



**think.**  
**act.**  
**lead.**

 Sri Aurobindo Institute of  
Management & Science

[www.saims.ac.in](http://www.saims.ac.in)

Arise, transcend thyself!  
Thou art man and the  
whole nature of mains  
to become more than himself.

- Sri Aurobindo

Our philosophy is to impart quality education in order to nurture the talent, hone the skills and to enhance the expertise of the students in their disciplines. We believe that education as an opportunity should be universally accessible to the deserving. The institute would cultivate in its students the basic human values to make them ethical professionals and responsible citizens.





## Vision

We will continuously strive to build a tradition of innovation, problem solving, and interdisciplinary collaboration to meet the changing needs of society.

## Goals & Objectives

- Providing a stimulating interaction platform to kindle creative ideas.
- Providing potential employment opportunities for students
- Providing opportunities to interact with the industry and study the latest developments.
- Providing world class research facilities and opportunities.
- Providing national and international opportunities for presenting the work of students.
- Encouraging the development of intellectual property based on research.

## Academic Council

Our team of highly qualified academicians and administrators work incessantly to make Sri Aurobindo Institutes the best in Central India.

- 1. Mr. Lawrence Rebello**, Director, Sri Aurobindo Institute of Management and Science (Ex-All India Marketing Manager, Pithampur Auto Pvt. Ltd.) : He believes in translating his work experience in teaching. He's worked on developing unique pedagogical methods during his stint as visiting faculty at many reputed institutes in Indore. Now that he has decided to take a leap into academics, his experience of over 20 years will help our students gain hands-on practical knowledge with theory.
- 2. Dr. Sudhakar Bharti**, Group Director (Ex-Rector & Dean Faculty, DAVV, Indore) : With vast experience in academics, research and administration, it was during his tenure that Devi Ahilya Vishwavidyalaya was ranked amongst the best Universities of India. He has a clear focus to develop the institute as a centre for world class research & consultancy and as records shows we have already started moving in that direction..
- 3. Dr. C.K. Jain**, Director, Sri Aurobindo Institute of Technology (Ex-Principal, UEC, Ujjain & Registrar, RGPV, Bhopal) : A renowned academician, was responsible for making trendsetting transformations during his last stint as Principal, UEC. Having received a Gold Medal in M.Tech and an award winning research scholar during his PhD, he nurtures a vision to develop strong technical skills in the students of SAIT with unwavering academic focus and strict discipline.
- 4. Dr. S.C. Chaturvedi**, Director, Sri Aurobindo Institute of Pharmacy (Ex-Acting Vice Chancellor, RGPV Bhopal and Prof. & Head, School Of Pharmacy, DAVV) : His name is synonymous with Pharmacy education in India. With a teaching experience that spans several decades, he created history of sorts during his tenure as Head, School of Pharmacy, SGSITS when he guided a record number of PhDs. His students are placed in the best of the companies and colleges across the globe.



# Thought Leaders Cross Enterprise Leaders Global Leaders

## Courses Offered

### **MBA**

Two year full time program in  
Finance/ Marketing/ H.R. / I.T. / Operations  
(Approved by AICTE, Affiliated to DAVV, Indore)

---

### **PGDM**

Two year full time  
Post Graduate Diploma in Management  
(Approved by AICTE)

---

### **PGDM-HM**

Two year full time  
Post Graduate Diploma in Management  
(Hospital Management)  
(Approved by AICTE)



# Course Structure

## MBA

For the MBA course the entire structure is as per the norms of the affiliating Devi Ahilya Vishwavidyalaya Indore. The entire syllabus is divided into 4 semesters of 6 months each. At the end of each semester the students are subjected to an external examination conducted by the affiliating university.

## PGDM

The Post Graduate Diploma in Management (PGDM) is a degree equivalent to MBA but is more flexible in terms of course curriculum, evaluation pattern and examination system.

At SAIM&S we have closely knit our PGDM curriculum around Industry requirements and introduced subjects, topics and electives that are more relevant in terms of practical applicability.

To give more flexibility of choice to our students we have introduced innovative **SECTORAL SPECIALIZATIONS**, which includes a set of different electives that are custom fit for different industries. It is only after going through the compulsory subjects and Industry Summer Internship in the first year that the students have to make a choice of the specialization.

Unlike other courses where you are bound to a particular sector/industry from the beginning, this PGDM offers you the opportunity of making an informed choice at the end of first year when you have undergone all the fundamental subjects of management and industry training.

For PGDM, we have adopted a trimester system where the course of two years is divided into six trimesters of three months each. The Industry Summer Internship is sandwiched between the two years of the course. The trimester system, when compared to a semester system is more rigorous, tightly packed and keeps you on your toes throughout the curriculum. This makes you ready to take up the rigors of the industry in the real life scenario.

The degree is approved by AICTE.

# PGDM



# Post Graduate Diploma in Management

## PGDM 1st Year

### TRIMESTER - I

Business Communications | Financial Accounting for Managers | IT for Decision Making  
Marketing Management – I | Micro economics | Organizational Behavior – I  
Quantitative Techniques for Business Decisions

### TRIMESTER - II

Business Research Methods | Macroeconomics - Policies & Principles  
Cost Accounting | Marketing Management – II | Organizational Behavior – II  
Operations Management - I | Management Information System | Short Term Project

### TRIMESTER - III

Business Environment | Business Ethics | Human Resource Management  
International Business | Legal Aspects of Business  
Strategic Management | Operations Management - II | Short Term Project

6-8 weeks summer internship/training.

## PGDM 2nd Year Electives

### RETAIL MANAGEMENT

Customer Relationship Management | Distribution Management | Consumer Behavior  
Sales Management | Retail Marketing | Brand Management  
Integrated Marketing Communications | Visual Merchandising | Supply Chain Management  
Data Mining for Business Intelligence | Enterprise Resource Planning  
E-business | Market Research | Advertising Management

### RURAL MARKETING

Customer Relationship Management | Distribution Management | Consumer Behavior  
Sales Management | Rural Marketing | Market Research | Product Management  
Brand Management | Supply Chain Management | Data Mining for Business Intelligence  
Enterprise Resource Planning | E-business | Advertising Management | Visual Merchandising

### TELECOM MANAGEMENT

Customer Relationship Management | Distribution Management | Consumer Behavior  
Sales Management | B2B Marketing | Marketing of Services | Rural Marketing | Technology Marketing  
Supply Chain Management | Data Mining for Business Intelligence | Telecom Networking Technologies  
Telecom Management in Business | Pricing Strategies | Market Research

### INSURANCE & BANKING

Customer Relationship Management | Distribution Management | Consumer Behavior  
Sales Management | B2B Marketing | Marketing of Services | Integrated Marketing Communications  
Management of Bank & Insurance Companies | Project Appraisal & Finance  
Financial Statement Analysis & Business Valuation | Portfolio Management  
Corporate Finance | Advertising Management | e- business

### ADVERTISING AND PUBLIC RELATIONS

Principles of Marketing | Consumer Behavior | Advertising Management | Sales Management  
Integrated Marketing | Communication | Market Research | Brand Management  
Public Relationship | Management | Media Planning | Visual Merchandising  
Event Management | Service Marketing | Product Management | Customer Relationship Management

### IT & SYSTEMS

Business to Business Marketing | Consumer Behaviour  
Customer Relationship Management | International Marketing | Internet Marketing  
Marketing of Services | Market Research | Strategic Brand Management  
Business & IT Consulting | Business Intelligence | E- Business  
Enterprise Resource Planning | Software Project Management | IT Applications in Verticals

Above mentioned are the options for electives of Vertical Specialization according to Industry. The students have an option of opting for Horizontal Functional Specializations i.e. Marketing, Human Resources, Finance & Operations as per their area of interest.

# Eligibility Criteria & Admission Procedure

## **MBA**

Admissions in MBA programme will be through the Madhya Pradesh Joint Entrance Test (MP-JET) conducted by Professional Examination Board of Madhya Pradesh (Vyapam). The students based on their merit choose the institute through counseling conducted by the Directorate of Technical Education, Govt. of M.P.

## **PGDM**

Institute follows a policy of merit based admission. SAIMS&S will seek application from all graduates with minimum 50% marks in a recognized bachelor's degree of minimum three years duration. Students appearing in their final year of graduation exam may also apply subject to their securing 50% aggregate marks.

Students appearing in their final year of graduation exam may also apply subject to their securing minimum passing marks.

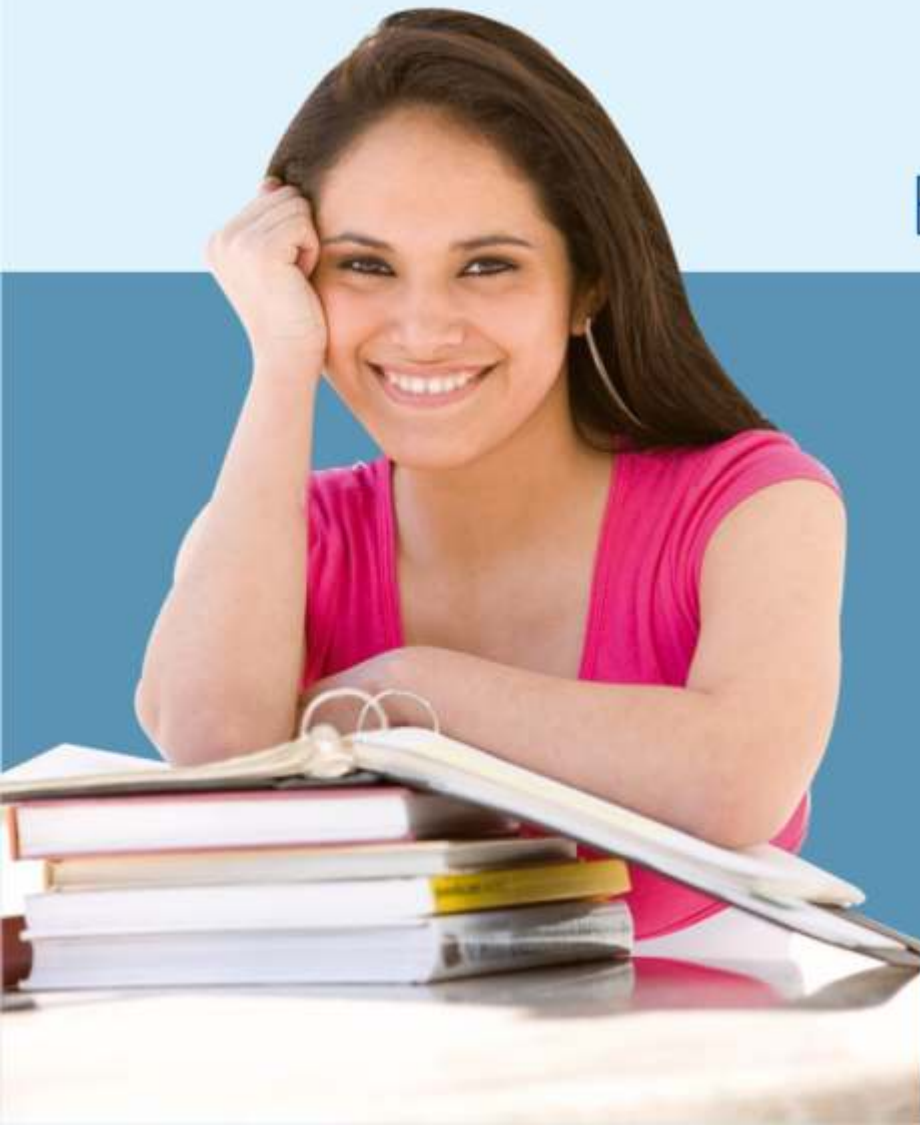
The admission in PGDM would be through written test followed by group discussion and personal interview. SAGMAT (Sri Aurobindo Institute General Management Aptitude Test) would conduct its own written test. The Institute will also use scores of CAT, XAT, MAT, ATMA, GMAT and MET scores for those who have not taken SAGMAT for short listing the candidates. After short listing, group discussion and personal interview (GD & PI) will be conducted by the institute. The final admission will be based on the summative score of SAGMAT/ other exam, Group Discussion & Personal Interview. The admission procedure will incorporate weightage for duration and quality of prior work experience. Following would be the weightage:

- Admission Test: 50%
- Group Discussion: 15%
- Personal Interview: 25%
- Work Experience: 10%

## Evaluation System

The evaluation system for MBA is as laid down by the affiliating Devi Ahiliya Vishwavidyalaya Indore. The students are marked numerically. There is an external examination of 80 marks for each subject and an internal evaluation of 20 marks.

Students PGDM will be subjected to the same pattern of evaluation laid down below; the evaluation will be on a 70-30 basis, i.e 70% evaluation will be for the final written exam whereas 30% will be for class performance evaluation. The class evaluation performance will be on the following: 5% Class Attendance, 5% for class presentations and 20% for midterm tests.

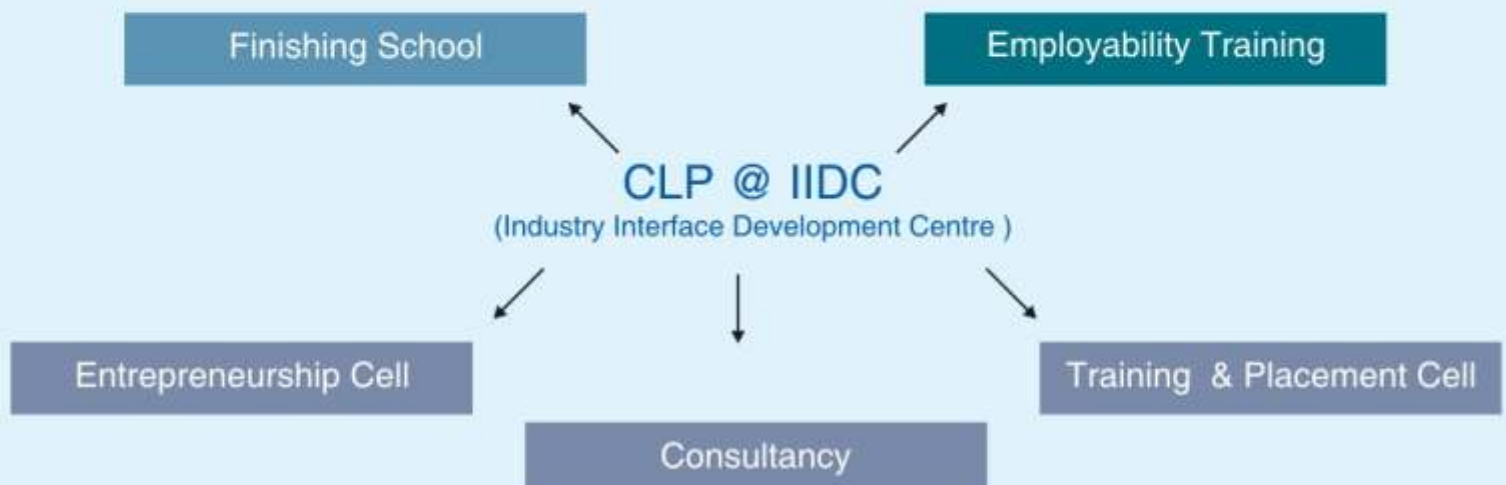




## Career Leadership Program

We at SAIMS are aware that regular MBA curriculum does not suffice to equip our students with competencies to face the challenges thrown at them by the real world. But the importance of traditional pedagogy can also not be undermined. So at SAIMS, we have developed a unique Career Leadership Program which will be provided to our students in addition to our approved MBA and PGDM courses.

CLP will be run by the Industry Interface Development Centre at SAIMS and will have the following components:





# Finishing School

Helps you stand out from the crowd. The innovative in-house finishing school will develop and deliver programmes, modules, capsules and short courses to impart skills necessary to make you "Industry Ready". Will encompass modules like Language Lab, Personality Development, Public Speaking, Effective Communication, Business Etiquettes and many more.



## NIIT@ Campus

SAIM&S has alliance with NIIT Ltd to map their students with latest technical competence to the emerging knowledge economy and help pool of youngsters to educate and have an edge in the fiercely competitive employment market in India.

### **Swift for Executives this module will cover**

- Creating and Managing Professional Documents Using Office Word 2007
- Presenting and Managing Data Effectively Using Excel 2007
- Creating and Managing Presentations Using Office PowerPoint 2007

### **Swift Advanced Excel this module will help the students in**

- Calculating data with advanced formulas
- Organizing Worksheet and Table data
- Presenting Data using Charts
- Analyzing Data using pivot tables and pivot charts
- Inserting graphic Objects



Basic and Professional English the module will help in improving

- Communication Skills and Grammar
- Accent and Phonetics
- Spoken English
- Listening Skills
- Business English
- Telephonic Conversation
- Presentation and Public Speaking Skills
- Group Discussions
- Interview Skills and Interviews
- Resume Building

## Language Lab

An integral part of Finishing School, the language lab houses 30 Dual Core Computers with AV capabilities and support. It runs the GLOBARENA Language Software that helps students learn the basics of English language including grammar, accent & phonetics and Professional Communication.

## Industry Advantage

- Development of Soft Skills and Managerial Skills.
- Better understanding of Business Practices.
- Improvement of Leadership Qualities and Team Spirit
- Increased 'Employability Quotient'.

# Employability Training

Two years hence you won't be just another MBA, instead you'll be a vied for resource for the best companies across the globe. This training apart from the regular curriculum will help you get ready for the sector that you would like to get placed into. Be it Banking & Insurance, FMCG, Retail, IT/ ITES, Consumer Durables or Hospitality, we will train you before you get the job.

SIX SIGMA CERTIFICATIONS AND BUSINESS INTELLIGENCE CERTIFICATION WILL ALSO BE OFFERED AS A PART OF THIS TRAINING.

## Six Sigma Certifications

In general, Six Sigma is a data-driven methodology for using quality management and statistical modeling to improve business processes. The term "six sigma" is a statistical term that refers to 3.4 defects per 1 million opportunities, an "opportunity" being an instance when not meeting specifications is possible.

## Six Sigma Courses To Be Covered at SAIM&S

### Green Belt Certification Course (UK accredited)

Green belts are trained in Six Sigma and are meant to spend only a portion of their time implementing Six Sigma initiatives. They can be referred to as "practitioners" who follow the DMAIC (define, measure, analyze, improve and control) model.

### Yellow Belt Certification Course

Yellow belts receive conceptual training at a high-level to guide them when they work on projects under the guidance of Six Sigma initiatives.

### White Belt Certification Course

White Belt certification combines Six Sigma quality standards with lean manufacturing principles, which aim at making work faster. Lean Six Sigma is based on four key goals: delight customers with speed and quality, improve processes, work together for maximum gain, and base decisions on data and facts.

## Industry Advantage

- One of the best things about the methodology of Six Sigma is that it places and emphasis on achieving measurable and attainable goals.
- Organizations worldwide seek Six Sigma professionals to achieve excellence, reduce waste, and decrease defects and to enhance productivity.
- With growing economic uncertainty the demand for Six Sigma professionals has gone up as their performance directly impacts the bottom line, hence they earn senior positions early with very high pay Scales.
- Six Sigma takes care of both organizational benefits and individual growth.



## Business Intelligence Certification

This program begins with laying the fundamentals of Business Intelligence starting with the need for information systems in large organizations, the evolution of BI from various information systems. The course moves towards introduction of the concepts and current methodologies for using online analytical processing (OLAP) technology and data warehouses. Then, the concepts, usage, and implementation of multi-dimensional modeling, multi-dimensional objects such as cubes and dimensions, multi-

dimensional expressions, are covered.

Modules Covered:

1. Introduction to Enterprise Frameworks for Information
2. Enterprise reporting using SAS Enterprise Guide
3. Business Analysis using BI Technologies

## Industry Advantage

- Individuals who demonstrate that they possess essential business and technological skills enjoy a significant advantage over their peers.
- Your proven knowledge of Business Intelligence Certification applications and technology is your passport to a wide range of opportunities.
- Enhance your credentials by proving your knowledge and proficiency in Business

Intelligence Certification.

- Whether you are a consultant; or an employee, your skills are in great demand, and validation of those skills is critical
- To accelerate your career, you need to demonstrate that you are part of an elite group with the talent and experience required to optimize Business Intelligence Certification.



## Entrepreneurship Cell

For budding entrepreneurs who intend to start something of their own, this cell would help the students to develop their ideas into concrete plans and get them to be presented on the global platform. IIDC will also help the students liaise with venture capitalists for their start-ups. We offer students:

Open learning Diploma in Business Entrepreneurship, by Entrepreneurship Development Institute of India, Ahmedabad

The program inputs are both functional and developmental. The study material covers areas like: Business Opportunity Identification and Guidance, Market Assessment, Project Report Preparation, Small Business Management, and sources of assistance to facilitate the learner in implementing the business.

## Consultancy

Live Projects which will give you hands on knowledge and a chance to translate your classroom lectures into practical knowledge. IIDC will help you get a taste of the real world even before you enter it.

## Training & Placement Cell

An integral part of IIDC, it will work over the period of two years to get Summer Internships/ Placements, Short Term Projects, Guest/ Visiting Faculties and Final Placements. Will also involve the students in placement cell through Student Placement Committee. Has already got 6 companies on board including Wipro, Dimension Innovation Labs and Exxon Automation.



## Industry Advantage

- Entrepreneurial trait and motivation as well as the spirit of enterprise
- Traits of becoming job creator rather than job seeker
- Decision making capabilities required to set up a business venture
- Expertise to successfully manage an Enterprise



# Facilities

When you study at SAIMS, you shall have the pleasure of availing various facilities that will make your stay here a memorable one:

- World Class Infrastructure
- A complete Wi-Fi enabled Campus
- A well equipped library
- Classrooms with all modern teaching facilities
- Assistance to purchase laptops
- Hostel and Bus facility
- Education Loan Assistance




# Student Clubs & Activities

The Social Committee



The Information Cell



The Environment Club



The Sports Club



The Entrepreneurship Cell



The Arts & Cultural Club



The Literary Club



The Website Committee



# Academic Performance

The students of 1st batch of SAIM&S performed very well in their 1st semester DAVV examination. Total of 46 students appeared for the test out of which 34 students cleared all the subjects making the overall pass percentage of college as 74. 24 students of the SAIM&S batch scored above 60% in their examination, and passed with flying colours.

## TOP SCORER

Fteema Ginwala was our Highest scorer who performed exceptionally well and made us proud by scoring 82.50% in DAVV examination.



### **Fatema Ginwala**

was our Highest Scorer who performed exceptionally well and made us proud by scoring 82.50% in DAVV examination



### **Ruchi Shukla**

secured 2nd rank with 75.5% marks.



### **Shachi Jain**

secured 3rd position with 72.75% marks.

## SUMMER INTERSHIP & PLACEMENT

We consider practical understanding as important as theoretical knowledge to have equal importance. This is the reason that Industrial Trainings are given utmost importance at SAIM&S. In the inception year of SAIM&S itself we were able to provide Summer Internship support to all the students of the 1st year batch in renowned companies of India.

These are some of the companies who offered summer placements to our students:

- Gajra Gears Pvt. Ltd.
- Pithampur Auto Pvt. Ltd
- Plethico Pharmaceuticals Ltd
- Promed Laboratories Pvt. Ltd.
- Neo Corp International Ltd.
- Methodex Systems Ltd.
- Pratibha Syntex Pvt. Ltd.
- Parenteral Drugs (India) Ltd.
- Ruchi Soya Industries Ltd.
- Tata International
- Sonotronics (India)

# Summer Internships/ Placements

## STUDENT EXPERIENCE:

This what some of our students feel about their internships



**Nitin Dodeja**

**Company:** Pratibha Syntex Pvt. Ltd.

**Area of Internship:** Marketing

**Topic :** Documentation (Sales & Marketing) and Problems in sampling and development Lulu Lemon

**Learning :** I strongly feel that this internship has provided me a great platform for understanding various processes that a firm undergoes for its marketing activities.

Working with Tata has also helped me in developing a professional attitude.



**Apoorv Chaturvedi**

**Company:** Gajra Gear's Pvt. Ltd.

**Area of Internship:** Finance

**Topic:** Financial Ratio Analysis

**Learning:** I got to learn that dealing with finance not just number crunching. My training helped me understand crucial concepts of finance and the impact it has on overall working of a firm.



**Ashwini More**

**Company:** Plethico Pharmaceuticals Ltd.

**Area of Internship:** Operations

**Learning:** I had an opportunity to understand how a manufacturing firm works. It was a great experience to learn various production and operation functions. I now more confident about entering into my professional life.



**Mayuri Soni**

**Company:** Neo Corp International Ltd.

**Area of Internship:** HR

**Topic:** Understanding HR operations at Neo Corp International.

**Learning:** I now understand how the various concepts of HR thought in the classroom are applied in the actual working scenario. The training helped to gain confidence while I am between a team of Professional.



**Megha Raina**

**Company:** Crompton Greaves Ltd.

**Topic:** HR operations at Crompto Greaves Ltd., Bhopal, M.P.

**Area of Internship:** HR

**Learning:** The manpower of any firm is their most valuable asset. The training helped me gaining insight about how to handle and manage these assets while keeping them satisfied. My soft skills were also enhanced up to a great extent.





A venture of

**SRI AUROBINDO INSTITUTE OF MEDICAL SCIENCES**

Indore-Ujjain State Highway, Near MR-10 Crossing, Sanwer Road, Indore - 453 111 (MP)

Phone : (0731) 4231621, 4231627 (30 Lines), Fax : (0731) 4231010

**MEDICAL | DENTAL | NURSING | PHYSIOTHERAPY & OCCUPATIONAL THERAPY | ENGINEERING | PHARMACY | MANAGEMENT**