

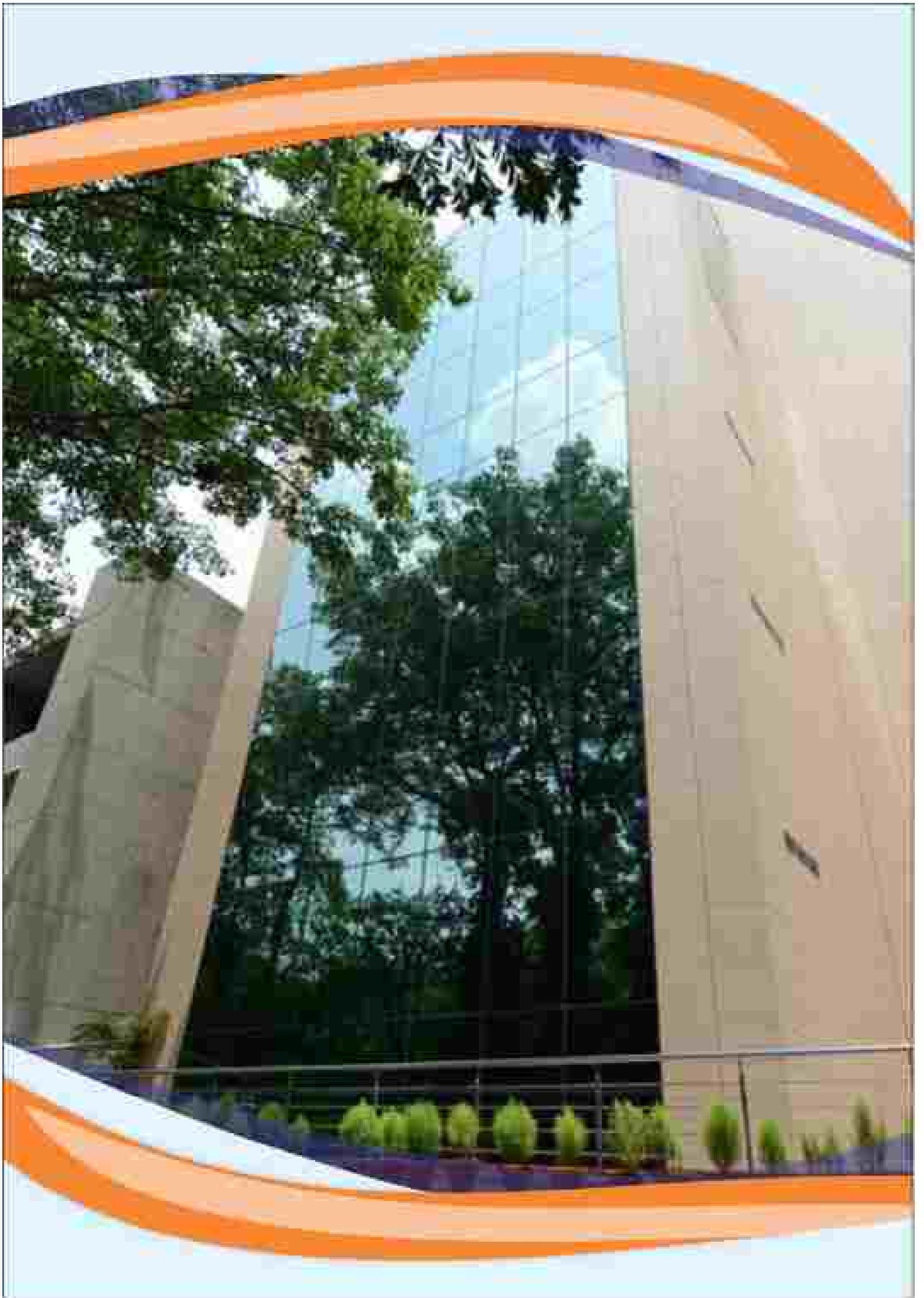
*Learn to Lead*



**FORE SCHOOL OF MANAGEMENT  
NEW DELHI**

# **ADMISSION BROCHURE 2023**







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# Vision

To make this world  
a better place  
based on knowledge  
creation and sharing

# Mission

To achieve and sustain  
Leadership in  
Management Education,  
Research, Consultancy  
and Development.



## CHAIRMAN'S MESSAGE

The response to FORE's admission call continues to be impressive. Despite intense competition from leading Indian B-schools and a general slowdown in this segment, we received a good number of applications across all our programmes last year. The rich pool of applicants represented 24 states of the country and this offered us an opportunity to further enhance the classroom experience through diversity. The admission process at the FORE School of Management, New Delhi is highly competitive, rigorous, and transparent. All the students were selected purely based on merit while taking into consideration their scores in the competitive entrance examination, work experience, academic performance, and personal interview performance. Besides merit, there is also a focus on diversity in terms of region, gender, academic background, and work experience. The eco-friendly campus in the peaceful location of Qutub Institutional Area is equipped with high-class facilities. As with every year, the selection process uses feedback from the past years' experience to bring about continuous improvements in the selection process. You are welcome to visit us at [www.fsm.ac.in](http://www.fsm.ac.in) to know more about us. The learning experiences of students at the FORE School of Management, New Delhi are invaluable and have enriched their life in many ways.

The work on the four new verticals of FORE Society, FORE Academy of Management Education (FAME), FORE Agro-tech and Rural Management Institute (FARM), FORE Institute of Drone Technology and Research (FIDTR), FORE Institute of Aviation Studies and Technology (FAST) has been initiated and Two verticals FORE Academy of Management Education (FAME) & FORE Institute of Drone Technology and Research (FIDTR) have commenced their operations.

**Dr. B.B.L Madhukar**



## DIRECTOR GENERAL'S MESSAGE

For the past three decades, FORE has successfully created a position for itself as a leader in intra-disciplinary Management Education, Research, Consultancy and Training. In this academic year, the 32nd batch of students for our full-time PGDM programme, the 17th batch of students for the PGDM (International Business) programme, the 6th batch of students for the PGDM (Financial Management) programme and the 4th batch of students for PGDM (Big Data Analytics) programme will be admitted. We lay foremost emphasis on the enhancement of student's knowledge base and sharpening of professional skills through various curricular, co-curricular and extra-curricular activities. At FORE, students are expected to have an enriching and life-turning experience which will enable them to reach new heights in their professional life. The curriculum that FORE offers is constantly upgraded to be in sync with the industry requirements. Members of our faculty are highly qualified and they maintain high standards of teaching which are constantly sharpened with their contributions through research publications, seminars, conferences, etc., at the national and international levels. Keeping pace with the worldwide trend of digital democratization, FORE has also enhanced its capabilities through increased use of the internet, mobile communications, and other technologies for promoting more active student participation in academic administration and curriculum delivery. Wi-fi-enabled campus, state-of-the-art classrooms, electronic displays and multi-modal communication of academic matters make student life simpler. The use of software applications like SPSS, AMOS, Minitab, R, R-Studio, Tableau and Capstone Business Simulation, etc. have been integral part of the curriculum at FORE. Terminals of Eikon- a set of financial analysis software by Thomson Reuters are also being used for enriching students' knowledge in the areas of finance and economics. Our key to success has been the opportunity we create for our students to interact closely with the corporates and engaging with the corporate world to make a meaningful impact. We enjoy excellent goodwill with the corporate world who generously contribute to our various academic processes. To facilitate all this, we have Centers of Excellence to enhance domain-specific research and training amongst faculty members and entrepreneurship among students. We have collaborated with various institutions and universities in India and abroad to give our students better academic exposure. FORE provides an environment conducive to learning and personality development. To provide a flavour of global best practices, our students in the recent past have been exposed to a brief but intensive 'International Immersion Programme' at an international location, designed in collaboration with leading universities at these locations. I thank you for showing your interest in FORE. As a prospective student, you are welcome to explore options that may be available to you in our various academic programmes. Do not hesitate to contact us for additional information. As a parent of a student, we assure you of a very enriching and fruitful time that your ward will be spending with us.

**Dr. Jitendra K. Das**



## DEAN (Academics) MESSAGE

FORE School of Management, a leading private B-School in India, has reoriented itself to cater to the need of the hour. Our excellent graduation outcome score (Ranked 19th in India) in the recent NIRF-Ranking is the reflection of our efforts in grooming the future managers & leaders. Our faculty's strong research orientation and continuous interaction with the Industry help them create an enriching academic experience. We also invite our distinguished alumni, faculty from other renowned institutions, and senior professionals to deliver guest lectures that help augment their studies beyond the curriculum.

The programmes, we offer, have been designed with utmost care. The curriculum of our programmes are industry oriented and based on the Best global practices. Academic rigour is well-reflected in our course design and delivery and through this, we try to create future managers who can best establish themselves in their chosen domains. Various pedagogical tools, we use, are aimed at helping our students to develop a holistic business perspective apart from developing their leadership competence, communication skills, critical thinking, and problem-solving abilities. Keeping the industry requirements in mind, we are also offering more relevant and contemporary programmes like Post-Graduate Diploma in Management (Big Data Analytics).

Management being an ever-evolving discipline, we keep our curriculum constantly updated. Classroom teachings are supplemented with Seminar courses, which help the students to become aware of contemporary practices and developments. Students get ample opportunities to organise and participate in various co-curricular and extracurricular activities within the institute and outside, helping them build their managerial skills. Our classroom infrastructure, with the most modern equipment, creates a great academic ambience.

At FORE, we also emphasise the overall development of our students. We train our students to imbibe human and ethical values, which would help them in achieving personal and professional success. At FORE, we not only try to develop the ability to seize opportunities in the competitive business environment but also to inculcate a sense of responsibility towards society. We are confident that students passing out from FORE will be best equipped to face the challenges of the dynamic business environment that beckons them. I wish all the best to all the prospective students of FORE.

**Dr. Sanghamitra Buddhapriya**

## THE EXECUTIVE BOARD OF FORE SCHOOL OF MANAGEMENT



**Dr. R.S.L. Madhukar**  
**Director**

(Former Chairman and Managing Director - MITS Ltd.)  
 Chairman and Director General, SIFED  
 Director of Commerce & Industry



**Dr. Vinayak Gauram, FRAS (London)**  
**Visiting Chairman**

(Former Deputy, IIMC, Ex-Head, Management Dept., Ex-Executive Chair Professor, IIT-Delhi)  
 Ex-Head, Dept. of Management, IIT-Delhi & Visiting Executive Advisor, Proctor (in Member Firm, Ltd.)  
 Leader, Consulting Team (in Member Firm)  
 Chairman, UK-India Cultural Foundation



**Dr. Yashu V. Varma**  
**Member**

(Former Chief Operating Officer & Director - ICI (Bharat India Pvt. Ltd.))



**Mr. T.C. Venkat Subrahmaniam**  
**Member**

(Former Chairman & Managing Director - STATE BANK OF INDIA, Former Chairman of the Board - INDIAN BANK)



**Mr. Vijay Gopal Pande**  
**Member**

(Co-Founder & Managing Director - Vijaya Management & Communications Learning Institute Pvt. Ltd., Founder and Life Member - ICHM and London School of Economics Society; Founder Member, IEPAD)



**Dr. Vasantha S. Bharucha**  
**Member**

(Former Economic Affairs, Ministry of Commerce & Industry, GOI; Economist and Strategic Consultant)



**Mr. Nagan Kumar Mahapatra**  
**Member**

(Director (HR), Indian Oil Corporation Ltd.)



**Ms. Harriet Bhavni Verma**  
**Member**

(Director Marketing, CSR Designer)



**Mr. Kuljit Singh Chingra**  
**Member**

(Chairman, Budget Finance (in) Pvt. Ltd.)



**Dr. Jitendra Kumar Das**  
**Director General**  
**FORE School of Management**  
**Member**

(Former Dean (Acad. Support), IIM Lucknow)



**Dr. Rajneesh Chughan**  
**Dean (Corporate Relations)**  
**FORE School of Management**  
**Member**



**Dr. Sanghamitra Suddhapriya**  
**Dean (Academics)**  
**FORE School of Management**  
**Member**



**Prof. Neeraj Kulkarni**  
**Dean (Academic Services)**  
**FORE School of Management**  
**Member Secretary**



## ABOUT FORE

Foundation for Organizational Research and Education (FORE) is committed to the advancement of Management Education, Research, Training, and Consultancy. Established in 1981 as a non-profit institution, FORE has been working with industry and academia for developing new domains of managerial thought and education and contributing to the process of building leaders in today's global business environment.

FORE School of Management (FSM) has been setting benchmarks in management education for the last 31 years. In a survey conducted by CHESIL – a leading Ratings, Research, Risk and Policy Advisory Company in India, FSM has been awarded A\*\*\* grading (the highest rating level) for the Delhi-NCR region for AY 2016-17. The PGDM and PGDM (IB) programmes have been accredited by the National Board of Accreditation till June 2025.

FSM received SAQS (South Asia Quality Systems) accreditation making it among the few business schools in the South Asian region to receive this rigorous international accreditation of quality assurance standards.

Located in the heart of South Delhi, FSM provides contextual learning and helps in the development of students as thinking professionals, who have the ability to meet the upcoming challenges for tomorrow's corporate leaders. The programmes offered at FORE School of Management, New Delhi aim at developing multiple skills including managerial decision-making, problem-solving, analytical reasoning, communication, creativity, and innovation.

The Institute has a Board of Directors with representatives from government, academic institutions, and industry. The Institute also has an Academic Council consisting of eminent professionals from industry, government, and other academic institutions.

FSM takes pride in its professional and high-quality faculty in the fields of General Management, Strategic Management, Human Resource Management, Finance, Operations, Marketing, Information Technology, Economics, and International Business.

The members of the faculty are drawn from leading national and international institutions and industries and are engaged in extensive research and consultancy, and possess myriad management skills. Eminent personalities and senior corporate professionals are invited from time to time to share their experiences and discuss real-world managerial practices and market opportunities/ challenges with the students.

### STATE-OF-THE-ART INFRASTRUCTURE

- Centrally air-conditioned spacious classrooms with computers on each table and interactive display facilities to enhance learning skills.
- Continuous modernization of existing infrastructure to meet the changing requirement and aspirations of students.
- A well-furnished fully air-conditioned auditorium (Virajani) with state-of-the-art audio, and video facilities, and a seating capacity of 300 students.
- The air-conditioned conference hall is equipped with modern audio and video facility (Vivekananda Pragya Hall).
- Hostel facilities are available & located at a very short distance from the institute.
- Subsidized cafeteria facilities.
- Reprographics and internet facilities.
- Adequate captive backup and UPS-supported power system to ensure uninterrupted electrical supply.
- A healthy, neat, clean, and secure environment.
- Provision of de-ion and filtered cool water with comprehensive Reverse Osmosis (RO) facilities on the entire campus.

- Lush green surroundings.
- Adequate space and seating facilities for students to relax and discuss. Sufficient electrical points for laptop and mobile charging facilities.
- Adequate indoor facilities for games.

## RECOGNITIONS & ACCREDITATIONS

### Accreditations/ Ratings:

- The PGDM, PGDM(IB), PGDM(FM), PGDM(BEW), and FPM courses at FORE are AICTE (All India Council for Technical Education) approved.
- The PGDM & PGDM(IB) courses at FORE are accredited by National Board of Accreditation (NBA) till June 30, 2025.
- FORE School of Management has also been granted SAQS Accreditation for a period of five years with effect from December 2017.
- The PGDM and PGDM(IB) courses are recognized as equivalent to MBA. Equivalence permission is granted by Association of Indian Universities (AIU).



# The Academic and Administrative Team & Area Chairpersons

## THE ACADEMIC TEAM

Director General

Dean (Academics)

Dean (Corporate Relations)

Dean (Academic Services)

Dean (Research)

Secretary (Faculty Council)

Dr. Jitendra K. Das

Prof. Sanghamitra Buddhapriya

Prof. Rajneesh Chughan

Prof. Neeraj Kumar

Prof. Sriparna Bose

Prof. Anik Kumar

## THE ADMINISTRATIVE TEAM

Senior Administrative Officer

Advisor (Legal & Administration)

Librarian and In-charge, Publication Office

Assistant General Manager (Placements)

Assistant General Manager (Admissions)

Senior Manager (CCR)

Senior Manager (Accounts)

Senior Manager (Systems)

Manager (Academics-I)

Manager (Academics-II)

Manager (Academic Services)

Mr. Shalendra Kumar

Mr. H. K. Joshi

Mr. Rajesh Kumar

Mr. Vivek Chakrapani

Mr. Anupam Bhaskar

Mr. Mukesh Maheshwari

Mr. Bhuvan Chand

Mr. Uday Kumar

Mr. Shiv Sanjay Pradhan

Mr. Manish Pathak

Mr. Gautam Kumar (Patra)

## AREA CHAIRS

Communication

Economics and Business Policy

Finance & Accounting

Information Technology

International Business

Marketing

Organisational Behaviour & Human Resource

Quantitative Techniques & Operations

Strategic Management

Prof. Roeta Rama

Prof. Shalini Tarteja

Prof. Vandana Gupta

Prof. Shipra Jain

Prof. Sudeep S.

Prof. Varsha Khattri

Prof. Prof. Chiradip Bandyopadhyay

Prof. Sumit Kaur

Prof. Anil Kumar Singh

## Awards to FORE School of Management New Delhi

- **IIRF Education Impact Awards** in the category of **"Best Institute in India for Academics and Research Perspective"** on October 09, 2021 in the event on **"Leveraging Lockdown Learnings – Implications on Academia and Industry"** organised by Federation for World Academics (FWA) at Le Meridien, Jangpith, New Delhi.
- **Leading and Most Trusted Management College of the year 2021, North India** in the category of **"Quality Education, Outstanding Administration, Industry Connect/ Placements & Leading Infrastructure"** on September 23, 2021 at National Education Excellence Awards and Conference 2021 organised by Begin Up Research Intelligence Pvt. Ltd. at Taj West End, Bengaluru. (we are the only institute who received this exclusive award in North India).
- **"Outstanding Performance in Virtual Knowledge Delivery during Pandemic"** award on September 23, 2021 at National Education Excellence Awards and Conference 2021 organised by Begin Up Research Intelligence Pvt. Ltd. at Taj West End, Bengaluru.
- **"Best Institute Promoting Research"** award in the National Summit on Education 2020 organised by ASSOCHAM on February 19, 2020 at Hotel Radisson Blu, Ranchi, Jharkhand. The Award was given by the Chief Guest Shri Babindra Nath Mahato, Hon'ble Speaker, Jharkhand Legislative Assembly.
- **"Business School with Specialized Curriculum"** award in The EduMeet 2019 & Education Excellence Award organised by ASSOCHAM on July 12, 2019 at Hyatt Regency, Kolkata.
- **"Best Business School with Specialized Curriculum"** award in the Summit on The EduMeet 2018 & Education Excellence Awards organised by ASSOCHAM on July 12, 2018 at Hyatt Regency, Kolkata.
- **"Certificate of Excellence for Best Excellence in Academic and Corporate Interface"** in the FWA Higher Education Summit-2018 cum 9th National Education Leadership Awards-2018 organised jointly by the Business World and the Education Post on February 15, 2018 at Le Meridien, New Delhi.
- **"BEST B-SCHOOL OF THE YEAR"** award by ASSOCHAM in an event on **"Transforming Lives through Education & Innovation"** & **"Education Excellence Awards, 2017"** held on July 25, 2017 at Hyatt Regency, Kolkata. The award was received from Dr. Mahendra Nath Pandey, Hon'ble Minister of State for HRD (Higher Education), Govt. of India.
- **"Selected Brand - Asia's 100 Greatest Brands & Leaders 2016"** award in the Indo-Singapore Business Congress **"Asia's Greatest Brands & Leaders 2016"** organised by AsiaOne Magazine & UFS Media Consulting Pvt. Ltd. on January 24, 2017 at Marina Bay Sands Hotel, Singapore.
- **"Certificate of Excellence"** and the **"Exemplary Leader in Education in Asia Pacific Award"** in the Asia Pacific Education and Technology Summit & Awards (APEIA) 2016 organised by ASSOCHAM and The Education Post on December 15, 2016 at Hotel Taj Vivanta, Panaji, Goa.
- **"Best Institute Providing Global Exposure"** award at 9th ASSOCHAM Higher Education Summit 2016 – Role of Higher Education in Leveraging Indian Innovation Ecosystem & National Excellence Awards 2016 held on February 17, 2016 at Hotel Le Meridien, Jangpith, New Delhi.
- **"Business School with Best Academic Input (Syllabus) in Human Resources"** award at 23rd Business School Affairs & Dewang Mohita Nehruvii Education Awards held on November 28, 2015 at Taj Lands End, Mumbai.
- **"BEST B-SCHOOL FOR PROMOTING INDUSTRY – Academia Interface"** award in the National Education Excellence Awards 2015 organised by ASSOCHAM on April 18, 2015 at The Taj Mahal Hotel, New Delhi. The award was received from the Hon'ble State Minister of HRD, Prof. (Dr.) Ram Shankar Katheria.



- **'Best Global Exposure Award in North India' and 'Business School Leadership Award in North India'** in the Award Ceremony jointly organised by Royal Brands Pvt. Ltd. and Headlines Today on January 24, 2015 at The Lait Hotel, New Delhi. The awards were received from Prof. (Dr.) Ram Shankar Katheria, Hon'ble Minister of State for HRD (Higher Education), Govt. of India.
- **'Global League-Indian Institutes'** certificate and award for **'Maintaining Global Standards in Contributing to the Growth of the Indian Education System'** at the Skill Tree Great Place to Study, India Edition 2014-16, organised by Skill Tree Knowledge Consortium on June 24, 2014 at the House of Commons, London, United Kingdom. The award was received by Dr. Jitendra K. Das, Director-FORE from Mr. Bob Blackman, Hon'ble Member of Parliament, Conservative Party, U.K. FORE School of Management is one of the few Indian leading institutions to receive this Award.
- **'Best Management Institute for Impact Potential in the Country'** award at the Education Excellence Awards 2013 jointly organised by ASSOCHAM and The Education Post on November 24, 2013 at Hotel The Grand Bhagwati, Ahmedabad. The Chief Guest for this occasion was Hon'ble Minister of Education, Shri Bhupendrasinh M. Chudasma, Government of Gujarat.
- **'Best B School-North'** award from the Hon'ble Union Minister for HRD, Dr. M. M. Pallam Raju organised by ASSOCHAM National Education Excellence Awards 2013 on April 9, 2013 at HOTEL IMPERIAL, Jaipur.
- **'Business School with Best Academic Input (Syllabus) in International Business'** award at 20th Business School Affairs & Designing Merita Business School Awards held on November 24, 2012 at The Taj Lands End, Mumbai.

## Academic Partners

FORE School Management has collaborations and tie ups with a number of international universities and institutions for implementing its international activities, like organizing international conferences, faculty development and exchange programmes, student exchange programmes and student international immersion programmes. Some of the Universities and Institutions we are currently engaged with are:

- ESC Rennes School of Business, France (<http://www.esc.rennes.fr>)
- University of California, Riverside (UCR), USA (<http://www.ucr.edu>)
- Nanyang Business School, Nanyang Technological University, Singapore (<http://www.nbs.ntu.edu.sg>)
- Risk Management Institute, National University of Singapore, Singapore (<https://rmi.nus.edu.sg/>)
- National Research University, Higher School of Economics, Moscow, Russia
- Frankfurt School of Finance and Management, Frankfurt, Germany

Universities and institutions we were engaged with and carried out activities in the past are:

- Northampton University, United Kingdom (<http://www.northampton.ac.uk>)
- Anglia Ruskin University, United Kingdom (<http://www.anglia.ac.uk>)
- ESCP International Business School, Paris, France (<http://www.escp.fr/international>)
- Vietnam National University - HCM- University of Law and Economics, Vietnam (<http://vn.uel.edu.vn>)
- Kathmandu University School of Management, Kathmandu, Nepal (<http://www.kusom.edu.np>)
- STI University, Yangon, Myanmar (<http://www.sti.edu.net>)
- University of Economics, Ho Chi Minh City, Vietnam (<http://www.ueh.edu.vn>)
- School of Business and Economics, Linnaeus University, Sweden (<http://lu.se/school-of-business-and-economics/?l=en>)
- European Institute for Asian Studies, Luxembourg (<http://www.ubi.edu>)

### **Institutional Membership**

- Indig Habitat Centre, New Delhi
- Education Promotion Society for India (EPSI), New Delhi
- Asian Regional Training And Development Organization (ARTDO) International, Philippines
- Association of Indian Management Schools (AIMS), Hyderabad
- National HRD Network (Delhi Chapter)

- Association of Management Development Institutions in South Asia (AMDISA), Hyderabad
- Indian Society for Training & Development (ISTD), New Delhi
- The Associated Chambers of Commerce and Industry of India (ASSOCHAM), New Delhi
- BRICS Chamber of Commerce & Industry, New Delhi
- Developing Library Network (DELNET), New Delhi
- National Science Library: CSIR National Institute of Science Communication and Information Resources (NISCAIR), New Delhi
- Management Libraries Network (MANLIBNET), New Delhi
- The Case Centre, England
- UN Global Compact Network India
- The Delhi Flying Club Ltd., New Delhi
- Academy of Indian Marketing (A.I.M.)
- PHD-Chamber of Commerce & Industry (PHDCCI), New Delhi
- International Federation of Training & Development Organisations (IFTDO), UK
- India International Centre (IIC), New Delhi
- India Islamic Cultural Centre (IICC), New Delhi
- Indian National Trust for Art and Cultural Heritage (INTACH), New Delhi

#### **Appeared in Renowned Publications**

- FSM Features in the Asian Management Education Directory 1995/96 published by European Management Development Centre, Hulzen, The Netherlands.



## FORE Library



The Library of the Institute is the backbone of academic and research activities at FORE School of Management. It is designed to meet the information needs of the PSM fraternity, i.e., students, faculty and staff members. The PSM library is one of the best-managed Library with a collection of about 43,900 volumes focused on business, management, and other allied subject areas. It also subscribes to EBSCO eBooks Business Collection Database comprising more than 22,000 titles on the Business and Management topics. To extend in-depth and exhaustive information focused on research, to support high-quality and to value addition in teaching and learning, the library subscribes to the electronic journals, databases, online software's and Institutional Library Membership. The library has full-text access to over seven thousand international journals/magazine through ABI Informs Complete ProQuest, EBSCO and Sage online. The other research-oriented National and International coverage databases on Business and Finance viz. Capitaline AWS, IndiaStat.com, Eumonitor International 'Passport' and Refinitiv's Eikon have been subscribed by the library which enables students and faculty to access complete statistics and reports of national & International companies. For ensuring qualitative research, the library has procured NVivo 12 Plus analytics software and for encouraging original research, Quingnal (formerly Utkand) an anti-plagiarism or similar content check online tool has been subscribed by the library. The Library has been subscribing to national and international print journals and magazines also. For enriching and lively classroom teaching and learning experience, the library has a subscription of Harvard Business School Publishing and The Case Center, and special arrangement with Ivey Publishing, and IIM Ahmadabad, etc. for procurement of Cases and Simulations. To promote information resource sharing culture with other similar libraries, the library subscribes the institutional membership Developing Library Network (DELNET); a network of 6310 premier institute's libraries) and National Science Library; CSIR-National Institute of Science Communication and Policy Research (NISCP), New Delhi to meet the academic and research requirement. To strengthen the relationship with other professional libraries, PSM library has subscribed institutional membership of Management Librarians Network (MANLIBNET). The library



updates its users about the latest news on Business Management Education in India on a daily basis by email, uploading on the website and maintaining the resources as "Daily news headlines and Archive". A monthly online newsletter named "Info + Plus" is being published by the library to compile the activities held during the past one month about new additions of books/journals and orientations programmes, guest lecturers and events, etc. The FSM library is well equipped with the latest IT tools, technologies, and equipment to collect, store, retrieve, and disseminate information. More than fifteen computer systems are installed and exclusively dedicated to access library resources and services. All major functions of the library are computerized by using leading, web-enabled, multiuser, integrated library management software, which provides a single window search facility to access the information resources available in the library. The users may access their library account and search the OPAC (library catalogue) on their desktop. The library is facilitating a networked environment, connectivity through the internet, Wi-Fi, and campus-wide intranet for smooth access of library resources and services. RFID technology has been implemented for security and smooth functioning of issue/return of library documents.

The major library services extended to members are listed as under:

Daily news headlines and Archive	Institutional Digital Repository	Multimedia and digital library
Info+ library monthly newsletter	Convocation photographs	Inter-library loan
Digital resources and databases	Online journals	Document delivery service
Open access library catalogue	User education & book exhibitions	Reference and referral services
Check your library account	DELNET database access	Scanning and digitization
Reservation of books and journals	Reprographic services	Literature search

All users have been issued barcoded/RFID library membership cards and each library document contains a bar-code label/RFID tag that enables us computerized circulation system. The library has its webpage on the FSM website, where one can access detailed information about library resources, services, and facilities, etc. The library always strives for betterment to deliver the latest and updated information services to its members. To improve the library services and enrich the resources, the library has a dynamic online feedback system for gathering member's views, complaints, suggestions, and requisitions for procurement of new resources, etc. The library also collects feedback from the members through email and phone; they may record their views in the register available at the library counter.



## Computer Centre



- The Computer Centre has state-of-the-art computing facilities that are available to Students, Faculty and Offices. It includes branded PCs/Laptops with IBM, DELL and HP servers connected through Ethernet LAN. All these nodes have access to the Internet through a 600 MBPS dedicated leased line on fiber optics. Facilities for printing through high-speed Color/Mono Laser Jet Network printers and Scanning are available.
- Application software like IBM SPSS Statistics 23.0, AMOS, Markstat, Digital Media/Pro Simulation Software, PaperCut, MS-Project, R, R Studio, MS SQL Server etc. are extensively used.
- Online conferencing tools like Cisco WebEx, Microsoft Teams and Google Meet are available for Online Meetings, Webinars and Classes.
- The Entire network is protected with Sophos XG330 Firewall in combination with Antivirus, Anti-Spam and Bandwidth Management and multiple gateways with Auto Fail-over feature. All the nodes are secured from virus, spyware/malware with Symantec Endpoint Protection centrally monitored from the Antivirus server.
- The Entire campus is fully Wi-Fi enabled with Ruckus wireless consisting of ZoneFlex RB10 dual-band smart Wi-Fi access points with ZoneDirector 1200 controlling the Access Points.
- Each student is allotted a mail id besides Faculty and staff members. The Active Directory and web server are hosted in the computer center itself.
- All the students have their mail ids on "fsm.ac.in" domain. FORE offers Google Workspace for Education to all faculty members, students, staff and alumni. Google Workspace for Education includes web-based messaging and collaboration tools that offer enhanced emailing, calendar, and collaboration tools through Gmail, Google Calendar, Google Drive and other Google applications.
- Faculty-students interaction is done through e-learning/e-working software Moodle.
- Labs are available with all the latest software & technology with Multimedia Facilities.
- The modern classrooms at FORE School of Management, the theatre style and classic learning centers are furnished with specially designed desks for the comfort of students. Two Classrooms are equipped with 120 DELL/HP high end Desktops.
- Setup of five modern Hybrid Classrooms (Two-Way Interactive classroom) for better online classes with more interaction and engagement between faculty and students sitting in the classroom with social distancing and students sitting at a remote place (Home).
- Standalone Language Laboratory at FORE School of Management is well equipped to nurture and facilitate effective language learning. The use of the interactive English software along with headsets with microphones is very useful for students, learning languages for communication. These interactive tools are designed to enhance not only language teaching but also listening, speaking, reading, writing, classroom grading and placement skills learning.

## Two-Year Full-Time Post Graduate Diploma in Management Programmes

### Full-Time Programmes

Name of the Post Graduate Diploma	Duration
Post Graduate Diploma in Management (PGDM)	Two-Years
Post Graduate Diploma in Management (International Business) PGDM(IB)	Two-Years
Post Graduate Diploma in Management (Financial Management) PGDM(FM)	Two-Years
Post Graduate Diploma in Management (Big Data Analytics) PGDM(BDA)	Two-Years



## Admission Procedure for PGDM, PGDM(IB), PGDM(FM) & PGDM(BDA)

Admission to the Two-Year Full-Time Post Graduate Diploma in Management, Two-Year Full-Time Post Graduate Diploma in Management (International Business), Two Year Full-Time Post Graduate Diploma in Management (Financial Management), and Two Year Full-Time Post Graduate Diploma in Management (Big Data Analytics) involves a rigorous selection process.

The candidate must hold a Bachelor's degree with a minimum of 50% marks in aggregate of all the subjects studied at any of the Universities incorporated by an Act of Central or State Legislature in India or other Educational institutions established by an Act of Parliament or declared to be deemed as a University under Section 3 of UGC Act-1956 or possess an equivalent qualification recognized by the Ministry of HRD, Govt. of India. The Bachelor's degree or equivalent qualification obtained by the candidate must entail or minimum of 3 years of education after completing Higher Secondary Schooling (10 + 2) equivalent.

Candidates appearing for the final year degree examination in the year 2023 can also apply subject to furnishing the proof of having passed graduation by Tuesday, October 3, 2023, and obtaining a minimum of 50% marks in an aggregate total of all the subjects studied failing which the provisional admission will be cancelled and no fee will be refunded in lieu thereof.

All candidates are required to take the Common Admission Test (CAT-2022) conducted by IIMs, XAT-2023 conducted by XLRI, Jamshedpur, or should have a valid GMAT score in a test taken between 1 January 2021 and 20 January 2023.

### Selection Criteria:

Shortlisting for the Selection Process is based on CAT-2022 percentile/ XAT-2023 percentile/ GMAT Score.

The final selection is based on CAT/XAT percentile/ GMAT Score, Academic Performance, Work Experience, Business Awareness Quiz (BAQ) and performance in Personal Interview (PI). (Some selection criteria may be added/removed as considered appropriate by the Institute).

Personal interviews are conducted by experienced faculty and professionals from the industry to ensure that the selected candidates perform well during their PGDM programme and subsequently achieve success professionally.

### How to Apply

- Candidates can apply ONLINE ONLY at <http://admissions.fim.ac.in>
- For application submission, candidates need to pay the application fee either through a Credit/Debit Card or Net Banking.
- Applicants need to pay the application fee as mentioned below.

No. of programmes applying for	Base price in Rs.	18% GST	All-inclusive Application Fee in Rs.
One Programme	1,500/-	270/-	1,770/-
Two Programmes	2,000/-	360/-	2,360/-
Three Programmes	2,250/-	405/-	2,655/-
Four Programmes	2,500/-	450/-	2,950/-

The above amounts are only applicable if you apply for multiple programmes at the same time in the same application form.

In case, you apply for the other one or two programmes at a later stage, the full application fee for one or two programmes as mentioned in the table will apply.

- The Admission Brochure may be downloaded from <https://www.fsm.ac.in/Admission/admission-brochure-2023.pdf>.
- Candidates applying under Company Sponsored Category need to download the necessary format from the website and submit the Company Sponsored Certificate in the given format within the stipulated timeframe. Change in the category, once the form is filled up, is not allowed under any circumstance.

Candidates shortlisted for the "Selection Process" must review their Application Form before appearing for the selection process and point out discrepancies, if any, before appearing for the selection process.

## ADMISSION FEES

Programme	Self-Sponsored Category	Company-Sponsored Category
PGDM	Rs.16,98,000/-	Rs.21,22,500/-
PGDM(BI)	Rs.16,98,000/-	Rs.21,22,500/-
PGDM(FM)	Rs.16,98,000/-	Rs.21,22,500/-
PGDM(BDA)	Rs.16,98,000/-	Rs.21,22,500/-

The above fee is inclusive of tuition fee, examination fee, extra and co-curricular activities, library, books and reading material, IT Services, etc.

**Profile Based Admission:** In the profile-based selection, we adopt a more holistic approach. Under this category, we may like having consistent good performance in academics; achievement in the fields of art, culture, science, sports and professional work etc.; and contribution to the society at large to offer admissions to candidates in our various Full-Time PGDM programmes. Such candidates will be shortlisted primarily on the basis of their profile and will also have to go through a pre-defined selection process as decided by the Institute. Limited seats are available under this category.

**Company Sponsored Category:** With the Government of India's emphasis on "Atmanirbhar Bharat" and its endeavour to provide entrepreneurship zeal amongst the youth, the Institute would like to give an opportunity to the candidates having entrepreneurial potential and may select a few candidates under the company-sponsored category in its various Full-Time PGDM programmes.

The candidates will be shortlisted primarily on the basis of their profile and will be called for the selection process accordingly.

The candidate should have an entrepreneurial spirit and there are very limited seats available.

## Registration Fee:

A one-time registration fee of Rs.23,000/- (Rupees Twenty-Three Thousand only) is payable in addition to the admission fee.

Registration fee includes:

- a) Rs.5,000/- towards Security Deposit (refundable),
- b) Rs.3,000/- towards Library Security (refundable),
- c) Rs.2,500/- towards Journal Subscription for two years,
- d) Rs.3,000/- towards Medical Insurance with Personal Accident Policy for 2 years; and
- e) Rs.7,500/- towards Student Activities charges

## FOKE Advantages:

We offer an enriched and value-added program encompassing the following:

- Our placement activities and compensation offered to our students match the best that the industry offers.
- We offer scholarships to needy students with excellent academic performance.
- We provide an opportunity to all two-year full-time students to attend a complimentary International Immersion Programme at a location outside India.
- International Immersion Programme (IIP) is a complimentary component of the PGDM/PGDM(IB), PGDM(FM) and PGDM(BDA) programmes. It is subject to the safe International traveling conditions during the said period of time and the Institute reserves the right to cancel the same in a pandemic-like situation.
- We provide ample opportunities for our students to engage in a variety of co-curricular and extra-curricular activities for their holistic development.
- Besides the well-qualified core faculty at FOKE, we invite industry leaders to take courses and special sessions for students to discuss the best business practices, etc.

## SCHOLARSHIPS:

### 1. Means-cum-Merit Scholarship

FOKE School of Management offers scholarships to the needy and meritorious students of PGDM, PGDM(IB), PGDM(FM) and PGDM(BDA) programmes. The Means-cum-Merit Scholarship is provided on the basis of the economic condition and academic performance of the students. The scholarship support includes a waiver of the full tuition fee to students selected for this scholarship as per the rules of the institute.

### 2. Merit Scholarship

FOKE School of Management provides Merit Scholarship to the rank holders of first-year students of PGDM, PGDM(IB), PGDM(FM) and PGDM(BDA) programmes based on their overall performance in Term-1, 2 & 3. In the PGDM programme the first three rank holders are provided with a Merit Scholarship of Rs.1,00,000/- each, in PGDM(IB) & PGDM(FM) programmes first two rank holders are provided with a Merit Scholarship of Rs.1,00,000/- each and in PGDM(BDA) programme the topper is provided with a Merit Scholarship of Rs.1,00,000/-.

### 3. Scholarship for Union Territory of Jammu & Kashmir and Ladakh and North-Eastern States

FOKE School of Management provides 10% waiver in tuition fees to the students who are domiciled in the Union Territory of Jammu & Kashmir and Ladakh and the 8 North-East states namely Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Tripura and Sikkim.

Note: In case of a dispute, the jurisdiction would be Delhi only.

A student can avail any one type of scholarship as given below:

- a. Merit Scholarship or
- b. Merit Scholarship and Scholarship for Union Territory of Jammu & Kashmir and Ladakh and North-Eastern States or
- c. Means-Cum-Merit Scholarship or
- d. Scholarship for Union Territory of Jammu & Kashmir and Ladakh and North-Eastern States

## Full-Time Fellow Program in Management (FPM)



FORE School of Management, New Delhi offers a Full-Time Fellow Programme in Management (FPM) approved by AICTE. The objective of this programme is to enhance the body of knowledge in the research domain and its dissemination. It is aimed at admitting scholars with exceptional academic backgrounds, strong motivation, discipline and having a strong inclination towards good quality research.

Full-Time students admitted into Fellow Programme in Management are eligible to be considered for an Institute fellowship of Rs. 46,355/- (Including 27% House Rent Allowance) per month for the first two years and Rs. 52,705/- (Including 27% House Rent Allowance) per month during the third and the fourth year of the program, respectively. The maximum duration of the program for availing fellowship is four years.

The fellowship holders are also eligible to get a grant for buying books/hardware/software/ to support their fieldwork, etc. This contingency grant is of Rs. 15,000/- per year and is available in the third and fourth years of the program.

After successful completion of one year, a FPM scholar is eligible for conference support of Rs. 1.5 lakh during the entire programme for presenting her/his research paper(s). Within this budget, the scholar can participate through the paper presentation in one International Conference and/or two National Conferences and/or one Workshop.

## Academic Programmes

### **FORE School of Management offers:**

- Two Year Full-Time Post Graduate Diploma in Management
- Two Year Full-Time Post Graduate Diploma in Management (International Business)
- Two Year Full-Time Post Graduate Diploma in Management (Financial Management)
- Two Year Full-Time Post Graduate Diploma in Management (Big Data Analytics)
- Full-Time Fellow Program in Management (FPM)





## Post Graduate Diploma in Management (PGDM)

The Two-Year Full-Time Post Graduate Diploma in Management is an AICTE approved Programme which is designed to train and groom the future managers at FORE School of Management. This programme builds a student's skills and knowledge in various management functions and help students in acquiring conceptual and analytical abilities required for effective decision-making and their implementation.

### OBJECTIVES

- Building a comprehensive understanding of the general business environment and their impact on various management functions.
- Equipping students to gain insight into various management functions like marketing, operations, human resources, finance, strategy and information technology.
- Integrating the theoretical knowledge of students with the practical aspects of business and their implications on strategic execution.
- Building the conceptual and analytical abilities required for effective decision-making.
- Enable the students to operate in the dynamic and complex working environment.

### PEDAGOGY

The instructional methodology comprises an optimum mix of lectures, classroom discussions, case studies, simulations, role-plays, group discussions, special sessions from professionals from industry and trade, management games, sensitivity training, management films, industrial visits, and industry interaction. Students are encouraged to present their case analysis through written case reports, individual or group presentations.

### CURRICULUM

The curriculum of the PGDM at FORE School of Management is an outcome of benchmarking against the best in the world, and continuous review by the faculty in concert with practitioners from industry, alumni, and students. The content and design of courses are directed towards developing managers who (i) have holistic and deep knowledge of their functional specialization along with the appreciation of its role in the value proposition of the firm; (ii) are industry-ready due to understanding of concepts, frameworks and models steeped in the context of practice; (iii) and have sustainable employable competencies suffused with learning through cutting-edge courses that are contemporaneous as well as futuristic.

In the two years of the programme, students have to undergo both core and elective courses. These courses are an eclectic mix of foundational, perspective building, tools and techniques oriented, and functional courses. The core courses provide rigorous grounding in the discipline of management and the understanding of business in their proper relief. The core courses are taught in the First year, which is divided into three Terms (a Term is typically of 10 weeks of classes and at most 2 weeks of examinations). Elective courses begin from Term-3 onwards. Thus, while term-1 and term-2 have only core courses, term-3 have both core and elective courses. The elective courses allow students to choose and develop proficiency in their Area of Specialization.

After the first year programme, students are required to undertake 8-10 weeks of Summer Internship in a public or private corporate organisation. The successful completion of the Summer Internship Project (SIP) is a mandatory requirement for the completion of the Post Graduate Diploma in Management. Summer Internship is expected to provide students powerful managerial insights with regard to business problems, understanding of management concepts in the bedrock of industry practices, and refinement of knowledge acquired in the classroom.

The second year of the programme, from Term 4 to Term 6 consists only of elective courses. These electives comprise courses offered by different Areas, courses of independent study, exchange programmes, and complementary International Immersion Programme (IIP).

The International Immersion Programme is a complementary part of the full time course curriculum that is held after Term 3, for students to have an exposure to international business scenario and global best practices in their respective area of specialization. The immersion involves 15 hours of in-class course in an elective of choice along with industrial and corporate visits at any one of the international partner institutions abroad. The credits earned in the IIP accrue in Term 6.

## PROGRAMME STRUCTURE AND CREDITS

The institute uses the concept of credits to indicate the number of in-class contact hours in a course. One credit equals 10 in-class contact hours. The 3.0 credits course involves around 300 hours of work (30 hours in the classroom, and the rest for preparation and assignments).

A student is required to complete 103.5 credits (in total) for the award of Post Graduate Diploma in Management. Out of the required credits, 97.5 credits come from classroom teaching, and the balance 6.0 credits from Summer Internship. The 97.5 credits of classroom teaching are obtained from 54.0 credits of core courses, and 43.5 credits of elective courses. It must be noted that the credits earned from Summer Internship are not used for calculation of CGPA.

The Year and Term Wise Course Credit distribution in the PGDM programme is as under:

Year and Term Wise Course Credit Distribution	
<b>First year</b>	
Term-1	21 credits (core)
Term-2	21 credits (core)
Term-3	18 credits (12 credits from Core courses + 6 credits from Electives)
1 week International Immersion Programme of 1.5 credits is reflected in Term-6	
8-10 weeks Summer Internship Project of 6.0 credits	
<b>Second year</b>	
Term-4	18 credits (Electives)
Term-5	9 credits (Electives)
Term-6	10.5 credits (Electives including 1.5 credits earned in IIP)
<b>TOTAL</b>	<b>103.5 credits</b>

## COURSES AND CREDITS

A student is required to complete 60 credits of courses in the first year of the programme, out of these, 54 credits are earned from core courses and the rest 6 credits from electives. Following is the list of Courses, their Area, and the associated Credits offered to the students in the First Year.

Term-1			
Sl. No	Name of the Course	Academic Area	Credits
1	Managerial Communication	Communication	3.0
2	Managerial Economics	Economics & Business Policy	3.0
3	Financial Accounting	Finance & Accounting	3.0
4	Marketing Management-I	Marketing	3.0
5	Human Behaviour in Organizations	OB & HR	3.0
6	Business Statistics	QT & OM	3.0
7	Optimization Model for Decision Making	QT & OM	3.0
		<b>Total Credits</b>	<b>21.0</b>
Term-2			
1	Written Analysis and Communication	Communication	3.0
2	Legal Aspects of Business	Economics and Business Policy	1.5
3	Corporate Social Responsibility and Sustainability	Economics and Business Policy	1.5
4	Corporate Finance	Finance & Accounting	3.0
5	Information Technology and Systems	Information Technology	3.0
6	Marketing Management-II	Marketing	1.5
7	Human Resource Management	OB & HR	1.5
8	Operations Management-I	QT & OM	1.5
9	Business Research Methods	QT & OM	1.5
10	Strategic Management	Strategy	3.0
		<b>Total Credits</b>	<b>21.0</b>
Term-3			
1	Business Ethics and Governance	Economics & Business Policy	1.5
2	Macroeconomics and Policy	Economics & Business Policy	1.5
3	Digital Commerce	Information Technology	1.5
4	Operations Management-II	QT & OM	1.5
5	Project Management	QT & OM	1.5
6	Strategic Entrepreneurship and New Age Business Models	Strategy	1.5
7	Managerial Skills for Effectiveness	OB & HR and Communication	1.5
8	Organisational Design and Change	OB & HR	1.5
9	Elective course/s from Specialization-I		3.0
10	Elective course/s from Specialization-II		3.0
		<b>Total Credits</b>	<b>18.0</b>

## ELECTIVES

From Term-3 onwards in the First Year, students are required to undertake Elective courses. A student enrolled in the PGDM programme is required to complete 43.5 credits from the Elective courses spread over Term-3 in the First year, and Term-4 to Term-6 in the Second year of the Two Year Programme. Out of the above, 1.5 credits will accrue in Term-6 from the DP, which is usually held after Term-3.

FORE School of Management offers dual specialisation to all the students enrolled in its programmes. This means that a student may specialize in at the most two Areas. In order to specialize in any Area, a student needs to take 15 credits of electives in the chosen Area of specialization. This requirement of 15 credits is both minimum and maximum. Students are not permitted to specialize in any third Area, they are not allowed to opt for more than 9 credits out of the balance credit of courses from any ONE particular Area.

In order to provide the students opportunities to specialize in their Area of choice, each Sectorial Area offers Elective courses. The Sectorial Area may specify certain Elective courses as Specialization Area Pre-requisite (SAPR) courses that must be taken by those students who have chosen that Area to Specialize in.

The Elective courses are offered by the following Sectorial Areas:

- Communication
- Economics & Business Policy
- Finance & Accounting
- International Business
- Information Technology
- Marketing
- Organisational Behaviour & Human Resources
- Quantitative Techniques & Operations Management
- Strategy

## SPECIALIZATION-WISE LIST OF COURSES

Note: The list of elective courses, including those specified as SAPR, is indicative and tentative. Students may opt for these courses subject to specialization requirements, availability, eligibility, limitations on class size, etc.

AREAS OF SPECIALIZATION AND COURSES	CREDIT
<b>COMMUNICATION</b>	
Effective Leadership Communication Through Theatre Techniques	3.0
Communication on Digital Platforms	3.0
Effective Workplace Communication Behaviours	1.5
Cross Cultural Communication	1.5
Corporate Communication	1.5
Communication Audit	1.5
OS in Communication	3.0
<b>ECONOMICS &amp; BUSINESS POLICY</b>	
Social Enterprise and Sustainable Development in Emerging Economies	3.0
Foreign Trade and Exchange Market	3.0
Public Policy for NGO Management	3.0
Macroeconomics & Business Policy	3.0
Industrial Organization	3.0

Principles of Sustainable Business	1.5
DS in Economics & Business Policy	3.0
<b>FINANCE &amp; ACCOUNTING</b>	
Financial Markets, Institutions and Services (SAPM)	3.0
Equity Valuation and Portfolio Management	3.0
Investment Banking	3.0
Financial Derivatives	3.0
Commercial Banking Practices and Treasury Management	3.0
Fixed Income Securities and Structured Products	3.0
Wealth Management and Alternative Investments	3.0
Project Appraisal and Financing	3.0
Applied Financial Risk Management	1.5
Financial Strategies for Value Creation (IFP)	1.5
Credit Risk Management (IFP)	1.0
<b>INFORMATION TECHNOLOGY</b>	
Machine Learning with Python	3.0
Big Data and Data Analytics for Managers (Using Python)	3.0
Deep Learning and NLP	3.0
Machine Learning, Blockchain, Fintech	3.0
Managing Business on Cloud	1.0
Functional Analytics	1.5
Systems Thinking	1.5
Business Development In IT	3.0
Social Media Analytics	3.0
Data Summarization and Visualization	1.5
Cyber Security	1.5
Digital Innovation	1.5
Analytics and Machine Learning in Business (IFP course)	1.5
<b>INTERNATIONAL BUSINESS</b>	
Trade and Geopolitics (SAPM)	1.5
Export - Import Procedures and Documentation (SAPM)	1.5
International Management	3.0
Export - Import Management: A Starter's Toolkit	3.0
Business in Asia-Pacific	3.0
International Economic Organizations	3.0
Trade, Technology and Development	1.5
Commercial Geography	1.5
DS in International Business	3.0

Onoma, Global Business and Film Diplomacy	1.5
International Business (IIP Course)	1.5
<b>MARKETING</b>	
Advanced Marketing Research	3.0
Sales, Distribution and Retail Management	3.0
Marketing Strategy with MARKSTRAT	3.0
Advertising and Brand Management	3.0
Consumer Behavior	3.0
Digital Marketing & Analytics with Digital MediaPro	3.0
B2B Marketing	1.0
International Marketing	3.0
Services Marketing	3.0
Marketing Models and Analytics	3.0
Green Marketing	1.5
Marketing Analytics (IIP)	1.5
Digital Marketing (IIP)	1.5
<b>ORGANISATIONAL BEHAVIOUR &amp; HUMAN RESOURCES</b>	
Employee Relations - Legislations & Compliances (SAMI)	3.0
Learning & Development	3.0
Competency Mapping	3.0
Personal Growth Lab	3.0
Performance & Compensation Management	1.0
HR Analytics	1.5
Strategic HR Management (IIP)	1.5
Negotiation Skills	3.0
Managing Talent & Career in Organizations	1.5
GIS in Organisational Behaviour & Human Resources	1.5
<b>QUANTITATIVE TECHNIQUES &amp; OPERATIONS MANAGEMENT</b>	
Business Analytics - II (SAPR)	3.0
Advance Project Management	3.0
Procurement Manufacturing Planning & Control	3.0
Multivariate Data Analysis	3.0
Supply Chain Management	3.0
Operations Strategy	3.0
Service Operation and Analytics	3.0
Decision Modelling with Spread Sheet	3.0
World Class Operations	3.0

Global Logistics Management	1.5
Healthcare Operations and Analytics	1.5
<b>STRATEGY</b>	
Strategists' Tool kit and Competitive Intelligence	3.0
Strategy Business Simulations using CEISM	3.0
Mergers and Acquisitions	1.0
Creativity and Design Thinking for Strategic Value Creation	3.0
Strategic Analysis and Globalization	3.0
Current and Emerging trends in Strategic Management	1.5
Strategic Alliances and Joint Ventures	1.5
CRS in Strategy	1.0

Please note: Courses are subject to change



## Post Graduate Diploma in Management (International Business) - PGDM(IB)

The Two-Year Full-Time Post Graduate Diploma in Management (International Business) is an AICTE approved Programme which aims at preparing students to build up careers in the corporate, especially in International Business operations. This programme builds a student's skills and knowledge in International business as well as various management functions. This programme shall help students in acquiring conceptual and analytical abilities required for effective decision-making, and their implementation.

### OBJECTIVES

- Developing a comprehensive understanding of the international business environment, and train students for assuming positions of responsibility in organizations especially in the international business domain.
- Equipping students to gain insight into trade and geopolitics, export-import, international financial management functions, commercial geography etc.
- Integrating the theoretical knowledge of students with the practical aspects of business and their implications on strategic execution.
- Building the conceptual and analytical abilities required for effective decision-making.
- Enabling the students to operate in the dynamic and complex international working environment.

### PEDAGOGY

The instructional methodology comprises an optimum mix of lectures, classroom discussions, case studies, role-plays, group discussions, special sessions from professionals from industry and trade, management games, sensitivity training, management films, industrial visits, and industry interaction. Students are encouraged to present their cases through written case reports, individual or group presentations. Further opportunity is provided through participation of students in various seminars.

### CURRICULUM

The curriculum of the PGDM(IB) at FORE School of Management is an outcome of benchmarking against the best in the world, and continuous review by the faculty in concert with practitioners from industry, alumni, and students. The content and design of courses are directed towards developing managers who (i) have holistic and deep knowledge of their functional specialization along with the appreciation of its role in the value proposition of the firm; (ii) are industry-ready due to understanding of concepts, frameworks and models steeped in the context of practice; (iii) and have sustainable employable competencies suffused with learning through cutting-edge courses that are contemporaneous as well as futuristic.

In the two years of the programme, students have to undergo both core and elective courses. These courses are an eclectic mix of foundational, perspective building, tools and techniques oriented, and functional courses. The core courses provide rigorous grounding in the discipline of management and the understanding of business in their proper relief. The core courses are taught in the First year, which is divided into three Terms (a Term is typically of 10 weeks of classes and at most 2 weeks of examinations). Elective courses begin from Term-3 onwards. Thus, while Term-1 and Term-2 have only core courses, Term-3 has both core and elective courses. The elective courses allow students to choose and develop proficiency in their Area of Specialization.

After the first year programme, students are required to undertake 8-10 weeks of Summer Internship in a public or private corporate organization. The successful completion of the Summer Internship Project (SIP) is a mandatory requirement for the completion of the Post Graduate Diploma in Management (International Business). Summer



Internship is expected to provide students powerful managerial insights with regard to business problems, understanding of management concepts in the bedrock of industry practices, and refinement of knowledge acquired in the classroom.

The second year of the programme, from Term-4 to Term-6 consists only of elective courses. These electives comprise courses offered by different Areas, courses of independent study, exchange programmes, and complementary International Immersion Programme (IIP).

The International Immersion Programme is a complementary part of the full time course curriculum held after Term-3 for students to have an exposure to international business scenario and global best practices in their respective area of specialization. The immersion involves 15 hours of in-class course in an elective of choice along with industrial and corporate visits at any one of the international partner institutions abroad. The credits earned in the IIP accrue in Term-6.

#### PROGRAMME STRUCTURE AND CREDITS

The institute uses the concept of credits to indicate the number of in-class contact hours in a course. One credit equals 10 in-class contact hours. The 3.0 credits course involves around 100 hours of work: 30 hours in the classroom, and the rest for preparation and assignments.

A student is required to complete 103.5 credits (in total) for the award of Post Graduate Diploma in Management (International Business). Out of the required credits, 97.5 credits come from classroom teaching and the balance 6.0 credits from Summer Internship. The 97.5 credits of classroom teaching are obtained from 54.0 credits of core courses and 43.5 credits of elective courses. It must be noted that the credits earned from Summer Internship are not used for calculation of CGPA.

The Year and Term wise Course Credit distribution in the PGDM(IB) programme is as under:

Year and Term Wise Course Credit Distribution	
<b>First year</b>	
<b>Term-1</b>	21 credits (core)
<b>Term-2</b>	21 credits (core)
<b>Term-3</b>	18 credits (12 credits from Core courses + 6 credits from Electives)
1-week International Immersion Programme of 1.5 credits is reflected in Term-6 8-10 weeks Summer Internship Project of 6.0 credits	
<b>Second year</b>	
<b>Term-4</b>	18 credits (Electives)
<b>Term-5</b>	9 credits (Electives)
<b>Term-6</b>	10.5 credits (Electives including 1.5 credits earned in IIP)
<b>TOTAL:</b>	<b>103.5 credits</b>

## COURSES AND CREDITTS

A student is required to complete 60 credits of courses in the first year of the programme, out of these, 54 credits are earned from core courses and the rest 6 credits from electives. Following is the list of Courses, their Area, and the associated Credits offered to the students in the First Year.

Term - 1			
Sl. No	Name of the Course :	Academic Area	Credits
1	Managerial Communication	Communication	3.0
2	Managerial Economics	Economics & Business Policy	1.0
3	Financial Accounting	Finance & Accounting	1.0
4	Marketing Management-I	Marketing	1.0
5	Human Behaviour in Organizations	OB & HR	3.0
6	Business Statistics	QT & OM	3.0
7	Optimization Model for Decision Making	QT & OM	3.0
		<b>Total Credits</b>	<b>21.0</b>
Term - 2			
1	Written Analysis and Communication	Communication	1.0
2	Corporate Social Responsibility and Sustainability	Economics & Business Policy	1.5
3	Global Business Environment	International Business	1.5
4	Corporate Finance	Finance & Accounting	3.0
5	Information Technology and Systems	Information Technology	3.0
6	Marketing Management-II	Marketing	1.5
7	Human Resource Management	OB & HR	1.5
8	Operations Management-I	QT & OM	1.5
9	Business Research Methods	QT & OM	1.5
10	Strategic Management	Strategy	3.0
		<b>Total Credits</b>	<b>21.0</b>
Term - 3			
1	Business Ethics and Governance	Economics & Business Policy	1.5
2	International Business Management	International Business	1.5
3	Digital Commerce	Information Technology	1.5
4	Operations Management-II	QT & OM	1.5
5	Project Management	QT & OM	1.5
6	Strategic Entrepreneurship and New Age Business Models	Strategy	1.5
7	Managerial Skills for Effectiveness	OB & HR and Communication	1.5
8	Organizational Design and Change	OB & HR	1.5
9	Elective course/s from Specialization-I	International Business	1.0
10	Elective course/s from Specialization-II		1.0
		<b>Total Credits</b>	<b>18.0</b>

## ELECTIVES

From Term-3 onwards in the First Year, students are required to undertake Elective courses. A student enrolled in the PGDM(IB) programme is required to complete 4.5 credits from the Elective courses spread over Term-3 in the First year and Term-4 to Term-6 in the Second year of the Two Year Programme. Out of the above, 1.5 credits will accrue in Term-6 from the IIP, which is usually held after Term-3.

In addition to the above, students enrolled in the PGDM(IB), will have the option to take one foreign language course. Usually we offer students a choice of three languages viz. French, Spanish, and Mandarin. This course is not allocated with any credit. However, it is reflected in the marksheet.

FORE School of Management offers dual specialization to all the students enrolled in its programme. This means that a student may specialize in at most two Areas. **For students enrolled in PGDM(IB), one of their specializations must be International Business.** In order to specialize in any Area of specialization, a student needs to take 15 credits of electives in the chosen area of specialization. This requirement of 15 credits is both minimum and maximum. Students are not permitted to specialize in any third Area, they are not allowed to opt for more than 9 credits out of the balance credit of courses from any ONE particular Area.

In order to provide the students opportunities to specialize in their area of choice, each Semient Area offers Elective courses. The Semient Area may specify certain Elective courses as Specialization Area Pre-requisite (SAPR) courses that must be taken by those students who have chosen that Area as Specialization-I or Specialization-II.

The Elective courses are offered by the following Semient Areas:

- Communication
- Economics & Business Policy
- Finance & Accounting
- **International Business**
- Information Technology
- Marketing
- Organisational Behaviour & Human Resources
- Quantitative Techniques & Operations Management
- Strategy

## SPECIALIZATION WISE LIST OF COURSES

Note: The list of elective courses, including those specified as SAPR, is indicative and tentative. Students may opt for these courses subject to specialization requirements, availability, eligibility, limitations in class size, etc.

AREAS OF SPECIALIZATION AND COURSES	CREDIT
<b>COMMUNICATION</b>	
Effective Leadership Communication Through Theatre Techniques	1.0
Communication on Digital Platforms	3.0
Effective Workplace Communication Behaviours	1.5
Cross Cultural Communication	1.5
Corporate Communication	1.5

Communication Audit	1.5
CIS in Communication	3.0
<b>ECONOMICS &amp; BUSINESS POLICY</b>	
Social Enterprise and Sustainable Development in Emerging Economies	3.0
Foreign Trade and Exchange Market	3.0
Public Policy for NGO Management	3.0
Macroeconomics & Business Policy	3.0
Industrial Organization	3.0
Principles of Sustainable Business	1.5
CIS in Economics & Business Policy	3.0
<b>FINANCE &amp; ACCOUNTING</b>	
Financial Markets, Institutions and Services (SAPM)	3.0
Equity Valuation and Portfolio Management	3.0
Investment Banking	3.0
Financial Derivatives	3.0
Commercial Banking Practices and Treasury Management	3.0
Fixed Income Securities and Structured Products	3.0
Wealth Management and Alternative Investments	3.0
Project Appraisal and Financing	3.0
Applied Financial Risk Management	1.5
Financial Strategies for Value Creation (IFV)	1.5
Credit Risk Management (IFV)	3.0
<b>INFORMATION TECHNOLOGY</b>	
Machine Learning with Python	3.0
Big Data and Data Analytics for Managers (Using Python)	3.0
Deep Learning and NLP	3.0
Machine Learning, Blockchains, Fintech	3.0
Managing Business on Cloud	3.0
Functional Analytics	1.5
Systems Thinking	1.5
Business Development in IT	3.0
Social Media Analytics	3.0
Data Summarization and Visualization	1.5
Cyber Security	1.5

Digital Innovation	1.5
Analytics and Machine Learning in Business (IIP course)	1.5
<b>INTERNATIONAL BUSINESS</b>	
Trade and Geopolitics (SAPR)	1.5
Export- Import Procedures & Documentation (SAPR)	1.5
International Management	3.0
Export - Import Management: A Starter's Toolkit	3.0
Business in Asia-Pacific	3.0
International Economic Organizations	3.0
Trade, Technology and Development	1.5
Commercial Geography	1.5
GIS in International Business	3.0
Cinema, Global Business and Film Diplomacy	1.5
International Business (IIP Course)	1.5
<b>MARKETING</b>	
Advanced Marketing Research	3.0
Sales, Distribution and Retail Management	3.0
Marketing Strategy with MARKSTRAT	3.0
Advertising and Brand Management	3.0
Consumer Behavior	3.0
Digital Marketing & Analytics with Digital Media™	3.0
B2B Marketing	3.0
International Marketing	3.0
Services Marketing	3.0
Marketing Models and Analytics	3.0
Green Marketing	1.5
Marketing Analytics (IIP)	1.5
Digital Marketing (IIP)	1.5
<b>ORGANISATIONAL BEHAVIOUR &amp; HUMAN RESOURCES</b>	
Employee Relations - Legislations & Compliances (SAPR)	3.0
Learning & Development	3.0
Competency Mapping	3.0
Personal Growth Lab	3.0
Performance & Compensation Management	3.0

HR Analytics	1.5
Strategic HR Management (IIP)	1.5
Negotiation Skills	3.0
Managing Talent & Career in Organizations	1.5
CES in Organisational Behaviour & Human Resources	1.5
<b>QUANTITATIVE TECHNIQUES &amp; OPERATIONS MANAGEMENT</b>	
Business Analytics - II (SAP)	3.0
Advance Project Management	3.0
Procurement Manufacturing Planning & Control	3.0
Multivariate Data Analysis	3.0
Supply Chain Management	3.0
Operations Strategy	3.0
Service Operation and Analytics	3.0
Decision Modelling with Spread Sheet	1.0
World Class Operations	3.0
Global Logistics Management	1.5
Healthcare Operations and Analytics	1.5
<b>STRATEGY</b>	
Strategists' Tool-kit and Competitive Intelligence	3.0
Strategy Business Simulations using CESIM	3.0
Mergers & Acquisitions	3.0
Creativity and Design Thinking for Strategic Value Creation	3.0
Strategic Analysis and Globalization	1.0
Current and Emerging trends in Strategic Management	1.5
Strategic Alliances and Joint Ventures	1.5
CES in Strategy	3.0

Please note: Courses are subject to change



## Post Graduate Diploma in Management (Financial Management) - PGDM(FM)

The Two-Year Full-Time Post Graduate Diploma in Management (Financial Management) is an AICTE approved Programme. It is designed on a unique curriculum structure to cater to the growing requirements for financial professionals in the field of investment management, banking and financial services with leading corporates, banks, and financial institutions.

This programme builds students' skills and knowledge in finance, and attempts to develop a holistic approach to management in all disciplines of Finance. The programme equips the students to gain a hands-on approach to business and financial information through the usage of technological platform, and attempts to bridge the gap between financial theory and practice.

### OBJECTIVES

- Familiarizing the students with the financial environment of business, especially the financial markets.
- Equipping students to gain insight into equity research, financial services, and investment banking services.
- Developing conceptual framework for regulatory environment with respect to financial markets and institutions.
- Developing analytical skills and knowledge base of students for risk management and operations and econometrics.

### PEDAGOGY:

The instructional methodology comprises an optimum mix of lectures, classroom discussions, case studies, role-plays, group discussions, special sessions from professionals from industry and trade, management games, sensitivity training, management films, industrial visits, and industry interaction. Students are encouraged to present their cases through written case reports, individual or group presentations. Further opportunity is provided through participation of students in various seminars.

### CURRICULUM:

The curriculum of the PGDM(FM) at FORE School of Management is an outcome of benchmarking against the best in the world, and continuous review by the faculty in concert with practitioners from industry, alumni and students. The content and design of courses are directed towards developing managers who (i) have holistic and deep knowledge of their functional specialization along with the appreciation of its role in the value proposition of the firm; (ii) are industry-ready due to understanding of concepts, frameworks and models steeped in the context of practice; (iii) and have sustainable employable competencies suffused with learning through cutting-edge courses that are contemporaneous as well as futuristic.

In the two years of the programme, students have to undergo both core and elective courses. These courses are an eclectic mix of foundational, perspective building, tools and techniques oriented, and functional courses. The core courses provide rigorous grounding in the discipline of management and the understanding of business in their proper roles. The core courses are taught in the First year, which is divided into three terms (a term is typically of 10 weeks of classes and about 2 weeks of examinations).

Elective courses begin from Term-3 onwards. Thus, while Term-1 and Term-2 have only core courses, Term-3 has both core and elective courses. The elective courses allow students to choose and develop proficiency in their Area of Specialisation.

Following the first year programme, students are required to undertake 8-10 weeks of Summer Internship in a public or private corporate organization. The successful completion of the Summer Internship programme is a mandatory requirement for the completion of the Post Graduate Diploma in Management (Financial Management). Summer Internship is expected to provide students powerful managerial insights with regard to business problems, understanding of management concepts in the backdrop of industry practices, and refinement of knowledge acquired in the classroom.

The second year of the programme, from Term-4 to Term-6 consists only of elective courses. These electives comprise courses offered by different Areas, courses of independent study, exchange programmes, and complementary International Immersion Programme (IIP).

The International Immersion Programme is a complementary part of the full time course curriculum held after Term-3 for students to have an exposure to international business scenario and global best practices in their respective area of specialisation. The immersion involves 15 hours of in-class course in an elective of choice along with industrial and corporate visits at any one of the international partner institutions abroad. The credits earned in the IIP accrue in Term-6.

## PROGRAMME STRUCTURE AND CREDITS

The institute uses the concept of credits to indicate the number of in-class contact hours in a course. One credit equals 10 in-class contact hours. The 3.0 credits course involves around 100 hours of work 30 hours in the classroom, and the rest for preparation and assignments.

A student is required to complete 103.5 credits (in total) for the award of Post Graduate Diploma in Management (Financial Management). Out of the required credits, 97.5 credits come from classroom teaching, and the balance 6.0 credits from summer internship. The 97.5 credits of classroom teaching are obtained from 54.0 credits of core courses and 43.5 credits of elective courses. It must be noted that the credits earned from Summer Internship are not used for calculation of CGPA.

The Year and Term wise Course Credit distribution in the PGDM(FM) programme is as under:

Year and Term Wise Course Credit Distribution	
<b>First year</b>	
Term-1	21 credits (core)
Term-2	21 credits (core)
Term-3	18 credits (12 credits from Core courses + 6 credits from Electives)
1 week International Immersion Programme of 1.5 credits is reflected in Term-6	
8-10 weeks Summer Internship Project of 6.0 credits	
<b>Second year</b>	
Term-4	18 credits (Electives)
Term-5	9 credits (Electives)
Term-6	10.5 credits (Electives including 1.5 credits earned in IIP)
<b>TOTAL</b>	<b>103.5 credits</b>



## COURSES AND CREDITS

A student is required to complete 60 credits of courses in the first year of the programme, out of these, 54 credits are earned from core courses and the rest 6 credits from electives. Following is the list of Courses, their Area, and the associated Credits offered to the students in the First Year.

Term - 1			
Sl. No.	Name of the Course	Academic Area	Credits
1	Managerial Communication	Communication	3.0
2	Managerial Economics	Economics & Business Policy	3.0
3	Financial Accounting	Finance & Accounting	3.0
4	Marketing Management-I	Marketing	3.0
5	Human Behaviour in Organizations	OB & HR	3.0
6	Business Statistics	QT & OM	3.0
7	Optimization Model for Decision Making	QT & OM	3.0
<b>Total Credits</b>			<b>21.0</b>
Term - 2			
1	Written Analysis and Communication	Communication	3.0
2	Legal Aspects of Business	Economics and Business Policy	1.5
3	Corporate Social Responsibility & Sustainability	Economics and Business Policy	1.5
4	Corporate Finance	Finance & Accounting	1.0
5	Information Technology and System	Information Technology	1.0
6	Marketing Management-II	Marketing	1.5
7	Human Resource Management	OB & HR	1.5
8	Operations Management-I	QT & OM	1.5
9	Business Research Methods	QT & OM	1.5
10	Strategic Management	Strategy	3.0
<b>Total Credits</b>			<b>21.0</b>
Term - 3			
1	Business Ethics and Governance	Economics & Business Policy	1.5
2	Financial Reporting and Analysis	Finance & Accounting	3.0
3	Management Accounting	Finance & Accounting	1.5
4	Operations Management-II	QT & OM	1.5
5	Strategic Entrepreneurship and New Age Business Models	Strategy	1.5
6	Managerial Skills for Effectiveness	OB & HR and Communication	1.5
7	Organizational Design and Change	OB & HR	1.5
8	Elective courses from Specialization-I		3.0
9	Elective courses from Specialization-II		3.0
<b>Total Credits</b>			<b>18.0</b>

## ELECTIVES

From Term-3 onwards in the First Year, students are required to undertake Elective courses. A student enrolled in the (GDMEFM) programme is required to complete 43.5 credits from the Elective courses spread over Term-3 in the First year, and Term-4 to Term-6 in the Second year of the Two Year Programme. Out of the above, 1.5 credits will accrue in Term-6 from the DP, which is usually held after Term-3.

FORE School of Management offers dual specialization to all the students enrolled in the Financial Management Programme. In order to specialize in Finance, a student must opt Finance-I or Finance-II as Specialization-I for 15 credits and for Specialization-II, student can opt for Finance-I or Finance-II or other Academic Area for 15 credits. Students are not permitted to specialize in any third Area. They are not allowed to opt for more than 9 credits out of the tailpiece credit of courses from any ONE particular Area.

In order to provide the students opportunities to specialize in their Area of choice, each Serient Area will offer Elective courses. The Serient Area may specify certain Elective courses as Specialization Area Pre-requisite (SAPR) courses that must be taken by those students who have chosen that Area to Specialize in.

The Elective courses are offered by the following Serient Areas:

- Communication
- Economics & Business Policy
- Finance & Accounting
- International Business
- Information Technology
- Marketing
- Organisational Behaviour & Human Resources
- Quantitative Techniques & Operations Management
- Strategy

## SPECIALIZATION WISE LIST OF COURSES

Note: The list of elective courses, including those specified as SAPR, is indicative and tentative. Students may opt for these courses subject to specialization requirements, availability, eligibility, limitations on class size, etc.

AREAS OF SPECIALIZATION AND COURSES	CREDIT
<b>COMMUNICATION</b>	
Effective Leadership Communication Through Theatre Techniques	3.0
Communication on Digital Platforms	3.0
Effective Workplace Communication Behaviours	1.5
Cross Cultural Communication	1.5
Corporate Communication	1.5
Communication Audit	1.5
CIS in Communication	3.0
<b>ECONOMICS &amp; BUSINESS POLICY</b>	
Social Enterprise and Sustainable Development in Emerging Economies	3.0

Foreign Trade and Exchange Market	3.0
Public Policy for NCO Management	3.0
Macroeconomics & Business Policy	3.0
Industrial Organization	3.0
Principles of Sustainable Business	1.5
CSI in Economics & Business Policy	3.0
<b>FINANCE &amp; ACCOUNTING</b>	
Financial Markets, Institutions and Services (GMW)	3.0
Equity Valuation and Portfolio Management	3.0
Investment Banking	3.0
Financial Derivatives	3.0
Commercial Banking Practices and Treasury Management	3.0
Fixed Income Securities and Structured Products	3.0
Wealth Management and Alternative Investments	3.0
Project Appraisal and Financing	3.0
Applied Financial Risk Management	1.5
Financial Strategies for Value Creation (IFP)	1.5
Credit Risk Management (IFP)	3.0
<b>INFORMATION TECHNOLOGY</b>	
Machine Learning with Python	3.0
Big Data and Data Analytics for Managers (Using Python)	3.0
Deep Learning and NLP	3.0
Machine Learning, Blockchains, Fintech	3.0
Managing Business on Cloud	3.0
Functional Analytics	1.5
Systems Thinking	1.5
Business Development in IT	3.0
Social Media Analytics	3.0
Data Summarization and Visualization	1.5
Cyber Security	1.5
Digital Innovation	1.5
Analytics and Machine Learning in Business (IFP course)	1.5
<b>INTERNATIONAL BUSINESS</b>	
Trade and Geopolitics (SAPM)	1.5
Export-Import Procedures & Documentation (SAPM)	1.5

International Management	2.0
Export – Import Management: A Starter's Toolkit	2.0
Business in Asia-Pacific	2.0
International Economic Organizations	2.0
Trade, Technology and Development	1.5
Commercial Geography	1.5
DS in International Business	2.0
Crunch: Global Business and Film Diplomacy	1.5
International Business (IP Course)	1.5
<b>MARKETING</b>	
Advanced Marketing Research	2.0
Sales, Distribution and Retail Management	2.0
Marketing Strategy with MARKSTRAT	2.0
Advertising & Brand Management	2.0
Consumer Behavior	2.0
Digital Marketing & Analytics with Digital MediaPro	2.0
B2B Marketing	2.0
International Marketing	2.0
Services Marketing	2.0
Marketing Models and Analytics	2.0
Green Marketing	1.5
Marketing Analytics (IP)	1.5
Digital Marketing (IP)	1.5
<b>ORGANISATIONAL BEHAVIOUR &amp; HUMAN RESOURCES</b>	
Employee Relations - Legislations and Compliances (SAPNT)	2.0
Learning & Development	2.0
Competency Mapping	2.0
Personal Growth Lab	2.0
Performance & Compensation Management	2.0
HR Analytics	1.5
Strategic HR Management (IP)	1.5
Negotiation Skills	2.0
Managing Talent & Career in Organizations	1.5
DS in Organisational Behaviour & Human Resources	1.5
<b>QUANTITATIVE TECHNIQUES &amp; OPERATIONS MANAGEMENT</b>	
Business Analytics – II (BANT)	2.0

Advanced Project Management	3.0
Procurement Manufacturing Planning & Control	3.0
Multivariate Data Analysis	3.0
Supply Chain Management	3.0
Operations Strategy	3.0
Service Operation and Analytics	3.0
Decision Modelling with Spread Sheet	3.0
World Class Operations	3.0
Global Logistics Management	1.5
Healthcare Operations and Analytics	1.5
<b>STRATEGY</b>	
Strategists' Tool-Kit and Competitive Intelligence	3.0
Strategy Business Simulations using Ge-SIM	3.0
Mergers and Acquisitions	3.0
Creativity and Design Thinking for Strategic Value Creation	3.0
Strategic Analysis and Globalization	3.0
Current and Emerging trends in Strategic Management	1.5
Strategic Alliances and Joint Ventures	1.5
GIS in Strategy	3.0

Please note: Courses are subject to change.



## Post Graduate Diploma in Management (Big Data Analytics) - PGDM(BDA)

The Post Graduate Diploma in Management (Big Data Analytics) is a Two-Year Full-Time AICTE-approved program specially designed to cater to the skill deficit of BDA talent in the industry. The program is crafted for working professionals and prospective managers to learn and gain hands-on experience in solving real-time business problems using data.

The global big data and business analytics market size was valued at \$198.08 billion in 2020 and is projected to reach \$684.12 billion by 2030, growing at a CAGR of 13.5% from 2021 to 2030 ([alliedmarketresearch.com](https://www.alliedmarketresearch.com)). Big data analytics has marked a huge impact in diverse industries by culminating the new-age business models, presenting transparency, and offering solutions to almost any unsolvable problem. Considering the huge opportunities, the program will equip students on how to develop and deploy powerful data models and spawn actionable insights, necessary for strategic decision-making at various stages in a business.

Having multi-disciplinary expertise in business verticals and analytics, the FORE School of Management (FSM), is best equipped with its state-of-the-art infrastructure and outstanding faculty to take their students on the growth trajectory ensuring learning with confidence. The learning is supplemented with several tools such as faculty interaction, online learning platforms, capstone projects, case studies, software tools, live projects, internships, and data-backed stories to ensure industry aligned wisdom.

### OBJECTIVES

- To develop a strong portfolio of professional skills (both business and analytical) that will enable participants to communicate effectively their propositions to the business fraternity.
- Get an in-depth understanding of the latest and industry-relevant programming languages, tools, algorithms, and techniques to process data efficiently into meaningful information.
- Learn to analyse diverse semi-structured and unstructured datasets available in the form of Weblogs, social networks, e-mail, photos, and multimedia for new business opportunities.
- To generate information that can help in the optimization of resources, maximization of revenue and productivity, and establishment of sustainable operational models for continuous incremental expansion.

### PEDAGOGY

The instructional methodology comprises an optimum mix of lectures, classroom discussions, case studies, role-plays, group discussions, special sessions from professionals from industry and trade, management games, sensitivity training, management films, industrial visits, and industry interaction. Students are encouraged to present their cases through written case reports, individual or group presentations. Further opportunity is provided through participation of students in various seminars.

### CURRICULUM

The curriculum of the PGDM(BDA) at FORE School of Management is an outcome of benchmarking against the best in the world, and continuous review by the faculty in concert with practitioners from industry, alumni and students. The curriculum is designed such that students acquire conceptual understanding of theoretical and abstract concepts, big data ecosystem, computing and programming environment and business problems and remain abreast with all developments and innovation in the industry. The content and design of courses are directed towards developing managers who (i) have holistic and deep knowledge of their functional specialization along with the appreciation of its role in the value proposition of the firm; (ii) are industry-ready due to

understanding of concepts, frameworks and models developed in the context of practice; (iii) and have sustainable employable competencies suffused with learning through cutting-edge courses that are contemporaneous as well as futuristic.

In the two years of the programme, students have to undergo both core and elective courses. These courses are an eclectic mix of foundational, perspective building, tools and techniques oriented, and functional courses. The core courses provide rigorous grounding in the discipline of management and the understanding of business in their proper milieu. The core courses are taught in the First year, which is divided into three Terms (a Term is typically of 10 weeks of classes and at most 2 weeks of examinations). Elective courses begin from Term-2 onwards. Thus, while Term-1 and Term-2 have only core courses, Term-3 has both core and elective courses. The elective courses allow students to choose and develop proficiency in their Area of Specialization.

Following the first year programme, students are required to undertake 8-10 weeks of Summer Internship in a public or private corporate organisation. The successful completion of the Summer Internship programme is a mandatory requirement for the completion of the Post Graduate Diploma in Management (Big Data Analytics). Summer Internship is expected to provide students powerful managerial insights with regard to business problems, understanding of management concepts in the bedrock of industry practices, and refinement of knowledge acquired in the classroom.

The second year of the programme, from Term-4 to Term-6 consists only of elective courses. These electives comprise courses offered by different Areas, courses of independent study, exchange programmes, and complimentary International Immersion Programme (IIP).

The International Immersion Programme is a complimentary part of the full time course curriculum held after Term-3 for students to have an exposure to international business scenario and global best practices in their respective area of specialization. The immersion involves 15 hours of in-class course in an elective of choice along with industrial and corporate visits at any one of the international partner institutions abroad. The credits earned in the IIP accrue in Term-6.

## INTERNATIONAL CERTIFICATION

We also offer an opportunity to earn complimentary International Certification on Big Data Analytics for Business & Management to all our students joining PGDM(BDA) programme. This Certificate is awarded jointly by FORE School of Management and the University of California-Riverside, USA. It equips the students with adequate knowledge for bettering their employment opportunities.

In case of students getting Fail "F" grade by UCR, a re-examination may have to be conducted within the framework of FORE School of Management academic rules. If the student passes the re-examination as per academic norms, the student earns those grades towards PGDM(BDA) diploma, but the student does not get the Certificate.

## PROGRAMME STRUCTURE AND CREDITS

The institute uses the concept of credits to indicate the number of in-class contact hours in a course, and thus to define the weight of a course. One credit equals 10 in-class contact hours. The rule of the thumb is that a 3.0 credits course involves around 100 hours of work - 30 hours in the classroom, and the rest for preparation and assignments.

A student is required to complete 103.5 credits (in total) for the award of Post Graduate Diploma in Management (Big Data Analytics). Out of the required credits, 97.5 credits come from classroom teaching, and the balance 6.0 credits from summer internship. The 97.5 credits of classroom teaching are obtained from 54.0 credits of core courses and 43.5 credits of elective courses. It must be noted that the credits earned from Summer Internship are NOT used for calculation of CGPA.

The Year and Term wise Course Credit distribution in the PGDM(BBA) programme is as under:

Year and Term Wise Course Credit Distribution	
<b>First year</b>	
<b>Term-1</b>	21 credits (core)
<b>Term-2</b>	21 credits (core)
<b>Term-3</b>	18 credits (12 credits from Core courses + 6 credits from Electives)
1 week International Immersion Programme of 1.5 credits is reflected in Term-6	
8-10 weeks Summer Internship Project of 6.0 credits	
<b>Second year</b>	
<b>Term-4</b>	18 credits (Electives)
<b>Term-5</b>	9 credits (Electives)
<b>Term-6</b>	10.5 credits (Electives including 1.5 credits earned in IIP)
<b>TOTAL</b>	<b>101.5 credits</b>

## COURSES AND CREDITS

A student is required to complete 60 credits of courses in the first year of the programme, out of these, 54 credits are earned from core courses and the rest 6 credits from electives. Following is the list of Courses, their Area, and the associated Credits offered to the students in the First Year.

Term-1			
S.No	Name of the Course	Academic Area	Credits
1	Managerial Communication	Communication	3.0
2	Managerial Economics	Economics & Business Policy	3.0
3	Financial Accounting	Finance & Accounting	3.0
4	Marketing Management-I	Marketing	3.0
5	Human Behaviour in Organizations	OB & HR	3.0
6	Business Statistics	QT & OM	3.0
7	Optimization Model for Decision Making	QT & OM	3.0
		<b>Total Credits</b>	<b>21.0</b>
Term-2			
1	Written Analysis and Communication	Communication	1.0
2	Corporate Social Responsibility and Sustainability	Economics & Business Policy	1.5
3	Data Exploration and Visualization using Python Part-I	Information Technology	1.5
4	Corporate Finance	Finance & Accounting	3.0
5	Information Technology and Systems	Information Technology	3.0
6	Marketing Management-II	Marketing	1.5
7	Human Resource Management	OB & HR	1.5
8	Business Research Methods	QT & OM	1.5
9	Operations Management-I	QT & OM	1.5
10	Strategic Management	Strategy	3.0
		<b>Total Credits</b>	<b>21.0</b>



Term-3			
1	Business Ethics and Governance	Economics & Business Policy	1.5
2	Data Exploration and Visualization using Python Part-II	Information Technology	1.5
3	Digital Commerce	Information Technology	1.5
4	Project Management	QT & OM	1.5
5	Operations Management-II	QT & OM	1.5
6	Strategic Entrepreneurship and New Age Business Models	Strategy	1.5
7	Managerial Skills for Effectiveness	OB & HR and Communication	1.5
8	Organisational Design and Change	OB & HR	1.5
9	Elective course/s from Specialization-I		3.0
10	Elective course/s from Specialization-II		3.0
		<b>Total Credits</b>	<b>18.0</b>

### Electives

From Term-3 onwards in the First Year, students are required to undertake Elective courses. A student enrolled in the PGDM(BDA) program is required to complete 43.5 credits from the Elective courses spread over Term-3 in the First year, and Term-4 to Term-6 in the Second year of the Two Year Programme. Out of the above, 1.5 credits will accrue in Term-6 from the III<sup>rd</sup>, which are usually held after Term-3.

FOHE School of Management offers dual specialization to all the students enrolled in its program. This means that a student may specialize in at most two Areas. **For students enrolled in PGDM(BDA), Specialization-I must be Big Data Analytics or Information Technology for 1.5 credits and for Specialization-II, student can opt for Big Data Analytics or Information Technology or other Academic Area for 1.5 credits.** Students are not permitted to specialize in any third Area, they are not allowed to opt for more than 9 credits out of the balance credit of courses from any ONE particular Area.

In order to provide the students opportunities to specialize in their Area of choice, each Semiotic Area will offer Elective courses. The Semiotic Area may specify certain Elective courses as Specialization Area (pre-requisite (SAPR)) courses that must be taken by those students who have chosen that Area to Specialize in.

The Elective courses are offered by the following Semiotic Areas:

- Communication
- Economics & Business Policy
- Finance & Accounting
- International Business
- Information Technology
- Marketing
- Organisational Behaviour & Human Resources
- Quantitative Techniques & Operations Management
- Strategy

## SPECIALIZATION WISE LIST OF COURSES

Note: The list of elective courses, including those specified as SMR, is indicative and tentative. Students may opt for these courses subject to specialization requirements, availability, eligibility, limitations on class size, etc.

AREAS OF SPECIALIZATION AND COURSES	CREDIT
<b>COMMUNICATION</b>	
Effective Leadership Communication Through Theatre Techniques	3.0
Communication on Digital Platforms	3.0
Effective Workplace Communication Behaviours	1.5
Cross-Cultural Communication	1.5
Corporate Communication	1.5
Communication Audit	1.5
CIS in Communication	3.0
<b>ECONOMICS &amp; BUSINESS POLICY</b>	
Social Enterprise and Sustainable Development in Emerging Economies	3.0
Foreign Trade and Exchange Market	3.0
Public Policy for NGO Management	3.0
Macroeconomics & Business Policy	3.0
Industrial Organization	3.0
Principles of Sustainable Business	1.5
CIS in Economics & Business Policy	3.0
<b>FINANCE &amp; ACCOUNTING</b>	
Financial Markets, Institutions and Services (SMR)	3.0
Equity Valuation and Portfolio Management	3.0
Investment Banking	3.0
Financial Derivatives	3.0
Commercial Banking Practices and Treasury Management	3.0
Fixed Income Securities and Structured Products	3.0
Wealth Management and Alternative Investments	3.0
Project Appraisal and Financing	3.0
Applied Financial Risk Management	1.5
Financial Strategies for Value Creation (IIP)	1.5
Credit Risk Management (IIP)	3.0
<b>INFORMATION TECHNOLOGY</b>	
Machine Learning with Python	3.0
Big Data and Data Analytics for Managers (Using Python)	3.0
Deep Learning and NLP	3.0
Machine Learning, Blockchain, Fintech	3.0

Managing Business on Cloud	3.0
Functional Analytics	1.5
Systems Thinking	1.5
Business Development In IT	3.0
Social Media Analytics	3.0
Data Summarization and Visualization	1.5
Cyber Security	1.5
Digital Innovation	1.5
Analytics and Machine Learning in Business (IIP course)	1.5
<b>INTERNATIONAL BUSINESS</b>	
Trade and Geopolitics (SAPR)	1.5
Export- Import Procedures and Documentation (SAPR)	1.5
International Management	3.0
Export - Import Management: A Starter's Toolkit	3.0
Business in Asia-Pacific	3.0
International Economic Organizations	3.0
Trade, Technology and Development	1.5
Commercial Geography	1.5
CIS in International Business	3.0
Cinema, Global Business and Film Diplomacy	1.5
International Business (IIP Course)	1.5
<b>MARKETING</b>	
Advanced Marketing Research	3.0
Sales, Distribution and Retail Management	3.0
Marketing Strategy with MARKSTRAT	3.0
Advertising and Brand Management	3.0
Consumer Behavior	3.0
Digital Marketing and Analytics with Digital Media Pro	3.0
B2B Marketing	3.0
International Marketing	3.0
Services Marketing	3.0
Marketing Models and Analytics	3.0
Green Marketing	1.5
Marketing Analytics (IIP)	1.5
Digital Marketing (IIP)	1.5
<b>ORGANISATIONAL BEHAVIOUR &amp; HUMAN RESOURCES</b>	
Employer Relations - Legislations & Compliances (SAPR)	3.0
Learning and Development	3.0

Competency Mapping	3.0
Personal Growth Lab	3.0
Performance & Compensation Management	3.0
HR Analytics	1.5
Strategic HR Management (IIP)	1.5
Negotiation Skills	3.0
Managing Talent and Career in Organizations	1.5
CIS in Organisational Behaviour & Human Resources	1.5
<b>QUANTITATIVE TECHNIQUES &amp; OPERATIONS MANAGEMENT</b>	
Business Analytics- II (DAW)	3.0
Advanced Project Management	3.0
Procurement Manufacturing Planning and Control	3.0
Multivariate Data Analysis -	3.0
Supply Chain Management	3.0
Operations Strategy	3.0
Service Operation and Analytics	3.0
Decision Modelling with Spread Sheet	3.0
World Class Operations	3.0
Global Logistics Management	1.5
Healthcare Operations and Analytics	1.5
<b>STRATEGY</b>	
Strategists' Tool-kit and Competitive Intelligence	3.0
Strategy Business Simulations using CESIM	3.0
Mergers & Acquisitions	3.0
Creativity and Design Thinking for Strategic Value Creation	3.0
Strategic Analysis and Globalization	3.0
Current and Emerging trends in Strategic Management	1.5
Strategic Alliances and Joint Ventures	1.5
CIS in Strategy	3.0

Note: Big Data and Data Analytics students are expected to maintain a good and properly structured GitHub site.

Please note: Courses are subject to change



## Centers of Excellence

Centers of Excellence have been established at FORE in the various areas of expertise and knowledge accumulated by its faculty.

Centers of Excellence	Objectives	Head of the Center
Center for Entrepreneurship Development	<p>The 'Center for Entrepreneurship Development' (CED) at FORE School of Management has been launched since February, 2010, to inculcate the spirit of entrepreneurship amongst the management students and instill an 'Entrepreneurial Mindset'. The Center at FORE aims to encourage the management students by creating a conducive ecosystem to develop their brilliant ideas into workable business plans. At the same time, propelling them to take the plunge by getting their business plans pitched to the Angel investors. To help the students in developing an entrepreneurial mindset, CED FORE organizes a calendar full of activities round the year. These activities provide students with opportunities to attend seminars and listen to 'Successful Entrepreneurs, FOREpreneurs &amp; Venture Capitalists; participate in workshops right from 'Idea Generation to Opportunity evaluation' followed by 'Business Model &amp; Plan' and also prepare them for 'Intra &amp; Inter Institute Business Plan' competitions. Since its inception CED FORE has been fostering Entrepreneurship within and outside the FORE ecosystem.</p>	Prof. Anita Tripathy Lal
Center for Psychometric Testing and Research (CPTR)	<p>CPTR is an intellectual space in psychometric research and testing at FORE. In collaboration with other reputed institutes renowned in the area, CPTR promotes education, research, and training in psychometric research. One of the ongoing researches being carried out by the Centre deals with the Intrinsic Motivational Potential Inventory (IMPI), which is an important aspect of people management at work. Research papers related to the same have also been published in international refereed journals of repute. Along with activities such as research and consulting, CPTR also conducts training programs in psychometric testing and the allied areas, for students, researchers, faculty members and practitioners.</p>	Prof. Prachi Bhatt
Center for Sustainable Development (CSD)	<p>Center for Sustainable Development (CSD) was founded in the year 2012 with a vision to come out innovative solutions to address the challenges faced by business &amp; society in the area of CSR, Business Ethics, Environmental, Social &amp; Governance (ESG) and Sustainable Development across various dimensions. CSD partners with national and international organizations to document research, baseline studies, impact assessment, capacity building, and advocacy. At CSD, we aspire to generate awareness, action, collaboration &amp; consulting with diverse stakeholders on the various focus areas such as CSR, Business Ethics, Sustainability, Corporate Social Performance and ESG.</p>	Prof. Shalini Garg

Center for Customer Management and Analytics	Center for promoting research, consulting, and training in the critical areas of customer understanding, attraction, retention, and loyalty, etc. Focus on Big Data related technologies and AI.	Prof. Ashok Kumar Hansal
Center for Operations and Supply Chain Management	<p>Center of Excellence (CoE) for Operations and Supply Chain Management is leading initiatives on best practices for excellence in different sectors. This is to support industry through cutting edge application oriented research in Operations Management and Supply Chain Management.</p> <p>A comprehensive end-to-end view of operations is important for organisations to maintain competitive edge in the changing business environment. This entails across the total Supply Chain from sourcing, manufacturing, delivering to the customer, including reverse logistics, and after sales service. There are several opportunities in the evolving global business environment where organisations can leverage their competitive advantage and be future ready. CoE for Operations &amp; Supply Chain Management is engaged with global leaders to utilize their expertise for excellence in the areas of Operations and Supply Chain Management.</p>	Prof. Rajesh Sikka
Center for Digital Innovation	<p><b>"Technology is of no use, if it can't be adopted harmoniously by humans"</b></p> <p>Centre of Digital Innovation, at FORE school of management is spearheading adoption of new generation digital technologies for various industrial sectors, education space, and various other sections of society.</p> <p>Digital technologies including Artificial Intelligence (AI) have disrupted workplaces like never before. These disruptions have induced "Digital Life Styles" in industry, in particular and society in general.</p> <p>Covid-19 termed as a once in a century disaster, also has a silver lining. It has induced a massive wave of Digital Transformation and has enabled industry leaders to reimagine workplaces.</p> <p>Keeping in view these major disruptions, Centre for Digital Innovation collaborates with industry, academicians, researchers, and students in the following areas:</p> <ol style="list-style-type: none"> <li>a) New Business models and strategies</li> <li>b) Digital Transformation practices and success stories</li> <li>c) Adoption of AI in the industry</li> <li>d) Creating a digital culture</li> <li>e) Future skills</li> </ol>	Prof. Anuragpreet Singh

<p>Center for Research in Innovation in Frugal Technology Management</p>	<ul style="list-style-type: none"> <li>• To carry research, generate and disseminate knowledge on the frugal innovation, thus contributing to existing body of knowledge</li> <li>• To evolve academic projects on frugal innovation to products and practices</li> <li>• To facilitate the conversion of "ideas to action" and become a repository of "best practices"</li> <li>• To act as an industry-academia interface on frugal innovation.</li> <li>• To integrate multiple perspectives, amalgamate approaches, and ideas on frugal innovation.</li> <li>• Develop skill sets to make an impact on society.</li> </ul>	<p>Prof. Ashok Kumar (Hons)</p> <p>Prof. Anil Kumar Singh</p>
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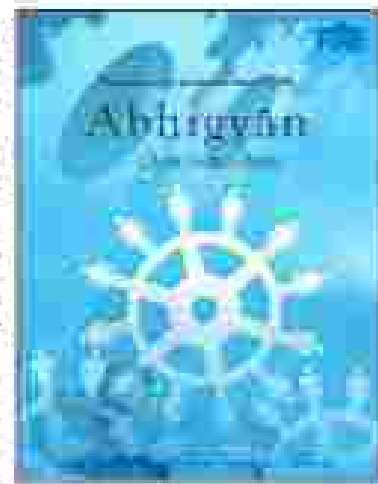


## Publications of FORE

Foundation for Organisational Research and Education (FORE) is committed to the advancement of Management Education, Research, Training and Consultancy. Incorporated in 1981 in New Delhi, India as a non-profit institution, FORE has been working with industry and academia for developing new domains of managerial thought and education in the fields of General Management, Human Resource, Finance, Operations, Marketing, Information Technology, Economics and International Business.

### **Abhigyan Journal:**

Abhigyan is the quarterly Management Journal of FORE. It was launched in January 1983 as a bi-annual issue. In celebration of its tenth anniversary, it switched to a quarterly publication mode. It has been in print for Thirty-Nine years. The journal follows a two tier blind review. The target group of Abhigyan is distinguished academics and the practitioners of management. A large number of researchers, especially PhD Scholars from academic institutions, have been publishing their research work with Abhigyan. Having a brand name among its peer group it emphasizes on original ideas. It is listed and indexed in GALE – Cengage Learning (Farmington Hills, USA), Cabell's Directory of publishing opportunities in the management of Cabell Publishing Inc. (Texas, USA), Ulrich's International Periodicals Directory-USA, EBSCO (Massachusetts, USA) Database & ProQuest LLC- (Part of Clarivate (Michigan, USA) Database, Indian Citation Index- Delhi, India, I-Scholar and J-Gate, India. For wider dissemination of content, and to align with contemporary and futuristic growth, Abhigyan is now a hybrid publication: both in print and digital form. The journal is currently published under the guidance and editorship of Dr. Vinayshil Gautam.



### **FOREprints:**

FOREprints: A Newsletter of FORE School of Management since 2012 is a quarterly publication with an aim to disseminate information about various happenings at FORE to corporate, alumni, other B-Schools besides to FORE students and faculty. It keeps everyone abreast of the latest happenings at FORE like the Anubhuts, Concess, seminars and conferences, achievements of students and faculty, etc.

### **Working Papers**

In 2011-12, FORE launched its Working Paper Series an initiative to publish the first outcome of research by the FORE faculty. Two Hundred Fifteen (215) working papers have been published so far which list is available on FORE website.

### **Research Articles and Cases published by FORE Faculty**

FORE faculty members have been writing and publishing research articles in reputed national and international Journals. They have published Two Hundred Sixty Five (265) research articles in highly ranked Journals and Thirty Three (33) Cases with reputed Case Clearing Houses since 2013 till date.

### **Books Published by FORE**

Best of Abhigyan: Compilation of Selected articles Abhigyan Journal.

1. Gautam, Vinayshil, (ed), 2013, Longitudinal Thinking: The Best of Abhigyan, Macmillan Publishers India, New Delhi, Volume-1 (1983-1997), p256. ISBN: 9789330554012.



- ii. Gautam, Vinaykail, (ed), 2013. *Longitudinal Thinking: The Best of Abhyas*. Macmillan Publishers India, New Delhi. Volume-31 (1978-2012), p236. ISBN: 9789390594032.

#### **Other Books Published by FORE**

- i. Das, J. K., & Budhacharya, S. (eds.). (2022). *Adapting the Business during Covid-19 and other Issues*. Bloomsbury. p335. ISBN: 9789354355431.
- ii. Das, J. K., & Arora, H. (eds.). (2021). *Decoding the Indonesian Archipelago Views*. Bloomsbury. p161. ISBN: 9789389714166.
- iii. Das, J. K., Tareja, S. & Arora, H. (eds.). (2021). *Corporate Social Responsibility and Sustainable Development*. Routledge. p251. ISBN: 9781032189543.
- iv. Das, J. K., & H. Arora. (eds.). (2019). *Reinventing INDO-RUSSIA Relations*. Bloomsbury. p204. ISBN: 9789388002356.
- v. Das, J. K., & H. Arora. (eds.). (2017). *Vietnam: The Emerging Asian Star from a War-Stricken Nation*. Bloomsbury. p163. ISBN: 9789386349330.
- vi. Bhatt, Prachi, Jainwal, P., Mejunidar, Bishakha & Verma, Subir. (eds.). (2017). *Riding the New Tides*. Emerald Publishing. p253. ISBN: 9781786354174.
- vii. Das, J. K., M. Gangwar, S. Kaur, & A. Kumar (eds.). (2016). *Competing Through Operations Excellence: Agility, Adaptability & Analytics*. Bloomsbury. p250. ISBN: 9789304052405.
- viii. Das, J. K. & H. Arora. (eds.). (2015). *Revising Italy: Reflections*. Bloomsbury. p134. ISBN: 9789385436901.
- ix. Das, J. K., S. Bera, S. Tareja, & R. Rana. (eds.). (2015). *Business Sustainability: Challenges and Issues*. Bloomsbury. p283. ISBN: 9789384052102.
- x. Das, J. K., A. Zameer, A. Narula, & R. Tripathi. (eds.). (2014). *Reinventing Marketing For Emerging Markets*. Bloomsbury. p495. ISBN: 9789384052140.
- xi. Das, J. K. & H. Arora. (eds.). (2014). *Malaysia: Challenges and Perspectives*. Bloomsbury. p358. ISBN: 9789384052133.
- xii. Das, J. K., & M. Joseph. (eds.). (2013). *Reflections on Chinese Management Styles and Business Ethics*. Bloomsbury. p167. ISBN: 9789382563631.
- xiii. Das, J. K., & Swaminathan, Freda. (eds.). (2010). *B-School Conclave: Moving To The Next Orbit: Proceedings*. NHRDN & FORE School of Management. p51.

#### **Books Published by FSM Faculty**

- i. Ahmed, Faisal & Lambert, Alcxandro. (2022). *The Belt and Road Initiative: Geopolitical and Geoeconomic Aspects*. Routledge (Taylor & Francis Group), p216. ISBN: 9781032154497.
- ii. Arora, Hitesh & Vohra, N. D. (2022). *Quantitative Techniques in Management*. McGraw Hill, p832. ISBN: 9789354006938.
- iii. Gautam, Savita. (eds.). (2019). Bloomsbury Publishing, p153. ISBN: 9789300009000
- iv. Gupta, Amitesh. (2017). *Project Appraisal And Financing*. Prentice-Hall of India, p586. ISBN: 9788120352759.
- v. Sharma, Mohita Gangwar, Stock, Nigel & Lewis, Michael. (2017). *Operations Strategy*. Pearson India Education Services Pvt. Ltd., p471. ISBN: 9780053060439.
- vi. Arora, Hitesh & Keller, Gerald. (2016). *Business Statistics -BSTAT : A South-Asian Perspective*. Cengage Learning India Pvt. Ltd., p410. ISBN: 9780053047900.

- vi. Ahmed, Faisal & Kumar, Suresh. (2016). *Foreign Policy of India: West Asia and North Africa (WANA)*. New Century Publications, p230. ISBN: 9788177084061.
- vii. Puri, A. K. & Singh, Kanhaya. (2015). *Emerging Horizons in Finance*. Bloomsbury Publishing India Pvt. Ltd., p342. ISBN: 9789385436833.
- ix. Singh, Kanhaya. (2015). *Management Accounting- Concepts and Strategic Costing Decisions*. Wiley, p684. ISBN: 9788126556373.
- x. Ahmad Faizal & Alam, M. Absar. (2014). *Business Environment: Indian and Global Perspectives*. Prentice-Hall of India, p467. ISBN: 9780120150229.
- xi. Dutta, Vinay & Singh, Kanhaya. (2012). *Commercial Bank Management*. McGraw Hill Education, p582. ISBN: 9781259004773.
- xii. Ahmed, Faisal & Fajeem, Mohd. (eds.). (2019). *India-ASEAN Engagements*. New Century Publication, p158. ISBN: 9788177084825.
- xiii. Gupta, Ambresh. (2018). *Financial Accounting for Management*. Pearson, p777. ISBN: 9789352866700.
- xiv. Gupta, Ambresh. (2020). *Inflation Accounting*. Kanishka Publication, p280. ISBN: 8173913536.

**Chapter Published in Books by FSM Faculty**

Apart from the books, the faculty members of FORE have been writing and publishing chapters in books. They have published One Hundred Fifty Five (155) chapters with reputed national and international publishers since 2011 to till date.

**Research Articles and Book Chapters Published by FSM Students :**

The students of FORE have been writing and publishing research articles in reputed national and international Journals. Apart from the research articles, the students have been writing and publishing the chapters in books. They have published Ten (10) research articles in highly ranked Journals, and Fourteen (14) chapters with reputed national and international publishers since 2011 to till date.



## Glimpses of International Immersion Program (IIP)



## The Faculty

### COMMUNICATION



**Prof. Aanchal Sharma**

Ph.D. Scholar, Symbiosis International (Deemed University); FPM-C MICA, Ahmedabad; Masters of Journalism and Mass

Communication, GGSIPU Delhi; M.A. Gender and Development Studies (Gold Medalist), IGNOU Delhi; B.Sc. Animation and Multimedia, BIT Mesa

#### Experience: 10 years

She is a Fellow of MICA in communication management with a focus on communication for social change. With a Masters's degree in Journalism and Mass Communication, she also has a MA degree in Gender and Development Studies from IGNOU where she was the Gold medalist and merit-based scholarship holder. She is UGC NET qualified in Journalism and Mass Communication and is currently enrolled in a Ph.D. Programme at Faculty of Media and Communication, Symbiosis International (Deemed University). She was a visiting scholar at Clark University Massachusetts, USA, and was also selected for a five-day IAMCR Ph.D. Winter School on Participation and Communication, hosted at Jnan University, Guangzhou, China. Aanchal was an Assistant Professor with Symbiosis School of Media and Communication, Bengaluru, and visiting faculty with Symbiosis Institute of Media and Communication, Pune. She has worked with GE Capital-SBI (JV) and with Ameriprise Financial, India in a communication role. She has also attended many Faculty Develop Programme (FDP), research conferences, workshops, and UGC refresher courses.

**Research Interest Areas:** Qualitative Research, Corporate Citizenship, Communication and Culture, Participatory Communication for Social Change, Gender and Development Studies.

**Consulting Interest Areas:** Internal Communication, Sustainable Development, Corporate Social Responsibility, Communication Audit, Qualitative Market Research, Reputation Management.



**Prof. Anita Tripathy Lal**

Ph.D. (IIT Kanpur); Certified Mentor (London Business School); PGDRO- Xavier Institute of Social Service, Ranchi; BA -English Honours with Distinction, Govt. College,

Rourkela

#### Experience: 26+ Years

Dr. Anita Tripathy Lal is a Professor at FORE School of Management, New Delhi. Her expertise lies in the areas of Business Communication, Leadership & Entrepreneurship. She is a PhD from IIT Kanpur and has over 26 years of work experience in the areas of teaching, training, research and consultancy. She also has the experience of teaching as visiting faculty at IIT Delhi, IIT Kanpur, IIFT Delhi, IIM Ghazabad, IIM Ranchi, IIM Rohtak and IIM Udaipur. She has been a part-time consultant for two years to NTPC's World Bank funded projects on Environmental Impact Assessment.

Connecting with the corporate is her forte. She has also conducted number of Management Development Programs and Workshops in the areas of her expertise Business Communication and Entrepreneurship for corporate professionals from Private & Public Sectors, MNCs & NGOs along with numerous officials from State Trading Corporation, Indian Statistical Service, Indian Forest Service and Indian Administrative Service. She has keen interest in personality development and research related activities. She has national and international research papers to her credit.

In 2011-12, she received the prestigious "Certification with Honors" on "Mentor Development Program for

Entrepreneurs" from London Business School organized by National Entrepreneurship Network. Being a certified Mentor she has been successfully mentoring entrepreneurs. She has mentored over hundred Entrepreneurs. Her passion though, remains "Student Start-ups". Prof. Lal is a "Start-up Advisor" to NEN Wadhvani Programs and has been on the "Mentoring Board" of IIT Kanpur Entrepreneurship Cell, Amity University, also been felicitated for Mentoring the TE Young Entrepreneurs (2014-15). In April, 2022, she has been felicitated with the "Women of Wonder Award" for mentoring WEE - Women Entrepreneurs since the inception (i.e., 2017) of WEE Foundation@IIT Delhi.

Besides teaching the MBA students at FORE, she has taken up various key Administrative responsibilities such as - Program Director AGN AMRO Executive Education, Chair Library, Chair Placements, Area Chair Communications and since 2010, she has been heading the Centre for Entrepreneurship Development at FORE. Prof. Lal is able to create an ideal blend of Leadership, Entrepreneurship, and Communication in her training programs, a few of the most potential skills critical to creating success stories for Organizations in today's uncertain times.



**Prof. Roeta Raina**

Ph.D. (Organizational Communication); M. Phil (Eng. Literature), Kashmir University

**Experience: Over 38 years**

Prof. Roeta Raina has over 38 years of teaching, training, and research experience. She has publications majorly in top International referred journals and her work has been cited substantially in the academic research. She has a research book to her credit titled "The Constitutive Role of Communication in Building Effective Organizations" published by LAMBERT - an International publishing company. She has presented papers in various international conferences and has been given the best paper award as well as the best presentation award. She is into corporate training including both the private and public sector and her

forte lies in experimenting successfully with different pedagogical tools. Presently, she uses theatre-based activities that should help future managers build distinctive communication skills. Her research is interdisciplinary that includes employee engagement, work engagement, organizational communication, non-verbal communication, Organizational effectiveness, listening skills, etc. She is also the recipient of the Best Professor Award in HRM by the National Education Award sponsored by Headlines Today. Her earlier assignments were with MDI, Gurgaon, and Thapar University, Patiala. She has been the visiting faculty at IIFT and IITM and SRCC, KPCBIO.



**Prof. Sripama Basu**

PhD (Cultural Studies), University of Illinois, at Urbana-Champaign, USA; M.A. (Cultural Studies), University of Illinois, at Urbana-Champaign, USA; M.A. (Gold Medalist),

Jadavpur University, Kolkata

**Experience: Over 21 Years**

Dr. Basu has been involved in research, teaching and consulting work for over 21 years. She has presented research papers in 16 national and international conferences. Her research contributions include research papers, cases, and book chapters published in international and national peer reviewed journals and books. She has won international awards for her case publications.

Prof. Basu has been involved in training and consulting activities with several organizations such as: ONGC, NHPC, IFFCO, MCL, Indian Oil, Power Grid, Aviation Academy of India, Punjab National Bank, Tata Motors, Mitsui, Bayer, Indian Institute of Public Administration, British Council, Refaso etc.

She has been invited as distinguished speaker in forums such as Indian Chamber of Commerce, ASSOCHAM, KPMG, etc. She has also been a visiting professor at IIM, Sambalpur for the past 4 years.

## ECONOMICS & BUSINESS POLICY



**Prof. Basant K. Potnuru**  
Ph.D. (JNU, Delhi); M.Phil,  
JNU; M.A. (Economics),  
Berhampur University;  
B.A. (Hons.), Berhampur  
University

### Experience: 18 years

Dr. Basant Potnuru has 18 years of work experience teaching and research in Government and private institutions. He has worked with the India Centre for Migration, a leading Think-tank of the Government of India, on the International Migration of people. As Head of the Projects Division, he conceived and implemented two prominent research and capacity-building projects on India-EU migration. He authored the first draft of the Common Agenda on Migration and Mobility (CAMM), which the Government of India has signed with the European Union in 2016. He has authored many policy briefs and published research papers on the economic growth, demonetization, health, and International migration of people in national and international peer-reviewed journals and books.



**Prof. Roopesh Kaushik**  
Ph.D., Indian Institute of  
Technology Kanpur; M.Phil.  
(Economics), School of  
Economics, Devi Ahilya  
University, Indore (M.P.); B.A.  
(Economics, Philosophy, English

Literature), Indore Christian College, Devi Ahilya  
University, Indore (M.P).

### Experience: 9 years

Dr. Roopesh Kaushik has more than seven years of teaching experience. He had received his doctoral degree from IIT Kanpur. He obtained his Master of Philosophy and Master of Arts Degree in Economics from Devi Ahilya University. He had qualified University Grants Commission's National Eligibility Test (NET) for

Lectureship (Economics) in 2006. To his credit, he had published many research papers in national and international journals and presented papers in conferences. His areas of specialization are Institutional Economics, Environment & Resources Economics, Development Studies, Social Entrepreneurship, Cost-Benefit Analysis, and Project Evaluation. His previous assignments were with the Tata Institute of Social Sciences, Tujapur, and the Central University of Rajasthan.



**Prof. Shaffini Taneja**

FPM (Ph.D.), (Management  
Development Institute- MDI  
Gurgaon); M. Phil.  
(Economics), Madurai Kamaraj  
University; MBA, Virayak

Mission University; M.A. (Economics), Punjab  
University

### Experience: Over 19 years

Prof. Shaffini Taneja is having 19 years of experience in teaching, research, and industry. She is a fellow from Management Development Institute (MDI), Gurgaon. She is the recipient of sponsorships from ISDRS at Columbia University and The Wharton School, U.S.A. for paper presentations and attending conferences. She has taken lectures as guest faculty at St. Mount Mary's University, the USA, and The Indian Institute of Corporate Affairs (IICA) under the aegis of The Ministry of Corporate Affairs, GOI on CSR. She is the reviewer and guest editor of various national and international journals for various publishers such as SAGE, Emerald, and Springer. She has conducted the International Training Program for EMBA Batch from Sichuan University & the Workshops, Management Development Programmes on Corporate Social Responsibility (CSR) for the middle level and senior managers as well as for the Executive Directors for the various companies like NHPC, GAIL, IILCO, JK Cement, ECOMBANK, SBI, etc.

**Teaching/Research Areas:** Corporate Social Responsibility, Business Environment, Corporate Social Performance, Stakeholder Management, and Business Ethics.



**Prof. Ghanshyam Sharma**  
Ph.D (Economics), Cornell University (USA); MA Economics, Cornell University (USA); MA Economics, Gokhale Institute; BA (H) Economics, University

of Delhi

**Experience: 10 years**

Prof Sharma is an empirical economist /data scientist who works in the areas of public economics, health economics and causal inference methods. He has previously worked at NITI Ayog on Impact Evaluation of the welfare programs sponsored by the Government of India. He has held faculty positions at State University of New York, Oswego, (USA) Seton Hall University, NJ (USA) and Hiram College, OH (USA).

**Research Interest Areas:** Public Economics, Health Economics, Applied Econometrics

**Consulting Interest Areas:** Impact Evaluation

## FINANCE & ACCOUNTING



**Prof. Aditya Banerjee**  
PhD, IIM Ranchi (Accounting and Finance Area); MBA (Finance) Bengal Engineering and Science University, Shibpur (IEST); PGD in Securities

Markets, Indian Institute of Capital Markets, IICM, University of Calcutta.

**Experience: 7 years**

Prof. Aditya Banerjee is currently a faculty in the Finance and Accounting Area at the FORE School of Management (FSM). Before joining FSM, he has been a faculty in the Finance area for over seven years in various universities in India and elsewhere. He has several publications in peer-reviewed journals indexed in Scopus and listed in ABDC and AIS. His research focuses on understanding how information from different sources affects stock price movement differently.

**Research Interest Areas:** Corporate Finance, Asset Pricing, Information Efficiency of Stock Prices, and Banking.

**Consulting Interest Areas:** Corporate Finance, Investment Analysis and Valuation, Financial Analytics



**Prof. Bhaskar Chhinwal**  
Ph.D., IIT Bombay; MBA (Finance) FMS, BIR; M.Sc. (Applied Physics), C.B. Fort University of Ag. & Tech; B.Sc. Kuriaun University.

**Experience: 4 years**

He has been a post-doctoral fellow at SIMSOM, IIT Bombay in the area of Finance. His research and teaching interests include Investment analysis, Trading strategies and Asset pricing. Prior to joining SIMSOM as post-doctoral fellow, Bhaskar completed Ph.D. in finance area from SIMSOM, IIT Bombay. He presented research papers in many prestigious international and national finance conferences. His work received "Best Paper Award" in prestigious 8th ICBAI conference held at IISc, Bangalore. He have published research work in peer reviewed finance journals of international repute. He also assisted in various courses on online platform like NPTEL and MOOC. He is also associated with various international journals as a reviewer and also associated with American Finance Association (AFA) as a member. He also actively follows the Indian stock market and deploy strategies on real time data to transform research knowledge into practice.

**Research Interest Areas:** Trading Strategies, Asset Pricing, Portfolio Analysis.

**Consulting Interest Areas:** Corporate Finance, Portfolio Management, Trading Strategies, Asset Pricing, Empirical Issues in Capital Market



**Prof. Gaurav Gupta**

Ph.D., IIT Madras; CFA,  
ICFAI University, Tirupur;  
M. Com & acc; B. Com, MJP  
Rohilkhand, University,  
Bareilly, UP

**Experience: 3 Years 10 Months**

He has completed Ph.D. in Finance from the Indian Institute of Technology Kharagpur, India. He has worked as an Assistant Professor of Finance and Accounting at VIT University, Vellore. He

has received financial assistance from IIT Kharagpur to travel abroad to present research papers at the International Conference. He has qualified National Eligibility Test (NET) and was awarded a Junior Research Fellowship (JRF) from UGC. He is actively exploring the area of Finance and Accounting and has published several research papers international journals. He has also published several research articles in the reputed newspapers.

**Research Interest Areas:** Corporate Finance, Financial Accounting, Financial Economics, Behavioral Finance

**Consulting Interest Areas:** Corporate Investments, Corporate Finance, Corporate Governance

more than 21 years of experience in Teaching, Corporate Training, and Research. He has published extensively in peer reviewed reputed national and international journals. His research interests lie in the areas of ESG, Cash Holdings, Financial Distress, and Financial Economics of Bankruptcy Law.



**Prof. Pratibha Wasan**

Ph.D., FMS, University of Delhi;  
UGC-NET

**Experience: 19 years**

Pratibha Wasan qualified for the National Eligibility Test for Lectureship in Management, conducted by the University Grants Commission of India, in 2004. She received her Ph.D. degree in Finance from FMS, Delhi University, Delhi, India, in 2010. Dr. Pratibha is the author of several business cases published by ISE-IWEY. She has successfully supervised doctoral students and has written numerous research papers in top international journals with high impact factors including (the Journal of Cleaner Production, International Journal of Bank Marketing, Journal of General Management, and IIMB Review). She has been teaching courses on Financial Accounting, Corporate Finance, Corporate Restructuring, Derivatives & Risk Management, Cost Accounting, and Advanced Corporate Finance. She has several 'Best Teaching Faculty' awards to her credit. Before her academic career, Dr. Pratibha worked as Business Consultant with HCL Infosystems, Noida. She received from HCL Infosystems, the 'Excellence in Performance' award in the year 2003 for her exceptional work performance.



**Prof. Himanshu Joshi**

Ph.D. (ICI University Meerut);  
MBA (Finance); FDP (IIM  
Ahmedabad)

**Experience: Over 21 years**

Himanshu Joshi holds a Ph.D. degree with his thesis focusing on Disinvestment, and Financial Performance of Indian Public Sector Enterprises. He also holds a Specialist Diploma in Credit Risk Management from the National University of Singapore. He has completed Management Teachers' Programs on Strategic Management from IIM Bangalore, and Mergers, Acquisitions & Valuations from IIM Calcutta, and certificate courses in International Finance and Financial Technologies from Nanyang Business School, NTU, Singapore. He has



**Prof. Santa Jain**

Ph.D., IITD; M. Com, Delhi  
University; B. Com(H), Delhi  
University

**Experience: 3 Years**

She has completed her Ph.D. in finance from the



Department of Management Studies, Indian Institute of Technology Delhi, India. Her thesis was nominated for Anil Garg Memorial Research Award 2019. During her Ph.D., She received Research Scholars' Travel Allowance for presenting a research paper at the International Conference from IIT Delhi. She is a dual post-graduate (M. Com and PGDM) in the area of finance. She qualified National Eligibility Test (NET) conducted by UGC in the first attempt. She has been rewarded a Junior Research Fellowship (JRF) from UGC. She has presented research papers in various conferences of national as well as international repute. She also has a few book chapters to her credit. She has also contributed as a quantitative research analyst in the public policy area of education.

**Research Interest Areas:** Corporate Finance, Financial Accounting, Mergers, and Acquisitions, Investment Banking.

**Consulting Interest Areas:** Financial analysis, Mergers, and Acquisitions, Post-acquisition integration, Investment banking.



**Prof. Ganesh K. Soni**

FPM National Institute of Financial Management (Finance); M.B.A. (Finance and Business Economics); M. A. (Economics); UGC-NET; B. Com

#### **Experiences: 10 years**

Prof. Ganesh K. Soni is currently an Assistant Professor in the Finance and Accounting Area at the FORE School of Management (FSM). Prior to joining FSM, he has worked with prestigious institutions/think tanks like Ministry of Finance, Prime Minister's Office and NITI Aayog on public policy issues. He has taught finance subjects/courses at Postgraduate level to the students of management at Lal Bahadur Shastri Institute of Management, Banasthali University, IBS Gurgaon and Jaipuria Institute of Management. He is a keen teacher and has published research papers in Scopus/ABDC listed journals.

**Research Interest Areas:** Commodity Markets, Financial Markets, Time Series Modelling, CSI and

Corporate Governance.

**Consulting Interest Areas:** Risk Management, Financial Markets, Wealth Management.



**Prof. Vandana Bhama**

Ph.D. (Finance) IIT Delhi; MBA (Finance); B. Com (Hons).

#### **Experiences: 8 Years**

Dr. Vandana is working as an Assistant Professor in the area of finance & accounting. Prior to FORE, she was associated with Fortune Institute of International Business, Delhi. She has conducted MDPs and FDPs on various aspects of Corporate Finance, Derivatives and Risk Management. She had also published her research work in reputed journals like the International Journal of Managerial Finance (Emerald), IIMB Management Review (Elsevier), Journal of Emerging Market Finance (Sage). She has also presented her research work at international and national conferences. She has attended MDP and other online programs on Applied Financial Risk Management, Equity Valuation, and Financial Modelling. She has been awarded scholarships and certificates for securing high positions in her academic background.

**Research Interests:** Financial Markets, Risk Management

**Consulting Interest Areas:** Financing decisions, Futures and options



**Prof. Vandana Gupta**

Ph.D. Finance, PGDM IIM Ahmedabad

#### **Experience: 31 Years**

Prof. Vandana Gupta is a PGDM from the Indian Institute of Management, Ahmedabad, and a Ph.D. Finance in credit risk. She is

the recipient of '10 Most Influential Women in Academics' award consecutively for two years in 2020 and 2021 from Academy of Management Professionals. She has more than a decade of experience with the industry and has worked with some of the leading corporates such as ICRA Limited, Religare Securities Limited, Infosys, Beringer Coleman & Co Limited, and Modi Telecom. She has been associated with 8 schools as MII, IMI as a visiting faculty, and IMT-Ghaziabad as a regular faculty. Her teaching areas are Financial Accounting, Management Accounting, Corporate Finance, Business Valuations, Corporate Restructuring and M&A, Project Appraisal and Financing and Credit Risk Management. She has received a certification from NUS Singapore, for attending a program on Credit Risk Management. She has to her credit, several publications in national and international journals and has presented research papers in national and international conferences. She has also undertaken management development programs in Project Financing, spreadsheet modeling for M&A, and credit risk modeling.

**Research Interest Areas:** Her research interest areas are business valuations, mergers, and acquisitions, credit risk, and bankruptcy prediction.

**Consulting Interest Areas:** Credit rating, business valuations, insolvency, and bankruptcy.



**Prof. Vikas Pandey**

FFM (Finance and Accounting)  
IIM, Lucknow; MBA, ICFAI  
Business School Hyderabad; B.  
Tech (Textile Technology)  
Government Central Textile

Institute Kanpur

#### **Experience: 11.5 years**

He has worked for 1 and a half years at IIM Jammu as an Assistant Professor in the area of Finance and Accounting. Earlier than he was associated with the School of Management & Entrepreneurship at Shri Natar University. He also has professional experience

of more than seven years in the accounting and financial reporting of hedge funds and private equity funds.

**Research Interest Areas:** Financial derivatives, Asset allocation, commodity and commodity derivatives, volatility & volatility spillover.

**Consulting Interest Areas:** Management Accounting, Financial Management, Financial derivative, Investment Management, Financial Econometrics.

- To act as an industry-academia interface on frugal innovation.
- To integrate multiple perspectives, agglomerate approaches, and ideas on frugal innovation.
- Develop skill sets to make an impact on society.

## INFORMATION TECHNOLOGY



**Prof. Amarnath Mitra**

Ph.D. (Management), IPHE  
Hyderabad; MSc (Mathematics),  
NIT Warangal; UGC-NET  
(Management).

#### **Experience: 12 years**

Dr. Amarnath Mitra is working as an Associate Professor in the area of Big Data Analytics (IT) at FORE School of Management, New Delhi. Dr. Mitra has over 12 years of experience in industry & academics. In industry, he has worked as analyst and researcher with substantial exposure in working with big & high-frequency data and analytics. In academics, Dr. Mitra worked as full-time faculty in management institutes such as IIM, Manipal University Gurugram, IMI New Delhi, and IBS Hyderabad. As guest/visiting faculty he has taught in several reputed institutions like IIFT New Delhi, SIMS Pune, NMIMS Hyderabad, and IIT Bhubaneswar among others. Dr. Mitra has over 15 research papers and cases in international peer-reviewed journals and has taught subjects such as Big Data Analytics, Machine & Deep Learning, Data

Science, Predictive Analytics, Business Analytics, Quantitative Methods, Business Research Methods, Operations Research, Econometrics, among others.

Research Interest Areas: Asset Pricing, Energy Economics, Climate Finance, Financial Derivative and Risk Management.

Consulting Interest Areas: Data Analytics, Financial Modeling and Analytics.



**Prof. Ashok Kumar Harnal**

M.Phil (Social Sciences),  
Punjab University Chandigarh;  
MA (Economics); B.Tech, IIT  
Delhi; Diploma in Project  
Management, Punjab

University, Patiala

**Experience: 34 years**

Prof. Ashok Kumar Harnal: Graduated from IIT Delhi in Electronics and Communication; M. Phil with Distinction from Punjab University, Chandigarh, and MA (Economics) from Punjabi University. Expert in Big Data, Data Analytics, and Deep Learning, both on the technology side and also on the Analytics side. Extensively taught faculty and students on the subject of big data technology and analytics. Has been associated with the University of California, Riverside, US, in one of the Executive Education programs on Big Data and Data Analytics for the last three years. Participated in various machine learning projects with real-world data in areas of business, environment, marketing, and advertisement. Conceived, planned & implemented in Defence Estates three country-wide information systems: a) Raksha Bhoomi to computerize land records; b) Knowledge Management of land-title related documents in all Defence Estates offices; and c) Setting up of a Disaster Management organization, Archival Unit, and Resource Center, at Delhi and Pune for safe storage of

land-title related records in paper, digital & microfilm forms. Authored two books: one on Programming Games on Computers and the other on Linux Applications and Administration; both books have been published by Tata McGraw-Hill.



**Prof. Rajneesh Chauhan**

Ph.D., NLU Jodhpur; PGDPM,  
TMT Ghaziabad; B.Tech  
(Electrical), National Institute  
of Technology Hamirpur

**Experience: 29 years**

With more than two decades in the area of IT, ERP, Consulting, and Operations Management, he has worked extensively with Fortune 500 clients across the Asia Pacific, Europe, and Americas. Within India, he has worked with clients in Government as well as the Private sector. He started his career in the R & D unit of a Fortune 500 organization. He has also worked with Infosys, where he was the "Operations & Strategy" Head for Enterprise Solutions, a business unit with annual revenues of 1,000 Million USD, 10,000 employees, and a CAGR of 33 %. He was a part of Infosys Senior Management, was a level below the Infosys Executive Board, and reported to the board member of Infosys China. At FORGE he is also the Dean (Corporate Relations).

Research Interest Areas: Outsourcing, ERP, Operations Management.

Consulting Interest Areas: Technology Consulting, Operations Management, Outsourcing & Offshoring, ERP, Program Management.



**Prof. Rakhi Tripathi**

Ph.D. (IT-Delhi), MS in  
Computer Science, Bowie  
State University (University of  
Maryland System), USA

**Experience: Over 15 years**

She has 12 years of experience in research. Prior to

joining FORE School of Management, she worked on prestigious projects at the Department of Computer Science, Indian Institute of Technology Delhi. Her specific areas of research are E-government, Digital Innovations for Higher Education, and Women's Security. Several research papers have been published in national as well as international reputed journals, conferences, and books. She has been a program committee member of international conferences 'Digital Transformation and Global Society (DTGS 2018)', St. Petersburg, Russia, 2018 and '3FIP Conference on e-Business, e-Services and e-Society, Swansea University, UK, 2106'.

The primary objective of her research is to use Digital innovation to serve society. For this, she completed two research projects namely 'Digital Technology and Strategy for Higher Education Institutions in India' and 'Web Analytics and World 4.0' on Higher Education. The findings of these projects were published in international journals and international conferences. Her latest project is with three other Professors from King's College London and London School of Economics from British Academy, UK. The topic is '(Dis)connected Infrastructures and Violence Against Women (VAW)' and is funded by British Academy Global Challenges Research Fund (BA GRF), UK. The research grant is GBP £290,000.



**Prof. Shilpi Jain**  
Fellow - MDI Gurgaon; M. Tech (Information Systems), NSU, Durgam; MGA (Marketing) Institute of Management Science & Productivity research, Delhi

**Experiences: 25 years**

Prof. Shilpi Jain is currently working as a Professor and Area Chair of IT and Big Data Analytics at FORE School of Management, New Delhi. She has served as a faculty of Information technology & Systems at various B-Schools and Engineering Institutions. Prior to joining academia, she also worked in the IT industry such as Infosys Limited, Bangalore. She is a seasoned researcher and academician who has taught both international and national management curriculum at graduate and undergraduate levels. Her current research interests include user behaviour with digital technologies and platforms, digital

inclusion for sustainability, and diversity in teams. She has executed several industry focussed courses such as managing business on cloud, cybersecurity, business analytics, communication on digital platforms, digital transformation and technology strategy. As a Program Director she has delivered several executive programs in business analytics, design thinking, data visualization, HR analytics, and cloud computing for businesses for organisations like Indian Oil Pipeline, NHPC, Reliance, AAL LIC, Mudra Multiplier, Powergrid, Tata Power, and Makemytrip.com. Prof. Jain has been consistently invited to deliver talks on various themes concerning digital technologies in public forums organized by CII, ASSOCHAM, UNGL, ONGC, etc. She has published several case studies, research articles in conference proceedings and journals of repute. Her research works have been recognized, among others globally in ISB-Ivey Global Case Competition (2018) and in the WOF 25th Anniversary Case Writing Competition, Ross School of Michigan USA - 2018.

**INTERNATIONAL BUSINESS**



**Prof. Arvinda Sharma**  
FPM, XLRI Jamshedpur; M.LB (International Business), Bharathiar University, (TN)  
**Experience: 12 years**

Dr. Arvinda Sharma is a Fellow in Management (FPM) from XLRI Jamshedpur and holds a master's degree in international business (MIB) from Bharathiar University. She is currently working as Assistant Professor in the area of International Business, with FORE School of Management, New Delhi. She has more than twelve years of experience in leading academic and research institutions, in various domains like, Pharmaceutical Marketing, Fashion Management, Foreign trade, Real Estate & International Business. Her interest areas include branding in cross cultural environments. She has been working on exploring how multinational corporations enter multiple markets through Product launch and global brand adaptations across cultures. She works in the areas of Global Business & International Trade. She observes how international trade discussions influence international business across multiple areas and the role of Global policy and regulatory institutions, viz. WTO & Trade policy research issues especially in

reference to India. Her research has been published in journals of repute. Her teaching interests are Global business environment, International Economic Organisations, and International business. She is passionate about teaching and uses mixed pedagogies of Lecture, Case Method, Story Telling and Role Playing, for deeper learning of International Business. She can be reached at [arabada.sharma@fm.ac.in](mailto:arabada.sharma@fm.ac.in)



**Prof. Sudeep S.**

Ph.D. CUSAT, Cochin; M.B., CUSAT, Cochin; B.Sc.(Physics), MG University, Kottayam; CISA, ISACA, US; ISO 27001 LA, IQMS, UK

**Experience: 20 years**

He is a seasoned professional with over two decades of experience in information technology and management education. He has more than twelve years of experience in teaching management courses and eight years of experience in the IT industry before joining academics. His IT industry experience included software development, project management, information systems audit, and information security consulting. He is a Certified Information Systems Auditor (CISA) and ISO 27001:2013 Lead Auditor. He has good exposure in auditing/consulting for banking and financial institutions. He has associated with major financial institutions like Federal Bank, Chanaixmi Bank, Muthoot Finance, UAE Exchange and National Finance Co. (Oman). He teaches the following courses: International management, international business management and trade, technology, and development.



**Prof. Faisal Ahmed**

Ph.D. (MUSU, Udaipur); MIBM (AMU, Aligarh); Executive Certification in Geopolitical Analysis (IEGA, Geneva, Switzerland)

**Experience: 18 years**

Prof. Ahmed's research and consulting areas include global value chains, Indo-Pacific region, China's trade and geopolitics, and SDGs. He held the position of consultant to the United Nations Economic and Social Commission for Western Asia and other organizations and has led projects supported by the Ministry of

Commerce & Industry, Govt. of India. He has published several research papers, book chapters, and monographs. He is the author of "The Belt and Road Initiative: Geopolitical and Geoeconomic Aspects" (Routledge, c.2022), and "Business Environment: Indian and Global Perspective" (PHI, 2021, 3rd edition). Dr. Ahmed's numerous articles have appeared in The Financial Express, Bangkok Post, The Hindu Business Line, South China Morning Post, The Economic Times, The Korea Times, and The Straits Times. Also, he has been interviewed as an expert by national and international media.



**Prof. Surendar Singh**

Ph.D., Kuramun University, Nainital, Uttarakhand; Master in International Business, IMS Ghazipur; Visiting Fellow, Korean Institute of International Economy

**Experience: 14 years**

He has more than 14 years of experience in research, teaching, and consultancy. He has also worked as a Consultant for the World Bank Group, Washington D.C., Asian Development Bank, Manila, and United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP) Bangkok, Thailand. He has published several research papers, book chapters, and discussion papers. His articles have appeared in newspapers and online news portals like the Hindu Business Line, The Wire, and Business World. He is also a recipient of Asia Pacific Trade Facilitation Forum 2017, Trade Facilitation Award Yogyakarta, Malaysia.

Research Interest Areas: International Trade Policy, Industrial Policy, Global Value Chains, Export-Import Procedures, WTO, Digitalisation, and Development

Consulting Interest Areas: Export-Import Procedures, Foreign Trade Policy and Procedures, Global Value Chains, and International Trade Agreements

**MARKETING**



**Prof. Ajay Kumar Pandey**

Ph.D., Symbiosis International University Pune; EGP, IIM Indore; M. Tech. (Analysis & Design), NIT Allahabad; B. Tech. (Civil Engineering), NIT Surat

### Experience: 17 Years

An alumnus of IIM Indore, Dr. Ajay Kumar Pandey has been a marketing and business strategy professional with a position of top management leadership in the industry. He comes with a rich experience of over 20 years in this domain. During his sterling industry career spanning around 10 years, he has been a part of premier government and corporate organizations in the areas of Renewable Energy, Power, Infrastructure and PPP Corporate Advisory, etc. He has been associated with the organizations like Inox Wind Limited, L&T, and NHPC before moving to academics in management. He had dealt with various government agencies in India and neighboring countries to promote sustainable development. In academics, he has been associated with teaching at Bharathidasan Institute of Management (BIM) Trichy, IMT Ghazabad, and NIT Allahabad.

He had also represented the Indian delegation twice on behalf of the Confederation of Indian Industry (CII) in 2012 and 2013 to the then Nepalese Prime Minister Dr. Baburam Bhattarai in Kathmandu for the development of strategic power projects.

He was also awarded the best presenter award in the NHPC vision series, 2008. Apart from various awards in literary and debating activities and essay writings, as a student, he had also received various scholarships, viz. GATE Scholarship, National Scholarship, Akshrit Scholarship, and Merit Scholarship to name a few.

A true mountaineer and broker, theatre enthusiast, and writer, Dr. Pandey's interests and hobbies are as diverse and exciting as his professional career has been. As a philanthropist and cofounder, he runs Change 1 Network (C1N), an NGO headquartered in New Delhi, with a mission to bring positive change in the lives of underprivileged communities.

**Research Interest Areas:** Business-to-Business Marketing, Marketing Research, Channel Management, Sales & Distribution Management, Marketing of Renewable Energy and Power Policy.

**Consulting Interest Areas:** Marketing of Business Solutions and Services in Renewable Energy / Power Sector, Techno-commercial Appraisal of Power Projects, SDG, CSR, PPP Corporate Advisory, Channel Management and B2B Sales & Marketing.



**Prof. Ashutosh Pandey**  
Ph.D. ABV-IIITM Gwalior;  
MMM (Marketing Management)  
University of Pune; M.Com.  
(Applied Economics) University  
of Lucknow; B.Com., University  
of Lucknow

### Experience: 10 Years

He holds a doctorate in marketing from ABV-Indian Institute of Information Technology and Management, Gwalior. A UGC-NET-qualified professional, he has worked in industries and academia for over ten years. As a visiting faculty member, he taught at the Indian Institute of Travel & Tourism Management in Gwalior and IMT Ghazabad. As a professor for postgraduate students and executives, he has taught Business Research Methods, Advanced Marketing Research, Services Marketing, Marketing Management, Consumer Behavior, Marketing Strategy, and Structural Equation Modeling. His research has appeared in many prestigious journals, including Environment, Development, and Sustainability, the Journal of Quality Assurance in Hospitality & Tourism, and the International Journal of Tourism Cities. Among his other activities, he has conducted many research-oriented faculty development programs and served as a guest faculty for numerous qualitative and quantitative research workshops held at reputable organisations.

**Research Interest Areas:** Experience Quality, eWOM, Destination Management, Social Media Marketing, Responsible Tourism.

**Consulting Interest Areas:** Customer Experience, Marketing Research, Service Encounter Management, Social Media Analytics, Tourist Engagement.



**Prof. Qazi Asif Zameer**  
Ph.D. (Harvard University)  
New Delhi; MBA, Jamia Millia  
Islamia New Delhi; B.E.  
(Mechanical), Delhi College of  
Engineering (Now DTU), Delhi  
**Experience: 34 years**

Prof. Asif Zameer is a Professor of Marketing at FORE. Prior to that he was Dean – Academics at IMT Centre for Distance Learning, Ghazabad. He has also been the Dean (Corporate Relations) at FORE apart from holding many other academic administrative responsibilities. He is a B.E. (Mechanical) from Delhi College of Engineering, MBA from Jamia Millia Islamia and Ph.D. from Harvard University. He has more than 3 decades of total experience including 16.5 years of rich industry exposure and 17 years plus of teaching experience in top institutions and universities in the country. He started his career as an Engineer at BHEL, and later on worked in responsible positions in Marketing and Business Development functions for diverse

organizations like Gillette, Dyracoff, Hearty Amp; Gresham, Geep, Leches and Amlette Computer Peripherals.

**Research Interest Areas:** Sales and Distribution, Retailing, Marketing Management, B2B Marketing, Mail Management, and Consumer Behaviour.

**Consulting Interest Areas:** Sales Force Management, Distribution Planning and Management, Key Account Management, Retailing, Mail Management, Online and Distance Education.



**Prof. Ayushi Sharma**

Ph.D. (Thesis Submitted), IIT Delhi; MBA (Communications), MICA, Ahmedabad; B.Tech. (Chemical Engg.), Aligarh Muslim University

**Experience: 9 Years**

She has worked at Ernst & Young and did several industry projects focusing on Increasing ROI in marketing. Her research interest lies in the domain of e-commerce, services, and promotional strategies in an online scenario. She has got a scholarship time times in a row from Michigan State University to present her research work at international forums. She has presented her papers in several international conferences, including the Academy of International Business (AIB), NASMEI, IIT Delhi, and IIM Lucknow to name a few.

**Research Interest Areas:** E-commerce, Promotions strategy, Digital Marketing, and Services Marketing.

**Consulting Interest Areas:** Digital marketing, Marketing, and advertising spending, Evaluation of promotional strategies.



**Prof. Jitendra K. Das  
(Director)**

Ph.D. (University of Toronto); M.Tech. (Management and Systems), IIT Delhi; B.Tech. (Chemical Engg.), IIT Delhi

**Experience: Over 41 years**

Has a wide-ranging experience in Industry including at Wipro. He has taught courses at Donau Business School, Donau University Krems, Austria; IIMs at Lucknow, Ahmedabad, and Kozhikode; and S P Jain Management Center, Singapore. He has to his credit many national and international publications. He has been a consultant to the World Bank, IDRC (Canada), GWO (for IIT

Germany), Coal India Ltd, GlobalCast India (a division of Future Telecomm), various Ministries of the Government of India, etc., and a member of a few policy committees of the Government of India.



**Prof. Nirmalya  
Bandyopadhyay**

Ph.D. (Banshal University); Fellow in Management (XLRI-Pursuing); MIA (Marketing) Calcutta University; MSc (Marine Sciences) Calcutta University; ITP (HEC, Paris);

BSc (Zoology) Calcutta University.

**Experience: 22+ years**

After spending 6+ years in corporate in the sales and marketing function he joined academics. He has 13 years of experience in academics major part of which was spent at Goa Institute of Management and IIM Rohtak. In 2012 he was awarded a full scholarship by HEC Paris to pursue International Teacher's Program in France. He has in his credit a number of publications in reputed National and International journals like Marketing Intelligence and Planning, International Journal of Bank marketing, etc. He attended and presented his research in reputed national and international conferences like AMA Summer Educators (Boston, USA), Harvard Business School (Boston, USA), ANZAM (Melbourne, Australia), International Marketing Trend Conference (Venice, Italy), MARCON (India), NASMEI (India) to name a few.

**Research Interest Areas:** Impulse Buying, Service Quality, Green Marketing

**Consulting Interest Areas:** Pharmaceutical sales management, Marketing research, Distribution Management



**Prof. Pramod Chandra**

PhD, IIT Kanpur; Ph.D., IIT Roorkee; MBA (Marketing); and B.Sc. (Bio-Group), HNB Garhwal University (A Central University), Srinagar Garhwal Uttarakhand.

**Experience: 15 Years**

Dr. Pramod Chandra is an assistant professor in marketing and has more than fifteen years of experience in academia, research, and consultancy. Pramod received his Ph.D. from IIT Roorkee and worked as a Postdoctoral Fellow at IIT Kanpur. In

addition to his current assignment, Dr. Pramod is also actively associated with some internationally prestigious academic bodies like AERA, AQM, Iamp; IIQM, and he is also serving as an editorial board member for Business Strategy and Development, an International Journal of John Wiley & Sons Ltd. Pramod has published in journals of repute and attended various international conferences.

**Research Interests:** Strategic Marketing, Marketing for sustainability, Sustainable advertising, Sustainable Tourism in the B&R, and MAPs marketing & sustainability.

**Consulting Interests:** Marketing for sustainability, Strategy development through SWOT and QSPM, and Value chain analysis.



**Prof. Rajarshi Debnoth**  
Ph.D. (Marketing), VGSOM, IIT Kharagpur; MBA (Marketing & Finance), NERIST; ILE (Electronics & Telecommunication), Solapur University

**Experience: 2 Years 07 Months**

Dr. Rajarshi Debnoth has been working as an Assistant Professor in the area of Marketing at FORE School of Management (FSM). Prior to joining FSM, he has been an Assistant Professor (Marketing) at Sarala Birla University, Ranchi; Bramham University, Kolkata and a Visiting Faculty at Techno Main Salt Lake, Kolkata. With a Ph.D. from Vinod Gupta School of Management, IIT Kharagpur, he has published papers in ABDC and Scopus-listed journals. He has presented his work in International Conferences of well repute organized by IIM Ahmedabad, IIM Calcutta, IIM Indore, and IIM Trichy. He has also received financial assistance from IIT Kharagpur to travel abroad to present a research paper at the International Conference in the USA. He has reviewed papers for the Journal of Relationship Marketing (Taylor & Francis); ANZMAC, AMA Conferences & International Journal of System Assurance Engineering and Management (Springer). He has actively conducted several Webinars, Workshops, and Faculty Development Programs. He has also developed and delivered Value Added Courses in "Digital Advertising" and "Research".

**Research Interest Areas:** Service Element, Customer Loyalty, Rural Marketing, and Digital & Social Media Marketing.

**Consulting Interest Areas:** Customer Behavior, Rural Marketing, and Digital & Social Media Marketing.



**Prof. Varsha Khattri**  
Ph.D. Gauram Siddhha University, Greater Noida; MAPM (Master of Advertising and Public Relations Management), Desi Ahilya Vidyaawidyalaya, Indore;

B. Com, Bundelkhand University, Jhansi

**Experience: 16 Years**

Dr. Varsha Khattri is an Associate Professor in the area of Marketing at FORE School of Management, a resourceful professional with more than 15 years of experience in teaching, training, and research. Her subjects of interest are Brand Management, Advertising Management, Consumer Behavior, and Integrated Marketing Communication. Many of her insightful papers have been published in reputed journals like Emerald Emerging Markets Case Studies, Global Business Review, and European Case Clearing House. She also won laurels for best paper in several conferences. To her credentials, she has also been a part of the Pacific Asia Travel Association (IATA) India Chapter, Tata Motors, Common Wealth Games and Directorate General Resettlement, Ministry of Defence Training Programmes, and also recorded video lectures for Massive Open Online Course (MOOC) in her previous assignment at Amity Business School.

**Research Interest Areas:** Brand Management, Advertising, Marketing Communications, Consumer Behaviour

**Consulting Interest Areas:** Brand Promotion



**Prof. Rahul Pratap Singh Kaurav**

Ph.D. Jang University, Gwalior; MBA (Marketing & IT); MTM

**Experience: 14 Years**

Dr. Kaurav is into academics since 2008. Here (at FSM) he is responsible for teaching, training, research, and consultancy. His teaching and research interests include Marketing Management, Services Marketing, Research Methodology, Marketing Research, Marketing Analytics, and Tourism Concepts-Economics-Marketing. He is a professionally acquired trainer for quantitative and qualitative research software and into trainings of SPSS, Jamovi, MAXQDA, NVIVO, and Bibliometric Analysis. He has published research papers to many journals of repute, starting from A in ABDC, Scopus, ABS and WOS. He has been associated with University of Liverpool, UK, IIT-



Flam, and Taylor's University, Malaysia as an adjunct faculty. He served on various committees of Syllabus and course designing and Member of expert committees on teaching, training and research effectiveness.

Research Interest Areas: Travel Motivation, Destination, Internal Marketing, Intellectual Structure, Bibliometric Analysis, Technology Acceptance Model, Hospitality, Tourism and Hospitality, Religious Tourism.

Consulting Interest Areas: Visual Storytelling, Visualizing Market Reports, Advance Marketing Research, Social Media Analytics, Tourism-Destination Marketing

#### QUANTITATIVE TECHNIQUES AND OPERATIONS



**Prof. Alok Kumar**

Ph.D. (Operational Research), University of Delhi; M.A. (Operational Research), University of Delhi; B.A.(Hons.) Mathematics, University of

Delhi

#### Experience: Over 11 years

Prof. Kumar is working as an Associate Professor in the area of Quantitative Techniques and Operations Management at FORE School of Management, New Delhi. His area of research interest is developing mathematical models in the field of inventory management and has published numerous research papers in refereed journals of national and international repute in the field of developing models for integration of innovation diffusion theory with inventory management. He has several years of teaching and research experience.

There are more than 30 research papers that have been published in international journals of high repute, several research papers are published in conference proceedings, numerous research papers are published as book chapters and 08 research papers are published as working papers. He has also conducted MDP in the area of decision-making through quantitative techniques and FDP on Machine Learning & Data Analytics.



**Prof. Hitesh Arora**

Ph.D. (University of Delhi);  
NET (JRF)

#### Experience: Over 24 years

Dr Hitesh Arora is a Professor in the area of Quantitative Techniques and Operations Management at FORE School of Management, New Delhi. A graduate in Mathematics and a post graduate in Operational Research from University of Delhi, he has earned his Doctorate in Mathematical Programming from Department of Operational Research, University of Delhi. He has qualified National Eligibility Test (NET) conducted jointly by CSIR & UGC for Lectureship with Junior Research Fellowship (JRF) in Mathematical Sciences.

Prof Arora has over two decades of experience in academics and industry. He started his teaching career from University of Delhi and he has also worked as an Actuarial Consultant with a UK-based MNC. Prof Arora has worked intensely in the area of Mathematical Programming and his present areas of research interest are measurement of Productivity, Service Quality and effect of information technology in Indian banking sector. He has to his credit, a number of research papers in national and international journals of repute. Prof. Arora is also a reviewer of many International Journals.

He has also conducted various Management Development Programmes (MDPs) in Decision Making Techniques for Managers. He has presented papers in various National and International Conferences. Prof Arora has to his credit six co-edited books. He has also authored an Indian adaptation book titled Business Statistics - BSTAT: A South-Asian Perspective, published by CENGAGE Learning India Private Limited. Recently he has co-authored a book on Quantitative Techniques in Management, 6th Edition published by McGraw Hill.

Former Dean (Academic Services), Prof Arora has looked after the activities: Research, Publications, Ranking, Regulations, Recruitment, Accreditation, Library, Centers of Excellence and Fellow Programmes in Management (FPM) etc.



**Prof. Mohita Gangwar Sharma**

FPM (IIM Lucknow); MPTB (IIFT-New Delhi); B. Tech (Electrical) (IIT-BHU), Varanasi

**Experience: Over 26 years**

Prof. Sharma has more than 26 years of experience in the Industry and Academics. She is the recipient of the coveted Chiverton Rolls-Royce Science and Innovation Scholarship at SAID Business School, University of Oxford, and N.T.S.E scholarship. She has worked in the industry in BHEL (Transformers), and Indian Airlines (Materials Management Dept.). For the past 11 years, she has shifted to full-time academics. She has published widely in reputed International Journals and case studies. She brings the rich experience of the industry and tough academic rigor to her research. Her current areas of research include Innovation, Technology Management, Service Operations, Operations Strategy, Product Service Systems, Humanitarian Supply Chain, and Sustainable Operations.



**Prof. Rajesh Sikka**

Ph.D. (Management) from Faculty of Management Studies, University of Delhi; Executive Masters in International Business from

Indian Institute of Foreign Trade, Delhi; B.E. from Delhi College of Engineering; Fellow member of The Institute of Cost Accountants of India; Patent Agent.

**Experience: Over 39 years**

Rajesh Sikka is a practitioner of Operations Management, Supply Chain Management and Strategic operations across ICT, Hi-Tech, Offshoring and Automobile industries. He has successfully driven Digital Transformations, increased profitability and efficiency by optimizing Operations, strategic acquisitions and improving Supply Chain. Rajesh has also helped establish operations of multinational IT services companies in India.

With Ph.D. in Management from Faculty of Management Studies, University of Delhi, BE from Delhi College of Engineering, Executive Masters in International Business from Indian Institute of Foreign Trade, Delhi, and being a Cost and Management Accountant, he has successfully delivered value across organisations.

After his industry experience, Rajesh has been a visiting Faculty with Management Institutes bringing his expertise and wealth of industry experience into academia. He has been teaching Operations Management, Supply Chain Management and Strategy, and has also conducted several MDPs. He also mentors and coaches Start-ups & budding Entrepreneurs, and provides advice on Intellectual Property related matters.

**Research Interest Areas:** Operations Management, Supply Chain Management, Digital Transformation, Sustainability and Entrepreneurship.

**Consulting Interest Areas:** Digital Transformation, optimisation and efficiency improvement in Operations Management, Supply Chain Management, Sustainability, Lean Strategies, building scalable Operations, Consulting Services for Startups.



**Prof. Shirsendu Nandi**

FPM(Ph.D.) (Operations Management and Quantitative Techniques), IIM Indore; MSc (Mathematics), IIT Kharagpur; BSc (Honours) (Mathematics),

Presidency College, Calcutta University

**Experience: 11 Years**

Shirsendu Nandi worked as a faculty member in the area of operations in IIM Rohtak. He was chairperson of Operations Management area and chairperson for executive education and certificate programmes. He is the recipient of prestigious N.B.H.M (National Board for Higher Mathematics) Scholarship awarded by

Department of Atomic Energy, Govt. of India. He has worked for two years with Wipro Technologies in the area of business intelligence. He has guided Ph.D. students and published in various international journals of repute. He has conducted MDPs on Project Management, Data Analytics, Manufacturing Excellence, Quality Management. His teaching interests include subjects like Quantitative Methods, Business Statistics, Advanced Probability and Stochastic Process, Supply Chain Management, Operations Management etc. His research interest include topics like Supply chain contracts, Supply chain coordination, Supply chain modelling etc.



**Prof. Shubhangini Rajput**

Ph.D. IIT Delhi; MBA (Information Technology enabled Services), ABV-ITTM, Gwalior; B.Tech (Bioinformatics), Dr. D.Y. Patil University, Pune

**Experience: 3 years**

Dr. Shubhangini Rajput has been working as an Assistant Professor in the area of Quantitative Techniques and Operations Management at FORE School of Management (FSM). Prior to joining FSM, she has been working with Jaypee Institute of Information Technology, Noida in the Operations area and also gained industrial experience. She has completed her PhD in Operations from IIT, Delhi. She is a visiting research fellow at Newcastle University Business School, UK. She has qualified National Eligibility Test (NET) conducted by UGC in the first attempt. She has to her credit many publications in the reputed journals of Springer, Elsevier, Taylor & Francis, and Emerald. She has presented her work at international conferences organized by Global Conference on Flexible Systems Management (GLOCFSM) and Global Conference on Cyberpace

(GCCS). Her research work on circular economy and cleaner production was also published in Press release and TechAmite, IITD and recognized as India's vision of a self-reliant economy. She has been awarded Certificate of Reviewing in recognition of the review contributed to Resources, Conservation, and Recycling Journal, Elsevier

Research Interest Areas: Industry 4.0, Circular Economy, Sustainability, Resilience, Optimization

Consulting Interest Areas: Operations & Supply Chain Management, Industry 4.0.



**Prof. Sneha Dhyan Bhatt**

Ph.D. (Operations Research), Indian Institute of Management Ahmedabad; B.Tech. (Production Engg.), GJ Post University of Agriculture and Technology

and Technology

Sneha is an Assistant Professor in the Quantitative Techniques and Operations Management Area at FORE School of Management. She holds a Ph.D. in Production and Quantitative Methods from IIM Ahmedabad (IIM A). Her research interests include developing mathematical models for transportation and telecommunication. Her work is published in journals such as Annals of Operations Research and she has presented her work in several national and international conferences. She also serves as a reviewer for journals such as Transportation Research Part E and OPSEARCH. Before joining IIM A, she had worked in Ashok Leyland (~4 years) where she was a certified Six Sigma Black Belt from American Society of Quality (ASQ) and had supervised multiple six-sigma projects.

Research Interest Areas: Supply Chain Network Design, Large Scale Optimization, Decomposition Methods (Mixed Integer Programs/Mixed Integer Non-Linear Programs, Multi-level Optimization, Robust Optimization, Game Theory

Consulting Interest Areas: Mathematical Modelling for Managerial Decisions; Manufacturing Excellence



**Prof. Sourabh Devidas Kulkarni**

Fellow (NITIE), Mumbai;  
M.Tech (Industrial Engg), VIT-  
Pune Pune University; B.E.  
(Production Engg), Shivaji

University, Kolhapur

**Experience: 4.2 Years**

Prof. Sourabh is working as an assistant professor in the Quantitative Techniques and Operations Management area. He has completed his doctoral and post-graduate studies in Industrial Engineering and Manufacturing Systems. Prior to joining academia, Sourabh has developed an integrated Lean-TPM-TOC model for productivity improvement of Indian auto-ancillary firms. Sourabh has published his research in international journals of repute such as the International Journal of Production Research (IJPR), Journal of Global Operations and Strategic Sourcing (JGOS), Research in Transportation Business & Management, Business Process Management Journal (BPMJ), International Journal of Human factors and engineering (IJHFE), International Journal of management concepts and philosophy (IJMCP), International Journal of Global business and competitiveness (IJGBC). Prof. Sourabh is also serving as an associate editor for IJGBC, Springer Publications.

Research Interest Areas: Manufacturing Strategy, Lean Manufacturing, Digital Manufacturing, Work system Design, Business Competitiveness.

Consulting Interest Areas: Manufacturing Strategy, Manufacturing Competitiveness, Lean Manufacturing, Operational Excellence.



**Prof. Sumet Kaur**

Ph.D. (Saurashtra University);  
M.Phil. (Statistics); M.Sc. Gold  
Medalist (Statistics), Gujarat  
University

**Experience: Over 18 years**

Associate Professor has over 18 years of research and teaching experience.

She has conducted Management Development Programs on topics like applications of qualitative techniques in competence mapping, simulation techniques, operations excellence, supply chain management, and advanced excel techniques for managers of the public and private sectors. She has organized workshops on Decision Sciences and its management applications like business research methods. She has also conducted Faculty Development Program on topics like SPSS and Research Methods, Multivariate Data Analysis, SLR & Meta Analysis. She has also been involved in case of development with Maruti True Value, Blind People Association, Indraprastha Apollo Hospitals which are published in European Case Clearing House (ECC). She has research and consulting interests in Business Forecasting, Managerial Decision Making, Quantitative Techniques in Advanced Marketing Research, etc. She teaches courses on Business Statistics, Business Decision Modelling Using Spreadsheets, Multivariate Data Analysis, and Advanced Business Statistics in Big Data associated with the University of California, Riverside.

**STRATEGY MANAGEMENT**



**Prof. Aarti Singh**

Ph.D. (Strategy Management),  
Indian Institute of Technology  
Delhi; Master of Technology  
(Energy Management), SEES,  
DAVV Indore; B. Tech.  
(Biotechnology), BU Jhansi.

**Experience: 3.5 Years**

Dr. Aarti Singh is working as an Assistant professor in the area of Strategy at FORE School of Management. She has completed her Ph.D. in the area of Strategy. She has participated in the Faculty Development Program at IIM Ahmedabad. She has published her research work in some leading international journals and books like Management of Environmental Quality, Sustainability; Benchmarking, Flexibility, and Sustainability, Transforming Higher Education Through Digitalization, Economic Policy, and Planning. She has presented at international conferences organized by the System Dynamics Society, Global Conference on Flexible Systems Management (GLOCFE); and Academy for global business advancement (AGBA). She received Fellowship and financial assistance from the Research Promotional Fund at IIT Delhi. She has

qualified for GATE in 2009. She has been awarded scholarships and certificates for securing high positions in her academic background.

**Research Interest Areas:** Strategy, Business Sustainability, System Dynamics, Strategic Waste Management.

**Consulting Interest Areas:** System Thinking; Business Strategy; Strategic Innovation Management, Sustainable Business, Organisational Waste Management.



**Prof. Anil Kumar Singh**

Ph.D. (University of Lucknow); UGC-NET; PGDBM (Marketing GHS IMR); MBA (Finance); M.Phil. (Labour Studies), LL.B. (General), Kanpur University

**Experience: 27 years**

Experience of around 30 years as a Ph.D. from the University of Lucknow. His seven years were spent in the industry and from December 1999 got full time involved in teaching and research. Has attended National and (international) faculty development programme by Strategic Management Forum (SMF) at various IIMs, also has been exposed to International FDPs at Hong Kong, Singapore, Moscow, Indonesia and Vietnam. Has completed six months course on Small Industrial-Enterprise Management course from IIT Kanpur and is also a certified assessor from the Joint Accreditation System of Australia and New Zealand. With two edited books, he has more than 16 publications in National and International Journals.

**Area of interest:** Strategic Change, CI, Strategic Insight.



**Prof. Mukul Joshi**

Ph.D. (Entrepreneurship and Innovation), IIT Kanpur; MBA (General Management), IIT Kanpur; B.Tech. (Mechanical Engineering), NIT Jalandhar

**Experience: 4.5 Years**

Dr. Mukul Joshi has completed his Ph.D. in Entrepreneurship and Innovation area, where he

studied the context of innovative new venture creation. His goal is to develop deep insights about innovation by new ventures in a variety of contexts through the narratives by practitioners and share insights with the students.

He has presented his work at international conferences organized by the reputed Strategic Management Society (SMS) and Australian Centre for Entrepreneurship Exchange (ACEE). He has qualified for the National Eligibility Test - Junior Research Fellowship (NET-JRF) conducted by the University Grants Commission (UGC). Prior to his Ph.D., he was an associate consultant with Infosys Limited.

**Research Interest Areas:** Innovative New Ventures, Entrepreneurship, Alternate Paradigms of Inquiry.

**Consulting Interest Areas:** New Venture Creation, Frugal Innovation Management, Qualitative Research.



**Prof. Vinod Thakur**

Ph.D. IIM Lucknow; MBA, Symbiosis International University; B.Tech, Kurukshetra University

**Experience: 29 Years**

He is a Ph.D. from Indian Institute of Management (IIM) Lucknow. He has done his doctoral dissertation on family businesses with a focus on family governance. Prior to his PhD, he has professional work experience of more than nine years while working on long-term assignments in India, Middle East, and Africa. He has been associated with firms such as KPMG, EY, Protiviti, and Genpact to assist clients through various consulting assignments on business risk management.

His research has been published in reputed international journals such as Family Business Review and Cross Cultural & Strategic Management. He is the author of several business cases, which have been published in global publishing houses such as Ivey Publishing and Sage Publications. He has also presented his research work in reputed conferences like IAN DM and INDRAM.

**Research Interest Areas:** Family Business, Internationalization, Mergers & Acquisitions, Corporate Entrepreneurship.

**Consulting Interest Areas:** Family Business Governance, Business Risk Management, Project Management.

## Beyond the Classroom

### Student Council Activities

Student activities form an integral part of the curriculum at FORE. Students are encouraged to enhance their innovative managerial and leadership skills through organizing independently a series of events throughout the year. This gives them real-time experience of interacting with corporates, working in teams, planning and coordinating budgets, managing time, making critical decisions, etc. Some of the diverse activities organized by different committees of the Student Council are:

#### Antar

ANTAR is a Social Committee of the FORE School of Management. Team ANTAR was established in 2009 with a vision to bring smiles on thousands of faces. The mission of the ANTAR is to be the catalyst to drive those who are socially unprivileged. At FORE, we value our contribution to the society and try to imbibe in our students the concepts of giving back to society through various activities. Over last 10 years, ANTAR has established tie-ups and linkages with many reputed non-profit organizations in pursuit of its social objective.

The key events organized by team ANTAR are Rakhdan (Blood Donation) in association with FORE Sports and Cultural Division and ROTARY CLUB, New Delhi; Aahwaan to honor and host senior citizens from old-age homes in Delhi for a day at FORE; Prerna a case study competition based on a social issue prevalent in the society; Vastrosamman for collecting clothes, articles/toys, etc. and handing over these to Goonj, an NGO. Similarly Rice Bucket Challenge is organized for collecting rice/pulses to donate an NGO for distribution to the flood affected areas in the country and Aashayin to motivate underprivileged children to go to schools.



#### Corporate Interaction Division

The Corporate Interaction Division (CID) is intended to bridge the gap between the academia and the corporate world. The team organizes interactive sessions called as "Anubhut", wherein senior corporate professionals and leaders are invited to share their practical business experiences with students so as to impart experiential learning to students.

The Marketing, Finance, HR and Operations Conclaves held throughout the academic calendar not only help students enhance their multi-disciplinary management domains but also give them an insight into the plethora of opportunities and challenges that the Corporate has to offer to them. "Kurukshetra - The Management Battlefield" is being organized every year in the annual management-cultural fest Genesis. B-schools across the country are invited to participate in it.

#### FORE Sports and Cultural Division (FSCD)

The FORE Sports & Cultural Division (FSCD) aims at re-energizing students during their stressful academic life at campus by organizing various sports and cultural events throughout the year. Various intra-college events with regard to cricket, LAN gaming, Chess, Carrom, Table tennis, Badminton etc. are conducted for 'energizing FOREians'. A wide array of inter and intracollege events are held at our annual B-fest "Genesis" which brings participation from various reputed B-Schools throughout the country. FSCD collaborates with SPIC-MACAY to organize cultural shows reflecting various facets of our rich Indian Heritage. The team also keeps up with the various sports meet of other B-schools and participates actively.

#### Nexus

NEXUS, as the name suggests, is the hub to which every student is bonded. The students get an opportunity to showcase their administrative ingenuity by managing a host of cultural events spread throughout the year. The committee hosts events like: Fresher's welcome party, Farewell party, Independence Day eve celebration,

Teacher's day celebration, and the FORE flagship cultural event - GENESIS. The celebration of all these cultural festivals are intended to provide a platform to students to understand and nurture culturally their acclimating skills needed in the business fraternity later.

### **Genesis**

Genesis is the Annual Management-cum-cultural Festival of FORE School of Management. It is an endeavor to promote the true spirit of management through a plethora of brain stimulating activities and competitions which attract the best of students from across the country. It serves as a platform to students by providing space for mental activity ranging from the expected to the eccentric. It provides a platform for the students of FORE to interact with other B Schools students across the country who are invited to participate in various competitive events. Various eminent personalities from the corporate world are also invited to groom the upcoming managers and entrepreneurs, through various events in GENESIS. The events at Genesis include Step-Up, Concert, Be-Case, Twisting Minutes, Backflush 5.0, The wolf of Comic street, Vyamaham, Fore VIDEOSIS, Mujhne hai IIT, Taweez'16, Gamers' Asylum(LAN Gaming), Rangoli and Poster making competition, Kuruksheetra, Corporate Buddha, Jagrukta, Pithra, Pottibimb, The Amazing Race, Deal or No Deal, Traders' Cockpit, a star night, etc.



### **Foretech**

The team FORE Technical Division (FORETech) provides a platform for interaction and networking among students in execution of various events. Apart from this, the FORETech team organizes various online events such as, IT awareness seminars, movie making, Quizzarians, etc.

### **Think-tank**

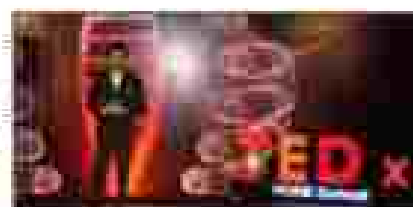
Think-tank is one of the core student committees at FORE that enriches learning through its creative gamut of inter and intra-college events in all domains of management. It's a team of grey matter enthusiasts that brings together, by their passion, business problem solving, knowledge, experience and fun. Think Tank aims to provide a platform for students to use classroom learning and seek innovative and practical solutions to solve today's business problems. The key events organized by Team Think Tank during the academic year are: Addict- an event to welcome the new batch, Tathagat - a case-based event for identify problems and give solutions, Corporate Buddha another major event during Genesis, Finish Line- a competition to gauge the financial knowledge and Quzzark a combination of Challenging Quizzes and fun activities. All students of the first year compete as Class Teams to win the prestigious Trophy of the Best Section of FORE.

### **Personality Enhancement Cell**

Personality Enhancement Cell (PEC) at FORE is a student driven Committee aims at grooming the students better for placement. The Committee organizes Group Discussions, every week and feedback is provided immediately after GDs. The topics for GD are selected based on the kind of topics allotted by companies during the placement process. The Committee also conducts mock interviews for the first year students, wherein the placed second year students provide a platform for them to work on their resumes and answers to frequently asked questions in interviews. PEC also organizes weekly Newsroom sessions, which are informal news-sharing and discussions. Team PEC acts as a facilitator to provide a platform to all the students to discuss latest issues in business, politics, economy, world affairs, etc., and helps them develop a viewpoint on every topic through discussion and debate.

### **TEDx FORE School**

TEDx is an annual event that brings together the world's leading thinkers and doers to share ideas in the areas of technology, entertainment, design, science, humanities, business development, etc. The talks at the conference, known as "TED Talks", are made available to watch online on the TEDx official channel.



### **FORE Career Division (FCD)**

FORE Career Division (FCD) coordinates and manages the placement drive at FORE. FCD entitles FORE Career Division (FCD) to coordinate and manages the placement drive at FORE. FCD entitles students to have corporate

exposure. The committee aims towards identifying the employed needs of the Corporate and matching them with the credentials of the students at FORE, through a series of planned processes, communications, and activities.

### **FORE Alumni Network (FAN)**

FORE Alumni Network (FAN) acts as the linking bridge between the alumni and current students of FORE, endeavoring to build a better future. It helps in connecting a community of 6000+ strong FORE alumni present globally who have earned a reputation for excellence in the field of management. FAN is responsible for facilitating alumni connectivity with the current batch of students so that they can learn, imbibe the qualities, and be inspired by distinguished alumni who have made a mark for themselves in the business world. Alumni have the opportunity to network with other alumni for professional and social purposes with a sense of well-being for their alma mater. FAN organizes a mega-event Jubilate- the Annual Alumni meet. Chapter meets are also organized, both in India and Abroad. Campus events include Alumni Speaks, Panchtatva, and Rendezvous where Alumni are also invited to share their experiences with students and provide first-hand information on challenges in the corporate world.

### **FOREword**

FOREword is the Editorial Committee of FORE School of Management. It comprises individuals from various backgrounds brought together through their passion for literature and creativity. It amplifies the voice of FORE by documenting and compiling the plethora of happenings in the college in the form of newsletters and articles. FOREword conducts fun quizzes, debates, and writing competitions along with seminars. The goal of the committee is to bring out the hidden literati in everyone. The flagship events of FOREword are The Argumentative Indian and Design It Out, both of which are conducted during Genesis, the annual fest of the institute.

### **FORE Connect**

It is a forum which has been conceived with an aim of developing a mutually beneficial relationship with the students at FORE and also with others including the prospective students. With the core mission of connecting FORE with the outside world, FORE Connect utilizes important social media like Facebook, Twitter, YouTube and other online media/ communities.

### **Special Interest Groups (SIGs)**

Special Interest Groups (SIGs) have been created to bridge the learning gap in the classroom. SIGs help students to explore the depth of a particular subject and provides a common knowledge sharing platform where students at FORE can share, analyze & apply their valuable thoughts and get updated on various current business happenings so that they become capable of effectively facing the competitive business world.

Besides organizing weekly discussion meet, it also organizes various activities such as presentations, Online Games (FUN DA MENTAL), quizzes, Debates (D-BATT), stream specific events like Backflush for operations, Tradeathon for Finance, Sector/Industry analysis and Q&As. At present FORE has SIGs for Finance, Marketing, HR, Operations, International Business, Unstop Igniters, SIGAnalytics and Investment Portfolio.

### **Participation of FORE students in the co-curricular & extra-curricular activities outside FORE**

FORE students are encouraged and incentivized to participate in the B' School competitions, other co-curricular and extra-curricular activities organized by other reputed Indian B' schools. Many students participate in the co-curricular and extra-curricular events organized by other institutes and colleges within the country. In the academic year 2021-22, many students enthusiastically participated in various virtual inter-college events organized by Prestigious Business Schools across the country and twenty students received twenty-three awards as first, second or third Positions. Some of the institutions where our students participated last year include University of New Mexico, Indian Institute of Management, Amritsar, Indian Institute of Management, Raipur, Indian Institute of Technology, Kharagpur, International Management Institute, Kolkata, BITS, Pilani, SP Jain School of Global Business, Mumbai and Asian Paints, Mumbai.

### **Anti-Ragging**

FORE School of Management strictly adheres to the guidelines given by AICTE for prevention and prohibition of ragging. Ragging is totally banned in FORE School of Management and anyone found guilty of ragging and/or abetting ragging is liable to be punished. For the purpose of monitoring any cases of ragging, FORE has constituted an Anti-Ragging Committee as well as an Anti-Ragging Squad. Kindly Know More : <https://www.fsm.ac.in/pdf/Anti-Ragging-Committee.pdf>, <https://www.fsm.ac.in/pdf/std/Anti-Ragging-Squad.pdf>.



## Executive Education / Management Development Programmes

FORE School of Management has been designing, developing and conducting innovative Executive Education and Management Development Programmes (MDPs) for working executives in India for over 38 years. The globalized business environment demands that managers leverage the most advanced approaches to perform better and contribute effectively to organizational objectives. Hence, it becomes essential for managers to continuously update themselves about changing business paradigms and innovative business practices to stay ahead of the competition. To meet this growing need of training and development for corporate executives, FORE has been consistently imparting training on topical issues in various functional areas of management for business managers at all levels through open Management Development Programmes, Online Executive Education Programmes and customized In-company programmes. The programmes are designed to provide innovative and practical solutions to critical management challenges.

We specialize in delivering:

- Customised In-Company Training
- Online Executive Education Programmes
- Long Duration PGPM/EPGCP Online and Blended Programmes
- Corporate Webinars, Seminars & Workshops
- Outbound Training Programmes
- Open MDPs
- Consultancy Services
- Workshops for Students, NGOs, Corporate Executives
- Faculty Development Programmes

### Customized In-Company Training Programmes:

FORE conducts customized In-Company training programmes for a large number of organizations for their executives at different levels and offers unique programmes to suit the business and developmental needs of client organizations. Standard Modules from regular MDPs are also combined and adapted, wherever necessary, to suit the requirements of the corporate. We focus on providing clients with solutions, develop our training programmes in such a way that organizations, as well as the workforce, meet their objectives beyond the model of conventional training. By identifying the skills, knowledge and behaviours needed for optimum performance, we assemble our training solutions completely around the expected outcomes. Our proven framework for analyzing the business and training needs allows us to get to the core of organization development requirements. All of our training solutions have a profound impact when implemented in practice. We also provide a wide range of short duration and long duration Executive Education programmes to help working professionals acquire the latest knowledge and skills and maximize their potential. Our team of highly skilled and experienced trainers and practitioners have all had distinguished careers in senior management roles and bring with them a wealth of practical experience to each course.

### Long Duration Programmes (LDPs):

Along with the above, FORE do Long-term programmes like Executive Education Programmes and, General Management Programmes for corporates like Bayer Corp, Science and Cofahesa Services Pvt Ltd. These are Blended (Online and Offline) programmes of 3 months to 11 months. Specialised Programmes in Marketing,

Finance, IT, etc. like Big Data and Data Analytics for Central Bank of India, and Union Bank of India to name as a few. We have has also started the PGPM Healthcare Analytics and Advance Management in Online mode spread over 11 Months.

We have also conducted and completed customised blended- a combination of Online and physical contact classes, Executive Management Programme (EMP) and General Management Programme (GMP) for Colabera, Bayer etc. We have also conducted Business Analytics Online course for the Central Bank of India, Union Bank of India etc. Our programmes can be delivered when and where you need them.

#### **Online Executive Education Programmes:**

We have successfully launched and conducted online Executive Programmes on Big Data and Data Analytics in collaboration with University of California Riverside, USA. We have conducted unique programmes on Business Storytelling, Healthcare Analytics and Tableau & Data Visualization.

#### **Open MDPs:**

MDPs for Corporate Executives, PSUs, NGOs, Students etc. for skill enhancement on trending skills to optimize current skills. The calendar is available at the website under Executive Education section, <http://www.fsm.ac.in/open-mdp-calendar>.

#### **Consultancy Services:**

FORE offers consulting services to design and implement policies, systems, and processes in functional and cross-functional areas of business. Faculty members of the FORE with a blend of corporate experience and academic expertise to understand the challenges faced by the organisations and offer solutions.

#### **Faculty Development Programmes:**

FORE conducts FDP with a focus on developing professional skills of academicians with a view to improving practice in teaching, research, and institutional services and also to manage change by enhancing individual strengths and abilities as well as institutional capacities, for better teaching performance and better outcomes for students by using new teaching methods, evaluation, techniques and enhanced process for analysing, planning and implementing curricula.

We are reachable at [execd@fsm.ac.in](mailto:execd@fsm.ac.in)



## Students' Placement

Placements @ FORE is perhaps one of the most important activities from the student's perspective. The Institute engages the Industry by inviting them to the campus for leadership talks, guest lectures, seminars, MDPs, live projects, mentoring sessions etc. This provides opportunities to students to get first-hand information from professionals about their expectations and requirements. This also helps the students in showcasing their talents and sharpening their pitches to the Industry during the placement processes, thereby increasing their recruitment possibilities.

To drive placements, FORE has a very capable student placement committee called as FORE Career Division (FCD) and a full-time Placement Office. FORE Career Division has representation from both the first and second-year students. Final Placements for batch 2022 were both faster and better. Better was manifested in a higher median CTC, a better quality of Companies, and multiple job offers for students. This year's Highest CTC Offered is 41 LPA.

This is the seventh consecutive year, FSM followed a mantra of 'The first offer need not be the best offer'. Students who got an offer of less than Rs. 7 Lakh per annum were allowed to sit for subsequent companies so that students could improve their placements. Consequentially, both the average and median CTC this year are close to touching Rs.14.04 Lakh per annum, and Rs.13.52 Lakh per annum respectively.

Apart from higher salary packages, there has been an improvement in the diversity of recruiters as well. Automobiles, Banking, Consulting, logistics, Fintech, FMCG, FSI, IT/ITES, Retail MR, Manufacturing, FMCD, Media, Pharma, etc are the few names who recruited from FORE.

In terms of industry sectors, IT/ ITES made up 30% of the total offers and BFSI made 25% of the offers. M&A Consulting held 21% from the total batch whereas FMCG, FMCD and Automobile made 12% of the offers. 10% of the total offers were made by other sectors that recruited FORE students.

Companies such as Deloitte USI, Exlserve, EXL SERVICE, EYQDS, HDFC Bank, ICICI Securities Limited, Invesco, KPMG Global Services, Novartis, SBI Card, Acuity Knowledge Partners, Arica

Bank of America, Barclays, CredAble, CRISIL, etc. have recruited for Finance and related profiles.

The hiring traction from traditional recruiters also remains strong. IT/ ITES, FSI, Banking, M&A Consulting, FMCG, Automobiles, etc. have returned year after year to recruit from FORE. KPMG, ICICI Bank, Deloitte USI, Cognizant, EYQDS, Asian Paints, ITC, and many others, like every year, visited the campus and hired students.

In fact, encouraged by the performance in SIP FORE students received multiple PPO offers from various organizations, to name a few HSBC, Wipro Ltd, GEP, Global Growth, Porter, Nestle, Jain Irrigation Systems Ltd, VIP Industries, etc.

**Summer Internship Program (SIP)** : Summer Internship Program at FORE is a great mechanism for the students to learn from various companies. This also gives students an opportunity to apply their learning in the real-life corporate world. Summer Internship is a part of the course curriculum for the students. The Internship has a duration of 8 to 10 weeks and usually began from the 1st week of May. After the completion of the Summer Internship, the students are required to submit the Internship report along with the company feedback. Thereafter, the students are evaluated on the quality of the Summer Internship Program undergone by them. Some of the students are able to translate the Summer Internship Program into a Pre Placement Offer (PPO) as well, and 2022 was no exception.

Summer Internship batch of 373 students was placed across companies with both the highest and average stipends seeing an upward trend.

The highest Stipend offered by GE & Nestle is 2 Lacs for the period of 2 months and the average stipend offered is 25,000/month. For the batch 2021-23. The summer placement for the batch 2021-23 witnessed participation from companies from diverse sectors and industries across all domains.

Companies like Asian Paints, HSBC, GE, ITC Ltd., Nestle, Reserve Bank of India, Bridgestone, LG Electronics, Capgemini, ClearDekho, Credit-ly, D.E. Shaw Group, Daimler Bharat Group, EXIM Bank, Et, Fortis Healthcare, Gartner, Havells India Ltd., HDFC Bank, Hughes Systique Corporation, ICICI Bank, Incture, India Factoring and Finance Solutions, Indian Oil, LeadSquared, Lenskart, MongoDB, NEC Corporation India Pvt. Ltd., Oppo, Publicis Media, PWC, Siemens etc. Recruited Students for Summer Internships.

Students were hired for diversified profiles such as Retail Sales, Digital Marketing, Sales, and Marketing, Human Capital - OT - Consulting, Junior Fund Manager, Operation Analyst, Credit Strategy Analyst- RCSC, CMB-88, Business Development Research - Intern, Finance Analyst, Brand Strategist Market Research etc.

#### TOP RECRUITERS AT FORE

Sr. No	Company Name	Sr. No	Company Name
1	4c Consulting	24	Bennett Coleman and Co. Ltd. (Times Group)
2	4tigo	25	Berger Paints India Ltd.
3	Accenture	26	BR Specialties
4	Acuity Knowledge Partners	27	Bridgestone
5	Adani Ports and Special Economic Zone Ltd.	28	Business Sweden
6	Adverb Technologies	29	Calpro Specialties Pvt. Ltd.
7	Aditya Birla Sun Life Insurance	30	Capgemini
8	Advantage Club	31	Care Health Insurance
9	American Express	32	ClearDekho
10	Arand Group	33	Clear-ly
11	Arancia	34	Coffinsday
12	ArcelorMittal Nippon Steel India Ltd.	35	Cognizant
13	Aron Global	36	Collabera
14	Asian Paints	37	College Dunia
15	Ather Energy	38	CredAble
16	Atomborg Technologies	39	CredFlow
17	Atra Convergence Technologies Ltd.	40	CRESIL
18	Aurum Equity Partners LLP	41	Cvent
19	Avanse Financial Services	42	D.E. Shaw Group
20	AXIS Bank	43	Daimler India Commercial Vehicles
21	Actra	44	Daimler Bharat
22	Bank of America	45	Doroshaw
23	Barclays	46	D'Art Design

Sr. No	Company Name	Sr. No	Company Name
47	Decimal Point Analytics	79	HDFC Life
48	Dell Technologies	80	HDFC Limited
49	Deloitte USJ	81	Hector Beverages
50	DHL Express	82	Herbal Fresh Naturals Pvt. Ltd.
51	Dr. Agarwal's Eye Hospital	83	Hero FinCorp
52	Dr. Lal Path Labs	84	Hero MotoCorp Ltd.
53	Edgintify	85	Hero Data
54	Edgar	86	Hexaware Technologies
55	Emvita Holdings Corporation	87	H5AC
56	Enamonitor International	88	Hughes Systique Corporation
57	EvaluServo	89	Hyundai Motor India Ltd.
58	Excom Tele Systems	90	ICICI Bank
59	EXIM Bank	91	ICICI Prudential Life Insurance
60	EXL SERVICE	92	ICICI Securities Limited
61	EY	93	IFFCO Kisan
62	EYGDS	94	IHS Markit
63	Field Assist	95	IDFL Finance Limited
64	Fino Payment Bank	96	Indium
65	Fortis Healthcare	97	INDAG Rubber (V) Ltd.
66	Future Generali India Life Insurance	98	India Factoring and Finance Solutions
67	Garbar	99	Indian Oil Corporation Ltd.
68	Genpact	100	Indian School Finance Company Pvt. Ltd.
69	GE*	101	Infisedge
70	Global Growth	102	Infosys
71	GoDigit General Insurance	103	Innovor Digital
72	Growth Arrow Company	104	Invesco
73	Haier Water	105	ITC Ltd.
74	Haldex's	106	Joint Irrigation Systems Ltd.
75	HachetIn (Deloitte)	107	Jo Creative Labs
76	Havells India Ltd.	108	JK Tyre & Industries Ltd.
77	HCL Technologies	109	Jubilant Pharmova
78	HDFC Bank	110	Kantar

Sr. No	Company Name	Sr. No	Company Name
111	Kantar Analytics Practice	141	Genie Group
112	Ken Research	144	Parasonic
113	KPMG Global Services	145	PepsiCo
114	Langham Capital	146	Phoenix Global
115	LatentView Analytics	147	PlanetSpark
116	LeadSquared	148	Policy Bazaar
117	Leap . Club	149	Porter
118	Lenskart	150	Publicis Media
119	LG Electronics India Pvt. Ltd.	151	Purple Planet
120	LifeStyle Foods	152	PWC
121	Locofast	153	Relaxo Footweares Ltd
122	Lodha Group	154	Reliance Retail
123	H G Shares & Stocks Pvt. Ltd.	155	Reserve Bank of India
124	Mahindra & Mahindra Ltd.	156	Raan Wellness
125	Mahindra Comviva	157	Royal Enfield
126	Mahindra First Choice Wheels	158	RSPS Ltd.
127	Mazda Suzuki India Limited	159	Ruchi Soya Industries Ltd
128	Meero	160	SABIC
129	Michelin	161	Savita oil Technologies Limited
130	Mindtree	162	SBI Card
131	Mirinda	163	SBI Life Insurance
132	Mitsubishi Electric	164	SBI Mutual Fund
133	MongoDB	165	Schindler
134	MTR Foods	166	Schneider Electric
135	NEC Corporation India Pvt. Ltd.	167	Seeds Fincap Pvt. Ltd.
136	NeoGrowth	168	Shimrockit
137	Nestle	169	Siemens
138	Niva Bupa Health Insurance	170	Signify
139	Novartis	171	Skiffertex
140	OPPO India	172	Skyria
141	Outlook Group	173	SmartShift Logistics Solutions Private Limited ( Porter)
142	Oxane Partners		

Sr. No	Company Name	Sr. No	Company Name
174	Solihna Realty	199	TVS Motor Company
175	Social Beat	200	UFlex Limited
176	Spencer's Retail	201	Union Bank of India
177	Sprinklr	202	United Biscuits
178	SRL LTD.	203	UpGrad
179	SRL Diagnostics	204	Volvo Cummins Private Limited
180	Stanton Chase	205	Vatun Beverages Limited
181	Sub-IC Impact Solihorn	206	Viacom 18 Media Pvt. Ltd
182	Sumitomo Mitsui Banking Corporation	207	Vidya Mandir Classes
183	Switch Mobility	208	VIP Industries
184	Talenta Pharmaceuticals	209	Volvo Eicher Commercial Vehicles Ltd.
185	Tata AIA Life Insurance	210	WestMcGood
186	Tata Capital	211	Whirlpool
187	Tata Motors	212	Wipro DGP
188	Tech Mahindra	213	Wipro limited
189	Tetrasika	214	Wunderman Thompson
190	The Leading Solutions	215	Xiaomi India
191	The Smart Cube	216	Xpert Care
192	Tikona Infra Pvt. Ltd.	217	Yes Bank
193	Times OOH	218	Yokohama Off-Highway Tires
194	TIBB Group	219	Yum Brands
195	TresVista Financial Services	220	Z1 Media
196	TTK Healthcare	221	Zobwerk
197	TTK Prestige	222	Zomato
198	TVS Credit	223	ZS Associates



## Distinguished Alumni

### Details of Top 20 Distinguished Alumni of FORE:

Sl. No.	Name of Alumni	Batch	Designation	Company	Profile of the Alumni
1.	Amit Agarwal	FPG 05 (2005-2007)	Director, Financial Risk (Global Process Manager)	Royal Dutch Shell	<ul style="list-style-type: none"> <li>Awarded 10 COO's Choice award for leadership performance in Company.</li> <li>Successfully implemented a number of initiatives and new regulatory products affecting risk modeling and analysis. Led many SO, advanced RM issues, and RM teams. Strong knowledge of regulatory and evolving legal demands.</li> <li>Over 17 years of extensive experience in credit &amp; market risk management, financial modeling, portfolio management, complex structured solutions, and investment analysis with commercial organizations in the investment and finance sector.</li> </ul>
2.	Deepti Chhabra	FPG 1 (1992-1994)	Chief Head Global Process Manager, ICL, SINO	ICL-Canada Services	<ul style="list-style-type: none"> <li>Financial Risk and Operations professional with more than 20 years in Banking &amp; Capital Markets and with 20+ years of senior experience that encompasses a wide range of aspects of financial riskology &amp; solutions in the industry.</li> </ul>
3.	Deepa Sharma	FPG 1 (1992-1994)	Head of Global Credit Management	Capital Gains	<ul style="list-style-type: none"> <li>20+ years of experience in banking, capital markets across the US, Canada and Europe.</li> <li>Previously worked with Avanti, Capital and SAA AC, US-Insurance.</li> </ul>
4.	Deepak Goyal	FPG-6 (1997-2000)	Senior Director & Team Head	Bank of America Bank	<ul style="list-style-type: none"> <li>Works closely with Citibank and HSBC.</li> <li>Banking and wealth management professional with a total experience of 20+ years.</li> </ul>
5.	Andrew Kishor (Mishra)	FPG 6 (1997-2000)	Executive Director	Standard Chartered Bank	<ul style="list-style-type: none"> <li>With over 20+ years of experience, the operations as a Senior Kishor Equit with a diversified history of working in the banking industry.</li> <li>Has previously worked in companies like HDFC Bank, Citibanking (Private), ICICI Bank, etc.</li> </ul>
6.	Amit Goyal	FPG 7 (1998-2000)	Chief Marketing & Capital Officer	Barclays Bank India	<ul style="list-style-type: none"> <li>Senior marketing professional with 20 years of experience across diverse industries such as food retail (Dunelm's, Durrant King, S&amp;M Retailers - ITC), FPG (Eaton - India) and Aviation (British - High Network India).</li> </ul>
7.	Rishi Mishra	FPG 11 (2005-2007)	Chief Business Officer	Prudential	<ul style="list-style-type: none"> <li>15+ years of experience in the financials industry - product services, business growth, PM systems, customer development, in new markets and markets linked with an extensive understanding of the complex insurance (Term, Variable, Pension, Structured POC, Multi-POL) products &amp; insurance operations through application based models.</li> <li>IT (March 16, 2022)</li> <li>Works closely with Citibank, American Express and Visa.</li> </ul>
8.	Sudha Ghosh	FPG 7 (1998-2000)	Chief Executive Officer	WIPAC India	<ul style="list-style-type: none"> <li>Over 25+ years of work experience in managing teams across various functions such as senior staffing, communications, relationship management, business development, and project and program management.</li> <li>Works primarily with Wells Fargo, Fidelity Investments and Standard Chartered Bank.</li> </ul>
9.	Renuka Mishra/Singh	FPG 7 (1998-2000)	Managing Director	Accordia	<ul style="list-style-type: none"> <li>She has more than 25 years of experience and has previously worked with Sanyo, ICL, Technopak, SPOK, etc. She is currently managing operations in the real estate sector.</li> </ul>

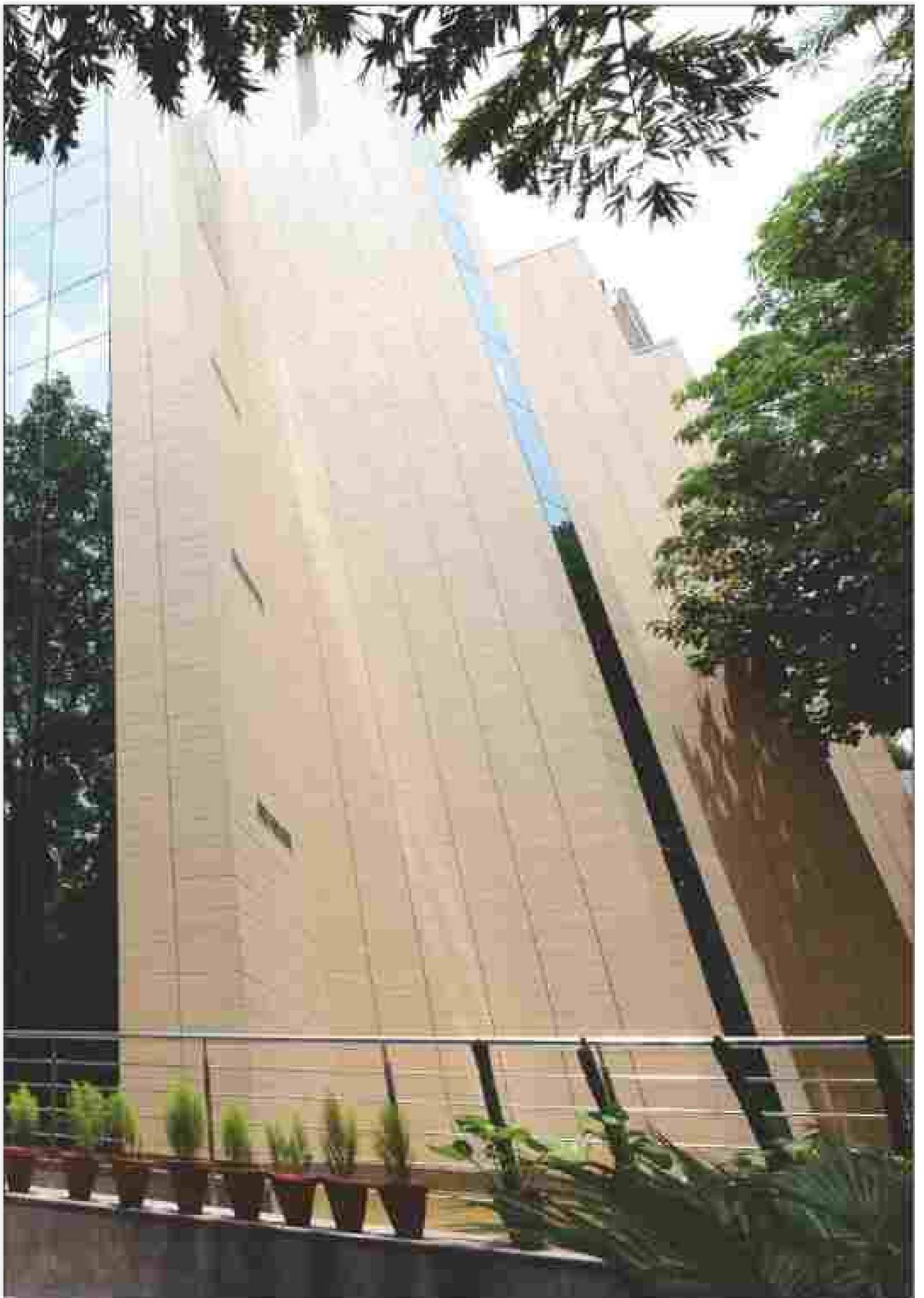


Sl. No.	Name of Member	Epoch	Designation	Company	Profile of the Member
06	Rishi Chohan	EPIC 1 (1998-1997)	Person Chief Operating Officer (and Head of Quality Index)	EPIC Global Services	<ul style="list-style-type: none"> <li>Has worked in consulting, business research, supply chain, pricing and marketing analytics and process improvement across automotive, FM, and Retail.</li> <li>Responsible for setting and leading large offshore Knowledge centers covering areas Research, Analytics, Branding, Supplier Management, Customer &amp; Marketing Services, and Internal Communications.</li> </ul>
07	Rishi Gupta	EPIC 12 (2003-2002)	Managing Director Germany	Brand 24	<ul style="list-style-type: none"> <li>Senior professional with rich experience in Sales, PM, Management, Business Development, Operations Management and Strategic.</li> <li>Multi-national with Business, Marketing and HR.</li> </ul>
08	Rishi Shrivastava	EPIC 7 (1993-1995)	Managing Director & Business Head Financials and Risk Ethics (and Solutions, Anti-Fraud)	Credit	<ul style="list-style-type: none"> <li>17 years' experience of Credit.</li> <li>Member Board of Maharashtra State Investment &amp; Creditability Fund.</li> <li>Worked closely with RBI, SEBI, The Life Insurance Corporation.</li> </ul>
09	Rishi Singh	EPIC 4 (1998-1997)	Executive Director (Corporate   Human   Small Business)	Microsoft	<ul style="list-style-type: none"> <li>Has 9 years of experience with Microsoft Quality Head for Europe/Region.</li> <li>Over 25 years of experience at Infosys, Tata Consultancy Services, Infosys &amp; Wipro/IBM/Oracle.</li> </ul>
10	Rishabh Hoskar	EPIC 3 (1993-1995)	Head Services North and East	Network 18	<ul style="list-style-type: none"> <li>With more than 21 years of experience, he has worked with Tata Teleservices, MTRV East Zone, etc. amongst other world and international industry organizations.</li> </ul>
11	Rishi Srinivasan	EPIC 8 (2000-2002)	Chief and Communications Head	Reliance Business Services India (RBSI)	<ul style="list-style-type: none"> <li>18+ years of experience across key facets of HR including talent management, organizational capability and leadership development, diversity and engagement across Hospitality, BPO and retail industry verticals with leading global organizations.</li> <li>Worked closely with Microsoft, Standard Chartered Bank and KPMG/Ernst &amp; Young.</li> </ul>
12	Rishi Singh	EPIC 4 (1998-1994)	Senior Director Brand Marketing	Infiniti	<ul style="list-style-type: none"> <li>Senior professional with rich experience in marketing and brand planning, primarily the Director Marketing with the largest auto and retail corporations.</li> <li>Awarded the "Woman of Worth" 2017 award by DPO Global and Maharashtra Government.</li> <li>Over 22 years of experience spanning across various product categories (IT hardware, consumer durables, FMCG, etc.) and organizations including Tata Global Beverages, Wipro and Infosys.</li> </ul>
13	Rishi Singh	EPIC 10 (2003-2001)	Global Head of Portfolio Management	Actavis	<ul style="list-style-type: none"> <li>20+ years of experience in various large scale businesses and teams.</li> <li>Expertise: And-Range Acquisition Planning and Execution, Consolidation and implementing joint Market Plans, Expertise in Commercial Leadership, Category Management, Growth Strategy, Enterprise Performance Improvement and Global M&amp;A.</li> </ul>
14	Rishabh Kishan	EPIC 3 (1998-1998)	Chief Executive Business (CFO)	National Public Services Limited	<ul style="list-style-type: none"> <li>He is a senior professional with 27 years of experience in Managing P &amp; L across the breadth of both large scale operations and start-ups/ventures.</li> <li>He has worked with companies like IOD, Transcom, Software Corporation, etc.</li> </ul>
15	Rishabh Shah	EPIC 4 (1998-1997)	Head of the Function HR and Administration	WIPAC 11	<ul style="list-style-type: none"> <li>Experienced Human Resources professional with a demonstrated history of working in the food &amp; beverage industry. Profoundly skilled in areas of HR Consulting, Cost Optimization, Compensation and Benefits, Organizational Development and Strategic Planning.</li> </ul>
16	Rishabh Shah	HR International Business (2008-2002)	CFO	Super Tech, Indiabulls	<ul style="list-style-type: none"> <li>Over 18 years of experience in project management, profitability and financial management.</li> <li>Worked previously with Germany (Germany) and India (India).</li> </ul>

## Admissions Calendar-2023

PGDM, PGDM(IB), PGDM(FM) & PGDM(BDA) (Full-Time Programmes)	
ACTIVITY	PERIOD
Sale of Application Forms	October - January 2023
Shortlisting for Selection Process	February 2023
Personal Interview Session	February - March 2023
Declaration of Result	April 2023
Commencement of Programme	July 2023







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