



IIBS



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Student Hand Book – 2021-23

PROFESSIONAL KIT - PGDM

About International Institute of Business Study (IIBS)

International Institute of Business Study (IIBS) has established itself as one of the premium management institutes. It employs supreme education methodologies raising the standards of management education on par with excellence. **Srimati B. Devi Educational & Charitable Trust** In the year 2001, The Srimati B. Devi Educational & Charitable Trust was founded by a well-acclaimed educationist, **Dr. Jay Prakash**. The foundation of one of the most prestigious B-School in India, the International Institute of Business Study (IIBS), was laid by this trust. Bangalore is a highly competitive city with a huge plethora of top B-schools in the country. Dr. Jay Prakash was highly enthusiastic and committed to excellence, he believed that IIBS will reach its zenith resulting from global work culture practiced in Bangalore.

At this juncture, it becomes important to provide competent and dynamic education structure and stay one step ahead of rest of the B-Schools. We, at IIBS make sure to inculcate the global work culture and its principles in our courses in order to better equip our students with adaptive skills, adequately competent to tackle both, intellectual and practical challenges during their career.

Our Vision

"To inculcate ethical values and provide innovative, holistic learning experiences that nurture individuals into well-rounded human beings, thereby equipping them to become influential global leaders."

Our Mission

- TO ENCOURAGE THE STUDENTS WITH MODERN EDUCATION TO BRING ECONOMIC EMANCIPATION AND SOCIAL TRANSFORMATION.
- TO PROVIDE THE RESOURCES AND OPPORTUNITIES TO CREATE GLOBAL LEADERS.
- TO PROVIDE HOLISTIC APPROACH TO PREPARE THE STUDENTS TO GROW PERSONALLY, PROFESSIONALLY, SOCIALLY AND EMOTIONALLY AND TO MAKE THEM A COMPLETE HUMAN BEING.
- TO REDEFINE THE STUDENTS' TALENTS TO MAKE THEM SUCCESSFUL ENTREPRENEURS AND RESPONSIBLE CITIZENS.
- TO DEVELOP GREAT HUMAN BEINGS WITH VALUES AND ETHICS.

After few years of graduation, the graduates will:

PEO 1	Work effectively in diverse teams, demonstrating strong interpersonal skills and the ability to collaborate to achieve common goals as a member or to lead a team.
PEO 2	Achieve career advancement in the chosen field, taking different roles as a professional in multidisciplinary environment and provide sustainable solutions for the upliftment of society.
PEO 3	Engage in lifelong learning and pursue higher studies and carryout research to understand the development in management and allied areas.

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1. Highlights of the Course

The Post Graduate Diploma in management (PGDM)

PGDM is two-year, full-time program. During the two years of PGDM, the student will receive academic inputs in two parts, namely, the *Compulsory* package and the *Elective* package. Distinct objectives will be served by each package. Largely, the compulsory package will be in the first year and the elective packages would be in the second year. The input of the compulsory package is essential for all managers. The overlap between the compulsory package and the elective package will be minimal. The main objective of the PGDM is to groom students into competent professional managers with:

1. A capacity to learn and adapt to national and international environment.
2. An orientation towards achieving excellence, maintaining high ethical standards
3. A capacity to work effectively and efficiently, both individually and in-groups.

The Compulsory package occupies approximately 60-65% of the total curriculum, which includes several organization-based projects. The aim of the compulsory package is to provide students with the fundamental knowledge, skills and techniques, contextual understanding, and overall perspective, necessary for general management. Compulsory coursework will provide broad training to students that will help them in career flexibility and mobility. It will also help them move towards general management positions where the challenges and the contributions may be the greatest.

The mixture of compulsory and elective courses will help the students to develop an in-depth understanding of the interrelationships crucial to successful business management.

This will enable them to be more effective in their jobs while being sensitive to the issues and challenges confronting people in the other parts of the organization.

In the second year, students will get a deeper understanding of areas of their interest through a package of elective courses. Second year students may choose to concentrate on particular topics or areas of their interest. Since most of the students are likely to start their careers in one of the functional areas, the specialization in the second year helps build the special skills required for those areas. Typical concentrations will be; finance, human resources management, information technology, international business, marketing, operations management, and strategy. There may be a few compulsory courses in the second year. The second year courses will have high project components so that students get more practical exposure.

The aim of the first year curriculum and the core courses in the second year is to provide students with the fundamental skills and techniques necessary for any manager.

Pedagogy

Institute uses a combination of various teaching methods such as cases, projects, independent studies, computer aided instructions, group discussions, lectures, seminars, presentations by students, and lectures by guest speakers from industry and government. The *case method* is generally seen as a most effective tool, and it should be included as part of the curriculum design as far as possible. This sharpens analytical skills of students and helps analyze problems from multi-functional perspectives.

Key Features:

➤ Experiential Learning

Experiential Learning (EL) is one of the concepts of the Post-Graduate Program. It is similar to "learning from the field". In the process, students get a feel of organizational reality: what it is, how it works, and the relationship between diverse functions. Students are able to relate classroom teaching to organisational life. To that extent, the so-called gap between theory and reality is bridged. EL has two components: Industrial Exposure in the first year, and Summer Training at the completion of the first year.

➤ Industrial Exposure:

The objective is to provide students early real-life exposure of organisations and to enrich the learning experience through simultaneous inputs from theory and practice. During the first year, the students are taken on guided tours to organisations of different types in the locality. These visits give them an exposure to the complexity of management. It also highlights the relevance of some of the management concepts in different organisational settings.

➤ Summer Internship Training:

Each student would work with an organization, on a project for a period of a minimum of 8 weeks at the end of first year. The objective is to allow students, intense day-to-day interaction with organizations. Internships Training would provide exposure to the student to working of an organization in the real life setting. It would also help students to develop managerial skills and competencies, and facilitates an informed career choice by the students.

➤ **Information Technology Orientation**

In the era of digital space, the intensive use of information technology for the curriculum is one of the salient features of the program. Information Technology is playing an ever-increasing important role in business and education. Therefore, acquisition and processing of a large volume of diverse information for managerial decision-making, through extensive use of computers, has become the order of the day. IIBS prepares the students to take up the above challenge. They are required to make intensive use of IT applications during program. Efforts will be on towards progressive use of multimedia in the classroom and integrating IT in the day-to-day functioning of the program through Intranet internet.

➤ **Dissertation**

Dissertation is an important value addition to the PGDM course. The writing of the dissertation simultaneously checks the ability of students to prepare a comprehensive and in-depth report. The dissertation is a research-based capstone subject, which is intended to further stimulate intellectual curiosity and hone the analytical skills of students as well as inculcate in them the rigor and discipline required to tackle and solve complex problems in industry. It is deliberately timed towards the end of the course as the student is meant to draw on input received in all disciplines while writing the dissertation

➤ **Market Vibes: Market Research**

Market Vibes is a group activity conducted by the students to check, how to ascertain the demand for any product/service in the existing market. Keeping this key issue and its awareness before entering corporate students will be made to take up systematic approaches to find the demand and supply for any product/service.

➤ **Success Winds: Financial Acumen Skills**

Success Winds is a real-time activity ensuring future corporate executives to build financial acumen. This will enhance their ability to take quick decision through apt judgment in relation with financial aspects of a business. Financial skills imparted include core financial concepts and streamlining processes such as budgeting, forecasting and reporting.

➤ **Avishkar: New Product Launch**

New Product Launch is the part of Current Events programme in which students present the launch of a new product with the help of a power point presentation. Product knowledge in this ever changing world is a must for all the management students who are venturing into corporate field.

➤ **Emerge: Mergers and Acquisitions**

Mergers and Acquisitions are the strategic decisions made by the top level management. Students are given an insight into those decisions in present day scenario. Corporate case studies in mergers and acquisitions are discussed in depth and the decisions taken by the top-brass managers are analysed for a thorough knowledge of the strategy.

➤ **Synergofocus: Collective Bargaining**

Synergofocus is a means to achieve win-win situation in any kind of business transaction for the benefit of both the parties. Role-plays depicting the collective bargaining are enacted to bring home the real impact of the concept. This helps the student to face the real time corporate situation and find a suitable solution.

➤ **Investoprogress: Investment Planning**

Investment Planning aims at investing the surplus funds of an organization in those ventures where optimum gains are expected. Investoprogress prepares the students to take up corporate challenges in investing the funds in lucrative and high yielding areas thereby maximizing the wealth of the investors.

➤ **Talent Exhibition: Management Fests**

Management Fests are held in all Business Schools to hone the skills of the students in their respective specialization by arranging competitions like Best Managers etc., These fests give ample of opportunities to exhibit their curricular and extra-curricular talents and get prizes in different areas like singing, dancing, skits etc.,

➤ **NP Conversions: Non Performer to Performer Conversion**

NP Conversion process identifies non-performing and under-performing students and gives them adequate drills to equate them with the performers over a period of time. For getting 5 lakhs package, it is necessary for them to be the best performers in all the areas of knowledge and skills. For management students it is necessary to perform at their optimum.

➤ **Faculty Mentoring**

The core strength of IIBS is its care and concern for every individual student, which in turn is reflected through the mentoring that the faculty takes up right from the day of admission. Every student has the freedom, liberty, and the parental touch for their professional growth. This facility is flexible, and the faculties are available for every student at the point of need. The IIBS faculty team has a systematic, professional program designed to get the student community together for a harmonious understanding.

IIBS is truly an international community as represented by its Indian and foreign students who are encouraged to exchange, and learn about the Global village into which they are groomed by the faculty. IIBS understands the demands of the Corporate, and the dreams of a student. The challenge that the faculty team takes up is to keeps itself updated with the latest happenings, and ensure that every student matches to their dream, and meets the corporate demand.

➤ **Alumni Mentoring**

A family is a family provided the roots are not forgotten. The value of togetherness and belongingness is preached by practice at IIBS. The pulse of the generation is best known only to the same generation. The IIBS family can be found together always, with the Alumni interacting with the current batch of students as per the disciplined schedule.

The experience, tips & tricks, culture, communication, success stories of the corporate is shared by the Alumni to inspire, guide, and counsel the students with practicality as the base of thought. To begin with there are groups formed under each Alumni member, schedules are drawn to interact, and involve for the future. IIBS ensures the sanctity of mentoring where the interaction is comfortable, has enough freedom of expression, has the professional environment with a personal touch.

➤ **Placement Mentoring**

Mentoring is a smart use of resources, connecting students for support, learning and networking as they move through their university experience and enter working life. Also it prepares students for successful entry into the corporate world. We provide guidance and directions so that students can carry out assigned tasks as well observe and participate in the work of an organization. Assisting the student in creating and articulating concrete objectives and activities related to the placements, providing constructive feedback to students on topics related to the student development.

These development programs connect and enhance a student's networks to provide them with better tools for their job search. By matching students to a mentor in their field of study, students can get a better understanding of the career paths and resources available to them, as well as receive resume and job advice from professionals within their desired professions.

➤ **Incubation Cell**

Incubation cells are designed to accelerate the growth and success of entrepreneurial acumen in students through an array of business support resources and services that include physical space, knowledge base, capital, training, common services, and networking connections. The goals to help create and grow young brains by providing them with necessary support and financial and technical services. Incubators provide numerous benefits to students to startup their own businesses. In the business incubation cell the business plan submitted by the student will be reviewed by a screening committee to determine whether or not it meets the criteria for acceptance.

IIBS Incubation Cell (IIC) coordinates and leverages the synergies in various fields of excellence driving innovation and entrepreneurship at IIBS, Bangalore. It consists of cutting edge research and industrial interactions needed for start-ups. IIC aim to be the hub of interesting and high impact ventures in the social, educational, commercial and other domains and hopes to bring forth a revolution in how hat students learn and achieve while in college. IIC supports Students, Faculty, Staff & Alumni of IIBS and External entrepreneurs in creating successful Technology ventures and translates benefits to the society at large.

➤ **Research Culture**

The Research Culture is the Structure that allows us to understand and evaluate the research activity. In IIBS, the culture is that structure, the cultural structure based around the behaviour of the staff and students that allows us to transfer the knowledge gained through this systematic process to our students. We pass on this knowledge to our students in the context of today, not yesterday, but today, along with the ability to analyse the evidence in the context of tomorrow.

We have long fostered the culture 'Thinking Big'. Our academia and students have been encouraged to move beyond traditional boundaries and exceed expectations. This makes IIBS to make world-changing research and discoveries by imparting Research Culture to the students. We have a clear vision of what we want our research to achieve and how we will help our researchers make it happen. The students from day one are encouraged with mini live projects which culminate at the incubation cell into full-blown start-ups.

➤ **Stock Market Programme**

IIBS provides stock market programme which enables the students to grab lucrative careers in the financial industry like Capital Market- broking Firms, Mutual Funds, Forex, Commodity, Investment Banking and Commercial Banking. IIBS has trading simulation, training provided to obtain NSE certification in capital market, Derivatives module, Depository Module, Option trading, Equity research, Financial Modelling, commodity, currency, technical analysis, fundamental analysis and Mutual Fund. We also provide platform to take up the certifications from NSE National Stock Exchange. We have real time personal financial planning session which enables the students to prepare financial plan for individuals. In IIBS students not just study finance they implement and use it.

➤ **Industrial Visit**

The faculty members and staff of IIBS (Bangalore) are known for their out-of-the-box teaching and pedagogy methods. You will visit many industries as an integral part of management studies. One such programme, the industrial visit focuses on preparing the participants to learn about the day-to-day workings of a particular industry and understand its operational issue. The glimpse of the industry gives practical exposure in real time, and helps to understand management operations to great extent. The programme also helps to keep students abreast with the current

management practices followed by such organizations and acquire trades that the industry demands of them. You also get an opportunity to interact with the executives of the companies and receive practical inputs.

➤ **Industry Interface**

Management education and industry plays a very important role in the economic growth of the country. One thing to listen to lectures about building and managing business, it is quite another learning experience to listen to senior executives speak of their experience of business building. A lecture cum interaction of an executive with students at IIBS is like bring the industry to the classroom. It helps to cultivate mutually beneficial and lasting relationships with one another. This creates a platform for the students to interact with the corporate as well gives the Institute an opportunity to showcase the students to them.

➤ **National Service Scheme: NSS**

National Service Scheme, under the Ministry of Youth Affairs & Sports Govt. of India, popularly known as NSS was launched in Gandhiji's Birth Centenary Year 1969, in 37 Universities involving 40,000 students with primary focus on the development of personality of students through community service.

➤ **Corporate night**

Corporate Night is an incredible evening of learning activity based upon management event where student will develop management skills, networking, singing throughout the evening. Student experience first-hand the transformation of student life into an exponential corporate person.

➤ **Sports**

Sports play a crucial role in the all-round development of a student. When effective pedagogic practices from one part of good education, sports enable students to lead a life of fitness and sharpen their competitive spirit. In the contemporary world of teamwork, quick

decision making, and effective maneuvering, sporting activities provide multi-layered skills to succeed in the world.

Intercollegiate fest

The intercollegiate Fest is a management-oriented event that gave a platform for the students to share knowledge and also help them showcase their managerial, leadership and entrepreneurial skills through interaction and innovation. The event targeted both PGDM students from various specializations and streams across the colleges. The theme for the Fest this year was "Interact, Innovate & Inspire"

➤ **Professional Certification Program**

The Professional Certification Program offers you the ability to earn credentials to demonstrate your expertise. It is designed to validate your skills and capability to perform role-related tasks and activities at a specified level of competence. The achievement of a Professional Certification demonstrates to your colleagues and employers your expertise. Provide a reliable, valid and fair method of assessing skills and knowledge. Develop a worldwide community of highly skilled certified professionals who recommend, sell, service, support. Professional Certification program has a complete range of certifications, from entry-level to advanced, that include many different job roles to suit your professional needs.

➤ **Business simulation**

Business simulations provide an interactive learning experience that requires participants to apply what they have learned in a business training event in a robust, risk-free environment. Participants build relevant skills, improve conceptual knowledge, and gain a better appreciation of business strategy and the systems of business management in order to build skills and improve performance.

➤ **Digital marketing**

Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and their websites to connect with current and prospective customers.

Students Clubs

Finance Club:

IIBS – FINWIZ

-A financial hub

"Someone's sitting in the shade today because someone planted a tree a long time ago."

-Warren Buffet

The Finance club will help IIBS students who are interested in pursuing a career in the finance industry. Throughout the academic year, the club organizes lectures conducted by professionals from the finance sector who are willing to share their experience and provide beneficial career advice to the participants.

Vision of Finance Club

Evolving each student through practical experience to understand the application of theory to practice and providing an awareness of real corporate world.

Objective of Finance Club

- To experience both theory and practical corporate culture in finance department
- To provide the platform that will bridge gap between the corporate and academic with respect to finance

Finance Club Activities & Events

- Budget analysis
- Railway budget analysis
- Mergers and Acquisition
- Angel investment and Venture Capital
- Corporate Finance (CF)
- Investments Portfolios (IP)
- Derivatives (DRV)
- Mutual Funds
- Dummy Trading and IPOs
- Awareness on Financial Products
- Students Presentations on Financial Concepts
- Case Analysis

Value Add course:

- **NSE (National Stock Exchange) course for specializing in Stock & trading, a certificate course being conducted by NSE.**
- **MCX Certified Commodity Professional (MCCP)** The Training and Education Department of MCX focuses on in Commodity market, Risk management in the derivatives market, futures and options in derivative exchange.

The Marketing and Research Club:

The Marketing and Research Club is dedicated to providing students with practical experiences and opportunities in the field of marketing & Sales, market research and big data, allowing members to further their market research skills and better prepare for a professional career in the field. To understand a feel of what happens in the market and what they learn is relevant from the real-world perspective The Marketing and Research Club would provide insights on business, something that needs the aid of

practical examples, showcasing real-world applications of concepts goes a long way in facilitating learning. The Marketing & Research Club would bridge the gap by inviting people from the industry and academia to share insights on an emerging area of marketing. The club would organise discussions on topics like Neural marketing and Digital marketing by inviting practicing manager/ experts explore the career possibilities in marketing and sales.

Together, these activities would the members an opportunity to network, build leadership and teamwork skills, and experience a learn-by-doing practical approach to market research. Involvement in the Marketing and Research Club activities helps prepare students for a future in market research and improves their ability to generate customer insight, shape marketing decisions, and move forward in companies.

Few of the activities planned are :

- Inviting guest speakers from the industry
- Discussions from industry leader to get Sales and Distribution Insights
- Competing in national and local market research competitions
- Organizing market research workshop
- Providing professional service to small & medium businesses
- To do research to explore alternate uses of product to reach out to new consumers.
- To develop creative media adverting using electronic media, internet, videos.

H R Club

HR club in IIBS has been a dream comes true for the HR domain people. This HR club has been evolved out of numerous ideas and hard work of many people. A club can be created easily but sustaining and growing with time is a difficult task. A club would be proving to be an effective one only when it serves the purpose of its creation and existence and also brings about sustainable development of all its stakeholders i.e. provides benefits to all.

The Human Resources Club at IIBS revolves around imparting knowledge on current HR trends, news and practices, and equipping students with skills that compliment concepts taught in classrooms. This is done through various activities such as debates, quizzes, role plays, guest lectures and the like.

The HR Club also gives members the opportunity to suggest and organize events and display their genius in handling difficult scenarios through various initiatives.

Among the Club's initial set of events, was an HR-round table conference, a first of its kind, where esteemed delegates from varies industries were invited to display their opinions on talent retention in organizations in a world of high attrition.

The club is backed by the support of accomplished faculty members at IIBS, who provide necessary direction and guidance.

Objectives of HR Club

- To provide knowledge about the current trends in HR.
- To produce more employable and efficient HR students of MBA.
- To bring out and develop innovation and creativity among the students of HR.

(New Logo for HR club will be created by new batch students of PGDBM 2018-20)

Rotaract Club



"People may come and People may go, but some things go on forever."

Corporate Social Responsibility is a responsibility that industries owe towards society at large. The initiatives that make our society more liveable & sustainable come under CSR. The other activities IIBS Rotaract Club comprise of events, tasks focused on the various Community Services initiatives being taken by industries. Collaborate with other educational institutions for organising and participating the inter collegiate competitions.

Organize a RYLA (Rotary Youth Leadership Awards) Events: Energize the next generation of community leaders with a Rotary Youth Leadership Awards event. RYLA gives the club members the opportunity to develop young leaders while inspiring them to connect, exchange ideas, and take action in their educational institutions and communities.

IIBS Rotaract members would coordinate, plan and implement in organising "IIBS inter collegiate" management events by collaborating with other educational institutions' Rotaract clubs to get other colleges participation and also to compete in management fests.

In accordance with Rotary International, and Rotaract, the focus of IIBS Rotaract club is the following areas:

- Community Services
- Vocational Services
- Professional Services
- International Services
- Finance Committee Services

IIBS Rotaract year 2018-19 plans & perspective has been prepared on IIBS Holidays list for the Academic year 2018.

Date(2019 - 20)	Events	Brief Description
6th June	Installation Program	Inaguration, Installation of Office Bearers and Presentation of Annual Plan
5th-6th June	Tree Plantation	Collecting plants by contacting Forest Department through Yelhanka President
21st June	Yoga Day	Organizing Yoga classes i.e., weekly or Monthly in Ozone Urbana
30th June	Education Awareness	Going to schools and spending 3-4 hours with students and conducting some activities.
6th July	RYLA	Rotary Youth Leadership Award
18th July	Industrial Visit	Industrial Visit to Devanahalli
21st July	Medical Camp	Blood Donation Camp and other check up camp in College
15th August	Independence Day	Flag Hosting and Cultural Activities
26th August	Women's Equality Day	Any activity that potraits women as equal as men.
14th September	Hindi Divas	Going to school and teaching hindi to students
2nd October	Village Literacy Program	Inviting students from near by villages and organizing Guest Lecture for them
31st October	Marathon Race	Run For Unity (Rashtriya Ekta Diwas)
17th November	Inter-College Research Paper Presentation	Presentation of Research Paper

2nd December	The National Pollution Control Day	Cycle Rally to create awareness about pollution
11th -17th January	Road Safety Week Campaign	Promoting and Encouraging Road Safety Awareness Program
26th January	Republic Day	Flag Hosting in near by village school
16th February	Helping Orphanage	Collecting Cloths and other accessories for Donating
8th March	International Women's Day	Express love and gratitude towards women's' contribution to our lives and society.
12th April	Inter-College Fest	Inviting Other College Students for Management Fest
4th May	Polio Eradication Camp	Organizing camp in villages and giving polio
31st May	Anti -Tobacco Day	Creating Awareness about causes of tobacco

Community Village Children Education Program Project launch :

The focus of IIBS Rotaractors would be to impart knowledge to community village children by visiting nearby village school children, During weekend, the Rotaractors would visit the village school to share knowledge and teach English, Hindi, Computer usage skills, and such other livelihood skills.

During Rotaract year 2018-19, as the project initiation, launch of "Community Village Children Education Program" IIBS Rotaract is donating "Note Books" to Karahalli Government High School, Devanahalli. Interact and collaborate with other Rotaract Clubs in India and Roratact clubs in USA and other international Rotaract clubs.

Incubation Centre :

“Whatever you do, do your Best”. Defining Management as identifying and understanding where opportunity lies. Innovation in business management is required due to increase in competition. The innovation is a combination of discovery, alteration, creativity, inspiration, technology, idea, change, research, improvement, analysis & invention and Transform Business has been all inclusive perceived as a vital instrument for work creation and financial improvement. Innovation Business Incubators are essential in organizations with solid R&D center to tap advancements and advances for creation by using skill and foundation effectively accessible with the host establishment.

The goal is to energize trend-setters who may require beginning period of Proo-of-Concept to commercialization of their developments and to help in sustenance of business.

- Understanding the Resources requirement for the companies
- Motivating forces for different resource capacities
- Carry out industry / business specific required research
- Provide in-sights based on the research analysis
- Collaborating with IIBS Incubation centres, policy, Procedure and benefits.
- Window of opportunity to step into corporate world

Learn real business world's :

- Information on Regulatory Environment, Incentives, Events, Seminars
- Network with Industry Bodies, Academic Institutions, etc., from the Business Ecosystem.
- Go Global, with Your Idea by Participating Domestic and International Conferences.

- “Idea to POC” (“Idea to Proof of Concept”) The goal is to energize trend-setters who may require beginning period to commercialization of their developments and to assist/ help in approvals on Proof of Concept
- Assist in Patent, Trade mark registration

International Visits

Towards gaining international exposure, the students of IIBS are provided with an opportunity to go on an international visit during their period of study for eligible student.

2. MOM Program

SI No	Event Particulars	Images
1	Shred-Inhibio(Ice-breaking)	
2	Success wind	
3	Campus to corporate	
4	Make it or break it	
5	Self branding and positive thinking	

6	ALP (Adventure Learning Programme)	
7	Corp Ex	
8	Smart or half baked	
9	Internship orientation	
10	Goal setting / creating a road map	
11	Treasure Hunt	
12	Self discover (who am I)	

3. Curriculum

Course Content

The Post Graduate Diploma in Management is spread over six terms. The first year academic work is spread over three terms including Summer Training in industrial and business organization. Only after the successful completion of first year PGDM, the students will be allowed to register for the second year of the PGDM.

The first year would involve 18 core or compulsory subjects, which would help cover all the functional areas and provide a strong foundation in the managerial disciplines. The second year would offer 2 compulsory capstone and general management subjects, but essentially comprise 15 elective subjects that allow students to specialize in their own area of functional/sectoral interest. This would be under a condition where the total hours of the PGDM would not be reduced from 1050 hours, out of which a maximum of two course equivalent (six credit equivalents) may be obtained by a student through CIS.

A minimum of eight week of training/internship in between the two years, after completing the core courses, is mandatory to complete the requirements of the PGDM. The internship will be guided, graded and involve a report on any appropriate assignment during/based upon the internship. Internship should be in any external organization. Grading will have a weightage equivalent to three credits. Given this structure, completing the PGDM requires successfully completing courses with a total of 600 hours of compulsory course classroom contact hours, and 450 hours of elective course classroom contact hours.

Term wise list of Subjects

The course contents for each of the compulsory subjects and for various electives will be as given below.

PGDM First Year (All Subjects Compulsory)

Term I

1. Organizational Behavior-I
2. Managerial Accounting and Control - I
3. Business Communication
4. Managerial Economics (Microeconomics)
5. Quantitative Techniques – I
6. Operations Management –I

Term II

1. Financial Management I
2. Macroeconomics
3. Managerial Accounting and Control –II
4. Marketing Management – I
5. Quantitative Techniques – II
6. Organizational Behavior-II

Term III

1. Financial Management – II
2. Human Resource Management
3. Management Information System
4. Marketing Management– II
5. Research Method
6. Operations Management-II

PGDM Second Year

Term IV

1. Strategic Management - Compulsory Subject
2. Business Environment (Indian and World Economy) - Compulsory Subject
3. Elective 1
4. Elective 2
5. Elective 3
6. Elective 4

Term V

1. Elective 5
2. Elective 6
3. Elective 7
4. Elective 8
5. Elective 9
6. Elective 10

Term VI

1. Elective 11
2. Elective 12
3. Elective 13
4. Elective 14
5. Project and Dissertation

Electives/Specializations Areas

- Marketing
- Human Resources
- Finance
- Banking and Insurance
- International Business

- Information Technology
- Business Analytics

Marketing Area Elective Subjects

- Consumer Behavior
- Product and Brand Management
- Services Marketing
- Sales and Distribution Management
- Advertising and Sales Promotions
- B2B Marketing
- Retail Management
- Customer Relationship Management
- Rural Marketing
- Internet Marketing
- New Product Development
- International Marketing
- Managing Marketing Communication
- Advance Marketing Research

Human Resources Area Elective Subjects

- Organization Development and Change
- Building and Leading Effective Teams
- Strategic HRM and International Perspective
- Managerial Excellence
- Negotiations Management
- Leadership Development
- Workforce Planning, Hiring and Psychometric Application
- Training and Development
- Business Ethics and Corporate Social Responsibility
- Professional Development
- Performance Measurement and Competency Management
- Industrial Relations

- Compensation and Benefits Management
- Business Law
- International Human Resource and Cross-Cultural Management
- Organizational Leadership Development and Change Management
- Employee Engagement

Finance Area Elective Subjects

- Security Analysis and Portfolio Management
- International Finance
- Risk & Insurance Management
- Merchant Banking & Financial Services
- Corporate Valuation, Merger & Acquisition
- Micro-Finance
- Taxation & Tax Planning
- Advance Equity Research
- Derivatives & Equity Research
- Retail Banking
- Bank Performance Analysis
- Project Appraisal and Financing
- Financial Engineering
- Treasury Management
- Fixed Income Markets
- Business Analysis and Valuation
- Management Control Systems
- Strategic Financial Management

Banking and Insurance Area Elective Subjects

- Accounting and Financial Statement Analysis
- Bank Marketing
- Financial Markets, Institutions and Services
- Forex, Treasury and Risk Management

- Legal Aspects of Banking
- Principles and Practices of Banking
- Project Appraisal and Financing
- Business Law
- Strategic Management
- Risk Management in Banks
- Rural Banking and Micro Financing

International Business Area Elective Subjects

- Globalization and International Business in Emerging Markets
- International Trade Patterns and Balance of Payments
- Fundamentals of International Law
- International Business Operations and Multinational Enterprise
- International Business Research
- Entrepreneurship and New Venture Creation
- Business Ethics and Corporate Social Responsibility
- Professional Development
- Fundamentals of International Political Economy
- WTO and International Trade Regime
- Regional Economic Integration
- Intellectual Property Rights and International Business
- International Human Resource Management
- Modes of International Business Expansion
- Export-Import Management
- International Marketing
- International Commercial Law and Treaties
- Business Law
- Strategic Management
- International Business and Human Rights
- Global Logistics and Supply Chain Management
- International Disputes Settlement

Information Technology Area Elective Subjects

- Business Process Re-engineering
- Enterprise Resource Planning
- Business Module for e-commerce
- Management Software Development
- Data Warehousing & Data Mining
- Knowledge Management
- Decision Support System

Business Analytics Area Elective Subjects

- Financial Analytics
- Optimization Analytics
- Stochastic Modeling
- Business Intelligence
- Research Methods
- Computational Methods
- Managerial Communication
- Predictive Analytics
- Risk Management
- Marketing Analytics
- Data Mining
- Simulation Modeling
- Analytics Systems Analysis & Design
- Operations and Supply Chain Analytics
- HR Analytics
- Big Data Analytics
- Ethical and Legal Aspects of Analytics
- Project Management
- Professional Development

4. Anti-Ragging And Discipline Committee

RAGGING IS A COGNIZABLE OFFENSE AND IIBS WILL TAKE STRICT ACTION AGAINST OFFENDERS

Definition of Ragging

“Any conduct by any student or students, whether by word spoken or written or by an act, which has the effect of teasing, treating or handling with rudeness a fresher or any other student. Exploiting the students from completing academic tasks and financial extortion. Any act of physical abuse, including all its variants – sexual abuse, homosexual assaults, and stripping, forcing obscene and lewd acts, gestures, causing bodily harm or any other danger to health of a person. Any act that prevents disrupts or disturbs the regular academic activity of other students”.

Anti Ragging Measures

Pursuant to the directives of the Honourable Supreme Court of India and in accordance with the UGC and AICTE Regulations, on curbing the Menace of Ragging in Higher Educational Institutions, 2009, the College has constituted the Anti-Ragging Committee and Anti-Ragging Squads for overseeing the strict and meticulous implementation of all the directives.

1. The members of the anti-ragging committee and anti-ragging squads along with their mobile numbers are being displayed for the benefit of the students especially the newly admitted students.
2. The College educates the students enrolled in various programs at the beginning of each academic year about the Anti-Ragging Policy and zero tolerance for ragging at the University.
3. Each student, as well as his/her parents/ guardian, are mandatorily required to submit separate undertakings in the form of an affidavit at the time of admission to the effect that they are aware of the prohibition of ragging and the punishment prescribed both under penal laws as well as under these regulations.

4. Anti-ragging banners are displayed at prominent places in the IIBS campus, including hostels, cafeteria, and labs etc.
5. All the Students should keep their Id Cards always with them.
6. Surprise checks of hostels/ cafeteria/bus stop will be carried out regularly.
7. A close and regular liaison is maintained with the local police to guard against the incident of ragging. FIR will be lodged in a police station on all reported ragging cases.
8. In case any student encounters ragging by any of the senior students, he/she is immediately required to contact the members of the anti-ragging committee, who will take an immediate corrective action and necessary proceedings will be initiated against the culprits engaged in ragging activities.
9. Anti Ragging Squads will keep vigilance in Boys Hostels, Girls Hostels and other vulnerable areas of the College. Anti Ragging Squads, constituted for Hostels will also raid the Hostel in the night. On finding any case of ragging, the squad will report the matter to the Anti Ragging Committee.
10. Anti Ragging Committee will periodically review the situation and the information supplied by the Anti Ragging Squads and recommend actions as per UGC regulations. Minutes of the meetings of the Anti Ragging Committee will be placed before the Monitoring Cell.
11. UGC Toll-free Anti -Ragging Helpline Number 1800-180-5522 and E-mail – helpline@antiragging.net, and the Telephone numbers of College Anti-Ragging Committee, Anti-Ragging Squads, Monitoring Cell, Nodal Officers, and Counselors will be displayed on the Institute Website.

Anti Ragging Committee

SN	Name	Designation	Committee Designation
1	Prof. N.S.R.Murthy	Registrar	Chairman
4	Prof. Kuldeep Sharma	Dean	Member
5	Dr. H. Prabhakar	Professor	Member
6	Dr.Rajasulochana A.L	Professor	Member
7	Dr. Ameer Hussain	Professor	Member
8	Mr. Chayapathi	Admin Head	Member
9	Zarin	Warden	Member
10	Robertson	Warden	Member

Anti – Ragging Squad

SN	Name	Designation
1	Dr. Rajasulochana A.L	Committee member
2	Dr. Ameer Hussain	Committee Member
3	Prof Manoranjan	Committee Member
4	Mr. Chayapathi	Committee Member
5	Zarin	Warden
6	Robertson	Warden
7	Meenakshi devi	Student Representative
8	Amit Kumar	Student Representative
9	Sameena	Student Representative
10	Yugendra	Student Representative

PUNISHMENT FOR RAGGING

1. Lodging FIR against the offender.
2. Rigorous Imprisonment for up to 3 years (under the court of law).
3. Fine up to Rs. 2, 50,000.
4. Expulsion from the College and consequent debarring from admission to any other

Discipline

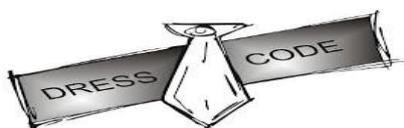
Self-discipline is the best discipline.

All students are expected to observe rules and regulations currently in force to enable the smooth working of the college. Students should be disciplined and well behaved at all times. Students are prohibited from doing anything inside or outside the institute that will interfere with its orderly administration or affect its public image. No outside influence, political or any other should be brought into the institute directly or indirectly. Students resorting to unfair means at the examination will be dealt in accordance with the provisions of the Government.

We value self discipline and do not believe in policing. We repose a lot of trust and faith in students. A detailed code of conduct which needs to be adhered to by every student gives the students advance notice to abstain from misconducts.



5. Dress code



In keeping with Indian culture, students are expected to adhere to a dress code while attending the college and in the library, labs, during examinations and formal functions of the college.

They should be well dressed at all times.

Recommended for Boys

Trousers and collared shirt; shoes and socks.

Recommended for Girls

Formal wear dress like salwar kameez or churidhar; formal foot wear; hair (beyond shoulder length) to be tied.

Prohibited for Boys

T-Shirts/shorts, tight-fitting dirty jeans, caps, chappals, sports shoes, earrings, torn trousers touching the floor, pony tails, trousers with 6 or more pockets.

Prohibited for Girls

Tight-fitting dirty jeans, torn trousers touching the floor, skirts, shorts, revealing deep tops, spaghetti top, sleeveless tops, shirts, T-shirts.



6. Do's and Don'ts

Do's

- ✓ Come to college well groomed, in proper uniform with well polished shoes.
- ✓ Be regular in attendance and never be late to College.
- ✓ Look after the property of your college; help keep it clean and tidy.
- ✓ Keep your classroom clean and tidy, and avoid littering.
- ✓ Turn off the tap after use. Switch off fans and lights when not in use.
- ✓ Be fair and honest; always be considerate of the rights of others.
- ✓ Be courteous and respectful to parents, teachers and visitors.
- ✓ Be excited, pleasant, and cheerful to everyone in the building.
- ✓ Turn off your cell phone and put it away when you are in the college premises.
- ✓ Show initiative, volunteer to work on projects outside of your classroom.

Don'ts

- ✓ Do not involve yourself in feuds.
- ✓ Do not bunk classes.
- ✓ Do not use abusive language.
- ✓ Do not damage the college property.
- ✓ Do not absent yourself from college. 75% attendance is the minimum requirement. Presence in the college is mandatory except in cases of emergency.

7. Equal Opportunity Cell

The Equal Opportunities Cell has been constituted to oversee the effective implementation of policies and programs for disadvantaged groups. The Cell provides guidance and counselling with respect to academic, financial, social and other matters. The aim of this is to enhance diversity among students, teaching and non-teaching staff. The effective implementation also eliminates any chance of discrimination against individuals or groups. Students from various social backgrounds are encouraged to maintain healthy interpersonal relationships. All efforts are made to sensitize the academic community regarding the problems associated with social exclusion and to see to the fulfilment of the aspirations of the marginalized communities. Grievances if any, related to students from the weaker section of the society, are looked into and addressed.

The Cell also works towards coordination with the Government and other agencies/organizations to mobilize academic and financial resources to provide assistance to students of the disadvantaged groups and adopt measures to ensure due share of utilization by SC/ST in admissions, recruitments (teaching and non-teaching posts).

8 Scheme of Examination

Performance in each course is evaluated separately. It is based on a continuous and versatile system of periodic quizzes, class tests, mid-term test, home assignments, live projects, class participation and end-term written examination. As a general rule, the end-term examination is not given more than 50% weightage in deciding the grade of a course

During Term Assessment (DTA):

The following evaluation scheme is used in assessing student's performance:

- The DTA marks are to be awarded prior to the semester end examinations.

- Students are required to score a minimum of 50% in the DTA to be eligible to appear for Term End Examination of the subject concerned
- There is no During Term Examination for a one-credit subject.
- There is no During Term Examination for absentees.
-

Examination rules for During Term Examinations:

During term examination (DTE)			
Subject Credits	Duration	Marks	Remarks
1	-	-	-
2	2 Hours	50 Marks	Converted to 20 Marks
3	2 Hours	50 Marks	Converted to 20 Marks
4	3 Hours	100 Marks	Converted to 20 Marks

During Term Assessment (DTA) - Evaluation Scheme

Subject Credits	Attendance Marks (Maximum marks)	During Term Examination Marks (Maximum marks)	During Assessments Case Presentations/ Assignments/ Surprise Quizzes, etc., (Maximum marks)	Term Study	Total Marks
1	5	-	45		50
2	5	20	25		50
3	5	20	25		50
4	5	20	25		50

Term End Examination

The Term End Examination will be conducted only for the eligible students who qualify based on the minimum attendance requirements and DSA criteria given above.

Examination rules for Term End Examinations:

Term End Examination (TEE)			
Subject Credits	Duration	Marks	Remarks
1	2 Hours	50 Marks	-
2	3 Hours	100 Marks	Converted to 50 Marks
3	3 Hours	100 Marks	Converted to 50 Marks
4	3 Hours	100 Marks	Converted to 50 Marks

Students must secure a minimum of 50% in the Term End Examination and 50% in Total (DTE+STE) in order to secure a Pass grade.

TGPA and CGPA Calculation

Calculation of Grade Point Average

There are two types of Grade Point Averages - Trimester Grade Point Average (TGPA) and Cumulative Grade Point Average (CGPA).

TGPA is calculated in the following manner. The total marks for a given subject, i.e. the combined DTA and TEE performance, are given as a percentage. For instance, suppose that a student receives 73% in a subject, this percentage is converted into a letter grade using the scale shown above. Continuing the example above, 73% would be assigned the letter grade C. This letter grade is then converted into honor points. E.g. letter grade C is equivalent to 2.0 honor points.

TGPA is then calculated as :

$$\frac{\sum(\text{Subject honor points earned} \times \text{subject credits})}{\text{Total semester credits}}$$

CGPA is calculated as:

$$\frac{\sum(\text{subject honor points earned} \times \text{subject credits})}{\text{Total credits completed}}$$

For example, if a student has gained 89.0 honor points and completed 31 subject credits in Trimester I, and has gained 53.7 honor points and completed 24 subject credits in Trimester II, then the CGPA will be 142.7 (total honor points = 89.0 + 53.7) divided by 55 (total subject credits = 31+24) = 2.6 (rounded up to the nearest decimal).

9. Calendar of Events

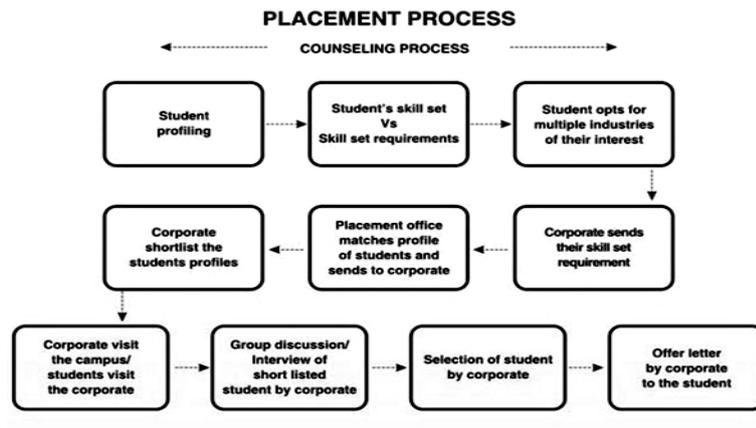
Month	Events for First Term	
	Academic	Non-Academic
July	Subjects for the trimester	MOM 2018
	Case Analysis	Peer Facilitation
	Industrial Visit	Grow with Present
	Evaluation/Assessment	Group discussion
	Guest Lecture	Business Plan
	Market Research	Debate
	Seminar	IIBS Finishing School Activities(IFS)
Aug	Evaluation/Assessment	Students Workshop
	Guest Lecture	Grow with Present (CE)
	Industrial Visit	Waste Management
	Individual Presentation	Corporate Social Responsibility
	Review of Journals	Investoprogess
		IIBS Finishing School Activities(IFS)
Sep	Industrial Visit	Corporate Social Responsibility
	Guest Lecture	Business Simulation
	Seminar	Grow with Present (CE)
	Review of Journals	Mentoring & Counselling
		IIBS Finishing School Activities(IFS)

Keep an eye on your field for any other required training you must fulfill. Through proper research and working to continually stay abreast of changes in your field, you can ensure you fulfill any professional development. To take you on the path of professional development, IIBS has designed an array of developmental activities in all the 4 semesters of your professional programme. These activities are included in your timetable and will be administered at appropriate time and place. Your prime responsibility is to take part in all the activities and show the proactive attitude at every step.

11. Placement Process

IIBS has an escalating new height of excellence and our prolific growth in short span of time itself speaks volumes of our dedicated efforts to provide efficient and quality management solutions to the clients. IIBS has successfully placed 100% of its students from the professional programme and the placement process is constantly tuned based on Industry need and feedback. All through the years, it has succeeded in maintaining an excellent record Placement is committed to assist organizations, add to their productivity through timely and relevant recruitments. We enable organizations to build high performance teams and leaders. Placements set the pace and create the operational horsepower for growth. For individuals, it defines the quality of life.

Our Placement Cell monitors the employment opportunities and arranges campus recruitment process interviews for the final year students and provides internship opportunities for pre-final year students. We start placement process for pre-final semester in the month of April/May. Students are prepared for all kind of interviews well in advance.



12. Internship (BFR)

Guidelines for Business Familiarization Report (BFR) of Internship

Objective

The objective of the Business Familiarization Report (BFR) of internship is to go into an organization and study the organization structure, department functions, cross functional relationships, markets served, products and services offered. Secondary sources of information may also be utilized for the preparation of the report.

Outcomes of the internship

At the end of the internship, the students are expected to have performed an in depth study of the organization in which they worked and submit a detailed report in the following format:

1. Industry Profile
2. Company Profile
3. Organizational Hierarchy
 - Organizational Chart
 - Product Profile
4. Study of Functional Departments
 - Production Department '
 - Finance department
 - Marketing Department
 - Human Resource Department
 - IT Department
5. SWOT Analysis
6. Summary of the findings along with recommendations and suggestions.

Note: Some chapters may change depending on the type and size of the company. You are to work closely with your FACULTY GUIDE to come up with alternate chapters.

Contents of the BFR of internship

PART- I

Industry profile:

- What is the industry in which the organization operates?
- What is the size of the industry, products related to the industry and geographic concentration of firms operating in the industry?
- What is the market share of the organization in which you worked?
- Who are the major competitors in the industry?
- Indicate the expected growth in the industry, trends in the products and technology and factors affecting competition in the industry.
- Given the above trend, suggest competitive strategies for your organization to improve its position in the industry.

PART-II

Company Profile:

- Introduce the company you worked with. Explain the vision and mission of the company.
- What are the key products and services of the company?
- How many functional units does the company have?
- What are the different geographical locations of the company?
- What is the annual turnover of the company?
- What is the competitive advantage of the company?
- Discuss the company's management practices and key drivers of growth.

PART-III

Organizational Hierarchy:

- Explain the structure of the organization and draw a chart indicating organizational hierarchy.
- What according to you are the advantages and disadvantages of this structure?
- What is the impact of this structure on the employees working in the organization? Are they contented?
- How easily accessible are the senior managers in the organization?

- Do the employees enjoy work autonomy? Does this seem to have an impact on their work performance?
- Does the organizational structure promote accountability and responsibility on the part of the employees?
- Discuss the product profile of the company.

PART-IV

Study of Functional Departments:

Production Department

- Explain the role and importance of Production Department in the organization that you studied.
- Evaluate the production department with respect to the five production sub functions, i.e.
 - Production and Planning, Purchasing, Stores, Design and Technical support and Works department. Discuss the standards and targets set for production,
 - Who is responsible for the purchase of materials?
 - What is the mechanism for ensuring that stocks arrive on time and are of acceptable quality?
 - How is inventory recorded?
 - Does the organization practice JIT or TQM?
 - Where is the technical support wing located? How is the testing and design of new product types done?
 - What is the role of works department? How effective is it in maintenance of product line and assurance of quality of the products?

Finance and Accounts department

- Explain the mechanism of recording inventory and costs in the organization.
- How does the finance department help in management decision making?
- How are transactions recorded on a day to day basis?
- What kind of costing system does the organization follow?
- Explain the budgeting system of the organization.

Marketing Department

- How do employees in the marketing department build positive relationships with the customers?

- What are the different tasks carried out by the sales force?
- Which wing is responsible for conducting marketing research to identify the exact needs and preferences of the customers? How is this done?
- How are potential customers identified for a product?
- How are the potential customers informed about the forthcoming products and offers?
- How are the customers' orders processed and monitored?

Human Resource Department

- How are the grievances and complaints of employees taken care of?
- Discuss the performance appraisal system in the organization. How often are appraisals conducted?
- What are your views on the working pattern of the employees? Do they enjoy sufficient autonomy in their work?
- Explain the recruitment process in the organization.
- Does the organization conduct regular training sessions for the employees to update current techniques and trends?
- Discuss any employee welfare schemes that you would have witnessed at the organization.
- Discuss the motivational levels of the employees working in the organization.
- How does change management happen in the organization?

IT Department

- What is the importance of this department in the organization?
- How does it support the Marketing, Finance, Production and Human Resource departments?
- Have you witnessed any new technology being introduced during your stay at the organization? Explain.
- What is the turnaround time for fixing technology related problems at the organization?
- How are IT related issues communicated to the IT department?

PART-V

SWOT Analysis:

- Identify the strengths, weaknesses, opportunities and threats to the organization.

PART-VI

Findings and Conclusions

- Conclude your observations and findings. Based on your analysis and observations, give possible suggestions in any of the functional areas which you may consider helpful for the organization to cope up with the increasing competition.

13. Project Guidelines:

GUIDELINES FOR PREPARATION OF PGDM PROJECT REPORTS

ARRANGEMENT OF CHAPTERS*

- Cover Title Page (Format enclosed - Page No. 4)
- Inner title page (Same as cover title page)
- Certificate from guide and chairman and declaration by the student.
- Certificate from company/firm, where the project work is carried out. (Not required if project work is not based on a company/firm).
- Acknowledgement
- List of tables and figures.
- Abbreviations/operational definitions used.

Introduction should include the following:

- I. Problem definition / statement. This will cover company profile too if the topic chosen pertains to a company. - 5 pages
- II. Research Objectives – not more than 5 objectives, Use KSA model. - 1 Page
- III. Research Methodology – State the basic and secondary research design. If it is a sample survey explain, sampling design and

- questionnaire design. Sources of data – and techniques of data analysis. – 3 -4 pages
- IV. Limitations of the project study – 1 page

Chapter I

Literature review

Discuss theories, concepts, hypotheses, models etc., underpinning the project work (project report is an application of theoretical knowledge in analyzing a real life problem/issue faced by an organization - 15 pages

Chapter II, III & IV

Findings

This is *the longest section of the project report*. In these chapters data collected will be presented and analysed without drawing any inference. Depending on the volume of data presented, there could be 3 or 4 chapters in this section. – at least 40 pages

Chapter V

Summary of Findings

This chapter will be a brief statement of analysis already stated in the findings section. – 3 pages

Chapter VI

Conclusions and suggestions – 3 pages

(Total no. of pages must be *atleast 80 but not more than 150*)

Bibliography: References like articles, books, websites etc., used in the project work must be included in this section strictly following the citation style

Appendix

This will include printed secondary data (only if it is very critical) and any questionnaires used for the study.

FORMATTING YOUR PROJECT REPORT

1. Reports should be typed neatly only on one side of the paper with 1.5 spacing on a A4 size bond paper (210 x 297 mm). Use dry tone Xerox for printing. The margins should be: Left – 1.25”, Right – 1”, Top and Bottom – 0.75”.
2. The total number of reports to be prepared is *TWO copies are to be submitted to the office.*
3. Before taking the final printout the approval of the concerned guide(s) is necessary and corrections suggested, if any must be incorporated. If the draft is not approved by the guide, the guide is not obliged to sign the report.
4. The project report must be paper back bound (sample available in the library) Do not insert transparency sheets in the report. Do not use spiral binding.
5. The project report must contain 80-120 pages. But not more than 150 pages.

Outlay of the Report:

- The chapters, sections and subsections may be numbered in the decimal form for e.g. Chapter 2, sections as 2.1, 2.2 etc., and subsections as 2.2.3, 2.5.1 etc.
- Each chapter must be left justified (font size 16). Followed by the title of chapter centered (font size 18), sections/subsection numbers along with their headings must be left justified with section number and its heading in font size 16 and subsection and its heading in font size 14. The body or the text of the report should have font size 12. (Times New Roman)
- The figures and tables must be numbered chapter wise for e.g.: Fig.2.1 Block diagram of a serial binary adder, Table 3.1 Primitive flow table, etc. All figures and tables should appear either in the same page or the next page in which they are referred first. Preferably, all figures and tables are to be placed either at the top or the bottom of a given page.
- References: The references should be numbered serially in the order of their occurrence in the text and their numbers should be indicated within square brackets for e.g. (3). The section on references should list them in serial order in the following format.
- For textbooks – A.V.Oppenheira and R.W.Schafer, Digital Signal Processing, Englewood, N.J.,Prentice Hall, 3 Edition, 1975.

- For papers – David Insulation design to combat pollution problem, Proc of IEEE, PAS, Vol 71, Aug 1981, pp 1901-1907.
- The report should be extensive and include descriptions of work carried out by others only to the best extent necessary. Verbatim reproduction of material available elsewhere should be strictly avoided. Where short excerpts from published work are desired to be included, they should be within quotation marks appropriately referenced. Endnote, Footnote should be printed as per style manual.
- Proper attention is to be paid not only to the technical contents but also to the organization of the report and clarity of the expression. Due care should be taken to avoid spelling and typing errors. Spell check, Grammar check, must be applied. It should be noted that report-write-up forms the important component in the overall evaluation of the project.

14 Placements Guidelines:

- Every student must provide a list of 3 companies of his/her choice to the placement department through the Dean.
- Placement department will work on the listed companies and categorize them as A list, B list and C list. (A list - Confirmed companies, B List -In Progress and C List- Not Confirmed).
- Placement team should update the above lists and send the updated list to the Registrar every week (along with EOD reports).
- Pre-Placement training will be given to all the students.
- One on One interaction with every student to be completed at least 3 Weeks before the Trimester-V Exams.
- A consolidated report of Interaction with students to be prepared by the placement team and submit it to the Registrar.
- Placement drive will be held during Trimester - V and Trimester-IV. However, placements for Finance specialization students will usually happen at the end of the course. Hence the finance students are advised to wait till such time.
- Preference to be given for list of companies opted by the student and standard companies which are at least 5-year-old in the business and have a good turn over.

- Those students who get an offer letter from a particular company will be allowed to sit for the next company only if the package of the next company is better than the previous one.
- Students who have been placed during the placement drives, must complete all academic requirements as per the requirements of PGDM program before reporting to the company.

15. IIBS Ensuring Success Methodology

Results of all efforts will be perceived only & only in Success. It is Success only begets success. Everyone enters IIBS with whole intention of making their future successful by fulfilling their career goals. At IIBS, everyone work to ensure students' will encounter success at every step. We strongly, feel these small successes will keep them to achieve more & more in a systematic manner to fulfill their career goals.

Interest of students need to be channelized properly with timely participation, practices & progress with regular better performances. IIBS implements successful tested & proved methodologies, which ensures students get want they wanted at the end of their tenure at IIBS. These Ensuring Success Methodologies involves steps in phased manner as below:

-

Corporate required knowledge transfers with specific realistic practical approaches.

- Acquired knowledge will be tested at different intervals through real-time small tasks.
- Accomplishments during these tasks will be made to enhance awareness amongst other through regular presentations.
- Modulations in presentations will build confidence & fluency in deliberations.
- Repeated deliberations will develop their successful interactions with professionals.

- Right time connectivity with corporate mentors through proper & timely guidance from faculty coordinators will ensure networking.
- Effective networking with result focused steps will take individuals to reach career destinations.
- Reworking regularly over a period with full confidence & guidance intermittently supported by peers, alumni, faculties & corporate facilitators will mould as needed.
- Right opportunities from the corporate world, searched & identified by respective placement coordinators will provide avenues to work with potentials
- Performances at different opportunities ensued in placement processes with full confidence & perfections enable everyone succeed in all their ventures.