



LEARN HERE
AND LEAD ANY
WHERE!



SRI SUKHMANI
INSTITUTE OF MANAGEMENT
A part of Sri Sukhmani Group of Institutions

Plot No 2, Block-PSP, Sector 8, Dwarka, Delhi, 110075
Phone No. 011-4150 8606, +91 8929399191, +91 8588890906
Email: leads@ssimdworka.org
www.ssimdworka.org



www.ssimdworka.org



ESTD. 2009

SRI SUKHMANI
INSTITUTE OF MANAGEMENT
A part of Sri Sukhmani Group of Institutions



**DISCOVER
A BRIGHT
FUTURE**

PGDM
INFORMATION BROCHURE



Approved By
All India Council for Technical Education
AICTE (New Delhi)

OUR VISION

To be a world class school of management known for its innovative pedagogy, research and building professional competence.

OUR MISSION

To provide world-class management education in India in an atmosphere of freedom, while adhering to strict academic standards in research and teaching.



A Tribute to Founder

Late Prof. Avtar Singh
Founder and Chairman
Sri Sukhmani Group of Institutes

Education breeds confidence, Confidence breeds hope, Hope breeds peace

ABOUT

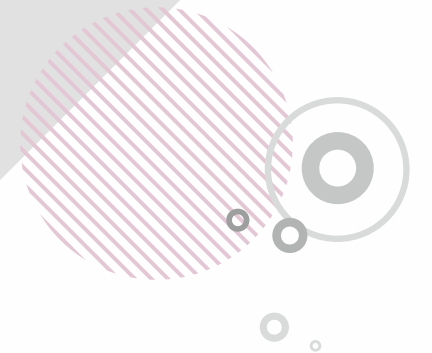
SSIM

Sri Sukhmani Institute of Management is a premier Institute, set up under the Aegis of Sri Sukhmani Group of Institutes. The Group was established more than 4 decades ago, in 1979, by Philanthropist Educationist Prof. Avtar Singh and has since carved a niche for itself in the area of Management. At SSIM, we equip our students with knowledge, skills and, confidence that are relevant to contemporary managerial practices. The institute strives to sharpen Management skills and produce managers of tomorrow who can meet the global demands in the field of management. Sri Sukhmani Institute of Management has a beautiful campus, fully equipped with labs, library, AC classrooms, Wi-fi accessibility and other state-of-the-art infrastructure, and offers a PGDM course with specializations in Human Resources (HR), Marketing, Finance, IT & Business Analytics, Operations & Supply Chain Management, Entrepreneurship. We focus on providing a cordial environment for the students to learn, experience, and experiment, covering all facets of professional education. Our campus is located in Dwarka, New Delhi and is easily accessible by road, metro or air with the airport being a mere 6 km away.



LIST OF OUR INSTITUTES

- Sri Sukhmani Institute of Management, New Delhi
- Sri Sukhmani Institute of Engineering & Technology, DeraBassi
- Sri Sukhmani Institute of Hospitality & Management, DeraBassi
- Sri Sukhmani Dental College & Hospital, DeraBassi
- Sri Sukhmani College of Nursing, DeraBassi
- Sri Sukhmani Polytechnic, DeraBassi
- Sri Sukhmani International School, DeraBassi
- International Polytechnic for Women, New Delhi
- Swarn Public School, New Delhi
- Sri Sukhmani Institute of Personality Development & Competitions





Mr. Kanwaljit Singh
Chairman
Sri Sukhmani Group of Institutes

message from the **CHAIRMAN'S DESK**

The field of Business Management has undergone a tremendous transformation over the last 25 years. Conventional methods are replaced by newer and better technological processes and this has put a good deal of pressure on the Management Institutions in India in terms of infrastructure and other inputs to keep up with the latest trends in higher education.

The management at SSIM has a great vision and a committed mission to develop a competent generation of young managers ready to take on the ever-changing challenges in the global economy. We are committed to ensure holistic teaching and learning processes, aligned with the latest trends in management education and ensure the employability of our students. SSIM has been providing well educated, trained and groomed young executives to various industries in India for many years.

At SSIM, we also provide an excellent learning environment through state-of-the-art infrastructure, hostel and mess facilities, a huge library, sports facilities, etc.

We believe that a happy and physically strong mind works more efficiently and therefore various avenues have been provided for the benefit of the students.

I take pleasure in inviting you to be a part of an exciting and exhilarating journey towards a fruitful career, the foundations which would be laid at SSIM.

“We are committed to ensure holistic teaching and learning processes, aligned with the latest trends in management education. ”



Dr. Vartika Chaturvedi
Dean
Sri Sukhmani Group of Institutes

message from the **Dean DESK**

Welcome to the PGDM Program of SSIM.

I am fervent to introduce to you the AICTE-approved SSIM PGDM Program that will facilitate you achieve future-oriented traits and expertise.

The last two years shall be noticeable in the history of mankind as a lesson for life. It has taught us to expect the most unexpected and be prepared to become accustomed to the new normal. This stands true with your personal as well as professional life. The corporate world would expect from you beyond management curriculum, agility and liveness to adapt yourself in these difficult times. While we realize that none of your goals are easier to achieve, we believe that our learner's centric approach of teaching will help you to accomplish your goals. We value the persistent pursuit of innovative knowledge and are committed strengthening relationships that fuel your intellectual curiosity and constructive creativity. As you become a management student, you would be exposed to a strategically methodical and rigorous academic structured curriculum, industry exposure through live projects, industrial visit, guest lecturers & Practitioner sessions by the senior industry & academic experts, and much more. During the two years program at SSIM, blends of meticulous workshops are designed and will be delivered through experts from the academia and corporate.

In order to keep you relevant and updated with contemporary topics, the course Structure of SSIM is annually revised which helps in bridging the gap between industry and academia. A number of learning initiatives has been taken through Corporate Readiness & Skill Enhancement, Co-Co-curricular and Extra-curricular activities which aim to sharpen your talent and enhance your Holistic Development.

I look forward to the transformative impact of this program on your lives!!!

“We value the persistent pursuit of innovative knowledge and are committed strengthening relationships that fuel your intellectual curiosity and constructive creativity.”



ADVISORY COUNCIL



Mr. Kanwaljit Singh
Chairman,
Sri Sukhmani Group of Institutes

MEMBERS

Joyeeta Kumar
VP- Head Buying & Merchandising
Reliance Retail

Mr. Kumar Ashish
President,
Bandhan Bank

Mr. Sanjeet Joher
Head – South Asia
VFS Global

Ms. Sanjana Kalra
Educationist

Dr. Sujata Kaul
Educationist

Mr. Sushant Sinha
Educationist

ACADEMIC ADVISORY COUNCIL

MEMBERS



Prof Sushant Sinha
Advisory Board Member
SSIM



Ms. Sanjana Kalra
Executive Director
IPW- New Delhi



Dr. SK Mahapatra
Director- KIIT School of Management
(KSOM)



Mr. Rajesh Tiwari
Retd. Government Officer
National Fertilizer Limited (NFL)



Prof. Ritesh Srivastava
IIM-A
Alumnus



Dr. Richa Srivastava
Principal
IPW- New Delhi



Mr. Aquil Busrai
CEO, Aquil Busrai Consulting
Former Executive Director IBM India



Mr. Debargha Deb
National Manager
Sales HR Dabur India Limited



Dr. Runa Maitra
Business Advisor
SHRM India





PGDM PROGRAM

Our PGDM course is designed in the perspective of the dynamic business circumstances. Its Industry centric course structure inclusive with multiple live projects, Industrial visits, Corporate Expert Sessions, it will edge you with dual specialization in any of the functional areas of management viz; Marketing, Finance, HR, Business Analytics, and Operations. The PGDM curriculum at SSIM has a only one of its kind curriculum, with innovative teaching pedagogy which promotes collaborative learning. The rigorous, cross-functional learning's beyond classroom provides knowledge of implementing business fundamentals, communication and analytical skills needed to optimally solve problems that managers and executives deal with, while at the same time developing students' leadership skills. The AICTE approved PGDM course is futuristic & enriched by research with continues updating of knowledge. More than 27 of Core courses together with dual specialization in the second year encourage and gears up the learners for the successful career in the corporate.

PROGRAM HIGHLIGHTS

EFFECTIVE PEDAGOGY

- Outcome Based Learning
- Case Study Teaching Methodology
- Flipped Classrooms
- Outbound Learning Programs

EXTENSIVE INDUSTRY INTERFACE

- Corporate Sessions
- Live Projects
- Internships
- Industry Visits
- Mentoring

HOLISTIC DEVELOPMENT

- Club Activities
- External Participations
- Individual Development Programs
- Team Based Projects

DISTINGUISHING FACULTY

- Faculty in Practice
- Doctorate's from Central University
- Rigorous Researchers



FOCUS AREA OF THE PROGRAM

- Design Thinking
- Domain Expertise
- Experiential Learning Pedagogy
- Collaborative Learning

COLLABORATIVE LEARNING

AS CORRECTLY POINTED OUT BY HENRY FORD, 'COMING TOGETHER IS THE BEGINNING, KEEPING TOGETHER IS PROGRESS.' IT IS TRUE THAT LEARNING CAN BE MEANINGFUL ONLY WHEN THE PROCESS IS ATTUNED TO THE NEEDS, GOALS AND STRENGTHS OF A LEARNER.



In fact, the focus of the present-day education system has shifted to collaborative learning approach, where the Faculty is the diffuser of knowledge, with each student being at the helm of their learning process. We at SSIM promote the Culture where a student learns from their peers and their Faculty members. Students ought to understand early in their lives that individual goals fit in well within a larger set up, and can be furthered and enhanced through collaboration and engagement.

PGDM PROGRAM STRUCTURE

TRIMESTER 1

Code	Subject Name	Credits
PG101	Business Communication	3
PG102	Managerial Accounting	3
PG103	Organizational Behavior-I	3
PG104	Marketing Management-I	3
PG105	Statistics for Business Decision Making	3
PG106	Managerial Economics	2
Total Credits		17

TRIMESTER 3

Code	Subject Name	Credits
PG301	Human Resource Management	3
PG302	Legal Aspects of Business	3
PG303	Research Methodology	3
Pg304	Operations Management	3
PG305	Strategic Management	3
Pg306	Consumer Behavior	3
Total Credits		18

TRIMESTER 5

Code	Subject Name	Credits
PG501	Entrepreneurship Development	3
Pg502	Dissertation (Finalization of Topic)	2
4 Electives (Two each from two areas of specialization) (4*3 Credit each)		12
Total Credits		17

TRIMESTER 2

Code	Subject Name	Credits
PG201	Business Communication-II	3
PG201	Financial Management	3
PG201	Organizational Behavior-II	3
PG201	Marketing Management-II	3
Pg201	Operations Research	3
Pg201	Business Environment & Policy	2
Total Credits		17

TRIMESTER 4

Code	Subject Name	Credits
PGC401	Business Ethics & Corporate Governance	3
PGC402	Summer Internship Project	10
6 Electives (Three each from two areas of specialization) (6*3 Credit each)		18
Total Credits		31

TRIMESTER 6

Code	Subject Name	Credits
Pg601	Change & Agility Management	3
PG602	Dissertation (Final Submission & Presentation)	5
Total Credits		8
Total Core Courses		108

Employability Readiness Courses (Workshop Based)

Course Name	Credit	Course Name	Credit
Trimester 1		Trimester 3	
Personal & Professional Grooming Program	3	MIS	2
Advance Excel	3	Campus to Corporate Readiness Program-I	3
English Language Training	3	Emotional Competency & Team Work	3
Trimester 2		Trimester 4	
Design Thinking	3	Negotiation Skills	2
Retail Management	3	Campus to Corporate Readiness Program-II	3
Digital & Social Media Marketing	3	Aptitude Training	3

Specialization and Electives Courses

TRIMESTER 4

Marketing Management	Human Resource Management	Business Analytics	Operations Management	Finance Management
Integrated Marketing	Talent Acquisition	Data Base Mgmt. System*	Supply Chain Management	Portfolio & Security Analysis
Communication Services	Training & Development	Python*	Business Logistics & Doc.	Taxation For Managers
Marketing B2B	Employee Relations & Diversity	Big Data Analytics*	Enterprise Resource Planning	Derivatives & Risk Mgmt.
Marketing Sales & Distrib. Mgmt.	HR Analytics		Service Operations Management	Investment Banking
Customer Relationship Mgmt.	Strategic Human Resource Mgmt.		Supply Chain Analytics	Project Appraisal & Financing
Marketing Research	Global Human Resource Mgmt.		Procurement Management	Financial Modeling

TRIMESTER 5

Marketing Management	Human Resource Management	Business Analytics	Operations Management	Finance Management
Product & Brand Management	Performance Management System	Data Visualization using	Total Quality Management	Mergers & Acquisitions
Marketing Models & Analytics	Compensation & Reward Mgmt.	Tableau*	Project Management	Strategic Cost Management
Digital & Social Media Marketing	Competency Mapping	R*	Operations Strategy	International Financial Mgmt.
Rural Marketing	Organizational Development & Change		Sales Operations Planning	Banking & Financial Services

*Compulsory

General Management Subjects

Operations Management I
Corporate Accounting
Organization Behavior
Marketing Management-I
Quantitative Techniques I
Managerial Economics
Supply Chain Management
Financial Management I
Managerial Accounting & Control II
Business Communication
Macro Economics
Quantitative Techniques II
Management Information System
Financial Management II
Marketing Management II
Operations Management II
Human Resource Management
Research Methodology

Core Papers

Strategic Management
Business Environment
Corporate Governance & CSR

Human Resources Specialization Elective Subjects

Training & Development
Performance Management Systems
International HRM
Industrial Labor Laws
Competency Mapping and Talent Management
Team dynamics at work
Cross cultural management
Strategic Human Resource Mgmt,
Employee Relations & Diversity Mgmt.
Human resource metrics and analytics

Operation & Supply Chain Specialization Elective Subjects

SCM -Drivers & Matrix
Network Design
Distribution Management
Transportation
Supply chain analytics
Sourcing Management
Total quality management
Global Sourcing and Management
Business Logistics and Global Trading
Pricing and revenue management

Marketing Specialization Elective Subjects

B2B Marketing
Service Marketing
International Marketing
Consumer Behavior
Product & Brand Management
Customer Relationship Management
Integrated Marketing Communication
Retail Marketing
Sales and Distribution Marketing
Digital and Social Media Marketing

Entrepreneurship Specialization Elective Subjects

Entrepreneurship Concepts & Applications
Business Environment & Regulatory Frameworks for Startups
Business Strategy & Planning for Start-ups
Project Appraisal and Finance for Start-ups
Effective fund raising for Entrepreneurs
Developing and managing family business
Effective fund raising for Entrepreneurs
Venture and Private Equity Funding
Social Entrepreneurship
Project work-preparing and presenting business plan

Finance Specialization Elective Subjects

Merger & Acquisition
International Financial Management
Taxation
Portfolio & Securities Analysis
Project Management
Management of Financial Services
Financial Modelling Using Spreadsheets
Taxation
Financial Derivatives
Banking & Financial Management

IT & Business Analytics Specialization Elective Subjects

E-business
Relational database management system
Objective Oriented programming using C++
Object oriented analysis and design
Management and information system security
Knowledge management
Windows programming and visual basic
Strategic IT Management
Software Project Management
Contemporary issues in IT

PGDM COURSE CURRICULUM

Note: Electives mentioned above are subject to change based on current industry requirements.

BEYOND THE CLASSROOM

Beyond the Classroom consist of a number of activities that help the students improve their communication skills, and edify them planning, delegation, change management, problem solving, as well as inspire them to work as a part of team. Outbound Learning Program emphasize on developing critical management and leadership skills in students, which helps them, to sustain in the challenging corporate world.

RECENT VISITS

- Leadership tour to Rishikesh
- International Business exposure at IITF
- Team Building activity at Dam dama lake



Management is an art or science is still questionable. It is important for Management students to learn management concepts and its application in day to day activity of corporate world. One of the best methods to make the course curriculum more interesting is innovating the pedagogy. Learning theoretical concepts through management game is among one of the most appreciated techniques. The purpose of such management games for students is educational as well as enjoyable at the same time.

- Learning through Management Games
- On site corporate training
- Practitioner's session with Industry experts
- Holistic Development through cultural events



FACULTY DEVELOPMENT PROGRAMME



The fundamental objective of FDP is to design and enhance the teaching and other skills of the faculty and to make them aware about modern teaching tools and methodologies. It provides an opportunity to acquire knowledge about current technological developments in relevant fields. It not only promotes the professional practices relevant to management education but also motivates the faculty to achieve competitive teaching and learning environment, thus channelizing developments with respect to academic qualifications and personal affairs. The FDP is to cover all the areas of management education, such as education policy, new concepts, methods and techniques, theory and skills development and upgradation of pedagogy, educational technologies, motivation, communication skills, managements and other relevant issues to keep pace with the changing scenario of management education. At SSIM faculty members are basically trained for pedagogical training and subject related training. These Programmes are conducted in blended learning mode. A certificate of participation is provided to all the participants after the successful completion of FDP.



MANAGEMENT DEVELOPMENT PROGRAMMES

SSIM has been designing, developing and conducting management development programmes for working professionals over a decade. The Globalised business environment demands that manager leverage the most advanced approaches to perform better and contribute effectively to organizational objectives. Hence, it becomes imperative for managers to persistently update themselves about changing business paradigms and innovative business practices to stay ahead of competition. To meet this growing need of training and development for working professionals. SSIM has been consistently imparting training on topical issues in various functional areas of management for business managers at all levels.

LIFE TRANSFORMING PROGRAMS

Induction Program

Our Induction Program is designed to fulfil the purpose of Inculcating certain essential qualities in the students to get them acclimatized to the rigorous working style and gruelling work culture of the corporate sector. The purpose of this program is to get students in a state of mind where they do not shy away from hard work and pushing their limits. They are taught how to shoulder multiple responsibilities at once, be efficient and effective leaders, stay motivated even in the harshest of times and to continuously improve their interpersonal skills. The program is specially designed to focus on upgrading the competency level of all the participating students.

Summer Internship Programme

The right internship is an important aspect of the entire PGDM programme. In a continually changing corporate world, it is imperative for business schools to prepare their students for taking on future challenges. An internship tenure not only adds value to the degree but also defines the future career path of the degree holder. Internship programs by SSIM are devised to heighten the awareness of students regarding various rural and social issues and the corporate work culture. Students are required to complete summer internships with corporate business houses. These give them a fundamental understanding of the functioning of various organizations and businesses.

Industry Visit

Industry visits bridge the gap between theoretical training and practical learning in a real-life environment. With industry visits, students are able to better identify their prospective areas of work in the overall organizational function which helps in the enhancement of interpersonal skills and communication techniques. Students become more aware of industry practices and regulations during industry visits which broadens the outlook of students with exposure to different workforces from different industries.



LIVE PROJECTS

Live projects play a significant role in providing real-time management education to the students. During live projects, students are encouraged to identify the domain they want to work in and select the relevant project. They also get to meet working professionals or organizations and discuss with them about the project. Live projects are about bringing professional management experience to young students which help them in the beginning of their career as well as in the long-run. It provides a right mix of practical exposure to the students and allows them to explore the professional work culture in the corporate world much before they actually get into it.

Winter Internship Project

Winter Internship Project aims to provide Practical Exposure to Budding Managers. This Program ranges from 2-4 weeks. In this Program Students choose the Industry as per their choice and learn the skills which are in demand in the Contemporary World. Students are trained specifically in line with their specializations through which they better understand their Lacunas and Shortcomings so they could improve and enhance their skills in order to better serve the Corporate World.



Web-talk Series iGURU



Mr. Amrish Ranjan
Head- Compliance,
Corporate Affairs &
VOCASORT.COM



Mr. Dhananjay Banthia
CFPCM-
Social Entrepreneur &
Business Consultant



Mr Naveen Shukla
Chief Executive Officer,
Board of Director
Exxon Mobil Services &
Technology Pvt. Ltd.



Mr Ashwinder R. Singh
CEO – Residential
Bhartiya Urban



Mr. Amrish Ranjan
Head- Compliance,
Corporate Affairs &
VOCASORT.COM



Dr. Deepa Yadav
SEBI Trainer



Dr. RKS Mangesh Dash
Advisor & Co-Founder
Twaran



Mr. Shiv Bhardwaj
Trainer, Coach &
Business Consultant



Mr. Navdeep Goyat
Senior Manager-
Talent Management
JK Cement Limited



Mr Rajgopalan Dharma
Head Government Affairs
Nephroplus



Mr.Sudhir Tiku
Vice President for Asia Pacific and
China at Bosch Singapore for the
Building Technology Division.



Mr.Sanjay Jain
CHRO Polyplastics Industries
India Pvt Ltd



Partha Neog
Senior Manager Operations
Hankyu Hanshin Express India
Private Limitedhankyu Hanshin Express
India Private Limited



Mr.Abir Lal Mukherjee
Co-Founder at Edelytics



Mr.Roshan Rana
Manager HR at ITC Limited



Mr.Abhishek Garg
Sr. Associate - Digital Product
Management American Express



Mr.Punit Gulati
Sr.Area Sales Manager
Hershey



Mr. Manish Kataria
Manager Operations
Holisol Logistics



Ms.Yashika Kaushal
Director –
Talent, Learning &
Development, DEI



Ms.Neha Bansal
IAS, Department of
Food & Safety.



CORE FACULTY



Dr. Vartika Chaturvedi

Area of Expertise: Business Communication & HRM
Degree:- PhD, M.Com, PGDBM
Experience: - 16+ Years

Dr. Chaturvedi is a Ph.D. in Human Resource Management. She has more than 16 years of experience in teaching, research, and training. She has authored more than 25 papers that appeared in reputed national and international journals and Co-Authoring three books. She has organized HR Conclaves, and National International Conferences and presented papers at national and international conferences, recently she was invited as Chair at the IIM Nagpur conference PRISM where she also presented papers. Being an Organizational Behaviour Student, she has a keen interest and expertise in assessing and understanding individuals. Have attended a case teaching a workshop at IIM Ahmedabad in collaboration with Harvard Business Publishing. She has also attended FDP at MDI Gurgaon. She has coordinated and conducted training programs for reputed organizations such as Cadila, Zydus Takeda, NTPC and NISE, she is actively involved in academic administration, She has been Awarded for her work towards Women's Empowerment by Govt. Of Haryana in 2018.

Prof. Dr. Sujata Kaul

Department:- Business Economics
Degree:- PhD, MA
Experience: - 28+ Years

Prof. Dr. Sujata Kaul obtained MA & PhD in Economics and has been a result-oriented professional having about 28 years of experience that includes over 20 years in academics as a Professor of Business Economics. Dr. Sujata Kaul is currently with SSIM as Dean - Academics.



Dr. Shweta Mathur

Department:- OB & HRM
Degree: PhD, M.Com,
Experience:- 14+Years

With an enriching experience of more than 14 years, Dr.Mathur is an Assistant Professor of Human Resource Management and Organizational Behavior Doctorate in Human Resource Management from Banaras Hindu University. She is a certified trainer in Enterprise Management from IIT, Delhi.



Prof. Dr. Rachna Sharma

Department: - HR
Degree: - PhD, MBA
Experience: - 18 Years

Dr. Rachna Sharma is a dynamic educationist and holds a PhD degree in Business Administration from MJP Rohilkhand University, She has more than 18 years of experience in teaching HR domain and has industrial experience in Personnel Department in Multinational Companies.



Prof. Deepshikha

Department:- Finance & IT
Degree: NET qualified. M.Com
Experience:- 8+ Years

Prof Deepshikha is an Assistant Professor of finance and IT .She has been into Academics for more than 8 years. She completed her Post Graduation from Jamia Millia Islamia and graduation from Delhi University and pursuing her Doctorate in the area of Finance. .

Prof. Sushant Sinha

Department: - Marketing
Degree: - PGDM, B.Com
Experience: - 14 Years

Prof. Sushant Sinha is Associate Professor in marketing area. He is graduate in commerce from Avadh university and hold PGDM from IMT Ghaziabad. He has 14 years of rich corporate experience and specialization in strategic management. He is the Director – Student Welfare and Institutional Collaboration.



Prof. Nitesh Srivastava

Department:- International Business & Foreign Trade
Degree:- MBA, B.Sc (Maths)
Experience:- 10+ Years

Prof. Nitesh Srivastava is Asst. Professor in the International Business. He is graduate in B.Sc (Maths) from Avadh University and holds a Master's Degree in IB & Marketing, He has 10 Years of corporate experience and specialize in International Business & Foreign Trade. He is the Head-Admission and corporate relations.



Prof. Partha P Saikia

Department:- Marketing & Operations
Degree: M.Phil, MBA
Experience:- 15+ Years

Prof. Partha is Assistant Professor in the Marketing & Operations area. He is MBA from Garhwal University. MPhil (Management) from Vinayaka Missions University, Salem, Tamil Nadu. He is UGC NET qualified and currently pursuing his Fellow Program in Management (FPM) (equivalent to PhD) . His total experience is 15 years.



Ms Simran Kaur

Department:- Finance
Degree: MBA (Finance), B.Com
Experience:- 5+ Years

Ms. Simran is Asst. Professor in the Finance Domain. She is graduate in Commerce and holds a Master's Degree in Finance Specialization, She has 5 Years of corporate experience and specialize in Financial Trading, Advisory and Analytics.



VISITING FACULTY



Mrs. Suman Jain

Mrs. Suman Jain is Graduate and Post Graduate in Commerce from Delhi University. She is UGC-NET Qualified and has around 10 years of Experience in Teaching and Research. She has served various Colleges of Delhi University as a visiting Faculty. Her specialized Area is Operation Research and Financial Accounting.'



Mrs. Neelam Tiwari

Mrs. Neelam Tiwari is Graduate in Arts from Dr. B.R. Ambedkar University, Agra and Post Graduate in Management from Mahamaya Technical University, Noida. She has around 8 years of Experience in Teaching and Mentoring. Her specialized area is Human Resource Management.



Mr. Pradeep Upadhyay

Mr. Pradeep Upadhyay is Graduate in Mechanical Engineering from Uttar Pradesh Technical University, Lucknow and Post Graduate from Indian Institute of Management (IIM Lucknow). He has around 15 years of Experience in serving the industry and Corporate. He acts as consultant for various corporate houses. His specialized Area is Strategic Marketing and Project Management.



Dr. Naushad Alam

Dr. Naushad Alam has obtained Ph.D. in Finance and Master of finance and control from Aligarh Muslim University, Aligarh. He has around 15 years of experience in Teaching and Research. He has served many Institutions in India and Abroad as a regular and visiting Faculty. He acts as a consultant for various corporates. His specialized area is Financial Management and Derivatives.



Shivani Mittal

Ms Shivani Mittal has obtained MBA degree from FMS Delhi. She is graduate in commerce from Lady Sriram College, Delhi University. She has 10+ years of corporate experience. She is currently working as Principal Consultant - Govt. and Technology Advisor at Ernst & Young (EY India). Her Specialized area is Information Technology.'



Ms. Kanchan Matta

Assistant Professor Business Analytics & IT. Professor Matta is a Graduate in Computer Application from MDU University Rohtak. She is pursuing her Doctorate in Cloud Computing from Manav Rachna University Faridabad. She is a Visting Professor with Delhi University.



Dr. Himanshu Choudhary

Professor Statistics & Operations Research
Experienced Equity Research Analyst with with a Ph. D. focused in Statistics. He has demonstrated history of working in the financial services industry for Algorithmic Trading of futures & options programmed using R/ Python, SQL. Skilled in Data Science, Market Research and Machine Learning.



Ms. Sonal Dutta

Dedicated Student Advisor with more than 15 years of experience in career services, Trainings and International Programs. Communicating effectively with various constituencies including domestic and international students. An excellent Facilitator, IELTS Coach, Motivator and Soft Skills Trainer

Industry Mentorship:

The Industry Mentorship Program is uniquely curated under the network of the PGDM PRO. The purpose of the program is to increase student diligence and raise diversity in recruitment. The program pairs students with industry mentors, to offer career and professional direction to support and steer their next steps toward industry. The program focuses on building a strong mentor-mentee relationship and provide mentees a practical knowledge on preparing for the industry such as preparing for an interview, resume writing, effectual communication and building a personal brand.



Research Projects:

The most sought skills are Analytical skills, critical thinking and decision making by all the Corporate. All these skills are developed in the course of two years. The major contribution in developing these skills in the students is working on various Research projects. PGDM PRO provides ample opportunities to all the students to do primary research gather data and critically analyze the same. Research equips them with knowledge about the world and skills to help them survive and improve their lives. These research Papers are written in supervision of Faculty & Industry Mentors.

Employability Enhancement Certification:

PGDM PRO certifies the students in Domain Specific

courses which are in demand by the Corporate:

- Domain Specific Certifications
- Soft Skills & Grooming sessions
- Company and JD Specific Trainings

Industry Stalwart's Session:

Under the aegis of PGDM PRO a series of sessions by National & International Experts from the industry are being organized on a regular basis with name 'iGURU'. Eminent speakers from renowned companies like ITC, Dabur, ICICI Prudential Life Insurance, Deloitte, KPMG, BOSCH and many more are invited to interact with the Faculty and enlighten them with their valuable thoughts in the areas of Human Resource, Marketing, Finance, International Business and Information Technology.

DISCOVER
A BRIGHT
FUTURE

Live Projects:

Over the course of two years each student is given an opportunity to do numerous live projects which provide them real-time experience and make them professional ready and confident to work in any situation at the workplace. These projects make the learning's from management education more realistic and relevant to the corporate world. PGDM PRO assists students to undertake live projects which will help them to get placement, internship offers or pre-placement offers even before they finish their program.

Internship:

For a Management student it's important to complete their first-hand experience of working in a corporate environment. As per the AICTE guidelines its utmost requisite to acquire an internship in a domain that student is interested in. These internships make students learn new skills beyond academics, and understand operations, and dealing with the real-world pressures of business deadlines.



6 Pro "Industry Ready Workshop"

- **National Stock Exchange (NSE Workshop)**
NSE course on personal finance teach school students the value of investing, provide an introduction to the Indian capital markets and help to develop new market professionals. Our NSE workshop in Financial Markets, is a program that tests the practical knowledge and skills required to operate in the financial markets.
- **SEBI**
The scope of this workshop lies within a few questions, as to why you should invest, what should be your investment objectives, investment options, the do's and don'ts of investing, grievance and redressal.
- **MIS (Management Information System):** The ultimate goal of the use of a Management Information System is to increase the value and Profits of the business. This is done by providing Managers with timely and appropriate information allowing them to make effective decision with a shorter period of time. This Certification helps the Managers in taking the rational decision for their organizations.
- **Retail Management Workshop:** Retail Management includes all the steps required to bring the customers into the store and fulfill their buying needs. Retail Management makes shopping a pleasurable experience and ensures the customer leave the store with a smile. In short Retail Management helps customers shop without any difficulty. This Certification helps the Managers to better manage the store and avoid big queues for the customers.
- **PDP (Personality Development Program)**
- **IRDA Workshop**



Talent Fiesta



Dubai INTERNATIONAL STUDY TOUR



INFRASTRUCTURE



CLASSROOMS AND COMPUTER LAB

The classrooms are aesthetically designed to provide a stimulating atmosphere, conducive to the all-round development of the students. The classrooms are fully air conditioned and equipped with the latest facilities for presentations, with modern audio-visual system, LCD projectors, computers, and the internet.

The SSIM Institute has a well-equipped state of the art computer lab, with computers of the latest dual-core configuration. The required legal softwares are installed in each system. High-speed internet connectivity provides extended access to vast intellectual resources.

We have a state-of-the-art, fully air-conditioned, Wifi campus with 24x7 high bandwidth internet connectivity. The IT lab consists has Pentium Dual Core processor computers in interconnected local area networks. Our IT programs are regularly updated by incorporating the latest hardware/software developments across the world.

SSIM



STATE-OF-THE-ART
COMPUTER LAB

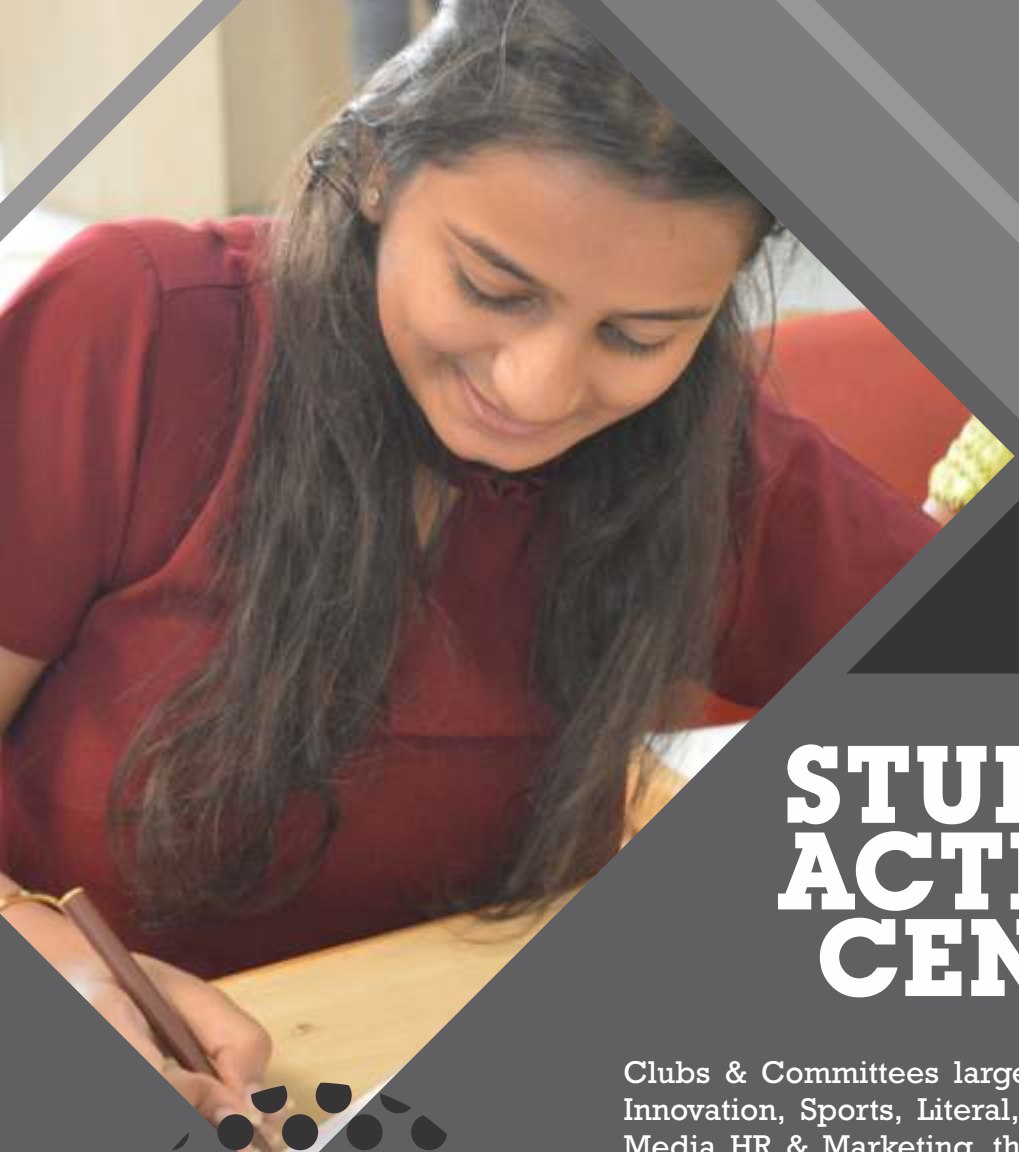
MEMBER OF
DEVELOPING LIBRARY
NETWORK (DELNET)

LIBRARY

SSIM Dwarka has a well-stocked library, replete with the latest and most sought after books, National Journals, International Journals & e-journals. We realize that the library and information systems play a pivotal role in the learning activities of students. Accordingly, we ensure that our modern and hi-tech library is kept updated with the latest information and learning tools to enhance student learning.

We have a fully computerized, air-conditioned library with a comprehensive collection of latest national and international books, journals, e-journals, career guides, educational CDs, etc. We also have a growing collection of select management related titles to cater to the academic needs of the students. Apart from books on management-related areas, the various sections in the library also cover general reading in-house journals, past examination papers, suggested readings and the online library section.

The institute is also a member of the Developing Library Network (Delnet), which provides ready access to national and international libraries of leading institutions. The Network helps in locating documents not held within the library through resource sharing with other libraries.



STUDENT ACTIVITY CENTRE

Clubs & Committees largely classified under Cultural, Innovation, Sports, Literal, Placement, Digital & Social Media HR & Marketing. the student's activity center at SSIM provides students a platform to showcase their knowledge/talents and assist in the overall growth of the students. There are activities being conducted under each club and committee in each trimester.

- Cultural Club
- Sports Club
- Literal Club
- Innovation Club
- Individual Development Program-Placement Committee



CO-CURRICULAR ACTIVITIES

While you study with SSIM, you will be actively encouraged to participate & engage in co curricular activities. The institute organizes many social and sporting events throughout the year to develop holistic creativity. Educational trips within the country & overseas are also organized which help our students to explore various dreams and ideas and fulfill their hope and desire.

MEDICAL FACILITIES

Proper First Aid Facility is available on campus and a doctor visits the campus at regular intervals.

PLACEMENT COMMITTEE

The Placement Committee forms and maintains connections with the HR managers of various business organizations in order to encourage live projects, internships, and placements for students. Apart from that, the Committee also organizes corporate guest lectures and ensures constant interaction of students with corporate businesses.

SOCIAL MEDIA MARKETING COMMITTEE

The members of the Social Media Marketing Committee are involved in improving the social media presence of the institution. They design graphics for social media posts, learn about the nuances of Social Media Analytics, form Social Media strategy and gain a practical understanding of Social Media Marketing by working on multiple social media platforms.

MARKETING CLUB

The Marketing Club at SSIM provides a platform for students to enhance their understanding of marketing issues, explore career opportunities in the field and stimulate interaction among students and corporates. In the past, the club has organized a variety of events such as adcontests, brand quizzes, brand launch, and Digital Marketing workshops to encourage students to explore the field of marketing.

FINANCE CLUB

The Finance club has students who have a knack for finance and want to gain a deeper understanding of the subject. The club organizes activities like budgeting competitions, simulations, guest lectures, and workshops to provide valuable insights regarding various aspects of Finance. The primary aim of the club is to develop the interest of students in the field of finance, increase financial awareness and improve critical and analytical thinking abilities of students.

HR CLUB

The HR Club of SSIM was initiated for the comprehensive development and clear understanding of HR roles and functions amongst management students. Besides equipping students with HR specific skills related to managing people effectively, it also works to develop interpersonal skills and managerial effectiveness, with leadership attributes. We opine that technology and machines can be managed with tools, but for managing human resources you need passion and commitment.



RAZZMATAZZ

Christmas Carnival
2022



What Make's us *unique*

- 50 YEARS OF EXCELLENCE IN ACADEMICS & PHILANTHROPY
- STATE-OF-THE-ART INFRASTRUCTURE
- INTERNATIONAL IMMERSION PROGRAM
- 100% PLACEMENT ASSISTANCE
- STRONG ALUMNI NETWORK WITH GLOBAL REACH
- INDUSTRY ORIENTED CURRICULUM
- DISTINCTIVE ACADEMIC ADVISORY COUNCIL
- PREMINENT INTELLECTUAL CAPITAL (CORE & VISITING BOTH)
- INNOVATIVE TEACHING PEDAGOGY
- RESEARCH DRIVEN METICULOUS MODULES AND LEARNING
- STUDENT CENTRIC MENTOR-MENTEE PROGRAM
- CUSTOMARY CORPORATE INTERFACE
- INDIVIDUAL DEVELOPMENT PROGRAM
- PGDM PRO EMPLOYABILITY ENHANCEMENT PROGRAMS
- EDUCATIONAL LOAN ASSISTANCE
- PAID DOMESTIC TOUR

ALUMNI TESTIMONIALS



Mausam Singh
PGDM Batch 2015-17

"Here, campus life is excellent. The main aim is to provide students with this form of education that can support not only educational growth, but also social and economic growth. All students here are equal and important. Teachers are information cooperatives. The atmosphere is conducive to learning. Well designed labs and appropriate classroom for learning and teaching. Placement quality is wonderful."



Alok Ankit
PGDM Batch 2011-13

"The main distinction of SSIM is that it focuses on the overall growth of its students rather than just completing the syllabus. I learnt a lot from the Class room to Corporate classes and frequent guest lectures by Industry Leaders. SSIM helped me evolve from an introvert student, who feared interviews, to a successful professional placed with one of the World's top companies."



Ms Prabhleen Kaur
PGDM Batch 2018-20

"The management is really great. This is one of the best colleges for PGDM according to me. Anyone who is willing take admission in PGDM, I recommend you to consider this college for sure."



Sahil Gupta
PGDM Batch 2016-18

"I have got the offer of 9 Lac per annum. Credit goes to SSIM. At SSIM, the atmosphere is full of motivation and innovation and faculties are enthusiastic and always ready to help, that helps me think out of the box. I thank my parents; my department and placement team for making my dream come true."



Sahil Taneja
PGDM Batch 2017-19

"This college is one of the best college in delhi , this college provides an excellent learning environment, with amazing infrastructure. This college provides wonderful 100 % placement ."



Sukriti Sangam
PGDM Batch 2015-17

"SSIM has given me a huge platform to showcase my talent, enhance my strengths and overcome my weaknesses. The faculty at SSIM is one of the best as they are very helpful and are always present whenever the students need. The corporate resource centre helped us a lot for placements."



Vikas Singh
PGDM Batch 2020-22

"It was a great experience studying at SSIM , a memory to cherish for lifetime. My experience at SSIM was full of learning and grooming. Being a top management institute it gave me an opportunity to meet different kind of people from corporate and learnt many things from them. I am thankful to all the faculties and mentors. Overall it was a great experience and lifetime memory at SSIM. If you want to make a career in Management I would highly recommend you to join SSIM ."



Yashika Kakkar
PGDM Batch 19-21

"I learnt and gained extensive experiences which helped throughout my studies in all my thick and thin. The knowledge and discipline we get from this SSIM is phenomenal which helps you to succeed all the endeavors. And I'm sure it will help me in my professional world. I owe a huge vote of thanks to every opportunity given to me to explore my personality and potential at SSIM"



Shweta Upadhyay

This institute is excellent in imparting knowledge through industry relevant infrastructure, information and approaches. What sets apart the faculty here is the ambience they provide where every opportunity is given to grow, learn and share knowledge. It is remarkable to see the budding talents brimming with curiosity and the fire to go beyond. Good luck and keep scaling



Ambrish Ranjan

"This college has a very good and a highly motivated placement cell which ensures each and every student gets multiple opportunities to get a good job and kick-start their career. Infrastructure of SSIM and student knowledge is what I like. keep doing the good work."



Mr. Prashant

"The vibe at SSIM was very cordial and the students were very disciplined as well as decent. Overall, it was an amazing experience to meet the wonderful students who are being taught by an accomplished faculty."



Vibhanshu Singh

"Over all it was a very good experience and I thank everyone from the institute who organized the event. The students are very motivated and enthusiast. We wish all the best for SSIM in producing future Indian talents for the global market."



Sahil Mani

"It was great to be part of organized event in SSIM and I enjoyed alot with the students. It was my pleasure to share my practical experience with the students. The students are very enthusiastic and enriched with knowledge. I would definitely like to visit again."



Mr. Vishal

"The campus process was conducted with a good infrastructural support and strong administration. This helped us run the entire process efficiently and effectively. The student exhibited discipline and were receptive in the entire process. We enjoyed interacting with them."



Akarshit Khare
Anovent Pharmaceutical LLC.
Shanghai, China

"SSIM, one of the few business schools in India which has the state of the art Facility to provide to its students. The on-campus training combined with the technology, enables the college to provide the perfect combination of online and instructor lead blended learning. What I like the most is Multi-discipline faculty, demographically varied student body, relevant specializations, in-depth projects, case studies, research and publications."



Muni Raman
Singer, Actor

" I really enjoyed interacting with the high energy students of SSIM. I believe the institute has been creating capable leaders of tomorrow who have entrepreneurial skills and competencies."



PLACEMENT

The Placement Division of SSIM finds strength in the group's long-cherished history and its network. SSIM follows global placement methodologies expertise in the Global Recruitment Process.

'Business Education is about capability, not the knowledge of facts.' As an educational institute, we aim to connect talent with opportunity. Talent resides in a student who can aspire to pursue management education along with opportunities in life and career beyond. The Institute prepares students to face challenges and exploit opportunities in globalised economy that is marked by volatility, uncertainty, complexity, and ambiguity.

At SSIM we understand that placement activity is of critical importance that will require working closely with students for competency mapping, career counseling and finding suitable placements for them. With the structural changes in the economy and new technology being adopted by industry, reskilling and upgrading would ensure the smooth functioning of industry, with increased productivity. We also emphasize on talent adaptability score as an indicator of the ability to respond to future shifts in demand for placement. Our approach for the emerging world needed integration of required skills and managerial education with the main fundamentals of academics so that the student is geared and motivated to meet the challenges of current times.



CAREER GUIDANCE CENTER



- TO ASSIST STUDENTS TO DEVELOP/CLARIFY THEIR CAREER INTERESTS, AND THEIR SHORT AND LONG-TERM GOALS THROUGH INDIVIDUAL MENTORING AND DEVELOPMENT PLANS.
- TO ASSIST STUDENTS IN OBTAINING PLACEMENT IN REPUTED COMPANIES.
- TO ORGANIZE ON-CAMPUS OFF-CAMPUS INTERVIEWS FOR FINAL YEAR STUDENTS AND INTERNSHIP (TRAINING) FOR STUDENTS WITH INDUSTRIES AND REPUTED INSTITUTES
- TO PREPARE STUDENTS FOR CAMPUS RECRUITMENT (APTITUDE TESTS, GROUP DISCUSSIONS, PREPARING FOR TECHNICAL AND HR INTERVIEWS THROUGH PROFESSIONAL TRAINERS)
- TO MAINTAIN REGULAR INTERACTION WITH INDUSTRY THROUGH SEMINARS- WORKSHOPS, GUEST LECTURES AND CONFERENCES ETC.

RECRUITERS LIST





ADMISSION PROCESS

ADMISSION CRITERIA

A Bachelor's degree in any discipline with minimum 50% marks from a recognized University. Candidates appearing for their final year exam may also apply. Shortlisting will be based on CAT/MAT/CMAT score and GD/PI

LOAN FACILITY

SSIM provides Admission letter, Loan letter, Bonafide letter and AICTE approved documents towards the processing of bank loans.

HOW TO APPLY

Forms are available on campus at:
Sri Sukhmani Institute of Management
 Plot No 2, Sector 8, Near Dwarka Sector 9 Metro Station, New Delhi - 110075
 Phone: +91 8929399191, +91 8588890906
Email: leads@ssimdworka.org- The applicants can also Apply Online or Download form from the website <http://www.ssimdworka.org>

Duly filled forms should be submitted at the institute office. Documents are to be submitted along with Application Form.

The Demand Draft should be drawn in favour of "Sri Sukhmani Institute of Management" payable at New Delhi, India. The completed form should reach the office before the last date of filling of Application Forms.

ADMISSION PROCESS AT CAMPUS

Qualifying candidates will be informed about the date, time and venue of Admission Procedure (Written test and / or Group Discussion and / or Personal Interview) via telephone and email. In certain cases, options of dates will be available giving greater flexibility.

OFFER OF ADMISSION

All selected candidates will get an intimation of their selection through an E-mail. Details regarding payment of Registration fees will be mentioned in the selection letter.

ANTI-RAGGING MEASURES

Ragging in any form is banned at SSIM, New Delhi. It is a punishable offence in accordance with one of the recent



guidelines of the Honourable Supreme Court of India. SSIM, New Delhi has a 'zero-tolerance policy' on ragging. The institute will take disciplinary action/ legal proceeding/ expulsion from the Institute, as per the directives of the Supreme Court of India, if any student(s) is/are found guilty of ragging inside or outside the premises of the Institute.

HOSTEL CHARGES

	IstYear 2023-24	IIndYear 2024-25
Boys & Girls	96000/-	96,000/-
Refundable Security	10000/-	NIL
Total Charges	1,06,000/-	96000/-

AC & Geyser Consumption meter is separate*

MERIT CUM MEAN SCHOLARSHIP

Qualifying Merit Criteria			
CAT	MAT	Graduation	Scholarship Amount
80 %tile	700+	75%	75K
75 %tile	650+	70%	60K
70 %tile	600+	65%	40K
60 %tile	500+	60%	20K

For details of the scholarship scheme for such candidates, contact admission office.

FEE STRUCTURE

Total Fee: INR 6,50,000/- Inclusive of International Study Tour & Registration Fees (Exclusive of INR 6,000/- for Business Suit)
Registration Fees at the time of Admission: INR 50,000/-