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MBA ADMISSIONS 2016 ENERGY & INFRASTRUCTURE MARKETING FINANCE OPERATIONS HRM MBA  
MBA PDPU PANDIT DEENDAYAL PETROLEUM UNIVERSITY

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In my close association with the field of education in recent years, I have observed that while institutions are built on the pillars of faculty, research, infrastructure, collaborative and administrative strengths, it is affirmed that it is only a passion for excellence which elevates it to a high order. I feel greatly inspired when I see Pandit Deendayal Petroleum University evolve into an institution which can hand-hold students through a transformational journey where knowledge is acquired while nurturing excellent human values, where learning has moved beyond the classroom - all proving to be priceless assets in one's professional life. As citizens of this great nation, and as part of a greater world order, where socio-economic dynamics are undergoing rapid change, and the fact that India's youth will increasingly play a key role in the global scheme of things, I can sense great optimism in the air. It is here that PDPU's holistic education philosophy across the programs of management, engineering and liberal arts proves crucial for it helps to create a fine talent pool that can make a vital difference in the way they address their professional roles. My best wishes to all of you and I hope that the corporate world will respond with great enthusiasm on assessing your professional capabilities. Dr. Mukesh Ambani President, Pandit Deendayal Petroleum University President's Message VISION To be an internationally renowned and respected institution imparting excellent education and training based upon the foundation of futuristic research and innovations in the broad context of business and specific to energy & infrastructure sector. MISSION To prepare management graduates for continuous learning and inspiring them to contribute to the growth of an increasingly knowledge and technology driven global businesses in general and energy & infrastructure sector in specific. DR. MUKESH D. AMBANI Chairman & Managing Director, Reliance Industries Ltd. President, Pandit Deendayal Petroleum University SHRI D. J. PANDIAN, IAS Ex-Chief Secretary, Government of Gujarat, Chairman & Standing Committee, Pandit Deendayal Petroleum University SHRI K. V. KAMATH Chief, New Development Bank, BRICS Non-Executive Chairman, ICICI Bank Limited & Chairman, Infosys Limited SHRI L. CHUAUNGO, IAS Principal Secretary-Energy & Petro Chemicals Dept., Govt. of Gujarat SHRI PANKAJ JOSHI, IAS Principal Secretary - Higher & Technical Education, Govt. of Gujarat DR. R.A. MASHELKAR, FRS National Chemical Laboratory, Pune SHRI ATANU CHAKRABORTY, IAS Managing Director - GSFC MRS. PALLAVI SHROFF Partner, Amarchand Mangaldas & Suresh Shroff & Company, New Delhi SHRI SUDHIR MEHTA Chairman, Torrent Group, Ahmedabad SHRI VIKRAM SINGH MEHTA Executive-Chairman, Brookings India (India) DR. H.B. RAGHAVENDRA Director General, Pandit Deendayal Petroleum University PROF. N. R. DAVE Educational Advisor, Pandit Deendayal Petroleum University DR. NIGAM DAVE Director, School of Liberal Studies, Pandit Deendayal Petroleum University Board of Governors

I feel a great sense of privilege in writing to you to enroll with the School of Petroleum Management. We at the School take pride in creating a set of Management graduates who can dynamically adapt to an ever changing Business environment in this digital age. We are confident that the exposure imparted to you on campus will be functionally relevant in the corporate world. As professionals who can lend value, you as a management graduate will also be expected to conduct yourself with humility and integrity as priceless personality attributes. The two year journey as I see it will be a truly transformational one. It will be engaging, rigorous, collaborative and will present a global frame of reference to the students to internalize and apply to the evolving world of management. Fine tuning core theories and case studies specifically to diverse sectors will be a niche and intense experience. These are the learnings which you will be expected to assimilate. I once again welcome you to be a part of SPM and hope you will engage yourself in a great academic experience. Dr. D. J. Pandian, IAS (Retd.) Former Chief Secretary, Government of Gujarat, Director General & Chairman-Standing Committee, Pandit Deendayal Petroleum University Chairman's Message School of Petroleum Management (SPM) was established in the year 2006 to cater managerial manpower requirements of oil and gas sector and has soon expanded to cater the needs of Energy and Infrastructure sector. The MBA programme 2016-18 shall offer specialization in 'Energy and Infrastructure', 'Marketing', 'Finance', 'Operations' and 'Human Resources Management & Organizational Behavior'. The eight batches of students that have graduated from SPM have got good placements, which is evidence that the industry recognises MBA Graduates of SPM as most suitable to fulfil their manpower requirements. We at SPM recognize that a professional programme in management at postgraduate level must equip students with clear concepts in every functional area of management. Understanding of business and associated issues, and exposure to industry practices are equally important for a successful managerial career. Along with knowledge and understanding of business and environment one would also need to hone several soft skills. The well recognized and awarded curriculum at SPM is carefully designed and delivered to impart conceptual knowledge, provide in-depth understanding of industry and enhance soft skill capabilities. Full-time residential requirements and two years of engaging co-curricular and extra-curricular activities also add value to the personality development of our students. Our dedicated team of full-time faculty members are actively engaged in case writing, research and publication, takes deep interest in shaping-up the young minds. We are fortunate to receive great support from the industry. Experienced senior executives from industry always help us in our MBA admission process, designing of curriculum, course development, teaching, research and case writing. The Computer Lab, Library and other physical infrastructure facilities on our campus provide a backbone for creating a healthy and convenient learning environment for teachers and students. Modern hostel, cafeteria and sports complex make campus life quite livable, enjoyable, interactive and fulfilling. School of Petroleum Management is seriously considered by candidates looking for good Management Education in India. This promise is very well delivered for last nine years as established by multiple laurels achieved by students and faculty of SPM. Director's Message Dr. C Gopalakrishnan Director (In charge) School of Petroleum Management, Pandit Deendayal Petroleum University

School of Petroleum Management Pandit Deendayal Petroleum University Pandit Deendayal Petroleum University (Recognised by UGC), Gandhinagar promoted by Gujarat State Petroleum Corporation Limited (GSPC), is a university primarily focusing in the field of energy education and research. While addressing the need for trained and specialized human resource for energy sector worldwide, PDPU offers other programmes as well. The Five Schools of PDPU are listed below: SCHOOL OF PETROLEUM MANAGEMENT (SPM) SCHOOL OF PETROLEUM TECHNOLOGY (SPT) SCHOOL OF SOLAR ENGINEERING (SSE) SCHOOL OF LIBERAL STUDIES (SLS) SCHOOL OF TECHNOLOGY (SOT) PDPU helps to expand the opportunities for students and professionals to develop intellectual knowledge base with leadership skills to compete in the global arena. All these are accomplished through a number of specialized and well planned undergraduate, post graduate and doctoral education programmes. The Management School was first established as the Institute of Petroleum Management, Gandhinagar (IPMG) in 2006 by GERMI (Gujarat Energy Research and Management Institute), a trust and a society promoted by GSPC (Gujarat State Petroleum Corporation), a Government of Gujarat undertaking. Subsequently in 2007, when GERMI established Pandit Deendayal Petroleum University, IPMG became the constituent of PDPU and changed the name to School of Petroleum Management (SPM). SPM has been successfully conducting MBA programme and shall be admitting 11th batch in 2016. GANDHINAGAR An Ideal Setting for Learning & Knowledge Gandhinagar, a capital city of Gujarat and a well-planned city, established along the river of Sabarmati giving the city a lush green garden-city atmosphere, has a generous provision for extensive plantations, a well developed infrastructure and large recreation opportunities. Located in Gandhinagar, PDPU is spread over an impressive campus of about 100 acres and offers necessary infrastructure for a world class institute. School of Petroleum Management (SPM) offers MBA programme in (a) Energy and Infrastructure Management (b) General Management with specialization in Marketing, Finance, Operations and Human Resource Management from the coming academic year. SPM, as a premier institution, offers state-of-the-art facilities, provides world class education, training, and research, consultancy and outreach services in various sector of the industry. SPM on its part has formed a strong faculty team with relevant expertise and global perspective. It has developed a rigorous curriculum for the following programmes currently offered: (a) Masters of Business Administration (MBA-General Management) a two-year full- time residential programme (b) Masters of Business Administration (MBA-Energy & Infrastructure); a two-year full-time residential programme (c) Doctoral Programme (Ph.D.) in Management; full time and part time programme (d) Postgraduate Diploma in Petroleum Management for Executives (PGDPM-X); a two-year part-time modular programme with one-week campus requirement every trimester for eight trimesters. The MBA (Energy & Infrastructure) programme focuses on energy and infrastructure sector and accordingly the entire curriculum is designed to meet the requirements of the particular sector. The new MBA (General Management) programme curriculum allows students to opt for a concentrated study on functional areas of management, like finance, marketing, operations, human resource management. It allows students to acquire MBA degree with concentration in any of the functional areas of management. Both the two year residential MBA programmes are delivered on trimester (quarter) basis, with three quarters every year and an eight week of summer training. The first year courses in both the programmes lay foundation of management with courses like communication skills, organisational behaviour, economics and statistics, and also equip students with conceptual knowledge of various functional areas of management like accounting, finance, marketing, operations, human resource management etc. The

MBA (Energy & Infrastructure) programme shall allow students during second year of the programme to undergo energy and infrastructure management related core as well as elective courses, where as the second year students of MBA (General Management) programme are required to concentrate/ specialize in any of the functional areas of management, viz. marketing, finance, operations and HRM. Apart from the academic programmes, SPM offers short- term executive programmes and certificate programmes for working executives and professionals to keep them abreast with the latest managerial issues and challenges.

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**Objectives** » To operate as an educational and research hub that networks with national and international practitioners from varied sectors. » To offer business educational programmes leading to Master's and Doctoral Degrees. » To manage the content, design, delivery, learning outcomes and continuous innovation of the academic programmes in a manner that earns accreditation of international stature. » To offer customized training programmes with relevant conceptual inputs and skills to address the demand of increasingly competitive business and industry. » To create knowledge to research in the areas of techno-managerial challenges, and also disseminate it for the benefit of students, practicing managers and policy makers. » To promote a strong, effective and mutually beneficial Industry-Institute interaction.

**STUDENTS** Students of SPM come from diverse backgrounds, which help them to examine managerial issues of business and industry from multiple perspectives. In addition, an environment conducive to new ideas and sharing of knowledge helps in the development of a spirit of cooperation and teamwork among students. Some of the unique characteristics of our students include academic excellence, leadership potential, willingness to change and also make change, and a deep rooted respect for all cultures and values. Every year a good number of students come with prior work- experience. These students bring tremendous value to the school in the form of a rich mix of learning of the applicability of their knowledge in a functional domain and its relevance in the larger business context. As a result all students develop better appreciation of theory and grow as more mature and complete managers at the end of the academic process.

**FACULTY** The essential catalyst in the process of transformation is our accomplished and erudite faculty. Our faculty members are involved in teaching and consultancy, as well as leading-edge research in key management areas. Many of them have taken up teaching assignments at SPM after years of corporate experience. They have reputed publications to their credit. As a consequence, they bring a rich combination of academic rigour as well as practical and industrial experience to the class room. For these reasons, SPM students are known to have significantly higher domain exposure.

**SUPPORT FACILITIES** Faculty and students of SPM derive the best campus experience due to the effective support physical and non-physical facilities that SPM is able to build from the beginning. State of the art buildings for stay and study, computational facilities with Wi-Fi connectivity, rich library facility, along with dedicated well-trained staff collectively enrich the learning experience of students on campus.

**SPM Advantages** The students, faculty and learning resources at SPM endeavour to produce some of the best minds in the country that are focused on the management of Energy & Infrastructure sector, functional areas of management like marketing, finance, operations, HRM and allied subjects.

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MBA Curriculum A glimpse of courses taught in MBA Programme @ SPM The MBA (Energy & Infrastructure) curriculum is designed such that those who want to focus their study on Energy and Infrastructure sector can do so. The MBA (Energy & Infrastructure) programme shall allow students during second year of the programme to undergo energy and infrastructure management related core as well as elective courses. The MBA (General Management) programme curriculum is designed to help acquiring competencies in the chosen functional areas of management, like finance, marketing, operations, human resource management etc. Those who study a sector can also take concentration in functional areas of management. The second year students of MBA programme are required to opt for concentration (specialization) in functional areas of management, like finance, operations, marketing, human resource management, etc. To complete the credit requirements of the entire programme, students take 120 credit hours (an equivalent of 40 full-credit courses) during both the programmes. 75 credits hours of core courses are generic in nature in the first and second year. The remaining 45 credits hours of courses in the second year would depend on the choice made by the students in their respective programmes.

1st Year TRIMESTER 1 • An Introduction to E&I sector- A Business Perspective • Business Communication I • Financial Accounting for Managers • Managerial Economics • Marketing I • Operations Management I • Operation Research • Organisation Behaviour TRIMESTER 2 • Business Communication II • Cost & Management Accounting • Energy & Infrastructure sector- Technology & Management Perspective • Financial Management I • Human Resource Management • Management Information Systems • Quantitative Methods I • Group Project I TRIMESTER 3 • Business Research Methods • Excel Based Business Modelling • Financial management II • Macroeconomics • Managerial Computing • Marketing II • Operations Management II • Organisational Dynamics & Change Management • Quantitative Methods II • Group Projects II SUMMER INTERNSHIP The two-year full time residential programme leading to MBA in a) Energy & Infrastructure or b) General Management (Marketing/Finance/Operations/Human Resources) is delivered in quarter (trimester) system over the two years, with three quarters of study in each of the two years and a summer internship with industry at the end of the first year of study. The Programme

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» CASE STUDIES The teaching and learning process at SPM mainly focuses on case study method which includes a dynamic process of exchanging perspectives, countering and defending points and building ideas that improve students' understanding and exposure to decision-making process in a complex business environment. » GROUP PROJECTS Working with talented and accomplished peers provides a unique opportunity for accelerated professional and personal growth. Group projects, a major component of most courses, help students to not only to learn the intended concepts and skills, but also to develop and refine skills to work in diverse groups. The groups are formed from pools of varied disciplines, backgrounds, corporate experience and career orientations to leverage the enormous diversity in perspectives. The projects are designed in such a manner that the entire class benefits with coverage of multifarious aspects of different industries with minimum overlapping and duplication. » SUMMER INTERNSHIP Summer Internship is a major component of the learning process at SPM. At the end of third trimester, all students are required to undergo summer internship of eight weeks with energy sector companies, financial institutions, IT and infrastructure majors, management consultancies

and others. On successful completion of the training, a student is required to make a presentation and submit a written report for valuation. The formal assessment and feedback of the industry guides are also taken into consideration for overall evaluation of summer projects. » COURSE OF INDEPENDENT STUDY A self motivated student can also take up a course of independent study under the guidance of a faculty and learn a specific topic of interest in the field of energy and infrastructure, functional management areas and allied subjects. » BEYOND THE CLASSROOM SPM offers a dynamic campus with outstanding study and research facilities. It also offers students extraordinary opportunities for professional growth through participation in various cultural and academic clubs that organize field trips, academic seminars, cultural programs, debates, discussions and various community services. Domain specific workshops are also organized periodically to strengthen the teaching-learning process. Pedagogy Teaching methods at the SPM include lectures, case studies, seminars, group discussions, business games, role plays, simulation exercises, structured and unstructured group work as may be needed by a specific topic. The emphasis is on involving the students in learning and helping them to relate concepts and theories to business requirements of different industries. As an added advantage, the learning provided at SPM is not only restricted to the classroom but also through field visits, summer internship, independent study courses and constant interaction with industry personnel.

**TRIMESTER 4 •**  
 Corporate Strategy • Industrial Relations & Labour Law • Project management

**TRIMESTER 5 •**  
 Legal Aspects of Business • Management control systems

**TRIMESTER 6 •**  
 Business Ethics and corporate Governance • Entrepreneurship • International Business management

**ENERGY & INFRASTRUCTURE (ELECTIVES)**

**TRIMESTER 4 •**  
 Brand Management in E&I Sector • Business of LNG • Energy Economics • Energy Financing • Enterprise Asset Management • Infrastructure Finance • Managing Oil & Gas Business Operations • Oil & Gas accounting & Taxation • Marketing Of Petroleum Oil Lubricant

**TRIMESTER 5 •**  
 Carbon Finance • CGD Business • Energy Trade & Risk Management • Information System in Energy Value Chain • Infrastructure Contract Management • International Maritime Affairs in E&I Sector • Managing Oil & Gas Contracts • Power Sector Management • Pricing of Energy Products • Supply Chain & Logistics Management in E&I Sector

**TRIMESTER 6 •**  
 Energy Laws • Health, safety and Environment Management • Managing Refineries

**MARKETING (ELECTIVES)**

**TRIMESTER 4 •**  
 Consumer Behaviour • Marketing Research & Information System • Services Marketing • Strategic Brand Management

**TRIMESTER 5 •**  
 Business to Business Marketing • Electronic Business • Integrated Marketing Communications • Strategic Marketing

**TRIMESTER 6 •**  
 Digital Marketing • International Marketing • Retail Management • Sales & Distribution Management

**FINANCE (ELECTIVES)**

**TRIMESTER 4 •**  
 Bank Management • Investment Analysis & Portfolio Management • Management of Financial Services

**TRIMESTER 5 •**  
 Corporate Taxation & Financial Planning • Derivatives & Risk Management • Insurance Management • Project Financing

**TRIMESTER 6 •**  
 Corporate Restructuring, Mergers & Acquisition • International Finance • Venture Capital & Private Equity

**OPERATIONS MANAGEMENT (ELECTIVES)**

**TRIMESTER 4 •**  
 Business Intelligence & Data Mining • Materials & Space Management • Supply Chain & Logistics Management

**TRIMESTER 5 •**  
 Business Process Reengineering • Operations Management in Service Sector • Operations Strategy • World Class Manufacturing

**TRIMESTER 6 •**  
 Enterprise System and IT Strategy • Lean Six Sigma Management • Technology and Innovation management • Total Quality Management

**HUMAN RESOURCE MANAGEMENT (ELECTIVES)**

**TRIMESTER 4 •**  
 Managing Cross Cultural Issue • Recruitment & Selection • Training & Development

**TRIMESTER 5 •**  
 Compensation & Benefits Management • Creativity & Innovation Management • Leadership Skills •

Strategic Human Resource Management TRIMESTER 6 • HR Tools & Techniques • Negotiations & Conflict Management • Organisation Development • Stress Management • Talent Management  
GENERAL (ELECTIVES) TRIMESTER 4 • Management Simulations TRIMESTER 5 • Business Consulting • Indian Ethos and Management • Public Sector Economics TRIMESTER 6 • Econometrics • Market Structure & Game Theory • Course on Independent Study 2nd Year

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Infrastructure SPM believes that creating a serene environment blended with modern technology enhances the spirit and energy level of all learners and inspires them to optimize their learning efforts. In this direction SPM provides an intellectual ambience in a stimulating campus. » LIBRARY & INFORMATION CENTRE (LIC) LIC is the heart of the School which aims to provide knowledge, information, insights and facilitate intellectual development. The centre has utilized Information Technology extensively to ensure that resources are accessible from anywhere at any time. Services such as OPAC for checking online availability and reserving online, bio-metric reader, remote access to e-resources and database makes the LIC user friendly. LIC is well-equipped with a collection of printed as well as electronic resources which includes books, journals, databases, CDs/DVDs, e-journals, reports, case studies, conference proceedings, training manuals, etc. The school also has an inter-library arrangement with premier institutes of Ahmedabad such-as AMA, IIM-A, EDI and DAIICT. This association facilitates access to books, periodicals etc to create a wider resource for both students and the faculty. » HOSTEL The on-campus, fully-furnished residential facility extends the flexibility of conducting all types of academic and extracurricular activities. There is a separate hostel facility for girls. » CAMPUS FACILITIES IMPRESSIVE AND AESTHETICALLY BUILT ACADEMIC AREAS WELLNESS CENTRE AUTOMATED LIBRARY AND LATEST COMMUNICATION FACILITIES CAFETERIA AND FOOD COURT SPORTS AND RECREATIONAL FACILITIES GOOD LIVING CONDITION IN HOSTELS

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Eligibility SPM announces admissions to the 2016 Batch The admission process consists of the following components: » CAT- 2015 Score (Common Admission Test, conducted by IIMs)/XAT-2016 Score (Xavier Admission Test, conducted by XLRI, Jamshedpur) » Written Ability Test » Group Discussion » Personal Interview » Work Experience » Academic performance in Standard 12 and at Bachelor Degree. Admissions 2016 KEY ADMISSION DETAILS » Last Date for receiving Application: 22nd February 2016 » GD & PI: 12th to 15th March 2016 » Session Begins: 20th June 2016 Eligible candidates can apply through a prescribed Admission Form along with the payment of application fee. In due course candidates who will be short-listed on the basis of CAT/XAT score will be invited for GD and PI. School of Petroleum Management uses CAT/XAT score as an input for the admission process. The minimum eligibility criterion for admission to the programme is a Bachelor's Degree with at least 50% marks (45% marks for SC-ST candidates) or equivalent CGPA of any of recognised university in India or abroad. The Bachelor's 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. The basis of computing the percentage obtained by the candidate in bachelor's degree would be as per the practice followed by the university/ institution from where the candidate has obtained the degree. In case of the

candidate being awarded grades / CGPA instead of marks, the equivalence of percentage will be considered. For details you are advised to visit our website [www.spm.pdpu.ac.in](http://www.spm.pdpu.ac.in) and read the MBA Admission Policy. SCHOLARSHIPS SPM awards few scholarships for the duration of the programme, subject to availability of funds, as per the PDPU rules and regulations.

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Shri Saurabh Patel State Cabinet Minister, Finance and Energy & Petrochemicals, Govt. of Gujarat  
Brajesh Bajpai Business Head- Gujarat Vodafone - India Paurav Shukla Professor, Luxury Brand Marketing, Glasgow Caledonian University Prashant Verma Business HR Head- Wholesale Banking and Practice Head for Recruitment & Performance Management, ICICI Bank Limited Amal Dhru Director, Zillion Infrastructure Ltd. Vijay Bhasker Public Health Specialist, VChangeU Ulhas Dave Shraddha Associates (Guj) Pvt. Ltd Harsh Dave Shraddha Associates (Guj) Pvt. Ltd R. S. Sodhi MD, Gujarat Cooperative Milk Marketing Federation (GCMMF) Unnat Pandit Dy. General Manager, Cadila Pharmaceuticals Ltd. Partho Ghose Executive VP, KHS India Savan Godiawala Senior Director, Corporate Finance, Deloitte India Ramachandran K. VP & Head, Ahmedabad RO, SBI Capital Markets Ltd. Alan D'Souza Advertising Professional Pramod Deo Chairperson, CERC Arbind Sinha MICA Aravind Sahay IIM Ahmedabad Ashok Som ESSEC Business School, France Gautam Appa London School of Economics Anjali Hazarika Oil India Ltd. B. S. Negi Former Member, Petroleum & Natural Gas Regulatory Board Anil Matoo Head, HR & Admin., Essar Power Dipak C. Jain Former Dean, INSEAD School of Business Jeffrey A. Serfass President, National Hydrogen Association, USA L. N. Mishra RPTL Prabhajan Dixit Essar Oil Limited Manjit Singh Total Fina - Elf India Ltd. Vishal Gada Director, Tax & Regulatory Practices, KPMG India L. Balasundaram BG Exploration & Production India Ltd. Manoj Parmesh Weatherford Oil Tool Middle East Ltd. Mike Hugentobler Halliburton Offshore Services Inc. Jeremy B. Benthall VP, Global Business Environment, Royal Dutch Shell PPG Sarma CEO, GSPC Gas Ltd. Srinivas Rao Shell Group S. K. Pandey Indian Oil Corporation Ltd. Sudhir Vasudeva CMD, ONGC Gurdeep Singh MD, GSECL Suriyanarayan R. Shell (India) Atanu Ghose IIM Ahmedabad Shrikant Lonikar Joint President & Head HR, Adani Power Limited Himanshu Vaidya Institute of Management Consultants of India Sreekanth S. V. Indian Oil Corporation Ltd. Deepak P. Mahurkar PWC India Rajiv Khanna Director, Policy & Corporate Affairs, BG India Suman Bery Chief Economist, Shell Group Shashank Gaikwad Hazira LNG & Port Nitin Zamre MD, ICF International L. K. Singhvi Former Member (Commercial) PNGRB Management Consultant, UK Shaleen Sharma BG Exploration & Production India Ltd. D. J. Pandian, IAS (Retd.) Ex-Chief Secretary, Government of Gujarat R. R. K. Sharma IIT Kanpur Janaki Anant B i-flex Atul Rathod Weatherford India S. K. Negi MD, GETCO Anurag K. Agarwal IIM Ahmedabad Madhu Mehta Indian Oil Corporation Ltd. Francisco J. Sánchez Under Secretary for International Trade, U.S. Dept. of Commerce Shaji Zacharias Indian Oil Corporation Ltd. Praveen Gupta Indian Oil Corporation Ltd. Vivek Pathak Indian Oil Corporation Ltd. Babu Thomas GVK EMRI 108 Services Randeep Agarwal President, Australia India Business Chamber (AIBC) Faculty and Human Resources Pramod Paliwal, Ph.D Marketing Satish Pandey, Ph.D Organizational Behaviour Somdeb Lahiri, Ph.D Economics Subrat Sahu, Ph.D Marketing Sudhir Yadav, Ph.D Production & Operations Management Tanushri Banerjee, Ph.D Information Systems Akash Patel, Ph.D Accounting & Finance Ashutosh Muduli, Ph.D Human Resource Management C. Gopalkrishnan, Ph.D Strategic Management D M Pestonjee, Ph.D D.Litt. (Honoris Causa), BHU Kaushal

Kishore, Ph.D UGC-NET, M.A(Eco.), M.M.M(Masters of Marketing Management) Lalit Khurana, Pursuing Ph.D M.Com, MBA, MA (Eco), Finance CORE FACULTY The School is in the continuous process of building an intellectual community of distinguished and dedicated faculty to promote learning and knowledge creation of highest order. The institute endeavours to create an environment of academic freedom overlaid by meticulous, self-imposed standards of excellence and socially responsive practices. The fundamental strength of the faculty is in the rich experience they bring to SPM, enhanced by enthusiasm at participating in the early days of a budding domain specific institution. SPM encourages and cultivates an environment of collaborative learning amongst the faculty team. The institute also recognizes that research provides a major interface with wider academia and industry. Pioneering interdisciplinary research by the faculty feeds directly into a better learning environment at the Institute and indirectly to a wider audience of practicing managers and teachers of management. The model for the Faculty has a portfolio mix of competent permanent and visiting faculty from Academia and professionals from energy sector. This model ensures that students are exposed to the most recent insights and thinking.

Sujatha Dalai Finance Pawan Kumar Chugan Nirma University Rajendrasinh M. Parmar Independent Consultant Ravi Gor Director - Dr. Babasaheb Ambedkar Open University Ruchi Tiwari Ahmedabad University Samarth Kaji Cairn India Shaji Zacharias IBM Shashank Shekhar Jha GE Oil & Gas Snehal Desai Independent Consultant Sundaraman Chintamani Mahindra Satyam Supriya Sapre BPCL, Mumbai Taral Pathak Professor, Ahmedabad University Viswanath Pingali Indian Institute of Management Ahmedabad Pinky Desai St. Xavier's College, Ahmedabad A B Raju CEO of Biz Trans Consulting, Ahmedabad Deepak Krishnan Independent Consultant Mohan Saran Satsangi Independent Consultant Debashish Sarkar School of Petroleum Technology Ranajit Banerjee Consultant Arakhita Khandual Independent Consultant Ajay Das Adani Group Ajit Desai Independent Consultant Ashish Verma Sr. Associate - Energy Utilities & Services, Infosys Ashwani Kumar CEPT University Biren Y Vakil CEO, Paradigm Commodity Advisors Pvt. Ltd. Capt. Sarabjit Butalia Independent Consultant D. G. Shukla Legal Expert Dhiren Desai Independent Consultant Dipti Kumar Banik Independent Consultant Divyesh Desai Shell H. C. Shah VP- Commercial, CFO Elecon Engineering Co. Ltd. Jayesh Ganatra B - Intelligence Manish Thaker Gujarat University Mrugesh Pawar Independent Consultant Narmadashanker Pathak Independent Consultant Nagabhushanam Garimella 3i Infotech Narayan Baser NICM Pankaj Jain Cairn India VISITING FACULTY

GUEST SPEAKERS

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Other Academic Programmes at SPM THE DOCTORAL PROGRAMME The Doctoral Programme of SPM is to train prospective scholars to become highly skilled and innovative researchers and teachers in various areas of management education and practice. POST GRADUATE DIPLOMA IN PETROLEUM MANAGEMENT FOR WORKING EXECUTIVES (PGDPM-X) PGDPM-X is a two year programme for working executives in Oil & Gas, Energy and Allied Sectors. The programme is divided into eight modules of seven days each. One module is conducted every quarter. Module- I to Module- III offer General Management courses and Module- IV to Module- VI are sector specific modules focusing on Oil & Gas, Energy and Allied Sector Management. Module-VII and Module-VIII offer elective courses. The programme offerings pertain to General management, Economics, Supply chain, International Geo-Political affairs, Project Management, Finance, Maritime Affairs, Information Systems, Energy Trade and

Risk Management, City Gas Distribution and Energy Law - to mention a few. **MANAGEMENT DEVELOPMENT PROGRAMME** This programme by SPM trains the industrial managers of all level by involving extensive study of the client organization, preparation of specific teaching materials and cases towards the development of a customized course design to suit the needs of each organization. This is a one month duration programme, an attempt to upgrade the skills of participants and also to help the organization in developing a culture conducive to organizational excellence. **CATALYST** CATALYST, a management fiesta gives a dais to the students to sharpen their business skills and develop an entrepreneurial attitude by performing in varying level of difficult events. Starting from showing a entrepreneurial acumen to cracking difficult case studies, CATALYST encompasses several events which forces participants to do out of box thinking. It also provides an opportunity to interact with the various personalities from various sectors of the business world. **REPRISE** REPRISE, the cultural fest of SPM, is an event where participants demonstrate their non business talents. It provides dynamism to the campus and the students who are always engrossed in hectic schedule of academics. Various co-curricular competitions in different fields such as dance, photography, film-making, etc. are held under Reprise. The REPRISE, 2014-15 commenced with a mesmerizing singing performance by a group of students from SPM, PDPU followed by the series of various events where students across all the B-schools got an opportunity to showcase their talents. **ENERGY CUP** ENERGY CUP, the sports extravaganza, a part of SPM Annual Fest, is organized while keeping in mind quote "All work and no play makes Jack a dull boy". Several business corporations and management schools come on the ground to show that they are not leaders in only in making balance sheets and launching products. In ENERGY CUP 2014, 11 teams from different B-schools and 6 teams from industry competed with each other. In the busy world of management schools, students got chance to show their skills and compete with the best teams. Tata Consultancy Services has won the Energy Cup 2014. **ZEPHYR** ZEPHYR, the Annual SPM Alumni Meet is a part of the SPM Annual Fest. It is a platform where SPM student are able to learn from the varied experience of our alumni. This event is especially dedicated to the SPM Family consisting of all our faculties, alumni as well as current students. The students from SPM get to know the intricacies of a corporate life and ways to cope up with the challenges lying ahead. SPM Annual Fest provides an opportunity to the students across India to showcase their talents in diverse fields ranging from business, performing arts and sports. With participation from 77 B-Schools across the country and 17 teams from industry, SPM Annual fest 2014-15 was greeted with a tremendous response both from the industry as well as the students. Various business leaders across various sectors, entrepreneurs and students from the colleges across the length and breadth of the country participated in it. SPM Annual Fest

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Clubs promise a unique melting pot of ideas, values, experiences, joy rides, friendly terrains, grit, inspiration, and leadership and above all a tremendous learning opportunity for all. Presentations on different topics, Guest sessions, Debates, Discussion Forums, Quizzes, News Crunches are a few activities that these clubs perform regularly. The underlying philosophy of the clubs is to use students' spare time for personal growth. It not only helps in gaining knowledge but also sharpens the communication skills. Students' Clubs **CLUB ENERGY** Energy Club is an initiative by students to add a new

flavour, a new theme and to capture the pulse of the campus. It gives an extra edge to understand, learn and share knowledge on a common platform. This translates to enhance the students' intellect for their managerial domain from their peers and industry experts. SPM MIRROR "SPM Mirror" our monthly magazine is the interface with the Industry. It has worked its way up the ladder and epitomized SPM as an ambassador to the Industry. It was pioneered by SPM students and is considered as a remarkable feat in creating our niche in the Energy and Infrastructure Industry. It has been representing the Institute to the Industry since 2010 and has played a crucial role in portraying the exquisite pool of talented students that SPM possess. It is circulated to more than 200 companies across India. CHAI KI TAPRI PE SESSIONS A conversation between a student and a faculty at SPM led to the beginning of this club. The aim of this club is to make the students more aware of the latest happenings in the world and making them more connected to the real world and hence lessening the difference between a SPMite and a Graduate from some other B-School. The session includes a class discussion on current affairs, latest trends in the sector and market as a whole etc. The topic to be discussed is decided a week in advance and a very healthy learning and fruitful discussion takes place. Quite a few sessions have taken place but the knowledge acquired is immense. The session has 2-3 people who will be hosting the event so that it goes in a smooth manner. OTHER INITIATIVES BY SPM STUDENTS "Being just another brick in the wall" is an ideology that no student at SPM believes in. Thus, efforts are made to go beyond the expectations and doing something for a greater good. The students of SPM have taken various social initiatives such as organizing a Blood Donation Camp in association with Confederation of Indian Industry-Young Indians (CII-YI) saving hundreds and thousands of lives. CLUB MARCOM Club MARCOM is the "MARketing" and "COMmunications" club of SPM. In this competitive business scenario, marketing of products and values has become a necessity. The corporate world is run by brands and not just by products/services. Marketing, these days, is as important for business to business (B2B), as it is for the business to customer (B2C) segment. At MARCOM, we understand this and try to awaken the marketer in each of us through various activities such as presentations, Adwise/Admad- the ad making competitions, jargons, interactive discussions, GD's, book reviews etc. These activities also help in developing the communication skills and "out of the box" thinking, much needed to survive in the world of marketing. It is here that the students of SPM learn the concepts of marketing in the various segments be it B2B, B2C and C2C; and hence, making the students of SPM practical enough to be challenged anywhere. CLUB FINNACLE FINNACLE is a knowledge sharing platform which gives opportunity to cope up with the constantly evolving world of Finance. Weekly activities such as Debates, Quizzes, Guest Sessions and Presentations help expand the horizon in the world of Finance. The conceptual clarity is achieved by the interactive discussions among the students. News crunching sessions helps gaining insight to the latest developments in the markets. With this the students are able to withstand the circumstances of the bear market and ace the bull market. CLUB OPERE - SHONZU The objective of Opere-Shonzu club is to make students realize the importance of operations management in all domains of industry. Students take initiative every week and enrich themselves with various topics not only concentrated on hard core operations but also operations management associated with sales, finance, HR etc domains. The club also aims at discussing about the latest tools and software used in industry for optimizing the operations. At large such activities help students to integrate the academics with real time operations going on in the industry. CLUB HR The HR club is the youngest club at SPM, hardly a year old. It comprises HR student members from the junior as well as senior batch to involve all

the students and make them think from different perspectives by placing practical illustrations. The HR club started as an initiative to give a boost to the HR activities in the college. The main motive of the HR club is to spearhead activities that could remove the traditional myths surrounding HR as a function and to create awareness regarding the importance of HR function in the current business scenario. It facilitates the functioning of the Centre of Excellence for HR. It provides a platform to the student community to understand and enhance their knowledge in this field by getting associated with the faculty, participating in events and contributing through articles.

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**Conferences and Conclaves SAMAVESH: HR CONCLAVE, 2014** On 10th October, 2014, a conclave concentrating on Human Resources was organized. It was the first of its kind. The conclave named “Samavesh” kick started with introductory speech This was followed by speech from PDPU Director General Prof. H. B Raghevendra, and SPM Director Dr. Hemant Trivedi. The chief guest for this session was Dr. Aquil Busrai, CEO of Busrai Consultancy. He emphasized about the role played by HR in the organization during 1970s as labour relations manager, 1980s as change agent and in 1990s as business partners. He concluded with the view that the HR department is not a complaint department and should be seen as an advising department to line managers. The topics covered in the conclave were mind boggling from HR perspective. Critical examination of the emerging trend on planning and implementation of the strategic orientation of HR function was prime focus of the conclave.

**INTERNATIONAL CONFERENCE IN ENERGY AND INFRASTRUCTURE, 2014 (UPCOMING JANUARY 2016)**

Looking ahead for a sustainable and energy rich future, the speakers from industry, academic institutions and students from around the world made their presence felt at the today International Conference on Energy and Infrastructure - 2014 organized by School of Petroleum Management, Pandit Deendayal Petroleum University on 11th and 12th January, 2014. ICEI 2014 started flamboyantly with inaugural session been addressed by Mr. D. J. Pandian - IAS, Mr Kirit S. Parikh, Planning Commission of India and Prof Timothy Coburn from University of Tulsa. The eminent personalities stressed on talking about improving the outlook on investments in research and Development in India, necessity of renewable energy in the country and challenges faced by the energy sector. The two day event saw the presence of some of the stalwarts of the world such as Prof. Latha Ramachand, Dean, Bureau College, University of Houston who suggested encouragement of investments in infrastructure. Academicians, Industry experts, Faculties from varied colleges and B-school around the world along with the students showed immense enthusiasm through their participation and involvement. It provided for an outstanding platform for building stronger and longer relations with the outside world and connects with reality in a better manner. Various problems and related solutions were discussed and suggested by the speakers all through the day. In addition to these sessions we witnessed around 76 paper presentations by elite the members in the 12 technical sessions. **4TH OIL AND GAS CONCLAVE, 2014** With much anticipation and enthusiasm, the two day, 4th Oil and Gas Conclave 2014, one of the most famed among the Conclaves that takes place at SPM, PDPU happened on 8th and 9th of September, 2014. It was graced by the presence of Mr. P Elango, Former CEO – Cairn as the Chief Guest along with Dr. H. B. Raghavendra, Director General, PDPU. Giving insights about the sector, the Chief Guest addressed the roots of the prevailing problems and envisaged that the demand for oil and gas is going to

rise every year. He emphasized the importance of the value systems in the life. He talked about the teaching profession as being the noblest profession and the second noblest profession being the management if it is practiced well. The conclave saw the discussion on topics such as Oil and Gas industry: Architecture and Prospects, Pursuit of Operational excellence in the Oil and Gas industry, Strategic Investments and Risk mitigation and Marketing & Business development; giving useful insights to all the guests, media listeners and students. To name a few guest speakers were Mr. Anwar Husen, Head of Petroleum Engineering, Cairn; Mr. Shashank Jha, Sales Director, India; Mr. Kaushik Deb, Economist, BP; Mr. Man Mohan Ahuja, President, Petronet LNG, etc. ENERASIA: GLOBAL ENERGY SUMMIT, 2014 The much awaited ENERASIA 2014 was held over a period of 3 days, from the 26/9/2014 to 28/9/2014 at the Pandit Deendayal Petroleum University, Gandhinagar. ENERASIA is a pre-Vibrant Gujarat global energy summit wherein distinguished dignitaries from the oil and Gas domain grace the event and participate in various events such as energy round table, conferences, dialogue and discussions, exhibitions and seminars. This year's event witnessed sponsorship from various companies ranging from start-ups, medium scale industries to major players in the sector. The platinum sponsors included ONGC and Gujarat Mari-time Board. The gold sponsors included Torrent Power, Suzlon, GEDA, UREnergy, CLP India. Australia and Holland played partner countries, supported by Indextb. Media partners included ENF, SmartEnergy, EPC world, Offshore World, Power Today, Green Energy and TerraGreen. The inauguration ceremony was graced by Shri Saurabhbbhai Patel, Honourable Minister of State for Civil Aviation, Industries, Mines, Minerals, Finance, Energy & Petrochemicals, and Government of Gujarat. Apart from him various dignitaries like Dr. P K. Mishra from PMO, New Delhi, Shri D. J. Pandian, IAS, Shri L. Chuango, IAS and, Shri Tulsi R. Tanti, CMD, Suzlon were also present to make it a grand inauguration. Shri Tulsi R. Tanti while addressing the gathering discussed three vital enablers that are required for building a global sustainable energy sector namely affordable energy to all, low carbon economy, long-term sustainable employment and growth. He said that the answer to the above lies in Renewable Energy and that being the reason the mankind is witnessing rapid growth and importance of Renewable Energy globally. POWER SECTOR SYMPOSIUM, 2014 SPM was proud to organize Power sector symposium on 15th November 2014. The event was organized to connect with the power sector and determine the challenges and issues of India's power sector. The discussion focused on topics such as 'Future prospects in Renewable Power Sector', 'Challenges faced in conventional power generation and its future prospects'. The eminent personalities who graced this event were Mr. S. K. Negi, MD GETCO, Mr. Gurdeep Singh, MD GSECL, Mr. Rahul Agrarwal, Director - Technical GVK Power. BUSINESS MANAGEMENT SYMPOSIUM, 2014 Business Management Symposium 2014 was organised by SPM which was spread across two days i.e. Friday, 7th November 2014 and Saturday, 8th November 2014. The event was organised to connect with the industry beyond the Energy sector. The sessions included topics such as 'India Regaining the Manufacturing Edge', 'The Services Economy'. Mr. Sunil Kanojia Group CEO, Sintex India and Mr. Rashmin Shah CEO, Zydus BSV Pharma, Mr. Hemal Desai Senior Vice President, Yes Bank, Mr. Vishal Gada, Partner KPMG were some of the eminent personalities who graced this event.

The class consists of students who are from as many as 12 states of India. This is the most diverse batch consisting of students from various disciplinary backgrounds like Engineering, B.Com, BCA, B.B.A. 50% students have work experience in varied sectors like Oil & Gas, Power, Manufacturing, Information Technology, Media, Education etc. Batch of MBA 2015-2017 GENDER RATIO 27% 73% 23% POWER & ENERGY 18% OTHERS 32% MANUFACTURING 27% INFORMATION TECHNOLOGY WORK EXPERIENCE SECTOR-WISE GRADUATION DOMAIN B.E/B.TECH 70 % B.COM 16 % BBA 9 % BCA 5 % WORK EXPERIENCE 50% FRESHER 21% 1-12 MONTHS 11% 13-24 MONTHS 9% 25-36 MONTHS 9% MORE THAN 36 MONTHS Summer Internship Programme (SIP) 2015 Like every year, this year too our students have been placed at various reputed organizations throughout India. Some of the companies that participated in SIP process were Reliance, BPCL, IOCL, HPCL, MGL, SBI Capital, Ernst & Young, Future Group, TOTAL and many more. Glimpse of Summer Internship 2014-2015 Internship is a part of academic curriculum wherein our students are given opportunities from various organizations so that the young talent can get the exposure of real managerial work and extract as much learning possible in the tenure. Our students have been offered internship from more than 32 organizations spreading across various sectors such as Consulting, Oil and Gas, Power, Marketing, Bank, Retail etc. Students have been offered various profiles in the above sectors such as Risk Management, Research Analyst, Marketing, Operations, Finance and HSE etc. SIP 2015 - PROFILE WISE SIP 2015 - SECTOR WISE Auditing Finance HSE Marketing Operations Project Management Regulatory Risk Management BFSI Consulting Marketing Oil & Gas Power Projects Regulatory Renewables Retail 14% 7% 5% 5% 9% 4% 2% 54% 16% 3% 6% 4% 4% 10% 9% 1% 47%

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The Summer Placement initiatives at SPM for its nine batches from year 2007 to 2015 attracted a good number of companies from Energy & Infrastructure, Oil & Gas and other sectors as well. The students have worked on a host of project areas including project financing of refinery, petroleum fiscal systems, supply chain strategy for a CNG station, marketing and commercial activities in CGD, market development of lubricants, financial feasibility study of power plant, market research, projection of oil and gas production, materials management, etc., to mention a few. The following companies participated in Summer Placement - 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014 and 2015. • Aban Offshore Ltd • Abellon Clean Energy Ltd. • ABG Shipyard Ltd. • Adani Energy Ltd. • Adani Gas Ltd. • Adani Power Ltd. • Adani Welspun & Exploration Ltd. • Aegis Ltd. • Alstom Ltd. • Amherst Advisory Services • B J Services Company Middle East Ltd. • BG Exploration and Production India Ltd. • Bharat Petroleum Corporation Limited • Cairn India Limited • Castrol India Ltd. • Deloitte • Dexter Consultancy Ltd. • Ernst & Young Pvt. Ltd. • Essar Exploration & Production Ltd • Essar Power Ltd. • FTKMC • GAIL (India) Ltd. • GIDB • Guj Industrial Power Company Ltd • Greatship (India) Ltd. • Green Gas Ltd. • Gujarat State Petroleum Corporation Ltd. • GSPC Gas Ltd. • GSPC LNG Ltd. • Gujarat State Petronet Ltd. • Gujarat Alkalies & Chemicals Ltd. • Gujarat Gas Company Limited • Gujarat State Energy Generation Ltd. • Halliburton Offshore Services • Hardy Oil Ltd. • Hazira LNG Private Ltd. (Shell) • Hindustan Oil Exploration Company Ltd. • Hindustan Petroleum Corporation Ltd. • HPCL Mittal Energy Ltd. • ICICI Bank Ltd. • ICICI Lombard General Insurance Company • IDBI Bank Ltd. • Idemitsu Ltd. • Indian Oil Corporation Limited • Indorama Ltd. • Indraprastha Gas Ltd. • Infraline Energy • Indian Petrochemicals

Corporation Ltd. • Inst. of Mgmt Consultants of India (Kaizen Institute) • Jindal Drilling & Industries Ltd. • Kotak Mahindra Bank • KPMG Advisory Services Pvt. Ltd. • Larsen & Toubro • Mafoi Management Consultants Ltd. • Mahanagar Gas Ltd. • Mercados AF Consulting • Mercator Oil & Gas Ltd MiSwaco • Mott Macdonald Consultants Pvt. Ltd • NCDEX Commodity Exchange • Niko Resources Ltd. • Ogilvy & Mather • ONGC Ltd. • ONGC Petro Additions Ltd. • ONGC Videsh Ltd. • Petronet LNG Ltd. • Power Finance Corporation Ltd • Punj Lloyd • Reliance Industries Limited • Reliance Power • Sabarmati Gas Ltd • SBI Capital Markets Ltd. • Schlumberger • Shell Hazira Port Pvt. Ltd • Shiv Vani Oil & Gas Exploration Services • Siemens Ltd. • Standard Chartered Bank • Suzlon Energy Ltd. • Tata Steel • Tata Consultancy Services • TCE Consulting Engineers Ltd. • Thapar Group • Total Oil India Pvt. Ltd. • Transworld India • Weatherford Oil Tool Middle-East Ltd • WIPRO • VODAFONE Summer Placements 2007 to 2015: A BRIEF A Glimpse of MBA Final Placements @ SPM in past 3 years Consulting Financial Services IT Manufacturing Oil & Gas Power MBA 2012-14 14% 18% 3% 25% 18% 22% Power IT Financial Services Consulting Marketing Oil & Gas Others MBA 2013-15 19% 11% 20% 19% 12% 16% 3% Oil & Gas Constancy Energy Power IT MBA 2011-13 14% 7% 30% 44% 5%

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To Sabarmati To Sarkhej/ Rajkot To Himmatnagar To Indira Bridge PANDIT DEENDAYAL PETROLEUM UNIVERSITY Indroda Circle City Pulse IOC Petrol Pump Institute of Hotel Management Koba Circle AUDA Ring Road EDI Apollo Hospitals Mother Dairy InfoCity From Airport Narmada Canal Sabarmati River (not to scale) N The placement initiatives of SPM for all of its eight batches attracted a good number of companies from Energy & Infrastructure, Oil & Gas, BFSI, Consulting and other sectors. All of our students managed to bag the substantial job profiles at prestigious organizations. Also School of Petroleum Management has managed to receive accolades industry vibes, both in terms of alumnus performance and the curriculum structure. Since its inception, following companies have participated in Placements Season: Final Placements at School of Petroleum Management 2008-2015- A GLANCE

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