

MASTER SCHOOL OF MANAGEMENT

Estd. 1996



22 YEARS OF EXCELLENCE

TABLE OF CONTENTS

22
YEARS OF EXCELLENCE

	1	VISION, MISSION & VALUES
ABOUT US	2	
	5	DIRECTOR'S MESSAGE
PROGRAMS	7	
	12	SCHOLARSHIP
MSM EDGE	16	
	18	ADMISSION PROCESS
INTERNATIONAL STUDY & INDUSTRIAL TOUR	20	
	21	PEDAGOGY
MASTER'S PREMIER LEAGUE	25	
	29	CAREER DEVELOPMENT CELL
ENTREPRENEURSHIP CELL	30	
	32	AWARDS & RECOGNITIONS
MSM GRANDMASTERS	35	
	37	KNOWLEDGE CENTERS
FACULTY	41	
	43	EMINENT SCHOLARS
PLACEMENTS	45	
	47	RANKING / RATING
CLUBS & COMMITTEES	48	
	51	CROSS - CULTURAL LEARNING AND CELEBRATIONS
LIFE @ MSM	53	
	55	ALUMNI SPEAK

Vision

We aspire to have value based society, in accordance to it wish to emerge as a centre of excellence and thought leaders in the sphere of business.

Mission

We commit to use education as an instrument, to ensure morally and materially rewarding outcomes to every stake holders.

PEOs Statements (Program Educational Objectives)

- To understand and analyze dynamics of existing and emerging problems and provide a solution.
- To expand the horizons of aspirants and enable them to work in cross-cultural environment by creating an optimum mix of attitude, knowledge and skill.
- To develop entrepreneurs, thought leaders and dynamic manager.
- To channelize organizational efforts to inculcate a sense of social responsibility which must promote sustainable development?

About us

Established in 1996, MSM is a philanthropic, non-profit making organization in the aegis of Siya Ram Kasturi Devi Educational Society, which is a conglomerate of business leaders, academicians and social activists. Situated in the National Capital Region - NCR (70 km from Delhi). MSM is spread across a sprawling, lush green 6 acres campus in Meerut City. Meerut is an industrial hub renowned for its world class sugar, sports goods, jewelry, musical instrument, handloom and scissors. MSM is a vibrant community learning experience where students interact and collaborate with experts and specialists to make it a hub of innovation, excellence and creativity. It is an intersection of disciplines, a launching pad for careers with excellence and values with a high and unique state of mind. MSM provides a perfect environment to pursue brilliance in professional life.

Progressive + Professional “Rducational” Model

We at MSM believe in value based business practices and putting people before profits. Since the inception, MSM is endeavoring persistently and persuasively to impart value based education to the young leaders.

The curriculum of MSM reflects its strong values and methodology in a strategic mix of practical and theoretical aspects in pursuit of excellence in the field of management. Here future is envisioned and molded each day.

- Cross-disciplinary Common Core Curriculum
- Residential Campus combining living and learning
- Value based class teaching
- Very close student-teacher interactions
- Guidance and mentorship for individual students outside classrooms
- Vast opportunities for internship, international exchange and research

Welcome to the Journey of Change and Growth

A culture that demands active participation, an environment of constant learning, seamless cross-cultural interactions, rigorous professional training and coaching, two years that will transform lives – MSM welcomes you to the world of knowledge, insight and information.

MSM promises to inculcate the art of applying the learnings into real world scenarios.

Welcome aboard!



Director's Message

“Real education has to draw out best from boys and girls to be educated. This can never be done by packing ill-assorted and unwanted information into the heads of the pupils. It becomes a dead weight crushing all originality in them and turning them into mere automata.” -Mahatma Gandhi

The sine-qua-non of management education is to generate and provide tools and techniques to foster sustainable growth. For this, the imperative on the part of institutions imparting management education, is to nudge aspiring managers to develop deep insights in the nuances of business – as well as understanding aspirations and behaviours of people. This requires leadership skills, the persuasive art of synthesizing various perceptions and facts, valuing alternatives to take decisions and its quality execution. We, at Master Schools of Management (MSM) believe that the education, management education and for that matter of any other stream, irrespective of its loftiness essentially should make youth either employable by industry standards or effective entrepreneur so that they create value and lead a professionally rewarding life. The importance of this role of education – i.e. turning youth entrepreneur or efficient professional is apparent from the fact that values, beliefs and ideals inculcated in students will tangibly impact society by giving youth the opportunity to put them in practice in their professional lives. Therefore, every aspirant manager must be empowered with optimum mix of knowledge, skills and attitude to solve the existing and emerging problems of corporate and professional life. In more than two decades of its existence, MSM has given top priority to impart such skills and knowledge sets that enhance employability of students, make them cross functional and above all, provide tool and techniques to steadily move higher and higher in the ladder of learning. As it has been proved time and again that the acid test of knowledge and skill is in staying relevant in the ever changing market and employment scenario. Thanks to the rapid strides of Artificial Intelligence (AI), Robotics and BIG DATA, the challenge of staying relevant is more pronounced today than ever. This fact has to be underlined that not only the mundane but even creative jobs will vanish and it will happen much early than expected. These disruptive technological changes will alter not only employment scenario but also have serious social and ethical implications. Human intellect is the key to innovation and creativity, therefore it can meet any challenge expected or unforeseen, it will successfully manage this highly disruptive and game changing technological scenario. But the issue is how and what management education will contribute in this process. Among the several functions of management, managing transition, that too painlessly is very crucial and this game changing technology has put it to severe test. Education, management or otherwise, needs to meet this challenge and assign priority to inculcating and fostering creativity and innovativeness.

The other important aspect of management education is to create dynamic leadership which is all about adding value so that organizations become instrumental in realizing aspirations of all stakeholders in a harmonious manner i.e. business should generate profit but not at the cost of workers and customers, like wise employee's career and other aspirations must be fulfilled but not at the cost of organization. Thus the challenge before management education is to develop leadership skills – which could provide tools and techniques to align interests which are per se building relationships on trust, dignity and complementary to competencies and skills. The relevance of leader is in sustaining relations, especially during tumultuous and adverse conditions. Management education should persuade and make students imbibe the lesson in letter and spirit that adheres to values, pays in tough time and humbleness of mind and commitment to values, which are touchstones of leadership. Therefore, art of cultivating and enduring relationship should be another pillar of management pedagogy, which MSM consciously adheres to.

Biggest hurdle in steady growth on excellence curve is the attitudinal attribute of complaisance and India is facing a paradox of very high professional degrees and low employability. As repeated in media that only a small fraction of the professional graduates are capable to handle task independently hence we, at MSM, consciously endeavour that we are not stigmatized by this trend. Therefore, our emphasis is more on learning by doing. For it besides the conventional practice of Summer Internship and with the active collaboration with corporate, aspirant managers are engaged in live projects to come out with creative and effective solutions. This practice develops the habit of meeting time lines and deliver results within constraints. In brief, to develop future leaders in the industry, aspirant managers have to open up to new ideas, experiences and constantly internalize knowledge and learn to evolve institutional wisdom. Only then youth can become capable of take responsibility independently and delivering results with utmost regard to moral values-in which concern to society and organization that is aligned with personal gains.

I, on behalf of MSM wish you all the best in career and life.

Dr. Satendra Soam
Director



Programs & Admissions

Master School of Management strives to give its students' academic excellence. Its programs are designed to assist young leaders i.e. its students in becoming action-oriented strategic thinkers. The course structure has been developed keeping in mind constantly changing business scenario. MSM trains aspiring managers to have strong analytical foundation and with the ability of interpretation.

The course curriculum is divided into extensive training of two years. The first year focuses on creation of a solid theoretical base consisting of latest development in the concepts, theories, techniques, skills and deciphering nuances of management. Whereas, the second year concentrates on application of learning in real life, scenarios commencing from summer internship, industry projects, and culminating in developing business plan and insistence on putting them in to practice. These pedagogical initiative have paid rich dividends in term of faster growth in career of our students joining Corporate and also being successful entrepreneur who wishes so.

MSM understands that Information Technology has now become a constant in current business world. One cannot afford to lag behind in order to execute the desired. Information Technology thus remains mandatory for all students in addition to the specialization they opt for.

Programs

PGDM (Post Graduate Diploma in Management)

Two year full time PGDM (Approved by AICTE, Ministry of HRD, Govt. of India.)

In the context of current business scenario, in addition to business acumen, understanding the organic inter-relationship between business and society is an imperative or indispensable. PGDM at MSM is designed to offer you management tools integrated with reality to raise your thinking to strategic level and make your actions across the functional areas and daily operation effective. The course structure at MSM has been designed to develop professional managers, who have strong analytical foundation in key functional areas and can perform in hi-tech global environment, with strong undercurrent to foster sustainability. The first year is devoted to introduce the essential models and tools that become catalyst to evolve thought leaders and change managers. Second year curriculum is designed to provide opportunity to fall back on their first year learning, experiences of summer internship augmented by interactions with faculties and corporate achievers to develop their professional plan.

Information Technology has been given special thrust and is mandatory for all the students in addition to the Dual Specialization they will opt for.

Specialization Offered :

- Human Resource
- Marketing
- Finance
- Business Analytics
- International Business
- Operations

Bachelor of Business Administration (BBA)

Master School of Management, a premier B-school in India for last 22 years, imbibing the nuances of management education, underlines the fact that learning potentials of youth very often impairs after secondary education. This happens largely because of lack of clarity of purpose, disconnect in skills and degree and many a times, students do not get appropriate learning environment. We sincerely endeavour to fill this gap by realizing that apart from prescribed curriculum a lot more is needed to shape the learnings of youth to make them employable. Now a days, the ever widening and deepening scenario of competition, a young graduate must have dynamic and standardised skill-sets as per the changing needs of corporate and society. Therefore, professional institutions need to go an extra mile to mark the difference.

Bachelor of Business Administration (BBA), at MSM is three-year full time degree course affiliated to Ch. Charan Singh University, Meerut (a leading government university) with following powerful Add-on employability features :

- Training for Business Analytics
- Training for National Stock Exchange (NSE) Certification
- Training for Digital Marketing
- Training for Aptitude Test
- Student Exchange Programme- International & National
- Internship with Industry every year



PGDM Program Structure

First Year - The Core Edge

Trimester-1
 Business Communication-I
 Information Technology - I
 Marketing Management - I
 Operation Management - I
 Managerial Economics
 Quantitative Methods
 Financial Accounting
 Management Principals & Practices
 Business Ethics & Professional Values
 Trimester-2
 Business Analytics-I
 Business Communication-II
 Information Technology-II
 Marketing Management-II
 Organization Behavior
 Management Accounting
 Business Environment
 Business Law
 Operation Research
 Trimester-3
 Business Analytics-II
 Human Resource Management
 Financial Management
 Information Technology-III
 International Business
 Consumer Behavior
 Strategic Management
 Research Methodology

SUMMER INTERNSHIP

8-10 weeks of Industry Exposure

Second Year - The Specialist Edge

Trimester-4
 Information Technology-IV
 Four First Elective
 Four Second Elective
 Trimester-5
 Four First Elective
 Four Second Elective
 Trimester-6
 Integration Paper-1
 Integration Paper-2
 Mandatory Specialization
 Information Technology
 Computer System: Basics of Computer System, Networking System, Windows 2008 Server, Windows XP, Windows 7
 Office Automation Tools and Programming: MS Office 2003, 2010, Advance level Excel, SPSS, Programming Aids and Techniques, C, C++, HTML, DHTML, Java, VB Script, VB.Net
 Database and other Management Tools: DBMS, RDBMS, MS Access, Oracle 8i, PL / SQL, Data Warehousing and Data Mining, MIS, DSS and EIS
 Emerging Trends: e-Commerce, m-Commerce, Wireless Technology, ERP, Embedded System and its emerging trends, Knowledge Management System, Cloud Computing

Electives

Marketing
 Advertisement & Sales Promotion Management
 Business Marketing
 Global Marketing Management
 Brand Management
 Retail Marketing
 Rural Marketing
 Sales & Distribution Management
 Service Marketing
 Digital Marketing
 Integrated Marketing Communication
 Strategic Marketing
 Marketing Models
 Product Management
 Finance
 Company Law & Governance
 Corporate Tax Planning
 Cost Analysis & Decision Making
 Indirect Tax Management
 International Financial Management
 Management of Financial Institutions
 Security Analysis and Portfolio Management
 Derivatives & Risk Management
 Financial Reporting Analysis & Standard
 Strategic Financial Planning
 Advance Cost & Management Accounting
 Investment Banking
 Valuation
 Merger & Acquisitions
 Wealth Management
 Financial Statement Analysis
 Financial Modeling Using Spreadsheets
 Human Resource Development
 Compensation Management
 HR Analytics
 Legal Framework of Industrial Relations
 International Human Resource Management
 Performance Management
 Training & Development
 Strategic Human Resource Management
 Recruitment & Selection
 Managing Knowledge Workers
 Organizational Development & Change Management
 Psychometric Testing

International Business
 Exchange Rate Exposure & Risk Management
 Export Management
 Foreign Trade Policy of India
 International Business Environment
 International Financial Management
 International Logistics
 International Marketing
 Regional Trading Agreement & WTO
 Operations
 Goal Programming in Management
 Logistics & Supply Chain Management
 Materials Management
 Operations Research
 Production Planning & Control
 Service Operations Management
 Total Quality Management
 Transportation Management
 Strategic Management
 Change Management
 Core Process Re-engineering
 Learning Organizations
 Mergers & Acquisitions
 Project Management
 Strategic Financial Management
 Supply Chain Management
 Turnaround Strategies
 Business Analytics
 Web Analytics
 Retail Analytics
 Banking Analytics
 Financial Services Analytics
 HR Analytics
 Marketing Analytics
 Optimization Techniques
 Financial Data Modeling
 Machine Learning
 Econometrics
 Statistical Modeling
 RDBMS & Data Warehousing
 Statistics with R

BBA Program Structure

1st Year

Semester – 1

Business Organisation
Business Mathematics
Principles of Economics
Book Keeping and Basic Accounting
Business Laws
Fundamentals of Management
Business Ethics
Environmental Studies

Semester – 2

Organisation Behaviour
Business Communication
Indian Economy
Business Statistics
Business Environment
Principles of Accounting

Internship 1

2nd Year

Semester – 3

Advertising Management
Indian Banking System
Human Resource Management
Marketing Management
Company Accounts
Company Law

Semester – 4

Consumer Behaviour
Financial Management
Production Management
Sales Management
Research Methodology
Operation Research

Internship 2

3rd Year

Semester – 5

Managerial Economics
Entrepreneurship & Small Business Management
Income Tax
Cost and Management Accounting
Industrial Law
Fundamentals of Computer

Semester – 6

International Trade
Strategic Management & Business Policy
Vat & Service Tax
Management Information System
Auditing
Fundamental of E-Commerce

Internship 3

Scholarship
Upto 50%
in Tuition Fee



Financial Reward (Scholarship) at MSM

The corporate hiring strategies have evolved over a period of time and salaries have become higher. To justify this hike, these corporates hire smarter people for the same position. As a result of this and to improve the standards of managers that MSM sends out to the corporate world, we have introduced the Financial Rewards Program. The MSM Financial Rewards Program is an olive branch for the meritorious candidates and provides encouragement in guise of lower fees on the basis of merit. The financial rewards offered by MSM are under various categories.

PGDM Criteria

Acknowledgement of Past Academic Performance / Management Aptitude

Past Academic Record		Acknowledgement of better Management Aptitude	
Academic Record	Financial Reward (Scholarship)	CAT/XAT percentile	Financial Reward (Scholarship)
Throughout 70-79%	20%	61 to 70 percentile	20%
Throughout 80-89%	30%	71 to 80 percentile	30%
Throughout above 90%	40%	Above 80 percentile	40%

BBA Criteria

Acknowledgement of Past Academic Performance / Management Aptitude

Past Academic Record		Acknowledgement of better Management Aptitude	
Academic Record	Financial Reward (Scholarship)	UGAT/IPMAT percentile	Financial Reward (Scholarship)
Throughout 70-79%	20%	75 to 80 percentile	20%
Throughout 80-89%	30%	81 to 90 percentile	30%
Throughout above 90%	40%	Above 90 percentile	40%

* Scholarship is at the sole discretion of Master School of Management.

Other Scholarship Criteria

To Promote Women Empowerment

To empower women, MSM offers 10% Financial Reward (Scholarship) in tuition fee to girl students

To promote Start-up India

Start-up India is a phenomenal initiative by the govt. of India. To promote entrepreneurship, MSM has taken a unique initiative. MSM will support the MSMians who wish to start their venture in the following manner :

Professional Support in :

Formation and registration of companies, preparation of project report for banks and financial institutions Management support for the development of management systems for the smooth functioning of the business and allied issues. Apart from professional support, MSM will offer 10% of the tuition fee as seed money for the venture.

*A candidate may be eligible for Financial Reward (Scholarship) in multiple categories but maximum Financial Reward (Scholarship) can be offered only upto 50% of the tuition fee.



MSM Edge

Student Benefits

- Developing ability to imbibe the management theories and contextualizing their application in real business world
- Honing research skills by undertaking action and empirical research projects.
- Inculcate ability to evaluate multiple alternatives - through multifunctional assignments.
- Enhancing leadership and management skill through live projects and getting firsthand experience of managing risk.
- Learning by interaction with academicians of national and international repute and practitioners of management and business leaders from diverse fields.
- Developing decision making abilities through participation in virtual business.
- Learning to live and work in cross-cultural environment.

For the Corporates

- Prospective employees with unique mind set to deliver despite constraints.
- Student Managers with judicious mix of knowledge, skill and attitude.
- Incumbents possessing broad vision rooted in ground reality.
- Equipped with the skills to dovetail comprehensive management practices with emphasis on key functions.
- Proactive managers with keen sense of sustainability and regard to values.

For the Society

- MSM endeavors to transform society through imparting value-based education.
- MSM is synonymous with values, innovation and continuous improvement.
- Unique blending of tradition and modernity.



Admission Process

The Admission Committee at MSM seeks outstanding students who have the potential to become exceptional managers and leaders. It is particularly interested in individuals who have demonstrated leadership capabilities and strong motivation in both academic and professional pursuits. Maturity, breadth of purpose, and a desire to have an impact are other traits of interest to the Admissions Committee.

Verifiable evidence of leadership, initiative, and a superior capacity for high-level work productivity will be evaluated through the evaluation process of MSM.

PGDM Eligibility :

The candidates fulfilling the following criteria are eligible for the programme-

- The candidate must hold a Bachelor's degree with minimum 50% marks in aggregate of all the subjects from any of the Universities recognized by the AIU/UGC or AICTE, or possess an equivalent qualification recognized by the Ministry of HRD, Govt. of India. Candidates appearing for the final year degree examination in the year 2019 can also apply.
- The Bachelor's degree or equivalent qualification obtained by the candidate must entail or minimum of 3 years of education after completing Higher Secondary Schooling (10+2) equivalent.
- A candidate must have a valid score in CAT/XAT/MAT/ATMA/CMAT.

BBA Eligibility :

- 10+2 in any stream with a minimum of 50% marks.
- Selection Criteria : As per Rules of the U.P. State Government/CCS University, Meerut.

Online Registration

Management aspirants can apply through the following process:

Log on to <http://msmindia.org/site/admission>

- Step 1 Register / Login
- Step 2 Fill the application form
- Step 3 Upload documents
- Step 4 Online payment
- On successful payment, a system generated e-mail containing the transaction id and other details will be sent to the registered email id of the candidate.
- After successful submission of application form the candidate will receive the system generated copy of their application form and will be informed about the schedule of Case Analysis and Personal Interview (CAPI)

Opportunity to be Part of Global Workforce

International study and Industrial Tour provides a management student the opportunity to experience and explore the economic, political and cultural nuances of markets around the world. These structured trips help young minds go beyond books and get a first hand experience of global work environment both intellectually and emotionally which equips them to learn and lead on a global format.

Aimed at intensifying and strengthening the classroom learning, MSM study tours offer students a chance to apply their classroom lessons in business culture of their chosen country or region. During the trips, students meet with leading executives and government officials while visiting businesses, factories, educational institutions and cultural sites. They get a chance to interact with and learn from students from the chosen institution and get to know how management education is being approached in various parts of the world.

These study tours are organized with the help of student teams in order to give them an opportunity to understand different aspects of planning and to lay the groundwork for future international internships and jobs. They turn out to be great platforms to build up a strong network of connections on an international front.

MSM goes a step ahead to train its students as per the need of the dynamic global environment. It is imperative to provide International Exposure to students to make them globally employable. MSM has strong association with number of foreign universities and multinational corporations operating in various countries. As a part of curriculum, students are taken on an International Study Tour during PGDM Programme to countries like Dubai/ Singapore / Malaysia/ China/ Thailand etc.

The objective of the international study tour is to:

- Provide students global exposure and enable them to develop out of the box thinking
- To help students gain first hand information regarding functioning of the industry outside their native country
- Taking the trip with the other students is a great chance to bond with each other and learn to potentially help each other
- To create a platform of opportunities to plan, organize and engage in active learning experiences both inside and outside the classroom at a global level
- To provide deep understanding into the real working scenario of the industry and markets outside ones own country
- To help students visualize themselves in their future working place, take challenges head on and make aware decisions.

International Study & Industrial Tour



Royal Selangor



Yakult



PKT Logistics

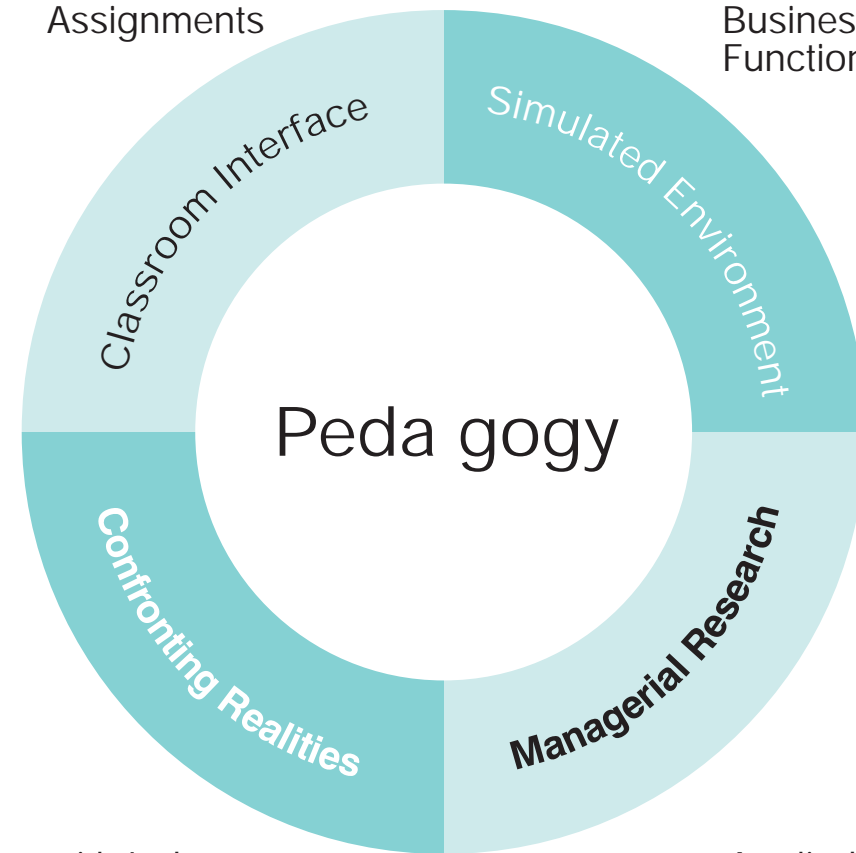


Management & Science University - MSU



Interactive Learning
Case Analysis
Assignments

Masters Premier League
Business Nuances
Business Simulation of
Functional Areas



Live Projects with Industry
Start-up Incubation
Internship

Applied Research Projects
Research Paper Writing
Researching Rural-Urban
Dynamics

Pedagogy

MSM has always aspired to be the vanguard for providing informed and efficient professional to the industry who have the ability and desire to be innovative and effective leaders.

Over the years MSM has developed its abilities in multifarious ways to comprehend the dynamics of change in business and society – and the challenges and opportunities generated in the process of change. Enriched by experience and constant endeavors for excellence, MSM enrich students with the abilities to deal with the myriad complexities with cool dexterity.

The teaching-learning process at MSM is a judicious mix of broad spectrum of innovation as well time tested practices

MSM Learning Pedagogy

In Class Instruction :

Faculty Lectures
Guest Lectures
Assignments
Open Book Examination
Multimedia Lecture
Scenario Analysis, Case Analysis
Group Discussions
Quiz
Group Presentations
Role Play
Online Submissions
Debates
External Learning
Summer Internship Program
Industrial Visits
Live Projects
Seminars and Summits
Research Paper Presentations
Industry Scenario Learning
Business Simulation Games
Business Plan Presentations
Business Analysis
Action Research

At MSM students come from diverse cultural and social backgrounds, therefore individual attention is a top priority and integral part of pedagogy in order to neutralize the deficiencies and enhance the strengths. Various programs are carried out on an ongoing basis in order to build individual talent and work on personal development.

Few mandatory trainings carried out during the academic tenure:

- Personality Development
- After Class Tutorials
- Business Communication
- Behavioral Training
- I.T. Tools Training

PAPER PRESENTATION

Understanding of a topic in its entirety takes shape when penned down. Students grasp over a subject is best understood by how they pen it down in their own words. Papers written and presented, are brainchild of extensive study gelled with literary acumen. Knowledge enrichment and creativity: is how MSM look at paper presentations and, thus, it is of utmost priority to us that we persuade the students to write and present papers on various topics. At MSM Paper presentation has been proved a time tested effective tool of expanding the knowledge base, building confidence, improving oratory skills are some of the frills that students associate with paper presentations.

At MSM, in-house paper presentations are held at the institute at regular intervals to inculcate and upsurge the eagerness to study and engrave the understanding. Each student is provided with plentiful opportunities to present papers, not only at the institute itself but also at various other institutes of international repute like IIMs and ISB, Hyderabad and management bodies like AIMS, All India Management Association, Madras Management Association and host of other national and international forums. Our students have added many feathers in their caps, and also of their alma-mater by winning recognition and laurels in research paper presentation at various forums.

RESEARCH PROJECT

Tactical analysis and prudent interpretation is a hallmark of a business leader. Management horizons recognize the magnitude of research and development and research methodology in decision making. At MSM, students are actively engaged in research projects to develop skills and attitude to investigate and analyze issues and revalidate existing facts in systematic manner. Research projects at MSM are means to encourage students to explore new horizon of knowledge and develop inquisitiveness, creativity and innovativeness.

BUSINESS PLAN

With opportunities galore, entrepreneurial skills in budding managers are set to face stern test from counterparts around. In a world, where survival of the fittest is a proven phenomenon, a well knitted business plan and its' precise execution is the need of the hour. However, the onus is on the individual to come up with a feasible plan that has been given a shape after much deliberation on all facets of business. It is this aspect of learning that makes the contribution of an institute very much pertinent. The guile of a student, eagerness to learn the nuances of the trade coupled with the untiring effort of the faculty to polish the aptitude and mould the attitude, instill an idea of a realistic entrepreneurial venture ahead.

We, at MSM, not only provide the platform for presenting such business plans but also are in constant pursuit of refinement, as our students regularly get a chance to lock horns with their future competitors at various events across the country, judge themselves and be the beneficiary. Some business plans presented at MSM have indeed turned in business ventures.

DATA ANALYTICS

With the advent of information technologies and powerful computational tools, data analytics is used in nearly all stations. Activities like predicting the next oil price, creating new financial instruments, reducing the costs of seeds in a field or even selecting the next baseball team, all use data analytics. Data analytics in MSM is delivered through Activity Based Learning (ABL) a third generation learning technique. In this students directly learn the industrial application themselves by performing the data analytics activities during the sessions. Students learn to create financial dashboards, create tool for sales force management; solve customer segmentation problem, macros and much more during the program from the experts who have rich experience in the analytics field. Students are given an exposure to the big data which is repeatedly predicted to be the next best thing in the world of business and analytics. As the amount of digitized data in the world doubles every year and only less than 1% of it is analyzed, the demand of the analytics jobs is set to increase. At MSM we realize the changing needs of the business and prepare our students to be employable in analytics in the future.

CORPORATE STORIES

Every organization at every stage of its existence has a story to tell. It may be the story of a visionary start-up or a heroic turnaround; it may be a tale of exemplary business ethics or the successful handling of crisis. The same holds true for business leaders. At every stage of a manager's career, there will be a story to tell – be it that of an ambitious entrepreneur, a management graduate recruit or a newly appointed CEO.

Leaders like J.R.D. Tata, Dhirubhai Ambani, Azeem Premzi, Sunil Mittal, Rahul Bajaj, Nandan Nilekani, Kiran Mazumdar Shaw, Indira Nooyi, Ratan Tata, Kumar Mangalam Birla, Narayan Murthi, Dr. Md. Yunus, Karshanbhai Patel, Dr. E. Sreedharan and many more, over the years shown consummate grit, resilience and spirit to top the charts and created their own stories that are a source of inspiration and learning to today's budding managers.

Here, at MSM, students share and compete in presenting the history created by such master craftsmen, through Corporate Story Competition, conducted every month.

MANAGEMENT SEMINARS

A good manager is expected to possess multidimensional knowledge and not only proficiency on a specific subject matter. It is also believed that knowledge quotient seem to expand when ideas are exchanged with peers. It is this philosophy that has led to conduct Seminars at regular intervals wherein students are encouraged to exchange and share their learning on a particular topic. One of the foremost pre-requisites for students at this level is the oratory skills and being able to convey their message through delivering basic oral presentations. Frequent participation in seminars induces students to explore new horizons and also infuse a sense of confidence in delivery.

DEBATES & PANEL DISCUSSIONS

It is highly imperative that students learn to adapt situations and be able to persuade others in the way they interpret that situation. It requires factual accuracy and logic to turn the tide in ones favor. It is these qualities that a Debate develops in a student. Though logical consistency, factual accuracy as well as some emotional appeal to audience are important elements of the art of persuasion, in debating, one side often prevails over the other side by presenting superior "context" and/or framework of the issue, which is far more subtle and strategic. All these, within a rule based framework, defines how they will interact. The major goal of conducting debates is to develop one's ability to play from either position, either speaking affirmatively or negatively, with equal ease.

Master Premier League

BOOK REVIEW COMPETITION

Reading is habit that leads to learning. But for that, proper understanding and meaningful interpretation is necessary. Individuals are often referred to as management gurus, business leaders and scholar of eminence when they pen down their experiences, the books are bestsellers. These books speak about philosophy, ethics, experiences of life, strategy, decision making under stressful situation, managing self at difficult times and many more.

MSM students not only get the opportunities to read such books but also share their understanding and learning with fellow students through the platform of Book Review Competition.

NEWSMASTER

Constantly changing economic scenario round the globe has resulted in fluctuating fortune for business houses. Those better equipped for such a debacle survived; others perished. The entire hard work assimilated over the years fizzed out in smoke for being too lackadaisical to accumulate, analyze and act according to happenings around. It is, thus, of utmost importance that one must keep himself updated with information involving various activities around him and be ready to offset the threat it possess or identify the opportunities and derive maximum benefit out of it.

'Newsmaster', at MSM, is one such program, by the students, that amass information about all such developments and disseminates it to the entire MSM family every fortnightly.

BUSINESS SIMULATION

Application of theoretical acumen at ground realities effectively to achieve a desired result is what is expected from a manager. Thus, it is very much relevant that we provide a platform to students to apply their learning. It is like running an industry, in a virtual environment. The students assume different roles of CEO, CFO, CMO and COO in a compact team. In-house Simulation Games exactly provides this opportunity to every student. The recognition follows, as the standout performers, represent the institute at national and international level competitions.

Scintillating performances and the laurels achieved by our students, over each of the last six years, at the National Student Management Games (NSMG) conducted by All India Management Association (AIMA), has made MSM a name to reckon with in B-School circles across the country.

QUIZZING

Quizzing intermingle academics with fun. Accounting Quiz, IT Quiz and Management Quiz are regular features in the academic calendar. Staying updated with the developments around in different functional areas assist students in decision making. Quiz enhances the receptivity, resulting in improved knowledge quotient of the students that keeps the door of their minds open, which is aptly echoed in the words 'when smart people works, doors are unlocked'. Winner of in-house quiz competition are rewarded with the privilege to represent the institute at national and international level competitions organized by AIMA, AIMS, Business Today and Corporate houses.

UNIQUE INITIATIVES WITH PEDAGOGY

Analytic Lab:

Executives today are wrestling with business decisions where a better understanding of data at a very deep level can make all the difference.

When business analytics technologies are hardwired into your business processes, the results can be a sharpen view of the patterns & signals buried deep below the surface of your data. That's a competitive advantage really.

The kind of predictive insight that can be obtained from business analytics—could be a game changer for industry like retail, Pharma, Telecom, Automobile, FMCG and many others. Smarter choices – lead to real business value.

The students get opportunity to work in the Business Analytic lab, which equips and empower the prospective managers, to analyze large quantities of data to draw inferences by using sophisticated, statistical tools and advanced software. This will help them to deal with upcoming domain of "Big Data"

On the Shoulders of the Masters:

"On the Shoulders of Masters" is a unique pedagogical tool to acquaint the budding manager with the thought process of the business and social leaders. The students get opportunity to learn how the great ideas are crystallized from the facts/ observations and theories are formed that transform the lives and changed society and business for ever. Since this program draws eminent thinkers, corporate leaders and academics in to the institute on regular basis, therefore students get opportunities to interact with them collectively and individually

BULLETIN- THE NEWSLETTER COMMITTEE



BRAIN WAVERS- THE QUIZ CLUB





Creating Citizen Social Responsibility Attitude Through Extensive Training

Honing entrepreneurship and management practices for sustainable development:

To comprehend the challenges of sustainable development and evolve suitable management practices, the institute has initiated a live project in vermi-compost. The students after completing the SIP are encouraged to join the live project of producing and marketing of vermin compost. In this endeavor, the students constantly interact with the farmers facing soil degradation and increasing cost of cultivation on account of indiscriminate use of chemical fertilizers and insecticides.

The institute provides the paraphernalia to run the project and the students manage the recurring expenditure while calculating profitability of the venture, the cost of assets are accounted as imputed cost. The profit of the project is partially ploughed back into the project and partially used for student welfare activities. In case of loss the burden is borne by the institute.

This unique pedagogy helps to hone the entrepreneurship skills and make them socially responsive manager. The project also helps them to understand the dynamics of rural society and necessity of evolving sustainable management practices that puts people and planet before profit. Realizing that there are misconception not only in one section but also among aspirant managers that management education and corporate are all about money, power and glamour. And CSR activities are actually measures to promote corporate image. The institute is endeavoring to dispel these myths and promote responsive business practices for which these specifically following program are designed and launched:

Rural Extension Program- sustainable agriculture is at the top of the agenda

The live project of vermin-compost, as discussed above is being used as an effective instrument to it, but it has limited capacity to engage students in operations. Underlining this fact, the institute encourages students to join the extension activities and enter in direct dialogue with stakeholders- mainly marginal and small farmer in its immediate vicinity. The activities undertaken are to educate farmers about the detrimental effects of indiscriminate use of chemical fertilizers and the insecticides and work with them to gradually evolve sustainable agricultural practices to replace the existing high cost and nature taxing methods of cultivation.

Quality of education in rural elementary schools

Realizing that quality of elementary education is the foundation upon which edifice of knowledge and skill rests. But, unfortunately the quality of education in public funded elementary schools is far from satisfactory. Empirical researches have proved that indifference on the part of the community towards these institutions is one among the reasons resulting in low learning. Therefore, the institute encourages the aspirant managers to interact with children, teachers and parents to create a healthy learning environment. For this, the institute has adopted a couple of elementary schools in the vicinity.

Building Capacity of Elementary Teachers of Budget Schools

In addition to it, understanding the dynamics of the elementary education system, the institute organizes skill and emotional development workshops for the budget (low cost) private elementary schools which cater the educational need of the children of lower middle class. The significance of these capacity building programs is apparent from the fact that teachers of these schools do not get any institutional academic support. This attempt of MSM is a modest endeavor to fill the void.

Responsibility towards needy patients

Meerut city has also emerged as an important medical hub and people from far flung areas come to the city for treatment. Many a time, these people are in dire need of assistance ranging from seeking appointment to appropriate medical professional to blood for transfusion. MSM, enter in alliance with LLR Medical college and regularly not only organizes blood donation camps but also make available student donor on call. This serves dual purpose of dispelling fear of blood donation among community

Career Development Cell

Virtually autonomous functional cell, helps the student managers by providing guidance in career planning, in-house training, summer internship and job placement. Services of the cell are under the guidance of faculty members assisted by Training and Placement Officer.

CDC, however, is not just about student placement. Its primary objective is to assist our students acquire the skills and proactive mindset that not only help them to get the first managerial job, but also prepares them for lifelong career development in today's volatile business world. MSM's close proximity to the national capital is an added advantage for the students to have instant access to the multinational business community functioning from Business Hubs of National Capital Region. MSM's location also encourages members of the business community to visit the institute both for informal meetings and job interviews. To achieve this goal, CDC provides a wide variety of services that are essential in the overall career development of the student managers.

The Career Resource Centre (CRC)

CRC maintains complete records of recruiting companies and students recruited, annual reports and volumes of job-search and industry-related reference books, DVD's of corporate presentations, CDC organized workshops, grooming classes. A Career Search Terminal is also available in MSM's computing lab.

Career Counseling and Planning

In knowing exactly where one is to head or ready to explore options, CDC plays the role of a dynamic partner in the process of identifying the career path. CDC provides first-year students with the skills needed to conduct a successful search for a summer internship. Right from the first Trimester, workshops and programs instigate them to assess their skills and values, define their career goals, prepare a resume, hone their interviewing and networking techniques, and conduct a successful job search. The students also benefit from panel discussions with alumni and second-year students and participate in mock interviews organized by CDC and administered by the MSM student clubs.

Industrial Awareness Program

CDC enables MSM students to visit a number of large industries and to meet with leading corporate representatives, including alumni, and learn about different industries, organizational cultures, and corporate environments. These type of meetings are not job interviews, rather information sharing sessions in which corporate advisors share their knowledge, insight, and experiences.

Summer Internship Program (SIP)

Master School of Management, is very particular on practical training of the students. As we understand, class room lectures prompt the students to conceive particularities of ground reality. Practical training, by its' implied nature imparts the students a sense of universal conviction and such conviction forms the basis of their capability which enables them for taking responsive decisions as managers.

The summer training also stimulates in shaping the sense of skills and abilities and interests of the students. In order to succeed, it also helps in providing the additional focus in identifying the areas where they need to develop deeper knowledge and skills.

As part of the curriculum, each student is required to undertake a project work of direct relevance to the concerned organization for a period of approximately eight weeks. For eight week students works in the mentorship of a senior manager of the company as well as senior faculty member of the institute. Besides, working in the company the students undertake project to understand the enterprise in the holistic manner. For this students interact and collect facts from various stakeholders as well as from the enterprise. After that, such data is processed and analyzed to provide findings amenable to assist the decision making of the enterprise. On the one hand particularities of such investigation convert the impression of the students into real field experience and on the other help the enterprise to formulate it's decision with some amount of reliability. The student is subsequently required to appear for a viva-voce before a panel of experts to present the findings. MSM through industrial interface, management development & career development cells facilitates students in getting placed in various corporates for summer training to learn under the guidance of practicing managers.

Placement Brochure

CDC prepares a placement brochure wherein resumes of students are systematized indicating geographical areas of interest, language skills, professional acumen and other categories. Circulated to large number of leading employers through-out the country, this brochure facilitates employers to contact students directly or arrange interviews through CDC.

Placement

CDC functions as a catalyst between the companies and MSM students by organizing interview at MSM Campus as well as in corporate houses. CDC plays a highly proactive role in matching the right students with the right jobs.

Corporate representatives come to MSM to interview students for full-time employment; first-year students are interviewed for summer internships. Most recruiting companies give corporate presentations in which they describe their activities and strategies and discuss career opportunities and employment requirements.

Entrepreneurship Cell

There is a traditional believe that entrepreneurial talent is an innate trait. However, we at MSM realize that, experiences across the world are at variance to this traditional belief. Therefore, we believe that entrepreneurship can be honed through interventions of constructing environment to shape attitudes, inclination, generate passion to take challenges headlong to eventually to take calculated risk to create a change, to touch lives instead of just managing the status quo.

The Entrepreneurship Cell at MSM aims at manifesting the latent entrepreneurial spirit of the students and motivates them to start up their own enterprise. For it the cell works objectively to inculcate entrepreneur skills, by persuading students to come up with innovative business ideas and get the feasibility of such projects tested by experts of cross-functional spheres at the expense of the institute.

In collaboration with Venture Capitalists, we provide our students funds, mentors and incubation at early stage to give wings to their dreams. Mentoring for the students who are interested in pursuing entrepreneurship would be done in the incubation centers at premier technology and management Institutions like IIM Lucknow and IIT Kanpur. The entrepreneurship cell also does advocacy of projects of the budding entrepreneurs with the financial institutions and regulatory authorities.

To promote entrepreneurship MSM provides 10%* of the tuition fees as the seed money for the venture.

ENTREPRENEURSHIP CELL MEMBERS

* (The business plan of the student studying at MSM is evaluated by people from Academia and industry to check the viability of the project in all aspects)

Aditya Awasthi (Unnao), Anit Jindal (Meerut), Aniket Goyal (Calcutta), Diksha Shrivastav (Bokaro), Mahima Bansal (Roorkee), Shubham Pal (Ratlaam), Smita Kumari (Kodarma), Vikash Kumar Chauhan (Meerut), Lovlesh Gadkhari (Ratlaam), Nitika Rai (Varanasi), Tarak Shrivastav (Meerut), Harsh Pahawa (Meerut), Harshita Anand (Patna), Simran Kumari (Patna), Riya Bhadana (Meerut), Himank Plawat (Delhi), Saba Saifi (Meerut), Umair Ansari (Meerut), Mohd. Zameer (Meerut)





Award & Recognition 2018

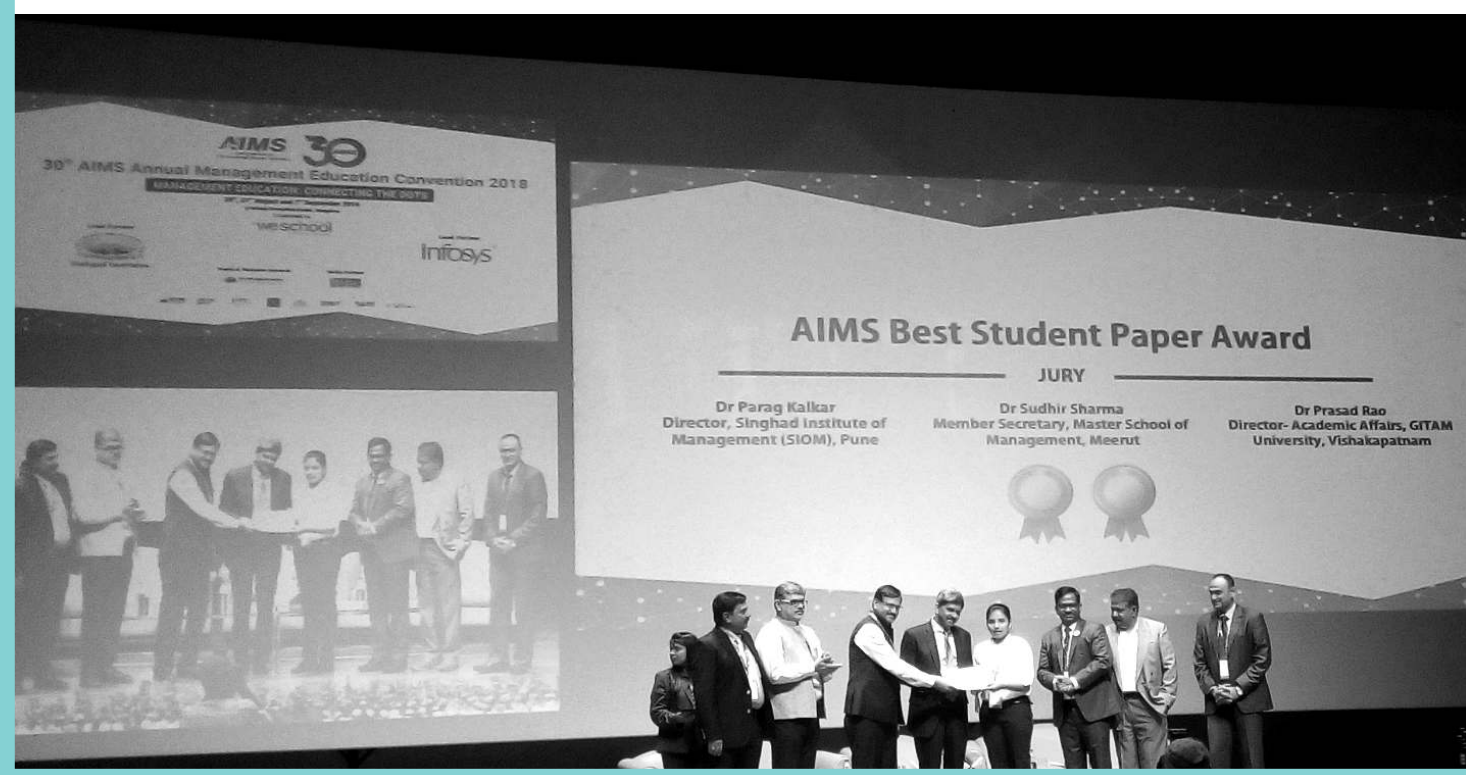
MSM is proud to share with you the Golden achievement of our PGDM 2nd Year student Mahima Bansal. Mahima won Gold Medal for Research Paper Presentation held by Association of Indian Management School (#AIMS) during the 30th AIMS National Management Education Convention at Infosys Bangalore. Hosted by WeSchool, Bangalore & Infosys.

She was awarded in a gala function attended by eminent guests such as Dr. S.S. Prashad (Director Academics Geetam University vishakaptnam), Dr. D.N. Murthi (Dean, Marketing and research WeSchool Bangalore), Prof-Anil Rao Pali (President AIMS), Mr. D. Sivkumar (Head strategy and Business Development Aditya Birla Group), Prof. Uday Salunkhe (Group Director We school Mumbai), Dr. Parag kalkar (Director Sinhgad Institute Pune) and our very own Mr. Sudhir Sharma (Member Secretary MSM ,Meerut).

Awards & Recognitions

MSMians shining across the country 2017, 2016, 2015, 2014 & 2013

- Mr. Rishi Dhar Dubey, Ms. Garima Singh, Mr. Saurav Kumar Chauhan, Mr. Anit Jindal won National finals of 21st Student Management Games conducted by All India Management Association, 2017 at Coimbatore. They received a trophy and a cash reward of Rs. 40,000.
- Mr. Abhishek Jain, Ms. Shristhi Saloni, Mr. Ashish Singh, Ms. Mahima Bansal won 2nd runner up in Regional final of 21st Student Management Games conducted by All India Management Association, 2017
- Mr. Aditya Awasthi scored a place in top 10 in Chanakya-MasterMind conducted by Madras Management Association (MMA), 2017
- Md. Rashid Saba, Mr. Swadhin Ranjan Sahu, Mr. Mukesh Kumar and Mr. Atul Pathak won in Regional final of Student Management Games conducted by All India Management Association, 2016
- Mr. Prashant Sinha, Ms. Papiya Saha, Mr. Binod Deka and Mr. Sayondeep Chakroborty were 1st runner up in Regional final of Student Management Games conducted by All India Management Association, 2016
- Mr. Durga Singh, Mr. Rishi Dhar Dubey, Ms. Puja Kumari and Mr. Tushar Chaudhary were 3rd runner up in Regional final of Student Management Games conducted by All India Management Association, 2016
- Mr. Hriday Sarma, Ms. Chandita Goswami, Md. Shahbaaz Hussain, Md. Rashid Saba won 5th position in Business Plan Competition organized by Tezpur University (TECHXTRA- Annual Tech Fest), 2016
- Mr. Aftab Hussain, Mr. Kashyap Pravin, Mr. Sumit Kumar & Mr. Shashi Kumar Munda won 1st Runner Up in National Final of Student Management Games conducted by All India Management Association, 2015
- MSM won Gold Medal in "National Management Week" Competition in 27th AIMS Management Annual Educational Convention, 2015 at Indore
- Sarwan Singh, Second year PGDM student won Gold Medal in 'Best Student Research Paper Award' at 27th AIMS Annual Management Education Convention, 2015 held at Indore
- MSM wins Silver medal at IIM Raipur in Tarkash – The Debate Competition. !!
- First prize at Indian Society for Training & Development (ISTD) - Southern Regional Conference on Skill Development for "Make in India Campaign"
- MSM won Gold Medal in "National Management Week" Competition in 26th AIMS Management Annual Educational Convention, 2014 at YASHADA, Pune
- Shardul Juyal, Assistant Professor, MSM received Silver Medal in 'J. L. BATRA BEST RESEARCH PAPER AWARD' & Shourya Agarwal, Second year PGDM student won Gold Medal in 'Best Student Research Paper Award' at 26th AIMS Annual Management Education Convention, 2014
- Gold medal in National Management Week, Silver medal in We school innovation awards & Best Student Research Paper Award in 25th AIMS Annual Management Education Convention, 2013 held at Mumbai



2012, 2011 & 2010

- MSM team of Mr. Ankit Agrawal, Mr. Rahul Kumar Singh, Mr. Rupam Das & Mr. Neeraj Tiwary delivered a spirited performance and secured 2nd Runner Up position in the National Final of the 16th Student Management Games (SMG 2012) conducted by All India Management Association (AIMA) at Coimbatore. They received a trophy and a cash reward of Rs. 40,000. (2012)
- Manas Roy, first year PGDM student won Gold Medal in 'Best Student Research Paper Award' at 24th AIMS Annual Management Education Convention, 2012 at Hyderabad. (2012).
- Pallabi Banerjee won silver medal in 23rd AIMS annual management convention at Bhubaneswar in best student research paper award. (2011)
- MSM created history as the team comprising of Mr. M. Nitin Kumar Shambhubhai, Ms. Aishwarya Chaudhary, Ms. Neha Kumari and Mr. Sagar M. Sanchania were crowned the NATIONAL CHAMPIONS in 14th AIMA-AIMS National Student Management Games (NSMG-2010). They received a trophy in addition to a cash prize of Rs. 50,000/- (2010).
- En route to the national final, the above team was also the Northern Region Champions in the Northern Region final of NSMG-2010 conducted by All India Management Association (AIMA) thereby making MSM the Northern Region (2010).

2009, 2008 & 2007

- MSM is very proud of Mr. Manoj Kumar, Mr. Amit Pundhir, Ms. Amrita Kumari and, Ms. Geetika, as their team was the 1st Runner Up in the National Final of NSMG conducted by AIMA at Coimbatore. (2009)
- Mr. Arup Kumar Mukherjee won the Silver Medal in the 'Best Student Paper Presentation Award' at 21st AIMS National Convention held at ISB, Hyderabad. (2009)
- MSM team was the Winner in the Lucknow Region and Runner Up in the Jaipur Region of the National Management Quiz conducted by All India Management Association. (2008)
- Ms. Puja Bhardwaj completed the Gold fest in the Debate Category at MMA. (2008)
- Mr. Nayanmani Deka and Ms. Archana Chaudhary won the Business Plan Competition at MMA, Chennai. (2008)
- Ms. Muktamala Das and Ms. Richa Mishra bagged the Gold Medal in the Paper Presentation category at the 7th MMA All India Management Students' Convention held Madras Management Association (MMA) at Chennai. (2008)
- Team of Mr. Jitendra Singh, Mr. Zahid Hassan, Mr. Manoj Kumar, Mr. Sanjeev Verma and Ms. Archana Madhesia, Vivek Ranjan, Mr. Vapalla Jithin and Mr. Manowar Alam were the Northern Region Champions and Runner Up respectively in the NSMG conducted by AIMA. (2007)
- Mr. Kunal Srivastava was the Winner in Best Paper Presentation category at the AIMS National Convention held at IIM-Calcutta. (2007)

MSM Grandmasters

Interaction with the people of eminence-like Corporate head-honchos and academicians of international repute, is integral part of the pedagogy of MSM. The students and faculties of MSM very now and then get these privileges. The valuable insights, rich experience of the persons of eminence supplement the theoretical knowledge of the aspirant managers. The first hand perspectives from the stalwarts of the industry and academia help them to understand the multiple dimensions of handling contemporary business and social issues. MSM takes pride that Prof. S. K. Kak, Vice Chancellor - Mahamaya Technical University, Prof. M. R. Rao, Former Dean, ISB - Hyderabad, Prof. P. Kumar Nair, Texas University, USA, Dr. Y. V. Verma, Management Consultant, Former COO-LG Electronics, Prof. H. Chaturvedi, Director - BIMTECH, Prof. Ulhas Vairagkar, Director - T.I.M.E, Prof. H. C. Pokhariyal, Executive Director - Campus of Open Learning, Delhi University, Prof. Masood Ahmed, Past President - AIMS, Mr. Kamal Singh-Executive Director & CEO UN Global Compact Network Ltd., Mr. Dinesh Kumar, Zonal Head - Allahabad Bank, Ms. Neemo Dhar, Commissioner - DDA, Mr. Aseem Kumar, Deputy Director-AIMA, Mr. J. S. Kaushal, Executive Director, IOCL, Mr. Sanjay Joshi, Director (HR) South Asia & South East Asia-Intertek India Pvt. Ltd., Mr. Sumil Sharma Director, Reporting & Analytics Service, UBS, Prof. G. Rao Spandan - the Human values in Management are few of the eminent speakers who have already showered the institute with their valuable experiences and inspired MSM faculties and students.

Bringing Industry and Students Together

Students' regular visit to industries is an important pedagogical practice in MSM. These visits are aimed to inculcate insights to put theoretical knowledge in to practice. This exercise exposes prospective managers to actual working conditions, industrial practices and also acquaints them with interesting facts and breath-taking technologies.

An industry interface cell named abacus Training Solutions is actively engaged for conducting students, faculty and management development programs. Besides facilitating summer training and placement of the students, abacus undertakes turnkey research projects.

abacus has a very proliferating intellectual base and consists of professionals from the diverse fields of sociology, statistics, human resource, psychology, finance, economics, operations, information technology, marketing & sales etc.

Apart from tailor made programs, abacus is also involved in developing clients' need based programs. The cell is effectively working for big organizations namely NTPC, BEL, PMI, etc. Its endeavour is to establish long term relationship with its' clients.

Areas in which abacus operates :

- Academic inputs to professionals already employed to enhance their skills for better understanding and establishing systems in line with modern management concepts. Management programs and consultancy services in all functional areas of management.
- Counseling and Psychometric services to strengthen and develop human resource.
- Improvement in employee satisfaction through assessment of organizational climate, culture and systems by organizational environmental scanning diagnostic tools.
- Training and development services at all levels of employees.
- Establishing training function in organization as per ISO/international standards.
- Own and take turn key projects in implementing management concepts, concept of quality in line with the objectives of the client organization.

Institute's Networking with Premier Management Bodies

Master School of Management is focused towards developing close industry relation and and consistent interaction with the industry stalwarts. Thus, it is highly imperative for the institute to have a strong networking with premier management bodies.

Keeping this in view, MSM has tie-ups and networking with professional and industrial bodies like AIMA, AIMS, FICCI, CII, ITPO, IIA, EPSI, HRD Network and many more for various live-projects, industry visits, guest speakers, management conferences, training programs and also providing industry exposures to our students



Your Life at the Institution

MSM, a fully residential campus is an experience unlike any other. It is more than attending classes. It's about having a sense of community and feeling that this place where you live is truly your home for two years where every festival of the major religions is celebrated together. It's about enriching the educational experiences of MBA students by providing a host of opportunities for interactions with one another and with the faculty beyond the classrooms. It's about exposing students to different

IT Center

MSM's IT department takes pride in an expensively acquired Online Training Software that is capable of imparting an enthralling experience to students through its online test consisting of Multiple Choice Questions (MCQs) and real-time solution. The IT lab also encourages research through software like SPSS and learning through database like Prowess. One can access high speed internet all around the campus by an extensive Wi-Fi network. The server is a repository of books, educational content, multimedia and almost everything else under the sun.

The IT Center of MSM is equipped with :

- Alliance with Microsoft Corporation
- Hi- Bandwidth Leased Line
- Highly configured SERVER and Client Terminals



Library

MSM's well equipped, fully computerized library provides latest and up-to-date reading, research and reference material in print, electronic and audio-visual formats. String of magazines of national and international repute like Harvard Business Review, TIME, Economist, Economic Development & Cultural Change, Indian Economic Review, Retail Biz and RBI Bulletin in the stands, provides opportunities to the students to get updated with the latest developments in various aspects of life. Besides, the library is a rich repository of information and knowledge generated by premier institutions in the form of annual reports, research projects, and databases. Few to mention are the resources generated by World Bank, IMF, OECD, UNESCO, UNICEF, WTO, ADB, RBI, NSSO and Planning Commission of India - Now the NITI Ayaog and Centre for Monitoring Indian Economy. In addition to it, the e-library of MSM is equipped with online database like DelNet. Students also get a daily newspaper at their rooms to keep them updated with the current events.

MSM visualizes library as a living organism and also a resource centre for interaction among different disciplines. Every important arrival – book or important article / research paper is reviewed by the faculty members and students and shared with wider audience. Enrichment of the library is a continuous process. Thus the MSM library is linked with various other prominent libraries. The library facility is available round the clock.

In addition, in order to inculcate values in the student managers and assist them in their overall development, the library has an array of books on social issues, encyclopedia and historic readings. The audio-visual material includes a collection of simulated corporate scenarios, discourses by business tycoons, leading intellectuals – across the disciplines, statesman, policy makers and opinion leaders and many more. The ambience in the library acts as a perfect cornerstone for knowledge building.



WEC (Women Empowerment Cell)



FROLIC (Sports Committee)



COSMO CLUB (Dance Club)



SAC (Student Advisory Committee)



NOSH (Mess Committee)



ALCOM (Alumni Committee)



FYNAMICS (Finance Club)



SOUQ (Marketing Club)

Faculty

Other than the highly qualified industrially experienced and committed full time faculty, MSM has a rich resource base of visiting faculty drawn from industry and services, all working in close co-operation with the students to give them a strong base in theoretical, practical and experimental learning in the basic disciplines of management as well as specialized skills.



Dr. Satendra Soam
Economics



CA D.K. Ahuja
Finance



Dr. Seema Sharma
HRD



Manoj Sahay
Marketing



Dr. B. S. Nagi
Research Methodology



Urvashi Sharma
Marketing



Vinay Singh
Strategy



Dr. Amit Malhotra
Finance



Dr. Arun Kumar
Economics



Ajay Saini
HRD



G.C. Agrawal
Operations



Dr. Amit Kansal
Finance



Madhur Batra
HRD



Vidushi Sharma
HRD



Shardul Juyal
Business Analytics



Soumen Saha
Information Technology



Sajal Mitra
Business Communication



P. S. Bajpai
Marketing



Peyush Sharma
Economics



Dr. Nidhi Sharma
HRD



S. K. Sharma
Business Ethics



Madhur Kansal
Information Technology



Richa Vats
HRD



Raj Kishor Mishra
Finance



Prasenjit Das
HRD



M.K. Gupta
Operations



Meenakshi Ahuja
Economics



Gaurav Tyagi
Information Technology



Kannagi Sharma
HRD



Antra Kishore Sahai
Marketing



Mohit Sati
Business Analytics



Shobhna Sagar
HRD



Anil Kumar Das
Librarian



Vijay Nagrani
Marketing



Dr. Amit Kumar Vats
Business Law

Dr. Satendra Soam, NET., Ph.D.

CA D.K. Ahuja, LL.B., FCA.

Dr. R.P. Juyal, Ph.D.

Dr. B.S. Nagi, Ph.D.

Dr. S Mahajan, Ph.D.

Dr. Seema Sharma, Ph.D

Dr. Malti Sharma, Ph.D

Manoj Sahay, MBA

G.C. Agrawal, B.Tech, PGDBM

Gaurav Tyagi, MCA

Soumen Saha, M.A.(Eco.), PGDCA, MCA

Prem S Bajpai, PGDBM.

S.K. Sharma, Retd. IPS.

Vijay Nagrani, MBA.

Kannagi Sharma, M.A.

Sonu Goel, MBA

Rahul Sharma, M.Sc, M. Phil

Madhur Kansal, MCA

Raj Kishor Mishra, MBA, CA

Anil Kumar Das, B.L.I.Sc., M.L.I.Sc., M.Phil
(Lib. & Inf. Sc.)

Aniruddha Ghosh, MBA

Deepa Kumar, MBA

Madhur Batra, MBA

Richa Vats, MBA

Prasenjit Das, PGDM

Shobhna Sagar, M.Sc, MBA

Dr. Amit Malhotra, Ph.D

Mohit Sati, M.Tech

Dr. Arun Kumar, Ph.D

Dr. Amit Kansal, Ph.D

Dr. Ajay Saini, Ph.D

Wg. Cdr. M.K.Gupta, (Retd).M.Sc

Meenakshi Ahuja, M.A.(Eco.)

Urvashi Sharma, MBA

Vidushi Sharma, MBA

Antara Kishore Sahai, MBA

Peyush Sharma, M.A.(Eco.)

Shardul Juyal, B.Tech., MBA

Dr. Nidhi Sharma, Ph.D

Dr. Dharmendra Kumar, Ph.D.

Sanjeev Kumar, MBA.

Dr. Vinod Dumblekar, Ph.D.

Dr. Kamaljeet Kaur, Ph.D.

C.A. U.K. Vaish, FCA.

R.K. Agarwal, F.C.S.

Dr. Puneet Kansal, Ph.D.

Dr. Bhupendra Kumar, Ph.D.

Om Prakash, MBA

C.A. Anurag Agarwal, FCA

Bharat Bhushan, M.Phil.

Sunil Malik, MSW, Dip. in IR&PM

Ashish Gupta, MBA

Vineet Kaushik, M.Com.

Vinay Singh, Strategy

C.A. Sajal Mitra, FCA

Dr. Amit Kumar Vats, Ph.D

Eminent Scholars and Business Leaders at MSM

Interaction with the people of eminence - like Corporate head-honchos and academicians of international repute, is integral part of the pedagogy of MSM. The students and faculties of MSM very now and then get these privileges. The valuable insights, rich experience of the persons of eminence supplement the theoretical knowledge of the aspirant managers. The first hand perspectives from the stalwarts of the industry and academia help them to understand the multiple dimensions of handling contemporary business and social issues. MSM takes pride that Prof. M. R. Rao, Former Dean, ISB- Hyderabad, Dr. Y. V. Verma, Management Consultant, Former COO-LG Electronics, Prof. Amitabha De, Director, IIM Shillong, Mr. Ashish Khurana, Head Sales & Distribution Vodafone, Mr. Neeraj Gupta, Global Head - Compliance & Regulatory, IBM Corporation, Prof. Y. K. Upadhyay, National President, Indian Society for Training & Development, Mr. Aditya Gupta, Country Business Head, DIESEL (A Tata Enterprise), Mr. Sanjay Joshi, Director (HR) South Asia & South East Asia-Intertek India Pvt. Ltd., Mr. Narendra Agrawal, Associate Vice President, KENT RO Systems Ltd., Prof. H. Chaturvedi, Director - BIMTECH, Prof. Rakesh Khurana, Chairman - Knowledge Network India Pvt. Ltd, Professor H. C. Pokhariyal, Executive Director - School of Open Learning, Delhi University, Prof. Masood Ahmed, Past President - AIMS, Mr. Kamal Singh - Executive Director & CEO UN Global Compact Network Ltd., Mr. Dinesh Kumar, Zonal Head - Allahabad Bank, Ms. Neemo Dhar, Commissioner - DDA, Mr. J. S Kaushal, Executive Director, IOCL, are few of the eminent speakers who have already showered the institute with their valuable experiences and inspired MSM faculties and students.



Prof. M. R. Rao
Formerly President, AIMS
and Dean ISB, Hyderabad



Dr. Y. V. Verma
Management Consultant
Former COO, LG Electronics



Prof. Amitabha De
Director, IIM Shillong



Mr. Ashish Khurana
Head Sales & Distribution
Vodafone



Mr. Sumil Sharma
Director, Reporting
& Analytics Service, UBS



Prof. H. Chaturvedi,
Director, BIMTECH



Mr. Neeraj Gupta
Global Head - Compliance
& Regulatory,
IBM Corporation



Prof. H. C. Pokhariyal
Executive Director,
School of Open Learning
- Delhi University



Mr. Adarsh Mishra
Head-HR
Panasonic, India



Mr. Neelesh Jain
Managing Director
Azzurra Pharmaconutrition



Malini Prasad
Head Marketing
North & East
ICICI Securities Ltd.



Mr. Kamal Singh
E. Director & CEO UN Global
Compact Network Ltd.



Mr. Aditya Gupta
Country Business Head
DIESEL (A TVS Enterprise)



Mr. Dinesh Kumar
General Manager
Allahabad Bank



Dr. Mukul Gupta
Director - MDI,
Gurgaon



Mr. J.S. Kaushal
Executive Director
IOCL



Prof. D.K. Nauriyal
Vice Chancellor
Kumaon University



Mr. Sanjay Joshi
Director, HR, South Asia
& South East Asia
Intertek India Pvt. Ltd.



Mr. Narendra Agrawal
Associate Vice President
KENT RO Systems Ltd.



Prof. Asadullah
Chief Consultant
Ed. Cil., MHRD,
Govt. of India, New Delhi

MSM'S NETWORKING WITH PREMIER MANAGEMENT BODIES

Master School of Management is focussed towards developing close industry relation and consistent interaction with the industry stalwarts. Thus, it is highly imperative for the institute to have a strong networking with premier management bodies.

Keeping this in view, MSM has tie-ups and networking with professional and industrial bodies like AIMA, AIMS, FICCI, CII, IIA, EPSI, HRD, AMDISA, ISTD Network and many more for various live-projects, industry visits, guest speakers, management conferences, training programs and also providing industry exposures to our students



All India Management
Association, New Delhi



Association of Indian
Management Schools (AIMS)



Confederation of India Industry



Education Promotion Society for
India, New Delhi



HRD Network, New Delhi



Consultancy Development Cell,
New Delhi



Indian Industries Association



Meerut Management Association,
Meerut

Corporate Relation, Training & Placement Cell

We are delighted to share the modus operandi and achievements of the Corporate Relation, Training & placement cell of the institute. MSM faculty endeavour tirelessly hone the analytical and decision making ability of budding managers as per dynamic needs of the business in general and corporate in particular. MSM provides opportunities for industry-student interface through Summer Internship Program (SIP) and industry sponsored projects. Impact of these opportunities is apparent from the fact that many students get Pre-placement Offers (PPO) during the SIP itself. The Institute consciously approach the organizations for SIP which believe in sharing knowledge and experiences with academia and dovetailing efforts in shaping the future managers.

-Placement Cell Message

Placecom Message

The recruitment process of any college is one of the most crucial times that determines the fruit of months of labour. The process of placement here at MSM is an activity that involves the dedication of teachers as well as students. Place-Com is one such result of combined hard work. Students are given the exposure needed to learn and maintain corporate relations with companies that are invited. Under the supervision of faculties and seniors the students work hand in hand to recruitment related engagements and activities taking place on campus. The committee distributes work among its members but work in unison with the motive to save the efforts of the passing out students from going in vain.

Individual commitment to a group effort is what makes a team work, a company work, a society work and a civilization work. Alone we can do so little, together we can do so much. And with this belief, the members of Place-Com work with utmost dedication and sincerity for the betterment of the future minds.

PLACECOM- THE PLACEMENT COMMITTEE



Placements

Master School Of Management placement team devotes oneself to a vast array of academic and non-academic initiatives with the aim of facilitating the students to meet and surpass industry requirements and expectations.

MSM views placement of its students as an innate responsibility hence working in tandem with this thought right from their induction and orientation, summer internships, mid-term projects, right to their final placements and even beyond becomes an imperative.

The Institution takes pride in the fact that till date it has enjoyed 100% placements. Some of the leading companies visit the campus and select students at pretty good salaries, in every functional sphere of management i.e. finance, marketing, consultancy, FMCG, Investment Banking, BFSI, Sales, etc.

MSM has been endowed with a sturdy and trustworthy reputation with the industry for providing high quality, extremely employable resources. MSM has given the market socially thoughtful and compassionate workforce with a progressive global mindset.

Our students in the recent past have been placed in the following companies:



Ranking/Rating All over India

<p>2017 Amongst Top 25 B-School All over India</p> <p>AICTE - CII SURVEY</p>	<p>2016 Amongst Top 25 B-School All over India</p> <p>AICTE - CII SURVEY</p>	<p>2015 Amongst Top 25 B-School All over India</p> <p>AICTE - CII SURVEY</p>	<p>2014 Amongst Top 25 B-School All over India</p> <p>AICTE - CII SURVEY</p>
<p>2014 MSM has been Awarded 25th Rank in India by Business World</p> <p>BW BUSINESS WORLD</p>	<p>2014 12th All over India 7th in UP B-Schools of Excellence</p> <p>COMPETITION SUCCESS REVIEW</p>	<p>2013 Amongst Top 30 B-School All over India</p> <p>AICTE - CII SURVEY</p>	<p>2013 35th All over India 13th in North India</p> <p>BW BUSINESS WORLD</p>
<p>2013 A+</p> <p>BUSINESS INDIA</p>	<p>2013 20th All over India 9th in UP B-Schools of Excellence</p> <p>COMPETITION SUCCESS REVIEW</p>	<p>2012 36th All over India 13th in North India</p> <p>BW BUSINESS WORLD</p>	<p>2012 A+</p> <p>BUSINESS INDIA</p>

Clubs & Committees

<p>PLACECOM</p> <p>PLACEMENT COMMITTEE</p>	<p>ALCOM</p> <p>ALUMNI COMMITTEE</p>	<p>SAC</p> <p>STUDENT ADVISORY COMMITTEE</p>	<p>FROLIC</p> <p>SPORTS COMMITTEE</p>
<p>BULLETIN</p> <p>NEWSLETTER COMMITTEE</p>	<p>CULTCOM</p> <p>CULTURAL COMMITTEE</p>	<p>NOSH</p> <p>MESS COMMITTEE</p>	<p>ARC</p> <p>ANTI RAGGING COMMITTEE</p>
<p>WEC</p> <p>WOMEN EMPOWERMENT COMMITTEE</p>	<p>BRAIN WEVERS</p> <p>QUIZ CLUB</p>	<p>CLICK</p> <p>PHOTOGRAPHY CLUB</p>	<p>SOUQ</p> <p>MARKETING CLUB</p>





Conditioning at MSM – Preparing for Life Ahead

MSM underlines the fact that there is great need to inculcate the habit of work life balance and keep one always in shape and for it, you can sweat at the well-stocked gymnasium or you can also play any sports anywhere else in the campus. For indoor sports lovers, in addition to board games, we have badminton court and table tennis table.

Music brings in the solace the mind requires after a day's academic deliberations. MSM is proud to have an association with SPIC MACAY that facilitates musical performances at the campus by stalwarts of Indian classical music like Ustad Mazhar Ali Khan & Ustad Jawwad Ali Khan, renowned Sufi singer Bharati Bandhu, eminent Kathak dancer Monisha Nayak among others, providing the students invigorating experiences time and again. Moreover, MSM has put facilities in place to hone the musical talent of students so that they can continue with their musical journey, during their corporate career in due course of time.

Cross Cultural learning and Celebrations

A confluence of culture: MSM is a reflection of the pluralistic culture of India. Hence, celebrations at the campus are equally diverse and multi faceted. A wide mixture of social, cultural and religious celebration is in the offing. Gaiety is undoubtedly the hallmark of these celebrations. But, these events, solely managed by students in the guidance of faculty members is also a learning experience which inculcates team spirit, leadership skill and above all sense of responsibility. The other unique aspect of these celebrations is the silent interfaith discourse, providing opportunities to understand and appreciate the religious faith and cultural values of other. The beauty and methodology of these celebrations is that supervision of the arrangement for breaking the fast of the devotees in the holy month of Ramadan is the responsibility of other than Muslim students and so the responsibilities of supervising the arrangements for Durga Puja and Deepawali is shoulder cheerfully by the students of religious beliefs other than Hindu. This is done in the supervision of senior faculty members so that the sanctity of the rituals is adhered. Few of the function that MSM family celebrates, in addition to the mega event of Durga Puja, National Days and the much awaited Fresher Party and nostalgic Farewell Party includes Saraswati Puja, Ganesh Chaturthi, Iftar parties during holy month of Ramadan, Eid, Diwali, Chritmas, Bihu and Pongal.



CULTCOM- THE CULTURAL COMMITTEE





Life at MSM Campus



MSM Influence – Alumni Speak About the Experience

I feel proud to be a part of the MSM family. The most important learning I could ever get; I got in MSM. I thank all my faculty members for their constant support and guidance which prepared me to face the challenges of the Corporate World. I will never forget the values MSM imparted in me.

GUNJAN DUTTA, KHARAGPUR, WEST BENGAL
MICROSOFT

My experience at MSM was exhilarating. Faculty at MSM is of premier standard and the environment is congenial for honing one's talent. Apart from management education,

I was also given a platform to showcase my talent through participation at competitions at national level that boosted my confidence and shaped my career.

MANAS ROY, NEW DELHI
ALIBABA.COM, CHINA

I will be indebted to Master School of Management (MSM), Meerut for my whole life for it has helped all my dreams turn into a reality of being a successful and an independent girl ready to take on the challenges of life. The two years in MSM, will remain two of the best years of my life where apart from the basics of management, I was given a chance to develop and make myself ready to step into the challenging corporate world.

KASTURI BARUA, GUWAHATI, ASSAM
SMEDIA, AUSTRALIA

"The PGDBM program of MSM provided me with sound business knowledge and analytical skills that helped me grow as a professional. The presentation sessions have proven to be invaluable. Above all, MSM was more of a family than an Institute. I never missed my home during those 2 years. Miss my alma mater wish to go back in time and rejoin MSM. Vive la MSM!!"

MITHUN MODAK, SHILLONG, MEGHALAYA
LG ELECTRONICS

The two years at MSM developed an insight to look at business in a holistic manner. MSM provided me the knowledge and leadership skills required to excel in life through participation in various in-house activities and opportunity to visit institutes of international repute. The teachers at MSM, who eventually turn out to be my mentor and guide taught me the work-life balance.

KRISHNENDU PODDAR, KOLKATA, WEST BENGAL
SONY ERICSSON

MSM has been the place where one can get the XPOSURE, LEARNINGS and EXPERIENCE of the lifetime which many of the biggest and renowned college also failed to deliver. MSM has given me immense opportunities to develop my self as the ORGANISER, as the PRESENTER, as the Thought GENERATOR, as the Idea EXECUTOR. I celebrated not only the festivals, I also learnt about other cultures which I was unknown to.

PRASHANT CHATURVEDI, JAIPUR, RAJASTHAN,
JOHNSON & JOHNSON

I feel that the course structure and its execution at MSM hold the key to professional success. Having the opportunity to share the stage with the best in the business has given invaluable experience. The combination of life @ MSM, its coursework and participation in national and international events provided me significant academic, professional and cultural learning opportunities.

MUSBITURREHMAN, KASGANJ, UTTAR PRADESH
HUL

The journey altogether in MSM was quite like a roller coaster, wavy, full of turns and twists. MSM made me feel that "LIFE CALLING" and I need to do something out of the box. This "LIFE CALLING" changed my life and a journey started which I never imagined. MSM helped me through this. They withered me, nurtured me make me grow as an individual, as a professional and most importantly as a human being.

K. SIDHARTHAIYER, RAMGARH, JHARKHAND
ROYAL BANK OF SCOTLAND

I would like to say that, it is the MSM that has given me the confidence and the courage to face the corporate world and given me the competency that helped me to move ahead in life. These two years of my life had just transformed me that I spent in MSM. Warm Thank you to all the faculty of MSM. It makes me nostalgic when ever I think about MSM. Lastly, I would conclude that MSM has given me the platform to make my career and also transformed my personal and Professional growth.

SOUMYA ROUT, ASANSOL, WEST BENGAL
DELOITTE

MSM contributed a lot in my growth by providing me an extensive curriculum full of seminars, presentations, extempore, conferences etc. and helped me test my skills by competing alongside top B schools in India.

SUNNY SRIVASTAVA, VADODARA, GUJARAT
GUJARAT HEAVY CHEMICALS

I feel proud to say that all the faculty member was so friendly and co operative on their job. The best part being studying with a wide array of people, from different parts of India, having diverse culture, religion, language and traditions. These 2 yrs help me to sharpen my edge, helps us to gain fair knowledge about different wings.

ALOK RANJAN, DHANBAD - JHARKHAND
RELIANCE JIO

The PGDBM program added a whole new spectrum to the knowledge I had, my confidence was boosted by the excellent faculty we had, which not only excelled in the field of academics but also taught me the essence of discipline, hard work, patience and ethics.

Moreover the rigorous emphasis on the studies gave me the platform that helped me face the highly competitive world.

JYOTISHMAN BORUAH, GUWAHATI
ABBOTT





MASTER SCHOOL OF MANAGEMENT

Campus :
DS-1, Pocket-D, Lohia Nagar, Hapur Road, Meerut - 250 005 (U.P.) India

Admission helpline :
+91 9690333888, +91 9758887711

Email : admission@msmindia.org web : www.msmindia.org