



ISBM
GURGAON

INDUS SCHOOL OF BUSINESS MANAGEMENT



accelerating
management
careers

PROSPECTUS



Governing Board

Shri Ravi Bhushan

Chairman

Shri Sanjay Swaroop Bansal

An Eminent Industrialist of U.P.

Dr. Prabhu Goel

Chairman & Founder, Signet Solar

PhD (Carnegie Mellon), Gold Medalist, IIT-Kanpur

Venture Capitalist California, U.S.A.

Ms. Sapna Gupta

B.E., Pune University

Sr. Realtor, California, U.S.A.

Mr. S.M. Gupta

M.B.A., Harvard Business School

Chairman and CEO, UST Global

Ex. Global Director, IBM, New York, U.S.A.

Dr. D.D. Kaushik

Ex. Director

Ministry of Company Affairs, Govt. of India

Dr. Manjula Shyam

Ex. Director-International Programs

Yale School of Management, New Haven, U.S.A.

Dr. Madhuika Kaushik

Former Professor

Dept. of Management, IGNOU, New Delhi

Shri Pramod Jain

Sr. Advocate

Allahabad High Court



Vision

- To be an international centre of excellence in all aspects of management education through continuous competency building and innovation



Mission

- To develop, both at individual and organizational levels innovative and ethical future leaders capable of managing change and transformation in a globally competitive environment and to advance the theory and practice of management
- To use proven learning pedagogies for smooth transfer of knowledge
- To promote Action-centric Research and value based Learning as per best Global Standards
- To collaborate with Industry, Government and relevant Institutions in the development and application of new knowledge for the benefit of society

Institutional Values

We always strive to practice and also sustain the following values to prepare future thought leaders:

- Academic Freedom
- Passion for Excellence
- High Ethical Standards
- Responsiveness to Societal Needs
- Innovation



Message from Chairman's Desk



ISBM believes in imparting management education based on ethical standards and moral values. The Institution not only creates an aura of global learning but also focuses on holistic development of its participants. I am glad that you have carefully chosen ISBM for your Post-graduate programme and I am sure that you would find the programme quite a challenging and a rewarding experience. ISBM believes in nourishing young minds into resourceful and perceptive professionals ready to embark upon challenging careers .

In a fast changing world and globalised business environment, companies find a plethora of opportunities for their business. However, these opportunities are associated with competitive threats which can not be discounted. Therefore, companies are for business leaders who can create sustainable and consistent growth. We at ISBM are very much conscious about this need of the Industry while designing and delivering the Curriculum besides other associated value additions to our participants.

As you are aware, it is the time for India to lead the world. Hence, with a determined leadership and long term committed vision, Indian managers need to develop a strong vision for their companies and most importantly for the people of this country. The great motivational skills and leadership qualities and a consistent double digit annual growth rate can make India the second largest economy in terms of purchasing power parity in next few years.

Future leaders should keep all those things in mind and not remain intellectually handicapped. ISBM strives to educate its students keeping all these issues in mind so that sooner or later structured economic independence can be achieved through a coordinated effort.

I, in favour of ISBM wish you a bright career ahead.

Ravi Bhushan
Chairman

Whenever I recall the time spent at ISBM, I cannot help but appreciate the fact that whatever strides I am able to make in career, are all due to the management concepts I gained at the institute. Being associated with the institute gives me a sense of pride and I look forward to be in touch and guide existing and future students of the institute in whatever capacity I can.

– Nitin Kumar, Campus placement in XL Dynamics, Mumbai



Advantage ISBM



Location: Campus being situated near Gurgaon, the millennium city and corporate capital brings home the advantage of better corporate connection. Campus is located in a 17-acre lush green environment that boasts up a congenial environment for learning.

Faculty: Blend of academia and industry is a principle ISBM believes in to develop its intellectual capital. Hence, a careful selection of its faculty from both academia and industry brings the institute a distinct advantage.

Industry Interface: synergy between classroom teaching and operations of trade and industry is of paramount importance to management education. In order to make learning more effective, Institute organizes guest lectures by captains of trade and industry and also field visits to plants to understand shop floor activities.

Foreign Collaboration: Institute has a strategic collaboration with University of San Francisco, California, USA to impart international exposure to interested students.

Pedagogy: Extensive use of case method of learning to understand how management concepts apply in business situations along with hands on training and international exposure makes learning more effective at ISBM. Curriculum is continuously updated to suit the requirements of trade and industry.

Holistic Development: Through the entire span of programme, Institute emphasizes on knowledge, skill and attitude development.

Sensitivity to Business Requirements: Institute proactively senses business world requirements and continuously innovates to build human capital to fill these needs.

My interaction during the Guest Lectures with students of ISBM Gurgaon has always been exceptionally good. The students possess strong conceptual knowledge and the ability to link them to practical aspects of the organization and we found them to be very diligent and dedicated. The Institute has augmented its students with commendable presentation and communication skills, displaying their confidence and understanding of subject.

-Mr. Ritesh Agarwal, Associate, McKinsey & Company

The Programme

Post Graduate Diploma in Management (PGDM)

The Institute offers a two year full-time PGDM Programme, Approved by AICTE, Ministry of HRD, Government of India. The Programme is conducted in six trimesters. Being a flagship Programme under Brij Educational Trust, it equips participants with fundamental management skills and in-depth knowledge in their area of specialisation.

Objectives

The objectives are manifold as mentioned below:

- To prepare the participants to manage and lead in an increasingly integrated business environment that transcends national borders
- To facilitate lateral thinking and to develop conceptual and analytical skills with in-depth understanding of functional areas
- To inculcate values of honesty, integrity and social responsibility in alignment with best global practices

Academic Year

ISBM follows the calendar of July to April as its academic year with modifications if necessary on year to year basis. Detailed schedules for each trimester are provided at the beginning of the term.



Programme Structure and Curriculum

Term-I	Term-II	Term-III
<ul style="list-style-type: none"> Organizational Behaviour Marketing Management-I Financial Accounting Managerial Economics Business Ethics & Corporate Governance Quantitative Techniques for Decision Making IT for Managers 	<ul style="list-style-type: none"> Marketing Management-II Management Accounting Macroeconomic Theory & Policy Organization Design & Change Marketing Research Business Communication Managerial Effectiveness 	<ul style="list-style-type: none"> Human Resource Management Corporate Finance International Business : Environment & Management Legal Aspects of Business Management Information System Strategic Management Operations Management
Term-IV	Term-V	Term-VI
<ul style="list-style-type: none"> Supply Chain Management Electives: Seven 	<ul style="list-style-type: none"> Entrepreneurship Management Electives : Five 	<ul style="list-style-type: none"> E-Business Electives : Two

Summer Internship

Electives

Marketing

Sales and Distribution Management
 Consumer Behaviour
 Business to Business Marketing
 International Marketing*
 Brand Management
 Retail Marketing
 Integrated Marketing
 Marketing of Services
 Advertising Management
 Customer Relationship Management
 Rural Marketing
 Hospitality Management

Human Resources

International HRM & Cross Cultural Communication
 Selection and Recruitment
 Performance Management
 Knowledge Management
 Compensation and Reward Management
 Management of Change
 Legal Framework of Employment
 Competency Mapping & Assessment Centres
 Training and Development
 Human Resource Planning
 Employee Relations & Collective Bargaining

Finance

International Finance*
 Financial Derivatives
 Management of Financial Institutions
 Security Analysis and Portfolio Management
 Project Finance
 Financial Engineering and Risk Management
 Restructuring, Acquisitions, Strategic Alliances Mergers
 Wealth Management & Alternative Investments
 Financial Control and Cost Management
 Corporate Taxation

International Business

International Marketing*
 Regional Business Policies
 International Finance*
 International Logistics
 International Trading Operations and Practices
 Legal aspects of International Business
 Management of International Business
 Foreign Trade Policy & Import Management
 International Project Management
 Trading in Commodities and Major Products
 Geo Political Environment

*indicates a subject which appears in two areas of specialisation. A student has to opt for the paper in one of the specialised areas in order to avoid duplicity.

Note: Each Course carries three credits. The Institute reserves the right to revise the course structure and its credits. However, students will be informed before hand regarding such changes.

The business world is less about what you already know and more about how well you are able to appreciate uncertainty and develop situation specific ways of making sense out of it. The foundational knowledge of management concepts and ability to develop situational models of decision making, are my key takeaways from PGDM at ISBM.

– Rahul Bhati, Campus Placement in Felicity Estate, Gurgaon

Core Faculty

The strongest pillar of ISBM is its intellectual capital. The faculty here is a harmonious blending between academia and industry and has a passion for training and research. The names of faculty members with their areas of specialization are mentioned below:

Core Faculty

Ramesh Pushkarna

MBA, MA, M.Tech (IT), M.Phil
Area: IT & Marketing

Mohd. Ansari

MBA
Area: Finance & Accounting

Neelam Ahlawat

M.Com, MBA
Area: Finance & Marketing

Mamta Chawla

PGDM
Area: Marketing

Akhil Anand

MBA
Area: Marketing & HRM

Nisha Sharma

MBA
Area: HR & Marketing

Sandhya Rai

M.Sc. (Maths)
Area: Quantitative Methods & Marketing Research

Devendra Singh

M.Com
Area: Accounting & Finance

Abhilasha Ahlawat

MBA
Area: Finance & Business Law

Praveen Narang

M.Com, M.Phil, CFA, M.Sc (Fin)
Area: Accounting & Finance

Naveen Kapoor

MBA
Area: HRM & Marketing

Shefali Gandhi

MBA
Area: HRM & Marketing

Suman Devi

MBA
Area: Finance & HR

Anuj Rani

MTech
Area: IT & Operations

Pankaj Thakur

MBA
IT & Operations

Visiting Faculty

Dr. Vinod Dumblekar

MBA, Ph.D, Senior Consultant
Visiting Faculty at MDI, Gurgaon

Dr. Asif Zameer

BE, MBA, Ph.D
Faculty at FORE School of Management
Delhi

Ashutosh Dutt

B.E, PGDM-MICA
Adjunct Faculty, MICA
Ahmedabad

Col. A. S. Sharma

BE, MTech
Visiting faculty at IIFT, IIT-Delhi

Maj. T.N.S. Tomar

B.Tech, MBA
Head, Supply Chain Management-DLF

Badal Kumar Sharma

MBA (FMS)
Entrepreneur

Guest Faculty

Dr. Manjula Shyam

Ex. Director, International Programs
Yale school of Management, USA

Prof. (Dr.) Suresh Prasad Singh

Ph.D. (Geology) Hon. Ph. D. (Cal), Hon D.A.
Former Vice Chancellor, VKS Univ. Ara, Bihar

Dr. Surya P Mohanty

VP & Head (Research)
Johnson & Johnson, USA

Dr. Ajay Kumar Rathore

Dean, Technia Institute of Advanced Studies,
New Delhi

Dr. Kaushik Prakash

Adjunct Professor of
Management University of Massachusetts, USA

Dr. S. K. Bhattacharya

Ex-Dean, (MDI) Gurgaon

Rashi Gupta

Trade Execution Manager
Cargil India Pvt. Ltd.

V.P. Sajeevan

MA(ECO), MBA
CEO, Esy Tech Resources Pvt. Ltd.

Admission Process



Eligibility Criteria

The candidate must hold a Bachelor's Degree or equivalent Grade Point Average (GPA) in any discipline from a recognized Indian or Foreign University/Institute. The Bachelor's degree or equivalent qualification obtained by the candidate entails a minimum of three years education after completing higher secondary schooling (10+2) or equivalent. **(Candidates appearing in the final year examination of graduation are also eligible.)**

Eligible candidates are required to appear in national level test like MAT, CAT, XAT, CMAT, ATMA etc and are required to apply to the Institute. Alternatively the student may contact admission office at: 09927025045.

Procedure

Application: Brochure along with application form can be procured by onetime payment of Rs 500/- by cash or Demand Draft in favour of "**Indus School of Business Management**" payable at Gurgaon. Brochure and the form can also be downloaded from our website www.isbmgurgaon.com and the filled-in application form should be submitted along with a Demand Draft of Rs 500/-. The students may also pay online by logging into our website www.isbmgurgaon.com by filling up the application form. They can pay an amount of Rs. 500/- through credit card / debit card towards application cost. Online payment can be made through our Axis Bank A/c no. 910010011897331 (IFS Code: UTIB0000846) followed by proper proof.

Group Discussion and Interview

Group Discussion and personal interview are integral components of the admission process besides academic credentials. The

overall objective is to identify and assess the candidate's communication skills in addition to the overall aptitude and knowledge of the candidate. Besides Gurgaon centre, the selection process is normally conducted at other centres in the country depending upon the concentration of the candidates. Candidate should indicate their preferred centres for GD & interview in the application form. If the candidate's preferred centre is not available, the candidate will be informed of the change. Institute reserves the rights to cancel any of the centres for the selection process.

Company sponsored

A certificate from sponsoring organization is required to be attached to the application form. Eligibility and procedure is same as above.

Overseas Applicants

Foreign students and NRI sponsored candidates with a Graduate Management Aptitude Test (GMAT) score of 550 and possessing good command over English language are eligible. All other eligibility criteria and procedures will remain same as above.

Admission to Programme

Final selection will be based on a careful evaluation of the applicant's academic credentials, work experience (if any), as mentioned above, group discussion and personal interview. The selected candidates must pay their commitment money within the stipulated time after receiving the admission offer, failing which the offer will be withdrawn.



The Campus Infrastructure



Computer Center

Institute has a state-of-the-art computing facility. ISBM is a Wi-Fi enabled educational campus providing students access to high speed internet round-the-clock.

High speed Internet connectivity through a dedicated link with backups ensures an uninterrupted access to the internet. ISBM provides web-based email account to all its students, faculty and staff.

I had the opportunity to interact with the participants of ISBM while addressing them on Commodity Trading. I found them bright, inquisitive and focussed during the discussion. Having a sound analytical bend of mind and critical thinking, they proved their keenness to learn.

-Ms. Rashi Gupta, Trade Execution Manager, Cargill India Pvt. Ltd.



Library

Institute has a well stocked library, which provides the latest reference material, reports, books, periodicals, academic journals and audio-visual aids for its users.

It has acquired several on-line databases to meet the information requirement for both faculty members and students.

The library has a strong reference section consisting of the latest editions of Indian and International journals covering all areas in Management besides business magazines, annual reports of government departments, encyclopedia, trade and business directories, dictionaries, yearbooks etc. The vast reading room of the library provides an environment conducive to holistic learning.

E-Library: Readers can access various databases through online sites available in the library.

We have been associated with ISBM since last couple of years and our experience with the students hired has been really good. These students bring with them a good mix of academics and industry exposure by virtue of doing number of projects during two years of their PGDM curriculum.

- Ms. Upasana Srivastava, Head, QR Services Pvt Ltd, Gurgaon

Lecture Room

ISBM has an excellent infrastructure with modern facilities, which assist in conducting the academic programme.

Classrooms are air-conditioned and equipped with modern audiovisual systems.



Cafeteria

Mess facilities at the hostel give the students, a feel of home stay. The staff of ISBM will make special efforts to ensure that the food cooked in the mess is hygienic, nutritious and of course, delicious. A uniquely designed and well serving cafeteria at Institute premise serves wide variety of snacks & beverages.

Accommodation

The Institute is having separate Wi-Fi enabled hostel facilities for girls and boys in Sector 10, IFFCO Chowk & Farukh Nagar, Gurgaon. Hostel accommodation is **Optional** & students who have opted for hostel accommodation will have to stay in hostel for entire academic year.

Transport

Transport facilities exist for the students, faculty and staff of the Institution.



The City / Connectivity

Location

The campus provides the perfect ambience for advanced learning. Surrounded by Reliance SEZ and big corporate houses, the campus is spread over 17 acres of land, situated near **Gurgaon**, 30 minutes drive from **Delhi Airport**.

Major Sector Wise Brands in Gurgaon:-

IT & Telecom:- Hughes Software, IBM, Google, Tata Consultancy Service, Alcatel, HCL, Siemens, GE Capital, Silicon Graphics, Gen Pact.

FMCG:- Coke, Pepsi, Nestle, Smithkline Beecham, Hindustan Uni Lever, P&G, ITC, Amul etc.

Chemical & Pharmaceuticals:- Ranbaxy Laboratories, Dhanuka Pesticides, Morepen Laboratories

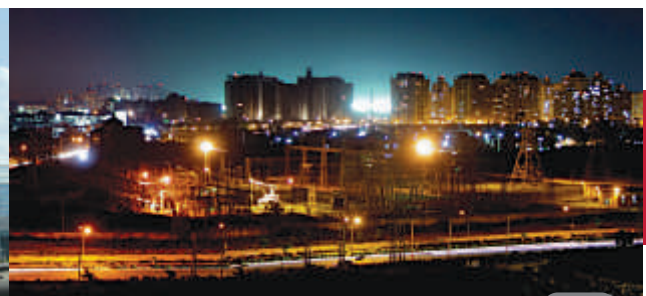
Food Processing & Agro Based:- Prefetti India Limited, Babino Agro & Food Industries Ltd., Cargill etc.

Financial Sector :- HSBC, HDFC, ICICI, Axis Bank, American Express, Bank of America, Citi Bank.

Retail :- Walmart, Pantaloon, Westside, Reliance, Big Bazaar, Shoppers Stop, SRS, Lifestyle.

Location Advantages : Gurgaon

Gurgaon's annual turnover in the industrial sector has crossed 60,000 crores with an investment of more than 15,000 crores. There are 485 large and medium scale units with an investment of Rs. 10,000 crores and around 8000 small scale units with an investment of Rs. 890 crores. The employment generated in the industrial sector exceeds 2,50,000 persons.



Fee Structure

Account Category	Installment			Total
	I (First Year)	II (First Year)	III (Second Year)	
All figures in Indian Rupee				
Tuition Fee	20,000**	90,000	1,10,000	2,20,000
Development Fee		66,000	66,000	1,32,000
Course Material Fee		7,000	7,000	14,000
Examination Fee		5,000	5,000	10,000
Institutional Dress		2000	2000	4,000
Total		1,90,000	1,90,000	3,80,000

**indicates commitment money paid towards reserving a seat for a period as mentioned in the offer letter against second instalment. Upon receiving the second instalment of fee by deadline, the candidate is eligible to join the programme.

Note: For SC, ST and OBC candidate, the candidate can take admission by paying Rs. 5500/-. It will be refunded subsequent to receiving the entire fee from the respective government / student.

We provide free bus transport to the campus on the designated bus routes.

We also provide free Lunch Facility and one free foreign Tour.

Payment Schedule

Installment	Amount (in Rupees)	Amount Due on
I	20,000	Admission Confirmation
II	60,000	Within 30 days of 1st instalment or date mentioned in the offer Letter whichever is earlier
III	1,10,000	Before start of first year class
IV	1,90,000	Before start of second year session

Hostel fee (Boarding & Lodging) ***

Academic Year	Installment No.	Amount (in Rupees)	Amount Due on
First Year	I	84,000	Within 30 days of depositing first installment fee
Second Year	II	84,000	Before start of second year session

***indicates that fee is subject to change as per consumer price indices.

PS: For SC,ST & OBC candidates, scholarship is available from state of domicile. Besides this, Institute has arrangement with various banks to facilitate study loan. Students can deposit / transfer cash through our Axis Bank A/c no. 910010011897331 (IFS code: UTIB0000846) followed by proper proof.

Educational Loan Tie-up

Institute has made tie-ups with some banks to facilitate the process of obtaining the educational loan. Candidates requiring any such loan can approach Axis Bank, Punjab National Bank, State Bank of India, Allahabad Bank, Syndicate Bank, Central Bank of India and Andhra Bank etc. in their respective home towns.

ISBM has already established its name by proving quality education in such a short period of time. The exposure I had at the Institute was overwhelming and I dedicate a big part of my professional success to the ability of critical thinking, which I developed during my PGDM from the Institute.

– Uttam Sen, Campus Placement in Genpact, Gurgaon

Academia - Industry Interface



Dr. Surya P. Mohanty, VP & Research Head, Johnson and Johnson, USA, alumni of IIT, Kanpur, Yale University, delivers lecture at ISBM



Leadership summit by Dr. Kaushik Prakash, University of Massachusetts



Dr. Manjula Shyam, Yale University delivers lecture

ISBM has strong, mutually beneficial and synergetic relationships with various corporate entities and their associations. Such relationships help ISBM weave real life business issues and perspectives in the academic curriculum and impart business education in a real time frame. The Institute regularly conducts corporate seminars, MDPs, case writing initiatives and similar activities to foster this academia-industry relationship.

Guest Lectures

Institute gives utmost importance to practical exposure and interaction of its management students with top executives from industries. Eminent speakers from the corporate, including Johnson & Johnson, Reliance Industries, HDFC Bank, Hotel Radisson, ICICI Prudential Life Insurance, SPM Auto, DLF Ltd, Ambience Mall, Cargill India, Esy Tech., Axis Bank, IndiaBulls, XL Dynamics, Country Club Resorts, were invited to enlighten the students in areas of Human Resource, Marketing, Finance, International Business and Information Technology. Besides, distinguished academicians from leading Institutes/Universities in India & abroad enlightened the participants on contemporary issues and practices.

Industrial Visits

As industrial visits are the step towards practical learning, seeing with one's own eyes makes learning more easy and real. Visits to industries are an integral part of management studies at ISBM. It enables the students to get a glimpse of the industry so as to get a practical exposure in real time. The management operations can also be understood to a great extent.

In this light, the students of ISBM are given a wide exposure in various sectors. The visits have been conducted in esteemed corporates including Indian Oil Corporation Ltd, Yakult Ltd., Parle Products, Mother Dairy, Bata, Hero Honda Motors Ltd. and Maruti Suzuki etc.

The experience with ISBM has been very enriching and symbiotic for us. The students of this Institute are filled with zeal and keenness towards learning new technologies, new framework with new ideas and applying them in their work life. With the updated curriculum and course offerings provided by the Institute, students achieve new heights in the industry when they join.

-Mr. Samanvay Bhutani (IBM Global Process services)

Placements

Placement Cell at the Institute comprises of a team of students and Placement Associates. The Placement Office headed by the Manager (Placements) acts as central hub for all placements related activities and is a repository of all information and resources.

ISBM Placement team tries to build strong industry interface and enhance industry interactions. ISBM regularly organize guest lectures, panel discussions, conferences and workshops with adequate industry representation giving the students an opportunity to meet and interact with corporate executives besides their summer training and live projects.

Summer Internship

On completion of one year, students gain hands on experience in the application of core concepts and functional skills. This practice of 'Learning by Doing' helps the student to relate the rigours of theory in the world of business. Participants work on projects as per the specification of the company. At the end of 8-10 weeks of such a closely guided project under the supervision of the company executive, the participant submits a report to the company. The concerned company guide normally provides feedback to the Programme Coordinator on the student performance. Summer Internship is an integral part of the Programme and its successful completion is a pre requisite for the award of Diploma.

The Institute has a vibrant placement cell which co-ordinates and facilitates the summer internship programme by inviting companies from diversified areas.

Patronizing Companies for Final Placements & Summer Internships:-

American Express	TNS	Citi Bank	Sriram Cement
Ebony Gautier	Genpact	Cadbury	DNA Mobile
XL Dynamics	Axis Bank	India Info line	IBM
Mother Dairy	Dabur	VLCC	Felicity Estate
HDFC Bank	Snera Estates	Vatika Group	Accys Management Services (P) Ltd.
GodfreyPhillips	Neusource Pvt. Ltd.	Mindshapers Tech. Pvt. Ltd.	ACPL Products India (P) Ltd.
Rose IT Solutions	Unicom Real Estate	Infocom Network Ltd.	AKS IT Services
Earth Water Group	Vinove Software & Services	Oracle BPO	All Check Deals.Com
ICICI Prudential	Bristol Hotel	Blues Clothing Company	Alps Consulting Services
Shoppers Stop	Café Coffee Day	Elite Stock Mgmt. Ltd.	Ashiana Housing Ltd.
Ambience	Park Plaza	Cadbury	Asian Paints
Ray White India	Bajaj Allianz	Amul	B & K Securities India (P) Ltd.
CocaCola	Hindustan Unilever Ltd.	Serco	Beroe Consulting India (P) LTD.
Hindustan Beverages	Clutch Auto	SPM Auto	Big 92.7 FM
Nestle India	Karvy Stock Broking Ltd.	Colt India	Capital IQ



The best part about ISBM is that you get to learn under highly knowledgeable faculty and in the company of students hailing from diverse backgrounds and thoughts. The institute has given my thought process a strategic orientation, which aids me in taking better decisions based on holistic considerations. I am confident that with such appreciable degree of academic as well as industry focus, the Institute is going to grow by leaps and bounds.

– Sanjana Sinha, Campus Placement in Axis Bank



Placement Perspective

With liberalization, competition became severe and posed an immediate threat to the traditional ways of business as it became free for all. In this completely changed business scenario, management education needed an altogether fresh perspective. As a prompt response, we at Indus School of Business Management quickly converged our focus to use Indian ways of managing business with a global outlook.

We prepare our students to be competent, responsible and ethical in their roles as managers, executives, leaders and citizens. We place an increasing emphasis on knowledge based learning related to global issues, technology and various industries. Also we encourage students for various seminars, industry visits etc to promote practical usage of theoretical knowledge thereby building various managerial skills. We encourage and value faculty efforts to develop curricula and delve into rigorous and continuous research to enhance knowledge on instructional design & delivery. The results have been more than excellent.

ISBM now enjoys a coveted status with the corporate world. Our students have created a benchmark on both business and industry. Our movement is gaining momentum and this year our students are ready to supplement their classroom learning of management theory and practice with industry exposure. Institute has excellent rapport with the industry in terms of offering consultancy; undertaking sponsored projects and alumni occupying key positions in different industries. We in the department have spread efforts for nurturing their talent and grooming their skills to develop themselves into competent management professionals.

We are assured that the industry would find our students at par with the best. Our students always stand out in the world by performing to the best of their potential.



Beyond Academics

Co-curricular Activities

Students at ISBM do not just believe in excelling in the classroom. The emphasis is on holistic learning both within and outside the classroom. Consequently extra-curricular activities are pursued with a lot of enthusiasm and gusto. In order to make these activities happen in regular manner, students committees have been formed so that students practice management while learning. Following student committees are formed to provide students first hand exposure in order to develop core skills of critical decision making presenting their thoughts and ideas, working collaborating in teams and providing leadership in their chosen areas of interest.

Academic Committee

The committee deals with generation of new ideas and organizing debates, seminars, colloquium through students' efforts for professional excellence and knowledge up gradation.

Placement Committee

The committee deals with all matters relating to placement of students. It has to ensure timely action for placement, quality of placement, laying down procedures and systems, evolving effective feedback mechanism as well.

Cultural Committee

The committee deals with cultural events through students' participation. It will organize events such as fresher's party, farewell function and annual function etc. and create platform for students to display their creativity beyond academics.

Hostel Committee

The committee looks into the smooth functioning of hostel. It advises the administration about continuous up gradation so that timely action can be taken.

Media & Literary Committee

The committee will look into matters regarding media coverage, brand promotion, establishing link with external agencies and eventually releasing a newsletter covering events of the Institute.



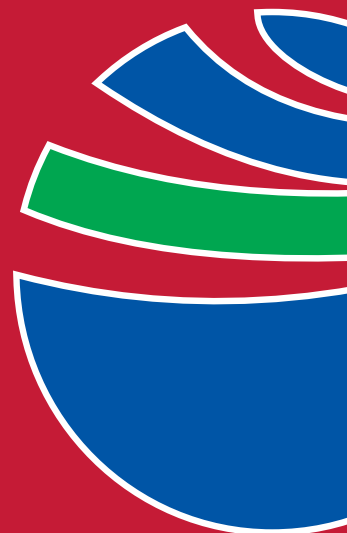


Towards a Ragging free ISBM

As per the guidelines issued by the Hon'ble Supreme Court of India

It defines as “any disorderly conduct whether by words spoken or written or by an act which has the effect of teasing, treating or handling with rudeness any other student, indulging in rowdy or indiscipline activities which cause or is likely to cause annoyance, hardship or psychological harm or to raise fear or apprehension thereof in a fresher or a junior student or asking the students to do any act or perform something which such student will not do in the ordinary course and which has the effect of causing or generating a sense of shame or embarrassment so as to adversely affect the physique or psyche of a fresher or a junior student, with or without an intent to derive a sadistic pleasure or showing off power, authority or superiority by a student over any fresher or any other student”.

ISBM Campus directs all students to refrain themselves from any sort of ragging activities. Any student found involved in any sort of ragging activities on the campus / bus / hostel will invite disciplinary action.



www.isbmgurgaon.com



INDUS SCHOOL OF BUSINESS MANAGEMENT

Admission Office:

S-163 Uppal Southend, Sector 49, Sohna Road , Near Vatika Business Park,
Gurgaon - 122018, Haryana

Campus:

Near Farukhnagar, Gurgaon, Haryana - 124103

Contact No.: 09927025045, 09717098915, 0124-4102620, **Fax:** 011-66173969

E-mail: admission@isbmgurgaon.com

Website: www.isbmgurgaon.com

16. Your Current / Last Designation

Total Experience (No. of Yrs.)

17. Do you require Hostel Accommodation?

Yes No

18. Transport Required

Yes No

If yes then pick up point : _____

19. Academic Qualifications

Examination / Course (mention stream study)	Year of passing	School / College Attended	Board / University	% of marks obtained / grade	Area of Specialization Subjects
Post Graduation					
Graduation					
Class 12th					
Class 10th					
Any Other					

Special Achievement (If Any)

Extra Curricular Activities / Hobbies

Admission Test: CAT MAT XAT ATMA OTHERS Please specify

GD/PI Centre*:

Preference for GD/PI Centre *(candidates can choose three centres as per their preference) - Ahmedabad, Bangalore, Bhubaneswar, Chandigarh, Gurgaon, Guwahati, Indore, Jaipur, Jammu, Kolkata, Lucknow, Meerut, Mumbai, Patna, Raipur, Ranchi etc)

Preference 1:

Preference 2:.....

Preference 3

**indicates that the Institute reserves the rights to add or delete any centre depending upon the concentration of students.*

Check List:

Attach photocopies of the following with Form & Payment and submit in person or via courier/ post to - **S-163, Uppal Southend, Sector-49, Sohna Road (Near Vatika Business Park) Gurgaon 122018, Haryana**

- 1. Class 10th Certificate ()
- 2. Class 10th Mark Sheet ()
- 3. Class 12th Mark Sheet ()
- 4. Graduation Mark Sheet ()
- 5. Entrance Test Score Card ()
- 6. Work Experience Certificate, if any ()

Mode of Payment :

Draft Cash Electronic Transfer

(a) Details of Demand Draft : DD No.....Date.....Electronic Transfer No.....Date.....

Name of Bank & Branch.....

Declaration by Applicant

I, _____ the undersigned, affirm that the information furnished above is correct to the best of my knowledge and belief, that I will accept as final and binding the decision of **Indus School of Business Management**, regarding my admission to the programme. If any information provided by me is found to be incorrect at a later date, **Indus School of Business Management** is authorized to take any action against me that it deems fit, including legal action. I hold myself responsible for all the dues and prompt payment of fees, if selected. I have noted that fees once paid are not refundable under any circumstances expect as per AICTE rules.

Note: Candidates can deposit / transfer cash through our Axis Bank A/c no. 910010011897331 (IFS code: UTIB0000846) followed by proper proof.

Place:

Signature:

Date:

Name:

Declaration by Father / Husband / Guardian

I hereby vouch for what has been stated above by my son / daughter / ward in respect of his / her enrolment at the **Indus School of Business Management**, and I will be responsible for payment of all fees / dues.

Place:

Signature:

Date:

Name: