



**PLACEMENT BROCHURE**  
**Master of Business Administration (MBA)**  
**2022-2024**



# Vision

**The Institute aims to be a Centre of Excellence promoting Value Based Quality Education in the emerging areas of advanced Professional studies in Information Technology & Management.**

# Mission

**The Institute endeavours to contribute towards meeting the growing demands for competent and trained Information Technology Professionals, Software Engineers and World Class Managers determined to achieve excellence.**

# Board of Management

<b>Ex-Officio, Chairman IITM</b>	Shri J.C.Sharma (President, MLSS)
<b>Nominee - MLSS</b>	Shri Shiva Sharma (Executive Director, IITM)
<b>Nominee - MLSS</b>	Ms. Kriti Arora (Deputy Director)
<b>Nominee - MLSS</b>	Shri Satya Prakash (Retd. IAS Officer, Member MLSS)
<b>Member Secretary (Ex-Officio)</b>	Prof. (Dr.) Rachita Rana (Director, IITM)
<b>Industrialist (External)</b>	Shri. Alok R.Tiwari (Country Head & Director)
<b>Educationist (External)</b>	Prof. (Dr.) A.K.Saini (Dean, University School of Mass Communication and Director Development, GGSIPU)
<b>Educationist (External)</b>	Prof. (Dr.) M. N. Hoda (Director, Bharti Vidyapeeth Institute of Computer Applications & Management, GGSIPU)
<b>Educationist &amp; Technologist (External)</b>	Prof.(Dr.) Sushila Madan Professor, Dept. of Computer Science LSR College for Women, University of Delhi
<b>Faculty Representative</b>	Prof (Dr.) Ganesh Wadhwani Professor,Dept. of Computer Science
<b>Faculty Representative</b>	Dr.Ramandeep Kaur Associate Professor, Dept. of Computer Science

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ओ सहनाववतु । सहनौभुनक्तु । सहवीर्य करवावहैः  
तेजस्विनावधीतमस्तु माविद्विषावहैः।  
ओ शान्तिः शान्तिः शान्तिः।।

Let us live together. Let us enjoy together  
Let us engage in joint endeavour.  
Let us pursue our academics vigorously.  
Let us not be envious of each other.  
Let peace be with all.



# About Us



**Institute of Information Technology & Management (IITM)** was set up in 1999 and is **affiliated with Guru Gobind Singh Indraprastha University (GGSIU)**, New Delhi. The Institute is accredited 'A' Grade by **National Assessment & Accreditation Council (NAAC)**. The Institute has been rated as **Category 'A+' by State Fee Regulatory Committee (SFRC)** and **Category 'A' (Highest) by Joint Assessment Committee (JAC), Govt. of NCT of Delhi**. The Institute is also **recognized under Section 2(f) of UGC Act, 1956**.

Institute is offering AICTE approved **MBA & MCA programmes** along with GGSIPU affiliated **BBA, B.Com(H), BCA & BA(JMC) programmes**. The quality norms are adhered to as laid down by All India Council for Technical Education (AICTE), Ministry of HRD, Govt. of India.

The curriculum of our **MBA Programme** is well structured, regularly updated by the university and augmented with industrial visits, case studies, project dissertations and practical corporate training. For developing soft skills of the students, a personality development programme is integrated with the curriculum. The students actively participate in co-curricular and extracurricular activities. The Institute takes education as a social responsibility contributing its mite towards national growth and skills development.



# Learning Facilities

## *Campus*

The campus provides a pleasant and intellectually stimulating ambience. It has spacious, air-conditioned lecture theatres, seminar rooms, syndicate rooms, well-equipped multi-lab computer center, a well-stocked library and other essential infrastructural facilities.



## *Lecture Theatres*

The lecture theatres are equipped with sophisticated audio visual aids and advanced presentation tools to augment interactive learning.

## *Library*

The Institute maintains a well-stocked library with adequate seating capacity. The library consists of text and reference books, CDs etc. pertaining to different topics and an array of books on biographies, encyclopedias, historical events etc. It subscribes professional journals, magazines and periodicals on Information Technology and Management. The library management system is fully computerized. In order to make the library responsive to the needs of the students, their suggestions are incorporated in the functioning of the library.





## ***Computer Centre***

The Institute has a state-of-the-art, air conditioned, multi-lab 'Computer Centre' having round the clock Internet facility on dedicated Broadband Connectivity and high-end multimedia workstations to help the students to prepare their projects and presentations. The Institute also provides high speed LAN connectivity and 100% power back up to ensure uninterrupted working of computer centre. The 1:1 student computer ratio in the Institute ensures adequate practical training opportunities for all students.



## ***Auditorium***

The Institute houses a centrally air-conditioned and well-equipped auditorium with modern multimedia facility having a seating capacity of more than 250 persons. It provides a platform for students, faculty & corporate for conducting various curricular & extra curricular events – seminars, quizzes, guest lectures, placement sessions etc.



## ***Cafeteria***

Students have a place to unwind themselves during breaks from the hectic academic pursuits. The multi ethnic taste of students are catered within the bursting atmosphere of the multi cuisine cafeteria serving a variety of snacks and meals.





# MBA Programme

The two year MBA Programme at Institute of Information Technology & Management is affiliated to Guru Gobind Singh Indraprastha University. The Institute strictly follows the quality norms and standards, in term of infrastructure, faculty, library computer centre and other determinants of Quality Education. The Institute is rated as 'A' category by the Joint Assessment Committee of the Department of Higher Education (GNCTD) and GGSIP University.

## Vision & Mission of the Management Department

### Vision

Department of Management Studies aims to be a **centre of excellence in management education, research and consultancy.**

### Mission

Department of Management Studies (DMS) strives

- to deliver a rewarding experience to students through interactive, research-driven and experiential learning for remarkable professional achievement,
- to provide an environment for education to equip students with knowledge and skills necessary to succeed in a diverse, global business environment and
- to foster innovative, curricular and pedagogical activities aligned with IITM mission.

## Programme Educational Objectives

To equip students with the ability to integrate the knowledge from various disciplines, develop logical & critical thinking wherein they can recognize and solve the problems, weigh & understand ethical issues and communicate effectively. Within this broad framework following program educational objectives are stated:

**PEO 1:** Develop leadership and communication skills to become successful business leaders and managers.

**PEO 2:** Exhibit and practice critical thinking, and analytical skills for better business decisions in different domains of management.

**PEO 3:** Apply problem-solving abilities for effective utilization of knowledge in the corporate world or as an entrepreneur.

**PEO 4:** Adapt to the dynamic business environment in line with global imperatives & ethical values to make sustainable business and create better citizen & society.

# ***MBA Curriculum***

## **SEMESTER I**

Management Process & Organizational Behaviour  
Quantitative Techniques  
Managerial Economics  
Accounting for Management  
Information Technology Management  
Marketing Management  
Communication in Organizations  
Legal Aspects of Business  
Information Technology Management Lab

## **SEMESTER III**

Summer Training Report  
Management of International Business  
Managing E-Business  
Entrepreneurship Development & Startup  
Strategic Management  
Business Analytics  
Elective – I  
Elective – II  
Elective – III  
Elective – IV  
Elective – V

### **Specialization I**

Elective – I  
Elective – II

### **Specialization II**

Elective – I  
Elective – II  
MOOC/Open Elective\*  
Business Analytics Lab

## **SEMESTER II**

Technology and Innovation Management  
Financial Management  
Business Research  
Sustainable Operations Management  
Management of Information Systems  
Human Resource Management  
Minor Project  
Professional Skill Development (NUES)  
MOOC / Open Elective\*

## **SEMESTER IV**

Project Dissertation  
Corporate Social Responsibility,  
Human Values & Ethics

### **Specialization-I**

Elective – III  
Elective – IV

### **Specialization-II**

Elective – III  
Elective – IV

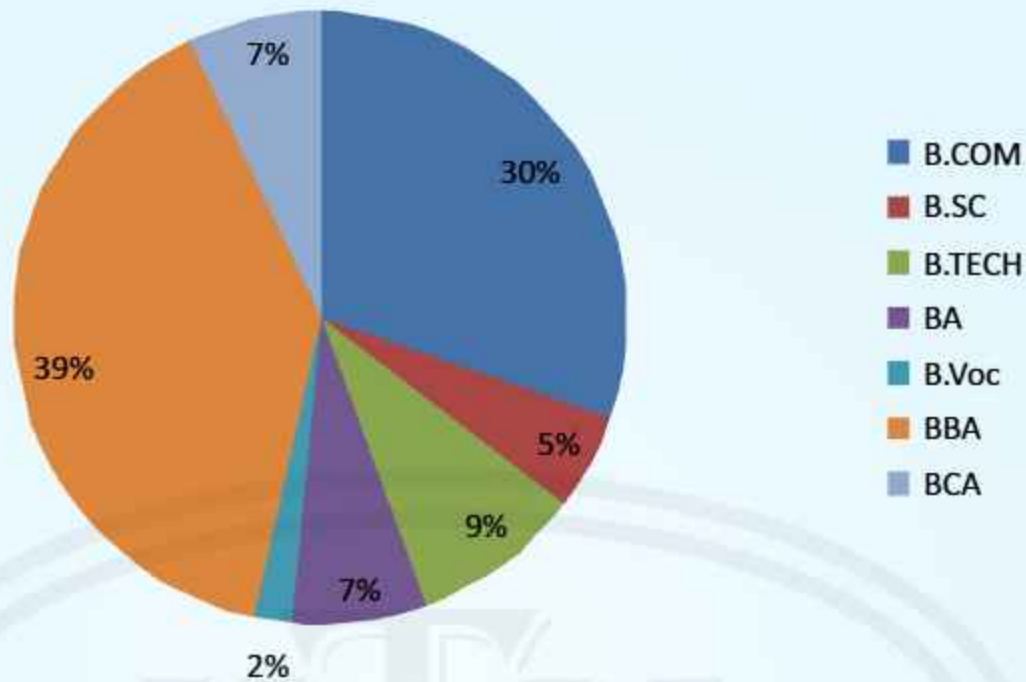


<b>LIST OF ELECTIVES - III SEMESTER</b>	<b>LIST OF ELECTIVES - IV SEMESTER</b>
<b>MARKETING</b> <ul style="list-style-type: none"> <li>• Consumer Behaviour</li> <li>• Sales and Distribution Management</li> <li>• Services Marketing</li> <li>• Customer Relationship Management</li> </ul>	<b>MARKETING</b> <ul style="list-style-type: none"> <li>• Advertising &amp; Brand Management</li> <li>• Digital &amp; Social Media Marketing</li> <li>• Marketing Analysis</li> <li>• Retail Management</li> </ul>
<b>FINANCE</b> <ul style="list-style-type: none"> <li>• International Financial Management</li> <li>• Financial Markets and Institutions</li> <li>• Investment Analysis &amp; Portfolio Management</li> <li>• Financial Econometrics</li> </ul>	<b>FINANCE</b> <ul style="list-style-type: none"> <li>• Mergers, Acquisitions and Corporate Restructuring</li> <li>• Financial Derivatives</li> <li>• Behavioral Finance</li> <li>• Fin Tech</li> </ul>
<b>HUMAN RESOURCE</b> <ul style="list-style-type: none"> <li>• Management of Training, Learning and Development</li> <li>• Managing Industrial Relations</li> <li>• Talent Management</li> <li>• Compensation and Performance Management</li> </ul>	<b>HUMAN RESOURCE</b> <ul style="list-style-type: none"> <li>• Managing Organizational Development</li> <li>• Leadership and Teamwork in Blended Organizations</li> <li>• People Analytics</li> <li>• Managing Diversity and Inclusion</li> </ul>
<b>INFORMATION TECHNOLOGY</b> <ul style="list-style-type: none"> <li>• Digitalization and E-Governance</li> <li>• Artificial Intelligence &amp; Machine Learning</li> <li>• Database Management Systems</li> <li>• Database Management Systems Lab</li> </ul>	<b>INFORMATION TECHNOLOGY</b> <ul style="list-style-type: none"> <li>• Advanced Business Analytics &amp; Predictive Modelling</li> <li>• Information Security</li> <li>• Data Modelling with Python</li> <li>• Business Intelligence and Applications</li> </ul>
<b>INTERNATIONAL BUSINESS</b> <ul style="list-style-type: none"> <li>• International Business Environment and Strategy</li> <li>• Export, Import Policies, Procedures and Documentation</li> <li>• International Financial Management</li> <li>• International Business Negotiation</li> </ul>	<b>INTERNATIONAL BUSINESS</b> <ul style="list-style-type: none"> <li>• Global Competitiveness</li> <li>• WTO and Intellectual Property Rights</li> <li>• International Human Resource &amp; Cross Cultural Management</li> <li>• International Marketing</li> </ul>
<b>OPERATIONS &amp; ANALYTICS</b> <ul style="list-style-type: none"> <li>• Enterprise Systems</li> <li>• Operations Strategy</li> <li>• Logistics and Supply Chain Management</li> <li>• Predictive Analytics &amp; Big Data</li> </ul>	<b>OPERATIONS &amp; ANALYTICS</b> <ul style="list-style-type: none"> <li>• Business Process Management</li> <li>• Advanced Business Analytics &amp; Predictive Modelling</li> <li>• Project Management</li> <li>• Supply Chain Analytics</li> </ul>

\* Students can take only two elective specializations in third & fourth semester.

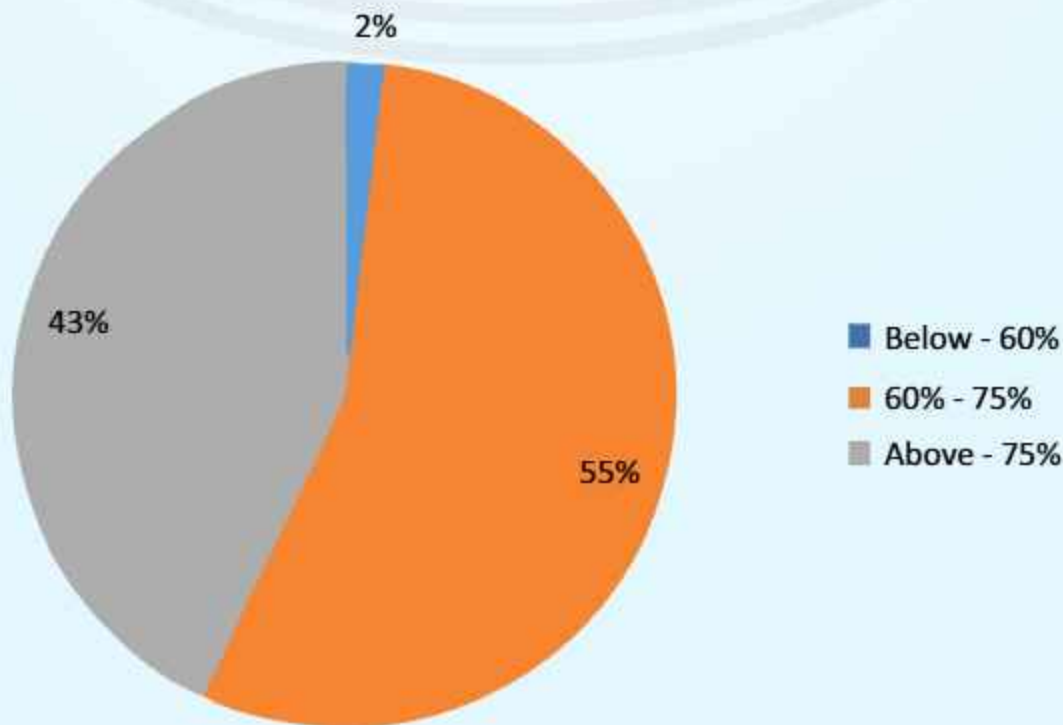
# Academic Background

Academic background of MBA students of 2022-24 batch at graduate level at the time of entry to the programme is shown in the diagram.



# Performance of 2022-24 Batch

Results of 2022-24 batch up to second semester are shown in the diagram.





**MASTER OF BUSINESS ADMINISTRATION (MBA)  
2022-2024 BATCH**



# Batch Profile



**Aakriti Chauhan**  
HR / Marketing  
B.Tech

**Company Name:** Persistent Systems  
**Project Title:** Study on Employer Branding-employer of choice at Persistent systems



**Aman Yadav**  
Finance / Operations  
B.Com

**Company Name:** Rohan Infocom Pvt. Ltd.  
**Project Title:** Financial Data Analysis and Forecasting



**Anany Sinha**  
Finance / IT  
BBA

**Company Name:** Edulyt India  
**Project Title:** Data Analyst Intern



**Anisha Gambhir**  
HR / Operations  
B.A. (H)

**Company Name:** Triedge Solution Pvt. Ltd.  
**Project Title:** Study on Recruitment Process



**Ankur**  
Finance / Operations &  
Analysis  
B.Sc (H)

**Company Name:** Edulyt India  
**Project Title:** Working as a Data Analyst at Edulyt India



**Cheshta Arora**  
Finance / HR  
B.Com(H)

**Company Name:** Support Star Corporate Services Pvt. Ltd.  
**Project Title:** Study on effectiveness of Recruitment and Selection Process



**Deepanshu Tyagi**  
Marketing / Operations  
BBA

**Company Name:** Bajrang Tools  
**Project Title:** Study on Role of Marketing of Bajrang Tools



**Harsh**  
HR / IT  
BCA

**Company Name:** Triedge Solution Pvt. Ltd.  
**Project Title:** Data Mining and AI-Enhanced Content Strategy





**Hemant Berwal**  
Finance / IT  
B.Com

**Company Name:** Pawan Aaradhya & Co. (CA)  
**Project Title:** A Study on Role of Corporate Project Financing



**Inderjeet Singh**  
Operations & Data  
Analytics / Marketing  
B.Sc

**Company Name:** Edulyt India  
**Project Title:** Data Analyst



**Ishant Dhawan**  
Marketing / HRM  
BBA

**Company Name:** Pulhant Marketing  
**Project Title:** Analysis of Various Market Research Services with Special Focus on Title Generation through use cases



**Kamini Ghosh**  
Finance / Marketing  
B.Com (H)

**Company Name:** Newgen Software Technology Ltd.  
**Project Title:** Financial Education Platform



**Kirti Saini**  
Finance / IT  
BBA

**Company Name:** Erekrut  
**Project Title:** A Study on Recruitment and Selection Process



**Manan Khurana**  
Marketing / IT  
BCA

**Company Name:** Springwel Mattress Pvt. Ltd.  
**Project Title:** Marketing Intern



**Manish Pal**  
HR / IT  
BBA

**Company Name:** Pawan Aaradhya & Co.  
**Project Title:** Analysis of Financial Statement of Pawan Aaradhya & Co.



**Manisha Chhilwal**  
HR / Operations &  
Business Analytics  
BBA

**Company Name:** SV Traders  
**Project Title:** A Study on Social Media Marketing w.r.t. S.V. Traders



**Mohammad Saood**  
Finance / Marketing  
B.Voc (T&H)

**Company Name:** Edulyt India  
**Project Title:** Uncovering Financial Insights: A Data Analytics Internship Report at Edulyt India



**Mohd. Saami Naseer**  
Finance / Marketing  
B.Com(H)

**Company Name:** Airpay Payments Services Pvt. Ltd.  
**Project Title:** A Study of the Business Model followed by Airpay Payments Services



**Namita Bajaj**  
HRM / Operations  
BBA

**Company Name:** CQS Training Pvt. Ltd.  
**Project Title:** Role of Tally in Business



**Neeti Sharma**  
HR / Operations  
BBA

**Company Name:** UNO Minda (Rinder Division)  
**Project Title:** A Study on Employees Satisfaction with reference to Minda



**Neha Chauhan**  
HR / Operations  
B.Com

**Company Name:** CQS Training Pvt. Ltd.  
**Project Title:** SEO and It's Importance in Digital Marketing



**Nishita Veerwani**  
HR/ Operations & Analytics  
BBA

**Company Name:** TriEdge Solutions Pvt. Ltd.  
**Project Title:** Internship on Extracting and Cleaning data from a variety of sources at Triedge Solutions Pvt. Ltd.



**Paras Kumar**  
Finance / IT  
BBA

**Company Name:** CQS Training Pvt. Ltd.  
**Project Title:** A Study on Digital Marketing-SEO Tools



**Paras Chhabra**  
Finance / Operations & Analytics  
BBA

**Company Name:** Shriram Life Insurance Co.  
**Project Title:** A Study on Consumer Perception in the Shriram Life Insurance Co.



**Pooja Dhami**  
IT / Finance  
BCA

**Company Name:** Learn to Upgrade  
**Project Title:** Enhancing code efficiency and functionality : A comprehensive exploration of Python Tools.



**Revanth J**  
Marketing / Operations & Analytics  
B.Tech (ECE)

**Company Name:** TriEdge Solutions Pvt. Ltd.  
**Project Title:** Data Mining



**Riya Chaudhary**  
HR / IT  
B.Com

**Company Name:** Infonity Systems  
**Project Title:** Screening Candidates



**Saaniya Tanwar**  
HR / IT  
BBA

**Company Name:** Power Finance Corporation (PFC)  
**Project Title:** Employee Satisfaction towards training policies and methods in PFC Ltd.





**Sahil Batra**  
Finance / Operations and Analytics  
B.Com

**Company Name:** TriEdge Solutions Pvt. Ltd.  
**Project Title:** Data Detective: Uncovering Insights through Sourcing and Research at TriEdge Solutions



**Saksham Rana**  
Finance / Operations  
B.Tech

**Company Name:** Spacekayak Technologies Pvt. Ltd.  
**Project Title:** Basic Operation



**Shruti Khurana**  
HR / Operations  
BBA

**Company Name:** Shri Chand Computer Pvt. Ltd.  
**Project Title:** Effectiveness of Recruitment & Selection



**Simran Rajora**  
Finance / Operations  
B.Com(H)

**Company Name:** AD Technology  
**Project Title:** Financial Strategies



**Simran Singh**  
HRM / Operations & Analytics  
B.A. (VS)

**Company Name:** CQS Training Centre  
**Project Title:** Digital Marketing – SEO Tools



**Sonika**  
Finance / Marketing  
B.Com

**Company Name:** Amazon  
**Project Title:** Digital Marketing strategy of Amazon



**Swati Sharma**  
HRM / Operations  
& Business Analytics  
B.A.

**Company Name:** Niti Aayog  
**Project Title:** Social Justice and Empowerment



**Tanu Jindal**  
HR / IT  
BCA

**Company Name:** Infonity Systems  
**Project Title:** Screening Candidates



**Tanya Jawlia**  
HRM / Operations & Analytics  
B.Com(H)

**Company Name:** CQS Training Centre  
**Project Title:** Digital Marketing – SEO Tools



**Tarun Grover**  
IT / Marketing  
B.Tech

**Company Name:** Animal Booster Nutrition  
**Project Title:** Digital Marketing & Marketing Strategy



**Urvashi Arora**  
Finance / IT  
B.A. (Eng. Hons.)

**Company Name:** Maruti Suzuki India Ltd.  
**Project Title:** A Comprehensive Study on Maruti Suzuki India Ltd.



**Zahara Alavi**  
HR / Operations  
B.Com

**Company Name:** Why Ventures  
**Project Title:** In Depth analysis of Talent Acquisitions analysis in HR



**Mohd. Aman Ansari**  
Marketing / Finance  
B.Com(H)

**Company Name:** Developing Bee Pvt. Ltd.  
**Project Title:** A Study of Influencer Marketing in Developing Bee



**Abhijeet Kumar**  
Finance / Marketing  
B.Com(H)

**Company Name:** Aura Indie Pvt. Ltd.  
**Project Title:** The study of Consumer perception in the Aura Indie Company.



**Ayush**  
HR / Operations  
BBA

**Company Name:** Reliable Allied Services  
**Project Title:** A Study on Recruitment Process at Reliable Allied Services





## Faculty Profile

<i><b>NAME</b></i>	<i><b>DESIGNATION</b></i>	<i><b>QUALIFICATION</b></i>
Dr. Deepika Arora	Associate Professor	B.Com, M.Com, M.Phil, NET., Ph.D.
Dr. Gopal Singh Latwal	Associate Professor	B.Com, MBA, M.Phil, NET, Ph.D.
Dr. Latika Malhotra	Associate Professor	BBA, MBA, NET, Ph.D.
Dr. Sunitha Ravi	Associate Professor	BBA, MBA, M.Phil, PGDHRM, Ph.D.
Dr. Sonam Arora	Assistant Professor	BA, MA, MBA, Ph.D.
Mr. Himanshu Matta	Assistant Professor	BBA, MBA, NET, Pursuing Ph.D.

## ***Guest Faculty***

Dr. Geeta Mahajan	Professor	B.Com., M.Com., B.Fellow ICA, Ph.D.
Mr. Soumitra Mookherjee	Associate Professor	B.Sc., MBA (London), M.Phil

# Industry Interface

Industry Institute Partnership Cell (IIPC) of IITM was established in 2004 for enhancing the relationship between the Institute and Industry. This cell identifies the industrial expectation and promotes institutional preparation for meeting industrial needs by facilitating internships, seminars, workshops, placements and various other industrial training programs. Industry Institute partnership also reflects in equipping faculty to latest practices and makes the students industry-ready by providing exposure to current industry practices. It helps students to hone their skills to adapt to changing technologies. The primary focus of IIPC is to interact with major companies across different industries to establish partnership in near future. The Central T & P Cell is committed to meet the career objectives of students and cater to the Human Resource needs of Organizations interested in conducting campus interviews for placements of students passing out from IITM.

The objectives of the cell are:

- To arrange industrial training for students and faculty members.
- To identify the opportunities for student project work in Industries.
- To encourage the department level tie-ups or MoUs with Industries for the mutual benefit.
- To enrich the teaching learning process through identified industrial training / visit.
- To invite industry experts for guest lectures, seminars and expertise sharing.
- To assist the industry in the selection of suitable candidates to fill up job positions through campus interviews and provide career guidance to students.

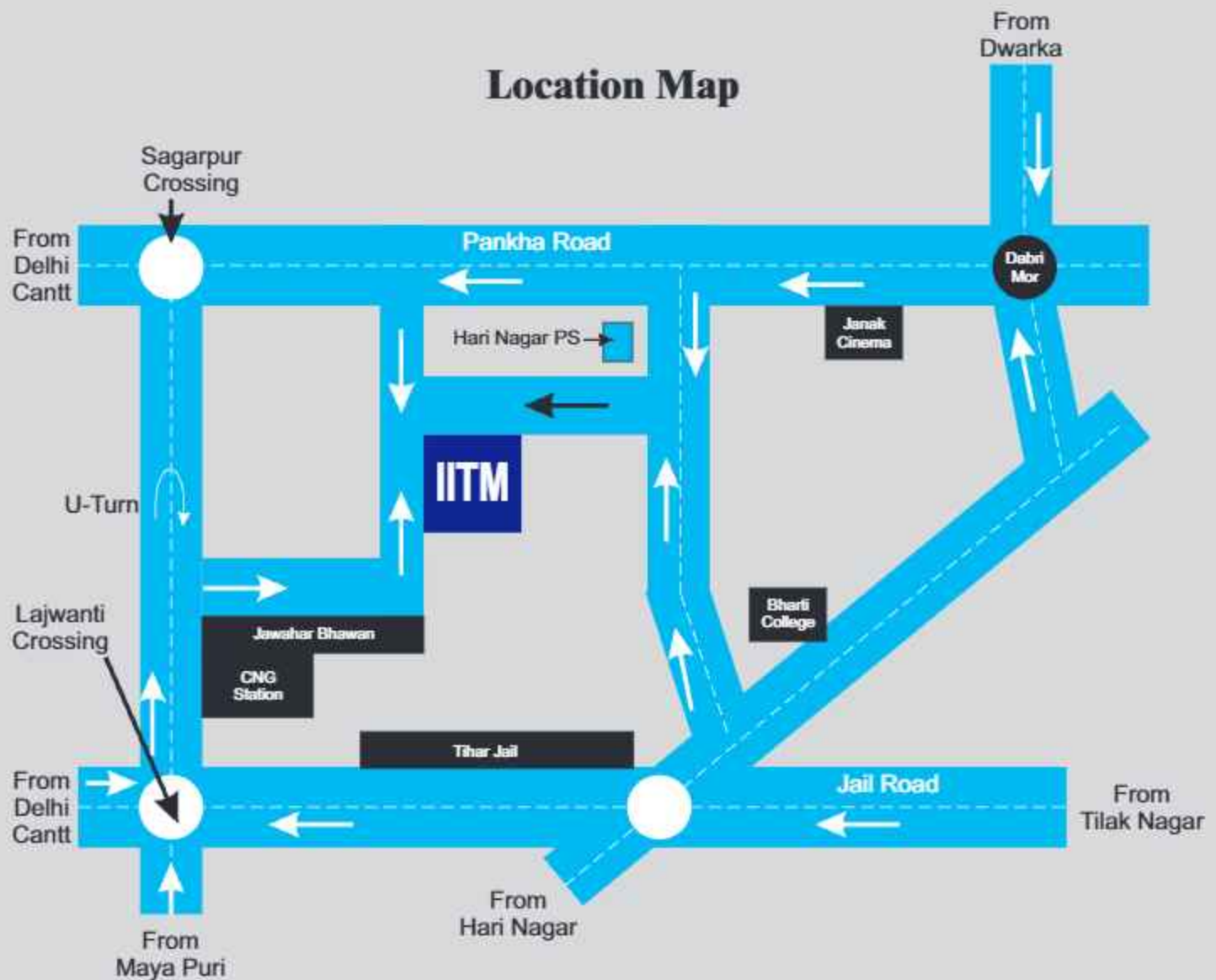


Manager - Training & Placements	Faculty Members	Student Members
<p>Dr. Mandeep Singh Institute of Information Technology &amp; Management, D-29, Institutional Area, Janakpuri, New Delhi- 110058. Tel: 9818948449, 011-28525051, 28525882 Telefax: 011-28520239 Email: <a href="mailto:placements@iitmipu.ac.n">placements@iitmipu.ac.n</a> Website: <a href="http://www.iitmjanakpuri.com">http://www.iitmjanakpuri.com</a></p>	<p>Dr. Deepika Arora Dr. Latika Malhotra</p>	<p>Nishita Veerwani Abhijeet Kumar</p>





## Location Map



## Institute of Information Technology & Management

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