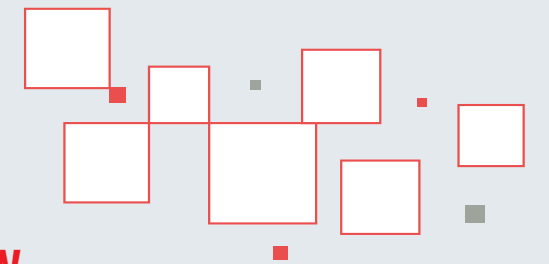




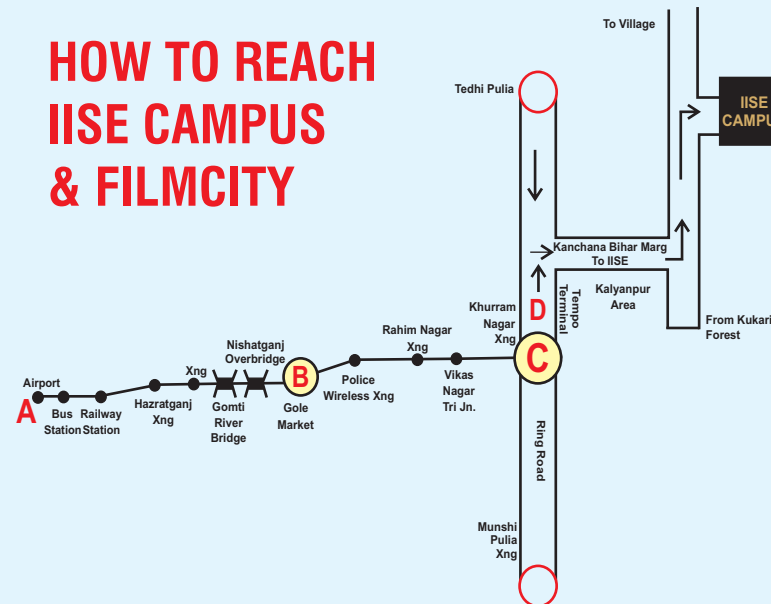
# IISE

GROUP OF INSTITUTIONS, **LUCKNOW**



## Road Map

### HOW TO REACH IISE CAMPUS & FILMCITY



"Some People Dream  
of Success,  
IISE Makes It Happen"



*Information*  
**Brochure**

**Campus :** Kanchana Bihari Marg (Off. Ring Road, Via Kalyanpur) Lucknow-226022 (U.P.) India.

**Website :** [www.iiseindia.com](http://www.iiseindia.com) | **E-mail :** [iise@iiseindia.com](mailto:iise@iiseindia.com), [info@iiseindia.com](mailto:info@iiseindia.com)

**Call : +91-7236002222 | 9453350199**

#### COURSES OFFERED

**PGDM | MCA | MA (Mass Comm) | MA (Broadcast Journalism)**  
**BBA | BCA | BA (Mass Comm) | B.Sc (Electronic Media)**



## IISE Group of Institutions

The (IISE) Society was registered in the 1991 with the mission: "To settle in life through Management and IT education, primarily the poor disabled people and the normal people of India and the world". The class and culture of IISE Group of Institutions, Lucknow is as rich as the city in which it is located. It is not merely a Management, IT and Media School, but an institution that acts as a conversion centre where budding professionals are transformed into potential

managers; equipped with all necessary skills and ethics required to succeed in the corporate world.

**The IISE Group of Institutions presently manages three educational institutions:**

1. International Institute for Special Education - [www.iiseindia.com](http://www.iiseindia.com)
2. Internet Institute for Special Education - [www.iise.in](http://www.iise.in)
3. Film Institute of eMITS - [www.fiemitsindia.com](http://www.fiemitsindia.com)



### International Institute for Special Education

IISE is committed towards offering quality education and ensuring placements for students for a very affordable fee. Its sprawling lush green campus means the students can look beyond the usual concrete jungles and study in the lap of nature. We, at IISE, focus on holistic development of the students by providing them exposure based management and IT education.

### Internet Institute for Special Education

Internet Institute for Special Education is committed to identifying young people with professional and entrepreneurial aspirations, talents and determination and triggers them off to become excellent inspirational leaders in their chosen pursuits by developing in them skills, insights, abilities, healthy habits, right perspective and clear vision.

### Film Institute of eMITS

This Film Institute has been established by the eMITS Society registered under Societies Registration Act 1860. Renowned public figures like Padmashri KP Saxena, Mr. Shatrughan Sinha, Padmashri Hema Malini, Ms. Shabana Azmi and Mr. Ravi Chopra have visited the campus and appreciated the mission and infrastructure of FIeMITS.



**IISE**  
GROUP OF INSTITUTIONS,  
LUCKNOW



## Our Esteemed Recruiters



## Founder's Philosophy Reproduced in his Letter to Corporate Visionary

**DR. GIRISH BIHARI**  
(IPS, EX-DGP, UP)

### 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.



(1938-2009)

Sir,

It is difficult to derive a common denominator in the production and business model for all the Indian industries. Those industries which have been adversely affected by the global competition have begun to think of changing the models in preparation for the knowledge economy. The old economy industries, which are not yet affected, may be going slow in environmental adjustment. However, one thing is certain that all the industries of India are in a state of flux to accommodate fundamental changes which will be required sooner or later.

The academicians also keep on the studying these changes in order to meet the needs of industry. Being a Research Institute in Management and simultaneously teaching highest-level AICTE approved plus NBA Accredited Management Course and also the IT (MCA), our Research perceptions have evolved certain formulations for 21<sup>st</sup> century industrial scenario, which are humbly submitted for consideration.

Recruitment so far has been English – communication centric with the result that a convent educated + MBA applicant with poorer grasp of Management subjects (provided the syllabus is current industry-centric) gets precedence over a more management-knowledge & skilled but less English-verbose applicant. In the new economy – the knowledge with reasonable (Not the better or the best) level of communication in English, coupled with native approach in dealing with the customer.

Lest I appear to be espousing the cause of the 'bloody native', I

deny this completely and emphasize that what I am pleading for is a higher preference for 'knowledge plus reasonable communication skill' above 'verbosity minus solid grasp of management issues and skills'.

This, I say, has been necessitated by the appearance of a new soul for the new economy- KNOWLEDGE. It is 'knowledge' that is capital, the asset, and verbosity is its poor competitor (the 'also ran'). IT is the seventh horse of the Sun which carries and converts 'knowledge' into cash and capital. The metal and capital intensive industry is now passé. Cash in the New Economy will flow from the barrel of BPR when applied to add knowledge-through-IT to metal bashing, which is the only mode of modernizing Indian industry for globalization to survive and, if not, perish. Dot coms may have perished but IT has not. Enthusiasts made IT run too fast on the dot com wagon and so the body i.e. dot com fell and perished but the soul, i.e. IT has survived to enter new bodies.

When PGDM / MBA knows IT in its generalities extending to the border--not interior--of hard core IT, then the company has found its best Manager whose moderate verbosity crusted over hard core management knowledge will produce cash and prosperity all along the full line of Company's business activity.

Finding such a manager is the challenge for Corporate of New Economy. We welcome you to be associated with our institute to help and guide us in developing managerial skills of young graduates and future managers of the nation.



# Welcome

*"A journey of the thousand miles begins with a single step"*  
-CONFUCIUS



## Vision >>>

To become a premiere Business, IT and Media school recognized globally for its excellence in academics and cross cultural solidarity.

## Mission >>>

IISE, in entirety, is committed to identifying young people with professional and entrepreneurial aspirations, talents and determination and trigger them off to become excellent inspirational leaders in their chosen pursuits by developing in them skills, insights, abilities, healthy habits, right perspectives and clear vision. It focuses on holistic management education, training and conditioning of students through intellectual and informational inputs and activity-oriented experiential, self discovering process to embolden them to assume responsibility, take charge and lead effectively.

## Our Esteemed Recruiters

**RACHNA SAGAR PVT. LTD.**  
EDUCATIONAL PUBLISHERS

Technoites are fully trained to face the challenges of the corporate world.

**Mr. Arvind Srivastava**  
Regional Head,  
Rachna Sagar Press

**RELIANCE**  
Life Insurance

Management graduates we picked from IISE in the last couple of years are doing real good job and have added a lot of value to our organization

**Mr. Ashish Singh**  
Regional Manager,  
Reliance Life Insurance Ltd.

**PEPSICO**

IISE Group of Institutions, Lucknow is making an excellent effort in developing young students to a total exposure of various facets of Management so that the PGDM students are able to meet the present and future needs of Industry

**Mr. Ashish Pathak**  
Manager Logistics,  
Pepsico

**HAYAT**  
INTERNATIONAL

Our associations is mutually rewarding with IISE group. Event management and making skills are excellent in students from this business school.

**Mr. Kamal Kant Atal**  
Director,  
Hayat International

**BACARDI**

Productivity and performance ranking of IISE PGDM students is at par with finest of business schools.

**Mr. Pooja Mani Tripathi**  
Manager-Bacardi India

**PHILIPS**  
India

We look forward for hiring hard working PGDM students os IISE to enrich our relationship

**Mr. Vijyant Srivastava**  
Vice President-Phillips India



## Corporate Speak



I would like to appreciate that the students of International Institute for Special Education, are talented and well trained. Their conceptual clarity and hands-on work of student is excellent. It creates one of the best talent pool for the corporates. We look forward for long term association with IISE.

**Mr. Anil Vaish**  
DGM] Toyota Motors

**DIAGEO**

I have three years of association with IISE Group of Institutions; I have not only recruited students from HR specialization for final placement and Summer Internship but have also given guest lecturers to them on various occasions. What makes IISE different from other colleges is the continuous training on soft skills and making students aware of what's happening outside the four walls of the college. My heartiest wishes to students and the management of IISE for showing exponential growth in past few years.

**Mr. Sushil Sharma**  
DGM, Diageo, India

**TECHNOSYS**

It has been a good association with IISE and since our association we have been able to get good student to be taken on board. In depth of your technical courses syllabus for IT Industry has been very much suitable as per the trade standard. Your initiatives to bring Industry closer to the University through Techbridge Courses has made a great deal of importance the career of each students and I feel they get a professional career growth at IISE. And we also look for a better association with the Institution on many future programs and initiatives.

**Mr. Pankaj Chaudhary**  
HR Manager, Technosys

**BAJAJ AUTO  
FINANCE**

Till now we had sourced very good candidates from FleMITS – IISE Group of Institutions. The candidates are good at subjective and technical knowledge and even institution is also really working hard for overall grooming of candidates i.e. Practical Knowledge, Theoretical Knowledge, Communication Skill, interview skills even basic mannerism also. We want to congratulate and wish you people all the best for future.

**Mr. Saket Saxena**  
Regional Head  
Bajaj Auto Finance

## Contents

CMD's Message	1
Director's Message	2
Advisory Board Cum Academic Board	3
Achievements - Key Drives at IISE	4
Management Faculty	5
IT Faculty	7
Media Faculty	9
Visiting / Guest Faculty	11
Alumni Speak	12
Beyond Academics	13
Students Testimonials	15
PGDM	16
MCA	18
BCA	19
BBA	19
Mass Communication Courses	20
Infrastructure	22
Corporate Resource Center (CRC)	26
Corporate Speak	27
Our Esteemed Recruiters	29
Road Map to IISE	



## CMD's Message

### Ms. Firdous Siddiqui

CMD, IISE Group of Institutions

Eminent educationist with experience of more than 20 years

Director - Rasphil Academy



#### Dear Students,

Education in the contemporary scenario is not merely focused on getting a job but it must ensure that students are empowered to be agile to face competitive pressures. IISE Group of Institutions has a proven track record of being a leading Management, IT and Media Institute since 1991. We at IISE believe in holistic learning that adds value to the life and career of our students. We believe in empowering the students and nurturing their insight so that they embark on a journey of academic and knowledge evolution. Our academic endeavours transform students into competent professionals capable of fulfilling the strategic requirements of the corporates.

The distinguished faculty, industry oriented curricula and innovative pedagogy at IISE enhances knowledge, skills and abilities of the students which transform them into

proactive professionals. The expert recommendations from the industry and academic professionals are duly and regularly incorporated in curricula and pedagogy to enhance the employability of our students.

IISE alumni have established a rich and unparalleled legacy of committed professionals adding value to the organizations and their career. The rich alumni base bears testimony to the fact that our philosophy at IISE is not merely educating students but ensuring that they reach pinnacles of success in their careers. The strong alumni base and corporate resource cells ensure that students are provided with plethora of training and job opportunities in the best of organizations and corporate environment.

I welcome you to the vibrant and stimulating environment of IISE where you will shape your future and destiny of the world.

## Corporate Resource Centre (CRC)



### Ms. Shikhadri Sharma

Head Corporate Relations  
BSc (Mathematics)  
'O' Level from UPTech  
PGDM (HR)

IISE has independent fully developed Training and Placement cell in the campus known as **Corporate Resource Center**. Our Students have received excellent placements offers from organizations of repute both in India and overseas. We have a pool of committed faculty members, to help the candidates develop relevant managerial skills and leadership qualities.

Training is a different ball game all together in which we groom our students in their technical and analytical skills, as well as in their verbal and non-verbal skills, through a process of organizing Mock Interviews and Group Discussions. Nearly 80% of placements were achieved by the IISE in the past years

We at IISE not only emphasize on providing Degree/Diploma but also providing a platform with a good vision of career opportunity. This brings up a healthy atmosphere in the college where students learn, grow, develop and reach heights of their career.

### Placements Highlights

Infosys, Technosys, Google, Microsoft, IBM, HCL, HDFC, OXFORD, Axis Bank, Pepsi, Telco, Idea, Reliance Jio, Stallion Honda, SNG, Ratna Sagar, The Chopra's, Wipro, Shopper's Stop, Big Bazaar, Ced Coss, Pathways Consultancy, Karvy, Thakur Publications, Apex Services, Innominds, Byte Matrix, Magnus IT Solutions, Planet Web Solutions, Apex TG India Pvt. Ltd., India Mart, Singsys, News Nation, ABP News, Hidustan Times, Dainik Jagran, Radio City, Big FM, Red FM, APN News, India News, E Tv.

### The activities organized by CRC are as follows.

- Industrial Visit
- Summer Training
- Guest Lectures
- Seminars
- Conferences
- Workshops
- Research Projects
- On -Job Training
- Mock Interview
- Group Discussion
- Extempore
- JAM Session
- Aptitude Test
- Personality Grooming Classes
- Body Language Training

## Affiliations

**CII**

Confederation of India  
Industry

**LMA**

Lucknow Management  
Association

**AIMA**

All India Management  
Association

**CIMA**

Chartered Institute of  
Management Accounts



## Infrastructure

### Transportation

The institute offers bus facilities for commuting of the students. The buses cover all major routes in the city, providing easy and affordable connectivity to the campus.



### Wi-Fi

Institute is having high speed internet facility. The campus has a 24x7 Wi-Fi facility in the college campus for the student and faculty members to avail internet connection at any place in the college, hostel & faculty houses.

### Security

The college campus ensures 24x7 safety with full CCTV surveillance. There is strict system of entry and exit from the campus. The safety personnel with their robust patrolling ensure all round safety in the college premises.



### Power Backup

IISE ensures that the teaching learning process is not disrupted due to frequent power cuts. The entire campus, hostels and cafeteria are endowed with power backup systems to ensure that academic activities are pursued without any obstruction.

## Director's Message

### Prof. (Dr.) Arun Kumar Shukla

Ph.D, MBA (Marketing & Finance)  
B.Com, AMFI

Professional Experience - 20 Years

Presented paper in International  
Conference at IIT Delhi

Presented various International &  
National level Research papers.

Panelist for 'UCO Bank'

Research projects for State Development Report,  
Govt. of Tripura and Health & Family Welfare,  
Govt. of U.P.



I wish to thank you for showing interest in IISE Group of Institutions, Lucknow. We have been providing quality education in Management, Information Technology, and Media for the past 27 years and over 5000 students have excelled through IISE Group of Institutions since its inception in 1991.

To facilitate enriching and life-turning experience for students, we have Centers of Excellence to enhance domain specific research and training among members of faculty and entrepreneurship among students. Our faculty makes substantial contribution to the academia through quality teaching, publications, seminars, conferences, etc. The corporate interactions including corporate supported projects undertaken by our students, under faculty supervision provides a close hands-on-experience to our students as part of our curriculum.

Our curriculum and pedagogy have continued to incorporate new developments in the fields of management and technology. We design our syllabus every summer on the basis of the changes taking place in the industry in the previous 12 months and forecast of next 12 months so that the industry gets those managers that it needs at the time of recruitment.

Through the competent Corporate Resource Cell (CRC), we expose our students to the understanding of the dynamics of professional corporate culture. Continuous up-gradation on the basis of expert talks and feedback from industry has distinguished IISE as an institution of distinctive and competitive advantages. Corporate networking and mentoring have developed our students and improve their place-ability scores by aligning their Knowledge, Skill & Attitude with the key requirements of the job market.

It is our perennial drive to offer quality education with world class exposure and to build capability of our students. As a prospective student, you are welcome to explore options that may be available to you in our various academic programmes and please do not hesitate to contact us for additional information.

If you represent a business organization and are seeking any information on our students, our activities, etc., you are welcome to contact us and we will be too happy to explore initiatives of mutual interest.



## Advisory Board Cum Academic Board

### Mr. R. K. Mittal

Retired IAS,  
Ex – Commissioner,  
Lucknow

### (Prof.) Somesh Kumar Shukla

Dean, Faculty of Commerce,  
University of Lucknow.

### Mr. Pawan Tiwari

CMA – General Secretary, ASSOCHAM UP  
Industrial Development Committee,  
Ex- Chairman, Institute of Cost Accountants of India –  
Lucknow

### (Prof.) B.K. Bajpai

Director,  
Giri Institute of Development Studies, Lucknow

### Mr. S. Hanumant Rao

Live Today

### Dr. A. K. Singh

Assistant Director, RUCES,  
University of Lucknow

### Dr. Qamar Rahman

Indian Scientist, Dean Research Science  
and Technology,  
Amity University Lucknow

### Mr. M. A. Khan

Consultant Advisor, UP(E)-at Lucknow  
IDEA Cellular Ltd.,  
Aditya Birla Group

### Mr. Jayant Krishna

Executive Director & Chief Operating Officer,  
National Skill Development Corporation,  
New Delhi

### Mr. Susheel Sharma

DGM, Diageo, India

### Mr. Saket Saxena

Regional Head, Bajaj Auto Finance Ltd.

### Ms. Shilpi Saxena

Head – HR, Kurlon Ltd.

### Mr. Anil Vaish

DGM, Toyota, Kirloskar Motor Pvt. Ltd.

## Infrastructure



### Cafeteria

G.K. Hall, IISE's cafeteria, is a modern food court, with great ambience. At any point of 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.

### Studio

The studio for Mass Communication and Journalism courses at IISE is one of its kind in the state. The well equipped labs provide platform for the students to learn the basics of the communication technologies and journalism. The labs are endowed with FCP editing, latest and advanced audio-video equipments, Multi dimensional lighting facilities, Advanced camera technologies, Chroma, Track-Trolley and online editing through switchers.



### Hostel

The institute offers in campus hostel facilities separately for boys and girls. Spacious rooms, well maintained, airy buildings endowed with natural light provide the perfect solution to the lodging and fooding requirements of the students. The boys and girl hostels are under 24x7 surveillance and provide safe and reliable accommodation to the students.



### Sports Arena

To bring freshness, enjoyment and for the sound health of the students, the Institute's Sports Club organizes various activities from time to time. Competitions with local clubs and other institutions are frequently organized to encourage vibrant sports culture promoted by the Sports Club which maintains Cricket, Volley-ball, Badminton; Hockey & Table Tennis is also available. An Annual sports fest under the name of "Spardha" is organized every year to give students an opportunity to showcase their sports related talents and to bring in event management skills.





## Infrastructure

### Auditorium



Spacious and air conditioned auditoriums in the campus allows comfortable gatherings of students for academic activities. Availability of twin auditoriums namely Ambedkar Hall and Chidanand Auditorium allows students to organize and convene academic events and college fests with ease. 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.

### Computer Lab

The institute has a well equipped computer facility to cater to the learning needs of the students and faculty. Latest computers are equipped with latest operating systems and software. IISE has three computer labs, with about 120 machines, all connected through LAN. Not only during the scheduled time, students can 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 meaning everybody can log in from anywhere in the campus.



### Library

IISE's library is a knowledge superhouse, with more than 16000, 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, of library.



## Achievements - Key Drives at IISE

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) statutory body of Ministry of HRM.

IISE is proud to be the Local Chapter of National Programme on Technology Enhanced Learning (NPTEL), funded by Ministry of Human Resource Development (MHRD), Govt. of India.

A + + Ranking by Business India and Silver A + + + Ranking by Just Careers Magazine.

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

Luminaries from the industry and academia, CMA Pawan Kumar Tiwari, Chairman, Cost Accountants of India; Mr. P. Dwarkanath, Director, Glaxo SmithKline; Dr. Pritam Singh – Ex-Director, IIM, Lucknow; Mr. T. Raman, Consulting Editor – Business India; among others, have visited IISE campus and shared their experiential learnings.

Renowned public figures like Mr. K. P. 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.





## Management Faculty

### Ms. Priyanka Kalra

Assistant Professor &  
HOD - Management

Experience - 9 Years

Areas - Retail Management,  
Management Information System,  
Information Technology, Business  
Process Re-engineering,  
Business Communication.



She is an Accredited Management Trainer in the field of Information Technology recognized by AIMA and IELTS 8 Band qualified. Ms. Kalra holds Postgraduate Diploma in Business Administration. She received three gold medals for the same. She has attended AICTE sponsored Quality Improvement Programme on "Research Methods in Management" at Faculty of Management Studies, Banaras Hindu University, Banaras.

### Mr. Manoj Saxena

Sr. Assistant Professor &  
Deputy HOD - Management

Experience -19 Years

Area-Consumer Behavior,  
Research Methodology,  
Operations Management.



He is M.Phil. (Management), MBA (Marketing), PGDBA, M.Sc. (Physics with specialization in Electronics). He is pursuing Ph.D.in Management from Integral University. He has 17 years of teaching experience and 2 years of industry experience. He has 12 research paper publications in International, National journals of repute and conference proceedings. He has attended 7 FDPs and workshops including QIP on "Marketing - Recent Trends" organized by FMS, BHU, Varanasi. He has been a recipient of the Best Faculty award for his contribution at IISE.

### Dr. Shekhar Srivastava

Associate Professor

Experience - 16 Years

Area- Marketing



He is a Doctorate in Management and has qualified NET in Management conducted by University Grants Commission. He is an approved research supervisor for Ph.D. Program in Management Studies by Pacific University, Udaipur. He is Postgraduate in Management, Economics & Geology. He has been a prolific researcher and has published several research papers in international and national journals of repute. He has reviewed more than fifty Management Books. He is on the editorial boards of various International Journals in the area of Management Research.

### Mr. Avishkar Gupta

Assistant Professor

Experience - 16 Years

Area - Information  
Technology, Supply Chain  
Management, Insurance and  
Risk Management,  
Quantitative Techniques.



He is a Post Graduate in Management with specialization in IT and an Engineering graduate in Electronics & Telecommunication. He has got rich 16 years of corporate experience. He has worked with leading IT companies like Zenith Computers, Hewlett Packard (I) Pvt Ltd, HCL Info Systems, Toshiba Computers Ltd, Acer India Pvt Ltd. He has been associated with IISE since 2017. Apart from his teaching assignments he is heading the Branding and Counseling division of IISE.

### Mr. Ashutosh Srivastava

Assistant Professor

Experience -16 Years

Area- Quantitative Techniques,  
Operations Research,  
Research Methodology



He has qualified NET in Management conducted by University Grants Commission. He is a MBA with specialization in Marketing and a graduate in Computer Science and Mathematics. He is pursuing Doctorate from Lucknow University. He has been involved in various research projects sponsored by Government of India and Uttar Pradesh, World Bank and Planning Commission. He also attended QIP on Operations Research organized by IIT – Delhi. He has attended, presented and published various research papers in the National and International Seminars and editorial books.

## Infrastructure

### Campus

The institute is located in a pollution free environment. It appears that the entire premise is in nature's lap. It is full of greenery due to dense population of trees and plants which is conducive for teaching and learning process. The privilege of lush green, pollution free campus is available within city limits and is well connected to major routes of the city



### Classrooms

The air conditioned classrooms are designed to facilitate maximum interaction between the faculty and student. Classrooms are so designed to ensure optimum ventilation and have natural light. Large corridors, high ceilings and desks designed to ensure comfortable learning environment to the students. Theatre style and classic classrooms are equipped with PC and interactive audio video enabled learning systems.





## BA in Mass Communication (BA MC)

BA in Mass Communication programme is 3 years full time undergraduate degree course, affiliated to Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal.



### Key Features

This course aims to promote communication education that leads to modern, ethical and creative media practices with a positive bearing on the individual, industry and society.

### Eligibility

The candidate must have Passed 10+2 from any recognized board in any stream.

## BSc in Electronic Media (BSc EM)

B.Sc. in Electronics Media programme is 3 years full time undergraduate degree course, affiliated to Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal. B.Sc. EM at FleMITS, Lucknow is one such course which is of immense help to the students to enter the electronic media industry.

### Key Features

Electronic Media is a perfectly designed course aims to providing professional training and knowledge, technical excellence and commercial advantages. It makes students aware of technical and practical aspects of Television Journalism. It develop capacity of evaluation and analysis of the events happening around us.



### Eligibility

The candidate must have Passed 10+2 from any recognized board in any stream.

## Management Faculty

### Mr. Tarun Bose

Assistant Professor

Experience - 10 Years

Area-Accounts and Finance,  
General Management,  
International Finance



He holds MBA degree (from UPTU) and PGDRM (from BIMTECH). Apart from teaching experience, he had presented research papers in various seminars/conferences and contributed chapters in management books. He is a life time member of UPUAE.

### Mr. Sunny Masand

Assistant Professor

Experience - 10 Years

Area - Finance and Accounting



He holds PGDBM in Finance & Information Technology and Masters in Commerce and brings along with him rich academic experience. He has participated in various workshops, conferences, FDPs and National seminars. He has attended a QIP on "Social Media Marketing" at IIT, Roorkee. He also attended a FDP on "Using Blended Massive Open Online Courses in the classroom."

### Ms. Neha Tiwari

Assistant Professor

Experience - 7 Years

Areas - Human Resource Management,  
Organizational Behavior, Entrepreneurship  
and General Management



She qualified National Eligibility Test and Junior Research Fellowship in Management organized by UGC. She has submitted her doctoral thesis in Department of Business Administration, University of Lucknow. She has a MBA degree from Department of Business Administration, University of Lucknow with specialization in Human Resource Management. She has actively participated in National and International conferences, seminars and workshops to enrich her teaching and research knowledge. She has 8 publications in International and National journals of repute.

### Ms. Ruchi Srivastava

Assistant Professor

Experience - 6 Years

Areas - Finance and Economics



She holds M.Phil. degree in Management. She has qualified NET in Management conducted by University Grants Commission. She is MBA with Human Resource and Finance specialization and B.E. (Industrial and Production). She has, presented and got published various research papers in the National and International Seminars

### Ms. Sanjoli Kedia

Assistant Professor

Experience - 5 Years

Area - Human Resource Management,  
Organizational Behaviour,  
Industrial Relations, and General  
Management



She is a Gold Medalist and recipient of scholarship in Masters of Business Administration in Human Resource Management from Amity University. She is a NPTEL (Gold Medalist) certified Human Resource Professional. She is a graduate in Commerce from Lucknow University. She has four publications in National and International Journals of repute. She has attended FDP on Innovative teaching pedagogy at IIM, Ahmedabad. She is also an external evaluator at SHIATS University, Allahabad. She has also received training from Pearson Excel on "Professor Delight." She has also attended workshop on Neuro Linguistic Programming at Amity University.



## IT Faculty

**Mr. Naveen Chandra Upreti**  
Sr. Assistant Professor & HOD-IT

Experience -18 Years

Area- Web Technology,  
Cyber Security, C, Java.

He is an MCA, MTech(IT), MPhil(CS) and pursuing his Ph.D. in Computer Science from UTU(Uttarakhand Technical University). He has been associated with IISE since 2002. He has a total of 16 years of Teaching Experience and 2 years of Industry Experience. He is a NPTEL certified faculty and is the SPOC of NPTEL for IISE. He has several research paper publications in International and National journals and has attended various FDPs and Workshops. He is a member of LMA (Lucknow Management Association). He has also been a recipient of the Best Faculty award and the Golden Peacock award for his contribution at IISE. Beyond academics, he loves to play Harmonica and is an avid sportsperson.

**Ms. Deepti Gupta**  
Assistant Professor &  
Deputy HOD - IT

Experience – 16 Years

Area- Database Management System,  
Software Engineering,  
Human Values and professional Ethics

She holds MCA degree, M.Tech(CS) degree and pursuing Ph.D. (Computer Science). She holds an experience of 15 years in the education sector and 1 year in Corporate Sector. She has 5 research paper publications in International and National journals. She has attended 4 Faculty Development Workshops on various technologies. She is a NPTEL certified faculty. She has certification of Human values & professional ethics from IIT, Kanpur.

**Dr. Vishal Srivastava**  
Associate Professor

Experience -16

Area- Design & Analysis of Algorithms,  
Dot Net Technologies,  
Web Technologies, C++ ,  
Internet Programming.

He is MCA from V.B.S Purvanchal University and Ph.D. from Sai Nath University Ranchi, Jharkhand. He has 13 research paper publications in International, National journals and conference proceedings. Dr. Vishal Attended 1 workshop organized by IBM and two FDP organized by IIT, Kharagpur. He is a NPTEL certified faculty.

**Mr. Ajay Kumar Dwivedi**  
Assistant Professor

Experience-18 Years

Area: Software Engineering,  
Computer Networks,  
Data Warehousing & Mining.

He holds MCA, M.Tech. (IT) degree and pursuing Ph.D.(Computer Science).He has attended 2 workshops/FDPs, 2 National seminars. He has presented 3 papers in International seminars. He is AKTU certified faculty of Human Values & Professional Ethics. He has worked on All India Survey for Higher Education data conducted by Ministry of HRD, Department of Higher Education.

**Mr. Anupam Ratan**  
Assistant Professor

Experience-18 Years

Area -Network Designing



He is working as an Assistant Professor and Systems Manager. He holds MCA and is certified on various system level technologies from Microsoft, CISCO, IBM, RED HAT etc.

## MA in Mass Communication (MA MC)

MA in Mass Communication is full time 2 years master degree programme, affiliated to Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal. This course enable our students to know the various aspect and demand for the media industry.

## Key Features

Mass communication master's degree programs familiarize students with several forms of media through courses such as mass communication theory, research methodologies and media ethics and law. Graduates could opt to pursue further studies or a variety of journalism, marketing and public relations careers.



## Eligibility

The candidate must have passed graduation from any recognized university in any stream.

## MA in Broadcast Journalism (MA BJ)

MA in Broadcast Journalism is a 2 years full time masters degree programme affiliated to Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal. This course, focuses on becoming a centre of excellence in Media Education and Training. Adequate attention has been given to the exemplar shifts in media practices, while formulating the Curriculum for Mass Communication education and Electronic Media.

## Eligibility

The candidate must have passed graduation from any recognized university in any stream.





## Bachelor of Computer Applications (BCA)

This is a 3 years full time under graduate programme affiliated to Dr. Bhimrao Ambedkar University, Agra, offered by IISE, Lucknow. This course gives you an insight into the world of computers and its applications. Incorporating latest developments into its curriculum, this course thus helps in bridging the gap between the IT industry and academic institutes.



### Key Features

Adequate programming practices along with imparting them with the required theoretical knowledge.

Focus on internship and relevant industry placements.

Faculty with proven research and academic credentials.

### Eligibility

(10+2) in any stream with maths, with minimum 50% marks (for General & OBC category) and minimum 45% marks (for SC/ST category).

## Bachelor of Computer Applications (BCA- Without Mathematics)

Bachelor of Computer Applications programme is 3 years full time undergraduate degree course, affiliated to Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal.

### Key Features

BCA programme deals with computer science and programming. Students are given knowledge on topics like Programming Languages, Hardware and Software, Computer Networks, World Wide Web, Database Management, Logic, Multimedia etc.

**Eligibility** The candidate must have Passed 10+2 from any recognized board in any stream

## Bachelor of Business Administration (BBA)

This is a 3 years full time under graduate programme affiliated to Dr. Bhimrao Ambedkar University, Agra. This programme provides fundamental education in business and management principles. This course typically allow students to get expertise in one of multiple concentration areas, including International Business, Finance, Real Estate, Computer Information Systems, and Accounting.

### Key Features

We offer practical management training, which prepare our students to successfully work within a large or small organization.

This Program emphasizes on the development of communication skills, quantitative reasoning, and business analysis skills.



### Eligibility

(10+2) in any stream with maths, with minimum 50% marks (for General & OBC category) and minimum 45% marks (for SC/ST category).

## IT Faculty

### Mr. Manoj Kumar

Sr. Assistant Professor

Experience – 17 Years

Area - DOT Net, Object-Oriented Modeling & Design, C++ , Visual Basic, System Analysis & Design, Software Engineering, E-Commerce, Operating System.



He holds MCA, M.Tech. (CS) degree and pursuing Ph.D.(Computer Science). He has a total of 17 years experience i.e. 15 years in academics & 2 Years in industry. He has published 12 research paper publications in International and National journals & published 3 books and attended 8 workshops and 3 training programs on Android, Dot Net & IBM AIX Technologies and two FDPs approved by AICTE.

### Mr. Sanjeev Tiwari

Assistant Professor

Experience - 17 Years

Area: Discrete Mathematics, Artificial Intelligence, Operating System.



He holds M.Sc. (Maths with Specialization in Statistics), MCA, M.Tech (CS&E) degree. He has one research paper to his credit in National journal and attended one AICTE approved FDP at MNNIT, Allahabad.

### Mr. Harish Shukla

Assistant Professor

Experience – 14 Years

Area: Discrete Mathematics, Analysis and Design of Algorithm, C, C++ and Digital Electronics.



He holds MCA and M. Tech. (IT) degree, graduate in Physics and Mathematics. He has qualified GATE with Mathematics conducted by IIT, Delhi. He has been a research trainee in the Mehta Research Institute of Mathematics and Mathematical Physics, Allahabad. He is an authorized academic counselor in IGNOU, Regional Center, Lucknow.

### Mr. Chandra Bhusan

Assistant Professor

Experience -12 Years

Area- Dot NET Technologies, Web Technologies, Computer Network, Network Security, PHP C, E-Commerce



He holds MCA degree from Uttar Pradesh Technical University, Lucknow and pursuing Ph.D.(Computer Science) from Uttarakhand Technical University, Dehradun. He has qualified UGC-NET Exam in 2012. He is a NPTEL certified faculty. He has published 02 research paper in acclaimed journals at International and National levels. He attended 1 workshop organized by IBM and 1 FDP approved by AICTE. He has been a recipient of the "Best Faculty Award", at IISE.

### Mr. Saurabh Srivastava

Assistant Professor

Experience - 10 Years

Area: Software Testing, MIS, Computer Network Security



He holds M.Sc. (CS) and MCA degree. He has a total of 10 years' experience in the academics and 3 years experience in industry. He has published one Research paper in a National journal. He is a Novell Certified Internet Professional and certified in administration in SQL Server from APTECH, Lucknow.



## IT Faculty

### Mrs. Niyati Agarwal

Assistant Professor

Experience – 7 Years

Area of Interest: Database Management  
System, Operating System,  
Computer Networks,  
Data Structure and Computer Graphics.



She holds MCA and B.Ed. degree and has a total of 7 years experience in academics and a year experience in industry. She is a Microsoft Certified Technology Specialist (Dot NET Framework 3.5, ASP.NET Applications). She has qualified National IT Aptitude Test conducted by NIIT.

## Media Faculty

### Mr. Anurag Srivastava

Deputy Director, FleMITS

Experience - 18 Years

Area- Sales & Marketing,  
Media Management,  
Video Editing & Motivational Trainer.



He holds MBA degree. He has experience of 10 years in academics and 8 years industry. He has worked with companies like Mahindras Holidays, a company of M & M Group and Thomas Cook.

### Mr. Amit Kumar Tripathi

Assistant Professor & HOD- Media (FleMITS)

Experience -11 Years

Area - Graphic Designing, Video Editing,  
Animation and Public Relation



He has an academic record of double Master degree in Mass Communication & Journalism as well as Business Administration with specialization in Multimedia and Animation. He has more than 08 years of academic experience in the field of Media Education in addition to 3 years of industry experience and participated in workshops and seminars in the various areas of Media & Management. He has also been associated with various Web Portals and Newspapers.

### Dr. Vijay Prakash Upadhyay

Assistant Professor

Experience-20 Years

Area: Media Research,  
Media Growth and Development,  
Media Law and Ethics, Reporting,  
Editing & Feature Writing.  
Public Relations, Media Management and  
New Media Communications.



He is a Doctorate of Philosophy in Mass Communication & Journalism from University of Lucknow. He completed double Masters in (A.I.H.) as well as Mass Communication & Journalism. He also retains the degree of B.Ed. from VBS Purvanchal University Jaunpur. He has been serving as Media Guru in higher education for last 20 years with various Mass Media Educational and Training Institutes at Lucknow. He has presented research papers in National / International seminars and written research articles/research papers in UGC approved journals.

### Dr. Prerna Tripathi

Assistant Professor

Experience - 11 years

Area - Media Research  
Media Ethics & Laws Communication Studies



She completed her doctorate in Mass Media Studies from University of Lucknow. She is serving in the higher education since last 11 Years in the different media educational institutes of Lucknow. She leads several Social development projects funded by Central Government, State Government etc. She is member of Public Relation Society of India and Asian Men research journal.

## Master of Computer Applications (MCA)- AKTU College Code - 057

Master of Computer Applications (MCA) is a three year full time programme approved by AICTE and affiliated to Dr A.P.J. Abdul Kalam Technical University, Lucknow, Uttar Pradesh formerly known as Uttar Pradesh Technical University (UPTU).

### Key Features

Strong Corporate Interface for grooming the students for the corporate world.

Tech - bridge course: An exclusively designed program for the students of MCA Programme for the purpose of pairing of theoretical knowledge with right industry requirements to create professionals who are job ready on day one.

KAIZEN: An Aptitude Training, Communication Skills Enhancement Programme along with Specialized Placement Preparation Modules

MCA Program is also known for its 100% university results & rich Placements.



**Eligibility** Graduation with min. 50% marks (For SC/ST 45%) with Mathematics at 10+2/Graduation + UPSEE Rank.

## MCA-Lateral Entry (AKTU College Code-057)

MCA-Lateral Entry is a two year degree programme for the candidates possessing BCA/BSc (IT/CS) degree with Mathematics as a subject in 10+2/Graduation and minimum 50% marks (45% for SC/ST Candidates). Such eligible candidates can be admitted directly in the second year of the regular MCA Programme.





## PGDM Course Curriculum

### First Trimester

Fundamentals of Management	C 101
Managerial Economics	C 102
Management Accounting - I	C 103
Marketing and e-Marketing	C 104
IT Applications and trends	C 105
International Business English Communication (IBEC)	

### Second Trimester

Organizational Behaviour	C 201
Management Accounting - II	C 202
Financial Management	C 203
Quantitative Techniques	C 204
Consumer Behaviour	C 205
Business Environment	C 206

### Third Trimester

Business Law	C 301
Human Resource Management	C 302
Research Methodology	C 303
Operations Research	C 304
Insurance And Risk Management	C 305
International Business English Communication (IBEC)	

### Fourth Trimester

Sales and Distribution Management	MK01
Management Information System	C 401
Materials and Machine Management	C402
Project Management	C 403
Summer Training	ST01

E L E C T I V E S	HRM: Human Resource Development	HRM01
	FM : Security Analysis And Portfolio Management	FM01
	IT : Database Management System	IT01
	RD: Economics for Rural Development & Entrepreneurship	RD01
	IB: International Marketing Management	IB01

### Fifth Trimester

Business Policy and Strategic Management	C501
Retail Management	MK02
International Business and Trade	C 502
Rural Marketing	C 503
International Business English Communication (IBEC)	C 504

E L E C T I V E S	HRM: Organizational Change And Development	HRM02
	FM: Management of Financial Institutions and Services	FM02
	IT : Management of Technology, Innovation & Change	IT02
	RD : Rural Credit & Cooperatives	RD02
	IB: International Logistics & Documentation	IB02

### Six Trimester

Entrepreneurship Development	C 601
Marketing of Services	MK03
Behavioural Finance	C602
Research Project Report	RPR01

E L E C T I V E S	HRM: Union Management and Industrial Relations	HRM03
	FM: Tax Planning and Management	FM03
	IT: Business System Analysis & Design	IT03
	RD: Rural Management	RD03
	IB: International Financial Management	IB03

## Eligibility

**Graduate degree** in any discipline with minimum 50% aggregate marks (45% for SC/ST)+Valid CAT / MAT / XAT / CMAT / GMAT / ATMA Score or State level entrance exam Final year students awaiting result may also apply.



## Pedagogy

IISE believes in holistic learning and therefore relies on mix of pedagogy focusing on learning through both in-class discussions, cases, as well as beyond the class room learning through projects, field project studies, and regular industry interface activities.

## Media Faculty

### Ms. Sunita Shukla Assistant Professor

Experience -15 years

Area - Educational Administration,  
Media Communication,  
Broadcast Media



She has completed dual Post Graduation in Sociology & Mass Communication. She also holds B.Ed. from Bhim Rao Ambedker University Agra and qualified TET. She has attended several National seminars & workshops related to media, society & education.

### Mr. Lakshit Sinha Assistant Professor

Experience- 11 Years

Area - Web Media, Print Media  
& Electronic Media,  
Script Writing,  
Search Engine Optimization (SEO),  
Social Media Optimization (SMO)



He is a Post Graduate in Mass Communication. He has been in Media fraternity since 2008. He also worked for Kanwhizz Times as Reporter (Education Beat) and then switched to Sahara Next as a City Head/Content Editor. In 2011 elections, he was awarded a certificate for "Best Election Reporting." Later on, he was promoted to "Senior Content Editor" in "SAHARA". He has also served News 24 & DNA. Currently, running own News Web Portal. He has also attended several workshops, press conferences etc. on several minor and major issues.

### Mr. Abid Raza Assistant Professor

Experience- 9 years

Area - Development communication,  
Ad. & PR, Public Enterprises,  
Rural development Administration.



He is having Master degree in Public Administration and Mass Communication & Journalism. He has served in ETV News Network as researcher, reporter & copy editor. He completed his Diploma in Urdu Languages from NCPUL, New Delhi & completed "Research Methodology & Project Formulation Training", from Lucknow University sponsored by ICSSR, New Delhi. He is actively involved in Forest & Wild Life conservation, for this purpose, he attended Trans boundary Workshop & meeting at Nepal & India with Terai Arc Landscape (TAL) programme by WWF. He also worked with Centre for Environmental Education (CEE)

### Ms. Lubna Kidwai Assistant Professor

Experience: 3 years

Area of Specialisation:  
Media Management and Economics.



She is having Master's degree in Broadcast Journalism as well as in Business Administration specializing in Retail Management. She has attended workshop organised by Abdul Kalam Technical University at IIT, Kanpur.

### Ms. Diksha Mishra Assistant Professor

Experience- 2 Years

Area - Advertising and Public Relations



She is M.Phil. in Mass Communication. She had worked as a content Writer as well was a part of promotional activities for BJYM (Bhartiya Janta Yuva Morcha) in Lok Sabha Elections 2014. She has attended workshop organized by government of U.P as well as other workshops organized by Vigyan Prasar, seminar by Babasaheb Bhimrao Ambedkar University (A Central University).



## Visiting / Guest Faculty

**Mr. K. K. Tiwari,**  
GM (Law) SBI

**Mr. K. K. Singh,**  
Chief Manager HR,  
Escorts Limited

**Ms. Lavanya S. Jain,**  
Senior Executive Technical Education,  
Siemens Information Systems Limited

**Mr. Manoj Varma,**  
Vice President, Marketing,  
Citi Bank

**Mr. Rajiv Sharma,**  
Regional Manager,  
Falcon Express Lines, Dubai

**Mr. Rakesh Sharma,**  
GM-HR, Amway India

**Mr. Ravindra Kumar,**  
Dy DM, ONGC

**Mr. S. N. Shukla,**  
Chief Operating Officer,  
M Tech India/USA Private Limited

**Mr. Salil Sankarn,**  
Country Manager,  
Optimos India/USA

**Mr. Sanjeev Bikhchandani,**  
CEO, Naukri.com

**Dr. Yasho V. Varma,**  
VP-HRD, LG Electronics

**Mr. Sudip Sinha,**  
CEO-Borosil

**Mr. K. K. Bhasin,**  
Regional Sales Manager,  
AIMIL

**Dr. Amrita Dass,**  
Founder Director,  
ICS

**Mr. Sudip Chakraborty,**  
Zonal Business Manager,  
Novartis

**Mr. Omar Siddiqui,**  
Marketing Manager,  
Panasonic for Saudi Arabia, Yemen & Egypt

**Mr. G.R. Jha,**  
Senior Executive Marketing Support,  
LG Electronics

**Mr. Mathuresh Shrey,**  
Branch Manager,  
Blue Star

**Mr. P. Dwarkanath,**  
VP HR, Glaxo SmithKline

**Ms. Runa Maitra,**  
Head HR, Convergys

**Mr. Shailesh Kumar,**  
GM-HR, Escotel

**Mr. Akhilesh Arora &  
Mr. Deepak Chopra,**  
Immigration Consultant for Australia

**Mr. Deepak Jhangiani,**  
Director DJ Interprises /  
Dalal Street Magazine

**Mr. Saqlain Siddiqui,**  
VP HR, Holland Tractor

**Mr. Mayank Chandra,**  
Director, People One

**Ms. Usha Albuquerque &  
Ms. Asha Nayyar,**  
Career Counselor, New Delhi

**Mr. Abhay Srivastava,**  
Business Standard

**Mr. Bhanu Pratap,**  
Area Sales Manager,  
Hewlett Packard.

**Mr. Ashish Srivastava,**  
Bajaj Allianz

**Mr. Nilanjan Mukherjee,**  
Sales Manager, HDFC,  
Standard Life.

**Mr. Sanjay Bhargava,**  
UPTEC

## Post Graduate Diploma in Management (PGDM)

The **PGDM** (Post Graduate Diploma in Management) is the flagship programme of IISE, which is highly rigorous, comprehensive and practice-oriented by design. **PGDM** is a 2 years full time program approved by **All India Council of Technical Education (AICTE)** and is equivalent to **MBA**. Further, in its pursuit of achieving excellence, IISE Lucknow was accredited by NAAC with 'A' Grade which is a testimony to the quality of educational experience offered to the future managers.

The Programme focuses on developing competent and robust managerial human resources for the Industry, who are ready to take on the challenges of the ever-changing corporate environment.

The curriculum is a unique blend of strategic thinking and pragmatism with three dimensional focus that is not only to achieve highest standards of academic excellence, but also to achieve highly effective corporate interface backed with multi-dimensional development opportunities. The students are nurtured to be emotionally intelligent through inculcating human values and professional ethics so that they surpass competition and excel better than the best.



## Post Graduate Diploma in Management (PGDM-Part Time)

IISE's flagship course, Post Graduate Diploma in Management (PGDM), is a Three Year Part Time Programme that has made phenomenal contribution towards filling industry requirements. The programme has been granted equivalence to MBA by AICTE.

For those who cannot pursue a Full Time course (mainly the working executives), there is IISE's Part Time PGDM Programme. No less than the Full Time course—in contents and application—this PGDM is of Three Years duration, and classes are held during evenings. The syllabus is on the lines of the Full Time Programme, with the same commitment levels from the faculty. Besides, the students are also provided placement assistance.



## Programme Objectives

To build awareness about the socio-economic environment, both domestic & international and its implications for businesses.

To develop analytical and problem solving skills using modern day managerial tools to enhance decision making capabilities.

To impart state-of-art skills and knowledge in functional areas of management with the objective of preparing students for cross-functional positions in Industry.

To develop the students personality integrated with strong values and positive attitude so as to be receptive to societal concerns and ethical conduct.

To develop life skills with strong emphasis on communication team work and critical thinking.



# Students Testimonials

I am a proud ISEian. I would like to thank the entire team of ISE for bringing the transformation of being a live wire on the field. The special emphasis on Personality development, grooming and corporate etiquettes given by IISE are helping me every day in taking the corporate expectations. IISE Rocks!

– Faraz Mirza, BBA

Our institute motivates and encourages students to organize various events and thereby helps develop leadership qualities.

– Rishu Sharma, BAMC

I am fortunate to be a part of IISE. It has improved my personality and knowledge level, above that its lush green environment always energizes us.

– Shikha Singh, MCA

Kaizen Classes at IISE have helped me develop my presentation skills. I have developed confidence to present myself more eloquently and effectively.

– Sakshi Batta, BCA

IISE Business school has presented me with various opportunities such as projects, live assignments and industry exposure which has enhanced my managerial skills. Experienced and specialized teachers have stretched me to reach my full potential through continual challenges and support. Thanks IISE!!

– Saurabh Dixit, PGDM

The placement team of IISE is the best with amazing corporate relations. Being a member of placement committee, I got to develop my network of professionals which is helping me even now. Not only in east or west, but in all directions, IISE is the best!

– Daraksha Shaheen, MCA

Intelligence without ambition is like a bird without wings, so is a professional degree without jobs. IISE is committed to provide great job opportunities to its students.

– Sujata Bharti, PGDM

Discipline is the bridge between goals and accomplishments. IISE always ensure the level of discipline in the campus.

– Neha Tiwari, BAMC

## Alumni Speak

### IISE Alumni Association (IAA)

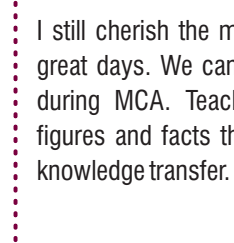
The mission of IISE Alumni Association is to foster strong bonds between our alumni students and institute. Alumni mentorship system offers every student a unique opportunity to develop relationships with alumni and allows them to explore the information and advice related to academic and professional development. It builds a synergy between present students and the alumni and leads to developing a strong, global network of IISEians.



Practical training, field visits, intriguing debates and the opportunity to pick the brains of industry veterans who visited our campus played a massive role in shaping my future and instilling a sense of self confidence in me.

**Gaurav Banerji**

Writer Editor and Journalist Head of Desk, Mindworks Global (MWG),  
Founder-Editor, The Score Edition



I still cherish the memories of IISE, those were great days. We can never forget the time spent during MCA. Teaching at IISE is focused on figures and facts than on your text-book based knowledge transfer.

**Seema Khiyani**  
IBM



IISE is the place where I discovered my abilities and potential and it changed my life altogether by giving me relevant opportunities which earned placement in MNC Syntel Ltd. IISE is one of those colleges in Lucknow which are not there for just making money like other colleges but they are involved for a cause for providing education on the same platform to specially abled people and general people.

**Syed Shees Abidi**  
(TCS)



My entire batch and I can proudly speak for all as most of them are now established names in their respective fields benefitted from the hands-on training given on campus. Each one got an opportunity to make use of the state-of-the-art studio and produce our own films/videos.

**Prateek Mehra**  
Programming Head – Radio City



IISE, Lucknow is akin to an elite army camp. It evolves you in ways you never imagined. You step out as a soldier into the business world with only top in sight & a reputation to keep.

**Prof. Rahul Sharma**  
Freelancer



The only business school in the country where imparting education is not a business. Talent is shaped and nurtured by our great leaders who have the best of the industry exposure, best of the academic experiences.

**Akanksha Agrahari**  
Manager Quality Vodafone



I still recall my days at my alma-mater IISE. The two years drilled the key success factors into me, "Focus on excellence, success will follow".

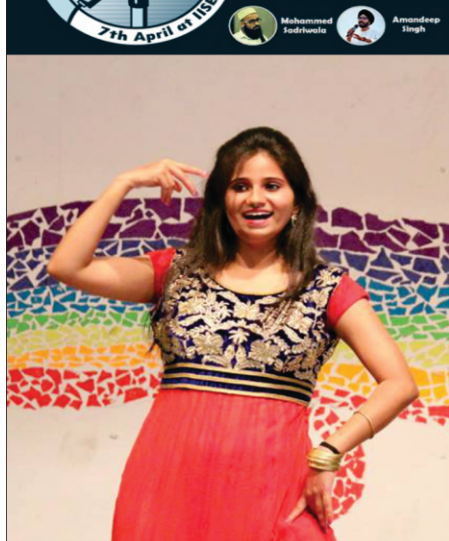
**Piyush Sharma**  
Reliance Jio



IISE has given me a platform to enrich my knowledge and skills. It has helped me learn new things and develop confidence in doing the things independently. It has been a great place to learn and for the overall development of a person. I am glad that I have been a part of IISE.

**Neha Dixit**  
Sourcing – Candidate Connect HCL





## Beyond Academics

One actually needs to experience the campus life at IISE to know about it. Extracurricular activities are also a good way to explore social, political, and career interests.

Through participation in sports, students learn cooperation, teamwork and time management. Extracurricular activities can also help students discover hidden talents, meet people they might otherwise not encounter, and learn about things outside their own environment.



## IISE has following list of non-scholastic activities

- SPARDHA – An Annual Sports Meet
- SPIRIEL –An Annual Inter College Cultural Festival
- Patang Mohatsav
- BOL – A Literary Event (Stand-up Comedy, Story telling and talks on social issues)
- Induction
- Teachers' Day Celebration
- Fresher's and Farewell Parties

