



**LEARN HERE  
AND LEAD ANY  
WHERE!**



**SRI SUKHMANI**  
INSTITUTE OF MANAGEMENT  
A part of Sri Sukhmani Group of Institutions



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# SRI SUKHMANI INSTITUTE OF MANAGEMENT

A part of Sri Sukhmani Group of Institutions



**DISCOVER  
A BRIGHT  
FUTURE**



**PGDM**  
INFORMATION BROCHURE



Approved By  
All India Council for Technical Education  
AICTE (New Delhi)

WI-FI  
CAMPUS

STATE-OF-  
THE-ART  
INFRASTRU-  
CTURE

MODERN  
LIBRARY


PRIME  
LOCATION

QUALIFIED  
FACULTY

SMART  
CLASS  
ROOMS

# ABOUT SSIM'S

Sri Sukhmani Institute of Management is a premier Institute, set up under the aegis of Sri Sukhmani Group of Institutes. The Group was established more than 5 decades ago, in 1972, by Philanthropist Educationist Prof. Avtar Singh and has since carved a niche for itself in the area of Management. At SSIM, we equip our students with knowledge, skills and, confidence that are relevant to contemporary managerial practices. The institute strives to sharpen Management skills and produce managers of tomorrow who can meet the global demands in the field of management. Sri Sukhmani Institute of Management has a beautiful campus, fully equipped with labs, library, AC classrooms, Wi-fi accessibility and other state-of-the-art infrastructure, and offers a PGDM course with specializations in Human Resources (HR), Marketing, Finance, IT & Business Analytics, Operations & Supply Chain Management, Entrepreneurship. We focus on providing a cordial environment for the students to learn, experience, and experiment, covering all facets of professional education. Our campus is located in Dwarka, New Delhi and is easily accessible by road, metro or air with the airport being a mere 6 km away.



SSGI  
SRI SUKHMANI  
GROUP OF INSTITUTES

SSIM  
SRI SUKHMANI  
INSTITUTE OF MANAGEMENT  
A Part of Sri Sukhmani Group of Institutes

## LIST OF OUR INSTITUTES

- Sri Sukhmani Institute of Management, New Delhi
- Sri Sukhmani Institute of Engineering & Technology, DeraBassi
- Sri Sukhmani Institute of Hospitality & Management, DeraBassi
- Sri Sukhmani Dental College & Hospital, DeraBassi
- Sri Sukhmani College of Nursing, DeraBassi
- Sri Sukhmani Polytechnic, DeraBassi
- Sri Sukhmani International School, DeraBassi
- International Polytechnic for Women, New Delhi
- Swarn Public School, New Delhi
- Sri Sukhmani College of Law

## OUR VISION

To be a world class school of management known for its innovative pedagogy, research and building professional competence.

## OUR MISSION

To provide world-class management education in India in an atmosphere of freedom, while adhering to strict academic standards in research and teaching.



*A Tribute to  
Founder*



**Late Prof. Avtar Singh**  
Founder and Chairman  
Sri Sukhmani Group of Institutes

*Education breeds confidence. Confidence  
breeds hope. Hope breeds peace*



## Dr. Kanwaljit Singh

Chairman

Sri Sukhmani Group of Institutes

“We are committed to ensure holistic teaching and learning processes, aligned with the latest trends in management education.”

## message from the **CHAIRMAN'S DESK**

**T**he field of Business Management has undergone a tremendous transformation over the last 25 years. Conventional methods are replaced by newer and better technological processes and this has put a good deal of pressure on the Management Institutions in India in terms of infrastructure and other inputs to keep up with the latest trends in higher education.

The management at SSIM has a great vision and a committed mission to develop a competent generation of young managers ready to take on the ever-changing challenges in the global economy. We are committed to ensure holistic teaching and learning processes, aligned with the latest trends in management education and ensure the employability of our students. SSIM has been providing well educated, trained and groomed young executives to various industries in India for many years.

At SSIM, we also provide an excellent learning environment through state-of-the-art infrastructure, hostel and mess facilities, a huge library, sports facilities, etc.

We believe that a happy and physically strong mind works more efficiently and therefore various avenues have been provided for the benefit of the students.

I take pleasure in inviting you to be a part of an exciting and exhilarating journey towards a fruitful career, the foundations which would be laid at SSIM.



Dr. Sujata Kaul  
Director  
SSIM

**"We value the persistent pursuit of innovative knowledge and are committed strengthening relationships that fuel your intellectual curiosity and constructive creativity."**

## message from the Director's Desk

SSIM welcomes you to the world of exclusive learning ambience and to experience the epitome of corporate leadership. It is our perennial drive to offer quality education with world class exposure and to build capability of students.

Our endeavour is to equip our students with life skills to face the real world planning, organising, questioning be it or reasoning. We at SSIM, mentor our students to sharpen their intelligence and enable them a positive system that shapes their attitude, outlook and conduct, so that they become sharp enough to tackle the challenges of life.

I encourage you to visit us in person to discover the exciting new developments and advantages of the great opportunities available in SSIM.

Dr. Sujata Kaul  
Director

# ADVISORY COUNCIL



**Dr. Kanwaljit Singh**  
Chairman  
Sri Sukhmani Group Of Institutes

**Joyeeta Kumar**

VP- Head Buying & Merchandising  
Reliance Retail

**Mr .Kumar Ashish**

Head - Retail, Digital &  
MSME - Aditya Birla  
Finance Limited

**Dr.Damanjit Singh**

Vice Chairman SSGI

**Dr .Sanjana Kalra**

Educationist

**Dr. Sujata Kaul**

Educationist

**Mr. Sanjeet Joher**

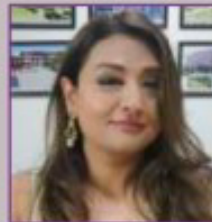
Director Corporate  
Affairs-South Asia  
VFS Global



## ACADEMIC ADVISORY COUNCIL MEMBERS



**Dr. Sujata Kaul**  
Director SSIM



**Dr . Sanjana Kalra**  
Executive Director  
IPW- New Delhi



**Dr.Damanjit Singh**  
Vice Chairman SSGI



**Mr Ashwinder R.Singh**  
CEO - Residential Bhartiya  
Urban



**Mr. Abir Lal Mukherjee**  
Co- Founder at Edelytics



**Ms .Neha Bansal**  
IAS . Department Of  
Food & Safety



# PGDM PROGRAM

Our PGDM program, combined with ERP Training, is an innovative pursuit in management education. It combines skill-oriented qualifications in the field of management services including management research and thus adds to students' employability. We follow a practical and experimental learning approach coupled with interactive sessions and peer-to-peer feedback mechanism. Our main aim is to be creative and innovative while imparting education, thereby revolutionizing the way you learn and assimilate information. With more focus on practical aspects of education, we ensure that students are ready to face the market and succeed. Our mentorship program helps each individual learner connect with corporate mentors and gain greater exposure to multiple levels of expertise and knowledge.





# PROGRAM HIGHLIGHTS

## EFFECTIVE PEDAGOGY

OUTCOME BASED LEARNING  
CASE STUDY TEACHING METHODOLOGY  
FLIPPED CLASSROOMS  
OUTBOUND LEARNING PROGRAMS

## EXTENSIVE INDUSTRY INTERFACE

CORPORATE SESSIONS  
LIVE PROJECTS  
INTERNSHIPS  
INDUSTRY VISITS  
MENTORING

## HOLISTIC DEVELOPMENT

CLUB ACTIVITIES  
EXTERNAL PARTICIPATIONS  
INDIVIDUAL DEVELOPMENT PROGRAMS  
TEAM BASED PROJECTS

## DISTINGUISHED FACULTY

EXPERIENCED FACULTY  
DOCTORATES FROM CENTRAL UNIVERSITY  
RIGOROUS RESEARCHERS



# BEYOND THE CLASSROOM

AT SSIM, WE ORGANIZE BEYOND THE CLASSROOM FOR PGDM STUDENTS AT THE COMMENCEMENT OF THEIR ACADEMIC YEAR, AND ARE USUALLY CONDUCTED IN OUTDOOR LOCATIONS AWAY FROM THE CAMPUS.

Beyond the Classroom consist of a number of activities that help the students improve their communication skills, and edify them planning, delegation, change management, problem solving, as well as inspire them to work as a part of team. Outbound Learning Program emphasize on developing critical management and leadership skills in students, which helps them, to sustain in the challenging corporate world.





# OUTBOND LEARNING



Management is an art or science is still questionable. It is important for Management students to learn management concepts and its application in day to day activity of corporate world. One of the best methods to make the course curriculum more interesting is innovating the pedagogy. Learning theoretical concepts through management game is among one of the most appreciated techniques. The purpose of such management games for students is educational as well as enjoyable at the same time.





events  
@SSIM



# COLLABORATIVE LEARNING

**AS CORRECTLY POINTED OUT BY HENRY FORD, 'COMING TOGETHER IS THE BEGINNING, KEEPING TOGETHER IS PROGRESS.' IT IS TRUE THAT LEARNING CAN BE MEANINGFUL ONLY WHEN THE PROCESS IS ATTUNED TO THE NEEDS, GOALS AND STRENGTHS OF A LEARNER.**



In fact, the focus of the present-day education system has shifted to collaborative learning approach, where the Faculty is the diffuser of knowledge, with each student being at the helm of their learning process. We at SSIM promote the Culture where a student learns from their peers and their Faculty members. Students ought to understand early in their lives that individual goals fit in well within a larger set up, and can be furthered and enhanced through collaboration and engagement.



## FOCUS AREA OF THE PROGRAM

DESIGN THINKING AND INNOVATION  
DOMAIN EXPERTISE  
EXPERIENTIAL LEARNING PEDAGOGY  
COLLABORATIVE LEARNING



**General Management Subjects**

Operations Management I  
 Corporate Accounting  
 Organization Behavior  
 Marketing Management-I  
 Quantitative Techniques I  
 Managerial Economics  
 Supply Chain Management  
 Financial Management I  
 Managerial Accounting & Control II  
 Business Communication  
 Macro Economics  
 Quantitative Techniques II  
 Management Information System  
 Financial Management II  
 Marketing Management II  
 Operations Management II  
 Human Resource Management  
 Research Methodology

**Core Papers**

Strategic Management  
 Business Environment  
 Corporate Governance & CSR

**Human Resources Specialization Elective Subjects**

Training & Development  
 Performance Management Systems  
 International HRM  
 Industrial Labor Laws  
 Competency Mapping and Talent Management  
 Team dynamics at work  
 Cross cultural management  
 Strategic Human Resource Mgmt,  
 Employee Relations & Diversity Mgmt.  
 Human resource metrics and analytics

**Operation & Supply Chain Specialization Elective Subjects**

SCM-Drivers & Matrix  
 Network Design  
 Distribution Management  
 Transportation  
 Supply chain analytics  
 Sourcing Management  
 Total quality management  
 Global Sourcing and Management  
 Business Logistics and Global Trading  
 Pricing and revenue management

**Marketing Specialization Elective Subjects**

B2B Marketing  
 Service Marketing  
 International Marketing  
 Consumer Behavior  
 Product & Brand Management  
 Customer Relationship Management  
 Integrated Marketing Communication  
 Retail Marketing  
 Sales and Distribution Marketing  
 Digital and Social Media Marketing

**Entrepreneurship Specialization Elective Subjects**

Entrepreneurship Concepts & Applications  
 Business Environment & Regulatory Frameworks for Startups  
 Business Strategy & Planning for Start-ups  
 Project Appraisal and Finance for Start-ups  
 Effective fund raising for Entrepreneurs  
 Developing and managing family business  
 Effective fund raising for Entrepreneurs  
 Venture and Private Equity Funding  
 Social Entrepreneurship  
 Project work-preparing and presenting business plan

**Finance Specialization Elective Subjects**

Merger & Acquisition  
 International Financial Management  
 Taxation  
 Portfolio & Securities Analysis  
 Project Management  
 Management of Financial Services  
 Financial Modelling Using Spreadsheets  
 Taxation  
 Financial Derivatives  
 Banking & Financial Management

**IT & Business Analytics Specialization Elective Subjects**

E-business  
 Relational database management system  
 Objective Oriented programming using C++  
 Object oriented analysis and design  
 Management and information system security  
 Knowledge management  
 Windows programming and visual basic  
 Strategic IT Management  
 Software Project Management  
 Contemporary issues in IT



# PGDMM

## COURSE CURRICULUM

*Note: Electives mentioned above are subject to change based on current industry requirements.*

# ADMISSION PROCESS

## ADMISSION CRITERIA

A Bachelor's degree in any discipline with minimum 50% marks from a recognized University. Candidates appearing for their final year exam may also apply. Shortlisting will be based on CAT/MAT/CMAT score and GD/PI

## LOAN FACILITY

SSIM provides Admission letter, Loan letter, Bonafide letter and AICTE approved documents towards the processing of bank loans.

## HOW TO APPLY

Forms are available on campus at:

### Sri Sukhmani Institute of Management

Plot No 2, Sector 8, Near Dwarka Sector 9 Metro Station, New Delhi - 110075

Phone: +91 8929399191, +91 8588890906

**Email: leads@ssimdwarka.org**- The applicants can also Apply Online or Download form from the website <http://www.ssimdwarka.org>

Duly filled forms should be submitted at the institute office. Documents are to be submitted along with Application Form.

The Demand Draft should be drawn in favour of "Sri Sukhmani Institute of Management" payable at New Delhi, India. The completed form should reach the office before the last date of filling of Application Forms.

## ADMISSION PROCESS AT CAMPUS

Qualifying candidates will be informed about the date, time and venue of Admission Procedure (Written test and / or Group Discussion and / or Personal Interview) via telephone and email. In certain cases, options of dates will be available giving greater flexibility.

## OFFER OF ADMISSION

All selected candidates will get an intimation of their selection through an E-mail. Details regarding payment of Registration fees will be mentioned in the selection letter.

## ANTI-RAGGING MEASURES

Ragging in any form is banned at SSIM, New Delhi. It is a punishable offence in accordance with one of the recent



guidelines of the Honourable Supreme Court of India. SSIM, New Delhi has a 'zero-tolerance policy' on ragging. The institute will take disciplinary action/ legal proceeding/ expulsion from the Institute, as per the directives of the Supreme Court of India, if any student(s) is/are found guilty of ragging inside or outside the premises of the Institute.

## HOSTEL CHARGES

	Ist Year 2023-24	IInd Year 2024 -25
Boys & Girls	96000/-	96,000/-
Refundable Security	10000/-	NIL
Total Charges	1,06,000/-	96000/-

AC & Geyser Consumption meter is separate\*

## MERIT CUM MEAN SCHOLARSHIP

Qualifying Merit Criteria			
CAT	MAT	Graduation	Scholarship Amount
80 %tile	700+	75%	75K
75 %tile	650+	70%	60K
70 %tile	600+	65%	40K
60 %tile	500+	60%	20K

For details of the scholarship scheme for such candidates, contact admission office.

## FEE STRUCTURE

Tuition Fees: INR 6,50,000/- payable in four installments Registration Fees at the time of Admission: INR 50,000/- Total Fee: INR 6,50,000/- Inclusive of International Study Tour (Exclusive of INR 5,000/- for Business Suit)

### FEE STRUCTURE 2023-24:

Installment	Fee Particular	Amount	Due Date
Registration	Admission Fee	Rs. 50,000/-	At the time of Admission
First Installment	Tuition Fee	Rs. 1,80,000/-	Within 30 days of Registration
Second Installment	Tuition Fee	Rs. 1,60,000/-	Before 15th November 2023
Third Installment	Tuition Fee	Rs. 1,30,000/-	Before 15th June 2024
Fourth Installment	Tuition Fee	Rs. 1,30,000/-	Before 15th November 2024
Total		Rs. 6,50,000/-	



What Make's us  
**unique**

**World Class  
Business  
School**

**100%  
Placement  
Assistance**

**Strong  
Alumni  
Network with  
Global Reach**

**120+ Days of  
Live corporate  
exposure**

**Interactive  
discussions with  
leading CEOs  
& Business  
Managers**

**2 months'  
summer  
internship with  
leading  
corporates**

**6 Pro  
"Skill  
Enhancement  
Certificate"**

**Winter  
Live  
Projects**

**ACADEMIC  
EXCELLENCE**  
with case studies  
& research  
driven approach

**Mentorship  
&  
Career  
Counseling**

**E-Teaching /  
Power  
Teaching  
(Video  
Lectures)**

**Industry Visits:  
Maruti Suzuki,  
Mother Dairy,  
Bisleri, Yakult  
etc.**

**Air  
Conditioned  
Campus**

**International  
Study  
Tour**

**Paid  
Domestic  
Tour**

**6 Pro  
"Industry  
ready  
workshop"**

**Assured  
Educational  
Loan**

**Excellence of  
50 Years in  
Indian Industry  
Education and  
Social Service**

# PLACEMENT

The Placement Division of SSIM finds strength in the group's long-cherished history and its network. SSIM follows global placement methodologies expertise in the Global Recruitment Process.

'Business Education is about capability, not the knowledge of facts.' As an educational institute, we aim to connect talent with opportunity. Talent resides in a student who can aspire to pursue management education along with opportunities in life and career beyond. The Institute prepares students to face challenges and exploit opportunities in globalised economy that is marked by volatility, uncertainty, complexity, and ambiguity.

At SSIM we understand that placement activity is of critical importance that will require working closely with students for competency mapping, career counseling and finding suitable placements for them. With the structural changes in the economy and new technology being adopted by industry, reskilling and upgrading would ensure the smooth functioning of industry, with increased productivity. We also emphasize on talent adaptability score as an indicator of the ability to respond to future shifts in demand for placement. Our approach for the emerging world needed integration of required skills and managerial education with the main fundamentals of academics so that the student is geared and motivated to meet the challenges of current times.

## CAREER GUIDANCE CENTER



TO ASSIST STUDENTS TO DEVELOP/CLARIFY THEIR CAREER INTERESTS, AND THEIR SHORT AND LONG-TERM GOALS THROUGH INDIVIDUAL MENTORING AND DEVELOPMENT PLANS.

TO PREPARE STUDENTS FOR CAMPUS RECRUITMENT (APTITUDE TESTS, GROUP DISCUSSIONS, PREPARING FOR TECHNICAL AND HR INTERVIEWS THROUGH PROFESSIONAL TRAINERS)

- TO ASSIST STUDENTS IN OBTAINING PLACEMENT IN REPUTED COMPANIES.
- TO ORGANIZE ON-CAMPUS OFF-CAMPUS INTERVIEWS FOR FINAL YEAR STUDENTS AND INTERNSHIP (TRAINING) FOR STUDENTS WITH INDUSTRIES AND REPUTED INSTITUTES
- TO MAINTAIN REGULAR INTERACTION WITH INDUSTRY THROUGH SEMINARS- WORKSHOPS, GUEST LECTURES AND CONFERENCES ETC.

FIRST YEAR



SECOND YEAR

## RECRUITERS LIST






Academic Details :

Name of Examination	Board/University	Year of Passing	Percentage /Grade	Specialization /Stream
High School				
Intermediate				
Graduation				
Any other qualification				

Entrance Examination Details

CAT
  MAT
  C-MAT
  OTHERS (XAT/ATMA/SNAP)

Reg./Roll No. 
 Score 
 Percentile

Professional Experience(if Any)

Name of the Company	Designation	Period From-To	Exp. in Year(s)	Responsibilities

Where did you come to know about the Institute and the program : (Name).....

Website
  Alumni
  Magazine
  Newspaper
  Friends/Family
  Social Media
  Others

I confirm that to the best of my knowledge the information contained in this application form is true and accurate. I have gone through the contents of the Prospectus and agree to all the conditions stipulated therein and if admitted, will also abide by the rules and regulations SSIM as may be in force from time to time.

Date:

**For Office Use Only**

Form No. ....\* Registration No. ....

Name .....

Checked By .....

Signature .....