



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

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DISCOVER
ABRIGHT FUTURE



PGDM

INFORMATION BROCHURE 2021-23



Center for Management Education



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



OUR VISION

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

OUR MISSION

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



welcome to **SSIM**

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

LIST OF OUR INSTITUTES

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

ADVISORY COUNCIL



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

MEMBERS

Mr. Kanwaljit Singh
Vice-Chairman,
Sri Sukhmani Group of Institutes

Joyeeta Kumar
VP- Head Buying & Merchandising
Reliance Retail

Mr. Kumar Ashish
President,
Bandhan Bank

Mr. Sanjeet Joher
Head – South Asia
VFS Global

Ms. Sanjana Kalra
Educationist

Dr. Sujata Kaul
Educationist

Mr. Sushant Sinha
Educationist

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

message from the **CHAIRMAN'S DESK**



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

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

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

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

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

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

PGDM PROGRAM

Our PGDM program, combined with ERP Training, is an innovative pursuit in management education. It combines skill-oriented qualifications in the field of management services including management research and thus adds to students' employability. We follow a practical and experimental learning approach coupled with interactive sessions and peer-to-peer feedback mechanism. Our main aim is to be creative and keep innovating the age-old activity of imparting education, thereby revolutionizing the way you learn and assimilate information. With more focus on practical aspects of education, we ensure that students are ready to face the market and succeed. Our mentorship program helps each individual learner connect with corporate mentors and gain greater exposure to multiple levels of expertise and knowledge.



PROGRAM HIGHLIGHTS

A pragmatic approach to learning through case studies

Specialized Personality Development Programs

Field Training and Practical coaching using Live Projects

Imparting essential Business Communication Skills

Workshops and seminars by leading industry experts

Strong Alumni Network with global reach

PGDM PROGRAM STRUCTURE

TRIMESTER 2		
Code	Subject Name	Credits
PG201	Supply Chain Management	3
PG202	Financial Management I	3
PG203	Managerial Accounting & Control II	3
PG204	Business Communication	3
PG205	Macro Economics	3
PG206	Quantitative Techniques II	3
Total Credits		18

TRIMESTER 3

Code	Subject Name	Credits
PG301	Management Information System	3
PG302	Financial Management II	3
PG303	Marketing Management II	3
PG304	Operations Management II	3
PG305	Human Resource Management	3
PG306	Research Methodology	3
Total Credits		18

TRIMESTER 4

Code	Subject Name	Credits
PGC401	Business Environment Specialization -I	3
PG401/SC	Elective 1.1	5
PG402/SC	Elective 1.2 Specialization -II	5
PG401/SC	Elective 2.1	5
PG402/SC	Elective 2.2	5
Total Credits		23

TRIMESTER 5

Code	Subject Name	Credits
PGC501	Strategic Management Specialization -I	3
PG501/SC	Elective 1.1	5
PG502/SC	Elective 1.2 Specialization -II	5
PG501/SC	Elective 2.1	5
PG502/SC	Elective 2.2	5
Total Credits		23

TRIMESTER 6

Code	Subject Name	Credits
PG601	Corporate Governance & CSR Specialization -I	3
PG601/SC	Elective 1.1 Specialization -II	5
PG601/SC	Elective 2.1	5
	Project report and Viva Voce	6
Total Credits		19

INTERNSHIP

Code	Subject name	Credits
PGIW01	Winter Internship	2
PGIS01	Summer Internship	4
Total Credits		6

Note:

1. The courses are subject to change as per the changing needs of the corporate world.
2. "SC" indicates code of Specialization

COURSE CURRICULUM

GENERAL MANAGEMENT SUBJECTS	MARKETING SPECIALIZATION ELECTIVE SUBJECTS	FINANCE SPECIALIZATION ELECTIVE SUBJECTS
Operations Management I Corporate Accounting Organization Behavior Marketing Management-I Quantitative Techniques I Managerial Economics Supply Chain Management Financial Management I Managerial Accounting & Control II Business Communication Macro Economics Quantitative Techniques II Management Information System Financial Management II Marketing Management II Operations Management II Human Resource Management Research Methodology	B2B Marketing Service Marketing International Marketing Consumer Behavior Product & Brand Management Customer Relationship Management Integrated Marketing Communication Retail Marketing Sales and Distribution Marketing Digital and Social Media Marketing	Merger & Acquisition International Financial Management Taxation Portfolio & Securities Analysis Project Management Management of Financial Services Financial Modelling Using Spreadsheets Taxation Financial Derivatives Banking & Financial Management
CORE PAPERS		
Strategic Management Business Environment Corporate Governance & CSR		
HUMAN RESOURCES SPECIALIZATION ELECTIVE SUBJECTS		
Training & Development Performance Management Systems International HRM Industrial Labor Laws Competency Mapping and Talent Management Team dynamics at work Cross cultural management Strategic Human Resource Management Employee Relations and Diversity Management Human resource metrics and analytics		
OPERATION & SUPPLY CHAIN SPECIALIZATION ELECTIVE SUBJECTS	ENTREPRENEURSHIP SPECIALIZATION ELECTIVE SUBJECTS	IT & BUSINESS ANALYTICS SPECIALIZATION ELECTIVE SUBJECTS
SCM –Drivers & Matrix Network Design Distribution Management Transportation Supply chain analytics Sourcing Management Total quality management Global Sourcing and Management Business Logistics and Global Trading Pricing and revenue management	Entrepreneurship Concepts & Applications Business Environment & Regulatory Frameworks for Startups Business Strategy & Planning for Start-ups Project Appraisal and Finance for Start-ups Effective fund raising for Entrepreneurs Developing and managing family business Effective fund raising for Entrepreneurs Venture and Private Equity Funding Social Entrepreneurship Project work-preparing and presenting business plan	E-business Relational database management system Objective Oriented programming using C++ Object oriented analysis and design Management and information system security Knowledge management Windows programming and visual basic Strategic IT Management Software Project Management Contemporary issues in IT

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

Induction Program

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



LIVE PROJECTS

Summer Internship Project

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



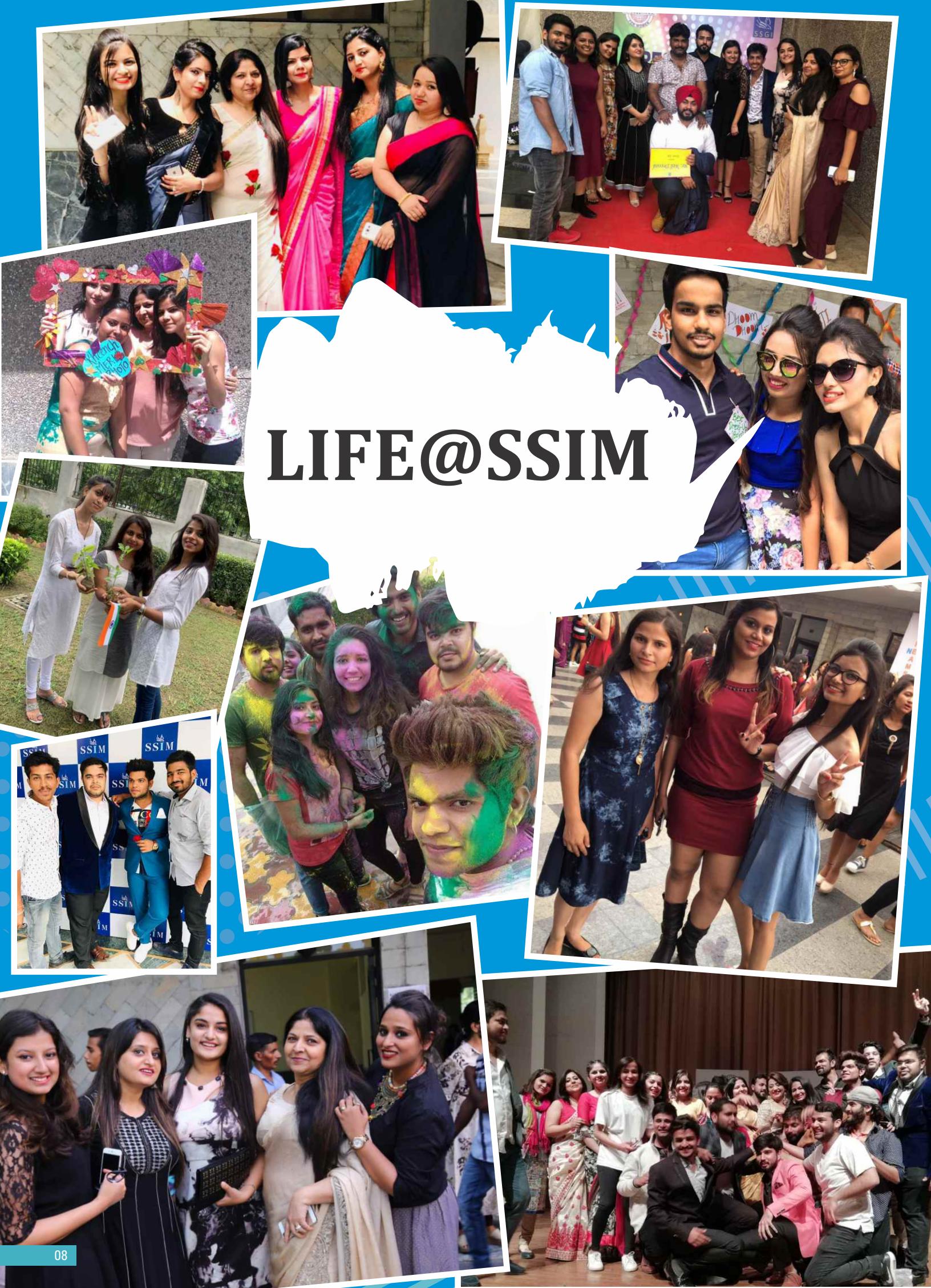
Live projects play a significant role in providing real-time management education to the students. During live projects, students are encouraged to identify the domain they want to work in and select the relevant project. They also get to meet working professionals or organizations and discuss with them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

Industry Visit

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



VALUE-ADDED TRAINING PROGRAMS



ERP Training

An Enterprise Resource Planning system implementation is more than just getting the technology in place and organizations believe that employees will start using the system immediately after it is launched and training is not needed. Providing effective ERP training to the students has been another addition to the list. Understanding ERP helps them do their work more efficiently and competently in the future. They perform their job using less resources, money, and time, producing higher quality work.

National Stock Exchange (NSE)

NSE course on personal finance teach school students the value of investing, provide an introduction to the Indian capital markets and help to develop new market professionals. Our NSE workshop in Financial Markets, is a program that tests the practical knowledge and skills required to operate in the financial markets.

Security Exchange Board of India (SEBI)

The scope of this workshop lies within a few questions, as to why you should invest, what should be your investment objectives, investment options, the do's and don'ts of investing, grievance and redressal.

Digital Marketing

There are several manners in which a person can advantage from getting marketing knowhow, and it's one of the major perks for attending a workshop in Digital Marketing. Digital Marketing certification cover the skills which are fundamental to the globe of business. These skills include how to convey the viably via written communication means or oral, how to give presentations in an executive events and pitch thoughts. What is more, members find out how to analyze info, shopper requirements and marketing patterns.



PGL

Personal Grooming Lab has an understated but powerful influence on one's progress. It helps to build a lasting image of an individual based solely on appearance which gives out a message of professionalism, sophistication, credibility etc. Many do feel that a person should not be defined by looks alone, however one responds positively to someone who is well kempt as opposed to someone who is shabby. Since looks are a visual medium, not just clothes and make up but healthy skin and hair, clipped nails along with good smell send out a subconscious signal about the person.

SIX SIGMA

Six Sigma is a set of methods and tools for process improvement. Developed in 1986, Six Sigma has become a global phenomenon with companies around the world. Companies and individuals are using six sigma methodologies to improve operational efficiencies. Six Sigma Certification is a great way to improve your capabilities as a leader in your organization. It helps in renovating the business processes.



Dubai
INTERNATIONAL
STUDY TOUR

CLASSROOMS AND COMPUTER LAB

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

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

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

INFRASTRUCTURE

INFRASTRUCTURE

SSIM PROVIDES THE MOST CONDUCIVE ATMOSPHERE WHICH INSPIRES AND MOTIVATES STUDENTS TO DEVELOP THEIR POTENTIAL TO THE FULLEST.



LIBRARY

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



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

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

INFRASTRUCTURE

CO-CURRICULAR *activities*

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

CAFETERIA

The institution has an ultra-modern canteen with an aesthetic sense of design and décor which offers hygienic, wholesome and nutritious food at subsidized rates to satisfy different taste buds. Complete, planned food is served in neat, clean & hygienic surroundings.

SSIM



MEDICAL FACILITIES

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

CLUBS AND COMMITTEES

SSIM students can become a part of any of our clubs and committees to gain a more practical understanding of the concepts and ideas learned in the classroom. This helps them gain irreplaceable leadership and life skills.

PLACEMENT COMMITTEE

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

ADMIN/IT COMMITTEE

The Admin/IT Committee holds the responsibility of ensuring that good hygiene is maintained throughout the campus and the IT-related issues are sorted out at the earliest without any significant down-time. This committee also takes care of all the general issues faced by the students related to the hostel and maintains constant communication with all the vendors to ensure due diligence in the delivery of services.

ACADEMICS COMMITTEE

The Dean of Academics is assisted by the Academics Committee to ensure the smooth functioning of classes and lectures. The Committee also addresses all the issues related to the faculty and organizes academic events like quizzes, interactive learning sessions, and coordinates with the Placement Committee for organizing corporate guest lectures.

SOCIAL MEDIA MARKETING COMMITTEE

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





EVENTS COMMITTEE

The Events Committee of SSIM organizes cultural and social activities for students and staff members of SSIM. These events boost skills like leadership, teamwork, and event management among students. Events include Talent Hunt, Fresher's Welcome, Independence Day Celebration, Dandiya Night, Annual Cultural Fest, HoliMela, Farewell evening and many more.

ALUMNI COMMITTEE

We are proud of our Alumni, who are now spread across multiple countries, occupying senior management positions in all the major verticals. Members of this Committee maintain a connection with the Alumni and ensure that they stay connected to their Alma Mater. They also work in coordination with the Placement Committee to get the maximum number of internships and placements for the students.

MARKETING CLUB

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

FINANCE CLUB

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

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



What Make us
unique

- World Class Business School**
- 100% PLACEMENT ASSISTANCE.**
- Strong Alumni Network with Global Reach**
- Laboratory of practice to sharpen key skills beyond classroom.**
- Interactive discussions with leading CEOs & Business Managers**
- 2 months' summer internship with leading corporates**
- Live Projects in leading Corporate.**
- Winter Live Projects.**
- ACADEMIC EXCELLENCE with case studies & research driven approach**
- Mentorship & Career Counseling**
- E- Teaching / Power Teaching (Video Lectures)**
- Industry Visits: Maruti Suzuki, Mother Dairy, Bisleri, Yakult etc.**
- Air Conditioned Campus**
- International Study Tour**
- Paid Domestic Tour**
- Free Laptop**
- Assured Educational Loan**
- Excellence of 50 Years in Indian Industry, Education and Social Service**

10

CORPORATE EDGE CERTIFICATION & WORK SHOP



CERTIFICATION IN DIGITAL MARKETING

BUDGETING & NEGOTIATION SKILLS

MIS WORKSHOP

CERTIFICATION IN SIX SIGMA

WORK FORCE MANAGEMENT

RETAIL MANAGEMENT WORKSHOP

ERP TRAINING

NSE WORKSHOP

SEBI WORKSHOP

PLACEMENT

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

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

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



ADMISSION PROCESS

ADMISSION CRITERIA

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

LOAN FACILITY

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

HOW TO APPLY

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

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

The Demand Draft should be drawn in favour of "Sri Sukhmani Institute of Management" payable at New

Delhi, India. The completed form should reach the office before the last date of filling of Application Forms.

ADMISSION PROCESS AT CAMPUS

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

OFFER OF ADMISSION

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

ANTI-RAGGING MEASURES

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

FEE STRUCTURE

Tuition Fees: INR 5,90,000/- payable in four installments Registration Fees at the time of Admission: INR 50,000/- Total Fee: INR 5,90,000/- Inclusive of Laptop and International Study Tour (Exclusive of INR 5,000/- for Business Suit)

FEE STRUCTURE 2021-23:			
Installment	Fee Particular	Amount	Due Date
Registration	Admission Fee	Rs. 50,000/-	At the time of Admission
First Installment	Tuition Fee	Rs. 1,50,000/-	Within 30 days of Registration
Second Installment	Tuition Fee	Rs. 1,50,000/-	Before 15th December 2021
Third Installment	Tuition Fee	Rs. 1,20,000/-	Before 15th June 2022
Fourth Installment	Tuition Fee	Rs. 1,20,000/-	Before 15th November 2022
Total		Rs. 5,90,000/-	