

**Kirloskar Institute of Advanced
Management Studies**



Enriching Lives



**WHY
CONSIDER
KIAMS?**



**PROSPECTUS
2015-17**

One Institute - Two Locations

Harihar • Pune

Director's Message

Harihar Campus



Dear **PGDM** Aspirant,

You are holding in your hands the prospectus of the Kirloskar Institute of Advanced Management Studies (KIAMS). Congratulations on including KIAMS in your choice-set for Post-Graduate education in Management. Fifteen batches of your predecessors (or 'seniors' as you would call them) have successfully journeyed through our process and are making a mark in their chosen profession the sixteenth batch is poised to enter industry this year while seventeenth batch has started its journey with us. If you join us, you will be in the 18th KIAMS batch. The following pages of the prospectus tell you why KIAMS is a suitable launching pad for your career ambitions. On this page I have pleasure in sharing with you the spirit that animates all our processes.

KIAMS was founded by the great industrial house of Kirloskars. In line with their philosophy and outlook, the education processes of KIAMS are built on a bedrock of values. Our ruling paradigm is Education through Values. There are three domains where our Values are seen in action: Beliefs, Processes and Results.

Our Beliefs hold that everyone has a potential and worth, which cannot be measured on a common scale. And that there is ample room for everyone in the field of Management. Thus each individual has a potential which can find a niche in Management. If you are not the CAT's whiskers in quantitative methods, you can empathise your way to the pinnacle of HR. Translated into action, our selection process looks at the student holistically. If s/he reveals some potential that can be deployed in the vast area of management, s/he is welcome to the KIAMS education process.

Our Processes aim beyond delivering good education. The invitation to the student is to master theory but eschew being theoretical. The individual is encouraged to explore with a sense of responsibility to find the potential that s/he wishes to convert to professional performance. The thinker is as valued as a doer; art co-exists with science. Our association with the industrial house of Kirloskars allows us to facilitate an easy two-way osmosis between concept and application. The processes also weed out those who may have misguidedly chosen the path of Management. What emerges at the end of a two-year process is an eclectic bouquet but each flower has its own valuable fragrance.



The Results are seen in the good track record of placements of our full-time students, as you can see from the list of companies who associated with us for placements. Our original contribution in training industry for 'Process Orientation' - the future of industry structure - has been acknowledged by the Kirloskar Group. Soon it will spread to other companies also.

Dr. Gopal Iyengar
Director,
Kirloskar Institute of Advanced
Management Studies

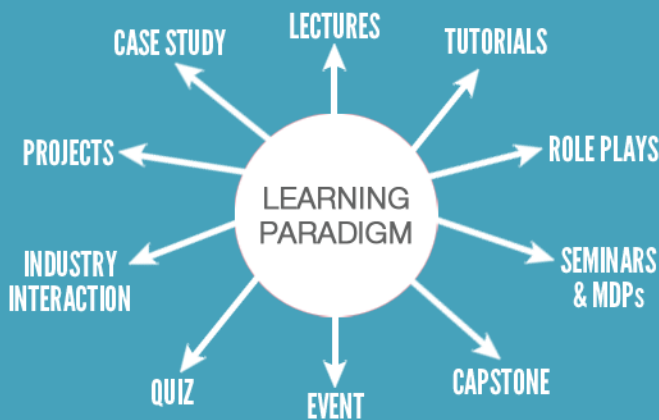
Note : "KIAMS PGDM is approved by
All India Council for Technical Education (AICTE)".

Welcome to the world of
KIAMS!

If you like what you see, I
extend an invitation to you
to realize your professional
potential by joining us.

PGDM Programme

The Institute enters the 18th year of Management Education to train bright young minds in high quality management education that meets the managerial leadership needs of the country. The PGDM is a two-year fully residential Programme in a state-of-the-art learning environment with top-of-the-line facilities. The Harihar & Pune campus will welcome the batch 2015-2017 in the academic year 2015-16.



PROGRAMME OBJECTIVES

The 2 years of intensive PGDM programme help students by developing:

- Familiarity with a wide range of managerial skills and operating techniques
- Confidence in assessing and analysing complex problems and in making decisions
- The ability to think critically and rationally
- A clear overview of how different aspects of business relate to each other and the flexibility to fit into a wide range of business functions
- The ability to cope with pressure over an extended period
- Willingness to take a co-operative approach to problem solving.

MAIN ELEMENTS OF THE PROGRAMME

KIAMS PGDM includes the following main elements:

- A strong base through Foundation Courses of basic skills required for management.
- A comprehensive coverage of Fundamentals of functional management and their cross-functional impact.
- In-depth knowledge of advanced skills in chosen elective subjects for entry level proficiency in industry.
- An exposure to Integrative and Environmental subject that gives an understanding of the strategic context of the organisation.
- Practical Exposure to industry throughout the two years through Industry visits, Industry-Integration assignment, Summer Training, Capstone Project and live projects in the courses.
- Sharpened problem-solving skills through field assignments, Case studies and Simulation.
- Enhanced interpersonal skills through team work, group action and joint assignments.
- Hands-on experiences through organising events and participating in Management Competitions.

Course Requirements



The total number of credits offered by the Institute is 126. The Course and Credits offered are summarized below:

THE COURSE STRUCTURE OUTLINE:

SEMESTER – I		SEMESTER – II	
Core Courses	Credits	Core Courses	Credits
Behavioral Science	2	Business Communication Lab	3
Economics for Business	3	Research Methodology (quali + quanti + use of SPSS)	4
Legal aspects of Business	3	Human Resources Management	—
Communication skills	3	Data Base Accessibility	2
Accounting for Business Decisions	3	Applied Statistical Decision Making	2
Systems for Managers	3	Macro Economics and Economic Policies	3
Statistical & Quantitative Methods	3	Strategic Management	2
Environment Management	2	Strategic MIS	3
Content Search	2	Management Control Systems	2
Marketing Management	3	ELECTIVE COURSES :	12
		Human Resource Management Marketing, Finance, Operations and General	
Operations Management	3	—	—
Fundamentals of Business Forecasting	1	—	—
Theory of Knowledge	2	—	—
TOTAL	33	TOTAL	33

THE COURSE STRUCTURE OUTLINE:

SEMESTER – III		SEMESTER – IV	
Elective Courses	Credits	Core Courses	Credits
Human Resource Management Marketing, Finance, Operations	20	Strategic Management II	2.5
Business Immersion (20 week internship)	10	Elective Courses Human Resource Management Marketing, Finance, Operations	27.5
TOTAL	30	TOTAL	30

For details regarding electives please refer www.kiams.ac.in

SALIENT FEATURES:

- Fundamental subjects: are essential for all Management Students e.g. Economics.
- Skills: are essential for the application arm of management as well as being job ready e.g. Content Search and Information Sourcing in general, or Competency Mapping for HR.
- Letter Credits: are necessary exposures which do not form a part of the CGPA. But it is essential to pass the subjects for a diploma.
- Core (Func): subjects are part of a given function and are essential for all students who focus on that function e.g. S&D for Marketing Students.
- Electives (Func): are part of a given function which a student chooses (over and above the essential Core) to align to an entry-level job profile e.g. Financial Planning for Investment Analysis job profile.
- Semester pattern – 4 terms for the 2 year course.
- Elective courses start from Term II along with the general core courses.
- Skill courses in every domain of specialization – Marketing, Finance, HR and Operations A 20 week internship or empirical research project under faculty guidance to help students in their placement efforts and to hit the ground running, when placed.



Customising The Programme



The concepts of credits is used to define the weight of course in the curriculum. The courses are two or three credits, depending on the coverage of topics. Two-credits connotes 20 classroom contact hours and three-credit course involves 30 classroom contact hours.

During the second semester, students have the opportunity to customize the Programme to meet their personal requirements through elective choices. Elective courses are offered in 2nd, 3rd, 4th semester. The specific electives in each semester will be indicated and students are required to make their choice of credits semester wise. Minimum strength to run an elective is 10 for a batch size of 120, and 5 for a batch size of 60, for other batch sizes, the decision will be taken based on the size. If an elective does not muster the minimum batch size, those who have opted for the elective can choose another elective.

Experiencing Industry

This is a crucial part of the **PGDM Programme** and is facilitate in the following modes:

➤ **Industry Visits:** In the first term to help students have a glimpse at the ground realities of the world of business. It will also help them to relate class room teaching to the processes and practices they have looked at during the visits.

➤ **Business Immersion:** This is the highlight of the industry experience at KIAMS. It is a long 20 week internship with a corporate or empirical research projects under faculty guidance. The long internship is expected to provide fresher as well as experienced candidates a practical exposure and hands on experience in the area of their specialization.

The long internship will help students make a mark in the industry resulting into more confidence during placement Interviews. It will also help them to perform from day1 once they are placed. Thereby reducing the initial training period.

➤ **Course Assignments:** Students also selectively take live industry projects as part of their course requirements.

➤ **Other Modes:** Include interactions with executives in guest lectures, seminars, etc.

Campus Exchange Program



PGDM Activity including placements would be facilitated in both the campuses through exchange programs as appropriate. Each student can expect to spend approx. 25% to 50% of the program in the alternative campus.

Fees structure includes campus exchange program.

Assessment

KIAMS follows a continuous evaluation system to facilitate student learning throughout the year. Feedback is provided by the faculty on a continuing basis to enable the students to monitor their own progress. Individual faculty members design their methods of evaluation which include tests, assignments, term papers, project work based reports, presentations, mid and end term exams. The evaluation may be on individual/ group basis.

Evaluation Procedure

The Course instructor will convert the marks obtained into letter grades based on ranking according to percentage marks, subject to the following conditions:

- Internal marks (out of 50) will be submitted by the course faculty. Any queries regards internal marks are in the exclusive purview of the course faculty and the PGDM office will have no role. Once Internal marks are submitted to the PGDM office by the course faculty, it is treated as final
- When end term assessments are submitted, the student is allowed to review the assessment. In case the student feels the need for a re-assessment, s/he will follow the "Request for Re-assessment Procedure" as outlined in the blue book. After re-assessment, the marks are finalized.
- A student scoring less than 40% marks in the internal examination or end-term exam will be declared failed and allotted Grade "F".
- Likewise a student scoring less than 45% marks overall will be declared failed and allotted Grade "F"
- For this final list after removing all failures, the marks are converted to letter grade, based on ranking according to percentage marks. After the letter grade is arrived at, one grade will be dropped for those students whose absence is between 26% and 40% of the course. Here if a student drops one grade from D, s/he will be declared failed and allotted Grade "F"
- A student who has not taken an exam for any reason, with or without permission, will be shown as "Absent" – marked as Z



Grade Points (GP) are then allotted for the letter grades as below:

GRADE	GP	GP BOUNDARY CONDITIONS
"A+"	4.00	A+ AND A TOGETHER MAXIMUM 20%
		B+, B B- EACH MAXIMUM 30%
"A"	3.75	C AND D TOGETHER MAXIMUM 20%
"B+"	3.25	
"B"	3.00	
"B-"	2.5	
"C"	2	
"D"	1	
"F" (FAIL)	0	
"Z" (ABSENT)	0	

GRADE POINT AVERAGE (GPA) AND CUMULATIVE GRADE POINT AVERAGE (CGPA)

At the end of a term, the weighted average of the grade point obtained in all the courses is calculated as GPA. The credits of the course represent the weights for each course.

The cumulative GPA at the end of each term is then reported as CGPA.

For unsuccessful candidates re-exams will be conducted according to the rules as outlined in the blue book.

Assessment

Awarding the Diploma:

Diploma will be awarded if the student gets a minimum CGPA of 2.2, carries no F's at the end of the course and has no disciplinary issues pending against him/her. The student will be helped all along the course through counseling / re-exams (where grade obtained is F) / improvement exams (where there are no Fs but CGPA is < 2.2) towards the award of the diploma.



Industry Links

ASHOK LEYLAND

Berger
Paint your imagination

Schindler

Hindustan Unilever Limited

KALPA TARU

GT NEXUS

CRISIL
A Standard & Poor's Company

randstad

pwc

idea

ASHOK LEYLAND
NISSAN

Capital IQ
A Standard & Poor's Business

BEROE
The Future of Procurement Intelligence.

Café Coffee Day

DECATHLON

FEDERAL BANK

Dish

ICICI Securities

GENPACT
Global Business Impact™

HCL
HCL INFOSYSTEMS LTD.

HDFC
MUTUAL FUND

GVK BIO

IKYA
THE POWER OF BEING ONE

L&T Infotech

Rane

MTR
SINCE 1954

BNY MELLON

Odessa Technologies
Inspired Thinking
Inventive Solutions

SBI Life
INSURANCE
With Us, You're Sure

The Smart Cube
INFORMATION • ANALYSIS • INSIGHT

citibank

SAHARA
INDIA PARIWAR



Our Alliance Partners in Education



(Visiting Faculty, Guest speakers, Seminar participants drawn from industry and academia)

A Sample List *

Ms. A Annapurna	—————>	Head HR - Essilor India PVT LTD
Mr. Shivakumar Gopalkrishnan	—————>	Consultant - NIVISH
Mr. K V Prasad	—————>	Head Large Corporate - Royal Sundaram
Mr. Anil Daneshwar	—————>	Managing Director - Genesis Management & Market Research PVT LTD
Ms. Lalita D Gupte	—————>	Chairperson - ICICI Venture Funds
Mr. Akash Mavle	—————>	Founder CEO - Solversa Technologies
Mr. Ganesh Natrajan	—————>	Chairman - Nasscom and global and CEO Zensar Technologies
Dr. Naushad Forbes	—————>	Director - Forbes Marshall
Mr. Prashant Upadhyaya	—————>	AVP - JM Financial
Dr. Balaji MS	—————>	VP and Head - HR - P A software
Mr. Kshitij Basabaraj	—————>	Director - PSK Pharma
Mr. Shankar Roddam	—————>	CEO - Subex Ltd
Mr. Amit Verma	—————>	HR Manager - Tata Chemicals
Mr. Ravi Sinha	—————>	HR Head - Tata Motors
Mr. Kulwinder Singh	—————>	Director - Global Marketing & Corporate Communication Synechron
Mr. Vimal Solanki	—————>	Marketing & Brand Head - Reliance Retail
Mr. Lopamudra Bhattacharyya	—————>	Head - BD & Operations- KP Corporate Solutions Ltd.

Visiting Faculty

→ Prof. A Sivadasa Prabhu	→ Prof. Praachi Kapse	→ Prof. Hemchand J Mallya
→ Prof. Anand Godse	→ Prof. Praveen Saptarishi	→ Prof. Madhuri Kulkarni
→ Col. Sunil Brijkishan	→ Prof. Archita Panda	→ Prof. Manamohan G. Deshpande
→ Dr Surekha Siddapur	→ Prof. Atul Kulkarni	→ Prof. Pradeep Shinde
→ Dr. Abhishek Ranga	→ Prof. Shailaja Hiremath	→ Prof. Priya Anand
→ Dr. Asawa	→ Prof. Amey Sane	→ Prof. R. Kasthuri Rangan
→ Dr. Ashutosh Bhupatkar	→ Prof. Balaji	→ Prof. Rajendra S. Todalbagi
→ Dr. Avaneesh Jumde	→ Prof. Chetan Kuknoor	→ Prof. Ravindra Menon
→ Dr. Karunakar Jha	→ Prof. K. Rangan	→ Prof. Sagar Sanjay Vidwans
→ Dr. Krishanan Mohan	→ Prof. Kalidas	→ Prof. Satish Irde
→ Dr. Pranab Deb	→ Prof. Milind Phadke	→ Prof. Shailaja G. Hiremath
→ Dr. R Mohanakrishnan	→ Prof. Ramchandra Mahind	→ Prof. Sheela Krishna
→ Dr. Rachna Gupta	→ Prof. Sangeeta Thakur	→ Prof. Sumit Roy
→ Dr. Sanjay Bhale	→ Prof. Vrinda Kirpekar	→ Prof. Udayan Paranjpye
→ Dr. Sheetal Mahakali	→ Prof. Anil Mendhi	→ Prof. Veeresh Budihal
→ Prof. Girish Phatak	→ Prof. C. Shanath Kumar	→ Prof. Vivek C. Datey
→ Prof. Joshua Aston	→ Prof. Chandramouli Ramaswamy	→ Prof. Yogesh Kulkarni
→ Mr. Aditya Kopeneni	→ Prof. Denis Thomas	→ Prof. Shekhar Bonagiri
→ Prof. Vivek Datey	→ Prof. Girish Phathak	

*For a complete listing, please visit our website www.kiams.ac.in

NOTE: KIAMS core faculty is listed on the jacket of this prospectus

Admission to the World of KIAMS



Eligibility

The portals of KIAMS are open to Graduates (at least a three year bachelor's degree from a recognized university) in any discipline with an aggregate of 50 percent or more marks. Candidates appearing for the final examination for the bachelor's degree can also apply, provided they complete their degree course prior to the commencement of the PGDM programme.

Admission Process

Admission to 2 –year PGDM is based in the scores in CAT/XAT/CMAT/MAT and ATMA

The short-listed candidates will be drawn up based on CAT/XAT/CMAT/MAT and ATMA percentile, past academic records etc. They will be called for the Admission process at one of the centers – the KIAMS campuses at Harihar and Pune as well as the number of other cities across India such as New Delhi, Lucknow, Indore, Kolkata, Bhubaneswar, Ahmedabad, Hyderabad, Bangalore and Cochin.

How to Apply ?

Option-1

Application can be download from our website. Send the filled-in application along with a Demand Draft for ₹ 750/- drawn in favor of Kirloskar Institute of Advanced Management Studies payable at Harihar (Karnataka).

Option-2

You can also apply online by clicking the link provided on home page of our website www.kiams.ac.in



Documents

- Candidates are required to send a downloaded copy/photocopy of their CAT/XAT /MAT/ CMAT/GMAT score card to KIAMS immediately after getting the results.
- Please don't enclose any originals or photocopies of your certificates with the application.

Important Dates to Remember for Admission Process

- 1st week of March at all cities mentioned in Admission Process _____ Last date for submitting application 25th February 2015
- Every Saturday till end April 2015 on the two KIAMS locations Harihar & Pune _____ Last date for submitting application 31st March 2015

FEES STRUCTURE

	Harihar / Pune
Tuition Fees for the 2 Year Course	₹ 6,00,000
Lodging , Boarding (Including Campus Exchange Program)	₹ 2,50,000
Others (Includes Administrative activities, Infrastructure maintenance and other student support activities)	₹ 1,00,000
Total	₹ 9,50,000

Additionally, a caution deposit of ₹10,000 will have to be paid with first term fees which will be refunded, after adjustments for dues, when the student leaves the course.

INSTALLMENT BREAK-UP

Installment-1	Installment-2	Installment-3	Installment-4	Installment-5	Installment-6
₹ 1,60,000	₹ 1,60,000	₹ 1,60,000	₹ 1,60,000	₹ 1,60,000	₹ 1,50,000

Note: Lodging & Boarding component of the fees structure is subject to change in the second year. It will be based on inflation with respect to various applicable indices.

Installment due date will be announced by accounts department one month in advance.



Scholarship to Meritorious Students

Scholarship is awarded to meritorious students as follows:

- Students from CAT/ XAT/ CMAT/ MAT/ ATMA entrance exams having 95 percentile and above are eligible for a concession of ₹1,00,000/- in the total course fee.
- Students from CAT/ XAT/ CMAT/ MAT/ ATMA entrance exams having from 90 upto 95 percentile are eligible for a concession of ₹60,000/- in the total course fee.

The concession will be applied from the third to the sixth installment of the fees, and will be linked to academic and behavioural performance during the PGDM course. It will be disbursed as follows:

- Those eligible for ₹1,00,000/- concession will receive a rebate of ₹25,000/- in each of the installment (starting with the third installment) provided the latest GPA/ CGPA on the due date of the installment is 3.5 or more, and there are no disciplinary issues till the installment date.
- Those eligible for ₹60,000/- concession will receive a rebate of ₹15,000/- in each of the installment (starting with the third installment) provided the latest GPA/ CGPA on the due date of the installment is 3.2 or more, and there are no disciplinary issues till the installment date.

How to Reach us!



Pune



How to Reach HARIHAR Campus

Harihar township is situated very close to Davangere City of Karnataka state on old Pune-Bangalore National Highway (NH-4). You can reach Harihar by road or rail from Pune, Mumbai, Miraj and, major cities of Karnataka like Bangalore and Hubli. Harihar is 280 kms from Bangalore towards Pune on Bangalore-Pune National Highway (NH-4), and 135 kms from Hubli, 585 kms from Pune and 785 kms from Mumbai on old Pune-Bangalore National Highway (NH-4).

From Local Bus Stand and Railway Station:

KIAMS is 2 kms from local Bus Stand/ Railway Station. Autorickshaw can bring you to the KIAMS for ₹ 30 - 40.

How to Reach PUNE Campus

Airport to KIAMS (via Somatane Phata):

Airport → Old Mumbai Pune Highway via Nigdi → Dehu Road → Somatane Phata
 → Bebedohal → Tata Maval Foundry, Chandkhed Road. (from Tata Maval Foundry, Campus is 0.5 km)

Airport to KIAMS (via Hinjewadi):

Airport → Hinjewadi Phase (II) → HP Petrol Pump / McDonald Cafe
 → Marunje Road → Kasarsai Road → Chandkhed Road. (from Tata Maval Foundry, Campus is 0.5 km)

Pune Main Railway / Bus Station to KIAMS:

Sangam Bridge → Old Mumbai Pune Road up to Sumatne Phata
 → Towards Urse onwards Tata Foundry. (from Tata Maval Foundry, Campus is 0.5 km)



HARIHAR

Yantrapur, Harihar - 577 602, Karnataka

Tel: (08192) 241269, 241483, 241486

Fax: (08192) 241269

PUNE

Gut No. 356 & 357, Village Dhamane,

Nr. Tata Foundry, Taluka Maval,

Dist. Pune - 410506. Maharashtra

Ph : 020 65296181 / 82, 0211- 4287180



E-mail: admissions@kiams.ac.in

Website: www.kiams.ac.in

