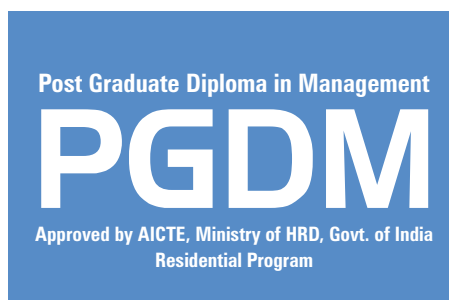




Campus: 34 Km on NH-25 (Lucknow
Kanpur Highway)
Unnao-209 859, U.P., India
Ph.: +91-5143-278415-16
Fax: +91-5143-278410

City Office: UGF, Krishna Complex,
216, Chandganj Garden Road,
Aliganj, (Near Vivekanand Hospital)
Lucknow-226 024, U.P., India.
Ph.: +91-522-2329475

Educational Loan tie-up with Canara Bank &
Oriental Bank of Commerce.



army printing press
www.armypublishingpress.com
Lucknow (0522) 6565333

Admission Helpline : +91-7895985000
+91-9458704140
Email: admission@ibs.srms.ac.in

www.ibs.srms.ac.in



LUCKNOW



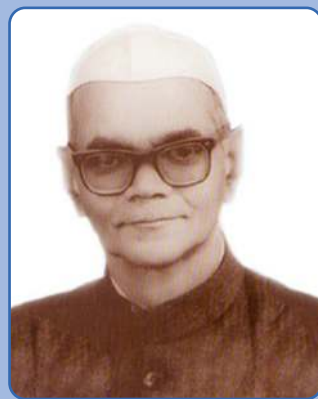
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Scan the QR Code
for more info

OUR INSPIRING SOUL

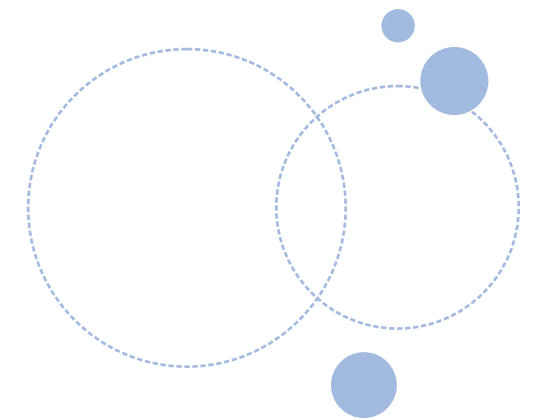


The inspiring soul behind SRMS is Late Shri Ram Murti Ji, veteran freedom fighter, a true Gandhian, Ex-Parliamentarian and Ex-Minister, U.P. Govt.

He visited several countries including USA, Japan, England and Taiwan on Agricultural missions and contributed largely towards promotion of Green Revolution in India.

Ram Murti Ji did not accept the pension offered to the freedom fighters, since he was of the conviction that whatever he did for the motherland was out of patriotism and not for material gains. In pursuance of the same patriotic spirit he also donated 30 acres of agricultural land to the Bhoodan Movement.

CHAIRMAN'S MESSAGE



Globalization, entrepreneurship and technology, along with corporate citizenship, are the drivers that are reinventing the business world. Newer, faster, more responsible and sustainable ways of doing business are emerging every day.

SRMS IBS's innovative PGDM curriculum will prepare you for this new world, going beyond the traditional management program to provide real-world challenges and opportunities for experiential learning. Our world-class faculty consist of established thought leaders whose ideas are shaping global business policy, yet who are committed to your professional growth by facilitating teams and serving as mentors, even leading study trips.



Hands-on learning opportunities, access to alumni at the helm of leading corporations and a diverse network of student-run groups, organizations and clubs all enhance the classroom setting and allow you to gain valuable experience in team-building, networking and social responsibility.

Our location in the Lucknow region as an unparalleled center for International Business, Finance and Governance alongwith our Professional Corporate Resource Centre will ultimately turn graduates into professionals with today's leading companies.

We invite you to further explore your areas of interest here at SRMS IBS, and remember – whatever your individual path to success, the SRMS IBS PGDM can help you achieve the same.

Dev Murti

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Ragging is a punishable offence under Law

As per the orders of Hon'ble Supreme Court, State Government and AICTE, ragging is illegal, is completely prohibited and banned both inside and outside the college campus. If any student is caught or named by the victim student or his parents/guardians, an F.I.R. will be lodged against that student.

As per Hon'ble Supreme Court of India's Order: **"If any incident of ragging comes to the notice of the authority, the concerned student shall be given liberty to explain and if his/her explanation is not found satisfactory, the authority would expel him/her from the institution."**

Vision

- ✦ To help build India as a world leader in professional education
- ✦ To establish and develop world-class institutions for overall growth in an era of globalisation
- ✦ To facilitate easy access to professional education to all sections of society
- ✦ To develop and provide a professionally qualified technical workforce for augmenting the nation's human resources

Mission

- ✦ To impart academic excellence in professional education
- ✦ To inculcate high moral, ethical and professional standards among our students and to improve overall personality
- ✦ To evolve the institution to the status of a deemed university
- ✦ To strive incessantly to achieve the goals of the Institution
- ✦ Our assets - our students
- ✦ Our means - our college staff

Our Teaching Goals

Five integrating themes

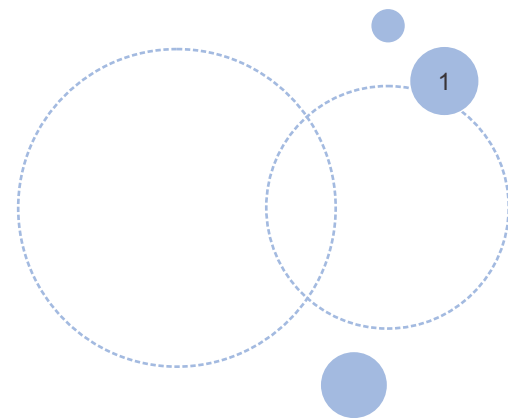


Welcome to
SRMS
International Business School



Shyamal Gupta

Director (Administration)
MBA, Kellogg School of Management, USA
Certified Public Accountant, Delaware, USA
World Bank, Washington DC, USA
Ernst & Young, India
Arthur Andersen, India & Hong Kong



At Shri Ram Murti Smarak International Business School (SRMS IBS), we believe that being a great business leader isn't just about knowledge; it's about character. The SRMS IBS PGDM program builds both. It builds and enhances your knowledge through team based experiential learning with case based teaching methodology. It also builds your character by fostering creativity and innovation, instilling strategic thinking with a global and socially responsible outlook to promote the leadership qualities in you.

You will not only be proficient in the fundamentals of business, but also in doing what is right. The PGDM program is immersed in values, rigorous in theory and experiential in practice. This is a program that prepares you to:

ACT RESPONSIBLY, LEAD PASSIONATELY, THINK GLOBALLY

SRMS IBS helps you become future business leaders by providing you a world-class teaching and learning environment in its state-of-the-art campus in Lucknow. Its innovative academic program is delivered by distinctive faculty members from Kellogg School of Management (Chicago, USA) - #1 Ranked B-school in the world, Washington University (St. Louis, USA), Indian School of Business (Hyderabad, India), World Trade Organization (Geneva, Switzerland), World Bank (Washington DC, USA), Indian Institute of Management (IIM), Indian Institute of Technology (IIT) and Symbiosis (Pune), among others. Our faculty are well known subject-matter-experts with years of continuous interaction with Global and Indian industry. Their experience is reflected in their research papers, books, consulting projects and editorials in leading newspapers and magazines.

At SRMS, the focus has always been the dissemination of knowledge in the larger interest of the society. In the last 19 years, we have been consistently transforming and contributing to global society with professionally and technically qualified human resource with our more than 30,000 alumni. To further our cause, we have come up with SRMS IBS, the only international business school in the central eastern region of Uttar Pradesh.

At SRMS IBS, we help you learn not only what happens, but how and why it happens too. And you get these insights by working together in diverse teams that prepare you to thrive in the modern global economy. Along the way, you gain and refine critical leadership skills through hundreds of hands-on opportunities to test what you learn in the classroom.

Join us to discover for yourself how SRMS IBS can be a life changing event.

SHRI RAM MURTI SMARAK INTERNATIONAL BUSINESS SCHOOL KNOWLEDGE CENTRE

Shri Ram Murti Smarak International Business School (SRMS IBS) is a knowledge centre for industry and academia. Our faculty are well known subject-matter-experts with years of continuous interaction with Global and Indian industry. Their experience is reflected in their research papers, books, consulting projects and articles in leading newspapers, journals and magazines.

Post-Graduate Diploma in Management (PGDM)

- 2-year full-time, residential program, approved by AICTE, Ministry of HRD, Govt. of India.
- Specialisation offered in Banking, Marketing, Finance, International Business, Human Resource Management, Information Technology, Retail and Rural Management.

SALIENT FEATURES



- ✓ Ranked **Top 10 B-School in North India**
- ✓ Ranked **Top 10 Emerging B-School in India**
- ✓ Ranked **A+ Grade** - All India Ranking
- ✓ Ranked among the Top 25 Non-IIM Business Schools in India
- ✓ The **one and only International B-School** in the central eastern region of Uttar Pradesh
- ✓ Promoted by **Shri Ram Murti Smarak (SRMS) Trust**; a prestigious and renowned name in the field of technical and professional education in U.P. since 1996
- ✓ Director – **Shyamal Gupta**, MBA, Kellogg School of Management, USA, World Bank, Washington DC, USA
- ✓ Student & Faculty exchange programs with world renowned institutes like **George Mason Univ., USA**
- ✓ **International Faculty** from the world's leading Business Schools and Corporations
- ✓ **Global Curriculum** designed by experts from India, Europe and USA
- ✓ **World-Class Infrastructure** in an exclusive 16-acre Green Wi-Fi Campus on Lucknow - Kanpur Highway
- ✓ **Team Based Experiential Learning with Case based Teaching Methodology**
- ✓ **Air conditioned student hostels** with individual rooms and attached baths



SRMS IBS offers a Post-Graduate Diploma in Management (PGDM), a two-year, full-time residential course. The course is duly approved by the All India Council for Technical Education (AICTE), New Delhi. The core focus of the course is the development of global leaders with strong technical business knowledge and to foster innovation. Team based learning forms the core of the teaching methodology of the course.

Duration : 2 Years Full Time

Specialization: Banking, Marketing, Finance, International Business, Human Resource Management, Information Technology, Retail and Rural Management.

Dual specialisation offered

SRMS IBS has a conducive learning environment with a course curriculum that's a blend of theoretical and practical knowledge which is not only contemporary in approach but also relevant to the industry.

In order to provide the corporate world talent to meet industry needs, the PGDM curriculum at SRMS IBS includes multiple, industry recognized certifications such as **National Institute of Securities Market (NISM) series 5 A "Mutual Fund distribution certification examination" (AMFI Certification)**. In addition to this the students also undergo soft skills training and career guidance sessions for their overall employability and personality development.

COURSE OBJECTIVES

The course aims to fulfil the following objectives:

- Develop high degree of analytical skills to meet the challenges of the corporate world
- Develop a habit of strategic thinking for competitive advantages among future business leaders
- Foster entrepreneurial qualities for leading changes and adapting best practices
- Promote team based learning to enhance knowledge sharing among students with diverse backgrounds and experiences
- Develop interpersonal and soft skills
- Develop leadership skills with continuous monitoring and mentoring
- Develop managerial talent with a high degree of competence and compassion to increase understanding of ethical values. Besides being up-to-date about the latest management trends and practices, students have a holistic learning experience. The core courses provide you an understanding of the fundamentals of general management, while the elective courses give you the flexibility of individual exploration in your chosen areas of interest.



FIRST YEAR

Orientation Programme

First Trimester

- Principles and Practices of Management
- Business Statistics
- Organisational Behaviour
- Managerial Economics
- Information Technology in Business
- Financial Accounting
- Managerial Communication
- Computer Application-1 (Lab)

Second Trimester

- Business Environment
- Marketing Management-1
- Human Resources Management
- Business Research Methods
- Production Planning and Supply Chain Management
- Financial Management-1
- Business Communication and Self Exploration for Managers
- Computer Application-2 (Lab)

Third Trimester

- Information Systems for Managers
- Operations Research
- Marketing Management-2
- International Business
- Financial Management-2
- Cost and Management Accounting
- Business Presentation and Professional Ethics for Effective Managers
- Computer Application-3 (Lab)

SECOND YEAR

Core Courses

- Business laws
- Integrated Marketing Communications
- Team Building and Leadership Development-1
- Business Strategy
Entrepreneurship Development and New Venture Creation
- Team Building and Leadership Development-2
- Business Research Project
- Personal Branding and Corporate Communication

OPTIONAL PAPERS

Banking Specialization

- Retail Banking
- Indian Financial Systems
- Merchant Banking & Financial Services
- Mutual Funds and Capital markets
- Wealth management
- Investment Banking, Private Equity and Venture capital
- Credit Management
- Insurance Management
- International Banking and Forex Management
- Regulatory and Legal Aspects of Banking Operations
- Marketing of Banking Products
- Project and Infrastructure Finance

Marketing Specialization

- Marketing Research and Consumer Behaviour
- International Marketing Management
- Sales and Distribution Management
- Retail and Mall Management
- Brand Management

- Marketing of Services
- Customer Relationship Management
- Rural Marketing

Finance Specialization

- Financial Markets and Services
- Financial Reporting and Analysis
- International Financial Management
- Investment Management
- Corporate Valuation
- Financial Derivatives and Risk Management
- Personal Finance & Wealth Management
- Excel Application in Finance

International Business Specialization

- International Business Strategy
- Global Marketing
- Export Import Procedure and Documentation
- International Trade Theories & Practices
- International Financial Management
- Cross Cultural Management
- International Trading under WTO
- International Financial Institutions
- Logistics and Shipping

- Intellectual Property Rights
- Geo-political Environment of Business & Business Dynamics in BRICS
- International Banking and Finance

HR Specialization

- Industrial Relation and Labour Laws
- Personal Growth, Training & Development
- Strategic HRM
- Organizational Development and Change Management
- Managing Creativity & Building Learning Organizations
- Compensation and Reward Management
- International HR and Cross Cultural Management
- Negotiation and Counselling

Information Technology Specialization

- Database Technology
- System Analysis & Design
- Data Communication & Network
- Enterprise Resource Planning
- Managing Information Technology Projects
- Telecom Management

- Information Security Management
- Knowledge Management
- Managing IT Enabled Services
- Information and IT Security
- IT Quality Management

Retail Specialization

- Retail Management
- New Store Planning
- Merchandise and Category Management
- Store Designing and Visual Merchandising
- Indirect Tax laws
- Store Operations
- Franchising and Global Retailing
- Mall Management

- Rural Retailing
- CRM in Retail
- Retail SCM, Logistics & Distribution
- HR in Retail

Rural Management Specialization

- Rural Economy and Development
- Macro Economics for Rural Managers
- Agri Business Management
- Micro Insurance and Risk Management
- Rural Financial Services
- Rural Entrepreneurship
- Management of NGOs
- Management of Land and Water Resources
- Livelihood Promotion & Management
- Training for Development

PGDM ADMISSION CRITERIA

Eligibility :

- Candidates must have passed a three-year graduation degree B.A./B.Com./B.Sc./ BBA/BCA or an equivalent of four years of B.Tech/B.Pharm from a recognized university with minimum 55% marks in aggregate.
- Valid score in CAT / CMAT / MAT / XAT / ATMA / GMAT / SNAP.
- Candidates appearing in the final year of their graduation degree are also eligible to apply, subject to the conditions that their result will be declared before June 30th and they submit documentary proof of passing their graduation with 55% marks by August 31st of the academic session. They will be allowed to join the course provisionally.

How to Apply :

You can obtain the admission form along with the admission information brochure from our city office or from the campus by payment of ₹ 1000 in cash or by demand draft. You can also apply on line or download form from our website **www.ibs.srms.ac.in**, and submit the same along with an application fee in the form of Demand Draft (DD) of ₹ 1000 in favour of **SRMS IBS** payable at Lucknow.

Selection Process :

All short listed applicants would be invited to participate in the selection process. The final selection will be based on the Written Ability Test (WAT) and Personal Interview (PI). The list of selected candidates will be displayed on the website and the selected candidates will be personally notified.



Some of the best minds in management education and business have been involved in creating a curriculum that is global in scope. The School constantly strives to ensure that the curriculum is contemporary and relevant to current industry needs.

The curriculum is a judicious blend of insights from India and the West and enables a coherent understanding of the new emerging economies of the world. The PGDM curriculum is reviewed and upgraded every year for its theoretical rigour and its practical relevance.

The course aims to fulfil the following objectives :

- Develop high degree of analytical skills to meet the challenges of the corporate world

- Develop a habit of strategic thinking for competitive advantages among future business leaders
- Foster entrepreneurial qualities for leading changes and adapting best practices
- Promote team based learning to enhance knowledge sharing among students with diverse backgrounds and experiences.
- Develop interpersonal and soft skills
- Develop leadership skills with continuous monitoring and mentoring
- Develop managerial talent with a high degree of competence and compassion and to increase understanding of ethical values



State-of-the-art Lecture Theaters with individual LAN ports and interactive tools

Shyamal Gupta
Director (Administration)

Students come to SRMS IBS from diverse educational backgrounds and industries. Some have been away from academics for a few years. To enable a smooth transition back to academics and learning, SRMS IBS offers a week-long preparatory course to help

On joining, all the students go through the LDP, which is a unique program based on 360-degree feedback and introspection. It inculcates a spirit of team play and leadership through a series of lectures, discussions, workshops and group sessions. Essential skills for leadership like effective listening

- A 360-degree assessment
- An opportunity to review 360-degree feedback with a designated facilitator, and develop individual plans for leadership development
- A series of experiential skill-building workshops in small groups on different themes: Working in Teams; Business Presentations; Interpersonal

The PGDM course of SRMS IBS is a blend of well designed curriculum supported by a highly interactive and proactive learning methodology. The pedagogy is primarily based on practical orientation during teaching-learning processes. The comprehensive pedagogy of this course consists of Classroom discussion, Case study analysis, Seminar presentations, Group discussions, Team work based experimental learning, Audio visual presentations, Internationally renowned guest speakers, Project work, Community service, On-the-job training, Industrial tours, Entrepreneurial venture, Soft skills and team-building workshops, Activity based learning and Mentoring.

Prof. (Dr.) G.K. Sharma
Adviser

First Year					Second Year		
Preparatory Learning	Trimester 1	Trimester 2	Trimester 3	Summer Training Program	Trimester 4	Trimester 5	Trimester 6
Leadership Development Program							

Any business school will vouch for the fact that it is the faculty that makes a difference to the school. Our faculty includes eminent management intellectuals with research and teaching experience from the best B-schools of the world. The distinctive research of our faculty members ensures that the program offers content that is contemporary and global in its perspective. Some of our Faculty members come from Kellogg School of Management (Chicago, USA), Washington University (St. Louis, USA), University of Missouri, USA, McGill University, Canada, Montpellier Business School, France, Indian School of Business (Hyderabad, India), World Trade Organization (Geneva, Switzerland) and World Bank (Washington DC, USA), Indian Institute of Technology (IIT), among others.

SHYAMAL GUPTA

Prof. Shyamal Gupta has completed his MBA from the world renowned Kellogg School of Management, Chicago, USA. Shyamal has also completed his Certified Public Accountancy (CPA) from Delaware USA. He has nearly 15 years of international experience working in reputed organizations including the World Bank, Washington DC, USA. He has also worked extensively for the African, South American and European regions on financial modelling and financial management issues. Shyamal has also worked for Ernst & Young and Arthur Anderson, Hong Kong and India. He has done several mergers and acquisitions, anti- fraud consulting, business process improvements, stock exchange listings in Singapore, Malaysia, Hong Kong, Philippines, India and Europe.

GYANES KUMAR SHARMA

An M.A. from JNU; PGDIT from IIFT, AMB from FMS and Ph.D. from Agra, also did short courses like PMIE from MDI Gurgaon and PDF from IIMA. Possesses a combined experience of 36 years in corporate and academia in the domain of trade development, export promotion, import management and international cooperation by way of actual business; teaching; training; research; consultancy and entrepreneurship. Worked with companies like Banaras House, Dalmia Cement; Tata Exports and AIEI (now cll etc.) in senior positions. Taught at IIM(K) Calicut; IIM Indore; MDI Gurgaon; IIT Delhi; IIFT Delhi; Goa University etc. Completed more than 35 consultancy and research projects for national and international organizations, besides Case writing. Book reviews etc. Visited more than 75 countries for export promotion and international cooperation.

WILLIAM H. GRIFFIN

William Griffin holds an MBA in Human Resource Management from the University of Missouri, Columbia where he currently works as a lecturer. He has over 40 years of extensive experience in numerous organizations of repute. He has held a number of senior positions during his distinguished career including VP-Organizational Development, Right Management Consultants Inc., COO, Teleco Inc., amongst others. He has significant international business experience in numerous industries including Oil and Gas and the Travel Industry. He is credited with starting businesses in 21 countries and has operated in over 45 countries. His areas of expertise include HRM and Leadership Development.

JEFFREY KULICK

Jeffrey Kulick holds an MBA from the Keller Graduate School of Management, Chicago, Illinois and is currently working as an Instructor in Marketing at George Mason University, USA. He has 40 years of extensive experience in numerous organizations of repute and has held a number of senior positions during his distinguished career including VP-Planning and Marketing, U.S. Chamber of Commerce, Executive Director, National School of Transportation Association, amongst others. He has also worked as a Consultant to reputed Organizations like Fannie Mae, C3 Network Solutions, the U.S. Postal Service and the U.S. Department of Labor. His areas of expertise include Marketing, Strategic Planning and Organization Development.

PIERRE ROSTAN

Pierre Rostan, holds a Ph.D. in Administration, concentration finance and is the Department Head & Professor of Finance in Montpellier Business School, France. He is a distinguished academician having diverse experience in the field of finance, encompassing areas like derivative products, corporate finance, financial engineering, portfolio management, fixed- income securities, international finance, applied statistics in finance, stochastic calculus and foreign currency speculation. Besides this, he also has extensive knowledge of quantitative tools used in finance and has to his credit many articles published in reputed national and international journals.

ALEXANDRA ROSTAN

Alexandra Rostan holds M.Sc. in Concentration Finance from McGill University, Canada as well as a graduate diploma in Financial Engineering. She currently teaches international economics and corporate accounting at Montpellier Business School, France. She has over 12 years of experience in academics and has taught in reputed institutions including the university of Quebec, Montreal, Canada and has a number of research papers to her credit. Her areas of expertise include international economics, risk management, portfolio management, fixed-income securities, international finance, applied statistics in finance, stochastic calculus and quantitative tools in finance.

AMBICA MURTI

With 15 years of global experience in finance and accounting, Ambica has worked with major corporations and multinationals such as America Online (AOL), Washington DC (USA), ICICI Bank and SRMS Institute of Medical Sciences. Been a topper throughout her career, Ambica is a Chartered Accountant (India) and Certified Public Accountant from the state of Virginia (USA). Ambica specializes in formation and implementation of accounting policies and practices for transnational companies. Her extensive global experience allows her to bring a very versatile aspect to her students specially on issues such as International Finance, Transfer Pricing, Financial Management, Working Capital Management and Funding.

KAPIL AGRAWAL

Kapil Kumar Agrawal is an FCA, MBA with 25 years industry experience. He has been associated with various top B-Schools and Institutions such as IIT Kanpur, Institute of Chartered Accountants of India, Institute of Company Secretaries of India, etc. He has authored multiple papers on Option Strategies and Derivatives. He comes with extensive financial and management consulting experience.



DR. MOHIT MAURYA

A Ph.D. in Retail Management, Dr. Maurya has an experience of more than one and a half decade in academics, research, corporate training and consulting. Some of his previous associations were with IMS Unison University, NIILM- Centre for Management Studies, Kirloskar Institute of Advanced Management Studies and ICFAI University. He has published several research papers in National and International Journals of repute. He has trained over 400 executives of various companies like JSW Steel Ltd., Trident Powercraft Private Ltd., GMR Infra, Adecco India, Seminis, Monsanto Agro, Kirloskar Brothers Ltd., Kirloskar Oil Engines Limited, Kirloskar Pneumatic Co. Ltd., Kirloskar Ebara Pumps Ltd., etc.

UTTAM KUMAR

CM Uttam Kumar is a Certified Financial Planner. He has graduated as a Mechanical Engineer from National Institute of Technology, Allahabad. He did his PG Diploma in Advanced Computing from CDAC Pune. He has 15 years of extensive experience in numerous fields including manufacturing, software development, marketing and finance. He is also associated with ICICI Direct, Reliance Mutual Fund, LIC of India and other corporate for their training programs. He has conducted trainings for more than 4,000 finance professionals in North India.

NIDHI S. BISHT

Nidhi S. Bisht is a Ph.D. from Department of Management Studies, Kumaun University Nainital, with more than 8 years of teaching and research experience. She has been associated with colleges like D Y Patil (IMR), Pune; Institute of Marketing and Management, New Delhi. She has contributed research papers for various peer reviewed national and international journals like Global Business Management Review & Indian Journal of Industrial Relations. She has also presented papers in various national and international conferences and seminars; with 4 'Best Paper' Awards to her credit. Her areas of interest include Employee Engagement, Performance Management, and Corporate Social Responsibility.

TAUSEEF IRFAN

Tauseef Irfan holds an undergraduate degree in Electrical and Electronics Engineering as well as a degree in Management from Indian Institute of Technology (IIT), Roorkee with specialization in Operations and Marketing. He brings with him more than 10 years of varied experience in Academia as well as Industry, and has worked in reputed organizations like GE and Cognizant Technologies Limited prior to joining academics. He has worked in numerous domains including commercial insurance, medical systems and marketing analytics.

RAVINDER KAUR ARORA

She is an experienced Facilitator & a Corporate Trainer with over more than 13 years of Industry & Academic experience, competent in creating highly simulative learning environment. Her specialty is in Communication skills, Soft Skills, Team building, and Interview Preparations, identifying training needs and changing mindsets. She gives personalized touch and approachable ways with the intention of dramatically increasing productivity, and the performance of participants. Academically, she holds M.A. (English Hons) & MBA degree along with Office Management Diploma from IGNOU.

ASHISH KUMAR

Ashish Kumar holds an undergraduate degree in Computer Science from Rajiv Gandhi Proudhyogiki Vishwavidyalaya, Bhopal and an MBA from ICFAI University, Dehradun with specialization in Marketing. He has five years of experience in academics as well as corporate. He has also contributed research paper for various journals. His area of interest includes Service Marketing and Strategic Management.

ANIL YADAV

Anil Yadav is an MBA from Symbiosis institute of Management studies, Pune. He was an industry sponsored candidate from J.K. Tyres & Coal India. His area of specialization is Marketing. He has 10 years of Corporate experience working with ICICI Bank Ltd. as an ASM, Branch Head & Cluster Head.

SOMYA TIWARI

Somya Tiwari is an M.B.A., M.Phil in management by qualification and is pursuing her PhD from School of Management, BBD University, Lucknow. She has 3 years of experience in academics. She has contributed research paper for various journals. She has also presented papers in various national and international conferences and seminars. Her areas of interest include Negotiation & Counseling and General Management.



Team based experiential learning with Case based Teaching Methodology lie at the core of the course, which makes us stand apart among the top B-Schools in the country.

Nidhi Bisht
Associate Professor - HR



One of the 24 conference rooms -
the heart of our Team based culture

SRMS IBS provides a truly international learning environment available only in the top B-schools of the world.

Distinctive Faculty:

Any business school will vouch for the fact that it is the faculty that makes a difference to the school. Our faculty includes eminent management intellectuals with research and teaching experience from the best B-schools of the world. The distinctive research of our faculty members ensures that the content offered in the program is contemporary and global in its perspective. Some of our Faculty members come from Kellogg School of Management (Chicago, USA), Washington University (St. Louis, USA), Indian School of Business (Hyderabad, India), World Trade Organization (Geneva, Switzerland) and World Bank (Washington DC, USA), Indian Institute of Technology (IIT), among others.

World-Class Infrastructure:

The institute is spread over an aesthetically designed, exclusive 16 -acre, fully Wi-Fi campus that provides a high quality learning environment. The campus

comes with world-class facilities including:

- **Lecture Theatres**

The air conditioned lecture theatres are equipped with audio-visual facilities like projectors and touch-pad systems that make the learning process much more effective and interactive. Students have individual internet ports in all lecture theatres.

- **Computer Lab**

The Computer lab is equipped with the latest and best hardware and software configurations. Students receive a computer network account giving them access to the internet and online databases via the lab. All computers are connected on LAN with a high speed internet connection and the lab is available 24 hours a day to facilitate learning.

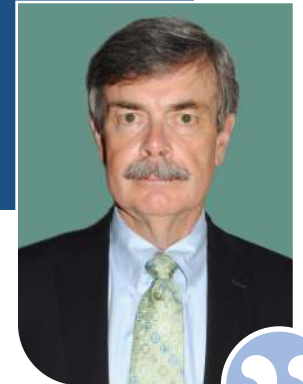
- **Library (Learning Resource Centre)**

The heart of the academic block is the library, known as the Learning Resource Centre (LRC). The library is an excellent facility with expert staff, extensive collections, great study spaces and world-class archives. Spread over 1000 sq. mt., the LRC also



Teaching at SRMS IBS has truly been a revelation. From a World Class infrastructure, to a team of dedicated and talented faculty members, to students curious and eager to learn, this business school has it all and is comparable to the best in the world.

Jeffery Kulick
Professor - Marketing
George Mason University, USA



provides innovative and responsive services to meet the changing needs of the academic community. It is fully automated and air-conditioned with a large number of titles, international and national journals, and periodicals.

- **Auditorium**

A fully air conditioned 500 seat auditorium with all top of the line audio-visual equipment has been provided and is ideal for international seminars, conferences, lectures and cultural activities.

- **Hostel Facilities**

The campus has an international hostel facility with individual rooms with attached bathrooms. There are separate hostel facilities for both boys and girls.



Library - Learning Resource Centre spread over 1,000 sq. mt., equipped with the best International and National E-Journals and Books

All rooms are equipped with voice and data ports for telephone, campus LAN and the internet. The hostels have both air conditioned and non-air conditioned rooms.



Prof. Alexandra Rostan, Montpellier Business School, France, conducting Managerial Economics lectures at SRMS IBS

Global Curriculum:

The program offers content that is contemporary and global in its perspective and has been designed by experts from India, Europe and USA. The curriculum is a judicious blend of insights from India and the West and enables a coherent understanding of the new emerging economies of the world. It is reviewed and upgraded every year for its theoretical rigor and its practical relevance.

Team Based Learning:

Team based learning lies at the core of the teaching methodology of the course. From day one students are assigned a team and almost all courses require team based assignments, projects and presentations. To facilitate the same, the School provides 24 permanent team meeting rooms available 24 hours for each team with state-of-the-art infrastructural facilities. All team rooms are equipped with LCDs,

computers, printers and conferencing facilities. There is also an innovative 150-student capacity team presentation room with seating arrangements for individual teams. This room allows lectures and presentations to be made by individual or multiple teams to the entire class. It is also an ideal room when faculty needs to discuss the coursework that is to be taught to teams. The room is equipped with wireless projectors, conferencing facilities and printers.

International Exposure:

SRMS IBS believes that international exposure is the key to success in today's economy. From cultural awareness to understanding the global marketplace, this international exposure is built into the system through:

- Visits by eminent foreign faculty members from the US and Europe to teach at least one entire

course every trimester.

- Our faculty who have experience in some of the world's leading business schools and corporations and who take the extra steps to ensure that students are engaged in their latest industry research/ consulting assignments.
- Our students who bring a unique flavour to the campus with international graduate degrees in various fields and/or global work experience.
- Our curriculum that has been designed to ensure students are engaged in the latest business and management thinking globally.

International Student & Faculty Exchange Programs



SRMS IBS has student & faculty exchange programs with world renowned institutes like **George Mason University**, located in the heart of Northern Virginia's technology corridor near Washington, D.C. Founded in 1972, the university has grown into a major educational force as a state institution, and gained national distinction in a range of academic fields. George Mason University is an innovative, entrepreneurial institution with national distinction in a range of academic fields, with strong undergraduate and graduate degree programs in engineering, information technology, biotechnology, health care and management.

Dr. Pierre Rostan, Professor of Finance, Montpellier Business School, France conducting Financial Accounting lectures at SRMS IBS

- International conferences and workshops that draw thought leaders from the global business community, policy makers, and academia.

Extensive Industry Interaction

The Corporate-Academia linkage ensures that the program is relevant, international in perspective and delivered to world-class standards. SRMS IBS invites eminent Industry leaders and professionals as faculty to share their knowledge with students. Industrial visits and corporate consulting is an inherent feature of the curriculum from companies such as Airtel, Reliance, Vodafone, Axis Bank, Bausch and Lomb, Indusland Bank, HDFC Bank etc.

Holistic Learning Environment

SRMS IBS aims to provide a holistic learning environment for its students to ensure an all round development of their personality. Care is taken to ensure there is an equal emphasis on academics as well as on extracurricular activities. In the past one

year, the Institute organized a number of major events including a seminar on the Global Financial Crisis, an Advertising Workshop followed by an Ad Fest, an intercollegiate debate competition, an intercollegiate quiz competition, a seminar on the topic of Management Lessons from Swami Vivekananda and several sports events including a table tennis tournament, a volleyball tournament and a billiards and snooker tournament.

National Industry Interaction Tour to Mumbai

It is mandatory for each PGDM Batch to undertake one national & one international industry tour during the tenure of the program.

The present batch of PGDM students undertook a week long industrial tour of Mumbai in the month of September and were provided with the opportunity to visit the Bombay Stock Exchange (BSE), Jawaharlal Nehru Port Trust (JNPT) and Zuventus Pharmaceuticals, to gain a first hand exposure into the working of large organizations.



Finance Seminar on the Global Financial Crisis

September 2013 ■ VOL: 17 No. 8 ■ Rs. 40

Business & Management CHRONICLE

For Emerging Business Managers

MBA PLANNER 2014

A Complete MBA Guide

India's Best B-Schools
B&M Pan India B-School Survey 2014
SRMS International Business School
ranked among the top 25 non IIM B-Schools in India

A+ All India Rating	Top 10 Emerging B-School in India	Top 10 B-School in North India
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Source : <http://www.chronicleindia.in/wp-content/themes/twentyten/Survey.pdf>

SRMS IBS organized a seminar titled '**Global Financial Crisis: Impact on the Indian Economy**' to create a platform for deliberating upon the implications of Global Financial Crisis on Indian Economy by bringing eminent persons from industry and academia together.



(L-R) Prof. Pierre Rostan, SRMS IBS, Capt., Umesh Agarwal, Director SAAMCO Consultancy, Prof. J.V. Vaishampayan, Department of Commerce, Lucknow University and Mr. Amol Saxena, District Manager, Citi Financial Consumer Finance Ltd. Lucknow sharing their thoughts during the seminar.

SRMS International Business School in association with National Human Resource Development, Lucknow chapter organized a panel discussion on - "**Challenges in Sales and Marketing in a new world economy**".

Few of the eminent corporate leaders who participated in the event and shared their words of wisdom were – Mr. Himanshu Kumar, General Manager – Human Resources, Tata Consultancy Services; Mr. Chandrakant Patel, Deputy General Manager (Marketing) – Idea Cellular Ltd.; Mr. Jatinder Kumar, Business Human Resource, Tata Motors; and Mr. Sanjeev Sharma, Sales Manager – The Malayala Manorma Group (The Week Magazine).



Mr. Himanshu Kumar, General Manager, Tata Consultancy Services giving the inaugural speech in the panel discussion



Mr. Shyamal Gupta (L), Director SRMS, IBS and Mr. Chandrakant Patel (R), Deputy General Manager, Idea Cellular Ltd.



Mr. Vikram Mishra, Branch Manager, Standard Chartered Bank sharing his thoughts during the Panel Discussion.

As a part of its endeavour to encourage deliberations on emerging topics among management graduates, SRMS IBS also organized an inter-college debate competition titled '**Dollar Losing Its Sheen in Global Currency Market**' by bringing management graduates together.

The Debate was coordinated by Student Finance Club of SRMS IBS - "Dravya".



The inter-college debate at SRMS IBS marked the presence of management students from different institutes who actively participated in the activity.

SRMS International Business School, Lucknow in association with NHRD network (Lucknow Chapter) organized a seminar on "The Role of HR Manager in a contemporary organization" on 27th July, 2012.

The programme marked the presence of various dignitaries from academia and corporate.

Mr. Saud Usmani and Ms. Pallavi Gupta from Human Resource Team of Tata Motors, Lucknow enlighten the audience about the emerging and changing role of Human Resource Management in contemporary organizations.



Mr. Saud Usmani and Ms. Pallavi Gupta explaining the role of HR Manager to students and faculty members.

To enhance the core competence and practical knowledge of the students, they are exposed to the real life work environment through industrial tours. Some major industrial visits included :

Bombay Stock Exchange, Mumbai
Jawaharlal Nehru Port Trust, Mumbai
Zuventus Pharmaceuticals, Mumbai
Times of India, Lucknow



Industrial visit to Bombay Stock Exchange, Mumbai



Industrial visit to Zuventus Pharmaceuticals, Mumbai



Industrial visit to Parag Dairy, Lucknow

Parag Dairy, Lucknow
Scooters India Ltd, Lucknow
Yash Papers Ltd., Faizabad
Non-Renewable Energy Dev. Agency, Lucknow



Industrial visit to Jawaharlal Nehru Port Trust, Mumbai



Industrial visit to Times of India, Lucknow



Industrial visit to Scooters India, Lucknow



Guest lectures at SRMS IBS are a regular affair where eminent personalities from corporate world are invited to interact with the students. A differentiating feature in itself, the guest lecture series has marked the presence of luminaries from the organizations of national and international repute.

Sl. No.	Speaker's Name	Company's Name	Designation	Topic
1.	Mr. Rahul Pandey	Hyundai Motors India Limited	Manager-Training	Brand Management
2.	Mr Ravi Santhanam	Vodafone Digilinks Ltd	CEO	Telecom Industry – Challenges and Opportunities
3.	Mr Ranjeet Kate	Times of India	Director Response	Attitude Building
4.	Mr. Rajendra P. Trivedi	Reliance Dairy and Foods Industries Limited	Sr. Manager Talent Acquisition	Emerging trends in Human Resources Functions (Induction / Recruitment)
5.	Mr. Shishir Chaturvedi	HDFC Bank	Asst. Vice President – HDFC Bank (Agri Business Division)	Agribusiness Products of Bank and Strategies to market them.
6.	Mr. Anurag Dubey	SSR Communication	Head HR	How to convert a good summer internship into a great summer internship
7.	Mr. Tanveer Ahmad Khan	Angel Broking	Area Manager	Derivative Trading
8.	Mr. Amit Rai	Indus Ind Bank	Regional Manager – Process Adherence & Quality Compliance	Basics of Banking
9.	Mr. Nikunj Singh	Onicra Credit Rating Agency of India Ltd	Regional HR Manager (Uttar Pradesh and Rajasthan)	Career Advancement and Talent Management
10.	Mr. Gaurav Jain	Citi Bank	Sr. Relationship Manager	Significance of CRM in Banking Industry
11.	Mr. Farasat Khan	Bausch and Lomb	Manager – Training	Breaking the Myths for Career Progression
12.	Mr. Puneet Saxena	Bajaj Electricals Ltd	Sr. Sales Manager – North India	Attaining Corporate leadership through STP (Segmentation, Targeting and Positioning)
13.	Mr. Mudit Dalela	Axis Bank	Manager HR	Career Opportunities
14.	Prof. Vinay Sharma	IIT Roorkee	Faculty	Integration of Management
15.	Brig. P. C. Mathur	Lucknow Management Association	Director	Motivating the motivated
16.	Dr. Sunil Kumar	Bankers Institute of Rural Development	Faculty	Overview of Accounting

Every week SRMS IBS invites eminent Industry leaders and professionals to share their knowledge, experience and enlighten the students with current industry trends. Industrial visits and corporate consulting is also a very inherent feature of the curriculum.



Mr. Mohit Kumar

Vice President (HR&TQM)

Idea Cellular Limited

Enlightening students on strategic HRM and Corporate Social Responsibility



Mr. Sachin Chaturvedi

DGM – Sales

Vodafone Digilinks Limited

Interacting with the students on New Trends of Money Transfer (Mobile money transfer)



Mr. Ravi Santhanam

Chief Operating Officer

Vodafone Digilinks Ltd.

Enlightening the students about Telecom Industry, challenges and opportunities



Mr. Ranjeet Kate

Director Response

Times of India

Delivering a lecture on Attitude Building



Mr. Puneet Saxena

Sales Manager

Bajaj Electricals Ltd.

Delivering a talk on - Segmentation, Targeting and Positioning



Mr. Shishir Chaturvedi

AVP - Agri Banking

HDFC Bank

Interacting with the students regarding Agri Banking

Guest Lectures



Mr. Amit Rai

Regional Manager

Process adherence and Quality compliance

IndusInd Bank

Giving a guest lecture on basics of banking operations in India



Mr. Farasat Khan

Manager Training

Bausch and Lomb

Taking a workshop on – Breaking the Myths for Career progression



Mr. Nikunj Singh

Regional HR Manager

Onicra Credit Rating Agency of India Ltd.

Giving a guest lecture on Career Advancement and Talent Management



Mr. Anurag Dubey

Head Human Resources

SSR Communication

Giving a lecture on 'How to convert a Good summer internship into a Great summer internship'



Prof. Vinay Sharma

Faculty

IIT Roorkee

Delivering a guest lecture on Integration of management practices in contemporary Indian organizations



Mr. Mudit Dalela

Manager HR

Axis Bank

Interacting with the students on career opportunities in Banking and Financial Services Industry

Guest Lectures

The Summer Internship Program (SIP) allows students' teams to work with the industry on real-world business issues, giving them the chance to apply their learning outside the classroom setting and gain a new perspective on business and more. SIP projects have enabled students to integrate the concepts they learned in the core terms and to apply the skills of consulting in developing industry specific expertise. Individuals work with companies on strategic, marketing, finance and general management issues across 8 weeks. With guidance from a faculty mentor, students create a unique recommendation to fulfil

the organizational need.

The Summer Internship Program evaluation is held thereafter. These evaluations see some enthralling presentations on consumer perception, retail industry, financial planning, HR practices and many more by the students. The presence of people from the industry adds a corporate flavour which has included Tata Group, Reliance Industries Limited, PepsiCo India, Times of India, Bharti Airtel, Janalakshmi Financial Services, Bajaj Allianz, Standard Chartered Bank, HDFC Mutual Fund, Hope Consultancy and Stock Holdings Corporations of India Ltd.,



SRMS IBS strives to provide coveted placement opportunities in reputed companies to its students, through its Corporate Resource Centre that works towards building and strengthening the industry academia relationship for placements.

Mohit Maurya
Professor - Marketing



Summer Internship Evaluation by Corporate Mentors

SRMS International Business School has a well structured Placement Cell with a mission to sustain and enhance the image of SRMS International Business School as a reliable talent pool of management students who can meet the needs of corporate world.

The college works religiously for providing a cutting edge to its students through the placement activities by organizing tailor-made training sessions for specific companies visiting for recruitment.

Incorporation of various industry recognized certifications, like – Certified Financial Planners, NISM / certifications, leadership development workshops, personality development modules etc. in the PGDM curriculum sets our students apart from others in terms of Employability skills and Industry readiness.

In order to increase the conversion ratio of students from selection process to final selection, the placements department along with the faculty members, train the students on various parameters / processes, involved in the selection process of companies, such as –

- Logical Reasoning / Aptitude test
- Group Discussions
- Interviewing skills

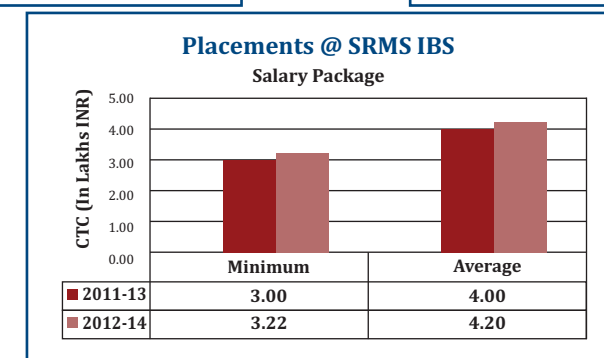
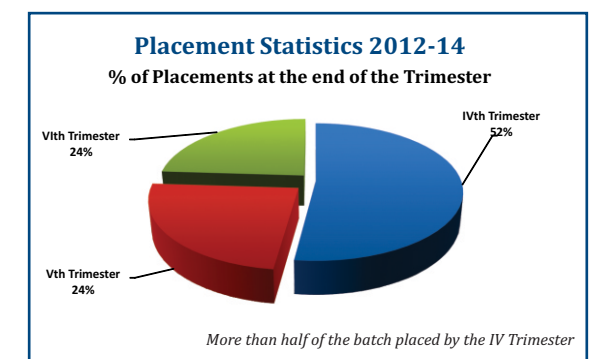
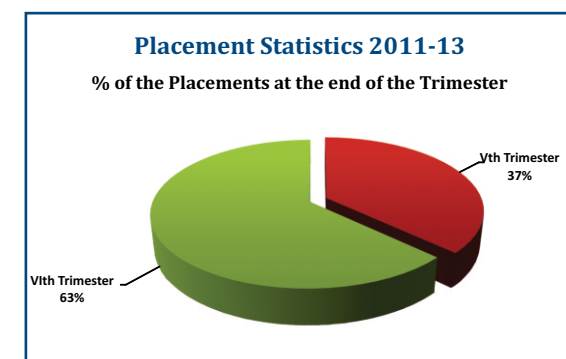
Placement Status 2011-13 Batch

The Final Placement season (2011-13) saw a good number of companies visiting SRMS International Business School offering niche and interesting profiles to its PGDM students and achieved a 100% placement.

Selection and scheduling of the companies was done keeping in mind the students' interest and the job profiles offered.






















Industry heavyweights offered profiles in domains like Sales, Microfinance, Operations, Analytics, Human Resource etc.

The maximum package offered by the company for first batch who came for the recruitment process was Rs. 7 Lakh p.a. CTC. The average salary package for the batch 2011-13 was Rs. 4.00 Lac p.a. CTC. Details of some of our students:



Maximum Package Offered Rs. 7 Lakh



Batch 2011-13

						
Abhishek Agarwal ICICI Bank	Vimal Verma PepsiCo	Hitesh Mishra HDFC Bank	Alok Ranjan ICRA Limited	Chandra Shekhar Vodafone	Prakash Mishra Ceasefire	Udit Varshney ICICI Bank
						
Avinash Abhay JustDial.com	Gaurav Kumar Panasonic	Govind Jee Singh Janalakshmi	Heena Duggal ICICI Bank	Himanshu Shukla Bosch and Siemens	Karishma Sabhani Airtel	Mani Shukla Reliance Ltd.
						
Manish Kumar Ceasefire	Masood Alam ICICI Bank	Mayank Goyal Vishal Mega Mart	Mayank Saxena Reliance Ltd.	Varsha Chandra Vodafone	Neharika Vodafone	Prashant Chaturvedi PepsiCo
						
Raghvendra Singh HDFC Bank	Rahul Chawla X L Dynamics	Sandeep Soni NJ India	Shaleen Agarwal HDFC Bank	Shivani Sahai Aegon Religare	Somya Khurana FirstCry.com	Suraj Pandey Janalakshmi

Batch 2012-14

The 2012-14 Batch has also achieved 100% Placement with an average salary of Rs. 4.20 lakh p.a. CTC. Some of our students from the batch of 2012-2014. The maximum package offered was Rs. 7 lakh p.a. CTC.

						
Ajit Janalakshmi	Akash Yadav ICICI Bank	Amit Yadav HDFC Bank	Aman Das Janalakshmi	Ankit Panday Vishal Mega Mart	Isha LA Sante	Anuj Gupta Janalakshmi
						
Anuradha 99acres.com	Deepak Bhaskar Janalakshmi	Akshat ICICI Bank	Ruchi Singh SRMS IMS	Ifahul Janalakshmi	Ritesh Singh Cashpor Micro Credit	Mohsin LA Sante
						
Nadeem Janalakshmi	Namrata HDFC Bank	Neha ICICI Bank	Nitesh Singh Janalakshmi	Rishav LA Sante	Rohit Deut	Dheeraj Janalakshmi
						
Shagun LA Sante	Waseem Ahmed Superhouse Ltd.	Shalu LA Sante	Gaurav Gupta Janalakshmi	Utkarsh ICICI Bank	SuShil LA Sante	Yogesh Tiwari Ceasefire Industries

Extra Curricular Activities

SRMS IBS believes in overall development of its students, for which activities beyond curriculum are given equal importance. The college not only provides facilities but also persuades for:

- Games and Sports
- Gymnasium
- Clubs

1. MARKOMANIA - THE MARKETING CLUB

Ad Fest

MARKOMANIA, marketing club of SRMS- IBS, organized Ad Fest on December 12, 2013 at its open theatre. The event was the culmination of the Advertising Workshop; which was a part of the Integrated Marketing Communications Course for PGDM II Year Students. In the workshop, the students were divided into 4 teams. All those teams comprised of 7 members each. Each team had to select a product for the creation of print as well as TVC advertisement. The team had to create a TVC of approx 60 seconds and three print versions of advertisement. The teams created Ads for Airtel, Royal Enfield, Glucose and Coca Cola.



Out of Box

A marketing event organized by marketing club "Marko Mania" to think out of the box and discover a new method of increasing the revenue of various companies like:

- 1- Myntra.com
- 2- Hero Moto Corp
- 3- Vodafone Vas
- 4- Sony Xperia
- 5- Head and Shoulder



2. DRAVYA – THE FINANCE CLUB

The Finance Club of SRMS-IBS, christened as Dravya, is a student driven initiative that organizes various activities to improve quantitative and analytical thinking abilities of students. Activities organized so far include seminar, inter college debate competition, virtual stock trading competitions, quiz competition, business plan presentation and information sessions about careers in finance.



The details of events being organized by the club are as follows:

INFINITE POSSIBILITIES IN FINANCE

Dravya, the finance club of SRMS organized a seminar to educate about the '**Infinite Possibilities**' available in finance as a career. The event was organized at SRMS IBS on 21st September 2013. The purpose of the event was to help the students in identifying their area of specialization within finance sector. The event was conducted well and highly appreciated by students and faculties. The seminar was presented as a story of the poster boy 'Dravya'. The narrator starts with the story when Dravya is born and completes 91 days. Here comes the entry of finance sector as provider of insurance. The students then introduce the 'Insurance Sector' and various career opportunities in Insurance sector. The child keeps growing and interacting with various industries in the finance sector.

The various industries covered for explanation were

- Insurance
- Mutual Funds
- Corporate Finance
- Business Media
- Teaching
- Banking
- Stock Broking
- Personal Finance
- Rating Agencies
- Estate Planning

The importance of certifications like CFA (Chartered Financial Analyst), CFP (Certified Financial Planner), CA, CS, CMA, and NiSM Modules was also stressed.

The event wrapped up with great feedback from faculty members.



FINANCIAL UNPRESENTATION

The financial unpresentation "the myth buster", was organized on October 26, 2013. Finance Club "DRAVYA" has come up with an idea of making its future managers unbiased in decision making. In the event Financial Un-Presentation the candidates were given a topic in personal finance and they spoke both in favour and against the topic and finally gave their personal verdict.

This activity forced them to explore both the sides of a coin, i.e. the topic, and then apply their judgement. The message conveyed was loud and clear - "to become an unbiased decision maker".



FUNDWISER (CHOOSE WISELY)

Fundwiser was organised on February 11, 2014. Fundwiser has been devised from the term fund advisor. The idea was to make participants become aware about the concept behind mutual fund investment. In current scenario, most of the people involved in the mutual fund sector are called advisor just for the sake of calling themselves as advisor but don't have the adequate knowledge or skills to advise the common investor. This event helped the students to explore client's needs and then suggest a fund along with convincing logic. The end goal was to convince the client that his money is safe with Fundwiser - i.e the mutual fund advisor.



3. THE PULSE - HR CLUB

The HR Club, Pulse is dedicated to encouraging excellence. It continuously strives for enabling industry interface and professional excellence in the field of human resource management and development. It conducts activities ranging from panel discussions to theme based presentations, role plays and management games to hone relevant skills among students required to make a successful HR professional. Following is a brief overview of our recent activities:



12 ANGRY MEN

An amazing enactment of the Movie, "12 Angry Men" on Sep 14, 2013 in form of a Role Play which portrayed the various types of biases and how they influence the decision making.



SPEED STAR

A fun event was organized by SRMS IBS on March 03, 2014 to teach students the dynamics of speed in life. A balance that is necessary to be made by student between studies and sports to stand ahead from crowd. It included a class activity and an outdoor activity.



HR GAMES

An amazing show was organized on March 22, 2014 to boost the inner talent of the students and to teach them the art of working in the team. Man was born free after that there will be a chain. The HR Club, Pulse strives for coordination among students to ensure cohesiveness amongst them. The students played the games with full enthusiasm and zeal. The following games were performed in the event :-

- Passing the ball
- Snakes –team building activity
- Sticky Situation
- Dash the matter



4. PROTON – THE SPORTS CLUB

The Sports Club of SRMS IBS organized activities :-



Intra college Volley Ball Match on date September 21, 2013 wherein students took active participation.



Badminton Singles & Doubles tournament on October 30, 2013 for both girls and boys.



IBS Premier Cricket League on February 01, 2014 for both PGDM Batch (2012-14&2013-15)



Annual Sports Day on March 29, 2014



5. MANIA – THE CULTURAL CLUB

At SRMS IBS we believe that entertainment is an integral element for holistic development of the students. The Cultural club Mania provides a platform to the students to showcase their talent and develop it further. It aims to unleash and spur creative potential by organizing a blend of extracurricular and co-curricular activities from time to time.



Outbound Learning Games

OUTBOUND LEARNING GAMES was conducted on November 22, 2013. The objective was to believe on the philosophy of 'learning with fun'. The crux of OBL lies in taking a group of people away from their normal environment into the outdoors, and placing a new, unfamiliar set of challenges before them, in the solving of which a whole lot of new equations are thrown up. The most obvious and immediate benefits of OBL is a building up of interpersonal relationships, trust and bonding. Team development, teamwork, team synergy, enhanced trust, conflict resolution and management skills are some other outcomes of OBL.



Collage and Radio Jingle competition

An amazing fun based activity of Collage competition and Radio Jingle was organised by the college on Feb 26, 2012 in which students took active participation. A creativity show was organized to boost the inner talent of the students and to teach them the art of working in team.



Appreciation & Recognition of Merit

Merit must be recognized and duly honoured. This creates a healthy competition among students and acts as a fountainhead of encouragement. SRMS IBS has been fortunate in receiving excellent support from the Trustees and well-wishers, who have come forward and instituted various medals and other awards which are :

- Shri Ram Murti Gold Medal for the highest scoring final year out-going student of PGDM.
- Shri Ram Murti Silver Medal for the second highest scoring final year out-going student of PGDM.
- Shri Ram Murti Bronze Medal for the third highest scoring final year out-going student of PGDM.
- Shri Ram Murti Gold Medal for the best student all rounder of the college of the out-going batch.

Annual Scholarships offered by SRMS of ₹ 2,00,00,000 (2 Crore)

SRMS Trust recognizes all the meritorious students every year on the basis of their annual results of the University. For this the Trust has earmarked **Rupees Two Crore** to be distributed to meritorious students of the Trust Institutions every year.

The college has laid down the following criteria for the Scholarship:

- | | | | |
|----|---|---|---|
| 1. | Student securing 86% or more marks in PGDM Examination | - | ₹ Equivalent to the % of marks secured (Minimum ₹ 86,000/-) |
| 2. | Students securing 85% marks or more but below 86% in PGDM Examination | - | ₹ 35,000/- |
| 3. | Students securing 80% marks or more but below 85% in PGDM Examination | - | ₹ 30,000/- |
| 4. | Students securing 75% marks or more but below 80% in PGDM Examination | - | ₹ 20,000/- |

Somya Khurana

Human Resources - FirstCry.com

Awarded Shri Ram Murti Gold Medal & a Cash Award of ₹ 21,000/- for the Highest scoring student of PGDM Batch 2011-13.



Abhishek Agarwal

Finance - ICICI Bank

Awarded Shri Ram Murti Silver Medal for securing Second highest marks in PGDM Batch 2011-13.

Karishma Sabhani

Human Resources - Airtel

Awarded Shri Ram Murti Bronze Medal for securing Third highest marks in PGDM Batch 2011-13.



Vimal Verma

Marketing - PepsiCo

Awarded Shri Ram Murti All rounder Medal for Overall Best Performance in PGDM Batch 2011-13.

Convocation



Moments



I was mainly attracted by the international dimension of the B-School and especially by the attention granted to each student. SRMS IBS has helped me broaden my horizons thus ensuring a holistic development of my personality.

Namrata
HDFC Bank
PGDM Class of 2012-14



Once you are enrolled at SRMS IBS, you will quickly realize that a great teaching and learning environment, coupled with world-class facilities are only the beginning of the PGDM experience. Beyond this you will form life-long relationships with your classmates, enjoy a healthy social life outside classes and work in teams that will bring together groups of interesting, challenging and hardworking people from all walks of life. The lush green ultra modern campus contains a variety of recreational facilities including an amphitheatre, a play ground, gym, volleyball, basketball and tennis courts that help you stay fit, in spite of your busy schedule. Some other

facilities include Dining, Canteen, Laundry, Housekeeping, Medical and First Aid facilities, ATM banking, Stationery and Bookstore, Convenience store for essential groceries and toiletries.

Residential Area

The Institute has on-campus residential facilities for faculty members, students and staff. The residential area is located on a sprawling, pollution free area and provides healthy conditions for living. Within the residential area there is a garden, parking space, 24 hrs. security, water supply, electricity, cable TV and telecom facility.



SRMS IBS Multi Activity Centre

Hostel

There are separate hostels for boys and girls. There are 240 well maintained single seater rooms with attached bathrooms. The hostels have 24 hours power supply facility, hot water supply in winters, common rooms with LCD TV & indoor games. Only vegetarian food is served in the hostel mess.



Gymnasium

The Campus has a well-equipped and modern Gymnasium with state-of-the-art equipment. A full-time Gym instructor is also available to guide students.

Sports Facilities

The college has a range of sports facilities including



indoor games and outdoor games like Table Tennis, Carrom, Billiards, Pool, Basketball, Volley-ball, Football and Cricket.

Transport

The college provides transport services regularly between the campus and the city. College buses are made available to students and faculty members for



commuting from various points in the city.

Guest House

The college maintains a 10-room air-conditioned Guest House with comfortable board and lodging facilities. Guest house facility is made available to visitors / parents at a nominal rate.



500-seater Student-Industry melting point



Healthy body, healthy mind



SRMS Trust, a public charitable Trust, established in the year 1990, is a living tribute to the memory of veteran freedom fighter, true Gandhian, ex-parliamentarian, ex-minister U.P., Late Shri Ram Murti Ji. The primary objective of the Trust is to provide and promote education and research in the field of Science and Management, Engineering and Technology, Medicine and Humanities.

The aim of SRMS Trust is the upliftment of masses by:

- promoting social values
- promoting technical and professional education
- promoting health and medical education

SRMS Trust established an engineering college at Bareilly in 1996, which is one of the first private colleges to be established in the state of Uttar Pradesh in India. Since then it has successfully established a Pharmacy College, a Management Institute, a Medical College, Nursing School, a Women's Engineering College at Bareilly and an Engineering College at Lucknow. The Trust also runs one of Uttar Pradesh's most advanced hospitals, The SRMS Institute of Medical Sciences which is currently a 950-bed multi-superspecialty, tertiary care and trauma center and cancer hospital.

SRMS Trust has strived to provide the best facilities, faculty and resources to its students and the larger community. The Institutions of the trust have consistently been ranked among the top colleges in the state of Uttar Pradesh and Northern India.

Community and Social Services

As a part of meeting the social responsibility towards poor but promising members of the local society the trust is running few programmes and charitable services.

Scholarship

From the inception the Trust took up the responsibility of adopting deserving children from the economically weaker sections of society and sponsored their education. Medicine, Engineering, Pharmacy, MCA & MBA, Post-Graduate, undergraduate and Intermediate level students are covered under this scheme. The trust distributes scholarship of up to Two Crore Rupees every year to the meritorious students of its institutions to encourage the students for securing high marks in the University Examination.



SRMS Samudaik Sewa Yojana

The programme was inaugurated on 10th Feb., 2008 by Prof. Premvrat, Vice Chancellor, U.P. Technical University, Lucknow. Under this scheme the Trust provides free Vocational Training to socially and economically backward people of the adjoining areas. Hundred young people having education up to High School or 10+2 are being selected for training in different trades like Carpentry, Welding, Turning, Wiring, EPBAX-Operation, X-ray Technicians, ECG Technicians and Computer Literacy. All students of Samudaik Sewa Yojana are offered stipend by the trust.

SRMS Janhit Chikitsa Yojana

The programme was inaugurated on 4th July, 09 with an objective to provide free treatment to the patients who are deprived of the treatment due to financial constraints. Under this scheme Trust has provision for selecting 6 patients every day and provide treatment to these patients in its hospital. During the treatment the patients are provided free of cost consultation, medicines, consumables, food and hospitalization.



Free Pharmacy

The Trust operates 4 Free Pharmacy shops, one at SRMS Rural Health Centre (Town- Dhaura), one at SRMS Urban Health Centre (Rampur Garden, Bareilly) and two at SRMS Hospital. In these pharmacies, Trust provides more than 150 types of generic medicines & consumables (free of cost) to the patients.

Cataract Eradication Programme

The Trust has undertaken this programme since 2nd Oct., 2002. Till date the Trust has organized 90 Camps for selection of patients having cataract. More than 8,000 patients have been successfully operated by the team of SRMS Doctors.

Rural Health Camp

The Trust organizes three rural medical camps every month in which it provides free medical consultancy, free medicines & free diagnostic services like ECG, Ultrasound & Basic Blood investigations to the poor and people in need. Till date the Trust has organized more than 150 Camps whereby over 75,000 patients have been provided free consultation and free medicines.



Provision of 400 Free Beds in SRMS Hospital

The Trust has a provision for 400 Beds in SRMS Hospital whereby the patient is not charged any amount for Bed, Consultation Fee, Surgical Charges and O.T. Charges in General Ward.

Government Health Programs

The Trust is running various Govt. Sponsored Health Programs in its Hospital, such as –Revised National Tuberculosis Program (DOTS), Saubhagyawati Surakshit Matratwa Yojana, Family Planning & Welfare Program, Vaccination Program, ICTC Centre for AIDS and Rashtriya Swasthya Bima Yojana.



Debate & Story Writing

SRMS Trust is devoted to the cause of promotion of talent for which it holds Debate Competition each year covering the burning and contemporary issues of the society. Since 1995, the trust has been organizing a National level Story Writing Competition annually to promote creativity and literary pursuits. The collection of the awarded short stories "Kaliyug Ki Yashodhara" was published and its second volume is to be released shortly.

Ram Murti Pratibha Alankaran

Since 1993, the Trust annually honours eminent personalities with Ram Murti Pratibha Alankaran Award, who have made the nation proud with their achievements. Some of the people honoured so far are: Prof. M.S. Soda (Ex-Vice Chancellor, Lucknow University), Dr. J.C. Bass (Eye Surgeon, Bareilly), Prof. Wasim Barelvi (Urdu Poet), Dr. Nawal Kishore (Gynaecologist), Shri K.P. Saxena (Poet), Col. Suresh Joshi (Eminent Army Personnel), Shri Sudhanshu Ji Maharaj (Preacher & Social Reformer), Ms. Priyanka Chopra (Miss World), Dr. S.K. Agarwal (Ex-Director, SGPGI, Lucknow) and others.



Shri Ram Murti Smarak College of Engineering and Technology, Bareilly

Shri Ram Murti Smarak College of Engineering and Technology (SRMSCET) is one of Uttar Pradesh's first private management and engineering colleges. As a premier institution it offers courses such as B.Tech., M.Tech., MCA, MBA, M.Pharm and B.Pharm. Spread over a campus of over 35 acres SRMSCET is equipped with all modern facilities that make an ideal learning and exchange environment. The college was among the very few to be selected for TEQUIP programme of World Bank and has successfully completed the phase one. The college has received multiple awards from academia and industry such as the Academic Excellence Award from Uttar Pradesh Technical University. The college has established excellent relations with industry which is reflected in one of Uttar Pradesh's best student placement records and industry tie ups with Infosys, Oracle, IBM and EMC, among others.



Shri Ram Murti Smarak Institute of Medical Sciences, Bareilly



• Hospital

The Institute has an ultramodern 950-bed centrally air-conditioned multi-superspecialty, Tertiary Care and Trauma Hospital. The Hospital started functioning from July 2002 having highly qualified doctors and state-of-art equipments like 128 slice dual source CT Scan, 3.0 Tesla MRI, Cath Lab, Critical Care Monitoring & Management equipments etc. The Hospital caters to the medical needs of almost 20 million people within the radius of 250 Kms (150 miles) reaching up to Nepal.

• Medical College

The MBBS programme at Shri Ram Murti Smarak Institute of Medical Sciences (SRMS IMS) started in the year 2005 with 100 seats' intake. In 2010 the SRMS IMS got the recognition from Medical Council of India & Ministry of Health, Government of India. The same year SRMS IMS started post-graduate programme (M.D./M.S.) in pre, para and clinical departments, which are approved by Medical Council of India. The campus is spread over 30 acres of land, having pollution free environment providing healthy atmosphere for teaching, learning and living. All the teaching programmes are affiliated from M.J.P. Rohilkhand University.



• R. R. Cancer Institute and Research Centre, Bareilly



R.R. Cancer Institute and Research Centre is a leading institute in entire Uttar Pradesh and Uttarakhand, which provides state-of-the-art facilities in the field of cancer treatment. It is equipped with a High Energy Linear Accelerator with multi-leaf collimators and HDR-Brachytherapy to treat all types of cancer from head to toe. Besides delivering 3DConformal RT, the Institution is well equipped to administer all types of chemotherapy and provide palliative care to terminally ill patients.

Shri Ram Murti Smarak Women's College of Engineering & Technology, Bareilly

The Trust has started a separate and independent Shri Ram Murti Smarak Women's College of Engineering & Technology (SRMS WCET) since 2008 at Ram Murti Puram 13th Km. Bareilly-Nainital Road, Bareilly in a separate 10 acre campus. This college offers an MBA and B.Tech. Program with an annual intake of 480 students. The college offers comprehensive facilities for achieving the highest standards of academic excellence for students and faculty. The college has already started creating academic benchmarks among the colleges affiliated to UPTU.



Shri Ram Murti Smarak School of Nursing, Bareilly



Shri Ram Murti Smarak School of Nursing, Bareilly offers a Diploma in General Nursing & Midwifery. The goal of the program is to provide in-depth education and sound training in the field of Nursing with an emphasis on preparing nurses/health workers to meet the basic health needs of the community as well as to meet the requirements of emerging hospitals/nursing homes. The School is established in sprawling and pollution free environment. It is located on Ram Murti Puram, 13 Km. Bareilly-Nainital Road, Bareilly. The School and courses are recognized by Indian Nursing Council, New Delhi, affiliated with State Medical Faculty, Uttar Pradesh and approved by Govt. of Uttar Pradesh.

Shri Ram Murti Smarak College of Engineering and Technology, Lucknow

Shri Ram Murti Smarak College of Engineering and Technology (SRMSCET), Lucknow-Kanpur Road offers B.Tech. Programmes affiliated to Gautam Buddha Technical University (GBTU). The Institute has been conceived as a centre of excellence of Electronics in Northern India and presently offers specializations in the areas of Electronics & Communication, Electrical and Electronics Engineering, Electronics Engineering, Mechanical Engineering and Computer Science Engineering.



Shri Ram Murti Smarak Institute of Paramedical Sciences, Bareilly



Shri Ram Murti Smarak Institute of Paramedical Sciences, Bareilly has started its academic session from the year 2011-12 for BSc. courses in Medical Lab Technology, Physiotherapy, MRI and CT Scan and Operation Theatre practices. The institute is associated with Shri Ram Smarak Institute of Medical Sciences, a 950-bed multi-superspecialty, tertiary care and trauma hospital. The institute has an annual intake of 160 students, approved by U.P. State Medical Faculty and affiliated to M.J.P.R. University.

IMPORTANT INSTRUCTIONS

1. Ragging is punishable offence under Law.
2. PGDM from SRMS IBS is a two-year residential course. Parents are advised not to give any two-wheelers or four-wheelers to their wards for coming to this business school.
3. Hostel rules and regulations are to be strictly followed as per the student manual.
4. Each student will be provided with an identification card (ID Card) with his/her photo and name as well as other details on it. The students have to compulsorily wear their ID card inside the campus. ID cards have to be worn by the students during visits to other organisations/ colleges/ universities for participating in industrial visits, placement activities, sports, cultural and other academic activities. Students are not allowed to enter the campus without their ID card.
5. It is mandatory for all students to follow the prescribed dress code.
6. Students are required to appear in all prescribed examinations as specified in the "Ordinance for PGDM course of SRMS IBS". The promotion rules and award of degree will be guided by the rules and norms of the aforesaid ordinance.
7. All requisite applications for bonafide certificates, industrial visit permission, leave application, curricular and co-curricular activities participation application etc. should be addressed to the Director.
8. The request for SRMS Trust scholarship should be addressed to the Managing Trustee.
9. Keeping and using cellular phones is prohibited in the academic block.
10. Smoking, chewing of tobacco, use of other intoxicants and spitting are strictly prohibited inside the campus and hostel.
11. Parents are requested to keep a close watch on the attendance and progress of their wards. They are welcome to meet the Director between 1 p.m. and 3 p.m. on working days.
12. If the attendance of the student is below 80%, then the student is not allowed to appear in the end trimester examination.
13. SRMS IBS follows an academic calendar system. All information like holidays, number of working days per trimester, examination dates, co-curricular and extra curricular activities are mentioned in that calendar. It is published at the beginning of academic session.
14. If any seat in the course remains vacant, then in case of withdrawal, no fee including security deposit will be refunded.
15. Legal Disputes, if any, shall be subject to Unnao Jurisdiction only.
16. SRMS IBS reserves the right to change any or all the information, rules, regulations and procedures without prior notice, whenever it is deemed necessary to do so.

संस्थान गीत

श्री राममूर्ति संस्थान..... श्री राममूर्ति संस्थान.....
 श्री राममूर्ति संस्थान, नमन हो तुमको बारम्बार
 इसके कण-कण में बसता है ज्ञान और विज्ञान
 श्री राममूर्ति संस्थान.....

1. पूज्य पिता की याद को लेकर
 आपने की है इसकी रचना
 यही प्रयत्न हम सबका भी है
 आपका हो सपना साकार
 श्री राममूर्ति संस्थान.....

2. इसकी पावन भूमि में है 2.....
 हर शिक्षक भगवान 2.....
 जिसमें पढ़ते हैं सब मिलकर
 भौतिक गणित रसायन 2.....
 श्री राममूर्ति संस्थान.....

3. यहां ज्ञान के साथ-साथ है पूजा का स्थान
 जहां विराजमान है देखो
 श्री कृष्ण भगवान 2.....
 हर मानव नतमस्तक होकर करता ईश का ध्यान
 श्री राममूर्ति संस्थान.....

4. इसके आंगन में है रहकर 2.....
 मिले अभियंता नाम
 मिले प्रबंधक नाम
 ज्ञान की डोर और बढ़ाना
 यही है इसका काम
 श्री राममूर्ति संस्थान.....

