



BHARATIYA VIDYA BHAVAN'S
USHA & LAKSHMI MITTAL
INSTITUTE OF MANAGEMENT
(BULMIM)



PLACEMENT BROCHURE
2016-2017



CONTENTS

- 03** Bharatiya Vidya Bhavan
- 04** Bharatiya Vidya Bhavan's Faith
- 05** Director's (BVB-DK) Message
- 06** Director's Message
- 07** Management Committee
- 07** Board of Governors
- 08** Academic Advisory Committee
- 08** Bulmim's Vision, Mission and Values
- 09** Bulmim Advantage
- 11** Academic Programmes Offered
- 13** Profile of Students
- 14** PGDM - Full Time Programme Curriculum
- 14** PGDM - Second Year - Area Wise Electives
- 16** Practical Trainings
- 18** Placements
- 19** Final Year Students for Final Placement
- 33** First Year Students Eligible for Summer Internships
- 45** Three Year Part-time Post Graduate Diploma in Management
- 47** 15 Months Executive Post Graduate Diploma in Management
- 48** Alumni Speak
- 51** Core Faculty



BHARATIYA VIDYA BHAVAN (FOUNDED ON 7TH NOVEMBER, 1938)

BHARATIYA VIDYA BHAVAN (BVB), an internationally reputed Institution devoted to the promotion of education and culture, is a charitable Public Trust founded by Dr. K. M. Munshi on November 7, 1938. The founding members of the Bhavan include Dr. Rajendra Prasad, the first President of the Republic of India; Shri C. Rajagopalachari, the first Indian and last Governor General of India; Pandit Jawaharlal Nehru, the first Prime Minister of free India; Shri Sardar Patel, Deputy Prime Minister and Home Minister, several distinguished scholars, statesmen and leaders of modern Indian renaissance.

Since its inception, Bhavan has evolved into a great intellectual, cultural and educational movement with 119 Kendra's spread all over India, 7 overseas Centres (in United Kingdom, United States of America, Abu Dhabi, Doha, Kuwait, Australia and Singapore) and 367 constituent institutions, besides a number of affiliated colleges. Bhavan encompasses a wide network of Educational Institutions comprising of residential and non-residential Schools; Degree Colleges (affiliated to the respective universities), Management Institutes (such as S.P. Jain Institute of Management and Research, Mumbai), Engineering colleges and Rajendra Prasad Institute of Communication & Management which has a number of constituent colleges all over India. BVB is the proud recipient of the prestigious "Gandhi Peace Prize" for promotion of education and culture bestowed by the President of India.

Bhavan's Usha & Lakshmi Mittal Institute of Management (BULMIM), New Delhi is Bharatiya Vidya Bhavan, Delhi Kendra's initiative.



Bhavan's Founder President

Kulapati Dr K. M. Munshi

(December 30, 1887 to February 8, 1971)

BHARATIYA VIDYA BHAVAN'S FAITH

Let me once again set forth the Bhavan's faith for the benefit of new students and members, for it is necessary that they should understand it clearly and imbibe its spirit.

The Bhavan stands for the reintegration of Indian culture. In a world falling to pieces under the impact of an amoral technological avalanche, it tries to hold fast to the fundamental values for which our culture stands - RITA, SATYA, YAGNA and TAPAS:

- FAITH in God who informs the Cosmic Order;
- TRUTH which is accord between mind and word and deed;
- DEDICATION which offers all moments of life as an offering to God;
- SUBLIMATION which purifies the body and mind and transmutes instincts, passions and emotions into things of beauty.

This, regardless of forms and doctrines, is Dharma, the three-fold aspects of which are SATHYAM, SHIVAM, SUNDARAM - Truth, Love and Beauty.

For these values our forefathers lived and died. So did Sri Ramakrishna Paramahansa, Swami Dayananda, Swami Vivekananda, Gandhiji and Sri Aurobindo, among the moderns. These values are embedded in our national outlook; we command the respect of the world because of them.

We can look forward to the future with confidence only because they have the vitality which gives the power to vindicate their validity even in this fear and avarice ridden age of ours.

We, the Bhavan's family, whether it is the smaller one or the larger one, must take every effort in restoring an awareness of these values in personal and collective life.



DIRECTOR'S (BVB-DK) MESSAGE

Nobody can ignore a historical legacy, especially when it includes such towering personalities like Mahatma Gandhi, Shri KM Munshi, Dr Rajendra Prasad and Sardar Vallabhbhai Patel. Throughout its journey of more than six decades, Bharatiya Vidya Bhavan has successfully carried this legacy on its shoulders. Through education, the institution has successfully taken forward India's message of peace, harmony and tolerance.

Interestingly, in today's world of Management, the need to go back to one's philosophical traditions has deepened. In a global economic system that is highly competitive, it has become a social necessity to achieve work-life balance. This balance can be developed through spirituality.

I sincerely believe that we are all very lucky that we are Indians. Our ancient philosophical thoughts contained in the Vedas and Puranas have solutions to every problem that is a part of the so-called modern life. One has to read these texts in between the lines to pick up valuable lessons in life.

Modern Management is capable of absorbing a wide range of such thoughts and ideas and in the process develop effective case studies to provide solutions to some of the most pressing contemporary problems related to enterprise and society. BULMIM, as an institution, actively promotes such innovations.

I must say that I am proud to be associated with an institution like BULMIM that singularly believes in teaching Management through values. The societal concerns, especially social projects and social business initiatives by the students, that otherwise also are clearly reflected through the institution's pedagogy, demonstrate the institution's commitment for responsible citizenship and ethical governance.

I welcome you all to be a part of this institution and contribute to the process nation-building.

Shri. Ashok Pradhan,
I.A.S. (Retd.),



DIRECTOR'S MESSAGE

India's hopes of being a developed nation lies in its educated youth capital. India has witnessed a huge expansion of educational opportunities in the past few years that resulted into providing and nurturing talents.

Bhavan's Usha & Lakshmi Mittal Institute of Management (BULMIM), New Delhi is Bharatiya Vidya Bhavan, Delhi Kendra's initiative. In a very short span of time, the institute has attained a prominent place amongst the B-Schools in Delhi. We are constantly endeavoring to grow and develop as a world class institute. We have collaborative partnerships with leading management schools in Europe and elsewhere. The international gamut covers varied interests like research, executive education, faculty and student exchange and other initiatives. Many renowned national and international faculty are associated with BULMIM.

Our vision is to create and develop future business leaders. The curriculum is industry oriented and business friendly based on best global practices. Proper academic rigour has been introduced into

course design and delivery. The pedagogy aim to develop holistic business sense and enables the students to grab the opportunities in a competitive business world.

Our aim is to develop managers and leaders who are skillful, can create value for all stake holders and address the societal concerns at the same time. They should be able to operate under uncertainty and ambiguity. Our graduates should be able to understand the complexity and global nature of business.

Education at BULMIM is not restricted to academics or professional goals alone, but also emphasizes value based learning and social responsibilities. In the present era of profound opportunity, the collective responsibility of faculty and students at BULMIM is to touch heights in teaching, training, research and consultancy grooming future business leaders and managers.

Dr. G. K. Sharma

MANAGEMENT COMMITTEE



Shri C.R. Gharekhan
Chairman
BVB, Delhi Kendra and BULMIM



Shri Ashok Pradhan
Director
BVB, Delhi Kendra



Dr. G.K. Sharma
Director
BULMIM

BOARD OF GOVERNORS

CHAIRMAN

Shri C. R Gharekhan

BOARD MEMBERS

- **Shri Ashok Pradhan IAS (Retd)**
Director, Bharatiya Vidya Bhavan, New Delhi
- **Prof. Ranjan Banerjee**
Professor, Bhavan's SP Jain Institute of Management & Research, Mumbai
- **Dr. Rajendra Singh, IAS (Retd)**
Director (Admin & Legal) Bharatiya Vidya Bhavan, Mumbai
- **Prof. Abad Ahmad**
Chair Professor - Rafi Ahmed Kidwai; Chair - Centre for Management Studies, Jamia Millia Islamia, New Delhi
- **Dr. Pritam Singh**
Former Director, IIM, Lucknow
- **Shri M. Damodaran**
Former Chairman, UTI & SEBI
- **Prof. N.N Pillai**
Principal, S.P. College of Communication & Management, New Delhi
- **Dr. K.B Ballooni**
Director, IIM (k) Calicut
- **Shri K.L Thapar**
ITC Ltd & Former Member (Traffic) Railway Board, New Delhi
- **Dr. Rajiv Kumar**
Senior Fellow, Centre for Policy Research.
- **Shri Sanjaya Baru**
Director for Geo-Economics & Strategy Studies (IISS) UK, Centre for Policy Research.
- **Representative of Directorate of education, Government of NCR, New Delhi**
- **Regional Officer AICTE, New Delhi**
- **Dr. Sudhir Naib**
Dean, Bhavan's Usha & Lakshmi Mittal Institute of Management, New Delhi
- **Prof. N.S. Uppal**
Professor, Bhavan's Usha & Lakshmi Mittal Institute of Management, New Delhi

MEMBER SECRETARY

- **Dr. G.K. Sharma**
Director, Bhavan's Usha & Lakshmi Mittal Institute of Management, New Delhi



ACADEMIC ADVISORY COMMITTEE

CHAIRMAN

Dr. Madhu Vij

Professor, Faculty of Management studies,
New Delhi

ADVISORY COMMITTEE MEMBERS

- **Dr. S. K. Palekar**
Professor, Bhavan's S. P. Jain Institute of Management & Research, Mumbai
- **Dr. L. U. Amin**
Director, Centre of Management Studies, Jamia Millia Islamia, New Delhi
- **Prof. M. P. Gupta**
Professor, IIT Delhi
- **Ms. Nidhi Arora**
Executive Director, Dhriti, New Delhi
- **Dr. P. C. Basak**
Professor, Bhavan's Usha & Lakshmi Mittal Institute of Management, New Delhi
- **Regional Officer, AICTE, New Delhi**
- **Representative of Directorate of Education Govt. of NCR, Delhi**
- **Dr. Sudhir Naib**
Dean, Bhavan's Usha & Lakshmi Mittal Institute of Management, New Delhi

SPECIAL INVITEE

- **Dr. D.K. Srivastava**
Dean, Tata Institute of Social Science, Mumbai

MEMBER SECRETARY

- **Dr. G.K. Sharma**
Director, Bhavan's Usha & Lakshmi Mittal Institute of Management, New Delhi

BULMIM'S VISION, MISSION AND VALUES

OUR VISION

We aspire to be a Globally Respected and Responsible Business School that provides industry relevant knowledge and skills to future managers and leaders in ethical way.

OUR MISSION

To develop tomorrow's business leaders, entrepreneurs and managers through inspirational and creative teaching. An education based on ethical values resulting in knowledge and skills valued by industry. An appreciation of the cultural heritage and socio-economic diversity of India. International linkages that promote cross-cultural learning.

OUR VALUES

INTEGRITY

Integrity means doing what we say. It includes the moral courage to do things in which we believe. We exemplify unimpeachable personal integrity.

PROFESSIONALISM

To be a true professional, we will imbibe the qualities of the ability to work unsupervised, the ability to certify the completion of job or task, and the ability to behave with integrity at all times.

QUALITY

To be world-class, we begin and end with Quality.

INNOVATION

We will leverage our intellectual capital for maximising our students learning. We will continuously improve and encourage creativity and innovation in our students.

RESULT ORIENTED

The greatest challenge will be to make students focussed and inculcating in them positive, long lasting and result oriented attitude that creates value.

BULMIM ADVANTAGE

COURSE ON CSR AND SUSTAINABILITY

Under the Companies Act 2013, the corporate houses fulfilling certain criteria are required to spend two percent of their net profit on Corporate Social Responsibility. BULMIM is one of the few B-Schools in India which offers a full course on this emerging area.



COURSE ON CHINA'S ECONOMY & MANDARIN LANGUAGE

A unique feature of the PGDM program is the course on "Doing Business in China" with Chinese Language. As the Chinese market is expanding, the future managers will do better if they have necessary knowledge and skills to operate in this market.

BOTTOM OF THE PYRAMID PROJECT (BOPP)

The BOP project is a unique feature of the PGDM course in which students undertake a 2 weeks training with the CSR and Rural Marketing divisions of various companies.

INDUSTRY RELEVANT CONTENT

The curriculum at BULMIM is benchmarked with the best B-Schools. It has a substantial industry

interface wherein a large number of speakers from reputed corporates interact with the students through seminars, workshops and live projects. Each module being taught in BULMIM has a provision for one or two full sessions from external resource persons from industry. This helps our students to have industry relevant inputs and good placements. Major recruiters have included Amazon.com, Yes Bank, ICICI Securities, PwC, KPMG, Edelweiss, HCL, Ernst & Young, WNS Global Services, Accenture, McCann, Naukri.com, Shiksha.com, XL Group, DCB, Ceasefire, New Holland Fiat India, Earth Infrastructure, American Express and so on.

ENHANCED LEARNING EXPERIENCE

This is facilitated through the Financial Research and Trading Lab which equips the students with skills in trading, investment and portfolio management. Other than this, the numerous clubs in BULMIM are devoted to academic disciplines and cultural clubs such as Dramatics, Music, Films etc. The major goal of these clubs is to supplement the pedagogical experience at BULMIM. The clubs foster an environment of continuous learning and discovery of recent trends and developments within the field. The club activities develop managerial and leadership skills in the students.



FOREIGN COLLABORATIONS

BULMIM has long term collaboration with Vorarlberg University of Applied Sciences (FHV) Austria a Public University maintained by the State of Vorarlberg in Austria. The University and its programme are accredited by AQ, Austria which confirms that the University meets recognized quality standard for the University level education. It has also been awarded the European Credit Transferred Accumulation System (ECTS) which is a standard for comparing the study attainment and performance of students of higher education across the European Union and other collaborating European countries. The international collaboration between FHV and BULMIM has been initiated to ensure that both faculty and students keep abreast with the changes occurring globally as well as share expertise and resources for mutual benefit. Students from both Institutions have undertaken joint projects. BULMIM students have gone to FHV to attend a term there and FHV students will be attending a term here.



MENTORING PROGRAM

The mentoring program at BULMIM has been designed to nurture and develop business leaders of the future in non threatening manner. Each student enrolling into the PGDM program is assigned to a Faculty Mentor. This association between the student and faculty ensures that each student is benefited by closer monitoring both in terms of academic learning and personality development. A weekly session on Mentoring has been in-built in the programme to ensure mentees benefit from this learning opportunity on regular basis.

HIGHLY QUALIFIED FACULTY

The Faculty at BULMIM are drawn both from academia as well as industry. Their rich experience provides the students an ideal mix of contemporary research as well as best practices from industry.

MANAGEMENT FEST

Every year BULMIM organises an inter-college management fest "Aspire-Soaring high". Various business schools, engineering colleges and Delhi University colleges participate in this mega event.

EMINENT SPEAKER LECTURE SERIES

Under the "Eminent Speaker Lecture Series" BULMIM invites reputed and distinguished speakers from Corporate, PSUs as well as Civil Services Officers occupying key strategic areas to share their vast knowledge and experiences with budding managers.

ACADEMIC PROGRAMMES OFFERED

Bhavan's Usha & Lakshmi Mittal Institute of Management (BULMIM), a constituent of Bharatiya Vidya Bhavan offers contemporary management education with focus on Indian values and ethical business practices.

BULMIM offers three management programmes - Two-Year Full Time Post Graduate Diploma in Management (PGDM-FT), Three-Year Part Time Post Graduate Diploma in Management (PGDM-PT) and Post Graduate Diploma in Management (Executive) 15 months Full Time Course. All three programmes are approved by All Indian Council of Technical Education (AICTE). Our Two-Year Full Time PGDM programme stands recognised by Association of Indian Universities (AIU) as equivalent to Masters of Business Administration (MBA) of an Indian University for the purpose of Higher Education/Research.

THE CAMPUS

BULMIM is located in the heart of Delhi at Copernicus Lane, Kasturba Gandhi Marg, adjacent to Connaught Place and India Gate. It is well connected by all means of transport including Metro with Mandi House as the nearest Metro Station. The Institute is equipped with modern infrastructure and technological support to facilitate teaching and learning. The campus is lush green that facilitates learning environment.



INFRASTRUCTURE

- Air conditioned classrooms with audio visual facilities
- Air conditioned Auditorium with seating capacity of 200 persons
- State-of-the-art computer lab
- An Air conditioned library with rich learning resources
- A well equipped language lab
- Wi-Fi environment
- Good canteen facilities to provide an ideal ambience for relaxation and rejuvenation

LIBRARY AND RESOURCE CENTRE

The Institute's library has a wide range of rapidly growing collection of about 5,280 titles and 11,375 volumes in every field of management discipline. In addition, there are over 53 national and international journals catering to academic and research needs of faculty and the students.

BULMIM's Library is a member of Developing Library Network (DELNET) for using the combined resources of all the member institutes. The library subscribes to EBSCO online data base which includes more than 6,600 titles and number of journals covering all disciplines of business, including leadership and management, marketing, project management, business communication, finance and accounting, human resources, sales, mergers and acquisitions, green business, strategic planning and so on.



BULMIM has also subscribed to J-Gate under which a number of journals are available online. Also BULMIM subscribes to Prowess Data Base from CMIE. The library is using NETLIB library software for library automation.

The Library is computerized and air-conditioned with ergonomically designed seating arrangements which provide the students with perfect ambience for learning.

COMPUTER LAB

BULMIM uses state-of-the-art computers for providing support for diverse computing requirements. It has access through progressive Wi-Fi environment to bibliographic database and archives for rapid retrieval of relevant information and for updating and dissemination of academic and research material.

The Computer Lab provides a seamless working environment for nurturing the future management professionals. It helps serve the objective of enabling the students and the faculty to have a leading edge of information and awareness through internet with

1:1, 7 MBPS leased line and state-of-the-art hardware and software.

The entire computer systems are interconnected through Ethernet based LAN which is heterogeneous having Windows XP, Windows 2003 and Linux software, and has a total of 100 computers.

The Software/Packages available with the computer centre are - Windows 2003/ XP 2007, Adobe Acrobat, SPSS 16.0, MS Office and Cyberoam with multiple gateway and Auto Failover, URL Filtering, Bandwidth Management (Firewall & Gateway level anti spam and antivirus- Symantec Corporate Edition), Software. BULMIM is one of the few B-schools who subscribe to Prowess database from CMIE and has SAP-ERP.

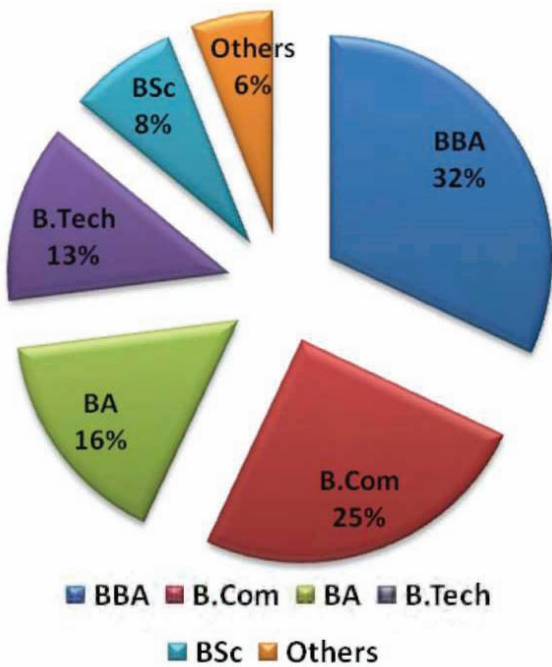


PROFILE OF STUDENTS

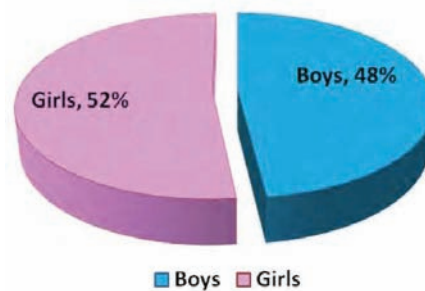
CLASS OF 2014-16



ACADEMIC BACKGROUND



GENDER





1ST YEAR CORE PAPERS

The first year develops core knowledge and skills of students and are compulsory for all of them.

1st Year

TERM I

- Financial accounting
- Marketing Management I
- Managerial Economics
- Organisational Behaviour I
- Business Statistics
- Information Technology for Managers
- Business communication
- Chinese Language
- Business History

2ND YEAR (CORE & ELECTIVES)

2nd Year

TERM IV

- Strategic Management II
- Logistics and Supply Chain Management
- Specialisation1- Elective
- Specialisation1- Elective
- Specialisation2- Elective
- Specialisation2- Elective

ELECTIVES

The following elective courses are proposed to be offered to the students in the second year in five different areas of specialisations. Students have to do six elective papers each in the two chosen specialisations. Actual offering of courses will depend upon the number of students opting for a course.

FINANCE

- Investment Analysis and Portfolio Management
- Management of Banks & Financial Institutions
- Derivatives & Risk Management
- Mergers, Acquisitions & Corporate Restructuring
- Project Appraisal & Finance
- Financial Planning & Wealth Management
- Corporate Tax Planning
- Financial Markets and Services

HUMAN RESOURCE MANAGEMENT

- Training and Development
- Compensation & Reward Management
- Human Resource Planning & Talent Acquisition
- Industrial Relations and Labour Laws
- Leadership Development
- Organisational Change and Development Negotiation Skills
- Performance Management & Competency Mapping



PGDM - FULL TIME - PROGRAMME CURRICULUM

TERM II	TERM III
<ul style="list-style-type: none"> • Management Accounting • Financial Management I • Marketing Management II • Macro Economics • Organisational Behaviour II • Operations Research • E-Business and MIS • Chinese Language • Written Analysis and Communication 	<ul style="list-style-type: none"> • Financial Management II • Economic Environment and Policy • Human Resource Management • Research Methods in Business • Operations Management • International Business • Strategic Management I • Legal aspects of Business • CSR and Sustainability and Business Ethics • Chinese Language
TERM V	TERM VI
<ul style="list-style-type: none"> • Entrepreneurship & New Venture Planning • ERP Theory & Hands-on Practice • Doing Business in China • Specialisation1- Elective • Specialisation1- Elective • Specialisation2- Elective • Specialisation2- Elective 	<ul style="list-style-type: none"> • Specialisation 1- Elective • Specialisation 1- Elective • Specialisation 2- Elective • Specialisation 2- Elective • Project

PGDM - SECOND YEAR - AREA WISE ELECTIVES

MARKETING	IT & OPERATIONS MANAGEMENT	INTERNATIONAL BUSINESS
<ul style="list-style-type: none"> • Advertising and Communications Management • Consumer Behavior • Retail Management • Advanced Market Research • Marketing of Services • Rural Marketing • Social Media and Internet Marketing • Brand Management 	<ul style="list-style-type: none"> • Business Analytics with SPSS • Business Intelligence & Data Mining • Operations Strategy • Project Management • Quality Management • Service Operations Management • Information Security and Risk Management • Data Base Management Systems 	<ul style="list-style-type: none"> • International Financial Management • International Marketing Management • Cross Cultural Management • International Business Environment • WTO and Regional Trade Agreements • International Trade Operations and Documentations • Managing International Contracts including Negotiation Skills • Financing of International Trade

The institute reserves the right to add, modify or delete any subject as required

PRACTICAL TRAININGS

There are two practical trainings planned during the programme. The first training "Summer Internship" is in line with the regular management programmes. The second training "Bottom of Pyramid Project (BOPP)" is unique to BULMIM and is focused on the rural, semi urban and other unorganized sectors of India. The students will undergo a focused workshop before each training to maximize their on-the-field learning.

SUMMER INTERNSHIP

Towards the end of the first year of PGDM full time programme, the students are required to undergo a Summer Internship of 8 to 10 weeks duration in a corporate. It is an integral part of the curriculum and forms a vital aspect of overall development of the management students. It allows the students to experience and learn the corporate culture, first hand. At the same time, the corporate world gets fair idea of talent of the emerging generation of future managers of BULMIM. Some of the companies where our students have undertaken Summer Internship are as under:

ABB	Glaxo Smithkline	Nippo Batteries
ACC Ltd.	HCL Technologies	Nature Pure India
Aditya Birla Money Mart	HDFC Standard Life	Network 18
Air India	Hindustan Petroleum Corporation	National Thermal Power Corporation
Airport Authority of India	Heinz India	Omaxe
Airoplane Rice	Hike	Orient Bell
Angel Broking	Hindustan Unilever	Outlook India
Bajaj Allianz	Honda Motorcycle & Scooter India	Parag Milk Foods Pvt.Ltd
Bank of India	Horizon Rubber	Philips India
Bharat Aluminium co.	IDBI Fedral Life Insurance	Purvanchal Bank
Bhartia Group	IndusInd Bank	Punjab National Bank
Birla Sunlife	Impact Communications	Reckitt Benckiser India
Bisleri	Interglobe Technologies	Reliance Fresh
CE Infosystem	Indian Oil Corporation	Reliance Securities
Cox & Kings	IndraPrastha Medical Corporation	Religare Finvest
Development & Credit Bank	Indian Railway Finance Corporation	State Trading Corporation Ltd.
Dish TV	Indiabulls Securities	SBI Mutual Fund
DLF	India Yamaha Motor	SMC Global Securities
DMRC	ITC	Standard Chartered Bank
Earth Infrastructures	Jaypee Vasant Continental	SAIL
Escorts Pvt. Ltd	JCB Ltd	SRF
Fabindia Overseas	Kelly Services	Sunlife Financial
Fortis Jessa Ram Hospital	KPMG	Tata Consultancy Services
Future Value Retail	Lifestyle International	Tata Motors
GAIL	Mahindra & Mahindra	Tata Power- Delhi Distribution
GENPACT	Merino Services	Tata Steel
Getit Infomedia	Metso	Tripura Grameen Bank
Genesis Burson	Metrological Department, GOI	TTK Healthcare
Grasim Industries	Mother Dairy Fruits & Vegetables	WNS

PRACTICAL TRAININGS

BOTTOM OF PYRAMID PROJECT (BOPP)

Traditionally, industry has been the main focus of management. However BULMIM has made an innovative departure from conventional B-School programmes by adding a new dimension to its PGDM Programme, i.e. "Bottom of Pyramid" Project. Late Prof. C.K. Prahalad, in his book "Fortune at the Bottom of the Pyramid" identified the people at the bottom of pyramid as the world's most exciting, fastest-growing new market. According to him, "Collectively, the world's billions of poor people have immense untapped buying power. They represent an enormous opportunity for companies who learn how to serve them". Serving the poorest of the poor also forms a part of corporate social responsibility. The Institute is aware of these philosophies and through its BOP training programme, has taken measures to train its students to understand and appreciate the needs and aspirations of the people who are at the bottom of the pyramid.

Corporate bodies are looking for special attributes in managers who have been exposed to such environment. Also, under the new Companies Act 2013, the corporate houses fulfilling certain criteria are required to spend two percent of their net profit on Corporate Social Responsibility. This module gives an opportunity to our students to enter into this new growing area.

During second year of PGDM full time programme, the students, after finishing the Term-IV, undergo this training of two weeks. The training is arranged in collaboration with corporate or NGOs that work in a rural, semi urban, or slum area. Some of the companies/organizations where our students have undertaken Bottom of Pyramid Project are given below:



ORGANIZATIONS WHERE OUR STUDENTS DID BOPP

Airtel	Avantha
Ayurved	BABEL
Balwadi	Banglanatak
Basix	Coca Cola India
CRY	Dabur India
DCM Siriam	Deepalaya
GMR	HCL
Haritika	Helpage India
Himalaya Drugs	Moserbaer
Impact Communications	Jindal Stainless Ltd.
Jindal SAW Ltd.	Literacy India
Moserbaer	NIIT Foundation
NIIT HiWEL	Nippo Batteries
Paradada Pardadi	Pratham
Punjab National Bank	Sir Syed Trust (SST)
Rasta	Renew Power
SAIL	PVR
SOS	SPICE
Tata Motors	Tata Teleservices
Udayan Care	WWF



PLACEMENTS

The placements process at BULMIM is a continuous activity that commences from the time the students join the programme. The students are provided training in domain knowledge, industry awareness, group discussions and interview. The following is a representative list of some companies where our students have been placed.

CONSULTING/RESEARCH

BCG	Ernst & Young	New Era Consultancy
Deloitte	Eli Research	Blackrock Consultancy
KPMG	Kelly Services	Dinan Research Services
Markets & Markets	Accenture	WNS Global Services
Evalueserve		

ADVERTISING / MEDIA / MARKET RESEARCH

McCANN	Ramada Hotel	Impact Communications
Live Business week	XL Group	Thomson Digital Pvt.Ltd
Hindustan Times	Times Group	Radisson Hotel
Oberoi Hotels	ITC Hotels	Bristol Hotel

IT/ITES/TELECOM

IACT Global	MATRIX Cellular	Videocon Telecommunications
Dish TV	HCL Technologies	Naukri.com

BANKS/INSURANCE/FINANCIAL INSTITUTIONS

ICICI Securities	IndiaBulls	Oriental Bank of Commerce
Futurex Trade Events	Religare	Development & Credit Bank
American Express	Yes Bank	Kotak Securities
SMC Global Securities	Karvy	Edelweiss Pvt.Ltd
Andhra Bank	HDFC Bank	

OTHERS

Ceasefire Industries	HCL Infosystems	Fortis Health Management
Shiksha.com	Career Launcher	Excel Publications
Ultratech Cement	Earth Infrastructure	PropTiger
99Acres	MBA Universe	Housing.in



FINAL YEAR STUDENTS FOR FINAL PLACEMENT

MADHVI AGRAWAL



DOB: 8 June 1992
Qualification: B.Com
Summer Training: Future Group
Specialization: HR & Marketing
Project: Study the Impact of Training and Development of employees

MEERA S. UNNITHAN



DOB: 13 July 1993
Qualification: B.Com (Hons.)
Summer Training: KPMG India
Specialization: Finance & Marketing
Project: Study of taxation of expatriates

M.S. KARISHMA



DOB: 8 Sep 1991
Qualification: B.Tech
Summer Training: Network18 Media & Investments Ltd
Specialization: HR & IT-Operations
Project: Study on the relationship of reward system & work motivation among employees at Network18

SOURAV SIKDAR



DOB: 24 Aug 1990
Qualification: B.Sc in Hospitality & Hotel Admin.
Summer Training: Fortis Escorts Heart Institute
Specialization: HR & Marketing
Project: A Study to measure Employee Engagement for controlling attrition at Fortis Escorts Heart Institute

PAWAN KUMAR RAI



DOB: 4 Aug 1990
Qualification: B.C.A
Summer Training: Impact Communications
Specialization: Marketing & IT-Operations
Project: Study of consumer buying behavior with respect to Horlicks (GSK)

VIKRANT SINGH LOHAV



DOB: 2 Dec 1990
Qualification: BBA
Summer Training: ACC Ltd.
Specialization: IB & Finance
Project: Credit Control and Debtor Management of ACC Limited.

MANSI BHATIA



DOB: 28 May 1993
Qualification: BBA
Summer Training: Future Group
Specialization: Finance IT, Operations
Project: Role of Visual merchandising

SHEENA GADOO



DOB: 1 Sep 1992
Qualification: BBA
Summer Training: Impact Communications
Specialization: Marketing & HR
Project: Alternate Channel Development and analysis on Horlicks Swasthya Abhiyan - A rural initiative by GlaxoSmithKline

PAPIYA MORAL



DOB: 26 Feb 1991
Qualification: B.COM
Summer Training: Tripura Gramin Bank
Specialization: Marketing & Finance
Project: Credit Appraisal Process

HARSH PRATAP SINGH



DOB: 21 Dec 1991
Qualification: B.Tech
Summer Training: Parag Milk Foods Pvt. Ltd.
Specialization: Finance & Marketing
Project: Consumer Awareness about Go Cheese and Go Cream

ANUSHREE MEHROTRA



DOB: 30 Dec 1991
Qualification: HM
Summer Training: Future Retail Ltd.
Specialization: HR & IB
Project: The study of employees retention in HomeTown in Hometown, Future Group

PURTIKA BAKSHI



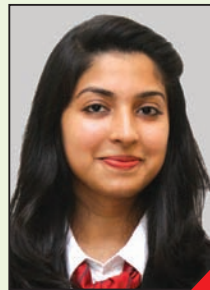
DOB: 24 Aug 1993
Qualification: B.B.A
Summer Training: Future Group
Specialization: Marketing & HR
Project: To study the impact of Sales Promotion Campaign in Ezone

SHIVIN SINGH PERHAR



DOB: 21 Dec 1992
Qualification: Mass. Communication
Summer Training: Future Retail Ltd.
Specialization: HR & IB
Project: Impact of Rewards and recognition among employees of Hometown, Future Group

SOUMYA TEWARI



DOB: 1 Aug 1992
Qualification: B.Com
Summer Training: Airports Authority of India
Specialization: HR & Marketing
Project: Labour Laws Related to Women and its Awareness, Implementation and Effectiveness

AWANISH MANI TRIPATHI



DOB: 30 Apr 1994
Qualification: B.Com
Summer Training: Airports Authority of India
Specialization: Finance & Marketing
Project: Revenue budgeting analysis of Airports Authority of India

PRATEEK SINGH



DOB: 24 Feb 1993
Qualification: BBA
Summer Training: Impact Communications
Specialization: Marketing & HR
Project: Social media strategy for Eicher-Polaris (Joint Venture) for their new vehicle (Multix) launch

BARKHA JAIN



DOB: 27 Aug 1992
Qualification: Eco. (Hons.)
Summer Training: Impact Comm.
Specialization: Marketing & Finance
Project: Rural Activation for Apollo Krishak Gold Tyre

PULKIT JAIN



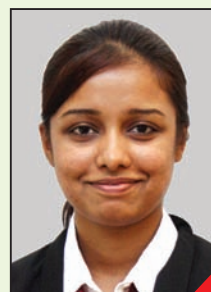
DOB: 17 Oct 1991
Qualification: B.B.A
Summer Training: Ezone, Future group
Specialization: IT & Operations and Marketing
Project: Operations Excellence

ISHA GUPTA



DOB: 8 Apr 1992
Qualification: B.Com
Summer Training: KPMG INDIA
Specialization: Marketing & Finance
Project: Expatriate Taxation of KPMG Clients

KUMARI MAYA



DOB: 23 June 1992
Qualification: BBA
Summer Training: Appin Technology Lab
Specialization: HR & Marketing
Project: Employee's Recruitment & Selection policy and Practice

AASTHA DUTT SHARMA



DOB: 1 Sep 1990
Qualification: B.Tech
Summer Training: State Bank Of India
Specialization: HR & Finance
Project: Rising NPA in SME sector issues and challenges related to it, steps taken by bank in this regard.

RITU KUMARI



DOB: 13 Dec 1991
Qualification: B.Com (Hons.)
Summer Training: Future Group (Big Bazaar)
Specialization: Marketing & HR
Project: Catchment study of Big Bazaar store (V3S mall, New Delhi)

BHAWANA SANDHU



DOB: 24 Mar 1994
Qualification: BA (Hons) English
Summer Training: Home Town (Future group)
Specialization: Marketing & HR
Project: Supply Chain Management in Home Town

VARTIKA GARG



DOB: 27 Dec 1993
Qualification: B.Com
Summer Training: KPMG
Specialization: Finance & Marketing
Project: Taxation Policies for outbound Employees

NEELIMA NEGI



DOB: 18 Jan 1993
Qualification: BBA
Summer Training: Fortis Escort Heart Institute
Specialization: HR & Marketing
Project: Perception of Interviewees on Recruitment & Selection

AKANKSHA SETHI



DOB: 3 Sep 1992
Qualification: BBA
Summer Training: Spice Retail Ltd.
Specialization: HR & Marketing
Project: Study on rewards and recognition

SHALINI PRAKASH



DOB: 4 May 1990
Qualification: B.Sc (IT)
Summer Training: Future Group
Specialization: Marketing & IT and Operations
Project: Service Execution of Customer Service Team of HomeTown, Future Group

GARIMA SRIVASTAVA



DOB: 7 Nov 1991
Qualification: B.Com
Summer Training: Future Group
Specialization: HR & Marketing
Project: Study of Absenteeism of Employees in E-Zone at Future Group

PRIYANKA SAINI



DOB: 31 Aug 1992
Qualification: B.Sc (Hons.)
Summer Training: IDBI Federal Life Insurance Co. Ltd.
Specialization: Finance & HR
Project: Comparative study of different financial avenues prevailing in the market

ICHA GROVER



DOB: 7 July 1993
Qualification: B.A.
Summer Training: Future Group, Noida
Specialization: HR & Marketing
Project: A survey on Employee Satisfaction in Future Retail Ltd.

SANYA MEHTA



DOB: 9 Oct 1992
Qualification: B.Com
Summer Training: Bhartiya Group
Specialization: HR & Finance
Project: Performance Management System – Quality & Effectiveness

MOHD ASIM KHAN



DOB: 9 Sep 1990
Qualification: B.Tech (CS-IT)
Summer Training: Authentic Group Pvt Ltd, New Delhi
Specialization: Finance & Marketing
Project: Role of Social Media in Advertising

AKSHAY CHANDRAN T



DOB: 6 May 1993
Qualification: BBA
Summer Training: Authentic Group
Specialization: Finance & Marketing
Project: Ratio Analysis of Authentic Group

ABHIJEET SINGH



DOB: 30 May 1992
Qualification: B.Sc.
Summer Training: Airports Authority of India
Specialization: IT & Operations and HR

AKANKSHA SHARMA



DOB: 19 June 1992
Qualification: B.Com (Hons.)
Summer Training: Sunlife Financial Pvt. Ltd.
Specialization: HR & Finance
Project: One Best Way

GARIMA VYAS



DOB: 24 Nov 1990
Qualification: B.Tech in CSE
Summer Training: Future Group's "Home town"
Specialization: HR & IT-Operations
Project: Study on customer satisfaction services offered by hometown

VARUN ARJUNA



DOB: 18 Nov 1991
Qualification: B.A. (Econ. Hons.)
Summer Training: IndusInd Bank
Specialization: Finance & Marketing
Project: A Comparative Analysis of Savings & Current Account of Private Commercial Banks: A Case on IndusInd Bank

RATI RAJORIA



DOB: 25 Apr 1992
Qualification: B.Com
Summer Training: Big Bazaar (Future Group)
Specialization: Finance & Marketing
Project: Study on Catchment analysis

SANDEEP YADAV



DOB: 30 June 1986
Qualification: B.E (Mech)
Summer Training: Heinz India Pvt. Ltd.
Specialization: IT & Operation & Marketing
Project: Marketing Research & Analysis for the Institutional Food Service Division

SHEFALI AGGARWAL



DOB: 20 Feb 1994
Qualification: BBA (B&I)
Summer Training: Crystal Crop Protection Pvt Ltd
Specialization: Finance & Marketing



ABHISHEK MISHRA



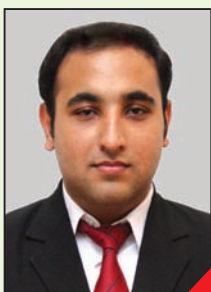
DOB: 21 Apr 1991
Qualification: BBA
Summer Training: Parag Milk Foods Pvt. Ltd.
Specialization: Marketing & HR
Project: Market Share and Brand Availability of Parag

SAYAN DAS



DOB: 23 Mar 1991
Qualification: BBA
Summer Training: ACC Concrete
Specialization: Marketing & IB
Project: Market potential of Allied Product in Gurgaon Market

RAHUL BHARDWAJ



DOB: 30 Oct 1992
Qualification: B.Com
Summer Training: Outlook Magazines
Specialization: Finance & Marketing
Project: Market Survey, Segmentation and Prospecting of Corporate advertisers

SHIKHA SHARMA



DOB: 18 June 1991
Qualification: BA(prog)
Summer Training: Big Bazaar
Specialization: Marketing & HR
Project: Training and Development

AKSHAJ BISHT



DOB: 12 Dec 1992
Qualification: BBA
Summer Training: IDBI Federal
Specialization: Marketing & Finance
Project: Product strategies and Customer Retention of IDBI FEDERAL LIFE

NIKHIL NAIR



DOB: 15 Feb 1991
Qualification: BBA (B&I)
Summer Training: ACC Ltd.
Specialization: Marketing & IT - Operations
Project: Demand Mapping & Qualitative Evaluation of Concrete Allied Products at customer sites

SANKET SHARMA



DOB: 17 Dec 1991
Qualification: B.B.A
Summer Training: Idbi Federal Life Insurance Company Ltd.
Specialization: Finance, IT & Operations
Project: Analysis of Profitability & financial position of IDBI

DIVESH JAIN



DOB: 20 Apr 1993
Qualification: BBA
Summer Training: SAIL
Specialization: Marketing & Finance
Project: Financial Appraisal Of New Captive Power Plant at Durgapur Steel Plant

BISWAJIT MONDAL



DOB: 1 July 1990
Qualification: BBA
Summer Training: ACC Concrete
Specialization: Marketing & IB
Project: Market potential of Allied service in Gurgaon Market

ANUPAMA KHICHI



DOB: 22 Mar 1993
Qualification: B.Sc.
Summer Training: WNS Global Services
Specialization: Operations and Finance
Project: Analysis of financial health of an Indian Bank

HITESH BISHT



DOB: 11 Nov 1991
Qualification: B.Tech
Summer Training: Parag Milk Foods Pvt Ltd.
Specialization: Marketing & Operation
Project: Marketing of Parag Milk Foods products in NCR Region

MANIK TANDON



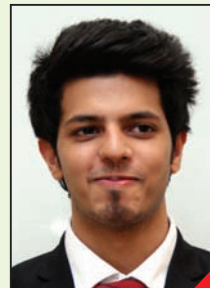
DOB: 25 Dec 1991
Qualification: B.Sc.
Summer Training: WNS Global Services
Specialization: Marketing & Finance/ Operations & IT
Project: Analysis of Financial Statements

GAURAV CHAUHAN



DOB: 3 Jan 1987
Qualification: HDIHM, BTS
Summer Training: Parag Milk Foods Pvt Ltd.
Specialization: Marketing and International Business
Project: Comparative Studies of HORECA Market for GO Cheese and Others

AYUSH ANAND



DOB: 24 Aug 1993
Qualification: BBA
Summer Training: Outlook India Pvt Ltd.
Specialization: Marketing & Finance
Project: Consumer buying behavior W.R.T. Outlook India

KIRTI SURI



DOB: 17 Apr 1994
Qualification: BBA
Summer Training: Future Retail Limited
Specialization: Marketing & Human Resource
Project: Performance appraisal in Home Town, Future Retail Ltd.

GARIMA GAUTAM



DOB: 9 Oct 1991
Qualification: B.Tech, Cse
Summer Training: Reckitt Benckiser
Specialization: HR & Marketing
Project: Communication Platform



GAGANDEEP KAUR



DOB: 19 Sep 1993
Qualification: B.Com (Hons)
Summer Training: Bank Of Maharashtra
Specialization: Finance & HR
Project: Analysis of Financial Statements

ISHMEET SINGH



DOB: 29 Aug 1992
Qualification: B.Com
Summer Training: ACC Ltd.
Specialization: Finance & Marketing
Project: Working Capital Management & Tax Evasion

RICHA



DOB: 27 Jan 1992
Qualification: B.Com (Hons)
Summer Training: IL&FS Education & Technology Services Ltd.
Specialization: Finance & HR
Project: Financial Modeling and understanding of electronics manufacturing clusters through IDCO

PRIYANKA KUMAR



DOB: 20 Jan 1992
Qualification: B.Com (Hons)
Summer Training: Airports Authority of India
Specialization: HR and Finance
Project: Introduction of Bell Curve Approach in Performance Management System in AAI

SHIVANGI SHARMA



DOB: 27 Oct 1992
Qualification: BBA
Summer Training: Aditya Birla Finance Limited
Specialization: Finance & HR
Project: Identifying Alternative Sources of Funding for Aditya Birla Finance Limited's Growth

NEHA THAKUR



DOB: 24 Nov 1992
Qualification: B.Com
Summer Training: Peter England, Aditya Birla
Specialization: HR & Marketing
Project: Effectiveness of Training & Development at Peter England

ADITI AGGARWAL



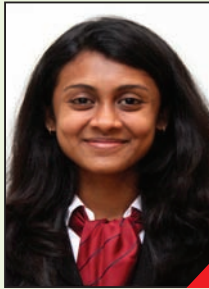
DOB: 17 Dec 1990
Qualification: B.Com
Summer Training: Bajaj Allianz Life Insurance Co. Ltd.
Specialization: HR & Finance
Project: Perception of Recruiting and Hiring Practices of Bajaj Allianz Life Insurance Co. Ltd.

DIVYA GARG



DOB: 7 Mar 1992
Qualification: BBA
Summer Training: Bajaj Allianz Life Insurance
Specialization: HR & Marketing
Project: Employee Engagement Activities

DEVIKA PRASAD



DOB: 13 June 1993
Qualification: BBA
Summer Training: Network 18
Specialization: Marketing & HR
Project: Impact of Employee Engagement on Commitment in Network 18

ADITYA SRIVASTAVA



DOB: 11 July 1993
Qualification: BBA
Summer Training: ACC Ltd.
Specialization: Marketing & IT Operations
Project: Market Survey on RMC and Allied Product

ASEEM CHADHA



DOB: 21 Nov 1991
Qualification: BBA
Summer Training: Outlook Publications
Specialization: Marketing & IB
Project: Online and Corporate Promotions

DEEPAK SEHDEV



DOB: 24 Nov 1993
Qualification: BBA
Summer Training: Home Town, Future Group
Specialization: Marketing & HR
Project: Effectiveness of Recruitment and Selection Technique Process in Home-Town Future Group Noida

SHREYA KRISHNAN



DOB: 18 Dec 1993
Qualification: B.Com
Summer Training: Genesis Burson Marsteller
Specialization: Marketing & IB
Project: Digital Media to Enhance Organic Reach

RAHUL MEHTA



DOB: 20 July 1992
Qualification: B.Com(Hons)
Summer Training: TTK Group
Specialization: Marketing & Finance
Project: Analysis of Financial Statements

SRISHTI ANAND



DOB: 29 Jan 1994
Qualification: BA (Hons.) English
Summer Training: United India Insurance Co.
Specialization: HR & Marketing
Project: Impact of Emotional Intelligence on Conflict Management

DEEPTI SHARMA



DOB: 10 July 1993
Qualification: BBA
Summer Training: HCL Infosystem
Specialization: HR & IB
Project: Study of Leadership Development at HCL Infosystem

ISHA BALI



DOB: 5 Oct 1993
Qualification: BA (Prog)
Summer Training: PVR Cinemas
Specialization: HR & Marketing
Project: Reasons of Attrition

PIYUSH MITTAL



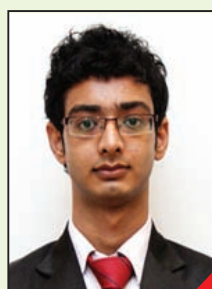
DOB: 6 Jan 1992
Qualification: BBA - FMM
Summer Training: Angel Broking Pvt. Ltd.
Specialization: Finance & International Business
Project: Study on Angel Broking Pvt. Ltd. Products

RUCHI GOGIA



DOB: 19 Sep 1993
Qualification: BBA
Summer Training: WNS Global Services
Specialization: Finance & Marketing
Project: Analyzing the Profitability and Credibility of Banks through Du Pont analysis

HARSHIT GOYAL



DOB: 6 Nov 1994
Qualification: BBA
Summer Training: ACC Ltd.
Specialization: Finance & Marketing
Project: Account Receivable and Account Payable Process of ACC Ltd. for Delhi Area office

ISHAN MISHRA



DOB: 30 Dec 1991
Qualification: B.Sc Computer Science
Summer Training: Sunlife Financial Pvt. Ltd.
Specialization: HR & Marketing
Project: Learning Analytics

TANYA S. NAIR



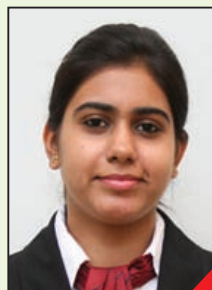
DOB: 6 Jan 1993
Qualification: B.Sc Biochemistry
Summer Training: ITC Maurya
Specialization: Marketing & HR
Project: Analysis of Performance Appraisal System

PRATEEK JAIN



DOB: 31 Mar 1994
Qualification: BBA
Summer Training: Steel Authority of India Ltd.
Specialization: Marketing & Finance
Project: Financial Appraisal of Installation of a New 7m Tall Coke Oven Battery No-12 at iisco Steel Plant

SONALI KAPOOR



DOB: 3 Aug 1993
Qualification: BBA (CAM)
Summer Training: Future Group
Specialization: HR & Marketing
Project: HR Policies and its Implementation

SUNANDA DUTTA



DOB: 29 Dec 1992
Qualification: B.Com
Summer Training: Mother Dairy Fruits & Vegetables Pvt. Ltd.
Specialization: Finance & HR
Project: Revisiting and Reorganising the Jobs in Milk Sales Division

ANJU BHANDARI



DOB: 13 Apr 1992
Qualification: B.Com
Summer Training: Kurmanchal Bank Sahakari Ltd.
Specialization: Finance & Marketing
Project: NPA Management

AKSHITA SHARMA



DOB: 17 Feb 1993
Qualification: B.Sc (H) Maths
Summer Training: Airports Authority of India (AAI)
Specialization: Finance & HR
Project: Capital Expenditure & Financial Performance of AAI

AAKRITI SINGH KUKREJA



DOB: 16 July 1992
Qualification: BA
Summer Training: Aeroplane Basmati Rice
Specialization: Marketing & IB
Project: Study of Different Elements of Promotional Mix

DEEPAK



DOB: 17 Nov 1993
Qualification: BBA
Summer Training: Parag Milk Foods
Specialization: Marketing & HRM
Project: Sales and Distribution at Parag Milk Foods

RAJIB DAS



DOB: 2 Dec 1984
Qualification: B.Tech
Summer Training: PVR Cinemas
Specialization: Operation & Marketing
Project: How To Improve Quality Service at PVR Cinemas

HIMANSHU RAJPUT



DOB: 3 Sep 1992
Qualification: BCA
Summer Training: Atlantic Container Line Pvt. Ltd.
Specialization: Marketing & International Business
Project: Logistics in Atlantic Container Line Pvt. Ltd.

PUJA KUMARI SHRIVASTAVA



DOB: 21 Sep 1992
Qualification: B.Com (H)
Summer Training: UTI Mutual Funds
Specialization: Finance & Marketing
Project: To Study on Systematic Investment Plan



SONAM PANWAR



DOB: 11 Feb 1992
Qualification: B.Com (Hons)
Summer Training: IL&FS Education
Specialization: Finance & HR & Technology Services Ltd.
Project: Reconciliation of Accounts and Understanding of Taxation Controls

AKSHAY SIRPAUL



DOB: 5 Dec 1992
Qualification: BBA
Summer Training: Outlook India
Specialization: Marketing & Operations
Project: Performance of Outlook with Respect to its Competitors

SUPRASANTA ROY



DOB: 12 Mar 1988
Qualification: BA
Summer Training: Impact Communication
Specialization: Marketing & HR
Project: Dealer's Motivation a Study in Respect to Dupont

ANSHIKA SINGHAL



DOB: 19 Jan 1992
Qualification: B.Com(Hons)
Summer Training: K G Somani & Company
Specialization: Marketing & Finance
Project: Challenges faced by Small and Medium Sector in India

SHEETAL RAWAT



DOB: 1 Dec 1993
Qualification: B.Com
Summer Training: Indian Oil Corporation Limited
Specialization: Finance & Marketing
Project: Analysis Of Budgetary Procedures and Policies

VIKHYAT KHURANA



DOB: 29 Oct 1992
Qualification: BBA
Summer Training: Kelly Services
Specialization: Finance & Marketing
Project: Brand Awareness and Perception of Kelly Services

SAKSHI SHARMA



DOB: 10 Oct 1992
Qualification: BBA
Summer Training: IMD
Specialization: Finance & HRM
Project: Roles of Managers

HIMANSHU AGRAWAL



DOB: 31 Aug 1991
Qualification: B.Com(H)
Summer Training: ACC Ltd.
Specialization: Finance & International Business
Project: Analysis of Financial Statements

ARJUN YADAV



DOB: 9 Mar 1992
Qualification: BCA
Summer Training: ACC Concrete Ltd
Specialization: HR & Operations
Project: How we simplify the Recruitment Process

MEHAK ARORA



DOB: 11 Oct 1993
Qualification: BBA
Summer Training: Future Retail Ltd.
Specialization: Marketing & Human Resources
Project: Demographic Segmentation for Effective Targeting

RAVI KUMAR



DOB: 1 Oct 1987
Qualification: B.Tech
Summer Training: Escorts Ltd
Specialization: Marketing & Operations
Project: Customer Satisfaction regarding Escorts Agri Machinery

NEELIMA NEGI



DOB: 18 Jan 1993
Qualification: PGDM
Summer Training: Fortis Escort Heart Institute
Specialization: HR & Marketing
Project: Perception of Interviewees on Recruitment & Selection

SHALINI PRAKASH



DOB: 4 May 1990
Qualification: B.Sc (IT)
Summer Training: Future Group
Specialization: Marketing & IT and Operations
Project: Service Execution of Customer Service Team of HomeTown, Future Group

AAKASH ANAND



DOB: 31 Aug 1990
Qualification: B.Tech (CSE)
Summer Training: IDEA Cellular
Specialization: Marketing & HR
Project: Invest - Career Planning at Idea Cellular

VIDHI GUPTA



DOB: 27 Dec 1993
Qualification: BBA
Summer Training: PVR Ltd.
Specialization: HR & Marketing
Project: How to Improve Quality of People

HARSHIL TYAGI



DOB: 3 Dec 1993
Qualification: BBA
Summer Training: Outlook Magazine
Specialization: Marketing, Operations & IT
Project: Customer Relationship Management Practices of Outlook Magazines

ARCHIT JAIN



DOB: 22 Nov 1992
Qualification: BBA
Summer Training: ACC Ltd.
Specialization: Finance & IB
Project: Debtor Analysis of more than Six Months of Delhi Area Office

PRATEEK SHARMA



DOB: 25 Sep 1991
Qualification: B.Tech
Summer Training: GeoEnpro Petroleum Limited
Specialization: Finance & Marketing
Project: Analysis of Financial Status of Company in E&P Sector



1ST YEAR STUDENTS ELIGIBLE FOR SUMMER INTERNSHIPS



01

SAUMYA SINGH

D.O.B: 09-Aug-94
Qualification: B.A
(Delhi University)



06

KARTIK GUPTA

D.O.B: 02-Oct-93
Qualification: BSC
(State University)



02

MEGHA

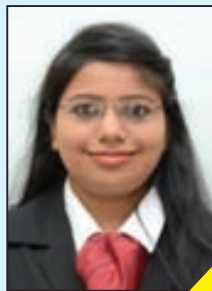
D.O.B: 14-Jun-94
Qualification: B.COM
(Delhi University)



07

DHRUV SINGH BISHT

D.O.B: 13-Sep-93
Qualification: B.A
(Delhi University)



03

NEHA JAIN

D.O.B: 30-Jul-92
Qualification: B.COM
(Delhi University)



08

RADHIKA R BHATNAGAR

D.O.B: 09-Oct-94
Qualification: B.COM
(Delhi University)



04

NAMAN SINGHAL

D.O.B: 24-Aug-93
Qualification: BBA
(IP University)



09

TUSHAR MALLARH

D.O.B: 11-Dec-93
Qualification: BBA
(IP University)



05

SHIVANI SINGH

D.O.B: 29-Feb-92
Qualification: BSC
(NCHMCT&IGNOU)



11

NISHA SINGH

D.O.B: 28-Mar-93
Qualification: B.COM
(IGNOU)



12

MANEET KAUR

D.O.B: 13-Nov-92
Qualification: B.SC
 (Delhi University)



17

ANMOL NAHATA

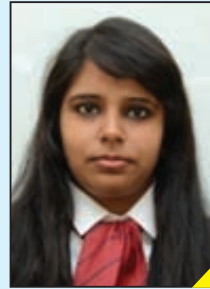
D.O.B: 19-Apr-94
Qualification: B.COM
 (Gauhati University)



13

SIDHARTH ADLAKHA

D.O.B: 15-Apr-92
Qualification: B.TECH
 (UPTU)



18

PRIYADARSHINI

D.O.B: 06-Oct-93
Qualification: B.COM
 (Delhi University)



14

ASHISH VERMA

D.O.B: 15-Apr-86
Qualification: C.Science
 (Maharshi Dayanand University)



19

SANYA GUPTA

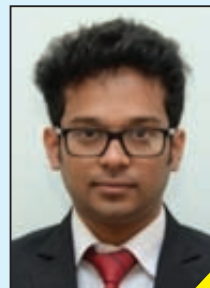
D.O.B: 20-Oct-91
Qualification: B.COM
 (Delhi University)



15

SHWETA SHARMA

D.O.B: 25-Dec-87
Qualification: C.Science
 (Maharshi Dayanand University)



20

NITIN SHAJI

D.O.B: 19-Jul-90
Qualification: B.COM
 (Delhi University)



16

AMIT RANA

D.O.B: 14-Oct-92
Qualification: B.COM
 (Punjab University)



21

MANISH RAWAT

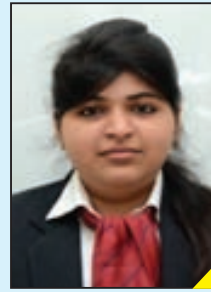
D.O.B: 18-Feb-92
Qualification: BBA
 (IP University)



22

HARLEEN KAUR

D.O.B: 14-Aug-93
Qualification: B.A
(Delhi University)



27

MEGHA JAIN

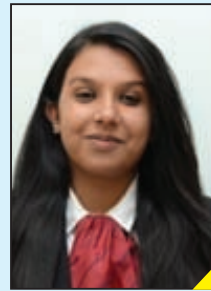
D.O.B: 06-May-93
Qualification: B.A
(Delhi University)



23

VANDANA KHOSLA

D.O.B: 19-Jun-93
Qualification: B.A
(Delhi University)



28

SURUCHI KHANDELWAL

D.O.B: 15-Dec-89
Qualification: B.TECH
(Gautam Buddh Technical University)



24

MAYANK YADAV

D.O.B: 22-Mar-91
Qualification: B.TECH
(RTU)



29

R.PREM CHANDRAN

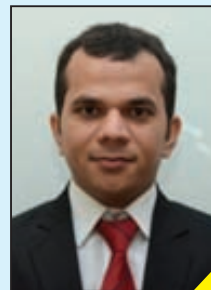
D.O.B: 25-Jul-91
Qualification: BBA
(PTU)



25

SWASTHI BHATIA

D.O.B: 27-Sep-92
Qualification: B.A
(Mahatma Gandhi University)



30

ALOK KUMAR GIRI

D.O.B: 17-May-87
Qualification: BCA
(IETE)



26

C. MADHUSUDAN

D.O.B: 25-Feb-94
Qualification: B.A
(Delhi University)



31

PUSHPENDRA DEWANGAN

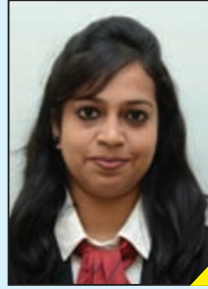
D.O.B: 07-Jul-92
Qualification: B.TECH
(Rajasthan Tech. University)



32

ANURADHA CHAWLA

D.O.B: 23-Feb-93
Qualification: B.COM
 (Delhi University)



37

PUJA KUMARI

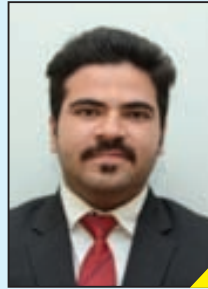
D.O.B: 22-Apr-93
Qualification: BBA
 (Lovely Professional University)



33

HARSHIT SARIN

D.O.B: 23-Sep-92
Qualification: BCA
 (IP University)



38

CHITRANSH DANG

D.O.B:
Qualification: B.COM
 (Delhi University)



34

KHUSHBOO BALI

D.O.B: 09-Sep-92
Qualification: B.COM
 (Delhi University)



39

ABHISHEK RATHORE

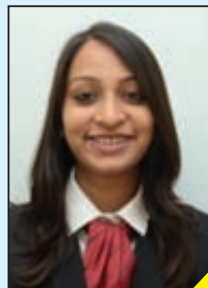
D.O.B: 21-Oct-91
Qualification: Journalism
 (Makhan Lal Chaturvedi University)



35

NIDHI BHARDWAJ

D.O.B: 30-Jan-92
Qualification: BSC
 (Delhi University)



40

AKSHI MATHUR

D.O.B: 29-Mar-95
Qualification: BA
 (Delhi University)



36

TANYA KHOKAR

D.O.B: 02-Apr-94
Qualification: B.COM
 (Delhi University)



41

PANKAJ ANAND

D.O.B: 31-Jan-94
Qualification: IB
 (IP University)



42

S NAVEEN

D.O.B: 30-Jun-92
Qualification: B.E
 (Mech. Eng. Anna University)



47

SAIBAL SAMADDER

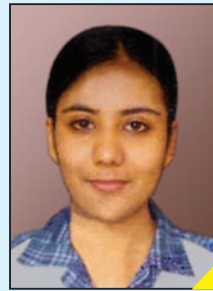
D.O.B: 27-Dec-91
Qualification: B.A
 (Jadavpur University)



43

CHANDEEP KAUR

D.O.B: 08-Dec-92
Qualification: B.COM
 (Delhi University)



48

NIDHI THAREJA

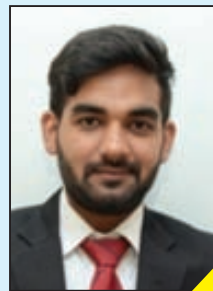
D.O.B: 29-Nov-92
Qualification: BBA
 (IP University)



44

K VIRAJ GUPTAN

D.O.B: 19-Dec-90
Qualification: B.E
 (University of Technology of Madhya Pradesh)



49

AMANPREET SINGH SIDHU

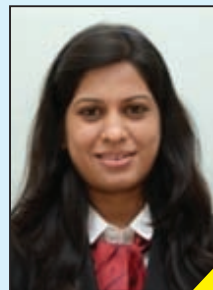
D.O.B: 19-Dec-92
Qualification: BBA
 (SIU)



45

MANISHA KUMARI

D.O.B: 01-Oct-93
Qualification: BBA
 (IP University)



50

HIMANI KHATRI

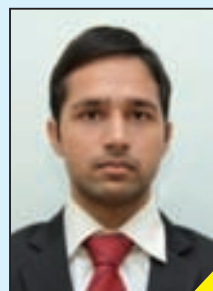
D.O.B: 24-May-90
Qualification: B.COM
 (Maharaja Ganga Singh University, Bikaner)



46

GAURAV CHAUDHARY

D.O.B: 15-Oct-93
Qualification: BSC
 (K U Nanital)



51

PRASHANT TRIPATHI

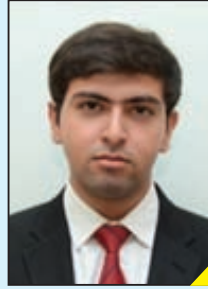
D.O.B: 01-Oct-91
Qualification: B.COM
 (Delhi University)



52

SONALI SINGH

D.O.B: 21-Sep-94
Qualification: B.COM
 (Delhi University)



57

SAGAR ARORA

D.O.B: 02-Aug-93
Qualification: BBA
 (IP University)



53

ASHIMA SHARMA

D.O.B: 10-Oct-94
Qualification: B.COM
 (Delhi University)



58

SHUBHAM SHARMA

D.O.B: 26-Aug-91
Qualification: BBA
 (CMJ University)



54

KUSHAGRA MEHTA

D.O.B: 29-Dec-93
Qualification: B.A
 (Delhi University)



59

DEVESH GROVER

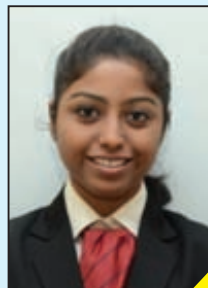
D.O.B: 08-May-94
Qualification: B.A
 (IP University)



55

RIYA NAYAR

D.O.B: 12-Aug-94
Qualification: BCA
 (IP University)



60

ANTARA DAS GUPTA

D.O.B: 02-Jan-93
Qualification: BBA
 (Maharishi Dayanand University)



56

DEEPIKA PRAJAPATI

D.O.B: 11-Apr-94
Qualification: B.SC
 (Delhi University)



61

KAVITA SINGH

D.O.B: 24-Oct-88
Qualification: B.A
 (VBSPU)



62

SAHIL AHUJA

D.O.B: 15-May-93
Qualification: B.COM
(Delhi University)



68

DAISY VARSHNEY

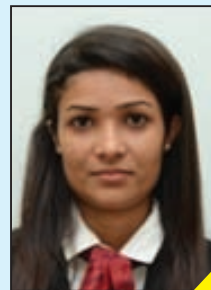
D.O.B: 11-Oct-93
Qualification: BBA
(IP University)



63

RAHUL MALHOTRA

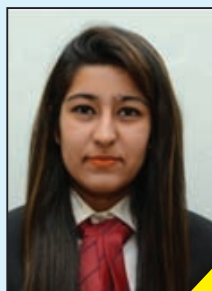
D.O.B: 08-Dec-92
Qualification: B.COM
(Delhi University)



69

MANISHA NAGYAN

D.O.B: 07-Dec-92
Qualification: B.TECH
(Uttarakhand
Technical University
Dehradun)



64

NEHA TEWATHIA

D.O.B: 05-Jan-94
Qualification: BBA
(IP University)



70

RAHUL GULERIA

D.O.B: 01-Jan-92
Qualification: BBA
(IP University)



65

RENU

D.O.B: 17-Apr-92
Qualification: BBA
(IP University)



71

**SUSHARDH SINGH
KAMAL**

D.O.B: 24-Jul-93
Qualification: B.TECH
(Swami Vivekanand
Subharti University)



66

AYUSHI JAIN

D.O.B: 05-Nov-94
Qualification: B.A
(Delhi University)



72

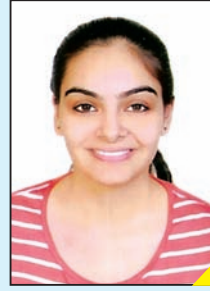
ANMOL AGRAWAL

D.O.B: 14-Nov-93
Qualification: B.COM
(Kanpur University)



CHINMAY RATH

D.O.B: 23-Dec-91
Qualification: BBA
 (Symbiosis Institute of Comp. Studies & Research)



SAMREEN KAUR SETHI

D.O.B: 27-Jan-93
Qualification: B.COM
 (Delhi University)



DEEKSHA NAIK

D.O.B: 14-Mar-94
Qualification: B.A
 (Delhi University)



RUCHIKA DEVI

D.O.B: 26-Mar-93
Qualification: B.COM
 (Delhi University)



AAKASH GOSWAMI

D.O.B: 19-Feb-94
Qualification: BBA
 (IP University)



UTSAV JAIN

D.O.B: 21-Apr-91
Qualification: BCOM
 (Shobhit University)



TANYA UBEROI

D.O.B: 08-May-93
Qualification: B.A
 (H.N.B Garwal University)



SATWICK SINGH

D.O.B: 26-Aug-93
Qualification: BBA
 (CCS University)



SIDDHARTH SAGAR

D.O.B: 23-Feb-92
Qualification: BBA
 (IP University)



PIYUSH SHARMA

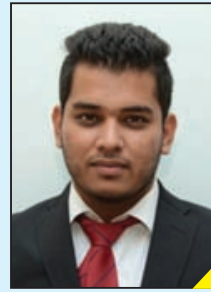
D.O.B: 22-Aug-92
Qualification: B.COM
 (Delhi University)



87

DINESH KUMAR

D.O.B: 29-Apr-92
Qualification: B.COM
(Delhi University)



97

CHIRAG VASHIST

D.O.B: 06-Aug-92
Qualification: BBA
(IP University)



92

LIPIKA GULATI

D.O.B: 27-Feb-93
Qualification: B.COM
(Delhi University)



98

MINALI MAHESHWARI

D.O.B: 29-Sep-94
Qualification: BBA
(IP University)



93

KUNWAR ABHISHEK VIMAL

D.O.B: 21-Jul-91
Qualification: BBA
(IP University)



99

TANDEEP KAUR

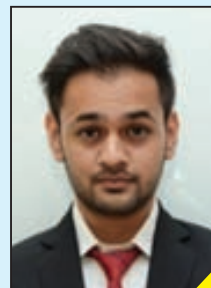
D.O.B: 19-Sep-94
Qualification: BBA
(Galgotia University)



95

SNEHA SEKAR

D.O.B: 22-Oct-92
Qualification: B.TECH
(Sharda University)



100

RAM AVTAR

D.O.B: 11-Sep-93
Qualification: BBA
(IP University)



96

UJJWAL SINGH YADAV

D.O.B: 21-Nov-93
Qualification: B.A
(Delhi University)



102

SHUBHAM

D.O.B: 18-Jul-93
Qualification: B.COM
(Kumaun University)



103

AAYUSH JAIN

D.O.B: 27-Dec-92
Qualification: BBA
 (IP University)



111

ARPITA SINGH

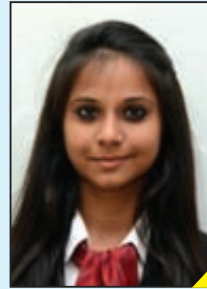
D.O.B: 07-Jun-94
Qualification: BCA
 (Banasthali Vidyapith)



105

KANIKA HANDA

D.O.B: 07-Jun-94
Qualification: BBA
 (IP University)



113

GUNEET KAUR BAKSHI

D.O.B: 07-Sep-94
Qualification: BBA
 (IP University)



107

KIRAN BOORA

D.O.B: 30-Jun-94
Qualification: B.A
 (Delhi University)



114

RISHABH TIWARI

D.O.B: 28-Dec-93
Qualification: B.SC
 (Delhi University)



108

DHURUV GUPTA

D.O.B: 24-Sep-94
Qualification: BBA
 (IP University)



115

DEEPANSHU MEHRA

D.O.B: 14-Nov-93
Qualification: BBA
 (IP University)



109

AYUSHI ASATI

D.O.B: 07-Jan-93
Qualification: B.E
 (RGPV Bhopal)



116

ABHISHEK CHAUHAN

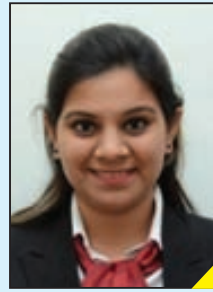
D.O.B: 24-Aug-93
Qualification: BBA
 (IP University)



117

BHAWNA PANDEY

D.O.B: 20-Jan-93
Qualification: B.A
 (Delhi University)



125

GINI SABHARWAL

D.O.B: 31-Aug-93
Qualification: BBA
 (MDU)



119

SUYASH CHATURVEDI

D.O.B: 20-Apr-91
Qualification: B.COM
 (DBRAU)



126

RASHI JAIN

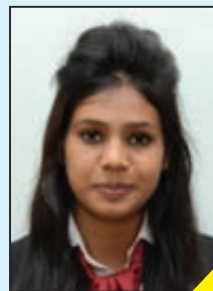
D.O.B: 01-Sep-94
Qualification: BBA
 (IP University)



120

INDRESH DUA

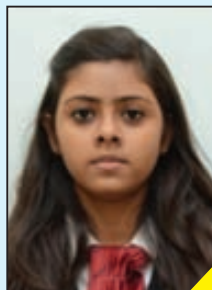
D.O.B: 20-Apr-92
Qualification: B.COM
 (DBRAU)



130

SHIVANI RAGHAV

D.O.B: 07-Mar-92
Qualification: Bcom
 (Delhi University)



121

KAVERI VATS

D.O.B: 13-May-92
Qualification: BBA
 (MDU Rohtak)



122

MOHAMMED HATIM

D.O.B: 26-Jan-94
Qualification: BBA
 (CCS University)

THREE YEAR PART-TIME POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM) (APPROVED BY AICTE)



ABOUT THE PROGRAMME

The Part Time Post-Graduate Diploma in Management was started by the Institute in 1995. This programme is meant for working individuals who have not had the opportunity to acquire formal management education. The programme has been devised with vision and great care. The main objective of the programme is to impart knowledge and skills, in the basic and functional areas of management, and to inculcate values and attitudes which contribute to a socially sensitive and ethical behaviour. The programme is approved by AICTE and is almost similar to Institute's two year full time programme in terms of its content and academic rigour.

DURATION AND SCHEDULE OF CLASSES

The programme duration consists of three academic years and each year is divided into two semesters. The PGDM (2016-19) sessions will commence in July 2016. The Schedule of Classes will be as follows:

Friday	6.30 PM to 9.00 PM
Saturday	4.00 PM to 9.00 PM
Sunday	9.00 AM to 2.00 PM

ELIGIBILITY

The minimum qualification of candidates seeking admission to the programme is Graduation or its equivalent degree in any discipline recognised by Association of Indian Universities (AIU) or AICTE or degree or diploma recognized by UGC, and a minimum of two years of work experience. Short listed candidates would be called for Personal Interview.

ADMISSION PROCESS

Candidates seeking admission to the programme are to register their names with the Institute by filling up the Application Form on payment of Rs. 1100/- (non-refundable) by cash or Demand Draft/Pay Order (cheques not accepted) drawn in favour of BULMIM payable at Delhi. The Application Form can also be downloaded from our website www.bulmim.ac.in.

The form duly filled and completed in all respect is to be submitted along with the following documents:

- A recent passport size colour photograph.
- Photocopy of Degree Certificate along with Mark Sheet of the last degree examination passed.
- Experience Certificate



SELECTION PROCESS

Admission to the programme will be made on the basis of past academic performance, work experience and Personal Interview. The candidates selected will be required to complete all admission formalities and pay the fee within one week of intimation of their admission.

FEE

The total fee for the programme (batch 2016-19) is Rs.1,95,000/- to be paid in three equal annual instalments of Rs.65,000/- at the beginning of each year. The first instalment of Rs.65,000/- is to be deposited at the time of admission along with Rs.10,000/- one time refundable security deposit.

PLACEMENT ASSISTANCE

The Institute has an active Placement Cell which assists the students in placements during the final year of the programme. It continuously counsels and guides the students in their endeavour to plan their careers and achieve their long term goals.

COURSE CURRICULUM

This Programme is designed to contribute towards developing management effectiveness of the working executives and to help them enhance their career in management in both the corporate and public sector. The first two semesters of the programme are devoted to foundation courses wherein students are exposed to core subjects. In the latter four semesters, in addition to a few core subjects, the students pursue their chosen areas of interest by choosing from a list of elective subjects, offered across different functional areas like Finance, Human Resource and Marketing. Each functional area offers a range of electives but the final decision to offer the elective is subject to a minimum number of students opting for it. For details of Electives, please see the list given under PGDM (Full Time) Programme. Further, Project work is a mandatory requirement of the course which commences in the fifth semester and concludes in the sixth semester.

PGDM - (PART-TIME) COURSE DETAILS

FIRST YEAR	SECOND YEAR	THIRD YEAR
SEMESTER I	SEMESTER III	SEMESTER V
<ul style="list-style-type: none"> Management Principles and Organisational Behaviour Marketing Management Financial & Management Accounting Managerial Economics Business Communication 	<ul style="list-style-type: none"> Strategic Management International Business Elective - I Elective - II Elective - III 	<ul style="list-style-type: none"> Logistics and Supply Chain Management Business Law Elective - VI Elective - VII Elective - VIII
SEMESTER II	SEMESTER IV	SEMESTER VI
<ul style="list-style-type: none"> Human Resource Management Basics of IT & MIS Financial Management Quantitative Techniques for Decision Making Economic Environment of Business 	<ul style="list-style-type: none"> Research Methods in Business Entrepreneurships Business Ethics Production & Operations Management Elective - IV Elective - V 	<ul style="list-style-type: none"> Project Work

15 MONTHS EXECUTIVE POST GRADUATE DIPLOMA IN MANAGEMENT

(APPROVED BY AICTE)

ABOUT THE PROGRAMME

It is a full time non residential Executive PGDM Programme of 15 months, of which 12 months are spent in BULMIM and remaining three months on project work. The programme is designed specifically for experienced executives who wish to take up leadership roles in the industry or have been identified by their organisations for such roles.

This Programme will be driven by faculty from top management institutes like IIMs, FMS, MDI, IIFT, Department of Management Studies at IIT-D and senior faculty of BULMIM. Globally acknowledged cases and reading material from Harvard Business School Publishing will be used in most subjects. The Industry exposure will be incorporated by senior professionals from Industry. The Programme includes two weeks of academics in an international location as International Immersion Programme.

Learning of the complete Programme will be put to test through Business Simulation course to evaluate cross functional alignment and competence. This Business Simulation course will be imparted by acclaimed international organisation that provides Simulation courses to premier companies as well as premier institutes like Harvard, Wharton, IIMs, ISB and others. The tentative date of beginning this course is early July 2016.

ELIGIBILITY FOR ADMISSION

Eligible Candidates must fulfill the following:

- Three year Bachelors degree or equivalent in any discipline, with a minimum of 50% aggregate marks or equivalent
- Minimum of 5 years of managerial/ supervisory experience.

ADMISSION PROCESS

Admission Bulletin and Application Form can be downloaded from our website www.bulmim.ac.in. Completed application form to be submitted along with application fee of Rs. Eleven Hundred only (Rs 1,100/-) which is non-refundable. The fee can be remitted in Cash or by Demand Draft / Pay Order drawn in favour of BULMIM payable at New Delhi. The fee can also be paid through ONLINE transfer as per details given below:

BANK: UCO Bank, K.G. Marg, New Delhi
S.A. No: 20360110001509
NAME: BULMIM
IFS Code: UCBA 0002036

In case of payment through Demand Draft, candidates are advised to write their name and mobile no at the reverse side of the DD. In case of online payment, the candidate must send the payment details to admission@bulmim.ac.in

ADMISSION OFFER

Admission offer will be based on assessment made during selection process. Offer letters to applicants will be sent to e-mail id mentioned in application form.

FEE STRUCTURE

The fee for Executive PGDM batch 2016-17 is Rs 10.0 Lakhs (including International Immersion). It includes tuition fee, books and cases from Harvard Business School Publishing. It also contains fee for Business Simulation Games, other printed course material, Library, Computing/ Network usage, Lifetime Alumni Membership and lunch during working days at BULMIM. The fee is to be paid in two equal installments. The first instalment of fee is to be paid by 01 June 2016.

ALUMNI SPEAK



SHOBHIT BHATNAGAR, (PGDM 2010 - 2012) NASSCOM

Joining BULMIM was an Idea that changed my life. I felt that in these two years, I have evolved a lot not only as a professional but also as a person. My PGDM at BULMIM consists of vast varieties of experiences from enriching lectures to amazing project work, from Corporates summer Internship to philanthropic BOPP experience, and extra-curricular activities.



RAMAN KUMAR PATHAK, (PGDM2010-12) GENPACT

It has been a great learning and a wonderful life time experience at BULMIM. The values and knowledge which has been imparted by the faculty is truly exceptional. The niche concept of institute is to train student on their social responsibility which is very helpful in long run and it changes the way to look at the real life differently. Further I would like to share that my experience at BULMIM has changed my life. Unforgettable two years of my life!



APOORVA KHANDELWAL, (PGDM 2010-2012) KINGDOM OF DREAMS

Just a few words about BULMIM... it really is one of the best colleges out there. I couldn't have asked for more. By the end of the two years I considered my teachers to be friends. The facilities were just amazing and the place felt homely. It was quite possibly one of the best decisions of my life to join BULMIM and I'm so grateful that I had the opportunity to go there. I would recommend BULMIM to anybody.



ARCHANANAIR, (PGDM 2010-2012) ITC HOTELS

BULMIM has not only helped me in achieving my goals and dreams but at the same time it has shaped my personality and made me the person who I am. I feel proud to be part of this institution.



ADITYA VERMA, (PGDM 2010-2012) PVR CINEMAS

The MBA experience is one that holds many pleasant memories for me. I don't have words to say about my college "BULMIM". Well all you aspiring future managers... take it from me...this is the place to be if you are looking for a career in Masters of Business Administration...because what you learn here you can put to use in so many different fields. Atmosphere...the people..the facilities...the attitude....the quality of education.... nothing better that this. Professors are supportive and give you the best. This is a place where a lot many can only dream to reach...and the ones who are here know instantly that there couldn't have been a better choice. All in all, I found BULMIM life to be demanding, but I had my fair share of fun, knowledge, and that's what mattered most.



SUNNY NARANG, (PGDM: 2010-2012) MAERSK

Best in Class Faculty, excellent support from placement cell, monthly seminars with industry leaders and Bottom of Pyramid Project really helped me to shape up my career. BULMIM not only focuses on content but also on overall personality development of each and every student.

ALUMNI SPEAK

HARKUNWAR SINGH BHATIA, (PGDM 2011-2013) XL GROUP

A rigorous academic schedule covering various disciplines of management, Highly Experienced and Knowledgeable Faculty combined with hands on practical trainings such as BOPP, exposure to Industry experts lays a solid foundation for a management student destined to be in the Corporate. BULMIM prepares students for business culture, enabling to think critically, manage change effectively, and provide solutions creatively. I have thoroughly enjoyed my 2 years at BULMIM and given a chance I would love to live it again!



ANUJA SHARMA, (PGDM 2011-2013) OZONE OVERSEAS PVT.LTD.

BULMIM is a learning home that imbibed in me professionalism, a positive attitude and result orientation. It attracts a number of major companies from various fields for its summer placement process. The courses offered are designed to enable every student to meet the corporate challenges. A unique feature is the Bottom of the Pyramid Project that provides practical training and an opportunity to interact with industry professionals. An extremely supportive, experienced and great mentors that guide you to study and work in discipline with enthusiasm, determination, sincerity and most importantly smartly.



NEHA MEHTA, (PGDM 2011-2013) HCL

The two years in BULMIM bought a complete overhaul in my personality and helped me grow both personally and professionally. It was an honour and privilege for me to study in such a distinguished institute with rich heritage. BULMIM provided a platform to hone my skills which helped bring the best out of me both personally and professionally. Wish to be always associated with my alma mater in every possible way.



ANANT SINHA, (PGDM- 2011-2013) BINANI INDUSTRIES

BULMIM journey will always be memorable for me, memories which I will be cherishing for the lifetime. Memories of college fest, sponsorships, seminars, photo sessions, canteen fun, classes, and specially the teachers, who were always there for us, as a guide, a friend, and a mentor. I would like to thank each and everyone who is part of this family for being connected, and for making it worth all the while.



ADDIS ZACHARIAH, (PGDM 2012- 2014) NAUKRI.COM

Reminiscing my journey back at BULMIM, it's been an enriching experience. The teachers have nurtured me in all spheres to become what I am today. They have always provided me their precious time to clear my doubts. The classes have been a mix of theory and case studies which have helped me clear my concepts and crack my job interview.



SONAL GULATI, (PGDM 2012-2014) EDELWEISS

The BULMIM PGDM program encouraged me to think beyond the limits, identify out of the box solutions and challenge the status quo.



ALUMNI SPEAK



DEBLINA ROY, (PGDM 201 3-201 5) AMAZON.COM

The faculty in BULMIM is very knowledgeable. The bottom of the pyramid project at BULMIM is also one of a kind because it gave us the opportunity to enter into the remote areas of India where we actually understood the real roots of India. BULMIM also has foreign collaborations and it was an absolute amazing experience to have interacted with Austrian students and we shared a lot of knowledge and ideas.



SRIKIRATI RASTOGI, (PGDM 2013-2015) PWC

It was an honour and privilege for me to study in such a distinguished B-school given the chance I would love to relive the two years I have spent here.



ANKITA MATHUR, (PGDM 2013-2015) KPMG-INDIA

BULMIM not only imparts education but also gives an orientation in life. I am enriched not just as a student but as a professional . BULMIM not only provided me with right analytical skills, knowledge practical application of the concepts , but it also gave me confidence to face the challenges in the business world and to follow ethics in our life. I feel proud to be a student of this prestigious college.



SMRITI VOHRA, (PGDM 2013-2015) HYATT HOTELS

I chose BULMIM because of its heritage of values and strong ethics. The extraordinary faculty has always motivated me to think beyond the horizons and explore myself. They shaped me into a true Professional. BULMIM literally gave me wings.



ARJA DEB, (PGDM 2013-2015) GENPACT

BULMIM provided me with the best two years of my life, in every sense. My time was consumed by attending classes, participating in after class activities and interacting with people from the industry who came to speak to us during seminars and events. The confidence I have today and the skills I developed, I attribute a large part of it to my experience at BULMIM. I miss it with all my heart and wish I could re-live that time again.



SHIVANJALI SHARMA, (PGDM 2013-2015) HCL TECH

I was fortunate to be a part of BULMIM family. The college nurtured me into a Professional. The faculty and learning environment is excellent.



MEHEK BHARDWAJ, (PGDM 2013-2015) AXIS BANK

The values and knowledge which has been imparted by the faculty is truly exceptional. It not only focuses on content but also on overall personality development of each and every student. I would recommend BULMIM to anybody.



ABHINAV BHATNAGAR, (PGDM 2013-2015) 99ACRES.COM

BULMIM provides the necessary ecosystem to students to nurture themselves to become professional managers. Dedicated professors; well-equipped libraries, relevant guidance of Management and a positive energy spread across the campus makes it a right place for young aspirants. I am privileged to be a part of BULMIM.

CORE FACULTY

DIRECTOR

PROF. (DR.) G.K.SHARMA

BA (Agra), MA (JNU-Delhi), PGDIT (IIFT-Delhi), MBA (FMS-Delhi University), PMIE (MDI-Gurgaon), Ph.D (Agra), FDP (IIM-A)

Area: International Business, International Marketing and International Trade.

Possesses 37 years of rich and extensive combined experience in Corporate and Academia in the domain of trade development, export promotion, import management and international cooperation. Worked with top notch academics and companies at IIM (Kozhikode), IIM (Indore), Army Institute of Management and Technology, ICFAI, NMIMS, ITM Goa University, IIT Delhi, MDI Gurgaon, IIFT & Jamia Milia Islamia, Delhi in different capacities. Was also International Faculty with Apollo University, USA.

Spent about 20 years in Corporate and worked in companies like Banaras House Ltd, Dalmia Cement (Bharat), AIEI (now CII) etc. Was also Secretary General of FISME.

Undertook research and consultancy projects with leading national and international organizations like UP Export Corporation, Ramnath Group, Tata Exports (Now Tata International), Hindustan Electro-graphites Ltd, Vama Industries, Gujarat Steel Tube, Priya Foods, Paul Consulting, Germany, UNIDO, UNCTAD etc. He has three books, two case studies and twelve research papers to the credit. And have been a member of professional bodies like AIMA, ISTD, CDC and ICPS.

DEAN

PROF. (DR.) SUDHIR NAIB

MSc (Delhi University), MA (Public Administration), LLB (Delhi University), MBA, (FMS, Delhi University) Ph.D (FMS, Delhi University)

Area: Organisational Behaviour, Human Resource Management & General Management.

Has over three decades of experience in Public Policy, Public Expenditure Management, Human Resource Management and Training. Recruited through IAS Combined Civil Services Examination. Authored three books, two published by Oxford University Press (2011 and 2013), and one by Sage Publications (2004). Has published research articles in Economics & Political Weekly, Productivity and writes for Oxford Analytica (UK). Prof.Naib is National Resource in Training of Trainers accredited by the DOPT, Government of India.

ECONOMICS

DR. NEELAM TANDON

ASSOCIATE PROFESSOR - FINANCE & ECONOMICS

Ph.D, M BA (Finance), M.Phil (Economics) MA, PGDHRM, PG Diploma in Export Management.

Has rich experience of over sixteen years in academia and corporate. Has been a visiting faculty in leading B - schools in Delhi / NCR namely IIFT, NIA etc. She is an approved PhD guide at a University at Jaipur and specialises in area of Banking & Economics. She has authored over 52 research papers published in leading International & National Journals. She has also authored 5 books in areas of Banking, Statistics & Economics. Her books titled 'Risk Management in Indian banks in BASEL' and Management of Banks: Text and Cases" has been acclaimed by Bankers, Researchers & professionals and a review was published from F.M.S Delhi University & in International Journals. She has been instrumental in conducting National Seminars and International conferences in the areas of Finance / Risk Management, International business at PHD Chamber of Commerce in New Delhi. She is also on the Editorial Board of International Journal of Trade & Global Business Perspectives and has conducted various MDPs in the areas of Credit Risk in Banks / NPA management / Risk Management.

CORE FACULTY

FINANCE & ACCOUNTING

GOVIND PATRA

ASSOCIATE PROFESSOR - FINANCE

B.E, MBA, CFA, Ph.D.

Has twenty one years of rich and versatile experience in industry and academia combined. He holds a Ph.D. degree from Biju Patnaik University of Technology (BPUT), Odisha and Chartered Financial Analyst (CFA) from ICFAI, Hyderabad. Dr.Patra has also published a book titled "Study of Volatility in Indian Stock Market". He has been a visiting faculty in reputed Xavier Institute of Management (XIM), Bhubaneswar. His area of interest includes Securities Analysis and Portfolio Management, Financial Management, International Finance, Financial Risk Management, Project Appraisal and Mergers & Acquisitions

NIDHI SAHORE

ASSISTANT PROFESSOR - FINANCE

M.Com. Krukshehra University, UGC Net, PGDFM-IMT Gzb., Pursuing Ph.D-FMS, MLSU.

She has more than eight years of experience in teaching Financial Accounting, Management Accounting, Corporate Finance, Infrastructure & Project Finance, Personal wealth management and financial planning, Corporate Taxation and Business Law. Her areas of interest are Indian Financial System & Institutions, Business Environment, International Business and Mergers, Acquisitions & Corporate Restructuring. She has contributed a few chapters to the book 'Export Import Management & Practices. She took sessions in a corporate training assignment "Common Induction Learning (CIL) Module M2" for BHEL's Engineer Trainees in 2011. She has publications in the area of Insider trading, Corporate Governance, Corporate Disclosures and Corporate Social Responsibility has won second prize at National Case Writing & Presenta-

tion Competition 'Paristhiti 2013-14' organized by BVIMR, and presented papers at IIM Bangalore and BITS Pilani.

PALLAB SIKDAR

ASSISTANT PROFESSOR - FINANCE & ACCOUNTING

B.Com (Delhi University), MBA (ICFAI University), NSE Certified Market Professional (NCMP) Ph.D. (Pursuing) Birla Institute of Technology (BIT), Mesra

He has five years of teaching experience at under-graduate & post-graduate levels. His area of interest is Bank Management, Investment & Portfolio Management, Financial Management, Business Economics, Project Management, Research Methodology, Mercantile Law and Corporate Law. He has published his research work in diverse scholarly outlets such as International Journal of Bank Marketing, Computers in Human Behavior, AIMA Journal of Management and Research, International Journal of Business Data Communications and Networking, Journal of Business and Economics, amongst others. Further he has presented his research in various national and international conferences. He is a Professional Member of AIMA and Delhi Management Association (DMA). He is a Life Member of Indian Commerce Association (ICA).

INFORMATION TECHNOLOGY

PUSHPENDRA SHARMA

M. Tech (CSE), MCA

Has Ten years experience in Field of Information Technology & Systems. Areas of interest are Data Communications & Computer Networks, Networks security and Database Management Systems, MIS, E Business, Cyber Law, Cloud Computing and Wireless Mobile Communications.

CORE FACULTY

MARKETING

KIRTI DUTTA

ASSOCIATE PROFESSOR -MARKETING
MBA, Ph.D.

Has rich experience of more than twenty one years in academia & corporate. She has co-authored more than 50 research papers that have been published in national and international journals and conference proceedings apart from contributing chapters in a number of edited books. Her research-based textbook on "Services: Marketing, Operations and Management" (co-authored with Dr Vinnie Jauhari), has been published by Oxford University Press in 2009 and she is currently working on the second edition. Her second book titled "Brand Management: Principles and Practices" has been published by the Oxford University Press in 2012. She is on the Editorial and Advisory board of International Journal on Customer Relations. She has been reviewing papers for The International Symposium on Management, Engineering and Informatics: MEI, since 2009.

SWATI SINGH

ASSOCIATE PROFESSOR - MARKETING
BSc (Hons) Hansraj College (Delhi University),
MBA (Jadavpur University), Ph.D.

She has seventeen years of experience in academics and corporate. She has published a number of research papers, case studies and articles in reputed journals both national and international. Her case studies are available in Oxford University Press online resources in the areas of Services Marketing and Brand Management. She has also presented papers in various National and International Conferences organized by IIM-A, IIM-L. Other than this she has also contributed chapters in edited books in the areas of CSR, Services Marketing and Hospitality Management. She has conducted MDPs in the areas of Sales force effectiveness, Business to Business Marketing

as well as Entrepreneurship. She has also organized numerous seminars and workshops in the areas of Innovating Marketing Strategies, Services Marketing, CSR, Rural Marketing etc.

ORGANISATION BEHAVIOUR & HUMAN RESOURCE MANAGEMENT

ARUN TYAGI

ASSOCIATE PROFESSOR - OB & HR
MHRD, LLB., Ph.D.

Has almost two decades of total experience in HR domain with industry and academics. He has worked for many well-known companies at junior and middle level management positions. He has been associated with various top B schools of Delhi & NCR as a core faculty and also as a visiting faculty. Conducted numerous workshops on 'Stress Management', 'Effective communication', 'Time Management' and 'Organising One-Self'. His areas of interest are Occupational Stress, Training & Management and Labour Laws.

KHAGENDRA NATH GANGAI

ASSISTANT PROFESSOR - OB & HR
MA (Applied Psychology), UGC Net qualified.

MA Applied Psychology from Delhi University, UGC NET qualified. Pursuing Ph.D.in Management from FMS, MLSU, Udaipur and Diploma in Training & Development from Indian Society for Training & Development. Has ten years of experience in academia & industry: Behavioural training & development, research & teaching. Also has experience in the field of yoga & meditation, counseling & psychotherapy. Areas of interest for training include Leadership Development, Team building, Emotional Intelligence, Personality Development, Psychometric Testing, Personal Effectiveness and Interpersonal relationship management. Has ten research papers published in national and international reputed journals. One book review of "Compensation management" by Bhattacharyya, D.K. (2015) for Oxford university Press.

CORE FACULTY

SADHVI

ASSISTANT PROFESSOR - OB & HR
MBA (HR), UGC Net qualified, Pursuing Ph. D.

A topper throughout her academic career, with over twelve years of combined experience in academics and Corporate. Her areas of interest include Organizational Behavior, Human Resource Management, Industrial Relations and Labour Laws, Organizational Change and Development, Leadership Development, Stress Management, Psychological Capital, Values and Ethics etc. She has written various Research Papers in Refereed International Journals with high Impact factor and also presented a Case in International Conference. Has been the Editor of Abhivyakti -the Annual Souvenir of BULMIM. She has organised a number of Workshops, Management Fests, Conferences and Seminars at National and International level. She has conducted MDPs in the area of "Stress Management and well-being" for Corporate.

QUANTITATIVE TECHNIQUES & OPERATIONS MANAGEMENT

PROF. N.S. UPPAL

PROFESSOR - QUANTITATIVE TECHNIQUES & OPERATIONS MANAGEMENT
B.Tech (IIT-D), PGDBM (IIM-A)

He has 30 years experience in Industry and 15 years experience in Academics. His teaching areas are Logistics and Supply Chain Management, Operations Management, International Business and Retail Management. He has conducted faculty training at Pearl Academy of Fashion. He has completed several training and consultancy assignments for Reebok, Titan, HCL, Osram, Dabur, Escorts, TVS and Mahindra and Mahindra. He published a book "Conquering CAT Interviews" in December 2000.

KANIKA GANDHI

ASSISTANT PROFESSOR - DECISION SCIENCE AND OPERATIONS MANAGEMENT

M.Phil.(OR), M.Sc.(OR), University of Delhi, Pursuing Ph.D. (Operations Research), University of Delhi.

Has over 9 years of experience in academia and industry. Her area of interest includes statistics, Business Research Methods, Operations Research, Operations and Quality Management and Supply Chain Management. She has published a number of research papers in national and international journal of repute. She has organised number of Seminars, workshops on SPSS, Management Fest. She has also conducted number of training programs on SPSS.

PROF. (DR) P.C. BASAK

PROFESSOR- DECISION SCIENCE AND OPERATIONS MANAGEMENT

Ph.D (IIT-Madras)

Prof. Basak has obtained Ph.D. in Industrial Management from IIT, Madras. His previous degrees are in Mechanical and Production Engineering from REC (NIT). Rourkela, Prior to teaching, he spent few years in industry and management consultancy. Dr. Basak joined in academics with BITS, Pilani in 1987. He became Professor of Mechanical Engineering in 1998 with C. R State college of Engineering (Now DCR University of Sc. & Technology), Murthal, Sonapat, Haryana. He was also Incharge of MBA Program in that Institute. Dr. Basak has published 24 articles in Indian & foreign journals & also presented 7 paper in conferences. His interest areas are Production & Operations Management, Strategic Management. He is a Fellow of Institution of Engineers (India) and Indian Institution of Industrial Engineering.



PLACEMENT BROCHURE 2016-17



Bharatiya Vidya Bhavan's
Usha & Lakshmi Mittal Institute of Management
Copernicus Lane, K.G. Marg, New Delhi - 110 001, India
Phone: +91-11-23073852, Fax: 23387903
www.bulmim.ac.in



Bharatiya Vidya Bhavan's

Usha & Lakshmi Mittal Institute of Management (BULMIM)

Copernicus Lane, K.G. Marg, New Delhi - 110001

Tel: +91-11-23073852, (30 Lines), 23070911 • Fax: +91-11-23387903

Email: admission@bulmim.ac.in • Website: www.bulmim.ac.in