S. P. Sampathy's Siva Sivani Group of Institutions

# SIVA SIVANI INSTITUTE OF MANAGEMENT

**(Crafting Careers Since 1992)**

**(AICTE Approved)**

# STUDENT HAND BOOK
## 2022-2024

# 30
## YEARS
### OF EXCELLENCE IN MANAGEMENT EDUCATION

**LEARN TO SERVE**
**SSIM**

*S. P. Sampathy's Siva Sivani Group of Institutions*

# SIVA SIVANI INSTITUTE OF MANAGEMENT

## (Crafting Careers Since 1992)

### (AICTE Approved)



**SIVA SIVANI INSTITUTE OF MANAGEMENT**
has been awarded as
**"WORLD'S GREATEST BRAND 2018-19"**
by United Research Service,
Chosen by Consumers & Industry
of ASIA ONE, Dubai

**Smt. AARATHI SAMPATHY,**
The President of SSIM has been awarded
**"WORLD'S GREATEST LEADERS 2018-19"**
by United Research Service,
Chosen by Consumers & Industry
of ASIA ONE, Dubai

# SIVA SIVANI
## INSTITUTE OF MANAGEMENT

LEARN TO SERVE
SSIM

# Post-Graduate Programs
# STUDENT HAND BOOK
# 2022-2024

**PGDM** - **Triple Specialization**

**PGDM** - **Banking, Insurance and Financial Services**

**PGDM** - **Business Analytics**

NH-44, Kompally, Secunderabad, Telangana - 500 100.
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Web site: www.ssim.ac.in

# F O R E W O R D

Dear Fellow SSIMians,

I welcome you to the Siva Sivani family and your abode for the most important phase of your learning life.

I congratulate you upon your decision to be a part of the legacy called Siva Sivani. I am sure that our efforts will synergize into the end result of making you a Success Securing Intelligent Manager. Siva Sivani Institute of Management has devised a set of lofty ideals for each one of you. You have no option but to turn out to be "Shreshta" – The best of the best. The "Samanvay" i.e. coordination that we envisage will ensure that you achieve this.

This booklet, a continuation to "Srikaar" (Prospectus), the very beginning, will guide you through your stay at the campus during the very intense two year learning period.

The Founder of this great Institution had said "Discipline is the backbone of success at Siva Sivani" and we are wedded to that noble thought.

You will find all the necessary guidelines in this booklet to breeze through your stay at SSIM.

Please go through it carefully and assimilate each word religiously. My team and I will always be ready to support and guide you. Do not hesitate to get in touch with us whenever you feel the need. Together, let us strive and be successful in moulding you to be capable of facing the exciting and challenging era of management.


Smt. S. AARATHY
President and Chief Executive

# VISION

"To be a Premier Management Institute significantly contributing to Corporate World and Society".

# MISSION

SSIM's Mission statement is defined as follows:

- To disseminate management knowledge through focused educational programmes.

- To contribute to management knowledge through extension and research activities.

- To develop responsible management graduates through ethics based education.

- To promote the culture of critical, innovative thinking and Social entrepreneurship.

# Contents

# 1. ABOUT SSIM

Siva Sivani Institute of Management (SSIM) is one of the leading business schools in the country offering Post Graduate Diploma in Management since 1992.

SSIM Occupies a place of pride in the country as the first B-School in the states of Telangana and Andhra Pradesh to have NAAC accreditations. One of SSIM's flagship PGDM programs is NBA accredited.

## SSIM Rankings

- According to WAC's Research team, SSIM ranks 3rd position in the top MBA Colleges in Hyderabad

- SSIM has ranked 3rd in AP & Telangana. All India 60th Rank and South India Ranking 16th in the IIRF Rankings B-School Survey -2022.

- Outlook B-school Ranking for the year 2022 has been declared. Siva Sivani Institute of Management (SSIM), Hyderabad has been ranked 49th among the top private MBA/PGDM institutes in India. According to Outlook ranking for the year 2021, SSIM was ranked at the 90th position.

- Competition Success Review (CSR)GHRDC B-school Ranking 2022, has declared that Siva Sivani Institute of Management, Hyderabad has been ranked at 19th position in Top Eminent B-Schools of Super Excellence.

- Business Today-MDRA Best B-Schools Ranking 2022, has declared that SSIM has been ranked at 167th Position

In its 30 years of excellence in imparting quality education, Siva Sivani institute of Management has strived and sustained to be the acclaimed business school in transforming individuals into exemplary leaders. The Institute believes that while augmenting the academic qualifications it is also imperative to shape qualities like Leadership & Teamwork, Determination & Flexibility, Confidence & Self-Belief, and Respect & Compassion.

The institute is known for its excellent experienced faculty and nearly 100% placement record every year.

The programs offered by the institute are prudently designed to cater to the industry requirements. SSIM strives to "achieve and sustain a reputation for excellence in teaching, learning, research and consultancy whilst upholding human values". These values are imbibed in every fibre of the operations at SSIM and leaders walk the talk to help students emulate these standards.

PGDM at SSIM, is an exploration of business expertise and business functionalities. The entire learning process through synergistic efforts, enables an individual to mould their chosen careers and bring significant changes in their lives.

Siva Sivani Institute of Management also stresses on Co-curricular activities including Personality Development, club activities, language skills, review sessions etc. Through these activities students develop a holistic personality efficient enough to contribute to the corporate world and to the society. In an endeavour to promote global outlook, the institute provides overseas exposure to its students to integrate best practices and understand the importance of cross-cultural management. With ethics based education as the primary goal, the institute grooms socially responsible leaders.

With a focus on perpetual contribution to the growth and development of the Nation, region and society at large, the institute offers specialized and focused programs that meet the industry needs.

# 2. POST GRADUATE PROGRAMS AT SSIM

The institute offers the following programs:

1. Post Graduate Diploma in Management-Triple Specialization (TPS)
2. Post Graduate Diploma in Management - Banking, Insurance and Financial Services
3. Post Graduate Diploma in Management - Business Analytics

**The Program Educational Objectives are:**

**Graduates will:**

1. Continuously learn and adapt to a dynamic environment, exhibit analytical skills and effective decision making.
2. Demonstrate critical thinking, creativity and innovation to emerge as business leaders and entrepreneurs.
3. Collaborate, network and act as a catalyst of change for business and society.
4. Champion social values and ethical behavior in pursuit of sustainable development.

**The Program Outcomes are:**

1. Apply integrated knowledge of management to business decisions
2. Demonstrate analytical, critical thinking and problem solving abilities.
3. Able to work individually and lead teams.
4. Communicate effectively with all stakeholders.
5. Demonstrate entrepreneurial competencies.
6. Apply ethical principles in making decisions.
7. Engage in independent and life-long learning.

# 3. PROGRAMS

## 3.1 PGDM is one of our flagship programs with NBA Accreditation

This program of SSIM is prudently designed to suit the requirements of the industry, which is constantly looking for future business leaders with IT acumen and cross functional skills. PGDM course studies the intricacies of management and sharpens a student's mind to tackle the daily obstacles that are faced in the field of management. The program offers courses in all functional areas apart from allied areas like Business Analytics, Digital Marketing, Insurance, Banking, Retail, etc.

In addition to the compulsory subjects, a student studies 11 electives, in aggregate, during the second year. A student has the opportunity to obtain deeper insights in either of the functional areas such as Finance, Marketing, Human Resources, Operations and Information Technology by choosing the specialization courses from the electives offered, a part of which, students have the freedom to choose three functional specializations. A student can claim to have majored in one functional area, if he/she studied a minimum of 6 courses in the respective functional area.

## The Program Specific Outcomes are:

On successful completion of the program, graduates will:

1. Understand, analyse and apply management concepts in the multi-functional areas of business like marketing, human resources, finance etc. for efficient conduct of business organisations.

2. Apply the advanced tools of business analysis for providing solutions in a multi-disciplinary environment.

3. Integrate the knowledge of global business environment in business decision making.

### PGDM - TPS : COURSE STRUCTURE

| SI.No | Code. No | Subject Name | Credits |
|---|---|---|---|
| **Term - I Term Thematic: Corporate Impellent** | | | |
| 1 | 1101-R4CG | Management Theory and Organizational Behaviour | 3 |
| 2 | 1102-R4CF | Managerial Economics | 3 |
| 3 | 1103-R4CF | Managerial Accounting | 3 |
| 4 | 1104-R4CD | Statistics for Decision Making | 3 |
| 5 | 1105-R4CD | Advanced Excel for Managers | 3 |
| **Managerial Competency Development:** | | | |
| 8 | 1106-R4CG | Experiential Learning | 1 |
| 9 | 1107-R4CG | Company Fact Presentation | 1 |
| 10 | 1108-R4CG | Term End Viva - I | 1 |
| | | Total Credits | 18 |
| **Term - II Term Thematic: Corporate Intrinsic** | | | |
| SI.No | Code. No | Subject Name | Credits |
| 1 | 1201-R4CH | Human Resource Management | 3 |

| | | | |
|---|---|---|---|
| 2 | 1202-R4CM | Marketing Management | 3 |
| 3 | 1203-R4CF | Corporate Finance | 3 |
| 4 | 1204-R4CD | Operations Research | 3 |
| 5 | 1205-R4CG | Managerial Communication - I | 3 |
| **Managerial Competency Development:** | | | |
| 9 | 1206-R4CG | Book Review Session | 1 |
| 10 | 1207-R4CG | Social Project | 1 |
| 11 | 1208-R4CG | Term End Viva - II | 1 |
| | | **Total Credits** | **18** |

| **Term - III Term Thematic: Corporate Integral** | | | |
|---|---|---|---|
| **Sl.No** | **Code. No** | **Subject Name** | **Credits** |
| 1 | 1301-R4CG | Business Environment and Law | 3 |
| 2 | 1302-R4CD | Management Information System | 3 |
| 3 | 1303-R4CD | Operations Management | 3 |
| 4 | 1304-R4CD | Research Methodology | 3 |
| 5 | 1305-R4CG | Managerial Communication - II | 3 |
| **Managerial Competency Development:** | | | |
| 6 | 1306-R4CG | Industry Review Session | 1 |
| 7 | 1307-R4CG | Term End Viva - III | 2 |
| | | **Total Credits** | **18** |

| **Term - IV Term Thematic: Corporate Adept** | | | |
|---|---|---|---|
| **Sl.No** | **Code. No** | **Subject Name** | **Credits** |
| 1 | 2401-R4CG | Strategic Management | 3 |
| 2 | | Major - I | 3 |
| 3 | | Major - II | 3 |
| 4 | | Major - III | 3 |
| 5 | | Minor - I | 3 |
| 6 | | Sectoral - I | 3 |
| 7 | 2407-R4CG | Design Thinking | 3 |
| 8 | 2408-R4CG | Managerial Communication - III | 3 |
| **Managerial Competency Development:** | | | |
| 9 | 2409-R4CG | Company Review Session | 1 |
| 10 | 2410-R4CG | Industry Internship Project | 5 |
| 11 | 2411-R4CG | Course of Independent Study/MOOC/Certificate Course | 3 |
| 12 | 2412-R4CG | Term End Viva - IV | 2 |
| | | **Total Credits** | **35** |

| SI.No | Code. No | Subject Name | Credits |
|-------|----------|--------------|---------|
| — **Term - V Term Thematic: Corporate Astute** | | | |
| 1 | 2501-R4CG | Entrepreneurship Development | 3 |
| 2 | | Major - IV | 3 |
| 3 | | Major - V | 3 |
| 4 | | Major - VI | 3 |
| 5 | | Minor - II | 3 |
| 6 | | Minor - III | 3 |
| 7 | | Sectoral - II | 3 |
| | | **Managerial Competency Development:** | |
| 8 | 2508-R4CG | Specialization Project | 3 |
| 9 | 2509-R4CG | Article Review Session | 1 |
| 10 | 2510-R4CG | Term End Viva - V | 2 |
| | | **Total Credits** | 27 |
| **Term - VI Term Thematic: Corporate Ace** | | | |
| SI.No | Code. No | Subject Name | Credits |
| 1 | 2601-R4CG | Project Management | 3 |
| 2 | 2602-R4CG | International Business | 3 |
| 3 | 2603-R4CG | Corporate Governance and Sustainability | 3 |
| | | **Total Credits** | 9 |

## SPECIALIZATIONS - TERM - IV

| Major | | | |
|-------|-----------|----------------------------------------------|--|
| | | **Finance:** | |
| | 2402-R4MF | Management of Financial Services | |
| | 2403-R4MF | Investment Analysis and Portfolio Management | |
| | 2404-R4MF | Risk Management and Derivatives | |
| | | **Marketing:** | |
| | 2402-R4MM | Consumer Behaviour | |
| | 2403-R4MM | Sales Management | |
| | 2404-R4MM | Services Marketing and CRM | |
| | | **HR:** | |
| | 2402-R4MH | Human Resource Development | |
| | 2403-R4MH | Industrial Relations and Labor Laws | |
| | 2404-R4MH | Performance Management | |

| | | | |
|---|---|---|---|
| **Minor** | | **Finance:** | |
| | 2405-R4NF | Financial Products and Services | |
| | | **Marketing:** | |
| | 2405-R4NM | Sales Management | |
| | | **HR:** | |
| | 2405-R4NH | Human Resource Development | |
| | | **Operations:** | |
| | 2405-R4ND | Supply Chain Management | |
| | | **Business Analytics:** | |
| | 2405-R4NA | Visual Analytics | |
| **Sectoral** | | **Banking:** | |
| | 2406-R4SF | Principles and Practices of Banking | |
| | | **Digital Marketing:** | |
| | 2406-R4SM | Digital Marketing | |
| | | **Retail Management:** | |
| | 2406-R4SR | Retail Management | |
| | | **Business Analytics:** | |
| | 2406-R4SD | Visual Analytics | |
| | | **Entrepreneurship:** | |
| | 2406-R4SG | Innovation Management and Entrepreneurship | |

| SPECIALIZATIONS - TERM - V |
|---|

| | | | |
|---|---|---|---|
| **Major** | | **Finance:** | |
| | 2502-R4MF | Fixed Income Securities | |
| | 2503-R4MF | Corporate Valuation | |
| | 2504-R4MF | Strategic Financial Management | |
| | | **Marketing:** | |
| | 2502-R4MM | Strategic Brand Management | |
| | 2503-R4MM | Integrated Marketing Communication | |
| | 2504-R4MM | Business to Business Marketing | |
| | | **HR:** | |
| | 2502-R4MH | Compensation Management | |
| | 2503-R4MH | Human Resource Information Systems | |
| | 2504-R4MH | Managing Diversity | |

| Minor | | Finance: | |
|---|---|---|---|
| | 2505-R4NF | Financial Planning and Wealth Management | |
| | 2506-R4NF | Financial Markets | |
| | | Marketing: | |
| | 2505-R4NM | Services Marketing and CRM | |
| | 2506-R4NM | Strategic Brand Management | |
| | | HR: | |
| | 2505-R4NH | Performance Management | |
| | 2506-R4NH | Compensation Management | |
| | | Operations: | |
| | 2505-R4ND | Total Quality Management | |
| | 2506-R4ND | Service Operations Management | |
| | | Business Analytics: | |
| | 2505-R4NA | Machine Learning - I | |
| | 2506-R4NA | Machine Learning - II | |
| Sectoral | | Banking: | |
| | 2507-R4SF | Bank Credit Management | |
| | | Digital Marketing: | |
| | 2507-R4SM | Social Media and Content Marketing | |
| | | Retail Management: | |
| | 2507-R4SR | Visual Merchandising | |
| | | Business Analytics: | |
| | 2507-R4SD | Predictive Analytics Using R | |
| | | Entrepreneurship: | |
| | 2507-R4SG | Family, Small and Social Entrepreneurship | |

## Total Credits Term-wise

| Term | PGDM |
|---|---|
| T-I | 18 |
| T-II | 18 |
| T-III | 18 |
| T-IV | 35 |
| T-V | 27 |
| T-VI | 9 |
| Total | 125 |

## 3.2 PGDM - BIFS (Banking, Insurance and Financial Services)

The Post Graduate Programme in Banking, Insurance & Financial Services Management (PGDM-BIFS) aims at training the participants in general management concepts, skills and their application, with an emphasis towards Banking, Insurance & Financial Services Industries. Thereby this programme enables the students to navigate more effectively as managers in a challenging and changing business scenario prevailing in the BIFS industries. A variety of teaching and learning techniques are used to impart knowledge and skills to students in the institute. Lectures, case analysis, simulation games and exercises, role plays, business games, seminars, group discussions and project work are used to develop conceptual, analytical and decision making skills and to prepare the students to face the challenges of the complex business and organizational environment.

### The Program Specific Outcomes are:

On successful completion of the program, graduates will:

1. Exhibit the functional knowledge of Banking, Insurance, Finance and Allied services.

2. Analyze various aspects of Banking, Insurance and Finance domains.

3. Generate solutions to different challenges in Banking, Insurance, Finance and Allied sectors.

## COURSE STRUCTURE

| Term - I Term Thematic: Corporate Impellent | | | |
|---|---|---|---|
| Sl.No | Code. No | Subject Name | Credits |
| 1 | 1101-R4CG | Management Theory and Organizational Behaviour | 3 |
| 2 | 1102-R4CF | Managerial Economics | 3 |
| 3 | 1103-R4CF | Managerial Accounting | 3 |
| 4 | 1104-R4CD | Statistics for Decision Making | 3 |

| 5 | 1105-R4CD | Advanced Excel for Managers | 3 |
|---|---|---|---|
| | | Managerial Competency Development | |
| 6 | 1106-R4CG | Experiential Learning | 1 |
| 7 | 1107-R4CG | Company Fact Presentation | 1 |
| 8 | 1108-R4CG | Term End Viva - I | 1 |
| | | **Total Credits** | **18** |

| Term - II Term Thematic: Corporate Intrinsic | | | |
|---|---|---|---|
| Sl.No | Code. No | Subject Name | Credits |
| 1 | 1201-R4CF | Banking Law and Operations | 3 |
| 2 | 1202-R4CF | Insurance and Risk Management | 3 |
| 3 | 1203-R4CF | Corporate Finance | 3 |
| 4 | 1204-R4CD | Operations Research | 3 |
| 5 | 1205-R4CG | Managerial Communication - I | 3 |
| | | Managerial Competency Development | |
| 6 | 1206-R4CG | Book Review Session | 1 |
| 7 | 1207-R4CG | Social Project | 1 |
| 8 | 1208-R4CG | Term End Viva - II | 1 |
| | | **Total Credits** | **18** |

| Term - III Term Thematic: Corporate Integral | | | |
|---|---|---|---|
| Sl.No | Code. No | Subject Name | Credits |
| 1 | 1301-R4CF | Credit Appraisal and Monitoring | 3 |
| 2 | 1302-R4CF | Principles and Practice of Life and General Insurance | 3 |
| 3 | 1303-R4CM | Marketing Management | 3 |
| 4 | 1304-R4CD | Research Methodology | 3 |
| 5 | 1305-R4CG | Managerial Communication - II | 3 |
| | | Managerial Competency Development | |
| 6 | 1306-R4CG | Industry Review Session | 1 |
| 7 | 1307-R4CG | Term End Viva - III | 2 |
| | | **Total Credits** | **18** |

| Term - IV Term Thematic: Corporate Adept | | | |
|---|---|---|---|
| Sl.No | Code. No | Subject Name | Credits |
| 1 | 2401-R4CG | Strategic Management | 3 |
| 2 | 2402-R4CF | Financial Modelling | 3 |
| 3 | 2403-R4CF | Investment Analysis and Portfolio Management | 3 |
| 4 | 2404-R4CF | Risk and Treasury Management | 3 |
| 5 | 2405-R4CF | Management of Insurance Operations | 3 |
| 6 | 2406-R4CF | Financial Planning and Wealth Management | 3 |

| SI.No | Code. No | Subject Name | Credits |
|---|---|---|---|
| 7 | 2407-R4CG | Design Thinking | 3 |
| 8 | 2408-R4CG | Managerial Communication - III | 3 |
| | | Managerial Competency Development | |
| 9 | 2409-R4CG | Company Review Session | 1 |
| 10 | 2410-R4CG | Industry Internship Project | 5 |
| 11 | 2411-R4CG | Course of Independent Study/MOOC/Certificate Course | 3 |
| 12 | 2412-R4CG | Term End Viva - IV | 2 |
| | | **Total Credits** | **35** |
| **Term - V Term Thematic: Corporate Astute** | | | |
| **SI.No** | **Code. No** | **Subject Name** | **Credits** |
| 1 | 2501-R4CG | Entrepreneurship Development | 3 |
| 2 | 2502-R4CF | Fixed Income Securities | 3 |
| 3 | 2503-R4CF | Financial Derivatives | 3 |
| 4 | 2504-R4CF | Investment Banking | 3 |
| 5 | 2505-R4CF | Asset Liability Management | 3 |
| 6 | 2506-R4CF | Principles of Actuarial Science | 3 |
| 7 | 2507-R4CF | Management of Financial Services | 3 |
| | | Managerial Competency Development | |
| 8 | 2508-R4CG | Specialization Project | 3 |
| 9 | 2509-R4CG | Article Review Session | 1 |
| 10 | 2510-R4CG | Term End Viva - V | 2 |
| | | **Total Credits** | **27** |
| **Term - VI Term Thematic: Corporate Ace** | | | |
| **SI.No** | **Code. No** | **Subject Name** | **Credits** |
| 1 | 2601-R4CG | Project Management | 3 |
| 2 | 2602-R4CF | Forex Management | 3 |
| 3 | 2603-R4CG | Corporate Governance and Sustainability | 3 |
| | | **Total Credits** | **9** |

## Total Credits Term-wise

| Term | PGDM-BIFS |
|---|---|
| T-I | 18 |
| T-II | 18 |
| T-III | 18 |
| T-IV | 35 |
| T-V | 27 |
| T-VI | 9 |
| Total | 125 |

# 3.3 PGDM - Business Analytics (B.A.)

Business Analytics is an integration between business/problem context, technology and data science (Statistics) that assists data driven decision making/problem solving. This course will build strong foundations relating to emerging fields like Artificial Intelligence, Advance Machine Learning Algorithms and Cloud Computing techniques. This is a unique course blended with features of business acumen, technology and Statistics. This course is very useful for students who are willing to build their careers in the area of Analytics. This course focuses on each function and its application in different sectors of the industry. Students will be focusing on Marketing Analytics, Financial Analytics, HR Analytics, Operational Analytics etc.

This program comes with a mandatory HBS Online Certification in BA - making every SSIM - BA student. Harvard certified a first of its kind in the State of Telangana.

**Program Specific Outcomes:**

To gain an understanding of how managers use business analytics to formulate and solve business problems and to support managerial decision making.

1   Build and enhance business intelligence capabilities by adapting the appropriate technology and software solutions.

2   Provide students with leading-edge analytical skills in various functional areas of business.

3   To gain an understanding of how managers use business analytics to formulate and solve business problems and to support managerial decision making.

## COURSE STRUCTURE

| SI.No | Code. No | Subject Name | Credits |
|-------|----------|--------------|---------|
| Term - I Term Thematic: Corporate Impellent | | |
| 1 | 1101-R4CG | Management Theory and Organizational Behaviour | 3 |
| 2 | 1102-R4CF | Managerial Economics | 3 |
| 3 | 1103-R4CF | Managerial Accounting | 3 |
| 4 | 1104-R4CD | Statistics for Decision Making | 3 |
| 5 | 1105-R4CD | Advanced Excel for Managers | 3 |

| | | Managerial Competency Development: | |
|---|---|---|---|
| 8 | 1106-R4CG | Experiential Learning | 1 |
| 9 | 1107-R4CG | Company Fact Presentation | 1 |
| 10 | 1108-R4CG | Term End Viva - I | 1 |
| | | **Total Credits** | **18** |

| Term - II Term Thematic: Corporate Intrinsic | | | |
|---|---|---|---|
| **Sl.No** | **Code. No** | **Subject Name** | **Credits** |
| 1 | 1201-R4CD | R & Python for Analytics | 3 |
| 2 | 1202-R4CD | Visual Analytics Using Tableau | 3 |
| 3 | 1203-R4CF | Corporate Finance | 3 |
| 4 | 1204-R4CD | Operations Research | 3 |
| 5 | 1205-R4CG | Managerial Communication - I | 3 |
| | | **Managerial Competency Development:** | |
| 6 | 1206-R4CG | Book Review Session | 1 |
| 7 | 1207-R4CG | Social Project | 1 |
| 8 | 1208-R4CG | Term End Viva - II | 1 |
| | | **Total Credits** | **18** |

| Term - III Term Thematic: Corporate Integral | | | |
|---|---|---|---|
| **Sl.No** | **Code. No** | **Subject Name** | **Credits** |
| 1 | 1301-R4CD | HR Analytics | 3 |
| 2 | 1302-R4CF | Financial Analytics | 3 |
| 3 | 1303-R4CD | Operations Management | 3 |
| 4 | 1304-R4CD | Research Methodology | 3 |
| 5 | 1305-R4CG | Managerial Communication - II | 3 |
| | | **Managerial Competency Development:** | |
| 6 | 1306-R4CG | Industry Review Session | 1 |
| 7 | 1307-R4CG | Term End Viva - III | 2 |
| | | **Total Credits** | **18** |

| Term - IV Term Thematic: Corporate Adept | | | |
|---|---|---|---|
| **Sl.No** | **Code. No** | **Subject Name** | **Credits** |
| 1 | 2401-R4CG | Strategic Management | 3 |
| 2 | 2402-R4CD | Predictive Analytics | 3 |
| 3 | 2403-R4CD | Fraud and Risk Analytics | 3 |
| 4 | 2404-R4CD | Product Analytics | 3 |
| 5 | 2405-R4CD | Marketing Analytics | 3 |
| 6 | 2406-R4CD | Supply Chain Analytics | 3 |

| 7 | 2407-R4CG | Design Thinking | 3 |
|---|---|---|---|
| 8 | 2408-R4CG | Managerial Communication - III | 3 |
| | | **Managerial Competency Development:** | |
| 9 | 2409-R4CG | Company Review Session | 1 |
| 10 | 2410-R4CG | Industry Internship Project | 5 |
| 11 | 2411-R4CG | Course of Independent Study/MOOC/Certificate Course | 3 |
| 12 | 2412-R4CG | Term End Viva - IV | 2 |
| | | **Total Credits** | 35 |

| Term - V Term Thematic: Corporate Astute | | | |
|---|---|---|---|
| Sl.No | Code. No | Subject Name | Credits |
| 1 | 2501-R4CG | Entrepreneurship Development | 3 |
| 2 | 2502-R4CD | Fintech | 3 |
| 3 | 2503-R4CD | Big Data Analytics | 3 |
| 4 | 2504-R4CD | Artificial Intelligence and Deep Learning | 3 |
| 5 | 2505-R4CD | Applications of Blockchain Technology | 3 |
| 6 | 2506-R4CD | Social Media Analytics | 3 |
| 7 | 2507-R4CD | Digital Marketing | 3 |
| | | **Managerial Competency Development:** | |
| 8 | 2508-R4CG | Specialization Project | 3 |
| 9 | 2509-R4CG | Article Review Session | 1 |
| 10 | 2510-R4CG | Term End Viva - V | 2 |
| | | **Total Credits** | 27 |

| Term - VI Term Thematic: Corporate Ace | | | |
|---|---|---|---|
| Sl.No | Code. No | Subject Name | Credits |
| 1 | 2601-R4CG | Project Management | 3 |
| 2 | 2602-R4CD | Decision Making and Competing with Analytics | 3 |
| 3 | 2603-R4CG | Corporate Governance and Sustainability | 3 |
| | | **Total Credits** | 9 |

## Total Credits Term-wise

| Term | BA |
|---|---|
| T-I | 18 |
| T-II | 18 |
| T-III | 18 |
| T-IV | 35 |
| T-V | 27 |
| T-VI | 9 |
| Total | 125 |

# 4. MANAGERIAL COMPETENCY DEVELOPMENT COURSES

## 4.1 COMPANY FACT PRESENTATION / BOOK REVIEW/ INDUSTRY REVIEW /v COMPANY REVIEW / ARTICLE REVIEW SESSION

Reading makes a man complete. To cultivate the habit of continuous reading, Siva Sivani has designed unique sessions called Company Fact Presentation (CFP) / Book Review Session (BRS) / Industry Review Session (IRS) / Company Review Session (CRS) / Article Review Session (ARS). In CFP/ BRS / IRS / CRS / ARS, each student is expected to select a company, book, industry, article, thoroughly review/read; and give a presentation for a specified duration. The approval of the selected book / company / article by panel of faculty is mandatory. This will be treated as one course and passing in this is compulsory for the award of the diploma.

**CFP in first trimester:** A company from any sector is selected by the student for presentation.

**BRS in second trimester:** A book from any genre is selected by the student for presentation.

**IRS in third trimester:** An industry is selected by the student for presentation.

**CRS in fourth trimester:** A company from any sector is selected by the student for presentation. Students are expected to present the company's facts, sector and industry overview.

**ARS in fifth trimester:** Students review an article published in any journal of repute such as HBR and present their learnings.

For all the above mentioned components students are expected to complete the presentation as per schedule. Absence will be considered as backlog and student will have to present the same in the subsequent trimester, by forgoing 5 marks from the total marks awarded as a penalty. Such absenteeism shall be penalized by deducting 5 marks from the total marks awarded.

## 4.2 Industry Internship

A summer internship is a critical step in the process of financing credentials, sometimes landing in a full-time job. It offers an important opportunity to work closely with professionals in the industry and to develop knowledge, competencies and experience related directly to the career goals.

The IIP starts after the completion of the 3rd trimester for 6-8 weeks.

Students are advised to prepare the project report under the supervision of a guide and a faculty mentor, as it adds value to the project and has an emphasis in evaluation.

During internship the topic taken for the study can be related to an organization. It can also be a comparative study between organizations. A project should preferably be conducted in the organization where the student is employed.

**Phases in internship / project work:**

The project work that you will be doing will be divided into three phases

i.    Pre-internship preparation

ii.   Interface during the internship

iii.  Interface after the internship.

## 4.2.3. Format of the Internship Report

1.    On the Job Training (OJT)

2.    Company Assigned activities/ Task

3.    Plan of action and Execution / Activities performed

4.    Accomplishments/Achievement of Objectives

5.    Learning (s) and

6.    Limitations

7.    Chapter – 1 - Introduction

    i.    Significance of the study

    ii.   Objectives

  iii. Research Methodology

    a) Data for the study (Primary or Secondary)

    b) Sources of Data

    c) Data Period

    d) Sampling Technique (if applicable)

    e) Sample Size

      i. Questionnaire (if any)

      ii. Statistical Tools used

      iii. Limitations of the Study

      iv. Review of Literature

8. Chapter – II Profile of the Industry and the Company

9. Chapter – III Theoretical aspects related to the topic of study

10. Chapter – IV Data Analysis and Interpretation

11. Chapter – V Findings and Suggestions

12. Bibliography / References

13. Annexures

## 4.3 SPECIALIZATION PROJECT REPORT

i. A specialization project report is an intensive study on a particular topic related to student's specialization. Students must explore the subject in detail, gather information and explain the same, seek challenges if any after the investigation, the methods used to solve the problem, the results of the investigation and the conclusions inferred and a set of recommendation that can be implemented. The project can be descriptive with existing system/prevailing conditions of the topic under the research. In exploratory study, area of the study is explored by introducing new augments to the existing system and draw inferences and projections.

ii. A specialization project report is to be completed by all students in their fifth trimester for 100 marks and for a duration of 4 weeks, in their major specialization areas like Marketing,

Human Resources or Finance.

iii.   Progress will be evaluated periodically at different stages.

iv.   Viva Voce/Review would be conducted by a panel of faculty on completion of the project report.

v.    Panel reviews/recommendations are to be incorporated in the final report and submitted to the examination department.

vi.   The topic requires the approval of the faculty guide within one week of the announcement of the Specialization Project commencement.

### 4.3.1. Format of the Specialization Report

1. Title Page (on institute's letter head)
2. Acknowledgements
3. Declaration
4. Certificate (on Institute's letter head)
5. Table of Contents
6. List of Tables
7. List of Figures
8. Chapter-I -  Introduction
9. Chapter-II - Review of Literature
10. Chapter-III -  Research Methodology
11. Chapter-IV -  Data Analysis and Interpretation of the Results
12. Chapter-V - Findings and Suggestions
13. References
14. Annexures

### 4.4  COURSE OF INDEPENDENT STUDY (CIS)

The CIS offers an opportunity to the student to explore a topic in depth in his/her area of special interest. The CIS comprises of choosing a certificate course from MOOC or any other equivalent certification boards, accepted and approved by a member of the faculty.

A student can opt for a maximum of two Courses of Independent Study at any time during the second or third trimesters and complete it by the end of the fourth trimester.

# 5. ACADEMIC CALENDAR

The Academic Calendar (2022-2024) for the first year of the Post Graduate Diploma in Management (PGDM) program is given in Appendix – I. The First Year coursework is spread over three trimesters, followed by a compulsory Industry Internship. The Second-Year course work is spread over three trimesters, followed by the Convocation in October 2024.

# 6. FEE PAYMENT SCHEDULE

The Fee Payment Schedule for the students of the Post Graduate Diploma in Management i.e. PGDM, PGDM-BIFS and PGDM-BA programs of 2022-2024 batch is given in the admission letter. Students are requested to adhere to the timelines for the payment of fees, as mentioned in the admission letter. Late payment attracts penalty. No refund is admissible on any part of the fees.

# 7. INDUCTION MODULE/ORIENTATION PROGRAMME FOR PGDM

The PGDM begins with an induction program to set the scene and connect you with your PGDM colleagues and faculty of SSIM. The program includes a variety of activities such as team-building, workshops, lectures etc. The Induction module sets the context for the rest of the program and helps reacquaint you with the rigors of academic study. Taking part in a series of team activities, you reflect on your role and performance. By sharing feedback with your new PGDM team you can relate your performance and behavior to a range of archetypes – and consider how you might develop as an individual and to make the best use of your PGDM opportunities.

# 8. ATTENDANCE

i. You are expected to attend all the classes regularly.

ii. Students are required to have at **least 75%** attendance in the lectures of every subject and **80% overall attendances**, to be eligible to write the term end examinations and a **100%** performance and completion of all term work is mandatory.

iii. Students who fail to comply with the requirements mentioned above will be detained and hence not permitted to appear for end term examinations

iv. Attending all the seminars, visits, work-shops, presentations, guest-lectures, orientation programs etc., are compulsory.

v. Coming late to class is a serious breach of discipline, and the student will not be allowed to enter the class, under any circumstances. No student is allowed to leave the classroom, without the permission of the faculty. The faculty shall have the right to cancel attendance for the particular period during which he/she engages, for indifference or for late coming without valid reason by students.

vi. If you are absent from the classes for more than three days, you must write an explanatory letter giving reasons to your class coordinator. If leave of absence is sought on grounds of sickness - medical certificate is necessary.

vii. No one shall in any manner prevent any other student or students from attending his/her their class(es) or doing his/her/their lawful duty.

viii.Exemption from attending classes will not be granted except for exceptions at reasons. Parents/guardians are requested to watch their wards regarding attendance

ix. We feel it our important duty to apprise the students and their parents / guardians about the necessity of having satisfactory attendance in all courses/subjects, also our responsibility to design systems by which students not complying with the rules and regulations of attendance are detained and not permitted to appear for the semester end examinations.

x. Regular and punctual attendance in all academic activities organized for the students is mandatory.

xi. A student is expected to maintain a minimum of 80% overall attendance and 75% in each course in the trimester to be eligible to take the trimester-end examinations. Attendance of all the sessions including all the components under 'Managerial Competency Development', Industrial Visits, Guest Lectures etc., are considered.

xii. A student whose attendance falls short of the above but has maintained an aggregate of 70% and more in attendance, will be considered for condoning the absence on medical grounds to the maximum extent of 10% provided that the student intimates the course coordinator about it immediately, and submit an authentic medical certificate validating her/his absence within a week upon reporting to the Institute after such absence. The course coordinator would decide on the validity of the certificate in such cases, including referring the case to an independent medical authority. Submission of the certificate at a later stage will not be entertained.

xiii. Attendance for activities outside the class room will be given after receipt of written permission to attend the event/ seminar/ exhibition/ activity is produced from the concerned coordinator. The letter along with the participation certificates should be submitted within one week after returning from the event.

xiv. Students are not permitted to take leaves while interning. In case of any reasons, the permission is subject to prior approval from the General Manager – Placements and the company in which the student is interning. Additionally, for students staying on campus during the internship period, approval from the warden is mandatory.

## 8.1 ANNUAL CONVOCATION ATTENDANCE

It is expected that all graduating students be present for the annual convocation.

a) Notification of convocation date will be intimated one month prior to the scheduled date.

b) In case a student cannot attend the convocation due to compelling reasons, he/she must obtain prior permission from the examination department. Permission will be granted only when the case is genuine.

c) All graduating students must be present for the annual convocation. Diploma will not be granted in absence during the convocation function.

# 9. EXAMS & EVALUATION

The examination policy of SSIM is designed to test systematically the student's progress in class, internship and field-work through continuous evaluation in place of the conventional evaluation system. Students are evaluated continuously through periodical tests, quizzes, assignments, case studies, class participation, and mid-term exam throughout the semester in addition to the term end examination

The evaluation process for each course consist of two components for a total of 100 marks, the details of the same are as follows:

• Continuous internal assessment  - maximum- 30 marks

• Class attendance – maximum- nil, minimum- 80%

| Components | Maximum Marks | Minimum Requirement |
|---|---|---|
| **Internal Examination Assessment** | | |
| Continuous Internal Assessment | 30 | -- |
| Mid - Term Examination | 20 | -- |
| Term - End Examination | 50 | 40% |
| Total | 100 | 50% |

## i) CONTINUOUS INTERNAL ASSESSMENT AND CLASS ATTENDANCE

The Continuous Internal Assessment carries 50 marks, comprising of case analysis, presentations, assignments, class tests (announced/ unannounced), mid-term exam, viva / quizzes etc. The faculty who handles a particular course defines the scheme of distribution of 50 marks in consultation with the Area Chair and inform the same to the students at the beginning of each trimester.

This evaluation system requires regular attending of classes.

| Components | Marks |
|---|---|
| CIA<br>Case analysis/Projects/Class participation ** | 30 |
| Mid - Term Marks | 20 |
| TOTAL | 50 |

**This is an indicative list. There may be additions or deletions to this list.

ii) MID - TERM EXAMINATION

Mid - term examination for a duration of 1 hour and 15 minutes, will be conducted in each trimester for 20 marks, by the examination department.

iii) END - TERM EVALUATION

End - term examination, will be conducted by the examination department, for the duration of 2 hours and 30 minutes, for 50 marks, at the end of each term. It is at the discretion of the examination committee to have either one or two evaluations. It is mandatory for all students to obtain 40% marks in the end-term exams.

Final marks awarded to the students will be the sum total of Continuous Internal Assessment (CIA), Mid-term examination and End-term examination. An aggregate of 50% marks is mandatory to be declared as PASS in each subject/ course.

## 9.1 In addition to the above, the following requisit are included in the evaluation process.

i) VIVA – VOCE

A Viva Voce shall be conducted at the end of each trimester and obtaining 50% marks on aggregate is mandatory for the award of the diploma.

ii) REVIEW SESSIONS

Various review sessions such as Company Fact Presentation, Book Review Session, Industry Review Session, Company Review Session and Article Review Session shall be conducted in each trimester which carries credits. Obtaining 50% marks in each of the review sessions is mandatory for the award of the diploma.

iii)  INDUSTRY INTERNSHIP

Students are expected to carry out a project in a company in which he/she is doing the internship for a period of six to eight weeks, as duly informed by the concerned authority. II report submission should be completed by the end of 4th trimester. Obtaining 50% marks for the project report is mandatory for the award of the diploma.

The Industry Internship Project (IIP) is evaluated for 100 marks.

The components for IIP marks are:

| Components | Marks |
|---|---|
| Weekly Performance | 25 |
| First Review | 25 |
| Final Review | 25 |
| Submission of Report | 25 |
| TOTAL | 100 |

## iv) SPECIALIZATION PROJECT

Students are expected to carry out a Specialization Project (SP) that commences at the beginning of the 5th Trimester and the report has to be submitted at the end of 5th trimester. The report carries a maximum of 100 marks. Obtaining 50% marks for the project report is mandatory for the award of the diploma.

The components for SP marks are:

| Components | Marks |
|---|---|
| Submission of Project Proposal | 25 |
| Review of the Project | 25 |
| Submission of Draft | 25 |
| Submission of Report | 25 |
| TOTAL | 100 |

## v) COURSE OF INDEPENDENT STUDY

Students must submit a copy of the certificate obtained, on completion of the course at the Controller of Examinations office. Certificate is mandatory for the award of the diploma.

## 9.2 GRADING

Based on the marks awarded by the faculty in the Mid-Term examination, Continuous Internal Assessment (on the basis of the performance of the students in various tests, assignments and other aspects including diligence and participation in the class during the trimester) and End – Term examinations, the department of examination awards an overall grade for each course and the details are as follows. These grades will be converted to a grade point using the following equivalence of grade points.

| Grades | Marks | Grade Points |
|--------|-------|--------------|
| A+ | 90 -100 | 10 |
| A | 80 - 89 | 09 |
| B+ | 70 - 79 | 08 |
| B | 60 - 69 | 07 |
| C | 50 - 59 | 06 |
| F (Fail) | Less than 50 | 0 |

A student must get, at least, a 'C' Grade i.e. 50% or more in a subject to be declared PASS in that subject.

### Term Grade Point Average (TGPA)

Term Grade point average for a trimester would be the weighted average of grade points obtained in all courses in the trimester, the weights being the respective course credits.

### Cumulative Grade Points Average (CGPA)

The CGPA is the average of the TGPAs obtained in all the trimesters. The CCPA will be calculated at the end of each trimester.

## 9.3 BACKLOG EXAMINATIONS

Students who have failed in any subject/course or were absent for the examination in any particular trimester will be allowed to appear during backlog examinations scheduled at the end of academic year. Below is the fee to be paid for backlog examination.

## Backlog Examination/Review/Submission - Fee Structure

| Examination/Review/Submission | Amount (₹) |
|---|---|
| Continuous Internal Evaluation | 1000 |
| End - Term Examination(for Each Subject/Course) | 1000 |
| CFP / BRS / IRS / CRS / ARS (each term) | 1000 |
| End - Term Viva (each term) | 1000 |
| Industry Internship Project (IIP) Report | 2000 |
| Review of IIP work | 1000 |
| Specialization Project Report | 2000 |
| Review of Specialization project work | 1000 |

All examination schedules will be displayed on the college notice board and the Institute does not take any responsibility of intimating the examination schedules to the candidates individually. It is the responsibility of the students to contact the examination department and enquire about the backlog examination schedules.

### Academic Dishonesty at Examinations/ Tests/ Assignments

• Cheating – Giving or receiving unauthorized assistance in any academic exercise of examination. Using or attempting to use any unauthorized materials, information or study aids in an examination or academic exercise.

• Plagiarism – Representing the ideas or language of others as one's own.

• Falsification – Falsifying or inventing any information, data or citation in an academic exercise.

If a situation of academic dishonesty arises that is not covered in the above section, the Examination Committee shall initiate the action.

### Handling of Cases of Cheating in Examinations Hall

The invigilator shall seize all the incriminating material/evidence from the candidate, and the candidate shall leave the examination hall immediately. Invigilator shall obtain a written statement, duly signed by the candidate. The matter shall be reported to the Controller of Examination with all relevant documents on the same day, which, in turn, will refer it to the Examination Committee.

- The student reported using unfair means / possessing incriminating materials will not be allowed to appear in subsequent examinations of that term, and all the other written exams of the term will be cancelled. However, in case the same candidate is again found guilty of indulging in misconduct or malpractice during any of the subsequent examinations of that term, he/she shall be expelled from the institution.
- The Examination Committee at the Institute shall determine its own procedure of inquiry in each case and after necessary investigation and inquiry will submit a detailed report to the Director . Examination committee will recommend for necessary punishment as per prescribed guidelines mentioned below.

## 9.4 EXAMINATION GUIDELINES

i)    Students should be present in the examination hall, ten minutes before the commencement of the examination, failing to report on time, students will not be allowed to enter the examination hall without permission from the Controller of Examination.

ii)   It is mandatory for all students to carry their hall ticket to the examination hall, failing to do so the student will not be allowed to write the exam. If a student losses his/her hall ticket, a duplicate can be obtained, on the payment of Rs.100/-

iii)  It is mandatory for students to attend the examination in formal dress with their ID cards.

iv)   Students should sit as per their seat allotment or as instructed by the invigilator.

v)    No student would be permitted to temporarily leave the examination hall while the examination is in progress. Permission to temporarily leave the examination hall may be granted in exceptional circumstances, at the discretion of the invigilator.

vi)   No student shall be permitted temporary absence from the examination hall during the first 45 minutes of an examination under any circumstances.

vii)  No student shall be permitted temporary absence from the examination hall during the last 15 minutes of an examination.

viii) Not more than one student shall be permitted temporary absence from the examination hall at any given time.

ix)   Scribe will be provided to the Divyang students upon his request.

## 9.4.1 MALPRACTICE AND CORRESPONDING PUNISHMENT

All students are warned not to resort to any kind of malpractice during the examinations. The following are the punishments for those involved in malpractice:

| Malpractice | Punishment |
|---|---|
| 1. Indicating identity by writing candidate's name / Roll Number in other pages, or any other special marking in the answer sheet or attempt to appeal to the examiner / evaluator for a favor: | 1) Cancel the examination of that particular subject, if done for the first time. 2) Cancel all the examinations of that term, if repeated at any point of time, during the course of the program, including in backlog examinations and dismissal from the course, if repeated for the third time. |
| 2. Misbehavior in the examination hall reported by the invigilator: | 1) Cancel that paper if it is for the first time, 2) Cancel all the examinations of that term (including those already appeared) if repeated. |
| 3. Possession of material relating to the examination or writing on the desk, any part of the body, scale, hand kerchief, calculator, hall ticket, mobile phone, etc. | 1) Cancel all the examinations of that term including those al-ready appeared, of that term. 2) If repeated, student will be dismissed from the program. |
| 4. Possession of mobile phone, smart watch, even if it is in the switched off mode: | 1) Cancel the examination in that particular subject. 2) Cancel all the examination in that term if re-peated |
| 5. Any form of helping others in copying or getting help from others in the examination hall in any form: | 1) Cancel the examination of that particular subject of all candi-dates involved i.e., those seeking help and those providing it, if done for the first time. 2) If repeated for the second time, cancel all the examinations of that term. If repeated for a third time, it will entail dismissal from the programme. |

| | |
|---|---|
| 6. Insertion of answer sheets brought from outside the examination hall | *1) Cancel all the examinations of that term and debar for the next one/two terms as decided by the board.*<br>*2) If repeated, student will be dismissed from the program.* |
| 7. Violent behavior in the examination hall: | *1) Cancel all the examinations of that term and debar for the remaining part of the academic year. 2) The candidate must seek a re-admission into that term next year.* |
| 8. Tampering with Hall Ticket: | *Cancel all the examinations of that term.* |
| 9. Mass copying: | *Cancel all the examinations of that term.* |

All the above rules apply 'mutatis mutandis' to the backlog and mid-term examinations, meaning, what is applicable to the end-term examinations is equally applicable to the backlog and mid-term examinations while not affecting the main point at issue. All those indicted/involved in malpractice are not eligible for award of medals / prizes.

The Examination committee may identify and recognize as such, any other type of malpractice and recommend suitable penalty for the same.

## 9.4.2 APPEAL AGAINST PUNISHMENT

In case of any punishment, a student can appeal to the Examination Committee. The committee may enquire into individual case. This committee will submit its report to the President and Chief Executive or any other officer designated for disposing the appeal. The decision of the President and Chief Executive is final and no appeal lies against it.

## 9.5 RESULT ANNOUNCEMENT AND CORRECTION APPEAL

Result will be declared after each trimester end examination. Students are expected to review the same in the ERP – My CAMU for any discrepancies in name, gender, term, marks, etc., within seven working days after declaration of result can approach examination department for correction.

## 9.6 RECOUNTING APPEAL

If a particular student has any grievance about the marks awarded to him/her, he/she shall apply to the committee within one week of the announcement of the marks in writing, and also pay recounting fee of Rs.250 per subject.

## 9.7 DURATION FOR COMPLETION OF THE PROGRAMME

Every student who is admitted into the Two-Year Full-Time Post Graduate Diploma program of the institute must complete the program within five academic years from the date of admission failing which he/ she must seek re-admission into the program as a new candidate as per the prevalent rules and regulations during that time.

## 9.8 DISCONTINUITY AND RE-ADMISSION

i)  A student who discontinues his studies in the middle of a particular trimester will be re-admitted only into that trimester in the consecutive year and he/she will have to satisfy all the requirements like attendance, continuous internal assessment and end term examinations. Re-admission fee for each term is ₹.10,000/-.

ii) In the course of revision of syllabus, if any paper(s) is/are dropped, the student seeking readmission for that paper(s) should comply with all the required formalities without any lecture inputs. However, he/she will be provided necessary guidance by the subject expert(s), subject to availability.

# 10. PROMOTION & AWARD of DIPLOMA

## 10.1 ELIGIBILITY FOR PROMOTION

Student is required to pass in minimum of 50% or more subjects among all the subjects taught in three trimesters of first year, failing which the student will not be promoted to the second year. If such student wishes to pursue his/her PGDM, then he/she will have to take re-admission in to the two year full time PGDM course by paying Rs 20,000/- or the difference in the fee (whichever is higher). All the previous marks/grades of such students will be annulled.

## 10.2 ELIGIBILITY FOR AWARD OF DIPLOMA

The Post Graduate Diploma in Management will be awarded to such students who have fulfilled all conditions and requirements laid down.

## 10.3 AWARD OF MEDALS AND CASH PRIZES PGDM

i)   GENERAL PROFICIENCY: A gold medal and cash prize will be awarded to the candidate who secures the highest aggregate marks among all students of the same batch, securing a minimum of 70% aggregate marks and having passed all the papers in the first attempt at the end - term regular examinations. Additionally, the conduct of the candidate during his/her stay at the Institute must be satisfactory and he/she should not have been suspended for a misconduct/indiscipline from the classes/hostel.

ii)  FOR MAJOR SPECIALIZATIONS: A gold medal and cash prize will be awarded to that candidate who secures the highest aggregate marks in all the courses of major specialization concerned, secures a minimum 60% of aggregate marks and clears all the courses in the first attempt at the end - term regular examinations. Additionally, the conduct of the candidate during his/her stay at the Institute must be satisfactory and he/she should not have been suspended for misconduct /indiscipline from the classes/ hostel.

## PGDM / BIFS / BA

A gold medal and cash prize will be awarded to the candidate who secures the highest aggregate marks amongst that batch of students, securing a minimum of 70% aggregate marks and having passed all the papers

in the first attempt at the term end regular examinations. Additionally, the conduct of the candidate during his/her stay at the Institute must be satisfactory and he/she should not have been suspended for misconduct /indiscipline from the classes/hostel even once.

Students against whom disciplinary action has/ had been initiated will not be eligible to receive gold medal(s) and or Cash prizes and these gold medals and cash prizes will be awarded to the next eligible candidate.

## 10.4 CERTIFICATES

Student has to apply for the certificates such as marks memos, provisional certificate, bonafide certificate, convocation certificate and transfer certificate. A minimum of 8 working days will be taken by the Chief Controller of Examinations office for issuing of certificates.

If a student loses his/her certificates and requires duplicate certificate, he/she should apply at the Chief Controller of Examinations office along with a 'no trace certificate', from the police, an affidavit and the requisite fees.

Students who were unable to collect the PG Diploma Certificate during the convocation of his/her batch, can collect the same within six months without any fees. After 6 months, a fees of ₹.1000/- is charged for the delay by every academic year.

| Certificate | Fee (₹) |
|---|---|
| Bonafide | NIL |
| Transcripts | 300 |
| Original Individual Marks Memos for Term 1 to 5 | NIL |
| Original Consolidated Marks Memo | NIL |
| Course Completion Certificate | NIL |
| Original P.G. Diploma Certificate at the time of Convocation | NIL |
| Original P.G. Diploma Certificate after the Convocation | 1000 |
| Original Transfer Certificate | NIL |
| Duplicate Individual Marks Memos for Term 1 to 5 | 250 |

| Duplicate Consolidated Marks Memo | 500 |
|---|---|
| Duplicate P.G. Diploma Certificate | 1000 |
| Duplicate Transfer Certificate | 500 |

# 11. GENERAL BEHAVIOUR

Students are admitted to the PGDM program in good faith, based on the belief that their claims to fulfilment of eligibility supported by documents are genuine. This also includes their affirmation that they have completed all academic formalities of the qualifying examination prior to joining the Post Graduate program of SSIM. However, if it comes to be known that a student did not complete such formalities prior to joining the Institute and / or has completed the same after joining the Institute without the knowledge of the concerned authorities, it will be deemed that the student has committed a major felony of misrepresenting the truth and the student shall be asked to withdraw from the program.

**Gender Harassment:** SSIM has a Policy on Prohibition, Prevention and Redressal of Gender-based Harassment which is framed in conformity with The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013 and by also taking into account the All India Council for Technical Education (Gender Sensitization, Prevention and Prohibition of Sexual Harassment of Women Employees and Students and Redressal of Grievances in Technical Institutions) Regulations, 2016 and other acts, regulations etc. of all concerned authorities from time to time. In compliance with the stated rules, SSIM has constituted a Gender Harassment Prohibition and Prevention Committee which also acts as the Internal Complaints Committee. The details of the Committee as well as the policy are available on the SSIM Website.

In case of any case of harassment or apprehensions of the same, the aggrieved party is free to approach Gender Harassment Prohibition and Prevention Committee which shall support the party in taking up the matter including registration of complaint, inquiry and related actions for the protection of the rights as enshrined in the said policy.

**Disciplinary Procedure:** The Disciplinary Committee shall be the authority for all matters pertaining to student discipline. If the student is found guilty of the alleged misconduct including hostel indiscipline, the Disciplinary Committee may impose a penalty appropriate to the nature and severity of the misconduct.

## 11.1   GENERAL CONDUCT RULES

i.    You will have to wear your ID-card in College / Institute at all times. Lost ID card can be reobtained by paying Rs 100/-.

ii.   You will maintain utmost discipline as per the direction of the organizational / Institutional authorities.

iii.  You can access the internet lab and library in the campus before and after your classes, or during the class as instructed by the faculty

iv.   It is necessary to have your Library Card with you, when you are using Library / Reading room in the campus,

v.    It is mandatory to maintain silence, hygiene and cleanliness in the campus.

vi.   In case of damage to property or equipment's of the Institute by you, you will be liable for fine (full cost recovery) as per the norms of the Institute / College.

vii.  Unless otherwise specified by the faculty concerned, the students must not collaborate in any way in so far as their writing effort is concerned in connection with home assignments. In other words, the answers as presented to the faculty concerned should be the independent work of each student. Students are advised that they should not, in their own interest, communicate their written analysis or answers in home assignments to any other student. Students are advised not to pass on their examination answer papers and written assignments to the next batch or seek such material from the senior batch. Copying in any form, is strictly prohibited.

viii. Smoking, use of mobiles, consumption of tobacco, consumption of alcoholic drinks / drugs is strictly prohibited on the campus, hostel, vicinity of the campus and in the institutes vehicle's .

Stringent actions will be taken against those who will indulge in such activities.

ix.   Ragging in any form including in the hostel will entail immediate dismissal from the program, without any notice. The attention of the students and parents is also drawn to the fact that based on the directions of the Hon'ble Supreme Court of India, the State Govt. also monitors the matters related to ragging in colleges through its machinery and no protection will be available from the institute for any statutory violations. Supreme Court also viewed seriously the ragging issue several times and is keen on curbing it.

x.   You should not indulge in thefts, mal-practices in exams and tests, sexual mis-conducts inside or outside the Institute / College. In case of violation of norms insubordination or any other offences, the students will be liable for punishment as per the norms of the Institutes local competent authority.

xi.   You will lock and park your vehicle properly at the designated place at your own risk.

xii.   No pronographic (or) any other illegal sites / banned sites should be accessed via campus network (or) on college provided laptops and will follow all the rules & regulation of the Information Technology policies. Strict action will be taken against the Students and Parents if found violating the policies.

xiii.   It is your responsibility to read notices on the notice boards for the latest activities / instructions by the Institution/ College.

xiv.   You will bear moral, ethical & proper conduct during your tenure at SSIM.

xv.   Students must be polite and courteous to all members of the faculty and staff including the sub-staff and fellow students.

xvi.   Academic dishonesty in any form, however minor it may be, will lead to severe penalties including expulsion. Penalties will not be waived in any case, even when it is the first instance of dishonesty by the student.

xvii. Students must be dressed formally during the working hours of the institute.

**Gentlemen:-** Trousers, full sleeved shirt, tie and formal shoes on all days.

Gentlemen will not be allowed to sport long hair.

**Ladies:** Salwar Kurta or formals (trousers and full-sleeved shirt). Salwar should be worn with a chunni. Leggings, short kurtis, long slit kurtas, sleeveless kurtis, off-shoulder shirts/kurtis are not allowed.

xviii. All students must complete their home work / assignments given by the faculty and submit the same before deadline date.

xix. College conducts various co curricular, cultural and extracurricular activities in the college round the year and your participation in the same is mandatory for your overall holistic development.

xx. Students should not resort to tampering /locking the classroom and campus network. The institution reserves its right to administer the network and restrict the sites as it deems fit and take punitive action against erring students who resort to the tampering of the networks, either Hardware or Software.

xxi. Tele-recording/photography of any institute event in the class rooms or outside the campus and posting the same in the public domain/social media is strictly prohibited. In the event of violation of this rule, strict disciplinary action will be taken.

xxii. Students should not take any sort of eatables in the classroom and should not throw papers, empty bottles in the campus premises / classroom. Students should abide by the Clean India Green India Mission.

xxiii.While leaving the classroom, it is the duty of the students to switch off the fans and lights etc. arrange the chairs properly and then leave the classroom.

xxiv. Students are not allowed to bring their friends or relatives inside the campus and hostel for any reason what so ever. Kindly take

written permission from authority if the above is essential. Strict action will be taken leading to detention expulsion from college.

xxv. Kindly avoid wastage of water & electricity.

## 11.2 HOSTEL

i. Hostel accommodation allotment will be done by the authorities of the institute / college based on the availability and on first come first serve basis. Change of hostels / accommodation will not be allowed in any case.

ii. Each hostel is headed by a warden who acts as a facilitator & observer to maintain the discipline in the hostels and ensure its smooth functioning.

iii. Ragging of any type will not be accepted and the concerned students' admissions would be cancelled immediately.

iv. Students of SSIM must abstain from drugs and alcohol during their stay at the institute. Violation of this policy will lead to cancellation of admission.

v. Do not carry any valuables like expensive mobile, jewelry, excess cash etc. in the hostel. In case you carry such items, it shall be entirely at your own risk and responsibility.

vi. In case of any damage or loss, the inmates to whom the room has been allotted would be liable to pay for such loss or damage.

vii. Fixing of posters etc., on the walls of the room are strictly prohibited. Any attempt to deface the walls, windows, doors and other parts of the structures is prohibited and will entail severe punishment including expulsion from the programme, in addition to recovering the cost incurred to get the defaced wall/ window/door/other parts of the structure back to their original form.

viii. Representatives of the institute reserve the right to enter the rooms at any point in time for a surprise check. Please note that surprise checks staff will not be responsible for any kind of theft / loss / damage of your valuables

ix. Students are not allowed to smoke or consume alcohol or drugs in the hostel premises. Any student found indulging in smoking or consuming alcohol or drugs will be subjected to disciplinary action and dismissal from the hostel. Mere possession of alcohol or any other banned/prohibited substances in the room is also liable for punishment.

x. Students must inform their local / permanent residence address and contact details to the institute authorities at the time of admission. In case of change of address and contact details, the same must be immediately communicated / updated to the institute, otherwise the communication / information sent on the available address will be treated as final.

xi. You will follow all the rules and regulations of the hostels and institute. Consequences arising due to violation of rules shall be entirely yours. You will not indulge in any unlawful, unethical & socially indecent, and unacceptable activities in or outside the College / Institute and hostels.

xii. If any student is found involved in destructive activities inside the Campus / Institute's Hostel will be considered as wrong intention and liable to punishment.

xiii. All students are hereby informed that, if they find anyone doing above they have to report the incident immediately to the administration department along with written application. If you don't inform then you will be solely responsible for any mishap / incident happening in the hostel.

xiv. Students are expected to register in the log book and take gate pass from the warden if they go out of the campus during the day and must deposit the same on arrival. Any student who is not registered in the log book and not available on the campus will be subjected to disciplinary action.

xv. Students who are planning to visit their home town or relatives are expected to seek prior written approval from the Warden or the Course Coordinator and keep both of them informed.

xiv. No student is allowed to enter the hostel premises after 10 pm (for boys) and 9.30 pm. (for girls). Entry gates will be locked at the scheduled time. Students are instructed to switch off lights/ fans etc., when they are not present in the room.

xvii. Students are not allowed to use any electrical gadgets like electric stove, air conditioner, washing machine, electrical water heating equipment, electric iron boxes, etc.

xviii. A hostel committee consisting of representatives from management, faculty and students will coordinate the smooth running of the hostel.

xix. Playing cards is not allowed on the campus and serious disciplinary action will be taken in case this regulation is breached.

xx. All the students are requested to conduct themselves in an orderly and courteous manner during breakfast, lunch and dinner and at all other times they are in the canteen and not waste food, water etc.

xxi. Food will be served only at the dining hall. Students must come to the dining hall for having their food/ snacks.

xxii. A strict silence hour will be followed from 10 pm to 6 am. This period is meant for either studying or sleeping. During this period students are expected not to disturb their room-mates by listening to music, using mobile phones etc. Students are not allowed to visit other rooms during this period. Any violation of this would entail a disciplinary action being initiated.

**Rules for vacation of Hostel Room:**

In case if any hostel student wants to permanently vacate the hostel room, he/she must follow the process stated as follows:

i. Student must first submit an application detailing the reasons for vacating the hostel room to the PGP office with a notice period of 7 days.

ii.   The application must also contain a consent letter from the Parents either in a mail or a physical copy.

iii.  The letter must include details of the address of the new accommodation where the student is planning to shift with address proof.

iv.   The clearance for the application must be taken from the PGP Office, Admission department and Accounts department in the defined No-dues form.

v.    Upon the submission of the No-dues form along with the application, the Hostel Warden would sign the letter and accept the request.

vi.   In case if it is found that a student has vacated the hostel room without intimation or without following the rules stated above, this act of the student would be treated as misconduct and will attract a penalty of Rs. 10,000 plus any hostel dues and suspension from the academic classes for a period of one week.

## 11.3 LIBRARY

i.    The library will remain open from 8.00 a.m. to 8.00 p.m. on all working days of the institution. During the holidays, library will be open from 9.00 a.m. to 4.00 p.m.

ii.   Identity Card is compulsory for getting access to the library

iii.  Silence to be maintained

iv.   No discussion permitted inside the library

v.    Using Mobile phones and audio instruments with or without speaker or headphone is strictly prohibited in the library premises.

vi.   Enter your name and sign in the register kept at the entrance counter before entering library.

vii.  Refreshment shall not be taken allowed within the library premises.

viii. Books will be issued upon presentation of the library card along with the ID card. Students are instructed to check the books while borrowing and they will be responsible for any type of damage or mutilation noticed at the time of return.

ix. Materials borrowed should be returned on or before the due date stamped, if returned late overdue fine will be charged for the delayed period.

x. If the books are lost, then the borrower shall replace the books of the same edition or latest edition or pay double cost of the book after getting permission from the librarian. Students are require to handle the books/journal very carefully; marking with pencil, writing or highlighting, tearing the pages or mutilating the same in any other way will be viewed very seriously. In such case reader shall be held responsible unless these are brought to the notice of the library staff at the time of issue.

xi. All the students who are currently on rolls of the institute are members of the library. Each member will be issued 4 (four) borrowers cards in addition to one card for each course used for prescribing text book. Books meant for Book Review Session (BRS) are issued on borrowers cards only.

xii. Issuing and returning of the books is done between 8.30 a.m. to 8.00 p.m. on all working days and during the holidays between 9.00 a.m. to 4.00 p.m.

xiii. Each member shall produce his/her library borrower card before any book is issued to him / her.

xiv. Before getting books issued any mutilation or markings should be reported immediately by the member to the Library staff and his initials must be recorded.

xv. If there is no report of the same, the member shall be responsible for mutilation and markings discovered while returning the book.

xvi. Journals, Magazines, Reference books, Thesis, Video Cassettes, Compact Disks, Newspapers and such other materials are placed under restricted categories by the Librarian and cannot be lent. They can be used for reference in the library only.

xvii. Books must be returned on or before the due date mentioned in the due date slip. In case the book is recalled by the librarian, before the due date, the same must be returned within a day. If the book is not returned to the library by the user on the due date, a penalty of Rs.10.00/- (Rupee Ten only) per day per book will be levied till the date of return.

xviii. Lending of the books may be renewed at the discretion of the Librarian provided the books are not in demand by other members. Renewal will be done only on the physical presentation of the books.

xix. BOOK BANK SCHEME (ISSUING OF TEXT BOOKS)

    (a) The Institute will provide text books trimester wise and subject wise to the students under the book bank scheme.

    (b) The students must return the text books at the end of every trimester.

    (c) The students are permitted to retain two (2) text books of his/her choice at the end of every trimester and return the remaining text books to the library.

xx. BOOK REVIEW SESSION (BRS) BOOKS

    (a) The books issued for the purpose of BRS must be returned within three days after the BRS presentation by the concerned member.

    (b) BRS books that are not currently assigned to any student may be issued to the other members as any other books.

xxi. ISSUE OF NO DUES CERTIFICATE

A member will be given 'NO DUES CERTIFICATE' from the library after he/she returns all the books issued, pays outstanding dues, if any, on the expiry of membership or

termination of the connection with the parent institution, as the case may be. Failure to submit 'NO DUES CERTIFICATE' to the office by prescribed date will entail in withholding of results, marks memos certificates and other documents if any.

xxii  GENERAL LIBRARY RULES

(a) Proper discipline and absolute silence must be maintained by the student in the library.

(b) No reader is allowed to doze/nap/sleep in the library premises.

(c) No person entitled or permitted to use the library shall mutilate, disfigure, deface by writing in the margins, by underlining the sentences, by marking passages or by damaging in any other way a book, periodical, map or chart or any other property of the library.

(d) The Readers are liable for punishment and fine of ₹ 500 is levied if they damage the books or tamper with any other property of the library and/or cause inconvenience to the use of the library by other members and staff or misbehave in any manner whatsoever:

Additional punishments may include one or more of the following:

i)   eviction from the library for the day and recovery of the cost of damage;

ii)  suspension of the library membership and/or usage for a specified period;

iii) cancellation of the library membership for the remaining period of the academic year/course; and

iv) any other punishment the library committee or management may deem fit and proper.

(e) The readers are liable for punishment and fine of

(f) No waste paper shall be thrown anywhere in the library except in the waste paper basket.

(g) Members of the library are responsible for safe keeping of the books lent to them and are not allowed to sub lend them.

(h) During Classwork students are not allowed in the library.

(i) Student must sign in the register for entering and exiting library premises.

xiv) VIOLATION

Violation of any of these rules will be considered a serious breach of discipline and the Librarian is empowered to take such action as is necessary in consultation with the concerned authorities.

## 11.4 USAGE OF LAPTOP AND INTERNET

## LAPTOP

i) Charge the battery 'FULL' to 100 before initial use. Battery is not covered under Warranty. Recharge the battery only after fully discharging it. Repeat this process of charging cycle, i.e. to recharge only after full discharge, at least 50 cycles. This will improve battery life.

ii) DO NOT touch /wipe the Laptop Screen with hands or ordinary cloth.

iii) DO NOT use laptop in hands/inclined position and other postures. Ensure a flat surface while using. While working on a glass top, keep paper below the laptop to avoid absorption of heat.

iv) AC Adaptor, Cables, Pen drive, Carry case which are separable parts of the Note book PC are not covered under Insurance.

v) Physical damages caused to the laptop are not covered under Insurance.

vi) Avoid taking tea/coffee, cool drinks and other eatables while working on laptops.

vii) Use of recovery CD may result in loss of data. Consult the IT department before using.

viii) Keep note of the Serial Numbers of laptop, Adaptor separately.

ix) In case of any difficulty/problem, please do not attempt to rectify on your own. Report the matter to the IT Department.

x) Take care of your laptop at all times, do not leave it un- attended even for a minute.

xi) Misuse of IT facilities and Infrastructure will be viewed seriously and disciplinary action will be initiated for misuse of IT facility for non-academic purposes like browsing sites that have non-academic content (including chatting) etc., Severe penalties will be levied including dismissal of the student from the program depending on the nature of misuse.

xii) These regulations including the action to be taken for not following them are liable to change without notice, at the discretion of the concerned authorities.

**Details of disciplinary action for misuse of IT facility.**

**First time penalty:**

i. Illegal use of network – Penalty of Rs. 500/-and three days suspension from the classes and statutory action to which he/she is liable under law.

ii. Hawking of network – Rs. 5000/- penalty will be charged and three days suspension from the institute.

iii. Using the network for accessing illegal sites including pornography: penalty of Rs. 10,000/- and suspension for three months.

**Second time penalty:**

If a student is found repeating the above more than once he/she will be liable for dismissal from the course. Imposition of penalties as above does not absolve the student from any liability under law and action taken by police or other authorities in connection with any misuse of internet, nor the institute is liable in this regard. Follow the above minimum instructions regarding the use of laptops to ensure proper use of the same.

**INTERNET**

i) Wireless Internet facility is available in the entire campus viz., class rooms, library, canteen, hostel. However, you cannot access the facility when the classes are going on unless your class lecture demands it. You have to access the internet through your nearest access points.

Eg : SSIM WIFI using the proper SSID.

ii) Your computer will be assigned a unique IP Address which you are not supposed to change or modify.

iii) You are expected to use the internet purely for the academic purposes.

iv) Misuse of internet for unsocial, criminal and such purposes is punishable under law and all such violations will be reported to the police. Thereafter the law will take its own course and the institute is not liable for any actions taken by the police or other authorities.

# 12. PLACEMENTS

The objective of Placement Policy of SSIM seeks to provide a fair and reasonable opportunity to all its students to be suitably placed according to their Aptitude, Caliber & Competence.

i) The Placement Process at SSIM would be based on the principles of Equity, Fair play, Transparency & Objectivity.

ii) It would involve both on- Campus as well as off- Campus routes.

iii) This Policy would cover all students of PGDM-BA.

iv) The role and responsibility of the Placement cell is to facilitate the process of placement.

v) Placement cell is headed by General Manager -Placements and Corporate Relations.

vi) The committee consists of General Manager - Placements and Corporate Relations, Placement Manager, Faculty and Student Coordinators. Student coordinators will be selected from

both first year and second year. The committee prepares the placement policy and ensures its implementation.

vii) Placement committee will take care of networking with the corporates and inviting them to visit the campus for campus recruitment process.

viii) The placement department releases the circulars time to time relating to the visit dates of the companies along with the company profile and the job profiles. It is the sole responsibility of the student to keep themselves updated with the news from the placement department.

ix) Each student will be given an opportunity to attend the selection process. Once a student is selected and offered a job through campus selection, he/she will not be allowed to participate in any other recruitment drive, on campus. Hence students are advised to decide the career options before attending the selection process.

x) Every student who decides to take part in the selection process of a company must invariably visit the website of the company and appraise himself/ herself about that organization.

xi) Students eligible for placement must attend the pre-placement presentation of every organization that visits the campus. Attendance for eligible students to pre-placement talk is mandatory

xii) Students are required to give a photocopy of their offer letter, if received directly from the offered company.

If the student secures an off campus placement, submitting a photocopy of the offer letter to the placement department is also mandatory.

xiii) Placement department also helps and guides the students to obtain summer internships.

xiv) Placement brochure "SHRESHTA", lists the profiles of the final year students and provides the salient features of SSIM including its course structure of the programs offered.

SHRESHTA is released every year on 5th September.

## 12.1 CODE OF CONDUCT FOR PLACEMENTS

i.    Campus recruitment drive commences during the last week of September (tentatively).

ii.   Students with any record of indiscipline will not be considered for campus recruitment process.

iii.  Students should clear all backlogs (till 3rd trimester), if any, by the end of 4th trimester to be eligible for campus recruitment drive.

iv.   Students should maintain 75% attendance in campus recruitment training (CRT) sessions and any other placement related events, special GD and PI sessions etc, to be eligible at the campus recruitment process.

v.    Students should strictly follow the dress code during on- campus and off-campus recruitment drives. Boys should be clean shaved or must have well-groomed beard.

vi.   The students are advised to be at the venue on the day of recruitment drive, 15 minutes before the scheduled time. If a student arrives after the commencement of process he/she will not be allowed to participate in the process.

vii.  If a student fails to attend the process in time on two occasions, he/she will not be considered for any further placements.

viii. When a student registers for a process, the student must attend Pre-placement talk failing which, his/ her candidature in the campus recruitment process will not be considered.

ix.   During the campus recruitment drives, if any student fails to attend all rounds, after clearing previous rounds, he/she will not be allowed to participate in any further campus interview process.

x.    If a student refuses an offer given by a recruiter, he/she is deemed as placed and will not be considered for further recruitment processes.

xi.   In a situation where the placement results are pending for announcement from more than two companies for a student, then the student will take up the opportunity from the company that declares the results first, and other offers will remain canceled. However, in such cases, the student will have to

communicate in writing to the placement department about his/ her most preferred option out of the organizations from which final results are pending. Student will be allowed to join the organization opted.

xii.  In case of any queries about an opportunity students are advised to consult their mentors and /or team members of placement department only.

xiii.  Students should not contact the recruiters directly without prior permission from placement department.

xiv.  In case any student desires to attend any off-campus recruitment process, the same should be communicated to the placement department in advance.

xv.  Any act of indiscipline during recruitment process like, answering the calls over mobile phones, capturing video/ photos using mobile phones, unwanted arguments with other participants or the recruiters, failure to maintain decorum will lead to disqualification of students from campus placement process.

# 13. EVENTS AT SSIM

Siva Sivani strongly believes in motivating the students to become leaders by giving them ample opportunities to explore the talent within them. In order to provide such opportunities SSIM has designed various Extra Curricular Activities to enable the students to understand the importance of co-ordination, teamwork, group dynamics, oneness etc. To give a structure to these, SSIM has named these activities uniquely starting the first letter of every activity with an 'S' as in 'Siva Sivani' . The programmes are detailed below:

## 13.1  SPANDANA - A SPONTANEOUS RESPONSE (FRESHERS' PARTY):

The institute strongly believes in inter personnel relations and teamwork. In order to give a feeling of oneness to the freshers, the Seniors conduct 'Spandana' to warmly and formally welcome their Juniors into the family of Siva Sivani.

## 13.2    SAMMELAN - AN INTRA COLLEGIATE MEET

To bring out the innate talent of the students, various cultural activities, management games etc are conducted. One day in a term is earmarked for this activity.

## 13.3    SAMAROH - IT IS INTERNATIONAL RESEARCH CONFERENCE AT SSIM

The SAMAROH is conducted to commemorate the death anniversary of the founder of Siva Sivani Group of Institutions.

Samaroh is an international conference which is aimed to offer a knowledge sharing platform for academicians, researchers and corporate professionals for exchange of new body of knowledge. This conference will also have key note address from renowned management experts and research paper presentations of conference participants.

## 13.4    SAMANVAY-THE ESSENCE OF CO-ORDINATION

An Inter collegiate Management Students' Meet organised by the students of Siva Sivani. This event brings together the students of various Business Schools across the state. They participate in various management related competitive events. This is an opportunity for the students of Siva Sivani to organise and show their leadership qualities in managing such a big event. Many business houses sponsor the events organised in Samanvay. This clearly manifests the Industry- Institute-Interaction of Siva Sivani Institute of Management.

## 13.5    SAMEEKSHA

The Students organise Club Activities under HR, Finance, Marketing and Systems Club to bring out the innate latent talent. Students make various presentations, conduct formal and informal activities such as acquiesces, group discussions, Management related games etc in order to develop and nourish the creativity that is abundantly available in every one of us. Experts from the industry may chair the club sessions conducted by the students who will share their experiences with the students. These activities help students acquire the knowledge on contemporary issues in their respective specializations, improve their oral and written communication skills and participate effectively in the competitions conducted by various Business Schools.

## 13.6 SMRITI - A FOND REMEMBRANCE (FAREWELL PARTY):

Meeting and parting is a way of life. After the completion of the course, it is certain that the Seniors part with the Juniors. In order to express their feelings and the unwritten bonding between the Seniors and the Juniors, the Juniors bid a grand Farewell to the seniors in the 6th trimester. Various activities are organised in order to further strengthen the relationship even after leaving the portals of the Institute. The Juniors present mementos as a fond memory to the seniors.

## 13.7 SNEHA - THE ALUMNI ASSOCIATION OF SSIM:

We at SSIM strongly believe that the Alumni Association has a great role to play in the developmental activities of the Institute. To strengthen our relationship with the Alumni, we conduct various activities and invite them to the campus. This gives a feeling to every student of SSIM that they are always a part of the Siva Sivani family.

## 13.8 SADHANA-STUDENT RESEARCH CONFERENCE:

SADHANA is a Student Research Conference introduced in 2022. The aim of the conference is to bring Bachelor's / Master's research into spotlight and to increase the enthusiasm among students for academic research. This conference gives UG / PG students a unique opportunity to present their research among the learned audiences. Participating in this conference enables the students to experience academic practice.

## 13.9 SNATAK - CONVOCATION

Snatak - Convocation of every batch will be held on 22nd October on every year to conform the degrees of the passed students.

## 13.10 SANMAN (TEACHER'S DAY)

Teachers' Day is celebrated every year on 5th September at SSIM. On this day SSIM facilitates a distinguished teacher every year with a citation highlighting the accomplishments and contributions made by the teacher. This is sending a strong message to students on our tradition of respecting the teachers which is part of our culture in our society.

## 13.11 SATAKSHI - WOMAN'S DAY

SSIM conducts women's day in the name of SATHAKSHI and the event is being organized by the Women Empowerment Cell at the institute. The event thrust area is gender sensitization and makes the students and employees aware of women's rights in society. As a part of it, successful women invited to campus to share their accomplishments and challenges faced in the journey of success and did they overcome.

## 13.12  SANGHIBHAV - ISR

SSIM, under its ISR initiative "SANGHIBHAV", is supporting a Government Primary School, Harijanawada, Macha Bollaram. The school students are from the under privileged sections of the society who are below the poverty line. The student and faculty regularly visit the school to give sweets and snacks, conduct games and sports. Their joy cannot be expressed in words. Presence of institutes' representative gives them immense happiness; they look forward to our visits expecting kind words, candies and surprises. Institute students give them a moral support. This brings a smile on their faces, by just being with them, for some time, once a week or a month.

## 13.13  SAMSKRITI - TRADITIONAL DAY TO THE FRESHER'S:

Samskriti is conducted after the completion of induction program. After the commencement of the classes the junior students (fresher's) are asked to come in traditional dresses to represent the culture of the state which they represent. This promotes integration among the students who come from different regions of the country. Various competitions are held and the organizers, the senior students award the titles - Mr. and Miss Samskriti to the winners amongst the junior students with the help of a panel of judges.

# 14. OFFENCES UNDER CONDUCT RULES

| | | |
|---|---|---|
| i. | Smoking / chewing of Pan Masala / Pan / Gutkha / Tobacco and spitting in the Hostel / College campus including in the institute's vehicles | Such students have to pay a fine of ₹ 1000/- for offence. If the offence is repeated he/ she will be suspended for 1 week or expelled from the institute as Deemed fit. |
| ii. | Consumption of alcohol on the campus including hostel and institute's vehicles and coming to the hostel / campus after consuming the alcohol | If the student is found guilty of the offence for the first time he/she has to pay a penalty of ₹ 2000/- and suspension for 2 weeks from the institute. If found guilty of the offence for the Second time, he/she will be dismissed from the institute. |
| iii. | Wearing jeans, mini skirts and other vulgar and provocative dress by either sex on campus and in hostels | ₹ 2000/- penalty and suspension from the institute for 1 week. Repeated offenders penalty of ₹ 5000/- and expulsion from the institute |
| iv. | Non adherence to dress code as stipulated in the handbook | ₹ 500/- penalty and 3 days suspension from the institute. |
| v. | Sporting long hair by boys | Penalty of ₹ 500/- and forced hair cut |
| vi. | Illegal use of wi-fi network | Penalty of ₹ 500/- and 3 days suspension from the classes and statutory action to which he/she is liable under law. If repeated expulsion from the institute. |
| vii. | Hacking of network | Penalty of ₹ 5,000/- and 3 days suspension from the classes and statutory action to which he/she is liable under law. If repeated expulsion from the institute. |

| viii. | Using the network for accessing illegal sites including pornography | Penalty of ₹ 10,000/- and suspension for 3 months. If repeated expulsion from the institute. |
|---|---|---|
| ix. | Objectionable and indecent behaviour on the campus including hostel and precincts of the campus | First offence ₹ 1000/- penalty and for repeated behavior debarring from the college. |
| x. | Loss and damage to the property of the institution in the Hostel Room | Replacement cost of the item damaged including labour charges. If the item is complementary or from a set, the cost of the entire set will be recovered. Students may also be suspended from the institute for 1 week. |
| xi. | Fixing of posters etc. on the walls of the room | Recovering the cost of repairing / replacing/ refurbishing damage to the hostel room. If the student is found to repeat such incident more than once he/she will be expelled from the hostel. |
| xii. | Entering the hostel premises after 9.30 p.m. or at a time beyond the prescribed time | First time a penalty of ₹ 500/- and second time suspension for 3 days plus the penalty. |
| xiii. | Not registering in the Log book while going out during day/night, with permission of competent authority | A penalty of ₹ 1000/- and suspension from the institute for 1 week per offence. If found repeating the offence, expulsion for 2 weeks from the institute plus the penalty. |
| xiv. | Leaving station without permission | ₹ 500/- penalty and suspension for 1 month from the institute. If repeated, expulsion from the institute. |

| | | |
|---|---|---|
| xv. | Misbehaviour with administrative staff faculty and co-inmates and other students in hostel as well as on the campus | ₹ 500/- penalty and suspension from the institute for 1 week. |
| xvi. | Keeping lights, fans on while they are out. | ₹ 500/- penalty and 3 days suspension from the Institute |
| xvii. | Unauthorised use of electrical gadgets in the hostel | ₹ 500/- penalty and 3 days suspension from the Institute. The gadget will be siezed and returned only at the end of the course. |
| xviii. | Disturbing other inmates, room mates and surroundings by using mobile phones, music systems and MP3 players etc. | ₹ 500/- penalty and 3 days suspension from the classes. |
| xix. | Fighting in the campus, hostel and in busses | ₹ 2000/- penalty and suspension from the institute for one week. If repeated, suspension / expulsion as deemed fit. |
| xx. | Disturbing the other classes by knocking the doors or entering the classrooms and disturbing the faculty | ₹ 2000/- Penalty. |
| xxi. | Rude behaviour with the recruiting companies | Expulsion from the program. |

**Note:**

1. The above list is not exhaustive and the President & Chief Executive or any nominated authority is competent to identify an offence and decide the penalty.

2. Repeated offences will lead to expulsion from the Institute.

3. The decision of the President and Chief Executive is final and binding on the students with reference to enhancements, commendation, waiver or other such acts of the punishments.

# Important Telephone Numbers

| | | |
|---|---|---|
| 1 | Dr. S.V. RAMANA RAO<br>Director | 9701009955 |
| 2. | Mr. K. SREEHARI<br>Controller of Examinations | 9391115088 |
| 3. | Mr. M. PARDHASARADHI<br>PGP Chair | 7799207014 |
| 4. | Mr. M. CHAITHANYA<br>PGP Co-Chair | 9160054499 |
| 4. | Dr. ARIJIT SANTIKARY<br>Program Chair - PGDM | 9963713840 |
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