



SRMS

**SHRI RAM MURTI SMARAK
INTERNATIONAL BUSINESS SCHOOL
LUCKNOW**

Campus:

34 km on Lucknow Kanpur Road, U.P. - 209859
+91-5143-278415 / +91-5143-278416


City Office:

CP 2/3, Vishwas Khand -2,
Near Fly Over Gomti Nagar, Lucknow-226010
+91-522-2308987 / +91-522-2308988 / +91-9458704154

Admission Helpline:

+91-7895985000 / +91-9458704140
admission@ibs.srms.ac.in

www.srms.ac.in/ibs

 facebook.com/srmsibs

srms.ac.in/Youtube

www.instagram.com/srmstrust



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PGDM ADMISSIONS BROCHURE

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Approved by AICTE, Ministry of India, Govt. of India

OUR INSPIRING SOUL



The inspiring soul behind SRMS is Late Shri Ram Murti Ji, veteran freedom fighter, a true Gandhian, Ex-Parliamentarian and Ex-Minister, U.P. Govt.

He visited several countries including USA, Japan, England and Taiwan on Agricultural missions and contributed largely towards promotion of Green Revolution in India.

Ram Murti Ji did not accept the pension offered to the freedom fighters, since he was of the conviction that whatever he did for the motherland was out of patriotism and not for material gains. In pursuance of the same patriotic spirit he also donated 30 acres of agricultural land to the Bhoodan Movement.

CHAIRMAN'S MESSAGE



Globalization, entrepreneurship and technology, along with corporate citizenship, are the drivers that are reinventing the business world. Newer, faster, more responsible and sustainable ways of doing business are emerging every day.

SRMS IBS's innovative PGDM curriculum will prepare you for this new world, going beyond the traditional management program to provide real-world challenges and opportunities for experiential learning. Our world-class faculty consist of established thought leaders whose ideas are shaping global business policy, yet who are committed to your professional growth by facilitating teams and serving as mentors, even leading study trips.

Hands-on learning opportunities, access to alumni at the helm of leading corporations and a diverse network of student-run groups, organizations and clubs all enhance the classroom setting and allow you to gain valuable experience in team-building, networking and social responsibility.

Our location in the Lucknow region as an unparalleled center for International Business, Finance and Governance along with our Professional Corporate Resource Centre will ultimately turn graduates into professionals with today's leading companies. We invite you to further explore your areas of interest here at SRMS IBS, and remember – whatever your individual path to success, the SRMS IBS PGDM can help you achieve the same.

DEV MURTI
Chairman, SRMS Trust

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WELCOME TO SRMS INTERNATIONAL BUSINESS SCHOOL



SHYAMAL GUPTA

Director, Administration
MBA, Kellogg School of Management, USA
Certified Public Accountant, Delaware, USA
World Bank, Washington DC, USA
Ernst & Young, India
Arthur Andersen, India & Hong Kong

At SRMS- International Business School, our credo is to lead the transformation of fulfilling expectations for a professional's responsibility at both the individual and organizational level. Since its beginning SRMS- International Business School has built a reputation as a centre of rigorous thinking and of high-impact transformative education.

SRMS IBS PGDM program develops an individual holistically. It builds and enhances your knowledge through team based experiential learning with case based teaching methodology. It also builds your character by encouraging creativity and innovation, instilling strategic thinking with a global and socially responsible outlook to promote the leadership qualities in you. SRMS IBS engages closely with organizations across industries and sectors to co-educate and develop managerial talent, to co-create new ideas and understanding, and to innovate and establish new business. SRMS IBS innovative academic program is delivered by distinctive faculty members from Kellogg School of Management (Chicago, USA) - #1 Ranked B-school in the world, Washington University (St. Louis, USA), Indian School of Business (Hyderabad, India), World Trade Organization (Geneva, Switzerland), World Bank (Washington DC, USA), Indian Institute of Management (IIM) and Indian Institute of Technology (IIT) among others.

Whether you intend to use your SRMS IBS experience to develop yourself, to prepare for a leadership role, to cultivate new approaches within your organization, or to start a company or a social enterprise, we offer exceptional opportunities for learning, networking and knowledge exchange, both within and beyond the business school.

Join us to discover for yourself how SRMS IBS can be a life changing event.

SRMS INTERNATIONAL BUSINESS SCHOOL KNOWLEDGE CENTRE

A+

GRADE
ALL INDIA RANKING

10

B-SCHOOL IN
NORTH INDIA

25

NON-IIM BUSINESS
SCHOOL IN INDIA

10

EMERGING B-SCHOOL
IN INDIA

Source: Business & Management
Chronicle Magazine

Best ROI – with a course fees of approx Rs. 4.5 lacs, SRMS IBS offers a payback of less than a year

SRMS IBS students get 15 additional industry linked certifications, in addition to their PGDM. This makes them better skilled compared to other graduates

Industry Visits to Mumbai and Dubai for entire batch to ensure they get relevant corporate and global exposure

The Entrepreneurship Development Centre at IBS is an initiative to guide aspiring students with business ideas into viable business models.

Student and Faculty Exchange Programmes with world renowned institutes like George Mason Univ.,USA

International Faculty from world's leading Business School and Corporations

Global Curriculum designed by experts from India,Europe and USA

World-class infrastructure in an exclusive 16 acre Green WiFi Campus Lucknow-Kanpur Highway

Team Based Experimental Learning with case based Teaching Methodology

Air conditioned student Hostels with Individual rooms and attached baths

15 PGDM CERTIFICATIONS AT SRMS IBS

- ▶ IBS Digital Marketing Certificate
- ▶ IBS Certificate Program in Business Analytics
- ▶ IBS Certification Program in Personality Development
- ▶ NISM (National Institute of Securities Markets) Series VA-Mutual Funds Distributor Module (Level 1)
- ▶ NISM (National Institute of Securities Markets) Series VC-Mutual Funds Distributor Module (Level 2)
- ▶ NCFM (National Stock Exchange Certification in Financial Markets) Banking Module
- ▶ NISM (National Institute of Securities Markets) Series VIII -Equity Derivative
- ▶ NISM (National Institute of Securities Markets) Series I -Currency Derivative
- ▶ NISM (National Institute of Securities Markets) Series IV –Interest Rate Derivative
- ▶ NISM (National Institute of Securities Markets) Series XA- Wealth Advisor Level 1
- ▶ NISM (National Institute of Securities Markets) Series XB- Wealth Advisor Level 2
- ▶ NISM (National Institute of Securities Markets) Series XVII- Retirement Advisor Certification
- ▶ NISM (National Institute of Securities Markets) Series XV Research Analyst
- ▶ NISM (National Institute of Securities Markets) Series XI- Equity Sales
- ▶ NCFM (National Stock Exchange Certification in Financial Markets) FIMMDA (Debt Module)

OVER 100 ELECTIVES TO CHOOSE FROM



FIRST YEAR

TRIMESTER – I

Principles and Practices of Management

Business Statistics

Organizational Behaviour

Managerial Economics

Insurance & Mutual Funds

Information Technology in Business and MIS

Marketing Management – I

Excel For Managers

TRIMESTER – II

Business Law

Marketing Management – II

Human Resource Management

Banking, Payment Banks, Small Finance Banks and Micro Finance

Production, Operation and Logistic Management

International Business

Business Environment

Business Etiquettes and Personal Effectiveness

TRIMESTER – III

Startups & Entrepreneurship Development and Intellectual Property Rights

Business Ethics and Corporate Governance

Integrated Marketing Communication

Research Methodology

International and Domestic Relations

Operations Research

Corporate Finance

Aptitude Training

SECOND YEAR

Trimester – IV

Personal Branding - I

Industrial and Company Analysis

Strategic Management

Personal Branding – II

Customer Relationship Management

OPTIONAL PAPERS (TRIMESTER V & VI)

FINANCE SPECIALIZATION

Financial Derivative & Risk Management

Financial Planning & Taxation

Excel For Analyst

Financial Statement Analysis

Private Equity, Venture Capital and Equity Research

Fixed Income Securities and Structured Finance

INTERNATIONAL BUSINESS SPECIALIZATION

International Marketing Management

International Financial Management

International Trade Logistics

International HRM

Doing Business with China

International Trade Documentation

HR SPECIALIZATION

Strategic Talent and Human Resource Management

Learning & Development

Employment Laws for Managers

Compensation Management

Performance Appraisal & Management

Organization Structure, Design and Change

BANKING SPECIALIZATION

Retail Banking

Merchant Banking & Financial Service

Investment Banking, Private Equity and Venture Capital

Credit Management

International Banking and Forex Management

Regulatory and Legal Aspects of Banking Operations

MARKETING SPECIALIZATION

Retail and Rural Management

Marketing of Services and Consumer Behaviour

Sales and Distribution Management

Brand and Pricing Management

Marketing Decision Models & B2B Marketing

Digital Marketing and E-Commerce

INFORMATION TECHNOLOGY SPECIALIZATION

Database Technology

Data Communication & Network

Enterprise Resource Planning

Managing Information Technology Projects

Knowledge Management

Managing IT Enabled Services

INDUSTRY BASED PROJECTS - BUSINESS RESEARCH PROJECT & LIVE PROJECT

PGDM ADMISSION CRITERIA

A Bachelor's degree or 10+2+3 degree in any branch of study or equivalent with minimum 50% marks in aggregate.

Valid score in CAT / CMAT / MAT / XAT / ATMA / GMAT / SNAP.

Candidates appearing for the final examination for the Bachelor's degree (or equivalent examination) can be considered for provisional admissions, subject to furnishing successful evidence of passing their graduation latest by August 31st of the academic session.

HOW TO APPLY:

You can apply online by downloading our "SRMS" App from Google playstore / iOS appstore or apply online from our website www.srms.ac.in/ibs.

You can also obtain the admission form along with the information brochure from our campus by payment of INR 500 in cash or by demand draft in favour of SRMS IBS payable at Lucknow.

SELECTION PROCESS:

Candidates will be short listed on the basis of the details filled in the application form and their valid score in recognized aptitude tests. Only the shortlisted candidates will then be called for Personal Interviews. The list of selected candidates will be personally notified.

“

Having studied at Kellogg School of Management, I have brought together the international teaching & learning experience of India to our world class campus through a combination of global curriculum, team based learning and distinguished learning

”

SHYAMAL GUPTA
Director

PEDAGOGY

The teaching- learning cycle of PGDM program at IBS aims to engage students holistically and help them develop to the optimal extent of their abilities. IBS involves a highly interactive pedagogy with practical orientation which is facilitated by:



CLASSROOM DISCUSSIONS



CASE STUDY ANALYSIS



SEMINAR AND PRESENTATIONS



COMMUNITY SERVICE



MENTORING



EXPONENTIAL LEARNING



ON-THE-JOB TRAINING



SOFT SKILLS AND TEAM-BUILDING WORKSHOPS



TEAM WORK BASED EXPERIENTIAL LEARNING



INDUSTRIAL TOURS & INTERNATIONAL EXPOSURE



INTERNATIONALLY RENOWNED GUEST SPEAKERS



FACULTY



SHYAMAL GUPTA

Prof. Shyamal Gupta has completed his MBA from the world renowned Kellogg School of Management, Chicago, USA. Shyamal has also completed his Certified Public Accountancy (CPA) from Delaware USA. He has nearly 15 years of international experience working in reputed organizations including the WorldBank, Washington DC, USA. He has also worked extensively for the African, South American and European regions on financial modelling and financial management issues. Shyamal has also worked for Ernst & Young and Arthur Andersen, Hong Kong and India. He has done several mergers and acquisitions, anti- fraud consulting, business process improvements, stock exchange listings in Singapore, Malaysia, Hong Kong, Philippines, India and Europe.



MR. SIDDIQ AZAM

Siddiq Aazam is a certified sales professional and is associated with SRMS International Business School from last 7 years as Head- Industry Engagement and Placements. He has over a decade of experience with leading multinational organizations, like – GlaxoSmithkline Pharmaceuticals Limited (earstwhile Smithkline Beechem), Pfizer Limited and Ranbaxy Laboratories Limited. Siddiq has been involved with reputed institutions for imparting employability skills program and personality development training to students and has conducted training sessions for various organizations pertaining to selling skills.



PROF. PUKHRAJ KAUR KHANNA

Prof. Pukhraj Kaur Khanna holds Post Graduate Diploma in Management from Jaipuria Institute of Management Lucknow with specialization in Marketing. She also has a Frankfnn Diploma in Aviation, Hospitality and Travel Management. With four years of academic experience, she has a great flair of teaching subjects like Personality Development, Marketing and General Management. During this tenure she has also been actively involved in various academic activities like conferences, paper publications, faculty and management development programmes displaying both participative and coordinative abilities.



AMBICA MURTI

With 15 years of global experience in finance and accounting, Ambica has worked with major corporations and multinationals such as America Online (AOL), Washington DC (USA), ICICI Bank and SRMS Institute of Medical Sciences. Been a topper throughout her career, Ambica is a Chartered Accountant (India) and Certified Public Accountant from the state of Virginia (USA). Ambica specializes in formation and implementation of accounting policies and practices for transnational companies. Her extensive global experience allows her to bring a very versatile aspect to her students specially on issues such as International Finance, Transfer Pricing, Financial Management, Working Capital Management and Funding.



ASHISH KUMAR

Ashish Kumar holds an undergraduate degree in Computer Science from Rajiv Gandhi Proudyogiki Vishwavidyalaya, Bhopal and an MBA from ICFAI University, Dehradun with specialization in Marketing. He has nine years of experience in academics as well as corporate. He has also contributed research paper for various journals. His area of interest includes Service Marketing and Strategic Management.



DR. PRIYA DWIVEDI

Dr. Priya Dwivedi, Assistant Professor, SRMS- IBS, Lucknow, specialized in Applied Economics, having more than 11 years of teaching, research and administrative experience in management education. She has cleared UGC- NET Twice in Economics. She has contributed number of research works in national & international journals. Many of her research papers are having good number of citations also. She has also attended a number of national and international conferences and presented papers in them. She has conducted many Training programmes to professionals specifically few like 'Management Trainings to Government officials in Bundelkhand region and training to JCO's are highlighted.



DR. EKTA RASTOGI

Prof. (Dr.) Ekta Rastogi is a prolific academician associated with management education, research and administration for over 19 years, with over 2 year of International Experience of teaching as Professor at Majan College University College, Muscat, Sultanate of Oman, affiliated to University of Bedfordshire, UK. She holds a Ph.D degree in Marketing from Department of Commerce, Lucknow University. She has also completed her Masters in Business Administration from Department of Business Administration, Lucknow University. Besides she has also completed her M.Sc. (Information Technology) and Masters in Computer Application (MCA) from Allahabad Agricultural Institute – Deemed University. She has authored 5 books and numerous research papers in journals of National and International repute. She has served as corporate trainer for organizations' such as Reliance Communications, Bank of Baroda and Bankers' Institute of Rural Development. She has served as Consultant for the Lucknow Chapter of CII (Confederation of Indian Industries).



DR. MOHAMMAD RAZI-UR-RAHIM

Dr. Mohammad Razi-ur-Rahim has a Ph. D. in Business Administration and MBA from Aligarh Muslim University, Aligarh. He is UGC-NET qualified. He holds Post Advance Diploma in Marketing Managementis from All India Management Association, New Delhi. He has 12 years of teaching and 6 years of corporate experinece. He has written one book on "Measuring Service Quality and Students Satisfaction in B-Schools", 11 research papers, and attended UGC sponsored refresher and short term courses. He has attended 4 national and international conferences. He has served as the member of Academic Council, Finance Committee, member of examination scrutiny committee and was Course Coordinator for more than 6 years in Central University.



MR. LALIT KUMAR YADAV

Lalit Kumar Yadav is working as a Assistant Professor with SRMSIBS , Lucknow. He is a graduate in History & Political Science from University of Lucknow , and has completed his management education from Jaipuria Institute of Management , Lucknow . He is UGC-NET qualified and is about to complete his doctorate in management. His teaching areas include Human Resource Management, Organizational Behavior and General Management. His research interests lies in leadership and organizational justice. He has publications in prestigious journals like Paradigm, Management and Labour Studies and others. He also serves as a reviewer for a management journal. He has undertaken many training assignments and is a certified trainer from Indian Society for Training and Development (ISTD), New Delhi.



MR. KAPIL KUMAR AGARWAL

Kapil Kumar Agrawal is an FCA, MBA with 35 years industry experience. He has been associated with various top B-Schools and Institutions such as IIT Kanpur, Institute of Chartered Accountants of India, Institute of Company Secretaries of India, etc. He has authored multiple paperson Option Strategies and Derivatives. He comes with extensive financial and management consulting experience.

FACULTY



BHAWANA PANT

Bhawana Pant is a management post graduate from Gautam Buddha Technical University, Noida with specialization in Human Resource Management and is pursuing her Ph.D from Abdul Kalam Technical University, Lucknow. She has a teaching experience of more than 5 years along with the exposure into academic activities which encompasses various conferences, paper publications, faculty and management development programmes. Her areas of interest are Organizational Behaviour, Strategic people management and Employee relations.



ANIL YADAV

Anil Yadav is an MBA from Symbiosis institute of Management studies, Pune. He was an industry sponsored candidate from J.K. Tyres & Coal India. His area of specialization is Marketing. He has 10 years of Corporate experience working with ICICI Bank Ltd. As an ASM, Branch Head & Cluster Head. He has been a resource person for training & consultancy to various organizations like HDFC Standard Life, ICICI Bank, Reddvis Realty Advisors etc.



ANKITA TANDON

Dr. Ankita Tandon has an experience of over nine years in teaching various marketing subjects. She is Ph.D in Marketing from MJP Rohilkhand University Bareilly, MA in economics & an alumnus of IIM Indore.



DR. MAMTA GAUR

Dr. Mamta Gaur is a doctorate in Human Resource Management for Bundelkhand University. She has over 16 years of experience in various institutes of repute across the country. Her research contributions have been widely published in journals of National and International repute.



SUSHIL KUMAR GUPTA

Sushil Kumar Gupta has a rich experience of 11 years in the area of Asset Management and Sales/Business development of financial services. He has worked for organizations like Motilal Oswal Securities and ICICI Asset Management company.



GRACE ARUN

Grace Arun is an Image building trainer and has worked in corporate sector with reputed companies for over two decades at key positions. Her last assignment was with Vodafone Mobile services Limited as a General Manager – Sales. Prior to Vodafone, she had been associated with Bharti Airtel and Bennett Coleman & Company Ltd (Times of India).

INFRASTRUCTURE

- Computer centre with branded servers & 50 plus Desktops and Laptops, scanners, printers, CD writers including web server hosted in Computer Centre
- Entire campus is connected to the internet through cabled & Wireless LAN (Heterogeneous OS)
- 16 acres Wi-Fi enabled campus
- 15 Mbps bandwidth
- Specialized analysis packages like SPSS, etc
- Air-conditioned classrooms equipped with audio-visual facilities
- Air-conditioned auditorium with seating capacity of 550 persons
- Air-conditioned conference hall
- An amphitheater
- 24 team rooms for GD rooms to facilitate team based learning equipped with LCDs, computers etc
- Separate Air conditioned Hostel facilities with individual rooms and attached bathrooms for both boys & girls
- Subsidized canteen facilities
- Reprographics and Fax
- Gym ATM Tuck Shop, Temple, Cricket ground, Badminton courts, Basket Ball courts, volleyball, football ground.
- Indoor- Snooker, pool, table tennis, chess
- World class gym facilities, with multi training machines.
- Canteen mess, cafeteria



LIBRARY RESOURCES

- Fully computerized, bar-coded and fully air-conditioned library
- Over 10,000 documents (books, journals, audio-video cassettes, etc.) on all areas of knowledge focused on management and other allied subjects; Journals, periodicals, Video cassettes, CD-ROMs, etc
- Subscribed to EBSCO and JGate online, accessible 24 * 7
- The other research oriented databases, viz., CMIE-Prowess, Capital Line plus and Indiastat have been subscribed by the library which enable our students to access statistics and reports of Indian companies

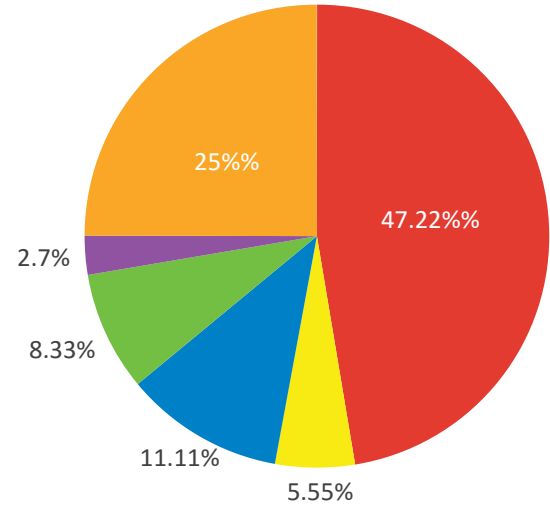
PLACEMENTS STATISTICS

Minimum Package:
₹ 4 Lakhs

Average Package:
₹ 5.5 Lakhs

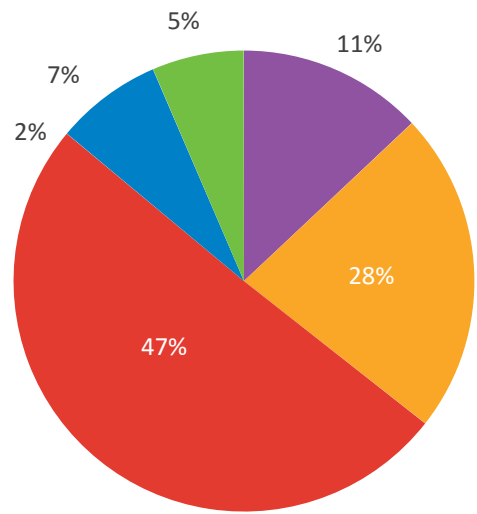
Maximum Package:
₹ 16 Lakhs

PGDM (2016-18)



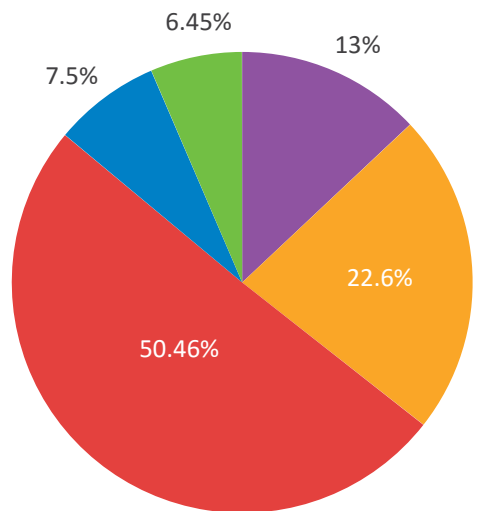
- Banking and Financial Services Industry
- Services
- Telecommunication
- Manufacturing
- Retail
- FMCG

PGDM (2015-17)



- Banking and Financial Services
- Services
- FMCG
- Manufacturing
- Healthcare
- Retail

PGDM (2014-16)



- Banking and Financial Services
- Services
- FMCG
- Manufacturing
- Telecommunication

RECRUITERS



This is an indicative list of recruiters. For more please visit: <http://www.srms.ac.in/ibs/placement>

RECRUITER TESTIMONIALS

“

The students of Shri Ram Murti Smarak International Business School are equipped with knowledge and skills required to excel in the career.

”

Ms. Mayuri Srivastava
Unit HR Manager,
Pepsi Co.

“

I had been recruiting students of Shri Ram Murti Smarak International business school from few years and am delighted to share that students of the institute are well disciplined.

”

Mr. Aditya Kalra
Sr. Manger – HR, 99acres

“

Our experience with SRMS IBS is very good. The students of this institute have demonstrated fine performance. I am impressed by the infrastructure of the institute and the placement team.

”

Mr. Anshuman Vidyarthi
Regional Manager – HR,
ICICI Securities

“

I appreciate the efforts taken by management of Shri Ram Murti Smarak International business school to impart quality education and developing a positive attitude among students. I am very much impressed with the overall personality of students.

”

Mr. Rishi Raj Tandon
Vice President, CeaseFire

“

Over the years, HDFC AMC has consistently recruited outstanding candidates from Shri Ram Murti Smarak International business school. They are contributing in important ways to the growth of the Company.

”

Mr. Pankaj Mishra
Cluster Head, HDFC Bank

“

Students from Shri Ram Murti Smarak International business school are intelligent, curious and hard working. I am delighted to recruit them.

”

Mr. Anoop Mitra
Vice President – HR and Training,
Margdarshak

SUMMER INTERNSHIPS

During the internship the students work under the guidance of a senior executive of the company and their progress is monitored by an internal faculty guide. At the end of the program, they are required to obtain a certificate from the company they have worked with, that they have satisfactorily completed the work allotted to them. On return to the campus, they are required to submit a detailed report highlighting the practical application of management concepts in the work place as well as details on what they had learned in the company.

The differentiating feature in SIP activity of SRMS is that, students are supposed to give a presentation regarding their SIP project before an evaluation panel, which consists of Industry professionals.



Few of the organizations where our students have done their internships are–



*For a detailed list of companies providing internships, visit: <http://www.srms.ac.in/ibs/placement/summer-internship-programme/>

SCHOLARSHIPS

The Trust recognizes all the meritorious students every year on the basis of their annual result of the University. For this the Trust has earmarked Rs. TWO CRORE to be distributed to the meritorious students of the Trust Institutions every year.

| Students Securing 86% or more marks in Examination | Rs. Equivalent to the % of marks secured (Minimum Rs. 86000/-) |
|--|--|
| Students Securing 85% or more marks but below 86% in Examination | Rs. 35000/- |
| Students Securing 80% or more marks but below 85% in Examination | Rs. 30000/- |
| Students Securing 75% or more marks but below 80% in Examination | Rs. 20000/- |

Previous Winners:



| Awards | 2015 | 2016 | 2017 | 2018 |
|---|------------------|-----------------|----------------|---------------|
| Shri Ram Murti Gold Medal for the HIGHEST marks | Nikhar Agrawal | Palak Makkar | Tanya Gupta | Shubham Verma |
| Shri Ram Murti Silver Medal for securing SECOND highest marks | Neelam Maurya | Sujay Talwar | Mariya Rais | Anish Ahmed |
| Shri Ram Murti Bronze Medal for securing THIRD highest marks | Vedpriya Chandra | Karishma Kumari | Shantam Vaish | Abhinav Kumar |
| Shri Ram Murti All Rounder Medal for Overall Best Performance | Neelam Maurya | Avinash Kumar | Chavi Kushwaha | Atul Singh |

The PGDM program is structured to provide students numerous opportunities to interact with professionals from across functions and diverse industries. SRMS IBS students, together with faculty, organize these industry engagements.

NATIONAL CONFERENCES

Each year, SRMS IBS students organize a national level conference which sees leaders from industry and academia gather together to discuss contemporary business issues.



SEMINARS

Through the year, seminars are organized on topics of current and general interest to students. Some of the recent seminars have been:

- The Role of HR in Contemporary Organization
- Challenges in Sales and Marketing in a new world economy
- Global Financial Crises: Impact on the Indian Economy

DEBATES

SRMS student Clubs organize intra college and inter collage debate competition on relevant topics for management graduates. Some of recent debates have been:

- Dollar Losing its Sheen in Global Currency Markets
- Demonitization



GLOBAL EYE

SRMS International Business School has a strategic relationship with George Mason University's School of Management, Virginia, USA. According to the MoU, select set of students from both the schools shall be attending semester exchange programmes to learn management practices and adopt a global perspective to how businesses are done across the world. The schools also have a faculty exchange program to enhance the exchange of global business practices and knowledge.

INDUSTRIAL VISITS

To enhance the core competence and practical knowledge of the students, they are exposed to the real life work environment through industrial tours across different industries:



C P Milk and Foods Pvt Limited



Ashok Leyland, Rudrapur



Bombay Stock Exchange, Mumbai



Decathlon, Jaipur



Acme Cleantech Solutions Limited, Rudrapur



Hafizia Arts and Crafts, Sitapur



Times of India, Lucknow



Jawaharlal Nehru Port Trust, Mumbai



Coca Cola, Barabanki



Super House Group

GUEST LECTURES

MR. MUKHTARUL AMIN
Chairman, Superhouse Group
Topic – Career Challenges & Opportunities

MR. KUMAR LALIT
Head HR, Tata Motors
Topic – Managing next generation organizations

MR. RANJEET KATE
Director Response, Times of India
Topic – Positive Attitude Building

MR. RAVI SANTHAM
Chief Operating Officer, Vodafone
Topic – Telecom Industry - Challenges and Opportunities

MR. PRAVESH RANA
Director, Talent4Assure Consulting
Topic – Trust and Prospects

MR. IKRAM KHAN
Deputy General - Human Resources, RSPL Group
Topic – Performance Management System

MR. SNEHASISH BHATTACHARYA
Head HR (UP & UK), Bharti Airtel
Topic – Recognize innate Skills

MR. MOHIT KUMAR
Vice President (HR&TQM), Idea cellular
Topic – Strategic HRM and Corporate Social Responsibility

MR. AMIT RAI
Regional Manager, Process Adherence & Quality Compliance, IndusInd Bank
Topic – Basics of Banking operations in India

MS. PRIYADARSHANI SHAH
Lead, Talent Acquisition, Tata Consultancy Services
Topic – Bridging the Gap (Campus to Corporate)

MR. SACHIN CHATURVEDI
DGM, Sales, Vodafone
Topic – New Trends of Money Transfer

DR. R.P. TRIVEDI
General Manager, HR, Paras Dairy
Topic – Emerging Trends in Human Resource Management

MR. MUNEESH MEENA
Head Modern Trade, North India, Britannia
Topic – Career prospects in FMCG Industry

MR. SHISHIER CHATURVEDI
AVP, Agri Banking HDFC Bank
Topic – Agri Banking

MR. FAIZAN USMANI
General Manager, Super House Group
Topic – International Business

MR. MUDIT DALELA
Manager HR, Axis Bank
Topic – Career opportunities in Banking & Financial Services Industry

MR. ABHISHEK DAVE
Sr. Manager, National Stock Exchange
Topic – Security Markets

MR. ANSHUMAN VIDYARTHI
Regional HR Manager, ICICI Securities
Topic – Maximising Personality Development

MR. SAUD USMANI
Manager HR, Tata Motors
Topic – Role of HR Manager in a contemporary organization

MR. AMITH AGARWAL
Sr. Manager, Lifestyle International Pvt. Ltd
Topic – New Trends in the Retail Industry

MR. FARASAT KHAN
Manager, Training Bausch and Lomb
Topic – Breaking the Myths for career progression

MR. RAHUL PANDEY
Manager, Training, Hyundai Motors
Topic – Brand Management

MR. NIKUNJ SINGH
Regional HR Manager, Onicra Credit Rating Agency
Topic – Career Advancement and Talent Management

MAJ. GEN. PRAVEEN SINGH
Indian Army
Topic – Motivation to Excel

PUNEET SAXENA
Sales Manager, Bajaj Electricals Ltd.
Topic – Segmentation, Targeting and Positioning

MR. GAURAV JAIN
Sr. Manager, Citi Bank
Topic – Customer Relationship Management in Banking

MR. MIRZA MANZOOR HUSSAIN
Accounts Head, Vihaan Networks Ltd
Topic – Motivational Talk

MR. ABHISHEK SRIVASTAVA
Sr. Sales officer, Himalaya Drug Company
Topic – Sales and Distribution Management

MR. AJAY SINGH
Regional Head, Edelweiss Broking Limited
Topic – Financial Industry and Financial Products

AKHIL AGARWAL
Operations Head, Janlakshmi Financial Services Pvt. Ltd.
Topic – Microfinance Industry

MR. SAURABH KAPOOR
Zonal Head - Human Resources, Reliance Securities Ltd
Topic – Roles and Responsibilities of HR Manager

MR. P M PETER
Area Head - Human Resources, Pantaloons
Topic – Customer Services and E-retailing

TEAM FROM DECATHLON
Sports Leader, Decathlon
Topic – Sports Goods Retail Industry

*Indicative list of Guest Lectures on campus. For a detailed list, visit: <http://www.srms.ac.in/ibs/placement/guest-lecture/>

STUDENT CLUBS

At SRMS IBS there are 7 active student clubs which provide an opportunity for holistic experience and to practice management learnings:

HR CLUB



Frisbee Passing-Out Bound Learning Games



Minute to win it

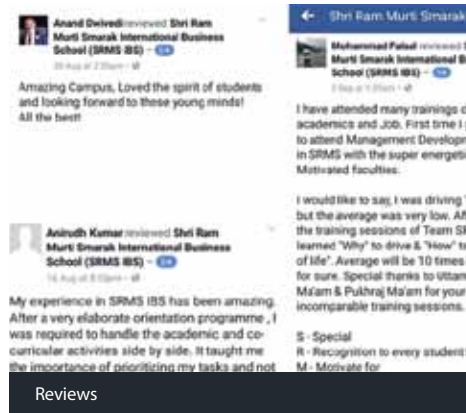


Out Bound Learning Games



Mine Field- Outbound Learning Games

SOCIAL MEDIA CLUB



Reviews



Selfie Contest

I-Volunteer Club



Drawing Competition Anukriti



Health Awareness Campaign

I-Volunteer Club



Work Shop on Health Hygiene and Safety



Work Shop on Health Hygiene and Safety

Cultural Club



Farewell Dasvidaniya



Freshers Aagman

Marketing Club



Warfare



Live Stream

Sports Club



Cricket Match



Udign Sports Meet

Finance Club



Fund Wiser



Finance Quiz Teen Patti

LIFE AT CAMPUS

Once you are enrolled at SRMS IBS, you will quickly realize that a great teaching and learning environment, coupled with world-class facilities are Only the beginning of the PGDM experience. Beyond this you will form life-long relationships with your classmates, enjoy a healthy social life outside classes and work in teams that will bring together groups of interesting, challenging and hardworking people from all walks of life. The lush green ultra modern campus contains a variety of recreational facilities including an amphitheatre, a play ground, gym, volleyball, basketball and tennis courts that help you stay fit, in spite of your busy schedule. Some other facilities include Dining, Canteen, Laundry, Housekeeping, Medical and First Aid facilities, ATM banking, Stationery and Bookstore, Convenience store for essential groceries and toiletries. Residential Area The Institute has on-campus residential facilities for faculty members, students and staff. The residential area is located on a sprawling, pollution free area and provides healthy conditions for living. Within the residential area there is a garden, parking space, 24 hrs. Security, water supply, electricity, cable TV and telecom facility.

Hostel

There are separate hostels for boys and girls. There are 240 well maintained single seater rooms with attached bathrooms. The hostels have 24 hours power supply facility, hot water supply in winters, common rooms with LCD TV & indoor games. Only vegetarian food is served in the hostel mess.

Gymnasium

The Campus has a well-equipped and modern Gymnasium with state-of-the-art equipment. A full-time Gym instructor is also available to guide students.

Sports Facilities

The college has a range of sports facilities including indoor games and outdoor games like Table Tennis, Carrom, Billiards, Pool, Basketball, Volleyball, Football and Cricket.

Transport

The college provides transport services regularly between the campus and the city. College buses are made available to students and faculty members for commuting from various points in the city.

Guest House

The college maintains a 10-room air-conditioned Guest House with comfortable board and lodging facilities. Guest house facility is made available to visitors/ parents at a nominal rate



FUN & LEARN @ MUMBAI



Management students of the Shri Ram Murti Smarak International Business School went for an Industrial Trip to Mumbai. It was a weeklong affair between fun, learning & Industrial visits. The college arranged industrial visits at Jawaharlal Nehru Port Trust, Bombay Stock Exchange, SEBI & Zuventus Healthcare Ltd. The students attended numerous formal lectures & FAQ sessions in these visits.



One of these days' students took a stroll in the Sanjay Gandhi National Park found nature in the vastness of concrete Mumbai. The students had a lot of fun visiting beaches, temples, mosques, Fashion Street & finally the Mumbai Film City. The trip turned out to be fun and a great learning experience for the students and since then SRMS IBS has planned to incorporate such bonding trips in their curriculum.

ANNUAL FEST - BLAZE

BLAZE is the Annual Cultural Festival of Shri Ram Murti Smarak International Business School & Shri Ram Murti Smarak College of Engineering & Technology, Lucknow. The fest is organized every year with the objective to provide platform for the students to showcase their talent with a competitive spirit. It is a union of sharp intellectual engineering & management students, taking a break from their daily curriculum to indulge into a fiesta of music, fun & enchanting and enriching competitions,



BLAZE is executed with countless events in the field of Fashion, Dramatics, Dance, Music, Debating, Creative Writing, Painting and Informal Events with a quirky twist. BLAZE promises to be an unforgettable event & explores a whole new culture, which remains unexploited while resurrecting the traditions practiced since eons, thus opening new vistas to a festival celebrated with great claps and cheer.



TRIP TO DUBAI

Students of the PGDM Batch will undertake a study tour to UAE. Apart from visiting the various popular tourist sites of Dubai, Sharjah, and Abu Dhabi like Atlantic Dubai, Sand Dunes, Ferrari World, Grand Mosque, and Dubai City, the students will also embark on industrial trips. These trips will Industrial Trips to construction giants like Al Naboodah Construction Group LLC as well as prominent consulting firms like Bain & Company, Boston Consulting Group.

This trip is part of SRMS IBS's endeavour to provide its students with the best international exposure. Apart from building an international perspective in students, initiatives such as these help students to position themselves well for international placements.

ABOUT SRMS TRUST

SRMS Trust, a public charitable Trust, established in the year 1990, is a living tribute to the memory of veteran freedom fighter, true Gandhian, ex- parliamentarian, ex-minister U.P., Late Shri Ram Murti Ji.

The primary objective of the Trust is to provide and promote education and research in the field of Science and Management, Engineering and Technology, Medicine and Humanities.

SRMS Trust established an engineering college at Bareilly in 1996, which is one of the first private colleges to be established in the state of Uttar Pradesh in India. Since then it has successfully established a Pharmacy College, a Management Institute, a Medical College, Nursing School, a Women's Engineering College at Bareilly and an Engineering College at Lucknow. The Trust also runs one of Uttar Pradesh's most advanced hospitals, The SRMS Institute of Medical Sciences which is currently a 950-bed multi-superspecialty, tertiary care and trauma center and cancer hospital. SRMS Trust has strived to provide the best facilities, faculty and resources to its students and the larger community. The Institutions of the trust have consistently been ranked among the top colleges in the state of Uttar Pradesh and Northern India.

The aim of SRMS Trust is the upliftment of masses by:

Promoting social values

Promoting technical and professional education

Promoting health and medical education

COMMUNITY AND SOCIAL SERVICES

As a part of meeting the social responsibility towards poor but promising members of the local society the trust is running few programmes and charitable services.

SCHOLARSHIP

From the inception the Trust took up the responsibility of adopting deserving children from the economically weaker sections of society and sponsored their education. Medicine, Engineering, Pharmacy, MCA & MBA, Post-Graduate, undergraduate and Intermediate level students are covered under this scheme. The trust distributes scholarship of up to Two Crore Rupees every year to the meritorious students of its institutions to encourage the students for securing high marks in the University Examination.

SRMS SAMUDAİK SEWA YOJANA

The programme was inaugurated on 10th Feb., 2008 by Prof. Premvrat, Vice Chancellor, U.P. Technical University, Lucknow. Under this scheme the Trust Provides free Vocational Training to socially and economically backward people of the adjoining areas. Hundred young people having education up to High School or 10+2 are being selected for training in different trades like Carpentry, Welding, Turning, Wiring, EPBAX-Operation, X-ray Technicians, ECG Technicians and Computer Literacy. All students of Samudaik Sewa Yojana are offered stipend by the trust.

SRMS JANHIT CHIKITSA YOJANA

The programme was inaugurated on 4th July, 09 with an objective to provide free treatment to the patients who are deprived of the treatment due to financial constraints. Under this scheme Trust has provision for selecting 6 patients every day and provides treatment to these patients in its hospital. During the treatment the patients are provided free of cost consultation, medicines, consumables, food and hospitalization.

FREE PHARMACY

The Trust operates 4 Free Pharmacy shops, one at SRMS Rural Health Centre (Town-Dhaura), one at SRMS Urban Health Centre (Rampur Garden, Bareilly) and two at SRMS Hospital. In these pharmacies, Trust provides more than 150 types of generic medicines & consumables (free of cost) to the patients.

CATARACT ERADICATION PROGRAMME

The Trust has undertaken this programme since 2nd Oct 2002. Till date the Trust has organized 90 camps for selection of patients having cataract. More than 8,000 patients have been successfully operated by the team of SRMS Doctors.

RURAL HEALTH CAMP

The Trust organizes three rural medical camps every month in which it provides free medical consultancy, free medicines & free diagnostic services like ECG, Ultrasound & Basic Blood investigations to the poor and people in need. Till date the Trust has organized more than 150 Camps where by over 75,000 patients have been provided free consultation and free medicines. Provision of 400 Free Beds in SRMS Hospital. The Trust has a provision for 400 Beds in SRMS Hospital whereby the patient is not charged any amount for Bed, Consultation Fee, Surgical Charges and O.T. Charges in General Ward.

GOVERNMENT HEALTH PROGRAMS

The Trust is running various Govt. Sponsored Health Programs in its Hospital, such as-Revised National Tuberculosis Program (DOTS), Saubhagyawati Surakshit Matratwa Yojana, Family Planning & Welfare Program, Vaccination Program, ICTC Centre for AIDS and Rashtriya Swasthya Bima Yojana.

DEBATE & STORY WRITING

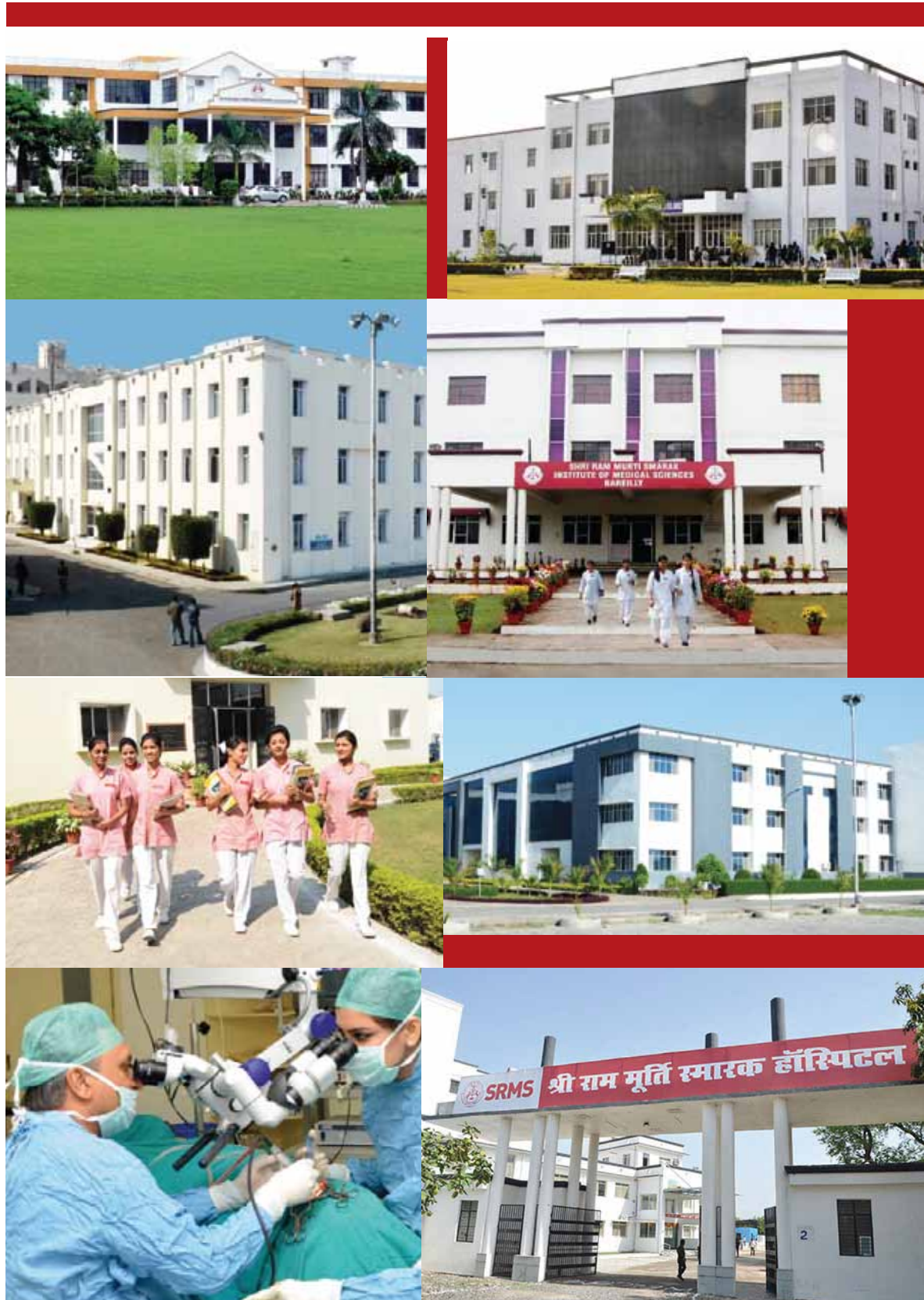
SRMS Trust is devoted to the cause of promotion of talent for which it holds Debate Competition each year covering the burning and contemporary issues of the society. Since 1995, the trust has been organizing a National level Story Writing Competition annually to promote creativity and literary pursuits. The collection of the awarded short stories "Kaliyug Ki Yashodhara" was published and its second volume is to be released shortly. Ram Murti Pratibha Alankaran. Since 1993, the Trust annually honours eminent personalities with Ram Murti Pratibha Alankaran Award, who have made the nation proud with their achievements. Some of the people honoured so far are: Prof. M.S. Soda (Ex-Vice Chancellor, Lucknow University), Dr. J.C. Bass (Eye Surgeon, Bareilly), Prof. Wasim Barelvi (Urdu Poet), Dr. Nawal Kishore (Gynaecologist), Shri K.P. Saxena (Poet), Col. Suresh Joshi (Eminent Army Personnel), Shri Sudhanshu Ji Maharaj (Preacher & Social Reformer), Ms. Priyanka Chopra (Miss World), Dr. S.K.Agarwal (Ex Director, SGPGI, Lucknow) and others

SHRI RAM MURTI SMARAK CHARITABLE SCHOOL

Since January 2015, the trust is also running a Shri Ram Murti Smarak School Block at village Asha Khera, Distt. Unnao with the aim of educating the poor and underprivileged children of the Indian society. The primary school has approx. 12000 Sq. Ft. of constructed area, catering to 240 students in 8 classes and has been well equipped with modern facilities such as a Smart Classes, Library, Administrative Offices, Computer laboratories, Science Laboratories, Playground etc. Free school uniforms, bags, books and stationary are given to all students. The complete operational and administrative running cost of this school is sponsored by Shri Ram Murti Smarak Trust.



ABOUT SRMS INSTITUTES



| NAME OF THE INSTITUTIONS | ADDRESS | EMAIL ID/CONTACT NO. |
|---|--|---|
| Shri Ram Murti Smarak College of Engineering & Technology, Bareilly | Ram Murti Puram 13 KM Bareilly-Nainital Road, Bhojipura, Bareilly-243202, UP, India | cet@srmscet.edu |
| Shri Ram Murti Smarak College of Engineering, Technology & Research, Bareilly | Ram Murti Puram 13 KM Bareilly-Nainital Highway, Bhojipura, Bareilly-243202, UP, India | info@srmswct.ac.in |
| Shri Ram Murti Smarak Institute of Medical Sciences, Bareilly | 13.2 Km Milestone on Bareilly – Nainital Road, Bhojipura, Bareilly-243001, UP, India | info@srmsims.ac.in |
| Shri Ram Murti Smarak College of Nursing, Bareilly | Ram Murti Puram, Village Prahaladpur, Abhaypur Post Bhojipura, 13 Km. Bareilly-Nainital Road, Bareilly – 243202 (U.P.) | collegeofnursing@srms.ac.in |
| Shri Ram Murti Smarak Institute of Paramedical Sciences, Bareilly | 13.2 Km Milestone on Bareilly-Nainital Road, Bhojipura, Bareilly-243 001, U.P., India | ips@srms.ac.in |
| Shri Ram Murti Smarak College of Law, Bareilly | Ram Murti Puram, 13 Km Bareilly Nainital Road, Bareilly | collegeoflaw@srms.ac.in |
| Ram Rakhi Cancer Institute and Research Center, Bareilly | 13.2 Km Milestone on Bareilly – Nainital Road, Bhojipura, Bareilly-243001, UP, India | info@srmsims.ac.in |
| SRMS Goodlife & Wellness Centre, Bareilly | 101/2, 101/3, Brahampura East, Stadium Road, Bareilly - 243122 (U.P.) | goodlife@srms.ac.in |
| Shri Ram Murti Smarak College of Engineering & Technology, Unnao | 35 Km. on NH – 25, Lucknow – Kanpur Highway, U.P-209859, India | srmscet.lucknow@srmscet.edu |
| Shri Ram Murti Smarak International Business School | 34 Km on Lucknow Kanpur Road, Ashakhera, Lucknow, Uttar Pradesh | info@ibs.srms.ac.in |
| Shri Ram Murti Smarak Charitable School | 34 KM. on Lucknow – Kanpur Highway, U.P, India | 05143-278415/16 |
| Shri Ram Murti Smarak Hospital, Unnao | Kusheri, Post Asha Khera, 35 Km Milestone, Lucknow- Kanpur Highway, Unnao | hospital35kmunnao@srms.ac.in srmshospital35kmunnao@gmail.com |
| Shri Ram Murti Smarak College of Nursing & Paramedical Sciences, Unnao | Kushehri, Post-Ashakhera 35 km Lucknow Kanpur road, Nawab Ganj, Unnao 209801 (UP) | 05143-278401/403 |
| Shri Ram Murti Smarak Functional Imaging & Medical Centre, Lucknow | CP 2/3, 2, Lohia Path, Near Fly Over, Vishwas Khand, Gomti Nagar, Lucknow, Uttar Pradesh 226010 | srmsfmc@srms.ac.in |