



**LAL BHADUR SHASTRI  
INSTITUTE OF MANAGEMENT, DELHI**

**CRAFTING  
BUSINESS  
LEADERS FOR  
TOMORROW**



**POST GRADUATE DIPLOMA PROGRAMMES  
ADMISSION BROCHURE 2024**



[www.Lbsim.ac.in](http://www.Lbsim.ac.in)



## LAL BAHADUR SHASTRI

(October 2, 1904 - January 11, 1966)

**“Too often the community views the businessmen's aims as a means of selfish gain rather than a step towards advancement of general welfare.**

**That impression can be removed only if business becomes fully alive to its social responsibilities and helps our society to function in harmony as one organic whole”**

*Lal Bahadur*

A pragmatic and down-to-earth leader of India, a fine statesman, an able administrator, and a person of impeccable integrity with moral and ethical attributes of a 'Mahatma', Shastri Ji was a noble soul who dedicated his life to the welfare of the common man.

Shri Lal Bahadur Shastri, born on October 2, 1904, came from a humble background, and rose to become the Prime Minister of India. A firm believer in the social responsibilities of business enterprises, he looked at the economic and social realities of Indian life with a clear vision, never allowing his judgment to be influenced by any doctrine or ideological preconceptions.

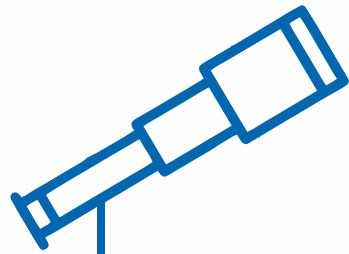
Shastri Ji felt the need for a responsive and effective administration during his tenure as the Prime Minister of India. The appointment of an Administrative Reforms Commission to streamline Public Administration bears a testimony to this fact. Creation of the Central Vigilance Commission by him to handle corruption was also another bold step taken to make India a free and powerful nation.

His vision of establishing quality institutions to promote good governance by producing a cadre of professional and responsive civil servants was accomplished when the Lal Bahadur Shastri National Academy of Administration was set up in Mussoorie. Shastri Ji passed away in Tashkent, the capital of Uzbekistan on January 11, 1966 after signing the famous Tashkent Declaration. In order to cherish his ideals and uphold his vision, the Lal Bahadur Shastri Institute of Management (LBSIM) was established in the year 1995 at Delhi.



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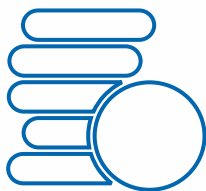
# VISION

Leadership through Excellence in Value-Based Management and Technology Education.



# MISSION

To nurture and groom socially sensitive business leaders with a global outlook, supported by research-led teaching and strategic national and international partnerships.



# VALUES

**Commitment:** Striving for quality and results

**Honesty & Integrity:** Adherence to high standards and ethics by all stakeholders in their thought, conduct and behavior

**Self-Discipline:** Taking responsibility, reflecting punctuality, persistence, tenacity, patience and pro-active behaviour

**Fairness & Firmness:** Transparency in governance, Trust worthiness and respect

**Collaborative Spirit:** Teamwork, unity and inclusion

# BOARD OF GOVERNORS



**SHRI ANIL SHASTRI**  
Former Union Minister  
Chairman



**PROF. T.N. KAPOOR**  
Former Vice Chancellor  
Punjab University, Chandigarh



**SHRI RAJEEV DUBEY**  
Chairman  
Mahindra 1st Choice Wheels



**PROF. D.P. GOYAL**  
Director, IIM Shillong



**SHRI K. J. JAWA**  
Chairman & Managing Director  
Daikin India Pvt. Ltd.



**SHRI SHEKHAR BHARGAVA**  
Senior Advocate, Indore



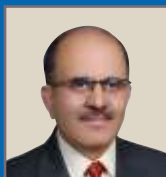
**DR K. C. MISHRA**  
Former Vice Chancellor,  
Sri Sri University, Bhubaneswar



**PROF. P.K. JAIN**  
Ex-Professor of Finance &  
Modi Chair Professor  
Dept. of Management Studies, IIT Delhi



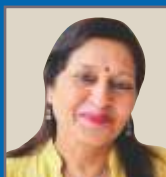
**SHRI ADARSH SHASTRI**  
Alumnus LBSIM, Delhi  
Ex-Member of the Legislative Assembly,  
Delhi



**DR R. L. RAINA**  
Vice Chancellor,  
Jaipur National University, Jaipur



**DR PRAVEEN GUPTA**  
Director, LBSIM, Delhi  
Member-Secretary



**PROF MADHU VIJ**  
Ex-Professor (Finance & Accounting)  
Faculty of Management Studies  
University of Delhi

# LBSIM OVER THE YEARS



 **1995**

LBSIM started in a modest building in RK Puram, New Delhi

 **1995**

First batch admitted to PGDM (General) programme

 **1996**

PGDM (General) gets AICTE approval to increase batch size from 60 to 120

 **1996**

3-Year PGDM (Part-Time) programme started

 **2007**

PGDM (General) gets NBA accreditation

 **2008**

PGDM (Finance) programme launched with AICTE approval

 **2010**

AIU grants equivalence to PGDM (General)

 **2011**

LBSIM shifts to new Campus in Dwarka. Campus inaugurated by the then President of India, Smt Pratibha Devisingh Patil.

 **2014**

LBSIM becomes member of international accreditation body - AACSB

 **2015**

Bloomberg Lab with 12 Terminals set-up

 **2018**

Specialised programmes - PGDM (R&BA) with AICTE approval

LBSIM undertakes Social Immersion Programme in association with NSDC

 **2019**

NBA Accreditation to PGDM (General) & PGDM (Financial Management)



**1997**

First batch of PGDM(General) graduates



**2000**

Lal Bahadur Shastri National Award for Excellence in Public Administration, Academics, Management instituted



**2001**

3-year MCA started with permission from IP University



**2005**

Lal Bahadur Shastri Research Centre for Public Policy & Social Change established



**2011**

15-month PGDM (Executive) started



**2012**

PGDM(General) gets AICTE approval to increase batch size from 120 to 180



**2013**

PGDM (Finance) gets NBA accreditation



**2014**

AIU grants equivalence to PGDM (Finance)



**2020**

LBSIM launches FPM Programme with AICTE approval



**2020**

AIU Equivalence to PGDM (General) & PGDM (Financial Management)



**2021**

LBSIM launches PGDM (AI & DS) & PGDM (E-Business) with AICTE approval



**2022**

- Rural Immersion
- Social Immersion
- International Immersion







## THE INSTITUTE

Lal Bahadur Shastri Institute of Management (LBSIM) was established in 1995 to perpetuate the memory of India's second Prime Minister, Bharat Ratna, Shri Lal Bahadur Shastri. Since then, it has emerged as one of the most prominent B-Schools in the country. LBSIM takes pride in being recognized as a pioneering institution for providing value-based business education, a leading institution with a distinctive philosophy that inculcates deep-rooted Indian value system among budding young minds.

Entering its 30th year of existence, the Institute continues to produce business management professionals with a humane touch and pragmatic approach to problem solving. They strive for corporate excellence and contribute to the society as responsible citizens. The Institute provides quality business education to a diversified student community with representation from all parts of India. LBSIM adopts innovative teaching methodologies to develop a scientific temper, foster industrial linkages and advancement in research.

## PROGRAMMES

LBSIM is recognized by the All India Council for Technical Education (AICTE), Ministry of Education, Government of India and currently offers the following Post Graduate Diploma in Management (PGDM) which are two year full time programmes recognized by AICTE:

- PGDM (General)
- PGDM (Financial Management)
- PGDM (Research & Business Analytics)
- PGDM (Artificial Intelligence & Data Science)
- PGDM (E-Business)
- Fellow Programme in Management (FPM)

The PGDM (General) and the PGDM (Financial Management) programmes have been accredited by the National Board of Accreditation (NBA) and have been accorded equivalence with MBA by the Association of Indian Universities (AIU).





## POST-GRADUATE DIPLOMA IN MANAGEMENT (GENERAL) (2024-26)

The Two-Year Post Graduate Diploma in Management (General) launched in 1995 is the flagship programme of the Institute. The programme prepares the students to take up challenging roles in this ever-changing corporate world and the society at large with a deep ingrained value system. The programme has been developed to ensure the overall development of a human being so that s/he may contribute fully to the economic and social growth of the society and the nation.

## PROGRAMME EDUCATIONAL OBJECTIVES

The programme nurtures an individual and helps him/her to harness their true potential through integrated efforts, experiential learning, self-study, group exercises, case studies, industry interface and research projects. The programme educational objectives are as follows:

- PEO-1: To impart holistic management education with global perspective.
- PEO-2: To create cadre base of professionals to serve the trade, industry, and related domains.
- PEO-3: To produce responsible citizens who remain sensitive towards fulfilment of societal goals.
- PEO-4: To equip students with critical thinking, effective communication skills and team spirit.
- PEO-5: To promote entrepreneurial spirit to foster idea generation and start-up creation.

## PROGRAMME OUTCOMES

- PO1: Understand the context of business in the global economy.
- PO2: Demonstrate knowledge of functional areas and be able to think in integrative manner to solve business problems.
- PO3: Demonstrate an ability to communicate effectively with a range of audiences in varied professional settings.
- PO4: Draw meaningful conclusions from analysis of data with use of contemporary frameworks and tools in business context.
- PO5: Ability to develop value-based leadership ability and contribute effectively to a team environment.
- PO6: Incorporate ethical, environmental and sustainability concerns in varied social, business, and organizational situations
- PO7: Convert environmental opportunities into business ideas and plans by using strategic and entrepreneurial thinking.
- PO8: Solve complex problems in their chosen major- Marketing, Finance, Human Resource, Operations, Information Technology, General Management.

## PROGRAMME STRUCTURE

The Two-Year Full-Time Post Graduate Diploma in Management programme consists of six trimesters. The course structure has been designed to ensure that the graduates develop a judicious blend of strategic thinking, tactical implementation, specialized knowledge, and general management skills. In the first year, the focus is primarily on basic courses to build a foundation of conceptual and analytical skills required for pursuing a specialized study in various functional areas. The students are required to study 22 core courses and undertake Summer Training at the end of the first year. The students can also study a foreign language as an optional course.

The foundation programme is offered before the commencement of regular classes to help the incoming candidates cope with the rigors of the PGDM Programme by offering courses that bridge the knowledge gap among students coming from undergraduate programmes in different academic domains.

In the second year, the students need to opt for 10 electives in addition to the five compulsory courses. This enables them to pursue in-depth and rigorous learning in the areas of their specialization. The electives cover a minimum of two functional areas which equip the LBSIM graduates to sharpen their multiple functional skills. Participants are also required to complete online certifications which carry credits.

## SUMMER INTERNSHIP

Each student is required to undertake summer internship in a company of repute for the duration of 8-10 weeks as part of the course curriculum after the third trimester examination. They also need to undertake a project assignment with the company. This internship provides an opportunity to the students to have a first-hand practical exposure and allows them to relate the conceptual and analytical skills acquired in classroom to actual managerial practices. The Institute's faculty as well as the experts from the organization where these projects are carried out, evaluate various projects undertaken by the students.

## FINAL RESEARCH PROJECT

The Final Research Project (FRP) is a compulsory course, the maximum marks for which are 200 (equivalent to 6 credits). It commences from the middle of Trimester IV and is required to be completed in 5 months' time, ending in January. FRP allows the exploration of a topic in the student's area of interest. The course provides an opportunity to individual students to pursue research in the specific area(s) of interest under the guidance of a faculty guide/mentor. The study is expected to be comprehensive and an integration of several fields of study to arrive at solution(s) to the chosen research problem. The five-month period gives a valuable experience in the research process like problem identification, systematic literature review, collection of relevant data, data analysis and presenting the findings and conclusions. FRP gives students an opportunity to take initiative and use cognitive and analytical skills to complete an individual project well beyond the regular curriculum. FRP concludes with a report submission, a presentation before an external panel and a viva-voce.

# PGDM (GENERAL) PROGRAMME CURRICULUM

## Foundation Programme

Basic Accounting | Basic Business Communication | Basic MS Excel | Basic Statistics | Bloomberg Market Concepts  
Fundamentals of Python | Understanding Entrepreneurship

### YEAR-I

#### Trimester

**I**

- Business Communication
- Financial Reporting & Analysis
- Managerial Economics
- Marketing Management-I
- Organizational Behaviour
- Quantitative Methods for Management
- Spreadsheet Applications for Business

#### Trimester

**II**

- Corporate Finance-I
- Cost & Management Accounting
- Entrepreneurial Thinking
- Human Resource Management
- Legal Aspects of Business
- Macro Economics & Policy
- Management Science
- Marketing Management-II

#### Trimester

**III**

- Business Ethics & Corporate Governance
- Corporate Finance-II
- Emerging Technologies in Business
- International Business Environment
- Marketing Research
- Operations Management
- Strategic Management- I

### YEAR-II

#### Trimester

**IV**

- Corporate Social Responsibility
- Strategic Management- II
- Elective-1
- Elective-2
- Elective-3
- Elective-4

#### Trimester

**V**

- Entrepreneurial Practice
- Leadership
- Elective-5
- Elective-6
- Elective-7

#### Trimester

**VI**

- Sustainability
- Elective-8
- Elective-9
- Elective-10

## ELECTIVES

### MARKETING

- B2B Marketing
- Consumer Behaviour
- Customer Relationship Management
- Digital Marketing
- E-Commerce
- Integrated Marketing Communication
- International Marketing
- Marketing Analytics
- Retail Management
- Rural Marketing
- Sales & Distribution Management
- Services Marketing
- Social Marketing
- Strategic Brand Management
- Strategic Marketing
- Supply Chain Management

### ORGANISATIONAL BEHAVIOUR & HUMAN RESOURCE MANAGEMENT

- Compensation Management
- Contemporary Issues in HR & Future Trends
- HR Metrics & Analytics
- HRM in Service Sector
- Labor Laws
- Organizational Development
- Performance Management
- Recruitment & Selection
- Strategic HRM
- Training & Development

### FINANCE & ACCOUNTING

- Business Valuation
- Enterprise Risk Management
- Financial Analytics
- Financial Derivatives
- Financial Engineering
- Financial Markets & Institutions
- Fixed Income Securities
- International Financial Management
- Investment Analysis & Portfolio Management
- Management of Banks and Financial Institutions
- Management of Financial Services
- Mergers, Acquisitions & Corporate Restructuring
- Personal Wealth Management
- Private Equity Finance
- Project Appraisal, Financing & Control

### INTERNATIONAL BUSINESS

- Economies of Services: Potentialities in Indian Economy
- Export Procedure & Documentation
- India's Foreign Trade and Policy

### GENERAL MANAGEMENT

- Consulting & Advisory Practices
- Cross-Cultural Management
- Design Thinking
- Global Strategy
- Management of Change
- Public Policy & Analysis
- Social Entrepreneurship
- Strategies & Processes of Negotiation

### OPERATIONS MANAGEMENT & SYSTEM

- Advanced Data Science
- Advanced Spreadsheet Modelling with VBA
- Big Data Analytics
- Blockchain Technologies
- Business Analytics using SAS
- Business Intelligence & Data Mining
- Business Modelling & Simulations
- Data Modelling & Visualization
- Data Science
- E-Commerce
- Enterprise Systems
- Green Operations Management
- Information Security & Risk Management
- International Logistics & Warehouse Management
- Machine Learning & Deep Learning
- Operations Strategy
- Project Management
- Service Operations Management
- Supply Chain Analytics
- Supply Chain Management
- Total Quality Management

The above list of electives is indicative and not binding on the Institute. Actual offerings will depend on the size of the group which shows interest in a course. The Institute also considers new electives in line with recent developments and availability of experts to offer the same. It may also not offer some of the courses for relevant reasons. List of courses on offer is announced to students once they join the Institute.



## POST-GRADUATE DIPLOMA IN MANAGEMENT (FINANCIAL MANAGEMENT) (2024-26)

The Post Graduate Diploma in Management (Financial Management) programme launched in 2008 aims to create a cadre base of professionals having specialization in Finance to serve industry requirements. It equips the students with a comprehensive knowledge of financial management to develop strong analytical and problem-solving skills with an ethical mindset. The programme enables the participants to understand business challenges holistically and recognize the interplay of finance with other disciplines.

## PROGRAMME EDUCATIONAL OBJECTIVES

- PEO-1 Impart modern holistic management and financial management education with a global perspective.
- PEO-2 Create cadre base of finance professionals to serve the trade, industry, and related domains.
- PEO-3 Produce responsible citizens who remain sensitive towards fulfilment of societal goals.
- PEO-4 Equip students with critical thinking, effective communication skills and team spirit.
- PEO-5 Promote entrepreneurial spirit to foster idea generation and start-up creation.

## PROGRAMME OUTCOMES

- PO-1 Understand business context and financial concepts in a global economy.
- PO-2 Demonstrate knowledge of financial management and be able to think in integrative manner to solve business problems.
- PO-3 Demonstrate an ability to communicate effectively with a range of audiences in varied professional settings.
- PO-4 Draw meaningful conclusions from analysis of data with use of contemporary frameworks and tools in business context.
- PO-5 Develop empathy and social consciousness in varied social and business contexts.
- PO-6 Incorporate ethical concerns in varied social, business, and organizational situations.
- PO-7 Convert environmental opportunities into business ideas and plans by using strategic and entrepreneurial thinking.

## PROGRAMME STRUCTURE

The PGDM (Financial Management) is a two-year full-time programme spread over six trimesters. During the first year, the focus is primarily on building a strong foundation of conceptual and analytical skills required for advanced and specialised courses in finance pursued in the second year. In the first year, students' study 23 courses covering Economics, Human Relations, Quantitative Techniques, Financial & Cost Accounting, Corporate Finance and Information Technology.

The foundation programme is offered before the commencement of regular classes to help the incoming candidates cope with the rigours of the PGDM (Financial Management) Programme by offering courses that bridge the knowledge gap among students coming from undergraduate programmes in different academic domains.

In the second year, students must opt for 6 electives in addition to 7 core courses. This enables the students to pursue an in-depth learning in their specialization. The electives cover a variety of relevant areas such as Investment Management, Risk Management, Banking & Financial Services and Strategic Accounting & Control. Participants are also required to complete online certifications which carry credits.

## SUMMER INTERNSHIP

Each student is required to undertake summer internship in a company of repute for the duration of 8-10 weeks as part of the course curriculum after the third trimester examination. They also need to undertake a project assignment with the company. This internship provides an opportunity to the students to have a first-hand practical exposure and allows them to relate the conceptual and analytical skills acquired in classroom to actual managerial practices. The Institute's faculty as well as the experts from the organization where these projects are carried out, evaluate various projects undertaken by the students.

## FINAL RESEARCH PROJECT

The Final Research Project (FRP) is a compulsory course, the maximum marks for which are 200 (equivalent to 6 credits). It commences from the middle of Trimester IV and is required to be completed in 5 months' time, ending in January. FRP allows the exploration of a topic in the student's area of interest. The course provides an opportunity to individual students to pursue research in the specific area(s) of interest under the guidance of a faculty guide/mentor. The study is expected to be comprehensive and an integration of several fields of study to arrive at solution(s) to the chosen research problem. The five-month period gives a valuable experience in the research process like problem identification, systematic literature review, collection of relevant data, data analysis and presenting the findings and conclusions. FRP gives students an opportunity to take initiative and use cognitive and analytical skills to complete an individual project well beyond the regular curriculum. FRP concludes with a report submission, a presentation before an external panel and a viva-voce.

# PGDM (GENERAL) PROGRAMME CURRICULUM

## YEAR-I

### Trimester I

I

- Business Communication
- Financial Reporting & Analysis
- Managerial Economics
- Marketing Management
- Organisational Behaviour
- Quantitative Methods for Management
- Spreadsheet Applications for Business

### Trimester II

II

- Business Research Methods
- Corporate Finance
- Cost & Management Accounting
- Entrepreneurial Thinking
- Financial Systems
- Human Resource Management
- Legal Aspects of Business
- Macro Economics & Policy
- Operations Management

### Trimester III

III

- Business Ethics & Corporate Governance
- Corporate & Securities Law
- Financial Analytics
- Financial Statement Analysis
- Investment Analysis & Portfolio Management
- Management Science
- Strategic Management

## YEAR-II

### Trimester IV

IV

- Business Valuation
- Corporate Social Responsibility
- Financial Derivatives
- Elective-1
- Elective-2

### Trimester V

V

- Fixed Income Securities
- Leadership
- Mergers, Acquisitions & Corporate Restructuring
- Elective-3
- Elective-4

### Trimester VI

VI

- Sustainability
- Elective-5
- Elective-6

## ELECTIVES

### INVESTMENT MANAGEMENT

- Alternative Assets, Private Equity & Venture Capital
- Behavioural Finance
- Project Appraisal & Infrastructure Financing

### RISK MANAGEMENT

- Enterprise Risk Management
- Financial Engineering
- Risk Management in Banking

### BANKING & FINANCIAL SERVICES

- ALM & Treasury Management
- Management of Financial Services
- Personal Wealth Management

### STRATEGIC ACCOUNTING & CONTROL

- ESG & Sustainable Finance
- Fintech, Blockchain & Cybersecurity
- International Financial Management
- Strategic Cost Management





## POST-GRADUATE DIPLOMA IN MANAGEMENT (RESEARCH & BUSINESS ANALYTICS) (2024-26)

The Post Graduate Diploma in Management (Research & Business Analytics) programme is designed to provide an in-depth knowledge of research & analytical concepts, techniques and their applications in improving business processes and decision-making. The objective of the Programme is to facilitate a thorough exposure of the students to methodologies and practices of Research & Business Analytics and preparing them for the emerging needs of industry in the various functional domains of research & analytics. The Programme imparts industry-aligned knowledge and training to students and help them enhance their managerial and decision-making skills. It provides opportunities of hands-on learning through industry driven research & analytics projects in finance, marketing, retail, operations, human resource, and other business domains.





## PROGRAMME EDUCATIONAL OBJECTIVES

- PEO-1 Impart comprehensive knowledge of research and business analytics with a global perspective.
- PEO-2 Create a cadre of business professionals with analytical & decision-making skills.
- PEO-3 Produce responsible citizens who remain sensitive towards fulfilment of societal goals.
- PEO-4 Promote entrepreneurial spirit to foster idea generation and start-up creation
- PEO-5 Equip students with critical thinking, effective communication skills and team spirit.

## PROGRAMME OUTCOMES

- PO-1 Understand the role of research & analytics to improve decision-making.
- PO-2 Apply advanced analytical skills that are relevant for global business opportunities.
- PO-3 Apply cutting edge frameworks, technologies, and analytical methods to solve business problems.
- PO-4 Develop hands on experience with analytical tools and software.
- PO-5 Build empathy and social consciousness in varied social and business contexts.
- PO-6 Convert environmental opportunities into business ideas and plans by using strategic and entrepreneurial thinking.
- PO-7 Exhibit effective collaboration and leadership skills with innovative mindset.

## CURRICULUM DESIGN

The PGDM (Research & Business Analytics) curriculum design and pedagogy focuses on creating business professionals with analytical acumen, innovative thinking, effective communication skills and team spirit. The curriculum is designed to meet the growing needs of technology savvy business leaders. The teaching methods include lectures, case discussions, assignments, seminars, workshops, role-plays, group discussions, simulation exercises, live projects and industrial visits. The idea is to make students learn the concepts of management theories and their applications in real life scenarios. The curriculum also integrates the use of latest software tools as part of the learning process and helps students gain better insights of the corporate world. The curriculum is designed and regularly updated in consultation with experts from the industry and academia.

## PROGRAMME STRUCTURE

The Two-Year Full-Time Post Graduate Diploma in Management (Research & Business Analytics) programme comprises six trimesters. During the first year, the emphasis is primarily on basic courses to build a foundation of conceptual and analytical skills required for pursuing a specialised study in various functional areas. The basic courses include subjects covering the multiple domains of management such as Statistics, Spreadsheet Modelling, Economics, Accounting, Marketing, Human Resource Management, Business Communication, etc.

The foundation programme is offered before the commencement of regular classes to help the incoming candidates cope with the rigours of the PGDM (Research & Business Analytics) Programme by offering courses that bridge the knowledge gap among students coming from undergraduate programmes in different academic domains.

To pursue extensive learning in the areas of their specialisation, students are offered a basket of elective courses in their second year. The electives cover a minimum of two specialised analytics domains which deepen their analytical skills. Participants are also required to complete online certifications which carry credits.

## SUMMER INTERNSHIP

Each student is required to undertake summer internship in a company of repute for the duration of 8-10 weeks as part of the course curriculum after the third trimester examination. They also need to undertake a project assignment with the company. This internship provides an opportunity to the students to have a first-hand practical exposure and allows them to relate the conceptual and analytical skills acquired in classroom to actual managerial practices. The Institute's faculty as well as the experts from the organisation where these projects are carried out, evaluate various projects undertaken by the students.

## TERM PAPER

In the first year, students are required to undertake a term paper, which gets evaluated in the second year. The aim of the term paper is to enhance the research-based abilities of the students and unlock new possibilities in different arenas of management by applying various analytical tools. The term paper is of six credits and evaluated for 200 marks. Students are expected to choose a business problem and solve it by applying relevant analytical skills. Term Paper is guided by a faculty mentor. Students are expected to write a research paper for the same and submit it for possible publication/ conference presentation. The term paper ends with submission and a power point presentation before the external panel from academia and industry.

## PGDM (R&BA) PROGRAMME CURRICULUM

### YEAR-I

#### Trimester I

- Accounting for Management
- Business Communication
- Data Exploration and Management
- Managerial Economics
- Marketing Management
- Quantitative Methods for Management
- Spreadsheet Applications for Business

#### Trimester II

- Entrepreneurial Thinking
- Financial Systems
- Fundamentals of Management Science
- Machine Learning
- Macro Economics & Policy
- Operations Management
- Organisational Behaviour
- RDBMS & Data Warehousing

#### Trimester III

- Advanced Machine Learning
- Business Research Methods
- Corporate Finance
- Human Resource Management
- Principles of Project Management
- Principles of Supply Chain Management
- Strategic Management
- Visual Analytics

### YEAR-II

#### Trimester IV

- Corporate Social Responsibility
- Deep Learning & Natural Language Processing
- Legal Aspects of Business
- Elective-1
- Elective-2

#### Trimester V

- Big Data Analytics and AI applications
- Business Ethics & Corporate Governance
- Leadership
- Elective-3
- Elective-4

#### Trimester VI

- Blockchain, Cybersecurity, Data Ethics and Privacy
- HR Analytics using SAS
- Sustainability
- Elective-5
- Elective-6

## ELECTIVES

### FINANCE ANALYTICS

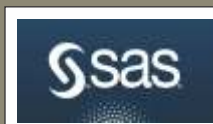
- Credit Risk Modelling
- Financial Risk Analytics
- Investment Analysis & Portfolio Management
- Mergers, Acquisitions & Corporate Restructuring
- Time Series Analysis

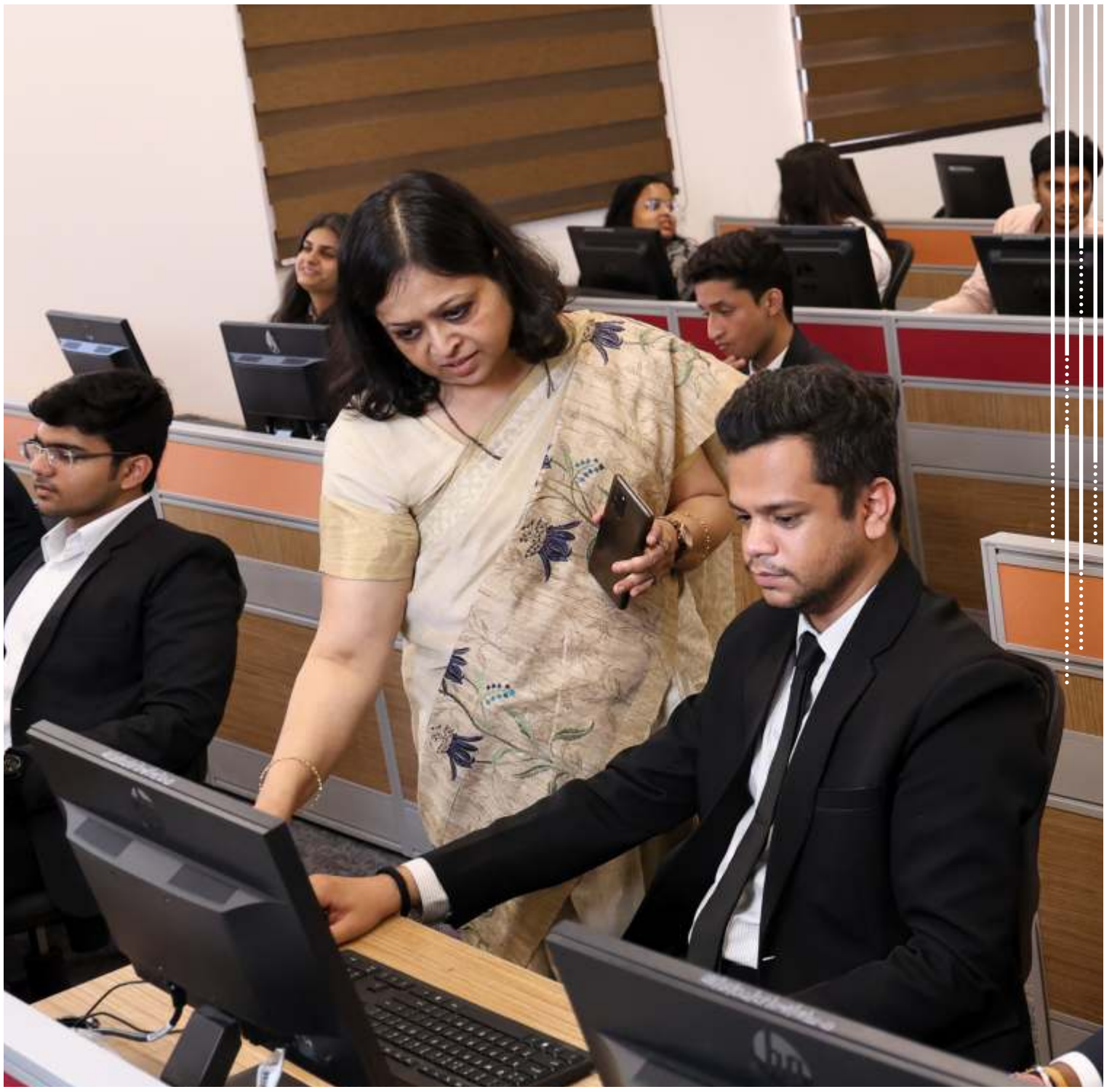
### MARKETING ANALYTICS

- Advanced Management Science
- Managing Service Operations
- Multi Criteria Decision Making
- Supply Chain Analytics
- Total Quality Management

### OPERATIONS ANALYTICS

- Consumer Analytics
- Digital Marketing
- Pricing & Revenue Analytics
- Web & Social Media Analytics





## POST-GRADUATE DIPLOMA IN MANAGEMENT (ARTIFICIAL INTELLIGENCE & DATA SCIENCE) (2024-26)

Lal Bahadur Shastri Institute of Management, Delhi, has launched the Two-Year Post Graduate Diploma in Management (PGDM) in Artificial Intelligence & Data Science (AI & DS). This programme is first of its kind in the country and caters to a niche area that is currently an integral part of world business and innovative management education. AI & DS competence draw huge attention from the present industry and business leaders. Sensing the demand for such expertise in the country, LBSIM has taken this major initiative to commence this programme. The programme has the approval of AICTE, Ministry of Education, Government of India.

It aims to create a cadre base of professionals by equipping them with a holistic approach towards solving problems in a highly complex and volatile business world by using Artificial Intelligence and state-of-art Data Science techniques. This innovative programme by the Institute is unique in that it integrates into the curriculum cutting-edge AI learnings with Data Science by preparing students to apply these powerful tools in their professional careers.

Besides the technical skills, the programme ensures inculcation of value-based management skills with a humane and pragmatic approach for effective contribution to the society and the corporate world.

## PROGRAMME EDUCATIONAL OBJECTIVES

- PE01: To impart a comprehensive knowledge of AI and DS technologies with a global perspective.
- PE02: To create a cadre of business professionals with technical, analytical and decision-making skills.
- PE03: To produce socially sensitive and ethically responsible citizens through Shastrian values.
- PE04: To foster national and international engagements with the academia as well as the industry to make participants abreast of the dynamic business environment.
- PE05: To develop in students a profound understanding of AI & DS techniques to enhance informed decision making.

## PROGRAMME OUTCOMES

- PO-1: Understanding and learning required skills and emerging technologies related to Artificial intelligence and Decision Sciences.
- PO-2: Learn to critically analyze business problems and apply appropriate AI & DS techniques.
- PO-3: Hands on experience on programming languages and software related to AI & DS.
- PO-4: Portfolio creation and project development for showcasing the acquired skills in collaboration with academic and corporate mentors.
- PO-5: Application of information gained from research and projects for effective and ethical managerial decision-making.
- PO-6: To exhibit collaboration, leadership and entrepreneurship skills with an innovative mindset.

## PROGRAMME STRUCTURE

The Two-Year Full-Time Post Graduate Diploma in Management (Artificial Intelligence & Data Science) programme comprises six trimesters. During the first year, the emphasis is primarily on core courses to build a foundation of conceptual, technical and managerial skills required for pursuing specialised study in various domains of Artificial Intelligence and Data Science. These core courses help students build solid technical foundations along with core management concepts. The courses cover Management areas like Marketing, OB/HR, Economics, Accounting & Finance, Operations, General Management as well as Artificial Intelligence and Data Science domains. A lot of emphasis is laid on hands-on training of softwares for implementing the concepts taught.

The foundation programme is offered before the commencement of regular classes to help the incoming candidates cope with the rigours of the PGDM (Artificial Intelligence & Data Science) Programme by offering courses that bridge the knowledge gap among students coming from undergraduate programmes in different academic domains.

In the second year, students opt for 2 elective areas in addition to 8 core courses. This enables them to pursue a detailed learning in the areas of their specialisation. The elective areas offered are AI for Marketing, AI for Financial Applications and Advance AI. During this year, students also undertake a Capstone Project study under the guidance of a faculty member. The capstone project spans three trimesters for developing a portfolio that helps students undertake a real-life project for data insights using AI & DS techniques for managerial implementation. Participants are also required to complete online certifications which carry credits.

## SUMMER INTERNSHIP

Each student is required to undertake summer internship in a company of repute for the duration of 8-10 weeks as part of the course curriculum after the third trimester examination. They also need to undertake a project assignment with the company. This internship provides an opportunity to the students to have a first-hand practical exposure and allows them to relate the conceptual and analytical skills acquired in classroom to actual managerial practices. The Institute's faculty as well as the experts from the organisation where these projects are carried out, evaluate various projects undertaken by the students.

## FINAL RESEARCH PROJECT

The Final Research Project (FRP) is a compulsory course, the maximum marks for which are 200 (equivalent to 6 credits). It commences from the middle of Trimester IV and is required to be completed in 5 months' time, ending in January. FRP allows the exploration of a topic in the student's area of interest. The course provides an opportunity to individual students to pursue research in the specific area(s) of interest under the guidance of a faculty guide/mentor. The study is expected to be comprehensive and an integration of several fields of study to arrive at solution(s) to the chosen research problem. The five-month period gives a valuable experience in the research process like problem identification, systematic literature review, collection of relevant data, data analysis and presenting the findings and conclusions. FRP gives students an opportunity to take initiative and use cognitive and analytical skills to complete an individual project well beyond the regular curriculum. FRP concludes with a report submission, a presentation before an external panel and a viva-voce.

## PGDM (AI & DS) PROGRAMME CURRICULUM

### YEAR-I

#### Trimester

**I**

- Accounting for Management
- Business Communication
- Managerial Economics
- Marketing Management
- Python Programming
- Quantitative Methods for Management
- Spreadsheet Applications for Business

#### Trimester

**II**

- Entrepreneurial Thinking
- Financial Markets & Institutions
- Legal Aspects of Business
- Machine Learning -Supervised
- Macro Economics & Policy
- Management Science
- Organisational Behaviour
- RDBMS & Data Warehousing

#### Trimester

**III**

- AI Applications
- Business Research Methods
- Corporate Finance
- Data Modelling & Visualisation
- Human Resource Management
- Machine Learning-Unsupervised
- Strategic Management

### YEAR-II

#### Trimester

**IV**

- Corporate Social Responsibility
- Deep Learning & Natural Language Processing
- Project Management
- Elective-1
- Elective-2

#### Trimester

**V**

- Big Data Analytics
- Business Ethics & Corporate Governance
- Leadership
- Elective-3
- Elective-4

#### Trimester

**VI**

- Data Privacy & Cyber Security
- Sustainability
- Elective-5
- Elective-6

## ELECTIVES

### AI FOR MARKETING

- AI for Consumer Management
- AI in eTailing
- AI in Retailing
- 

### AI FOR FINANCIAL APPLICATIONS

- AI and ML in Financial Services
- AI in Investments
- Block Chain applications in Financial Services
- Time Series Analysis

### ADVANCE AI

- Ambient Computing
- Computer Vision
- Generative Adversarial Networks
- Reinforcement Learning
- Robotics



## POST-GRADUATE DIPLOMA IN MANAGEMENT (E-BUSINESS) (2024-26)

The Post Graduate Diploma in Management (E-Business) programme is designed to provide students a thorough understanding of E-Business environment and its applications to improve business processes and decision-making. The programme equips students to take on significant responsibilities available in the dynamic e-platform of the economy and contribute to the society at large. After completing the programme, participants will be able to comprehend business issues holistically by relating the theories and concepts to the work environment specific to the domain of E-Business.



## PROGRAMME EDUCATIONAL OBJECTIVES

- PEO-1: Learners will have a comprehensive knowledge and understanding of E-Business.
- PEO-2: Graduates will be able to use appropriate methods and techniques for blending technology within business processes as per Industry requirements and practices.
- PEO-3: Graduates will have the potential to be entrepreneurs and will possess E-Business acumen, design thinking and skills of effective communication.
- PEO-4: Graduates will be socially sensitive, ethically responsible, and efficient global citizens.

## PROGRAMME OUTCOMES

- PO-1: To identify and critically analyse business challenges and opportunities from an E-Business perspective.
- PO-2: To apply disciplinary knowledge of E-Business concepts and strategies at the activity, business process and enterprise levels to drive business results.
- PO-3: To combine analytical skills using emerging technologies to build distribution and supply chain resilience.
- PO-4: To exhibit effective oral and written business communication skills.
- PO-5: To demonstrate leadership skills and develop an entrepreneurial aptitude for innovation and setting up of new ventures.

## PROGRAMME STRUCTURE

The PGDM (E-Business) is a two-year full-time programme spread over six trimesters. The course framework of the programme has been designed to ensure that PGDM (E-Business) management graduates at LBSIM acquire a balanced mix of strategic thinking, tactical implementation, specialised knowledge, and general management abilities. The focus in the first year is largely on fundamental courses that provide a foundation of conceptual and analytical abilities necessary for pursuing a specialised course in E-Business. These fundamental courses enable students to have a holistic understanding of the business environment and help students improve their creative thinking, communication skills and teamwork. During the first year, students study a total of 22 courses in the areas of Economics, Human Resources, Quantitative Techniques, Accounting and Finance and Information Technology.

The foundation programme is offered before the commencement of regular classes to help the incoming candidates cope with the rigours of the PGDM (E-Business) Programme by offering courses that bridge the knowledge gap among students coming from undergraduate programmes in different academic domains.

In the second year, students are required to opt for 6 elective subjects in addition to 9 core subjects. This enables them to pursue an in- depth learning in the specialised area of E-Business. Participants are also required to complete online certifications which carry credits.

## SUMMER INTERNSHIP

Each student is required to undertake summer internship in a company of repute for the duration of 8-10 weeks as part of the course curriculum after the third trimester examination. They also need to undertake a project assignment with the company. This internship provides an opportunity to the students to have a first-hand practical exposure and allows them to relate the conceptual and analytical skills acquired in classroom to actual managerial practices. The Institute's faculty as well as the experts from the organisation where these projects are carried out, evaluate various projects undertaken by the students.

## FINAL RESEARCH PROJECT

The Final Research Project (FRP) is a compulsory course, the maximum marks for which are 200 (equivalent to 6 credits). It commences from the middle of Trimester IV and is required to be completed in 5 months' time, ending in January. FRP allows the exploration of a topic in the student's area of interest. The course provides an opportunity to individual students to pursue research in the specific area(s) of interest under the guidance of a faculty guide/mentor. The study is expected to be comprehensive and an integration of several fields of study to arrive at solution(s) to the chosen research problem. The five-month period gives a valuable experience in the research process like problem identification, systematic literature review, collection of relevant data, data analysis and presenting the findings and conclusions. FRP gives students an opportunity to take initiative and use cognitive and analytical skills to complete an individual project well beyond the regular curriculum. FRP concludes with a report submission, a presentation before an external panel and a viva-voce.

## PGDM (AI & DS) PROGRAMME CURRICULUM

### YEAR-I

#### Trimester

**I**

- Accounting for Management
- Business Communication
- Managerial Economics
- Marketing Management
- Organisational Behaviour
- Quantitative Methods for Management
- Spreadsheet Applications for Business

#### Trimester

**II**

- Business Process Management
- Consumer Behaviour
- Digital Transformation
- E-Business Management
- Entrepreneurial Thinking
- Legal Aspects of Business
- Macro Economics & Policy
- Management Science

#### Trimester

**III**

- Artificial Intelligence
- Business Research Methods
- Corporate Finance
- Human Resource Management
- International Business Environment
- Strategic Management
- Supply Chain Management

### YEAR-II

#### Trimester

**IV**

- Corporate Social Responsibility
- Digital Marketing
- Entrepreneurial Practice
- Platform Business
- Elective-1
- Elective-2

#### Trimester

**V**

- Big Data Analytics
- Business Ethics & Corporate Governance
- Leadership
- Elective-3
- Elective-4

#### Trimester

**VI**

- Data Privacy & Cyber Security
- Sustainability
- Elective-5
- Elective-6

## ELECTIVES

- Consulting & Advisory Practices
- Data Modelling & Visualisation
- Project Management
- Business Intelligence & Data Mining
- Cloud Computing
- Internet of Things
- Customer Relationship Management
- Fintech, Blockchain & Cybersecurity
- Managing Virtual Organizations





## FELLOW PROGRAMME IN MANAGEMENT (2024)

The Fellow Programme in Management (FPM) at LBSIM is a doctoral level programme that aims to create socially impactful knowledge in diverse functions and encourages cross-functional research. It grooms promising researchers to apply imagination, cognitive courage, humility to learn, and passion to excel to build theories that have a positive impact on management practice and society.

The programme successfully builds upon the research strengths of LBSIM faculty members who engage in cutting-edge research that is academically rigorous and highly relevant to the current needs of business.

As an FPM scholar, one will work closely with faculty members in the capacity of a research assistant and co-author research publications and collaborations. This core research focus hones a future researcher and develops an acute sense of corporate leadership and dynamism in the candidates.

Challenging, comprehensive, and wider in scope, the FPM embodies LBSIM's commitment to becoming a premier institution with a mandate for research. It prepares FPM participants for faculty positions at leading institutions in the country. As an FPM scholar, one will be groomed to make an impact in academia as well as in the sphere of business. The programme aims at:

- Developing high-quality researchers and teachers for academic and research institutions.
- Producing top-quality experts and thinkers for business organizations, consulting, social sector, and policymaking in the government.

## AREAS OF SPECIALIZATION:

The Fellow Programme in Management will be offered in the following areas of specialisation:

- Economics and International Business
- Finance & Accounting
- Human Resources Management and Organisational Behaviour
- Information Systems
- Business Analytics
- Marketing
- Operations and Supply Chain Management
- Corporate Strategy
- Innovation and Entrepreneurship
- Corporate Governance, Business Ethics and Public Policy

LBSIM aims at promoting interdisciplinary and contextual research with a significant social impact. The Fellow Programme in Management strives to foster fundamental, applied and policy-oriented research. The FPM is in line with the mission of the Institute to nurture and groom socially sensitive business leaders with a global outlook, supported by research led teaching and strategic national and international partnerships.

## ELIGIBILITY FOR ADMISSION

- Master's Degree or equivalent in Management/ Economics/ Social Sciences/ Commerce/ Humanities or any related and allied discipline with a first class.
- Those appearing for their final examination can also apply. Such students, if selected, shall be provisionally admitted, provided they complete all requirements in obtaining their master's degree before 30th September of the year of admission. The admission of these candidates shall remain provisional until they produce the certificate proving that they satisfy the eligibility criteria. The deadline for submitting the final year marksheet/ degree is 31st December.
- A maximum age of 45 years on the closing date of the application.

## ADMISSION PROCEDURE

- Admission to the Fellow Program shall normally be made once a year through an open advertisement inviting applications.
- Applicants are required to submit the completed applications along with the copies of all the necessary Certificates and testimonials before the last date of submission of the application form along with a research proposal of about 5000 words in the area of his/her research interest (tentative research proposal).
- A candidate fulfilling the basic eligibility criteria should have a valid test score (not older than three years from the closing date of application) in CAT/GMAT/UGC-NET in relevant discipline. In the absence of CAT/GMAT/UGC-NET, the candidates need to appear for Research Aptitude Test (RAT) of the Institute.
- Selection for the Fellow Programme shall be based on Academic qualifications, Research proposal & Personal Interview.
- The decision of the Selection Committee regarding admission shall be final. The successful applicants shall be offered admission. The Institution shall not entertain any queries or correspondence in respect of those not selected. The LBSIM will offer admission to a maximum of 20 candidates to the Fellow Program in Management in each Academic Year after ensuring availability of the Research Guide as per AICTE Norms/ Standards.
- LBSIM provides one of the best financial support for FPM scholars. FPM Research scholars are paid Rs. 30,000/- per month for the first two years from the date of joining the FPM. For the third and fourth year, FPM Research scholars are paid Rs. 35,000/- per month. The stipend is paid only for a maximum period of four years from the date of joining the program, subject to satisfactory academic performance of the candidates in the quarterly review. In addition to the stipend, the Institute also reimburses a maximum of Rs. 50,000/- expenditure incurred by the FPM Research scholar on research related activities during the program. The hostel facility is available on payment basis. LBSIM encourages research scholars to participate in conferences organized by institutions/associations of national and international repute. The Institute supports the scholar(s) to attend up to two conferences held within India. Substantial support is offered for participation in one International conference outside India, subject to the scholar clearing his/her pre-submission seminar and approval of the Research Advisory Committee (RAC).

# ADMISSION PROCEDURE FOR PGDM PROGRAMMES

The Admission Process to PGDM Programmes comprises:

- 1. Score of Competitive Exams: CAT or XAT or GMAT
- 2. Written Ability Test/Extempore, Group Discussion and Personal Interview (GD & PI)

Students are selected by a group of experienced faculty members and industry experts. This enables the Institute to select candidates from diverse educational and cultural backgrounds.

## ELIGIBILITY

- Bachelor's equivalent degree, with a minimum of 50% aggregate marks or equivalent in any discipline, from a recognized university in India or abroad (recognized by the UGC / Association of Indian Universities). The bachelor's degree or equivalent qualification obtained by the candidate must entail a minimum of three years education, after completing higher secondary schooling under the 10+2 system or equivalent.
- Candidates appearing for the final year of bachelor's degree/equivalent qualification examination in the year 2024 can also apply. However, such candidates must submit a certificate from the Principal/Registrar of their University/institution certifying that the candidate has obtained 50% marks or equivalent based on latest available grades/marks. The deadline for submission of the marksheet and the certificate is December 15, 2024.

Non-fulfilment of this condition will automatically result in the cancellation of the provisional admission.

Applicants should note that the mere fulfilment of minimum eligibility criteria will not ensure consideration for shortlisting by LBSIM. Candidates must declare and maintain a valid and unique email account and a phone number throughout the selection process.

All candidates are required to submit the scores of the latest Common Admission Test (CAT 2023) or Xavier Aptitude Test (XAT 2024) or have a valid GMAT score in a test taken between October 1, 2023 and January 15, 2024.

Foreign students, PIO and NRI sponsored candidates are also eligible and are required to take the Graduate Management Aptitude Test (GMAT) at a test centre outside India, between October 1, 2023 and January 15, 2024.

Candidates will be required to furnish their GMAT scores while applying and provide an attested copy of the GMAT score sheet to the Admission Office for verification at the time of the personal interview. GMAT scores without the above document will not be accepted and the application may be summarily rejected.

LBSIM uses the CAT score for short-listing/selecting the candidates for its Post Graduate programmes in Management. IIMs have no role either in the selection process or in the conduct of the programmes.

## SELECTION PROCESS

- Candidates are short-listed based on CAT/XAT/GMAT scores, prior academic performance, work experience and other information disclosed in the application form.
- Only short-listed candidates will be called for Written Ability Test/Extempore, Group Discussion, and Personal Interview which will be held during February and March 2024.
- Weightage for final selection will be 60% for CAT/XAT/GMAT score and 40% for prior academic performance, Written Ability Test/ Extempore, Group Discussion & Personal Interview and work experience.
- Selection Process may be modified in view of the situation prevailing at that time of the year.

## HOW TO APPLY

Application Forms and Brochure are available through online and physical mode as under:

Online Mode	:	www.Lbsim.ac.in or Forms.Lbsim.ac.in
Physical Mode	:	Form may be accessed and then be finally submitted to: Admission Coordinator, Lal Bahadur Shastri Institute of Management Plot 11/07, Dwarka Sector – 11, Delhi 110075 (Near Dwarka Sector 11 Metro Station) All Working Days (Mon – Sat, 10 AM – 6 PM)
Fees	:	Rs. 2000/- + GST
Issue of Forms from	:	1st Sep 2023
Last Date of Submission	:	10th Dec 2023
Mode	:	Cash, Credit Card, Debit Card, Net Banking, UPI

## GROUP DISCUSSION & PERSONAL INTERVIEW (GD/PI) CENTRES

The candidate must select one centre at the time of applying for registration with LBSIM. The GD/PI centres can be changed by the Institute at its discretion. The GD/PI Centres are as under:

NORTH	:	Jammu, Chandigarh, Delhi, Dehradun, Lucknow
SOUTH	:	Bengaluru, Hyderabad, Kochi, Chennai
EAST	:	Patna, Ranchi, Kolkata, Guwahati
WEST	:	Jaipur, Ahmedabad, Mumbai, Indore

## IMPORTANT DATES

Issue of Application Form	:	1st Sep 2023 (Friday)
Last Date of Form Submission	:	10th Dec 2023 (Sunday)
Common Admission Test (CAT)	:	26th Nov2023 (Sunday)
Xavier Aptitude Test (XAT)	:	7th Jan2024 (Sunday)
GD/PI Dates	:	February-March 2024
Result Declaration	:	April 2024
Fee Deposit	:	April – June2024
Programme Commences	:	June 2024 (Tentative - As per AICTE Academic Calendar)

## ADMISSION OFFER

Result of the selected candidates shall be displayed on:

- LBSIM Website: [www.Lbsim.ac.in](http://www.Lbsim.ac.in)
- Communicated to selected candidates via Email and Letter

LBSIM will not accept any responsibility for non-receipt of any admission related communication by way of loss during transit or otherwise. All matters of dispute will be subject to the legal jurisdiction of Delhi Courts.



# Fees and Other Charges for PGDM Batch 2024-26

Post Graduate Diploma in Management (PGDM) (2 Year Fulltime)					
1. PGDM - General					
2. PGDM - Financial Management					
3. PGDM - Research & Business Analytics					
4. PGDM - Artificial Intelligence & Data Science					
5. PGDM - E-Business					
Academic Year	Installment	Due Dates of Payment	General Seat	Corporate Sponsored Seat	
2024-25	I	At the time of admission	373800	502600	
		Security (Refundable)	5000	5000	
		Admission fee (Non-Refundable)	50000	50000	
	II	By November 1, 2024	373800	502600	
2025-26	III	By April 25, 2025	373800	502600	
	IV	by November 1, 2025	373800	502600	
<b>Total</b>			<b>1550200</b>	<b>2065400</b>	
Other Charges			Amount in INR	Amount in INR	
1. Management Grid Fee (at the time of admission)			50000	50000	
2. Alumni Fee (Lifetime Membership)			12000	12000	
3. Examination Fee (In four equal installments of Rs. 3200/- each )			12800	12800	
Fellow Programme in Management (FPM)					
Academic Year	Installment	Due Dates of Payment	Non-Working Scholar fee Amount in INR	Working Scholar Amount in INR	Working Scholar LBSIM Alumnus Amount in INR
2024-25	I	At the time of Admission	25000	55000	42500
	II	By November 1, 2024	25000	55000	42500
2025-26	III	By April 15, 2025	25000	55000	42500
	IV	By November 1, 2025	25000	55000	42500
2026-27	V	By April 15, 2026	25000	55000	42500
	VI	By November 1, 2026	25000	55000	42500
2027-28	VII	By April 15, 2027	25000	55000	42500
	VIII	By November 1, 2027	25000	55000	42500
<b>Total</b>			<b>200000</b>	<b>440000</b>	<b>340000</b>
Other Charges			Amount in INR	Amount in INR	Amount in INR
1. Alumni Fee (Lifetime Membership)			12000	12000	Nil
Hostel Charges					
Academic Year	Installment	Due Dates of Payment	Amount in INR		
2024-25	I	At the time of admission	216000		
2025-26	II	By March 15, 2023	216000		
Note: 1. Hostel Facility is on first come, first serve basis. Electricity charges will be as per sub-meter reading. 2. Students from Delhi may also apply.					
Merit -cum- means scholarships					
LBSIM offers scholarships of Rs. 100000/- each to meritorious students of PGDM programmes on merit-cum-means basis.					
Withdrawal and Refund Policy					
1. LBSIM follows AICTE regulations for withdrawal and refund of fees. 2. All disputes are subject to the jurisdiction of the courts in Delhi.					
Application form fee Rs. 2000/- + 18% GST					

# LBSIM IMMERSION PROGRAMMES (EXPERIENTIAL LEARNING)



Immersion programmes are integral to the LBSIM PGDM curricula and are considered as Credit Courses. These programmes provide students numerous opportunities for experiential learning. Experiential learning is an engaged learning process whereby students “learn by doing” and by reflecting on the experience. Well-planned, supervised and assessed experiential learning programs can stimulate academic inquiry by promoting self-awareness, interdisciplinary learning, civic engagement, career development, cultural awareness, leadership, and other professional and intellectual skills. Currently LBSIM, Delhi offers following immersion programmes.



## RURAL IMMERSION

LBSIM's Rural Immersion programme aims at creating responsible leaders with value-based education and good understanding and exposure to rural India's socio-economic realities. The programme is designed in such a way as to impart a practical life lesson to mostly urban-bred millennials about the rural economy and the challenges faced by rural people. In addition, rural immersion imparts critical life incidents to mainly urban students for adjusting to a new lifestyle by being flexible and adaptable. The Rural Immersion programme at LBSIM has been designed with the primary goal of- “Making students socially sensitive business leaders by fostering the intent of 'giving back to the society' in them.” Students are also expected to develop team building, learn how to communicate, motivate, inspire, and lead others effectively, and how to improvise and apply classroom-based learnings and deliver in real-life situations even in unknown circumstances and suggest solutions after identifying some problems faced by villagers. Each of these Rural Immersion projects maps to one or multiple Sustainable Development Goals (SDGs) and has implications for all the stakeholders of LBSIM.

## INTERNATIONAL IMMERSION

LBSIM's International Immersion program aims to define and shape the students' minds, interests, and values in a complex and dynamic global environment. The program is designed in a way that helps the students get exposure to the international academic, industry, social and cultural ethos as well as gives them an opportunity to observe and imbibe international best practices. The students, as young ambassadors, would promote Indian managerial ethos, culture, and humanitarian values for which India is known the globe over. It also allows students to understand the global community, peace initiatives, geo-political endeavours, global leadership standards, and how to leverage the learnings to the country's advantage and enhance India's global image. It thus ensures mutual benefit for both institutions, translating into overall student personality development and helping them internalize humanitarian values and transition towards a global citizenship.



## OUTBOUND LEADERSHIP PROGRAM

Outbound Leadership Program is a training program designed to develop and enhance leadership skills through experiential learning activities in an outdoor setting. This program involves a range of challenging activities such as trekking, camping, rock climbing, river rafting, and team-building exercises that are intended to develop teamwork, communication, problem-solving, and decision-making skills. The program is conducted in a remote and natural environment, away from the distractions of daily life, which allows participants to focus on their personal and professional growth. The participating students look to improve their leadership skills and enhance their ability to work collaboratively with others. The Outbound Leadership Program is currently being facilitated by trained professionals from TSAF who guide students through a series of activities over 5-7 days, that are designed to help to sensitize them about the environment, develop self-awareness, build confidence and improve their ability to work effectively with others. The program is also an opportunity for participants to step out of their comfort zones and challenge themselves in new and exciting ways. Overall, the Outbound Leadership Program is an effective way for individuals to develop and enhance their leadership skills in a fun and challenging outdoor environment.



# PLACEMENTS

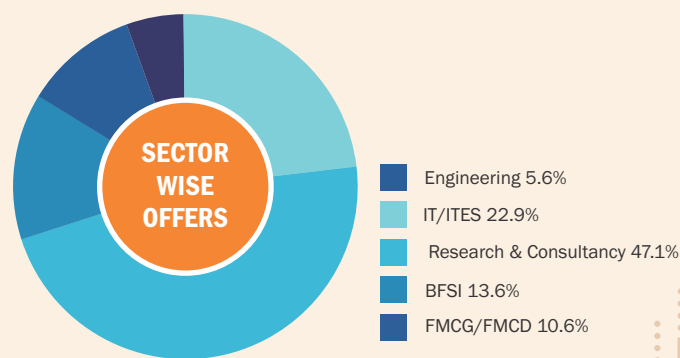
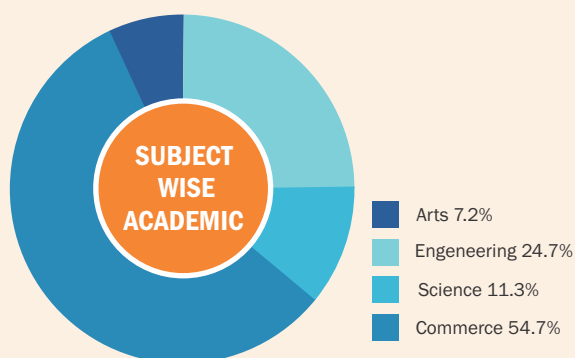
Lal Bahadur Shastri Institute of Management lived up to its glorious past yet again and witnessed another wonderful year of placements and internships. A host of companies (50+ Firms) from a variety of sectors such as FMCG, Consulting, IT and ITeS, Engineering and Durables, BFSI, Market, Research, Education, Electronics etc visited the campus in 2022.

## PLACEMENTS 2022-23



### PLACEMENT BY COURSES:

PGDM General			PGDM Financial Management			PGDM R&BA		
Average	Median	Highest	Average	Median	Highest	Average	Median	Highest
12.40	12.25	24.75	12.67	12.01	17.20	11.62	11.30	14.00



## SECTOR-WISE PROMINENT RECRUITERS

	<b>BANKING &amp; FINANCIAL SERVICES</b>	- DE Shaw - Marsh	- Darashaw - TresVista	- Mazars - SBI Card	- ICICI Bank - ICICI Lombard
	<b>ENGINEERING &amp; DURABLES</b>	- Schneider Electric - Havells	- Carrier - Addverb Technologies	- TVS Motors - Volvo Eicher	- Maruti Suzuki - JK Paper - SRF
	<b>RESEARCH &amp; CONSULTANCY</b>	- Deloitte - Bain & Co	- EY GDS - KPMG, Gartner	- ZS Associates - Egon Zehnder	- Oxane Partners - SmartCube
	<b>FMCG &amp; OTHERS</b>	- Britannia - DFM Foods	- Asian Paints - Airtel	- Makemytrip - Byju's	- Akash Education
	<b>IT &amp; ITES</b>	- Accenture - Capgemini - Infosys	- Genpact - Cvent - Wipro	- Cognizant - Tech Mahindra - Hevo Data	- Newgen Software



# SUMMER PLACEMENTS BATCH 2022-24

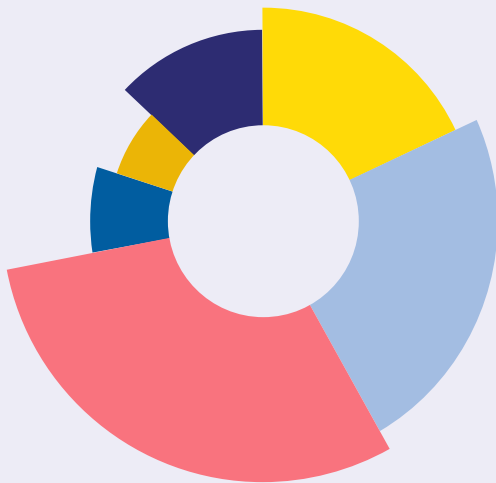
Summer Internships provided an opportunity for students to implement theories, concepts and skills learnt during three trimesters. It allows students to go beyond the realms of the classroom and gain insight into the corporate world. Over 70 companies visited the campus and offered opportunities in diverse areas such as Banking and Financial services, Engineering and Durables, FMCG and IT/ITES amongst others.



**Highlights: Maximum Stipend Offered: Rs. 87,000/- per month**

**Average Stipend Offered: Rs. 15,700/- per month**

## SUMMER INTERNSHIP STATISTICS 2022-23

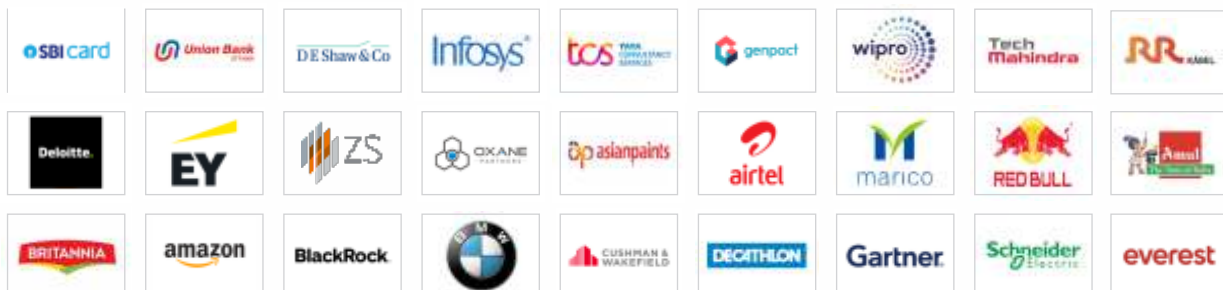


**227** Total Students Placed

- 20% IT/ITES
- 25% BFSI
- 27% Engineering & Durables
- 14% Research & Consultancy
- 10% FMCC
- 04% Others

Highest Stipend  
**200,000\***

Average Stipend  
**46,000\***



# FACULTY



The Institute has highly competent and dedicated faculty spread over all functional and management areas such as Accounting & Finance, Economics, Operations Management, Human Resource Management, Business Law, Marketing Management, Strategic Management and Information Technology. The Institute also draws on visiting faculty from various universities, business enterprises and research institutions.

## ECONOMICS & INTERNATIONAL BUSINESS

The Economics area provides the fundamental theoretical base in Micro and Macroeconomics so that the participants are able to understand and appreciate the linkages in economic policy, implementation and evaluation.



### DR. SHEKHAR KUMAR SINHA

Professor  
Area Convener  
Ph.D. Economics, Mumbai University  
PGDM (AIMA)  
MA Economics (Delhi School of Economics, DU)  
BA Economics (Hons) (St Stephen's College, DU)

#### Area of Research

Digital Transformation in Government and Public Sector Organizations  
Productivity and Efficiency in Government Organizations



### DR. KUNWAR MILIND SINGH

Associate Professor  
FDPM Indian Institute of Management, Ahmedabad,  
Ph.D. (Economics) NGB  
(Deemed to be University), Allahabad,  
MA (Economics) CSJM University, Kanpur

#### Areas of Interest :

International Trade, Global Capital Flows, Econometric Modelling



### DR. ISHMEETA SINGH

Assistant Professor  
Ph.D. (Jawaharlal Nehru University),  
M.Phil (Jawaharlal Nehru University),  
MA (Economics), (Panjab University)

#### Areas of Interest

Agriculture and International Trade

### VISITING FACULTY

#### Dr. R. L. Chawla

MA, Ph.D. (Jawaharlal Nehru University)

## FINANCE & ACCOUNTING

The Finance & Accounting area strives to keep the participants abreast with the latest developments, tools and techniques in the ever changing and dynamic financial environment. The faculty is actively engaged in pursuing research in various areas.



### DR. S.C. BANSAL

Professor  
Ph D (Delhi School of Economics),  
M Phil (Delhi School of Economics),  
M Com (Delhi School of Economics),  
UGC Teacher Fellow (1982-1986)

#### Areas of Interest :

Financial Reporting, Management Accounting, Mergers and Acquisitions, Business Valuation, International Financial Management



### DR. G. L. SHARMA

Professor Emeritus  
M.Com, Ph.D.  
(University of Rajasthan)

#### Areas of Interest

Financial Accounting, Cost & Management Accounting, Financial Statement Analysis



### DR. PANKAJ VARSHNEY

Professor  
Ph.D. (University of Delhi),  
Master of Finance & Control  
(University of Delhi)

#### Areas of Interest

Corporate Finance, Financial Derivatives, Business Valuation, Fixed Income Securities, Corporate Governance and Shareholder Value



### DR. C. P. GUPTA

Professor of Practice  
Ph.D. (Fin.) (University of Delhi)  
M.Phil. (Fin.) (Delhi School of Economics, D.U.)  
M.Com. (Delhi School of Economics, D.U.)  
B.Com. (H.) (Shri Ram College of Commerce, D.U.)

#### Area of Interest

Investment Decisions, Financial Modeling, Fuzzy Decision Making, Agricultural Commodity Trading, Valuation and Pricing of Indian IPO, Corporate Diversification, Capital Structure and Corporate Cash Holding



**DR. GAUTAM NEGI**  
Associate Professor  
Area Convener  
Ph.D. (MLS University),  
MBA (University of Lucknow)  
**Areas of Interest**  
Corporate Finance,  
Banking & Risk Management



**DR. SWARANJEET ARORA**  
Associate Professor  
PhD. (DAVV, Indore),  
Certified Management Accountant  
(CMA, USA), MFA (DAVV, Indore)  
**Areas of Interest**  
Banking, Mutual Funds,  
Entrepreneurship  
and Corporate Finance.



**DR. SUNIL PULIYAKOT**  
Associate Professor (Sr.)  
Fellow in Management (XLRI Jamshedpur)  
PGDM Rural (IRMA Anand)  
M Com (University of Calicut, Kerala)  
**Area of Interest**  
Narrow Banking, Microfinance  
Social Finance, Consuming Instinct



**DR. NIDHI MALHOTRA**  
Assistant Professor  
Ph.D. (Banasthali Vidyapith),  
Certified Financial Risk  
Manager (GARP, USA)  
**Areas of Interest**  
Exchange Traded Funds, Capital  
Markets, Financial Services



**Dr. SMITA DAYAL**  
Assistant Professor  
Ph.D.  
NET (Management), MBA (Finance  
and Marketing)  
**Areas of Interest**  
Corporate Finance, Accounting,  
Financial Modelling, Fintech,  
E-Commerce

**PROF. V. K. MEHTA**  
Ph.D. (University of Delhi),  
MEc (University of New England, Australia)

**PROF. PUSHKAL PANDEY**  
MBA (IIM, Bangalore), M.Tech. (IIT, Delhi), B.Tech. (IIT, Delhi)

**PROF. GIRDHARI LAL**  
MBA, ACS, PMP, Six Sigma Trained

**PROF. EISH TANEJA**  
CA, CPA (USA)

**PROF. MANU KOHLI**  
B.Tech, MBA IIM Calcutta

**PROF. MANAV VIGG**  
B.Com Hons, FCA

**PROF. MEGHA KOHLI MISHRA**  
Ph.D. (Virginia Commonwealth University, USA)

**VISITING FACULTY**

**PROF. PREM SIBBAL**  
M.Sc., PGDPM -HR, (FMS, Delhi), MBA, CAIIB (IIBF)

**PROF. RAM ADHAR CHOPRA**  
MBA, CAIIB, CFP, DBF

## GENERAL MANAGEMENT

General Management area explores what drives big business decisions as well as consequences of those decisions. The area equips the students to take different perspectives in consideration to handle real world business problems. It also gives students an idea about the growing role of business in the society.



**DR. VIJAYALAKSHMI IYENGAR**  
Professor  
PhD (IIT Madras)  
Management Program (IIM Ahmedabad)  
M Financial Management &  
M. Ed (Bombay University)  
B Ed (Bombay University)  
B Com (Hons.) (Delhi University)  
**Area of Interest**  
Research and Business Analytics,  
Strategic Management,  
Business Policy, Disruptive and  
Business Model Innovation,  
New Business Models, New Product  
Development Start-ups Incubation  
and Entrepreneurship



**ACHINTAN BHATTACHARYA**  
Professor  
Ph.D (University of Agra)  
LLB (University of Delhi)  
M. Phil (Punjab University)  
M. A (Economics) (University of Calcutta)  
**Areas of Interest**  
Governance Issues and Public Policy;  
Issues in Ethicality and Graft;  
Indian core management Paradigms and  
Srimad Bhagawad Geeta

**DR. SUSHIL KUMAR DIXIT**

Associate Professor  
Area Convener  
MBA, LLB, Ph.D.  
(CCS University, Meerut)

**Areas of Interest**

Strategic Management, CSR  
and Sustainability,  
Marketing Management

**DR. KHUSHBOO RAINA**

Assistant Professor  
Ph.D. (GGSIPU),  
UGC NET, MBA

**Areas of Interest**

Organisation Behaviour, HRM,  
Strategic Management, Business  
Research

**VISITING FACULTY****MAJOR GEN. (RETD.) G. G. DWIVEDI**

Master's in Defence Studies, M. Phil, Ph.D. (JNU)

**DR. HARPAL SINGH**

M.Com., Ph.D.  
(University of Delhi)

**PROF. SAMEET GAMBHIR**

CS

## INFORMATION TECHNOLOGY

The explosion of information technology in organisations and the wide web of local area networks, intranet and internet have changed the way business will be conducted in the future. Considering the latest developments, the IT Area offers various courses which help the participants use and analyse information and information systems effectively.

**DR. REKHA GUPTA**

Professor  
Area Convener  
Ph.D.(Jamia Millia Islamia),  
M.Phil., M.Tech.(Computer Science),  
MSc.( Computer Science)

**Areas of Interest**

ERP Critical Success Factors and  
Selection Models, Multicriteria  
Decision-Making, Fuzzy Logic

**DR. GEETANJALI SAHI**

Associate Professor  
Ph.D., MCA (M. D. University)

**Areas of Interest**

Data Mining, Data Visualisation,  
E-commerce, Website Usability.

**DR. UMAR BASHIR MIR**

Assistant Professor  
Ph.D. (Information Systems)  
Department of Management Studies,  
IIT, Delhi, M.Tech. (Information  
Security & Management), B-Level  
(Computer Applications)

**Areas of Interest**

E-governance, ICT4D, Multi Criteria  
Decision Making, Digital Identity,  
Emerging Technologies, Social Media

**MS. FEHMINA MALIK**

Faculty Associate  
Ph D (Pursuing from IEOR, IIT Mumbai)  
M Phil (Operations Research, DU)  
M Sc (Operations Research, DU)  
B Sc (H) (Mathematics, Miranda House, DU)

**Area of Interest**

Game Theory, Internet Economics,  
Supply Chain, Inventory Management,  
Artificial Intelligence and Machine Learning.

**VISITING FACULTY**

**DR. V. V. KAPOOR**, Ph.D. (University of Delhi)

## ORGANISATIONAL BEHAVIOUR & HUMAN RESOURCE

Human resource is a crucial element in creating sustainable competitive advantage. The OB & HR courses at LBSIM offer participants a grounding in the concepts, knowledge, and contemporary skill sets required to enhance managerial competencies of future professionals as well as provide relevant insights into the constantly evolving HR processes. The area ensures that the graduating students are sensitive to the needs of the changing environment and are equipped to identify paradigm shifts in order to upgrade their abilities to meet business challenges.

**DR. MONI MISHRA**

Associate Professor  
Area Convener  
Ph.D. (University of Delhi),  
M.A. (Psychology) (University of Delhi),  
PGDHRM (IGNOU)

**Areas of Interest**

Organisational Culture, Performance  
Management, Human Resource  
Management, Business Ethics,  
Organisational Design, Women and  
Empowerment

**DR. SHEELA BHARGAVA**

Associate Professor  
Ph.D. (Maharshi Dayanand University),  
UGC (NET), MBA

**Areas of Interest**

Work Ethics, Organisational Culture,  
Entrepreneurship, Macro Economics  
& HR Issues, Leadership



**DR. DARSHNA V. BANKER**  
 Assistant Professor  
 Ph.D. HR/OB (IIT, Delhi)  
 UGC-NET JRF (HR/IR/LL Area)  
 MBA HR/OB (Gujarat University)  
**Areas of Interest**  
 Compassionate Leadership,  
 Women Leadership, Academic Leadership,  
 Conscious Leadership



**DR. NEHA BHATNAGAR**  
 Assistant Professor  
 Ph.D. FMS (University of Delhi)  
 UGC NET, JRF and SRF  
**Areas of Interest**  
 Business Communication,  
 Human Resources and  
 Organisational Behaviour



**DR. SHEETAL SINGH**  
 Assistant Prof (Research)  
 PhD (Management),  
 M.A. (Psychology), MBA  
 B Tech (Biotechnology), UGC-NET  
 HR Analytics - IIM Rohtak  
**Area of Interest**  
 Competency Development, Talent Management,  
 Consumer Psychology, Organization Behaviour.

## OPERATIONS MANAGEMENT & BUSINESS ANALYTICS

Operations Management area imparts knowledge of various organisational issues like planning, designing, analysing, controlling etc. across all Industry verticals. The students are familiarised with recent Industry practices related to software, quality, efficiency, sustainability and effectiveness to live up-to the edge of Industry 4.0. The different courses delivered by this area sensitise students towards better quality products/services which lead to better customer satisfaction, increased revenue and reduced waste.



**DR. BALRAM TYAGI**  
 Professor  
 Area Convener  
 Ph.D. (IIT Delhi), MS, (BITS Pilani)  
 M. Tech. (IIT Delhi)  
 B. Tech. (G.B. Pant University)  
**Areas of Interest**  
 Supply Chain Management, Productivity  
 and Efficiency, Project Management,  
 Quality and Operational Excellence



**DR. SUNITA DANIEL**  
 Associate Professor  
 Ph.D (Mathematics ) IIT Kanpur,  
 M.Phil (Mathematics) Madras University,  
 M.Sc (Mathematics) Madras University,  
 B.Sc (Mathematics) Madras University  
**Areas of Interest**  
 Big Data and Big Data Analytics,  
 Decision Sciences and Epidemiological  
 Modelling of Infectious Diseases.



**DR. RAJKUMARI MITTAL**  
 Associate Professor  
 Ph.D. (Banasthali Vidyapith),  
 MBA, PGDM, B.E.  
**Areas of Interest**  
 Green Supply Chain, Supply Chain  
 Modeling, Inventory  
 Management.



**DR. SUGANDHA AGGARWAL**  
 Assistant Professor  
 Ph.D. (Operational Research) D.U.  
 M.Phil. (Operational Research) D.U.  
 M.Sc. (O.R.) Hindu College, D.U.  
 B.Sc. (Maths.) SGTB Khalsa College, D.U.  
**Areas of Interest**  
 Logistics and Supply chain, Marketing,  
 Quality & Performance Excellence



**DR. RINI**  
 Assistant Professor  
 PhD (Dept of Operational Research, DU)  
 Masters Operational Research  
 (Hindu College, DU)  
 B Computer Sc. (H) (SRCASW, DU)  
**Area of Interest**  
 Inventory Management



**DR. ANCHAL GUPTA**  
 Assistant Professor  
 PhD (Supply Chain & Logistics),  
 Delhi Technological University,  
 M.Phil (Operations Research)  
 Delhi University,  
 M.Sc. (Operations Research)  
 Delhi University,  
**Areas of Interest**  
 Logistics Service Providers,  
 Service Quality issues, Sustainable  
 Logistics Practices & Applications



**Dr. Rashi Sharma**  
 Assistant Professor  
 PhD & M Phil (Dept of Operational  
 Research, DU)  
 Masters (Hansraj College, DU)  
 Bachelors (Miranda House, DU)  
**Area of Interest**  
 Supply Chain Management, Multi-criteria  
 Decision-making techniques,  
 Optimization modelling

**VISITING FACULTY**  
**DR. A.K. VIJ**  
 Ph.D. (IIT, Delhi), MBA,  
 (Faculty of Management  
 Studies, University of Delhi)

**DR. MUKESH MEHLAWAT**  
 M.Sc., PhD.  
 (University of Delhi)

# MARKETING

The Marketing area aims to develop and enhance the skills and knowledge base of the participants by teaching the latest marketing theories and industry's best practices. The faculty is actively engaged in research and consultancy in different areas of marketing.

**DR. PRAVEEN GUPTA**

Professor  
Director, LBSIM  
Ph.D. (University of Rajasthan),  
MBA (Faculty of Management Studies,  
University of Delhi),  
M.Sc. (Physics), (University of Delhi )  
**Areas of Interest**  
Brand Management, Business  
Marketing, Supply Chain,  
Entrepreneurship, Strategic Management

**DR. SAMANT SHANT PRIYA**

Associate Professor  
Ph.D., (MANIT, Bhopal),  
MBA (Shivaji University)  
**Areas of Interest**  
Consumer Motives,  
e-tailing, Emerging  
Aspects of Marketing and CSR

**DR. GAURAV JOSHI**

Associate Professor  
Ph.D. (Management/Agribusiness  
Management) (G.B. Pant University  
of Agriculture & Technology),  
MBA (Marketing/Finance)  
**Areas of Interest**  
Supply Chain Management,  
Multi-Objective Decision-Making,  
Entrepreneurship and Agribusiness  
Management, Marketing Analytics

**DR. RAJEEV SIROHI**

Assistant Professor  
Ph.D. (Gautam  
Buddha University),  
PGDBA (MBA) M.Phil.,  
UGC (NET), BE (ECT).  
**Areas of Interest**  
Services Marketing,  
Retail and Distribution Management

**DR. MANSI GUPTA**

Faculty Associate  
PhD (IIFT Delhi)  
MBA (Bhartiya Usha Lakshmi Mittal  
Inst of Management, Delhi)  
BSc (H) Mathematics (Daulat Ram, DU)  
**Area of Interest**  
A.I., Consumer Behavior, Art-Infusion  
Phenomenon, Product Scarcity, God Salience and Religiosity,

**Dr. U. Manohar Bhat**

Professor  
Area Convener  
PhD Management (IIM Raipur)  
M. Management (IIM Bangalore)  
B. Marine Engineering (DMET Calcutta)  
**Area of Interest**  
International Marketing, Pricing &  
Revenue Analytics, Consumer Behaviour,  
Personality traits, Sales Promotion

**DR. SMITA SHARMA**

Associate Professor  
Ph.D. (Aligarh Muslim University), MBA  
**Areas of Interest**  
Innovations in Marketing, Integrated  
Marketing Communication, Strategic  
Brand Management, Digital &  
Social Media Marketing

**DR. SHELENDRA K. TYAGI**

Associate Professor  
Ph.D., PGCSM (IIM Kozhikode), MBA  
B.Tech (Mechanical Engg.)  
**Areas of Interest**  
Retail Management, Competitive  
Intelligence, Key Account  
Management, Brand Equity  
Management, Consumer Behaviour.

**DR. MOHIT LOHANI**

Associate Professor  
PhD. Devi Ahilya University, Indore,  
PGDM (MBA) IIM Lucknow,  
BE (Chemical Tech.) Delhi  
College of Engineering, DU  
**Areas of Interest**  
Digital Marketing, Retail and A.I.,  
Ecommerce Platforms, Brand Marketing

**DR. EKTA SINGHAL**

Assistant Professor  
Ph.D. (Marketing Management),  
MBA in Marketing,  
UGC NET, JRF (Management, 2012)  
**Areas of Interest**  
Brand Management & Digital  
Marketing

**VISITING FACULTY****PROF. S.K. JAIN**

M.B.A (FMS, Delhi University)

## LAL BHADUR SHASTRI RESEARCH CENTRE FOR PUBLIC POLICY & SOCIAL CHANGE

**DR. G.L. SHARMA**

Head - LBSRC,  
M.Com, Ph.D. (University of Rajasthan)

**DR. SHEETAL SINGH**

Assistant Professor (Research),  
Ph.D., M.A. (Psychology), MBA, B.Tech, UGC-NET

# CAMPUS INFRASTRUCTURE



## LIBRARY: THE LEARNING RESOURCE CENTRE

LBSIM's library is one of the most well equipped libraries in terms of resources, services and infrastructural facilities in Delhi NCR area. The air-conditioned library is situated on two floors with a large seating and reading area. It has automated all its library activities for easy access of its wide range of academic resources such as books, journals and online databases. At present, the library has a collection of about 42,000 select documents in the form of books/reports and other materials in varied areas of Management and Information Technology. It subscribes to 133 select periodicals in print format and has online access to over 4,154 periodicals. It has a dedicated E-Resource section for accessing electronic resources. Network resource sharing facilities are provided through DELNET. The library has been subscribing to prestigious electronic resources like EBSCO (Business Source Complete), EMERALD E-Journals, Sage E-Journals, IEEE-Computer Society Digital Library, PROWESSIQ-CMIE, CRISIL Research Database, Economic Outlook-CMIE, Indiatat.com, Regional Business News, Ebsco-Ebook Business Collection, ET Cases & Harvard Business Publishing Cases etc.



## LECTURE HALLS AND CLASSROOMS

The campus hosts spacious, air-conditioned lecture halls and classrooms having Wi-Fi internet connectivity. All lecture halls and classrooms are equipped with white board, multimedia projectors, notebook/ laptops and modern sound system.

## BLOOMBERG LAB

The Institute has established an up-to-date finance laboratory with the support of Bloomberg India. It has a 12-terminal Bloomberg lab with seating capacity of 24 students to give them access to live data feed from national and international financial markets. The latest financial data and reports available on Bloomberg act as valuable resources to provide hands-on experience to students. It demonstrates macroeconomic data, market and asset behaviours with real-time examples along with a visual introduction to the financial markets through Bloomberg Market Concepts (BMC).



## COMPUTER CENTRE

LBSIM is a fully Wi-Fi enabled campus having twenty access points for 24X7 internet connectivity. The Computer Centre is equipped with over 100 networked computers having latest licensed software and hardware offering 1:1 facilities through its 100 Mbps lease line.



## AUDITORIUM

The state-of-the-art elegant auditorium having a seating capacity of 260 persons is equipped with 8000 Lumens Panasonic Projector along with Wi-Fi connectivity and ultra modern sound & lighting system. The spectacular stage with green room facility offers a magnificent venue for conducting national and international level conferences, seminars and other functions.



## ANALYTICS LAB

The Analytics Lab at LBSIM is equipped with latest tools required for Descriptive Analytics, Predictive Analytics, Big Data Analytics and Business Analytics with the support of SAS India, IBM SPSS, IBM Amos and EViews. These softwares bring together business-focused academics and data science techniques to do cutting-edge research diverse areas related to automation, machine learning, Big data, text mining and Internet of Things. The hands-on practice in these industry relevant areas supports industry readiness of students.



## VIDEO CONFERENCING ROOM

The Video Conferencing Room is a state-of-the-art 70-seater hall, equipped with two 46" LCD displays, smart boards and the latest video conference facility. It can support 3 systems at 3 different locations and can broadcast the programme in the auditorium simultaneously.



## SPORTS FACILITIES

The Institute has facilities for indoor games such as chess, carrom and table-tennis. The campus also has a well-equipped gymnasium with modern equipment for physical exercises. The Institute has corporate membership of DDA Sports Complex, Dwarka and its facilities are utilised for conducting various outdoor sports events from time to time.



## CAFETERIA

The air-conditioned and well-furnished cafeteria that has two floors and offers a variety of dishes and cuisines for breakfast, lunch and dinner from 8 am to 8 pm. It caters to the needs of the faculty, staff and students by offering home-style food and beverages at reasonable rates. Cleanliness and hygiene are the hallmarks of the cafeteria.



## GIRLS HOSTEL

LBSIM operates its own Girls Hostel located within 500 meters from LBSIM Campus and right opposite the Dwarka Sector 11 Metro Station. It offers air-conditioned accommodation on twin sharing basis and a mess section for the meals. The facility is adequately secured with guards and CCTV surveillance cameras and the institute has transportation arrangements for commuting from campus to hostel and vice-versa.



## BOYS HOSTEL

LBSIM has partnered with an outside agency for providing separate hostel facilities for boys and girls. The hostels are located within a radius of 3 Km from the campus. The air-conditioned accommodation is on a twin sharing basis. The facilities are secured with guards and CCTV surveillance cameras. The Institute has transportation arrangements for commuting from campus to hostel and vice-versa.

## MEDICAL FACILITIES

The Institute has a well-equipped Medical Inspection (MI) Room under the supervision of a doctor who visits thrice a week. The Institute has also made arrangements with Venkateshwara Hospital, Rockland Hospital and Akash Hospital in Dwarka for ambulance facility as well as other emergency treatments. A special tie-up with Venkateshwara Hospital for conducting Faculty Annual Medical Check-up is also in place.





## RESEARCH AND PUBLICATIONS

### LBS JOURNAL OF MANAGEMENT & RESEARCH

LBS Journal of Management & Research is a bi-annual publication. It aims to provide a platform for exchange of ideas among researchers and practicing managers by contributing research papers/articles with emphasis on various management issues.

### LBSIM COMMUNIQUÉ

Communiqué is LBSIM's official newsletter, which aims to share the main events and achievements of students and faculty members on a quarterly basis. 'Communiqué' also shares research studies undertaken by the faculty through paper publications, presentations, and seminar participations. Academic assignments and consultancies undertaken by the faculty are also highlighted in Communiqué.

### EXECUTIVE EDUCATION

In line with a robust interface with the industry, LBSIM, Delhi has been organizing Management Development Programmes (MDPs) since its inception. LBSIM realises the vital need for training and development of existing as well as budding managers in their chosen domains and offers a wide array of training programmes. Every year, LBSIM conducts a number of in-house and open MDPs for large PSUs and major private organisations. The MDPs are focused on improving behavioural skills and technical competencies of the participants.

## OUR INTERNATIONAL RELATIONS



## LBS CENTRE FOR FOREIGN COLLABORATION, LEARNING AND INTERNATIONAL EXCHANGE

LBS has set out to carve a niche for itself by engaging in international collaborations with acclaimed global universities to develop leaders having exposure to global perspectives and diverse culture. Student Exchange Programs foster cross pollination of skill sets, mind sets, and tool sets that translate to exploring of newer ideas, opportunities, and knowledge reservoirs for themselves. Students connect with communities across the globe to unearth how their own civilization is unique and emerge as transformed globally responsible citizens of tomorrow. Interaction with global peers between faculty members would assist in seamless flow of research prowess, curriculum enrichment and free flowing dispensation of knowledge.

LBSIM is constantly striving to develop a holistic approach towards providing quality management education by partnering with international institutions of repute. It is conscious of the fact that with the concept of SDG, global village integration: Vasudaiva Kutumbakam (Earth is one Family) and New Education Policy 2020, all economies are integrating for mutual benefit, and collaboration at global level is a must in the curriculum of the students supported by experiential learning. To achieve this, the LBS Centre for Foreign Collaboration, Learning and International Exchange has been collaborating with the best B schools of the world.



## THE COURSE DESIGN

The international immersion programme includes a comprehensive well rounded academic, social and cultural exposure for students which includes lecture sessions on unique and niche topics and covers corporate visits/ meetings/ shopfloor visits to key manufacturing units, job shadowing, parliament visits, social immersion with local community/NGO visits/ countryside immersion, cultural music-dance-food festival, theatre, cross-cultural debates, discussions and exchange of political and cultural thoughts to understand both countries better, lastly visiting places of national, cultural, business and social importance.

In 2023, LBSIM immersed 40 students to 3 AACSB accredited universities which are among the Top 100 universities of the world:

1. UKM Global University Malaysia (August 2023)
2. University of Dubai (October 2023)
3. UTM Malaysia (October 2023)

In 2002, LBSIM immersed 20 students to following leading universities of the world:

1. Pathumthani University, Bangkok, Thailand
2. Telkom University, Indonesia

In the past, LBSIM has initiated academic collaborations and linkages with leading international institutions such as:

- College of Business, Northern Illinois University (NIU), Dekalb, Illinois, USA
- European Higher School for Economics & Management (EHSEM), Bulgaria
- Nanyang Business School, Nanyang Technological University, Singapore
- Telkom University, Indonesia
- Nipissing University, Ontario, Canada.
- Krok University Ukraine
- College of Business, State University of New York

We have jointly collaborated with the following universities on several academic initiatives.

A10-day IT-Training Programme was conducted for the Government Officials of the Republic of Uzbekistan, in 2022. The programme was attended by Uzbekistan officials working in IT departments like, Ministry for Dept. of Information Technology & Communications, Govt of Uzbekistan, Namangan Institute of Engineering and Economics, JSC Uzbek telecom, Uzbekistan etc. The programme covered Python Fundamentals, Data Analytics using Excel, Data Modelling and Visualization and Big Data Ecosystem.



## LBS CORPORATE RELATIONS CELL (LBSCRC)

Corporate Relations is a key activity for any B-school. At LBSIM, efforts are made to develop a unique and long-lasting relation with the industry and corporate bodies. LBSIM has a dedicated cell for promoting such activities round the year. Currently, the Corporate Relations Cell (CLC) is an integral part of the progressive management programme. The academic rigour pursued at LBSIM is in many ways juxtaposed with industry realities. The CRC organises training activities throughout the year in order to prepare the students for the placement process in the campus. LBSCRC invites luminaries and professionals of repute from various industries and organisations to share their experience with the students.

# LAL BAHADUR SHASTRI RESEARCH CENTRE FOR PUBLIC POLICY AND SOCIAL CHANGE (LBSRC)

Lal Bahadur Shastri Research Centre for Public Policy and Social Change (LBSRC) was established in the year 2005. LBSRC is the research arm of LBSIM, Delhi. Since its inception, LBSRC has established itself as a “Centre of Excellence” to facilitate 'research' on social, political, and economic issues; and play a proactive role in influencing public policy for the holistic development of society.

## THE MISSION OF LBSRC:

- To facilitate the evolution of an egalitarian order based on the values of the nation's second Prime Minister, Bharat Ratna Sh. Lal Bahadur Shastri; and
- To provide a forum for conducting research studies, public debates, dialogues, seminars, workshops and conferences on social, economic and political issues of topical interest through interaction with national and international organisations, continuously.



## OBJECTIVES OF LBSRC:

LBSRC aims to fulfil the following basic objectives:

- To collect, collate, and disseminate information and literature on various facets of the life and values of Sh. Lal Bahadur Shastri, as a Freedom Fighter, a Political Leader, a Statesman, and the Prime Minister.
- To provide an interactive platform for individuals, and groups wishing to propagate the economic, social, moral, ethical, and political philosophy; espoused by Shastriji by organising and conducting seminars, conferences, workshops, dialogues, and debates.
- To carry out research studies on various government schemes, projects, and programs resulting in the emergence of new social order and socio-economic transformation and situations/conditions, which may cause social tension among different regions, religions, communities, castes, and creeds; and suggest suitable intervention strategies; and
- To make available the findings and conclusions drawn from the research findings etc., to the concerned stakeholders, including policy planners, administrators, activist groups, and NGOs, to plan future courses of action for ameliorating the conditions of such sections of society.
- To conduct self-funded and sponsored research studies, workshops, Training programs, seminars, conferences, and other programs in collaboration with subject experts or national and international institutions.

Pursuant to its objectives, LBSRC undertook and completed several sponsored and self-financed research studies and other activities in the past, some of which are as follows:

- (a) National Level study on Management of Mahatma Gandhi National Rural Employment Guarantee Scheme, covering six states. The findings of the study were brought out as a book titled “A Report on Management of Mahatma Gandhi National Rural Employment Guarantee Scheme: Issues and Challenges”, which was released by Honourable Shri M Hamid Ansari, the then Vice President of India.
- (b) Study on Implementation of National Rural Employment Guarantee Scheme in Uttar Pradesh, covering four districts of Uttar Pradesh. The study's findings were brought out as a book titled “Implementation of National Rural Employment Guarantee Scheme: A case study of Uttar Pradesh”.
- (c) Study on Evaluation of Poverty Alleviation Programmes in Varanasi District, Uttar Pradesh
- (d) An Explorative Study on Potential for Entrepreneurial Activities in Rural areas of Delhi, funded by Delhi Kalyan Samiti, Government of Delhi. The findings of the study were brought out as a book titled “Potential for Entrepreneurial Activities in Rural Areas of Delhi: An Explorative Study”, which was released by Smt Sheila Dixit, the then Chief Minister of Delhi.

Besides these research studies, LBSRC has organised Conferences on MGNREGA, Challenges and Opportunities of Rural Economy, to list a few. To fulfil its objectives, LBSRC maintains a well-stocked library of resources in areas like history, economics, sociology, political science, public administration, philosophy, and religion, besides collected works of prominent national leaders.



# LBS - INNOVATION, INCUBATION & ENTREPRENEURSHIP CENTRE FOUNDATION (LBS – IIEC)

Entrepreneurship has the potential to create significant economic and social impact. When individuals take the initiative to start their businesses, they can generate new jobs, products, and services that contribute to the growth and development of local and global economies.

- a) Entrepreneurs often identify opportunities in the market that others may have overlooked or undervalued, and they use their skills and resources to create innovative solutions to address these opportunities.
- b) Entrepreneurship also has the potential to drive social change by addressing societal challenges and promoting inclusive growth.
- c) Social entrepreneurship, for example, focuses on creating businesses that have a positive social impact while also generating profits. These businesses may address issues such as poverty, inequality, and environmental sustainability, and can contribute to the well-being of individuals and communities.

LBS-IIEC has been set up to enable innovation and entrepreneurship at the Institute. The centre aims to bring together entrepreneurship, ideation and angel investing. The LBS-IIEC seeks to direct its efforts in a knowledge rich, risk nurturing and entrepreneurial environment while reconciling competition and collaboration.



- The goal of the centre is to increase the chances of success and growth of a start-up, shorten lead-time and reduce the cost of establishing and growing business.
- The Centre seeks to position business incubates to nurture the companies that will create wealth and employment in the country in the future.
- LBS-IIEC is equipped to provide resources and support to entrepreneurs and start-ups in their early stages of development. The features and the resources include:
  - o Office Space: Incubatees will be provided a workspace, that can be shared or private. This will help entrepreneurs to save on costs, access necessary equipment, and collaborate with other entrepreneurs.
  - o Mentorship and Guidance: Centre have experienced mentors and business professionals who provide guidance and mentorship to budding entrepreneurs, helping them navigate the challenges of starting and growing a business.
  - o Access to Funding: Centre, in partnership with IIML-EIC and mentors will provide access to funding through the networks of mentors, investors or venture capital firms.
  - o Training and Workshops: LBS-IIEC provides training and workshops on topics such as business planning, marketing, and finance to help entrepreneurs build their skills and knowledge.
  - o Networking Opportunities: In partnership with IIML-EIC, the LBS-IIEC provide opportunities for budding and existing entrepreneurs to connect with others in their industry, including investors, mentors, and other entrepreneurs. This can help entrepreneurs build their networks and establish partnerships.
  - o Administrative and Legal Support: All the incubatees, in association with IIML-EIC are provided administrative and legal support, such as help with accounting, bookkeeping, and legal paperwork.

## Industry Mentors

- Mr. Adarsh Shastri, Member – Board of Governors LBSIM
- Mr. Rajeev Dubey, Chairman, Mahindra Insurance Brokers
- Mr. Lloyd Mathias, Angel Investor, Board Director on Technology & Telecom Business
- Mr. Arindam Basu, Partner, Basic Roots Consulting
- Mr. Pulkit Ahuja, Founder & CEO Proxgy, Shark Tank Fame
- Mr. Vishesh Bajaj, Founder, Knot9 and Director, SoulCurry Media
- Mr. Sumesh Kumar, Founder & CEO, Vansun Mediatech



# PROMINENT ALUMNI

LBSIM has a vibrant alumni association that organises alumni meets every year. The Institute has a strong bonding and networking with 6000+ alumni who are excelling in their professional careers in India and abroad.

## BANKING & FINANCE AREA



**Monu Ratra**  
Batch: 1997-1999  
ED & CEO  
IIFL Home Finance Limited



**Nishant Jain**  
Batch: 1996-98  
Chief Business Officer  
BharatPe



**Sonali Dahiya**  
Batch: 1995-97  
Director  
Axis Bank



**Anirban Nandy**  
Batch: 2000-2002  
Director  
Bank of America



**Parul Singh Murthy**  
Batch: 1998-2001  
Corporate Vice President  
Canara HSBC Life Insurance



**Ajay Kumar**  
Batch: 2002-04  
Vice President  
HSBC

## HUMAN RESOURCE MANAGEMENT AREA



**Divya Bali**  
Batch: 1995-97  
Director - HR  
News Corp



**Name - Ruchi Kuthiala**  
Batch: 2002-04  
Group VP  
Warner Bros. Discovery



**Shruti Bajjal**  
Batch: 1998-2000  
Executive Vice President HR  
Religare Securities



**Payal Gaba**  
Batch: 2001-03  
Director - HR  
SGS India



**Rakhee L. Malik**  
Batch: 1996-1998  
Head - HR  
Kearney



**Manjuri Sinha**  
Batch: 2005-2007  
Global Director Talent Success & DEI  
OLX

**MARKETING & CONSUMER GOODS AREA**



**Anurag Anand**  
Batch: 2000-02  
Director- CVCS  
The Coca Cola Company



**Puneet Gulati**  
Batch: 1996-98  
CEO  
Barista Coffee Company



**Rahul Murgai**  
Batch: 1996-1998  
Global Senior Vice President  
International Business Division  
Havells India Limited



**Mayank Chawla**  
Batch: 1995-1997  
COO & Whole Time Director  
Edenred



**Ansoo Gupta**  
Batch: 1995-1997  
COO  
Pinstorm



**Kabir Khattar**  
Batch: 1995-1997  
Regional Head  
Outlook Publishing (Pvt) Ltd.

**INFORMATION TECHNOLOGY AREA**



**Saurabh Rai**  
Batch: 1996-1998  
Chief Executive Officer  
Arahas Technologies



**Anurag Aren**  
Batch: 1997-1999  
Head- Cloud Solutions Group,  
UK&I and Europe  
Wipro



**Grenold D'Almeida**  
Batch: 1999-2001  
Managing Director  
JMJ Technologies



**Vikas Singh**  
Batch: 1997-1999  
Vice President- Field  
& Channel Sales Delivery  
Hewlett Packard



**Anirban Chattaraji**  
Batch: 2001-2003  
Business Transformation &  
Intelligent Automation  
VMware



**Monish Parashar**  
Batch: 2000-2002  
Portfolio Leader SAP Cluster  
HCL Technologies

CONSULTING



**Nipun Lakhotia**  
Batch: 2005-2007  
Manager-Supply Chain Technology  
EY USA



**Girdhari Lal**  
Batch: 2006-08  
Director  
EY



**Mitul Kumar**  
Batch: 2002-04  
Industry Principal  
Director - Data Consulting Leader for  
Telecom, Media and Technology segment  
Infosys



**Mahir Mahajan**  
Batch: 2007-09  
Senior Principal Consultant  
Oracle



**Manish Gupta**  
Batch: 2004-06  
Principal Consultant  
Infosys



**Nidhi Gupta**  
Batch: 2006-08  
Senior Manager  
World Resources Institute

ENTREPRENEURS



**Kumar Udaar**  
Batch: 2011-13  
Co Founder and COO  
ODN Digital Services



**Jasmine Kaur Sharda**  
Batch: 2004-06  
Founder  
The Green Snack Co.



**Pulkit Ahuja**  
Batch: 2010-12  
Founder & CEO  
Proxgy



**Ilesh Ghevariya**  
Batch: 2013-15  
Founder and Owner  
French Crown



**Bijoy Kumar Majhi**  
Batch: 1997-99  
Chef & Co-Founder  
Angels in my Kitchen



**Vishesh Bajaj**  
Batch: 2002-04  
Founder  
Organisation - Knot9

# ALUMNI SPEAK



**Mr. Chandra Sekhar Gopal Iyer** (Batch: 2004-06)

Director, 4C Associates, London

Hello, my name is Gopal. I'm a proud LBSIM alumnus from the 2004-2006 batch. As you remember, walking through the Scotty doors of the campus for the very first time, I was a bit nervous, I was quite anxious, but very hopeful, and definitely, I wasn't alone in the journey. The learning environment at LBSIM, with a close-knit cohort and up-to-date and forward-looking curriculum, and an expert group of faculty, helped me bring together the business logic, the societal thinking, and the business ethics, which helped me develop the skill set that my organization and my clients look for. Like students at LBSIM, the relationships that I've developed over years and the way that I've been able to chart my own journey have been second to none, and I have a lot to give back as a sign of that.



**Ms. Namrita Negi** (Batch: 2006-08)

Head, Life Sciences Knowledge Center, Deloitte, United States

Hello, I'm Namrata Negi, a proud LBSIM alumna from the 2006-2008 batch. I lead the Life Sciences Knowledge Center capability within Deloitte Consulting in the U.S. The two years I spent at LBSIM provided me with the perfect foundation for a successful professional life.

The well-designed curriculum, inspiring faculty, the industry outreach program, and several other opportunities instilled the confidence and provided the much-needed experience to navigate the professional world. The knowledge, skills, and connections I gained at LBSIM have contributed to who I am today and will stay with me forever. Wish you all the best. Thank you so much.



**Mr. Saurabh Rai** (Batch: 1996-1998)

Chief Executive Officer, Arahast Technologies

The shoot today brings out very nostalgic memories from humble beginnings. Being part of the second batch at the RK Puram campus in '96-'98, it's great to see how the institution has evolved over the years. Witnessing how the students have been successfully placed and have contributed significantly to the corporate world in various ways is truly heartening. Evolving with the times, the college has embraced engagement through social media and other channels.

The introduction of new courses in analytics and AI that I saw during my visit are indicative of the Institute's commitment to staying relevant and in sync with the times. I extend my best wishes to the current students, past alumni, and the future students of the Institute. Under the leadership of Anil Shastriji and the respective directors over the years, we all share some great values.



**Mr. Vishesh Bajaj** (Batch: 2004-06)

Founder, Knot9.com

Hello everyone, this is Vishesh Bajaj here, and I am from the 2000 to 2004 batch.

I started my career with ECS in consulting, and after that, I ventured into the technology and media domain by starting my own company. It's been quite a journey to reach where I am today, and in hindsight, I believe that LBSIM has played a significant role in shaping my path.

The opportunities we received at the institute were truly invaluable. We were provided with an excellent platform to showcase ourselves to the outside world. This exposure not only aided our personal growth but also equipped us with the confidence to navigate the corporate world and even venture into our own entrepreneurial pursuits.

Coming from the RK Puram Institute, the infrastructure here has always been top-notch. It's genuinely world-class, and the campus undergoes upgrades every few years.



**Mr. Kumar Udaar** (Batch: 2011-13)

Co-founder & Chief Operating Officer, ODN Digital Services Pvt. Ltd.

Hello, I am Udaar, a graduate of the 2011-2013 batch from LBSI. I specialized in Marketing and Operations during my time here, and it was a fantastic journey. The exposure I received in terms of understanding how the industry functions has proven incredibly beneficial over the past 10 years since leaving LBSIM.

I currently run my own company, a venture that has been thriving for the last seven years. I attribute a significant part of my success to the exposure I gained during my time at LBSIM.

I've maintained a connection with the college even after graduating. I've addressed new batches and contributed to the curriculum of the E Cell course. I've also been actively involved in the alumni cell, serving as a core member of the alumni committee.

I am genuinely impressed by the forward-looking direction that the college is taking, and I believe it will greatly benefit current and future students. Thank you.

# ALUMNI ENGAGEMENT ACTIVITIES



## GAM and Alumni Chapter Meets

The success of any institute can be measured by the contributions made by its alumni. Not only do they give back to their communities and alma maters through volunteerism, but they also set an example for others and make a meaningful contribution to their field of work. To keep growing the association between alumni and their alma mater unique occasions such as Grand alumni Meet and Chapter Meets at various locations are organised to reconnect and celebrate the shared experiences that bind us. These event offers a platform for networking, sharing knowledge, and rekindling old memories. They give a chance to inspire and be inspired by fellow alumni, fostering lifelong connections and collaborations. Some of these events were organised in past including the 25th Grand Alumni Meet which was held on November 12th, 2022 at the India Habitat Centre, Margosa Lawn, New Delhi, December 3, 2022, the Mumbai Chapter Meet was held at the Gymkhana Club in Mumbai, Pune Chapter Meet, organised on 2nd December 2022 at Deccan Gymkhana Club, Pune, Hyderabad Chapter Meet on 4th August 2023 at Fairfield by Marriot, Hyderabad and on 5th August 2023 Bangalore Chapter Meet, held at Goldfinch Hotel, Bangalore. All the events have achieved resounding success, with an impressive turnout and enthusiastic participation from our cherished alumni community.



## INITIATIVES

At LBSIM, students are trained by the best faculty, who provide them with all the theories that are essential to enter the corporate world. To carry forward the teaching experience and give some practical insights into how the industry works and what it demands from the prospective candidates, the alumni cell of LBSIM has taken initiatives such as Classroom Teaching and Ruminant Sessions where dignified alumni are invited from various domains with leading positions in the corporate world to deliver lectures to the students, take sessions on topics ranging from B2B marketing, career growth, placement preparation, financial modelling, equity research, operations, and strategy and enhance their knowledge by engaging in discussions on various topics related to their expertise. In past classroom teaching program was led by Mr. Vineet Ranjan, Batch 2010- 2012 - Deputy Vice President, Oak North and Mr. Nitin Rai, Batch 2002-2004 - IGT Solutions' Vice President of Marketing and Growth Initiatives. Many distinguished members of alumni committee including Mr. Kumar Udaar, co-founder, and CEO of ODN Digital Services Pvt. Ltd., 2011-13 batch, Mr. Anirban Nandy 2000-02 batch, Director at Deutsch Bank, Mr. Anurag Anand, batch 2000-02, leading Customer Value Creation Strategy at The Coca-Cola Company, etc were part of Ruminant Sessions at LBSIM.

## MENTOR MENTEE PROGRAM

Mentor Mentee Program was initiated as a pilot project in 2022 with the aim to strengthen the alumni association with the alma mater. This program offers a unique opportunity for experienced alumni (mentors) to provide guidance, advice, and support to current students (mentees) navigating their academic and professional journeys. Corporate mentors were assigned to 45 students for the first phase of the program. Prior to the students reaching out to their mentors for personalized mentoring, program guidelines were shared to help the students understand the program's expectations and ensure that the program is taken seriously and dealt with critically. Feedback from the students and mentors about their experience with the program was collected. The feedback was positive, with students expressing that the program helped them gain clarity in the fields they wish to pursue in their careers and make better connections with corporate leaders to learn from their experiences. The Mentor-Mentee Program will continue with the next batch and the program's success will continue to help the alumni cell keep in constant touch with the students and ensure a strong bond between the alumni.

## OTHER ENGAGEMENTS

Alumni engagement stands at the heart of our institution, and it plays a pivotal role in various aspects of campus life. During admission process, alumni contribute their invaluable insights through Group Discussions and Personal Interviews, offering a unique perspective to assess candidates beyond their academic achievements. Their experiences and real-world knowledge help identify individuals who are not just academically qualified but also possess the qualities that align with our institution's values.

Furthermore, alumni grace the inaugurations of various facilities, infusing these events with a sense of history and achievement. Their presence symbolizes the continuity of our institution's legacy, inspiring both current students and newcomers to strive for excellence. During Induction and Orientation Programs, alumni share their stories of growth and transformation, fostering a sense of belonging and motivation among new students. Their journeys serve as living proof of what our institution can offer, igniting the sparks of aspiration in fresh minds.

The Corporate Campus Connect, another cornerstone of alumni engagement, bridges the academic and professional realms. Through workshops, seminars, and networking events, alumni provide students with practical insights, industry trends, and valuable connections that are essential for a successful transition into the corporate world.



# DIGNITARIES WHO HAVE SHARED THEIR INVALUABLE KNOWLEDGE

<p><b>Dr. Rick Vanderlee</b> Dean, Faculty of Applied and Professional Studies Nipissing University</p>	<p><b>Capt. Rakesh Walia</b> Chief Administrative Officer Matrix</p>	<p><b>Mrs. Neelam Shirsagar</b> Head-Project Devt. Impact India Foundation</p>
<p><b>Mr. Vijayay Bommireddiapli</b> Director Deloitte</p>	<p><b>Mr. Monu Ratra</b> CEO IIFL Housing Finance</p>	<p><b>Mr. Augusto Montiel</b> Ambassador Venezuela to India</p>
<p><b>Dr. Dinesh Singh</b> Former Vice Chancellor University of Delhi</p>	<p><b>Mr. K. J. Jawa</b> Managing Director, Daikin (I) Pvt. Ltd., Gurgaon</p>	<p><b>Dr. Subhash Chandra</b> Indian media baron and Member, Rajya Sabha</p>
<p><b>Mr. Vijay Deshpande</b> VP-HR JK Tyre &amp; Industries Ltd.</p>	<p><b>Mr. Kamal Hingorani</b> Senior V.P. Spice Jet Ltd. New Delhi</p>	<p><b>Ms. Manisha Pande</b> Global Leader Transfer Pricing GE Oil &amp; Gas</p>
<p><b>Mr. Kapil Sharma</b> Global Head-Sales &amp; Client Management, Collabera, Bangalore</p>	<p><b>Ms. Deepti Mittal</b> VP-HR, First Source</p>	<p><b>Mr. Aseem Soni</b> CEO &amp; Board Member Modern Food Enterprise Pvt. Ltd.</p>
<p><b>Mr. Vijay Rai</b> MD-Asia Pacific &amp; EMEA Markets Company Name Saviour US INC.</p>	<p><b>General (Retd.) V.P. Malik</b> PVSM, AVSM, ADC Former Chief of the Army Staff</p>	<p><b>Mr. Sumit Madan</b> Bank Head Au Small Finance Bank</p>
<p><b>Dr. G. Jawahar</b> GM-HR Power Finance Corp. Ltd.</p>	<p><b>Mr. Prabhat Mishra</b> Account Director Ericsson Randstad</p>	<p><b>Mr. Kadambari Joshi</b> Senior VP-HR Marsh &amp; Mclennan</p>
<p><b>Mr. Rajesh Tripathi</b> VP-GHCL, Noida</p>	<p><b>Dr. Rahul Altekar</b> Director Strategic Service JDA software Solutions</p>	<p><b>Mr. Rohit Sinha</b> Head HR Larsen &amp; Tubro Ltd.</p>
<p><b>Hon'ble Justice B.N. Krishna</b> Former Judge, Supreme Court of India, Chairman - FSLRC</p>	<p><b>Mr. R.S. Kalsi</b> Executive Director, Maruti Suzuki India</p>	<p><b>Dr. A.K. Balyan</b> Reliance Group Oil &amp; Gas Business</p>
<p><b>Ms. Ruchiara Jaitley</b> Director, Strategy &amp; Nutrition Challenges, DSM</p>	<p><b>Mr. Sandeep Vasvani</b> Youth Empowerment &amp; Skills (Yesplus) Program, The Art of Living</p>	<p><b>Prof. Jayanth Narayanan</b> Assistant Professor, National University of Singapore Business School</p>



## LAL BHADUR SHASTRI NATIONAL AWARD FOR EXCELLENCE

The Lal Bahadur Shastri National Award for Excellence was instituted in 1998. The award is presented by the President of India at Rashtrapati Bhawan and the honour carries a cash award of Rs. Five lakh, a citation and a plaque. The awardees are designated as Lal Bahadur Shastri Fellows and their names are inscribed on the roll of honours of the Institute. The recipients of the award are as follows:

- Dr. Randeep Guleria-2021
- Mrs. Sudha Murthy-2020
- Dr. (Mrs.) Manju Sharma-2019
- Shri Fali Nariman-2018
- Dr. Bindeshwar Pathak-2017
- Mr. Gopal Krishna Gandhi-2016
- Dr. Prannoy Roy-2015
- Dr. Apatukatha Sivathanu Pillai-2014
- Dr. Rajendra Achyut Badwe- 2013
- Smt. Tessy Thomas - 2012
- Prof. (Late) Yash Pal - 2011
- Smt. Aruna Roy - 2010
- Shri Sunil Bharti Mittal - 2009
- Dr. E. Sreedharan - 2008
- Dr. M. S. Swaminathan - 2007
- Dr. Naresh Trehan - 2006
- Dr. (Late) C. P. Srivastava - 2005
- Smt. Ela Ramesh Bhatt - 2004
- Dr. R. A. Mashelkar - 2003
- Shri N. R. Narayana Murthy - 2002
- Shri Sam Pitroda - 2001
- Prof. (Late) C. K. Prahalad - 2000

## LAL BHADUR SHASTRI NATIONAL AWARD FOR EXCELLENCE 2022



The prestigious 22nd Lal Bahadur Shastri National Award For Excellence 2021 was conferred on Dr Bakul Dholakia, Former Director of IIM Ahmedabad for his extraordinary work in the field of Medicine by the honourable Vice President of India Shri M. Venkaiah Naidu on October 11, 2021.





## NATIONAL HR CONFERENCE

“Future fit workforce: HR through multiple prisms” was the subject of the National HR Conference-2022, which was held in the auditorium of LBSIM on 24th September 2022. The Chief Guest of the conference was Ambassador Anil Trigunayat, IFS (Retd.), a Rotarian, and a former ambassador of India to Jordan, Libya and Malta. The Guest of Honour was Mr Rajiv Dubey, Chairman, Mahindra Insurance Brokers. The conference started with the opening speech of the director, Dr Praveen Gupta. Dr Gupta talked about the importance of reskilling. He emphasised the importance of balance between the objectives of organisations and the aspirations of the employees. He said that companies run on values and goals, and it is crucial to align employees' values with the organisation's values. This is the major challenge human resource management is facing. He further stated that another important challenge is how to develop the leadership pipeline. He advised students to read a book by Ram Charan, on leadership pipeline.



## NATIONAL MARKETING SUMMIT

In keeping with its tradition of hosting conferences/summits on prominent subjects, LBSIM hosted National Marketing Summit 2022 on the theme "Digital Transformation: The Next Leap in Customer Value Creation" on December 17, 2022. The chief guest of the summit was Mr Amit Shukla, Founder and Managing Director of EasyGov-Jio Platforms, and Keynote Speaker for the summit was Mr Shakti Upadhyay, Head of Marketing and Public Relations, Kia India.

The Summit featured panel discussion on Digital Transformation in marketing: The unavoidable change and Customers Value Creation and Marketing. The purpose of the conference was to bridge the gap between the experience of the experts and the inquisitiveness of students about latest trends of Marketing in corporate.

## NATIONAL AI SUMMIT

LBSIM organized a One-day AI and Analytics Summit 2023 on the theme: AI and Analytics Summit: Key Drivers for Business Transformation on 4th February 2023. The AI and Analytics Summit, with its inaugural session and workshops, brought out diverse prospects on the advancement in AI and Analytics and how they are driving business transformation in congruence with the current challenges in the dynamic business environment. Mr. Sunil Kumar, Deputy Director General & Head of Group Health, Ayush, AI & Blockchain, National Information Centre, MCIIT, was the Chief Guest of the AI and Analytics Summit. Dr. Sudatta Kar, Vice President, Engineering Capgemini, and Mr. Saurabh Rai, Global Head- GIS, Analytics & AI Vertical, Tech Mahindra BPS, were the Guests of Honour. The inaugural session opened the theme for the Summit, where both AI and Analytics applications and challenges prevalent in the inaugural session were discussed.



## NATIONAL FINANCE SUMMIT

LBSIM organised a One-day Finance Summit 2023 on the theme: Capital Markets: Issues and Innovations on 21st January 2023. The Finance summit, with its inaugural session and panel sessions brought out diverse perspectives on the Capital Markets Issues & Innovations. This summit was organised in the backdrop of recovery of the Indian economy post the covid pandemic. After the mayhem of March 2020, the Indian stock markets have bounced back remarkably. Mr Santosh Kumar Mohanty, Whole Time Member SEBI was the Chief Guest of the Finance Summit, Ms Supriya Devasthali, Director, Department for promotion of industry and Internal Trade, was the Guest of Honour and Shri Ashok Haldia, Former Sectary, Institute of Chartered Accountants of India, was the Keynote Speaker. The inaugural session opened up the theme for the Summit where both Innovations and Challenges prevalent in the inaugural session were discussed.



## 28TH FOUNDATION DAY

LBSIM celebrated its 28th Foundation Day on 23rd Feb 2023. During the welcome address, Dr. Praveen Gupta, Director LBSIM shared the legacy of the institution and emphasized on the strength of the value system. Chief Guest of the day, Prof. Bhimaraya Metri, Director, Indian Institute of Management Nagpur shared his views on principal values of Lal Bahadur Shastri ji and how students can leverage them for their better future. In his presidential address, Sh. Anil Shastri, Chairman, BoG, LBSIM shared his fond memories with Late Sh. Lal Bahadur Shastri ji and lesson of determination to attain the goals. Awards for exemplary contribution were conferred upon Prof. R.P. Mohanty, Chief Consultant, SOA University and Prof. K.K. Ahuja, Chairman Academic Senate, SRISIIM, New Delhi. Corporate excellence awards were given to 5 distinguished alumni Divya Bali (Director, News Corp), Rakhee Lakhanpal Malik (HR Head, Kearney), Bhanu Pratap Rathore (Managing Partner, Growthx Advisory), Anirban Chattaraj (Business Transformation, Intelligent Automation, Vmware), and Jayant Jawa (General Manager, Daikin Airconditioning India Pvt Ltd.) and Scholarships were distributed to deserving students in different categories by the dignitaries. The event concluded with cultural programs by students.



## 29TH LBS MEMORIAL LECTURE

Honouring the legacy of Shri Lal Bahadur Shastri, the 29th Memorial Lecture was organized by Lal Bahadur Shastri National Memorial Trust in collaboration with National Museum and LBSIM Delhi. The theme of the lecture was based on "Building an Atmanirbhar Bharat" and was delivered by former Vice President, Shri M. Venkaiah Naidu.

The tone of the evening was set by Shri Anil Shastri, Chairman, BoG, LBSIM by explaining the theme and its relevance in current scenario. Shri Venkaiah Naidu delivered his speech which focused on the need for self-reliance and promoting women's education and equal rights to achieve Aatmanirbhar Bharat. Shri Venkaiah Naidu explained in detail the incredible contributions made by India globally and also the progress made by the country in last few decades. The audience was apprised of the strength of their nation and how determined leaders can create a noticeable change.



## INTERNATIONAL YOGA DAY

"YOGA is the journey of the self, through the self and to the self".

International Yoga Day is observed on June 21st every year to promote the practice of yoga and raise awareness about its numerous physical, mental, and spiritual benefits. The celebration of this day is a global initiative that highlights the significance of yoga in maintaining a healthy lifestyle and achieving a balanced state of mind. The theme for this year was "Yoga for Vasudhaiva Kutumbakam". The Domestic tagline for IDY '23 is "Har Angan Yog" being propagated to bring Yoga to every household at the grassroot level. A special event was organized for PGDM students at LBSIM campus and Vegas Mall, Dwarka. The event was hosted by Yoga Guru Shilpa Ji at 6 am on 21st June 2022. She helped the students embrace yoga as the gateway to health and happiness with Dhyaan, Asans, Kriyas, and chanting of Mantras.



## 26TH ANNUAL CONVOCATION

Lal Bahadur Shastri Institute of Management hosted its 26th convocation. The auspicious occasion was graced by Mr. C.P. Gurnani, MD & CEO of Tech Mahindra. In the convocation ceremony, a total of 227 degrees were conferred on the students of the PGDM (General) 2021-23, PGDM (Financial Management) 2021-23, PGDM (R&BA) 2021-23, PGDM (Executive) 2021-22, PGDM (27 Months) 2020-23; PGDM (General) 2020-22, PGDM (Financial Management) 2020-22 and PGDM-LBSITM, Indore.

During the ceremony, the college also recognized and honoured outstanding students for their academic excellence, community service, and leadership skills. The Smt. Lalita Shastri Medal for Best Overall Performance was conferred upon the deserving students.



## ANNUAL MANAGEMENT FEST TATVA, 2023

TATVA is the annual management, cultural and sports club of LBSIM. Every year all the academic and non-academic clubs of LBSIM conduct their events in the annual fest. TATVA witnesses a huge participation from students of various B-schools every year. This fest provides the students an opportunity to showcase their talents by participating in various competitions and winning exciting prizes. The theme for TATVA 2023 was "INGUZ" which means turning your dreams into reality and that is what LBSIM fest is all about. This year TATVA started with the inaugural ceremony on 9th February 2023, in which students from cultural clubs presented their art forms. The Chief Guest for inaugural ceremony was Major General Vikram Dev Dogra. The main events of TATVA were organized on 10th and 11th February 2023. The artists who attended the fest were: - Gaurav Kapoor (Indian Stand-up Comedian), DJ Vanmoon (International musician), Sundeep Sharma (Indian Stand-up Comedian) and DJ Ray (VH1 fame international musician).



## INTER-SECTIONAL SPORTS FEST RANBHOOMI-2022

Zenith, the sports and fitness club of LBSIM organized a two-week long sports event- Ranbhoomi on November 15, 2022, which is an intra-college sports competition. Revolving around the idea of significance of sports in our lives, Ranbhoomi calls for several indoor and outdoor games including arm wrestling, table tennis, carom, football, badminton, and basketball. E-sports like VALORANT and FIFA were also played. After these long and intense weeks of planning, sporting prowess, grit, and determination, LBSIM successfully concluded the sports event. The energy and enthusiasm shown by the participants was immense and commendable.



## RUN FOR EDUCATION

Run for Education (RFE) - an initiative by Lal Bahadur Shastri Institute of Management, New Delhi is a 6.5 km long hour marathon organized in association with Delhi Police and NGOs Jagriti and Choti si Khushi. The goal of the event is to raise funds for the underprivileged of our society. This year Run for Education was organized on 5th February with runners participating from across India. The Chief Guest for RFE 2023 was Dr. Sunita Godara, Marathon Queen of India, who holds the record for running 76 full marathons, starting with her first marathon in 1984.

## 23RD LBS NATIONAL AWARD FOR EXCELLENCE

Dr Bakul Dholakia, Former Director of IIM Ahmedabad and a Padma Shri awardee, was conferred with Lal Bahadur Shastri National Award for Excellence by Sh. Jagdeep Dhankar, Vice President of India at the Sardar Vallabhbhai Patel Conference Hall in the Vice President House on 8th Oct 2022. The award carried a cash prize of INR 5 Lakhs, a memento, and a citation. The award signifies the unprecedented contribution of the 2nd Prime Minister of India, Late Shri Lal Bahadur Shastri towards the Indian economy, and value system of this great nation. Shri Anil Shastri, Chairman, BOG, LBSIM Delhi, delivered the welcome speech and sensitized the audience about the award. In his welcome address Anil Shastri, Chairman of LBSIM, said the award honors a distinguished individual who has excelled in his chosen field each year. "The foundation of management education is about creating values, which are created when the cost of bringing in people and resources is less than the benefits you get. Management is all about making a more productive, capable, and creative human being," he added. After receiving the award, Dr Dholakia delivered his speech and reflected on his gratitude towards the Jury members and management. He also said, "Shastriji was a great leader, a role model for the new generation, and himself a great leader." Dr Praveen Gupta, Director, LBSIM, delivered the vote of thanks. Dignitaries, Shastri ji's family members and the faculty of LBSIM graced the event. The award is given yearly to eminent personalities in memory of the Late Prime Minister Sh. Lal Bahadur Shastri for his unprecedented contribution towards the country to our scholars.

## 25TH GRAND ALUMNI MEET (GAM) & MUMBAI AND PUNE ALUMNI CHAPTER MEET

LBSIM, Delhi, arranged a Grand Alumni Meet (GAM), Delhi Chapter, at Margosa Lawn, India Habitat Centre on 12th November 2022. The event started with the felicitation ceremony of Anil Shastri, chairman of BOG, LBSIM, Manju Shastri Ji and Dr Praveen Gupta, Director of LBSIM. The night was filled with nostalgic memories of peers reuniting from various batches and rejoicing in their moments together. The night turned even more mesmerizing with the proud announcement by Reminiscence, the Alumni foundation of LBSIM, getting successfully registered under the law. Mr Vineet Goel, Ms Parul Batra and Mr Vishesh Bajaj were the three esteemed alums selected as the executive members for the “Lal Bahadur Shastri Institute of Management – Alumni Foundation”.

The Alumni Foundation of LBSIM was delighted to welcome back its esteemed Alumni in Pune on December 2, 2022 and Mumbai on December 3, 2022 to celebrate the Chapter Meets. The Chapter Meets were organized at Deccan Club Gymkhana, Pune and Juhu Vile Parle Gymkhana Club, Mumbai. The fantastic evenings filled with joy, laughter, and smiles as the alums had the opportunity to reconnect with their classmates to share their past experiences, relive the memories and reminisce on the past and catch up on the latest news. Alumni from batches since 1995 and until 2011 graced the meets and shared their experiences and beautiful memories at LBSIM. The alumni parted on a positive note and promised to communicate and participate in all the future events.



## RURAL IMMERSION PROGRAMME & OUTBOUND LEADERSHIP

The rural Immersion programme at LBSIM comes as a part of the endeavour to create socially sensitive leaders by exposing them to sectors of the society and economy otherwise missed by regular management education. The PGDM students travelled to the rural areas of Manda (Allahabad), Bheem (Rajasthan), Pune, and Indore from August 22 to August 29, 2022. The students spent 8 days in various remote locations learning about every aspect of rural life. They spoke with the locals and heard about the issues that come with living in a rural area.

From August 28 to September 2, 2022, a second set of students participated in the outbound programme of the Tata Steel Foundation. The students delighted in sports like river rafting and rappelling. The students who could not attend both programs joined the local NGO in Delhi-NCR and offered their selfless services to the local community.

The students prepared a detailed report and presentation of what they have learned during rural immersion and presented it in the auditorium once they returned. The successful execution of the rural immersion programme is an important step in the achievement of LBSIM's aspiration to develop socially sensitive business leaders.



## INTERNATIONAL IMMERSION PROGRAMME - THAILAND AND INDONESIA

LBSIM, Delhi in collaboration with Pathumthani University (PTU), Thailand organized its first international immersion programme from 11th to 20th October 2022. The 10-day certificate program on "International Trade and Logistics" was meticulously crafted with a mix of classroom interaction/industry visits and excursions. The classroom interactions focussed on the nuances of international trade, particularly on ASEAN/Thai business challenges/ Thailand economic corridor. Visits to the Bangkok River Port and Laem Chabang Sea Port supplemented this. A visit and interaction with the Sales head of Jasmine resort, Bangkok, gave students some exciting insights into the hospitality sector. This program provided students with a learning experience in an international environment, helping them interact with peer groups in a diverse ecosystem and will contribute mainly to their professional and personal development.

Another group of 13 students went to Telkom University, Indonesia. The students attended a 10-day workshop on Design Thinking and Sociopreneurship from October 10-20, 2022. In this 10-day immersion workshop, students were asked to propose solutions using a design thinking approach for an all-inclusive Junior High School (Bindo Foundation) struggling with employee retention and technological and marketing problems. The students visited the school to understand and visualise the situation in real time, spending quality time with all stakeholders involved. Using the framework with phases of Empathize, Define, Ideate, Prototype and Test, the groups proposed their suggestions and solutions to the school management and teachers. The international immersion experience certainly paved the way to enhancing the global outlook and perspective of the students along with experiential learning of cultural and economic diversity with the importance of inclusion of local settings in proposing business solutions.



### CULT WEEK

LBSIM's cultural committee successfully organized the 'Cult Week-2022' from 18th July to 20th July 2022. All the students participated with full gusto & zeal a fervor to win. The week included days like Ethnic Day, Mismatched, and Bollywood Day. The Cult Week was a great experience for all the students on campus.





## INTERNATIONAL IMMERSION PROGRAMME - THAILAND AND INDONESIA

Dandiya Raas, the traditional folk dance of Vrindavan, Garba, music, lights, and echo of laughter, generated frolic and fun on Navratra, dated 27th September 2022, after a pandemic. The cultural committee of students organised this event. The amalgamation of light, music, dandiya and beautiful dresses with foot tapping energised the environment at LBSIM. People pursuing a refreshing break from their hectic daily schedule enjoyed the evening with an absolute sense of freedom and exaltation.



## DIWALI CELEBRATION – ROSHNI

The amphitheatre witnessed the scene of a delightful Diwali celebration with breathtaking dance performances by the students on 20th October 2022. It is the festival when the whole LBSIM campus transcends into the place of multitudinous lamps and lights. The faculty and the students lit Chinese lanterns and the Diyas around the LBSIM signature wall. The sky became full of Chinese lanterns. The faculty and the students played games like Antakshari, Passing the Parcel, guess the movie name with headphones on, etc. Both the faculty and the students enjoyed their time together. This event energised the mood of the festival's celebration and spread the air of happiness in the environment of LBSIM.

## SPIC MACAY ORGANIZED ODISSI DANCE PERFORMANCE BY DANCE MAESTRO MS KAVITA DWIVEDI

The famous Odissi Dance Maestro, Ms Kavita Dwivedi, performed a mesmerising Odissi dance organised by the SPIC MACAY on 18th October 2022. [SPIC MACAY](#) (Society for the Promotion of Indian Classical Music And Culture Amongst Youth) is a non-political, nationwide, voluntary movement founded in 1977 by Dr Kiran Seth, Professor-Emeritus at IIT-Delhi, who was awarded the 'Padma Shri' for his contribution to the arts in 2009. Every year, SPIC MACAY arrange more than 5000 programs in more than 1500 institutions across almost 1000 cities, touching over 3 million students. Odissi is one of the oldest dance forms and traces its origins back to the 2nd century B.C. The theme of Odissi is wholly associated with religion. Dance was considered a way of worship. The Odissi classical dance was led by Ms Kavita Dwivedi, one of the leading exponents of Odissi in India today. Ms Dwivedi explained how the Odissi dance form evolved in Indian culture, and she performed 9 Rasas through her dance moves. The students felt enchanted by the clean and crisp movements of Ms Dwivedi.



## INDUCTION & ORIENTATION PROGRAMME FOR BATCH 2023-25

The Student Induction & Orientation Program at LBSIM, opened the doors to a transformative experience for our talented fresh batch of students of 2023-25. With a comprehensive introduction to campus life, academic expectations, and support systems, we ensure that our students begin their educational journey with confidence, enthusiasm, and a strong sense of belongingness.

The program commenced with the esteemed presence of Mr. Ajay Goel, Managing Director of Nagarro, who graced us as the Chief Guest on Day 1. Dr. Praveen Gupta (Director) and Col. Ajay Sood (Chief Admin Officer) extended a warm welcome to our students, marking the beginning of this transformative chapter. Day 2 provided exhilarating insights into the corporate world and its ever-changing dynamics, covering specializations, courses, internships, research opportunities, and avenues for growth and exploration. The faculty of all domains were introduced to the students. The highlight of Day 3 was the presence of distinguished alumni, Mr. Kartik Vasudevan (2000-2002), Director of Strategic Accounts at GFK, and Mr. Nikhil Sarin (2002-2004), National Head of Sales and Sales Strategy at Honda Cars Ltd. Drawing from their extensive experience, they shared invaluable insights, learned lessons, and captivating anecdotes, inspiring and motivating our incoming batch. The day ended with the enlightening session by Brahmakumaris to address the anxious state of newcomers. At LBSIM, we strive to ensure that our students embark on their educational journey with the right tools, knowledge, and inspiration.



## IBM SESSION ON BIG DATA ANALYTICS



The reputed PGDM (AI & DS) and PGDM(RBA) programmes at LBSIM cater to industry relevant, contemporary courses like Artificial Intelligence, Machine Learning, Big Data Analytics, Blockchain technologies, Cloud computing to name a few. Industry collaboration enriches the knowledge level of faculty and students, it also challenges the status quo and helps to update according to the industry and society demand. Collaboration with industry is critical for academia to create scientific knowledge and obtain industrial data.

With this objective in mind, LBSIM entered an academic collaboration with IBM starting 2023. Big Data Analytics was the first course to be delivered by IBM along with its Subject Matter Experts (SME) to PGDM (AI & DS) and PGDM (RBA) students of Batch 2022-24 in the workshop mode spread across 6 weeks starting February 17, 2023.

## SIMULATION SESSIONS FOR STUDENTS IN COLLABORATION WITH AIMA

Lal Bahadur Shastri Institute of Management, Delhi, organised a series of simulation sessions in collaboration with AIMA (All India Management Association) in the Auditorium from 10th to 22nd November 2022. The students received hands-on training on how to run a company and learned the nitty-gritty of the problems that occur while running a company. The students from all batches received functional and techno-managerial knowledge through these practice sessions. Sh. S.C. Tyagi (Dep. Director AIMA) elaborated the highlights and essence of Simulation and enquired about the learnings in different sessions. The simulation sessions enriched the students to deal with challenges and problems in a leadership position and team management.



## MOU SIGNED WITH IIM LUCKNOW FOR BUSINESS INCUBATION AND ENTREPRENEURSHIP DEVELOPMENT (BIED)

To facilitate entrepreneurial skills amongst students and society, LBSIM, Dwarka, signed an MOU on November 29, 2022, with Indian Institute of Management, Lucknow (IIML) for setting up an incubation centre in the campus. The occasion was attended by the esteemed guests Mr Yamini Bhushan Pandey - Managing Director IIML EIC, Mr Arundaya Bajpai - Chief Operating Officer IIM Lucknow, Mr Aditya Prasad - Business Development Manager IIML EIC, Dr Praveen Gupta - Director LBSIM, Col Ajay Sood - CAO LBSIM, various professors from across the areas, the Entrepreneurship cell (E-cell) students of LBSIM. The dignitaries shared their views and vision regarding the setting up of the incubation centre and the significance of the association to both parties. Mr Pandey shared his views on the future of B-schools and the indispensable role of entrepreneurship education in Indian B-schools. Along with apprising students about the potential of incubation centre, he emphasized the role of entrepreneurship in growing economies and motivated students to lean towards entrepreneurship and pursue it as a viable option for their careers.

Dr Achintan Bhattacharya, Convener, Business Incubation and Entrepreneurship Development (BIED) Centre addressed students and apprised them about entrepreneurship in the digital world wherein he emphasized the need for digital marketing in the changing environment for start-ups and the opportunities in the sector. Thereafter, the MoU signing ceremony took place where necessary documents were signed by both parties.



# SOCIAL INITIATIVES

The students of LBSIM along with Pravah NGO have been interacting with rural communities and make efforts to resolve their problems.

## SOCIAL WELFARE CLUB

A social welfare club SPARSH promotes the principles and the values of our great leader. In collaboration with various NGOs like Jagriti and Pravah, it continues to give back to the society throughout the year by organising various activities for the deprived children, visiting old age homes, orphanages, etc.

## RURAL IMMERSION

Rural Immersion programme is an integral part of LBSIM. Started in 2019 this initiative helps the students to understand the problems of the people living in the villages and provide solutions to the same. Students have visit villages along with faculty members. Some of the leadership imperatives that are addressed during this program relate to System Thinking, Deep Self Awareness and Learning Ability. Social Intervention of this kind helps students in their personal and professional development with deeper societal concerns.

## RURAL IMMERSION 2022

### Manda (UP), Indore (MP), and Bhilwara (Rajasthan)

Learning of management would be incomplete without experiencing the life of people at the grass root level. Keeping this aim in mind a group of 30, 60 and 40 students went for the Rural Immersion Programme in Manda, Indore and Bhilwara respectively from August 20 -31, 2022 wherein they engaged in ethnographic study and gained an understanding of sociocultural dynamics, psyche, and perspectives of people in rural settings.

This programme strengthened the sense of camaraderie and enabled the students to become more resilient and developed their leadership and teamwork abilities. Through this immersion, students learned about, endurance, patience, tranquillity, and teamwork in addition to leadership skills. The program was instituted with the aim to sensitize the budding entrepreneurs and managers towards the various government schemes and their execution. As a part of the immersion, the students learned about the bottom of the pyramid sector.

In Manda village, students got the opportunity to interact with villagers and were able to understand their lifestyle and problems faced by them on routine basis. Students visited the local businesses and government schools and met with the authorities. They conducted various surveys and one such was at Chandra Prabha Dam to understand the irrigation system in a hilly rural area and survey of a below poverty line village to understand the health development in rural India.

The immersion programme at Indore, students went to industrial trips on "The Tempus Factory" and "The Vishal Fab Lab". The meetings with the village Sarpanchs, district magistrate, teachers, and CEOs of the enterprises helps them understand their working and problems. The students also got the privilege to meet Dr. Janak Palta McGilligan, a Padma Shri recipient, social worker, and the founder-director of Jimmy McGilligan Centre for Sustainable Development.

In Rural Immersion Programme in Bhilwara, students conducted on-ground study and understood the cultural background, buying behaviour, and perceptions of people living in rural Rajasthan. They interacted with small shopkeepers and entrepreneurs while solving some challenging business solutions and thereby bridging a gap between theory and practice. The students visited the village Devdungri, the place where the fight for the Right to Information (RTI) Act and Minimum Wage act started through Mazdoor Kisan Shakti Sangathan (MKSS), founded in 1994.



# OUTBOUND LEADERSHIP PROGRAMME AT TATA STEEL ADVENTURE FOUNDATION



A group of 53 students went for the Outbound Leadership Programme that was conducted in association with TATA Steel Adventure Foundation (TSAF) in Jamshedpur, Jharkhand, from 27th August to 3rd September'22 wherein the students learnt leadership and team-building skills amongst others.

This impactful journey helped them to become more adaptable to the situation at hand and invoked a team-spirit in all. The students worked with enthusiasm and completed several obstacle courses and adventure activities in the midst of the nature.

This programme taught them to be resilient and active and also helped the students to overcome their fears and phobias.

The students were put in harsh conditions that made them push their physical and mental endurances. The programme was designed for future managers to help them inculcate managerial skills related to different circumstances and backgrounds wherein students took up on the roles of team leaders as well as team players.

Students were put through a series of adventure activities like caving, rappelling, zip-lining, rafting, and finally ending the programme with trekking. The diverse group was instilled with motivation, team-building, and coordination skills throughout this outbound programme.



# STUDENT BODIES

## MANAGEMENT GRID

Founded in 1995, the Management Grid is the apex student body at LBSIM, Delhi. It coordinates and manages day-to-day activities associated with student life, including academic, co-curricular and extra-curricular activities. In addition to facilitating and enhancing the quality of life and learning on campus, the Students' Council represents a diverse community of motivated students.

The Management Grid also assists Cells/clubs/committees in conducting and organising various co-curricular and extra-curricular activities or events. Student Council members bring ideas, requests and feedback to the meetings using a democratic process to incorporate students' voices and make decisions that have an impact on the entire institution. The student body also assists in the placement process, coordinates cultural and sporting activities on campus, as well as many other activities like conferences, seminars, guest lectures, workshops, annual fest TATVA and social initiatives like Rural Immersion, Social Immersion and Outreach Program to nurture the socially sensitive business leaders.

This freedom allows LBSIM students to experience management outside of the classroom, take part in and promote initiatives that can have a positive impact on students, the institute, and also the environment to which we belong.

The following bodies work under the direct control and guidance of the Management Grid.

## REMINISCENCE - THE ALUMNI CELL

The Alumni Cell of LBSIM, a part of the Alumni Foundation of the Institute, is an official body dedicated to strengthen and maintain the ties between the alumni and the Institute. We believe that any institution's alumni are key to its growth. The Alumni Cell is responsible for maintaining an engaged alumni network through Chapter Meets all over India, Grand Alumni Meet, Alumni Connect Sessions, Annual Alumni Magazine (Reflections) and the Outgoing Batch's Yearbook. The Alumni Cell has successfully organized TEDx at the LBSIM campus thrice with people from diverse avenues coming and sharing their thoughts and ideas. The Alumni cell maintains an updated database of the alumni base with over 4000 members.

## PLACEMENT CELL

True to its student centric approach, LBSIM has a completely student driven Placement Cell which works under a faculty-in-charge to carry out the placement process for the students of the Institute. It acts as a facilitator between the corporates and the students. The team consists of highly motivated and goal-oriented individuals who are selected through a rigorous process. The team works throughout the year to fetch internship and placement opportunities for the students along with maintaining a strong relationship with the industry via its flagship Annual Outreach program, guest lectures and live projects.



## DIVISIONS



### ENRICHMENT DIVISION

To facilitate the Up-Skill initiatives of the Management Grid, the Co-Curricular Clubs, or the faculty in the form of seminars, events, workshops, lectures and sessions.



### EXTERNAL LIAISON DIVISION

To encourage all the Student Practitioners of Management Sciences to pursue holistic development competitions and events organised by other B-Schools.



### SPONSORSHIP DIVISION

To endow the student-driven initiatives while providing corporate exposure with management learnings to the student fraternity and widening the branding of the Institute as well as the stakeholders involved.

## CO-CURRICULAR CLUBS

All Institute Clubs are governed directly by the Management Grid and work on upskilling and developing the acumen of the specified skill set for which the club stands.



### CEREBRATE

The Strategy and Consulting Club of Lal Bahadur Shastri Institute of Management seeks to bridge the gap between the industry and the aspiring managers by providing avenues to inculcate apposite skill-sets, understand the industry, solve real-time strategic challenges, and gain sufficient exposure before moving onto the consulting and strategy macrocosm. Right from organising strategically planned, highly interactive fun events that tire one's brain after being put on the tracks of brainstorming but also leave one with a fun element, we focus on one's conducting learnings as well by business simulation games, case study competitions, and time-to-time interactions with industry veterans-workshops, expert interviews and webinars.



### DARE

The Data Analytics and Research Enthusiats Club of LBSIM subscribes to the idea of reaching the summit, in concert, as one big family. We have made countless memories during events like DARE Analytica and DQuest. The sponsorship of Henry Harvin helped us gain a fruitful experience. We also have on-board DataCamp Platform to help our students learn and explore the world of analytics. Along with this, we also organise many sessions, games, and activities with lots of fun, excitement, knowledge and wisdom that DARE has to offer.



### EBSB

The Ek Bharat Shreshtha Bharat is an initiative at Lal Bahadur Shastri Institute of management which has the goal of fostering greater interaction and mutual comprehension among individuals from diverse Indian states and Union Territories by means of state/UT pairing. The association undertakes endeavours to cultivate a lasting and well-organized cultural linkage among students encompassing language acquisition, cultural practices, heritage, music, culinary traditions, tourism, sports, and the exchange of exemplary methodologies, among other aspects.



### **E-CELL**

We are the entrepreneurship Cell of LBSIM. Our objective is to bring out the entrepreneurial talent in the students and provide them real-time business experience. We provide a platform to nurture and enhance the business ideas helping in the application of one's theoretical learning in day-to-day business management. Along with interactive sessions, guest lectures, workshops, publishing articles, writing journals and conducting events, we are also setting up an incubation centre in the Institute and building a viable business model that can be passed on.



### **EUREKA**

Eureka is the Operations and Systems Club of LBSIM. We conduct campaigns, newsletters, event, seminars, conferences and various sessions in the domain. Our aim is to provide a platform to nurture and enhance students' theoretical foundation and application in the field of Operations, Supply Chain, Logistics and Systems. We assist to bridge the gap between classroom teaching and real-world application in various fields of Operations.



### **FINESSE**

The Finance and Economics club of LBSIM is a student driven initiative, where passion for learning and creating long-lasting memories is rewarded by wonderful opportunities and the flavour of competence.

Our Club is based on the ideology of compounding effect of knowledge sharing and growth which leads to our motto - Learn, Share and Grow. Our aim is to provide excellence and deliver compliance with our unwavering commitment to the batch, through our understanding of finance or economics and a continued focus on knowledge improvement in the finance domain.



### **GENESIS**

The Marketing Club of LBSIM is a club for aspiring marketers to nurture and hone their skills to be able to meet the competition in the coming years. Case Study Development, Workshops to help improve creative skills such as Print Ads, videos, Films, etc., Research Paper Presentations, Article Writing, Blogging, and Monthly Events to develop realistic marketing ideas are some of the club's main activities. Regular club meetings keep members informed about emerging business developments, social media, digital marketing, and various other concepts, instilling in them a desire to work on current trends and keeping up with the changing dynamics of marketing.



### **HRYTHM**

HRythm is the HR club of LBSIM. We at HRythm conduct event, seminars, conferences and various sessions to enhance the interpersonal and soft skills at large while encapsulating all the dimensions of HR. The main aim is to develop professionalism in individuals, provide a holistic outlook and prepare them to become efficient and effective leaders in their desired fields while simultaneously learning people skills. The club organises various events throughout the academic year which includes Team Building Games, Case study competitions, Role Plays on corporate issues, to name some of them.



### **PRC**

Public Relations and Communication Club - The PR and Admissions Club of LBSIM acts as an interface between the Institute and the outside world. It is our job to keep the outside world informed about everything in the institute: recent events, campus life, etc. The team works in the domains of designing, content delivery, 360-degree coverage of events, and communicating with many stakeholders via social media and print media on a regular basis. The AdCom team, which is part of MNC, works throughout the year to keep in touch with aspiring students through Pagalguu, Facebook, etc, and make sure that the admission process is conducted smoothly.



### **NIVESH**

The Student Managed Mutual Fund Club of LBSIM works with an objective to provide students with a real-life exposure to Indian capital markets and the functioning of the mutual funds industry. Nivesh, along with its investing activities, also organises several academic workshops and lectures including Equity Research Workshops, Investment Banking and Valuations. The club also publishes various journals, magazines which includes information on all the major sectors of Indian economy and articles written by budding financial analysts. Other than this, Nivesh publishes the most important news of the week compiled in a single weekly newsletter.



### **PLITHOS**

Plithos is the Literary and Debating club of LBSIM. From word play to oratory skills, the team aims to enhance one's creativity and perception. We not only encourage and provide a platform to raise questions against unjust validations, but also act as a forum for writers and a fanclub for avid readers. With the annual Lalita Shastri Debate Competition organised at national level, Gavaksh, the literary journal of LBSIM, and a plethora of other activities, the team inculcates an environment of learning where one always feels the true meaning of BELONGING. #WeGotYou





### SPARSH

Spash - The Social Initiatives Society of LBSIM, is dedicated to causes of social relevance and helps in developing a healthy mind set among the students which is necessary for them to become socially sensitive business leaders. The club organises socially beneficial initiatives both inside and outside the institute. The club has an association with two NGOs - Jaagriti and Chotisi Khushi. Every year we organize Diwali, Children's Day, Independence Day and Republic Day festivities with the underprivileged children and women of the society to promote social values and civic goals. We also organise Plantation drives, Clothes Donation drives, Women's Day celebrations, and Blood Donation camps among many other initiatives.



### Wevolve

Wevolve is the initiative under Lal Bahadur Shastri Institute of Management that focuses towards the mental health club which works for the promotion , protection and restoration of mental health regarded as a vital concern of individuals, communities and societies throughout the world. The initiative provides a supportive space for students to discuss mental well-being openly. Through workshops, seminars, and activities, the club raises awareness, breaks stigmas, and equips members with tools to manage challenges. By fostering understanding and self-care, it enhances emotional resilience and promotes a compassionate campus community.



### ZENITH

The Sports Management and Fitness club of LBSIM believes in incorporating sports into our daily lives. Our Mission is to promote all types of games and to promote a healthy lifestyle. Zenith has shown that it can fit and adapt to any scenario, as we believe in never giving up. We conduct major events like - Rannbhoomi and Ranntavya, where, in addition to the tournaments in each sport, we have different events organised to hone our managerial skills in sports. Our quarterly magazine, Rannkaushal, gives regular insights into the world of sports while inviting people to participate in the exchange of ideas on the games they love.

## CULTURAL COMMITTEE

The cultural committee of LBSIM is a student entity which is responsible for the organisation of various cultural events, such as Dandiya night and Cult night for example throughout the year and provides a platform to the students for displaying their creativity and talent. The Committee oversees 4 Cultural Clubs that are active in the arts of Dance, Drama, Music and Fashion with all its activities being largely student-driven under the guidance of faculty members.



Abhivyakti is a family of talented actors with a lot of enthusiasm and zeal to perform. The club helps the students to express themselves in Dramatics. It gives students a golden opportunity to realise their talents. The Club helps theatre enthusiasts to showcase and develop their acting, writing and directional skills. The club consistently won the laurels for the Institute at various inter B-school stage events as well as street plays. At the core, the club encourages students to appreciate the art of theatre and dramatics and break stereotypical and cultural stigmas.



With the enrapturing melody to captivate the soul, put forth by our crew in myriad forms - may it be through the soulful crooning or the alternating musical trills of the guitar or the ghost notes beautifying the transcription of the drums, we at Mantra believe that the key to the ultimate nirvana rests in music. To enchant you all with the reverberations that resonate within us, we plan a series of events such as unplugged night, solo singing competitions, battle of bands and cult night along with the annual events in Tatva being Fortrock and Vocaholics.



Razzmatazz is the Dance Society of LBSIM, which brings together energetic people from various backgrounds to enable them to express themselves through Dance. We are known to deliver sizzling performances. Members of this club share the same passion for dance and continue to bring in amazing performances for all. We organise various events throughout the year such as Fit'nLit, Dance Competitions, Dandiya Night for the students to dance and get away with MBA Blues.



Class, Elegance and Sytle: These three words perfectly define the essence of Vogue, the Fashion Society of LBSIM. Vogue is a team of creative, supportive, strong and confident Shastrians who have a keen interest in fashion, lifestyle, and personal aesthetic building. With the idea that fashion is something to take pride in, and to be embraced, create magic on the ramp wherever we go! We believe that outfits can be a fantastic reflection of who a person is and create a space where people can develop their own taste in fashion which helps introduce them to new ideas and possibilities.



## ACADEMIC ADMINISTRATION

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Dr. Samant Shant Priya	: PGDM (General)
Dr. Smita Dayal	: PGDM (Financial Management)
Dr. Anchal Gupta	: PGDM (Research & Business Analytics)
Dr. Gaurav Joshi	: PGDM (E-Business)
Dr. Ishmeeta Singh	: PGDM (Business Administration) (Weekend Classes)
Dr. Balram Tyagi	: Fellow Programme in Management

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Dr. Gautam Negi	: Finance & Accounting
Dr. Sushil Dixit	: General Management
Dr. Rekha Gupta	: Information Technology
Dr. Moni Mishra	: Organisational Behaviour & Human Resources
Dr. Balram Tyagi	: Operations Management & Business Analytics
Dr. U Manohar Bhat	: Marketing

### Administrative Team

Col. Ajay Sood	: Chief Administrative Officer & Controller of Examinations
Mr. Nimitesh Kumar	: Chief Finance Officer
Ms. Manisha Trikha	: P.S. to Director & Sr. Staff Officer
Mr. S. P. Kaushik	: Sr. Finance Officer
Mr. Sachin Kherra	: Sr. Administrative Officer & Admission Co-ordinator
Gp. Caption Vinod K Singh	: Sr. Controller of Examinations
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Mr. A. K. Rana	: Estate Supervisor
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Mr. Amit K. Pandey	: Asst. Civil Engineer
Mr. Ashwani Kumar	: Sr. Technician
Mr. Sushant Goyal	: Site Engineer
Mr. Rahul Ranjan	: Computer Lab Assistant
Ms. Priyanka Tiwari	: Admission Assistant
Ms. Bhumika Banderwal	: Office Assistant
Ms. Palak Arora	: Research Associate (FPM Programme)

# ADVISORY BODY

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24.	Prof. Sunil Sharma	Professor, FMS, University of Delhi
25.	Dr. Praveen Gupta	Director, LBSIM, Delhi
26.	Dr. G. L. Sharma	Head-New Projects, LBSIM, Delhi
27.	Dr. Rekha Gupta	Professor, LBSIM, Delhi (Member Secretary)



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