



Institute of  
Productivity &  
Management  
Meerut

Stimulate your **desire**  
to make a difference

Information Brochure

[www.ipmindia.org](http://www.ipmindia.org)



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## Our Vision

To train graduates to take up challenges of a dynamic business environment.  
To assimilate and scientifically disperse strategies to future managers.  
To provide a platform for interaction among students and managers.  
To develop and nurture responsible corporate ethics and values.

## Our Mission

To be the best management institute of India

## Our Direction

We will continuously improve our management-programs.  
We will increase our intellectual critical mass.  
We will continuously improve our support of bursary grants.  
Our programmes will reach out to diverse populations and students.  
We will continuously broaden our global perspective.  
We will continuously strengthen corporate partners.  
Maintain comprehensive and effective alumni framework

## Our Objective

Facts about IPM  
To disseminate management thought through continuous education and prepare young men and women for career in management  
To organize training and development programmes in various fields of management for overall productivity  
To render consultancy services in management areas to improve and standardize organizational and individual performances  
To develop case studies, research methodologies etc. for professional use by academicians, students and practitioners

## Executive Council

Dr. A.N. Saxena  
Former Director General  
National Productivity Council  
2147, Pocket-II, Sector-C,  
Vasant Kunj,  
New Delhi

Mr. R.S. Rathore  
Ex. Special Secretary,  
Ministry of Finance & Ex. Chairman,  
Board of Direct Taxes, Govt. of India,  
Tej Apartments,  
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Dr. Kanesh K. Rajah  
Director  
Centre for Entrepreneurship,  
University of Greenwich,  
London

Mr. V.P. Verma  
Executive Director  
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(Meerut, Ghaziabad, Lucknow & Kanpur)  
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Dr. Asit Mohan  
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Resource House, Pocket 'G', Pallavpuram-I  
Meerut - 250 110

Mr. Vikas Verma  
Director  
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8<sup>th</sup> Milestone, Delhi Meerut Road,  
Ghaziabad - 201206

## Academic Council

Dr. A.N. Saxena  
Executive Vice President  
WAPS  
2147, SECTOR-C, Pocket-II, Vasant Kunj  
New Delhi 110070

Prof. M.P. Gupta  
23/4, Cavalry Lines,  
Delhi University Campus  
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Prof. Satish K. Kalra  
Indian Institute of Management  
Prabhand Nagar, Off. Sitapur Road,  
Lucknow-226 013

Prof. Rakesh Khurana  
Knowledge Network India  
9, Institutional Area, Lodhi Road  
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Dr. A.B. Siddiqui  
Institute of Productivity & Management  
1, Azad Nagar, Near Kanpur University,  
Kalyanpur, G.T. Road,  
Kanpur 208 017

## Executive Director's Message

The mediocre teacher tells. The good teacher explains. The superior teacher demonstrates. The great teacher inspires.

It is not my intention to tell anybody here how they should teach, rather I would like to discuss the relationship between education, employment and the development of tomorrow's workforce.

To understand why countries developed various ways of organising their education system we need to step back and look at history. In ancient history, education (as we know it) had little relevance to the everyday life of the common person and was largely the preserve of advisers to rulers.

Consequently, only the nobility and the rich merchant classes could afford to receive an education. The general population still had little need for classical learning as they were still primarily engaged with the daily survival of life. Their overlord or master controlled their life and commerce was based on a barter system.

As the process of modern state formation began to develop i.e. the establishment of specialised institutions leading to the development of an economy, a need to develop administrators grew.

And today India's improved education system is often cited as one of the main contributors to the economic rise of the country. Management Institutes of today are contributing to improved results, generating potential in raw crops in the face of students, helping open up pupils' minds and increasing their self-belief, and allowing them to respond to world changes.

Keeping these trends in mind IPM proactively makes necessary amendments in their education system so as to create the effective managers who can fight with the current volatile business environment. We believe that innovative teaching methods and experiential leanings are needed that will achieve good learning outcomes on substantive content as well as developing generic skills in the youth of today.

The 3000 plus strong network of the alumni, its ambassadors, spread all over the globe, holding leading positions in industry and academia alike, are a testimony to the Institute's focus of nurturing individual actualization and the pursuit of excellence.

From the day of its inception, IPM nurtured a dream to become a leading management Institute with a global vision. Today the dream has become a reality as IPM academicians and students alike have gained due recognition worldwide for their academic and professional excellence.

V. P. Verma  
Executive Director



# 33

YEARS OF EXCELLENCE

## IPM at a Glance

Established in 1977, Institute of Productivity & Management, Meerut is one of the pioneers in disseminating management education in India. IPM has completed 33 years of uninterrupted and dedicated service to its entire customer base-students, parents, academics, Government, industry and society.

IPM is the first institute that offers a multi-location advantage to its clients. Be it students or industry, they have a choice to pick the place where they want to be located first as a student i.e. from where they wish to undergo the programme and secondly for industries to pick the students for the localized area if they so desire. Located at Meerut, Ghaziabad, Lucknow and Kanpur each centre is self-sufficient and self-sustaining as an independent unit.

All centre have a unique philosophy of their own to which they subscribe and aspire to achieve distinction in their own way, yet all contribute to achieve the overall excellence in terms of providing good quality managers to the industry.

# The Program

## Post Graduate Diploma in Management

The Institute offers Two Year Full Time Post Graduate Diploma in Management. The PGDM Program is recognised by the All India Council for Technical Education (AICTE). Our program integrates practical and theoretical learning and focuses on the personal growth and development of strong communication skills.

The Program prepares the students to understand the dynamics of the ever-changing environment and to enhance their decision-making capabilities.

The PGDM program is supplemented by the learning environment that prevails at IPM providing the best interaction among the students, Faculty and Industry Stalwarts.

### Eligibility

The candidate must hold a 3-year Bachelor's degree in any discipline with at least 50% marks, recognized by the Association of Indian Universities / AICTE as eligible for Post-Graduate studies in Management. Candidates completing all requirements for obtaining the Bachelor's degree by June can also apply subject to furnishing evidence to that effect latest by 1st November of the calendar year of which admission is sought.

### Admission Procedure

Applicant seeking admission in the PGDM (F/T) will have to write any ONE of the following exams :

CAT conducted by IIMs

MAT conducted by All India Management Association.

Applicants would be short-listed on the basis of their CAT/MAT score and called for Group Discussion and personal interview.

The final selection for the programme would be based on the applicants' performance in the written test, group discussion and Personal Interview.

Ineligible candidates can be rejected at any stage of the admission process and in all matter of admission the decision of the Admission Committee is final.

### Admission Offer

The selected candidates would be informed by registered post/speed post.

The first installment of the fee should be paid as detailed in the admission letter. Delay and non-responsiveness towards it would draw cancellation of the offer.

### Curriculum

The curriculum is designed to maximize the interaction among the participants through changing core teams and extensive work group studies. We believe in the motto of learning to learn which is evident in our reflective professionalism through numerous assignments, projects, personality development programmes and interactive case discussions of national and international firms.

Our PGDM programme consist of course study and projects, which form integrated curricula. Total numbers of credits assigned to the PGDM programme are 120 with approximately 1200 hrs. of teaching. Required courses occupy approximately half of the total study hours. Elective courses take place during the second and third semesters.



## Semester-I

1. Management Concept & Theories
2. Organisational Behaviour
3. Production & Operations Management
4. Quantitative Techniques
5. Marketing Management
6. Financial & Management Accounting-
7. Human Resource Management
8. Information Management
9. Managerial Economics
10. Written & Oral Communication

## Semester-II

1. Business Research Methods
2. Business Environment
3. Financial Management
4. E Business
5. Strategic Management Concepts
6. Elective 1
7. Elective 2
8. Elective 3
9. Elective 4
10. Elective 5

## Semester-III

1. Managerial Decision Analysis
2. Management Information System
3. Global Business Environment
4. Strategic Management Application
5. Leadership
6. Elective 6
7. Elective 7
8. Elective 8
9. Elective 9
10. Elective 10

## Semester-IV

1. Entrepreneurship Management
2. Legal Aspect of Business
3. Total Quality Management
4. Summer Training Project
5. Grand Viva

## Electives on offer in II semester

### Marketing

1. Consumer Behaviour
2. Sales Management
3. Service Marketing
4. Marketing Communication
5. Rural Marketing
6. Distribution & Logistic Management

### Human Resource

1. Compensation Strategies & Management
2. Emerging Industrial Relations
3. Training & Development
4. Industrial & Labour Laws
5. Strategic Human Resource Management
6. Performance Management

### Finance

1. Management of Mutual Funds
2. Merchant Banking & Financial Services
3. Financial Risk & Insurance Management
4. Security Analysis
5. Taxation for Business Planning
6. Futures, Options and other Derivatives

### Information Technology

1. Data Management
2. Data Warehouse & Data Mining
3. Marketing & Management of Software Solutions
4. E-Business & E-Governance
5. IT Services & Project Management
6. System Analysis & Simulation

## Electives on offer in III Semester

### Marketing

1. Brand Management
2. Supply Chain Management
3. Retailing Management
4. Customer Relationships Management
5. International Marketing
6. Business to Business Marketing

### Finance

1. Portfolio Management
2. International Finance
3. Commodity Market & Institution
4. Financial Planning
5. Banking Finance
6. Mergers, Acquisitions & Other Corporate Restructuring

### Human Resource

1. Human Resource Development
2. International Human Resource Management
3. Social Security
4. Industrial Psychology & People Management
5. Organisation Change & Development
6. Organisational Learning & Knowledge Management

### Information Technology

1. Business Intelligence & Methodology
2. Knowledge Management
3. Information Technology Applications in Verticals
4. Business Technology
5. Strategic Information Systems
6. Software Quality Assurance & Information Security.

## Elective Courses

Elective courses are offered in second and third semester for full-time PGDM programme. Each student is allowed to select four courses as electives in each semester. Thus, it gives a student to select eight electives overall, allowing them to specialize in the area of their interest. The inbuilt flexibility gives an opportunity for cross or multifunctional specialization as well.

## Campus



Located in the NCR of the country, with easy proximity to the major industrial belt of north India. It has all the inbuilt facilities like a large campus with integrated academic and residential facilities. The unique feature is the opportunity to learn through an interactive process in an environment free from any disturbance from the main city centre.

The large lush green academic cum residential campus spread in 5 acres is fully secured and complete with all basic requirements and modern amenities. We believe that our strong emphasis on quality education, effective teaching pedagogies and real industry interface shall propel you to better heights. We, therefore, revise and upgrade the syllabus, course contents and adopt all modern teaching tools and techniques.

IPM Meerut is situated on the National Highways No. 58 connecting New Delhi to Hardwar and Dehradun and is about 6 Kms. from the Begum Bridge, the Centre Point of Meerut. The well-secured lush green campus provides the most suitable environment for concentration, growth and development.

Separate Boys and Girls hostel with all modern amenities, Gymnasium, Well equipped EDP Centre with its own 2 Mbps fully dedicated Broadband connection with wi-fi environment add to our core competencies. The Campus is equipped with all the modern facilities and fulfils all the requirements of the students.

IPM Meerut is the First Management Institute in North India to make provision for RAIN WATER Harvesting



## Classrooms



A tranquil environment encourages the inner peace which is often necessary for study and creativity. The wooded rural site chosen for the IPM campus is only two hour or so from New Delhi , but has the fresh air ambience as of a hill station. All indoor areas are temperature controlled. The generous shaded outdoor spaces for recreation (or simply sitting and thinking or chatting) encourage informal interaction between members of the community, whatever their age.

"First we built the curriculum and then we built the college"

So many colleges do it the other way round! They construct an attractive building and find out too late that the rooms are too small or the wrong shape. Cramped classrooms may be appropriate to old-fashioned colleges, where the students too frequently sit passively in rows and listen to lectures. Hands-on, project-based learning demands generous spaces in which furniture can easily be rearranged to reflect different methodologies: groups for project work, circles for discussion, and so on. The teacher has room to circulate, support, facilitate, stimulate and direct.

Architectural design for IPM, realized in a spectacularly beautiful manner by Competent Constructions, is also supremely practical. Even the classroom walls are designed in such a way so that it acquires minimum space and provides better spaces. And if our classrooms are spacious, our well-equipped computer laboratories and library are enormous!



## Computer Labs

IPM Meerut has state of the art computer labs at the campus equipped with latest hardware and software. Our computer labs are fully geared up to fulfill the requirements of the Business graduates enhancing their IT skills and preparing them for the ever changing corporate scenario. The computers are equipped with latest version of software which is included in the curriculum.

IT Competency Center - Dedicated to IT specialization students and consists of latest hardware and software

ERP Competency Center - Practice session on industry accredited ERP and CRM software to the business graduates.

IPM is equipped with 2 Mbps fully dedicated Broadband connection, connecting the institute to the Internet cloud, facilitating students for academic research and online study. Apart from this, the institute embarks a paperless environment approach by implementing ONLINE- library management, attendance, result processing, feedback, examination systems etc.

The campus is equipped with technologically advanced Wi-Fi system in all areas to facilitate the comfortable use of laptops and other equipments.



## Library

The IPM Library is one of our most-accessed treasures. We have great collection of Books, Journals, Magazines, Educational Software and CDs. We also subscribe to several well-known Periodicals and Technical magazines for the intellectual nourishment of our students and faculty. Our Library is an access to the latest domestic and international information. We take pride in possessing extremely valuable learning and revision kits, which are very useful to the students.

The Networking of the IPM library with other National / International libraries is in the process. A Book Bank facility exists which allow students to get books for the entire semester. Some of the key aspects of our Library are:

- ☞ The latest books and journals in the fields of management, science & technology, computers, communications and business development.
- ☞ Complete automation with Software for Institutional Management (SIM) on Windows software, which facilitates issue/return of books and other related library functions through the use of the bar code system.
- ☞ The Electronic Media section also provides access to a wide range of educational software.



The Library is rich with the quality and the quantity. It has more than 3,500 Titles and 12,000 Books, 100+ Journals, Magazines and CD ROM's. Titles and Journals are added on regular intervals and as per demand. The library has adopted the fully computerized system of management and provides access to large number of online Journals and database.

## Hostels

There are two hostels for Boys & Girls separately. Each hostel is self contained with the State of Art amenities such as reading room, indoor games room, Multi Gym, lounge and dining hall and a mess. They are designed as homes, not hostels. Each storey has its own comfortably furnished Common Room with cable TV and ample space for socialising. There are no old-fashioned dormitories. Each Study Bedroom is occupied by two students

We firmly believe that healthy body is the pre-requisite for a healthy mind. The institute provides sports and state of art gymnasium facilities in both the hostels. Computers are provided in both the hostels with 24 hrs. Internet facility.

Hostel accommodation will be provided to all the students. All the students will be issued a residence status number which will be quoted while leaving the hostel and while joining the hostel. The students are required to conform to all hostel/mess rules which may be enforced by hostel warden from time to time as approved by the Director.





## Sports

IPM students of all ages and abilities take part in sport for enjoyment, relaxation and exercise and as a positive aid to their educational and managerial development and the formation of their sense of self-worth.

At IPM we aim for perfection in competitive sport as in all else. Team sports are played on an inter-class basis and against other Business schools. We model ourselves on those outstanding sporting stars who are also ladies and gentlemen and we set out to defeat the opposition with skill and good humour.

Sporting facilities include Cricket, Table tennis, a jogging track, Chess, well-equipped gymnasium, basketball and badminton courts, and weight-training equipment. The institute encourages the sports activities by conducting various tournaments between the members of the IPM Family. Parasailing and Water sports have also been organized time and again.

Every student and every member of staff who represents IPM will be seen as an ambassador for the school. Players or participants will be encouraged to be on time, to dress appropriately and tidily, to greet opponents in a friendly manner before a competition and thank them and the umpire/referee afterwards, to play in a team spirit to the best of their ability, to encourage team mates, and to win and lose in a civilized manner.



## Management Festival - Fiesta

Fiesta is the annual Management Festival of our Institute. This Management Festival is purely organized and conducted by the students under the expert guidance of the Faculty. The management graduates from all over the country participate in the event. The Festival comprises of Management Games, Case Studies, Ad Mad Show, Collage, Paint Face, Corporate Quiz, Extempore, Debate, Marketing Game and many cultural activities. The sole purpose of the Festival is to provide a common platform to the budding managers where they interact and learn from the corporate gurus.

Fiesta is one activity which is aimed at grooming the latent talent which our students possess. This contest had brought together the top Business Schools of the country for a match of knowledge and wits in various challenging disciplines. It provides a platform where the managers of tomorrow can compete and learn from all the activities that take place during this two-day event.

# Faculty & Staff

One of the core resource of our institution is the erudite faculty which is carefully selected and comprise of people who are academically and professionally qualified, have yearn for teaching, are masters in the art of communication skills, and are research-oriented. Apart from the core faculty, inputs are provided by a panel of visiting experts drawn primarily from industry and institutions of repute. The institute facilitates continuous up-gradation of teaching skills and knowledge, encouraging them to participate and develop skill based training programme at our own research facilities and utilizing similar facilities provided by reputed management institutes of the country.

## Core Faculty



Dr. Asit Mohan  
Director  
Ph.D., PG.D.B.A.  
HRD

## Visiting Faculty

Name	Basic Qualification	Area
Dr. Ashish Agarwal	M.Com., F.C.A., L.L.B., Ph.D.	Finance
Mr. Vikas Gupta	PGDBM (IIM)	Behavioural Science
Mr. M. V. Samuel	B.Tech., MBA Management	Supply Chain
Mr. Shailesh Gupta	PGDBA	Rural Marketing
Mr. E. M. Samuel	B.Tech., MBA	Commodity Markets
Mr. S. Agarwal	MBA	Knowledge Management



Mr. Sarvjeet Singh  
M.Sc. M.Phil.

IT & Career Planning



Mr. V. S. Solanki  
M.B.A.

International Marketing

## Guest Speakers

Prof. Puneet Prakash, Professor, Virginia Commonwealth University  
Mr. Gaurav Tandon, Vice President, Airtel Business Solution  
Mr. Vikas Gambhir, Director, Grand Thornton  
Mr. Anuj Mathur, General Manager-Procurement, IBM  
Mr. Sharad Agarwal, Marketing Manager, Videocon  
Mr. Ruchir Sharma, Regional Manager Marketing, UTCL  
Mr. Uday Tandon, Contents Expert, LG Electronics, USA  
Ms. Rishika Maheshwari, Marketing Executive, Tuffropes  
Mr. Akhilesh Saurakhia, General Manager, Pearl Academy of Fashion  
Ms. Shikha Goel, Asstt. Manager, Nestle  
Ms. Kalyani Singh, Sr. Manager, Career Launcher



Mr. Sham Sharma  
M.A./D.M.M. (London)

Marketing / Strategy



Mr. Sushant Mittal  
B.Tech., PG.D.B.A.

Operations



Dr. Minakshi Kishore  
Ph.D., M.B.A.

Marketing/HRM



Mr. Arun Mohan  
B.E.

Production

## Non Teaching Staff

- |                        |                       |
|------------------------|-----------------------|
| 1. Mr. S. N. Mazumdar  | Personal Secretary    |
| 2. Mr. R. C. Mehra     | Accounts Officer      |
| 3. Mr. B. S. Gahlot    | Account Officer       |
| 4. Mrs. P. Chaudhary   | Librarian             |
| 5. Mrs. S. Mathur      | Asstt. Librarian      |
| 6. Mr. S. Chawla       | Hostel Assistant      |
| 7. Mrs. Sushila Yadav  | Hostel Assistant      |
| 8. Mr. S. Yadav        | Asstt. Accountant     |
| 9. Mr. V. Tayal        | Asstt. Accountant     |
| 10. Mr. A. Kumar       | Computer Operator     |
| 11. Mr. P. Singh       | Network Administrator |
| 12. Mr. Ram Singh      | Supporting Staff      |
| 13. Mr. C. B. Thapa    | Supporting Staff      |
| 14. Mr. B. Prakash     | Supporting Staff      |
| 15. Mr. B. B. Rana     | Supporting Staff      |
| 16. Mr. V. Pal         | Supporting Staff      |
| 17. Mr. B. P. Nautiyal | Supporting Staff      |
| 18. Mr. C. B. Tewari   | Supporting Staff      |
| 19. Mr. S. Kumar       | Driver                |
| 20. Mr. Ramu Singh     | Gardener              |
| 21. Mr. Nirankar       | Sweeper               |



Mrs. Shweta  
M.C.A.

Information Technology



Mr. Rishi Ahuja  
C.A.

Finance



Mrs. Surbhi  
M.B.A.

Marketing



Ms. Rashmi Balyan  
M.B.A.

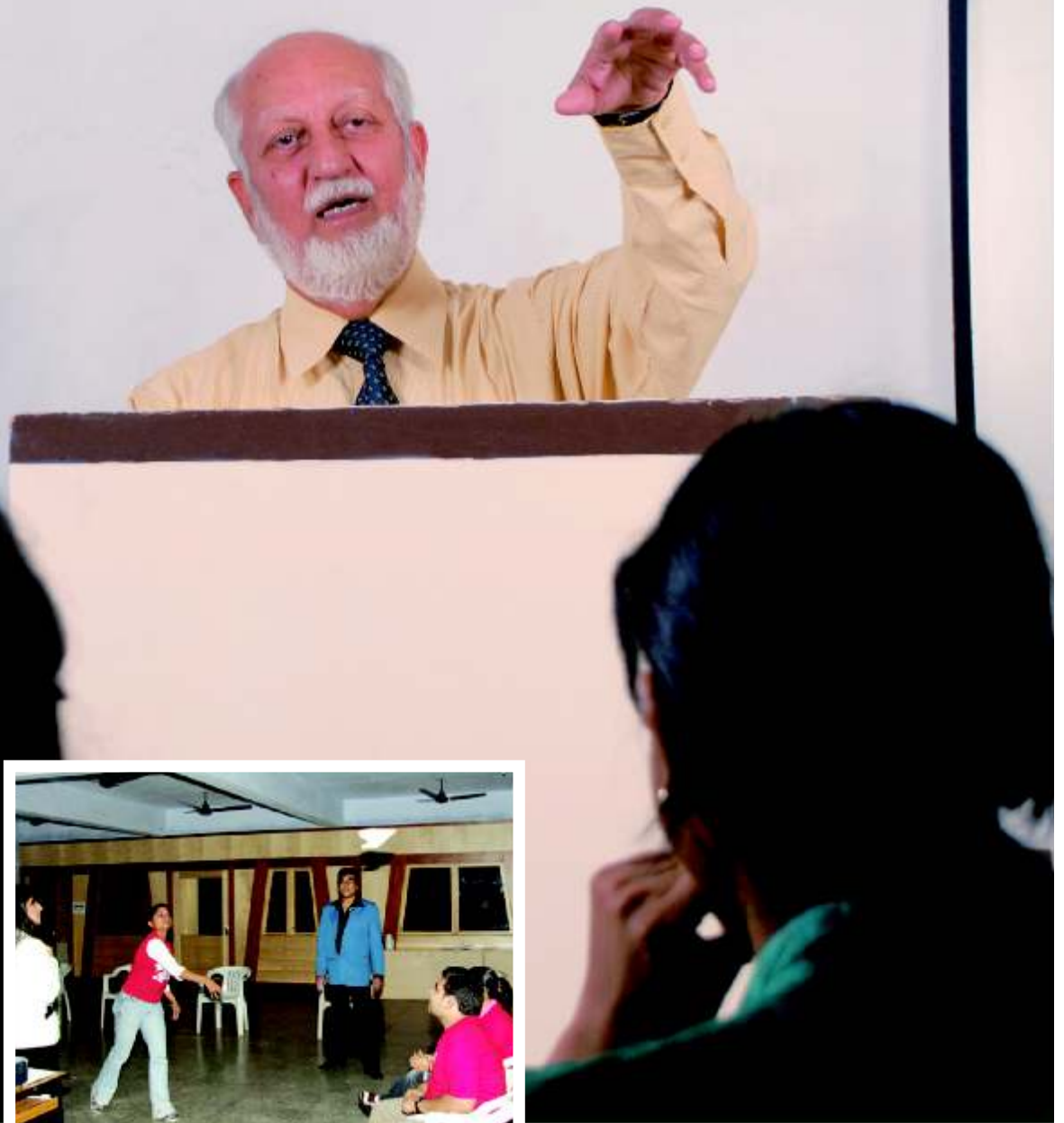
Economics

## Personality Development

We at IPM, look for the all around development of the students through Meditation, Yoga, Oration, Presentation, Mock G.D & P.I. and related activities. The HR professionals from the industry conduct workshop on regular basis.

The students are involved in organising and conducting National Level Management Festivals and Seminars. Students also contribute in the social development programs like Sampadda, Adult Education, Plantation and Hepatitis-B Vaccination.

The distinguishing feature of IPM is the way in which students are groomed in the total personality development environment. The faculty assists in developing skills conducive for budding managers to occupy strategic managerial positions with the combination of innovative and traditional methods. Since future is unpredictable, one important aspect of management education today is to encourage students to develop critical analytical skills. Our institute has taken up this challenge with integrative innovative and global friendly curriculum, which encourages students to investigate further.



This subject area is designed to provide you with insights into the theories and techniques of strategic management and to enable you to develop and execute winning strategies.

## Mentoring & Counselling

IPM's PGDM programme teaches students how to manage in today's complex business world, how to make decisions, juggle priorities, work in teams and influence outcomes. It helps the students to develop self-awareness and self-confidence and improve inter-personal, problem-solving and communication skills. About 15 students get attached to each faculty member who act as their mentor and counsellor throughout the duration of the programme.

IPM helps its students to prepare for a successful career. IPM hosts career panels and company briefings to help students learn about a variety of industries, companies, and career opportunities. We offer workshops to help them structure their job search, write an effective resume, and sharpen their interviewing skills.

IPM also provides more counselling hours than other business schools, and we couple these services with practical strategies and resources designed and presented through highly effective PDPs.



# Corporate Relations / Industry Interface

(Taking the Path of Action)

At IPM we build our partnerships with companies in a variety of ways. Through our corporate partnership programs, companies are able to impart valuable exposure to our business students, create strong recognition of their company amongst our highly qualified student body, gain immediate access to research developments as they emerge and participate in variety of enriching MDPs and Seminars.

## Companies in the Classroom

Visiting Executive Program -Intellectual Exchange in the Classroom

Leadership Skills Program -Corporate Involvement

## MDP's Research and Consultancy

IPM,s Professional Experts, specialists in their own fields, organise various Management Development Programs at the national level as well as international level and share their expertise, guidance and consultancy with corporate world.

Research is an ongoing process at IPM, various research assignments have been successfully completed by the faculties and students are also engaged by the faculty to carry out assignments and field studies for companies.





## International Seminar

We understand that imparting better management education requires a forum to be provided to the students where they can interact and learn from rich experiences of eminent personalities, luminaries from world of Politics, Bureaucracy, Industry and Academics.

A Seminar is one such forum, which would prove to be a confluence of many rivers of knowledge & experience. We follow this as a tradition and continuing with the same.

We organize a number of seminars during the academic session.



## Training and Placement Cell (TAP)

Training and Placement Cell is an integral part of the institute. The institute has provided complete infrastructure for effective functioning of the cell. Training activities are organized throughout the year in an effort towards preparing the prospective students for the campus selection programmes. The cell modules the management graduates to young corporals. It is sensitized to function all through the year towards generating training and placement opportunities for the students.

Reputed industrial houses across the country visit our institute regularly for the campus recruitment programmes. The placement cell coordinates with the corporate sector and provides well-developed infrastructure to facilitate the campus selection programmes.



## Activities At Tap Cell

The activities conducted by TAP cell are focused towards effectively increasing the employability of our students. All this is done through :-

- ◆ Activity based learning, aimed at equipping our students with the various skills such as Effective Communication, Business Etiquettes, team building, leadership, decision making and Personal Grooming etc.
- ◆ Industry Institute interaction, by organizing and coordinating frequent industrial visits, in plant training and projects of industrial relevance for the students, with the aim of zeroing down the hiatus between the industry and the academia.
- ◆ Experts called from the corporate world to train and equip the students for being effective managers tomorrow.
- ◆ Receives and forwards the feedback pertinent to curriculum improvement from the visiting companies to the faculty, to ensure that the curriculum follows the latest industrial trends.
- ◆ Helps every student define his/her career interest through individual expert counseling.
- ◆ Makes available updated database and job profile of the companies and thus helps each student learn more about the company of his interest.

Over the years, the cell has maintained symbiotic, vibrant and purposeful relationship with Industries across the country and as a result, has built up an impressive placement record both in terms of percentage of registered students placed, as well as the number of companies visiting the campus.

About 40 - 50 companies visit the campus every year. The average CTC offered during last three years was 2.5 lac per annum and the highest CTC was 5.0 lac per annum.



## Summer Training

At the end of the first year of their PGDM programme, all students are supposed to take up a two-month internship assignment (summer training) with an organization. This is compulsory component of the curriculum for the completion of the programme and is designed to provide exposure to the students about the working of organizations, as well as a chance to apply the learning at IPM in solving real-world business problems. Subsequently, a presentation on the project and a viva-voce is held. The concerned company provides feedback to the Placement Officer on the student performance.

## Placements

On successful completion of the programme, the Institute helps the students explore placement opportunities by inviting companies for campus recruitment. The Institute has a well-organized Placement Cell, which is in constant touch with industry. The placement cell is headed by a senior Faculty member and has student representatives. It provides students with the information regarding job opportunities, advice and counsel them in determining career objectives and prepare them for job search.

## Academic Norms

Students are provided with a Manual containing Institute's rules and norms on attendance, leave of absence, discipline, examination and evaluation criteria, grading system, criteria for promotion and completion of the programme for strict compliance. It may be emphasized here that the Institute places high emphasis on regularity and punctuality of attendance and follows a system of continuous assessment and evaluation.

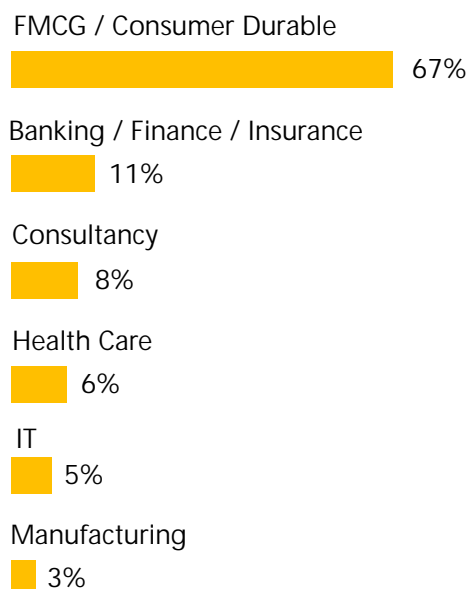
## Teaching Pedagogy

Teaching methods at the IPM include lectures, case studies, seminars, group discussions, business games, role plays, simulation exercises, structured and unstructured group work, as well as field visits. The emphasis is on involving the students in learning and helping them to relate concepts and theories to business requirements. In a nutshell, two years at IPM equip our students with the skills, knowledge, and analytical mind-set required to identify and solve problems, effective communication skills to communicate these solutions, and sufficient practical exposure to create action plans and execution of the same

## Grading System

The Institute follows a letter grade system for evaluation of participants' academic performance.

## Past PGDM Students Destination



## Companies among the top recruiters :

Accord Mobiles	Eastman	Karvy	Reliance Petroleum
Advent Info Soft Pvt. Ltd.	Elli Lilly	Kotak Life Insurance	Royal Bank of Scotland
Airtel	Escort Mutual Fund	Kotak Securities	Sharda Export
Ambuja Cement	Exide	League One Service Pvt. Ltd.	Sharekhan
Anchor	Express Publication (M) Ltd.	Luminous	Somany Tiles
Angel Broking	Fact Personnel Pvt. Ltd.	Lupin Laboratories	Standard Chartered
Aptara	Fireman Consulting Pvt. Ltd.	Luxor Parker	Swastik Pipes
Artech Infosystems Pvt. Ltd.	Gopaljee	Max Royal	Telecon Project Pvt. Ltd.
Asian Paints	Grant Thornton	Methodex System Pvt. Ltd.	Times of India
Avantha Group	Green Fiesta Pvt. Ltd.	Modi Revlon	Tuffropes
Axis Bank	Grohe	Mother Dairy	U.B.Group
B.C. Pvt. Ltd.	HDFC	Motorola	Unicon
Bajaj Allianz	Hindware	Muthoot Finance	Vardhman
Bellewares	ICICI	Nestle	Vats Sports
Bhushan Steels	IDAC	Onida	Videocon
Canon	Idea Cellular	Pepsi	Woodland
Cipla	India Bulls	Pepteller	Wringley India
Citi Financial	India Infoline	Procter & Gamble	
Dainik Jagran	India Mart Infochem	Ranbaxy	
DKT Enterprise	ITC Wills Sport	Reliance Communication	
DLF	Johnson & Johnson	Reliance Money	

## Elite Alumni



### Arvind Chaturvedi (1979-81)

He is working as Freight & Logistics Professional providing Logistics Solutions to Importers & Exporters Worldwide, for the last 28 Years.  
Currently associated with Sovereign Shipping Pvt. Ltd. as Head- New Delhi Branch.



### Nimish Bhatnagar (1983-85)

Managing Director  
Big Treat Plc. Nigeria  
Supermarkets industry

August 2010 - Present, Lagos, Nigeria

- 25 branches across Nigeria housing Supermarkets, Fast Food centers, Bakery & Confectionery shops, shop in shop etc
- 30 Bakery cum Fast Food centers at Oando Fuel station under strategic tie ups with Oando Oil .
- 65 branches of Mr. Bigs-a major fast food chain under exclusive tie up to provide bakery products

His career can be illustrated as follows:

- CEO at VIPL/UFO Moviez Privately Held; Motion Pictures and Film industry January 2010 - July 2010
- COO at Apollo LogiSolutions Ltd & Encorp e Services/Apollo International Ltd/Apollo Tyre Group -October 2006 - December 2009
- CEO at Voltic Nigeria Limited/Voltic International- February 2005 - September 2006
- Dalamal Group, Textiles industry, February 2003 - January 2005 - Lagos, Nigeria
- Churchgate Group, Textiles industry, May 2000 - January 2003 -Asaba, Nigeria
- Reliance Industries Limited-Textiles Div. ,Textiles industry -January 1993 - April 2000 Ahmedabad, India



### Sudheer Kumar Gupta (1983-85)

Presently he is working with M/s Heidelberg Cement India Limited at their Damoh(MP) plant as General Manger - HR. This is a German MNC with a turnover of 11.8 billion Euro and one of the world largest manufacturer of building materials like cement and concrete etc. He is responsible for their three plants i.e. two at Damoh and one at Jhansi.



### Dayal Mohan Rai (1984-86)

He has a desire to build an organization where his executive experience and leadership training can have maximum impact in communities throughout the nation and Russia. He is a proven creative executive and now a banker with 24 years of combined experience, implementing profit-oriented initiatives, including financial and budgetary management and competitive product positioning. Most recently he has launched and is the Vice President of Glonis solutions ( [www.glonis.in](http://www.glonis.in) ) a satellite communication intergovernmental project between Russia and India, he played a major role in GLONASS unprecedented rise to success in India, serving as a and Executive Director, overseeing Production and Development

He is an entrepreneur by choice and likes the adventure in taking risks and seeing results. He has managed and owner of number of businesses in India and Russia over the last 16 years as a Russian citizen and has been on countless mission trips throughout and on board of Bank conclave capital Moscow Russia. He seeks to bring to the Indian and Russian age old relations his fresh approach to challenges and helping make the most of every situation that arises.

Married and settled in Moscow Russia

## Fee Structure

	Resident Indian Nationals	NRI's
INFORMATION BULLETIN & APPLICATION FORM	Can be obtained on the payment of Rs. 500/- from the campus. (Registration fee included).	
G.D. / P. I. REGISTRATION	Online Registration available.	
COURSE FEE* PGDM (F/T)	Rs. 2,80,000/-	US\$ 5000 p.a.
REFUNDABLE SECURITY DEPOSIT*	Rs. 10,000/- (Refundable after the completion of the programme, subject to the clearance of all dues (if any)).	

### Course Registration Fee

On receipt of admission offer the selected candidates have to deposit Rs. 25,000/- as Course Registration Fee to retain their seat. This amount is adjustable in their First instalment of fee.

\*The Installment plan for the Course Fees PGDM (F/T) is as follows:

Particulars	FIRST YEAR		SECOND YEAR	
	I - Installment	II - Installment	I - Installment	II - Installment
Course Fee	70,000/-	70,000/-	70,000/-	70,000/-
Hostel Fee	20,000/-		20,000/-	
Mess Charges	25,000/-		25,000/-	
Caution Money	10,000/-			
<b>TOTAL</b>	<b>1,25,000/-</b>	<b>70,000/-</b>	<b>1,15,000/-</b>	<b>70,000/-</b>

### Payment Option

#### Mode of Payment

The first installment of fee is payable at the time of admission. The second installment will be due by December 10. The same procedure would apply in the second year.

#### Fee for NRI / Company Sponsored Candidates

The total academic fee for NRI category applicants in PGDM (F/T) is US\$ 5000 per annum or its equivalent in Indian rupees.

#### Hostel Charges

Annual lodging charges Rs. 20000/-.

Meal charges on actual basis. (Approximately 25000/- p.a)

(Mess is conducted on co-operative basis and is managed by students themselves).

#### Refund

Fees Once Paid is not refundable except when the student withdraws his/her candidature before the commencement of the academic session. Under such a situation FEE would be refunded as per the rules of AICTE vide its Public Notice Advt. No. AICTE/Legal/04(01)/2007.

## Scholarship

To Promote Genuine students in seeking admission we have the following schemes (reduction in academic fees):

- ★ University top three position holders.
- ★ Throughout FIRST CLASS i.e. >60% in 10th, 10+2 and GRADUATION.
- ★ More than 70% in GRADUATION. 90 and above percentile in MAT.
- ★ Sports persons who have represented India/State at international/national sporting events.
- ★ Residents of Jammu & Kashmir, North-East states, Lakshwadeep Islands, Andaman & Nicobar Islands & Nagar Haveli
- ★ Officers of Indian Armed forces. Direct & Free Education to Soldiers, officers who participated in Kargil War.
- ★ Kith, kin & blood relatives of IPM Employees and ALUMNI.





**Institute of  
Productivity &  
Management  
Meerut**

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