



PROSPECTUS

Post Graduate Programme in Management



2020

**P.G.D.M.
Approved by
All India Council for
Technical Education (AICTE)**

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Advocate

Managing Trustee, Som-Lalit Education & Research Foundation, Ahmedabad.

Dr. Neha Patel

Director, Som-Lalit Institute of Management, Ahmedabad

- **Post Graduate Diploma in Management (PGDM)**

2 Year Full Time Programme
2020-22

Approved by the All India Council for Technical Education (AICTE)
Government of India, New Delhi.



SOM-LALIT INSTITUTE OF MANAGEMENT STUDIES (SLIMS)

**SLIMS Campus, Nr. St. Xavier's Corner, University Road,
Navrangpura, Ahmedabad-380 009.**

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Visit us at **www.somlalitcollege.org**

f somlalit **@** slibm_slims **in** SLIMS/SLIBM

MILESTONES OF SLERF

Year 1996

Som-Lalit Education and Research Foundation (SLERF) was established in May, 1996.

Our academic activities under the aegis of this trust commenced from August 12, 1996 with the following two programmes :

- (i) Post Graduate Diploma in Business Management - Two years full time programme leading to the award of PGDM.
- (ii) Post Graduate Diploma in Business Management - Three years part-time programme leading to the award of PGDM.

Both these programmes have been approved by All India Council for Technical Education (AICTE), a statutory body of the Government of India, New Delhi.

Year 1997

The trust started Three years Under Graduate Programme leading to a degree of Bachelor of Business Administration (B.B.A.). This programme is affiliated to Gujarat University.

Year 1998

The trust started another Two years Full Time Post Graduate Programme leading to the degree of Master of Business Administration (M.B.A.). On successful completion of this programme, the students are awarded the MBA degree of Gujarat Technological University.

Year 1999

The trust started Three years Under Graduate Programme leading to a degree of Bachelor of Commerce (B. Com). This programme is affiliated to Gujarat University. In 1999, the trust also started Three years Under Graduate Programme leading to a degree of Bachelor of Computer Application (B.C.A.). This programme is affiliated to Gujarat University.

Year 2000

The trust established a Partnership in Education with IBM to conduct computer related courses.

Year 2001

The trust established its own Information Technology (I.T.) Centre for imparting programmes for I.T. Application in Management. The trust established Centre for Management Development Programmes. Holding series of seminars to expand horizon on sunrise business sectors are regular annual features of the centre. To facilitate all the above programmes and associated academic and support activities, the respective institutes are housed in the Foundation's own spacious building of about 55,000 sq. ft. located centrally in the city of Ahmedabad.

Year 2001

The trust obtained a spacious plot of land measuring more than 6,000 sq. yards in Navrangpura Area, Near Sardar Patel Stadium – to develop another campus to provide quality education from Pre-Primary to Higher Secondary.

Year 2002

The trust undertook the construction of the spacious and ultra modern building measuring 1,15,000 sq. ft. and completed it in a record time of less than six months.

Year 2003

The trust established Jr. School – Pre-Primary and Primary (English & Gujarati Medium).

Year 2004

The trust started Secondary School (English & Gujarati Medium). With a holistic view to provide quality education to students from pre-primary to post graduation and guidance for research, the trust has coordinated its educational activities covering all the stages of education.

Year 2006

The trust started Higher Secondary School - English Medium (Common Stream).

Year 2007

In the continuous endeavor for providing excellence in education at various levels, the trust started:

- (i) Higher Secondary School - English Medium (Science Stream) with State of Art Laboratory and other facilities.
- (ii) Gujarati Medium (Common Stream) with modern facilities.
- (iii) Established College of Education (B.Ed.) approved by NCTE; a Statutory Council, Government of India and affiliated to Gujarat University.

Year 2015

The Som-Lalit Education and Research Foundation (SLERF) inaugurated Som-Lalit International Centre of Thought (SLICOT) on 21st July, 2015. The noble philosophy enshrined by the centre is that knowledge has no boundary and hence at this centre the research work will be conducted touching various spheres of life like Philosophy, Sociology, Psychology, Art, Science of Life-Physical and Living. The mission of this centre is to effectively work for the Holistic Thought and Way of Life Across the world. The centre will arrange conferences, seminars, lectures and participative programmes in India and abroad and will bring out and support publications.

MISSION

The Institute aims to contribute to the society by developing responsible managers and outstanding individuals who will take up leadership challenges in various sectors of the economy.

OBJECTIVES

- To help students develop knowledge, skills and attitude for dealing with business problems faced by managers.
- To help the students develop attitude to take up leadership challenges.

CORE FACULTY



Dr. Neha Patel
Director
B.Sc., P.G.D.C.A.,
M.B.A. University of Memphis, U.S.A
PhD (Marketing)
Area: Marketing
Experience: 25 years



Dr. Supriya Bhutiani
Additional Director
B.Sc., M.B.A., M.S. University
PhD (Marketing)
Area: Marketing
Experience: 25 years

Dr. Roopa R. Rao
B.E (Chemical), PGDM (Gold Medalist)
Ph.D (Strategy)
Area: Marketing, Human Resources &
Strategy
Experience: 27 years



Prof. Rakesh Shastri
B.E. (Civil), PGDM
Area: Finance
Experience: 25 years

Dr. Reshmi Menon
B.E (Mechanical), M.B.A,
Ph.D (Marketing)
Area: Marketing
Experience: 19 years



Dr. Twinkle Trivedi
B.B.A, M.B.A, PGDIBO, M.Com,
Ph.D (Thesis Submitted), GSET
Area: Marketing & Human Resources
Experience: 15 years

Prof. Reshmi Banerjee
B.Com (Hons.), M.B.A (Finance),
Ph.D (Pursuing)
Area: Finance
Experience: 8.5 years



Dr. Riddhi Dave
MBA (Finance), CFA (ICFAI), Ph.D
(Finance), UGC-NET
Area: Finance
Experience: 12 years

Dr. Lucky Mishra
M.A (Economics), Ph.D (Economics),
UGC-NET
Area: Economics
Experience: 12 years



Dr. Varimna Singh
M.Sc. (Mathematical science),
Ph.D
Area: Quantitative Methods
Experience: 11 years

Prof. Ayushi Trivedi
B.Com, M.B.A. (Finance)
UGC-NET
Area: Finance
Experience: 6 years



RESOURCE PERSONS

Dr. Ashwini Vora

Ph. D
Experience: 28 Years

Mr. Pabitra Ranjan Chakravorty

B.E (Mech), M.B.A.
Experience: 17 Years

Dr. Paresh Shah

FCMA, Ph.D (Finance) FDP (IIM-A)
Experience: 29 Years

Mr. Udayan Vyas

B.Com., LL.B
Experience: 24 Years
Advocate, High Court, Gujarat

Dr. Rajeshwari Jain

B.Sc. (Statistics), PGDCA, MBA
(Marketing), Ph.D (Marketing)
Experience: 16 Years

Prof. Bharat Prajapati

CA, CMA
Experience: 4.5 Years

Prof. Nandini Sinha

MBA (Finance)
Experience: 23 Years

Prof. Neeraj Ramnani

M.B.A. (Marketing) IIM – Indore
Experience: 7.5 Years

Prof. Harshil Roy

CFA India, CFP (Certified Financial Planner),
CWM (Chartered Wealth Management)
CFA Level 1, CFA Institute USA
Experience: 8 Year

THE PEDAGOGY

The teaching methodology emphasizes interactive and participative learning through lectures, case studies, role plays, class presentations and simulation exercises. This necessarily entails extensive background reading and pre-class preparation. Eminent personalities from the industry are also invited to deliver lectures on different contemporary issues. Emphasis is also laid on teamwork through group exercises and group presentations.

EVALUATION SYSTEM

The Institute believes in continual evaluation and feedback. It is a measure of performance and means for motivation. Evaluation is done through assignments, case analysis, quizzes, projects, class participation and two examinations every semester - a mid semester and an end semester exam.

Student in PGDM is awarded a letter grade for each subject, based on his/her performance. Letter grades range from A+ to F. Student who has not completed all the evaluation criteria is given grade I (incomplete) and a student who has failed in a course is given grade F.

Evaluation in MBA Programme is governed by guidelines and rules prescribed by Gujarat Technological University. The Letter grades range from AA to FF and a student who has failed in a course is given grade FF.

LEARNING ENVIRONMENT

- Location in University area—prime business locality.
- Building area measuring 5500 sq. mtrs. with 14 Classrooms.
- Equipped with modern teaching aids.
- Auditorium with seating capacity of 150.
- Well-equipped library.
- Well-equipped Campus.
- Computer labs with 135 nodes fully networked with internet facility.

ONLINE ENVIRONMENT

Portal

Introduction of Som-Lalit portal has facilitated a value added interaction between the faculties and the students in an on-line environment. It has facilitated time bound submissions and valuation of assignments instilling a sense of discipline among the students. It also helps the maintenance of attendance records by the faculties.

CRISIL

CRISIL Research is the research division of CRISIL. It provides data, analysis and outlook on the economy and industries. The research services provide students and faculties a one-stop resource for data, information, analysis and outlook on the economy and across industries. It is a unique web-based delivery platform (www.crisilresearch.com) on a near real-time basis with interactive tools and features.



THE COURSE CURRICULUM - PGDM

Semester-I

Financial Management - I
Marketing Management - I
Business Communication - I
Quantitative Techniques-I
Accounting for Managers
Managerial Economics
Organizational Behaviour
Management Concepts & Contemporary Practices
Management Information System

Semester-II

Financial Management - II
Marketing Management-II
Business Communication - II
Quantitative Techniques-II
Managerial Accounting
Indian Business Environment
Human Resource Management
Research Methodology
Production and Operations Management

Summer project - 8 weeks

Semester-III

Strategy Formulation & Implementation
Legal aspects of Business
Entrepreneurship: Development & Managing New Business Ventures
Banking & Insurance
Grand Project
Functional Elective – I
Functional Elective – II
Functional Elective – III
Functional Elective – IV
Functional Elective – V
Functional Elective – VI

Semester-IV

Investment Banking
Organizational Development
Functional Elective – I
Functional Elective – II
Functional Elective – III
Functional Elective – IV
Functional Elective – V
Functional Elective – VI

FUNCTIONAL ELECTIVES

Semester-III

MARKETING

Sales and Distribution Management
Marketing Research & Information System
Consumer Behavior
Retail Management
Integrated Marketing Communication
Digital Marketing*

FINANCE

Indian Financial System
Strategic Financial Management
International Financial Management
Derivatives & Risk Management
Financial Analysis and Modelling*

Semester-IV

MARKETING

Rural Marketing*
Business Analytics *
Strategic Brand Management
International Marketing
Services Marketing
Supply Chain Management

FINANCE

Behavioural Finance*
Corporate Tax Planning
Investment Management
Mergers & Acquisitions
Management Control Systems

The objective of evaluation is not only to measure the performance of student, but also to motivate them for better performance. Students are evaluated on the basis of class tests, quizzes, class participation, assignments, project reports and semester examinations. (Mid semester and End semester).

A student is awarded a letter grade for each subject, based on his/her performance. Letter grades range from A+ to F. A student who has not completed all the requirements is given "I" grade and a student who has failed in course is given "F".

The method of evaluation as well as weightage assigned to different types of tests are determined by the faculty within the frame work of Institute Policy. The evaluation scheme of every course is announced by the faculty in the beginning of each semester.

At the end of semester, the performance of students will be evaluated in terms of letter grades which have the following equivalent grade points.

A+	4.3	B+	3.3	C+	2.3	D+	1.3	I	Incomplete
A	4.0	B	3.0	C	2.0	D	1.0	Def.	Deferred
A-	3.7	B-	2.7	C-	1.7	D-	0.7		

A student is required to maintain an average grade point 2.0. If he/she has not been able to complete any course (continous component), he/she will be given "I" grade, implying incomplete. Where the course work remains in process at the end of a semester, the student is assigned a Def. grade. This grade will have to be removed withing a specific time period allotted by the concerned faculty. In case, the student fails in a course, he/she is given "F" grade.

Promotion from 1st year to 2nd year:

To qualify for promotion to the second year, the student's grade point average in the first year must not be less than 2.0. In addition he/she should fulfill the following conditions:

- Should not obtain more than one "F" in year including final and continous evaluation taken together.
- Should not obtain "D" in more than four courses, provided he/she does not get "F" in any course in the year.
- Should not obtain "D" in more than two courses, if he/she obtains "F" in one course in the year.

Besides a satisfactory performance in various courses during the first year, the student will also have to complete satisfactorily the Summer Training Projects.

Award of the Degree:

After the successful completion of two years in the programme, a student is awarded Post Graduate Diploma in Management (PGDM).

Following rules are laid down for successful completion of the programme:

- A student is required to earn a minimum grade point average 2.0 taking into account all the courses offered during the second year.
- He must not have earned more than one "F" in the second year.
- During the second year, he/she not have obtained more than three "D"s without "F" in any courses or two "D"s with "F" in one course.

In case, a student fails to meet the minimum requirements for the award of degree, the faculty of the institute will review such a case and the institute will take appropriate decision.

Summer Placement

The Institute provides assistance for summer placement of students for on the job training of 8/10 weeks duration. The placement office will make every effort to find suitable jobs for the students qualifying for the award of PGDM. (Subject to 90% of class attendance)

SUMMER PLACEMENT

Summer training is a major component of the learning process at our Institute. Every student is required to undergo this training for 8-10 weeks with an organization. On its successful completion, a student is required to make a presentation which is evaluated by the faculty for promotion to the second year.

Each student is required to submit a written report on the work done during the training period to the Institute. Summer training is expected to start by May 2017, and complete by the first week of July 2017. For PGDM in the evaluation of project, review from organization carries 30% weightage while 70% weightage is given to report preparation and presentation.

Objectives of the summer training are:

1. To provide an opportunity to the students to work in a professional environment and apply the theoretical concepts and techniques to a real-life problem situation.
2. To develop awareness among the students about the organization's problems and prospects.
3. To develop individual skills towards time bound resolution of managerial problems by actual participation.
4. To enable students to realize their strengths / weaknesses and develop skills further on.
5. To provide an opportunity to the students to understand possible career options and enhance their interaction with organization for final placement.

The training enables students to study the organization, its business and the environmental forces acting upon it. They are expected to work on a project or participate in individual/group activities, in solving a given problem of the organization under the guidance of a senior executive of the participating organization. All summer projects are also guided by faculty members of the Institute.

The organization also stands to gain by providing the summer training. Organizations can get variety of activities done e.g., collection of information, processing of the information, analysis of a problem done through a summer trainee. It provides an opportunity to a prospective employer to assess the student for possible future employment.

Placement Procedure for Summer Trainees:

An organization can indicate their interest in providing summer training to the students of our Institute through written or verbal correspondence. It may indicate the details of a specific project, if any, and/or general nature of summer project, along with the types of students required. The Institute will send resumes of the interested students, who qualify to meet the needs of the organization. The organization can make a selection based on the resumes. Organizations are welcome to the Institute for the selection process or can invite students to their offices for the selection procedure.

The organization is expected to communicate to the Institute about the selected student and the details of the project to be undertaken by the student. The organizations may pay a stipend to the trainee and/or reimburse the expenses incurred for the purpose of the project, as per the rules of the organization.

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SHV ENERGY NORTH-WEST INDIA
SWIGGY
TORRENT POWER
VASANT TRANSPORT COMPANY
99 ACRES.COM

SHIPPING

PIPAVAV SHIPYARD

CONVOCATION - 2018



Hon'ble C. K. Buch
Former Justice, High Court of Gujarat



Towards a Successful Future

Eminent Personalities who Participated and Shared Their Knowledge and Experience in Past “HORIZONS”:

Name	Designation	Organisations
Horizon - 2018		
Prof.(Dr.) Navin Sheth	Vice Chancellor	Gujarat Technological University
Mr. Shrish Paliwal	Regional Director	National Productivity Council
Mr. Sankalp Bajpai	Vice President	GVFL
Mr. Bhavesh Upadhyay	Executive V.P.	Intas Pharma
Horizon - 2017		
Mr. Mahendra N. Patel	Chairman & Managing Director	Mamta Group
Mr. Vinay Gupta	Zonal Head- Commercial Banking	ICICI Bank
Mr. Jayen Naik	Vice President Malls (Ahmedabad One)	Blackstone PE Fund
Mr. Vishwa Vijay Singh	Co-Founder	Salebhai.com
Horizon - 2016		
Mrs. Daksha Shah	Managing Director	Pahal Microfinance
Mr. Mehul Pandya	Chief General Manager	Care Ratings
Mrs. Swati Buch	General Manger	Gujarat Infrastructure Development Board
Mrs. Varsha Adhikari	GM (Finance & Legal)	Stovec Industries Ltd.
Horizon - 2015		
Mr. Lal Singh	Sr. Vice President Guj Circle Head	Axis Bank
Mr. Pranav Mehta	Chairman	National Solar Energy Federation of India
Ms. Sajani Dua	Action Party Sales	Tupperware
Mr. Jyotindra Buch	International Consultant	-
Horizon - 2014		
Mr. Arif Bazi	Vice President	Prakash Chemicals
Mr. Padmin Buch	Managing Director	GITCO
Mr. Rajiv Bakshi	Advisor	SME Federations, Dubai, Muscat
Horizon - 2013		
Mr. Mahendra Patel	Chairman	Mamta Group
Mr. A. Khandual	General Manager	IDBI
Mr. Kautilya Desai	Sr. HR Manager	Vodafone West Ltd.
Mr. Harish Goel	Managing Director	Kamakshi Flexi Print Pvt. Ltd.
Horizon - 2012		
Mr. Ashwin Walunjkar	Assistant Resident Editor	The Economics Times
Mr. Shriniwas Dandekar	Senior Vice President	Circle Head, Axis Bank
Mr. Rahul Sanghvi	CEO & MD	Dexter Consultany Ltd.
Horizon - 2011		
Dr Akshai Aggarwal	Hon. Vice Chancellor	Gujarat Technological University
Shri A.B. Panchal	Managing Director	Bhavnagar Energy Co. Ltd.
Dr. Manjul Joshipura	Director of Education Research and Training	Apollo Hospitals
Mr. Devendra Jhala	Chairman	Dev Salt Ltd.
Mr Sanjay Jodhani	Branch Head(Ahmedabad)	Emirates
Mr Vivek Vaishnav	Director	Vivro Financial Services

STUDENT ACTIVITIES

Horizon

Horizon, the annual extravaganza of the college, is the conjunction between the corporate world and students. Aiming to take advantage of the strategic synergies, the students come together, with an attempt to bring the cream of the corporate world on a common platform. This is in view of getting an insight into the various theories and practices that these eminent personalities possess. It is a platform to showcase the experience and skill sets that these business stalwarts have acquired over the years. The student body works extremely hard to provide exceptional management events and informative knowledge sharing sessions which cover a wide range of topics such as marketing, finance, strategy and entrepreneurship.

Usually conducted in the first week of January, this event draws attention from various corporate houses and students all over the state thus proclaiming its overwhelming success.

Spectrum

True to its name 'Spectrum', an intercollegiate management event, spreads its rays of vibrance by making it pass through a rigorous evaluation procedure under the critical eyes of judges belonging to renowned academic and corporate background.

It is a platform for various B-Schools to participate and win accolades through healthy competition. It helps the students in accomplishing the desired standards in the dynamic corporate world.

Aiming to tap the hidden potential and awakening the competitive spirit, Spectrum consists of a series of managerial games designed so as to replicate the actual corporate environment. Events like Biz-Quiz, financial and marketing games which test the management concepts are played with fervor and zeal by reputed B-Schools.

Som-Lalit Alumni Association - SLAA

Som-Lalit Alumni Association organizes the Alumni meet and frequent get-togethers to share their experiences, achievements and hurdles faced in the corporate world. This paves the way for students of past and present to create a bond among themselves and share a common platform to help one another as ONE FAMILY. The alumni further is a source of inspiration and motivation for the novices who graduate every year and are on the threshold of entering the corporate world.

The link for the portal is <https://www.almashines.com/somlalitalumni>

Workshops

SLIMS and SLIBM organizes various workshops on management related topics like Motivation, How Concepts work in Practical Life, Digital Marketing etc. It enhances the students' skills and provides practical aspects on the topics. These workshops develop professional attitude in the students.

Business Speaker sessions and seminars

The institute arranges speaker sessions of different areas like, finance, marketing, statistics, HR, OB, economics etc. to throw light on the current trends and happenings in the respective fields. These sessions are led by industry experts and experts in related subject areas, who share their knowledge with students and enhance their skills.

Quiz

SLIMS organizes management quiz in participation with Business Standard, which helps students to gain management and corporate knowledge. It helps them to get updated about the field. Such activities, apart from regular academics, are required to get them prepared for the corporate world.

SIP Project Competition

Summer Internship is an integral part of the curriculum. SIP Competitions motivate the students to give their best.



STUDENT ACTIVITIES

We at Som-Lalit Institute not only believe in academic excellence, but also do motivate and inspire students to gain practical knowledge to enhance their skills and capabilities. The students have brought many accolades to the institute by participating, with enthusiasm and excitement, in Inter College and Intra college events and activities such as Business Quiz, Summer Internship Project Competition, Digital Marketing and Motivational Workshops etc. They also manage different events held at our campus like Horizon and Spectrum. The institute arranges industrial visit to provide the students practical knowledge of their class-room learnings. Our students are not just the new face of excellence and talent for the country, but they also have brought the eternal new phase of glory to the institute.







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