



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

Institute's Vision and 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, Management and Media studies.”

Mission

IITM endeavors

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

Philosophy

- **Quality Education(Academic Excellence skill & Leadership)**
- **Training (inclusive of Upskill, Re-skill)**
- **Consistency**
- **Empathy & Understanding**
- **Innovation**

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 Wadhvani 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 pursue 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

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 which is well integrated in the pedagogy.
- to provide a multidisciplinary environment for life-long learning that shall be focused on skilling, reskilling and upskilling, thereby equipping students with abilities necessary to succeed in a diverse, global business environment.
- 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

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

PEO 2: To inculcate sensitivity and responsibility towards societal, ethical and ecological issues & to shape them into responsible citizens fostering lifelong learning.

PEO 3: To impart practical skills and provide students with research opportunities in order to cultivate creative & reflective thinking skills for adapting in dynamic corporate scenarios.

PEO 4: To adept entrepreneurial and interpersonal skill instilling collaborative and experiential learning through innovative pedagogy.

Programme Specific Outcomes

PSO 1: MBA graduate shall have the ability to demonstrate discipline/interdisciplinary knowledge, coherent understanding in the management and allied areas for impact-oriented decision making.

PSO 2: MBA graduate shall exhibit professional skills instilling critical and analytical thinking to enthuse problem solving abilities in different domains of management.

PSO 3: MBA graduate shall be able to demonstrate proficiency in varied research areas through designing and implementing innovative business strategies in real-world corporate scenarios.

PSO 4: MBA graduate shall become a responsible citizen inculcating interpersonal skills, social skills, lifelong learning (learn, unlearn & relearn), entrepreneurial acumen, leadership abilities and adaptability to dynamic business landscapes.

Programme Outcomes

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.

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 processes at various levels of organization with respect to resources mobilization and their efficient deployment and use to achieve the set goals.

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

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

PO7 : Benchmark organizational and managerial practices against the principles of good governance, ethical conduct, corporate social responsibility and 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.

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 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 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 IV

Project Dissertation
Corporate Social Responsibility,
Human Values & Ethics

Specialization-I

Elective – III
Elective – IV

Specialization-II

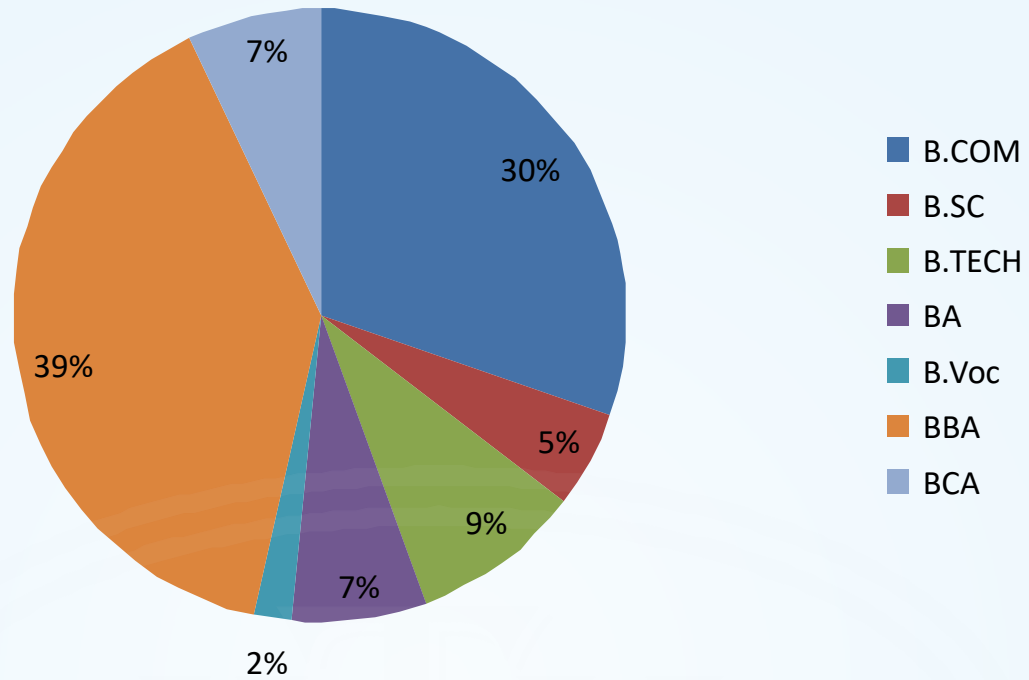
Elective – III
Elective – IV

LIST OF ELECTIVES - III SEMESTER	LIST OF ELECTIVES - IV SEMESTER
<p>MARKETING</p> <ul style="list-style-type: none"> • Consumer Behaviour • Sales and Distribution Management • Services Marketing • Customer Relationship Management 	<p>MARKETING</p> <ul style="list-style-type: none"> • Advertising & Brand Management • Digital & Social Media Marketing • Marketing Analysis • Retail Management
<p>FINANCE</p> <ul style="list-style-type: none"> • International Financial Management • Financial Markets and Institutions • Investment Analysis & Portfolio Management • Financial Econometrics 	<p>FINANCE</p> <ul style="list-style-type: none"> • Mergers, Acquisitions and Corporate Restructuring • Financial Derivatives • Behavioral Finance • Fin Tech
<p>HUMAN RESOURCE</p> <ul style="list-style-type: none"> • Management of Training, Learning and Development • Managing Industrial Relations • Talent Management • Compensation and Performance Management 	<p>HUMAN RESOURCE</p> <ul style="list-style-type: none"> • Managing Organizational Development • Leadership and Teamwork in Blended Organizations • People Analytics • Managing Diversity and Inclusion
<p>INFORMATION TECHNOLOGY</p> <ul style="list-style-type: none"> • Digitalization and E-Governance • Artificial Intelligence & Machine Learning • Database Management Systems • Database Management Systems Lab 	<p>INFORMATION TECHNOLOGY</p> <ul style="list-style-type: none"> • Advanced Business Analytics & Predictive Modelling • Information Security • Data Modelling with Python • Business Intelligence and Applications
<p>INTERNATIONAL BUSINESS</p> <ul style="list-style-type: none"> • International Business Environment and Strategy • Export, Import Policies, Procedures and Documentation • International Financial Management • International Business Negotiation 	<p>INTERNATIONAL BUSINESS</p> <ul style="list-style-type: none"> • Global Competitiveness • WTO and Intellectual Property Rights • International Human Resource & Cross Cultural Management • International Marketing
<p>OPERATIONS & ANALYTICS</p> <ul style="list-style-type: none"> • Enterprise Systems • Operations Strategy • Logistics and Chain Management • Predictive Analytics & Big Data 	<p>OPERATIONS & ANALYTICS</p> <ul style="list-style-type: none"> • Business Process Management • Advanced Business Analytics & Predictive Modelling • Project Management • Supply Chain Analytics

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

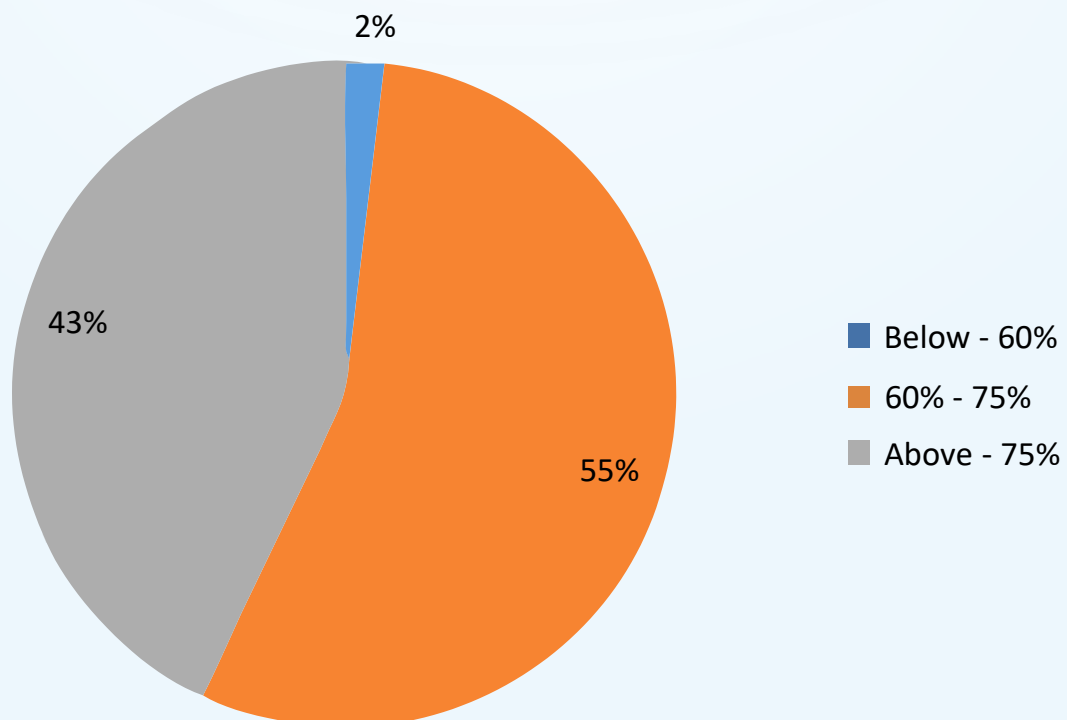
Academic Background

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.



Performance of 2022-24 Batch

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



MASTER OF BUSINESS ADMINISTRATION (MBA) 2022-2024 BATCH



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



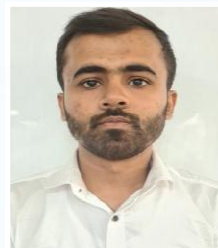
Nishita Veerwani
HR/ Operations & Analytics
BBA

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



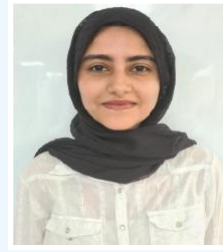
Tarun Grover
IT / Marketing
B.Tech

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

Core Faculty Profile

<i>NAME</i>	<i>DESIGNATION</i>	<i>QUALIFICATION</i>
Dr. Deepika Arora	Professor	B.Com, M.Com, M.Phil, NET., Ph.D.
Dr. Gopal Singh Latwal	Professor	B.Com, MBA, M.Phil, NET, Ph.D.
Dr. Latika Malhotra	Assistant Professor	BBA, MBA, NET, Ph.D.
Dr. Sunitha Ravi	Assistant 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.

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.

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

Some of Our Recruiters



Recruiters Speak

Capgemini India

Ms. Pallabi Baruah - Sr Analyst - Campus Recruitment

Our association with IITM has been great. Students that we have recruited in the past drives have very good communication skills, positive learning attitude, and very much determined to work in corporate world. I feel that college management is very supportive & encourages Campus placements in future. As far as the infrastructure is concerned it has good seating capacity in labs and auditorium for large pool of candidates.

BSES Delhi

Mr. Saurabh Gandhi - Assistant Vice President

"It is always a pleasure to connect with IITM students. The kind of confidence and dedication I have seen in these students is commendable. These guys are actually ready for the corporate world. There is so much of professionalism reflected always".

Hive AI

Ms. Usha Yadav - Talent Acquisition Lead

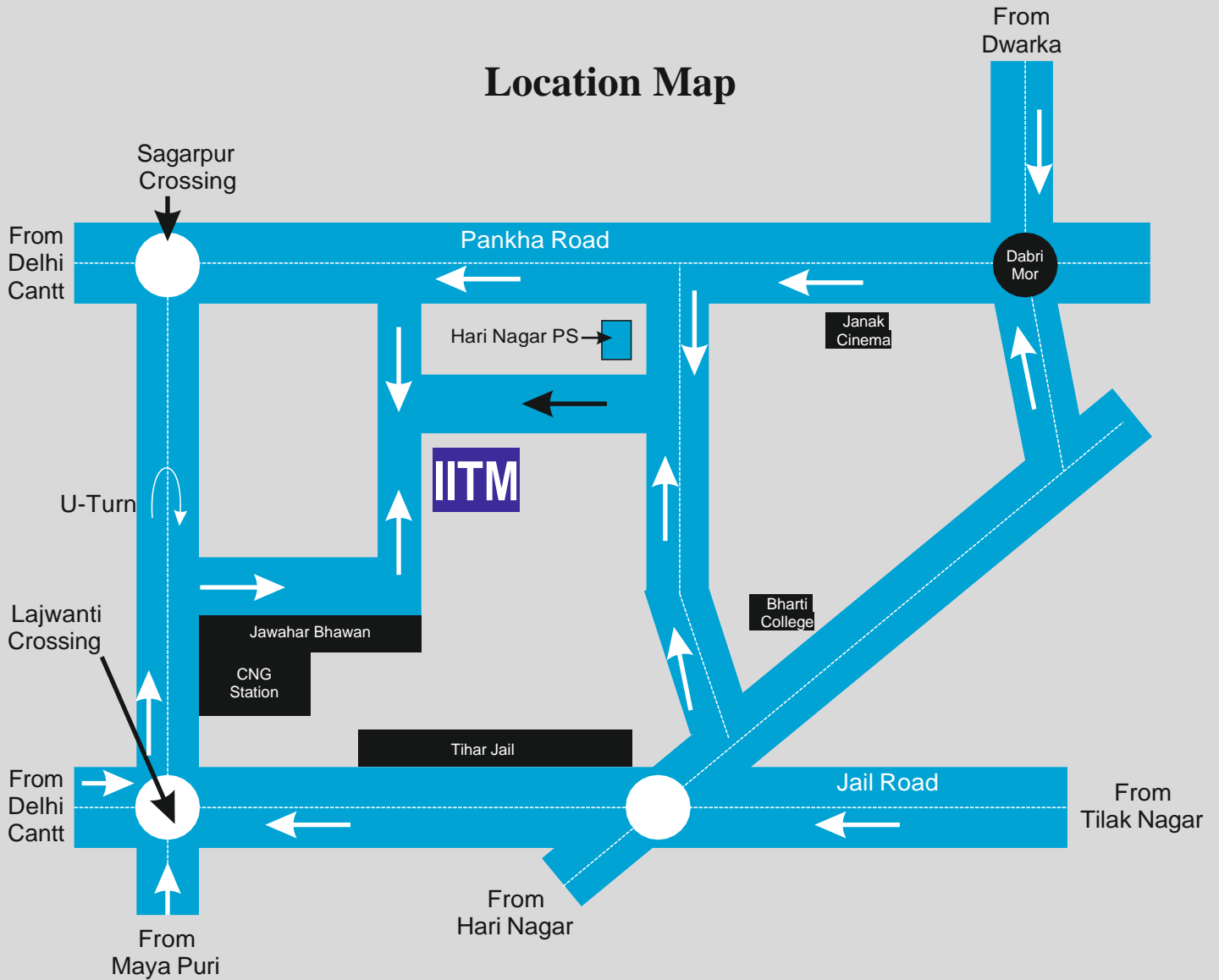
"I would like to thank IITM for such a wonderful coordination throughout the campus hiring process. We had a great experience working with you. My entire team is pleased with the efforts of the team. We were hiring from multiple campuses but experience with your campus was superb. Kudos to the entire team and the quality of students is also amazing, they were well prepared and informed. We would love to partner with you for next year's hiring as well. Great Job



IITM

Nurturing Excellence

Location Map



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>



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Master of Business Administration (MBA)

2020 - 2022



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,
GGSIU)**

**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 Wadhvani
Professor, Dept. of Computer Science**

Faculty Representative

**Dr. Ramandeep Kaur
Associate Professor, Dept. of Computer Science**

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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 programme 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

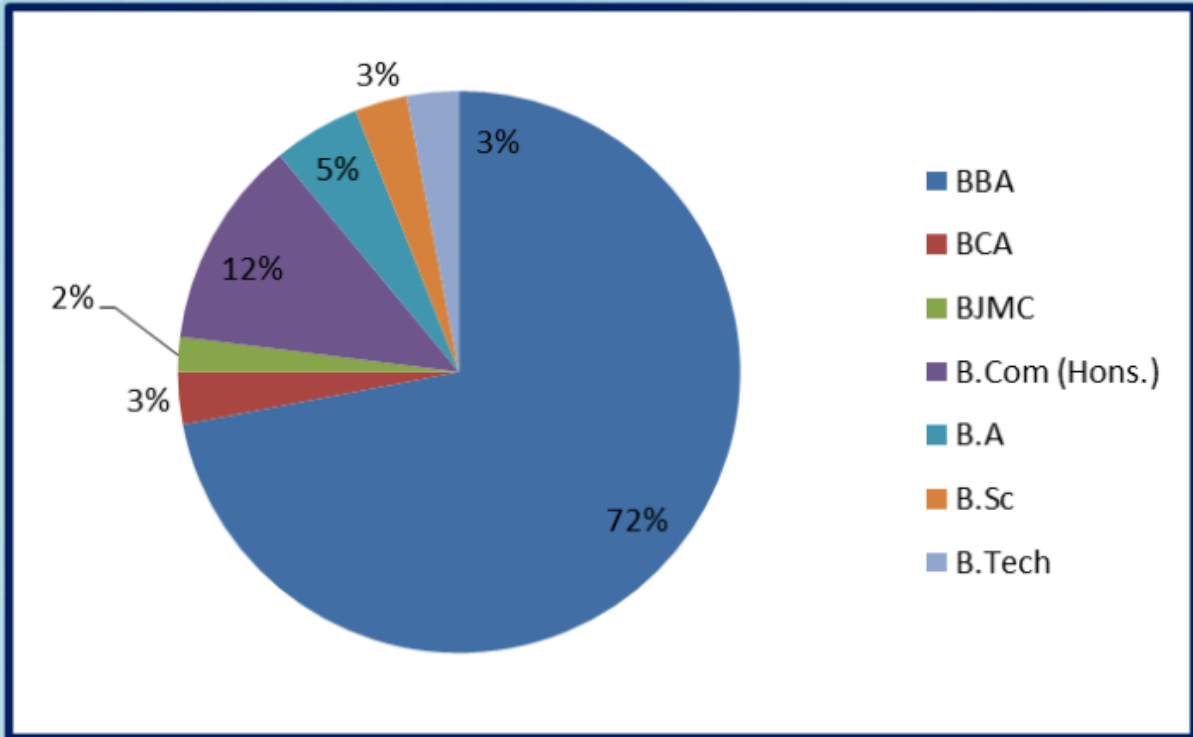
Specialization-II

Elective – III
Elective – IV

LIST OF ELECTIVES - III SEMESTER	LIST OF ELECTIVES - IV SEMESTER
<p>MARKETING</p> <ul style="list-style-type: none"> • Consumer Behaviour • Sales and Distribution Management • Services Marketing • Customer Relationship Management 	<p>MARKETING</p> <ul style="list-style-type: none"> • Advertising & Brand Management • Digital & Social • Media Marketing • Marketing Analysis • Retail Management
<p>FINANCE</p> <ul style="list-style-type: none"> • International Financial Management • Financial Markets and Institutions • Investment Analysis & • Portfolio Management • Financial Econometrics 	<p>FINANCE</p> <ul style="list-style-type: none"> • Mergers, Acquisitions and • Corporate Restructuring • Financial Derivatives • Behavioral Finance • Fin Tech
<p>HUMAN RESOURCE</p> <ul style="list-style-type: none"> • Management of Training, Learning and Development • Managing Industrial Relations • Talent Management • Compensation and Performance Management 	<p>HUMAN RESOURCE</p> <ul style="list-style-type: none"> • Managing Organizational Development • Leadership and Teamwork in Blended Organizations • People Analytics • Managing Diversity and Inclusion
<p>INFORMATION TECHNOLOGY</p> <ul style="list-style-type: none"> • Digitalization and E-Governance • Artificial Intelligence & Machine Learning • Database Management Systems • Database Management Systems • Lab 	<p>INFORMATION TECHNOLOGY</p> <ul style="list-style-type: none"> • Advanced Business Analytics & Predictive Modelling • Information Security • Business Intelligence and Applications
<p>INTERNATIONAL BUSINESS</p> <ul style="list-style-type: none"> • International Business • Environment and Strategy • Export, Import Policies, Procedures and Documentation • International Financial Management • International Business Negotiation 	<p>INTERNATIONAL BUSINESS</p> <ul style="list-style-type: none"> • Global Competitiveness • WTO and Intellectual Property Rights • International Human Resource & Cross Cultural Management • International Marketing
<p>OPERATIONS & ANALYTICS</p> <ul style="list-style-type: none"> • Enterprise Systems • Operations Strategy • Logistics and Chain Management • Predictive Analytics & • Big Data 	<p>OPERATIONS & ANALYTICS</p> <ul style="list-style-type: none"> • Business Process Management • Advanced Business Analytics & Predictive Modelling • Project Management • Supply Chain Analytics

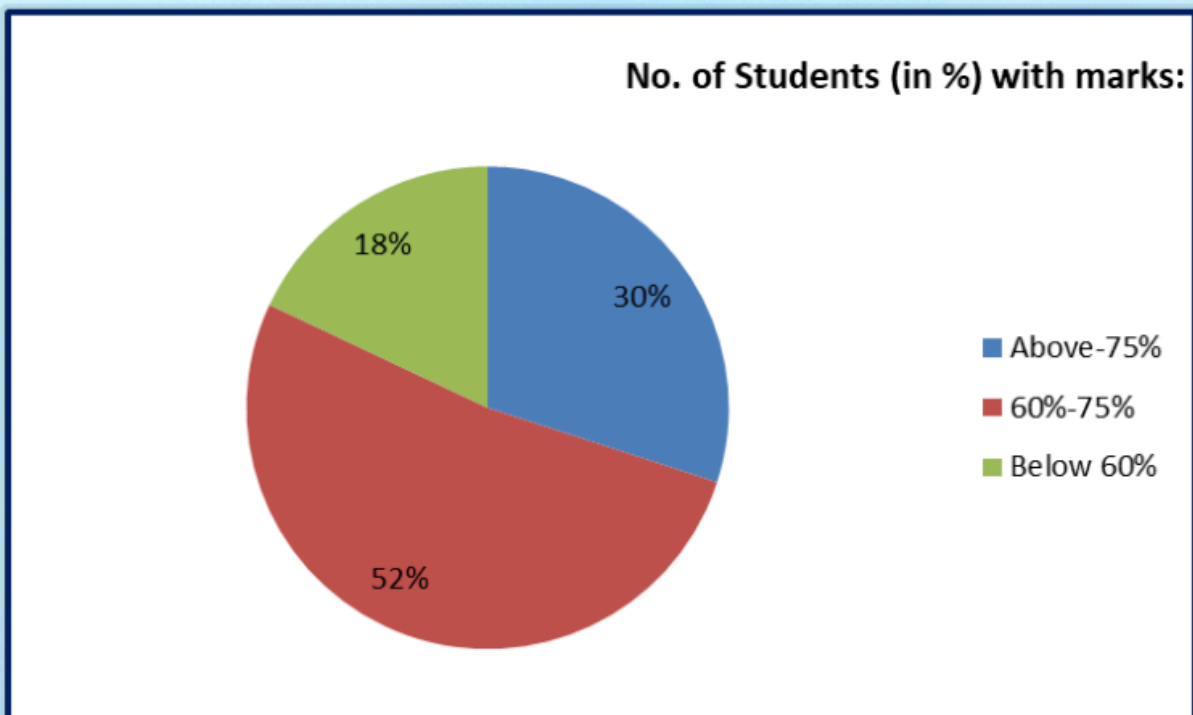
Academic Background

Academic background of MBA students of 2020-22 batch at graduate level at the time of entry to the programme is shown in the diagram.



Performance of 2020 -22 Batch

Result of 2020-22 batch upto second semester are shown in the diagram.



Batch Profile



Aanchal Narula

Company Name: The GrayQuest Company

Project Title: Education Loan Operations at GrayQuest



Aashish Gupta

Company Name: Shri Ram Plywood Company

Project Title: Customer Satisfaction at Shri Ram Plywood Co.



Anjali Sharma

Company Name: Affiniti Forwarders Pvt. Ltd.

Project Title: Importance of Rewards and Recognition in an Organization



Akanksha Yadav

Company Name: Growup Group

Project Title: Retention of Talent Pool/Employee Retention



Akash Aggarwal

Company Name: ICICI Bank

Project Title: Leveraging digital channels for enhancing Customer experience and micro market analysis of South West Delhi



Aman

Company Name: Affiniti Forwarders Pvt. Ltd.)

Project Title: Customer Experience and Micro Market Analysis

Batch Profile



Anjana S

Company Name: Britannia Industry Limited

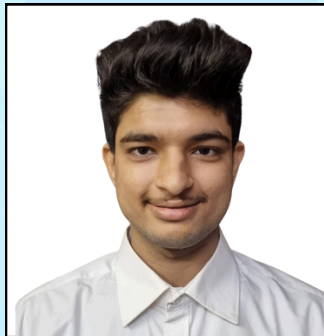
Project Title: Training and Development in Britannia Industry Limited



Arpit Rai

Company Name: Shri Ram Plywood Company

Project Title: Customer Satisfaction at Shri Ram Plywood Co.



Ashish Pandey

Company Name: Bridge Group Solutions Pvt. Ltd.

Project Title: Below the Line Marketing in India



Ashu Ansari

Company Name: India Magical Trip

Project Title: A Study of Digital Marketing Services in India
Magical Trip



Ashwin Krishna

Company Name: One X Solution

Project Title: Business Development via Digital Marketing



Babita

Company Name: The Capital Box

Project Title: Impact of Stress on Employees satisfaction in Insurance Sector

Batch Profile



Bharti Datt

Company Name: Edu4sure

Project Title: Study on Recruitment and Selection in Edu4sure



Bhawna Pardal

Company Name: Universal Tribes

Project Title: Study on Recruitment Practices in Universal Tribes



Bhuvnesh Sharma

Company Name: Magazine Portal of Magnik India Limited

Project Title: Sales and Marketing in Digital Subscription



Garima

Company Name: Bridge Group Solutions Pvt. Ltd.

Project Title: Employee Retention in the Organization



Gautam Sachdeva

Company Name: Diamond Printers

Project Title: Job Satisfaction amongst The Employee

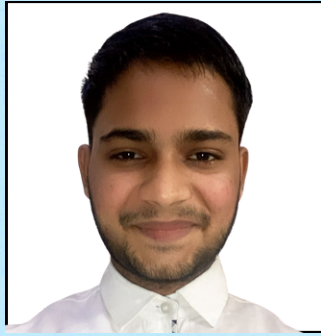


Irshad

Company Name: Indraprastha Power Generation Company Limited

Project Title: Performance Management and Appraisal

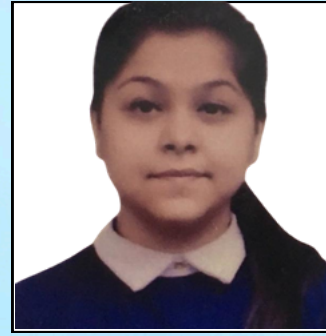
Batch Profile



Kamal Kant Sharma

Company Name: Bridge Group Solutions Pvt. Ltd.

Project Title: Wheather Taxation Policy is a Selling tool for the Life Insurance



Khushboo Sindhi

Company Name: Risan Designer Wear

Project Title: Performance Management System at Risan Designer Wear



Komal Gupta

Company Name: Globus Spirits

Project Title: Study on Analysis of Consumer Perception towards Alcohol



Madalsa Aggarwal

Company Name: YMA Ayurveda Private Limited

Project Title: Study on Cost and Cost Models of YMA Ayurved Private Limited



Mahima Kalra

Company Name: Capital Box

Project Title: Consumer Buying Behavior of Insurance Policies at Capital Box



Naman Sharma

Company Name: Unschool

Project Title: Student's Perception towards E-Learning During Covid-19 Pandemic

Batch Profile



Nitesh Khatri

Company Name: Bridge Group Solutions Pvt. Ltd.

Project Title: A Comparative Study of ULIPS and Mutual Funds



Nitin Bhandari

Company Name: ICICI Bank

Project Title: Micro Market Study of E-Banking Services at South-West Delhi of ICICI Bank



Piyush Tanwar

Company Name: D&G Associate

Project Title: A Study on Audit Procedure followed by D&G Associates



Pooja Ahlawat

Company Name: Bridge Group Solutions Pvt. Ltd.

Project Title: A Study on Employee Engagement at the Organization



Pragya Jha

Company Name: ONGC

Project Title: A Study on Financial and Physical Performance of ONGC

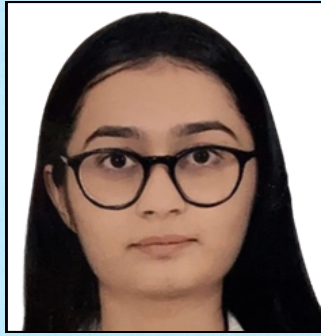


Priya Dhingra

Company Name: Convergence Energy Services Ltd. (CESL)

Project Title: Impact of Human Resource Development on Organizational Effectiveness

Batch Profile



Rinkal Rana

Company Name: Bridge Group Solutions Pvt. Ltd.

Project Title: A Survey on Consumer Preference towards Insurance During Covid-19



Rishabh Mishra

Company Name: Bridge Group Solutions Pvt. Ltd.

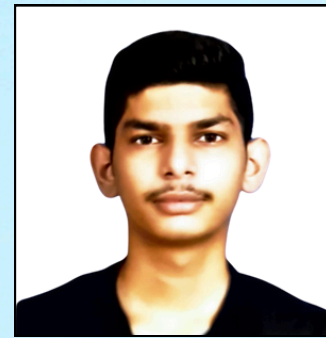
Project Title: Study of Exit Interview in relation to Employer Branding



Saloni Tanwar

Company Name: Bridge Group Solutions Pvt. Ltd.

Project Title: Financial Statement and Analysis of BK Trading Company



Saransh Rustagi

Company Name: DLF Brands Pvt. Ltd.

Project Title: Advertising and Sales Promotion Techniques used for Customer Satisfaction through DLF Brands Ltd.



Sarthak Gupta

Company Name: The Capital Box

Project Title: A Study on Investment Pattern of Salaried Individuals in the perspective of Tax Planning



Shivam Thapliyal

Company Name: Convergence Energy Services Ltd. (CESL)

Project Title: Impact of Human Resource Development on Organizational Effectiveness

Batch Profile



Shivani Singh

Company Name: Lodestar UM

Project Title: Business Analysis and Mapping of the Pest Control Category to active at the Actionable Learnings and Gen-Z Project which will be involving Qualitative and Quantitative Data



Shreya Singh

Company Name: Himgiri Automobile

Project Title: Presales Process and Customer Relationship Management at Himgiri Automobile



Sonal Kapoor

Company Name: Tenhard India Pvt. Ltd.

Project Title: Importance of Marketing in Business Growth for Tenhard India Pvt. Ltd.



Sonya Sharma

Company Name: ASAP Staffing Solutions

Project Title: Advertising and Sales Promotion Techniques used for Customer Satisfaction through DLF Brands Ltd.



Srishti Vashisht

Company Name: Bridge Group Solutions Pvt. Ltd.

Project Title: Effect of Covid on Life Insurance



Shivam Thapliyal

Company Name: Convergence Energy Services Ltd. (CESL)

Project Title: Impact of Human Resource Development on Organizational Effectiveness

Faculty Profile

Name	Designation	Qualification
------	-------------	---------------

Prof. (Dr.) Rachita Rana	Director	PGDEE, PGDBM, MBA (Mktg.), Ph.D., Post Doctoral ICSSR
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. Malavika Srivastava	Associate Professor	BA, MBM, Ph.D.
Dr. Sunitha Ravi	Assistant Professor	BBA, MBA, M.Phil, PGDHRM, Ph.D.
Dr. Virender Kumar Dahiya	Assistant Professor	BBA,PGDM, NET, Ph.D.
Dr. Neha Sharma	Assistant Professor	B.Sc. MBA, NET, 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

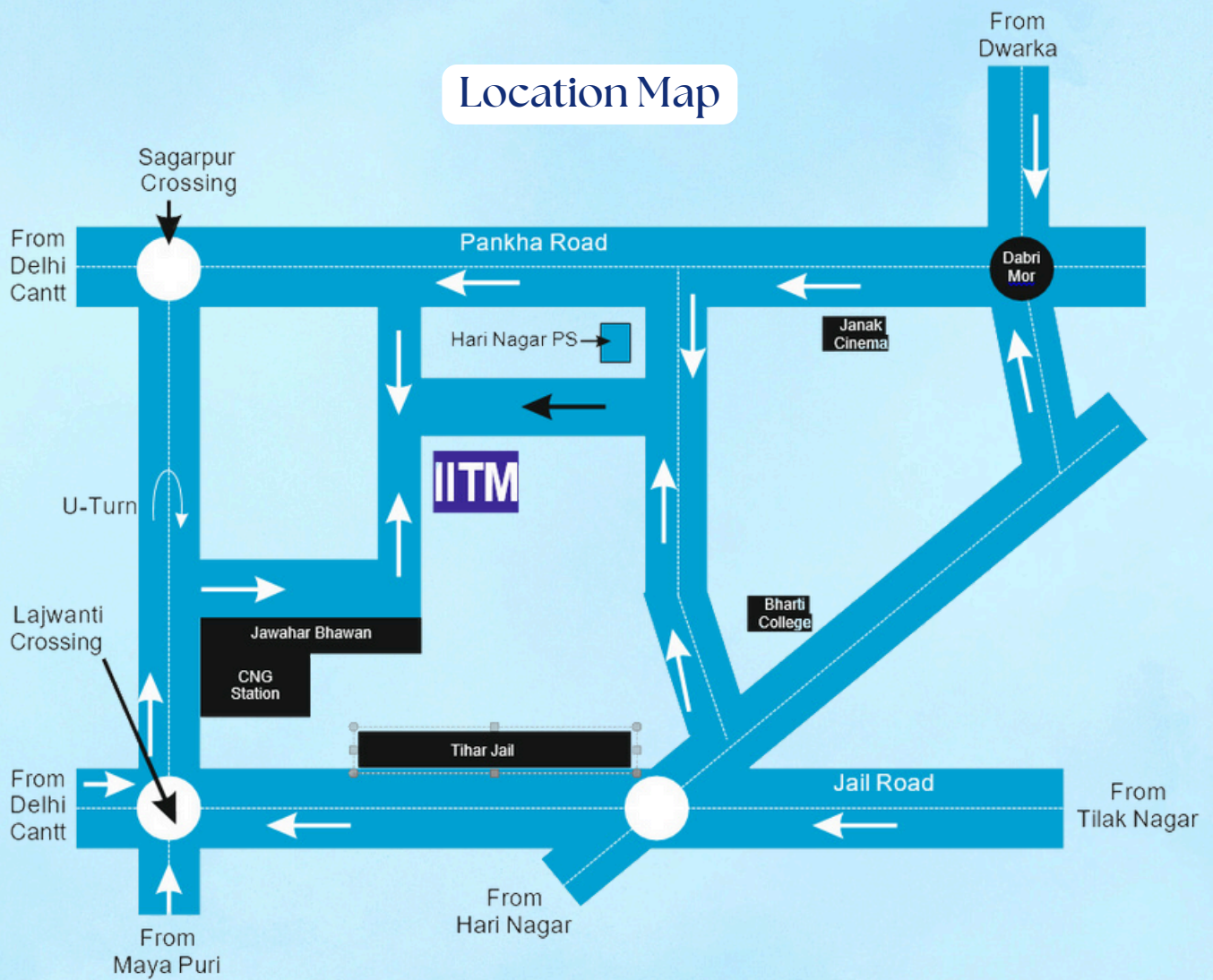
The objectives of the cell are:

- 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
<p>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</p>	<p>Dr. Deepika Arora Dr. Latika Malhotra</p>	<p>Nitesh Khatri Shreya Singh</p>



INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT

D-29, Institutional Area, Janakpuri, New Delhi-110058 Tel: 011-28525051,

2852 5882, Tele Fax: 011-28520239

E-mail: placements@iitmipu.ac.in, Website: <http://www.iitmjanakpuri.com>