IIse

Business & IT School

MarWar - 2014

23rd January 2014

10 am onwards

IISE Campus

WELCOME TO IISE's SPORTS & CULTURAL CARNIVAL 2014

Message

Dr. Girish Bihari, I.P.S.
Ex-DGP, U.P.
Founder

Educational Qualifications

Ph.D.; M.Sc.; LL.B.; Prof. in French, Russian, German, Spanish, Diplomas in Journalism, Computer, Yoga (B.H.U.), Management, Police Community Relations.

Joined IPS in 1961 and retired as Director General of Police, State of U.P. in 1996. After retirement, he served Management & IT Institution, IISE Lucknow (Accredited by AICTE) as Chief Managing Director (CMD), and Film Institute of the registered society eMITS, an associate Institute of Makhanlal Chaturvedi National University of Journalism and Mass Communication, Bhopal, as Director/Producer/Research/Script Writer of its video production unit.

Dear Student,

It grieves my heart to see students being charged fees in lakhs of rupees for Management, IT, Mass Com Media and other Courses and students falling in trap through full page advertisements, laptop offers, air-conditioned class rooms and other lollipops. Remember that you and you alone are paying for this lavish promotion of 5-star culture in education. Not only these lollipops are not for free but you also pay for the return on investment to the investors who have made education a lucrative industry like auto, FMCG and five star food. I can state upon oath that the best and complete management/IT and Mass Com education can be given in much less than a lakh of rupees. Despite Hon'ble Supreme Court's order that education is not a business but a charitable activity, the commercialisation of education is continuing and vested interest of government, regulators of education are not implementing the Supreme Court orders.

You must have read the news how the Government of Chattisgarh was condemned by the Hon'ble Supreme Court for mass-production of private Universities which grew faster than weeds. These private Universities closed shutter for a day and like weed, grew again because they cannot see their invested money going down the drain. Remember that even Government's approval/legislation is also easy to come by for the powerful money-bags but authenticity does not come unless a private University obtains (i) UGC Approval (ii) AICTE Approval (iii) Membership of Association of Indian Universities (AIU).

Check these credentials of private Universities before you enter the portals of five star buildings which are the booby-traps even for rich students who pay not for the rich contents and dedicated academia but for the five star ambience where the 'dhaba food' is served in style and charged for ten times the cost.

Do you know what are the jaws of these behemoths. These are the people/system disguised as (i) neutral looking Counsellors who are paid for advising the students where to study (ii) unscrupulous faculty (not all) of famous coaching institutions who do a fine job of coaching but, on the sly, earn the extra buck by secretly advising the students where to join if not selected for IIM/IIT. Ratings of institutions done by them lack scruples (iii) Research and Survey analysts hired by group of Colleges to give them high ranking and, their rivals, the low (iv) that media (not all) which is unscrupulous and has aligned with select institutions for financial interests (ads or otherwise) to sing paeans in their praise.

In all aspects of our society, money can buy all morals, propriety and social evil but education is a temple whose defiling hurts the most. The teacher is a priest of this temple and he who has a mentality to go after the money alone is not a devotee and cannot give the students the research-based inputs. Saraswati and Lakshmi are both goddesses in Hindu pantheon but they have commonality of very decent subsistence only and of nothing else.

So, what should a student do. He should look at massive constructions of concrete as Qutab Minar but find out if these monuments have been created for return on investment or for sacred teaching. This can be done by looking at the people who are the prime movers of the institution. Then you should talk to the students privately. If all is not well and complete, no student will praise his/her institution. It is he/she who can tell you whether placement is 100% in reality or only in advertisement.

Dr. Girish Bihari

Message

Apoorva Varma
Group Chairman

**Educational Qualifications**
MMS
University of Bombay

I take great honour and pride in addressing you all as Group Chairman.

Allow me to pen down my individual thoughts and IISE's Governing thought process.

We often see in the current global scenario of tough economic demands and equally tough competition that organizations/brands are born one day and dead another! WHY? Yet a few succeed and become a great success story. WHY? Because what an organization/brand lacks is not fundamental capital input support or a sound and tough business model. Because the organization/brand lacks in tough governance and tougher execution skills. We at IISE strongly believe that the road to success is easy to walk on, it is the walking that is difficult.

This is thus, IISE's thought process : make it easy walking on an easy road through the most critical constituent of the corporate world – THE HUMAN CAPITAL.
Thus, our conversion process and mission statement is :

Human

Human Capital

Success
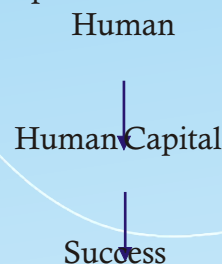
We, at IISE strongly believe that while a few management programmes do deliver, yet a lot of them lack in one fundamental deliverable: ACQUIRED knowledge from such programmes does not commensurate with what is REQUIRED by the Corporate world in terms of skills and attitude.

At IISE we commit to deliver the REQUIRED skills and attitude to produce not only effective Managers but to produce LEADERS in this most challenging and dynamic market scenario.

Our programme at IISE aims at equipping the students of all streams with:

1) Strong business and personal attitudes,
2) Excel in assignments with effective skills set,
3) Conformity to the belief – I grow as the organization grows.

It will be a matter of great honour and pleasure for me, my academic colleagues and administrative colleagues to welcome you for a personal visit to the Campus in order to assess our defined convictions.

TRUTH ALWAYS PREVAILS.
Cordially,
Apoorva Varma

Message

Dr. Vikram Singh, I.P.S.

Ex-DGP, U.P.

Vice Chairman

Entered into Limca Book of Records as the most highly decorated Police Officer in the country in terms of display of Gallantry and distinguished service to the nation and society.

Educational Qualifications

M.Sc, , Ph.D

Recipient of the following medals and awards:
1-President's Police Medal for Gallantry.
2-Bar to president's Police Medal For Gallantry.
3-Indian Police Medal for Gallantry.
4-Bar to Indian Police Medal for Gallantry.
5-President's Police Medal for Distinguished Services.
6-Indian Police Medal for Long and Meritorious Services.
7-Kathin Sewa Medal.
8-Bar to Kathin Sewa Medal.
9-Award from National Human Rights Commission, New Delhi, on his book,"Human Rights and Police".

It is my proud privilege to address you, and share some thoughts about your institution and how it is committed to nurture and build up your strengths and talents for your growth.

Education at IISE, is not just about getting a degree and an enviable job. There is a larger purpose and that is to, painstakingly create managers, men and women of steel, of unimpeachable character, and superb professional capabilities. For this, IISE has brilliant faculty, who run the extra mile to ensure that you get a truly world class education in our smart classrooms. The intellectually challenging environment will promote independent thinking and a mind set, that is innovative and original.

The huge playgrounds and the emphasis on games and sports provide you a platform to excel in outdoor activities as well.

Industry visits, guest lectures and vibrant cultured activities will give your personality a unique advantage and sound interpersonal skills.

IISE strives to create wealth for the nation, through nurturing, educating and mentoring, the most valuable asset, that is YOU.

With all my good wishes, arise, awake and stop not till the goal is attained.

Dr. Vikram Singh

AICTE's Equivalence to PGDM with MBA

All India Council for Technical Education (AICTE) has especially granted equivalence of PGDM (formerly known as PGDBA) Programme offered by IISE, of MBA vide their letter No. F.No.Eqvi/AB/Gen.Corr/2007- 08 dated 02/01/2008.

प्रो. रजनीश श्रीवास्तव
सलाहकार-1
Prof. Rajnish Shrivastava
ADVISER-I

अखिल भारतीय तकनीकी शिक्षा परिषद्
ALL INDIA COUNCIL FOR TECHNICAL EDUCATION
संसदीय अधिनियम (52),1987 के तहत भारत सरकार का सांविधिक निकाय
(A statutory body of the Govt. of India. by Parliament Act (52). 1987)

F. No. Eqvl./AB/Gen. Corr./2007-08
Date : 02.01.2008

The Director
International Institute of Special Education
Kanchana Bihari Marg
(Off. Ring Road)
Via. Kalyanpur
Lucknow – 226022.

Sub : Eqivalence of PGDBA with MBA – reg.

Sir,

    This is with reference to your request / application / proposal on the subject cited above. The same has been examined by the Standing Committee for Equivalence of AICTE as per its guidelines / norms and the Committee is of the opinion that *PGDBA programme offered by International Institute of Special Education, Lucknow* is equivalent to MBA, provided the course has been approved by the AICTE during the period for which the equivalence is sought.

    This is for your kind information.

    Thanking you,

Yours faithfully,

(Rajnish Shrivastava)

इंदिरा गाँधी खेल परिसर, इन्द्रप्रस्थ एस्टेट, नई दिल्ली – 110 002
Indira Gandhi Sports Complex, I.P. Estate, New Delhi-110 002
टेलीफोन / Phone : 23392589 (Acad.), 23392595 (PC), EPABX Nos: 63-65,68,71,73 Extn. : 201
फैक्स / Fax : 011-23392630 (Acad.), 23392616 (PC)
ई–मेल/ E-mail : rajnishshri@yahoo.com वेबसाईट/ Website : www.aicte.ernet.in

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Among the Top B-Schools

* IISE is among the top 51 B-Schools ranked by Business India.
* IISE has been rated A+++ in Best B-Schools survey 2014 by Business India.
* IISE is among the Top 50 Business Schools in Digital Learning Survey in their Best B-School in India.
* Digital Learning has given IISE AAA category in their Best B-School Survey.
* IISE has been placed in silver A+++ category by just Career Magzine for best B-School survey.
* AIU's equivalence to IISE's PGDM, with MBA, has been applied for.
* IISE's PGDM has been granted equivalence to MBA by AICTE.

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PULL OUT: SAMPLE PAPERS
CAT / MAT / JC CAT

JUST CAREERS

MBA

Magazine for **MBA** aspirants

IT'S PAY BACK TIME !
CSR INITIATIVES BY SOME B-SCHOOL MAKE THE
MBA DREAM COME TRUE

Ready Reckoner: List of Best B-schools for 2011

- GD MASTER: Corruption in India - It's High Time We Say NO to It
- NEWS ROUND-UPS FOR GS SECTION: IIFT, FMS, MAT, JCCAT, etc.
- CAMPUS WATCH: Profile of Best B-Schools in India

Best B School 2011

Ready Reckoner

Silver A+++ Category B-Schools

S.No.	Name of the Institution	City
69.	Doddappa Appa Institute of MBA	Gulberga
70.	Dr. D Y Patil University's Department of Business Management	Navi Mumbai
71.	Flame Scool of Business	Pune
72.	International Business School	Bangalore
73.	Gian Jyoti Institute of Management and Research	Greater Noida
74.	GRG School of Management Studies	Coimbatore
75.	NSB School of Business	Bangalore
76.	Indian Academy School of Management Studies	Bangalore
77.	International Institute for Learning in Management Business School	Lucknow
78.	Bangalore School of Businress	Hyderabad
80.	Institute of Management Education	Ghaziabad
81.	International Business School	Kolkata
82.	Institute for Technology and Management	Chennai
83.	Global Institute Of Management Technology	Noida
84.	Institute of Business Management and Research	Pune
85.	Institute of Management and Development	New Delhi
86.	Meridian International School Of Business	Noida
87.	International Institute for Special Education	Lucknow
88.	International Business School	Kota
89.	Invertis Institute of Management Studies	Bareilly

A++ Category B-Schools

S.No.	Name of the Institution	City
1.	Delhi Business School	Srinagar
2.	Jagan Institute of Management Studies	New Delhi
3.	Vighana Jyothi Institute of Management	Hyderabad
4.	Jaipuria Institute of Management	Jaipur
5.	Intergrated Academy of Management and Technology	Ghaziabad
6.	International School of Management Excellence	Bangalore
7.	Indus Business School	Pune
8.	International School of Corporate Management	Pune
9.	Landmark Foundation Institute of Management & Technology	Dehradun
10.	Academy of Technology & Managemnet, Global Business School	Delhi
11.	Indian Business Academy	Bangalore
12.	Viva Institute Of Management Studies	Pune
13.	KIIT School of Management	Bhubaneshwar
14.	Asia Pacific Institute of Management	Jaipur
15.	TASMAC	Pune
16.	IMS-Design & Innovation Academy	Noida
17.	Kristu Jayanti College of Management and Technology	Bangalore
18.	Lala Lajpat Rai Institute of Management	Mumbai
19.	International Institute for Learning in Management Business School	Nagpur
20.	Indrapasta College of Management and Technology	Jodhpur & Kota
21.	Taxila Business School	Jaipur
22.	Indian Institute of Finance	Greater Noida
23.	Global Institute of Management Technology	Delhi
24.	NBA School of Business	Delhi
25.	Netaji Subhash Institute of Management Sciences	Delhi
26.	Future Innoversity	Mumbai
27.	The Delhi Scool of Communication	Delhi
28.	Trinity Business School	Ghaziabad

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INDIA'S B BEST SCHOOLS 2015

CELEBRATING 11th ANNIVERSARY SPECIAL ISSUE

Cover Story: Smart Education

Name of Institute	City	National Rank
Shri Dharmasthala Manjunatheshwara Institute for Management Development	Mysore	29
Fore School Of Management	New Delhi	30
KJ Somaiya Institute of Management Studies and Research	Mumbai	31
GRD Institute Of Management	Coimbatore	32
Bharathidasan Institute of Management	Tiruchirapalli	33
IBS Business School	Hyderabad	34
Amity Business School, Amity University	Noida	35
Institute of Science and Management	Ranchi	36
Integral Institute Of Advanced Management (IIAM)	Visakhapatnam	37
MIT School of management (MITSOM)	Pune	38
Institute of Management Studies	Ghaziabad	39
Xavier Institute of Management and Entrepreneurship	Bengaluru	40
TKM Institute of Management	Kollam	41
Amrita School of Business	Coimbatore	42
Dr VN Bedekar Institute of Management Studies	Thane	43
Institute of Rural Management	Jaipur	44
Institute of Productivity and Management	Ghaziabad	45
Bharati Vidyapeeth's Institute of Management and Research	Navi Mumbai	46
School of Management, Hindustan Institute of Science and Technology	Chennai	47
MAEER's MIT School of Business	Pune	48
International Institute for Special Education (IISE)	Lucknow	49
ITM Business School	Navi Mumbai	50
Krioskar Institute of Advanced Management Studies	Harihar	51
Krioskar Institute of Advanced Management Studies	Pune	52
Vignana Jyothi Institute of Management	Hyderabad	53
Bharati Vidyapeeth's Institute of Management and Research	Delhi	54
Alagappa Institute of Management	Alagappa	55
Holy Mary Business School	Hyderabad	56
KIIT School of Management	Bhubaneswar	57
VIT Business School	Vellore	58
Amrutvahini Institute of Management And Business Administration	Sangamner	59
M.S.Ramaiah Institute of Management	Bengaluru	60
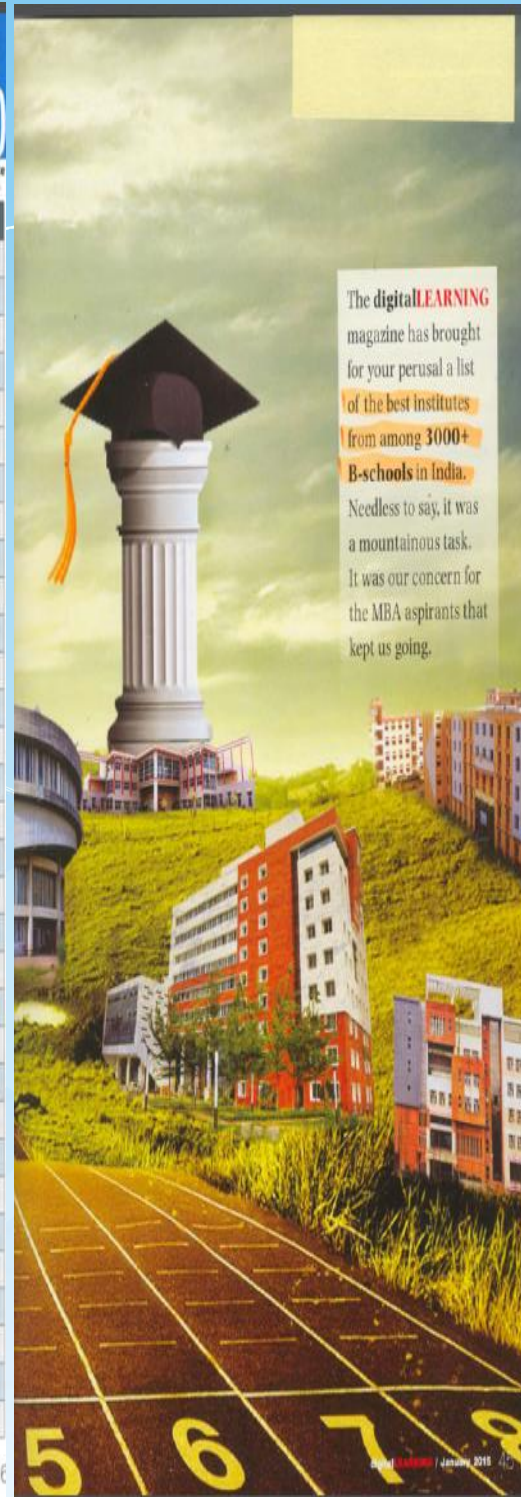
The digitalLEARNING magazine has brought for your perusal a list of the best institutes from among 3000+ B-schools in India. Needless to say, it was a mountainous task. It was our concern for the MBA aspirants that kept us going.
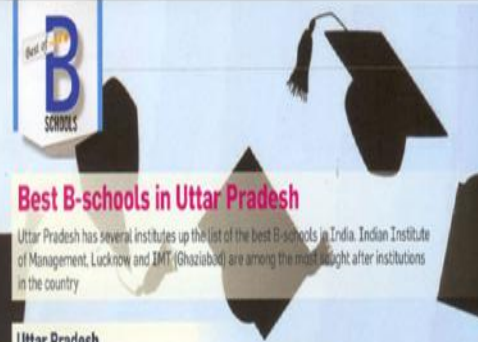
Best B-schools in Uttar Pradesh

Uttar Pradesh has several institutes up the list of the best B-schools in India. Indian Institute of Management, Lucknow and IMT (Ghaziabad) are among the most sought after institutions in the country

Uttar Pradesh
Government Institutes

Name of Institute	City	Rank Based on Public Choice
Faculty of Management Studies, Banaras Hindu University	Varanasi	40
IIM-L Agri Business Management (ABM)	Lucknow	12
Indian Institute of Management	Lucknow	4
Indian Institute of Technology	Kanpur	14
Motilal Nehru National Institute of Technology	Allahabad	33
University of Lucknow	Lucknow	47

Private Institutes

Name of Institute	City	National Rank*
Accurate Institute of Management & Technology	Greater Noida	AA
Amity Business School, Amity University	Noida	AAA+
Anand Engineering College	Agra	AA
BDS Institute of Management	Meerut	AA
Department of Management Studies, SRM University	Ghaziabad	AA+
Disha Institute of Science & Technology	Dhampur	A+
DIT School of Business	Greater Noida	A+
GL Bajaj Institute of Management and Research	Greater Noida	AA+
GLA University	Mathura	AA+
Greater Noida Institute of Technology	Greater Noida	AA
Hindustan Institute of Management & Computer Studies	Mathura	AA
IMT College of Management	Greater Noida	A+
Indian Institute of Finance	Greater Noida	AA+
Institute of Advanced Management and Research	Ghaziabad	A+
Institute of Management Education	Sahibabad	AA+

Private Institutes

Name of Institute	City	National Rank*
Institute of Management Studies	Noida	AA
Institute of Management Studies	Ghaziabad	AAA+
Institute of Management Technology	Ghaziabad	AAAA
Institute of Productivity and Management	Ghaziabad	AAA
Institute of Technology and Science	Ghaziabad	AA
International Institute for Special Education (IISE)	Lucknow	AAA
ITS Management and IT Institute	Ghaziabad	AA+
Jaipuria Institute of Management	Noida	AA
Jaipuria Institute of Management	Ghaziabad	AA+
Jaipuria Institute of Management	Lucknow	AA+
Maharishi Institute of Management	Noida	AA+
NIMT Greater Noida	Greater Noida	AA+
NIMT Institute of Hospital & Pharma Management	Greater Noida	AA+
NIMT Institute of Technology & Management	Ghaziabad	AA
School of Management, Bharat Institute Of Technology	Meerut	AA
School of Management, Krishna Institute Of Engineering and Technology	Ghaziabad	AA+
Sharda University	Greater Noida	A+
Shri Ram Institute of Management and Technology (SIMT)	Greater Noida	AA
United Institute of Management	Greater Noida	A+
United Institute of Management	Allahabad	AA

Promising Institutes

Name of Institute	City
JRE Group of Institutions	Greater Noida
Shri Ram Murti Smarak International Business School	Lucknow

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Faculty

IISE is proud to have a strong team of qualified and experienced individuals, whose sole objective is to create future managers and leaders. They are all experts in their respective domains, not just academically, but corporate too. In fact, very heavy focus is on Corporate experience.

Faculty of IISE Business School (IBS)

Name	Designation	Qualification	Total Experience
Dr.Vikas Prasad	Professor & Director	Ph.D., M.Phil (CS), MCA, MBA	15 Years
Mr.Iftikhar Alam	Dean & Assistant Professor	MBA, M.A. (English)	10 Years
Ms.Faizia Siddiqui	Assistant Professor and HoD	MBA(HRM), M.A. (English), Pursuing Ph.D	9 Years
Mr. Manoj Saxena	Sr. Assistant Professor & Deputy HoD	M.Phil (Mgmt), MBA, PGDBA, M.Sc., Ph.D. (Pursuing)	15 Years
Dr. Shekhar Srivastava	Associate Professor	Ph.D. (Mgmt),UGC-NET(Mgmt) MBA, PGDBA,M.A.(Eco),M.Sc.	12 Years
Mohammed Asad Khan	Assistant Professor & HoD-PGDM (PT)	MBA, UGC-NET (Mgmt)	10 Years
Mr. Sanjay Srivastava	Assistant Professor	MBA, PGDPM, PGDCS	11 Years
Mr. Sunny Masand	Assistant Professor	PGDM, M.Com	6 Years
Mr.Ashutosh Srivastava	Assistant Professor	MBA, UGC-NET Ph.D. (Pursuing)	12 Years
Ms. Almas Talib	Assistant Professor	MBA, Ph.D.(Pursuing)	2 Years

Faculty

Faculty of IISE Institute of Information Technology (IIIT)			
Name	**Designation**	**Qualification**	**Total Experience**
Dr.Vikas Prasad	Professor & Director	Ph.D., M.Phil (CS), MCA, MBA	15 Years
Mr.Naveen Upreti	Sr. Assistant Professor and HoD	Ph.D. (Pursuing), M.Phil (CS), M.Tech (IT), MCA	14 Years
Ms. Deepti Gupta	Sr. Assistant Professor & Deputy HoD	Ph.D. (Pursuing), M.Tech.(IT), MCA	10 Years
Mr. Manoj Kumar	Sr. Assistant Professor	Ph.D. (Pursuing), M.Tech.(CS), MCA	12 Years
Mr. Sanjeev Tiwari	Assistant Professor	M.Phil(CS), M.Tech.(CS & E), MCA, M.Sc.(Maths)	15 Years
Mr. Harish Shukla	Assistant Professor	M.Tech.(IT), MCA	9 Years
Mr. Nishant Rai	Assistant Professor	Ph.D. (Pursuing), M.Tech.(IT), MCA	8 Years
Ms. Shalu Srivastava	Assistant Professor	M.Tech(IT), A.M.I.E., MCA,M.Sc.(CS)	7 Years
Mr.Chandra Bhushan	Assistant Professor	M.Tech(IT), MCA, UGC-NET	7 Years
Mr.Saurabh Srivastava	Assistant Professor	MCA, M.Sc.(CS), NCIP	7 Years

MISSION AND MANDATE

The Disabled Children Education Trust (DCET), the fountain-head of IISE, was established in the year 1991 in order to impart free-of-cost professional education to the disabled children of India. The DCET umbrella holds under its ambit the International Institute for Special Education (IISE) Society.

The IISE Society was registered in the same year, i.e., 1991 with the mission: "to settle in life through Management and IT education, primarily the poor disabled people (free education) and the normal people of India and the world". The Society established an educational institute with the same name, International Institute for Special Education (IISE) in 1991. The governing body took the solemn vow to use the institution for accomplishing the mission and not to make money out of it. The vow continues to be honoured and the entire surplus generated is ploughed back into the institution. Moreover, the founder, Dr Girish Bihari had a strong and unassailable view that IISE will cater to that section of society who wants to send their children for management/IT education but cannot afford to pay the high fees charged by the educational institutions run by big business houses. Thus, the fee remained and continues to remain highly affordable.

Corporate Social Responsibility - the Existential Essence of IISE

IISE has left no stone unturned in its untiring efforts to translate its avowed mission into concrete reality. The institution has always professed and practised the dictum of corporate social responsibility and believes in discharging this responsibility in right earnest. In fact, social upliftment of the 'differently abled' members of society is an integral part of the organizational philosophy that shapes IISE's policies and programmes.

Milestones in Our Journey Till Now

* IISE was the first institution in UP and the sixth institution in the country to get Accreditation, in addition to Approval, from the All India Council for Technical Education (AICTE).
* IISE's PGDM programme has been granted equivalence to the university MBA programme by AICTE.
* National Institute of Personnel Management, UP Chapter, conferred the 'Man of the Year Award' on our founder Dr Girish Bihari in the year 2003 in recognition of his untiring efforts to promote the cause of human resource development in India.
* Luminaries from the industry and academia, like Mr Sudarshan Banerjee, ex-MD – Amway India and ex-CEO – Hutch, Mr P. Dwarkanath, Director, Glaxo SmithKline, Mr Rahul Gautam of Sheela Foams, Dr Pritam Singh – ex-Director, IIML, and noted management guru, Dr Prem Vrat – former VC, UPTU, Mr Jayant Krishna – Regional Head, TCS, Mr AT Raman, Consulting Editor – Business India, Mr Vinit Durve – VP-HR at ZICOM, among others, have visited IISE campus at different junctures and shared the gems of their experiential learning with the students and the faculty.
* Renowned public figures like Mr KP Saxena, Mr Shatughan Sinha, Ms Hema Malini, Ms Shabana Azmi and Mr Ravi Chopra have visited the campus and appreciated the mission and infrastructure of IISE.

Post Graduate Diploma in Management

(PGDM Full Time)

Two-year Full-time Post-Graduate Diploma in Management (PGDM) Equivalent to MBA approved by AICTE

Students who have completed their graduation or are in their final year of graduation in any stream – arts, science, commerce, engineering, technology, management, computer applications, mass communication or medicine are eligible to apply for the PGDM course provided they fulfill the minimum selection criterion and have appeared in the national-level management admission tests (CAT / MAT) as and when applicable.

First Trimester
IT Applications & Trends
Fundamentals of Management
Management Accounting I
Managerial Economics
Marketing & E-Marketing
Management Information System
Management Communication (IBEC)

Second Trimester
Financial Management
Quantitative Analysis for Managerial Applications & SPSS
Organisational Behaviour & Human Resource Management
Sales & Distribution Management
Product & Brand Management
Rural Market
Management Accounting II
Management Communication (IBEC)

Third Trimester
Operations Research
Supply Chain Management
Customer Relationship Management (CRM) & E-CRM
Market Research
Insurance & Risk Management
Capital Market & Derivative Market
Management Communication (IBEC)
Mutual Fund Market

Fourth Trimester
Business Law
Retail Management
Marketing of Services
Consumer Behaviour
Project Management
Materials & Machine Management
Management Communication (IBEC)
Elective 1
Elective 2

Fifth Trimester
Business Policy & Strategic Management
Research Methodology
Public Relations, Mass-Communication & Advertising
Total Quality Management (Business Process Reengin- eering
& Six Sigma)Management Communication (IBEC)
Elective 3
Elective 4

Electives

Finance

Fourth Trimester
Security Analysis & Portfolio Management
Retail & Rural Banking

Fifth Trimester
Corporate Banking & International Finance
Tax Planning & Management

Human Resource Management

Fourth Trimester
Human Resource Development
Union Management Relations & Employment Laws

Fifth Trimester
Social Process & Behavioural Dynamics
Human Resource Planning

Information Technology

Fourth Trimester (Any Two)
Enterprise Resource Planning
Database Management System
Systems Analysis & Design
Web Technology

Fifth Trimester (Any Two)
Software Project Management
Business Intelligence
E-Business
Data Communication & Network

Autumn Training Report
Autumn Training

Sixth Trimester
Research Project I (Marketing)
Research Project II (2nd Elective)

Fee Structure

Please visit our website : www.iiseindia.com

AMBEDKAR HALL

Master of Computer Applications (MCA)

Three-year Full-time Master of Computer Applications (MCA) approved by AICTE and affiliated to UP Technical University, Lucknow

First Semester

- Professional Communication
- Accounting and Financial Management
- Computer Concepts and Programming
- Discrete Mathematics
- Digital Logic Design

Second Semester

- Environment and Ecology
- Computer based Numerical and Statistical Techniques
- Data Structure Using 'C'
- Introduction to Automata Theory and Languages
- Computer Organization

Third Semester

- Operating Systems
- Design & Analysis of Algorithms
- Database Management System
- Internet & Java programming
- Computer Based Optimization Techniques
- Information Security and Cyber Laws

Fourth Semester

- Management Information Systems
- Web Technology
- Elective-I
- Artificial Intelligence
- Mobile Computing

Fifth Semester

- Dot Net Framework & C#
- Elective-II
- Software Engineering
- Elective-III
- Elective-IV

Sixth Semester

- Colloquium
- Project

List of Electives - I

- Compiler Design
- Client Server Computing
- Data Warehousing & Mining
- Advance Computer Architecture
- Distributed system

List of Electives - II

- Computer Network
- Network Security & Cryptography
- Neural Network
- Pattern Recognition
- Cloud Computing

List of Electives - III

- Image Processing
- Simulation & Modeling
- Software Project Management
- Real Time Systems

List of Electives - IV

- Advanced Database Management Systems
- Information Storage & Management
- Software Testing
- Big Data

MCA (Lateral entry)

IISE's MCA(Lateral) is a Two Year Full Time Programme approved by AICTE and affiliated to Uttar Pradesh Technical University (UPTU). Student gets admission in MCA IInd Year direct. Even though the syllabus is prescribed and governed by the University, faculty members look at imparting practical knowledge to the students. They are given live projects to work on, and motivated to apply creative to problem solving. Besides the teaching, students are encouraged to participate in extracurricular activities too, thereby ensuring the development of their other mental faculties. Regular guest lectures are conducted where industry experts share their knowledge with the students.

Eligibility:

Bachelor's Degree of minimum 3 years duration in BCA, B. Sc (IT/Computer Science) with Mathematics as a subject at 10+2 level or at Graduate Level. Graduation with min. 50% marks (For SC/ST 45%) + UPSEE

Fee Structure

Please visit our website : www.iiseindia.com

Major Accomplishments

- IISE was the first institution in UP and the sixth institution in the country to get Accreditation, in addition to Approval, from the National Board of Accreditation (NBA).

- National Institute of Personnel Management, UP Chapter, conferred the *'Man of the Year Award'* on our founder Dr Girish Bihari in the year 2003 in recognition of his untiring efforts to promote the cause of human resource development in India.

- Luminaries from the industry and academia, like Mr. Pankaj Mohindroo- President, Cellular Operators Association of India, Mr. Santonu Choudhary ex-Country Head, Kodak India Ltd., Mr. Dinesh Gulati- Group Director, IndiaMart, Mr. Sandip Sinha VP, Alembic Glasses, Mr. Kim Solomon ex O & M (Ogily & Mather), Mr. Manmohan Taneja CEO and Mentor, Krishna Venture Ltd., Mr. Sanjay Singhal ex-ITC, Mr Sudarshan Banerjee- ex-MD, Amway India and ex-CEO, Hutch, Dr. Preetam Singh- ex-Director, IIM-Lucknow, Mr P. Dwarkanath- Director, Glaxo SmithKline and noted Management Guru, Dr Prem Vrat former VC, UPTU, Mr Jayant Krishna Regional Head, TCS, Mr A.T. Raman- Consulting Editor, Business India, Mr Vinit Durve ex-MD, ZICOM, among others, have visited IISE campus at different junctures and shared the gems of their experiential learning with the students and the faculty.

- Renowned public figures like Mr KP Saxena, Mr Shatrughan Sinha, Ms Hema Malini, Ms Shabana Azmi and Mr Ravi Chopra have visited the campus and appreciated the mission and infrastructure of IISE.

- IISE is an institutional member of a number of professional bodies and industry associations, prominent among them being Confederation of Indian Industry (CII), All India Management Association (AIMA), Lucknow Management Association (LMA), National Institute of Personnel Management (NIPM), Computer Society of India (CSI) and Association of Computing Machinery (ACM).

Ratings and Recognition

- IISE's PGDM has been granted equivalence to MBA, by AICTE

- IISE is among the Top 51 Business Schools in Business India Survey 2014 in their Best B-School Survey.

- Business India has given IISE A+++ category in their Best B-School Survey of 2014.

- IISE is among the Top 50 Business Schools in Digital Learning Surve in their Best B-School in India.

- Digital Learning has given IISE AAA category in their Best B-School Survey.

- IISE has been placed in Silver A+++ Category by Just Careers Magazine for the Best B-School Survey.

- IISE is the only Private Management Institute in U.P., which has been allowed by the University, to run PhD. Programme in Management.

- IISE's PGDM equivalence to MBA has been applied for with Association of Indian University (AIU)

Our Pedagogy

A judicious blend of theory and practice prepares the student to function in a dynamic environment. IISE firmly believes that a careful application of fundamental concepts require rigorous training and conscious effort to generate an ambience that encourages individual initiative and, in the process, provides students with incisive business acumen. IISE arranges for the industry visits of management students in order to have practical experience. Experience/knowledge-sharing sessions of industry practitioners with the students of the institute are a common feature for both management and IT courses. IISE's unique pedagogy includes the following features:

* **Quality Education**
* **Application-based Teaching**
* **Unique student feedback system by way of confidential and one-to-one interaction directly with the Group Chairman**
* **Award of Special Maroon Ties to students with highest marks and highest attendance**
* **Capsular, customized Personality Development Programmes are an integral part of IISE's curriculum.**

In order to give its students a strategic edge over the students of other B-schools, the institute also provides additional professional certifications to its PGDM students (Optional), notably:

National Stock Exchange's Certification in Financial Markets (NCFM), including

> **Financial Markets : Beginner's; Module**
> **Mutual Funds : Beginners' Module**
> **Capital Market (Dealers Module)**
> **Derivatives Market (Dealers Module)**

In a similar effort aimed at boosting the job prospects of its MCA graduates, IISE runs a unique Tech-bridge course, which is specifically designed to equip the students with the know-how that is currently in demand in the IT industry. It is worth mentioning that the Tech-bridge course has helped students land plum jobs in the past.

IISE's faculty members and students regularly scan business magazines and newspapers; identify areas crucial for the development of the students and the soft skill requirements for the students. These ideas are presented by the students on a regular basis in the form of a periodic seminar called 'Market Pulse'.

Kaizen presentation is another regular and special feature of IISE. Students subscribe to financial dailies like 'The Economic Times', 'Business Standard' and 'The Financial Express'. They study these papers, identify articles of their interest area, cut out clippings and paste them in a scrapbook. The students present their scrapbook to their faculty mentor, who asks them to present any of the articles or items selected by him. This is done every week. The presentation is evaluated by the mentor and the marks are incorporated in their mark-sheets.

Students are encouraged and guided by the faculty mentors to manage and organize at least four annual events:

1. A presentation-based group exercise, known as 'MARWAR' (an abbreviation of MARketing WARfare) as part of the paper on Consumer Behaviour. This exercise constitutes a significant part of the Sessional marks.
2. A group exercise known as 'Mirage' done by the students to showcase their management and creative skills as a practical for market research.
3. Annual sports carnival
4. Founder's week

Infrastructure

What we have is comfort par excellence with the demand of hard work from all the students who will find IISE a heaven for their mind and soul.

Our sprawling, lush-green, pollution-free campus set in picturesque green surroundings and adorned with beautiful flower-beds, houses the following infrastructural facilities:

IISE has the following infrastructural facilities:
1. Hostel facilities: 3 boys' hostels, 1 girls' hostel
2. Air-conditioned computer labs and online classroom
3. Wi-Fi campus
4. Well-stocked library with 9,498 books for the PGDM students and 6,513 books for the MCA students; the Institute subscribes to 18 national and 3 international management journals and 12 national and 3 international IT journals; we have the subscriptions of as many as 45 magazines; we also have access to a host of online journals through our digital-library subscription with Association of Computing Machinery (ACM) & Developing Library Network (DELNET).
5. Two air-conditioned auditoria
6. Swimming pool
7. Gymnasium
8. Indoor badminton court
9. Cemented tennis court cum basketball court
10. Playground with facilities for athletics, cricket, football, volleyball and hockey
11. Table-tennis
12. Mess and cafeteria
13. OPD dispensary
14. LCD equipped classrooms
15. The transport facility is available for its faculty and students.

One actually needs to experience the campus life at IISE to know about it. One of our core beliefs is that a holistic development of the human personality can take place only when there is a mixture of work and play in his life. In addition to their academic preoccupations, the students (and the faculty members alike) have ample avenues for recreational pursuits like sports, art and culture, music and dramatics, and the like. This ensures that there is regular infusion of fresh energy in the work-related activities of the students as well as the faculty members.

Infrastructure

Computer Lab

IISE has three computer labs, with about 120 machines, all connected through LAN. Not only during the scheduled time, can the students avail the lab facility, but also whenever there is some spare time. All the terminals have Internet service, which the students are free to use. The campus is wi-fi so that anybody can log in from anywhere in the campus.

Auditorium

IISE's students are privileged to have two grand auditoriums: Chidanand and Ambedkar. Chidanand auditorium is a specialized and sophisticated setting for movies, songs, auditions, etc. requiring high quality audio-video system. Ambedkar Hall, with its huge stage, allows stage plays, dancing, skits, etc. Depending on the nature of the activity, students make use of both.

Infrastructure

Cafeteria

G.K. Hall, IISE's cafeteria, is a modern food court, with great ambience. At any point in time, it can serve about hundred students. Besides the regular meals (at highly subsidized rates), there is a Nescafe Vending Machine, a great hit among the students.

Library

Over the years, IISE has developed a cache of rich learning, research and training resources. The sprawling lush green campus has some of the best resources on offer, for both faculty, and students. IISE's library is a knowledge superhouse, with more than 16,000 books, over 36 journals, and over 300 DVDs and CDs on Case Studies, Personality Development, Industrial Tours, etc.

The entire functioning has been automated, reducing the processing time for issuing, returning and searching of books. Students also have access to more than 50 quality e-journals. The fully air-conditioned library, to make learning and consulting more relaxed and comfortable, has a Coffee Vending Machine and a Water Dispenser inside the Main Hall.

Life at IISE

Campus Security

'Prevention of crime in the campus is our prime concern.'

To make the campus safe and secure, IISE has laid down the following guidelines.'

♦ It has deployed sufficient security personnel with intensified patrolling around the campus including hostels.

♦ Students are required to submit a mandatory declaration form before joining the campus which holds them accountable for strict action if found indulging in any objectionable activity in the campus

♦ Students are required to submit their I-card at the gate before entering the campus.

♦ Further, IISE is committed to be a ragging-free campus.

Training and Placement Division

After becoming equipped with positive attitude and drive, IISE's graduates take this spirit to the workplace with a go-getter attitude.

Two independent placement cells at Delhi and Lucknow have placed IISE students in companies like Citibank, Vodafone, LG Electronics, Reliance Energy, Yes Bank, Barclays, Bharti, etc.

Some of our esteemed recruiters

Bank of America	Kurlon Mattress	Optima Insurance Brokers
HDFC Bank	ICICI Lombard	Bajaj Allianz
HP	Ratnasagar Publication	Indiamart
Airtel	MAX New York Life Insurance	Kotak Mahindra Bank
LG Electronics	Aircel	Cipla Pharmaceuticals
Pepsi	Vodafone	Bharti Axa Life Insurance
Cadbury	Alembic Glasses Pvt. Ltd.	Consortium Securities
GE Countrywide	Religare Securities	Business India
L&T Infotech	Oxford University Press	Karvy Stock Broking
IBM	HCL	Bayers Pharmaceuticals
Tata AIG	ICICI Bank	Ranbaxy
Shoppers' Stop	Bajaj Auto Finance	Axis Bank
Tata Indicom	Jansandesh Newspaper	Pearl Polymers Ltd.
Reliance Communications	Mahindra Retail	Harper Collins
Infosys	TCS	Apple
Microsoft	Tech Mahindra	Oracle
Wipro	Cognizant	Technosys
Syntel	Alkatel	Cedcoss

IISE- A RAGGING FREE CAMPUS

Anti-Ragging Initiatives

IISE has enforced measures as per directions of the Hon'ble Supreme Court that include:

- Formation of anti-ragging committee/squad for preventing and taking action against ragging.

- All students and their parents/ guardians have to sign an affidavit in the form prescribed by UGC.

- Counseling and sensitization of senior students against ragging by the Group Chairman personally.

- Severe punishments to erring students including lodging FIR, expulsion/ rustication and penalty upto Rs 2.5 lakhs.

- Display of anti-ragging measures/steps/punishments at all strategic locations in the campus.

- Round-the-clock availability of anti-ragging helpline. Helpline numbers: 0522-2751066, 2750620

- There are separate hostels for senior and junior students to prevent any incidents of ragging.

Anti-Sexual Harrasment Cell

In the background of Supreme Court directives, IISE has constituted a cell for prevention of Sexual Harassment at its work place.

The following are the members of this cell:

1. Mrs. Firdous Siddiqui CMD (Head)
2. Dr. Shail Mishra - Director FIeMITS (Member)
3. Ms Abha Mishra - COE (A) (Member)
4. Dr. R.P. Dubey - Director Corporate (Member)
5. Mr H.S.Saxena Registrar (Member)

This cell will take immediate action as and when complaints are brought to its notice.

CONTACT US

For Admissions

Main Campus
Chief Information Officer
Mr. Mohd. Aijaz
Mobile : +91-9453350199
Kanchana Bihari Marg, Off Ring Road via Kalyanpur,
LUCKNOW - 226022 (UP)
Mobile: 9415463705, 9935351844
Tel.: +91-522-2751066, 2750620
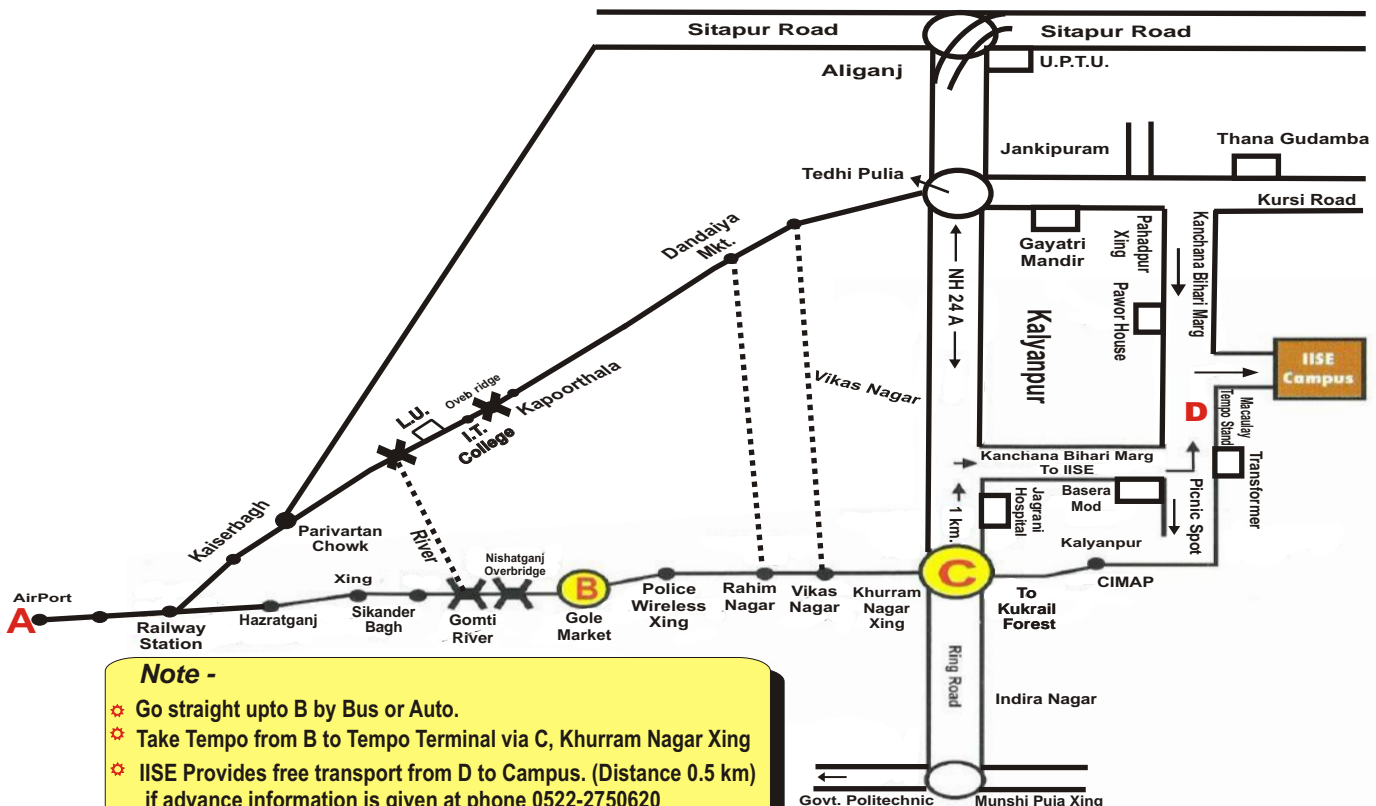Email: iise@iiseindia.com, avarma@iiseindia.com

For Placement

Mobile : 09415018829   Mobile: 09453350199

Website: www.iiseindia.com

HOW TO REACH IISE CAMPUS

Note -
- Go straight upto B by Bus or Auto.
- Take Tempo from B to Tempo Terminal via C, Khurram Nagar Xing
- IISE Provides free transport from D to Campus. (Distance 0.5 km) if advance information is given at phone 0522-2750620

Convocation