IITM
Nurturing Excellence

Institute of Information Technology & Management
Guru Gobind Singh Indraprastha University, New Delhi
Accredited Grade 'A' by NAAC. 'A+' by SFRC.
Ranked among Top 100 B-Schools by Times B-School Survey-2023
Approved by AICTE. Recognized Under Section 2(f) of the UGC Act, 1956.

PLACEMENT BROCHURE
Master of Business Administration (MBA)
2022-2024

Vision

The Institute aims to be a Centre of Excellence promoting Value Based Quality Education in the emerging areas of advanced Professional studies in Information Technology & Management.

Mission

The Institute endeavours to contribute towards meeting the growing demands for competent and trained Information Technology Professionals, Software Engineers and World Class Managers determined to achieve excellence.

Board of Management

Ex-Officio, Chairman IITM	Shri J.C.Sharma (President, MLSS)
Nominee - MLSS	Shri Shiva Sharma (Executive Director, IITM)
Nominee - MLSS	Ms. Kriti Arora (Deputy Director)
Nominee - MLSS	Shri Satya Prakash (Retd. IAS Officer, Member MLSS)
Member Secretary (Ex-Officio)	Prof. (Dr.) Rachita Rana (Director, IITM)
Industrialist (External)	Shri. Alok R.Tiwari (Country Head & Director)
Educationist (External)	Prof. (Dr.) A.K.Saini (Dean, University School of Mass Communication and Director Development, GGSIPU)
Educationist (External)	Prof. (Dr.) M. N. Hoda (Director, Bharti Vidyapeeth Institute of Computer Applications & Management, GGSIPU)
Educationist & Technologist (External)	Prof.(Dr.) Sushila Madan Professor, Dept. of Computer Science LSR College for Women, University of Delhi
Faculty Representative	Prof (Dr.) Ganesh Wadhwani Professor,Dept. of Computer Science
Faculty Representative	Dr.Ramandeep Kaur Associate Professor, Dept. of Computer Science

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ओं सहनाववतु । सहनौभुनक्तु । सहवीर्य करवावहैः
तेजस्विनावधीतमस्तु माविद्विषावहैः।
ओं शान्तिः शान्तिः शान्तिः।।

Let us live together. Let us enjoy together
Let us engage in joint endeavour.
Let us pursure our academics vigorously.
Let us not be envious of each other.
Let peace be with all.

About Us

Institute of Information Technology & Management (IITM) was set up in 1999 and is **affiliated with Guru Gobind Singh Indraprastha University (GGSIPU)**, New Delhi. The Institute is accredited **'A' Grade** by **National Assessment & Accreditation Council** (NAAC). The Institute has been rated as **Category 'A+'** by **State Fee Regulatory Committee (SFRC)** and **Category 'A' (Highest)** by **Joint Assessment Committee (JAC), Govt. of NCT of Delhi**. The Institute is also **recognized under Section 2(f) of UGC Act, 1956**.

Institute is offering AICTE approved **MBA & MCA programmes** along with GGSIPU affiliated **BBA, B.Com(H), BCA & BA(JMC) programmes**. The quality norms are adhered to as laid down by All India Council for Technical Education (AICTE), Ministry of HRD, Govt. of India.

The curriculum of our **MBA Programme** is well structured, regularly updated by the university and augmented with industrial visits, case studies, project dissertations and practical corporate training. For developing soft skills of the students, a personality development programme is integrated with the curriculum. The students actively participate in co-curricular and extracurricular activities. The Institute takes education as a social responsibility contributing its mite towards national growth and skills development.

Learning Facilities

Campus

The campus provides a pleasant and intellectually stimulating ambience. It has spacious, air-conditioned lecture theatres, seminar rooms, syndicate rooms, well-equipped multi-lab computer center, a well-stocked library and other essential infrastructural facilities.

Lecture Theatres

The lecture theatres are equipped with sophisticated audio visual aids and advanced presentation tools to augment interactive learning.

Library

The Institute maintains a well-stocked library with adequate seating capacity. The library consists of text and reference books, CDs etc. pertaining to different topics and an array of books on biographies, encyclopedias, historical events etc. It subscribes professional journals, magazines and periodicals on Information Technology and Management. The library management system is fully computerized. In order to make the library responsive to the needs of the students, their suggestions are incorporated in the functioning of the library.

Computer Centre

The Institute has a state-of-the-art, air conditioned, multi-lab 'Computer Centre' having round the clock Internet facility on dedicated Broadband Connectivity and high-end multimedia workstations to help the students to prepare their projects and presentations. The Institute also provides high speed LAN connectivity and 100% power back up to ensure uninterrupted working of computer centre. The 1:1 student computer ratio in the Institute ensures adequate practical training opportunities for all students.

Auditorium

The Institute houses a centrally air-conditioned and well-equipped auditorium with modern multimedia facility having a seating capacity of more than 250 persons. It provides a platform for students, faculty & corporate for conducting various curricular & extra curricular events – seminars, quizzes, guest lectures, placement sessions etc.

Cafeteria

Students have a place to unwind themselves during breaks from the hectic academic pursuits. The multi ethnic taste of students are catered within the bursting atmosphere of the multi cuisine cafeteria serving a variety of snacks and meals.

MBA Programme

The two year MBA Programme at Institute of Information Technology & Management is affiliated to Guru Gobind Singh Indraprastha University. The Institute strictly follows the quality norms and standards, in term of infrastructure, faculty, library computer centre and other determinants of Quality Education. The Institute is rated as 'A' category by the Joint Assessment Committee of the Department of Higher Education (GNCTD) and GGSIP University.

Vision & Mission of the Management Department

Vision

Department of Management Studies aims to be a **centre of excellence in management education, research and consultancy**.

Mission

Department of Management Studies (DMS) strives

- to deliver a rewarding experience to students through interactive, research-driven and experiential learning for remarkable professional achievement,
- to provide an environment for education to equip students with knowledge and skills necessary to succeed in a diverse, global business environment and
- to foster innovative, curricular and pedagogical activities aligned with IITM mission.

Programme Educational Objectives

To equip students with the ability to integrate the knowledge from various disciplines, develop logical & critical thinking wherein they can recognize and solve the problems, weigh & understand ethical issues and communicate effectively. Within this broad framework following program educational objectives are stated:

PEO 1: Develop leadership and communication skills to become successful business leaders and managers.

PEO 2: Exhibit and practice critical thinking, and analytical skills for better business decisions in different domains of management.

PEO 3: Apply problem-solving abilities for effective utilization of knowledge in the corporate world or as an entrepreneur.

PEO 4: Adapt to the dynamic business environment in line with global imperatives & ethical values to make sustainable business and create better citizen & society.

MBA Curriculum

SEMESTER I

Management Process & Organizational Behaviour

Quantitative Techniques

Managerial Economics

Accounting for Management

Information Technology Management

Marketing Management

Communication in Organizations

Legal Aspects of Business

Information Technology Management Lab

SEMESTER II

Technology and Innovation Management

Financial Management

Business Research

Sustainable Operations Management

Management of Information Systems

Human Resource Management

Minor Project

Professional Skill Development (NUES)

MOOC / Open Elective*

SEMESTER III

Summer Training Report

Management of International Business

Managing E-Business

Entrepreneurship Development & Startup

Strategic Management

Business Analytics

Elective – I

Elective – II

Elective – III

Elective – IV

Elective – V

Specialization I

Elective – I

Elective – II

Specialization II

Elective – I

Elective – II

MOOC/Open Elective*

Business Analytics Lab

SEMESTER IV

Project Dissertation

Corporate Social Responsibility,

Human Values & Ethics

Specialization-I

Elective – III

Elective – IV

Specialization-II

Elective – III

Elective – IV

LIST OF ELECTIVES - III SEMESTER	LIST OF ELECTIVES - IV SEMESTER
MARKETING • Consumer Behaviour • Sales and Distribution Management • Services Marketing • Customer Relationship Management	**MARKETING** • Advertising & Brand Management • Digital & Social Media Marketing • Marketing Analysis • Retail Management
FINANCE • International Financial Management • Financial Markets and Institutions • Investment Analysis & Portfolio Management • Financial Econometrics	**FINANCE** • Mergers, Acquisitions and Corporate Restructuring • Financial Derivatives • Behavioral Finance • Fin Tech
HUMAN RESOURCE • Management of Training, Learning and Development • Managing Industrial Relations • Talent Management • Compensation and Performance Management	**HUMAN RESOURCE** • Managing Organizational Development • Leadership and Teamwork in Blended Organizations • People Analytics • Managing Diversity and Inclusion
INFORMATION TECHNOLOGY • Digitalization and E-Governance • Artificial Intelligence & Machine Learning • Database Management Systems • Database Management Systems Lab	**INFORMATION TECHNOLOGY** • Advanced Business Analytics & Predictive Modelling • Information Security • Data Modelling with Python • Business Intelligence and Applications
INTERNATIONAL BUSINESS • International Business Environment and Strategy • Export, Import Policies, Procedures and Documentation • International Financial Management • International Business Negotiation	**INTERNATIONAL BUSINESS** • Global Competitiveness • WTO and Intellectual Property Rights • International Human Resource & Cross Cultural Management • International Marketing
OPERATIONS & ANALYTICS • Enterprise Systems • Operations Strategy • Logistics and Chain Management • Predictive Analytics & Big Data	**OPERATIONS & ANALYTICS** • Business Process Management • Advanced Business Analytics & Predictive Modelling • Project Management • Supply Chain Analytics

* Students can take only two elective specializations in third & fourth semester.
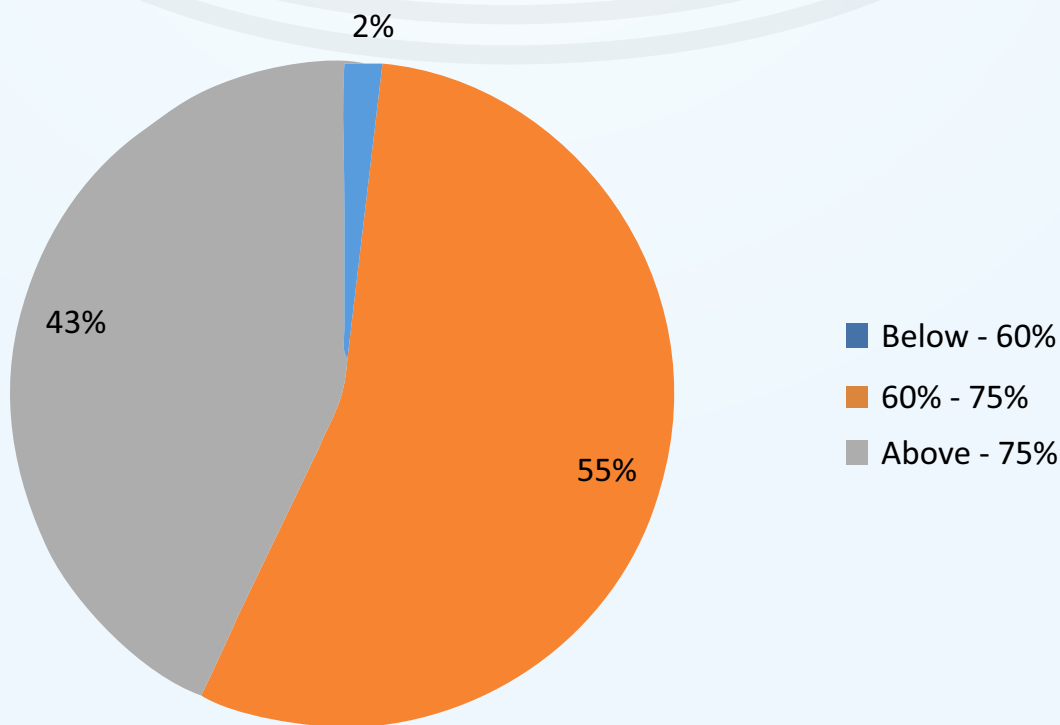
Academic Background

Academic background of MBA students of 2022-24 batch at graduate level at the time of entry to the programme is shown in the diagram.

Legend:
- B.COM — 30%
- B.SC — 5%
- B.TECH — 9%
- BA — 7%
- B.Voc — 2%
- BBA — 39%
- BCA — 7%
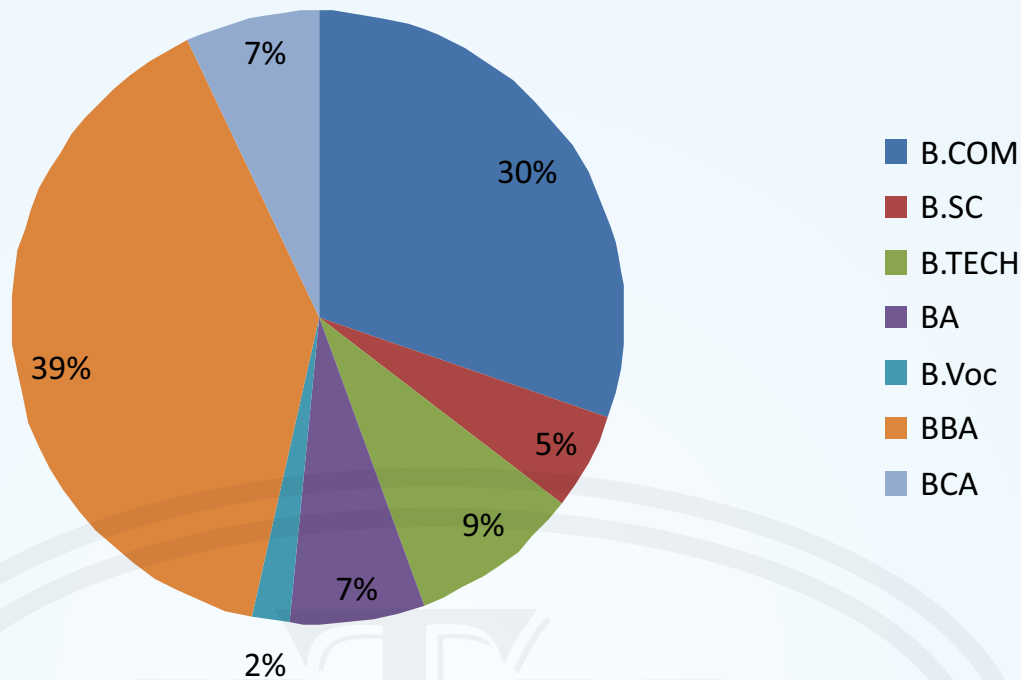
Performance of 2022-24 Batch

Results of 2022-24 batch up to second semester are shown in the diagram.

Legend:
- Below - 60% — 2%
- 60% - 75% — 55%
- Above - 75% — 43%

Batch Profile

Aakriti Chauhan
HR / Marketing
B.Tech

Company Name: Persistent Systems
Project Title: Study on Employer Branding-
employer of choice at Persistent systems

Aman Yadav
Finance / Operations
B.Com

Company Name: Rohan Infocom Pvt. Ltd.
Project Title: Financial Data Analysis and
Forecasting

Anany Sinha
Finance / IT
BBA

Company Name: Edulyt India
Project Title: Data Analyst Intern

Anisha Gambhir
HR / Operations
B.A. (H)

Company Name: Triedge Solution Pvt. Ltd.
Project Title: Study on Recruitment Process

Ankur
Finance / Operations &
Analysis
B.Sc (H)

Company Name: Edulyt India
Project Title: Working as a Data Analyst at
Edulyt India

Cheshta Arora
Finance / HR
B.Com(H)

Company Name: Support Star Corporate Services Pvt.
Ltd.
Project Title: Study on effectiveness of Recruitment
and Selection Process

Deepanshu Tyagi
Marketing / Operations
BBA

Company Name: Bajrang Tools
Project Title: Study on Role of Marketing of
Bajrang Tools

Harsh
HR / IT
BCA

Company Name: Triedge Solution Pvt. Ltd.
Project Title: Data Mining and AI-Enhanced
Content Strategy

Hemant Berwal
Finance / IT
B.Com

Company Name: Pawan Aaradhya & Co. (CA)
Project Title: A Study on Role of Corporate Project Financing

Inderjeet Singh
Operations & Data Analytics / Marketing
B.Sc

Company Name: Edulyt India
Project Title: Data Analyst

Ishant Dhawan
Marketing / HRM
BBA

Company Name: Pulhant Marketing
Project Title: Analysis of Various Market Research Services with Special Focus on Title Generation through use cases

Kamini Ghosh
Finance / Marketing
B.Com (H)

Company Name: Newgen Software Technology Ltd.
Project Title: Financial Education Platform

Kirti Saini
Finance / IT
BBA

Company Name: Erekrut
Project Title: A Study on Recruitment and Selection Process

Manan Khurana
Marketing / IT
BCA

Company Name: Springwel Mattress Pvt. Ltd.
Project Title: Marketing Intern

Manish Pal
HR /IT
BBA

Company Name: Pawan Aaradhya & Co.
Project Title: Analysis of Financial Statement of Pawan Aaradhya & Co.

Manisha Chhilwal
HR / Operations & Business Analytics
BBA

Company Name: SV Traders
Project Title: A Study on Social Media Marketing w.r.t. S.V. Traders

Mohammad Saood
Finance / Marketing
B.Voc (T&H)

Company Name: Edulyt India
Project Title: Uncovering Financial Insights: A Data Analytics Internship Report at Edulyt India

Mohd. Saami Naseer
Finance / Marketing
B.Com(H)

Company Name: Airpay Payments Services Pvt. Ltd.
Project Title: A Study of the Business Model followed by Airpay Payments Services

Namita Bajaj
HRM / Operations
BBA

Company Name: CQS Training Pvt. Ltd.
Project Title: Role of Tally in Business

Neeti Sharma
HR / Operations
BBA

Company Name: UNO Minda (Rinder Division)
Project Title: A Study on Employees Satisfaction with reference to Minda

Neha Chauhan
HR / Operations
B.Com

Company Name: CQS Training Pvt. Ltd.
Project Title: SEO and It's Importance in Digital Marketing

Nishita Veerwani
HR/ Operations & Analytics
BBA

Company Name: TriEdge Solutions Pvt. Ltd.
Project Title: Internship on Extracting and Cleaning data from a variety of sources at Triedge Solutions Pvt. Ltd.

Paras Kumar
Finance / IT
BBA

Company Name: CQS Training Pvt. Ltd.
Project Title: A Study on Digital Marketing-SEO Tools

Paras Chhabra
Finance / Operations & Analytics
BBA

Company Name: Shriram Life Insurance Co.
Project Title: A Study on Consumer Perception in the Shriram Life Insurance Co.

Pooja Dhami
IT / Finance
BCA

Company Name: Learn to Upgrade
Project Title: Enhancing code efficiency and functionality : A comprehensive exploration of Python Tools.

Revanth J
Marketing / Operations & Analytics
B.Tech (ECE)

Company Name: TriEdge Solutions Pvt. Ltd.
Project Title: Data Mining

Riya Chaudhary
HR / IT
B.Com

Company Name: Infonity Systems
Project Title: Screening Candidates

Saaniya Tanwar
HR / IT
BBA

Company Name: Power Finance Corporation (PFC)
Project Title: Employee Satisfaction towards training policies and methods in PFC Ltd.

Sahil Batra
Finance / Operations and Analytics
B.Com

Company Name: TriEdge Solutions Pvt. Ltd.
Project Title: Data Detective: Uncovering Insights through Sourcing and Research at TriEdge Solutions

Saksham Rana
Finance / Operations
B.Tech

Company Name: Spacekayak Technologies Pvt. Ltd.
Project Title: Basic Operation

Shruti Khurana
HR / Operations
BBA

Company Name: Shri Chand Computer Pvt. Ltd.
Project Title: Effectiveness of Recruitment & Selection

Simran Rajora
Finance / Operations
B.Com(H)

Company Name: AD Technology
Project Title: Financial Strategies

Simran Singh
HRM / Operations & Analytics
B.A. (VS)

Company Name: CQS Training Centre
Project Title: Digital Marketing – SEO Tools

Sonika
Finance / Marketing
B.Com

Company Name: Amazon
Project Title: Digital Marketing strategy of Amazon

Swati Sharma
HRM / Operations
& Business Analytics
B.A.

Company Name: Niti Aayog
Project Title: Social Justice and Empowerment

Tanu Jindal
HR / IT
BCA

Company Name: Infonity Systems
Project Title: Screening Candidates

Tanya Jawlia
HRM / Operations & Analytics
B.Com(H)

Company Name: CQS Training Centre
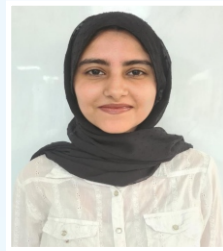**Project Title:** Digital Marketing – SEO Tools

Tarun Grover
IT / Marketing
B.Tech

Company Name: Animal Booster Nutrition
Project Title: Digital Marketing & Marketing Strategy

Urvashi Arora
Finance / IT
B.A. (Eng. Hons.)

Company Name: Maruti Suzuki India Ltd.
Project Title: A Comprehensive Study on Maruti Suzuki India Ltd.

Zahara Alavi
HR / Operations
B.Com

Company Name: Why Ventures
Project Title: In Depth analysis of Talent Acquisitions analysis in HR

Mohd. Aman Ansari
Marketing / Finance
B.Com(H)

Company Name: Developing Bee Pvt. Ltd.
Project Title: A Study of Influencer Marketing in Developing Bee

Abhijeet Kumar
Finance / Marketing
B.Com(H)

Company Name: Aura Indie Pvt. Ltd.
Project Title: The study of Consumer perception in the Aura Indie Company.

Ayush
HR / Operations
BBA

Company Name: Reliable Allied Services
Project Title: A Study on Recruitment Process at Reliable Allied Services

Faculty Profile

NAME	DESIGNATION	QUALIFICATION
Dr. Deepika Arora	Associate Professor	B.Com, M.Com, M.Phil, NET., Ph.D.
Dr. Gopal Singh Latwal	Associate Professor	B.Com, MBA, M.Phil, NET, Ph.D.
Dr. Latika Malhotra	Associate Professor	BBA, MBA, NET, Ph.D.
Dr. Sunitha Ravi	Associate Professor	BBA, MBA, M.Phil, PGDHRM, Ph.D.
Dr. Sonam Arora	Assistant Professor	BA, MA, MBA, Ph.D.
Mr. Himanshu Matta	Assistant Professor	BBA, MBA, NET, Pursuing Ph.D.

Guest Faculty

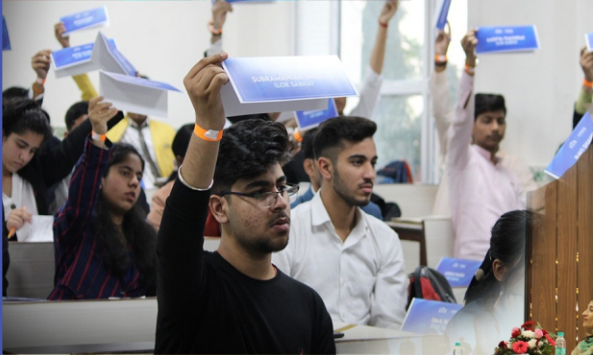| NAME	DESIGNATION	QUALIFICATION
Dr. Geeta Mahajan	Professor	B.Com., M.Com., B.Fellow ICA, Ph.D.
Mr. Soumitra Mookherjee	Associate Professor	B.Sc., MBA (London), M.Phil

Industry Interface

Industry Institute Partnership Cell (IIPC) of IITM was established in 2004 for enhancing the relationship between the Institute and Industry. This cell identifies the industrial expectation and promotes institutional preparation for meeting industrial needs by facilitating internships, seminars, workshops, placements and various other industrial training programs. Industry Institute partnership also reflects in equipping faculty to latest practices and makes the students industry-ready by providing exposure to current industry practices. It helps students to hone their skills to adapt to changing technologies. The primary focus of IIPC is to interact with major companies across different industries to establish partnership in near future. The Central T & P Cell is committed to meet the career objectives of students and cater to the Human Resource needs of Organizations interested in conducting campus interviews for placements of students passing out from IITM.

The objectives of the cell are:

· To arrange industrial training for students and faculty members.

· To identify the opportunities for student project work in Industries.

· To encourage the department level tie-ups or MoUs with Industries for the mutual benefit.

· To enrich the teaching learning process through identified industrial training / visit.

· To invite industry experts for guest lectures, seminars and expertise sharing.

· To assist the industry in the selection of suitable candidates to fill up job positions through campus interviews and provide career guidance to students.
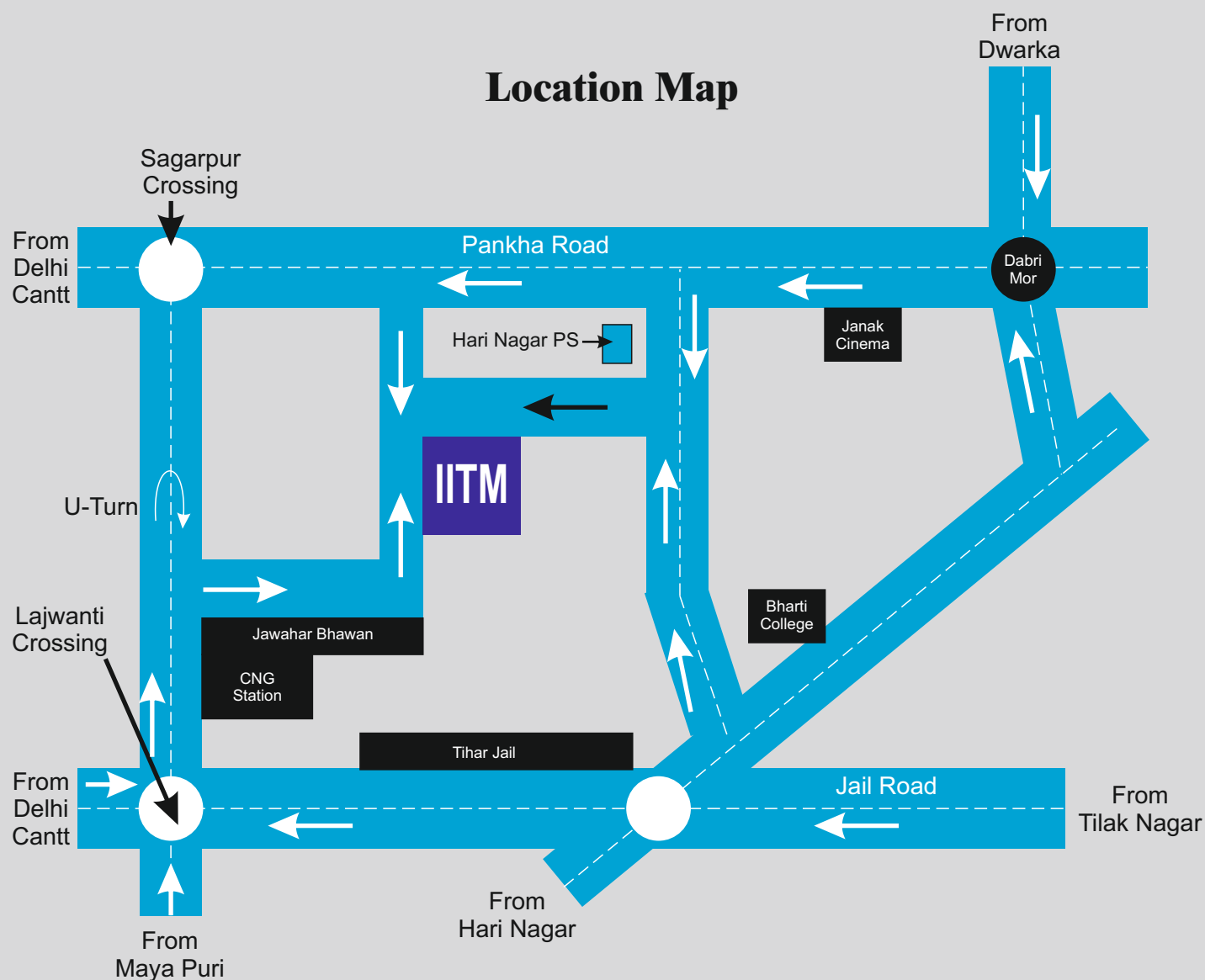

Some of our recruiters

Manager - Training & Placements	Faculty Members	Student Members
Dr. Mandeep Singh Institute of Information Technology & Management, D-29, Institutional Area, Janakpuri, New Delhi- 110058. Tel: 9818948449, 011-28525051, 28525882 Telefax: 011-28520239 Email:placements@iitmipu.ac.n Website: http://www.iitmjanakpuri.com	Dr. Deepika Arora Dr. Latika Malhotra	Nishita Veerwani Abhijeet Kumar

Location Map

From Dwarka

Sagarpur Crossing

From Delhi Cantt

Pankha Road

Dabri Mor

Hari Nagar PS

Janak Cinema

IITM

U-Turn

Lajwanti Crossing

Jawahar Bhawan

CNG Station

Bharti College

From Delhi Cantt

Tihar Jail

Jail Road

From Tilak Nagar

From Maya Puri

From Hari Nagar

Institute of Information Technology & Management

D-29, Institutional Area, Janakpuri, New Delhi-110058
Tel: 011-2852 5051, 2852 5882, Tele Fax: 011-28520239
E-mail: placements@iitmipu.ac.in, Website: http://www.iitmjanakpuri.com