

INFORMATION BROCHURE

Masters in Business Administration (MBA)

2023-24

*A Centre of Excellence
Nurturing Value Based
Quality Education*



CONNECT WITH US



director@iitmipu.ac.in



www.iitmjanakpuri.com

BOARD OF MANAGEMENT

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1.	Shri J.C. Sharma	President
2.	Shri L.R. Sharma	Vice President
3.	Shri Rakesh Sharma	Secretary
4.	Shri Manmohan Bhardwaj	Treasurer
5.	Shri Ravi Sharma	Member
6.	Shri Satya Prakash	Member
7.	Shri Jai Prakash	Member
8.	Smt. Sushila Sharma	Member
9.	Smt. Rosie Sharma	Member
10.	Smt. Seema Sharma	Member
11.	Shri Sanjeev Gupta	Member
12.	Shri Anand Kaushik	Member

VISION & MISSION

VISION

The Institute aims to be a Centre of Excellence, promoting value based quality education in the contemporary areas of advanced professional studies in Information Technology and Management

MISSION

IITM endeavours-

- To promote learning environment that delivers students with up to date curriculum and pedagogy equipping them with analytical mind, thing ability, entrepreneurial and organizational skills required in a dynamic professional environment.
- To foster strategic alliance with industry for real time business exposure, and
- To inculcate human values like ethical, social and moral values amongst students.

PHILOSOPHY

- Dedication
- Resilience
- Consistency
- Empathy & Understanding
- Innovation



MESSAGE FROM THE CHAIRMAN



Knowledge – A fluid mix of experience, value, contextual information and expert insight provides the framework for evaluating and incorporating new experiences and information. It originates and is applied in the minds of knowers. In organizations, it often becomes embedded not only in documents or repositories, but also in organizational routines, processes, practices and norms. Here, at IITM we try to nourish the visionary gleam that lies within the students and cultivate the art of seeing the imperceptible things. The panoramic glimpses of the vibrant and fecund events are entwined into its pages which speak themselves for the thrusts, learning dimensions and developments that took place in the semester gone by.

The very objective of education at IITM is to let the students find their own wisdom and hone the sense of right & wrong. We take our teaching profession as a social responsibility, contributing our mite to build a new vibrant India.

With Regards & Good Wishes

Shri J.C. Sharma

Chairman

MESSAGE FROM THE DIRECTOR

At IITM, our aim is to prepare our students for leadership roles in the future and enable them to contribute to the development of the nation. We equip them with excellent academic and leadership skills, along with boundless enthusiasm and unbridled zeal. Our focus is on holistic development of our students, so that they are competent to meet and successfully execute the challenges of the business world.

Engaging in co-curricular activities helps build and enhance self-confidence and develops specialized skills that instill a sense of responsibility to excel in professional environments.

Our students are equipped with a proactive learning style and a meticulous academic approach, which prepares them to succeed in various challenging situations in the corporate world. By completing internships with leading companies, our students gain a thorough understanding of the Indian business landscape and a deep internal perspective. It is with great pride and satisfaction that we present this information brochure for the MBA batch starting their journey in 2023.



With Regards & Good Wishes

Prof. (Dr.) Rachita Rana

Director

ABOUT THE INSTITUTE



INTRODUCTION

Institute of Information Technology and Management (IITM) was set up in 1999 under the aegis of Mata Leelawati Shikshan Sansthan (MLSS), a registered education society engaged in various philanthropic activities, with the Late Shri T.N. Chaturvedi - The well-known Educationist, Parliamentarian, Ex-Governor of Karnataka, CAG of India and Padma Vibhushan Awardee as Founder President of both the society and the institute. The campus is located in pollution free salubrious surroundings, in close proximity to Delhi Metro Rail.

The Institute is an ISO 14001:2015, ISO 21001:2018 certified. To meet highest standards of professional education, the institute is accredited 'A Grade' by National Assessment and Accreditation Council (NAAC), approved by All India Council for the Technical Education (AICTE), Ministry of HRD, Government of India, Recognized U/s 2(f) of UGC Act and Rated as Category 'A+' by State Fee Regulatory Committee (SFRC) and Category 'A' (Highest) by Joint Assessment Committee (JAC), Govt. of NCT of Delhi.

Institute is affiliated to Guru Gobind Singh Indraprastha (GGSIIP) University, Delhi for Master of Business Administration (MBA), Bachelor of Business Administration (BBA), Bachelor of Commerce (B. Com, (H)) and Bachelor of Computer Application (BCA) programmes. The Institute takes pride in having developed the faculty support and infrastructure imperative to effectively implement 'Outcome Based Education'- a technology-based, learner-centric and result-oriented approach which enhances students' learning and performance capabilities. Students undergo classroom lectures, tutorials, case studies, assignments, seminars, workshops, multimedia presentations, and expert lectures by eminent persons from the industry and academia. For more than two decades, the institute has offered relevant and rewarding professional and business education to the students. The Institute is passionate about grooming young students to be leaders, who are to become both excellent professionals and good human beings by adopting "Student Centric Approach". The institute aims to be a centre of excellence, promoting value-based quality education in the emerging areas in Information Technology, Commerce and Management.

MANAGEMENT DEPARTMENT

VISION

Department of Management Studies aims to promote value based quality education to the students, impart skills & training in the management and allied areas.

MISSION

Department of Management Studies(DMS) strives

- To prepare students as professionals through interactive, research-driven and experiential learning well integrated in the pedagogy.
- To provide a multidisciplinary environment for life-long learning focused on skilling, reskilling and up-skilling , equipping students with abilities necessary to succeed in a diverse, global business environment, and
- To cultivate a diverse and inclusive ecosystem through innovative entrepreneurship, constructive public engagement and proactive community involvement engendering socially responsible decision makers.



PROGRAMME EDUCATIONAL OBJECTIVES

Programme Educational Objectives (PEOs)

The Master of Business Administration (MBA) Program has following four Program Educational objectives (PEOs):

PEO1: To equip the students with domain knowledge (disciplinary/ interdisciplinary), professional skills & aptitude necessary to exhibit effective leadership in global environment.

PEO2: To inculcate sensitivity and responsibility towards societal, ethical and ecological issues & to shape them into responsible citizens fostering lifelong learning.

PEO3: To impart practical skills and provide students with research opportunities in order to cultivate creative & reflective thinking skills for adapting in dynamic corporate scenarios

PEO4: To adept entrepreneurial and interpersonal skill instilling collaborative and experiential learning through innovative pedagogy.

PO3: Prepare business strategies, develop concomitant functional and operational strategies and implement them in an integrated manner to efficiently and effectively achieve the functional goals and the business objectives.

PO4: Demonstrate an understanding of decision making process at various levels of the organization with respect to resource mobilization and their efficient deployment and use to achieve the set goals.

PO5: Demonstrate the ability to analyze management problems, to identify and collect relevant data and to apply a creative problem-solving approach.

PO6: Identify and recommend the information technology based interventions to achieve organizational goals.

PO7: Benchmark organizational and managerial practices against the principles of good governance, ethical conduct, corporate social responsibility and the imperatives of long-term societal welfare.

PO8: Demonstrate effective communication and interpersonal skills as well as the ability to work with and lead teams.

PO9: Develop a lifelong learning approach manifested in their attitude to learn, unlearn and relearn and in their pursuit of excellence in professional, personal and social life.

PROGRAMME OUTCOMES

On completing the programme students should be able to:

PO1: Demonstrate an understanding of management concepts, principles and theories, and apply them in the context of organizational work practices.

PO2: Apply Analytical and critical thinking skills to analyze the dynamic business environment and identify entrepreneurial and business opportunities and risks

INFRASTRUCTURE & RESOURCES



IITM's infrastructure is designed to create a supportive and enriching physical environment that fosters exceptional teaching, research, and a strong sense of community. The campus boasts a spacious centrally air-conditioned building with all necessary infrastructural facilities. In addition, the entire campus is Wi-Fi enabled, providing 24-hour internet access in all rooms. The lecture theatres are well-ventilated and equipped with AV systems, PA systems, and internet connectivity. The seminar and syndicate rooms come equipped with LCD projectors, Smart Boards, and multimedia systems. The centrally air-conditioned auditorium is equipped with an LCD projector, a large LCD screen, and a modern Public Announcement System. The multi-lab Computer Centre is furnished with the latest configurations, while the Knowledge Resource Centre (Library) holds a well-managed collection of contemporary text and reference books, e-books, and DVDs on various education programs. The library also contains more than 29,000 volumes covering topics such as contemporary issues, industry studies, annual reports of various companies, project reports, and biographies. The library's management system is fully computerized and caters to the needs of IITM's faculty and research scholars. The campus also has a well-equipped sports center, Common Rooms for Girls and Boys, a well-managed canteen, and a solar power plant.

LIBRARY RESOURCES

	BOOKS: More than 39000 Volumes
	56 National and International printed journals
	16 Magazines
	11 Newspapers with 106 Copies
	E-Books: Subscribed 6 DELNET – 10705 Free – 1714 Kindle Unlimited Plan
	Online access to DELNET, National Digital Library of India (NDL), Central and Eastern European Online Library



IITM has subscription of Lanquill to provide online language platform to our students. Institute also has Lab for advance Excel, Multi Media, Finance Lab, Research Lab etc. All the computer labs are fully air conditioned and are equipped with the latest configured computers. The computers are equipped with internet facility and licensed software. The Laboratory hours are fixed according to the time table within which the faculty engages the students in various practical works to impart the practical knowledge among the students. As all the lab work is continuously assessed, students who lag in these courses are given additional help and guidance. They are also given additional lab practice.

ACADEMIC SUPPORT

KNOWLEDGE PORTAL

Knowledge Portal is a software application for the administration, documentation, tracking, reporting, and delivery of educational courses like MCA, BCA, MBA, BBA and B.Com. The Knowledge Portal concept emerged directly from e-Learning. It is focused on online learning delivery but support a range of uses, acting as a platform for online content, including courses, both asynchronous based and synchronous based. Knowledge Portal offers organization of content delivered in classroom and supports instructor-led teaching. Knowledge Portal delivers and manages all types of content, including PDF, PowerPoint Slides; MS Word based lecture notes and documents. Documents uploaded may be of several kinds like Syllabus, Lesson Plan, and Assignments of all units, Question banks, End Term Question Papers, and Study Material.

NATIONAL ACADEMIC DEPOSITORY

Guru Gobind Indraprastha University in accordance with the directions of Ministry of Human Resource Development (MHRD), Government of India and UGC is digitizing its students' academic records through uploading the digitally signed academic awards like consolidated statements of marks, degrees, certificates on National Academic Depository to facilitate digital issuance, storage, access and verification of Academic awards and available to students 24X7.

Institute has taken initiative for students of all courses to get registered in Student support with National Academic Depository. [Details available at www.ipu.ac.in/nadnotices.php]



IITM SUPPORT SERVICES

Proctorial Board

The Proctorial Board is responsible for ensuring that rules and regulation framed by the University & the Institute are followed by the students to maintain the cordial atmosphere in the campus (among the students, faculty members and non-teaching staff).

Artificial Intelligence Experience Centre

The AIE cell organizes the guest lecture, seminars, workshops, project exhibition and demonstration competition for students to showcase and elaborate their skills.

Anti-Ragging Committee: A Caring Hand

The Anti-Ragging Committee strives to stop and eradicate ragging, which includes any form of teasing, treating, or rudeness towards freshers or other students. It also aims to prevent undisciplined behavior among students.

Grievance Redressal Cell

The Grievance Cell strives to promptly and fairly address stakeholder grievances, creating a pleasant atmosphere, fostering a positive work culture, and promoting goodwill and mutual understanding among all parties involved.

Internal Complaint Committee (ICC)

As per the UGC regulations, an Internal Complaint Committee (ICC) has been established to ensure compliance with the prevention, prohibition, and redressal of sexual harassment of women employees and students in the institution.

Parents-Teachers Interaction

Parents are invited to the monthly Parents-Institute interaction on the second Saturday of each month to stay updated and share their views and suggestions.

Cultural Committee

The Cultural Committee organizes diverse competitions and events throughout the year, allowing students to showcase their talents in dance, music, dramatics, and fine arts.

Debate and Literary Events Committee

The committee fosters a passion for quizzing, debating, creative writing, literature, and elocution among students. Through events, students enhance their creativity, logical thinking, and independent research skills, preparing them to explore beyond technology.

IITM COMMITTEE AND CLUBS

Entrepreneurship Development Cell_SAMRIDDHI

Environment & Sustainability Committee

Event Management Committee

Alumni Committee

Publication Committee

Sports Committee

Canteen Committee

Research Committee

Internal Quality Assurance Cell (IQAC)

Community Service Committee

Committee for SC/ST/Minority

Committee for differently abled persons



INSTITUTE INDUSTRY INTERFACE

- ✓ Industrial Visits
- ✓ Industry MoUs
- ✓ Alumni Networking
- ✓ Conferences and Seminars
- ✓ FDPs and MDPs

INDUSTRY INSTITUTE PARTNERSHIP CENTRE (IIPC)

Industry Institute Partnership Centre (IIPC) of IITM was established in 2004 for enhancing interface between the institute and industry. This centre identifies the industrial expectation and promotes institutional preparation for meeting industrial needs by facilitating internship, seminars, workshops, placement and various other industrial training programs.

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 organization interested in conducting campus interviews for placements of students passing out from IITM.

Training and Development

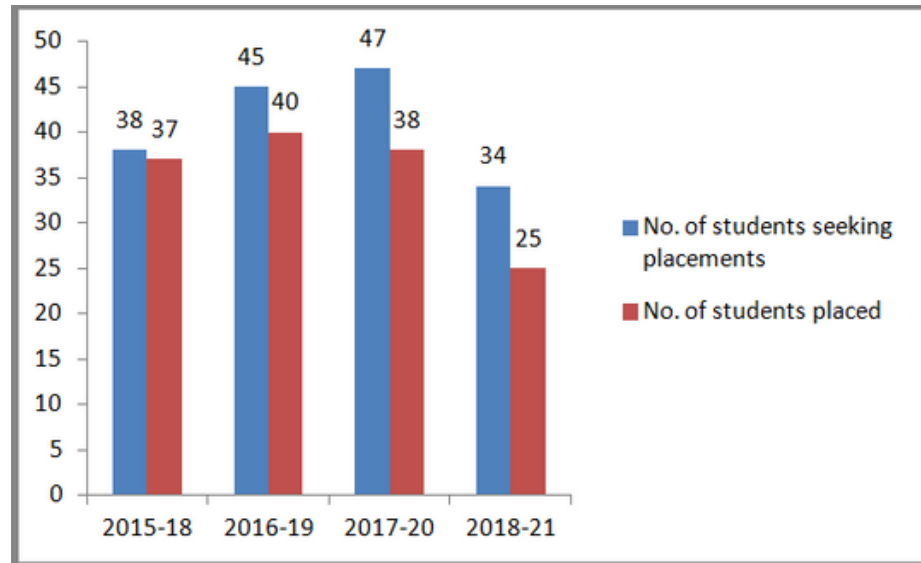
Training and Development cell of IITM has taken efforts to encourage final year students for GATE and other Competitive examinations.

- i) Summer Internships / Live Industry Projects
- ii) Industrial Visits
- iii) Pre-Placement Training



PLACEMENT HIGHLIGHTS

PLACEMENT STATUS 2022-23



OUR VALUED RECRUITERS



MBA COURSE STRUCTURE

CORE SUBJECTS

- 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
- Managerial Skill Development (NUES)
- Summer Training Report
- Management of International Business
- Managing E-Business
- Entrepreneurship Development & Startup
- Strategic Management
- Business Analytics
- Technology and Innovation Management
- Financial Management
- Business Research
- Sustainable Operations Management
- Management of Information Systems
- Human Resource Management
- Minor Project
- Professional Skill Development (NUES)
- Project Dissertation
- Corporate Social Responsibility, Human Values & Ethics

ELECTIVE SUBJECTS

I. MARKETING

- Consumer Behaviour
- Sales and Distribution Management
- Services Marketing
- Customer Relationship Management
- Advertising and Brand Management
- Digital & Social Media Marketing
- Marketing Analytics
- Retail Management

II. FINANCE

- International Financial Management
- Financial Markets and Institutions
- Investment Management & Portfolio Management
- Financial Econometrics
- Mergers, Acquisitions and Corporate Restructuring
- Financial Derivatives
- Behavioral Finance
- FinTech

III. HUMAN RESOURCE MANAGEMENT

- Management of Training, Learning and Development
- Managing Industrial Relations
- Talent Management
- Compensation and Performance Management
- Managing Organizational Development
- Leadership and Teamwork in Blended Organizations
- People Analytics
- Managing Diversity and Inclusion

IV. INFORMATION TECHNOLOGY

- Digitalization and E-Governance
- Artificial Intelligence & Machine Learning
- Database Management Systems
- Database Management Systems Lab.
- Enterprise Systems
- Advanced Business Analytics & Predictive Modelling
- Information Security
- Data Modelling with Python
- Business Intelligence and Applications

V. INTERNATIONAL BUSINESS

- International Business Environment and Strategy
- Export, Import Policies, Procedures, and Documentation
- International Financial Management
- International Business Negotiation
- Global Competitiveness
- WTO and Intellectual Property Rights
- International Human Resource & Cross Cultural Management
- International Marketing

VI. OPERATIONS & ANALYTICS

- Enterprise Systems
- Operations Strategy
- Logistics and Supply Chain Management
- Predictive Analytics & Big Data
- Business Process Management
- Advanced Business Analytics & Predictive Modelling
- Project Management
- Supply Chain Analytics

OUR PROUD ALUMNI

Experience at IITM has been extraordinary, right from the day one to the last. All the teachers have been supportive and made us learn beyond the books. Classes have been interactive and the knowledge gained from them can not be gained from anywhere else. We never had any classes with one sided communication from teachers, on the other hand our teachers have always adopted innovative classroom teaching methods. Cultural programs, management development programs and guest lectures also helped me to develop personality. My overall experience at IITM was unforgettable and made me a knowledgeable person when I stepped out of it after 2 years.

Ms. Anjum Tanwar
MBA (2014-16)

IITM is a place that has helped me in grooming myself and what I am now. At the same time the facilities and the extra curricular activities helped me in enhancing my personality.

Ms. Kiran Pundeer
MBA (2015 - 17)

IITM is committed to impart the highest quality of education and exposure to help develop the next generation of business leaders with global outlook and capability of adapting to the fast changing business environment of India and the world at large. By introducing new specialization areas and adopting an innovative pedagogy, the Institute has been constantly working to develop professionals with vision, courage and dedication to initiate and manage the change.

Ms. Snigdha Maggo
MBA (2015 - 17)

IITM helped me become a seasoned Sales and Marketing professional capable of keeping up with the requirements of the industry. The practical learning approach and the case study method used during my MBA programme helped me understand the dynamics involved in the management of any business.

Mr. Nitin Chowdhary
MBA (2015 - 17)

REACH US

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NEW DELHI. PINCODE 110059



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Programme Educational Objectives (PEOs)

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- ✓ Alumni Networking
- ✓ Conferences and Seminars
- ✓ FDPs and MDPs

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Industry Institute Partnership Centre (IIPC) of IITM was established in 2004 for enhancing interface between the institute and industry. This centre identifies the industrial expectation and promotes institutional preparation for meeting industrial needs by facilitating internship, seminars, workshops, placement and various other industrial training programs.

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Training and Development

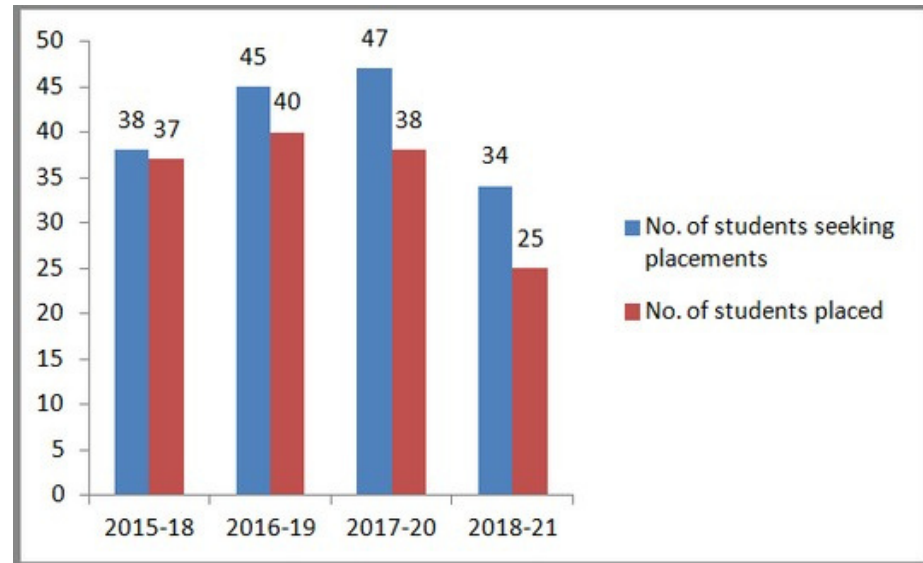
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i) Summer Internships / Live Industry Projects ii) Industrial Visits iii) Pre-Placement Training



PLACEMENT HIGHLIGHTS

PLACEMENT STATUS 2021-22



OUR VALUED RECRUITERS



MBA COURSE STRUCTURE

CORE SUBJECTS

- 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
 - Managerial Skill Development (NUES)
 - Summer Training Report
 - Management of International Business
 - Managing E-Business
 - Entrepreneurship Development & Startup
 - Strategic Management
 - Business Analytics
- Technology and Innovation Management
 - Financial Management Business
 - Research Sustainable Operations
 - Management Management of
 - Information Systems Human Resource
 - Management Minor Project Professional
 - Skill Development (NUES)
 -
 - Project Dissertation
 - Corporate Social Responsibility, Human Values & Ethics

ELECTIVE SUBJECTS

I. MARKETING

- Consumer Behaviour
- Sales and Distribution Management
- Services Marketing
- Customer Relationship Management
- Advertising and Brand Management
- Digital & Social Media Marketing
- Marketing Analytics
- Retail Management

II. FINANCE

- International Financial Management
- Financial Markets and Institutions
- Investment Management & Portfolio Management
- Financial Econometrics
- Mergers, Acquisitions and Corporate Restructuring
- Financial Derivatives
- Behavioral Finance
- FinTech

III. HUMAN RESOURCE MANAGEMENT

- Management of Training, Learning and Development
- Managing Industrial Relations
- Talent Management
- Compensation and Performance Management
- Managing Organizational Development
- Leadership and Teamwork in Blended Organizations
- People Analytics
- Managing Diversity and Inclusion

IV. INFORMATION TECHNOLOGY

- Digitalization and E-Governance
- Artificial Intelligence & Machine Learning
- Database Management Systems
- Database Management Systems Lab.
- Enterprise Systems
- Advanced Business Analytics & Predictive Modelling
- Information Security
- Data Modelling with Python
- Business Intelligence and Applications

V. INTERNATIONAL BUSINESS

- International Business Environment and Strategy
- Export, Import Policies, Procedures, and Documentation
- International Financial Management
- International Business Negotiation
- Global Competitiveness
- WTO and Intellectual Property Rights
- International Human Resource & Cross Cultural Management
- International Marketing

VI. OPERATIONS & ANALYTICS

- Enterprise Systems
- Operations Strategy
- Logistics and Supply Chain Management
- Predictive Analytics & Big Data
- Business Process Management
- Advanced Business Analytics & Predictive Modelling
- Project Management
- Supply Chain Analytics

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MBA (2014-16)

IITM is a place that has helped me in grooming myself and what I am now. At the same time the facilities and the extra curricular activities helped me in enhancing my personality.

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MBA (2015 - 17)

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Mr. Nitin Chowdhary
MBA (2015 - 17)

REACH US

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NEW DELHI. PINCODE 110059



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011-28525051, 28520239

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Quality Education*



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BOARD OF MANAGEMENT

S.No.	Name	Position
1.	Shri J.C. Sharma	President
2.	Shri L.R. Sharma	Vice President
3.	Shri Rakesh Sharma	Secretary
4.	Shri Manmohan Bhardwaj	Treasurer
5.	Shri Ravi Sharma	Member
6.	Shri Satya Prakash	Member
7.	Shri Jai Prakash	Member
8.	Smt. Sushila Sharma	Member
9.	Smt. Rosie Sharma	Member
10.	Smt. Seema Sharma	Member
11.	Shri Sanjeev Gupta	Member
12.	Shri Anand Kaushik	Member

VISION & MISSION

VISION

The Institute aims to be a Centre of Excellence, promoting value based quality education in the contemporary areas of advanced professional studies in Information Technology and Management

MISSION

IITM endeavours-

- To promote learning environment that delivers students with up to date curriculum and pedagogy equipping them with analytical mind, thing ability, entrepreneurial and organizational skills required in a dynamic professional environment. To foster strategic alliance with industry for real time business exposure,
- and To inculcate human values like ethical, social and moral values amongst students.

PHILOSOPHY

- Dedication
- Resilience
- Consistency
- Empathy & Understanding
- Innovation



MESSAGE FROM THE CHAIRMAN



Knowledge – A fluid mix of experience, value, contextual information and expert insight provides the framework for evaluating and incorporating new experiences and information. It originates and is applied in the minds of knowers. In organizations, it often becomes embedded not only in documents or repositories, but also in organizational routines, processes, practices and norms. Here, at IITM we try to nourish the visionary gleam that lies within the students and cultivate the art of seeing the imperceptible things. The panoramic glimpses of the vibrant and fecund events are entwined into its pages which speak themselves for the thrusts, learning dimensions and developments that took place in the semester gone by.

The very objective of education at IITM is to let the students find their own wisdom and hone the sense of right & wrong. We take our teaching profession as a social responsibility, contributing our mite to build a new vibrant India.

With Regards & Good Wishes

Shri J.C. Sharma

Chairman

MESSAGE FROM THE DIRECTOR

At IITM, our aim is to prepare our students for leadership roles in the future and enable them to contribute to the development of the nation. We equip them with excellent academic and leadership skills, along with boundless enthusiasm and unbridled zeal. Our focus is on holistic development of our students, so that they are competent to meet and successfully execute the challenges of the business world. Engaging in co-curricular activities helps build and enhance self-confidence and develops specialized skills that instill a sense of responsibility to excel in professional environments.



Our students are equipped with a proactive learning style and a meticulous academic approach, which prepares them to succeed in various challenging situations in the corporate world. By completing internships with leading companies, our students gain a thorough understanding of the Indian business landscape and a deep internal perspective. It is with great pride and satisfaction that we present this information brochure for the MBA batch starting their journey in 2021.

With Regards & Good Wishes

Prof. (Dr.) Rachita Rana

Director

ABOUT THE INSTITUTE



INTRODUCTION

Institute of Information Technology and Management (IITM) was set up in 1999 under the aegis of Mata Leelawati Shikshan Sansthan (MLSS), a registered education society engaged in various philanthropic activities, with the Late Shri T.N. Chaturvedi - The well-known Educationist, Parliamentarian, Ex-Governor of Karnataka, CAG of India and Padma Vibhushan Awardee as Founder President of both the society and the institute. The campus is located in pollution free salubrious surroundings, in close proximity to Delhi Metro Rail.

The Institute is an ISO 14001:2015, ISO 21001:2018 certified. To meet highest standards of professional education, the institute is accredited 'A Grade' by National Assessment and Accreditation Council (NAAC), approved by All India Council for the Technical Education (AICTE), Ministry of HRD, Government of India, Recognized U/s 2(f) of UGC Act and Rated as Category 'A+' by State Fee Regulatory Committee (SFRC) and Category 'A' (Highest) by Joint Assessment Committee (JAC), Govt. of NCT of Delhi.

Institute is affiliated to Guru Gobind Singh Indraprastha (GGSIU) University, Delhi for Master of Business Administration (MBA), Bachelor of Business Administration (BBA), Bachelor of Commerce (B. Com, (H)) and Bachelor of Computer Application (BCA) programmes. The Institute takes pride in having developed the faculty support and infrastructure imperative to effectively implement 'Outcome Based Education'- a technology-based, learner-centric and result-oriented approach which enhances students' learning and performance capabilities. Students undergo classroom lectures, tutorials, case studies, assignments, seminars, workshops, multimedia presentations, and expert lectures by eminent persons from the industry and academia. For more than two decades, the institute has offered relevant and rewarding professional and business education to the students. The Institute is passionate about grooming young students to be leaders, who are to become both excellent professionals and good human beings by adopting "Student Centric Approach". The institute aims to be a centre of excellence, promoting value-based quality education in the emerging areas in Information Technology, Commerce and Management.

MANAGEMENT DEPARTMENT

VISION

Department of Management Studies aims to promote value based quality education to the students, impart skills & training in the management and allied areas.

MISSION

Department of Management Studies(DMS) strives

- To prepare students as professionals through interactive, research-driven and experiential learning well integrated in the pedagogy.
- To provide a multidisciplinary environment for life-long learning focused on skilling, reskilling and up-skilling , equipping students with abilities necessary to succeed in a diverse, global business environment, and To cultivate a diverse and inclusive ecosystem
- through innovative entrepreneurship, constructive public engagement and proactive community involvement engendering socially responsible decision makers.



PROGRAMME EDUCATIONAL OBJECTIVES

Programme Educational Objectives (PEOs)

The Master of Business Administration (MBA) Program has following four Program Educational objectives (PEOs):

PEO1: To equip the students with domain knowledge (disciplinary/ interdisciplinary), professional skills & aptitude necessary to exhibit effective leadership in global environment.

PEO2: To inculcate sensitivity and responsibility towards societal, ethical and ecological issues & to shape them into responsible citizens fostering lifelong learning.

PEO3: To impart practical skills and provide students with research opportunities in order to cultivate creative & reflective thinking skills for adapting in dynamic corporate scenarios

PEO4: To adept entrepreneurial and interpersonal skill instilling collaborative and experiential learning through innovative pedagogy.

PO3: Prepare business strategies, develop concomitant functional and operational strategies and implement them in an integrated manner to efficiently and effectively achieve the functional goals and the business objectives.

PO4: Demonstrate an understanding of decision making process at various levels of the organization with respect to resource mobilization and their efficient deployment and use to achieve the set goals.

PO5: Demonstrate the ability to analyze management problems, to identify and collect relevant data and to apply a creative problem-solving approach.

PO6: Identify and recommend the information technology based interventions to achieve organizational goals.

PO7: Benchmark organizational and managerial practices against the principles of good governance, ethical conduct, corporate social responsibility and the imperatives of long-term societal welfare.

PO8: Demonstrate effective communication and interpersonal skills as well as the ability to work with and lead teams.

PO9: Develop a lifelong learning approach manifested in their attitude to learn, unlearn and relearn and in their pursuit of excellence in professional, personal and social life.

PROGRAMME OUTCOMES

On completing the programme students should be able to:

PO1: Demonstrate an understanding of management concepts, principles and theories, and apply them in the context of organizational work practices.


PO2: Apply Analytical and critical thinking skills to analyze the dynamic business environment and identify entrepreneurial and business opportunities and risks

INFRASTRUCTURE & RESOURCES



IITM's infrastructure is designed to create a supportive and enriching physical environment that fosters exceptional teaching, research, and a strong sense of community. The campus boasts a spacious centrally air-conditioned building with all necessary infrastructural facilities. In addition, the entire campus is Wi-Fi enabled, providing 23-hour internet access in all rooms. The lecture theatres are well-ventilated and equipped with AV systems, PA systems, and internet connectivity. The seminar and syndicate rooms come equipped with LCD projectors, Smart Boards, and multimedia systems. The centrally air-conditioned auditorium is equipped with an LCD projector, a large LCD screen, and a modern Public Announcement System. The multi-lab Computer Centre is furnished with the latest configurations, while the Knowledge Resource Centre (Library) holds a well-managed collection of contemporary text and reference books, e-books, and DVDs on various education programs. The library also contains more than 29,000 volumes covering topics such as contemporary issues, industry studies, annual reports of various companies, project reports, and biographies. The library's management system is fully computerized and caters to the needs of IITM's faculty and research scholars. The campus also has a well-equipped sports center, Common Rooms for Girls and Boys, a well-managed canteen, and a solar power plant.

LIBRARY RESOURCES

	BOOKS: More than 39000 Volumes
	56 National and International printed journals
	16 Magazines
	11 Newspapers with 106 Copies
	E-Books: Subscribed 6 DELNET – 10705 Free – 1714 Kindle Unlimited Plan
	Online access to DELNET, National Digital Library of India (NDL), Central and Eastern European Online Library



IITM has subscription of Lanquill to provide online language platform to our students. Institute also has Lab for advance Excel, Multi Media, Finance Lab, Research Lab etc. All the computer labs are fully air conditioned and are equipped with the latest configured computers. The computers are equipped with internet facility and licensed software. The Laboratory hours are fixed according to the time table within which the faculty engages the students in various practical works to impart the practical knowledge among the students. As all the lab work is continuously assessed, students who lag in these courses are given additional help and guidance. They are also given additional lab practice.

ACADEMIC SUPPORT

KNOWLEDGE PORTAL

Knowledge Portal is a software application for the administration, documentation, tracking, reporting, and delivery of educational courses like MCA, BCA, MBA, BBA and B.Com. The Knowledge Portal concept emerged directly from e-Learning. It is focused on online learning delivery but support a range of uses, acting as a platform for online content, including courses, both asynchronous based and synchronous based. Knowledge Portal offers organization of content delivered in classroom and supports instructor-led teaching. Knowledge Portal delivers and manages all types of content, including PDF, PowerPoint Slides; MS Word based lecture notes and documents. Documents uploaded may be of several kinds like Syllabus, Lesson Plan, and Assignments of all units, Question banks, End Term Question Papers, and Study Material.

NATIONAL ACADEMIC DEPOSITORY

Guru Gobind Indraprastha University in accordance with the directions of Ministry of Human Resource Development (MHRD), Government of India and UGC is digitizing its students' academic records through uploading the digitally signed academic awards like consolidated statements of marks, degrees, certificates on National Academic Depository to facilitate digital issuance, storage, access and verification of Academic awards and available to students 23X7. Institute has taken initiative for students of all courses to get registered in Student support with National Academic Depository. [Details available at www.ipu.ac.in/nadnotices.php]



IITM SUPPORT SERVICES

Proctorial Board

The Proctorial Board is responsible for ensuring that rules and regulation framed by the University & the Institute are followed by the students to maintain the cordial atmosphere in the campus (among the students, faculty members and non-teaching staff).

Artificial Intelligence Experience Centre

The AIE cell organizes the guest lecture, seminars, workshops, project exhibition and demonstration competition for students to showcase and elaborate their skills.

Anti-Ragging Committee: A Caring Hand

The Anti-Ragging Committee strives to stop and eradicate ragging, which includes any form of teasing, treating, or rudeness towards freshers or other students. It also aims to prevent undisciplined behavior among students.

Grievance Redressal Cell

The Grievance Cell strives to promptly and fairly address stakeholder grievances, creating a pleasant atmosphere, fostering a positive work culture, and promoting goodwill and mutual understanding among all parties involved.

Internal Complaint Committee (ICC)

As per the UGC regulations, an Internal Complaint Committee (ICC) has been established to ensure compliance with the prevention, prohibition, and redressal of sexual harassment of women employees and students in the institution.

Parents-Teachers Interaction

Parents are invited to the monthly Parents-Institute interaction on the second Saturday of each month to stay updated and share their views and suggestions.

Cultural Committee

The Cultural Committee organizes diverse competitions and events throughout the year, allowing students to showcase their talents in dance, music, dramatics, and fine arts.

Debate and Literary Events Committee

The committee fosters a passion for quizzing, debating, creative writing, literature, and elocution among students. Through events, students enhance their creativity, logical thinking, and independent research skills, preparing them to explore beyond technology.

IITM COMMITTEE AND CLUBS

Entrepreneurship Development Cell_SAMRIDDHI

Environment & Sustainability Committee

Event Management Committee

Alumni Committee

Publication Committee

Sports Committee

Canteen Committee

Research Committee

Internal Quality Assurance Cell (IQAC)

Community Service Committee

Committee for SC/ST/Minority

Committee for differently abled persons



INSTITUTE INDUSTRY INTERFACE

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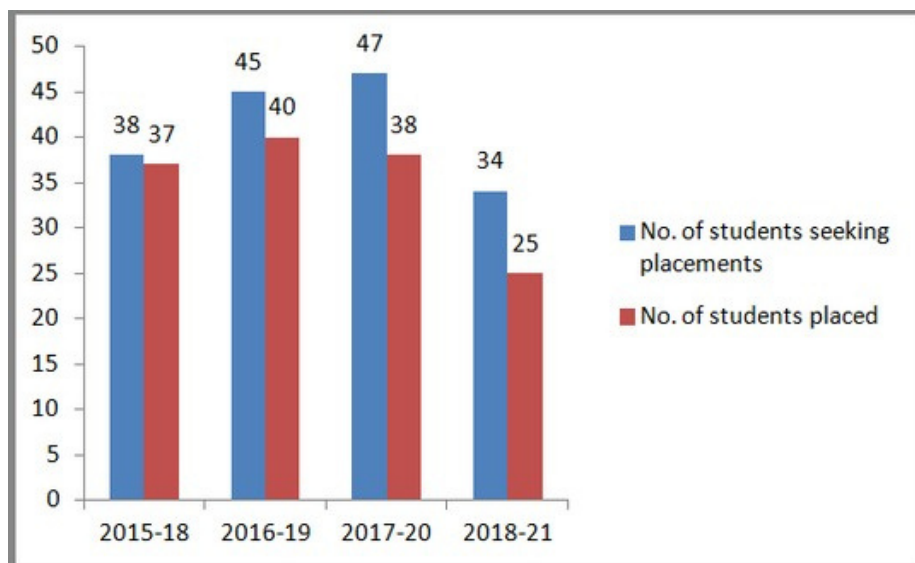
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- WTO and Intellectual Property Rights
- International Human Resource & Cross Cultural Management
- International Marketing

VI. OPERATIONS & ANALYTICS

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