



Lal Bahadur Shastri Institute of Management, Delhi

Values

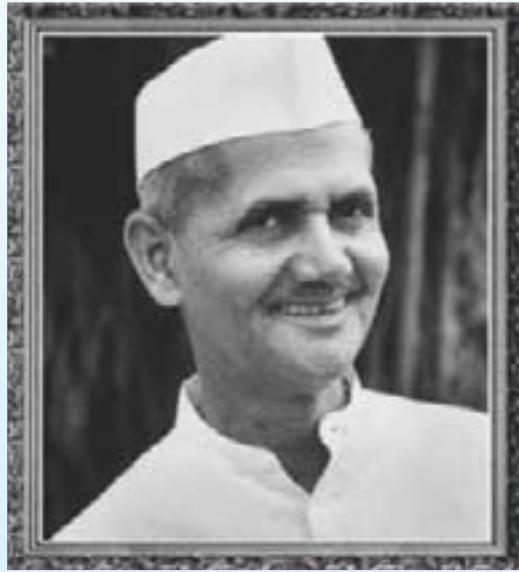
Ethics

Success

Leadership

2015

Post Graduate Programmes
in Management



“ Too often the community views the businessmen’s aims as a means of selfish gain rather than a step towards advancement of general welfare. That impression can be removed only if business becomes fully alive to its social responsibilities and helps our society to function in harmony as one organic whole ”

Lal Bahadur Shastri

(October 2, 1904 - January 11, 1966)

Lal Bahadur Shastri

A pragmatic and down to earth leader of the people of India, a fine statesman and an able administrator, with the moral and ethical attributes of a 'Mahatma' and a person of impeccable integrity, Shastri Ji was a great soul dedicated to the welfare of the common man. He was deeply patriotic and courageous, having dedicated his life to the service of the nation. His commitment to the people of India was exemplary.

Shri Lal Bahadur Shastri was born on October 2, 1904 and from a humble background he rose to become the Prime Minister of India because of his grit, determination and honesty. A firm believer in the social responsibilities of business enterprises, he looked at the economic and social realities of Indian life with a clear vision, never allowing his judgment to be influenced by doctrine or ideological preconceptions. In the administrative sphere, he had original ideas, and was an innovator with a resolve to give effect to new ideas. Shastriji's tireless dedication, to the cause of improving the welfare of the Indian people, is an inspiration to all those who look to the future with hope and confidence.

Shastri Ji felt the need for responsive and agile administration during his tenure as the Prime Minister of India. The appointment of an Administrative Reforms Commission to streamline Public Administration was one among many steps he took to make administration quick and responsive. Central Vigilance Commission was also created by Shri Lal Bahadur Shastri to deal with corruption among government employees. He simultaneously realized the importance of developing high quality institutions, which could provide highly efficient administrators and managers for future. His vision was later translated into reality when the Lal Bahadur Shastri National Academy of Administration was set up in Mussoorie, which was inaugurated by the Prime Minister of India, Smt. Indira Gandhi. Shastri Ji passed away in Tashkent, the capital of Uzbekistan on January 11, 1966 after signing the famous Tashkent Declaration. In order to uphold his vision, Lal Bahadur Shastri Educational Society established the Lal Bahadur Shastri Institute of Management(LBSIM) in Delhi in 1995.



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Vision

To become one of the top management and technology institutions in the country known for its value based and accessible educational services, with focus on corporate excellence.

Mision

LBSIM's mission is to be a centre of excellence for value based management and information technology education and research, through continuous learning, societal responsiveness and strategic partnerships.

Value Proposition

Students: Follow Shastrivian ethics & moral values that reflect the realities of the marketplace.

Faculty: As intellectual property, industry advisors, capacity builders, facilitators, and entrepreneurial mentors.

Content of work: Work with social sensitivity; and for employment generation & corporate growth.

Transparency: Reflected in governance & principle based administration.

Work Culture: Value for values

Collaboration: Strong collaborative relationships with corporate, alumni, government, and community.



The Right Choice



Your decision to join the Post Graduate Programme in Management offered by LBSIM will have a profound and lasting impact on your career as the programmes are designed to train the students to combat dynamic business environment.

Programmes such as Two Year Full-Time Post Graduate Diploma in Management (General), Two Year Full-Time Post Graduate Diploma in Management (Finance), Post Graduate Diploma in Management for Working Executive (Evening), 15-Month Full-Time Post Graduate Diploma in Management for Working Executives and Three Year Full-Time Post Graduate Programme for Master of Computer Application and NSE Certified Capital Market Professional Programme at LBSIM offer a challenging and stimulating combination of academic rigour and practical applications, conceptual and analytical skills, practical exposure and human values.



!! Congratulations !!

Lal Bahadur Shastri Institute of Management, Delhi congratulates its Alumnus **Mr. Munish Sharma (2007-2009 Batch)** for securing All India second rank in UPSC 2013. LBSIM family is immensely proud and honored by his achievement.

The Institute

Lal Bahadur Shastri Institute of Management, Delhi is a premier institute for management and information technology education. Established by the Lal Bahadur Shastri Educational Society in 1995, it has emerged as one of the top business schools in the country. It takes pride in being one of the topmost institutes in providing value based management education, thus developing professionals with a humane and pragmatic approach on the march to corporate excellence. The institute has state-of-the-art infrastructure and fully air conditioned building in Dwarka.

The institute's campus at Dwarka is located near the Delhi Metro line and, therefore easily accessible for the students living anywhere in Delhi/NCR. Arrangements for boarding, lodging and other facilities are available in Dwarka itself, for students desirous of residing near the campus. The campus offers excellent infrastructural facilities and is equipped with a nice auditorium, having a capacity of 300 people, a huge library spanning two floors, a video conference hall with a seating capacity of 70 and also having an open-air theatre.

Management Education at LBSIM:

LBSIM is recognized by All India Council for Technical Education(AICTE), Ministry of Human Resource Development, Government of India. Following courses are recognized by AICTE:

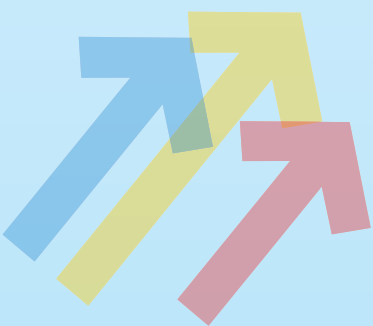
- Two Year Full-Time Post Graduate Diploma in Management-General
- Two Year Full-Time Post Graduate Diploma in Management –Finance
- Three Year Post Graduate Diploma in Management for Working Executives-Evening
- 15-Month Full-Time Post Graduate Diploma in Management for Executives
- Three Year Full-Time Programme in Master of Computer Application (Affiliated to Guru Gobind Singh Indraprastha University, Delhi)

LBSIM also offers the following :

- NSE Certified Capital Market Professional Course (in collaboration with NSE)
- Entrepreneurial and Incubation Centre
- Lal Bahadur Shastri Risk Management Centre

Other Major Programmes and Activities

- Management Development Programmes
- Faculty Development Programmes





- Research and Consultancy
- Conferences, Seminars and Workshops
- International Academic Collaborations

At LBSIM, the focus is on

- Developing professionals with vision & versatility in accordance with ethics, values and principles of Shri Lal Bahadur Shastri.
- Producing, grooming and nurturing professionals with a humané and pragmatic approach, the essence of which lies in teamwork.
- Supplementing classroom learning with real-life field experience through a mandatory 'Corporate Interface Day' conducted weekly.
- Inculcating and nurturing the habit of 'lifelong learning' through mandatory hours every day for accessing, retrieving and using select learning resources.
- Imparting time-tested skill sets in lab environment; for example, imparting communication skills through audio-video recordings/displays.
- Providing regular class inputs by way of conceptual as well practical insights by eminent corporates or industry captains.
- Prompting and encouraging students to ideate with and implement creative/innovative ideas through various formal/informal student bodies like grids, clubs, etc.
- Reviewing academic curricula annually and modifying them through a three-way interaction process: Student/Alumni-Faculty-Industry.

Accreditation

1. Lal Bahadur Shastri Institute of Management (LBSIM) is a member of AACSB (Association to Advance Collegiate School of Business), which is ranked as one of the top most accreditation agencies for the management school.
2. National Board of Accreditation (NBA) has accredited following courses for a period of 3 years, w.e.f.18-09-2013 : PGDM General, PGDM Finance, PGDM-Evening.
3. International Accreditation Organization (IAO), USA, has accredited following courses for a period of 5 years, w.e.f. 17-04-2013 :-PGDM General, PGDM Finance, PGDM-Evening, PGDM (Working Executives) and MCA.

4. The Association of Indian Universities (AIU) has recognized the Two Year Full-Time PGDM as equivalent to MBA Degree of any Indian University.

LBSIM-Bloomberg Finance Laboratory



• We have established a Bloomberg -Finance Lab in the institute. It makes us one of the few business schools of the country to offer training and research in most advanced areas in finance. The Finance lab will help us in :

• Simulations • Integrating Theory with Real - World Practices • Empowering Students • Enriching Curriculum in Finance & Economics • Comprehensive Data Analysis • Providing multimedia support for finance discipline



Admission Procedure

Admission Eligibility Criteria: PGDM (General) and PGDM (Finance)

The candidate must hold a bachelor's degree with at least 50% marks equivalent CGPA of any of the universities incorporated by an Act of the 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, Government of India. The bachelor degree or equivalent qualification obtained by the candidate must entail a minimum of three years of education after completing higher secondary, schooling (10+2) or equivalent.

Candidates appearing for the final bachelor's degree/equivalent qualification examination can also apply. Such candidates must produce a certificate from the Principal/Head of Department/Registrar/Director of the University/Institution certifying that the candidate has obtained 50% marks or equivalent based on latest available grades/marks. Such candidates, if selected, will be allowed to join the programme provisionally only if they submit a certificate latest by June 30, 2015 (from the Principal / Registrar of their college/institute issued on or before June 30, 2015) stating that they have completed all the requirements (the results may, however, be awaited) for obtaining the bachelor's degree/equivalent qualification on the date of issue of the certificate. Their admission will be confirmed only when they submit the mark sheet and a certificate of having passed the bachelor's degree/equivalent qualification referred to in the certificate issued by the Principal /Registrar, with at least 50% marks. The deadline for submission of the mark sheet and the certificate is December 15, 2015. Non-fulfillment of this condition will automatically result in the cancellation of the provisional admission.

Step-1 Admission Test

All candidates seeking admission to LBSIM will be required to appear in the Common Admission Test (CAT) to be conducted by IIMs between 16th & 22nd November, 2014. Details for obtaining the CAT bulletin can be taken from the CAT advertisement issued by IIMs in all leading national newspapers July 28, 2014 and from IIM website <http://www.cat.iim.in>





Step-2 Registration at LBSIM

Besides CAT, candidates are required to register at LBSIM, Delhi through a separate Application Form which will be available along with Information Brochure from 29th September, 2014 to 22nd December, 2014 from Admission Coordinator, LBSIM, Delhi.

Step-3 Group Discussion (GD) and Interview

Candidates short-listed on the basis of CAT score will be called for Group Discussion (GD), Extempore written analysis test and Personal Interview (PI) for final selection.

Interview Centres

Personal Interview can be conducted at one of the following places, as selected by the candidate at the time of applying for registration with LBSIM: (1) Bengaluru (2) Delhi (3) Hyderabad (4) Kolkata (5) Mumbai (6) Guwahati (7) Thiruvananthapuram (8) Chennai (9) Patna and (10) Bhubaneswar. GD/PI centre can be changed by the institute at its discretion. The weightage for final selection will be 60% for CAT score and 40% for Group Discussion, Extempore and Personal Interview, past academic performance, written analysis test and work experience. Selected candidates will be intimated by Registered Post/Courier/e-mail. No regret letters will be sent to those who are not selected. The Institute does not take any responsibility for postal delays and/or loss in transit. Result of the selected candidates shall also be displayed on the institute's Notice Board and website: www.lbsim.ac.in

The likely dates/schedule will be as follows:

- GD / Personal Interview: Last week of February, 2015
- Announcement of final results and release of admission list: 1st week of April, 2015
- Closing of admission: End April, 2015

The Information Brochure and Application Form

- The Information Brochure and Application Form for the programme, giving detailed information, is available with the Admission Coordinator,

Lal Bahadur Shastri Institute of Management, Delhi on all working days between 9.30 am and 5.30 pm (except 2nd & 4th Saturdays, Sundays and holidays) at LBSIM Dwarka Campus, on payment of `Rs.1950/- in cash or by Demand Draft (Add `Rs.75/- for sending information brochure by post in India and Rs. 200/- for abroad) drawn in favour of 'Lal Bahadur Shastri Institute of Management ' Delhi, payable at New Delhi.

- Application Form can be filled online with provision of online payment or can be downloaded from our website: www.lbsim.ac.in. Such downloaded application forms must be submitted along with a DD of Rs. 2025/- (Rs. 2200/- for candidates residing abroad) in favour of 'LBS Institute of Management' payable at New Delhi, towards information brochure, postage and processing.

Completed Application Forms must be sent to:

- Admission Coordinator, Lal Bahadur Shastri Institute of Management, Plot No.-11/7, Sector-11, (Near Dwarka Metro Station), Dwarka, New Delhi-75.

Sale of CAT Vouchers Starts	:	6th August, 2014
Sale of CAT Vouchers Ends	:	30th September, 2014
Opening Date of CAT Registration	:	6th August, 2014
Closing Date of CAT Registration	:	30th September, 2014
Common Admission Test (CAT) window	:	16th & 22nd November, 2014
Issue of LBSIM application form starts	:	29th September, 2014
Last date of receipt of completed Application Form at LBSIM	:	22nd December, 2014
Programme commences	:	15th June, 2015
Orientation Programme	:	June 15-20, 2015

Admission Offer

Admission Offer will be based on a composite score of CAT + GDPI and students will be informed accordingly. The result will also be put on LBSIM website. Applicants are advised to check up the website of LBSIM frequently. LBSIM will not accept any responsibility for non-receipt of any admission communication by way of loss during transit or otherwise. All matters of dispute will be subject to the legal jurisdiction of Delhi Courts.

Withdrawal and Refund Policy:

- Withdrawals/refunds, if any, will be as per the prevailing rules.
- All disputes are subject to the jurisdiction of the courts in Delhi



Post Graduate programme in Management -General (2015-17)



Orientation Programme

The programme starts with a one-week orientation schedule, which serves as a catalyst to familiarize the students with complexity and diversity of management education in the country and also identify and bridge learning gaps of students, coming from diverse academic backgrounds.

Programme Structure

The Two Year Full-Time Post Graduate Programme in Management programme consists of six trimesters. The course structure has been designed to ensure that the management graduates of LBSIM develop a judicious blend of strategic thinking and tactical implementation, specialized knowledge and general management skills. In the three trimesters during the first year, the focus is primarily on basic courses, to build a foundation of conceptual and analytical skills, required for more specialized study in various functional areas, pursued in the second year of the programme. The students have to take 21 core courses along with a Personal & Interpersonal Effectiveness Lab and undertake Summer Training during the year. The students may also have the opportunity to take a foreign language as an optional course during the first year or second year.



In the second year, during the fourth, fifth and sixth trimesters, the participants have to opt for 13 electives in addition to the two compulsory courses. This enables them to pursue in-depth and rigorous learning in the areas of their specialization. The electives cover a minimum of two functional areas, which equip the LBSIM graduates to sharpen their multiple functional skills.

Besides, each student undertakes a project study under the guidance of a faculty member during the second year, with the aim of gaining an insight into actual corporate realities by studying a business problem or a situation. The students from the beginning of fourth trimester undertake the project study and the final submission is at the end of fifth trimester.

Summer Training:

Each student is required to undertake summer training in a company of repute for the duration of 8-10 weeks as part of course curriculum just after the third trimester examination. They also need to undertake a project assignment with the company. This project training provides an opportunity to the students to have a first-hand practical exposure, and allows them to relate the conceptual and analytical skills acquired in classroom to actual managerial practices. The institute, as well as the organizations where these projects have been carried out, evaluate various projects undertaken by the students.

If the evaluation is unsatisfactory, the student is not promoted to the second year of the programme.

End-Term Project

The 'End-Term Project' is carried out by the 2nd year students wherein they are required to submit a report containing their research and findings.





Course Structure

FIRST YEAR (21 Core Courses + Lab + Summer Training)

Trimester I	112202 Marketing Management – II	113303 Managing People & Performance
111001 Managerial Economics	112302 Managing Work Organizations	113403 Operations Management
111002 Business Communications	112402 Management Science	
111101 Management Accounting - I	112502 Management Information Systems	Trimester IV
111201 Marketing Management - I	(Personal & Interpersonal Effectiveness Lab)	124007 Strategic Management-I
111301 Interpersonal Effectiveness & Group Dynamics		Five Electives
111401 Quantitative Methods for Management	Trimester III	Project Study (Commencement)
111501 IT for Business Decisions	113004 Legal Aspects of Business	Trimester V
	113005 Business Ethics & Corporate Governance	125008 Strategic Management-II
Trimester II	113006 Global Economic Environment	Five Electives
112003 Government, Business & Society	113104 Corporate Finance-II	Project Study (Submission)
112102 Management Accounting -II	113204 Marketing Research	Trimester VI
112103 Corporate Finance – I		Three Electives

SECOND YEAR (Two Core Courses + 13 Electives + Project Study (Equivalent to One Course) + Summer Training Project & Corporate Interface Participation (Equivalent to One Course))

Electives for PGDM (General)

Marketing

- 124205 B2B Marketing
- 124206 Consumer Behavior
- 124207 Integrated Marketing Communication
- 124208 Services Marketing
- 124404 Supply Chain Management (cross listed)
- 125210 Customer Relationship Management
- 125211 Digital and Social Media Marketing
- 125212 Strategic Brand Management
- 125217 Sales & Distribution Management
- 126209 International Marketing
- 126213 Marketing Analytics
- 126214 Retail Management
- 126215 Rural Marketing
- 126216 Social Marketing
- 126503 E-Commerce (cross listed)

Finance and Accounting

- 124117 Investment Analysis & Portfolio Management
- 124119 Management of Financial Services
- 124136 Project Appraisal, Financing & Control
- 125118 Financial Derivatives
- 125120 Insurance & Risk Management
- 125133 Corporate Risk Management
- 125137 Commercial Banking & Insurance
- 125138 International Financial Management
- 126126 Mergers, Acquisition & Corporate Restructuring
- 126127 Investment Banking
- 126132 Financial Engineering

Quantitative Methods & Operations Management

- 124404 Supply Chain Management (cross listed)
- 124405 Service Operations Management
- 125406 Advanced Materials & Logistics Management
- 125407 Project Management
- 125408 Total Quality Management
- 126409 Operations Strategy & Competitiveness
- 126410 Business Analytics

Information Technology & Systems

- 124504 Business and Data Communications Networks
- 125503 E-Commerce (cross listed)
- 125505 Information Security and Risk Management
- 125506 Business Intelligence & Data Mining
- 126507 Software Project Management
- 126508 Enterprise Resource Planning
- 126509 IT Strategy

Organizational Behaviour & Human Resource Management

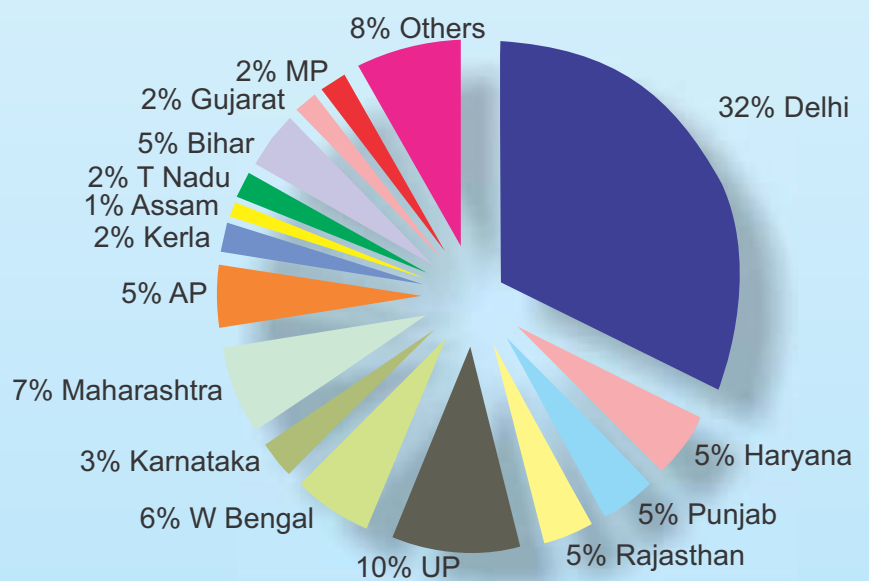
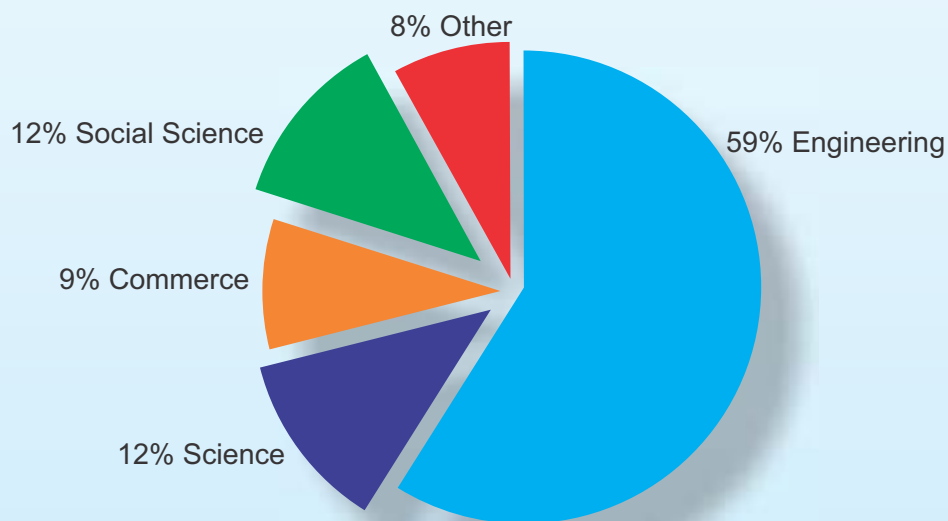
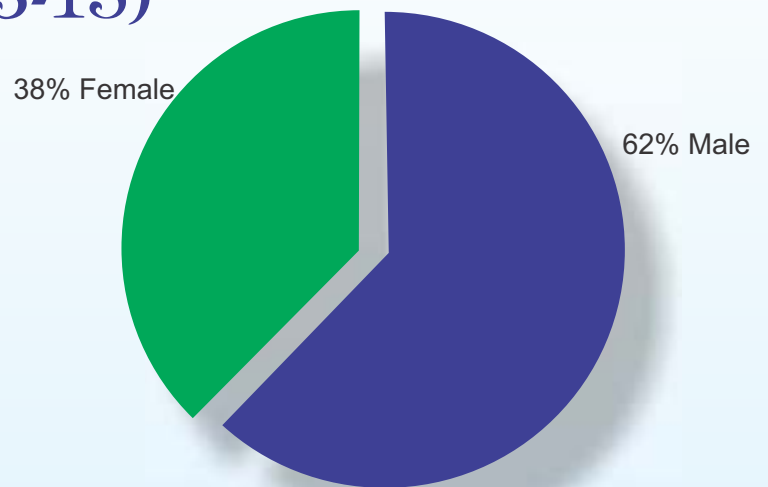
- 124305 Labour Laws
- 124306 Strategic Human Resource Management
- 124307 Training and Development
- 124308 Performance Management
- 125309 Compensation Management
- 125310 Human Resource Management in Service Sector
- 125311 Recruitment & Selection
- 126312 Organizational Development
- 126313 Industrial Relations and Employees' Welfare Management

General Management

- 125009 Technology & Innovation Management
- 125010 Consulting & Advisory Practices
- 125011 Corporate Social Responsibility & Public Policy
- 125012 Business History
- 126013 Creative Problem Solving
- 126014 Business Sustainability & Disaster Management
- 126015 Change Management
- 126017 Art & Practices of Leadership

PGPM-General (2013-15)

Students' Profile



Post Graduate Programme in Management-Finance (2015-17)



The Post-Graduate Diploma in Management – Finance (PGPM-Finance) programme aims to create a cadre based of professionals having specialization in the area of Finance. It equips the students to develop strong analytical and problem-solving skills with an ethical mindset. It allows them to develop ability to think critically and operate successfully in a dynamic business environment. The programme enables the participants to understand business challenges holistically and recognize the interplay of finance with other disciplines. The programme specifically aims to:

- impart conceptual knowledge on the basics in finance, accounting, economics, regulatory environment, and human behaviour.
- develop an appreciation of the interface between financial analysis and other areas such as economics, management, investments, financial markets, international finance, financial services and corporate strategy to facilitate decision making.
- equip the students with cutting edge technological skills in IT and other key functional areas.

The programme emphasizes on development of a new body of knowledge and skill-sets and prepares students who seek challenging careers in the area of finance.

Programme Structure

The PGDM-Finance is a two-year full-time programme spread over six trimesters. The course structure has been designed to ensure that the management graduates of LBSIM develop high level of competence in financial management skills in addition to general management skills, so as to take up key positions in the domain of finance and accounting.

During the first year, the focus is primarily on building a strong foundation of conceptual and analytical skills required for advanced and specialized courses in finance pursued in the second year. In all, students study 22 courses covering Economics, Human Relations,

Quantitative Techniques, Financial & Cost Accounting, Corporate Finance, Information Technology, besides a Personal and Interpersonal Effectiveness Lab.

In the second year, students have to opt for six electives in addition to nine compulsory courses. This enables the students to pursue an in-depth learning in the area of their specialization. The electives cover a variety of relevant areas. Besides





these courses, each student is also required to undertake a Research Project under the guidance of a faculty member with the aim of gaining an insight into the actual corporate realities by studying a business problem or understanding a situation. Students take up the project study at the beginning of the fourth trimester and submit the dissertation thesis towards the end of the fifth trimester.

Summer Training

Each student is required to undertake summer training in a company of repute for the duration of 8-10 weeks as a part of course curriculum just after the third trimester examinations. This project training provides an opportunity to the students to have a first-hand practical exposure and familiarize them to relate the conceptual and analytical skills acquired in classroom to actual managerial practices. The project is evaluated by the institute and the organization where the project was carried out. If the evaluation falls below the expectation level, the student is not promoted to the second year.

Course Structure

FIRST YEAR

Trimester I

211001 Managerial Economics
211002 Business Communications
211105 Financial Accounting
211109 Financial Institutions and Markets
211201 Marketing Management
211304 Organization Behaviour
211401 Quantitative Methods for Management

Trimester II

212003 Government, Business & Society
212004 Legal Aspects of Business
212103 Corporate Finance -I
212106 Cost & Management Accounting
212110 Business Research Methods
212303 Managing People & Performance
212402 Management Science
(Personal & Interpersonal Effectiveness Lab)

Trimester III

213005 Business Ethics & Corporate Governance
213006 Global Economic Environment
213104 Corporate Finance-II
213111 Corporate Taxation
213112 Financial Analysis
213113 Financial Modelling & Simulation
213114 Financial Systems (Selected Countries)
213403 Operations Management

SECOND YEAR

Trimester IV

224115 Financial Analytics
224116 Commercial Bank Management and NBFCs
224117 Investment Analysis and Portfolio Management
224118 Financial Derivatives
Elective-I
Elective-II

Trimester V

225009 Strategic Management
225119 Management of Financial Services
225120 Insurance and Risk Management
Elective-III
Elective-IV

Trimester VI

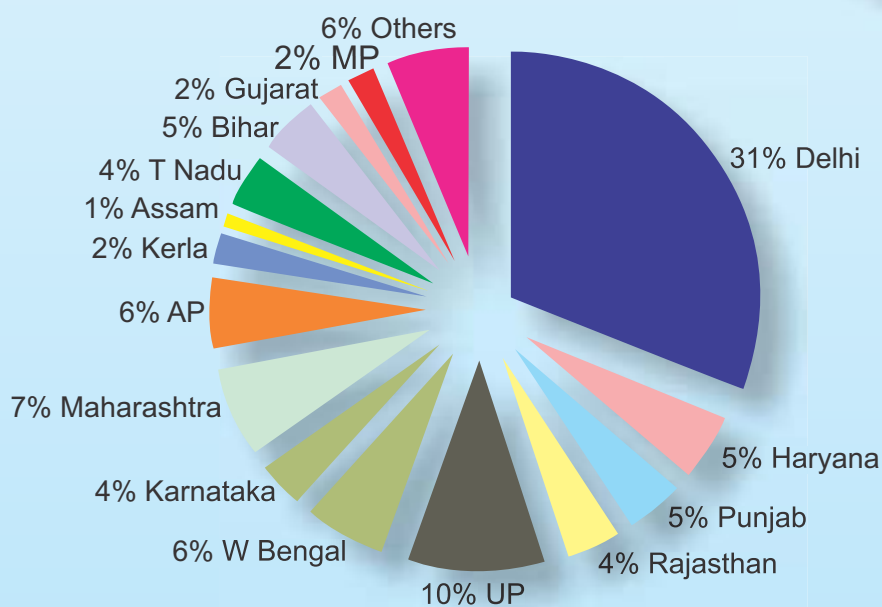
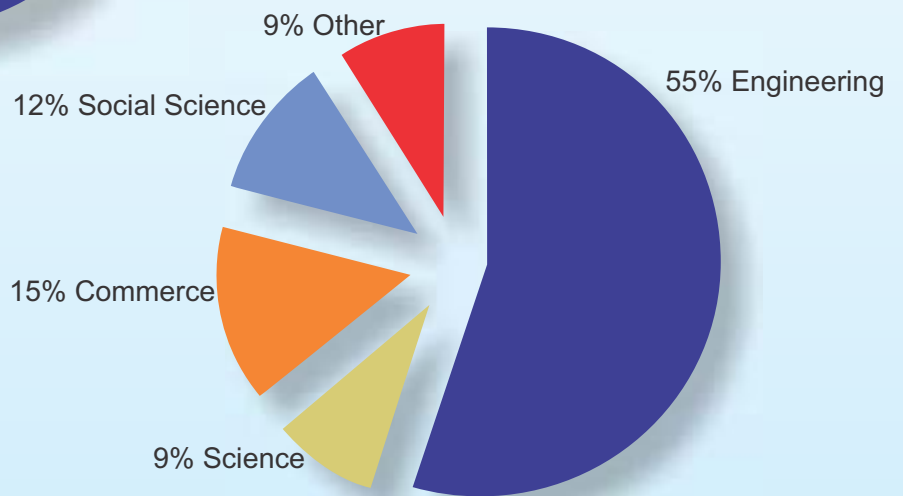
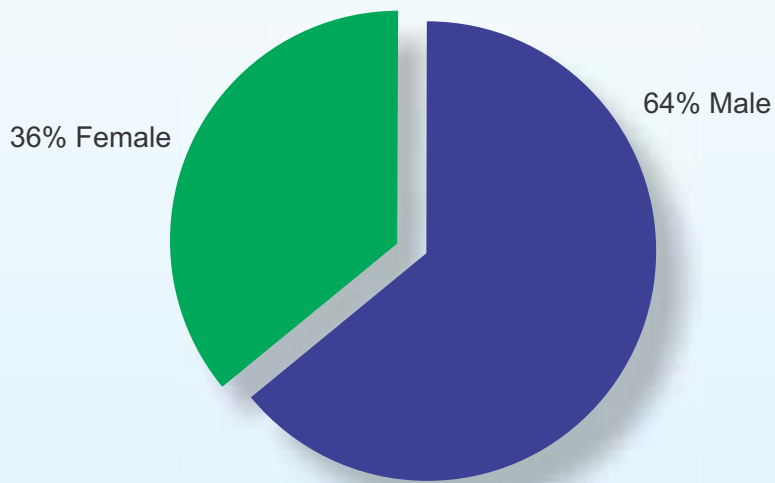
226018 Entrepreneurship and Small Business Management
226136 Project Appraisal, Financing, and Control
226138 International Financial Management
Elective-V
Elective-VI

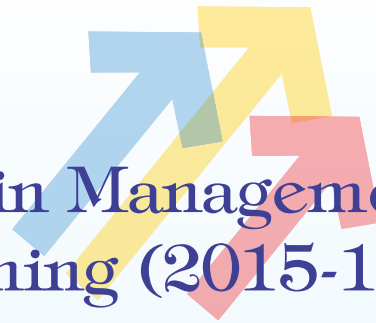
Electives/ Specialization Areas (Any Two Areas)

1. Treasury Management
224123 Commodities & Stock Market Operations
225124 Fixed Income Securities
226125 Treasury & Forex Management
2. Investment Management
224126 Mergers, Acquisitions & Corporate Restructuring
225129 Infrastructure Financing
226127 Investment Banking
226128 Behavioural Finance
3. Risk Management
224130 Enterprise & Financial Risk Management
225131 Bank Risk Management
226132 Financial Engineering
4. Strategic Accounting & Control
224139 Corporate Governance and Reporting Practices
225140 Management Control System
226141 Strategic Cost Management

PGPM-Finance (2013-15)

Students' Profile





Post Graduate Programme in Management for Working Executives-Evening (2015-18)

Eligibility

A graduate in any discipline from a recognized Indian or foreign university preferably with a minimum of two years' work experience at an executive level in an industrial, commercial, service, or government organization is eligible to apply. In accordance with Shastriji's slogan, "Jai Jawan Jai Kisan", LBSIM provides management education to Defence personnel at a concessional fee structure.

Admission Procedure

Admission shall be through Group Discussion (GD) and Interview, to be held in the third week of April 2015 at LBSIM campus in Dwarka. However, the exact date/venue will be intimated by post and on website. The final selection will be based on performance in GD, interview, academic excellence and work experience. Selected candidates will be intimated by Registered Post/ Courier / Ordinary Post/E-mail/Website. No regret letters will be sent to those who do not make the grade. The institute does not take any responsibility for postal delays and / or loss in transit.

The Programme Structure:

The Three-Year Post Graduate Programme in Management for Working Executives consists of six semesters. The Programme has been structured to be delivered in 27 months. The first three semesters primarily focus on basic courses to build a foundation of knowledge and skills required for more specialized study in various functional areas, pursued in second year (third and fourth semesters) and third year (fifth and sixth semesters) of the programme, during which electives will be offered to enable the participants to pursue an advanced and in-depth learning in the area of their specialization. The range of courses has been carefully planned to meet the needs and fulfil the aspirations of students, society and the prospective employers.

First Year

Semester I

311102 Management Accounting
311201 Marketing Management - I
311301 Interpersonal Effectiveness & Group Dynamics

311401 Quantitative Methods for Management

311502 Management Information System

Semester II

312001 Managerial Economics
312002 Business Communication
312103 Corporate Finance - I
312202 Marketing Management - II
312302 Managing Work Organizations

Second Year

Semester III

323003 Government Business & Society

323004 Legal Aspects of Business

323104 Corporate Finance - II

323402 Management Science

323403 Operations Management

Semester IV

324204 Marketing Research

324303 Managing People & Performance

• Elective - I

• Elective - II

Third Year

Semester V

335006 Global Economic Environment

335007 Strategic Management - I

• Elective - III

• Elective - IV

• Elective - V

• Project Study (Commencement)

Semester VI

336008 Strategic Management - II

• Elective - VI

• Elective - VII

• Elective - VIII

• Project Study (submission)

15-Month Full Time Post Graduate Programme in Management for Working Executives

Rationale of the Programme

According to recent research on management education and growing complexity and challenges of international business, business leaders, captains of the industry prefer to engage professionals with 5-10 years of work experience with some short term management qualifications. Such professionals contribute more to the growth of the firm as they stay for a longer period. This trend is also visible in India where top B-schools have embarked upon 15-month Executive programme (a condensed course in various aspects of multi-disciplinary management areas) to fill up the middle level management gap.

This programme is targeted at high-caliber senior executives, with a minimum 5 years of managerial experience. These are the professionals, who can benefit from the programme and have the potential and motivation to become truly global, dynamic and aspiring multi-skilled business leaders. The participants will typically be achievers who have done exceptionally well in a functional domain and are looking forward to take on senior level general management positions. Senior executives who are already in general management roles will also find this programme ideally suited as it will immensely enhance their strategic perspectives and decision making capabilities.

Eligibility

Three Year Bachelor's Degree in any discipline with at least 50% marks. Minimum five years' experience, Company sponsored candidates will be preferred. The selection will be based on the following criteria:

Selection

CAT/GMAT recent scores/ test conducted by LBSIM and personal interview.

International immersion Programme-7 to 10 days

Trimester I

411001 Managerial Economics
411002 Business Communication
411102 Managerial Accounting
411201 Marketing Management
411304 Organizational Behaviour
411401 Quantitative Methods for Decision Making
411501 IT for Business

Trimester II

412016 Economic Environment of Business
412103 Corporate Finance
412204 Marketing Research
412303 Managing People & Performance
412403 Operations Management
412510 Operations Research
Term Project (Presentation Only - Guide allotted.)

Trimester III

413009 Strategic Management
413019 International Business
413109 Financial Institutions & Markets
3 Electives
1 Term Paper

Trimester IV

414005 Business Ethics & Corporate Governance
414315 Organizational Leadership
4 Electives
2 Term Papers

Trimester V

Dissertation/Project Report with Field / Industry Based Training.
International immersion programme with an academic tie-up with a foreign university.

Electives for PGDM (Working Executive) Marketing

415206 Consumer Behavior
415207 Integrated Marketing Communication
415208 Services Marketing
415209 International Marketing
415210 Customer Relationship Management
415212 Strategic Brand Management
415214 Retail Management
415215 Rural Marketing
415217 Sales & Distribution Management
415218 Strategic Marketing Management
415404 Supply Chain Management (cross listed)



Finance

- 415116 Commercial Banking & NBFCs
- 415117 Investment Analysis and Portfolio Management
- 415118 Financial Derivatives
- 415119 Management of Financial Services
- 415120 Insurance & Risk Management
- 415126 Mergers & Acquisitions & Corporate Strategy
- 415127 Investment Banking
- 415133 Corporate Risk Management
- 415134 Financial Engineering
- 415136 Project Appraisal Financing and Control
- 415138 International Financial Management

Operations & System Management

- 415404 Supply Chain Management
- 415405 Service Operations Management
- 415406 Advanced Materials & Logistics Management
- 415407 Project Management
- 415408 Total Quality Management
- 415409 Operations Strategy & Competitiveness
- 415410 Business Analytics

Human Resource Management

- 415305 Labour Legislation
- 415306 Strategic Human Resource Management
- 415307 Training and Development
- 415309 Compensation Management
- 415312 Organizational Development
- 415313 Industrial Relations and Employees' Welfare Management
- 415314 Organizational Effectiveness and Change Management

IT and Systems

- 415503 E-Commerce
- 415504 Business and Data Communications Networks
- 415505 Information Security and Risk Management
- 415506 Business Intelligence and Data Mining
- 415507 Software Project Management
- 415508 Enterprise Resource Planning
- 415509 IT Strategy

Performance Evaluation

LBSIM follows a grading system to evaluate the performance of its students. The grading reflects a student's proficiency in the course and his/her relative position in the class. While relative position of the student is clearly indicated by his/ her grades, the process of awarding grades is not necessarily based upon fitting performance of the class to some statistical distribution. The associated faculty of the course formulates appropriate procedure to award grades that are reflective of the student's performance vis-à-vis instructor's expectation. The grades and their description, along with equivalent numerical points are mentioned here:

Grade	Numerical value of Grades into Points	Description
A+	10	Outstanding
A	9	Excellent
B+	8	Very Good
B	7	Good
C+	6	Average
C	5	Below Average
D	4	Marginal
F	0	Fail

Each student shall be evaluated on the basis of Grade Point Average (GPA) for a term and Cumulative Grade Point Average (CGPA) of all the completed terms at any point of time. Students, who attain a minimum CGPA of 5.00 at the end of two years in case of the Full Time Programme and at the end of three years in case of Evening Programme, shall be considered successful for award of Post Graduate Diploma in Management (PGDM) and PGDM (Executive) all five trimesters

Master in Computer Application (2015-18)



The Three Year Full-Time Post Graduate Programme for Master of Computer Application (MCA) consists of six semesters as per the syllabus and schedule of Guru Gobind Singh Indraprastha University (GGSIPU) Delhi. Eligibility conditions, admission procedure and fees will be as per GGSIPU, Delhi rules. Likely date of commencement of the course is August 01, 2015.

For details of fee, syllabus, assessment of performance, etc. please refer to the official website of GGSIPU, Delhi (www.ggsipu.ac.in).

Successful students of Three-Year Full-Time programme in Master of Computer Application will be awarded MCA Degree as per the rules of Guru Gobind Singh Indraprastha University, Delhi.



NCCMP

NSE Certified Capital Market Professional (NCCMP) Programme

Lal Bahadur Shastri Institute of Management has entered into MoU with National Stock Exchange (NSE), for NCCMP Programme. It is a 100 hours course (80 hours theory and 20 hours practical). The duration of the course will be 4-6 months. Students of PGDM programmes can simultaneously opt for this programme by payment of fee to NSE.

For details of fee, syllabus, assessment of performance, etc. please refer to the official website of LBSIM, Delhi (www.lbsim.ac.in).

Fees and Other Charges

1. Two Year Full Time Post Graduate Diploma in Management 2015-2017

2. Two Year Full Time Post Graduate Diploma in Management (Finance) 2015-2017

Academic Year	General Category	Due Dates of Payment	Corporate Sponsored	Due Dates of Payment
2015-2016	₹ 2,85,000/- ₹ 1,70,000/-	At the time of admission By 19th December, 2015	₹ 6,25,000/-	At the time of Admission
2016-2017	₹ 1,70,000/- ₹ 1,70,000/-	By 2nd July, 2016 By 19th December, 2016	₹ 5,15,000/-	By 2nd July, 2016

At the time of admission all the students are requested to note the following in addition to the fee mentioned above:

- Management Grid Contribution of Rs. 19,950/- (For Full Course).
- Alumni fee Rs. 5,000/- (Life Membership).
- Study Material & Books fee Rs. 10,000/- per annum.
- Fees and other charges in respect of corporate sponsored candidates are payable in two installments as indicated above.

3. Three Year Post Graduate Diploma in Management for working Executives - Evening 2015-2018

Academic Year	Semester	General Category	Due Dates of Payment
2015-2016	I II	₹ 94,000/- ₹ 54,000/-	At the time of Admission By 19th December, 2015
2016-2017	III IV	₹ 54,000/- ₹ 54,000/-	By 10th August, 2016 By 19th December, 2016
2017-2018	V	₹ 54,000/-	By 10th August, 2017

4. 15-Month Post Graduate Diploma in Management for Executives

Academic Year	Semester	General Category	Due Dates of Payment
2015-2017	I (6 months) II (6 months)	₹ 2,60,000/- ₹ 2,00,000/-	At the time of admission By 19th December, 2015

At the time of admission all the students are requested to note the following in addition to the fee mentioned above:

Management Grid Contribution of Rs. 19,950/- (For Full Course).

Alumni fee Rs. 5,000/- (Life Membership).

Note:

Withdrawals/refunds, if any, will be as per the prevailing rules.

All disputes are subject to the jurisdiction of the courts in Delhi.

5. Three Year Full-Time Post Graduate Programme in Master of Computer Application 2015-2018

Fee as per the rules and schedule of Guru Gobind Singh
Indraprastha University, Delhi

6. NSE Certified Capital Market Professional (NCCMP) Programme

₹ 12,000/-

Centre for Growth and Excellence



LBS Corporate Relations Cell (LBS CRC)

Corporate Relations is a key activity for any B-school. At LBSIM, efforts are made to develop a unique and long lasting relation with the industry and corporate bodies. LBSIM has dedicated a cell to this regard to promote such activities round the year. Currently, the Corporate Relations Cell (CRC) is an integral part of the progressive management programme. The academic rigour pursued at LBSIM is in many ways juxtaposed with industry realities. The CRC at LBSIM organises training activities throughout the year in order to better prepare the students for the placement process that happens on the campus. The LBSCRC invites luminaries and professionals of repute from various industries and organizations to share their learning and experience with the students. The cell also invites reputed organizations for the campus recruitment process. It functions throughout the year towards generating placement, live project as well as training opportunities for the management students. The cell acts like a window to the corporate world, for the students as well as for the faculty and facilitates continuous interaction with the industry, sharing of industry experiences and also in mapping industry expectations as well as needs.

The LBS Entrepreneurial and Incubation Centre (LBSEIC)

The LBS Entrepreneurial and Incubation Center (LBSEIC) has been set up to enable innovation and entrepreneurship at the Institute. The centre aims to bring together entrepreneurship, ideation and angel investing. The LBSEIC seeks to concentrate its efforts in a knowledge-rich, risk nurturing and entrepreneurial environment, while reconciling competition and collaboration. The Centre provides a nurturing, instructive and supportive environment for student entrepreneurs during the critical stages of starting up and growing a new business. The goal of business incubators is to increase the chance that a start-up will succeed and achieve growth, shorten lead-time and reduce the cost of establishing and growing its business. The Centre seeks to position business incubators to nurture the companies that will form the true value creators of a

nation's future wealth and employment. LBSEIC also aims to conduct national and international seminars and conferences, inviting eminent personalities from around the globe to further discuss and share knowledge on the issues pertaining to entrepreneurship and innovative ventures.

LBS Risk Management Centre (LBSRMC)

The LBS Centre for Risk Management (LBSRMC) has been set up to meet the needs and challenges of future risk professionals and managers with a focus on research, training, education and consultancy. The main objectives of the centre are to: develop international standards of excellence for risk management; promote multidisciplinary research in risk management by developing innovative concepts, effective quantitative tools and strategies; sponsor research projects in close collaboration with industry professionals; organize workshops / conferences / symposia; and help existing and future organizations to improve professional standards of competence in the modelling and management of risks. The Centre seeks to take an interdisciplinary approach in the analysis, assessment, and mitigation of global vulnerabilities for the advancement of political, business and social system decision making. The Centre provides an integrated approach to risk management, focusing on corporate governance and compliance and to design novel solutions and collaborative risk reduction schemes.

LBS Mentor-Mentee Programme

The programme has been designed to leverage the experience and expertise of LBSIM faculty to address, through one-to-one interaction, the mentorship needs of our students seeking professional and personal development. The Institute has faculty mentors from a wide range of experience and industry sectors. The goal is to provide mentorship in a broad set of areas including careers, entrepreneurship, industry / domain expertise, personal development and other areas of professional interest. The faculty mentors participating in this programme, besides having a deep knowledge of their respective industries, also have tremendous functional, inter-personal, managerial and leadership skills. A face to face meeting provides the most effective channel of communication and has a positive influence on the mentoring relationship. The one-to-one programme is set up so that the initial contact and discussions between the mentor and mentee is done in a structured way to ensure that expectations are met. We encourage students in this programme to take advantage of all facets of mentorship available through faculty mentors.



Industry Institute Interaction



We live in a dynamic world where the industry needs keep changing and evolving. To keep pace with these changes and to make sure our students get the right corporate exposure we have the industry institute partnership cell.

The key responsibilities of the Cell are:

(a) Corporate Interface Day

Industry-Interactions are an integral part of the curriculum and 'Corporate Interface Day' provides us a unique platform to conduct such activities. One day in a week is set aside for corporate interactions through guest lectures, live projects and industrial visits. The focus is on providing industrial exposure and preparing students for the future. The students are exposed to practical learning along with the regular classroom curriculum.



(b) Annual Outreach Programme

Annual Outreach is a week-long programme where students visit various industrial hubs across the country including Mumbai, Chennai, Bengaluru, Delhi, Ahemdabad, Pune, Kolkata, Noida, Gurgaon and Hyderabad. LBSIM has been the pioneer of the programme since 1997 which encourages and facilitates direct interaction with industry heads and corporate HRs. This activity will allow them to understand the challenges and opportunities that exist in the corporate world.

(c) Industry Visit

LBSIM regularly organises industry and factory visits for the students so they witness an operational production line as well as learn by observing all operational processes. LBSIM organized industry visits to Yakult Danone Factory, Amul Milk Factory, Mother Dairy Factory as well as the Maruti Udyog amongst many others.



(d) Visit to NSE

As a part of the initiative of LBSIM to have field visits to the Industries including Financial Institutions, a visit to National Stock Exchange of India Ltd. (NSE) organized every year for PGDM students having majors in Finance area. The students are familiarized with the functioning of NSE.



Other Programmes

Know your Alma Matér

LBSIM has vibrant alumni association foundation that organizes alumni meet every year. The Alumni Foundation 'Reminiscence' will organize its annual alumni meet on October 18, 2014 at India Habitat Centre. The MCA Alumni Foundation 'Sansmaran' organized its annual alumni meet in Delhi. The focus of both the meets is to leverage alumni network for the growth and success of alumnus and institute alike.



Management Development Programmes (MDPs)

In line with vision of Shri Lal Bahadur Shastri and to develop a robust interface with the industry, LBSIM, Delhi has designed and conducted MDPs since inception. LBSIM realizes the vital need for training and development of existing as well as budding managers in their chosen domains and offers a wide array of training programmes ranging from Human Resource Management, Marketing, Strategy, Finance to IT, Leadership, Project Management & Soft Skills Development. Each programme is carefully conceptualized & structured to ensure that it delivers high quality content and meets the corporate world's expectations. The Institute has excellent infrastructure facilities including 2 MDP Halls with capacity of 20 participants and 60 participants respectively. Some of our esteemed clients are HPCL, IOCL, Maruti Suzuki, NHAI, BHEL and HAL. For details about the Institute's upcoming MDPs, log on to our website www.lbsim.ac.in

Upcoming Important Events

HR Conference
26th September, 2014

Presentation of Lal Bahadur Shastri
National Award
7th October, 2014

Lecture by the Lal Bahadur Shastri
National Awardee
7th October, 2014

Alumni Meet
18th October, 2014

IT Summit
24th October, 2014

TATVA
November 14-15, 2014

Finance Conference
29th November, 2014

Lal Bahadur Shastri Memorial Lecture
11th January, 2015

Faculty Development Programme (FDPs)

FDPs and workshops are organized to equip the faculty with skills and knowledge that are essential for inculcating entrepreneurial values in students and guiding and monitoring their progress towards entrepreneurial careers. Last year FDPs were conducted on Consulting & Advisory Services, Case Teaching & Research Methodology, Case Study Teaching. The resource persons were Prof. K.C. Mishra (Vice Chancellor, Sri Sri University, Bhubaneswar), Prof. R.P. Mohanty (Vice Chancellor-SOA University, Odisha) and Prof. M. Ashraf Rizvi (Director-Jaipuria Institute of Management, Indira Puram and Professor-IIM, Indore). In the recent past, an FDP on 'Writing Successful Proposals' was organized for the faculty of LBSIM. The resource person was Mr. Santosh Kumar Singh, Technical Expert at Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. It focused on strategically drafting the research proposals keeping in mind the key components, so as to bag funded research projects. Another Faculty Seminar on the topic 'Service Innovation: An In-depth Analysis' was conducted by Dr. Ramendra Thakur, Associate Professor-Marketing, The Lafayette Coca-Cola Professor of Marketing, Business University of Louisiana, Lafayette, U.S.A. A workshop on "Strategies for conducting Management Development Programmes" was also organized for faculty members. Dr. Rakesh Chopra, Corporate Mentor, Institute of Corporate Management of Anglo India Corporate Mentors Ltd. was the resource person.

Research and Publication



LBS Journal of Management & Research

LBS Journal of Management & Research is a bi-annual publication. It aims to provide a platform for exchange of ideas among researchers and practicing managers by contributing research papers/articles with emphasis on various management issues. In November, 2013, LBS Journal of Management & Research attained higher fame and recognition as it was published online on competent research portals like ebcohost, J-Gate, Summom (earlier known as Proquest), ICI, Google Scholar, Scopus, to name a few. Now each research article of the journal has a DOI number. The journal seeks to strike a balance between theoretical paradigms and business practices, focusing on current and future trends in the area of management. It is considerably visible in the academic and industry circles and is regarded as one of the well-known journals in management education.

LBSIM Communiqué

Communiqué is LBSIM's official newsletter, which aims to share the main events and happenings on a quarterly basis. These include the conducted seminars and conferences, Management Development Programmes and Faculty Development Programmes. 'Communiqué' also shares research studies undertaken by the faculty through paper publications, presentations, and seminar participations. Academic assignments and consultancies undertaken by the faculty are also highlighted in Communiqué. The library updates and media coverage are some of the most interesting parts of 'Communiqué'.

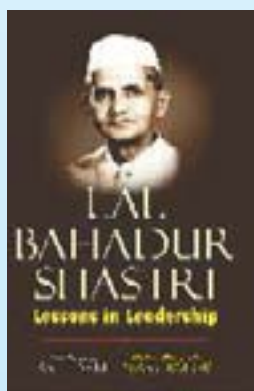
Books Published

- Shastri Anil, Chaudhary Pavan (2014), 'Lal Bahadur Shastri: Lessons in Leadership', Wisdom Publications, New Delhi
- Biswas PK, Sharma GL, Sharma R and Rishi M(eds.) (2014), 'Applied case studies in Management', Himalya Publishing House, New Delhi
- Sharma G L, Balamurgan P, Kumar Sandeep (2013), 'Potential Entrepreneurial Activities in Rural Areas of Delhi: An Explorative Study'

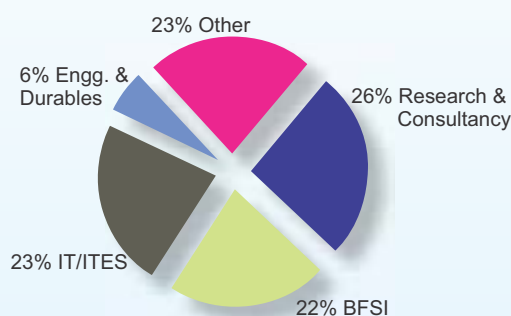
Articles Published

- | | | |
|------------------------------------|---|----|
| • National/ International Journals | : | 44 |
| • Chapters in Edited Book | : | 11 |
| • Conference Presentations | : | 10 |

Around 65 articles of faculty members were published in the year 2013-2014 in various national and international journals, edited books and conference proceedings. A book on 'Applied case studies in Management' is released in the year 2014.



Placement 2014

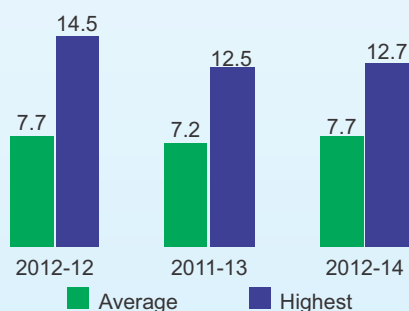


Lal Bahadur Shastri Institute of Management lived up to its glorious past and witnessed another wonderful year for placements and internships. With over 234 students participating in the placement process, LBSIM witnessed 259 Job Offers from 84 companies. A host of companies visited the LBSIM campus this year from a variety of sectors such as FMCG, Consulting, IT and ITeS, Engineering and Durables, BFSI, Market Research, Education, Electronics etc.

Highlights of the placement season, 2013 are as follows :

Highest Domestic CTC	12.7 LPA
Average CTC	7.7 LPA
Median CTC	7.8 LPA
Companies, which visited our campus	84
Total No. of offers	259

Remuneration Trend



Prominent Recruiters 2014

BANKS & FINANCIAL SERVICES

DE Shaw & Co.
American Express
Marsh & McLennan
HDFC Life
Bajaj Finserv
Fractal Analytics
Kotak Mahindra Bank
SBI Life
ICICI Prudential
ING Vysya
Kotak Securities
JPMorgan Chase
L&T Finance
Federal Bank
Axis Bank
NSE
Trustline Securities
UTI

ENGINEERING & DURABLES

Mahindra & Mahindra
Maruti Suzuki
Honeywell
Balmer & Lawrie
Groupe SEB
Samsung
JK Tyre
Daikin
LG Electronics
Napino Auto
Havells
Sony India
Exide
Panasonic
Phillips
Videocon
Whirlpool

RESEARCH & CONSULTANCY

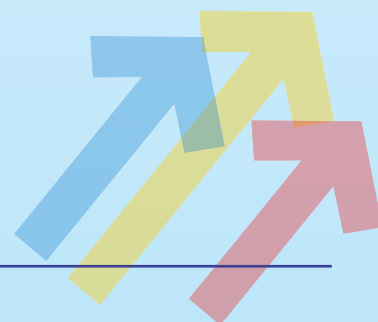
Deloitte
ZS Associates
HP Global Analytics
Oracle
Smart Cube
Ernst & Young
Beroe Solutions
Capital IQ
CSC e-Governance
IMRB International
Kelsa Solutions
Maverick
Nielsen
KPMG
Mu-Sigma
Millward Brown
Orange Business Solutions
Evalueserve
Protiviti
Cians Analytics
Crisil
Libsys
TNS Global

IT & ITES

Tata Consultancy Services
Birlasoft
Click Labs
Infosys BPO
Newgen Technologies
TCS BPO
HCL Technologies
Wipro Technologies
Wipro BPO
Wipro Infotech
HCL Infosystems
Tech Mahindra
Infosys Ltd.
WNS

FMCG & OTHERS

Asian Paints
Colgate Palmolive
Zee Entertainment
NDDB Dairy Services
IL&FS
Marks & Spencer
Zomato
Click Labs
Allcargo Logistics
Channel Play
Naukri.com
Amagi Media

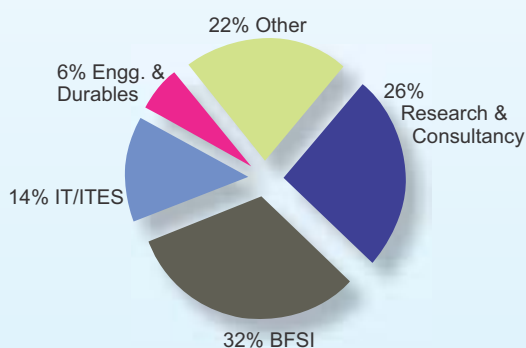


Summer Internships 2014



Summer Internships provided an opportunity for students to implement theories, concepts and skills learnt during three trimesters. It allows students to go beyond the realms of the classroom and gain insight into the corporate world. Over 100 companies visited the campus and offered opportunities in diverse areas such as Banking and Financial services, Engineering and Durables, FMCG and IT/ITES amongst others.

Industry Break-up



Maximum Stipend Offered- Rs. 40,000 per month
Average Stipend Offered- Rs. 8,000 per month



Asian Paints
Accenture
Adani Wilmar Ltd.
Air India
Aircel Ltd
Amul
Aricent Group
Axis Bank
Bajaj Auto Ltd.
Bank of Baroda
Britannia
Big Bazaar
Cafe Coffee Day
Cinépolis India
Cipla
Citibank
Colgate Palmolive
CtrlS Datacenters Ltd.
DE Shaw & Co.
Deloitte Touche
Tohatsu
Drishti Soft Solutions
Edelweiss Tokio LI

Ernst & Young
Food Corporation of India
Frost and Sullivan (India)
First Source
GAIL
General Motors
Godrej
Godfrey Phillips India
Grant Thornton
Grundfos Pumps India
HDFC Bank
HP Global Analytics
Hatsun Agro
Hilti India
Hindustan Copper
Hyundai Motors
IBM
Idea Cellular
IOCL
India Bulls
IndusInd Bank
Ipsos Research
ITC Ltd.

ITI Financial Services
Jindal Steel
Jubilant Food Works
Kotak Mahindra
KPMG
Larsen & Toubro
LG Electronics India
Macawber Beekay
Mahindra Comviva
Marks and Spencers
Marsh & McLennan
Maruti Suzuki India
NCDEX
NTPC
Ogilvy & Mather
ONGC
Panasonic India
Parle
Pepsico India Holdings
Power Finance
Corporation
Power Grid Corporation

Punjab National Bank
Quattro Global Services
Raymond Limited
Red Bull
Reliance
Communications
RBI
SAIL
Samsung India
Electronics
Sony India
SBI
Stock Holding
Corporation of India
Tata Motors
Tata Teleservices
TCS
Titan Industries
Videocon Industries
Vodafone India
Zee Entertainment
Wipro

Dignitaries Shared Invaluable Knowledge

His Holiness, The Dalai Lama

Dr. Karan Singh

Member –India's Upper House of Parliament, Rajya Sabha

Dr. Charan D. Wadhwa

Prof. Emeritus – CPR, Delhi

Sh. Amit Roy

Chief Audit and Assurance Officer, NIIT Ltd.

Puneet Rathi

Renowned Corporate Trainer

Mr. Soumik Ganguly

VP –Global Sales & Marketing, PaGalGuy.com

Mr. A.K. Mirchandani

Chairman and MD- PEC Limited (Central Public Sector Enterprise)

Dr. A.K. Balyan

MD & CEO, Petronet- LNG Ltd.

Shri. Pradeep Singh

CEO, Indian School of Business, Mohali Campus

Mr. Amit Maheshwari

Director, Marketing & Strategy, Carrier India.

Ms. Usha Anant Subramanian

CMD- Bhartiya Mahila Bank

Mr. Ravi Swaminathan

MD, AMD, India

Mr. Rajarshi Sengupta

DGM - Exports at Minda Distribution and Services Ltd

Mr. Vijay Deshpande

Vice President (HR)

Mr. Vikas Rai Bhatnagar

Chief People and Wellness Officer Shree Cement Limited, Ajmer, Rajasthan

Mr. Rohil Khanna

Associate Director , Ernst & Young, Gurgaon

Ms.Vijaya Sampath

HR Business Advisor , BMR Advisors, Gurgaon

Mr. Behram Sherdiwala

President - Human Resources , ACC Limited, Mumbai

Mr. Satyendra Gaur

GM – HR , Adani Wilmar, Ahemdabad

Mr. Nirmal Singh Raghav

Vice President , Idea Cellular Ltd., Noida
JK Tyre & Industries Ltd, New Delhi,

Ms. Gauran Dhavan Lal

Founder Member, Pravah (NGO of repute)

Ms. Laura Donovan

CEO- Partners in Change (International Non-Profit Organization)

Mr. Kapil Gupta

CEO, OM Logic Consulting Pvt Ltd

Ms. Babita Baruah

Executive Business Director, JWT Delhi

Mr.Vishal Sehgal

Head-Corporate Relations, Metro Cash & Carry

Dr. Shalini Verma

An International Author, corporate trainer, earlier associated with the Ohio University

Mr. Amit Budhiraja

CEO, Utopia Freight Logistics Pvt. Ltd

Mr. Aseem Soni

Director, Consumer Sales at Cargill Foods India.

Mr. Rakesh Atre

AVP Business Excellence, from Munjal Showa

Mr Kamal Singh

Director General, NHRD

Mr. Gaurav Mehndiratta

Partner, KPMG

Mr. Gulzari Babber

Immediate Past President, CIMA-UK,

Mr. Niranjan Khatri

GM Environment Initiatives, ITC Hotels, Gurgaon

Ms. Shefali Sapra

Sr. GM Marketing & Communication , Yakult Denone India Pvt. Ltd.

Mr. Anurag Yadav

National Sales Director , British Telecom

Mr. Abhishek Punia

CEO,ARM Digital Pvt. Ltd. Gurgaon

Dr. Sandeep Garg

Senior Technical Specialist & Head, DSM, EESL

Mr. Nishith Seth

Managing Director, Substratal Solutions Pvt. Ltd.

Mr. Alok Gupta

Founder & MD, Pyramid Cyber Security & Forensic Pvt. Ltd.

Mr. Sanjiv Kumar

Country Head –HR, Tractebel Engineering Pvt. Ltd.



Lal Bahadur Shastri National Award For Excellence in Public Administration, Academics and Management

The Lal Bahadur Shastri National Award for Excellence in Public Administration, Academics and Management was instituted in 1998. The award is presented by the President of India at Rashtrapati Bhawan and honour carries a cash award of Rs Five lakh, a citation and a plaque. The awardees are designated as Lal Bahadur Shastri Fellows and their names are inscribed on the roll of honours of the Institute.

The recipients of the award include Dr. Rajendra Achyut Badwe, Late Dr. C. K. Prahlad, Shri Narayan Murthy, Late Dr. C. P. Srivastava, Dr. Naresh Trehan, Dr. E. Sreedharan and Shri Sunil Bharti Mittal to name a few.

This year the 15th Lal Bahadur Shastri National Award for Excellence in Public Administration, Academics and Management for 2014 is being given to Dr. Apathukatha Sivathanu Pillai, Distinguished Scientist & Former Chief Controller (Research & Development), DRDO and Chief Executive Officer & Managing Director, BrahMos Aerospace, Ministry of Defence, New Delhi. Dr. Pillai has been chosen for the prestigious Lal Bahadur Shastri National Award for Excellence in Public Administration, Academics and Management: 2014. The selection was done by an eleven member Jury comprising eminent persons.



Prof. C. K. Prahlad - 2000



Shri Sam Pitroda - 2001



Shri N. R. Narayana Murthy - 2002



Dr. C. P. Srivastava - 2005



Smt. Aruna Roy - 2010



Prof. Yash Pal - 2011



Dr. R. A. Mashelkar - 2003



Dr. Naresh Trehan - 2006



Dr. M.S. Swaminathan - 2007



Smt. Tessy Thomas - 2012



Smt. Ela Ramesh Bhatt - 2004



Dr. E. Sreedharan - 2008



Shri Sunil Bharti Mittal - 2009



Dr. Rajendra Achyut Badwe - 2013

Social Initiatives



Knowing the Real Bharat: Rural Immersion Program-2014

LBSIM has started with the mission of 'developing ethical global leaders and entrepreneurs striving for value based Management and Technology education and research, through continuous learning, societal responsiveness, and strategic partnerships'. In order to fulfil this mission, the institute recognizes the need to provide an exposure to its students in order to sensitize them to the intensity of rural reality of the country. 'Knowing the Real Bharat' is an initiative to achieve this objective.

LBSIM has partnered with Pravah, a non-governmental organization that works to build youth leadership for social change across India and together they will conduct a week-long (7 Day) learning and leadership journey for the students called 'Management by Adventure – An Inside Out Leadership Voyage'. The experience will provide students with insights not only about the rural India but just as importantly about their own self.

This endeavour would enable the participants to diagnose the imperatives for an effective (ethical) leader, assess self on the leadership imperatives and build capacity on each imperative /thematic, expand their worldview by exposing themselves to a different reality (rural), and understanding the interconnectedness of the system, walk the journey of 'Me to We' which is a journey of connecting self to society and become better team players through a deeper understanding of self and others.

The focus is on experiencing rural realities while living for 5 days in a host organization/ community in the village. This is where the students will experience the rural community, understand it as a system, map the community and expose self through adventure activities and engage in social action. They will also get the opportunity to interact with leaders from the community and learn about their own journey of creating the change. This rural exposure is planned in the month of September 2014.

Previously as well, students of LBSIM students visited 20 villages with the vision of bringing improvements to the facility present at these villages. These included Kair, Mundelakhurd, Mundelakalan, Baqargarh, Tajpurkalan, AkabarPurMajra, Hiranki, Daryapurkalan, NangalThakran, Auchandi, Bankner, Lampur, Ghogha, Hareoli, Isa Pur, Darya Pur Khurd, Sarangpurand BazidPurThakran.

While interacting with village residents, teams tried to identify the problems that were being faced by them and also tried to provide solutions. Shastrians assisted the villagers in resolving their health and hygiene issues as well.

Through this initiative of 'Knowing the Real Bharat' our students are able to sensitise themselves towards the rural realities and draw managerial strategies to overcome the identified problems. Some of them may venture out to be social entrepreneurs and add further value to the nation.



Social Club 'SPARSH'

LBSIM nurtures socially responsible managers and strongly believes in cultivating social responsiveness amongst all Shastrians. To strengthen this endeavour, 'Sparsh'-a student body of LBSIM, has been instituted and it works for the welfare of the underprivileged sections of the society. The Club tries to make a difference to the lives of the downtrodden sections of the society by bringing back the precious smile on their faces. Sparsh was founded initially to serve the blind. Its root lies in LBSIM's association with National Association of Blind (NAB) in RK Puram, Delhi. Members of the Sparsh club regularly visited the blind people, spent time with them, played games and taught them.

Eventually the Club expanded its horizon and currently, it is working with an NGO named 'Jaagriti- An Awakening' to provide education to underprivileged children in the slums of Dwarka, New Delhi. The Club members dedicate at least one day a week for these activities to help children learn new skills. The social club also celebrates festivals in a unique style. The Independence Day, Diwali, Christmas and Republic Day were celebrated with the underprivileged kids. Students took the 'Jaagriti' Kids for a day trip to the Zoo and spent the entire day playing with the kids and teaching them about the habitat of different animals. The Club played an instrumental role in setting up the 'Shiksha Rath Academy'. Shiksha Rath Academy is an Alternative School for the slum kids in Outram Lines which started its first academic year in April, 2014. Shiksha Rath, one of the projects of 'Touch India Trust' which is a Delhi based charity that works towards the holistic development of young people. The Club members have been working with the (Touch India Trust) team since the past one year and have helped them in formulating alternative curriculum, designing brochure, drafting sponsorship plans for the school, promoting school for sponsorships, handling their Facebook and Twitter pages and organizing fund raising events for the school.

'Joy of Giving'- a donation drive was organized by the Sparsh Club where stationery, toys, clothes, blankets, footwear and valuable items were donated by the students, faculty and staff members, throughout one week. The collection was distributed in the slums of Kalyanpuri in Delhi, Kundli in Haryana and parts of Manipur.

'S-Cube'- a live case study competition was organized by Sparsh Club, in association with The Tent (a social cafe near North Campus) at Tatva-2014, Annual fest of LBSIM. 20 teams from 15 B- Schools across the country took part in the competition where the preliminary round involved presentations on the case study and the final round involved the designing of a Business Plan for the sustainability and profitability of the social cafe. The Jury was so impressed with the participants that internships were offered to the winners and the runners-up teams.

'Sparsh' is determined to change more than just a few lives. Such initiatives are also backed by the Institute's administration as they resonate with the vision of Late Shri Lal Bahadur Shastri.



Life @ LBSIM



Lal Bahadur Shastri Memorial Lecture

The nation paid homage to the late Prime Minister Shri Lal Bahadur Shastri on his 48th death anniversary on 11th January 2014. The occasion was marked by various programmes held in the capital. A prayer meeting and 'Geeta Path' was organized at his 'Samadhi'. Lal Bahadur Shastri National Memorial Trust organized the prestigious 21st Lal Bahadur Shastri Memorial Lecture at National Museum in the same evening on the topic, "India: Yesterday, Today & Tomorrow" delivered by Lord Meghnad Desai, Emeritus Professor of Economics, London School of Economics. In his lecture, Prof. Desai spoke about the dynamic and thriving state of the Indian democracy and how the recent developments have generated a lot of interest in Indian polity not only in India but across the globe. The Memorial Lecture was attended by senior political leaders, government officials, diplomats and academicians.

Foundation Day celebrations

LBSIM, Delhi celebrated its 19th Foundation Day on February 22, 2014. The celebrations commenced with honouring Late Shri Lal Bahadur Shastri Ji at his statue with garlands. Shri Anil Shastri, Chairman, Board of Governors, LBSIM addressed the audience highlighting the achievements of Lal Bahadur Shastri Institute of Management and the various projects coming up in rural areas like Manda in Allahabad and Solsinda Gram in Indore. Dr. Karan Singh, Member of Parliament (Rajya Sabha) and President-Indian Council for Cultural Relations (ICCR) delivered the Foundation Day lecture. In his edifying lecture, Dr. Singh spoke about the five dimensions of management that needed attention at a macro level, namely managing our polity, economy, society, education and environment. He emphasized that value based education is very relevant today along with self-leadership and managing of one's body, mind and emotions. The lecture was followed by the presentation of Corporate Excellence Award to Mr. Sachita Mohanty, Vice President-II at Kotak Mahindra Bank, Ms. Deepti Mittal, Vice President - Corporate HR, Compensation & Benefits at First Source Solutions Ltd, Mr. Sumit Madan, Sr. Vice President Citibank and Mr. Samit Kampani, Founder Partner of The IT Factory and Mr. Bharat Ratan, a film producer.



18th Annual Convocation 2014



Lal Bahadur Shastri Institute of Management, Delhi held its 18th Convocation ceremony for the batch of 2012-2014 on 25th March, 2014 at its campus in Dwarka. Shri Anil Shastri, Former Union Minister and Chairman, Board of Governors, LBSIM opened the ceremony and the Chief Guest for the occasion was Shri R.C. Bhargava, Chairman, Maruti Suzuki India limited. A total of 283 students graduated from LBSIM's Post Graduate Programmes and received their diplomas at the convocation. A total 192 students received the Post Graduate Diploma in Management, 64 students received the Post Graduate Diploma in Management (Finance), 18 students received the Post Graduate Diploma in Management - Evening and 9 students received the Post Graduate Diploma in Management (Executive Programme).

Marketing Conference

Marketing conference on "Marketing Strategies in Emerging Economies" was organized on February 8, 2014. The chief guest for the occasion was Mr. Dr. Pradeep Singh, Director, Indian School of Business, Mohali. The chief guest and the panelist shared their opinions and experiences about change in the emerging markets and also the challenges being faced by the blue chip companies.





HR Conference

National HR Conference on “HR beyond Boundaries – Challenges and Opportunities” was held on September, 2013. Dr. A. K. Balyan, MD & CEO, Petronet LNG Ltd was the Chief Guest for the occasion. Dr. A. K. Balyan threw light on the impact of technological advancements on HR and also emphasized to remain conscious about the change and be prepared for the same by enhancing our employability and competitiveness.



IT Summit



An IT Summit on ‘Changing Business Dynamics in IT industry’ was organized on October 26, 2013. The conference was inaugurated by the Chief Guest, Mr. Ravi Swaminathan, Managing Director- Advance Micro Devices. The inaugural session was followed by two technical sessions. The first technical session covered topics like Big Data, ERP, Cloud Computing and Cyber Crime while the second session dealt with changing roles of HR in IT industry. Some of the key speakers were Mr. Alok Gupta, Founder & MD Pyramid Cyber Security & Forensic Ltd, who shared his experiences in the field of Cyber Crime and forensic and role of IT in dealing with it. Mr. Nishith Seth, MD, Substratal Solutions Pvt. Ltd elaborated the concept of Big Data.

Finance Conference

A national level Finance Conference on “Financial System Regulations in India: Issues & Challenges” was organized during November 22 & 23, 2013. Mrs. Usha Anantha Subramanian, CMD, Bhartiya Mahila Bank, Dr. Dinesh Tyagi, IAS, CMD CSC e-Governance Ltd. and Mr. Rajnish Datta, Senior President, Human Capital Management, Yes Bank Ltd. were some of the prominent personalities who addressed the audience during the conference. Mrs. Usha Anantha subramanian, in her inaugural address, emphasized the need for a ‘Super Regulator’ and need for regulations that protect the system but at the same time do not restrict entrepreneurship and innovation. In his keynote address, Dr. Dinesh Tyagi, gave an insider’s perspective on the financial services industry and highlighted that the regulators should have power to punish as well so as to incite fear and ensure compliance to rules. In the Valedictory Session, Mr. Rajnish Datta, advised the students to ‘make their job their hobby and their hobby their job’ so as to have a fulfilling professional career.



TEDx LBSIM



Lal Bahadur Shastri Institute of Management added another feather to its cap of accomplishments by successfully organizing one of the most coveted and prestigious event, TEDx on 1st Feb, 2014.

TEDx was originally created in the spirit of TED’s mission ‘Ideas worth spreading’ and is designed to give communities, organizations and individuals an opportunity to stimulate dialogue through TED-like experiences at the local level. There were eminent speakers from different walks of life sharing their views on ‘Making Boundaries History’. The prominent speakers were: Mr. Susmit Sen, Founder member and lead guitarist of Indian Ocean Band, Mr. Karan Singh, Founder & Head Coach at Indian Track Club, Smt. Shovana Narayan (Padmashri), Kathak Maestro, Mr. Jubanashwa Mishra, Fourth international participant of the “One Week Job Project”, Mr. Raja Krishnamoorthy, OD

consultant and Director, Talent Maximus India Pvt. Ltd. and Ms. Nabila Jamshed, Global Governance Professional & Novelist.



TATVA'2014



The cultural and technical fest of LBSIM, “TATVA 2014” was held during February 14-15, 2014. The theme for this year’s TATVA was ‘Navras: Unleash the emotions within’. The fest was inaugurated by Padmashri Geeta Chandran, the celebrated Indian classical dance exponent. The Presidential address was delivered by Shri Anil Shastri, Former Union Minister & Chairman, LBSIM. The festival included over 50 events hosted by various academic and cultural clubs of the Institute encompassing diverse topics like politics, marketing, HR, finance and IT with over 1500 students participating from various institutes across India.

Some of the events that added emotions of fun, happiness, joy and anxiety to the festival were ‘Stock-o-poly’, ‘Rangbhoomi’, Solo and Duet dance competitions, ‘Eureka Express’, ‘Engagetix’ and ‘Fashion Show’ which served as an excellent opportunity to exhibit style and glamour. The flagship event, Ativizva, an online political simulation game, having prize money of Rs. 50000, witnessed participation from over 100 teams across the country. The two-day festival served as an ultimate platform for students across the

nation to showcase their talent and win grand prizes.

Mantra Night

The Music Club of the Institute organised ‘MatraNight’ on January 16, 2014. The highlights of the evening were performances by Ajay Mittal, Mayank Awasthi, duo by Dharini and Sayak Ray, Rahul Mandloi, LBSIM mantra veteran Kanishk Pratap Singh and a duo by Chhavi and Angela joined in by Sneha Rose Chako. These were followed by one last performance from the senior batch Sunny, Anusha and Manvi. The instrumental support to our talented rockstars was given by Siddharth, Ashim, Pratik and club coordinator Gaurav Khullar on Guitar, Amarnath on Tabla, Gagandeep Sohanpal on Congo and, Shekhar and Apoorva on Keyboard. The night ended perfectly with an amazing medley of songs by the entire Mantra team.

Abhivyakti Night

The dramatics club organized ‘Abhivyakti Night’ on January 24, 2014. It was an evening filled with lots of drama. The team gave performances on its much acclaimed ‘EkThaaGadha’ a satire on human life, ‘MBA Life’ depicting their journey so far at LBSIM and ‘The News Room’ performed by the new entrants in the dramatics club. The evening was filled with emotions and the performances were duly applauded by the spectators and faculty members.

Razzmatazz Night

The Razzmatazz Night was held on January 29, 2014. It was a mesmerizing mix of classical, western, hip hop and contemporary dance performances, sweeping the audience off their feet to join and move to the grooves of the songs. The highlights of the evening were a duo dance performed by Dipta and Shweta Shridhar, rocking performances by Ravjot, dance performance on Bollywood numbers, Bangra and an amazing lyrical dance performance by seniors. All in all, it was immensely entertaining, adding another feather to the cultural hat of LBSIM.

The Feeling of Success

The following students received Gold Medals in recognition of their scholastic and extra-curricular achievements in the Convocation – 2014:

For Securing 1st position in PGDM 2012-2014	Deepak Upadhyay
For Securing 1st position in PGDM(Fin) 2012-2014	Deepti Saluja
For Securing 1st position in 3 Year PGDM(Evening) 2011-2014	Lt. Col Prashant Mishra
For Securing 1st position in 15-Month PGDM (Executive)	EshaMalhotra
Best Summer Training Project, PGDM (Gen) 2012-2014	Merlin TressaRajan
Best Summer Training Project, PGDM (Fin) 2012-2014	Parandeep Singh Chawla
Amit Chopra Medal for Social Service & Extra Curricular Activities 2012-2014	Navneet Vallat
Smt. Lalita Shastri Medal for Best Overall Performance in PGDM 2012-2014	Deepti Saluja
Best End Term Project, PGDM(Gen.) 2012-2014	Arjun Arya
Best End Term Project, PGDM(Fin.) 2012-2014	Srishti Ojha
Best End Term Project, PGDM(Evening) 2011-2014	Rishi Agnihotri
Best End Term Project, 15-Month Programme PGDM(Executive)	EshaMalhotra

Campus/Infrastructure



LIBRARY : The Learning Resource Centre

The library at LBSIM is one of the most well-equipped region libraries in terms of resources, services and infrastructural facilities in Delhi and NCR. It offers a congenial atmosphere for consultation and research. The library acts as the main learning resource center of the Institute. State-of-the-art Information Technology (IT) enabled services are in place to modernize its operations and services. The library has acquired a collection of about 30,000 select documents in the form of books/ reports and other non-book materials in different areas of IT and Management. The library has currently

been subscribing to 150 select periodicals in print form and Online access to over 3,853 periodicals. It has a dedicated E-Resource Centre for accessing electronic databases of journals and reference sources. The library is affiliated to Developing Library Network (DELNET) through which it has access to over 4781 institutions (India: 4757, Overseas: 24). Library has been subscribing prestigious electronic databases like Business Source Complete (EBSCO Publishing), PROWESS-CMIE, CRISIL Database, Economic Outlook-CMIE, Regional Business News, Indiastat.com, IEEE Computer Society Digital Library, J-Gate Social & Management Sciences Portal etc.

Computer Centre

The Computer Centre is equipped with latest hardware and software facilities to handle the requirements of the course curricula, students and faculty. The entire campus has Wi-Fi with thirty access points. The Centre has one server room, two computer labs and one digital lab. The computer labs have a total capacity of hundred students.

Server Room: Layer-2 GBPS Switches-12 Firewall-1: Sonicwall 4

Servers : 2 HP Proliant ML 150 and 2 IBM Quad core 3.0 servers with Intel Xeon processors.

Lab-1: Physical Access Points-67

Lab-2: Physical Access Points-33
Thin Clients supported by IBM Server.

Digital Electronics Lab: The Digital Electronics Lab is yet another specialized laboratory to help students understand and experiment with internal circuitry of a computer system. It is equipped with a trainer kit required to conduct experiments on various concepts of Digital Circuits. Seating Capacity: 30





Sports Facilities

To unleash the inherent talent and abilities of the students and to reduce their stress relating to studies, both girls and boys actively participate in various games and sports with the aim of staying fit. A separate airconditioned room for playing table tennis has been provided. A well equipped gym with various kinds of equipments like treadmill, rowing machine, cycle, cross trainer, twister, steppers, and absrollers etc. have been provided.

A separate tie up is in place with DDA Sports complex, Dwarka for conducting various sporting activities.



Hostel Facilities

The Institute has recently purchased land for constructing hostels for Boys & Girls of the Institute. The hostel will be ready by end of 2015.

This Institute within the radius of about 4kms has tied up with outside agency for a separate hostel facilities for boys and girls of the campus. Air-conditioned and non-air-conditioned hostel rooms are available on a 'first come first serve' basis.



Video Conferencing Room

The Video Conference Room is a state-of-the-art 70-seater hall, equipped with two 46" LCD display and latest video conference facility. It can support 3 systems at 3 different locations and can broadcast the programme in the auditorium. Another salient feature is that cameras have been installed to capture the view from front as well as rear of the institute. The rear camera is the revolving high definition camera. The Video Conference room also has a powerful and sophisticated sound system.



Faculty



Accounting & Finance Area

The Accounting and Finance Area strives to keep the participants abreast with the latest developments, tools and techniques in the ever changing and dynamic financial environment. The faculty is actively engaged in pursuing research in various areas such as Asset Pricing, Market Efficiency, Volatility Modelling, Corporate Governance and Firm Performance, Behavioural Finance, IFRS, Financial Institutions & Markets, and Strategic Cost Management.

Dr. G.L. Sharma, Professor
M.Com, Ph.D. (University of Rajasthan)

Areas of Interest: Cost Management, Rural Management & Entrepreneurship, Regional Economics, Business History, Financial Institution & Markets.

Dr. Sandeep Singh Parmar, Professor
MA (JNU), MBA (Michigan, USA), Ph.D. (CMJ University)
Areas of Interest: Financial Markets & Institutions, Portfolio Management, Equity and Debt Markets, Mergers & Acquisitions.

Dr. Alok Pandey, Professor
MIBA (Banaras Hindu University), Ph.D. (University of Lucknow)
Areas of Interest: International Finance, Corporate Finance, Financial Markets, Investment & Risk Management.

Dr. Pankaj Varshney, Associate Professor
MFC (University of Delhi), Ph.D. (University of Delhi)
Areas of Interest: Capital Markets, Financial Derivatives, Corporate Finance, Financial Services, International Finance, Mergers & Acquisitions.

Dr. Anuj Verma, Associate Professor
MBA, Ph.D. (CCS University, Meerut)
Areas of Interest: Financial Accounting, Corporate Finance, Financial Analysis, International Finance

Dr. Manpreet Kaur, Assistant Professor
MBA (GGSIPU), Ph.D. (IIT-Delhi)
Areas of Interest: Financial Accounting, Financial Management, Corporate Finance, Security Analysis and portfolio management

Dr Monika Chopra, Assistant Professor
MBA, Ph.D. (GGSIPU)
Areas of Interest: Financial Derivatives, Corporate Finance

Prof. Prem Sibbal, Visiting Faculty
M.Sc.-Statistics (University of Delhi), PGDPM -HR, (FMS, Delhi), MBA -Finance (FMS, Delhi), CAIIB (IIBF)
Areas of Interest: Mergers & Acquisitions, Infrastructure Finance, Working Capital Management, Risk Management, Commercial Banking, International Trade, Financial Services.



Marketing Area

The Marketing area aims to develop and enhance the skills and knowledge base of the participants by imparting the latest marketing theories and industry's best practices. The faculty is actively engaged in research and consultancy in areas such as Brand Management, Social Marketing, Customer Relationship Management, Marketing Research and Marketing of Services.

Dr. Shriram P Ketkar, Professor
PGDM (IIM Bangalore); PhD (IIT Delhi)

Areas of Interest: Marketing Research, Sales and Distribution, Strategic Marketing, Consumer Behavior, International Marketing, Project Appraisal and Financing.

Dr. Vikas Mehra, Professor

MBA (International University of Japan, Japan established in collaboration with Amos Tuck School, Dartmouth College, USA), PhD (Faculty of Management Studies, Delhi University)

Areas of Interest: International Marketing, Advance Marketing Management, B2B Marketing, Integrated Marketing Communication, Marketing of Services, Corporate & Functional Strategies, International Business Strategies

Dr. Praveen Gupta, Associate Professor (Sr.)

MSc. (Physics), MBA (FMS-Delhi), Ph.D. (University of Rajasthan)

Areas of Interest: Marketing Management, B2B Marketing, Consumer Behaviour, Sales and Distribution Management, Strategic Management.

Mr. Shelendra K. Tyagi, Associate Professor

B.Tech. - Mechanical Engineering, PGCSM (IIM Kozhikode), MBA, Pursuing Ph.D. (Punjab Technical University)

Areas of Interest: Sales & Distribution Management, Marketing Research, Brand Management, Retail Management, Marketing to Businesses & Industry, Key Account Management, Social Marketing.

Ms. Joyeeta Chatterjee, Associate Professor

MBA (Guwahati University), Pursuing Ph.D. (Banasthali University)

Areas of Interest: Marketing Management, Marketing of Services, Retail Management, Marketing Communication, Social Marketing.



Ms. Smita Sharma, Associate Professor
MBA, Ph.D. (Thesis Submitted, Aligarh Muslim University)
Areas of Interest: Innovations in Marketing, Integrated Marketing Communication, Strategic Brand Management, Digital & Social Media Marketing.

Dr. Meghna Rishi, Assistant Professor
Masters in Advertising and Communication Management, Ph.D. (University of Rajasthan)
Areas of Interest: Advertising Management, Consumer Behaviour, Services Marketing, Strategic Marketing, Social Media Marketing, Social Marketing, Corporate Social Responsibility, Hospitality Marketing.

Dr. Gaurav Joshi, Assistant Professor
MBA, Ph.D. (G.B. Pant University of Agriculture & Technology)
Areas of Interest: Marketing Research, Supply Chain Management, Consumer Behaviour, Advertising & Sales Promotion Management.

Prof. S.K. Jain, Visiting Faculty
B.Sc. - Mech. Engg. (Delhi College of Engineering), M.B.A (FMS, Delhi University)
Areas of Interest: Marketing, Operations, Soft Skills coaching, Supply Chain Management.

Human Resource Area

The HR area offers various courses which give the participants a thorough grounding in the concepts, knowledge, contemporary skill sets, strong positive & progressive outlook. The area ensures that the graduating students are sensitive to the needs of the changing environment and create value for the business and society as a whole. It provides ample opportunities for the students to acquire cutting edge competence to deal with the dynamic needs of the organizations.

Dr. Sharad Singh, Professor
MA (Dr. R.M.I. University), MS (New York University, USA), Ph.D. (IIT-Delhi)
Areas of Interest: HRM & OB, Strategic Management

Dr. Rashmi Sharma, Assistant Professor (Sr.)
MBA (IBSIM, Delhi), M.Phil. (Management), Ph.D. (Banasthali Vidyapith)
Areas of Interest: Compensation Management, Business Communication, Human Resource Management.

Dr. Anupriya Singh, Assistant Professor (Sr.)
MBA, Ph.D. (University of Delhi)
Areas of Interest: Strategic Human Resource Management, Performance Management, Industrial Relations, Group Dynamics, Organization Behaviour.

Dr. Moni Mishra, Assistant Professor
MA, Ph.D. (University of Delhi)
Areas of Interest: Organizational Behaviour, Human Resource Management, Organizational Culture, Organizational Design.

Dr. Deepti Pathak, Assistant Professor
MBA, Ph.D. (Kumaun University)
Areas of Interest: Organizational Behaviour, Human Resource Management, Training & Development, Corporate Social Responsibility, International Human Resource Management, Business Ethics



Operations Management Area

The Operations Management area is involved in imparting knowledge and techniques concerned with overseeing, designing, and controlling production processes such that the business operations are undertaken efficiently and effectively besides undertaking research and providing consultancy services in these areas.

Business Law Area

Legal environment constitutes an important aspect of business - domestic and international. The area offers courses on Business Law, Corporate Law and Environmental Law. The area strives to develop a sense of conducting business ethically amongst the participants.

Strategic Management Area

Strategy Area is committed to raising awareness regarding the emerging trends in diverse fields and giving a strategic focus amongst the participants such that it helps organizations to take decisions leading to superior performance. The area is actively involved in providing consulting and training to help firms deal with a wide spectrum of issues and challenges.

Dr Prashant Gupta, Professor

M.B.A., FMS, Delhi, Ph. D. (Strategic Management), MDS University, Ajmer, Rajasthan

Areas of Interest: Operations Management, Supply Chain Management, Total Quality Management, Project Management, Strategic Management

Dr. Anupam Saxena, Associate Professor

B.E. -Electrical, PGDM - Marketing, FPM (MDI, Gurgaon)

Areas of Interest: Operations Management, Supply Chain Management, MIS, Quantitative Methods for Management.

Dr. Shivani Bali, Assistant Professor (Sr.)

M.Sc. - Operations Research, MBA -Information Technology, Ph.D. (University of Delhi)

Areas of Interest: Quantitative Methods for Management, Management Science, Research Methodology, Numerical Techniques, Engineering Mathematics, Software Reliability

Dr. Deepak Sharma, Associate Professor

M.HRDM, D.Phil. (MONIRBA, University of Allahabad), LL.B

Areas of Interest: HRD, HRM, Organizational Behaviour, Organization Development, Industrial Relations, Labour Laws, Legal Aspects of Business.

Dr. G.C. Kasturi, Visiting Faculty

M.Com., Ph.D. (University of Delhi)

Areas of Interest: Legal aspects of Business

Dr. Harpal Singh, Visiting Faculty

M.Com., Ph.D. (University of Delhi)

Areas of Interest: Legal aspects of Business

Dr. Vidhu Shekhar Jha, Professor

B.E. (Mechanical Engineering) (R.E.C., Kashmir University), M.S. - Industrial & Packaging Engineering (Rutgers State University), Ph.D. (Mangalore University)

Areas of Interest: Strategic Management, Business Excellence Strategy Implementation, Business Ethics and Corporate Governance, Organizational Leadership, International Business Strategy

Dr. Shivdasini Singh Amin, Associate Professor

M.B.A., PG Diploma Industrial Relations and Personnel Management, Ph.D.(Jodhpur National University).

Areas of Interest: Strategic Management, Organizational Behaviour, Creativity & Innovation, Branding & Leadership, Learning & Development, Conflict Management

Major Gen. (Prof.) G. G. Dwivedi, Visiting Faculty

Master's in Defence Studies (Madras University), M. Phil (Madras University), Ph.D. (JNU)

Areas of Interest: International Studies, Strategic Studies, China Studies, Leadership & Strategy

Mr. Gaurav Bhaduria, Research Associate

B.Tech, M.Tech, PGDM (I.B.S.I.M., Delhi)

Areas of Interest: Data Mining, Neural Networks, Marketing Research, Digital Marketing



Economics Area

The Economics Area provides the fundamental theoretical base in Micro and Macroeconomics such that the participants are able to understand and appreciate the linkages in economic policy, implementation, and evaluation.

Dr. Anil K Kanungo, Professor

M. Phil, Ph. D. (Jawaharlal Nehru University)

Areas of Interest: International Business, International Trade, WTO Issues

Ms. Megha Chandhiok, Assistant Professor (Sr.)

PGDHE -Higher Education, M.Phil, Pursuing Ph.D. (Teri University, Delhi)

Areas of Interest: Geo-Political and Social Environment of Business, International Business Environment, Economic Environment of Business, Business Research Methods

Dr. R. L. Chawla, Visiting Faculty

MA Ph. D (JNU)

Areas of Interest: International Trade, FDI, Managerial Economics, Economic Environment of Business

Prof. Om Aggarwal, Visiting Faculty

M. Com, M. Phil (Delhi University)

Areas of Interest: Business Policy, Economic Environment of Business

Information Technology Area

The explosion of information technology in organizations and the wide web of local area networks, intranet and internet have changed the way business could be conducted in future. Organizations have started using these technologies not only for automating their operations but also have been using information technology (IT) for harnessing competitive advantage. Considering these developments, the IT Area offers various courses which help the participants to use and analyze information and information systems effectively.

Dr. V. M. Mathur, Professor

M.Sc. -Operations Research, (Delhi University), Ph.D. (Birla Institute of Technology, Ranchi)

Areas of Interest: IT Telecommunications, Project Management.

Ms. Rekha Gupta, Associate Professor

MS, M.Tech., M. Phil, Pursuing Ph.D. (Jamia Milia Islamia)

Areas of Interest: Linux Programming, Distributed Databases, Data Warehousing and Mining, Artificial Intelligence, Database Management Systems, C, C++, JAVA Programming.

Dr. Rekha Kashyap, Associate Professor

B.Tech., M.Tech., Ph.D. (Jawaharlal Nehru University)

Areas of Interest: Computer Networks, Distributed Computing, Enterprise Computing Techniques, Server Side Technologies, Object Oriented Analysis and Design, Object Oriented Programming, Java Suite of Technologies

Dr. Pradeep Kumar, Associate Professor

M.Tech -CSE, Ph.D. (Devi Lal University, Sirsa)

Areas of Interest: Database Technology, Data Mining, Business Intelligence, Artificial Intelligence.

Ms. Preetika Malhotra, Associate Professor

B.E., M.E. -Electrical Communication (DCE), PGDITM (LBSIM)

Areas of Interest: Digital Electronics, Computer System Architecture, Operating Systems, Computer Networks, C, Data Communication.

Ms. Vandana Bhasin, Associate Professor

M.Tech. -IT, AMIE -Computer Science and Engineering, Pursuing Ph.D. (JNU)

Areas of Interest: Software Engineering, Object Oriented Software Engineering, Data Structures, Operating System, Linux, Computer Networks.



Dr. Geetanjali Sahi, Associate Professor
MCA, M. Phil., Ph. D. (Banasthali Vidyapith)
Areas of Interest: Database Management Systems, Data Warehousing and Mining, Computer Networks, Object Oriented Software Engineering and UML, Software Project Management, Management Information Systems.

Ms. Pallavi Sharma, Assistant Professor (Sr.)
M.Sc., M.Tech. (Banasthali Vidyapith)
Areas of Interest: Networking, Software Engineering, Java.

Ms. Hemlata Sharma, Assistant Professor (Sr.)
MCA, Pursuing M.Tech. (I. P. University)
Areas of Interest: Theory of Computing, Operating Systems, Software Engineering, Data Mining, Natural Language Processing.

Mr. Shuvro Roy, Assistant Professor (Sr.)
M.Tech.(KSOU), MCA (IGNOU)
Areas of Interest: Data Structure, Searching, Sorting and Indexing Methods, Programming

Ms. Pooja Ahuja, Academic Assistant
PGDBA (Symbiosis University), Pursuing Ph.D. (Swami Vivekananda University, M.P.)

Academic Administration

Dr. G.L. Sharma
Head: Administration

Dr. S.S.Parmar
Head : Academics

Programme Coordinators

Prof. Megha Chandhiok
Programme Coordinator-PGDM
(General)

Dr. Pankaj Varshney
Programme Coordinator-Finance

Dr. Shivdasini S. Amin
Programme Coordinator-PGDM
(Evening)

Dr. Deepak Sharma
Programme Coordinator-
PGDM(Executive)

Dr. Pradeep Kumar
Programme Coordinator-MCA

Area Conveners

Dr. Alok Pandey
Area Convener-Finance

Dr. Sharad Singh
Area Convener-HR

Dr. V M Mathur
Area Convener-Information
Technology & Head-MCA

Dr. S.P. Ketkar
Area Convener-Marketing

Dr. Prashant Gupta
Area Convener-Operations

Dr Vidhu Shekhar Jha
Area Convener- General /
Economics

Administration

Wing Cdr. (Retd.) Rajiv Mohla
Chief Administrative Officer

Mr. Sachin Kherra
Administrative Officer

Ms. Manisha Trikha
P.S. to Director

Mr. S.P. Kaushik
Finance Officer

Ms. Nandi Nailwal
Librarian

Mr. Rajesh Thakur
Technical Assistant (Sr.)-Computer Lab

Mr. Naresh Wadhwa
Assistant Placement Officer



Advisory Council

Mr. Anil Shastri
Chairman, Advisory Council
LBSIM, Delhi

Dr. C.P. Srivastava
Former Secretary
University Grants Commission, New
Delhi

Mr. Vijay Deshpande
Vice President – HR
JK Tyre & Industries Ltd., New Delhi

Mr. Pawan Kumar Jain
Chairman
Safexpress Pvt. Ltd., New Delhi

Mr. Rajiv Dubey
President (Group HR & After Market
Sector & Member of the Group
Executive Sector), Mahindra &
Mahindra Ltd.,
Mumbai

Mr. B. Sherdiwala
HR President
The Associated Cement Companies
Ltd.
Mumbai

Mr. Sanjay Nath Singh
Resident Executive
Tata Steel Limited, New Delhi

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