



Influencing Practice  
Promoting Value Based Growth

# PGDM

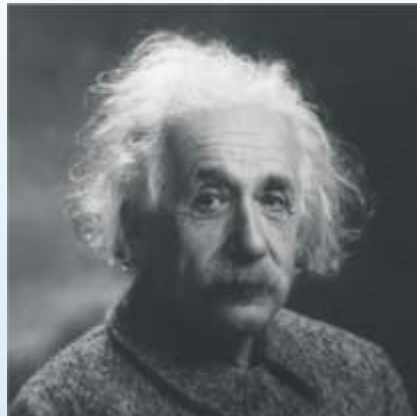
2 Year Post Graduate Diploma in Management  
(Equivalent to MBA)

# Our Inspiration



"The essential spring of all growth is within you. All that you can get from without is some food - material or spiritual - with which to build your own organism, and some stimulus to spur you to activity. What is really essential in your development, you must do for yourself."

- Alfred North Whitehead



"A hundred times every day, I remind myself that my inner and outer life depend on the labours of other men, living and dead. And that I must exert myself in order to give in the same measure as I have received and am still receiving."

-Albert Einstein

# Our Mission

We recognise our twin roles – as a responsible member of Bharatiya Vidya Bhavan and as a responsive member of Indian society at large – and look at ourselves in a wider context as a 'Beyond MBA' institution. We aspire to be a globally recognised institute with concurrent presence in socially relevant segments of Indian society.

We emphasize 'Influencing practice' and 'Promoting value-based growth', which remain the guiding posts for planning and execution in all that we do.

In all our endeavours, we emphasize (i) attitudes and skills as much as knowledge, (ii) indigenous learner-centric pedagogy, and (iii) global best practices. Our attempt is to synthesize the apparent contradictions between western efficiency and eastern ethos, and competition and collaboration. We believe this could be a global model one day.

As a self-reliant institution, we seek operational freedom and encourage an entrepreneurial, agile and flexible organizational culture working on a collaborative pursuit of innovative solutions.

SPJIMR community strives to realize the objectives of the institution through self-accountability, professional discipline and hard work.







SHARADHA VIKAS BHAVAN  
S.P. Jain Institute of Management & Research





## Content

Dean's Message	4
About SPJIMR; Learning Approach	5
Program Overview; Program Objectives	6
Program Curriculum	7
Program Architecture	8
Pedagogy & Evaluation	10
Leadership Development Program	11
Global Exposure of Participants	15
Autumn Internships	18
Autumn Placements 2011	19
Placements 2011	20
List of Past Recruiters	21
Industry Interface	23
Academic Conclave	24
Alumni Engagement	26
Events & Activities	28
Admissions	30
Fee Structure	31
Campus Facilities and Infrastructure	33
Our Distinguished Faculty	35
Our Achievements	36
Program Highlights 2012	37

## Dean's Message

---



Dear Friends,

Greetings from SPJIMR!

For the past decade and a half now, we have been working on innovating, experimenting and improving the pedagogic content and processes of that vital missing link in MBA education, which is professional character building. This includes values exhibiting service orientation, self accountability and community working. It also covers action orientation to reinforce an analytic oriented mind-set for holistic, systemic thinking besides recognizing and strengthening administrative skills. Our selection process has also accordingly developed over the years. Our consistent ranking over the years in various national surveys as one of the top ten B-Schools is a testimony to our somewhat non conventional strategic choices based on our mission of 'Influencing Practice' and 'Promoting value based growth'.

This has grown deep roots in our academic program through

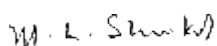
- A synthesis of western values of efficiency - a concern for ends; and eastern values and ethos - an equal concern for means.
- Co-existence of collaborative and competitive modes - striving for individual excellence and yet reinforcing the 'group culture' amongst individuals.
- Commitment to material advancement, along with sensitivity to distributive justice.

We believe that our program, carefully developed and regularly updated, reflects our beliefs and convictions.

Some of the recent milestones we achieved were

- In a first of its kind initiative, SPJIMR launched the 'immersion' program in year 2011. The program saw the institute to play host to over 600 aspirants from all over the country and provided an excellent opportunity for potential participants to understand more about SPJIMR, the pedagogy, the programs and the courses offered and to interact with the current batch for clarity on a typical day at a B-School.
- 'Business Ethics' and 'Gita in Management' were integrated with select first year courses to provide a theoretical underpinning. This move was supported by practical case discussions with emphasis on 'Doing what is right' and 'Being good'.
- In an attempt to provide international academic exposure to our participants, we have initiated exchange programs with leading business schools of United States like Cornell's Johnson School, Eli Broad College of Business, Robert H. Smith School of Business, and Schulich School of Business.
- Incorporated discussion points about the causes and aftermath of the economic downturn across various modules of different courses.

We are looking forward to a positive response from you all to our programs and plans.



Dr. M. L. Shrikant  
(DBA Harvard)  
Honorary Dean, SPJIMR

## About SPJIMR

---

Bharatiya Vidya Bhavan's S.P. Jain Institute of Management & Research (SPJIMR) is an autonomous management institute with entrepreneurial agility, personal freedom with professional accountability and corporatized culture, structure and processes. Since its inauguration in 1981 by the then British Prime Minister Rt. Hon'ble Margaret Thatcher, it has been consistently recognized as one of the top 10 management institutes in the country, by the virtue of its innovative pedagogic approach and ability to adapt to the changing business requirements. SPJIMR enjoys freedom in course curriculum, pedagogic innovations and pioneering programs in socially under-managed sectors.

The institute has an enviable track record of recognizing the needs of the society, especially the under privileged sectors. It is the only business school in India that has internship in the social sector as an indispensable part of its curriculum. SPJIMR has indeed carved a niche for itself in the social sector and has set up a model that top business schools across the world are trying to emulate.

The guiding philosophy of SPJIMR is 'Influencing Practice' and 'Promoting Value Based Growth'.

**Influencing Practice-** All initiatives and innovations at SPJIMR aim to influence industry practices and therefore be a participant in re-shaping nation's future.

**Promoting Value Based Growth-** We believe that individuals need to build a right blend between concern for own welfare and the social good.

SPJIMR encourages development of co-operative outlook that recognizes the value of sharing and mutual respect. A testimonial of the same is reflected in the rankings of SPJIMR. Not only is SPJIMR ranked as the 6th top Business School in India by Business Standard 2011, but also it stands upright at 16th position in the Asia Pacific region and is placed as one of the topmost colleges globally for individual specializations according to QS 200 Global Business School Rankings 2012\*:

- 29th in Strategy
- 31st in Operations
- 37th in Finance
- 40th in Marketing
- 42nd in Entrepreneurship

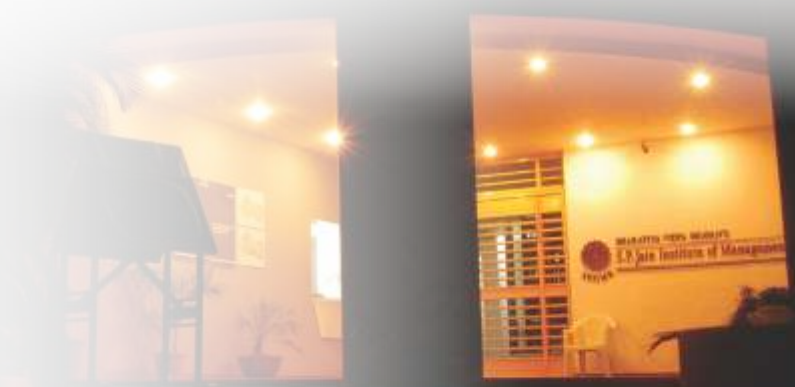
\* All these are global rankings

## Learning Approach

---

At SPJIMR, we focus on Attitudes (To Be) and Skills (To Do) aspects of management education as much as Knowledge (To Know) aspect. Though due importance is given to classroom learning, the effort is made to build suitable stimuli into non-classroom learning, on which the participants can base their own self-development architecture.

- Pedagogy Innovations for character and attitude building, developing a mind-set for holistic thinking and recognizing skills for administration, in addition to the conventional inputs towards development of analytic, rational skills. To achieve the same, SPJIMR has evolved combination of both classroom and beyond classroom pedagogic innovations.
- Focus on Value-based Education to develop empathic, and non self-centred leaders.
- Continuous Quality Improvements in all our processes and operations.
- Strong Industry Integration and Alumni Engagement to be able to respond to dynamic marketplace.
- Making participants gain specialised knowledge by taking courses in top business schools in USA.







## Program Overview

---

Acclaimed as one of the finest programs in the area of 'Value Based Leadership Development', the program has consistently built on its unique strength of imparting high quality management education through pedagogic innovations and business-academia interface.

The two year Post Graduate Diploma in Management (PGDM) is a full time, residential program equivalent to MBA offering specialization in Finance, Operations, Marketing and Information Management.

The program is consistently ranked among the top 10 in India, QS: Global top 200 B-School ranked the program 16th in the Asia Pacific.

The program is recognized by AICTE, accorded 'A' grade by NBA and by AMBA (UK based accreditation body) and rated A\*\*\* by CRISIL (S&P).

The program is equivalent to MBA as per Association of Indian Universities (AIU).

## Objectives:

---

The objective of the program is to groom graduates (up-to 5 years work experience) as:

- a) Socially sensitive value driven leaders
- b) Having integrated knowledge of core business functions in the global environment

## Program Learning Goals

---

- To be a value based socially sensitive leader of self and others
- Appreciation for distinctiveness of businesses in India and their interconnectedness with the global environment
- Demonstrate integrative knowledge of selected functional area along with skills for successful implementation
- Develop analytical and decision making skills in the context of the real world



# Program Curriculum

---

The flagship program of SPJIMR is designed to strengthen the knowledge, skills and attitude essential for a successful manager. The program architecture gives greater attention to skills, values and identity while focusing on issues of accountability, ethics and social responsibility. The program comprises of courses which are benchmarked with other leading global B-schools like Harvard, MIT and Stanford.

The program comprises of a foundation module followed by four semesters spread over two academic years.

Year 1 - The first year curriculum aims to strengthen the fundamentals in all areas of functional management and provides a holistic perspective of general management.

The program commences even before the students arrive on the campus, in the form of pre-MBA study material sent to them. On arrival at the campus, all participants go through four weeks foundation module to ensure that they all attain the same level of understanding in the basic issues and concepts related to management. This is followed by two semesters constituting around 500 classroom sessions (each of 70 min duration) ensuring a thorough grounding in fundamentals, as well as building communication, computer and quantitative skills.

The students also develop various managerial traits through the beyond classroom learning initiatives and real-life projects and internships.

Year 2 - The second year provides inputs in the chosen area of specialisation and is customized to the students' career focus and industry requirements. The two semesters in the second year consist of around 360 classroom sessions geared towards an in-depth understanding of their respective fields of specialisation. The students undertake eight-week corporate projects with our industry partners during the second year



## 1st Year

Foundation			Semester I		
Course	Credit		Cluster-I	Cluster-II	Course
<b>Foundation (15-Jun-12 – 11-Jul-12)</b> <ul style="list-style-type: none"> <li>• Business Computation using Spreadsheets 0.5</li> <li>• Financial Accounting 0.5</li> <li>• Introduction to case based learning 0.5</li> <li>• Introduction to Learning Management 1</li> <li>• Micro Economics 1</li> <li>• Quantitative Methods 1</li> </ul> <p style="text-align: right;">Credits 3.5</p>			<b>Semester I (13-Jul-12 – 24-Oct-12)</b> <ul style="list-style-type: none"> <li>• People &amp; Performance</li> <li>• Personal Growth Lab</li> <li>• Business Environment - I (Macro Economics &amp; Economic Environment)</li> <li>• Decision Analysis Simulation</li> <li>• Financial Statement Analysis</li> <li>• Legal Aspects of Business</li> <li>• Managerial Communication</li> <li>• Operations Management - I</li> </ul> <p style="text-align: right;">Credits</p>		
			<ul style="list-style-type: none"> <li>• Business Environment - II</li> <li>• Decision Making Science</li> <li>• Management Accounting</li> <li>• Marketing Management - I</li> <li>• Operations Management - II</li> <li>• People &amp; Performance - II</li> </ul> <p style="text-align: right;">Credits</p>		

## 2nd Year

Course	Credit	Course	Credit	Course	
<b>Semester III (22-Apr-13 – 24-Aug-13) Major: Choose any one Specialization (11 credits to be taken)</b>					
<b>Semester III</b> Manufacturing and Operations	• Manufacturing Planning and Control	1.0	<b>Finance</b>	• Fixed Income Securities and Treasury Management (DSTM)	1.0
	• Logistics and Supply Chain Management	2.0		• Advanced Concepts in Accounting	1.0
	• Managing for Quality & Performance Excellence	1.0		• Financial Derivatives and Risk Management	1.0
	• Strategic Cost Management	1.0		• International Finance	1.0
	• Enterprise Solutions	1.0		• Advanced Corporate Finance	1.0
	• Project Management	1.0		• Corporate Valuation	2.0
	• Service Operations Management	1.0		• Equity Research	1.0
	• Operations Strategy	1.0		• Investment Banking	1.0
	• Theory of Constraints	1.0		• Managing Banks & Financial Institutions	1.0
	• Management Science	1.0		• Portfolio Management & Security Analysis	1.0
	• Lean Six Sigma	0.5		• Project & Infrastructure Finance	1.0
	• Global Supply Chain Management Simulation	0.5		• Financial Risk Management	1.0
				• Mergers & Acquisitions	1.0
				• IT Strategy	
				• Technology Services Management	
				• Enterprise Solutions	
				• Business Analysis and Process Modelling	
				• IT Business Development	
				• IT Consultancy Management & Business Transformation	
				• e-Supply Chain Management	
				• e-Business	
				• Business Intelligence Systems	
				• e-Marketing	
				• B2B Marketing	
				• IT in Banking	
				• IT Product Management	
				• IT Project Management	
				• Application of Project Management: Best Practices using Microsoft (MS Project)	
				• Cloud Computing	
				• Mobile Internet Technologies & Applications for 21st Century	

Autumn Internship (26-Aug-13 – 19-Oct-13) - credits 3

# Architecture

Credit			Course	Credit		
	Semester II	Cluster-I (26-Oct-12 – 26-Dec-12)	Semester II (26-Oct-12 – 25-Feb-13)			
1			• Business Policy & Strategy	1		
1			• Corporate Finance - I	1		
1			• Information Technology in Business - I	1		
1			• Marketing Management - II	1		
1			• Negotiation Skills	0.5		
0.5			• People & Performance - III (HRM)	0.5		
0.5			Credits	5		
6						
			Cluster-II (28-Dec-12 – 25-Feb-13)	• Business Research Methods	1	
		• Corporate Finance - II		1		
0.5		• Ethics in Business (spread across semester) & Gita Shibir (1 + 0.5)		1.5		
1		• International Business		1		
1		• Information Technology in Business - II		0.5		
1	• Written Analysis & Communication	0.5				
1	• Current Thinking in Management (Learnings from Academic Conclave)	0.5				
1		Credits	6			
5.5						
ADMAP (Spread over 1st and 2nd Semester) - Credits 3.5						
Abhyudaya (Spread across 1st year) - Credits 1.5						
Comprehensive Exams (28-Feb-13) - Credits 2						
DOCC (Social Project) (4-Mar-13 – 13-Apr-13) - Credits 3						
Credit	Course	Credit	Course	Credit		
	Marketing		Semester IV (25-Oct-13 – 05-Mar-14)			
			Common / General Electives (7 Credits to be taken)			
1.0			• Consumer Behaviour	1.0	• Entrepreneurial Manager	1.0
1.0			• Product Management	0.5	• Entrepreneurial Marketing	1.0
1.0			• Strategic Brand Management	0.5	• Managing New Business Initiatives (MNBI)	1.0
1.0			• Sales & Distribution Management	1.0	• International Economics	1.0
1.0			• Strategic Marketing & Industrat Simulation	1.0	• Global Competitiveness Sector Analysis	1.0
1.0			• Marketing Execution	0.5	• Gita in Management	1.0
1.0			• B2B Marketing	0.5	• Key Account Management	1.0
0.5			• Rural Marketing	0.5	• Services Management	1.0
0.5			• Retail Shopper Marketing	1.0	• Social CRM	1.0
1.0			• Return on Marketing Investment (ROMI)	0.5	• International Business Strategy and Planning	1.0
0.5			• e-Marketing	0.5	• Blue Ocean Strategy	1.0
0.5			• Market Research	1.0	• Competitive Strategy	1.0
0.5			• Pricing Policy	1.0	• Management Consulting	1.0
1.0			• Marketing Models	1.0	• Marketing Engineering	1.0
0.5			• Marketing Communications	1.0	• Customer Acquisition	1.0
			• Marketplace Ethnography	1.0	• Supply Chain Management	1.0
	• Capstone	1.0	• Banking, Financial Institutions and Markets	1.0		
0.5			• Data Warehousing Data Mining	1.0		
1.0			• Contemporary Leadership Practices	1.0		
			• Micro Economics of Competitiveness	1.0		
			• International Marketing	1.0		
			• Relationship Marketing	1.0		
			• Lean Manufacturing	1.0		
			• Course of Independent Study	1.0		
			Red Book	2.0		
			Special Field Exams	1.0		
Total Credits in 1st Year				36		
Total Credits in 2nd Year				24		
Grand Total (1st year and 2nd year)				60		

1 credit is equivalent to 18 sessions of 70 minutes duration plus 60 hours of reading, projects, assignments etc.





## Pedagogy & Evaluation

The pedagogy is a mix of lectures, classroom discussions, peer learning, case studies, simulations, project work, group studies and participation in national and international events and competitions. Various case studies from the best business schools like Harvard are taken up for discussions in the class. The integration across functional areas leads to a participant becoming proficient in not only his/her specialization area but also other areas catering to business decision making.

While due importance is given to classroom learning, the effort is to build suitable stimuli in non-classroom learning, interaction and internship to facilitate the development of the right attitudes, skills and knowledge on which the participant can base his or her own architecture of self-development. Students are given application exercises and undertake simulation based courses and therefore are encouraged to work in live projects and problems to have first hand management experience.

The choice of pedagogic methods at SPJIMR is based on an important conviction expressed by the following three propositions:

1. The learning experience must result in the enhancement of the capabilities of the individual for actual practice
2. Professional life cannot be devoid of values and social responsiveness
3. The knowledge-seeker must own up the process of education and must accept responsibility for professional growth and development

SPJIMR uses a grading system in all its evaluation methods comprising of quizzes, assignments, case analysis, project work, group exercises, field-work, internships, mid-term assessments and comprehensive examinations. Evaluation is continuous and spread throughout the course delivery.



# Value Based Leadership Development Program

The focus of the 'Leadership Development Program' at SPJIMR is on 'self' - 'Self Management' as the essence of leadership - displaying one's innate abilities, driven by intrinsic and not extrinsic motivation, managing 'self' while influencing others

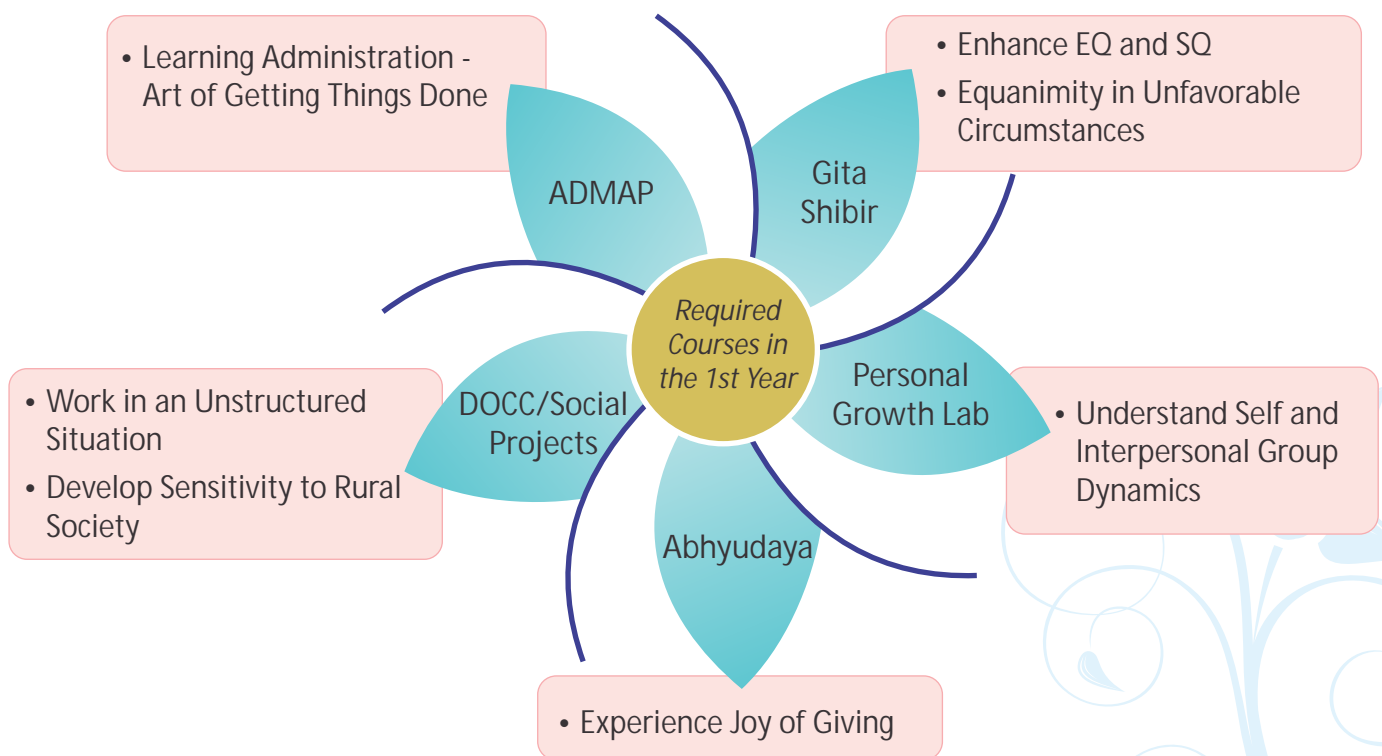
This means combining contradictions; i.e. replacing 'OR' with 'AND'

- Competition and Collaboration
- Western Efficiency and Eastern Ethos
- Personal Benefits and Distributive Justice
- Consumer and Contributor

The objective is to develop amongst the students a 'Value for Values'

- Being collaborative while still remaining competitive
- To be a contributor and not just a consumer
- A 'Non self-centered' attitude
- A practitioner with ability to synthesize interest of self, organization and society

A self managed fulfilling life leads to influencing value based growth of organization and connected members





# Character Building Initiatives at SPJIMR

## SPJIMR Core Values- Influencing Practice & Promoting Value Based Growth

Careful Selection of Candidates – To ensure congruence with and acceptance to our core values

Process	Learning Objectives	Programme	Expected Outcomes	
			Impact on Actions- "DOING" (Aachar)	Impact on Thinking – "BEING" (Vichara)
<ul style="list-style-type: none"> <li>Involvement in Institute Administrative and Academic tasks</li> <li>Influence as a member of a small committee</li> <li>Learning by observation</li> <li>Classroom sessions on administrative theories &amp; frameworks</li> <li>Diary writing- documenting experiential learning</li> </ul>	<ul style="list-style-type: none"> <li>Getting Things Done- both as an individual and group member</li> <li>Permit self-assessment and development on key managerial skills</li> <li>Learning by Doing- a process with utility for lifelong learning</li> </ul>	ADMAP	<ul style="list-style-type: none"> <li>Influence without power</li> <li>Roll up sleeve' when required</li> </ul>	<ul style="list-style-type: none"> <li>Self-learning through experimentation</li> <li>Recognize Importance of Implementation &amp; feasibility</li> <li>Self development skills through experience analysis</li> </ul>
<ul style="list-style-type: none"> <li>6-weeks project in social organization, based in rural areas/urban slums – Study and Action Plan with focus on 12 critical social issues over 37 locations</li> <li>Case development and documentation for continued action, reference and knowledge building</li> </ul>	<ul style="list-style-type: none"> <li>Handle unstructured situation for managerial analysis and inputs; recognize universality of management principles</li> <li>Develop sensitivity to (1) rural India and its heterogeneity (2) poverty and options for its elimination</li> <li>Understand NGOs as an organization form and its importance in Indian context</li> </ul>	DOCC	<ul style="list-style-type: none"> <li>Practical management actions for unstructured environment/ situations</li> <li>Rational, Entrepreneurial, yet grounded to reality</li> </ul>	<ul style="list-style-type: none"> <li>Non Self-Centered to evoke desire to 'give back' to the society</li> <li>Gratefulness for being privileged</li> <li>Accommodative</li> </ul>





Process	Learning Objectives	Programme	Expected Outcomes	
			Impact on Actions- "DOING" (Aachar)	Impact on Thinking – "BEING" (Vichara)
<ul style="list-style-type: none"> <li>Spend 2 hours / fortnight with under-privileged children of municipal schools at their residence in Mumbai slums</li> <li>Develop plan for holistic development for child's ongoing mentoring process</li> <li>Diary writing for self introspection and reflection</li> </ul>	<ul style="list-style-type: none"> <li>Experience the 'Joy of Giving'</li> <li>Learn Mentoring as a skill</li> <li>Develop an ability to unearth human potential &amp; unique abilities</li> <li>Respect for human dignity</li> </ul>	Abhyudaya	<ul style="list-style-type: none"> <li>Mentoring Skills</li> <li>Learn to spot hidden potential in an individual for proactive development- an important leadership skill</li> </ul>	<ul style="list-style-type: none"> <li>Being a contributor and not merely a consumer</li> <li>A sense of gratefulness hence humility of 'what one has' leadership skill</li> </ul>
<ul style="list-style-type: none"> <li>Workshop based on interactions with Swamiji on Gita in management &amp; its relevance</li> <li>Debriefing and Q&amp;A with faculty</li> </ul>	<ul style="list-style-type: none"> <li>Enhance SQ, in turn enhance EQ</li> <li>Equanimity in unfavourable circumstances</li> </ul>	Gita Shibir	<ul style="list-style-type: none"> <li>Ability for Self-Reflection and Introspection</li> <li>Living a balanced life</li> <li>Living intelligently</li> </ul>	<ul style="list-style-type: none"> <li>Greater objectivity; recognize one's subjectivity</li> <li>Contentment</li> <li>Maturity</li> </ul>
<ul style="list-style-type: none"> <li>Review of western OB theories and frameworks- self, IP and group</li> <li>3-day outbound activities at Khandala involving self administered tools and team exercises followed by debrief session with faculty</li> <li>Personal Learning paper for analysis of current 'self' and propose action plan for self development</li> </ul>	<ul style="list-style-type: none"> <li>Explore, Categorize and understand 'Self'</li> <li>Understand Interpersonal and Group Dynamics</li> </ul>	PG Lab	<ul style="list-style-type: none"> <li>Collaborative approach to work</li> <li>Team Skills- behavioural dimension</li> <li>Concurrent role as a team leader and a member</li> </ul>	<ul style="list-style-type: none"> <li>Understanding of self-strengths and weaknesses</li> </ul>







# Global Exposure of Participants

The globalisation efforts at SPJIMR are directed with the objective of developing higher level of professional competency amongst our participants which is expected to result in higher level career opportunities.

## Batch Exposure

At SPJIMR, many participants have handled foreign assignments and have international professional experience with clients like ANZ, Computer Services Corporation, IBM, McKesson, O2 Telefonica, Robert Bosch, Samsung, SAP Labs Ltd., Union Bank of Singapore etc. They have worked in domains like Banking, Network Infrastructure & Security, Software Product Development, Insurance, Supply Chain, Telecom, Business Intelligence and Healthcare. Participants have also been speakers at various international conferences and competitions at locations in Australia, Japan, Switzerland and UK .

## International Faculty

Faculty from business schools across the world visit SPJIMR on a continuous basis to take full courses or modules within the courses. Some of the international faculty members visiting SPJIMR include Prof. Suraj Commuri and Prof. Lakshmi Mohan (University of Albany, USA); Dr. Peridis & Dr Horwath (Schulich School of Business, Canada); Dr. Ashok Ullal (Reutlingen University, Germany); Dr. Mohan Gopalkrishnan & Dr. Janakiraman (Arizona State University, USA); Dr. Simon Benninga (Tel Aviv University, Israel); Dr. Sivakumar (Maryland University, USA) among many others.

## International Students

Students from various universities visit SPJIMR to take courses with our participants. The exchange visits range from a week to a semester. Such diversity in a classroom enhances the peer learning experience and class interactions, besides giving participants a cross-cultural perspective.

Some schools with which SPJIMR has exchange arrangements include Bordeaux Management School, France; ESCP, France; Michigan State University, US; National University of Singapore; Thammasat University, Thailand; Universiti Sains Malaysia (USM); University of Malaysia, Kuala Lumpur; Vlerich Leuven Gent Management School, Belgium etc.

## Exchange Programs at Germany, France, USA, Thailand, Singapore, Belgium, Luxembourg, UK, Israel and Malaysia

To provide international academic exposure and strengthen SPJIMR's international collaboration, participants are selected every year as a part of the ongoing International Exchange Program with the European School of Business, Reutlingen University, Germany; IESEG School of Business, France etc. The program lasts for 8 – 10 weeks and along with a global exposure, the students get invaluable opportunities to work on live consulting projects with renowned companies across the world.

There is also an opportunity for participants to pursue specialised courses in leading foreign B-schools for a full semester to gain such knowledge and skills which can lead to higher level of job opportunities - participants have taken specialised courses in the fall semester at Cornell's Johnson School, Eli Broad College of Business, Michigan State University, Robert H. Smith School of Business, University of Maryland and Schulich School of Business

In the last 2 years, students from our institute have been sent to the following Foreign Universities for exchange programmes: ESB, Cornell, USA; Reutlingen, Germany; IESEG, France; Maryland; MSU; NUS and Schulich. Also our institute over last 2 years has hosted students from: BEM, France; ESCP, France; European Business School, Germany; John F. Welch College of Business at Sacred Heart University Luxembourg; Lancaster University; National University Singapore; Tel Aviv University; Thammasat University, Thailand; Universiti Sains Malaysia; University of Southern California, Marshall School; Vlerick Leuven Gent Management School.







## SPJIMR Participants at International Conferences & Seminars

### HPAIR Harvard Conference, 2012

The Harvard Project for Asia and International Relations, founded in 1991, is an international student conference organized by students of Harvard University to provide a forum for exchange of ideas and discussions on pertinent issues relating to Asia. It is one of the most prestigious conferences in the world which is held in Harvard Cambridge and in Asia. HPAIR speakers in 2012 include William Overholt , Donald Gregg , Arash Alaei, Kamiar Alaei, Kangho Park, Baktybek Beshimov , Shadia Marhaban. In the year 2012, 180 delegates from all over the world were selected after a rigorous selection process which included submission of essays, CVs and an online interview. Out of 14 delegates from India, 6 were selected from SPJIMR.

### 42<sup>nd</sup> Annual St. Gallen Symposium, 2012

Two participants from SPJIMR were selected to be part of the Indian delegation to the 42<sup>nd</sup> edition of the prestigious St. Gallen Symposium. The SPJIMR students were selected on the basis of the thought leadership they displayed in their essays in varying aspects of the theme 'Just Power'. The symposium brought together 200 young 'Leaders of Tomorrow' and facilitated thoughtful discussions and interaction with 600 leaders from across the world.











## Autumn Internships

---

### Why Autumns and not Summers?

SPJIMR – PGDM students undergo autumn internship at the end of third semester and not at the end of the first year for the following reasons:

- The first year curriculum of business studies students are trained on fundamental courses of management, while a project in a company requires specialised knowledge of advanced courses.

The third semester aims to prepare the participants on specialised courses like finance, marketing, operations and information management; thereby enabling the students to apply this specialised knowledge in addressing complex issues in the companies.

- The autumn project backed by advanced knowledge of the chosen specialisation, helps the participants generate greater placement opportunities. The number of pre-placement offers (PPOs) and pre-placement interviews (PPIs) as an outcome of autumn internship has consistently been more than 50 % over the years.

### The Concept

The 'Autumn' concept has resulted in a strong partnership between SPJIMR and the corporate community, yielding more than 100 corporate ambassadors of 'Autumn'. SPJIMR students have earned several accolades from the best organizations in the country for their work.

### The Objectives

- To widen the student's academic perspective by providing an exposure to real life organizational situations i.e. - Drawing parallels between management theory and practice.
- To customize the PGDM curriculum in the second year to an individual's career aspiration.
- To enable an individual to select a specific industry or perhaps even a company

### Benefits to Organisations

- Improved Student Quality: Candidates rich in maturity and experience gained from exposure to challenging, under-managed and unstructured working environments during their DOCC projects in summer are in a better position to take up live projects with Corporates during the Autumns.
- Improved contribution towards project: Enhanced academic inputs, concepts & skills imbibed over 3 semesters, which includes specialization, ensure improved performance of candidates leading to superior contribution to their Autumns projects.
- Evaluation of Candidates to facilitate Pre Placement Offers (PPOs): Unique opportunity to evaluate the candidates from a long-term perspective. This is reflected in the increasing number of PPOs made to Autumn candidates in the past by highly satisfied organisations.



# Autumn Placements 2012

The Autumn Placement for the Class of 2013 successful concluded in the month of August 2012.

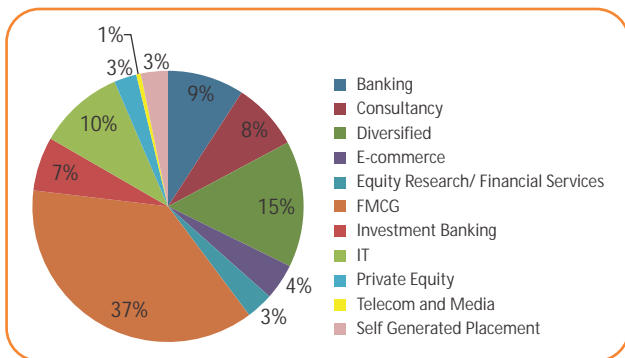
As every year premier companies came to SPJIMR, from diverse sectors such as Financial Services, IT, Investment Banking, FMCG, Private Equity, Manufacturing, Ecommerce, Healthcare & Pharmaceuticals, Media and Consulting. Some of these included prestigious names like Accenture Management Consulting, Citibank, Colgate Palmolive, Flipkart, General Electric, GlaxoSmithKline, Hindustan Unilever Ltd, HT Media, Johnson & Johnson Consumer, JP Morgan, Microsoft, Miebach Consulting, Pepsi, Procter & Gamble, Reckitt Benckiser, TAS among others.

The batch of 176 participants was placed in 47 companies. There were 20 new companies making offers on campus too. These include Accenture Management Consulting, ConAgra, Kraft, Schlumberger, Texas Instruments among others.

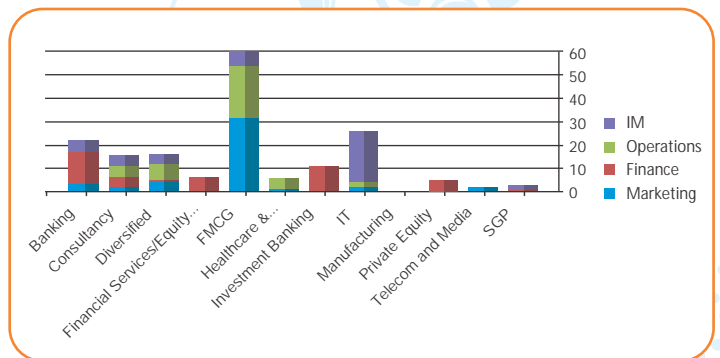
A new concept was tried with FMCG and FMCD companies. A set of pre-decided companies were called together over 2 days. The days earmarked for the process were Day Alfred and Day Albert, named after two of the stalwarts who have provided inspiration to SPJIMR since inception – Albert Einstein and Alfred North Whitehead. Day Alfred or Day Albert were not Day 1 and Day 2 or vice versa; and the entire student population interested in FMCG-FMCD companies were made available for interactions on both days. The new process was designed to send a clear message to all recruiters that they are all equally important to the Institution. The feedback from the Industry on this initiative was very positive and they felt that this process was a move in the right direction.

Overall the trend seems to still pick the best and the brightest and the participating companies were satisfied with their experience.

Sector Wise Breakup Of Companies



Specialization Wise Breakup In Different Sectors



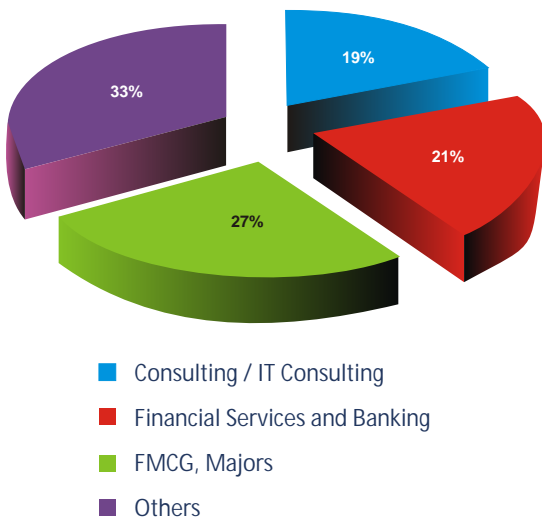


## Placements 2012

SPJIMR enjoys a good reputation with the industry for the high quality managers that it nurtures through a unique pedagogic approach. This year, despite edgy markets, SPJIMR set new records and completed another successful season of placements. The PGDM class of 2012 witnessed 81 companies queuing up to hire participants.

100% of the Class of 2012 were placed on the 1st day of the campus placement process with more than 50% receiving pre-placement offers (PPOs) and pre-placement interviews (PPIs) through their Autumn Internships at top corporate houses, some of which included Aditya Birla Group, Britannia, Citibank, Colgate Palmolive, Flipkart, General Electric, GSK, HSBC, HT Media, HUL, Intel, J&J Consumer, J&J Medical, JM Financial, JP Morgan, McKinsey, Microsoft, Miebach Consulting, Nestle, O3 Capital, P&G, Pepsi, Reckitt Benckiser, TAS, Wipro Consulting among others.

The average salary increased to INR 1.54 million (US \$ 72,500 PPP), a phenomenal increase over last year and the highest salary offered was INR 2.4 million (US \$ 1,13,000 PPP).



Participants in the Batch	176
Participants in the batch opting out of placements	1
Total Number of Offers Made	257
Number of participating Companies	81
Number of First time Recruiters	18
Number of Lateral Offers	131
Total Number of Pre Placement Offers (PPO/PPI)	90
No. of offers per student	1.47

### Key Highlights

- 51% of the class received offers with annual package of above INR 1.5 million (US \$ 71,000 PPP\*)
- 75% of the class received offers with annual package of above INR 1.3 million (US \$ 61,000 PPP)
- The median annual salary for the class was INR 1.52 million (US \$ 72,000 PPP)

\*The PPP conversion factor used for INR to USD was 21.23 Sources: <http://mdgs.un.org/unsd/mdg/SeriesDetail.aspx?srid=699&crd=>



## List of Past Recruiters

---

- 4 'S'
- 3M
- ABN Amro
- Accenture Management Consulting
- Adani Group
- Aditya Birla Group
- Aegis BPO
- AFL
- Airtel
- Alok Textiles
- Angel Broking
- Aptech
- Aptivaa Consulting
- Aricent
- Artherstone
- Asian Paints
- Avalon Consulting
- Avaya
- Avendus Advisors
- Avista Advisory
- Axis Bank
- Bacardi
- Bank of Bahrain & Kuwait
- Bank of Baroda
- Barclays Bank
- Bharti Group
- Big 92.7 FM
- Biotor
- BNP Paribas
- Bosch
- BristleCone
- Britannia
- Cadbury
- Capgemini
- Career Launcher
- Carnation
- Castrol
- CEB
- Chainalytics
- CitiBank
- Cognizant
- Colgate Palmolive
- Conjoin
- Crisil
- Cummins
- Dabur
- Darashaw
- Deloitte Innovation
- Deloitte Malaysia
- Deloitte S&O
- Deutsche Bank
- Deutsche Equity
- Development Bank of Singapore
- Direct I
- DSP Merrill Lynch
- Dun & Bradstreet
- E-Clerx
- Edelweiss
- Eicher Consulting
- Enam Securities
- ERA
- Ernst & Young
- Euro Suisse
- Feedback Ventures
- First Gulf Bank
- Franklin Templeton
- Future First
- GAIL
- GE
- Genpact
- Givaudan
- Global Analytics
- Goldman Sachs
- GSK Consumer
- GSK Pharma
- HCL Gem
- HCL Technologies
- Heinz
- Hewlett-Packard
- Hindustan Coca-Cola Beverages Ltd.
- Hindustan Unilever Limited
- HSBC Technologies
- HSBC ER
- HT Media
- IBM
- ICICI
- ICRA
- IDBI Capital
- IDFC
- IFCI
- IIFL
- IMRB
- Indus Towers
- IndusInd Bank
- Infosys
- ING-IM
- Intel
- Iris Global
- ITC Ltd
- ITW
- JM Financial
- Johnson & Johnson Consumer
- Johnson & Johnson Medical
- JP Morgan
- Kale Consultants
- KPMG
- Macquarie Bank
- Mahindra & Mahindra
- Marico
- Maruti Udyog
- Mastek
- Mckinsey & Company
- Mckinsey Corporate Finance
- McKinsey KC
- Microsoft
- Miebach Consulting
- MindTree Consulting
- Morgan Stanley Advisory Services
- Motilal Oswal
- Motorola
- Mu Sigma
- Nestle
- Nielsen
- Nissan Ashok Leyland
- Nivea
- Novartis
- O3 Capital
- Oracle
- Pepsi
- Philips
- PINC
- PricewaterhouseCoopers
- Prime Focus
- Principal AMC
- Procter & Gamble
- Protiviti
- Ranbaxy
- Reckitt Beckinser
- Reliance Group ADAG
- RIL
- RPG
- SAP GDC
- SBI Capital Markets
- Schlumberger
- SEBI
- Sequitti
- SGP
- SIDBI
- Siemens
- Siemens Information Systems Limited
- Spark
- Standard Chartered Bank
- Star India
- Sterling Oil
- Strides Arco Labs
- Sun Microsystems
- Suzlon
- Swiss Re
- Tata Administrative Services
- Tata Capital
- Tata Consulting Engineering
- Tata Motors
- Tata NYK
- Tata Power Trading Corporation
- Tata Steel
- Tata Strategic Management Group
- Tata Teleservices
- TCS
- TCS BPO
- Tech Mahindra
- Thomson Reuters
- Titan
- United Spirits Limited
- UTI AMC
- Viacom
- Virgin Mobile
- Vodafone
- Wipro Consulting Services
- Wipro Consumer
- Yash Birla Group
- Yes Bank
- Zensar Technologies
- Zyme





# Industry Interface

---

Industry interface is perhaps the most critical differentiator for management institutions worldwide. Apart from the conventional methods of developing corporate interface such as the public relations, organizing guest lectures, industrial visits and seminars; provision of live projects enable the students in associating themselves with the industry on the real life issues.

## Guest Lectures

“Business Leaders Lecture Series” is an initiative of SPJIMR wherein the top leaders of the corporate world are invited to share their thoughts and expectations from the management education. These lectures give participants the perspective of challenges faced by top management of leading companies and hence learn from their experiences.

## Corporate Projects

The main objective of Corporate (Live) Projects is to help the student develop skill set that future leaders require. It also allows them to respond to resource constraints and climate change which forms the basis of corporate world.

## Industry Visits

To provide first-hand practical information about production operations and techniques used in manufacturing industries and help students to build on their academic knowledge, SPJIMR organizes Industrial visits for students to various manufacturing plants/facilities across India. This provides an opportunity for students to understand various processes and practices and relate them to theoretical concepts learnt in classes; thus bridging the gap between theoretical knowledge and its application in industry.

Other Activities at SPJIMR where industry practitioners are involved:

1. Participation in the selection interviews during admissions
2. Participation in the outbound activities/ beyond classroom learnings
3. Mentoring participants
4. Part/ Full involvement in course delivery
5. Full time projects in India and abroad
6. Becoming member of academic council to review curriculum
7. Joint research with academia

## Few Industry speakers

- Ashok Mehra, Global Head, Tata Consultancy Services
- Balaka Niyazee, Associate Director, Procter and Gamble
- Dahnesh Dilkhush, Sales Director - Collaboration (ITES & BFSI) & Country Lead - Workspace Solutions for India & SAARC, Cisco Systems
- Divyank Turakhia, President, Directi Group
- J Rajagopal, Exec VP, Global Head, Tata Consultancy Services
- Lulu Raghavan, Country Director, Landor Associates
- Minal Deshpande, Vice President, Deloitte Consulting India Pvt. Ltd.
- Rajiv Dube, Director, Aditya Birla Management Corp(P).Ltd.
- Rakesh Barik, Managing Director, Deloitte Consulting
- Shailesh Naik, GM and Business Head, ITC's e-Choupal business
- Subramaniam Ramakrishnan, Consultant, Best Buy Canada (Retail Sector)
- Sunil Kothare, Director, Finance-Tax, Citibank
- Umesh Phadke, Country Managing Director, L'Oreal Thailand
- Vivek Sunder, Associate Director, Market Strategy & Planning, Procter and Gamble India



# Academic Conclave

---

## SPJIMR Academic Conclave (SAC)

As a premier business school of Asia, integration of the industry and academia has been SPJIMR's top priority. SPJIMR has continuously strived to integrate education with action oriented research and exposure to best global practices, thereby orienting management studies to meet challenges of an ever changing business environment. The SPJIMR Academic Conclave is a platform for the best minds across the globe to converge and ignite ideas as well as solutions for several critical issues that organizations are facing today. The conclave brings together an ensemble of eminent speakers and panelists who share their experiences and views to throw new light on how the industry and society should prepare to meet newer and bigger challenges. SAC strengthens the synergetic and symbiotic relationship between business and the institute.

### Key Take-aways

- Immerse with a pool of outstanding business practitioners and thinkers from across the globe
- Opportunity to update oneself of the current best practices that are identified and successfully adopted in organizations
- Generate, share and obtain validation of ideas and opinions and get acquainted with complex implementation issues, from several panels of eminent speakers and discussants
- Gain visibility and strategic advantage by participating in enriching discussions
- A platform to network with industry leaders, experts, consultants, academicians from across the world

The Industry discussions are grouped under six functional areas, with a theme of current interest. Six areas are -

- Operation Management
- Information Management
- Finance
- Marketing
- Human Resources
- Consulting

The 3-day event is targeted exclusively towards corporate and is packed with panel discussions, key note addresses, symposia and exhaustive deliberation on emerging trends in management and business environment. Industry participants include representatives and leaders from organizations like, Unilever, KPMG, Mahindra & Mahindra, Deloitte Consulting, Google, CISCO, IBM, McKinsey & Company, PWC, Microsoft Corporation, Reliance Industries, Ogilvy and Mather to name a few. Acclaimed global academicians and thinkers including Mr. L. Radhakrishnan, Chairman JNPT, Prof. Dipak C. Jain of INSEAD, Dr. T. V. Rao, Founder President National HRD Network have also graced the SAC platform.

## SPJIMR Marketing Impact Awards (SMIA)

SMIA is an annual event conducted by SPJIMR to felicitate those corporate in various domains that have solved a business problem or exploited a market opportunity with marketing initiatives that have made significant impact on business top-line and bottom-line. Corporates send in their entries detailing the initiative and the top four cases are presented by organizations in front of an eminent jury. SMIA, which started in year 2004 is now a well-respected and acknowledged event in corporate circles. Every year, more than 100 corporate participants attend the awards ceremony.





# SPJIMR Marketing Impact Awards 2012

Best Practices & Current Thinking

Saturday, January 14, 2012



## SPJIMR FINANCE CONCLAVE

INNOVATIVE FINANCING AS A SOURCE OF COMPETITIVE ADVANTAGE: THE ROAD AHEAD

JANUARY 14<sup>th</sup>, 2012



## SPJIMR Operations Management Symposium

ENHANCING GLOBAL COMPETITIVENESS THROUGH EFFECTIVE SUPPLY CHAIN MANAGEMENT

JANUARY 12<sup>th</sup>, 2012



## SPJIMR Academic Conclave 2012

JANUARY 12<sup>th</sup> - 14<sup>th</sup>



# DRIVE

DRIVING BUSINESS TRANSFORMATION: CARVING A NEW ROLE FOR THE CIO

Saturday, January 14, 2012



## IT DRIVEN BUSINESS TRANSFORMATION: CARVING A NEW ROLE FOR THE CIO

JANUARY 12<sup>th</sup>, 2012



## SPJIMR Academic Conclave 2012

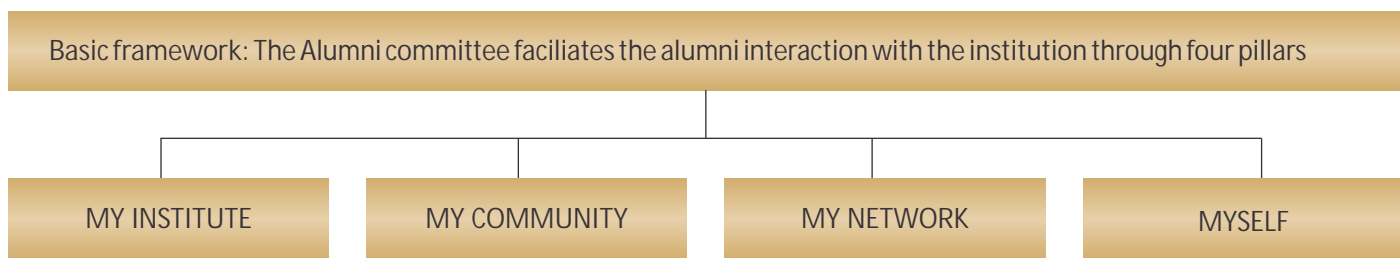
JANUARY 12<sup>th</sup> - 14<sup>th</sup>

# Alumni Engagement

SPJIMR Alumni network spans across the globe. From the first batch of PGDM program which passed out in 1983, today we have more than 2300 active members in our alumni network. At SPJIMR, we believe that alumni are the true ambassadors of institute and are the epitome of values, beliefs and philosophy that SPJIMR stands for.

SPJIMR has dedicated team of students designated as Alumni Committee working towards creating a network that maintains symbiotic relationship between the alma mater and its alumni.

The alumni relations team comprising of a dedicated group of faculty and student members facilitates constant interactions with the alumni, maintain support mechanisms for the alumni network and create a healthy and sustainable relationship with the alumni, by the current student community at SPJIMR.



SPJIMR organizes chapter meets across various cities in India and abroad once a year to facilitate alumni interactions. The Annual Alumni event- Spandan is organized in December on campus where alumni from across the programs are invited to network and revisit the nostalgia. We have a tradition of felicitating the batches who passed past 25 years, 15 years and 5 years. There are day long reunions for the senior alumni from the 25 year and 15 year pass out batches.

Other activities organized by SPJIMR Alumni office include:

- Continuing Management Education for Alumni (CME for Alumni) which covers workshops and MDPs organized by the institute either free or at a nominal cost
- Participation of alumni in Seminars, Conclaves and Conferences
- Outdoor Nature Recreation and Entertainment activities for alumni
- ALPAL – the mentoring program where alumnus mentors a small group of current students and makes friends for life
- VartALAap – the knowledge transfer series where alumnus comes to campus to talk to the current students
- ALMart the merchandise store for alumni who wish to buy SPJIMR merchandise

## Our Alumni



"S.P. Jain is a place where you challenge all limits. All in all, an environment where the teacher is your friend, mentor and guide. If I could do it again, I would."

Viren Popli  
Head, TV and Digital Initiatives  
Mumbai Mantra (Mahindra & Mahindra)  
Ex-Sr. VP, Star TV



"The tremendous creative vision in the design of various programs at SPJIMR is unique. SPJIMR has a buzz that promotes confidence with an atmosphere of freedom, encourages independent thinking, spirit of innovation and empowers to be yourself."

Mr. N.S. Krishnan  
Founder & CEO,  
KATLYST (based in Chennai)





"I must say the best two years of my life...learnt lots of new things...Taught me the work-life balance."

Krishnagopal  
Group Head  
Mahindra British Telecom



"The two years at SPJIMR taught me critical life skills ..... to look at businesses in a holistic manner ..... and most importantly, made me a better individual in every sense of the word".

Rakesh Bhutoria  
Managing Director  
Head - Local Corporates  
Standard Chartered Bank



"SPJIMR provided me with the knowledge and leadership skills for the perfect start to my marketing career."

Neil George  
Country Head of Marketing,  
Reckitt Benckiser –  
Netherlands



"S.P. Jain reinforced the value that I learnt growing up. It taught that in business the same rules apply as they do in personal life. Businesses are about people and one can never go wrong with being honest . I must say that I am very privileged to have got my MBA from SP Jain!"

Juhi Jotwani Kumar  
Program Director  
IBM Corporation

## Making a Mark...



Guneet Singh  
Lead, Consumer Marketing  
Google India



Lulu Raghavan  
Country Director  
Landor Associates



Rajesh Jejurikar  
President  
Zee Enterprises



Sunil Lulla  
CEO and MD  
Times Global Broadcasting



Vijayan Subramani  
Managing Director  
RBS Global  
Banking & Markets



Vipin Sharma  
Director  
Gold Mint India



Umesh Phadke  
Country Managing Director  
L'Oreal India



Indrajit Gupta  
Chief Editor  
Forbes India



## Events & Activities



### UDDYAM

UDDYAM is the SPJIMR annual entrepreneurship and innovation event. Focused at bridging the gap between entrepreneurs, innovators and investors, the event brings to forefront business ideas that can be commercialized into a successful enterprise. The event calls for participation from 2-3 member teams from institutes. 6 plans are presented before an elite panel of judges who evaluate the plan for feasibility. The top 3 winning entries receive cash prizes.

### OJAS

OJAS is the annual business festival of SPJIMR. It encompasses the various disciplines of management education by bringing them together under its theme-based flagship events. Cultural events, band competitions and LAN Gaming form the pulse of OJAS. It brings together the business acumen, intellect, exuberance, endurance and creativity. OJAS promises to bring together the intelligentsia and talent across B-schools during the power-packed 3 days.

### SPRINT

SPRINT is the annual B-school sporting extravaganza of SPJIMR. It celebrates the spirit of sportsmanship but inspires to win the war. With 450+ participants each year across the top 20 B-schools of the country, SPRINT has indeed casted itself as the behemoth to host the best of the sports-persons. The 12 sporting categories include a plethora of indoor and outdoor sporting challenges like swimming, chess, football, cricket to name a few. SPRINT upholds the spirit of winning but closely guards the humility of the true sportsman. During the 3 days charged with adrenaline rush, SPRINT brings out the courage, passion and the best in participants!



### GASP

Theatre has immense learning associated with it for every manager to be lies at the heart of "Guild of Actors at SP" in short GASP. A voluntary student initiative under ADMAP, it is a testimonial to the creative capabilities of PGDM participants and is SPJIMR's very own theatre group. Driven entirely by students, it culminates in a full length play presented by team GASP to SPJIMR's family members. An annual event that scales new heights of creativity year on year, GASP is known for its intense plays and is a highpoint of life at SPJIMR.

## SPANDAN

SPANDAN is the annual SPJIMR alumni meet. With the intent of building lasting and fruitful associations between the alumni and the alma matter, SPANDAN is conceptualized to create a perfect setting for the reunion of the different batches of SPJIMR students. The event includes performances by the current batch of students and is followed by a networking dinner. The event is organized by under the alumni committee which is a student body working towards building sustainable relations with the alumni of the institute.



## Ehsaas

The annual event of SPJIMR's Center for Development of Corporate Citizenship celebrates the enduring nature of human spirit and gives one and all a reason to smile. Ehsaas is a platform where participants of various programs mingle with differently abled children to reassure them of their role in the society. In sync with SPJIMR's philosophy of Social relevance & responsiveness, this platform brings together various organizations working with differently abled children and B-school community. An event high on social impact on budding managers, Ehsaas is all about sensitivity and mutual respect.



## Hastantaran

The essence of Abhyudaya lies in its ability to touch people's lives and Hastantaran is its focal point. The annual event of Abhyudaya, this is where the chosen sitaras are handed over from their previous mentors to the new ones. This is where the end of an eventful year for a mentor and begins with a new chapter in the life of another. Setting the tone for year long mentoring, this forges new bonds and begins a new phase in the life of a PGDM participant not to forget the ripple effect it causes on one and all involved in Abhyudaya. Hastantaran reinforces one's faith in the truly unique initiative- Abhyudaya and its offerings to the society at large.

## Lock Stock & Trade

SPJIMR, along with the National Entrepreneurship Network (NEN), organizes the event LOCK STOCK & TRADE or LST, which is an annual entrepreneurship event, aiming to inspire the younger generation towards entrepreneurship. In LST, student teams representing the entrepreneur and investment banker (or venture capitalist) present selected real life entrepreneurial businesses to the audience. These businesses are open for evaluation and trading by the audience who, acting as investors, mock 'invest' in shares of their choice. The stocks are allotted through bidding (Dutch Auction Process) and the ultimate stock prices are determined by the market forces. At the end of the day, the winning 'investors' are those with highest value portfolios and the winning 'company' is that which has the highest market capitalization. The game provides opportunity for many a player to bid, trade and build their portfolio, and experience...the Dalal Street excitement.





## Admissions 2012

---

### Duration

PGDM is a two-year full time residential program

### Eligibility

Bachelors, Degree (10+2+3) or equivalent from a recognized university in any discipline candidates studying in their final year can also apply.

## Application Procedure

---

Applications are to be filled online only. The Application processing fee is Rs.1200 and can be paid by Credit Card, Net Banking or Demand Draft favouring 'S.P. Jain Institute of Management & Research' payable at Mumbai. The draft should be addressed to the Admissions Coordinator, SPJIMR. Payment can also be made in the form of cash at the following cash collection counters:

1. Centres of IMS Learning Resources Private Limited (Selected Branches)\*
2. Cerebral Heights (All Branches)\*
3. Career Forum (All Branches)
4. Times Pvt. Ltd.

*\*The list of selected branches and other details regarding the same can be obtained from the institute website <http://spjimr.org/pgdm/admissions.asp>*

## Selection Process

---

Exams Considered: CAT, XAT or GMAT. The interview process is scheduled during January through March. The list of candidate short-listed for interviews is released in stages starting from mid-January. The first profile based shortlist is released before the CAT/XAT results are declared and is based on academic performance, versatility in extra-curricular activities and relevant work experience. Subsequent lists are released once the CAT results are declared and consider the results as one of the selection criteria as well. There are additional 36 seats for PIOs and foreign nationals over and above the 240 seats, from the academic session 2013-15. In addition NRIs and OCIs, will have the opportunity to apply. All the short listed candidates would be eligible for the first round of interview. Candidates who clear the first round will appear for a second round on the same day.

Interviews are conducted in various metro cities across India.

*Please note: All admissions to SPJIMR are strictly on merit basis. There is no management quota. The entire admission process is on qualification basis and no intervention is possible.*

# Fee Structure

Following is the fee structure for PGDM 2012-2014 batch

	1st Year Fees	2nd Year Fees
Admission Fee	20,000	--
Tuition Fees (Inclusive of Library, Internet, Outbound activity and events etc.)*	3,50,000	3,50,000
Course Material	30,000	30,000
Placement Fees	-	20,000
Development fee	35,000	35,000
Total	4,35,000	4,35,000
Hostel fee / accommodation (triple sharing) # Including Maintenance & Security of Hostel (boarding and utility)	40,000	40,000
Mess Charges (Approx. Rs. 50,000 /- Per Year)	To be paid directly to the mess Contractor	
Cost of Laptop	Rs. 50,000 approx.** (Subject to change)	
Medi-claim policy	To be taken directly	

\* The fees given is for 2012-14 batch and is subject to revision.

\*\* Does not include print-outs, photocopy and other consumables.

# A limited number of rooms are available on twin sharing basis on payment of additional Rs. 17,500 per person. Allotment is on first come first serve basis









# Campus Facilities and Infrastructure

---

## The Mumbai Advantage

The vibrant SPJIMR Campus is spread over an expanse of 45 acres in the heart of Mumbai city, the commercial capital of India and a global financial hub. Mumbai offers students and professionals alike, limitless business opportunities for further growth and development. Its high standard of living attracts people from across the country and abroad, making it a potpourri of diverse communities and cultures.

The campus is located opposite the famous Andheri Sports Complex and is in close proximity to the posh Mumbai suburbs including restaurants, shopping malls, entertainment and recreation areas, hospitals and medical centers. The area is well connected with express highways, easily accessible by foot and close to Andheri Station.

The campus is equipped with all the modern amenities characteristic of a world-class educational establishment. With a variety of pedagogic, co-curricular and extra-curricular activities and resources available on the campus, it encourages a highly enhanced learning experience.

The campus though modest and humble, comprises of several renovated buildings with excellent residential facilities, cafeterias, classrooms and learning centers with state-of-the art audio and video equipment and 24-7 wireless connection. The classrooms are both stepped and leveled to facilitate discussions and customized to the needs and requirements of various programmes. The entertainment facilities include an Open Air Theatre, playing fields and jogging tracks. The campus also boasts of a Lake, Cultural Center, Botanical Garden, Yoga Kutir and Institute of Holistic Health Sciences.

## The Hostel

One of the key contributors to an effective and intensive learning experience is living on campus. SPJIMR is equipped with excellent residential facilities that strengthen the feeling of belongingness and provide students the necessary impetus to a more cohesive learning environment. Besides easy access to library and computer facilities, the recently upgrade hostel facilities include amenities like television, table-tennis tables, water filters and coolers, coffee vending machines as well as washing machines. Moreover, all rooms are networked and students are connected through a 24-hour Internet facility, SPINX, the Institute Intranet and messaging applications. The SPJIMR students find themselves a part of a bustling, vibrant and virtual community that extends participatory and interactive learning beyond the classroom. Besides encouraging a better peer group interaction for group study and non-classroom activities, it also promotes an informal atmosphere for students-faculty interaction.







## The Library

The Library with its repertoire of management literature is the focal point of the institute. The fully computerized library offers 27 different types of learning media. With a collection of over 18,000 volumes including the most recent publications in diverse areas of business, economics and management, 150 foreign and Indian business journals and periodicals, audio-video cassettes and CD-ROMs, the Library is well-reputed to be the best in Mumbai. It also stocks the annual reports of several companies, products profiles and directories and subscribes to a host of online database like Thomson Learning, EBSCO Premier, CRISINFAC, CRISIL GVC, ISI Emerging Markets, Prowess Client and Cline. Moreover, SPJIMR has ensured an arrangement with other libraries including the British Council Library, American Resource Center and World Trade Centre Library for wider access and information research. The recently renovated Library is equipped with Reading Room and Reference Section and is open 24 hours a day.

## IT Facilities

The IT Centre is equipped with state-of-the-art Client Server architecture with educational software and analytical tools including management games as well as computers, laptops, printers, scanners and projectors thereby encouraging its pedagogy of non-classroom learning. The E-learning facilities, which include comprehensive study materials also allows students to take tests online. All students are provided with laptops, which facilitate learning at their time and pace, as well as allowing them to submit their assignments online. The institute has installed network printers in the Institute as well as the hostels. With a 768Kbps and 4 ISDN line backbone, SPJIMR is now all set to implement video conferencing technology for various initiatives such as improved industry interaction, virtual classroom courses from foreign universities etc.

## Amphitheatre

Learning is extended beyond the classroom to an amphitheatre set amongst the scenic surroundings of a botanical garden and lake. The open-air amphitheatre known as Pranganga provides the perfect ambience for open classroom sessions, interactions, academic and cultural events.

## Executive Training Centre

The new and renovated air-conditioned state-of-the-art Executive Training Centre has a capacity to seat 40 participants and equipped with modern audio-visual training aids.

## Sports Facilities

The SPJIMR campus is in proximity to Andheri Sports Complex, giving participants an opportunity to indulge in sports of their choice. Campus also has jogging track, cricket field, basketball field, and facilities for indoor games.

# Our Distinguished Faculty

## CORE FACULTY

Dr. Shrikant M.L., Hon. Dean  
DBA Harvard, MBA (Finance) Cornell,  
M.S.(Mech.) University of Illinois, B.S.  
(Prod.) Michigan Technology University

Dr. Iyer Sessa R., Director  
Ph.D. (Operations Management), M.Tech,  
B.Sc., FICWA

Prof. Merchant Parimal  
Director, FMB Program  
AICWA, BGL, B.Com.

Prof. Gabula Abbasali  
Deputy Director - External Relations &  
Administration  
MBA (International Institute of  
Management, Geneva), B.E. (Mech, VJTI,  
University of Bombay)

Prof. Advani S.P.  
Chairperson, International Operations  
PGDBM (Mumbai University),  
B.Tech. (Mech, IIT, Bombay)

Dr. Agarwal Upasana  
Ph.D. (IIT Bombay), PGDM, MLL, B.A.

Dr. Bahadur Umesh  
Ph.D. (IIT Kharagpur), PGDBM (XLRI),  
B.Sc. Engg (BHU)

Prof. Balasubramanian G.  
M.Com, B. Law (Mumbai University), Fellow  
Member, ICAI, Fellow Member, ICSI,  
Graduate Member, ICWAI

Prof. Bhoola Vanita  
PGDCA (IGNOU), MCA (IGNOU), B.Com

Prof. Chandrani Prem  
Chairperson, International Relations  
FICWA, ACA, MBA (Finance and Strategy),  
London Business School/Wharton, ACMA  
(UK), CISA (USA) B.Com (Hons.) Delhi  
University

Dr. Chattopadhyay Atish  
Dy. Director, PGDM Program  
Ph.D. (Marketing), PGDBM, DHM

Prof. Dalal Samish  
MBA (Univ. of Queensland), B.Com.

Dr. Das Suranjan  
Fellow in Management (IIM A),  
M.Sc. (Economics)

Dr. Deepa Ray  
Ph.D. (MSIS, Oklahoma State University)  
MS (Telecomm Mgmt), B.E. (Electronics Engg)

Prof. Dhir Lata Vidyut  
M.Phil (Psychology), M.A. (Psychology)

Prof. Divatia Aditi  
M.C.A, M.Sc. (Maths, M.S. University of  
Baroda)

Dr. D'Souza Keith  
Fellow in Mgmt. (IIM A), PGDM (Personnel  
Mgmt & Industrial Relations), B.A.

Prof. D'Souza Oscar  
PGD. (HISc), M.Sc., MMM, B.Sc.

Dr. Garimella Somayajulu  
Ph.D. (Osmania University); MBA(University  
of Texas, USA), B.Tech (NIT, Warangal) M.Sc

Dr. George Preeta  
Ph.D. (Economics), M.A. (Economics)

Dr. George Sajeev  
Ph.D. (IIT Bombay), M.Tech., B.Tech.

Prof. Jagasia Jyoti  
M.S. (Software Systems), B.Sc. (Maths),  
B.Sc. (Tech)

Prof. Jayaraman R.  
MBA (IIM-B) and MS (Met Engg)  
(Univ of British Columbia, Canada)

Prof. Joshi Rukaiya  
Chairperson, PGCDM Program  
M.Phil., DMS, M.Com., B.Com.

Prof. Kamath Renuka  
PGDM (Mktg., TAPMI, Manipal),  
M.Sc. (Chemistry)

Dr. Karmakar K. G.  
Ph.D., MFM, BSc

Prof. Krishna Malay  
MBA (Vanderbilt University, Nashville),  
M.Tech. (Biochemical Engineering, IIT Delhi)

Prof. Kshirsagar S. D.  
Advisor  
PGDIA (Manchester), M.A. (Eco., Mumbai)

Prof. Kulkarni Anil B  
PGDM (IIM C), B.Sc.

Prof. Kulkarni Bindu  
MBA (IM), B.E. (Comp Sc.)

Prof. Lakshminarayanan Srivatsan  
B.Com, ACA, CFA, CISA

Prof. Lalwani Suresh G.  
M.Com., CAIIB

Dr. Mallik Debasis  
Ph.D., M.Sc. (Eco), B.Sc. (Hons)

Prof. Mattoo Nirja  
Chairperson, DOCC  
MSW (Nirmala Niketan, Mumbai), 'Training on  
Advocacy' at the School of International  
Training, Washington

Dr. Mody Pallavi  
Ph.D. (Eco), M.Phil., M.A.

Prof. Mohan Harsh  
Honors Degree in Electronics Engg (BITS  
Pilani), P.G. (International Trade, (IIFT)

Prof. Mukhopadhyay Jiban  
M.A. (Eco), B.A. (Hons)

Prof. Nair Latha  
BCom, MMS, ICWAI

Dr. Narain Uma  
Fulbright Fellow, Ph.D.

Prof. Narayanan Radhika  
MBA (Mktg.), Leadership & Training Program  
(LMI, Texas), Dip in Counseling & Guidance,  
B. Com.

Prof. Palekar S. K.  
Chairperson, PGEMP Program, MMS (Mktg),  
M.Sc. (Physics), B.Sc.

Dr. Pattnaik R. K.  
Ph.D. (Economics); IIT Bombay, Mumbai

Prof. Ramu S.  
MBA, B.Sc.

Prof. Rao M.S.  
Chairperson, CED  
PGDBA (IIM A), B.Sc. Engg. (Electrical,  
REC Bhopal)

Dr. Sharma Ashita Aggarwal  
Ph.D., PGDM, MMM, B.A. (Hons Eco)

Prof. Sivaraman Vasant  
PGDM (Finance, IIM C)

Prof. Subramani Vijayan  
Chairperson, Centre for Financial Services  
MMS (Marketing, BSc (Engineering))

## ADJUNCT FACULTY

Prof. Commuri Suraj  
Ph.D. (University of Nebraska-Lincoln), MBA  
(University of Nebraska-Lincoln), MM, B.E.

Dr. Datta Sumita  
Ph.D., PGD. (PM & IR), B.Sc.

Prof. Desai Gautam  
BE (Elec.), BE (Mech.), MS (Mech. Eng.)  
Univ. of Illinois (USA)

Prof. Dhand Umesh  
FDP (IIM A), MBA, B.Com.

Prof. Fernandes Macario  
BSc, MA, MBA/MMM, PG-DORM, PG-DFM, EDP,  
Honours Graduate in Leadership Management  
(Peter Drucker Institute of management,  
London)

Prof. Iyer Raghu  
Fellow of the Institute of Chartered  
Accountants of India

Dr. Mazumdar Arup  
Ph.D., International Graduate School of Business,  
University of South Australia; Graduate Diploma  
in Research Methods, University of South  
Australia; PGDM (Marketing), IIM (B); B.Sc  
(Mathematics), University of Calcutta

Prof. Mehta Apurva  
Associate Professor  
M.I.M (Thunderbird, USA); M.M.S. (JBIMS,  
Mumbai Univ); BCom.

Prof. Menon Anil  
PhD in Mergers & Acquisition, MMS (Fin), B.E.  
(Prod)

Dr. Mohan Lakshmi  
Ph.D. (Mathematical Statistics, Columbia  
University)

Prof. Murti V. K.  
PGDMS, PGDMM, B.Com.

Prof. Parameswaran K.  
MST (I), CAIIB, B.Sc.

Dr. Parikh Shrikant  
PMI, Ph.D. (Comp. Sc.), M.S. (Comp. Sc. &  
Engg.), B.E. (Elec.)

Prof. Sanjay Doctor  
Technical Degree in Broadcast Production and  
Engineering, Columbia College - West  
Hollywood, USA. MEP (IIM-A).

Prof. Shukla Virendra  
M.A. (Personnel Mgmt & IR), B.Com.

Prof. Sood Suraj  
Jt. Chairperson, FMB, Dip. In Personnel Mgmt &  
IR, MBA (Mktg.), B.Pharm

5Prof. Vaidya Anil  
DBA (UK), MBA (USA), CISA, CISM.

Dr. Yadav Hansraj  
Doctorate in Sacred Philosophy (USA)

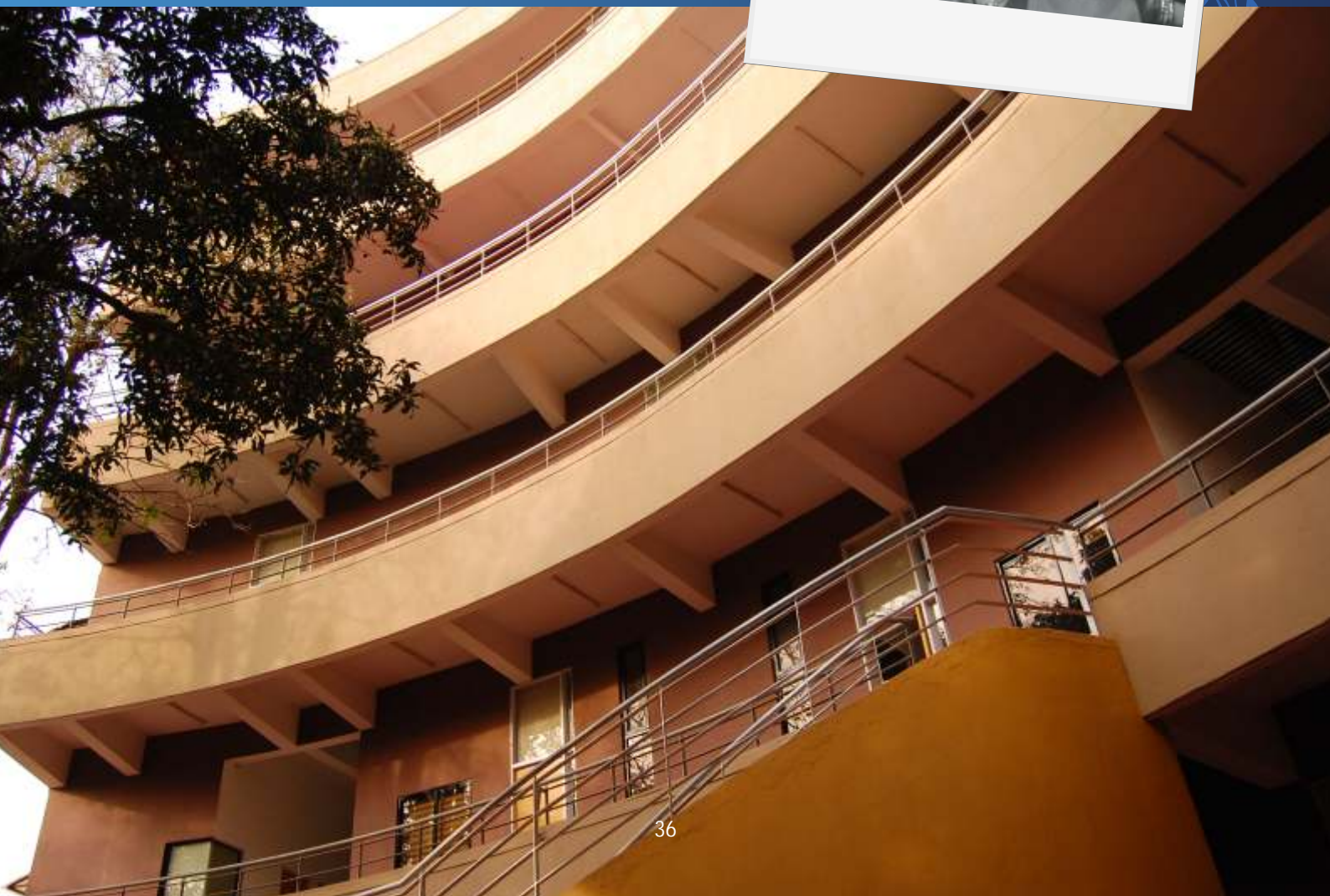


## Our Achievements

- Consistently Ranked among top 10 B-Schools in India.
- AIU (Association of Indian Universities) recognizes the 2-year full time PGDM programme as equivalent to an MBA degree.
- Accredited by AMBA, a UK based global accrediting agency.
- QS Global Top 200 Business Schools 2011: Employer's Choice Survey has ranked SPJIMR as the 16th most favoured business school by the employers in Asia Pacific region
- NBA continues to grant the PGDM program, a 'A' grade status.
- Rated A\*\*\* by Crisil
- Set up EU-India Study center in India in association with ESB, Germany & supported by European Union
- One of the five institutions selected by Wadhvani Foundation out of 189 Indian Institutions to become the member of National Entrepreneurship Network.
- The only Asian institute invited by Aspen Institute, US to develop pedagogy for Teaching Improvement Program (TIP) and integrating CSR in the management curriculum.
- Collaborated with IBM to set up SSME center in India

### SPJIMR Advantage

- Integrated Leadership Development Program inculcating "Value for Values"
- Global recognition for 'Abhyudaya'
- GMAC-MET Fund and DOCC Team MBA awards
- Three distinct internship opportunities: Social sector, corporate and abroad
- Tie-up with top global B-Schools to pursue specialised courses abroad
- Located in the heart of Mumbai – commercial capital of India
- Audited placement reports as per IPRS
- Availability of need based scholarships



# Program Highlights

- Participants have taken specialized courses during the fall semester at Cornell's Johnson School, Eli Broad College of Business, Michigan State University, Robert H. Smith School of Business, University of Maryland and Schulich School of Business
- Significant increase in number participants going for international exchange programs in USA, Europe and South East Asia and participants from international B-Schools (ranging from Malaysia, Singapore to France and Germany) taking courses along with PGDM participants at SPJIMR, Mumbai
- Increased participation of participants in global events like St. Gallen's Symposium (Switzerland), BGRC (China), HPAIR- Harvard (USA) and The Negotiation Challenge (Paris), NUS Stock Pitch Competition (Singapore), L'oreal Brandstorm (Paris), Novartis-Biotechnology Leadership Camp (Switzerland) etc
- Participants won several prestigious National Corporate Competitions like Accenture's Stratstruck, Tata Business Leadership Awards, HUL's LIME, The Mahindra War Room, Novartis Bio Camp, Yes Bank Challenge, Citi Women's Leadership Award etc
- Participants developed cases based on DOCC projects - Two such cases figured amongst top 10 cases in the ISB-Ivey Case competition -2011
- SPJIMR won the Team MBA 'All School Award', for its commitment towards promoting and supporting social engagement through school-led programs, services, institutional culture, and community outreach
- GMAC MET Fund 2012, USA has awarded 'Abhyudaya' USD 163000 grant for its pedagogic innovation in the Ideas to Innovation (i2i) Challenge as the "Big Idea to Solve Big Problem". 'Abhyudaya', the only initiative awarded from India, is the Big Idea for preparing socially sensitive business leaders of tomorrow
- An 'Abhyudaya Sitaras' was selected to attend the Global Youth Leadership Summit in San Deigo, USA
- 'Abhyudaya Sitaras' attained 100% results in the SSC examination, nine 'Sitaras' scored above 80%
- PGDM participants successfully organized the workshop on 'Leadership Development' in association with IIM-A and IIM-C. The workshop was led by Prof. Srikant Datar of Harvard Business School
- Courses offered by international faculty:
  - E-Marketing
  - Market Research
  - CRM
  - Management Science
  - Product Development & Innovation
- New electives like Global Supply Chain Management, Mobile Internet Technologies and Applications, Microeconomics of Competitiveness, Lean Manufacturing, Relationship Marketing and Marketplace Ethnography were introduced
- Interactions of the batch with eminent professors like Prof. Srikant Datar of Harvard Business School, Prof. Nirmalya Kumar of London Business School and Prof. Deepak C. Jain of INSEAD
- Autumn Process 2012 – The batch of 176 participants were placed in 47 companies. There were 20 new companies making offers which included the likes of Accenture Management Consultants, ConAgra, Kraft Foods, Schlumberger and Texas Instruments among others

36 additional seats are made available for Persons of Indian Origin (PIOs) and foreign nationals, from the academic session 2013-15. In addition NRIs and OCIs, will have the opportunity to apply

Improved ranking in all the major B-School surveys:

- Business World: 4
- Business Standard: 6
- Business India: 7
- Outlook: 8
- The Week: 8
- Hindustan Times: 9
- CNBC TV C-Fore: 9
- MBAUniverse: 9

QS Global 200 - SPJIMR ranked 16 in Asia Pacific







BHARATIYA VIDYA BHAVAN'S

---

## S.P. Jain Institute of Management & Research

---

Bhavan's Campus, Munshi Nagar, Dadabhai Road, Andheri (W), Mumbai 400 058, India  
Tel.: +91-22-2623 0396/ 2401/ 7454 Fax: +91-22-2623 7042 Website: [www.spjimr.org](http://www.spjimr.org)

