

*Creating Leaders for
Sustainable Development*

Student Handbook
(2022-24 Batch)



- PGDM
- PGDM (Pharmaceutical Management)

Message from the Director

Dear Students,

I extend a warm welcome to all the students of PGDM and PGDM (Pharmaceutical Management) programs 2022-24. We at IES's Management College and Research Centre (IESMCRC) take pride in our great culture and value system. Our logo says, "Value Addition through Education" and we make all possible efforts to offer maximum value to our students towards preparing them in building sustainable business.

I am sure your experience at IESMCRC over the next two years will turn out to be very enriching and empowering. My earnest request to all of you is to make the optimum use of all the facilities, both the physical and academic infrastructures provided by the Institute.

We are very proud to have a group of committed faculty members with industry experience who are continuously engaged in the process of overall development of our students.

We, have already taken many initiatives recommended in the New Education Policy like flexibility in choosing courses, global opportunities to students and focus on research. In future, the students can expect many more initiatives.

I am confident that after completing the program you will be ready to take on the challenges of the corporate world that is looking for erudite young professionals.

Wishing you all the best,

Dr. Vijay Bhangale

Director

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About IESMCRC

Indian Education Society is more than a hundred year old educational institution imparting education in and around Mumbai through its nineteen campuses, having more than forty thousand students and one million strong alumni. IESMCRC was started in 1998 and runs the AICTE approved Post Graduate Diploma in Management (PGDM), Post Graduate Diploma in Management (Pharmaceutical Management) (PGDM – PM) and the Ph. D. Program in Management affiliated to the University of Mumbai. These Programs are conducted by our faculty members, who have a rich mix of experience of working in industry, education and research. Apart from classroom training, a practical exposure is provided to the students through guest lectures, industry visits, case studies, seminars, workshops, conferences, corporate tours, live projects and international immersive experiences. IESMCRC with the help of its dedicated faculty consistently strives to deliver knowledge by bridging the gap between theory and practice. Thus, IESMCRC offers the latest in management practices and trends to the students through a unique pedagogy to fulfill our objective of “Creating Leaders for Sustainable Development”.

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Vision

To be in Top 50 business schools in India by 2025

3

Mission

To develop and nurture socially responsible business leaders and entrepreneurs
through quality management education

4

Program Educational Objectives (PEOs)

- Our management graduates will demonstrate leadership skills at various levels of professional and societal engagements using ethical practices
- Our management graduates will be able to understand the local, national and global implications of their actions considering the cultural, legal and economic aspects
- Our management graduates will exhibit the diverse intrapreneurial and entrepreneurial skills for managing business

5

Full-time Programs

- PGDM
- PGDM (Pharmaceutical Management)

6

Doctoral Program

- Ph. D. in Management affiliated to University of Mumbai

PGDM JOURNEY at IESMCRC

You are now set to undertake a two-year exciting journey at IESMCRC. The two years will move at a brisk pace as they include completion of courses managed by faculty; Self Learning Courses managed by you; outbound training; Corporate Kabaddi; organizing and managing events; participation in top of the line national and local competitions, summer internship, short (live) industry projects, international visits, study and internship abroad and industry interaction making yourself industry ready.

Now a brief about each of the above, details of which are mentioned in relevant sections of this handbook:

1. Courses taught and managed by faculty:

During the two years you will need to complete 139 credits of courses offered by the Institute in various specializations viz. Finance, Marketing, Human Resource, Operations, Entrepreneurship, Business Analytics and Pharmaceutical Management. Each of these courses have both internal and final examination. On successful completion of the course, you will be awarded the PGDM.

2. Self- Learning Courses managed by you:

This is the unique aspect of PGDM at IESMCRC. It is based on the philosophy of self education and experiential learning. You will need to complete 10 credits-6 credits in first year and 4 credits in second year.

3. Outbound training:

During the 1st year all the students will be sent for an outbound camp which will expose you to decision making skills under challenging situations.

4. Corporate Kabaddi:

This is an indoor activity that continues throughout the first year and involves learning management through games and activities.

5. Organizing and managing events:

Every year various groups of students are selected to assist IESMCRC organize conferences, seminars, inter-college competitions and intra-college club activities / events.

6. Participation in top of the line national / local competitions:

Participation in competitions develop the competitive spirit and goes a long way in building the overall personality of the student for better employability. Year after year organizations like CII, IMC, AIMA; AIMS; BMA; FCB Ulka, IIM(A), AIWMI among others conduct pan India / local competitions in which student teams of IESMCRC participate and win accolades. IESMCRC offers guidance and benefits to those taking part in competitions.

7. Summer internship:

Companies recruit students who have successfully completed first year of studies to work as interns in their respective areas of specialization, May and June for duration of 8 weeks. Each student is assigned a faculty guide to interact with the company to derive maximum value. On completion of summer internship, pre-placement offers are possible depending on student's performance.

8. Short (live) industry projects:

Right through the year companies are keen to engage students for short periods of project work. The selected student/s are required to do most of the project without disturbing lecture schedules and other activities and if necessary, spend a day at the company on "a no lecture day". The live project is part of the Self Learning program and helps shape the student to work and interact with industry.

9. International visits/ study trips/ internships:

The Institute has collaboration with FHNW University, Switzerland, University of Limerick, Ireland, Macquarie University, Australia and Yuntech University, Taiwan and organizes study trips, immersion programs and industry visits, summer internships, host foreign students in India and semester exchange among other things. In addition, the Institute has partnership with Confederation of Indian Industry- CII who periodically organize industry missions to various countries. Students who are selected for these programs, get suitable credits and more importantly certificates from respective institutions.

10. Industry interactions:

Industry associations like CII; IMC; ISTD; organize conferences/workshops/talks/seminars / competitions and seek student participation in these activities as volunteers. Students who assist them get experience in connecting with industry executives and improve on corporate networks too.

11. Industry readiness:

From the second term all the students are administered aptitude tests, group discussions and mock interviews are conducted by the faculty members. Successful completion of these makes the students industry ready and qualify for final job placements organized by IESMCRC.

Faculty Members at IESMCRC

Dr. Vijay Bhangale - Director		
FINANCE		
1	Dr. Gazia Sayed	Associate Professor
2	Prof. Siddharth Dabholkar	Associate Professor
3	Dr. Namrata Acharya	Assistant Professor
4	Prof. Ritu Charkraborty	Assistant Professor
5	Prof. Maithili Dhuri	Assistant Professor
6	Prof. Priyanka Oza	Assistant Professor
MARKETING		
1	Dr. Mohan B. Rao	Associate Dean
2	Prof. Ulhas W. Karkhanis	Associate Dean – Pharma Management
3	Dr. Neeraj Dixit	Professor
4	Dr. Suhas Pai	Professor
5	Dr. Richa Chaudhary	Associate Professor
6	Dr. Ritu Sinha	Associate Professor
HR		
1	Dr. M.W. Shaikh	Associate Dean - Student Affairs
2	Dr. Rangana Maitra	Associate Professor
3	Dr. Sukhada Tambe	Associate Professor

4	Prof. Sushma D. Karwa	Assistant Professor
5	Dr. Prajakta Dhuru	Assistant Professor
6	Dr. Merlyn D'souza	Assistant Professor
OPERATIONS / ANALYTICS		
1	Prof. Deepak Ganachari	Associate Professor
2	Prof. Devaki Nadkarni	Assistant Professor
3	Prof. Shashikant Kari	Assistant Professor
4	Dr. Mrunal Joshi	Associate Professor
5	Prof. Vaibhav Chawade	Assistant Professor
GENERAL MANAGEMENT		
1	Prof. Vijay Shahane	Professor (Chief Mentor)
2	Dr. Beena Narayan	Professor
3	Dr. Minu Mehta	Professor

Administrative Staff

General Administration

Sr. No	Name of the Staff Members	Designation	Role and Responsibility	Telephone No. 022 500017XX Ext. No.
1	B.G. Ghadi	Registrar	Administrative Head	25
2	Ashwin Rane	Sr. Officer	Admission and Examination	29/30
3	Snehal Keni	Steno – Secretary	General Administration	85
4	Sunita Masiwal	Stenographer	Typing and Data Processing	70
5	Shweta Raichurkar	Admin Assistant	HR and Admission Activities	22
6	Deepali V Gawade	Admin Assistant	Admission Activities	29
Infrastructure and Other Facilities				
1	Amit Gaikwad	Jr. Officer	Logistics Services	88
Coordination				
1	Krutika Apraj	Jr. Officer	Course Coordination	32
2	Ankush Shinde	Admin Assistant	Course Coordination	33
Examination				
1	Pratiksha Mhatre	Jr. Officer	Examination and DTE / AICTE	738
2	Vikas Gangurde	Jr. Clerk	Examination	739
Accounts				
1	Vandana Mohile	Accounts Officer	In-charge of Accounts Department	80
2	Sunita Charya	Accounts Assistant	Accounts	81
3	Vinod Gavankar	Accounts Assistant	Accounts	83

Computer Centre				
1	Venkatesh Pai	Sr. Technical Assistant	In-charge of Computer Centre	98
2	Kapil Bhaip	Lab. Assistant	Technical Assistance and Services	98
Information Resource Centre				
1	Madhura Deodhar	Librarian	Head of Information Resource Centre	26
2	Ujjwala Kulkarni	Asst. Librarian	Circulation of library material, assistance in location of documents	28
3	Amey Kulkarni	Sr. Clerk	Circulation of library material, assistance in location of documents	28
4	Ganesh Salunkhe	Library Clerk	Circulation of library material, assistance in location of documents	28
Corporate Interaction Cell				
1	Ms. Chitra Bhurke	Head CIC	Placements and corporate interaction	34
2	Mr. Akshay Rele	Assistant Manager	Placement activities	35

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Academic Calendar 2022-23

	Term I	Term II	Term III
Lectures	Monday, 19 th September, 2022 To Saturday, 3 rd December, 2022 (11 weeks) Including Diwali	Monday, 19 th December, 2022 To Saturday, 11 th February, 2023 (8 weeks)	Monday, 6 th March , 2023 To Saturday, 22 nd April, 2023 (7 weeks)
Term Examination Tentative Dates	Monday, 5 th December, 2022 To Saturday, 17 th December, 2022	Monday, 13 th February, 2023 To Saturday, 25 th February, 2023	Monday, 24 th April, 2023 To Saturday, 29 th April, 2023
Outbound		Sunday 26 th February, 2023 To Sunday 5 th March, 2023	

Note: The above calendar is tentative and may be changed if necessary.

POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM) **PROGRAM OVERVIEW**

PGDM is a two-year full-time program of IES's Management College and Research Centre (IESMCRC) which is approved by AICTE, Government of India. **The program is accredited by the National Board of Accreditation (NBA) and has been granted MBA equivalence by the Association of Indian Universities (AIU).** The program offers a meticulously designed structure divided into six terms. IESMCRC ensures the exposure of current management practices to students by enthusiastic faculty members who go beyond the set syllabus. In addition to academic inputs, the student also undergoes rigorous training in personality development.

PGDM PROGRAM OUTCOMES

1. Apply management theories and practices to solve business problems.
2. Develop critical and creative thinking skills for decision making.
3. Identify and solve business issue using qualitative and quantitative approaches.
4. Contribute effectively to a team environment for achievement of organizational goals.
5. Demonstrate skills for effective communication with all stake holders.
6. Exhibit industry readiness.

PGDM PROGRAM DESIGN

PGDM program consists of six terms; three are in the first year and three in the second year. On completion of the first year (3rd terms), the student has to undertake Summer Internship Project for eight weeks. In the first two terms of the first year all the courses are compulsory. During third term of first year, there are two compulsory courses and one elective course from the intended specialization: Marketing, Finance, Human Resource, Operations, Entrepreneurship Development, Business Analytics and a compulsory components of Technical Report Writing and Business Simulation. In the fourth and the fifth term include compulsory general management courses and a wide range of electives representing the different specializations. The sixth term consists of Management Project.

PGDM PROGRAM STRUCTURE – 2022-24

TRIMESTER I		TRIMESTER II		TRIMESTER III	
Sr. No.	Name of the Course	Sr. No.	Name of the Course	Sr. No.	Name of the Course
1	Value Based Management (4)	1	Universal Human Values (3)	1	Creativity, Innovation and Design Thinking (4)
2	Communication Skills (4)	2	Operations Management (4)	2	Operations Research (4)
3	Managerial Economics (4)	3	Research Methodology (4)	3	Marketing Strategy (4) Or Financial Decision Making (4) Or Human Capital Management (4) Or Logistics and Supply Chain Management (4) Or Database Technologies and Data Mining (4)
4	Accounting for Management (4)	4	Corporate Finance (4)		
5	Organization Behaviour (4)	5	Legal Aspects of Business (4)		
6	Introduction to Marketing (4)	6	Business Analytics and Competitive Advantage (4)		
7	Statistics for Analytics (4)	7	Business Environment (4)		
8	IT for Management (4)			4	Technical Report Writing (2)
				5	Business Simulation (2)
				6	SLC (6)
	Trimester IV		Trimester V		Trimester VI
Sr. No.	Name of the Course	Sr. No.	Name of the Course	Sr. No.	Name of the Course
1	Summer Internship Project (4)	1	Three elective Courses (3x4)	1	Management Project (4)
2	Business Strategy (4)	2	Contemporary Business Skills (2)	2	SLC (4)
3	Five Elective Courses (5x4)			3	Leadership and Teamwork Module (4)
4	Contemporary Business Skills (4)				

Specialization Streams

FINANCE SPECIALIZATION ELECTIVES			
TRIMESTER IV		TRIMESTER V	
Sr. No.	Name of the Course	Sr. No.	Name of the Course
1	Assurances and Forensic Audit (4)	1	Alternative Investment Funds (4)
2	Consumer Banking and Technology (4)	2	Behavioural Finance (4)
3	Corporate and Investment Banking (4)	3	Corporate Governance and Ethical Financial Practices (4)
4	Corporate Valuation (4)	4	Corporate Restructuring and Mergers and Acquisitions (4)
5	Credit Analysis and Rating (4)	5	CRM and Wealth Management (4)
6	Film Financing (4)	6	Financial Derivatives (4)
7	Financial Markets and Institutions (4)	7	Financial Modelling and Analytics (4)
8	Fixed Income Securities (4)	8	Financial Journalism (4)
9	Forex and Treasury Management (4)	9	International Banking Processes (4)
10	Fundamental Analysis of Companies (4)	10	Risk Management (4)
11	Microfinance (4)	11	Structured Finance (4)
12	Project and Infra Financing (4)	12	Venture Capital and Private Equity (4)
13	Real Estate Financing (4)	13	Corporate Sustainability Through CSR (4)
14	Security Analysis and Portfolio Management (4)		
15	SME Financing (4)		

MARKETING MANAGEMENT ELECTIVES			
TRIMESTER IV		TRIMESTER V	
Sr. No.	Name of the Course	Sr. No.	Name of the Course
1	Integrated Marketing Communications (4)	1	Marketing Research and Analytics (4)
2	Brand Management (4)	2	Consumer and Industrial Buyer Behaviour (4)
3	Sales Force Management (4)	3	Global Marketing (4)
4	Customer Relationship Management (4)	4	Luxury Marketing (4)
5	Green Marketing (4)	5	Business Marketing (4)
6	Media Planning (4)	6	Rural Marketing (4)
7	Digital and Social Media Marketing (4)	7	Customer Value Management (4)
8	Sports Marketing Management (4)	8	Services Marketing and Management (4)
9	Modern Retail Management (4)	9	Innovations in Marketing (4)
10	Tourism Planning and Marketing (4)	10	Marketing Channel Strategies (4)
11	Responsible Marketing (4)	11	Corporate Sustainability Through CSR (4)

HUMAN RESOURCE MANAGEMENT ELECTIVES			
TRIMESTER IV		TRIMESTER V	
Sr. No.	Name of the Course	Sr. No.	Name of the Course
1	Behavioural Dynamics for Talent Acquisition and Development (4)	1	Performance Management System and Competency Based HRM (4)
2	Compensation and Reward Management (4)	2	Labour Laws for Industry (4)
3	Training and Development (4)	3	HR Consultancy Management (4)
4	Industrial Relations and Labour Welfare (4)	4	Strategic Human Resource Management (4)
5	HR Issues in Mergers and Acquisitions (4)	5	Organizational Theories and Structure Designs (4)
6	Ancient Philosophies for Leadership Intelligence (4)	6	Organizational Development (4)
7	Advanced Workforce Planning (4)	7	HR Analytics (4)
8	Stress Management (4)	8	Corporate Sustainability through CSR (4)
9	Self-Management (4)		
10	Green HRM (4)		
11	Global Human Resource Management (4)		

OPERATIONS MANAGEMENT ELECTIVES			
TRIMESTER IV		TRIMESTER V	
Sr. No.	Name of the Course	Sr. No.	Name of the Course
1	Project Management (4)	1	Total Quality Management and Productivity Techniques (4)
2	Operations Planning and Control (4)	2	Strategic Operations Management (4)
3	Advanced Supply Chain Management (4)	3	Operations Analytics (4)
4	Service Operations Management (4)	4	Business Continuity and Disaster Recovery (4)
5	International Logistics (4)	5	Industrial Engineering Applications and Management (4)
6	Business Process Management (4)	6	Green Supply Chain management (4)
7	Technology Management and E- Business (4)	7	Corporate Sustainability through CSR (4)

BUSINESS ANALYTICS ELECTIVES			
TRIMESTER IV		TRIMESTER V	
Sr. No.	Name of the Course	Sr. No.	Name of the Course
1	Predictive Modelling (4)	1	Data Visualization and Interpretation (4)
2	Optimization Analytics (4)	2	Big Data Analytics (4)
3	Spreadsheet Modelling (4)	3	Marketing Analytics (4)
4	Machine learning (4)	4	Financial Analytics (4)
5	Artificial Intelligence (4)	5	Operations Analytics (4)
6	Data Science with Python and R* (4)	6	HR Analytics (4)
		7	Corporate Sustainability through CSR (4)

ENTREPRENEURSHIP DEVELOPMENT ELECTIVES			
TRIMESTER IV		TRIMESTER V	
Sr. No.	Name of the Course	Sr. No.	Name of the Course
1	Family Managed Business (4)	1	Government Policies and Procedures for MSME (4)
2	New Venture Creation (4)	2	TWO ELECTIVES Students must choose any two electives from the list of electives offered by other specializations, as per the suitability to their intended business, in consultation with faculty.
	THREE ELECTIVES Students must choose any three electives from the list of electives offered by other specializations, as per the suitability to their intended business, in consultation with faculty.		

SPECIALISATION ELECTIVE RULES:

As mentioned earlier the PGDM program offers specialization in Finance, Marketing, Human Resource, Operations, Entrepreneurship Development and Business Analytics. The Specialization has to be decided latest by the completion of 2nd term in the first year. The student must study the entire program structure and the rules very carefully and fill up the specialization form during the 2nd term of the first year. The choice of the specialization and the elective courses for the third, fourth and the fifth term has to be made in consultation with the faculty mentor who is also required to sign this form.

All the specialization application forms are scrutinized by the faculty committee who has the right to accept, reject or instruct the student to submit some additional assignment to become eligible for the specialization. If the application is rejected, the student will have to change his/her specialization. The committee can at its discretion call a student for discussion/counseling before taking the final decision.

Specialization is available in the following areas:

1. Finance
2. Marketing
3. Human Resources
4. Operations
5. Business Analytics
6. Entrepreneurship Development

The students are required to take a total of 8 specialization courses in second year, of which five will be in the fourth term and three in the fifth term. The students have to keep in mind the following:

- An elective Course is offered only if minimum fifteen students register for that course.
- In the fourth and fifth term the student can take one elective course from a specialization which is different from the specialization he/she has chosen (Diversified Specialization).
- If student wants to take the analytics course in term V (Finance/Marketing/HR/Operations/Analytics) then it is mandatory for them to take “Data Science with Python and R” in term IV. However, in AEMS this course cannot be seen under these specializations. It can be seen under Business Analytics specialization. Therefore, for selecting “Data Science with Python and R” the students will have to select Business Analytics as their diversified specialization.
- If any student wants to opt for diversified specialization other than the Business Analytics then, their form will be scrutinized for availability of the course and the Time Table and the students will be informed about acceptance or rejection.
- Students are not allowed to change their electives once the elective form is submitted for the IV term. However, a change request may be entertained in exceptional cases with special permission of the Director / Dean and the Mentor if, the request is received one week before commencement of the fourth term. In any case, after commencement of the term no change request will be entertained.
- If students want to make any change in the electives for the fifth term, they are given an opportunity before commencement of the term.

ELECTIVE CERTIFICATE COURSE:

A maximum of two extra elective courses can be taken in addition to the eight required electives at an extra fee and with the specific recommendation of the Director/Dean this is treated as a certificate course. This is an optional facility for the students who wish to study something beyond the prescribed syllabus.

- Only one certificate course can be taken in one term.
- Certificate Courses can be taken only in fourth and fifth terms.
- A separate application should be submitted by the student to register for a certificate course along with the prescribed fee.
- The application is scrutinized by the faculty committee and the student is intimated about acceptance /rejection of the application. If rejected, fees will be refunded to the student.
- For lecture attendance rules as well as all assessment requirements, a certificate course is treated at par with other courses.
- Elective Certificate Course credits will not be considered under Self-learning “Certificate Course”.
- A separate certificate is given to student for the certificate courses but the grade is not mentioned on the grade sheet.
- If a student does not score minimum “C” grade in the certificate course, it does not affect his / her term result. If the student wishes, he / she can reappear for the certificate course by paying re- registration fee. On obtaining minimum “C” grade the student is granted the certificate.
- The performance in the certificate course is not considered to calculate the Credits and GPA.

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

PROGRAM OVERVIEW

PGDM-PM is a two-year full-time program of IES's Management College and Research Centre (IESMCRC) approved by **AICTE, Govt. of India, New Delhi**. This program has been specially designed keeping the growing needs of pharmaceutical industry in mind. The syllabus helps students get the complete insight into the functional areas of Pharma and healthcare industry like Marketing, Finance, Sales, Research and Development, Legal etc. The program equips students to take up middle and senior level positions in the industry. The entry to this program is restricted only to those students who have degree in Pharmacy, B.Sc. Life Sciences, B.Sc. Chemistry, Bio-technology, MBBS, BAMS etc.

PGDM-PM PROGRAM OUTCOMES

1. Apply management theories and practices to solve business problems.
2. Develop critical and creative thinking skills for decision making.
3. Identify and solve business issue using qualitative and quantitative approaches.
4. Contribute effectively to a team environment for achievement of organizational goals.
5. Demonstrate skills for effective communication with all stake holders.
6. Exhibit industry readiness.

PGDM-PM PROGRAM DESIGN

PGDM-PM program consists of six terms, of which three are in the first year and three in the second year. On completion of the first year, the student has to undertake the Summer Internship Project for 8 weeks. In the second year the sixth term consists of Management Project.

PGDM (PM) PROGRAM STRUCTURE – 2021-23

Trimester I		Trimester II		Trimester III	
Sr. No.	Name of the Course	Sr. No.	Name of the Course	Sr. No.	Name of the Course
1	Value Based Management (4)	1	Drugs and Disease Management (4)	1	Legal Aspects of Business (4)
2	Communication Skills (4)	2	Marketing strategy (4)	2	Brand Management (4)
3	Managerial Economics (4)	3	Research Methodology (4)	3	Marketing Research and Analytics (4)
4	Basics of Accounting and Finance (4)	4	Sales Management (4)		
5	Organization Behaviour & Human Capital Management (4)	5	Customer Interface I (4)		
6	Introduction to Pharma Marketing (4)	6	Pharma Business Environment (4)		
7	Statistics for Analytics (4)	7	Universal Human Values (3)		
8	IT for Management (4)			4	Technical Report Writing (2)
				5	Brand Plan Workshop (2)
				6	Customer Interface II (4)
				7	SLC (6)

	Trimester IV		Trimester V		Trimester VI
Sr. No.	Name of the Course	Sr. No.	Name of the Course	Sr. No.	Name of the Course
1	Summer Internship Project (4)	1	Pharma Regulatory Environment (4)	1	Management Project (4)
2	Business Strategy (4)	2	International Pharma Marketing (4)	2	SLC (4)
3	Customer Relationship Management (4)	3	Go-To-Market (4)	3	Leadership and Teamwork Module (4)
4	Distribution, Logistics and Supply Chain Management (4)	4	Contemporary Business Skills (2)		
5	OTC Marketing (4)				
6	Digital Marketing (4)				
7	Contemporary Business Skills (4)				

Customer Interface I, II and Making a Brand Plan

The Customer Interface I and II is an innovative attempt made by the Institute for Pharma Management program, to go beyond formal classroom teaching and give insights to the students into pharma marketplace. The objective of this module is to provide experiential learning about pharmaceutical marketing and marketplace, through key activities, customer interface and workshop.

Contents

It is an accepted fact that an early exposure to ground realities of marketplace is essential to understand marketing and a student must learn these by adopting to practices followed by the industry. This practical exposure will enable them to connect with the theoretical learning on brand management and marketing strategy. During this experiential learning students should be put in a situation wherein there is an opportunity to learn, acquire skill of collecting and analyzing vital information useful for building brand plans and prepare a Brand Plan in the end.

The **Customer Interface (I and II)** modules run into 3 phases of

- a) Conducting Pharma Retail Chemist Prescription Audit (RCPA)
- b) Meeting doctors, pharmacists, hospital authorities for the purpose of sales call along with experienced MRs/Area Business Managers
- c) Conducting Market Research as a pre-requisite to preparing a Brand Plan

The **Brand Plan** exercise starts right from the stage of identifying molecule/formulation onward. The students

will have access to actual market data on sales and prescriptions (both qualitative & quantitative). The classical steps of Brand Plan will include Market analysis, SWOT, Brand Strategy, Tactical Plan, Sales and Financial Forecast, Brand P&L, Execution and Evaluation which will be actually performed under the guidance of industry experts. The exercise is backed up by complete documentation and presentation by each student.

The whole experience will make students fully capable of working on a critically important requirement of Pharmaceutical Marketing and Brand Management.

Sr. No.	Component	Marks
1	Retail Chemist Rx Audit of min. 7 days	60
2	Joint Field work of min. 7 days	60
3	Market Research for Brand Plans 7 days	80
4	Preparing & Presenting a Brand Plan	50
	Total	250

The evaluation and assessment of Customer Interface I, II and Brand Plan will be concluded by term III.

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Technical Report Writing

Today as a management student and tomorrow as a business executive, you may either have to create or use a set of reports. Therefore, to prepare students this course of total 2 credits has been specifically created to enable understanding and creation of effective reports.

To help students sail through this course, they will be allotted a faculty guide. The entire course goes through two phases. First phase: since it is a self-learning module, the student can take help of the online resources and inputs from the faculty guide. The final report is prepared with enhanced quality and effectiveness.

This course not only provides a know how in terms of writing a technical report but also provides an opportunity to explore various management areas and future career options.

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Self-Learning Courses

Following the philosophy of development through self-learning and experiential learning, IESMCRC gives opportunity of completing self-learning course (SLC) to the students.

Self- Learning Courses do not involve the traditional classroom teaching but a mix of globally accepted certification courses, industry interaction modules and module based on experiential and immersive learning. The student is free to choose one or more of self-learning courses up to 6 credits in the first year and 4 credits in the second year. The following is the list of such courses-

Sr. No.	Course	Sr. No.	Course
1	MOOC Courses (4)	8	Research Paper (4)
2	Certificate Courses (2)	9	Consulting / Funded Research Project (4)
3	Live Project (2)	10	Shadowing the CXO Program (2)
4	Domain Specific Project (4)	11	Study Abroad Program with IESMCRC Foreign Partners (4)
5	Rural Immersion (2)	12	Nuances About Corporate India for IESMCRC Foreign Partners (4)
6	Industry Visits (1+1=2)	13	Anatomy and Physiology (2) – Only for PGDM (Pharma)
7	Foreign Language (2)	14	Any other Activity with Advance Approval (2)

Guidelines:

1. An orientation/counseling session will be conducted in the beginning of the first term to give all the required information to students on self-learning courses.
2. Numbers indicated in bracket are the credits assigned to the courses.
3. Students can earn minimum 2 credits or maximum 4 credits through any one component of SLC.
4. Every student must earn minimum 6 credits in the first year and 4 credits in the second year from Self Learning Courses. First year 6 credits will reflect in the 3rd term result/grade sheet and for second year 4 credits will reflect in the 6th term result/grade sheet.
5. For PGDM (Pharma) the SLC on Anatomy and Physiology of 2 credits is compulsory. This should be completed by students in the first term.
6. The SLCs for which an external agency conducts evaluation, the marks given by the agency will be accepted and converted into the scheme of grades of the College. For all the SLC courses the evaluation parameters and methods have been described at the end of the description of the course.
7. In the second year the students will have to mandatorily take one course from either Domain Specific Project or Research Paper. Maximum two students can be allowed to work on the same assignment and both of them will be given the same grades subject to recommendation of the faculty guide. Students will have to register for one of these two in the beginning of the second year.
8. **Students may please note that either the Research Paper or Domain Specific Project is a compulsory component of SLC module. Failure to complete all the requirements of one of these two courses, will result in disqualification from the program. Such students will lose one year as they will have to come back after one year to complete this course.**
9. If a student opts for the course named - Study Abroad Program with IESMCRC Foreign Partners

- (4) or Nuances About Corporate India for IESMCRC Foreign Partners (4)- or Consulting/funded Research Project (4) then s/he need not register for the research paper or the domain specific project.
10. For MOOC Courses (4) and Certificate Courses (2) students can register anytime in the first year subject to guidelines of the Institute and should report after the completion. For rest of the SLC courses the students will be notified from time to time and depending on their interest they can register and complete the courses.
 11. Students should take self-learning courses which require field work only during second, third and fourth term, as in the first term they will be occupied more with the classroom learning. The self-learning courses selected by the students for a particular academic year will have to be completed within that academic year.
 12. If students take up certificate courses as part of self-learning courses which require classroom contact in IESMCRC (e.g., Microsoft Excel certification, Six Sigma etc.) then such courses will be conducted in the second and the third term.
 13. For the Self Learning Courses, wherever specified, a report of 10-12 pages (with Times new Roman Font size 12 (14 for Titles), single spacing, and one-side printing) will need to be submitted to the in-charge faculty member within 15 days of completion of the course.
 14. If students earn more than 12 credits, they will be given a special certificate for the extra credits earned. However, their grade sheet will carry maximum 10 credits.

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Leadership and Teamwork Module

The Leadership and Teamwork Module (LTM) is an innovative attempt made by the Institute to go beyond formal classroom teaching to nurture business leaders who can balance the demands of cut-throat competition as well as sustainable collaboration. The objective of this module is achieved through activities in the form of experiential learning.

Contents

A person can become a good team player or a leader only through experiential learning for which the student should be put in a situation wherein he/she gets an opportunity to test and nurture his leadership and teamwork skills. For a person to become a good leader it is equally important that he/she is good at people skills and has social sensitivity.

The LTM module runs mostly through the first three trimesters. However, students are allowed to complete pending task, if any, in the second year. This module tries to achieve its objective by making students go through the following four components:

Managing events (30 Marks): -

This provides an opportunity for students to develop leadership and teamwork skills through their own experiences and active participation in managing events and activities. This also teaches them crisis management, project management and group dynamics. As part of this component, the Institute organizes many events and

activities, listed as under, which students are required to manage. Students have to choose any one of these and manage their events/activities:

Finance Club	Pratyush
Marketing Club	RYTHM
HR Club	Media Cell (Social and Digital)
Operations Club	Corporate Interaction Cell
Alumni Interaction Club	Admissions Cell
Pharma Club	Centre of Excellence in Leadership and Entrepreneurship
Insight	Design and conduct of Pan-India Academic activities /
	Any other event/activity notified for the year

Corporate Kabaddi (20 Marks): -

Under this activity the students participate in various interesting games in which many physical and mental activities are involved. Depending on their participation and performance the students are rated.

Outbound Training (20 Marks): -

The outbound training camp takes place in specially designed natural surroundings to allow the students to get an experience of professional and personal growth through a process of self-discovery. Outbound training is a mixture of adventure and training that ensures a purposeful and fulfilling interaction of students with themselves, nature and those around them.

Corporate Kabaddi and Outbound Training are compulsory for all the students and must be completed in the first year.

Institutional Social Responsibility / Sustainability (30marks):

This component of LTM is an initiative to create social sensitivity among the students. The students can undertake a project under any one of the three categories viz. institutional social responsibility, sustainability or village adoption. While the society gets the benefit of the energy and enthusiasm of students, students in turn get the first-hand experience and general awareness of the social issues, sustainability initiatives and village life. Thus the students are sensitized about the various challenges in society and understand the importance of sustainability and get a closer look at the village life. They have to submit a detailed project report on completion of the project.

Component wise marks under LTM:

Sr. No.	Components	Marks
1	Managing Events and Activities	30
2	Corporate Kabaddi	20
3	Outbound Training	20
4	Institutional Social Responsibility / Sustainability	30
	Total	100

The activities mentioned at the serial number 2 and 3 are compulsory for all the students. As part of the first component, they have a wide choice of the events/activities to choose from. However, to maintain a proper balance of the number of students in different activities the Institute may decide the allocation of students under the different activities. In the fourth component the students have a choice of three projects and they can select anyone of them.

If a student participates in the external competitions specified by the Institute, they will get bonus points in this module on a graded scale covering internal elimination at IESMCRC to being on the winning platform.

Events under LTM:

Insight

Insight is an annual corporate event for the Pharmaceutical and Healthcare industry, wherein current and potential issues of the industry are discussed by leading industry experts and academicians of high repute. On the occasion, various awards are given to pharma management students. The details of these awards have been given later in the student awards section.

Pratyush

Pratyush is the annual inter-collegiate cultural fest of IESMCRC. Pratyush in itself encloses many facets starting with commitment, co-operation, concern, fun and entertainment. It manifests the zest and the thrill to answer the quest about our capabilities and self-image. All these blended together form the show of Pratyush.

RYTHM - Raising Youth To Help Mankind

Through the R.Y.T.H.M. club, we strive to bring about the socially responsible side of management education. Institutional Social Responsibility no longer stays in the books of management schools of thought, but is now brought to life by our actions and the R.Y.T.H.M. club has been meeting its objectives successfully. With a fruitful association with NGOs, helping the minority adolescent youth and annual meetings with destitute homes, use based donation of commodities, relief work during natural disasters, blood donation camps for government hospitals, Thalassemia awareness programs, awareness towards the use of rural-based goods and the use of khadi in daily life are the focus areas of the club. Besides social issues, students at R.Y.T.H.M. propose to generate awareness and benefit for the advancement in an all-inclusive manner.

Corporate Interaction Cell

Interested students may participate in the functioning of this cell. They get a chance to interact with industry professionals for arranging guest lectures, industry visits, live projects, summer internship and final placements. These activities are organized with the help of and under the guidance of a faculty committee and Head-Corporate Relations.

Media

Students who have the knowledge of social and digital media or want to develop themselves in this field can choose to be a part of this activity. They will work under the guidance of the faculty members and the vendors of the Institute. These students get an opportunity of learning practically by participating in the media management activities of the Institute.

Finance, Marketing, HR, Operations and Pharma Clubs

These clubs aim to integrate the experiences of practitioners with the theoretical knowledge of academicians in the respective areas. The objectives of these clubs are to discuss the current trends in the field and facilitate learning via workshops, seminars, panel discussions, career counseling sessions and many interesting intra-IESMCRC and inter-institute student competitions.

Alumni Activity Club

IESMCRC has a strong alumni association with its own dedicated website. The association has been registered under the Societies Registration Act. The alumni have a strong bonding with the Institute and participate in many activities of interest of the students to like guest lectures, panel discussions, career counseling sessions, students project guidance, conducting project viva, mentoring, conducting practice interviews and GDs for the students. The Institute also organizes events for the alumni and gives them various awards to recognize their achievements. By becoming a part of this club the students get an opportunity to develop their association with the alumni. Many of them have reached to very senior positions in the corporate world.

Centre of Excellence for Leadership and Entrepreneurship

The center of excellence cell develops entrepreneurship culture among the students of IESMCRC by extensive research, events and education. E-cell provides orientation, support and incubation facility to student's start up.

Admissions Cell

The students who opt for this activity will get a chance to work with the faculty committee responsible for the admissions of the new batch. They will learn the techniques of media planning, direct marketing, lead generation and managing and organizing the admission activity.

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Contemporary Business Skills

The Contemporary Business Skills (CBS) course runs from the second to the fifth trimester and is built as a student driven course module. A regular scanning of newspapers, business magazines, global databases, company communications and other such resources by students is encouraged. Faculty overview and regular assessments complement the mainline courses. Periodic and term-end examinations help students to judge their own performance.

The attributes needed by the business world are identified by regular interaction with industry, alumni and think tanks and the imbibing of those is designed through a DIY (do it yourself) methodology. This course significantly improves conceptual clarity, enhances analytical skills, hones business acumen and lexicon, and develops independent thinking with the ability to take informed decisions.

Component wise marks under CBS:

Sr. No.	Components	Marks
1	Debates, Quizzes and Reports on Business Trends	30
2	Performance in GD, PI and Aptitude Tests	20
3	Term end Exam - Trimester 4	50
4	Term end Exam – Trimester 5	50
	Total	150

The debates and quizzes are innovatively designed including the abstract, the known unknowns and imagery strengthening ability to articulate. The topics dealt with go beyond the classroom into the realm of the new normal and build a culture of curiosity and inquiry.

The GDs, PIs and Aptitude Tests prepare the students for peer competition at the academic/industry interface. In this activity the students get repetitive opportunities to practice and improve their confidence level in these selection process steps followed by the companies during their campus placements. The students are also graded during their practice sessions. One third of the total marks are covered in a dynamic routine enabling the students to judge their progress throughout the two years.

The components include analyzing case studies, developing short- and long-term scenarios in diverse functional areas based on the current happenings in business and economy, reflections on major recent events including geopolitical and gleanings from shared wisdom of social and corporate leaders. All these are continuously tested through analytical and intellectually challenging questions. Additionally, there is a final examination including MCQs to test the knowledge of current affairs in the field of business, economy and politics. To succeed in these examinations, the students are required to regularly read newspapers, business magazines and corporate newsletters and make use of other sources.

Examination and Evaluation

IESMCRC follows a continuous testing and evaluation system. The system has two components: -

- Internal Assessment
 - End-Term Examination
1. The total weightage for internal assessment in every course is 40% and end-term examination 60%.
 2. The internal assessment is done on the basis of projects, assignments, case studies, presentations, role plays, book reviews, class test, and surprise test.
 3. The faculty is authorized to use his/her methods of internal assessment. However, it is required that every faculty uses minimum three components during the term. These components can be from the list given above. The faculty can also develop his/her own evaluation criteria subject to the approval of Dean/Director.
 4. To become eligible to appear for the end-term examination, every student must have attended a minimum of 75% of the lectures conducted in every course, including self-learning courses, summer workshop, CBS and LTM. A student not meeting the attendance requirement is declared disqualified and is not allowed to appear for the examination.
 5. A student declared disqualified needs to register for re-examination in the course by paying re-registration charges of Rs.1500/- per course. However, even for this, the student must have attended a minimum of 40% of the classes in that course. If the attendance is less than 40% then the student will not be allowed to continue with the program. However, he/she can re-register in the next academic year.
 6. On account of sickness, if a student misses the examination, fully or partly, he/she will have to pay the re-examination fee and appear for re-examination for 100 marks.
 7. On account of prolonged sickness if a student is not able to complete the internal assessment but is allowed to write the examination then his/her final exam paper will be assessed for 100 marks.
 8. All the students must observe the disciplinary rule and regulations during end-term examination which have been explained under “General Code of Conduct”.
 9. Going by the “Principle of Transparency”, the Institute has a system of showing corrected answer sheets to the students for the end-term as well as re-examination as applicable. On seeing the answer sheets if students find any discrepancy, they can bring it to the notice of the course faculty and if convinced, the faculty can make the necessary corrections and the faculty decision will be final and binding.
 10. After seeing corrected answer sheets and discussing with faculty members, if the student is not satisfied then he/she can apply for revaluation by submitting the application in the prescribed format by paying Rs.300/- per course.
 11. Revaluation is allowed only for the final examination answer sheets and not for the re-examination, internal assessment, SLCs, summer project and final term management project. However, if a student is not satisfied with the evaluation of summer project, management project, internal assessment and re-examination, he/she can approach the Student Affairs Committee. The committee will redress the grievance and the decision of the committee will be final and there will be no further hearing.
 12. The revaluation of final examination answer sheet will be done by a two-member committee recommended by the examination committee and approved by the Director.
 13. The student will be informed by the exam cell to appear before the revaluation committee on a day, time and place fixed for the meeting. During this meeting the student will have to explain to the committee.

The question(s) in which he/she expects more marks and give the reason. The committee will examine his/her argument and decide on the spot and also convey to the student whether the marks will be changed or not. If a student fails to appear before the committee as per the schedule, then he/she will permanently lose that opportunity and the answer sheet will not be reevaluated.

14. The decision of the revaluation committee will be final and there will be no further hearing.
15. In case the committee decides to change the marks then the benefit will be given to the student irrespective of the impact on his/her result.
16. The Institute follows the Grade Point System for the assessment of the students. This system is as explained below: -

CREDIT DEFINITION AND EXPLANATION:

For ten hours of class room teaching, one credit is assigned. Most of the courses are taught over a period of forty hours and therefore, they carry four credits. In exceptional cases, credits may be less or more than four depending on the class room contact hours. No credits are assigned to the courses in certificate courses.

- For each course a student will have to appear for both internal and end- term examination and will secure total marks out of 100. The table below mentions the corresponding Grade and Grade Points for total marks secured by the student:

Marks Secured	Grade	Grade Points
75 and above	A+	4.00
70 to 74	A	3.67
65 to 69	B+	3.33
60 to 64	B	3.00
55 to 59	C+	2.67
50 to 54	C	2.33
Less than 50	D	NIL

- The Grade Point Average (GPA) for each term is determined by dividing the total of the multiplication of respective course wise grade points and credits by the total of credits. For example, if there are 6 courses in a term and student gets grade points in each of courses as mentioned in the table below, the GPA will be calculated as:

Courses	Credit (i)	Grade	Grade Point (GP) (ii)	Multiplication of Credit and GP (iii) = (i) x (ii)
Course- 1	4	A+	4	16
Course- 2	4	A+	4	16
Course- 3	4	B+	3.33	13.32
Course- 4	4	B	3	12
Course- 5	4	A+	4	16
Course- 6	4	A	3.67	14.68
Total	24	--	--	88

GPA of the student for the term = (Total of (iii)) / (Total of (i)) = 88/24 = 3.67

- Second term onwards the grade sheet of the student comes with the Cumulative Grade Point Average (CGPA).

Program Completion Requirement

- To complete the PGDM and PGDM (PM) Program successfully a student must secure minimum “C” grade in all the courses including SLC, CBS, LTM, Summer Project and Management Project and the requirement of 139 credits.
- Any student getting “D” grade in a course is allowed to appear for maximum two re- exams. After two re-exams if he/she does not improve the grade then he/she shall be declared as “Failed” and given a permanent D grade.
- All re-examinations are for 100 marks and the internal marks obtained earlier shall not be considered. There will be no provision for improvement for internal assessment. Students failing in SLC, LTM, CBS, Summer Project and Management Project will have to re-register for each course for re-examination.
- The re-exams and re-registration fee are Rs.1500/- per course.
- The student must complete the program within 4 years from the date of original registration for the first year. If the student opts out of the program or gets a permanent “D” grade which cannot be improved then the student will have to re-register for the program in the next year as per the following rules:
 - (a) If a student opts out during the first year of the program or gets a permanent “D” grade in one or more courses then he/she will have to take re-admission in first year by paying the difference amount in tuition fee and appear for the incomplete courses. After clearing these courses, he/she can be given admission in the second year. In case of Syllabus revision, the student will have to appear with the new syllabus (for both, the first and the second year). The Institute will inform about the equivalent courses to be taken in case the syllabus has changed.
 - (b) If a student opts out of the program after completing the first year successfully (i.e., he/she does not take admission in the second year), and wishes to continue the second year after a break, he/she will have to take re-admission. Such student will have to pay the tuition fee prevailing at the time of re- admission.
 - (c) If a student opts out of the program in the second year after completing the first year of the program successfully or gets a permanent “D” grade in one or more courses in the second year then he / she can complete the program by re-registering for the second-year courses in which he/she needs to improve the grade. In such cases if the syllabus has changed then a specially constituted committee will decide on the courses for which the student should re- register. Such students need not repeat the first year even if the syllabus has changed. If the student has paid the tuition fee for the second year before opting out of the program, then he/she need not pay any difference in the tuition fee.
- For the purpose of counting the number of examination attempts, the announcement by the Institute for the main or re-examination, is counted as an “Opportunity Given to the Student” and no further examination will be conducted even if the student does not take advantage of the opportunity and remains absent (for any reason including medical problem, attendance default, domestic issues or any other reason).
- If a student fails to appear for the entire exam (all the courses) or for a part of the examination (not all the courses) then he/she will have to pay Rs.1500/- per course as the re- registration fee.

Note:

The meaning of permanent “D” grade in a course is that a student could not secure 50% marks after appearing in the main examination and two re-examinations (the number of attempts to be counted as explained earlier), or, that the student was not allowed to appear for the examination due to less than 40% attendance and is therefore shown as “absent” in the examination.

18**Summer Project**

- After the completion of the first academic year, the students are required to do their summer internship in a company for a period of 8 weeks.
- Students can do the internship in the functional specialization in which they wish to pursue their career.
- During the internship period the students will have a company guide and a faculty guide enabling students to successfully complete the project.
- At the end of the internship, Corporate Interaction Cell, with the active participation of students organizes a Summer Guide Meet, which serves as an interaction point between IESMCRC faculty and the industry executives.
- Detailed summer project guidelines including project format and submission dates will be intimated to students before the start of the summer projects.

19**Summer Project Guidelines**

- Students have to adhere to the dress code defined by the Corporate Interaction Cell during all stages of interaction viz. PPTs / GDs / PIs in campus and off campus.
Men: White Shirt, Tie, College Trousers, College Blazer.
Women: White Shirt, College Trousers, College Blazer.
- Students are required to discuss various job profiles with their mentors before they register their names for the placement process.
- It is suggested that students visit the website of the company to which they are interested to apply and gather information about the company before they attend the PPT.
- Students need to register for job openings announced by the companies from time to time and attend PPT, GDs and PIs. They cannot withdraw their names from any Test/ GD/PI, once registered.

- Students are allowed to attend any number of PPT sessions till they get the internship project.
- After the PPT student can decide if he/she wants to opt for the further stages of the selection process.
- Attendance in all interactions with the company is compulsory if the student has registered his/her name to Corporate Interaction Cell.
- PPT by companies should be an interactive session and students are required to clarify all doubts pertaining to the job profile.
- Summer internship is generally of minimum 8 weeks.
- Students will observe discipline and punctuality as defined by the Institute and placement norms and rules. Students are required to maintain decorum during their visit to companies and observe the service rules of industry once they accept the offer letter.
- In case of any indiscipline or misbehavior observed or reported at the time of PPT / TEST / GD / PI in-campus or off-campus, the matter will be referred to the disciplinary committee for further action.
- Submission of report as per guidelines is mandatory.
- Students must help the Corporate Interaction Cell in organizing the summer guide meet.
- It is mandatory to submit a copy of summer project certificate given by the company along with the visiting card of the guide to the Corporate Interaction Cell.
- The procedural details are given to the students in the month of February/March and they must follow the procedure.
- **The students are also allowed to find the summer internship project through their personal contacts. Such students should inform the Corporate Interaction Cell in advance that they are not interested in registering with the Cell for the summer internship. However, if a student gets the internship through his/her personal contact as well as through the Institute then he/she will have to mandatorily work on the project through the institute. A student not following this rule will not be allowed to participate in the final campus placement activities in the second year.**

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Executive Placements

The Institute has a Corporate Interaction Cell (CIC) comprising of faculty, staff and student representatives. The CIC guides the students and ensures that the competencies of the students complement the requirement of the corporate. The CIC is responsible for correspondence with prospective employers, arranging pre-placement talks and looking after the process of personal interviews. The Institute follows the 'Basket' system over the 'Slot' system, in order to give the budding managers a greater choice. Starting in the first week of

October the process progresses smoothly towards completion with the placement of the entire batch. The procedural details and rules are given in placement policy and will be communicated to students at the appropriate time.

Eligibility Criteria for final placement:

The students in the following category will be allowed to participate in the placement process only after their cases are reviewed and they undergo performance improvement activities as needed:

1. If their CGPA is less than 3 in the first year of the program
2. If there is (are) case (s) of general indiscipline and/ or violation of placement rules against them
3. If GD/PI/Aptitude Test score is less than 60%

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Placement Policy

1. Eligibility & Registration

- All full time final year students of IES MCRC (PGDM and PM) are eligible to participate in the recruitment process for placements through the Placement Cell.
- Students who are not interested in the Placement Process are required to inform the Placement Cell in the beginning of the year.
- If any student who gets Self-Placed at any point of time in the year needs to inform Placement Cell and submit a copy of the Offer Letter.

2. Resume Submission

- All students are required to prepare their resume in the format given by College, duly verified by mentor and submit to Placement Cell both hard and soft copy in the stipulated time frame.
- All students are required to fill their details in the Excel Sheet format given by college and submit to Placement Cell in the stipulated time frame.
- It is expected that a student shall NOT add any ambiguous/wrong/fraudulent/misleading information in his/her resume. Resume checks will continue throughout the placement process. If on verification, any discrepancies are noticed, the student will be debarred from placements.

3. Rules for Registering an Application

- The student can register his/her name for a Company ONLY within the time limit given by the Placement Cell. Registration after the dead lines will not be allowed. Normally 48 Hours will be given for registration unless there is an exigency from the Company side.

4. Rules for Withdrawing an Application

- The student can withdraw his/her application from a company ONLY if the last date of application to that particular company is NOT over. There can be no withdrawals after this date.

5. Selection Process

- It is mandatory for students to attend all Companies PPTs
- After attending the PPT they will be allowed to opt out of the process if they are not convinced with the profile and the package.
- Once registered with the company after attending the PPT, they will not be allowed to opt out of the process at any stage of the process.
- Salary cut off limit is 4L/PA. When a student gets a job offer with salary greater than or equal to 4 L/PA he/she will be automatically deregistered from the Placement process.
- In case a student gets selected in 2 or more companies on the same day, then the student will be given option to select the Company.
- If a student gets selected in a Company and he/she is shortlisted or scheduled for further round of interview with some other Company, he/she will be given an option to participate for the same if interested.
- A student will be permitted only 5 attempts in the Placement Season. Resume not shortlisted will not be counted as an attempt, disqualification after aptitude test/ group discussion/ interview will be considered as an attempt. If student remains unplaced after 5 attempts, he/she will be allowed to appear for further placement subject to approval from the Director/Dean
- Once 50 companies for every profile visit the campus or after the end of November whichever ever earlier, it will be mandatory for all the students to apply for the companies coming for the campus process failing which they will be liable to disciplinary action under Student conduct and Disciplinary Policy.
- Alumni mentoring session will be organized before company comes to campus and it will be mandatory for all students to attend the session.

6. Pre Placement Offers Policy

- All pre placement offers extended to any student have to be routed through the placement cell. If a student likes the offer, he/she is advised to accept the offer. Such students who accept the offer would be deregistered from the on-campus placement process.
- In case the candidate rejects the PPO within one week she will be allowed to participate in the campus placement process.

7. Student Conduct and Disciplinary Policy

• Absenteeism rules and Policy

- # For, absenteeism in any PPT, aptitude test, GD, interview or any selection process which an applicant has to attend as part of a company's recruiting procedure the following minimum penal action would apply:
 - # Absence of first time :- Debarred from 2 Companies.
 - # Absence of second time: - Debarred from 3 Companies
 - # Absence of third time: - Debarred from Campus Placement.
- Impersonation in tests or any kind of malpractice is a serious offence. Such students would be deregistered immediately and also will be referred to the concerned authorities for disciplinary action.

8. General

- Students must carry their I-cards at all times during interviews and screening tests. No one would be allowed to enter the test/interview venue without the I-card.
- The date/time/venue of the interviews will be subject to change which at times, may be at a short notice. Students must keep themselves informed by checking mails from Placement Cell.
- At the time of appearing for interviews, students MUST carry copies of the resumes in College Format only as was submitted to that Company.
- Students must carry a complete file with a few copies of their resumes, Summer Project Report and other documents (as required), while appearing for the interviews failing which they will be penalized as per the same rules for Absenteeism
- Students should be dressed in proper college Formals, neatly and properly maintained failing which they will be penalized as per rules

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Student Feedback

The Institute practices a well-established feedback system to gather the student's perception on teaching in order to maintain the quality of teaching-learning process:

- Students are required to give their feedback for each faculty member at the end of the Trimester.
- The feedback is discussed with the faculty members so that if needed necessary actions can be taken for improvement. The students should take the feedback mechanism seriously as it helps to improve the quality of teaching.
- A feedback on Mentoring system is also conducted annually.

A feedback on Infrastructural facilities, services of non-teaching staff, and services of library and computer center is also taken from the students as it helps to assess and improve the Institutional services. An Exit Feedback is collected at the end of the second year. A feedback from the parents is also collected on the overall services provided to their wards.

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Mentoring System

IESMCRC believes in the overall development of its students which cannot happen only through classroom teaching. Therefore, a system has been established wherein students get continuous guidance from the faculty members. Under this system, a small number of students are assigned to a faculty member who works as their mentor.

Students are required to meet the mentor regularly to seek his/her opinion, advice and guidance on their academic, professional and personal aspects. It is expected that the relationship should emerge in which the students exhibit complete trust and confidence in their mentor. All the mentors occasionally meet the Chief Mentor and discuss their experiences with an objective of imparting better inputs to students. This practice has helped the student-teacher relationship become strong and continuous. As a result, the students continue to remain in touch with their mentors even after completing the Program.

The Institute has also appointed a psychologist as “Student Counselor” as per the guidelines of AICTE. Her services can be availed every Friday through prior appointment arranged by the Coordination desk.

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Advice to Parents

We strongly believe that the parents/guardians should be actively engaged in a dialogue with their wards and make efforts to update themselves about their progress and happenings in the Institute. Parents can access the performance of their ward on AEMS login provided by the Institute. Parents/ guardians are welcome to discuss or share the performance of their wards with the faculty mentors. In case of any act of indiscipline by the students, the Institute authorities communicate to the parents/guardians. The Institute expects a whole hearted cooperation of parents/guardians towards providing a constructive environment in the Institute.

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Student Council

IESMCRC believes in effective governance and total transparency in administration. Therefore, students are also made an integral part of the administrative set up of the institute in addition to faculty and staff. There is a Student Council which holds a meeting with the Director once a month. During these meetings, Student Council members are encouraged to express their views and opinions to improve the administrative and decision-making process in the Institute. Students also discuss their grievances and measures to overcome the problems. The Student Council functions as a representative body of the entire student community.

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General Code of Conduct

Discipline within the Institute premises (Including Faculty Rooms, Library, Computer Lab, Administrative Office, Corridors, Recreation Room, Vacant Classrooms, Eating Area, Canteen, Staircases etc.)

1. Students should maintain discipline and decorum in all areas in the campus.
2. Students are not allowed to enter the campus without their identity card.
3. Students are required to display their identity cards throughout the day within the campus.
4. Students violating the Institute dress code and the rule of mandatory display of identity cards are liable to punishment as deemed fit by the management of the Institute.
5. Smoking / consumption of alcohol / tobacco chewing and consumption/uses of any other form of drugs is an offence and is strictly prohibited within the campus. Any student found to be committing this offence, or found to be in possession of such items will be punished.

6. Students are required to follow the Institute dress code.
7. Students are warned not to engage in any activities that are offensive or undesirable in nature as per the general public standards. Any wrong behavior and misconduct will lead to disciplinary action.
8. Students should handle the Institute property with care, be it library books, computer accessories, screens, mouse, keyboard or any other assets.
9. Students should use the internet facility only for academic purpose.
10. Students should keep their classroom / library / computer lab / other formal settings neat and tidy and make use of dustbins to throw trash.
11. Students should ensure that they leave the eating area clean and tidy after consuming food.
12. Usage of mobile phones is strictly prohibited in the library, computer lab and class rooms.
13. Students are bound by all other rules specifically applicable to library and computer lab.
14. Students are advised not to sit on the stairs or in the corridors during their free time. They must make use of areas like Library, Computer Lab, Common Rooms, Tiffin Room, Cafeteria or Canteen.

Discipline within the classrooms: (During lectures/in the library/in the computer lab or any other formal setting)

1. Students should be seated in the classroom at least 5 minutes before the commencement of the Session
2. Unauthorized use of mobile phones and laptops is defined as an act of indiscipline liable to strict action
3. Students are prohibited from consuming any eatables/snacks/chewing gum/water or other drinks while the lectures are in progress

Discipline during events / workshops / conferences / industrial visits / guest lectures:

1. Students are expected to attend all events / workshops / conferences / summits / guest lectures etc. organized by the Institute unless specified otherwise.
2. Failure to attend such events will call for an action as decided by the Institute management.
3. Students should maintain strict discipline during events and maintain decorum particularly because such events are attended by outside guests and VIPs.
4. Students are also expected to register themselves and occupy their seats at least 10 minutes before the scheduled time.
5. Students are expected to follow the instructions of the committee members and volunteers handling that particular event.
6. Unless some other dress code is explicitly specified before the event/workshop/conference etc., it is required that the students are dressed in formals.
7. Unauthorized use of mobile phones and laptops is defined as an act of indiscipline liable to strict action.
8. Students are prohibited from consuming any eatables/snacks/chewing gum/water or other drinks while the session is in progress.

Discipline during examinations:

1. Students should maintain discipline and decorum during examinations.
2. Students found guilty of resorting to any unfair practice like copying, possessing chits or indulging in other form of cheating, will be very strictly dealt with.
3. Students are expected to be seated in the examination hall at least 10 minutes before the scheduled time. Students are required to carry their own stationery items. Borrowing items from others is not permitted during examinations.
4. Students should read and follow the instructions given on the first page of the answer book.
5. Students should follow the instructions of the supervisor.

In case of breach of any of the above-mentioned disciplinary rules by any student, the matter will be reported to the disciplinary committee which will take necessary action against the student. The punishment will be

proportional to the severity of the offence. The Institute management may also call parents of the students to meet the Director / Dean / Examination Chairman or any specially constituted committee.

DRESSING AND GROOMING:

Acceptable Dress code for Women Students	
<p style="text-align: center;">(Weekdays)</p> <p>CLOTHES</p> <ul style="list-style-type: none"> ✓ Salwar suits ✓ Kurta (should be minimum knee length) and chudidars / leggings / pants ✓ Sarees ✓ Formal shirt / top and trousers (ankle length) ✓ Blazers <p>FOOTWEAR</p> <ul style="list-style-type: none"> ✓ Covered and peep toed shoes ✓ Sandals for Indian attire 	<p style="text-align: center;">(Weekends – Saturday/Sunday)</p> <p>CLOTHES</p> <ul style="list-style-type: none"> ✓ Jeans / jeggings ✓ Kurtis ✓ Semi-formal tops ✓ Plain T shirts with or without collar <p>FOOTWEAR</p> <ul style="list-style-type: none"> ✓ Covered and peep toed shoes ✓ Sandals for Indian attire ✓ Casual / sports shoes
Acceptable Dress code for Men Students	
<p style="text-align: center;">(Weekdays)</p> <p>CLOTHES</p> <ul style="list-style-type: none"> ✓ Plain full sleeved formal shirt (light colored) ✓ Light stripes or checks and subtle self- designed shirt ✓ Formal plain trousers in dark to medium dark color tones ✓ Suits and blazers ✓ Tie and belt (with formal buckle) with appropriate attire <p>FOOTWEAR</p> <ul style="list-style-type: none"> ✓ Shoes should be of basic colors (black and brown) and coordinated with the trousers and belt ✓ Shoes should be worn with socks ✓ Shoes should be polished 	<p style="text-align: center;">(Weekends – Saturday/Sunday)</p> <p>CLOTHES</p> <ul style="list-style-type: none"> ✓ Plain T shirts with or without collar ✓ Jeans / cotton trousers <p>FOOTWEAR</p> <ul style="list-style-type: none"> ✓ Shoes should be of basic colors (black and brown) and coordinated with the trousers and belt ✓ Casual / sports shoes

General instructions:

- During the monsoons, you may carry your formal footwear with you in a bag and enter the campus with comfortable rainy shoes/chappals/floater etc. However, please make it a point to change into your formal shoes before you begin your lectures.
- For women, the make-up must be simple and accessories should be minimal.
- No extra piercings will be allowed.
- Hair should be well groomed.
- For Men, facial hair (if any) should be well groomed and not out of place. Facial hair should be always trimmed and neat. Else it is always a better option to shave daily.
- Non-adherence to the dressing and grooming code will attract a fine of Rs.100/- on a day when there are no lectures. On a lecture day, the student will be marked ABSENT for the entire day.
- FORMALS: On some days, it will be specified to you that you should be wearing formal dress which means that you are required to wear the Institute blazer (with the badge and trouser with a white shirt with the college tie for men students) and black formal shoes.
- During some events / workshops / conferences / industry visits / guest lectures etc. the dress code will be specified to you, which you are required to follow (even if it is a Saturday).
- Dressing and grooming code applies on ALL DAYS and not just on lecture days. Make sure that whenever you come to the Institute (during exams, to meet a faculty member/mentor, to return a library book, to collect railway concession form, to study and other such reasons) you have to necessarily follow the dressing and grooming code.

Attendance Rules

1. Students must attend minimum 75% of the lectures in every course. Any student not meeting this attendance requirement is declared as a defaulter and is not allowed to write the final examination in that course.
2. The exemption of 25% in attendance is given to meet personal needs.
3. To get exemption beyond 25% for participating/managing college events, the faculty in-charge will convey, in advance, to the program coordinator the list of participating students. Based on this communication, the students will be granted the exemption. The students must check in AEMS (Institute's software system) and ensure that they have been granted the exemption. If the faculty in-charge does not authorize the names of the students for an event, then the student(s) will not get any attendance exemption for it.
4. If the Institute authorities feel that a competition organized by an external professional body is useful for the students, they may recommend the students to participate in such competitions.
5. The shortlisted students who participate in such competitions will get special leave and this leave will also be in addition to the 25% exemption limit. Such competitions and special provision for leave will be announced by the Institute in advance before inviting entries from the students for every such competition.
6. Absence from lectures due to medical reasons for a maximum of 5 consecutive days will come under 25% exemption limit. Therefore, no special leave application or medical certificate will be required or accepted because no attendance exemption will be granted for such absence.
7. If the absence from lectures is for more than 5 consecutive days due to medical reasons then a special leave can be granted to students. However, the parents/guardians of the student should inform the Institute authorities if the student is not expected to attend lectures for a longer period. After recovering from sickness when the student resumes attending lectures, he/she must submit medical leave application through AEMS within 7 days and submit the print copy along with medical certificate of a registered medical practitioner, prescription and all medical reports to the Associate Dean (Student Affairs). The

Associate Dean after getting convinced will sanction the leave. If these formalities are not completed within the stipulated time, the leave will not be sanctioned. If the students apply for frequent medical leave of 5 days or more in a trimester, the matter would be referred to attendance committee as constituted by the Director.

8. Though the Institute declares attendance defaulter's list before the final examination for the term, the students should keep checking their attendance status regularly in AEMS through their login account throughout the term.
9. After the attendance defaulter's list is declared no leave application will be accepted. The decision of the attendance committee will be final.
10. A student who is declared a defaulter in one or more courses will have to take the re-examination in those courses after paying re-registration fee of Rs. 1,500/- per course. Any student not attending at least 40% of the lectures in a trimester will have to re-register for the course next year.
11. All the leave applications would be approved by the Dean/Associate Dean Students Affairs or any other authority authorized by the Director.

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Physical Facilities and Infrastructure

- **IES Building**

IESMCRC building has a six storied building having adequate instructional, administrative and amenities area. All essential amenities have been provided in the building. Two elevators are installed and two staircases are available for smooth movement of students and others. The building is well- equipped with firefighting equipment.

- **Classrooms**

The classrooms are trendy, air conditioned, spacious and equipped with latest technological facilities like ceiling mounted LCD projector, computer, and the internet connection. The entire campus is Wi-Fi connected.

- **Recreational facility**

IESMCRC believes in balanced and all-round development of the students and so along with rigorous academic inputs we also provide to our students, wide variety of recreational facilities like table tennis, chess, carom, cable TV in sports room and business news channel on ground floor. In addition, students are also encouraged to participate in outdoor games like volleyball, football, badminton and inter- college cricket tournaments.

- **Play Ground**

The Institute play ground has cricket pitch, basketball court and football court which can be booked in advance for practice.

- **Canteen and Cafeteria**

IES canteen is located on the ground floor (behind Manik Sabhagriha), where students can enjoy a variety of South Indian, North Indian and Chinese delicacies for breakfast and lunch. The facility of tea/coffee and snacks is also available on the second-floor cafeteria operated by Café Coffee Day exclusively for IESMCRC.

- **Suggestions and complaints**

Students can mail their suggestions / complaints to mcrcinfra@ies.edu. All complaints are recorded in a specific format and the necessary actions are taken.

Information Resource Centre

Vision:

Empowering Information Resource Centre with technologically advanced services of the digital age in order to be recognized as 21st Century Academic and Research Hub which will provide updated knowledge across all formats.

Mission:

To provide extensive information resources and innovative services to meet the research, teaching and learning needs of academia.

IESMCRC Information Resource Centre (IRC) aims to cater to the information needs of faculty, students, research scholars, and staff members of the Institute by providing an excellent collection of literature. The well-furnished, air conditioned and Wi-Fi enabled IRC is located on the 1st floor of the building. The IRC has a reading room with a seating capacity of One Hundred and thirty students and a discussion room to facilitated academic discussions. The IRC is under the surveillance of CCTV. The IRC reading room is accessible for more than 12 hours a day. The book issue/return service is available to users from 9.00 am to 9.30 pm on all weekdays. During examinations IRC is open from 10.00 am to 6.00 pm on Sundays and bank holidays. The IRC follows Open Access System as students and faculty members can browse the books freely.

Resources:

The IRC has an extensive collection of books covering subjects like, business and management, economics, IT, law, psychology, finance, Marketing, HR, Operations, Entrepreneurship and Analytics. The IRC subscribes to 120 Indian and International Journals in print form. It has access to more than 10,000 E-Journals through aggregated e- journal databases. Non-Book resources of IRC include CDs, DVDs and Audio CDs. The IRC also has access to various E-resources. The Reference Section of the IRC has varied collection of encyclopedias, dictionaries, case studies, handbooks, government reports and manuals on various aspects of management studies and related areas. Apart from above, the IRC also houses project reports, bound volumes of journals and newspaper supplements.

Resources	No.
Books	65,151
Print	38,476
E-books	26,675
CDs/DVDs/VCDS	More than 3173
Journals	120
International journals (Print copies)	11
National journals (Print Copies)	109
Periodicals	35
Institutional Memberships	02 (AIRC,DELNET)
Online Databases (04)	Ace knowledge and Research Portal ET-Intelligence IndiaStat.co m ET-Prime URKUND Plagiarism Checker

E- Journals Databases (02)	1. ProQuest ABI/INFORM Complete 5354 Total Titles 4295 (Full Text Titles) 6000 (Business Cases) 40 (News Papers) 3000 (Full Text Business Dissertations) 7200 (Annual Reports) 2. EBSCO Business Source Elite – Plus 7064 (Total No. of full text publications) 1307 (Full text peer reviewed Journals and Magazines) 6000 (Total Case studies) 19504 (Full text company profiles) 147 (Full text Books and monographs) Full Harvard Faculty Seminar and Vator TV Videos)
E-books Database (01)	ProQuest E-library Access to e-books pertaining to Business and Economics

E – Resources

In order to enhance the resources of the IRC for academic research and up-to-date business information, the IRC has subscribed to various E-Resources. All e-resources can be accessed remotely using remote access facility.

- **ProQuest (ABI/Inform Complete)**

ProQuest database includes 5100 full text titles, 6000 business cases, 3000 full text business dissertations and 7,200 annual reports.

- **EBSCO Business Source Elite - Plus**

This database provides full text coverage of scholarly business, management and economics journals. It offers full text over 3000 business publications and contains expanded PDF doc file for 150 titles. It also includes company profiles from data monitor.

- **ProQuest E-library (E-books)**

This database provides access to more than 21,630 e-books pertaining to Economics, Business and Management Science.

- **Capital line**

Capital line database provides fundamental and market data on more than 35,000 Indian listed and unlisted companies, classified under more than 300 industries, along with powerful analytic tools. Extensive data and analysis on every company profile, directors, more than 10-year financials (P&L, balance sheet, cash flow, consolidated financial data, segment data, forex data, R&D data, ratios, etc.), quarterly results, ownership pattern, finished products, raw materials, share price data, directors' report, management discussion, notes to account, business news, corporate events etc.

- **Indiastat.com**

It is a single user and online database. It provides comprehensive socio-economic statistical data about India and its states. Data on the portal has been classified in more than 35 categories and further divided into various sub-categories. This database gives a sleek look into current happenings with a statistical approach.

- **ET-Intelligence: Market Research**

It provides information on equity research reports, daily derivatives, sectorial portfolio tracker, 100 fastest growing companies, quarterly sectorial notes, case studies, daily updates on markets, weekly technical analysis, ET surveys etc.

- **ET-Prime**

It is a single user and online database. This database is a repository of news articles of Economic Times analyzed by experts. ET Prime domain experts handpick the important business news and rest critical and invisible meaning out of them.

- **Urkund Plagiarism Checker**

It is a digitalized, fully-automated system for detecting plagiarism. The students need to check their project reports for plagiarism using this software.

SERVICES

- **Koha- Integrated Library Management Software**

The IRC is fully automated with a full featured modern integrated Koha Library Management Software. All IRC operations (cataloguing, circulation, acquisition, serials and stock verification) are automated and managed by Koha software. The online library catalogue can be accessed anytime anywhere. The IRC members get the email or/text updates on all circulation activities including overdue notices. The members can check the status of purchase suggestions online. The usage of the library and library resources is also monitored using this software. The software facilitates different types of reports generation.

- **Library Online Public Access Catalogue (Web-OPAC)**

This catalogue includes an index of books, CDs, project reports, studies and e-books. The online catalogue is highly versatile and user-friendly with simple and advanced search. The latest titles appear in a carousel and are also available in a list. The titles are displayed with cover images. The library members can check list of current and past checkouts, save search history and make purchase suggestions online. The members can also check the book shelf virtually using virtual shelf browser.

- **E-learning facilities**

The Institute has developed a digital repository using Dspace digital library software. This is a knowledge repository of e-books, research papers presented or published by the faculty members and e-learning materials like class notes, PPTs, case studies and other important learning material. Students can access and download the learning material during working hours.

- **Remote access facility**

The library has subscribed to My Loft Remote Access Facility. Through this service students and faculty members get seamless access to the e-resources of the library and they can access, organize, share and read offline all e-contents, anytime, anywhere. The users can access the e- resources remotely through Web App as well as Mobile App. The digital content subscribed by library is made available to students.

- **Inter Library loan Facility (ILL)**

The IRC is a member of Developing Library Network (DELNET) and American Information Resource Centre (AIRC) to meet the ever-growing thirst for knowledge among students and faculty members. The IRC can borrow documents from other libraries on Inter Library Loan basis by filling up the Institutional Membership forms. The Institutional Membership forms are available with library.

- **Reading Room**

The IRC has a fully air-conditioned and spacious reading room on 1st floor. The reading room can accommodate about 130 students and is kept open for 12 hrs.

- **Quick Response (QR) Code**

The QR code facility is available for the list of past project reports and other useful library resources is available.

- **Book Alert**

Every month a list of additions to the library collection is made available to the students and faculty members through email.

- **Article Request**

Through this service, as and when the journal/periodical (print) is received in the library, the table of contents with the abstract of article is shared with the faculty and students. The articles in PDF format are shared with the users via email on request of users.

- **Periodical Alert**

Every fortnight a list of periodicals and new arrivals is sent to faculty members and students through email.

- **Business News Alert**

Daily updates on important business news are given to the students and faculty members.

- **Article Alert:**

Article Alert is an alerting service where student can discover the latest articles published in select journals/e-journals subscribed by the library. The objective of introducing this service is to keep the students updated about the recent research published in scholarly literature.

- **Business Buzz-Newsletter:**

This is a bi-monthly newsletter which provides relevant and latest information from various business sectors.

- **Leader Speak-Newsletter:**

This monthly newsletter is a compilation of interviews of business leaders published in the newspapers and magazines

- **In-house Book Exhibition**

The library celebrates select events of national/international importance or birthdays of renowned management scholars. Through this service, the library collection (books and other resources) is displayed in the library.

- **Case Study Documentation**

Every month a list of case studies published in journals and periodicals subscribed by the library is made available to faculty members and students through e-mail.

- **In-house publications and material**

The library preserves a collection of IESMCRC publications, IESMCRC events and Activities.

- **Photocopying Facility**

Photocopying facility is available in the library. Students can avail of the service at Re. 1/- per copy.

- **Printing Facility**

A printer is available in the library. Students can avail of the service at Rs.3/- per copy.

- **Suggestion and Feedback**

Purchase suggestions from the students and faculty are invited to build the collection of books in the library. In order to improve the quality of library services, IRC also collects feedback from the students.

- **Hands-on-Training**

IRC organizes hands-on-training program on E-Resources subscribed by the library for the first-year students.

- **Overnight Issue**

Back issues of magazines can be borrowed on Reference card for overnight. Borrowing facility is available after 7.00 pm. The magazines issued on reference card should be returned the next day by 9.00 am. Failing which a fine of Rs.100/- is imposed.

- **Past Question papers**

These are available on the Institutional Digital Repository and students can refer to them anytime during working hours.

- **Complementary Business Newspapers**

To keep the students updated with latest business information, the Institute provides complimentary copy of Economic Times on a daily basis.

- **Equipment**

The library has equipment like headphones and computers. The students can use the headphones for three hours duration by borrowing them on their reference cards. The computers can be used to access the E-resources of the library.

Rules and Regulations

Membership and Loan Privilege

1) Students

Student members of IRC are issued 2 library cards and one reference card. Such cards remain in force for the duration of the academic year and are non-transferable. To become a student member

- Apply in prescribed form
- Submit photocopy of fee receipt

Students can borrow 2 books at a time for 10 days. Periodicals, CDs, project reports, reference books are issued against Reference Card for three hours. Audio/Video material is strictly to be viewed in the Institute premises only.

2) Alumni

To become a member,

- Apply in prescribed form of IESMCRC Alumni Library Membership
- Show proof for having been a student of IESMCRC
- Should be a member of Association of IES Alumni
- Pay requisite membership Fee.

Membership	Entitlement	Loan Period	Refundable Deposit	Annual Fees
Annual	1 Book	1 month	Rs. 2000/-	Rs. 100/-

Library Card

- 1.1 Access to IRC is restricted to staff and students and alumni of IESMCRC.
- 1.2 In case of loss of library cards or reference card, the library will make a duplicate card on filling up of prescribed form with charges of Rs. 50/- each.
- 1.3 Members must carry their I- Cards to get entry and use the library.
- 1.4 Members must produce their ID card when asked to do so by an authorized person. The card must be used only by the member to whom it is issued.

Set of Text-books

The students can borrow a set of text-books from the library every trimester. The books should be returned within 15 days after trimester exams are over.

Overdue Charges

The book must be returned to the library on or before the due date, failing which there is an overdue charge of Rs.2/- per day per book after the due date, till the date of return. Before 15 days of commencing of examination,

this overdue charge will be Rs.10/- per day, per book till the date of return. Library material issued on Reference card should be returned on the same day or else a fine of Rs.100/- will be charged per day till the date of return.

Reservation for book

If the desired book is not available on the shelf, reservation/demand slip can be filled.

Renewal of the books

- a. Students should renew the book personally and only once.
- b. Books will be renewed only if the book is not in demand.
- c. Books will be renewed on or before due date.

Conditions for borrowing books

- The books should be used with utmost care.
- The borrower is personally responsible for safe custody and return for the library books. Books damaged or lost are to be replaced by the borrower.
- Loss of library material must be brought to the notice of the Librarian. Books damaged or lost will be replaced by the borrower with latest edition available; else he/she must pay the market price of the book.
- The reader shall not write upon, mark on and stain the library material, disfigure, tear and damage the books.
- The borrower him/ herself must satisfy themselves about the physical condition of books at the time of borrowing the books and any defect or damage observed should be brought immediately to the notice of the counter staff.
- Reference books, rare books, periodicals will not be issued for home lending. These must be returned to the library before leaving the library.
- The books may be lent for shorter period if required.
- If a student is found to be in the habit of constantly retaining the books for more than stipulated period then the library facility shall be suspended for him/her for seven days.
- The removal of any material from the library must be properly authorized and recorded.
- Damage to, or unauthorized removal of material constitutes a serious offence and the nature of fine will depend upon the offence.
- Books or other material taken from the stacks should not be re shelved by the readers but should be left on the table. Please remember that a book misplaced is a book lost.
- The grade-sheets may be withheld until all library materials have been returned and outstanding fines/charges are paid.
- The library deposit refund should be collected within 3 months from the date of convocation or else the deposit will be forfeited.
- The cost of long- overdue library items will be recovered from the library deposit after six months from the issue of program completion certificate.

Other Rules

On grounds of security, bags and other personal belongings should not be left unattended. The library will not be responsible in case of damage or theft of personal property.

Silence is mandatory in study areas. Loud conversation, standing in groups, discussions etc. are not allowed. The use of mobile phones in the library is strictly prohibited. Failure to comply with these requirements may result in suspension of library facilities or exclusion from the library. Smoking, consumption of food and drink (with the exception of bottled water) are not permitted in the library.

Computer Centre:

In order to offer efficient computer lab facilities to students, the Computer Centre (CC) has installed

- HP ProLiant DL380e Gen8 with 1.5 TB HDD, with 32 GB RAM.
- One HP ProLiant DL380 G6 Core Quad Servers packaged with NETGEAR NAS Box. Storage connected with 200 highly compatible machines along with latest Laptop. Entire campus is networked by fiber optic, CISCO CORE SWITCH 4500 and manageable switches with mobility controller, ARUBA access points for wireless. The campus is connected to the internet world by Leased Line bandwidth of 50 Mbps and 20 Mbps (ratio 1:1). respectively the campus has 60, 22 and 15 (in all 97) computers in the lab 503, IT classroom (204) and IT class room (206) respectively, apart from that an independent laptop to every PGDM and PM student will be provided.
- Students can make use of CC from 10.00 a.m. to 6.00 p.m. from Monday to Saturday. On Sundays it is available only on demand.
- CC provides the facilities of printing at reasonable rates.
- CC has wireless internet connection which enables students to use internet even on their laptops.
- There is no restriction on usage of PCs for academic purposes.
- Students are not allowed to use speakers for games, music or any other entertainment purpose but only for their presentations.
- Downloading of movies, games, entertainment material or any other objectionable material is not allowed in the CC. Only academic materials can be downloaded.
- Students cannot use the CC when their regular classes and lectures are there.
- Students are expected to put their mobile phones on silent mode in the CC.
- No eatables are allowed in the CC.
- All the students must compulsorily wear their I-cards while in the CC.
- Pen Drives are not to be used in the CC and class rooms.

Safety and security

The Institute has taken all possible measures for the safety and security of the students. However, the students must observe the following rules for their own safety and security: -

- a) While entering the campus, they must display the I-card to the security personnel failing that they will not be permitted to enter.
- b) Students should not stay on the campus beyond 9:30 at night. Permission from the Director is required for any stay beyond this time.
- c) In case of evening lectures or events, if the students have to stay late in the campus, it is strongly advised that the girl students are safely accompanied in groups, while going home.
- d) If students observe any malfunctioning of any electrical switch, equipment, accessories, then they should immediately report it to the administrative office.
- e) Students must look after their own belongings. They should not leave their bags, mobile phones, laptop
- f) Computers and any other valuable goods unattended. In case of any loss due to carelessness, the institute will not be responsible. Similarly, if students observe any such valuable items anywhere in the campus, they should immediately report that to the administrative office.
- g) If students find any suspicious, unclaimed object anywhere in the campus, they should immediately report it to the Administrative Office.

Locker Facilities:

Students will be allotted lockers, after completion of the admission process, for a period of two years, free of cost. The lockers should be vacated by the students on 30th April after completion of the program, failing which the lockers will be broken open in the month of May and the Institute will not be responsible for any loss. The students are advised not to keep valuables or costly items including laptop in the lockers. The Institute will not be responsible if any thefts from the lockers.

Railway Concession Forms:

IESMCRC students up to age of 25 years are eligible to get railway concession for their daily travelling by local trains. The concession forms are issued by the administrative office on receipt of request from the students. For getting the concession form for the first time, the students will have to wait for 7 working days after they submit the application and for subsequent issue of forms, they will have to wait for 4 working days after giving the application. The students must mention the railway station from where their residence is located. The other procedure related to obtaining railway concession form will be explained to students by the concerned staff member in the office. The students are also advised to preserve their expired railway passes as it could be required by the administrative office.

Students Tiffin Room:

Students are provided with the facility of Students' Tiffin Room. (Room No.602)

Medical room:

A separate first aid room (Room No. 208) is available in the Institute. The First Aid Box is also available in Administrative Office on the 4th floor. The following facilities are available in the first aid room:

Primary Treatment:

- First Aid Kit: Dettol, Bandage, Band-Aid, Antiseptic Lotion, Electral Powder, Cotton, Glucose Powder, pain killer tablets, etc.
- Medical room with First Aid box and Wheel Chair
- Tie up with Hospital:
- The Institute has a tie up with Lilavati Hospital, located across the road, for admitting students or staff on priority basis in case of emergency.

Girls Common Room:

The girl students may use the room for resting or relaxing during free time on 6th floor, Room No. 603. A Sanitary Napkin Vending Machine has been installed in room no. 603 for usage against payment.

Boys Common Room / Recreation Hall:

A spacious boy's common room and recreation hall is available on the 2nd floor. The facilities available in the recreation hall are--

- Table Tennis
- Carrom
- Chess

The students can also use this room for resting or relaxing during free time.

Anvesha

Anvesha is a quarterly research journal published by the Institute. The journal provides a platform to academicians to publish their research papers, case studies and book reviews. Anvesha is a double-blind reviewed journal. It plays an important role in updating and enhancing the knowledge of students at IESMCRC and other institutions.

Student Awards and Scholarship

To encourage students for achieving academic excellence and motivating them to maintain good academics, IESMCRC has instituted various prizes and awards. Students are encouraged to compete for these prizes. Some of the important awards / prizes are as follows: -

Awardee	Nature of Award	Name of Award	Sponsored by
PGDM Topper	Cash Prize Rs. 10,000/-	Over All Topper	IESMCRC
PGDM (PM) Topper	Cash Prize Rs. 10,000/-	Over All Topper	IESMCRC
Toppers of all Specialization	Trophy and Certificate	Specialization Topper	IESMCRC
PGDM(PM) student	Cash Prize Rs.15,000/-	Best Summer Project Award (1st Rank)	ACG Worldwide Award
PGDM(PM) student	Cash Prize Rs.10,000/-	Best Summer Project Award (2nd Rank)	ACG Worldwide Award
PGDM (PM) student	Medal	Best Live Project Award	Interlink Gold Medal
PGDM (PM) student	Cash Prize Rs.15,000/- (1st Rank)	Zydus Healthcare Academic Excellence Award	Zydus Healthcare
	Cash Prize Rs.10,000/- (2nd Rank)		
PGDM (PM) student (Best Performance in 1st Year)	Cash Prize Rs.15,000/- (1st Rank)	Ergos Life Sciences Excellence Award	Ergos Life Sciences

IESMCRC Alumni Sponsored Awards:

Awardee	Nature of Award	Name of Award	Sponsored by
Best Marketing Student	Cash Prize Rs. 15,000/-	Late Shri. Devidas Porje Memorial Award	Alumni – Pankaj Porje
Best HR Student	Cash Prize Rs. 15,000/-	Late Shri. Omprakash Karwa Memorial Award	Alumni – Sushma Karwa

The Final decision to award the scholarship remains with the College management.

Name of the Scholarships: Merit Scholarship

Name of the Scholarship	Amount	Description
PGDM Merit Scholarship	INR 2,00,000/- Waiver in the first year Tuition Fees.	<ul style="list-style-type: none"> ✓ Top 5 candidates in the IESMCRC who secured 85 percentile in written aptitude test required for the admission (CAT,MAT etc.) ✓ The fee waiver will continue for the second year, provided the student <ul style="list-style-type: none"> • Scores average 75% marks in the first year • Has overall good performance in co-curricular and extra-curricular activities (internal and external activities) • Maintains highest standards of adherence to the General code of Conduct described in the handbook and shouldn't have any instance of misbehavior indiscipline.
PGDM (PM) Merit Scholarship	INR 1,50,000/- Waiver in the first year Tuition Fees.	<ul style="list-style-type: none"> ✓ Top 3 candidates in the IESMCRC's Merit List ✓ The fee waiver will continue for the second year, provided the student <ul style="list-style-type: none"> • Scores average 75% marks in the first year • Has overall good performance in co-curricular and extra-curricular activities (internal and external activities) • Maintains highest standards of adherence to the General code of conduct described in the handbook and shouldn't have any instance of misbehavior indiscipline.

The decision of scholarship Committee/Executive Committee shall be final and binding for all applicants.

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Refund of Caution Deposit

All the students who have paid Rs.10,000/- towards caution deposit as a part of the total tuition fee structure can claim their caution deposit within 6 months from the completion of the program. If they fail to do so, the caution deposit will be forfeited by the Institute. While claiming the caution deposit students must produce the 1st year original fee receipt and I-card.

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Yuva Raksha Insurance Policy

The bonafide students of PGDM and PGDM (PM) are insured under “Yuva Raksha” group insurance accident policy. The period of this policy is one year. It covers the accident risk of Rs.1 lakh for every student.

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Zero Tolerance to Ragging

IESMCRC Strictly Prohibits Ragging. All the students must note that the Institute treats any incident of ragging (on-campus as well as off-campus, including hostel), as a very serious offence, in line with the notification issued by Government of India and judgments of the Honorable Supreme Court. Students are warned that indulgence in any such act would attract severe consequences in terms of penalty / punishment. Students are required to submit an online undertaking regarding anti-ragging after their admission, which goes to the government or the designated authority.

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Student Affairs Committee

This committee internally looks after the grievances related to ragging.

Sr. No	Name of the Person	Designation
1.	Dr. Vijay Bhangale	Chairperson
2.	Dr. M. W. Shaikh	Member
3.	Dr. Neeraj Dixit	Member
4.	Dr. Minu Mehta	Member
5.	Ms. Pratiksha Mhatre	Member
6.	Mr. Yash Kanse	Student representative
7.	Mr. Siddhesh Bhosale	Student representative

Note: The committee composition may change.

Online Student's Grievances Redressal Mechanism

'Grievances' may include complaints related to –

- | | | |
|----------------------------|--------------------|---|
| (i) Admission | (ii) Examination | (iii) Fee payment |
| (iv) Document's submission | (v) Infrastructure | (vi) Harassment including sexual harassment |

Following issues shall not be entertained:

- 1) Decision of Board of Governors / Local Managing Committee / Administrative Committees.
- 2) Decisions with regard to award of Scholarship / Fee Concession / Awards.

- 3) Decisions made by the Disciplinary Committee for misconduct breaking the rules of the Institute.
- 4) Decisions of Competent Authority on assessment and examination result.

Procedure for Grievances:

Receiving online grievances – www.ies.edu/management/About Us/Grievance Redressal

1. Students / employee / other stakeholders can fill the forms through the website and submit.
2. The grievances will be received by the Convener – Student Affairs Committee under intimation to the Director and the Registrar
3. Student Affairs Committee will address the grievances
4. The Convener of the committee will consolidate all complaints and will call special meeting in case of an urgent matter or will discuss the cases in monthly meetings and will dispose the grievances. If required, a hearing will be arranged and the concern person will be called
5. The Convener will minute the report of disposal of grievances and maintain the record
6. The Convener will prepare the report on disposal of grievances, take approval of Director and send it to AICTE by email every month as per the guidelines
7. Reply will be sent to the concerned person for his / her grievances
8. The Institute will maintain records of all the grievances received and their settlements

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Women Development and Prevention of Sexual Harassment Cell

Women Development Cell at IESMCRC is meant for women empowerment. It has been undertaking various activities like workshops and competition for gender sensitization. Any grievances regarding sexual harassment are handled by Women Development Cell.

Sr. No	Name of the Person	Designation
1	Devaki Nadkarni	Chairperson
2	Neeraj Dixit	Member
3	Krutika Apraj	Member
4	Student representative	Member
5	NGO representative	Member

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Optional Financial Charges

Sr. No.	Particular	Amount
1.	*Late Payment of Tuition Fees	Rs.1,000 for a delay between one and ten days. Rs.5,000 thereafter.
2.	Late submission of Summer Project Registration Form	Rs.250 for the first 15 days and as per notice thereafter.
3.	Late submission of Summer Project Report	After last date, Rs.500/- for the 1 st 5 (Five) days and thereafter as per the notice issued
4.	Late submission of 2 nd year management project registration form (Hard Copy)	Rs.100 for the first ten days and thereafter as per notice issued

5.	Late submission of 2 nd year management project Report (Hard Copy with CD)	Rs. 250 for the first seven days and thereafter as per notice issued
6.	Late submission of 2 nd year elective form (Hard Copy)	Rs.100 for the first seven days and thereafter as per the notice issued.
7.	Non display of I-Card, Violation of Dress Code and Grooming code	Rs.100/- for every offence when there is no lectures. During lecture days to be marked “ABSENT” for the day for all the lectures.
8.	Remaining absent for guest lectures or other events in which attendance is compulsory	Will be marked “ABSENT” for the entire day
9.	Duplicate I-Card	Rs.250/-
10.	Loss of Institute Badge	Rs.50/-
11.	Identity Card Ribbon	Rs.25/-
12.	Re-examination fees	Rs.1500/- per course
13.	Re-evaluation fees	Rs.300 per course
14.	Indiscipline in exam hall (e.g.: mobile ringing, noise making, etc.)	Rs.500/- per incident
15.	Indiscipline in Class room (e.g.: mobile ringing, using mobile phone)	Rs.500/- per incident or as per the instructions of Authorities.
16.	<u>Library:</u> - <ul style="list-style-type: none"> Overdue books (throughout the year) Overdue books during exam Indiscipline Duplicate library card 	Rs.2/- per day Rs.10/- per day Rs.25/- (every act of indiscipline) Rs.50/- (every duplicate card)
17.	Extra elective course (certificate course)	Rs.2500/- per course
18.	Duplicate Handbook	Rs.100/-
19.	Duplicate Mark sheet	Rs.100/- per mark sheet
20.	Duplicate Certificate (Certificate Course)	Rs.250/- per course
21.	Duplicate Fee Receipt	Rs.250/-
22.	Fine for lost ID card (while no dues submission)	Rs.250/-

Note: -

- If students approach the Dean / Associate Dean – Student Affairs before the last date for any activity and explain the reasons for non-compliance, then he/she may give concession in the fine amount or may waive the full fine amount if he/she is convinced with the reason given by the students.
- Institute Management can notify any other charges / penalty depending on any specific requirement.
- Students should pay above mentioned fees using online portal i.e., via AEMS and email to concerned department, their reference number, amount and date of payment with cc to mcrc.accounts@ies.edu.

IES's Management College and Research Centre, Mumbai

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