Chetana's
Institute of Management & Research
AICTE New Delhi Approved & ISO 21001 : 2018 Certified

STUDENT HANDBOOK

PGDM

PGDM- MARKETING

PGDM- RETAIL

BATCH: 2022-24

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1. About the Institute

Welcome to Chetana's Institute of Management and Research (CIMR), one amongst top 10 MBA Institutes in Mumbai, an institute dedicated to creating business leaders which propel society towards a better and brighter future.

CIMR seek to impart the best and most up-to-date industry driven curriculum when it comes to management and research. Our outstanding faculty reinforce these learnings in students with the use of practical exercises and activities. Committed to creating 'ethical business leaders', Chetana's as the name suggests, strives to keep both, hearts and minds of the students involved, so that the leaders of tomorrow approach future challenges holistically. CIMR offers a unique opportunity for students to understand and unlock their full potential. The Institute has also taken special care to remain accessible to differently-abled learners. After all, there should be no barriers to stop one's drive to learn.

1.1 Genesis of the Institute

The dream of our Founder President Late Shri. Madhukarrao D. Chaudhari, Chetana's Institute of Management and Research (CIMR) became a reality in 1996. He believed in the principle of 'education for all' and so our multi-cultural outlook ensures an environment which stimulates learning and progress, with a strong emphasis placed on student participation in co-curricular activities that help them discover their latent talent.

Lok Sevak Shri Madhukarao Chaudhuri

Founder President Chetana Trust

1.2 VISION

To develop Chetana as a World Class Management Institute of excellence with a view to developing outstanding business professionals who make valuable contributions to the business, society and environment at large.

1.3 MISSION

Chetana is committed to prepare students as successful leaders who combine the use of managerial skills with the understanding of socio-cultural systems, to meet the current and future needs of industry, society and environment at large. The institute is committed to ensuring excellence by high-quality learning for its students.

1.4 VALUES

- Passion for Learning
- Pursuing Excellence
- Integrity
- Respect and care for society and environment

1.5 PROGRAMS

CIMR offers three AICTE approved Programs:

- PGDM (intake 180 students)
- PGDM- Marketing (intake 60 students)
- PGDM – Retail Management (intake 30 students)

2. Program Highlights

The Programs are conducted in Four Semesters, spread over a period of two years. First year covers the foundation and core courses, which are compulsory for all students. In the second semester, the Institute also facilitates 'Off - Summer Projects' for students. After the first year it is mandatory for the students to undertake summer internship for a period of 8-10 weeks in a commercial / social organisation which is facilitated by the Institute.

2.1 Programs

PGDM: The institute offers specialization in the areas of Marketing, Finance, HR, Systems and Operations. Its curriculum ensures the adaptability required to meet VUCA environment. The curriculum exposes the students to real life situations & sharpens their thinking to generate innovative ideas & solutions and view their discussions/ decisions in the light of various constraints.

PGDM-Marketing: Specialised marketing subjects apart from other important, relevant and contemporary subjects are offered to all the students. A cross-sectoral perspective is provided at the very beginning to build acumen in the field of marketing.

PGDM – Retail Management: Hands-on training in retail stores provides a practical and thorough experience and learning of the retail industry. Trained by industry stalwarts, this specialisation creates managers who are ready to excel in retail industry.

2.2 Program Structure:

a) Chetana's Institute of Management and Research follows the semester pattern. Each semester is of 13 weeks duration.
b) Summer Internship is after the second semester and is mandatory.
c) During the fourth semester the students undertake an industry-oriented project. The project report is evaluated by external examiners.
d) The detailed list of subjects in each semester is provided below.

2.2.1 Program Name: PGDM

Program Educational Outcomes(PEOs):

PEO 1: To develop students as management professionals by honing their critical- thinking, analytical & problem-solving skills for effective decision-making.

PEO 2: To enable students to adapt to changes in the business environment both locally and globally.

PEO 3 : To sensitize students to socio-cultural & economic aspects impacting the current and future requirements of organizations and society.

PEO 4 : To develop ethical business leaders and entrepreneurs.

Program Outcomes (POs):

PO1: Apply knowledge of management theories and practices to solve business problems

PO2: Foster Analytical and critical thinking abilities for data-based decision making

PO3: Ability to develop value-based leadership ability

PO4: Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business.

PO5: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

2.2.2 Program Name: PGDM MARKETING

Program Educational Objectives (PEOs):

PEO 1: To develop students as management professionals by honing their critical- thinking, analytical & problem-solving skills for effective decision-making.

PEO 2: To enable students to adapt to changes in the business environment both locally and globally.

PEO 3: To sensitize students to socio-cultural, economic and marketing aspects impacting the current and future requirements of organizations and society.

PEO 4: To develop ethical business leaders and entrepreneurs in the field of marketing.

Program Outcomes (POs):

PO1: Apply knowledge of management theories and practices to solve business problems

PO2: Foster Analytical and critical thinking abilities for data-based decision making

PO3: Ability to develop value-based leadership ability

PO4: Ability to understand, analyse and communicate global, economic, legal and ethical aspects of business.

PO5: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

2.2.3 Program Name: PGDM Retail Management

Program Educational Objectives (PEOs):

PEO 1: To make the students aware of the factors impacting investments in locations, supply chain, information systems, and customer retention programs.

PEO 2: To develop students understanding of Product Lifecycle, Omni- channels, Buying Behaviour, Store Management and Merchandise Planning.

PEO 3: To make the students aware of the responsibilities of managers and processes through hands-on experience.

PEO 4: To develop enterprising and ethical business leaders who can meaningfully contribute to Business and society.

PEO 5: To enable the students to comprehend, understand, and adapt to the complex Business environment.

Program Outcomes (POs):

PO1: Apply knowledge of management theories and practices to solve business problems

PO2: Foster Analytical and critical thinking abilities for data-based decision making

PO3: Ability to develop value-based leadership ability

PO4: Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business.

PO5: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

All students are required to undergo a two-month mandatory corporate internship program, which provides an insight into the functional aspects of the corporate world and also gives an opportunity for the students to interact with the professionals from the industry. The institute offers placement assistance for summer internships. Students are equipped to undertake research projects during the summer internships. Prior to the commencement of summer internship, students are allotted faculty mentors to help them navigate the internship.

2.4 Off-Summer Project

This is an initiative by the Institute to provide students a hands-on learning experience. The off-summer project (7-8 days) involves activities such as market research, equity research etc, and provides an opportunity to students to interact with field staff, customers and other stakeholders. The project contributes to the development of the analytical, presentation and decision-making skills.

2.5 Industry Oriented Project

The Industry Oriented Project (IOP) is a mandatory project in semester four, for the completion of the Program. It allows them to research & apply the concepts and theories to addressing a practical, real-world challenge. Faculty guides are allotted to students based on their areas of interest. The project work to be carried out in the area of specialization will carry 200 marks.

3. Code of Conduct

The Institute strives to create a learning environment aimed to foster and nurture a harmonious student community. Every student shall observe discipline and contribute to the academic ambience of the Institute. Any act of indiscipline of a student reported will be referred for taking appropriate action and report to the parents/guardians.

3.1 Discipline and Action

1. If any student studying in any of the PGDM, PGDM-Marketing, PGDM-Retail Management Programs is found indulging in anti-national activities, or in activities that run contrary to the letter and spirit of the provisions of Acts and Laws enforced by the Government, or any activity that causes his/ her behaviour to be contrary to rules of discipline, will be liable to be expelled from the institute forthwith without any notice by the Director of the Institute.

2. If any of the statements made in application form or any information supplied by the candidate in connection with his / her admission is, at any time, found to be false or incorrect and wilful suppression of facts, his / her admission will be cancelled forthwith. The fees will be forfeited and he / she may be expelled from the institute by the Director and prosecuted, if deemed necessary. An appeal against the order of cancellation of admission / expulsion, however, may be referred to the Director, whose decision in such cases will be final and binding on all concerned.

3.2 Attendance

It is mandatory for every student to have minimum 75 % attendance for each course. A 100% attendance is required for tutorials, guest lectures and seminars, training Programs, industrial visit and events as per norms.

The Leave of Absence will be considered only in case of student's own sickness, sickness of parents, death of parents, own marriage, brother's / sister's marriage, etc., supported by valid evidence, documentary or otherwise. Students, who are not fulfilling the minimum required attendance of 75% for each course, shall be debarred from appearing for the examination.

Such debarred student will have to appear before the Attendance Committee and the decision of the Attendance Committee is binding. Such debarred Student can register in that subject(s) by paying an amount of Rs. 5000/- per subject as Re-registration Fee.

The re-registration fee includes one -time tutorial and examination fee. On successful completion of the tutorial and the examination, the student will be allowed to complete the course.

Any student appearing for a re-exam after the 2nd KT (Main exam and two KT exams) will have to pay a re-registration fee of Rs 5000/- per course.

3.3 Anti- Ragging Policy

Maharashtra Prohibition of Ragging Act 1999 which is in effect from 15th May, 1999 has the following provisions for Action against Ragging:

a) Ragging within or outside of any educational institution is prohibited.

b) Whosoever directly or indirectly commits, participates in, abets, or propagates ragging within or outside any educational institution shall, on conviction, be punished with imprisonment for a term up to 2 years and / or penalty, which may extend to ten thousand rupees.

c) Any student convicted of an offence of ragging shall be dismissed from the educational institution and such student shall not be admitted in any other educational institution for a period of five years from the date of order of such dismissal.

d) Whenever any student or, as the case may be, the parent or guardian or a teacher of an educational institution complaints, in writing, of ragging to the head of the educational institution shall, without prejudice to the foregoing provisions, within seven days of the receipt of the complaint, enquire into the matter mentioned in the complaint and if, prima facie, it is found true, suspend the student who is accused of the offence, and shall, immediately forward the complaint to the police station having jurisdiction over the area in which the educational institution is situated, for further action. Where, on enquiry by the head of the educational institution, it is found that there is no substance, prima facie, in the complaint received, he/ she shall intimate the fact, in writing, to the complainant. The decision of the head of the educational institution shall be final.

e) If the Head of the educational institution fails or neglects to act in the manner specified in section "d" above when a complaint of ragging is made, such person shall be deemed to have abetted the offence and shall, on conviction, be punished as provided for in section "b" above.

3.4 Classroom Etiquette

For Online Classroom:

- Login to the online session at least 5 minutes before the start of the session.
- Keep your camera ON throughout the duration of the session.
- Keep your microphone muted. Unmute only when you have to say something.
- Attend the online classroom using a laptop.
- Be seated on a chair with laptop on a table, in a well-lit place.
- Have a stable internet connection with good bandwidth.
- Promptly answer the questions asked in the class
- Use the chat options only to ask questions to the faculty and answer.
- Do not make any stray comments in the class.
- Do NOT use any other applications/ mobile/ browser while attending sessions.

For On-campus Classroom:

- Be in the class 10 minutes before the start of the session.
- Be dressed as per the institute dress code.
- Once the session starts do not talk with fellow students, unless instructed by the faculty.
- In view of cleanliness and hygiene, food and other eatables should not be consumed in classrooms.
- Keep your mobile phones and other electronic devices switched off during the sessions.

3.5 Dress Code

The Institute encourages personal grooming and dress code to enhance the student's self-esteem and camaraderie in the Institute and also prepare them for corporate/professional careers. Students are expected to be decently dressed while on campus as well as when they are representing the Institute at other forums.

On Campus:

Female students shall wear formal trousers and shirt (tucked in), or, suit, or, Salwar-Kameez, and suitable formal footwear. Sleeveless attire is not allowed.

Male students shall wear formal trousers and shirt (tucked in) and suitable formal footwear.

Online Classes:

The students should be dressed appropriately for camera presence.

Special Events/Programs in the Institute

For all events /programs/placement sessions/guest sessions, students have to be in institutional dress code with formal blazer.

4. Examination and Assessment

The Institute focuses on continuous evaluation process. It is compulsory for every student to pass in each parameter of evaluation process such as attendance, class participation, case examination, assignment, projects, presentations and end term examinations. In order to pass in a subject / paper in any Semester, a candidate is required to obtain a minimum of 50% marks assigned to that subject / paper. The candidate must obtain a minimum 50% of the total marks assigned to each subject / paper of the course, to successfully complete the Program.

Details regarding the minimum passing standard in respect of the subject covered under End-Semester Examination - 60 marks and Internal Examination - 40 marks are as follows:-

End semester exam : 60 marks

Continuous Internal assessment comprising

Mid -term exam : 20 marks

Presentation/Projects/ role play/ quizzes/assignments/case-studies etc. : 20 marks

The passing percentage is 50% individually in both continuous internal assessment and end semester exam.

4.1 Examination Policy

4.1.1 Assessment Policy

A. Continuous Internal Assessment

The assessment under the PGDM program shall comprise of Continuous Internal Assessment (CIA) of 40 marks and end semester examination of 60 marks.

The CIA of 40 marks for the First Year comprises of:

Assessment Type	Marks
Mid term test	20 marks
Project work/Presentation	10 marks
Lab & Library Assignment	5 marks
Attendance & Class Participation	5 marks

The mid semester test shall be conducted after a minimum of 8 weeks of instruction.

Students who fail to secure 50% marks in CIA (20 marks) shall take a re-test of entire 40 marks on the same day of the Final Exam, after a gap of 60 minutes or more. The re-exam for the internal assessment shall be for 75 minutes. In this case all the previous marks for internal assessment stand null and void.

During the third and fourth semesters the mid semester test is optional depending on the subject.

B. End semester exams:

There will be an end semester exam conducted for 60 marks for a full credit subject and for 30 marks for a half credit subject. The end semester exam for the first and third semesters shall be conducted during the months of Nov-Dec. The end semester exam for the even semesters shall be conducted during the month of March-April every year.

C. Summer Internship and Final Project:

At the end of the Second Semester students shall undertake a Summer Internship Project (SIP) for 8 weeks in the area of specialization that they wish to take in the Second year. The student shall submit a written structured report based on the work carried out during the internship. The assessment of the SIP (100 marks) would be based on the actual work undertaken by the student, the outcome and utility of the project and the application of analytical tools.

During the final semester, the students are required to undertake a specialization project which will cover the areas of situational analysis and problem definition, literature review, research methodology, data analysis, conclusions and recommendations. This project shall be assessed for 100 marks.

4.1.2 Eligibility Criteria

The student must fulfil the requirement of 75% attendance per semester per subject for being eligible to appear for the end semester examination.

4.2 Grading System

Apart from the marks secured the students are also awarded grades. These grades range from 'O'- Outstanding to 'F'- Fail. An overall Semester Grade is awarded to the students based on the marks scored.

Marks Secured	Grade	Grade Point	CGPA Range
80 -100	O	10	9.51-10
75 -79.99	A+	9	8.51-9.50
70-74.99	A	8	7.51-8.50
65-69.99	B+	7	6.51-7.50
60-64.99	B	6	5.51-6.50
55-59.99	C	5	4.51-5.50
50-54.99	P	4	4.00-4.50
<=49.99	F	0	<4.00

G: Grade

GP: Grade Points

C: Credits

CP: Credit Points

CG: Credits X Grades (Product of credits & Grades)

ΣCG: Sum of Product of Credits & Grades points

ΣC: Sum of Credits points

$$SGPA = \frac{\Sigma CG}{\Sigma C}$$

SGPA: Semester Grade Point Average shall be calculated for individual semesters. (It is also designated as GPA)

CGPA: Cumulative Grade Point Average shall be calculated for the entire Program by considering all the semesters taken together.

5. Amenities and their Usage Rules

5.1 Library

Students draw their knowledge from a wide variety of sources, to gain a much better understanding of every nuance of the subject. CIMR library with over 28000 books on diverse subjects of management and general awareness. The library, which is the focal point of the Institute offers the latest in management books, foreign and Indian business journals, case study folios, periodicals, audio video cassettes and CD-ROMs. The library provides Knimbus platform which can be used to access electronic corporate databases like PROQUEST, EBSCO and J-Gate Research, CRISIL Research and Ace Equity and select e-books. Students can also use Knimbus to register for online courses on Swayam and NPTEL.

Library Rules and Regulations

Library Timing: 9.00 a.m. to 9.00 p.m.

Circulation Counter (Issue/Return) Timing: 10.00 a.m to 7.30 p.m.

1) **Please maintain silence in the library**.
2) Use of mobile phones is strictly prohibited. If any user is found talking on the phone strict action will be taken against that person.
3) Smoking, eating, chewing gum, and tobacco are strictly prohibited.
4) Students are supposed to keep their bags and other belongings on the property counter. The library staff is not responsible for the loss or damage of the students' belongings.
5) Neck I-CARD is compulsory inside the library. Disciplinary action will be taken against the defaulters.
6) Students are advised to keep the books /magazines or any other materials used at their respective places after use.
7) No Library materials will be taken out of the library without the permission of the Librarian / Library staff.
8) Books / Periodicals or any other Library materials will be issued only on production of a valid Library Reference Card / Reader's Ticket.
9) Books once issued will not be returned for the next three hours on the same day.
10) No Library Material will be issued to a person on someone else's Library Reference Card / Reader's Ticket.

11) A book issued can be renewed on or before the due date 'only once' for a further period of 10 days.

12) A Late fine of Rs.5 and Rs.25 will be charged per day per book on General books and Reference books respectively, and Rs.25 per day per Magazine.

13) Fine has to be paid immediately in the Library and books will not be issued till the payment of fine / dues.

14) Students should inspect the condition of the books before borrowing them and inform the Librarian about the missing or torn pages if any. The concerned student will be held responsible for the same later at the time of returning the books.

15) If a book is lost, the concerned person has to replace the lost book with a new book as well as pay the fine.

16) Any Library material is taken out of the library for photocopying will have to be returned within an hour. Disciplinary action will be taken against the defaulters.

17) A new Neck I-card can only be issued after paying a fine of Rs 100 and a new reference card and reader's ticket can only be issued after paying a fine of Rs.50 and Rs.20 respectively.

5.2 Computer Lab

CIMR boasts of an excellent IT infrastructure that supports its pedagogy of out-of-class learning. The Computer Lab services the IT needs of the Institute and is equipped with state of the art networking peripherals

Computer Lab Rules & Regulations

- Students are not allowed to enter in the Lab without ID-Card around the neck.
- Students are required to register their name, time in and time out.
- No discussion is allowed in the Lab. Students are to maintain silence in the Lab.
- No cell phone calls are allowed in computer lab at any time.
- Students must step outside the computer lab to attend/make a phone call.
- Students are required to put their mobile phones on silent mode before entering into the lab.
- Students are not allowed to eat / carry any eatables in the lab.
- No user will be allowed to download software / songs / videos And / or any non-academic material.

- No user will be allowed to use computer system for any non-academic use.
- While leaving the Lab, users are required to arrange the chairs properly, if disarranged during usage.
- Users are not allowed to save their work on any of the local hard drives. The computers are automatically cleaned and unauthorized files, directories and programs are routinely deleted. Users must save on their space provided in the server**.**
- Failure to adhere to the above would result in usage defaulting. Defaulter's account will be blocked immediately and a fine Rs. 100/-will be imposed

Department is not responsible for items left in computer labs or the loss of documents / files due to power failures, Computer hardware / software failures, network difficulties, and / or users not periodically saving their work.

5.3 Sports Facilities

CIMR encourages a wide range of indoor sports among students and is an integral part of the learning process at the Institute. Students get an opportunity to interact with their peers. To help students develop *team spirit, stimulate a sense of coordination and create a vibrant learning environment,* a wide range of indoor sport activities are promoted.

The following indoor sport facilities are available on-campus :

SR. No.	Indoor Games
1	Chess
2	Carom
3	Table Tennis
4	Arm Wrestling (Boys & Girls)
5	Scrabble

5.4 Canteen

The Cafeteria at the Institute offers a variety of snacks and meals at affordable rates for the students and staff alike. The Institute has very high standards of health and hygiene and ensures that the quality of food served in the cafeteria meets the required standards.

5.5 Medical facilities

- CIMR provides health care facilities to the students by offering First-Aid and other basic facilities. The institute has the required medical facility to provide immediate help in case of casualties or common injuries & illnesses. These facilities contribute to enhancing the safety of the students in the institute.

- A well-stocked First Aid Box is available at the Admin Office. The institute has a Stretcher and Wheelchair for any emergency. Necessary consumables and basic medicines are available on campus. The Institute has a First Aid Room (2nd floor Room No.210) where immediate medical aid is provided as and when required.

- The Institute has a qualified medical practitioner who provides immediate medical care to a faculty or student who requires medical attention. He looks after the first-aid equipment e.g. restocking, the first-aid Box or advising on treatment if the need arises.

- The students are covered under the Accidental Insurance Scheme from the time of admission till course completion by Oriental India Insurance Company Pvt. Ltd. Insured Amount is Rs.2,00,000.00/- each.

- The institute is located close to "Gurunank Hospital" and India's best heart hospital, "Asian Heart Institute" is around 2 km away from Institute.

6. Placement Policies

The Second year PGDM students have to abide by the under mentioned rules in order to continue to be eligible for the Executive Placement Program. The rules are elaborated below:

Executive Placement Program Protocol & Rules:

- All students are responsible for submitting their CVs on the specified date and time as mentioned in the notice, no CVs will be accepted beyond the specified date/time.
- Submission of the CVs by the students to partake in any company process will imply that the student is interested and committed to appear for the selection process (GD/PI etc.), Students who are shortlisted and thereafter fail to appear for GD/PI will be excluded from the overall placement program
- Students have to make their CVs in the specified format as directed by the Institute, only then it will be considered for further submission to companies.
- A student who accepts an offer from a company through the placement program will cease to be placed through the placement program thereafter.
- In case the Job Profile is not disclosed, the student can reject the offer before selection, i.e. before the interview. If the student fails to do it and receives an offer from the company, he/she cannot reject the offer.
- Non – compliance would lead to the student being debarred from the placement program.
- If the student is selected, accepts the offer & then refuses to join the company, the Institute and the HOD placement would have the right to take necessary action as fit.
- In case a student is shortlisted by a company directly from the placement brochure, those students may either accept or reject the overtures from that particular company. The decision shall have to be communicated to the placement department or company concerned accordingly.
- In case of a company directly communicating any information with the student regarding their selection process (GD/PI, etc.) or any other process, the student is required to inform the same to the placement department. This is in view of maintaining effective communication channels between students and placement coordinators
- Email Address to be kept in CC for any email communication with the company representative or HR, is as follows:

  Chetana.placement@cimr.in (if PGDM student)

Rules concerning Online Placement Activities including GD/PI Process/Company Pre-placement Talk /Alumni Briefing/Guest Lecture:

1. The dress code for students while appearing for PPT/GD/PI or any virtual placement activity will be as follows:

   For Female Students:

   - Institute formal attire (White Shirt with straight point collar, Black Blazer and Black Formal Trousers)
   - Hair neatly tied (Hair should not be covering the forehead of the student)

                            OR

   - Indian formal attire (Kurti with ¾ Sleeves, Dupatta and Churidar)
   - Hair neatly tied (Hair should not be covering the forehead of the student)

   For Male Students:

   - Institute formals (White Shirt with straight point collar, Maroon/Red coloured Tie, Black Blazer and Black Formal Trousers)
   - Clean Shaved and well-groomed Hair (Hair should not be covering the forehead of the student)

                            OR

   - Formal Attire (Tucked in Formal Plain Shirt with Formal Trousers)
   - Clean Shaved and well-groomed Hair (Hair should not be covering the forehead of the student)

2. Students are required to join all the scheduled virtual activity 10 Mins prior to the details mentioned in the respective notice (Date, Time, Links etc.)

3. Student's User Name for all virtual placement activities should be mentioned in the following format:

<FIRSTNAME> <LASTNAME> E.g. : John Mendis

4. By default, in a virtual placement process/session, students need to keep their microphones on mute while not in use, and Cameras to be on at all times throughout the session compulsorily

5. Students are required to consider clarity, visibility, and the angle of the camera during the session along with a neutral background without any virtual background, for your attendance to be considered regarding that particular session

6. Students observed using Mobile Phones or doing any other activity during the placement session other than participating in the session will be marked absent

7. Any issues regarding internet connectivity, camera, phone and microphone, must be checked prior to the sessions, and any problems recognized shall be communicated to the placement department

8. Students must be present throughout the session and not in piecemeals, till the end of the session is declared by the placement department

9. Students who do not attend 3 placement activities as per the prescribed platform, date, and time and in line with mentioned rules will be excluded from the overall placement process

10. Notices/messages/Details/Links, used for communicating important details of any virtual placement session, should strictly not be forwarded to anyone, as it will be considered as a misconduct and actions may be taken accordingly

11. In case you are in the process of applying for placements on your own (not through campus) please be informed of the below details:

    a. You are required to keep placement department informed about the selection process and timelines

    b. In case you are placed from the external organization where you have applied, you need to communicate the same at earliest, so that we can consider your candidature as placed for our reference to placements of 2021-2022

    c. In case you have applied for a company from campus, alongside off campus, please note that if we receive your selection status from the company through campus first, we will consider you placed from campus and you will be required to join that organization.

Additional rules to be followed during Group Discussion/ Interview:

12. Students are required to actively check Calls, WhatsApp and Emails for notices and updates. In case a student is unable to do so shall receive a warning initially. If the misconduct continues, then the institute will take a disciplinary action as seems fit.

13. After the selection process of each company, every student who attended the activity is required to produce a report of the session in Word file adhering to the standard format.

14. Attendance for the Pre-Placement Talks (PPT) is compulsory for all students of the respective Specialization, irrespective of the fact that some students may not be interested to apply for the company. Students who fail to appear for the PPT at the communicated date, and time will not be permitted to appear for the subsequent GD / PI of the company in question, and will not be allowed to apply for **three** companies

15. Students who are short listed by companies must complete their recruitment process, If the student does not attend the interview and does not inform the Placement Department, he/she will be excluded from the placement process as this will be considered as a misconduct

16. If the student does not attend the interview but informs the Placement Department about the same before the interview, then the final decision will be left to the Placement Department regarding the same.

17. Once the list of companies is drawn by the placement coordinators, no student shall approach such companies as mentioned in the said list for his/her own recruitment purpose. Such canvassing will result in the student being excluded from the placement program.

18. All Notices and Messages which are put in the placement communication groups for the information of students will be deemed to have been communicated to all the students.

19. In case of any doubts or queries, please feel free to reach out to any of the student placement coordinators and Placement Faculties

All the students are requested to render their services to the placement committee as & when called upon.

7. Academic Calendar

	Academic Calendar for AY 2022-23	
	Batch 2021- 23 and Batch 2022-2024	
	Semester I & Semester III	
MONTH	**I Year- Semester- I (September 2022-January 2023)**	**II Year – Semester-III (July 2022- November 2022)**
August' 22		Transition Program August 4th 2022 to August 6th 2022
		SIP Presentations August 17th to August 20th 2022
		Commencement of classes Semester III August 8th 2022
		Semester III SIP Final Project Submission August 31st, 2022
September'22	Inaugural Day Programme for PGDM and PGDM Marketing September 1st, 2022	
	Induction Program September 1st to September 10th, 2022	
	Commencement of the Classes September 12, 2022	
October'22	Diwali Vacation - October 22nd to October 26th, 2022	
November'22		Last Instruction Day November 26, 2022
	Institutional Events HROPSYS – November 5, 2022 Arthanaad- November12, 2022 Vipanan- November 19, 2022 Elixir- November 26, 2022	
	Internal Assessments-Mid Term November 30th, to December 3rd, 2022	
December'22	CKBC-CRISIL (preliminary round) December 3rd, 2022	End semester exams December 5th, to December 17th, 2022
	CKBC-CRISIL (Final round) December 10th, 2022	
	Industry Oriented Project proposal discussion with faculty mentors and registration December 19th to December 22nd, 2022	
	Last Instruction Day Semester I December 22, 2022	
	Winter break December 26th 2022 to January 1st , 2023	
January'23	End Semester I Exams January 3rd to January 13th, 2023	

	I Year- Semester- II (January 2023-	II Year – Semester-IV (December 2022- March 2023)

Academic Calendar for AY 2022-23		
Batch 2021- 23 and Batch 2022-2024		
Semester II & Semester IV		
	I Year- Semester- II (January 2023-	**II Year – Semester-IV (December 2022- March 2023)**
January'23	Commencement of Semester II classes January 18th,2023	Commencement of Semester IV January 2, 2023
February'23	Convocation (Batch 2020-22) February 25th ,2023	
March'23	International Conference March 18th 2023	Last Instruction date for Semester 4 March 23rd, 2023
	Continuous Internal Assessment –Mid Term March 14th to 17th, 2023	Final date of IOP submission March 31st 2023
April'23	Last Instruction date April 30th, 2023	End Semester Exams April 3rd to April 7th, 2023
May'23	End semester exams May1st to May 12th, 2023	
	Summer Internship May15th ,2023 onwards	