Controlling, The Control Process, Controlling for Organizational Performance, Tools for Measuring Organizational Performance, Contemporary Issues in Control.

COURSE SYLLABUS:

Introduction to Retail Concepts

Code: BBAR102

Credit: 03

Session: 2014-16

Assessment:

Mid-term	Field Study	Class Participation	End term
30%	15%	15%	40%

Syllabus:

Unit I
Retailing- Meaning, Nature, Classification, Growing Importance of Retailing, Factors Influencing Retailing, Functions of Retailing, Retail as a career.
Unit II
Developing and applying Retail Strategy, Strategic Retail Planning Process, Retail Organization, The changing Structure of retail, Classification of Retail Units, Retail Formats: Corporate chains, Retailer Corporative and Voluntary system, Departmental Stores, Discount Stores, Super Markets, Warehouse Clubs.
Unit III
Variety of Merchandising Mix, Retail Models and Theory of Retail Development, Business Models in Retail, Concept of Life cycle Retail.
Unit IV
Emergence of Organized Retailing, Traditional and Modern retail Formats in India, Retailing in rural India, Environment and Legislation for Retailing, FDI in Retailing.

COURSE SYLLABUS:

Accounting and Finance for Managers

Code: BBAR103

Credit: 03

Session: 2014-16

Assessment:

Mid-term	Field Study	Class Participation	End term
30%	15%	15%	40%

Syllabus:

Unit I
Concept of Financial, Cost and Management accounting, Principles of accounting and accounting equations (numerical).
Unit II
Types of accounts, steps in the recording process, Journal, Ledger and Trial Balance, limitations of Trial balance (numerical).
Unit III
Preparation of Financial Statements (Trading, Profit & Loss Account and Balance Sheet) with Adjustments (numerical).
Unit IV
Relationship between balance sheet and income statement.
Unit V
Analysis and interpretation of cash flow statement (numerical)

COURSE SYLLABUS:

Managerial Economics

Code: BBAR104

Credit: 03

Session: 2014-16

Assessment:

Mid-term	Field Study	Class Participation	End term
30%	15%	15%	40%

Syllabus:

Unit I
Introduction Managerial Economics: Definition, Concept, Nature and Scope of Managerial Economics, Role and Responsibility of managerial economists, Managerial Economics and Microeconomic and Macroeconomics, Managerial Economics and decision-making, Five Fundamentals of Managerial Economics.
Unit II
Utility analysis and Demand: Measurement of utility, (Cardinal and Ordinal Utility approach) Law of diminishing marginal utility, Indifference curve, Consumer s equilibrium – Budget line and Consumer surplus. Meaning and Determinants of Demand, Demand Function, Law of demand, Elasticity of demand, Market Demand, Elasticity of demand. Types of elasticity, Measurement of elasticity, Significance and uses of the elasticity.
Unit III
Production Analysis: Production function with one variable input or Law of variable proportions, Production function with two variable inputs or isoquant, Production function with all variable inputs or Return to scale, Law of supply and Classification of cost, Short run and Long Run costs, Economies of scale.
Unit IV
Demand Forecasting: Demand estimation, Demand forecasting, Forecasting of an established product. Forecasting of a new product, Techniques of forecasting demand – Survey and Statistical methods.
Unit V
Market Structure and Pricing: Different market structure, Price and output Determination under perfect competition, Monopoly, Monopolistic competition, Oligopoly, Price Determination under Discriminating Monopoly.

COURSE SYLLABUS:

Marketing Management

Code: BBAR105

Credit: 03

Session: 2014-16

Assessment:

Mid-term	Field Study	Class Participation	End term
30%	15%	15%	40%

Syllabus:

Unit I
Understanding Marketing Management– Approaches to Marketing –Core concepts of marketing-need want demand. Building Customer satisfaction, value and retention. Analyzing consumer and business behavior. Customer Focus and Managing Customer Loyalty, Customer Life Time Value.
Unit II
Market Potential, Market Demand and Market Share. Winning markets through market-oriented strategic planning. Market Segmentation –Target-Position- Introduction to Segmentation, factor influencing segmentation. Targeting: Evaluating and Selecting, Positioning-introduction, positioning strategies, Perceptual Mapping in Positioning.
Unit III
Product–levels, classification, Product Line Strategy– Product Mix, Branding. Market Based Pricing and Pricing Strategies.
Unit IV
Distribution decisions – Introduction, types of distribution channel, factor affecting choice of distribution, E-Marketing Marketing Communication Tools – Sales Promotion, Advertising, Public Relation, Publicity. Customer response to communication.
Unit V
Building a Marketing Plan, Managing total marketing effort

COURSE SYLLABUS:

Retail Marketing Environment

Code: BBAR106

Credit: 03

Session: 2014-16

Assessment:

Mid-term	Field Study	Class Participation	End term
30%	15%	15%	40%

Syllabus:

Unit I
Introduction to the Retailing Environment: Environmental change – Retailing Micro Environment: Competitors, Competitor’s Retail Mix, Competitive Strategy, other channel members, Cooperation and Conflict, Power, Vertical Marketing systems – Retailing Macro Environment : Demographic factors, economic factors, Cultural and social factors, political factors, legal factors, technological factors, natural factors.
Unit II
The Functions of Retailing - Retail Industry in India and other countries - Structure of Indian retailing – Drivers of growth - and challenges of retailing industry - Global scenario of retailing – Retailing in US and Asia – European retailing - Retail Formats - Successful Retailing - The Context of Retail Business Planning.
Unit III
Structural Change in the Retail Environment: Changes in the Retail Environment - Socio-Demographic Change - Technology and Economic Change - Socio-economic Changes - Impact on the Retail Industry
Unit IV
Market Structure and Control: Retailing Structures - Environment and Competition -The Competitive Environment in Different Retail Sectors - Government Policy, Competition and Consumer Demand - Retail Development and Competition -Additional Theories of Conflict and Development.
Unit V
Managing in Good Times and Bad: Dealing with Booms and Slumps - The Mood of the Nation -Maintaining the Balance in the Economy -Government Macroeconomic Policy -The Impact of Economic Fluctuations on the Retailing Industry -Managing Fluctuations
Unit VI
International Retailing, Internationalization and Globalization: International Retailing: Push factors, Pull factors, Cross Border trends in Europe, Cross border strategy and guidelines - Shopping at World Stores - Internationalization and Globalization - Going International - The Internationalization Process - Culture, Business and International Management
Unit VII
Legal Environment:- Employee theft – Customer Theft – Theft and Loss Prevention strategies – Internet Fraud – Regulating bodies – Specific laws that effect retailers : Trade mark regulations – Anti trust laws – Horizontal agreements – Vertical agreements – Corporate disclosure act – Regulations Specific to e-tailing – Government response to violations of laws - The Shops and Establishment Act, Sales Tax: A Note - The Consumer Protection Act, 1986” A Note - The Prevention of Food Adulteration Act, 1954 - The Standard of Weights and Measures Act, 1976 - The Sales of Goods Act, 1930 - The Essential Commodities Act, 1955 - Service Tax Provisions: Retailers

COURSE SYLLABUS:

Managing Men

Code: BBAR107

Credit: 03

Session: 2014-16

Assessment:

Mid-term	Field Study	Class Participation	End term
30%	15%	15%	40%

Syllabus:

Unit I
Manpower Planning: Objectives and Importance of HRP, Forecasting Techniques, Job Analysis, Uses of Job Analysis- Job Description and Job Specification
Unit II
Recruitment and Selection: Objectives of Recruitment, Recruitment procedures, Recruitment methods and evaluation, Succession Planning-Assessment Centres, Selection Process, Placement and Induction
Unit III
Training and Development: Objectives and Needs-Training and Development, Training Process, Methods of Training and Development, Evaluation of Training Programs, Mentoring and Coaching
Unit IV
Performance Management System: Concepts, Components of Performance Management System, Procedures and Techniques of Performance Appraisal, Difference between Performance Appraisal and Performance Management System, Different methods of Performance Appraisal, Rating Errors and Biases
Unit V
Compensation Management: Components and Objectives of compensation, Benefits and Services, Pay for performance and Financial Incentives

COURSE SYLLABUS:

Retail Store Management

Code: BBAR108

Credit: 03

Session: 2014-16

Assessment:

Mid-term	Field Study	Class Participation	End term
30%	15%	15%	40%

Syllabus:

Unit I
Setting up Retail organization, Size and space allocation, location strategy, factors affecting the location of Retail, Retail location Research and Techniques, Objectives of Good store Design.
Unit II
Store Layout and Space planning, Types of Layouts, role of Visual Merchandiser, Visual Merchandising Techniques, Controlling Costs and Reducing Inventories Loss, Exteriors, Interiors.
Unit III
Store Management, Responsibilities of Store Manager, Store Security, Parking Space Problem at Retail Centers, Store Record and Accounting System, Coding System, Material Handling in Stores, Mall Management, Factor influencing Mall establishments.
Unit IV
Logistic and Information system, Improved product availability, Improved assortments, Strategies, Quick Response System.

COURSE SYLLABUS:

Business Communications

Code: BBAR109

Credit: 03

Session: 2014-16

Assessment:

Mid-term	Field Study	Class Participation	End term
30%	15%	15%	40%

Syllabus:

Unit I
Introduction to Corporate Communication, Corporate Culture and Nature, Purpose and Importance, Interpersonal Skills and Attitudes, Globalization, Nonverbal Communication: gestures, postures, facial expressions, Listening Skills: barriers to listening.
Unit II
Oral Communication, Reading and voice modulation, Need, Objectives, Advantages, Limitations, Conversation Control Managerial speeches/Presentation skills- stage fear, Extempore, Impromptu
Unit III
Managerial Writing, letters, memo, notice, circular, report: Resume making skills, Functional, chronological, mixed and targeted Writing strategies and digital technologies,
Unit IV
Motivation, Self motivation & Importance, Internal – External Ethics and law for management communication, Ethical values in management
Unit V
Group Discussion: confidence and leadership qualities, strategies Interview Techniques: Pre-preparation, questions/answers, body language, attire etc. Time Management, Goal setting.

REGISTRATION, ATTENDANCE AND EVALUATION

Registration

From the II Semester onwards, all students have to register at the beginning of semester. A student will be eligible for registration only if he/she satisfies the set eligibility/norms and cleared all dues to the Institute/hostel/library/NCC/NSS etc. upto the end of the previous semester, provided he/she is not debarred from enrollment on disciplinary grounds.

Courses to be offered in following categories:

- (I) Regular – All courses as prescribed for that semester as per Scheme.
- (II) Ex-student- Appearing in the End Semester Examination of subjects in which he/she has already been assessed.
- (III) Repeater – Same as category II, but has to repeat internal assessment also i.e. repeat in Mid Term and submit assignments as given.

Cat II and III are not supposed to attend regular classes for that course.

Students having backlog will be registered as repeater by default for the subject/s in which they are failed/having backlog. However they may change their status as ex Students on written request to HOD.

Attendance

A student has to necessarily maintain attendance more than 75% subject wise.

Students having less attendance will not be permitted to attempt the examination and will be required to repeat the courses.

Evaluation

Continuous Assessment System:

The Continuous Assessment System consists of two major processes both in Theory and Practical Course Modules.

(a) Continuous Internal Assessment Total Weightage – 60%.

This consists of the assessment of daily performance of the student in the theory and practical courses. For Theory Course, the sub-division is:

Class Performance	Mid Term Performance
30%	30%

For Practical / Skill Courses the sub-division is:

Progressive Performance Evaluation	Internal Viva
30%	30%

(b) At the end of the semester an examination in all theory and practical course modules will be organized which will carry the complete course of the subject and its Weightage will be 40%.

Minimum pass marks in individual Theory Examination	Minimum pass marks in individual Practical Examination
30% i.e. 12 out of 40	50% i.e. 20 out of 40

Letter Grades

Based on the performance, each student is awarded a final letter grade at the end of the semester, in each subject. The letter grades and the corresponding grade points are as follows:

Grade	Grade Points	*Equivalent Marks %	Remarks
A+	10	90-100	Excellent
A	9	80-89	Very Good
B	8	70-79	Good
C	7	60-69	Fair
D	6	50-59	Average
E	5	40-49	Pass
U	0	Below - 40	Fail in subject
M	4	30-39	Marginal**
P	-		Pass
F	0		Fail
W	0		Failure due to insufficient attendance in course
I	0		Incomplete (Subsequently to be changed into pass (E to S) or U grade in the same semester)
X	0	Debarred	A student who has been debarred from appearing at an examination either (i) as per recommendation of the subject teacher for unsatisfactory attendance or (ii) by the Institute as a measure of disciplinary action or (iii) for adopting malpractice at an examination, and consequently awarded a grade 'X', may re-register for the subject(s) after the term of the debarment expires, provided that other provisions of this regulation do not prevent him.

* Rounded upto nearest integer value.

** applicable only for B.Tech./B.Tech. (Hons) 1st year subject(s). Student will be considered pass if he/she secures marginal grade i.e. M, during 1st year in any two subjects (theory and practical of a subject shall be treated as separate subjects) conditioned to securing overall CGPA 5 and above.

Grade Card – A grade Card will be issued to the end of each semester stating –

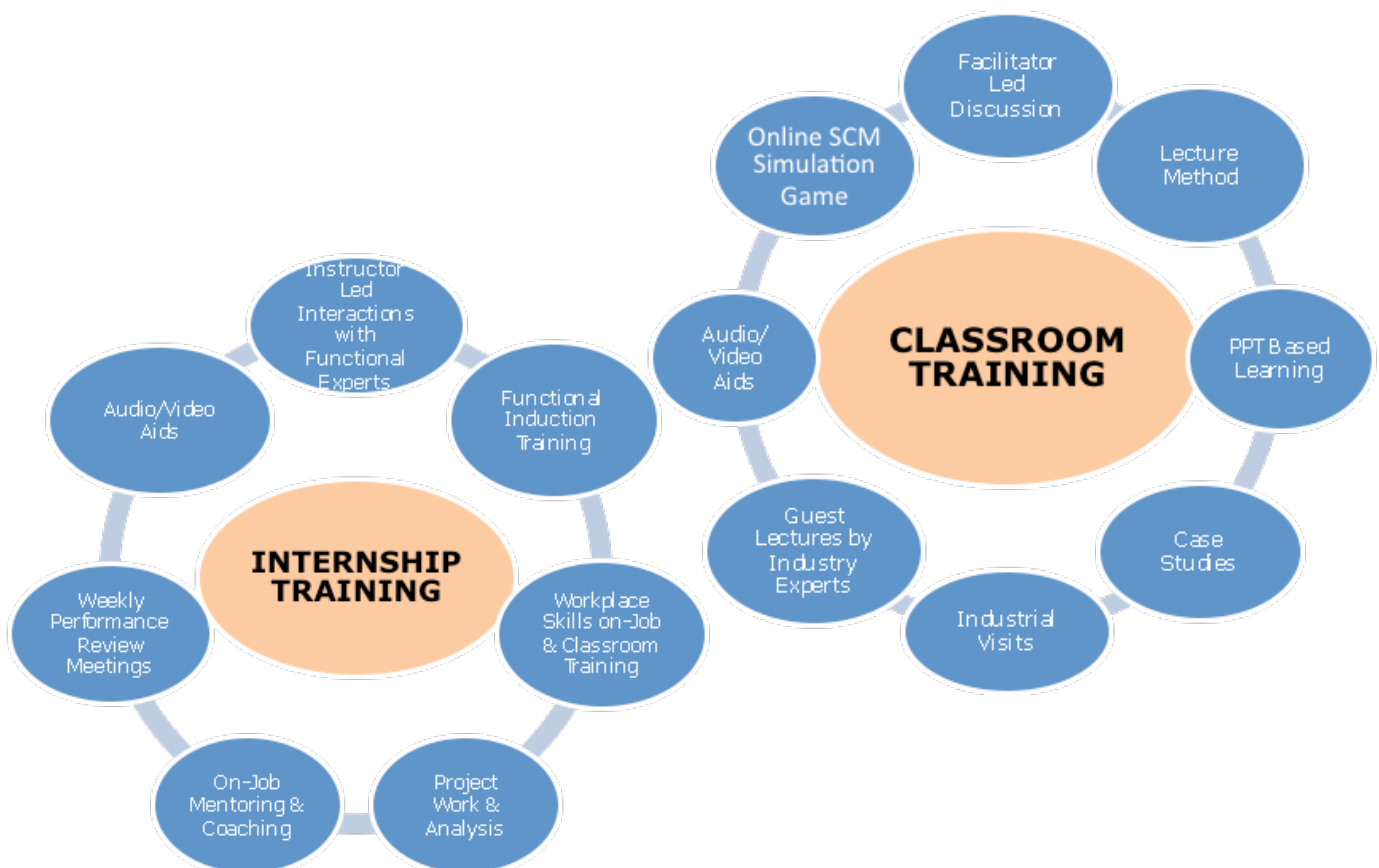
- Course Code, name and credits,
- Letter grades obtained,
- Attendance Code,
- Total number of credits earned upto the end of semester and
- CGPA; CGPA –

$$\frac{\text{Sum of (Credits x Grade points)}}{\text{Sum of Credits}}$$

For Example

SUBJECT CODE	TOTAL CREDITS	CREDITS EARNED	GRADE POINT	CE*GP
101	4	4	8	32
102	4	4	7	28
103	3	3	8	24
104	3	3	8	24
105	3	3	9	27
106	3	3	7	21
107	3	3	6	18
TOTAL	23	23	53	174
SGPA:=174/23= 7.57				

COURSE METHODOLOGY



LEARNING MANAGEMENT SYSTEM

ITM University Gwalior uses Learning Management System (LMS) Software to facilitate the students to provide learning study material uploaded by the Professors. Students will be able to access the LMS software from anywhere and will also be able to submit their request online to the professors regarding their doubts by using message option.

ITM University Gwalior uses this software to establish proper interaction between the students and professors. It also improves the teaching learning process.

Instructions for using Learning Management System (LMS) software:

LMS software can be accessed by two ways:

1. www.itmuniversity.ac.in>more links>LMS login
2. Type lms.itmuniversity.ac.in in address bar of explorer

Create login on LMS software

1. Open the LMS software home page.
2. Click on Create an account. Registration page will be opened.
3. Fill the entries on registration form and MUST choose your Roll No. like: BETN1CS14001 as login ID.
4. After completing the entry, click on register button.

For Accessing the Digital Study Material

1. Login through the student login
2. Select the course
3. click the lesson from where digital material want to Download/Print
4. Click the file from the material option, file will be opened
5. Right click on the opened file
6. Choose the save as/ print option as per choice to save or to take the print

Sending message to the faculty member/student

1. Login through student Login
2. Select messages option from the tools available at right side of the page.
3. Click on New message
4. Enter the Recipients: LMS login ID
5. Fill the following entries in Message Body
 - a. Subject:
 - b. Type the message in body text box
 - c. You can also send the file by using Attachments: option (Optional)

1. Click on send message button to send the message.

Note: if the digital materials uploaded by the professors are not displayed to the students, then they can use the following steps to access the same.

1. Login through the student login
2. Select the Group/Lesson key option, this option will ask you to enter the unique group key: provided by the subject teacher and click on submit button.
3. Select the course
4. click the lesson from where digital material want to Download/Print
5. Click the file from the material option, file will be opened
6. Right click on the opened file
7. Choose the save as/ print option as per choice to save or to take the print.

For any other problem related to LMS software contact LMS coordinator-Arun Kumar Yadav, Assistant Professor, CSE Department, 9584600832.

MULTI CULTURAL, PLURALISTIC, LIBERAL, KNOWLEDGE
AND RESEARCH CENTRIC CAMPUS





Mahatma Gandhi Block, ITM University Campus



JOURNALS PUBLISHED

International Journal of Management and Cross Cultural Research with **ISSN 2320 – 6152**

We have introduced a new scholarly journal for International Journal of Management and Cross Cultural Research (IJMCCR). Realising a different historical experiences, physical and social environments in which people result in variety of practices, beliefs, social roles, norms, expressions, forms of organisation and conflicts (economic, political, legal, religious, expressive and artistic) exhibit various sorts of internal coherence as well as cleavages within human communities. Further, these coherences and cleavages not only impact behaviour of human beings as consumers in society but in turn marketing practices of different organisations. The mission of the proposed Journal is to publish peer-reviewed articles that examine impact of cross-culture on marketing and consumption practices that span societies and nations.

Indian Journal of Advertising and Marketing Research

Very shortly we are going to launch the Indian Journal of Advertising and Marketing Research which will be a suitable complement of International Journal that we are already publishing.

CHIEF EDITOR:

Dr. Yogesh Upadhyay
Vice Chancellor
ITM University Gwalior

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Gupta, Alabama University



Rishiksha T. Krishnan Prof.,
Corporate Strategy & Policy,
IIM, Bangalore

INDUSTRY INTERFACE



INDUSTRY INTERFACE



1. Guest Lecture on Dining Etiquette, Mrs. Kanupriya Singh Rathore, -Chairperson, ITM Universe, Varodara. Through this session students learned Table Setting, Organizing, Event Management Meal Time Interviews, and Business Negotiations.
2. Guest Lecture by Mr. Sanjay Kumar Rawat, Vice-President, Essar - Aegis Aspire Consultancy Services, Mumbai on the topic of "Role of Culture & Leadership in Augmenting Organizational Performance"
3. Industry interaction with Ms. Divya Jain -CEO, Safeducate
4. Dr. B. N. Ramesh, -Inspector General of Police (Alumnus of IIT, Kharagpur, IIM, Kolkata) delivered an expert lecture on "Leadership in Financial Crisis"
5. Industry interaction with Charles Devlin- VP, Operations, Safexpress
6. Industry interaction with Capt. Sanjeev Harjai -GM, Logistics & Contracts , Ministry of Defence, Indian Navy)
7. Industry interaction with Mr. Arihant Jain- VP, Business & Operation healthkart.com
8. Industry Interaction with Mr Dilip Jaiyaram – Associate Vice President Research and Consulting,Walchand PeopleFirst Ltd
9. Guest Lecture On"Born to Win"by Vijay Michihito Batra -Think Inc
10. Industry Interaction with Mr Abhay Kaul– Training Consultant, Dale Carnegie Training INDIA
11. "Interaction with Mr. N.Raghuraman –the Management Guru -DNA"
12. Industry interaction with Mumbai Dubbawala's -CEO Dr.Pawan Agrawal, Mumbai
13. Dr. Nina Jacob, Faculty IMT Ghaziabad delivered an expert lecture on "Cross Cultural Management in August, 2011.
14. Industry interaction with Mr.David Wittenberg-CEO Innovation and Work Group.
15. Industrial Interaction Guest Lecture on What Recruiters Want Soumen Majumdar, -General Manager – HR & IR, J.K. Tyres & Industries Ltd., Gwalior. Students learned about the Difference between Recruitment and Selection, Recruitment Process and Resume Writing

EVENTS AT ITM SCHOOL OF BUSINESS

Innovation Summit 2010



1. Mr. Jean-Bernard PRUDHOMME, Vice President, Manufacturing and Logistics. Total Vinergy Bitumen India Pvt. Ltd.
2. Dr. Chandan Chowdhury, CEO, IFS India
3. Sanjay V Kavathalkar, Vice President: Corporate HR Jubilant Organosys Ltd.
4. Dr. M.N. Buch, IAS (Retd.) Chairman, National Centre for Human Settlements and Environment at Bhopal
5. Mr. Nageen Sharma, Founder Chairman, Global Career Education, California, USA
6. Mr. Amit Agarwala, CEO and Chief Architect , Amdale Software Technologies Pvt. Ltd., Gurgaon.

EVENTS AT ITM SCHOOL OF BUSINESS

Innovation Summit 2013



1. Mr. Gaurav Jain MD-Coldex
2. Mr. P. Narhari Distt. Magistrate & Collector Gwalior
3. Mr. Vivek Prakash CMD-Pantel Tech
4. Mr. Varun Agrawal CEO & Founder of Aspiring Minds
5. Mr. M.D. Ramaswamy Managing Director-Polama.Com

EVENTS AT ITM SCHOOL OF BUSINESS

C.K. Prahalad Memorial Lecture Series



1st C.K. Prahalad Memorial Lecture Series by Prof. N. Ravichandran, Director, IIM Indore.



2nd C.K. Prahalad Memorial Lecture Series by Prof. Dr. Jatinder (Jeet) N.D. Gupta, Alabama University



3rd C.K. Prahalad Memorial Lecture Series by

Rishiksha T. Krishnan

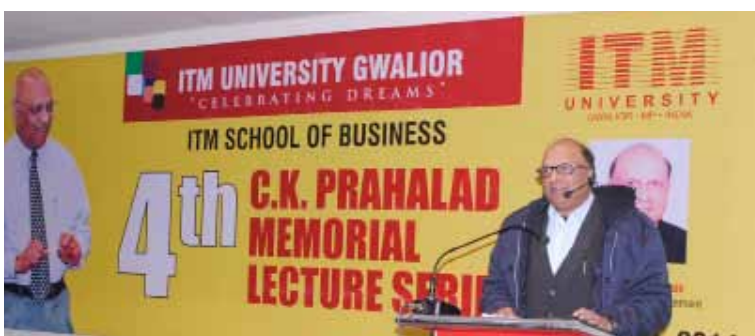
Professor, Corporate Strategy & Policy, Indian Institute of Management, Bangalore (IIMB), India.

Venguswamy Ramaswamy

Global Head – iON, Tata Consultancy Services and

Debashish Ghosh

CEO: Times Business Solutions Ltd.



4th C.K. Prahalad Memorial Lecture Series Prof. Arun Kumar Jain, IIM, Lucknow.

SEMINARS & INTERNATIONAL CONFERENCES AT ITM SCHOOL OF BUSINESS

1st National Conference - SUSPIRE 2010



2nd National Conference - SUSPIRE 2011



3rd National Conference - SUSPIRE 2013



Prof. Prasanna Chandra, IIM Bangalore, Director Center for Financial Management, Bangalore, Dr. Manjula Chaudhary, Director, IITM, Gwalior

FDPs AT ITM SCHOOL OF BUSINESS

1st 7 Day National Workshop on Research Methodology and Management and Statistical Analysis Using IBM SPSS statistics 18.0



2nd 7 Day National Workshop on Research Methodology and Management and Statistical Analysis Using IBM SPSS statistics 19.0



FDPs AT ITM SCHOOL OF BUSINESS

3rd 7 Day National Workshop on Research Methodology and Management and Statistical Analysis Using IBM SPSS statistics 20.0



4th 7 Day National Workshop on Research Methodology and Management and Statistical Analysis Using IBM SPSS statistics 21.0



FDPs AT ITM SCHOOL OF BUSINESS

'Teaching Pedagogy Alternatives' Workshop Resource Person: Prof. Sajjan R. Singhvi, IMI Delhi



Prof. Sajjan R. Singhvi, IMI Delhi

Vote of thanks given by Prof. A.G. Naolekar, Dean-ITM School of Business

Case Writing Workshop Resource Person: Prof. N. Ravichandran, Director, IIM, Indore



Prof. N. Ravichandran, Director, IIM, Indore addressing the participants.

INTERNATIONAL CONFERENCE AT ITM SCHOOL OF BUSINESS

Pre Conference Workshop

The pre conference workshop was held on January 12, 2014 at ITM School of Business, ITM University. The pre conference workshop was conducted by Prof. Sushanta Kumar Mishra. He is a fellow IIM Ahmedabad, is currently working with IIM Indore, a faculty in the OB and HRM area. The objective of this workshop was to share hands-on research experience to the academicians and research practitioners and help them to explore their research interests.



Participants of the workshop



Prof. Sushanta Kumar Mishra

International conference 'INNOSERVE 2014' organized by ITM University

International conference on "Innovations in Services: Strategies for Global Business Excellence" organized by ITM University Gwalior Campus, Madhya Pradesh, India from, January 13- January 15, 2014. In conference renowned academicians, researchers from top B- Schools as well as leaders from across the globe deliberated and discussed about innovation in service sector.

The conference was inaugurated by chief guest Dr. Naresh K. Malhotra Nanyang Professor, Nanyang Business School, Nanyang Technological University, Singapore and Regents' Professor Emeritus, College of Management, Georgia Institute of Technology, USA. Prof. Shailendra Singh IIM Lucknow, Prof. Raj S Dhankar, Dean FMS Delhi, Prof. Yogesh Upadhyay Vice Chancellor ITM University Gwalior.



Dr. Naresh K. Malhotra



Prof. Shailendra Singh



Prof. Raj S Dhankar



Welcome speech of inaugural ceremony by Prof. Yogesh Upadhyay

INTERNATIONAL CONFERENCE AT ITM SCHOOL OF BUSINESS

Doctoral Consortium

The Doctoral Consortium was held on January 14, 2014, on the second day of International Conference organized by ITM University Gwalior, Madhya Pradesh, India. It was a forum aimed at research scholars seeking guidance for their research. The panel comprised of Prof V K Singh, Head of Department, School of Management, Gurukul Kangri University Haridwar, Prof. Dhiraj Sharma from Institute of Management Technology, Ghaziabad, Prof. Monika Prakash from IITM Noida and Prof SK Singh from School of Studies in Commerce, Jiwaji University. The panel gave their valuable insights on the doctoral work presented. The participants came from far and wide and were invaluable guided by the comments of the experts.



from L to R: Prof. Kavita Sharma, Prof. S. K. Singh, Prof. V.K. Singh and Prof. Dheeraj Sharma

Technical Sessions



from L to R: Prof. Deepali Singh-IITM, Gwalior, Prof. Kavita Shukla-Amity University, Dubai, Prof. Monika Prakash-IITM Gwalior and Prof. Iqbal Ahmad-University of Kashmir

EXTRA-CURRICULUR AT ITM SCHOOL OF BUSINESS

SAGACITAS - The Management Fest



CULTURAL ACTIVITIES IN CAMPUS



- **Arijit Singh** Live in concert on January 14, 2014.
- **Spicmacay** by Pt.Vishwa Mohan Bhatt on January 15, 2013
- Symphonic Wind Ensemble on January 19, 2013
- **Lamboda** Band by **Jasraj Joshi** on February 24, 2013
- **Sangeet Sammelan** 2013 –Flute Sisters, Gauri Pathare, Kalapini Komkali, Manju Mehta, Rimpa Shiva and Shashwati Mandal on March 15 -17, 2013
- **Annual Function** ITM University on March 23, 2013
- **One Billion Rising** – Female Gender Sign by ITM University Students on February 14, 2013
- **International Women’s Day** Celebration on March 9, 2013
- **Megh Malhar**, Pdt. Ajay Pohankar, Sushree Sania Patankar on July 20-21, 2013
- **IBARAT** – Naresh Saxena (Lucknow), Shehnaz Nabi (Kolkata), Sharik Kaifi (Bareilly) September 29, 2013
- **Orbital Garden** Band by Vidya Saha on Feb 23, 2013



ALUMNI SPEAK



I have waited for this moment all my life, the moment when we leave our childhood behind and step into the world to forge our own paths in life. We have counted down the years, the months, the hours, minutes and seconds, and future was awesome. Studying in ITM was really delightful between a pleasant environment. I am really thankful to my teachers and ITM, for making my life successful. - **Sandhya (naukri.com)**



I've gained experience at each and every level in each condition from each faculty. The quality education both theoretical and practical is astute. The institute is a conglomerate in itself in terms of studies, knowledge, activities, events etcetera. - **Mayank Kumar (Shoppers Stop)**



The college speaks what it does...and does what's the best...it doesn't give education...it gives knowledge...it doesn't sell employment...it sells dreams...it doesn't organise events...it celebrates them. - **Anupriya (ICICI Securities)**



"Papa Kehte hai company me koi manager ka kaam karega, business mein koi apna naam karega". I remember when I first heard of ITM, greenery all around, a such a place to make my carrier. Studying in ITM was a wonderful experience, and i really miss all those moments. I would like to be thankful to my teachers and ITM for making me such a successful person. Agar college ho to ITM ho. - **Jhankar Rathore (Mount Talent Consulting)**



It's my pleasure to pen down my experiences during my stay in ITM University as a student, I came to know that this college has a long rich & glorious history of its own, right from its inception, college has channeled all its resources to impart quality education. Its because of this, college has produced a large no of educated, emancipated & skilled youth who are making effective contribution in the society, The able guidance & focused approach of our dedicated Teachers has helped me to develop potential & talent in right direction. I believe that the institution will make progress in leaps & bounds if such dedication & sincerity will remain uninterrupted. The sweet memories of my stay in this college will always remain fresh in my heart & soul. I suggest all beginners & new entrants to devote all their potential towards their studies so that they will win laurels not for only themselves but for this institution, wish u all a very best .

- **Younis Zahid (WIPRO)**



ITM SOB gave me education that is helping me build my career superbly. The professors and staff at ITM SOB have molded my personality meticulously and I have made friends whom I'll cherish forever. Those were the days I wish could live all over again. - **Krishnamani Tripathi (ICICI Securities)**



"Main thing in ITM SOB is about placement, and in my second chance I got placed in Asian Paints and I am very much satisfied about job and my parents also thank ITM SOB. I should thank all the faculties and non teaching staff and specially to guru of our guru's Prof. Yogesh Upadhyay, Vice Chancellor, ITM University. - **Abhinav Kumar Sinha (Shoppers Stop)**



ITM SOB has not only given me the recognition in terms of academics –its overall professional approach towards training has helped me a lot in achieving my career goals in the competitive world. - **Anjali Sharma (Mount Talent Consulting)**



Being in its early stages, at times it was required to take decisions regarding the school which would set trends for future batches. It was at this time that the authorities and the students worked together to bring ITM SOB to the level at which it has reached today. Hence, it was a sheer team effort that has brought the efforts to fruition. - **Sachin Sharma (ICICI Securities)**

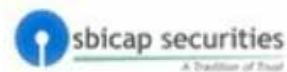


It gives me immense pleasure to present myself as the alumnus of the first batch of ITM SOB. I can take pride in the fact that I've actually seen the school grow, with all the hard work and enthusiasm of the faculty members, the heads and we, the students, of course. - **Dheeraj Srivastava (Asian Paints)**



Every day was an event for me in ITM SOB and whatever I am and will be, is because of my Alma Mater. Wish all the success for institute and successive batches for their future endeavors. - **Jagrati Chhabra (i Research Services)**

PLACEMENT SNAPSHOT



HIGHLY AWARDED FOR ITS ACADEMICS, INFRASTRUCTURE AND PLACEMENTS

Prof. Yogesh Upadhyay, Vice Chancellor, ITM Unviersity Gwalior, receiving "Best Private University Serving Social Cause by Enhancing Employment Opportunities Award" on 9th April, 2013 from Dr. M.M. Pallam Raju, Minister-hrd, Govt. of India. (Selection based on a process and jury approved by Planning Commission of India & Assocham.

Best Private University Serving Social Cause by Enhancing Employment Opportunities Awarded on 9th April, 2013 by Dr. M.M. Pallam Raju, Minister-hrd, Govt. of India, Selected by a process and jury approved by **Planning Commission of India & ASSOCHAM.**

ITM University Gwalior is preferred as **Second Best Choice of All India Students** in Spot Round of JEE Allotment 2013

Ranked 6th among the Top 20 Private Universities in the Country by **Silicon India Survey-2013**

"**Best Innovative University** for Industry Interface in India" Awarded on 14th April, 2013 by Brands Academy, Singapore.

Awarded in Feb., 2013 "**Most Promising University of North and Central India - (One PlanetResearch)**

ITM School of Business - **9th position in north zone** (Silicon India Survey-2013)

University, B-School & Engineering College Ranked at **7th position in the country** - (ICMR Survey 2012)

One of the Five **Most Promising Universities of India** (India Today Aug. 2012)

Awarded in Dec. 2012 "**Best University of Central Northern India**"

Awarded in Dec. 2012 "**Best University of Northern, Central & North East India**"

Accredited by **IAO**, (International Accreditation Organization) USA

Accredited by **Wipro** for Conducting placement activities (only in the region)

“OUTSTANDING CONTRIBUTION IN THE FIELD OF PLACEMENT”

Awarded by



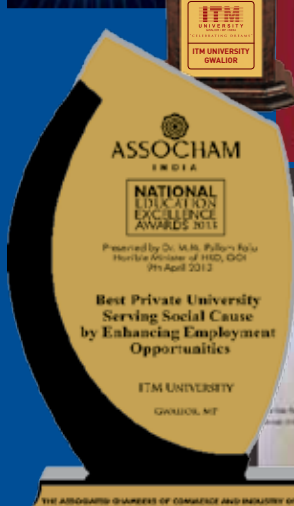
on 23 August, 2013

“EDUCATION LEADERSHIP AWARD”



by on

29 June, 2013



Disclaimer: ITM University Gwalior has no connection with any other University with the similar name anywhere else in India.