



MASTER SCHOOL OF MANAGEMENT

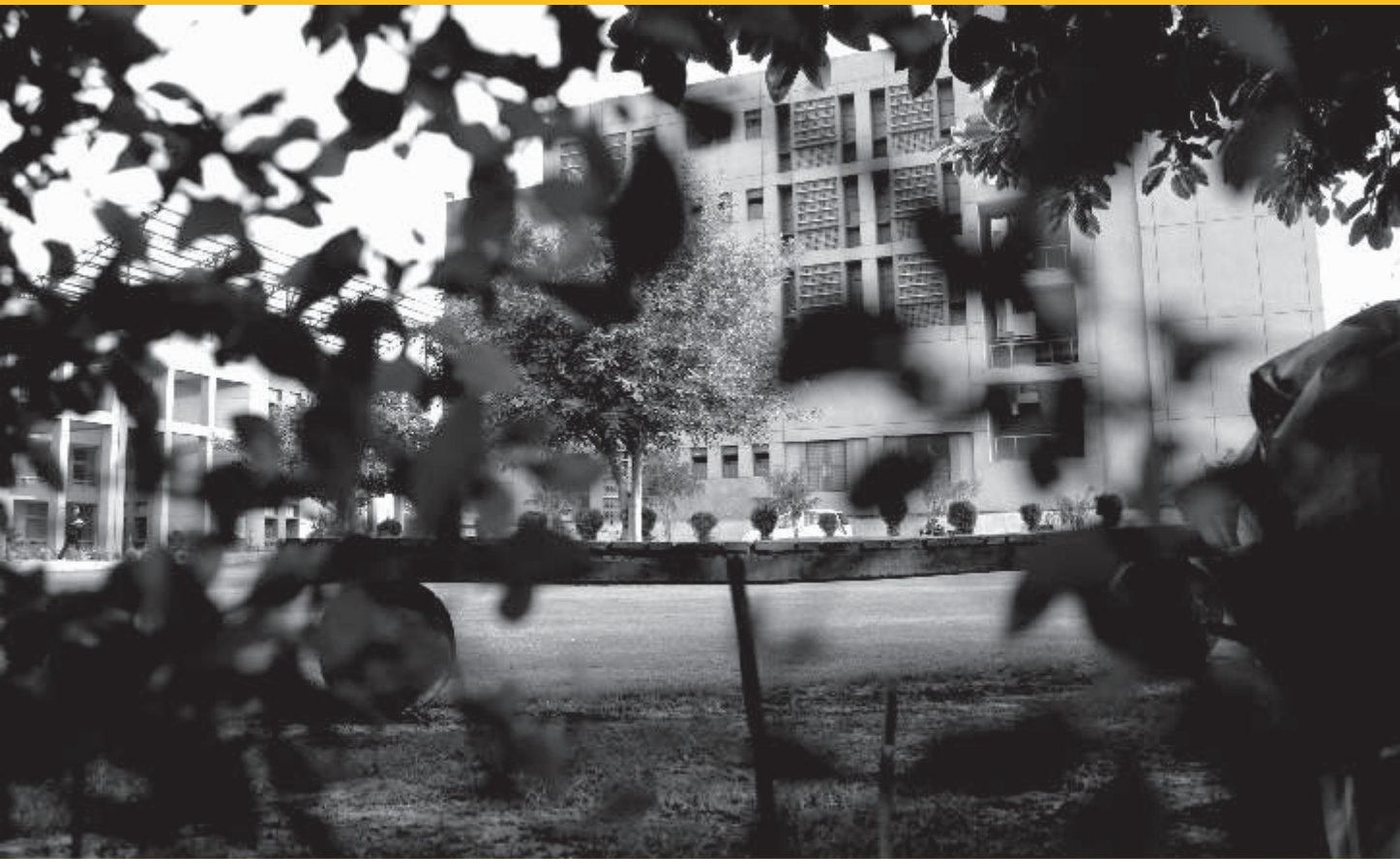
ESTD. 1996

23

YEARS OF EXCELLENCE

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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, academician 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 “EDUCATIONAL” 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



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

Thesine-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, valuating 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 function 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

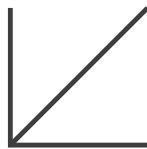
Master School of Management strives to give its students' academic excellence. Its programs are designed to assist young leaders i.e. its students in becoming action-oriented strategic thinkers. The course structure has been developed keeping in mind constantly changing business scenario. MSM trains 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



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 with R-I
Business Communication-II
Information Technology-II
Marketing Management-II
Operation Management - II
Organization Behavior
Management Accounting
Business Environment
Business Law

Operation Research

Trimester-3

Business Analytics with R-II
Human Resource Management
Financial Management
Information Technology-III
International Business
Consumer Behavior
Strategic Management
Research Methodology
Personality Development & Business Etiquette

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

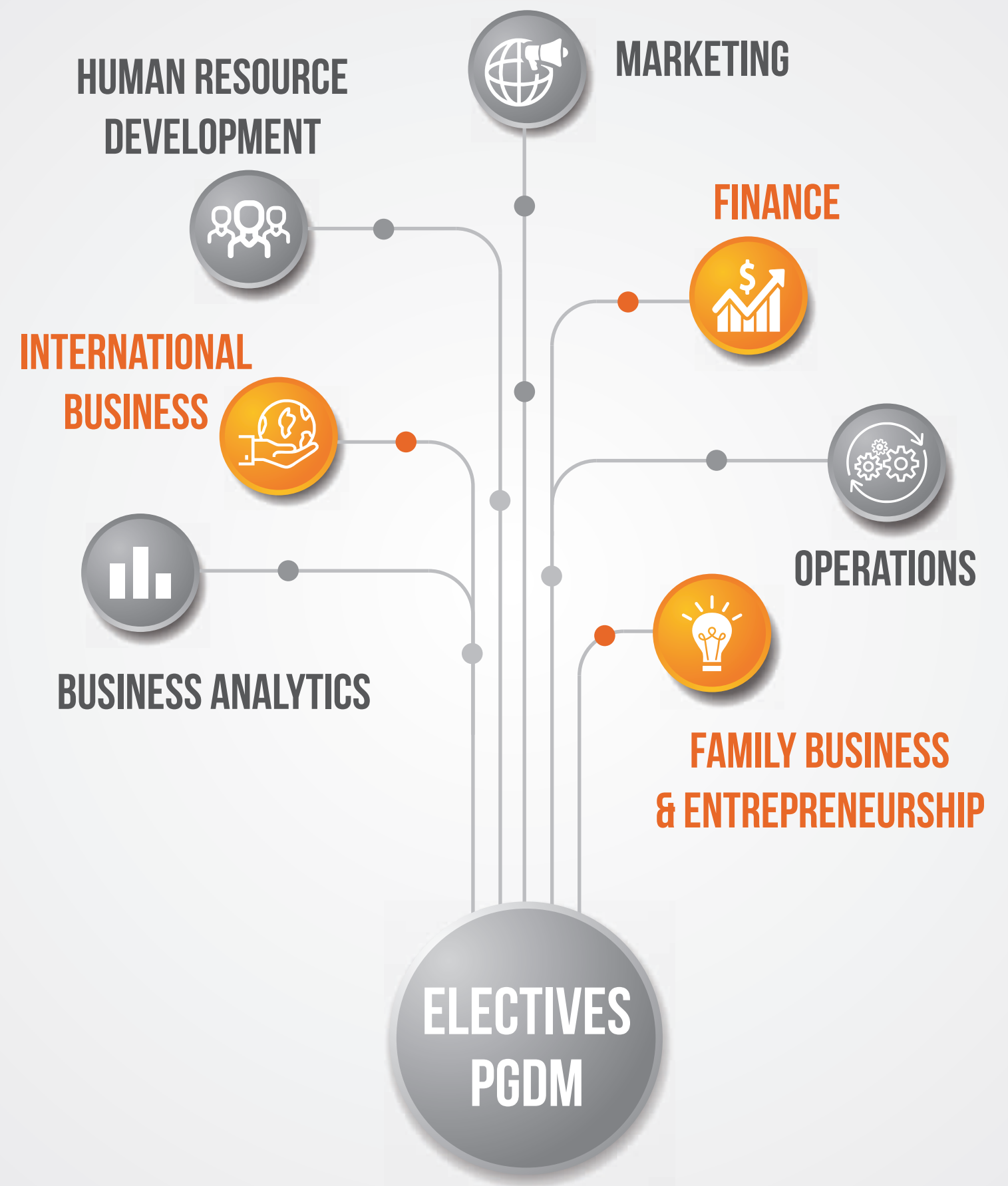
Mandatory Specialization

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 with Tableau
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

Electives

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
Financial Services & Banking Analytics
HR Analytics with Tableau
Marketing & Retail Analytics
Optimization Techniques
Financial Data Modeling
Machine Learning
Econometrics
Statistical Modeling
DBMS & Data Warehousing
Advanced DBMS
Statistics with R
Supply Chain Analytics
Data Mining with Python
Advanced Data Mining with Python

Family Business Management & Entrepreneurship

Entrepreneurship – Specialization Electives

New Venture Creation
Social Entrepreneurship
Case Studies of Entrepreneurs
Business Tax Planning
Entrepreneurial Finance
Export-Import Management
Management of Technology and Innovation
Entrepreneurial Marketing
Management Control System

Family Business Management Specialization Electives

Family Business Management
Entrepreneurial Finance
Managing A Growing Organization
Management of Technology and Innovation
Business Tax Planning
Entrepreneurial Marketing
Export-Import Management
Management Control System
Business Development Strategies

Bachelor of Business Administration (BBA)

Master School of Management, a premier B-school in India for last 23 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-ons**

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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

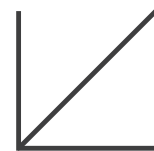
Semester – 6

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

INTERNSHIP 3



**SCHOLARSHIP
UPTO 50%
IN 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 BETTER MANAGEMENT APTITUDE

CAT /XAT Percentile

CMAT/SNAP/NMAT Percentile

MAT/ATMA Score

ACKNOWLEDGEMENT OF PAST ACADEMIC PERFORMANCE

Meritorious Marks throughout in Academics i.e. 10th, 12th & Graduation

BBA Criteria

ACKNOWLEDGEMENT OF BETTER MANAGEMENT APTITUDE

MSM TACT

UGAT

IPMAT

ATMA - UG

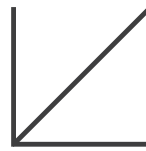
ACKNOWLEDGEMENT OF PAST ACADEMIC PERFORMANCE

Meritorious Marks throughout in Academics i.e. 10th & 12th

For more information regarding scholarship our website : msmindia.org

* Scholarship is at the sole discretion of admission department MSM.

OTHER SCHOLARSHIP CRITERIA*



*To Promote Women Empowerment

To empower women, MSM offers Financial Reward (Scholarship) in 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.

* All male candidates are eligible for financial reward(scholarship) in only one category, maximum financial reward (Scholarship) can be offered only upto 50% of tuition fee.

*All female candidates are eligible for financial reward(scholarship) in only one category which will be added to the female scholarship.



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>



- After successful submission of application form the candidate can download the copy of the application form from the dashboard and will be informed about the schedule of Case Analysis and Personal Interview (CAPI)
- On successful payment, the candidate can see and download the system generated payment information from the dashboard.



SCAN TO APPLY ONLINE



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 blend of tradition and modernity.

**Royal
Selangor**

Malaysia

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 International Study Tour during PGDM Programme to countries like Dubai/ Singapore / Malaysia/ China/ Thailand etc.

Yakult

**Management
& Science
University -
MSU**

**LEGOLAND
Malaysia**

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
- To help students develop team spirit and to understand and learn about different cultures
- 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

**PKT
Logistics**

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

CLASSROOM INTERFACE

- INTERACTIVE LEARNING
- CASE ANALYSIS
- ASSIGNMENTS

SIMULATED ENVIRONMENT

- MASTER PREMIER LEAGUE
- BUSINESS NUANCES
- BUSINESS SIMULATION OF FUNCTIONAL AREAS

MANAGERIAL RESEARCH

- APPLIED RESEARCH PROJECTS
- RESEARCH PAPER WRITING
- RESEARCHING RURAL-URBAN DYNAMICS

CONFRONTING REALITIES

- LIVE PROJECTS WITH INDUSTRY
- START-UP INCUBATION
- INTERNSHIP

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



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 sharpened 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 empowers 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 the upcoming domain of “Big Data”

On the Shoulders of the Masters:

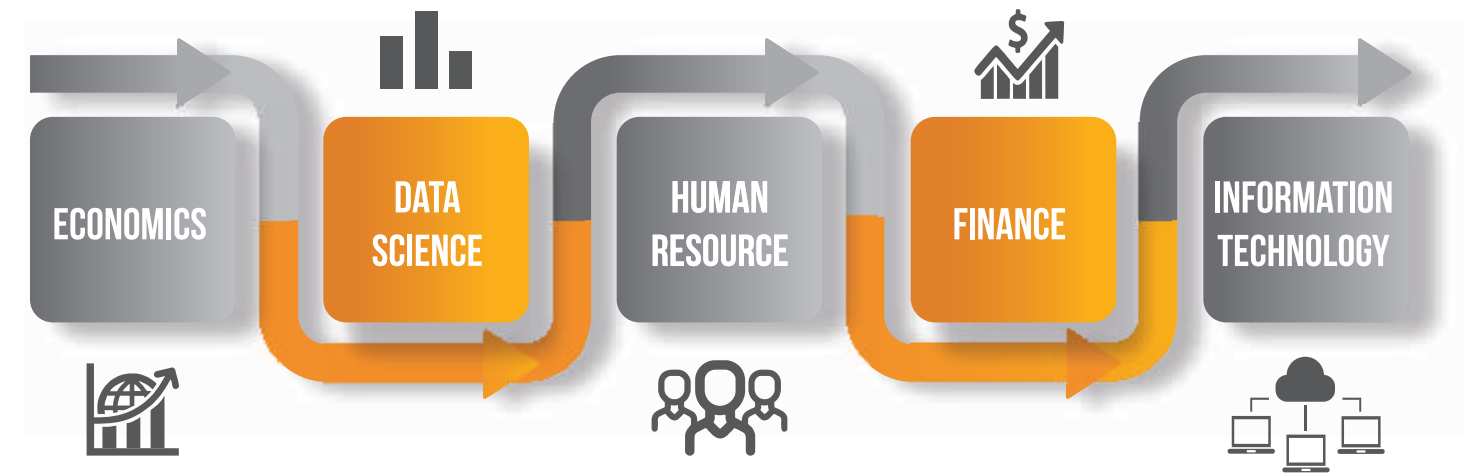
“On the Shoulders of Masters” is a unique pedagogical tool to acquaint the budding manager with the thought process of the business and social leaders. The students get opportunity to learn how the great ideas are crystallized from the facts/ observations and theories are formed that transform the lives 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

BRAIN WAVERS- THE QUIZ CLUB



SPECIAL INTEREST GROUPS (SIGs)

Special Interest Groups in 5 verticals



Motive

Motive behind the formation of special interest groups is to empower and strengthen student's analytical knowledge, reasoning ability, in depth understanding & expertise in the discipline related to the SIG. **It would be a collaborative learning approach, where students and faculties work together. A different learning approach apart from the classroom study. SIG's will help in development of students as well as faculties. This will help in moving towards the direction of research.**

Activities

Various activities that can be conducted in SIGs are

- Boot camp sessions
- Seminars
- Study and Analysis of different topics
- Round table discussions
- Designing and organizing workshops
- Streaming of video lectures along with discussions
- Online courses



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, 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.



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)
Vishal Sisodia Meerut (Uttar Pradesh), Rohan Mishra Tezpur (Assam), Sanjeev Tiwari Lucknow (Uttar Pradesh), Niket Singh Ranchi (Jharkhand), Suraj Banerjee Delhi, Manish Singh Rajbanshi Nepal, Karan Kumar Sitamarhi (Bihar), Rahul Kumar Upadhyay Siwan (Bihar), Ujjwal Sachan Kanpur (Uttar Pradesh), Varun Kaushik Meerut (Uttar Pradesh), Swapnil Gupta Allahabad (Uttar Pradesh), Shabnam Sultana Guwahati (Assam), Sowmick Raj Sarmah Guwahati (Assam), Divya Mishra Kanpur (Uttar Pradesh), Anand Singh Lucknow (Uttar Pradesh)



AIMS
ASSOCIATION OF
INDIAN MANAGEMENT SCHOOLS



30th AIMS Annual Management Education Convention 2018
MANAGEMENT EDUCATION: CONNECTING THE DOTS

30th, 31st August and 1st September 2018
@ Infosys Convention Centre, Bengaluru

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Sri Datta Mahavidyalaya
Mysore



AIMS INSTITUTES
Bangalore

State of Management
Education

DB

DB



GOLDEN TRAIT



RV

PEREGRINE
ACADEMIC SERVICES

Award & Recognition

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 kalker (Director Sinhgad Institute Pune) and our very own Mr. Sudhir Sharma (Member Secretary MSM ,Meerut).

AWARDS & RECOGNITIONS

MSMians shining across the country 2019, 2018, 2017, 2016, 2015, 2014 & 2013

Ms. Ayushi Singh, Ms. Aditi Singh, Mr. Rajat Shukla and Mr. Satyam Sharma won 1st Runner Up in Regional final of 23rd Student Management Games (SMG) conducted by All India Management Association (AIMA) at NCR,2019

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 (2015) & 26th (2014) AIMS Management Annual Educational Convention, at Pune & 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"

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, Former Executive Director, IOCL, Mr. Sanjay Joshi, Vice President-HR, Middle East, Africa & Global Trade 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

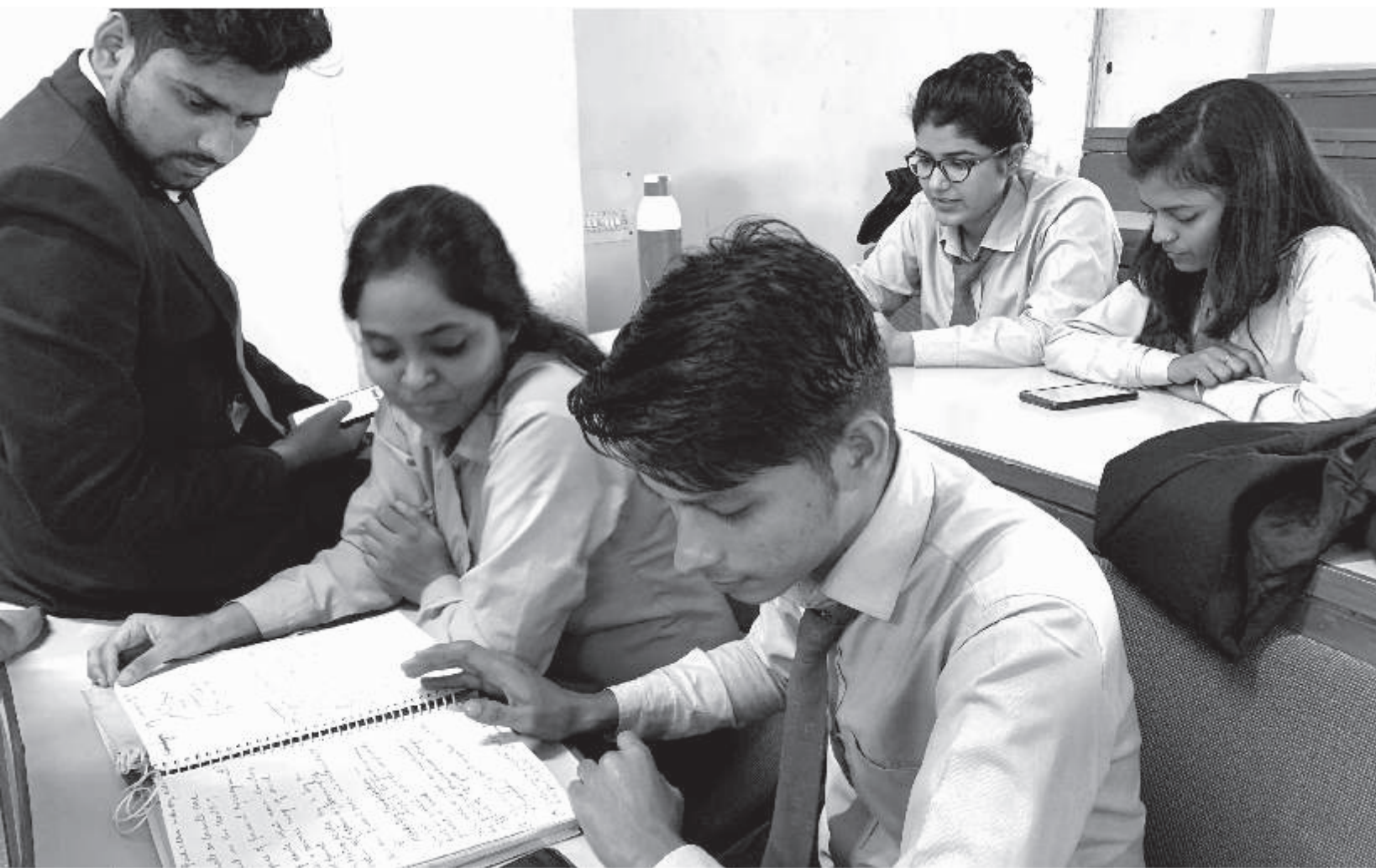
MSM, a fully residential campus is an experience unlike any other. It is more than attending classes. It's about having a sense of community and feeling that this place where you live is truly your home for two years where every festival of the major religions is celebrated together. It's about enriching 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 aspects of the professional world.

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



BULLETIN

THE NEWSLETTER COMMITTEE



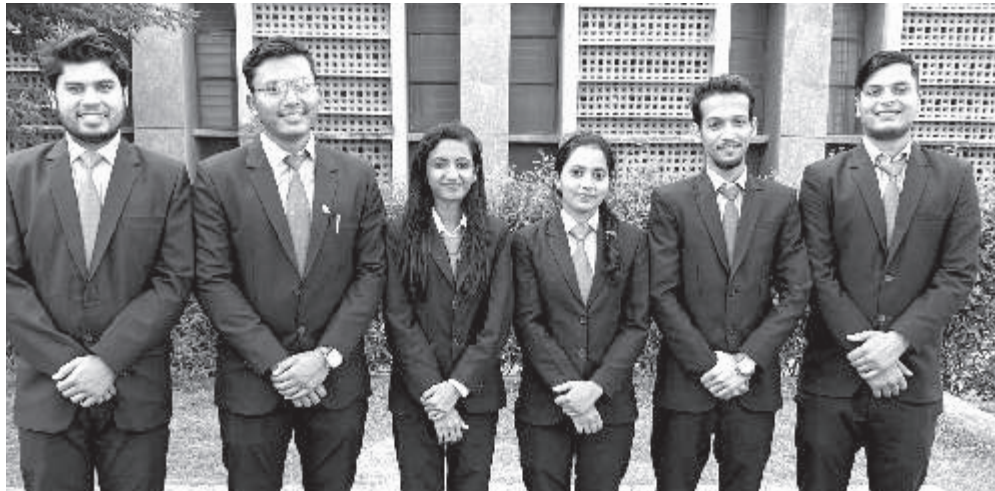
FYNAMICS

FINANCE CLUB



SAC

STUDENT ADVISORY COMMITTEE



ALCOM

ALUMNI COMMITTEE



NOSH

MESS COMMITTEE



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. R.P. Juyal
Economics/Strategy



Dr. Satendra Soam
Economics



CA D.K. Ahuja
Finance



Dr. Seema Sharma
HRD



Malti Sharma
Business Communication



Dr. B. S. Nagi
Research Methodology



Urvashi Sharma
Marketing



M.C. Raghav
Business Law



Dr. Amit Malhotra
Finance



Dr. Arun Kumar
Economics



Mohit Sati
Business Analytics



Dr. Amit Kansal
Finance



Manoj Sahay
Marketing



Vidushi Sharma
HRD



Shardul Juyal
Business Analytics



Soumen Saha
Information Technology



Sajal Mitra
Business Communication



Gaurav Tyagi
Information Technology



Monika Johri
Data Mining



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



P. S. Bajpai
Marketing



Kannagi Sharma
HRD



Antra Kishore Sahai
Marketing



G.C. Agrawal
Operations



Leena Garg
Marketing



Anil Kumar Das
Librarian



Dr. Poonam
Business Analytics



Sumeet Kumar
Strategy

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. Agarwal, 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. Phill

Madhur Kansal, MCA

Raj Kishor Mishra, MBA, CA

Aniruddha Ghosh, MBA

Deepa Kumar, MBA

Madhur Batra, MBA

Richa Vats, MBA

Prasenjit Das, PGDM

Dr. Amit Malhotra, Ph.D

Mohit Sati, M.Tech

M.C. Raghav, B.Sc., L.L.B.

Monika Johri, M.Tech.

Leena Garg, MBA

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.

C.A. Sajal Mitra, FCA

Dr. Poonam, Ph.D

Sumeet Kumar, M.Tech

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

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, DIESL (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, Execurive 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. Pokhriyal
Executive Director,
School of Open Learning
- Delhi University



Mr. Adarsh Mishra
Head-HR
Panasonic, India



Mr. Ambarish Dwivedi
Assistant Vice President
Indiamart



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
DIESL (A TVS Enterprise)



Mr. Dinesh Kumar
General Manager
Allahabad Bank



Ms. Mala Thapar
COO
Break Glass Ceiling Leadership



Mr. J.S. Kaushal
Former Executive Director
IOCL



Prof. D.K. Nauriyal
Vice Chancellor
Kumaon University



Mr. Sanjay Joshi
Vice President-HR, Middle East
Africa & Global Trade
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



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

2018
Amongst Top
25 B-School
All over India

AICTE - CII
SURVEY

2017
Amongst Top
25 B-School
All over India

AICTE - CII
SURVEY

2016
Amongst Top
25 B-School
All over India

AICTE - CII
SURVEY

2015
Amongst Top
25 B-School
All over India

AICTE - CII
SURVEY

2014
Amongst Top
25 B-School
All over India

AICTE - CII
SURVEY

2014
MSM has been Awarded
25th Rank
in India by Business World

BW|BUSINESS
WORLD

2014
12th
All over India
B-Schools of Excellence

7th
in UP

COMPETITION
SUCCESS REVIEW

2013
Amongst Top
30 B-School
All over India

AICTE - CII
SURVEY

2013
35th | 13th
All over India | in North India

BW|BUSINESS
WORLD

2013
20th
All over India
B-Schools of Excellence

9th
in UP

COMPETITION
SUCCESS REVIEW

2012
& 2013
A+

BUSINESS
INDIA

2012
36th | 13th
All over India | in North India

BW|BUSINESS
WORLD

CLUBS & COMMITTEES

PLACECOM

PLACEMENT
COMMITTEE

ALCOM

ALUMNI
COMMITTEE

SAC

STUDENT ADVISORY
COMMITTEE

FROLIC

SPORTS
COMMITTEE

BULLETIN

NEWSLETTER
COMMITTEE

CULTCOM

CULTURAL
COMMITTEE

NOSH

MESS
COMMITTEE

ARC

ANTI RAGGING
COMMITTEE

WEC

WOMEN EMPOWERMENT
COMMITTEE

BRAIN
WAVERS

QUIZ CLUB

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PHOTOGRAPHY
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SOUQ

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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.

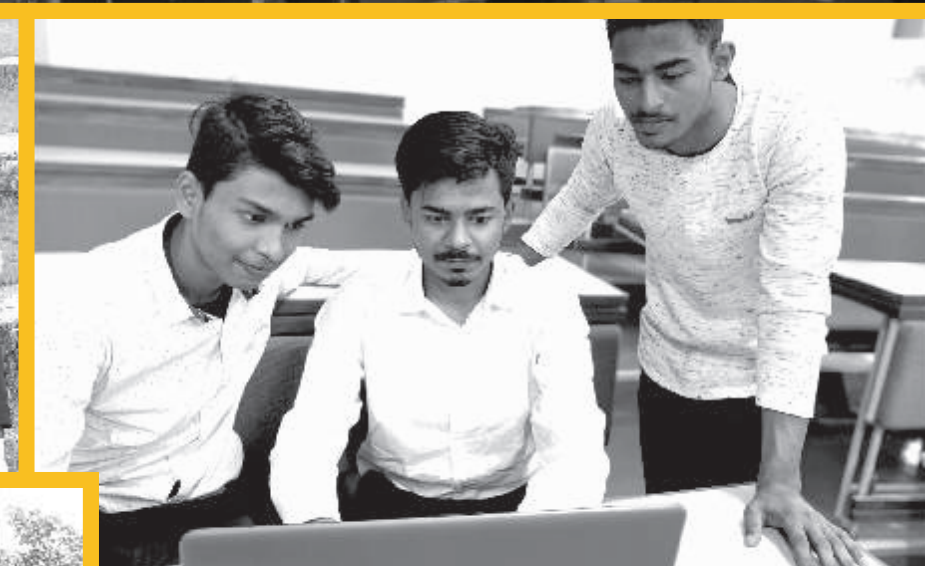
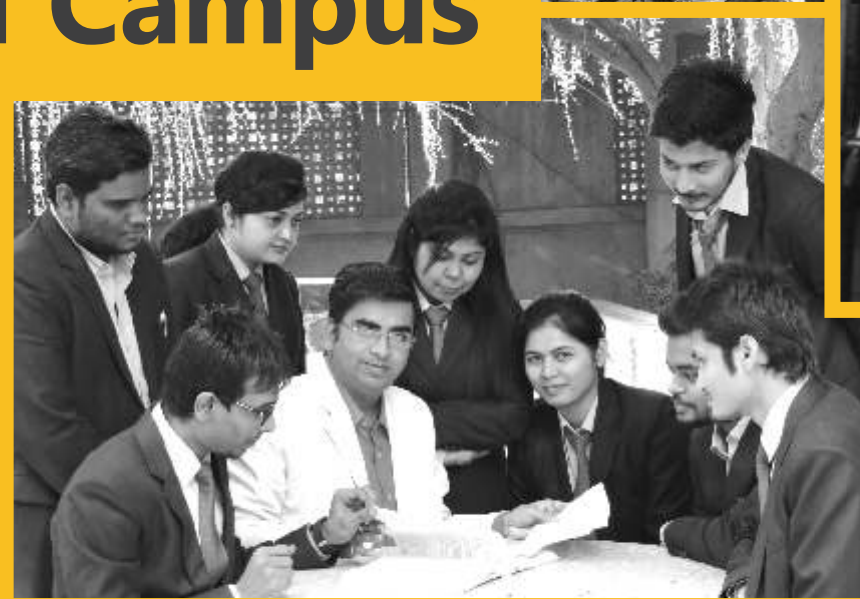


CULTCOM- THE CULTURAL COMMITTEE





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
S MEDIA, 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. SIDHARTHAIR, 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





SCAN TO FIND OUT MORE



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