



PROSPECTUS 2017

Post Graduate Programme in Management



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



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

2 Year Full Time Programme
2017-19

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.**

Phone : (079) 2630 33 01-02-03 Fax : (079) 2630 22 44

E-mail : info@somlalit.org

Visit us at www.mba.somlalitcollege.org

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.

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
B.Sc., P.G.D.C.A.,
M.B.A. University of Memphis, U.S.A
PhD (Marketing)
Area: Marketing
Experience: 23 years



Dr. Roopa R. Rao
B.E (Chemical), PGDM (Gold Medalist)
Ph.D (Strategy)
Area: Marketing, Human Resources &
Strategy
Experience: 25 years



Prof. Reshmi Menon
B.E (Mechanical), M.B.A,
Ph.D (Pursuing)
Area: Marketing
Experience: 17 years



Prof. Reshmi Banerjee
B.Com (Hons.), M.B.A (Finance),
Ph.D (Pursuing)
Area: Finance
Experience: 6.5 years



Dr. Lucky Mishra
M.A (Economics), Ph.D (Economics),
UGC-NET
Area: Economics
Experience: 10 years

Dr. Supriya Bhutiani
B.Sc., M.B.A., M.S. University
PhD (Marketing)
Area: Marketing
Experience: 23 years



Prof. Rakesh Shastri
B.E. (Civil), PGDM
Area: Finance
Experience: 23 years



Prof. Twinkle Trivedi
B.B.A, M.B.A, PGDIBO, M.Com, Ph.D
(Pursuing)
Area: Marketing & Human Resources
Experience: 13 years



Dr. Riddhi Dave
MBA (Finance), CFA (ICFAI), Ph.D
(Finance), UGC-NET
Area: Finance
Experience: 10 years



Prof. Varimna Singh
M.Sc. (Mathematical science),
Ph.D (Submitted)
Area: Quantitative Methods
Experience: 10 years



RESOURCE PERSONS

Dr. Ashwini Vora

Ph. D

Experience: 26 Years

Mr. Atul Parikh

Senior Vice President AXIS Bank

Experience: 35 Years

Mr. A Khandual

B.A (Economics) - Gold Medalist,

M.B.A. (Finance)

Experience: 37 Years

Mr. Pabitra Ranjan Chakravorty

B.E (Mech), M.B.A.

Experience: 15 Years

Prof. Dr. Paresh Shah

FCMA, Ph.D (Finance) FDP (IIM-A)

Experience: 27 Years

Mr. Udayan Vyas

B.Com., LL.B

Experience: 22 Years

Advocate, High Court, Gujarat

Prof. Rajeshwari Jain

B.Sc. (Statistics), PGDCA, MBA

(Marketing), Ph.D (Pursuing)

Experience: 14 Years

Prof. Bhadresh Nariealwala

B.E (Mechanical), M.E (Mechanical),

Diploma in Business Management

Experience: 45 Years

Ms. Ishani Pandya

M.A. (English), French (Diploma)

Experience: 14 Years

Prof. Nandini Sinna

M.B.A. (Finance)

Experience: 21 Years

Prof. Neeraj Ramnani

M.B.A. (Marketing) IIM – Indore

Experience: 5.5 Years

Dr. Mitesh Dadhania

M.B.A., Ph.D

Experience: 21 Years

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

Semester-III

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

Semester-IV

Organizational Development
Investment Banking
Grand Project
Functional Elective - I
Functional Elective - II
Functional Elective - III
Functional Elective – IV

ELECTIVES

Semester-III

MARKETING

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

FINANCE

Indian Financial System
Strategic Financial Management
International Financial Management
Risk & Derivatives Management



Semester-IV

MARKETING

Strategic Brand Management
International Marketing
Services Marketing
Sales Promotion / Supply Chain Management
Rural Marketing*
Digital Marketing*

FINANCE

Corporate Tax Planning
Investment Management
Mergers & Acquisitions
Management Control System

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

| Name | Designation | Organisations |
|---|---|---|
| Horizon - 2016 Mrs. Daksha Shah Mr. Mehul Pandya Mrs. Swati Buch Mrs. Varsha Adhikari | Managing Director Chief General Manager General Manger GM (Finance & Legal) | Pahal Microfinance Care Ratings Gujarat Infrastructure Development Board Stovec Industries Ltd. |
| Horizon - 2015 Mr. Lal Singh Mr. Pranav Mehta Ms. Sajani Dua Mr. Jyotindra Buch | Sr. Vice President Guj Circle Head Chairman Action Party Sales International Consultant | Axis Bank National Solar Energy Federation of India Tupperware - |
| Horizon - 2014 Mr. Arif Bazi Mr. Padmin Buch Mr. Rajiv Bakshi | Vice President Managing Director Advisor | Prakash Chemicals GITCO SME Federations, Dubai, Muscat |
| Horizon - 2013 Mr. Mahendra Patel Mr. A. Khandual Mr. Kautilya Desai Mr. Harish Goel | Chairman General Manager Sr. HR Manager Managing Director | Mamta Group IDBI Vodafone West Ltd. Kamakshi Flexi Print Pvt. Ltd. |
| Horizon - 2012 Mr. Ashwin Walunjkar Mr. Shriniwas Dandekar Mr. Rahul Sanghvi | Assistant Resident Editor Senior Vice President CEO & MD | The Economics Times Circle Head, Axis Bank Dexter Consultany Ltd. |
| Horizon - 2011 Dr Akshai Aggarwal Shri A.B. Panchal Dr. Manjul Joshipura Mr. Devendra Jhala Mr Sanjay Jodhani Mr Vivek Vaishnav | Hon. Vice Chancellor Managing Director Director of Education Research and Training Chairman Branch Head(Ahmedabad) Director | Gujarat Technological University Bhavnagar Energy Co. Ltd. Apollo Hospitals Dev Salt Ltd. Emirates Vivro Financial Services |
| Horizon - 2010 Mr. S. Pattabiraman Mr. Achal Rangaswamy Mr. Mahendra Patel Mr. Hitesh Budhbhatti Mr. Jayesh Buch Mr. Deval Parikh Mr. Mukesh Gandhi | General Manager Vice President Managing Director Branch Head Gujarat Resident Director Chief Officer (VAS & Production) Managing Director | Corporation Bank Bell Ceramics Lincoln Pharmaceuticals Times Of India Essar Group of Companies Virgin Mobile MAS 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 February, 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 fervour and zeal by reputed B-Schools.

ET Club

A joint effort with The Times of India group has resulted in joint subscription of The Economic Times. This enables the students in updating their knowledge about the current happenings in the global market at their door step.

The students also avail the various events and seminars organized by TOI-ET Club available at a subsidized rates to the members. Further the ET Club conducts programmes regularly and discusses various issues relating to the management field and otherwise.

Business Standard

We are also associated with Business Standard. It updates students with latest business news and detailed analysis on different topics. Students can consult or interact on a regular basis with its management.

SOM-LALIT ALUMNI ASSOCIATION -SLAA

Som-Lalit Alumni Association organizes the Alumni meet and frequent get-togethers to share experience, achievements and hurdles faced in the corporate world. This paves the way for the students of past and present to create bond among them and share a common platform to help one another as ONE FAMILY. To further strengthen the family of Som-Lalit Alumni Association, the institute has its alumni web portal which provides an exciting platform for regular interaction between the current students and alumni. With each passing day it has been receiving gigantic response and our network and bond is strengthening.

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

STUDENT ACTIVITIES



At Som-Lalit, we believe that learning is a journey that goes beyond the ambit of a classroom. Students are encouraged to participate in collegiate activities.

It is our pride to mention that students have won various Inter-college competitions like Ad-Making, Campaign Designing, Business Quiz, Debates, Film Making & Elocutions. The students have also participated in International Conference which fosters holistic development and helps them to realise exposure to various arenas of the world thus broadening the horizon of their vision.

SOM - LALIT INSTITUTE OF MANAGEMENT STUDIES

(APPROVED BY ALL INDIA COUNCIL FOR TECHNICAL EDUCATION, GOVT. OF INDIA, NEW DELHI)
SLIMS Campus, Nr. St. Xavier's Corner, University Road, Navrangpura, Ahmedabad - 380 009

Attach
Passport size
Photograph

APPLICATION FORM FOR

Post Graduate Diploma In Management (PGDM)

Two Years Full Time Programme 2017 - 2019

N.B. : All particulars must be given in Capital Letters.

Sir,

I wish to apply for the admission to the **Post Graduate Diploma in Management (PGDM)**.
My details are as below

I. Name: _____
(In capital Letters) LAST NAME FIRST NAME FATHER'S NAME

II. Postal Address: _____

Pin.: _____ City / Village: _____ State: _____

III. Contact Detail:

Home Phone: _____ Mobile No.: _____ E-Mail: _____

Parent's/Guardian's Mobile No.: _____ Parent's/Guardian's E-Mail: _____

IV. Date of Birth: _____ V. Mother Tongue: _____ VI. Mother's Name: _____ VII. Sex: ☐ M ☐ F

VIII. Academic Qualification:

| Name of the Examination | Major Subjects | Class | %age Marks | Year of Passing | Name of Board/University | Medium of Instruction |
|-------------------------|----------------|-------|------------|-----------------|--------------------------|-----------------------|
| S.S.C | | | | | | |
| H.S.C. | | | | | | |
| Bachelor | | | | | | |
| Master | | | | | | |
| Any Other | | | | | | |

IX. MAT Composite Score: /800 | CMAT Composite Score: /400 | Other: /

X. Work Experience: Months: _____ Industry: _____ Organization: _____ Position: _____,
Months: _____ Industry: _____ Organization: _____ Position: _____

XI. a) Name of Current / Most recent employer: _____ b) Name of immediate supervisor: _____
c) Phone No. of the Employer/Supervisor: _____ d) E-Mail of the Employer/Supervisor: _____

DECLARATION

I hereby declare that I have read the information given in the prospectus and instructions sheet attached with this application form. I agree to abide by the decision of the Admission Committee of Som - Lalit Institute of Management Studies. I also declare that the details in the above application form are true to the best of my knowledge.

Place: _____

Date: _____

Signature of Applicant

The Administrative Office
SOM - LALIT INSTITUTE OF MANAGEMENT STUDIES
SLIMS Campus, Nr. St. Xavier's Corner, University Road, Navrangpura, Ahmedabad - 380 009.

GENERAL:

- All the information given in the application must be completed and factually correct. An application containing incomplete, incorrect or false information will not be entertained and shall be liable for cancellation if entertained through oversight, inadvertence or any other reasons.
- In all matters relating to admission, the decision of the Selection Committee will be final and binding on the applicant. No correspondence or complaint in this regard shall be entertained.
- Canvassing in any form will disqualify the candidate from selection.
- Candidate should not fill more than one application form.

I have read and understood all the above information and instructions carefully and undertake to abide by the decision of the Admission Committee.

Place: _____

Date: _____

Signature of Candidate

CHECK-LIST OF ENCLOSURES (ATTESTED TRUE COPIES)

- All marksheets.
- Marksheet of last examination passed if you have yet to appear for the final bachelor degree examination scheduled to be held before 30th June, 2017.
- A copy of MAT/CMAT/CAT Score.





SOM-LALIT INSTITUTE OF MANAGEMENT STUDIES

SLIMS Campus, St. Xavier's Corner, University Road,
Navarangpura, Ahmedabad - 380 009. INDIA.

Phone : 079-2630 3301-02-03,

Fax : 079- 2630 2244 / 2630 3366,

Visit us at www.mba.somlalit.org

E-mail : info@somlalit.org

Dear Candidate,

We have received your MAT/CMAT score from All India Management Association for admission to the Post Graduate Programme in Management. We appreciate your preference for seeking admission to our institute.

In order to ensure registration, the enclosed form needs to be duly filled and sent along with two photographs and a Demand Draft of ₹1000/- (which includes fees for the process of group discussion and personal interview) in favour of “Som-Lalit Institute of Management Studies” payable at Ahmedabad, to be eligible for group discussion & personal interview (GD&PI).

The Management Program at SLIMS (PGDM), is a two year full time programme aproved by the All India Council for Technical Education, a statutory body of the Government of India. The Institute is well-equipped with highly qualified and experienced teaching faculty. The companies which offered placement over the years include Audi, General Motors India Ltd., Radio Mirchi, Star TV, CNBC Awaz, Radeecal Communication, Dexter Consultancy Ltd., L & T, M. J. Builders, Shah & Co., Lilamani Builders, Adani Exports Ltd., Adani Port Ltd., Gujarat Ambuja Exports Ltd., Jindal World Wide Ltd., Prakash Chemicals, Coca-Cola India, Godrej India Ltd., ITC, Hindustan Lever Ltd., Nirma Ltd., Pepsi-Co Ind. Holdings Ltd., Vadilal, Wagh Bakri, Rasna, Ahmedabad Dist. Co-Operative Bank Ltd., Ahmedabad Stock Exchange, Angel Investment, Axis Bank, Birla Sunlife, Citi Bank, Citi Financial, Deloitte, Dun & Bradsheet, Edelweiss, Federal Bank, Gujarat State Financial Corporation, HSBC Bank, HDFC Bank, ICICI Bank, IDBI Bank, India Bulls, India Infoline, ING Vysya Mutual Fund, JM Mutual Funds, Kotak Mahindra Bank, L & T Finance, Mas Financial, NJ Indiainvest, Standard Chartered Bank, Tipsons, Vivro Financial Services Pvt. Ltd., Tata AIG, Reliance Capital, Reliance Money, Religare, Karvy, Bajaj Allianz, Care Ratings, SNL Financial, XI Dynamics, Bhavnagar Energy Co. Ltd., Gujarat Heavy Chemicals Ltd., Gujarat State Fertilizers Company, Income-tax Dept., Indext-B, Amazon.in, Arena Multimedia, Cyber Education Services, Gateway Technolabs, Indus Infotech, Indusa, Tata Consultancy Services, Biological Ltd., Cadila Health Care Ltd., Cadila Pharmaceuticals Ltd., Cibatul Ltd., Core Healthcare Ltd., Claris Life Sciences Ltd., Cryobanks India Ltd., Dishman Pharmaceuticals, Intas Pharmaceuticals Ltd., Nirma Life Sciences, Specialty Ranbaxy Ltd., Torrent Pharmaceuticals Ltd., Zydus Cadila, Divya Bhaskar, India Today, Navneet Publications Ltd., Tata Infomedia, The Sandesh Ltd., Big Bazaar, Pantaloons Retail India, Bharti Telecom (Air-Tel), Reliance Infocom, Tata Tele Services, Vodafone, Arvind Mills Ltd., Sintex India Ltd., Videocon, Volvo Terry Industries, Voltas Ltd., Adani Wilmar Ltd., Alembic Glass Industries Ltd., Apex Ltd., Asian Paints Ltd., Birla Copper, BPL India Ltd., Gujarat Agro., Gujarat Ambuja Cements Ltd., Gujarat Gas Co. Ltd., Johnson & Johnson Ltd., Mamta Steels Ltd., Power-Tek, Ratnamani Engg. Ltd., Varun Shipping Company, Cama Motors Ltd., Kiran Motors Ltd., Naukri.com, Indiamart, 99 Acres.com, Pipavav Shipyard, Abellon Cleanenergy, and various other reputed organizations.

We look forward to see you at the group discussion and personal interview.

Tick mark the date of your preference for GDPI out of the following options and register your name at the earliest.

*Your preference does not ensure that you will be called for the same date of GDPI. It would be based on subject to availability.

1.

2.

Thanking you,
Yours sincerely,

Dr. Neha Patel
I/C Director

INSTRUCTION FOR CANDIDATES

Candidates are requested to read carefully this set of information and instructions before filling up the application form for AICTE approved PGDM programme:

Instructions:

- Read the form carefully before giving the details.
- Write appropriate code/information in Boxes.
- In case the final result of degree examination is not available till 31st July 2017 the candidate will not be considered for admission to the course. Candidate will be allowed to join the course only if they produce evidence of having passed Bachelor's degree with minimum 50% marks.
- Admission to the course on the basis of false information will stand automatically cancelled. Applicants are therefore advised to fill the form carefully providing correct and full information.
- Incomplete form will not be considered.

Eligibility Criteria

A bachelor degree in any discipline from a recognized Indian University with a minimum of 50% marks in aggregate.*

Selection Process

A) Receive the MAT score from All India Management Association for admission to PGDM. The short listed candidates (cut off determined by the institute) are called for Group Discussion and Personal Interview at Ahmedabad. Test score of MAT conducted by all India Management Association (AIMA) in December 2016, February 2017 and May 2017 will be acceptable.

B) Candidates with CMAT and CAT score will also be considered for short listing in case category (a) is exhausted.

How to Apply

Candidate should return the **APPLICATION FORM** duly filled along with payment of ₹1000/- in cash or by Demand Draft in favour of **SOM-LALIT INSTITUTE OF MANAGEMENT STUDIES** Payable at Ahmedabad. This includes the fees for GD/PI (only registered candidates will be processed for GD/PI).

Please ensure duly filled in application form along with DD reaches the Institute before 3 working days of the scheduled GDPI.

*For upgradation of English language, additional course requirement to be fulfilled.