



FORE SCHOOL OF MANAGEMENT, NEW DELHI

ADMISSIONS 2013



LEARN TO LEAD

CONTENTS

President's Message	2
Director's Message	3
The Executive Board	4
The Academic Council	5
The Academic, Administrative Team & Area Chairpersons	6
Accreditations & Linkages	7
About FORE	8
State-of-the-art Infrastructure	10
The PGDM Programmes	13
Admission Procedure	14
Academic Programmes	16
Centres of Excellence	26
FORE Publications	27
The Faculty	28
Beyond the Classroom	34
Centre for Entrepreneurship Development	36
Management Development Programmes	37
Students' Placement & SIP	38
Distinguished Alumni	40
Admissions Calendar-2013	41



MISSION

**To achieve and sustain Leadership in Management Education,
Research, Consultancy and Development.**



PRESIDENT'S MESSAGE



BESIDES MERIT, ENCOURAGEMENT IS GIVEN TO DIVERSITY IN TERMS OF GENDER, ACADEMIC BACKGROUND AND WORK EXPERIENCE. CANDIDATES FROM NORTH EASTERN AREAS WITH HIGH PERCENTILE IN CAT WERE ALSO GIVEN DUE CONSIDERATION.

Last year the admission response at FORE School of Management was overwhelming. In spite of intense competition among the leading B Schools of India, our institution attracted a large number of applications for its two-year full-time programmes, in fact, one of the highest among private business schools. We take pride in having selected 240 students from a rich pool of applicants.

The admission process at FORE School of Management is highly competitive, rigorous and transparent. All the students were selected purely on the basis of merit, while taking into consideration their CAT percentile, work experience, academic performance, group discussion and personal interview.

Besides merit, encouragement is given to diversity in terms of gender, academic background and work experience. Candidates from North Eastern areas with high percentile in CAT were also given due consideration.

We assure our students a fair, objective and impartial selection process.

R.C. Sharma

DIRECTOR'S MESSAGE



AT FORE SCHOOL OF MANAGEMENT, NEW DELHI STUDENTS ARE EXPECTED TO HAVE AN ENRICHING AND LIFE-TURNING EXPERIENCE WHICH WILL ENABLE THEM TO REACH NEW HEIGHTS IN THEIR LIFE.

For the past three decades FORE has successfully created a position for itself as a leader in management education, research, consultation and training. This year the 22nd batch of students for our full-time and part-time PGDM programmes and the 7th batch of students for the PGDM-International Business programme will be given admission. We lay foremost emphasis on enhancement of student's knowledge base and sharpening of professional skills through various curricular, co-curricular and extra-curricular activities.

At FORE School of Management, New Delhi students are expected to have an enriching and life-turning experience which will enable them to reach new heights in their life. The curriculum we offer are constantly upgraded to be in sync with the industry requirements. Our faculty members are highly qualified and they maintain high standards of teaching which is constantly sharpened with their contributions through research publications, seminars, conferences, etc. at the national and international levels. Our key to success has been the opportunity we create for our students to interact closely with the corporate. We enjoy excellent goodwill with the corporate world who generously contributes to our various academic processes. To facilitate all this we have Centres of Excellence to enhance domain specific research and training amongst faculty members and entrepreneurship among students. We have collaboration with various institutions and universities in India and abroad to give our students better academic exposure. FORE provides a conducive environment for learning and personality growth.

I wish to thank you for showing your interest in FORE School of Management, New Delhi. As a prospective student, you are welcome to explore options that may be available to you in our various academic programmes and do not hesitate to contact us for additional information. As a parent of a student we assure you of a very enriching and fruitful time that your ward will be spending with us.

Dr. Jitendra K. Das

THE EXECUTIVE BOARD



Dr. G.V.G. Krishnamurty
Chief Patron
Former Election
Commissioner of India



Mr. R.C. Sharma
President
Former Director - CBI
Govt. of India



Mr. R.P. Billimoria
President - Emeritus
Former Chairman - Public Enterprises
Selection Board Govt. of India &
Former Chairman - Steel Authority of
India Limited (SAIL), Indian Airlines & NMDC



Dr. B.B.L. Madhukar
Vice President (Finance) & Treasurer
Former CMD - MMTC



Col. (Dr.) S.P. Wahi
Member
Former Chairman - Oil & Natural
Gas Corporation (ONGC)



Dr. Vinayshil Gautam
Member
(Founder Director IIM-K, First
Head-DMS IIT-Delhi, Chairman-DKIF)
A Al_Sagar Emeritus Chair Professor,
IIT Delhi



Dr. Yasho V. Verma
Member
Chief Operating Officer
LG Electronics India Pvt. Ltd



Ms. Shibani Varma
Member
Trustee, Dr. Gopal Das
R. D. Varma Charitable Trust
Industrialist



Mr. T.C. Venkat Subramanian
Member
Former Chairman & Managing Director
Export-Import Bank of India



Dr. Jitendra K. Das
Director - FORE
Ex-Officio Member



THE ACADEMIC COUNCIL

Mr. R.C. Sharma

President - FORE
Chairman, Academic Council

Mr. R.P. Billimoria

President Emeritus – FORE
Member

Dr. B.B.L. Madhukar

Vice President (Finance) & Treasurer - FORE
Member

Dr. Vinayshil Gautam

A Al_Sagar Emeritus Chair Professor
DMS, IIT - Delhi
Member

Dr. Abad Ahmad

Former Pro Vice Chancellor
Delhi University
Member

Dr. Yasho V. Verma

Chief Operating Officer
LG Electronics India Pvt. Ltd., Greater Noida (UP)
Member

Mr. P. Dwarakanath

Director – Group Human Capital
Max India Ltd., New Delhi
Member

Mr. Suresh Tripathi

President (Human Resources)
SRF Limited, Gurgaon
Member

Prof. Archana Shukla

Dean (Noida Campus), IIM Lucknow, Noida
Member

Dr. Jitendra K. Das

Director – FORE
Member

Chairman (PGP)

FORE School of Management, New Delhi
Secretary, Academic Council



THE ACADEMIC, ADMINISTRATIVE TEAM & AREA CHAIRPERSONS

The Academic Team	
Director	Dr. Jitendra K. Das
Chairman PGP	Prof. Qazi Asif Zameer
Executive Chairperson - Admissions	Prof. Sanghamitra Buddhapriya
Chairperson - Placements	Prof. Anita Tripathy Lal
Chairperson - MDP	Prof. Freda J. Swaminathan
Chairperson - Student Affairs	Prof. Vinay Dutta
Chairperson - Doctoral Programme	Prof. Hitesh Arora
Professor-in-Charge - Recruitment, Ranking & Regulations	Prof. Subhasis Bera
Secretary - Faculty Council	Prof. Shalini Kalra Sahi
The Administrative Team	
Chief Administrative Officer (CAO)	Air Cmde. (Retd.) S. K. Midha
Head - Librarian	Mr. Rajesh Kr. Bhardwaj
Manager - Systems	Mr. Sunit Datta
Manager - Publications	Ms. Mareena Mathew
Dy. Registrar (Academics)	Mr. Chandra Prakash
Manager - Admissions	Mr. Dilip Gopalkrishnan
In charge - Accounts	Mr. V. Murlidharan
Assistant Manager - Establishment	Mr. Y. K. Mehta
Area Chairpersons	
Economics and Business Policy	Prof. Mathew Joseph
Finance & Accounting	Prof. Vinay Dutta
Information Technology	Prof. S. Chandrasekhar
International Business	Prof. Ravikesh Srivastava
Marketing	Prof. Qazi Asif Zameer
Organisational Behaviour & Human Resource Management	Prof. Sanghamitra Buddhapriya
Quantitative Techniques & Operations	Prof. Hitesh Arora
Strategic Management	Prof. Vinay Asthana



ACCREDITATIONS & LINKAGES

Recognitions & Accreditations

- The PGDM courses at FORE are AICTE approved (All India Council for Technical Education)
- The institution is in the process of acquiring accreditations from Association of Indian Universities (AIU), New Delhi and National Board of Accreditation (NBA)
- FORE is rated as A*** rating, which is the highest rating by CRISIL Ltd., Mumbai.

International Collaboration

FORE School has collaborations and tie-ups with some of the leading International Universities and Institutions for student and faculty exchange programmes; conducting seminars and conferences on common interest and for sharing of expertise and resources. Some of the Universities/Institutes are:

- ESC Rennes School of Business, France
- Asian Institute of Technology (AIT), Thailand
- Savannah State University, Georgia, USA
- University of New Brunswick, Canada
- Harvard Business School Publishing Corporation (HBSP), USA
- Jamia Hamdard University for Ph.D. Programme

Institutional Membership

- All India Management Association (AIMA), New Delhi
- Asian Regional Training and Development Organization (ARTDO), Philippines
- Association of Indian Management Schools (AIMS), Hyderabad
- Association of Management Development Institutions in South Asia (AMDISA)
- British Council Library, New Delhi
- DELNET, New Delhi
- Education Promotion Society for India (EPSI), New Delhi
- India Habitat Centre, New Delhi
- Indian Society for Training & Development (ISTD), New Delhi
- Management Libraries Network (MANLIBNET)
- National HRD Network (Delhi Chapter), New Delhi
- National Institute of Science Communication and Information Resources (NISCAIR), New Delhi
- The Indus Entrepreneurs (TiE), New Delhi
- The Associated Chambers of Commerce and Industry of India (ASSOCHAM), New Delhi
- The American Library, New Delhi



**A TRUE LEADER RISES
IN ADVERSITY.**

ABOUT FORE

Foundation for Organisational Research and Education (FORE) is committed to the advancement of Management Education, Research, Training and Consultancy.

Established in 1981 as a non-profit institution, FORE has been working with industry and academia for developing new domains of managerial thought and education and contributing to the process of building leaders in today's global business environment. FORE has been setting benchmarks in management education for the last 22 years. This is aptly reflected in the Top rankings by leading B Schools surveys of the country and in the recent survey conducted by CRISIL - a leading Ratings, Research, Risk and Policy Advisory Company in India. It has awarded A*** grading (the highest rating level) for the Delhi-NCR Level to both our two year PGDM and IBM programmes at FORE.

Located in the heart of South Delhi, FORE provides contextual learning and helps in the development of students as thinking professionals, who have the ability to meet the upcoming challenges for tomorrow's corporate leaders.





The programmes offered at FORE School of Management aim at developing multiple skills including managerial decision-making, problem-solving, analytical reasoning, communication, creativity and innovation.

The Institute has a Board of Directors with representatives from government, academic institutions and industry. The Institute has also an Academic Council consisting of eminent professionals from industry, government and other academic institutions.

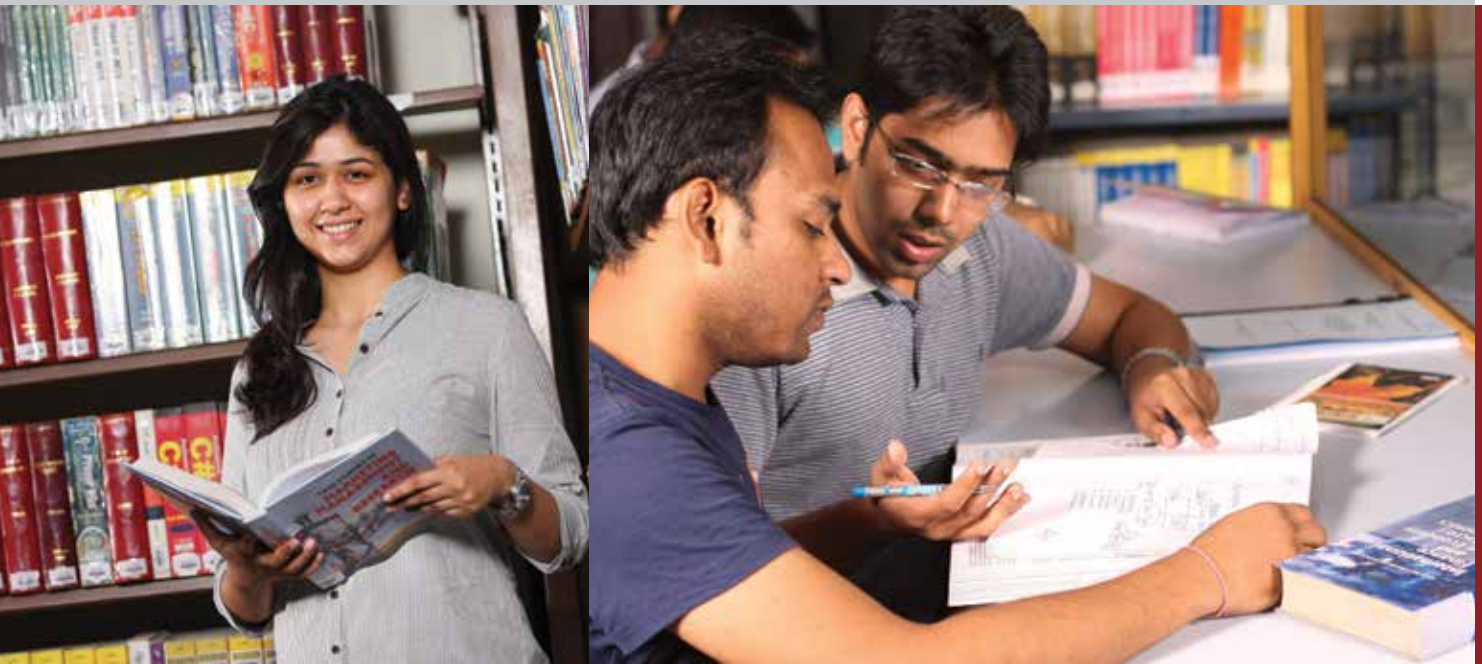
FORE takes pride in its professional and high-quality faculty in the fields of General Management, Strategic Management, Human Resource Management, Finance, Operations, Marketing, Information Technology, Economics and International Business. The faculty are drawn from leading national & international institutions and industries who are engaged in extensive research and consultancy, and possess myriad management skills. Eminent personalities and senior corporate professionals are invited from time to time to share their experiences and discuss real world managerial practices and market opportunities/ challenges with the students.

STATE-OF-THE-ART INFRASTRUCTURE

- Fully Air conditioned, dust free, well furnished classrooms with audio-visual facilities
- Construction of new class rooms in theatrical style with state-of-the-art facilities
- Air conditioned auditorium (Virajam) with seating capacity of 300 persons
- A well furnished and very spacious fully air conditioned Conference Hall (Pragya) with audio, video facilities with a capacity to accommodate more than 100 participants/students
- Leased hostel facility
- Subsidized canteen facility
- Reprographics, Fax, STD/ISD and Internet facility



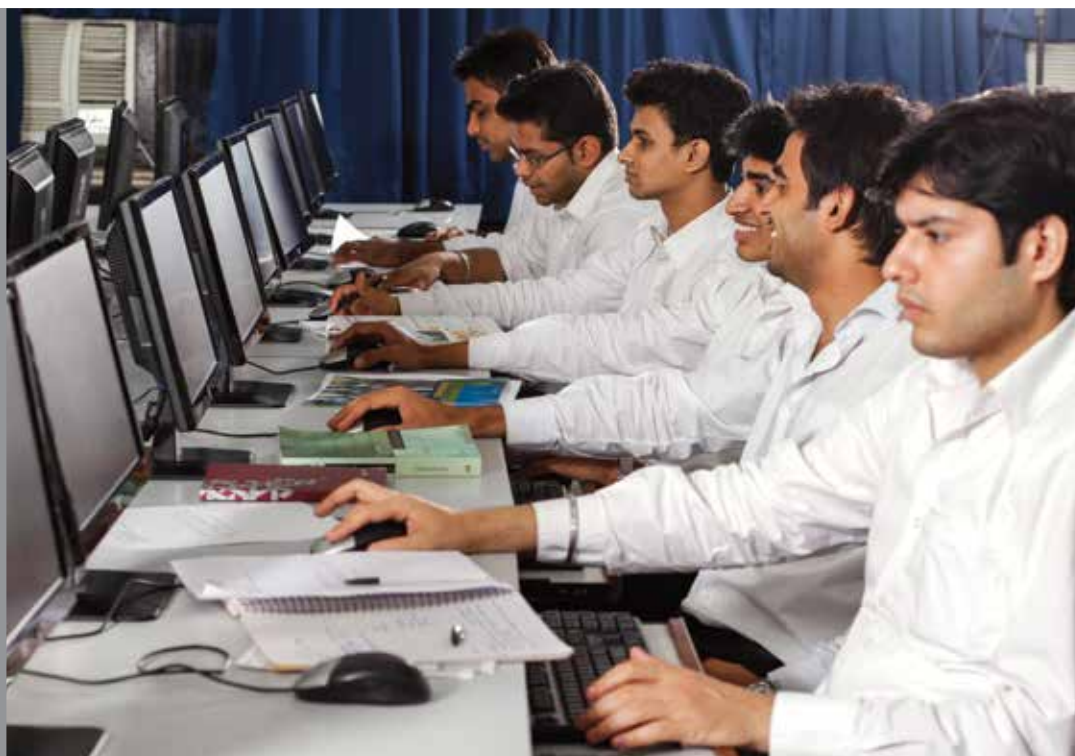
LEADERSHIP IS IN ATTITUDE AND IN ACTION.



The library is well equipped with latest IT tools and equipments to collect, store, retrieve, and disseminate information.

LIBRARY AND INFORMATION CENTRE

- FSM Library is one of the best managed library with the collection of more than 24000 documents (books, back volumes of journals, reports, government publications and other non-book material) on all areas of knowledge focused on business, management and other allied subjects. Library has been receiving 16 national and international newspapers, 160 national and international print journals and magazines
- FSM Library is centrally air-conditioned, fully computerized and facilitates networked environment, internet connectivity through Wi-Fi and campus wide intranet.
- The library is well equipped with latest IT tools and equipments to collect, store, retrieve, and disseminate information. A number of computer systems are installed to access the library resources and services. All major functions of the library are computerized by using a leading, web-enabled, multiuser, integrated library management software, which provides single-window search facility to access the information resources available in library. The users may access their library account and search the OPAC (library catalogue) at their desktop 24X7.
- Our Library subscribes to EBSCO online Database, ABI/INFORM Proquest Complete, Sage Journals Online, which includes 6500 full text foreign journals on Management and related topics. Apart from this library subscribes to financial, company and statistical database, e.g., CMIE Prowess, Capitaline Plus, Indiatat.com, etc.
- We are subscribing to an online database of newspapers & magazines called Pressdisplay which covers 1880 publishers from 95 countries and an anti plagiarism online software called Ephorus which helps faculty members to ensure the originality in research papers and project reports, etc.
- FORE is a member of DELNET, (a network of more than 4000 libraries) through which our library exchanges information resources with member libraries.
- We subscribe to regular Institutional Library membership of British Council Library, American Center Library, NISCAIR Library, and Professional Membership of Management Libraries Network (MANLIBNET).



Computer Centre

The Computer Centre has state-of-the-art computing facilities that are available to Students, Faculty and Departments. It includes branded PCs/Laptops with SUN, IBM and HP servers connected through Ethernet LAN. All these nodes have access to the Internet through a 14 MBPS dedicated leased line on Fibre optics with redundant bandwidth from TATA Communications. Facilities for printing through high speed Color/Mono Laser Jet Network printers and Scanning are available.

Application software like SPSS, Minitab, Rational Suite Enterprise, SAS, MS-Project, Crystal Ball, Oracle, SQL Server, Visual Studio, etc. are extensively used. Company database Prowess & Capitaline Plus are used for Market research and Data analysis.

Entire network is protected with Cyberoam CR300i UTM in combination with Antivirus, Anti-Spam, Bandwidth Management and multiple gateway with Auto Fail-over feature. All the nodes are secured from virus, spyware/malware with Symantec Endpoint Protection, centrally monitored from the Antivirus server.

Entire campus is fully Wi-Fi enabled with Ruckus wireless consisting of ZoneFlex Smart Wi-Fi access points with ZoneDirector 1000 controlling the Access Points.

Besides Faculty and Staff members, each student is also allotted a mail-id. The mail server and web server are hosted in the computer centre itself. Sun storage has been installed for back up purpose. The institute will be implementing its Campus Management System shortly. The existing mail server has been replaced with a very high end server with high TB storage capacities.

Faculty-students interaction is done through e-learning/e-working software Claroline.



THE PGDM PROGRAMMES

Full Time Programmes

Programme	Title of Post Graduate Diploma	Duration
Future Managers Group (FMG)	Post Graduate Diploma in Management	Two years
International Managers Group (IMG)	Post Graduate Diploma in Management (International Business Management)	Two years

Part Time Programme

Programme	Title of Post Graduate Diploma	Duration
Working Managers Group (WMG)	Post Graduate Diploma in Management (for working executives)	Three years



**LEADERSHIP AND LEARNING ARE
INDISPENSABLE TO EACH OTHER.**



ADMISSION PROCEDURE

The Institute admits students with a proven caliber to perform. Admission to the two-year full-time Post Graduate Diploma in Management and two-year full-time Post Graduate Diploma in Management (International Business Management) is facilitated through a rigorous selection process which requires highly competitive CAT scores and performance at Group Discussion & Personal Interview. The students are handpicked by the experienced faculty along with a professional from the industry. This ensures that the students perform remarkably well in academics during their two year stint at FORE and later go on to achieve great success professionally.

Eligibility

- The candidate must hold a Bachelor's degree with minimum 50% marks in aggregate of all the subjects studied at any of the Universities incorporated by an Act of Central or State Legislature in India or other Educational institutions established by an Act of Parliament or declared to be deemed as a University under Section 3 of UGC Act 1956 or possess an equivalent qualification recognized by the Ministry of HRD, Govt. of India. The Bachelor's degree or equivalent qualification obtained by the candidate must entail a minimum of 3 years of education after completing Higher Secondary Schooling (10+2) or equivalent.
- Candidates appearing for the final year degree examination in the year 2013 can also apply subject to furnishing the proof of having passed graduation by Tuesday, October 1, 2013 and obtaining minimum 50% marks in aggregate total of all the subjects studied failing which the provisional admission will be cancelled and no fee will be refunded in lieu thereof.
- All candidates are required to take the Common Admission Test (CAT) conducted by IIMs.

Selection Criteria

- Short listing is done on the basis of CAT percentile.
- Final selection is based on CAT percentile, academic performance, work experience and performance in group discussion (GD) & personal interview (PI). *(Some selection criteria may be added/ removed as considered appropriate by the Institute)*

How to Apply

- Candidates can apply online <http://www.fsm.ac.in/signin.php> . For online application submission candidates need to pay ₹1650 either through credit/debit card or can send the Demand Draft made in favour of “FORE School of Management”, payable at New Delhi along with the print of the E-mail confirmation of the application submission.
- Candidates can also apply on the prescribed Application Form available at the reception of FORE School of Management by paying ₹2000. Admission Brochure and pay-in slip can be downloaded from http://www.fsm.ac.in/adm_fulltimepgdm.html. In case a candidate is interested in applying for both PGDM & PGDM-IBM Programmes, he/she is required to fill two forms separately.
- Candidates can apply either in Self Sponsored Category or Company Sponsored Category. Candidates applying under Company Sponsored Category need to download the format from the website and submit the Company Sponsored Certificate in the given format within the stipulated timeframe. Change in category is not allowed.
- Candidates shortlisted for GDPI must fill up the “**Information Sheet**” online compulsorily before appearing the process.

Admission Fees

We offer an enriched and value added program encompassing the following:

- Our placement activities and compensation offered to our students matches the best that the industry offers.
- We offer scholarships to needy students with excellent academic performance.
- We provide an opportunity (as per our schedule) to all two year full time students to attend a one week’s compulsory **International Immersion Program** at a location outside India, the cost of which is included in the fee of the program.
- We provide ample opportunities to our students to engage in a variety of co-curricular and extra-curricular activities for their holistic development.
- Besides the well qualified core faculty at FORE, we invite industry leaders to take courses and special sessions for students to discuss the best business practices etc.

Our fees plan is as follows:

Programme	Self Sponsored Category	Company Sponsored Category
PGDM	₹ 11 lacs	₹ 16.50 lacs
PGDM-IBM	₹ 11 lacs	₹ 16.50 lacs

The above fee is inclusive of tuition fee, library charges, computer centre usage charges, cost of books and reading material and compulsorily attending an International Immersion Program.

Merit-cum-Means Scholarships

FORE School of Management offers scholarships to meritorious students for PGDM and PGDM-IBM Programmes. The Merit-cum-Means Scholarship is provided on the basis of academic performance and student’s aggregate family income.

This scholarship provides for 100 per cent tuition fees waiver (Category-I), or 50 per cent tuition fees waiver (Category-II) or 25 per cent tuition fees waiver (Category-III) to students selected for this scholarship as per the rules of the institute.



**LEADERSHIP IS CONVICTION AND
THE WILL TO CARRY ON.**

ACADEMIC PROGRAMMES

PGDM - Future Managers Group

The Two Year Full Time Post Graduate Diploma in Management–Future Managers Group Programme (PGDM–FMG) is designed to train and groom the future managers at FORE.

Objectives

- To have comprehensive understanding of the corporate world
- To integrate the theoretical knowledge with the practical aspects of organizational settings and techniques of management
- To acquire conceptual and analytical abilities required for effective decision making
- Evolve with the dynamic and complex working environment

Learning Outcomes

The students will be able to:

- Demonstrate the skills, knowledge and attitudes necessary to gain employment in the corporate sector or in family businesses
- Identify and evaluate options for developing strategies in business situations
- Use a range of practical tools and techniques for conducting business
- Identify potential market opportunities in the Indian and global market
- Describe and identify the implications for Indian business
- Analyse and evaluate the issues that arise out of the greater integration of the Indian economy and businesses with the global environment
- Identify and respond appropriately to differences in business culture and ethics in the international business arena

Academic Calendar

First Year	Term 1, 2, 3 (Mid-June – March)	Core Courses
	April-June	Summer Internship
Second Year	Term 4, 5, 6 (Mid-June – March)	Core & Elective courses

Instructional Methodology and Pedagogy

The instructional methodology comprises of an optimum mix of lectures, classroom discussions, case studies, role-plays, group discussions, special sessions from professionals from industry and trade, management games, sensitivity training, management films, industrial visits and industry interaction. Students are encouraged to present their cases through individual or group presentations. Further opportunity is provided through participation of students in various seminars.

Courses in First Year

Term-I

Sl. No.	Subject	Credits
1.	Marketing Management-I	1
2.	Financial Accounting	1
3.	Basics of IT & MIS	1
4.	Managerial Economics	1
5.	Human Behaviour in Organization	1
6.	Managerial Communication	1
7.	Decision Making Models	1

Term-2

1.	Marketing Management – II	1
2.	Management Accounting	1
3.	Networking & Internet Technology in Business	1
4.	Macro Economics	1
5.	Human Resource Management	1
6.	Business Statistics	1

Term-3

1.	Corporate Finance	1
2.	E-Commerce	1
3.	Business Environment	1

4.	Advanced Communication and Analysis	1
5.	Operations Management	1
6.	Business Ethics	0.5
7.	Business Research Methods	0.5
8.	Strategic Management-I	0.5

(All are compulsory courses)

Courses in Second Year

Core Courses

Term-4

1.	Strategic Management -II	1
2.	Organisational Design & Change	1
3.	Electives	6*

Term-5

1.	Legal Aspects of Business	1
2.	Electives	6*

Term-6

1.	Interpersonal Skills	0.5
2.	Electives	4*

**Courses are subject to change*

Elective Courses

The Second year students of PGDM (FMG) are required to complete exactly 16 credits from the elective courses during the second year in the areas of Marketing, Finance, OB & HR, IT, Operations, International Business, Business Policy, Strategic Management and Foreign Languages. A student may specialize in two functional areas. For Specialization-I, the student has to register for a maximum of 7 credit courses and minimum of 5 credit courses in that area. For Specialization-II, the student has to register for a maximum of 5 credit courses and minimum of 4 credit courses in that area. The student is not permitted to specialize in any third area and he/she has to opt for the balance credit of courses from the remaining areas.

Term-4

Marketing

Sl. No.	Subject	Credits
1.	Consumer Behaviour	1
2.	Customer Relationship Management	1
3.	Sales & Distribution Management	1
4.	Advanced Marketing Research	1
5.	Rural Marketing	0.5

Finance

1.	Management of Commercial Banks	1
2.	Security Research & Portfolio Management	1
3.	Risk Management and Financial Derivatives	1

Human Resource

1.	Personnel Management Industrial Relations	1
2.	Training & Development	1
3.	Competency Mapping	1
4.	Personal Growth Lab	1

Operations

1.	Total Quality Management	1
2.	Advanced Statistical Methods	1

3.	Project Management	1
4.	Materials Management	1

Information Technology

1.	Business Intelligence	1
2.	Strategic Management of IT	1

Economics & Business Policy

1.	New Venture Planning	0.5
----	----------------------	-----

International Business

1.	Commodity Trading & Price Risk Management	1
2.	Export Marketing	1
3.	Starting an Exim Enterprise	1
4.	Trade & Environment	1

Foreign Language

1.	Spanish Language, Part-I / or French Language, Part-I	1*
----	---	----

*Those who opt for a Language Part-I course in Term-4, they will have to compulsorily take that Language Part-II in Term-5.

Term-5

Marketing

1.	Strategic Brand Management	1
2.	B2B Marketing	1
3.	Services Marketing	1

Finance

1.	Personal Wealth Management	1
2.	Management of Financial Services	1
3.	Project Appraisal and Financing	1
4.	Behavioural Finance	1

Human Resource

1.	Performance & Compensation Management	1
2.	Strategic HRM	1
3.	Labour Legislation	1
4.	Effective Business Communication through Theatre Techniques	1
5.	Effective Leadership Communication	1

Operations

1.	Supply Chain Management	1
2.	Service Operations Management	0.5
3.	Advanced Operations Management	1
4.	System Dynamics	0.5

Information Technology

1.	Excel Based Modelling	1
2.	Enterprise Resource Planning	1
3.	Requirement Gathering & Analysis	1

Business Policy

1.	International Economics & Trade	1
----	---------------------------------	---

International Business

1.	Business in Asia Pacific	1
2.	Doing Business in China	1
3.	Import Management	1

Foreign Language

1.	Spanish Language-Part-II/or French Language-Part-II	1*
----	---	----

Strategic Management

1.	Capstone Business Simulation	1
----	------------------------------	---

Term-6**Marketing**

1.	Retail Management	1
----	-------------------	---

2.	Integrated Marketing Communication	1
3.	Digital Marketing (jointly with IT area)	1

Finance

1.	Merchant Banking : Corporate Resource Raising from Capital Market	1
2.	Corporate Restructuring: Mergers & Acquisitions	1
3.	Foreign Exchange Risk Management	1

Human Resource

1.	Negotiation Skills	1
2.	Written Analysis & Communication	1

Operations

1.	Six Sigma	1
2.	Operations Strategy	1
3.	Quantitative Analysis for Management	1

Information Technology

1.	Business Development in IT	1
2.	IT Trends for Business	1
3.	Managing Software Projects	1
4.	Knowledge Management	0.5
5.	Digital Marketing (jointly with Marketing area)	1

Economics & Business Policy

1.	Corporate Governance	0.5
2.	Corporate Social Responsibility	0.5

International Business

1.	Trade & Geopolitics	0.5
2.	WTO & International Trade Policy	0.5
3.	Intellectual Property Rights	1

(Courses are subject to change)



PGDM - International Managers Group

The Two Year Full Time Post Graduate Diploma in Management - International Business Management (PGDM-IBM) programme aims at preparing students to take up careers in corporate houses and family businesses engaged in International Business operations.

Objectives

- To develop and train participants for assuming positions of responsibility in corporate houses and family businesses
- To provide a thorough grounding to the participants in the conceptual framework of management theory, in the skills appropriate to managerial practice, as well as in the essential issues in international business operations
- To equip the participants for working in a competitive global environment enabling them to face confidently the pressures and challenges of the new millennium
- Evolve with the dynamic and complex emerging Global environment.

Learning Outcomes

The students will be able to:

- Analyse and evaluate the issues that arise out of the greater integration of the Indian economy and businesses with the global environment
- Identify and describe the implications of trends within international business for Indian corporate houses
- Identify and respond appropriately to differences in business culture and ethics in the international business arena
- Use a range of practical tools and techniques for conducting international business
- Demonstrate the skills, knowledge and attitudes necessary to gain employment in the corporate sector or in family businesses globally
- Identify and evaluate options for developing strategies in international business situations
- Identify potential opportunities in the global market.

Academic Calendar

First Year	Term 1, 2, 3 (Mid-June – March)	Core Courses
	April-June	Summer Internship
Second Year	Term 4, 5, 6 (Mid-June – March)	Core & Elective courses

Instructional Methodology and Pedagogy

The instructional methodology comprises of an optimum mix of lectures, classroom discussions, case studies, role-plays, group discussions, special sessions from professionals from industry and trade, management games, sensitivity training, management films, industrial visits and industry interaction. Students are encouraged to present their cases through individual or group presentations. Further opportunity is provided through participation of students in various seminars.

Courses in First Year

Term-1

Sl. No.	Subject	Credits
1.	Marketing Management-I	1
2.	Financial Accounting	1
3.	Information Technology in Business Trade & Industry	1
4.	Business Economics	1
5.	Managerial Communication	1
6.	Quantitative Methods	1
7.	Starting an Exim Enterprise	1
8.	Global Business Environment	1

Term-2

1.	Marketing Management-II	1
2.	Corporate Finance	1
3.	E-Business & Data Security in International Environment	1
4.	International Economics	1
5.	Human Behaviour in Organization	1
6.	Decision Making Models	1
7.	Trade Logistics	1

Term-3

1.	International Marketing Management	1
2.	Marketing Research	0.5
3.	International Corporate Finance	1
4.	Cross Culture & Diversity Management	0.5
5.	Interpersonal Skills	0.5

6.	Production & Operations Management	1
7.	International Trade Procedure and Documentation	1
8.	WTO and International Trade Policies	0.5
9.	Regional Trade Blocks	0.5

(All are compulsory courses)

Courses in Second Year

Core Courses

Term-4

1.	International Business Strategy	1
2.	Dissertation (Term-4 & Term-5)	2
3.	Electives	6*

Term-5

1.	Electives	5*
1.	Dissertation (Continued from Term-4)	

Term-6

1.	Electives	3.5*
----	-----------	------

*Courses are subject to change

Elective Courses

The Second year students of PGDM (IMG) are required to complete exactly 14.5 credits from the elective courses during the second year in the areas of Marketing, Finance, OB & HR, IT, Operations, International Business, Business Policy, Strategic Management and Foreign Languages. A student may specialize in two functional areas. For Specialization-I, the student has to register for a maximum of 7 credit courses and minimum of 5 credit courses in that area. While for Specialization-II, the student has to

register for a maximum of 5 credit courses and minimum of 4 credit courses in that area. A student is not permitted to specialize in any third area and he/she has to opt for the balance credit of courses from the remaining areas.

Term-4

Marketing

Sl. No.	Subject	Credits
1.	Consumer Behaviour	1
2.	Customer Relationship Management	1
3.	Sales & Distribution Management	1
4.	Advanced Marketing Research	1
5.	Rural Marketing	0.5

Finance

1.	Management of Commercial Banks	1
2.	Security Research & Portfolio Management	1
3.	Risk Management and Financial Derivatives	1

Human Resource

1.	Personnel Management Industrial Relations	1
2.	Training & Development	1
3.	Competency Mapping	1
4.	Personal Growth Lab	1

Operations

1.	Total Quality Management	1
2.	Advanced Statistical Methods	1
3.	Project Management	1
4.	Materials Management	1

Information Technology

1.	Business Intelligence	1
2.	Strategic Management of IT	1

Economics & Business Policy

1.	New Venture Planning	0.5
----	----------------------	-----

International Business

1.	Commodity Trading & Price Risk Management	1
2.	Export Management	1
3.	Trade & Environment	1

Foreign Language

1.	Spanish Language, Part-I/or French Language, Part-I	1
----	--	---

*Those who opt for a language Part-I course in Term-4, they will have to compulsorily take that language Part-II in Term-5.

Term-5

Marketing

1.	Strategic Brand Management	1
2.	B2B Marketing	1
3.	Services Marketing	1

Finance

1.	Personal Wealth Management	1
2.	Management of Financial Services	1
3.	Project Appraisal and Financing	1
4.	Behavioural Financing	1

Human Resource

1.	Performance & Compensation Management	1
2.	Strategic HRM	1
3.	Labour Legislation	1
4.	Effective Business Communication through Theatre Techniques	1
5.	Effective Leadership Communication	1

Operations

1.	Supply Chain Management	1
2.	Service Operations Management	0.5
3.	Advanced Operations Management	1
4.	System Dynamics	0.5

Information Technology

1.	Excel Based Modelling	1
2.	Enterprise Resource Planning	1
3.	Requirement Gathering & Analysis	1

Economics & Business Policy

1.	International Business Law	1
----	----------------------------	---

International Business

1.	Business in Asia Pacific	1
2.	Doing Business in China	1
3.	Import Management	1

Foreign Language

1.	Spanish Language-Part-II/or French Language-Part-II	1
----	---	---

Strategic Management

1.	Capstone Business Simulation	1
----	------------------------------	---

Term-6**Marketing**

1.	Retail Management	1
2.	Integrated Marketing Communication	1
3.	Digital Marketing (jointly with IT area)	1

Finance

1.	Merchant Banking: Corporate Resource Raising from Capital Market	1
2.	Corporate Restructuring: Mergers & Acquisitions	1

Human Resource

1.	Negotiation Skills	1
2.	Written Analysis & Communication	1

Operations

1.	Six Sigma	1
2.	Operations Strategy	1
3.	Quantitative Analysis for Management	1

Information Technology

1.	Business Development in IT	1
2.	IT Trends for Business	1
3.	Managing Software Projects	1
4.	Knowledge Management	0.5
5.	Digital Marketing (jointly with Marketing area)	1

Economics & Business Policy

1.	Corporate Governance & Social Responsibility	0.5
----	--	-----

International Business

1.	Trade & Geopolitics	0.5
2.	Intellectual Property Rights	1

(Courses are subject to change)

1.0 credit is equal to 30 hrs teaching/class room sessions and 0.5 credit is equal to 15 hrs teaching/classroom sessions.



Three Year Part-Time Post Graduate Diploma in Management - Working Managers Group

The Three-Year Part Time Post Graduate Diploma in Management (PGDM-WMG) programme is designed to help the working managers trained at FORE to follow a three-fold approach to operate successfully in the corporate environment.

Objectives

- Understand the organizational settings and techniques of management
- Integrate with the organizational functioning
- Evolve with the dynamic and complex working environment.

Eligibility Criteria

The eligibility criteria for admission to the three year Part-Time Programme are:

- Bachelor's Degree in any discipline
- Minimum 24 months of work experience after Graduation

Admission Process

Admission Process for the part time programme begins with the filling up of Application Form during the months of March-June. Shortlisted candidates are required to appear for a written test and personal interview during the months of May-June.

Class Timings

Thursday & Friday: 6:15 PM to 9:30 PM

Saturday: 2:30 PM to 9:30 PM

Fee Structure:

Category	Course Fee	Payment
Self Sponsored	₹ 4,05,000	To be paid in 9 equal installments
Company Sponsored	₹ 4,05,000	

Academic Calendar

First Year	Term 1, 2, 3 (July - April)	Core Courses
Second Year	Term 4, 5, 6 (May - March)	Core Courses
Third Year	Term 7, 8, 9 (May - March)	Core and Elective Courses

Instructional Methodology and Pedagogy

The instructional methodology comprises of an optimum mix of lectures, classroom discussions, case studies, role-plays, group discussions, special sessions from professionals from industry and trade, management games, sensitivity training, management films, industrial visits and industry interaction. Students are encouraged to present their cases through individual or group presentations.

Courses in First Year

Term-1

Sl. No.	Subject	Credits
1.	Financial Accounting	1
2.	Decision Making Models	1
3.	Basics of IT and MIS	1
4.	Human Behaviour in Organisation	1

Term-2

1.	Management Accounting	1
2.	Business Statistics	1
3.	Managerial Communication	1
4.	Marketing Management-I	1

Term-3

1.	Operations Management	1
2.	Managerial Economics	1
3.	Human Resource Management	1
4.	Marketing Management-II	1

(All are compulsory courses)

Courses in Second Year

Compulsory Courses

Term-4

1.	Business Research Methods	1
2.	Macro Economics	1

3.	Networking Technologies and E-Commerce	1
4.	Organisation Design and Change	1

Term-5

1.	Corporate Finance	1
2.	Supply Chain Management	1
3.	Business Environment	1
4.	Marketing Strategy	0.5
5.	Strategic Outsourcing as Business Tool	0.5

Term-6

1.	Project Appraisal and Financing	1
2.	Strategic Management	1
3.	Legal Aspects of Business	1
4.	Interpersonal Relations at Work	1

(All are compulsory courses)

Courses in Third Year

During third year, students are required to complete exactly 10 credits from elective courses in any of the functional areas from – Finance, HR, Marketing, Operations, International Business and Business Policy. In addition 2 credits from the offered core courses must be completed. The exact combination of functional areas to fulfill the 10 elective credits shall be informed in due course of time.

Term-7**Core Courses**

1.	International Economics and Trade	1
2.	Electives	3

Elective Courses**Marketing**

1.	Consumer Behaviour	1
2.	Sales and Distribution Management	1

Finance

1.	Management of Financial Services	1
----	----------------------------------	---

Human Resource

1.	Industrial Relations and Labour Legislation	1
2.	Training and Development	1

Operations

1.	Total Quality Management	1
2.	Advance Operations Management	1

International Business

1.	Export Management	1
2.	Commodity Trading & Price Risk Management	1

Term-8**Core Courses**

1.	Innovation and Entrepreneurship Development	0.5
2.	Manufacturing Planning and Controlling	0.5
3.	Electives	3

Elective Courses**Marketing**

1.	Services Marketing	1
2.	Retail Management	1

Finance

1.	Management of Personal Finances	1
----	---------------------------------	---

Human Resource

1.	Performance and Compensation Management	1
2.	Strategic HRM	1

Operations

1.	Six Sigma	1
2.	Project Management	1

International Business

1.	Business in Asia-Pacific	1
----	--------------------------	---

Term-9

Sl. No.	Subject	Credits
1.	Electives	4

Elective Courses**Marketing**

1.	Business to Business Marketing	1
2.	Advertising and Brand Management	1

Finance

1.	Merchant Banking: Corporate Resource Raising from Capital Market	1
2.	Security Research and Stock Derivatives	1

Human Resource

1.	Negotiation Skills	1
----	--------------------	---

Operations

1.	Advance Statistical Methods	1
2.	Technology Management	1

Business Policy

1.	Corporate Governance	0.5
2.	Business Ethics and Corporate Social Responsibility	0.5

(Courses are subject to change)



CENTRES OF EXCELLENCE

Centres of Excellence have been established at FORE in the various areas of expertise and knowledge accumulated by its faculty.

Centres of Excellence	Objectives	Head of the Center
Centre for Entrepreneurship Development	Motivating management students to be entrepreneurs. Supporting and funding the best B-plans.	Prof. Anita Tripathy Lal
Centre for Psychometric Testing and Research (CPR)	Develop the centre into an estimable intellectual space in psychometric testing and research. It aims at promoting education, research and training in this area.	Prof. Sanghamitra Buddhapriya
Centre for Sustainable Development	To achieve and sustain leadership in Management Education, Research, Consultancy and Development.	Prof. Subhasis Bera
Centre for Customer Management	To develop a centre for promoting research, consulting and training in the critical areas of customer understanding, attraction, retention and loyalty etc.	Prof. Qazi Asif Zameer
Centre for Operations and Supply Chain Management	To provide an operation's edge by research, consultancy and industry interactions in the areas of manufacturing, supply chain, services and interface with information technology and finance.	Prof. Mohita Gangwar Sharma

FORE PUBLICATIONS



Abhigyan, the Business Journal of FORE, was started in January 1983 and has completed 30 years. The journal began with a bi-annual issue. In celebration of its tenth anniversary, it switched to a quarterly publication mode. It is devoted to disseminating findings from research work and exploration of original ideas concerning organization and management. The Journal seeks to address issues of interest to managers and academicians, equally. The Journal's circulation covers the corporate world, management institutions and universities in India and abroad. The journal is currently published under the guidance and editorship of Prof. Vinayshil Gautam.

Abhigyan continues to be listed and indexed in GALE-Cengage Learning (Farmington Hills, USA), Cabell's Directory of publishing opportunities in management of Cabell Publishing Inc. (Texas, USA), The Psyc INFO bibliography database of the American Psychological Association and Ulrich's International Periodicals Directory, USA.

FORE's bi-annual newsletter, FOREprints, aims to disseminate information about the happenings at FORE to corporates, alumni, other B-Schools and, of course, to FORE students and faculty. It keeps everyone abreast of the latest happenings at FORE like the Anubhuti's, Genesis, seminars and conferences, achievements of students and faculty, etc.

FORE launched its Working Paper Series during 2011-12. It published 27 working papers from the faculty so far during the year. The working papers are listed in the institute's website.





**LEADERSHIP IS THE ABILITY TO
TRANSLATE VISION INTO REALITY.**

THE FACULTY

Economics & Business Policy



Prof. Mathew Joseph

Ph.D (University of Glasgow, UK)
Experience: Over 35 years

Recipient of Indian Exim Bank International Trade Research Award for the best Ph.D thesis in 1993. Experience in Government of India (Indian Economic Service), banking (ICICI Bank), aid agency (USAID) and think tank (ICRIER). Published three books and several articles in journals and newspapers. Presented papers in many national and international conferences.



Prof. Subhasis Bera

MA (Economics), M.Phil (International Trade & Development) (JNU), Ph.D. (JNU)
Experience: Over 6 years

Ex-Research Faculty at Indian Council for Research on International Economic Relations (ICRIER), a Policy Think Tank. He worked as a consultant in World Bank and has more than 4 years of teaching experience in Microeconomics theory at post graduate level and at graduate level. He has been awarded a silver medal during his MA in Economics.



Prof. Shallini Taneja

M.A., M.B.A(HRM), M.Phil (Economics), FPM-MDI, Gurgaon (Pursuing)
Experience: Over 4 years

Has over four years of teaching, research and Industry experience. She has taught at Department of Economics, SDP College for women, Ludhiana. She has also taken lectures at Mount St. Mary's University, USA on CSR Practices in Indian Companies. She has also presented research papers in various national and international conferences. She has contributed chapters in edited books and published peer review articles in national and international journals.



Prof. K.L. Chawla (On Leave)

LL.B, Ph.D
Experience: Over 33 years

Published one book, contributed chapters in two edited books and written over 32 articles in refereed national & international journals and newspapers. Recipient of ICSSR fellowship for doctoral research.

Finance & Accounting



Prof. Vinay Dutta

M.Com, CAIIB, PG Diploma in IRPM
Experience: Over 27 years

Prof. Dutta is a banker turned academician. He has over two decades of experience in Banking, Corporate Sector, Teaching and Training. He is the recipient of Dewang Mehta Business School Award for Best Teacher in Financial Management. He has been associated with over 240 MDPs conducted for executives of various reputed institutions.



Prof. Ambrish Gupta

M.Com., FCA, Ph.D
Experience: Over 28 years

Recipient of 'Rashtriya Gaurav' award. Top level experience in investment banking, primary capital market, management teaching, research and academic administration. Authored two books: 1. Financial Accounting for Management: An Analytical Perspective (Pearson Education, 4th edn. now) and 2. Inflation Accounting: The Indian Context. Published and presented papers in reputed journals and international conferences.



Prof. Kanhaiya Singh

M.Com, M.A. (Eco) CAIIB, Ph.D
Experience: Over 40 years

Has three decades' experience of working with leading nationalized Banks. Work exposure involved project finance, credit appraisal, retail banking operations, economic research, corporate planning etc. He was the Director of Rural Development and Self Employment Training Institute. He also has 11 years of teaching experience. Prior to joining FORE School, in January 2009, he was Associate Professor with Birla Institute of Technology, MESRA, Ranchi at Noida Centre. Authored 7 books on banking topics and published many research papers. He has also participated and presented research papers in International Conferences.



Prof. Vandana Gupta

B. Com (Hons.), PGDM (IIM-A)
Experience: Over 21 years

Rank holder from Delhi University in B.Com. She has done her MBA-Finance from IIM-Ahmedabad and pursuing Ph. D in Finance at present. Two decades of

experience which includes 13 years of Industry experience with leading Corporates like ICRA, Infosys, Religare and Telstra. She was heading equity research for Religare in Delhi and was also a Director with Wavnomics Pvt. Ltd.



Prof. Himanshu Joshi

MBA (Finance), Ph.D
Experience : Over 11 years

Has been into teaching, training and research for more than 11 years. Has published and presented research papers in refereed journals and national & international conferences. Conducted various executive development programmes for companies like Bharati, AstraZeneca, Autometers, and Directorate of Resettlement, Indian Army.



Prof. Shalini Kalra Sahi

MBE, M.Phil. (Business Economics), Fellow (FPM- Doctoral Level), MDI Gurgaon
Experience: Over 6 years

She has more than five years of teaching experience. She has taught at Department of Business Economics, University of Delhi and was a Faculty Member at ICFAI Business School, Gurgaon. She has also taken Guest lecture for executive level course conducted by IIT, Mumbai and is NET Certified by the University Grants Commission (UGC), New Delhi. Her areas of Interest & Teaching are Behavioural Finance- Micro, Financial Decision Making, Investment Management, Financial Accounting, Corporate Finance.

Information Technology



Prof. S. Chandrasekhar

BE, M.Tech (IIT-Kanpur), Ph.D (Georgia-USA)
Experience: Over 37 years

Academician from IIM Lucknow and research scientist at Deptt. of Space and TATA Institute of Fundamental Research. Was a UNDP fellow and also visiting professor under Euro-India faculty exchange programme at Manchester Business School. Has many publications in reputed national and international journals. Participated as Speaker and Session Chair in various national and international conferences. Fellow of various professional institutions like IEEE, IETE, Institute of Engineers etc. Guided a number of Doctoral Students and in Academic Advisory Committee of various management institutes. Also on editorial board of various national & international journals.

**Prof. V.M. Mathur***Ph.D*

Experience: Over 36 years

He has over 36 years of experience, which includes 25 years practical experience in Software Development and IT applications in reputed projects and E-Governance based organizations namely Engineering Projects India Ltd., JP Industries and Aditya Birla Group's ECE Industries Ltd. He has good exposure of Application Software Development in areas like Simulation, ERP, On-line Integrated MIS and Performance Monitoring System, ITES, and E-Governance Projects. He also carries on-site experience in IT and E-Governance area while he was working in Kuwait, Iraq, Singapore and Australia.

**Prof. Faisal Ahmed***MIBM, Ph.D*

Experience: Over 9 years

Prof. Ahmed is an academic, researcher and consultant on international trade, geopolitics and south-south cooperation. He has taught at business schools in India and abroad. He has been consultant to the Economic Development and Globalization Division of the United Nations Economic and Social Commission for Western Asia (UNESCWA), besides working on projects by other think tanks and government. He has written more than 40 research papers/articles, and has also published in leading newspapers.

**Prof. Rakhi Tripathi***Ph.D (I.I.T. Delhi)*

Experience: Over 7 years

Has research background of more than 7 years. She has worked on some prestigious projects on Networking and E-government at I.I.T. Delhi. Several research papers have been published in national as well as international reputed journals, conferences and books.

**Prof. Mohit Anand***IMBA, Ph.D (France), All*

Experience : Over 4 years

Prof. Mohit completed his Ph.D from EMLYON Business School, France. Prior to joining FORE, he was Teaching and Research Assistant (APR) at EMLYON Business School, France. Possessing over 4 years of teaching experience, he taught several courses across Masters, Bachelors and Executive level. He was invited to give specialized lectures at Asian Microinsurance Summit (Beijing), BI Norwegian School (Oslo), FMS (Delhi University) etc. Before plunging into academia world he had 6 years of professional and consulting experience at Bajaj Allianz and ING.

International Business

**Prof. Ravikesh Srivastava***M.Sc. (Agri Economics), Ph.D (BHU)*

Experience: Over 23 Years

Has rich academic experience of around two and a half decades. Was an Ex-faculty member at Indian Institute of Management, Lucknow for 5 years and published 25 research papers in various refereed journals. He has also co-authored a book with Dominic Salvatore titled, "Managerial Economics – Principle and Worldwide Applications" published by Oxford University Press, 2008 and 2012. Has worked for number of consultancy and research assignments for leading public and private companies. Also worked as team leader with several development projects funded with World Bank like NATP, DASP, IWDP etc. He is at present supervising four Ph.D students of Management.

**Prof. Savita Gautam (On Leave)***PGDIT- IIFT, Ph.D (Pursuing)*

Experience: Over 17 years

Prof. Savita Gautam has worked in international trade division of some of the well known companies in India including MNC's. Sectoral Exim Trade experience in Pharmaceuticals, Engineering goods and traditional goods like handicrafts and garments. She has worked as a visiting faculty at Chennai University, AIMA, and Jamia Millia Islamia, Delhi. She has also conducted MDP at MMTC training centre at Chennai and Ordnance factory in Nagpur.

Marketing



Prof. Jitendra K. Das

*B.Tech. (IIT Delhi), M.Tech. (IIT Delhi),
Ph.D (University of Toronto)*
Experience: Over 30 years

Has a wide ranging experience of Industry including at WIPRO. He has taught courses at Danube University, Austria, IIMs at Lucknow, Ahmedabad, Kozhikode and S P Jain Management Center, Singapore. He has to his credit many national and international publications. He has been a consultant to the World Bank, IDRC (Canada), GWB (for GTZ Germany), etc. and a member of some policy committees of Government of India.



Prof. Freda Joseph Swaminathan

PGDM (IIM-A), MS-Communications (Illinois State University, USA)
Experience: Over 33 years

Prof. Swaminathan has academic and corporate experience in Marketing and Advertising. Worked in LINTAS, JW Thompson, Goodyear India Ltd; ASP (Birlas) and DSS Mobile communications. Presented papers in various national & International conferences. Since the last four years she has been in the academic field as Professor with leading Business schools. Her areas of interests are Marketing, Brand Management, Advertising Management, Consumer Behavior and Sales & Distribution.



Prof. Qazi Asif Zameer

*B.E (Delhi College of Engineering),
MBA, Ph.D*
Experience: Over 24 years

Prof. Zameer has 16 years of work experience in Corporate and 8 years in Academics. He also has experience in Sales, Marketing and Business Development and has worked with Gillette, Heatly & Gresham, Amkette, BHEL etc. He has various publications, paper presentations in International / National Conferences and MDPs to his credit.



Prof. Anupam Narula

PGDBM (Marketing), M.A (Economics), Ph.D
Experience: Over 14 years

Silver Medalist in PGDBM, he has taught in various premier B-Schools in NCR like Apeejay, BIMTECH, Army Institute, Jaipuria, Galgotia etc. and had undertaken various institutional building activities with premier and upcoming B-Schools in NCR as

Director, Dean, Officiating HOD, Founder and Coordinator for many new vertical management programmes. His current research areas of interest include Consumer Buying Behavior, Strategic Brand Management, Service Marketing, International Marketing, Textile Marketing and Educational Marketing.



Prof. D.K. Batra (On Leave)

B.Tech, MBA (FMS), Ph.D
Experience: Over 22 years

Vast academic & industry experience including being an Advisor to Ministry of Information Technology, Consultant to UNCTAD, Member Board of Studies U.P. Tech. University & ex-member Governing Council of Deen Dayal Upadhyay College, Delhi University.

Organisational Behaviour & Human Resource Management



Prof. R.P. Billimoria

B.Sc. (Hons); Nuffield Fellow (Social Sciences) Birmingham University, UK; Fellow, IoD, UK; Chartered Fellow, CIPD, UK; Fellow, NIPM and Fellow, AIMA.

Experience: Over 41 years

Formerly Chairperson, PSEB; Indian Airlines; SAIL; NTC and NMDC; Director (P), SAIL and Director of Personnel, Tata Steel. Awarded Governor of Bihar's Gold Medal; Sir Jehangir Ghandy Gold Medal for Industrial Peace; 15th Michael John Memorial Medal for contribution to management research and HRD; Life Time Achievement Award by NIPM and Dadabhai Naoroji Millenium Lifetime Achievement Award.



Prof. Sanghamitra Buddhapriya

Ph.D (FMS- Delhi University), Post-Doctoral (McMaster University, Canada)

Experience: Over 17 years

Recipient of prestigious Shastri Indo Canadian fellowship. Gold medalist in M.A. in Personnel Management & Labour Welfare. Authored two books and published many research papers in refereed journals. Presented papers in National and International conferences. Conducts research and management development programmes on various issues related to Organisational Behavior and Human Resource Management.



Prof. Anita Tripathy Lal

Ph.D (IIT-Kanpur)

Experience: Over 16 years

Prof. Lal's expertise lies in the areas of Business Communication, Leadership & Entrepreneurship. A Ph.D from IIT Kanpur, she has about 16 years of work experience in the areas of teaching, training and research. Her experience of teaching includes three years as a visiting faculty at IIT Delhi and IIT Kanpur. A proud recipient of the prestigious Certification with Honours on 'Mentor Development Program for Entrepreneurs' jointly conducted by London Business School and National Entrepreneurship Network.



Prof. Neeraj Kumar

B.Sc; PGD in Social & Labour Welfare, PGDM

Experience: Over 30 years

Received Gold Medal in PGDM. More than 20 years' experience in HRM functions with SAIL. Handled International consultancy assignment at Egyptian Iron and Steel Company. Trained over a thousand managers in both public and private sector. Co-authored a text book on Employee Relations Management.



Prof. Reeta Raina

MPhil (Eng. Litt.), Ph.D

Experience: Over 24 years

Has been into teaching, training and research for the last two decades. Prior to this assignment, she had been teaching at Management Development Institute, Gurgaon. Has published and presented research papers in both National and International Journals and conferences respectively and has authored one book published by International Publishing House (LAP), Germany. She teaches and trains people in developing communication competencies and communication skills.



Prof. Neetu Jain

Ph.D, MBA, MSc (Chem), UGC-NET, Diploma in Training & Development

Experience: Over 13 years

Recipient of 'AIMS International young management researcher award' and Rashtriya Gaurav award'. Published many papers in peer reviewed national and international journals and has a book to her credit. Presented

papers in national and international conferences. She has conducted MDP's on Stress Management, Cognitive Reorientation and Self Management.



Prof. Prachi Bhatt

MHRM, Ph.D

Experience: Over 5 years

A Gold Medalist in Masters in Human Resource Management, she is also Certified in Negotiation Research and Teaching for from Kellogg School of Management, Illinois, USA. She has to her credit research papers published in National and International refereed journals. Her interest areas (research & teaching) are: Negotiation, Competency Management, OB, HRM and Changing HRD Paradigm and conducts MDPs in those areas.

Quantitative Techniques and Operations



Prof. Hitesh Arora

Ph.D (University of Delhi)

Experience : Over 14 years

Over 14 years of teaching and industry experience. He is a graduate in Mathematics (Hons.) and a Post Graduate in Operational Research from University of Delhi. He has published a number of research papers on Mathematical Programming in national and international journals of repute. His current areas of interest include application of Measurement Techniques in Indian Banking.



Prof. Mohita Gangwar Sharma

B.Tech.(Electrical)(IIT_BHU),

FPM(IIM-Lucknow), MPIB (IIFT)

Experience : Over 16 years

She has more than 16 years of experience in the Industry in BHEL (Transformer Design) and Indian Airlines (Materials Management Deptt.) She is the recipient of the coveted N.T.S.E scholarship. She has participated in National and International Conferences and has published papers. She brings rich experience of the industry and tough academic rigor to her research. Her current areas of research include Operations Strategy, Product Service Systems, Service Operations Supply Chain, After Sales Service, TQM, and Operations Strategy.



Prof. Neeta Gupta

B.E. (IIT Roorkee), MBA
Experience: Over 22 years

Has undertaken a number of assignments in the field of professional education teaching Business Statistics, Operations Management and IT courses at post graduate level. She has been part of MDPs in Supply Chain and Purchase Management. Areas of Interest include Lean Manufacturing and Statistical Process Control (SPC).



Prof. Sumeet Kaur

M.Sc., M.Phil., Ph.D
Experience: Over 6 years

Over 6 years teaching & research experience. She has published couple of papers in International & National journals of repute. She has also been involved in case development with Maruti True Value, Blind People Association, Indraprastha Apollo Hospitals. She has organized workshops on Decision Sciences & Its Management, applications like Business Research Methods, advanced excel techniques for managers of public and private sector organizations.



Prof. Upendra Kachru

*BE (Met.) NIT-Durgapur,
MBA-University of Illinois, USA*
Experience: Over 40 years

Prof. Kachru was the First Chief Executive of Maruti Udyog Ltd. and Managing Director of H.P Pelzer (India) Ltd. A renowned author with books on Strategy, Production & Operations Management, Logistics and Supply Chain Management etc. Former member of EAC, Ministry of Environment.



Prof. Gopal Kumar

*M.Tech (IIT Kharagpur),
Ph.D. (IIT Kharagpur)*

Gopal Kumar has submitted his Ph.D thesis on supply chain collaboration at IIT Kharagpur. His research articles got accepted in various refereed international journals such as International Journal of Productivity and Performance Management, Benchmarking: an International Journal, and International Journal of Services and Operations Management. His prime research interests lie in collaboration, application of game theory, sustainable business strategies, use of multiagent system in supply chain.

Strategic Management



Prof. Vinay Asthana

MA, ICWA (ICWAI Kolkata), FPM (IIM Lucknow)
Experience: Over 11 years

He was a Fellow of the Indian Institute of Management (IIM) Lucknow. He did his post-graduation in Economics from the University of Hyderabad and cleared the UGC- NET/ JRF. He also holds a professional qualification in management accounting from the Institute of Cost & Works Accountants of India (ICWAI). He has professional experience in entrepreneurship, equity research, government service, research and teaching.



Prof. Biswa Nath Bhattacharyay

BS, MS, Ph.D
Experience: Over 35 years

Prof. Bhattacharyay is presently the Advisor (equivalent to Director), Office of Regional Economic Integration, Asian Development Bank (ADB). Manila. Prof. Bhattacharyay has 35 years of work experience in Asia and the Pacific, USA, and the Middle East. He obtained his Ph.D. from Iowa State University, USA, and BS (Hons) and MS at Indian Statistical Institute with top ranks and scholarship for academic excellence. He has published many books and more than 100 articles and working papers in renowned international journals and working paper series.



BEYOND THE CLASSROOM

STUDENT COUNCIL ACTIVITIES

Student activities form an integral part of the curriculum at FORE. Students are encouraged to enhance their managerial and leadership skills through organizing a series of student-driven events throughout the year. This provides them with the opportunity to interact with the corporate world, and gives them real-time experience of working in teams, planning and controlling budgets, managing events, time-management and developing overall decision-making skills. Some of the diverse activities organized by members of student council are:

CORPORATE INTERACTION DIVISION (CID)

CID is intended to be the face of the institute for the Industry. It aims at bridging the gap between the academia and the corporate world by organizing seminars, conferences and workshops. Students organize weekly sessions to gain experiential learning through Anubhuti – a forum under the aegis of CID that regularly invites senior corporate professionals and leaders to share their practical business experiences with the students.

FORE CAREER DIVISION (FCD)

The FCD coordinates and manages the placement drive at FORE. It facilitates corporate exposure for the students. This division aims at identifying employer's needs and matching them with the credentials of the students at FORE, through a series of planned processes, communications and activities.

FORE SPORTS AND CULTURAL DIVISION (FSCD)

The FSCD seeks to help students overcome their stress and re-energize them by organizing various sports and cultural events throughout the year. In collaboration with SPIC MACAY team, the FSCD hosts events by renowned artists. In addition to above, the FSCD team is actively engaged in organizing various intra- and inter-institutional sports events at FORE to inculcate sporting spirit among students.

FORE ALUMNI NETWORK (FAN)

The FAN acts as the linking bridge between the past and the present. It connects a community of more than 5000+ strong FORE family members globally. To strengthen this link, the

FAN arranges various activities to ensure interaction with the alumni members on various occasions that helps the students to learn about the real corporate world practices from the alumni.

NEXUS

Nexus team is responsible for organizing “Genesis” a trade mark Annual Management Festival at FORE. It is an endeavour to promote the true spirit of management through a plethora of brain stimulating activities and competitions which attract the best of students from across the country. It serves as a useful platform for the students by providing space for mental activity ranging from the expected to the eccentric. It provides a unique opportunity for the students of FORE to interact with other B Schools students across the country. Various eminent personalities from the corporate world are also invited to interact with and groom the upcoming managers and entrepreneurs.

THINK TANK

Think Tank enriches learning by conducting various inter- and intra- institutional events, debates etc. in each functional area of management. It organises activities like “Ad Age”, a marketing event to enrich students’ understanding about brands, advertisements and encourages their creative ad-making ideas.

FORE Word

FOREWord is the editorial board of FORE School of Management. It keeps a diary of all the events happening at FSM. It comes out with the bi-annual newsletter– FOREprint– and organizes various literary events like vocabulary quizzes, debates, article-writing competitions, extempore etc. It aims at bringing out the literary genius in every student through various literary events.



FORE Connect

It is a forum which has been conceived with the aim of developing a mutually beneficial relationship with the students at FORE and also with others outside, including the prospective students. With the core mission of connecting FORE with the outside world, the FORE Connect utilizes important social media like Facebook, Twitter, YouTube and other online forums/communities.

FORETECH

The FORETech team enables interaction and networking among the students. The team organizes various online events and is also responsible for designing, developing and submitting ready to display contents on LCD at FORE.

‘ANTAR’ IN SERVICE TO THE COMMUNITY

FORE believes that students must be good citizens and play a responsible role in society. The activities of team Antar are aimed at inculcating right values among the students in this regard. Antar organizes a host of activities to acquaint the students with various social responsibilities, which help them evolve as ethical and conscientious human beings and responsible citizens. Some of these activities are:

- **AASHAYEIN** – The event AASHAYEIN is organized with the objective of creating awareness on education among under privileged children and to motivate them to go for schooling.
- **SANRAKASHAN** (Plantation Drive) is an environment friendly activity aimed at planting more trees each year.
- **VASTRASAMMAN** – The activity aims at distribution of clothes to the needy person. Used clothes are collected from students and faculty member and handed over to an NGO GOONJ for onward distribution.
- **ABHIWAADAN** – The event is organized in association with HELPAGE India to honour senior citizens from Old Homes





CENTRE FOR ENTREPRENEURSHIP DEVELOPMENT (CED)

The Centre for Entrepreneurship Development (CED), FORE aims to promote Entrepreneurship amongst the management students by creating a conducive ecosystem for the students to develop their creative ideas into brilliant business plans such that they are motivated to come up with their own Start-ups.” The Centre for Entrepreneurship was launched with a Seminar on ‘Charms of being an Entrepreneur in the Challenging Times’ on February 26, 2010.

In these two years numerous Workshops in Idea Generation, Opportunity Evaluation, and Seminars on Scope of Innovation, Kickstarting Entrepreneurship in the campus and Panel Discussions on Entrepreneurial trends have been conducted for the students. Successful Entrepreneurs like Mr. Sanjeev Bikhchandani (Naukri.com), Mr. Pradeep Gupta (Cyber Media), Mr. Ashish Kapoor (Yo! China) and many others have shared their success stories with the young minds. DST, SIDBI, TiE and NEN officials have also been regularly invited to FORE for carrying out various entrepreneurial activities. Venture capitalists from Indian Angle Network, Saif Partners, The Hatch, Eko International Pvt. Ltd. Angel Investors Consortium have taken sessions on venture finding, judged Business Plans prepared by the students. In these two years there have been four Start-ups by FORE students.

MANAGEMENT DEVELOPMENT PROGRAMMES

FORE School of Management conducts Management Development Programmes and undertakes consultancy assignments for professionalizing management thought and action in organizations striving to achieve excellence. FORE conducts MDPs to equip managers with knowledge, skills and attitudes required for effectively responding to global developments and competitive requirements. Our MDPs are designed with an appropriate blend of conceptual knowledge and experiential learning to boost performance and efficiency in organizations across all sectors. Apart from open MDPs, FORE also conducts customized in-company programmes tailored to suit organization's needs on topics/areas specifically required by an organization. These programmes are either custom-designed to suit client requirements or are offered by faculty on a specific theme to meet various client needs. FORE has customized training facilitators in the fields of OB/HR Management, Financial Management, Operations Management, Marketing Management, Information Technology, International Business Management and Strategic Decision Making.

Some of the forthcoming open Management Development programmes are:

- Advanced Corporate Finance
- Behavioral Approach to Wealth Management
- Behavioral Finance and Investment Decisions
- Coaching & Mentoring for Personal and Professional Excellence
- Communicating with Impact
- Competency Building for Leadership Roles
- Competency Mapping for Performance Management
- Consumer Behavior Based Business Strategies: Tools & Techniques
- CSR Practices in Indian Companies
- Decision Making Techniques for Managers
- Developing Communication Competency
- Developing Emotional Intelligence for Effective Leadership
- Disciplinary Proceedings and Domestic Enquiry
- Effective Communication and Presentation Skills
- Effective Customer and Client Management Techniques
- Effective Negotiation Skills
- Effective Purchasing Skills
- Effective Selling Skills
- Effective Service Management: People, Operations and Strategy
- Effective Spares Management: Winning in the Aftermarket
- Effective Supply Chain Management
- E-Governance: Concepts and Challenges
- Emerging Trends in IT
- Enhancing Assertiveness & Positive Attitude
- Enhancing Leadership Dimensions
- Enhancing Managerial Effectiveness
- Enhancing Managerial Effectiveness through Self-Awareness
- Enterprise Risk Management for Creating Risk Intelligent Organization
- Export Marketing & Freight Logistics
- Finance for Non-Finance Executives
- Finance for Non-Finance Executives: From Basics to Key Areas of Managerial Finance
- Financial Derivatives – Risk Hedging Strategies
- Financial Intelligence and Financial Planning for Women Executives
- Foreign Exchange Risk Management
- Gaining Competitive Advantage through Effective People Management
- HRM for Line Managers
- Improving Interpersonal Effectiveness and Team Building
- Improving Interpersonal Skills at Workplace
- Integrated Marketing Communications & Brand Management
- Managerial Leadership and Team Building
- Managing Stress at Work
- Personal Branding Inside Out
- Project Management Excellence Through Information & Communication Technology
- Psychometric Testing & Applications
- Reinventing Marketing for Marketing Managers: New Age Strategies
- Research Techniques for Effective Marketing Decisions
- Sales and Distribution Management
- Selection & Interviewing Skills
- Shipping Logistics for International Traders
- Spread Sheet Modeling for Business Valuations
- Strategic Financial Management
- Strategic Human Resource Management
- Total Quality Management
- Training of Trainers
- Understanding CRM for Developing Winning Strategies
- Work Life Balance for Women Executives



STUDENTS' PLACEMENT

Placements@FORE is perhaps one of the most important activity from the students' perspective. The Institute engages the Industry by inviting them to the campus for guest lectures, seminars, MDP's, live projects, mentoring sessions etc. This provides opportunities to the students to get first hand information from the professionals about their expectations and requirements. This also helps the students in showcasing their talents and sharpening their pitches to the Industry during the placement processes thereby increasing their recruitment possibilities.

In 2012, the placement process set new benchmarks in many fronts. The Institute achieved 100% placements with an average salary of approximately Rs.8 lacs p.a. Of the total of 116 companies that visited the campus, 36 companies were visiting the campus for the first time. As regard to sector-wise placements, MARKETING led; followed by FINANCE, OPERATIONS and HR accordingly.

SUMMER INTERNSHIP PROGRAM (SIP)

Summer Internship Program at FORE is a great mechanism for the students to engage and evaluate interesting industry segments and engineering their resources to make a pitch for a pre-placement offer (PPO). Summer Internship is a part of the course curriculum for the students. The Internship usually starts in the 2nd week of April and ends in the 2nd week of June with duration of 8 weeks. After the completion of the Summer Internship the students are required to submit the Internship report along with the company feedback. Thereafter, the students are evaluated based on the presentations of their Summer Internship projects. 235 students did their summer internships in 99 companies that visited our campus.

**SUCCESSFUL LEADERSHIP IS
INFLUENCE NOT AUTHORITY.**



Our Recruiters

Absolute Data	DMV Business Research	Jindal Steel & Power	Renewable Woods
Accenture	Emami Ltd.	Jones Lang La Salle	Ruchi Soya
Adani Group	Ernst & Young	Khimji Ramdas	SBI Life Insurance
Allahabad Bank	EXL Service	KPMG	Sony India
ANZ Bank	FuturesFirst	Krishna Maruti Group	SRF Limited
Asian Paints	GATI Ltd	L & T	State Bank of India
Axis Bank	Genpact	LG	State Trading Corporation
Axis Risk Consulting	GMR Group	M Junction	Swedish Trade Council
Balmer Lawrie & Co.	Grail Research	MakeMyTrip	TATA Motors
Baxter India	HCL Comnet	Maruti Suzuki India	TATA Power
BBMB	HCL Technologies	Michael Page International	TATA Steel
BILT	HDFC Bank	Millward Brown	TCS
Blue Star	HDFC Life	New Holland Tractors	TCS BPO
Café Coffee Day	Hero Moto Corp	Nielsen India	Technova
Canon India	Hewlett Packard	NIIT Limited	Telcon
Carnation Auto	HILTI India	NTPC	Tetrapak
Castrol	Hindustan National Glass & Industries	Oberoi Hotel	The Smart Cube
CB Richards Ellis	Honeywell	Ogilvy & Mather	Thomas Cook
Central Electricity Authority	HSBC	Orient Fans	TNS Global
CHEP	ICICI Bank	Oriental Bank of Commerce	United Biscuits
Citibank	ICICI Prudential	Oriflame	United Spirits Ltd.
Continental India	IDBI Bank	Pipal Research	Usha International
CRISIL	IFFCO	Pitney Bowes	Videocon
Dabur India	IMRB	Power Grid of India	Wipro BPO
Daikin Air-conditioning	Indo Simon Electric	PWC	Wipro Infotech
Deloitte	Infosys	RBS Business Services	Yamaha
DLF Pramerica	ING Vysya Bank	RECL	YES Bank



Our Distinguished Alumni

NAME	DESIGNATION	COMPANY NAME
Alok Kr. Sahoo	Head - Risk Scoring and Pricing	Standard Chartered Bank
Amit Tripathi	Fund Manager	Reliance Mutual Fund
Anirvan Roy	GM - Forex	Thomas Cook India Pvt. Ltd.
Ashit Ranjan	VP - HR	Tecnova India Pvt. Ltd.
Bindiya Chopra	Manager Financial Advisory Services	Price Waterhouse Coopers
Charu Maini	Staffing Lead	Microsoft
Devi Mohanty	Senior Risk Manager	Credit Suisse
Dipankar Ghoshal	AVP Sales and Marketing	Vodafone Essar
Gaurav Mehta	Assistant Vice President	HSBC
Girish Banwait	General Manager - Institutional Sales	Whirlpool
Jyoti Das	Brand Manager Business Head, India	Swatch India
Manoj Jain	VP & Geo Head	Birlasoft (India) Limited
Namrata Bhattacharyya	Competency Leader	HCL Technologies
Navdeep Singh Chopra	Vice President, Head North & East	Citigroup Global Markets
Neha Gupta	Director - India/ Middle East/ Africa	Boeing International Corporation
Nikhil Dubey	Director - Investment Banking	Barclays Capital
Nitesh Priyadarshi	CMI (Consumer & Market Insights) Director	Unilever
Prasanjeet D Baruah	Vice President - Marketing	The Oberoi Group
Prashant Dhar	Deputy General Manager, Marketing	Godrej
Pushkin Shailen	Service Delivery Leader	Genpact
Reema Mehta	Assistant Vice President	Bank of America
Ritesh Babbar	Head-Strategic Account-Sales	Nike India Pvt. Ltd.
Ritesh Chopra	Director (India Lead)	Capgemini Consulting
Rohit Wadhwa	Head - Active Advisory Service	Royal Bank of Scotland - Private Banking
Sachin Goel	Chief Information Officer	KPMG
Sambit Misra	Marketing Head - Large format Printing Divn	Canon India Pvt. Ltd.
Sameer Kapoor	Regional Manager Sales	Mphasis
Sandeep Arora	Vice President Sales - India & SAARC Service Provider (Telco)	CISCO
Tulika Tripathi	Managing Director	Micheal Page International
Vandana Sharma	Director - Global Business Transformation	American Express
Vikram Gill	Director - Online Marketing	Dell

ADMISSIONS CALENDAR

PGDM & PGDM-IBM (Full Time)

ACTIVITY	PERIOD
Sale of Application Forms	September–December 2012
Shortlisting for Group Discussion & Personal Interview	January 2013
Group Discussion and Personal Interview Session	February–March 2013
Declaration of Result	April 2013
Commencement of Programme	June 2013

PGDM (Part Time)

ACTIVITY	PERIOD
Sale of Application Forms	March–June 2013
Written Test and Personal Interview Session	May–June 2013
Declaration of Result	June 2013
Commencement of Programme	July 2013

For further details please contact:

Admissions Office

FORE School of Management

Website: www.fsm.ac.in

Email: admissions@fsm.ac.in



FORE School of Management

"Adhitam Kendra", B-18, Qutub Institutional Area
New Delhi-110016 (India)

Ph: +91-11-4124 2424 to 33, Fax : +91-11-2696 4229

Email : admissions@fsm.ac.in

Website : www.fsm.ac.in

