



KNOWLEDGE TAKES YOU BEYOND THE OBVIOUS



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

**ADMISSION BROCHURE 2022
POST GRADUATE DIPLOMA PROGRAMMES**



LAL BHADUR 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.

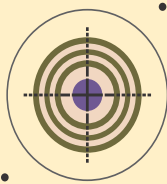
Shri Lal Bahadur Shastri, born on October 2, 1904, came from a humble background, and rose to become the Prime Minister of India. A firm believer in the social responsibilities of business enterprises, he looked at the economic and social realities of Indian life with a clear vision, never allowing his 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 testimony to this fact. The creation of the Central Vigilance Commission to handle corruption was another remarkable step towards making India a free and powerful nation.

Shastri Ji's 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 K. SHASTRI

Former Union Minister
Chairman

SHRI J. P. AGGARWAL

Industrialist
Vice-Chairman

PROF T. N. KAPOOR

Former Vice Chancellor
Panjab University, Chandigarh

SHRI RAJEEV DUBEY

Principal Advisor
Mahindra & Mahindra Ltd.

PROF MADHU VIJ

Professor (Finance & Accounting)
Faculty of Management Studies
University of Delhi

SHRI SHEKHAR BHARGAVA

Senior Advocate, Indore

PROF D. P. GOYAL

Director
IIM Shillong

PROF P. K. JAIN

Professor of Finance &
Modi Chair Professor
Dept. of Management Studies, IIT Delhi

DR R. L. RAINA

Vice Chancellor
Jaipur National University, Jaipur

SHRI K. J. JAWA

Managing Director & CEO
Daikin Air-conditioning India Pvt. Ltd.

DR K. C. MISHRA

Former Vice Chancellor,
Sri Sri University, Bhubaneswar

SHRI ADARSH SHASTRI

Alumnus LBSIM, Delhi
Ex-Member of the Legislative Assembly, Delhi

DR PRAVEEN GUPTA

Director, LBSIM, Delhi
Member-Secretary

LBSIM OVER THE YEARS



2021

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



2020

LBSIM launches FPM Programme with AICTE Approval



2020

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



2015

Bloomberg Lab with 12 Terminals set-up



2014

LBSIM becomes member of international accreditation body - AACSB



2014

AIU grants equivalence to PGDM (Finance)



2011

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



2010

AIU grants equivalence to PGDM (General)



2008

PGDM (Finance) programme launched with AICTE Approval



2000

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



1997

First batch of PGDM (General) graduates



1996

3-year PGDM (Part-Time) started



2019

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



2018

- LBSIM launches PGDM (R&BA) with AICTE approval
- LBSIM undertakes Social Immersion Programme in association with NSDC



2013

PGDM (Finance) gets NBA accreditation



2012

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



2011

15-month PGDM (Executive) started



2007

PGDM (General) gets NBA accreditation



2005

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



2001

3-year MCA started with approval from IP University



1996

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



1995

First batch admitted to PGDM (General) programme



1995

LBSIM started in a modest building in R. K. Puram, New Delhi



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 recognised 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.

The Institute, in its 26 years of existence, 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

The Institute offers a wide range of management programmes starting with its flagship Two-Year Post Graduate Diploma in Management (General) to the Fellow Programme in Management. **LBSIM is recognised by the All India Council for Technical Education (AICTE), Ministry of Education, Government of India.** Currently, the Institute offers the following programmes which are recognised by AICTE:

- Two-Year Full-Time Post Graduate Diploma in Management (General)
- Two-Year Full-Time Post Graduate Diploma in Management (Financial Management)
- Two-Year Full-Time Post Graduate Diploma in Management (Research & Business Analytics)
- Two-Year Full-Time Post Graduate Diploma in Management (Artificial Intelligence & Data Science)
- Two-Year Full-Time Post Graduate Diploma in Management (E-Business)
- Three-Year Post Graduate Diploma in Management (27 Months)
- 15-Month Full-Time Post Graduate Diploma in Management (Executive)
- Fellow Programme in Management (FPM & E-FPM)

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





POST GRADUATE DIPLOMA IN MANAGEMENT (GENERAL) (2022-24)

The Two-Year Post Graduate Diploma in Management (PGDM) 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 he/she may contribute fully to the economic and social growth of the society and the nation.

PROGRAMME 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 objectives are as follows:

- PO-1: To impart a modern, holistic management education with a global perspective.
- PO-2: To create a cadre base of professionals to serve trade and industry requirements through regular corporate interface.
- PO-3: To produce responsible citizens who remain sensitive towards fulfilment of societal goals through Shastrian values.
- PO-4: To constantly foster national and international engagements to make the participants abreast of latest trends.
- PO-5: To equip students with critical thinking, effective communication skills and team spirit.

PROGRAMME LEARNING GOALS

- LG-1: Build a judicious blend of specialised knowledge, strategic thinking and management skills.
- LG-2: Develop management professionals with a global mindset through guest lectures, case studies, corporate interface and seminars.
- LG-3: Identify business problems and provide effective solutions.
- LG-4: Develop empathy and social consciousness through Shastrian values.
- LG-5: Prepare business leaders with a deeper understanding of ethics.
- LG-6: Develop cognitive skills and enhance oral, written and interpersonal communication skills.
- LG-7: Demonstrate the ability to critically analyse the business environment through application of contemporary analytical tools and software.

PROGRAMME STRUCTURE

The Two-Year Full-Time Post Graduate Diploma in Management (General) programme consists of six trimesters. The course structure has been designed to ensure that the management graduates of LBSIM develop a judicious blend of strategic thinking, tactical implementation, specialised 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 specialised study in various functional areas. The students are required to study 21 core courses and undertake Summer Training at the end of the first year. The students also have the opportunity to study a foreign language as an optional course.

The PGDM Student connect programme is offered before the commencement of regular classes to help the incoming candidates cope with the rigours of the PGDM Programme by offering courses that bridge the knowledge gap between the undergraduate degree (in different domains) & the PGDM Curriculum.

In the second year, the students need to opt for 12 electives in addition to the six compulsory courses. This enables them to pursue in-depth and rigorous learning in the areas of their specialisation. 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 project training 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 is guided by a faculty guide/mentor and provides an opportunity to individual students to pursue an research in the specific area(s) of interest. The study is expected to be comprehensive and an integration of several fields of study to arrive at solution(s) to research problem(s). 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 formulation of 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 power point presentation before an external panel and a viva-voce.

PGDM (GENERAL) PROGRAMME CURRICULUM

YEAR-I

Trimester I

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

Trimester II

- Government, Business & Society
- Legal Aspects of Business
- Corporate Finance
- Cost & Management Accounting
- Human Resources Management
- Management Science
- Operations Management

Trimester III

- International Business Environment
- Business Ethics
- Strategic Management -I
- Financial Institutions & Markets
- Marketing Research
- Project Management
- Emerging Technologies in Business

YEAR-II

Trimester IV

- Strategic Management-II
- Entrepreneurship
- Corporate Governance
- Elective - 1
- Elective - 2
- Elective - 3
- Elective - 4

Trimester V

- Leadership
- Consulting & Advisory Practices
- Sustainability/Disaster Management
- Elective - 5
- Elective - 6
- Elective - 7
- Elective - 8

Trimester VI

- Elective - 9
- Elective - 10
- Elective - 11
- Elective - 12

ELECTIVES



MARKETING

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

ORGANISATIONAL BEHAVIOUR & HUMAN RESOURCE MANAGEMENT

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

FINANCE & ACCOUNTING

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

INTERNATIONAL BUSINESS

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

GENERAL MANAGEMENT

- Corporate Social Responsibility
- Global Strategy
- Public Policy & Analysis
- Management of Change
- Social Entrepreneurship
- Design Thinking
- Cross-Cultural Management
- Strategies & Processes of Negotiation

OPERATIONS MANAGEMENT & SYSTEM

- Information Security and Risk Management
- Business Intelligence & Data Mining
- Advanced Spreadsheet modeling with VBA
- Enterprise Systems
- Big Data Analytics
- Data Modelling and Visualization
- E-Commerce
- Supply Chain & Logistics Management
- Service Operations Management
- Project Management
- Total Quality Management
- Operations Strategy
- Data Science (using R)
- Advanced Data Science (using Python)
- Warehouse & Inventory Management
- Modelling & Optimization (OPS)
- Business Modeling & Simulations
- Machine Learning & Deep Learning
- Blockchain Technologies
- Business Analytics using SAS

The above list of electives is tentative 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. The final courses on offer is announced to students once they join the Institute.



POST GRADUATE DIPLOMA IN MANAGEMENT (FINANCIAL MANAGEMENT) (2022-24)

The Post Graduate Diploma in Management (Financial Management) programme launched in 2008 aims to create a cadre base of professionals having specialisation in the area of 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 recognise the interplay of finance with other disciplines.

PROGRAMME OBJECTIVES

- PO-1: To impart a comprehensive knowledge of financial management with a global perspective.
- PO-2: To create a cadre of finance professionals to serve industry requirements.
- PO-3: To produce socially sensitive and ethically responsible citizens through Shastrian values.
- PO-4: To foster national and international engagements and make participants relevant in a dynamic business world.
- PO-5: To develop financial acumen, critical thinking, effective communication skills and team spirit in students.

PROGRAMME LEARNING GOALS

- LG-1: Understand financial concepts, theories, and their implications on corporate financial decisions bearing in mind global concerns.
- LG-2: Identify and critically analyse business challenges and opportunities from a financial perspective.
- LG-3: Provide analytical and problem-solving skills using contemporary tools and resources.
- LG-4: Encourage the path to ethically and socially sound decisions.
- LG-5: Expose participants to global best practices and nurture a progressive mindset.
- LG-6: Demonstrate effective oral and written business communication skills.

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 21 courses covering Economics, Human Relations, Quantitative Techniques, Financial & Cost Accounting, Corporate Finance and Information Technology.

The PGDM Student connect 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 between the undergraduate degree (in different domains) & the PGDM (Financial Management) Curriculum.

In the second year, students have to opt for 6 electives in addition to 11 compulsory courses. This enables the students to pursue an in-depth learning in the area of their specialisation. 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 a summer internship in a company of repute for the duration of 8-10 weeks as a part of the course curriculum after the third trimester examinations. This internship provides an opportunity to the students to have a first-hand practical exposure and familiarise them with the conceptual and analytical skills acquired in the classroom and relate them to actual managerial practices. The project is evaluated by faculty members of the Institute and the experts from organisations where the project was carried out. If the evaluation falls below the expected level, the student is not promoted to the second year.

FINAL RESEARCH PROJECT

Final Research Project (FRP), a compulsory course carrying a maximum of 200 marks is to be undertaken in the second year. The project provides an opportunity to individual students to pursue an in-depth research in the specific area(s) of interest and is guided by a faculty mentor. The study is comprehensive and an integration of several fields of study to search for solution(s) to a research problem. 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 culminates in a thesis submission, presentation before a panel of external experts and a viva voce.

PGDM (FINANCIAL MANAGEMENT) PROGRAMME CURRICULUM

YEAR-I

Trimester I

- Managerial Economics
- Business Communications
- Financial Reporting, Statements Analysis
- Financial Institutions and Markets
- Marketing Management
- Organisational Behaviour
- Quantitative Methods for Management

Trimester II

- Government, Business & Society
- Legal Aspects of Business
- Corporate Finance
- Cost and Management Accounting
- Financial Statement Analysis
- Business Research Methods
- Management Science

Trimester III

- International Business Environment
- Corporate & Securities Law
- Investment Analysis and Portfolio Management
- Management of Financial Services
- Commercial Bank Management
- Human Resource Management
- Operations Management

YEAR-II

Trimester IV

- Strategic Management
- Financial Analytics
- Business Valuation & Modelling
- Financial Derivatives
- Elective - 1
- Elective - 2

Trimester V

- Business Ethics and Corporate Governance
- Fixed Income Securities
- Mergers, Acquisitions & Corporate Restructuring
- Personal Wealth Management
- Elective - 3
- Elective - 4

Trimester VI

- Fintech, Blockchain & Cybersecurity
- Behavioural Finance
- International Financial Management
- Elective - 5
- Elective - 6

ELECTIVES



INVESTMENT MANAGEMENT

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

RISK MANAGEMENT

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

BANKING & FINANCIAL SERVICES

- Corporate Banking & Trade Finance
- Insurance Products
- ALM & Treasury Management

STRATEGIC ACCOUNTING & CONTROL

- Corporate Governance and Reporting Practices
- Management Control System
- Strategic Cost Management





POST GRADUATE DIPLOMA IN MANAGEMENT (RESEARCH & BUSINESS ANALYTICS) (2022-24)

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. It provides opportunities of hands-on learning through industry driven research & analytics projects in finance, marketing, retail, operations, human resources and other business domains.

PROGRAMME OBJECTIVES

The Programme is designed to impart industry-aligned knowledge and training to students and help them enhance their managerial and decision-making skills. The Programme objectives are as follows:

- PO-1: To impart a comprehensive knowledge of research and business analytics with a global perspective.
- PO-2: To create a cadre of business professionals with analytical & decision-making skills.
- PO-3: To produce socially sensitive and ethically responsible citizens through Shastrian values.
- PO-4: To foster national and international engagements and make participants relevant in a dynamic business world.
- PO-5: To develop among the students analytical acumen, innovative thinking, effective communication skills and team spirit.

PROGRAMME LEARNING GOALS

- LG-1: Understand the role of research & analytics to improve decision-making.
- LG-2: Acquire advanced skills that are relevant for global business opportunities.
- LG-3: Learn to critically analyse business problems and apply appropriate methods.
- LG-4: Develop hands-on experience with analytical tools and softwares.
- LG-5: Prepare business leaders with a deeper understanding of ethics.
- LG-6: Develop an ability to communicate results of research projects to both technical and non-technical audience.
- LG-7: Exhibit effective collaboration and leadership skills with an innovative mindset.

CURRICULUM DESIGN

The PGDM 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 Modeling, Economics, Accounting, Marketing, Human Resource Management, Business Communication, etc. Students are required to secure a minimum CGPA of 5.00 for promotion to the second year. In addition to this, students should not have secured more than three F grades.

The PGDM Student connect programme is offered before the commencement of regular classes to help incoming candidates cope with the rigours of the PGDM (Research & Business Analytics) Programme by offering courses that bridge the knowledge gap between the undergraduate degree (in different domains) & the PGDM (Research & Business Analytics) Curriculum.

In the first year, students are required to undertake a term paper, which gets evaluated in the second year and needs to be published in a reputed journal/conference proceedings. 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. 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 functional areas which sharpen their cross-functional skills. During this year, students also undertake a final research project under the guidance of a faculty member with the aim of gaining insights into actual corporate realities by studying a business problem or a situation. Participants are also required to complete online certifications which carry credits.

SUMMER INTERNSHIP

After the completion of the first year examinations, each student is required to undertake a summer training in a reputed company for the duration of 8-10 weeks as part of their course curriculum. This training provides students an opportunity to relate the conceptual and analytical skills acquired in classroom with actual managerial practices.

TERM PAPER

Term paper (TP) is considered as one core course. Students are expected to choose a business problem and solve it by applying relevant analytical skills related to Artificial Intelligence and Machine Learning. TP is guided by a faculty guide/mentor. Students are expected to write a research paper for the same and submit it for possible publication. The term paper ends with a research paper submission and a power point presentation before the external panel from academia and industry. The term paper gets evaluated in Term V.

FINAL RESEARCH PROJECT

Final Research Project (FRP), a compulsory course carrying a maximum of 200 marks is to be undertaken in the second year. The project, guided by a faculty mentor, provides an opportunity to individual students to pursue research in their specific area(s) of interest. The study is comprehensive and an integration of several fields of study to search solution(s) to a research problem. FRP gives an opportunity to students to take initiative and use cognitive and analytical skills to complete an individual project well beyond the regular curriculum. FRP culminates in a thesis submission, a presentation before a panel of external experts and a viva voce.

PGDM (R&BA) PROGRAMME CURRICULUM

YEAR-I

Trimester I

- Managerial Economics
- Business Communication
- Organizational Behaviour
- Accounting for Management
- Quantitative Methods of Management-I
- Marketing Management
- Programming for Analytics

Trimester II

- Government, Business & Society
- Human Resource Management
- Operations Management
- Corporate Finance
- Quantitative Methods of Management-II
- RDBMS & Data Warehousing
- Management Science

Trimester III

- Business Research Methods
- Business Ethics & Corporate Governance
- Project Management
- Natural Language Processing
- Machine Learning Analytics
- Data Modelling & Visualisation
- Legal Aspects of Business

YEAR-II

Trimester IV

- Strategic Management
- Advanced Machine Learning
- Consulting & Advisory Practices
- Entrepreneurship
- Elective 1
- Elective 2

Trimester V

- Deep Learning & AI
- Big Data & Ecosystem
- Leadership
- Elective 3
- Elective 4
- Term Paper (Evaluation)

Trimester VI

- Design Thinking
- Business Analytics using SAS
- Blockchain Applications
- Elective 5
- Elective 6
- Course of Independent Study (FRP)
HR Analytics* (Audit course/Workshop)

ELECTIVES



FINANCE ANALYTICS

- Financial Risk Analytics
- Time Series Analysis
- Credit Risk Modelling

OPERATIONS ANALYTICS

- Quality Analytics
- Supply Chain Analytics
- Reinforcement Learning

MARKETING ANALYTICS

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





POST GRADUATE DIPLOMA IN MANAGEMENT (ARTIFICIAL INTELLIGENCE & DATA SCIENCE) (2022-24)

Lal Bahadur Shastri Institute of Management, Delhi, a premier Business school in the country, for the first time, launches its 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 learnings 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 the programme from the academic year 2021. The programme has received 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 OBJECTIVES

- PO1: To impart a comprehensive knowledge of AI and DS technologies with a global perspective.
- PO2: To create a cadre of business professionals with technical, analytical and decision-making skills.
- PO3: To produce socially sensitive and ethically responsible citizens through Shastrian values.
- PO4: To foster national and international engagements with the academia as well as the industry to make participants abreast of the dynamic business environment.
- PO5: To develop in students a profound understanding of AI & DS techniques to enhance informed decision making.

PROGRAMME LEARNING GOALS

- LG-1: Understanding and learning required skills and emerging technologies related to Artificial intelligence and Decision Sciences.
- LG-2: Learn to critically analyze business problems and apply appropriate AI & DS techniques.
- LG-3: Hands on experience on programming languages and software related to AI & DS.
- LG-4: Portfolio creation and project development for showcasing the acquired skills in collaboration with academic and corporate mentors.
- LG-5: Application of information gained from research and projects for effective and ethical managerial decision-making.
- LG-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 (compulsory) 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 PGDM Student connect programme is offered before the commencement of regular classes to help incoming candidates cope with the rigours of the PGDM (Artificial Intelligence & Data Science) Programme by offering courses that bridge the knowledge gap between the undergraduate degree (in different domains) & the PGDM (Artificial Intelligence & Data Science) Curriculum.

In the second year, students opt for 2 elective areas in addition to 11 compulsory 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

The summer training offers an opportunity to the students to get hands-on practical experience and allows them to relate the conceptual, technical and analytical skills acquired in the classroom to actual practice. Every student is required to undertake a summer training in a reputed organisation for the duration of 8-10 weeks as a part of the course curriculum after the third trimester examination. They need to undertake a project assignment under the guidance of an academic mentor from the Institute and a corporate mentor. Each student is required to make a presentation before a panel along with submission of a summer internship report.

CAPSTONE PROJECT

As a part of the course curriculum, students are required to undertake a project study with the aim of researching a business problem or conducting an empirical study to test a theoretical model or a situation to gain an insight into actual corporate realities under the guidance of a faculty member. The Capstone project starts in Term-IV of the programme with the selection of a suitable research topic and submission of a synopsis, which is followed by a mid-term review of the progress in Term-V. The submission of the final report and presentation and the viva will take place in Term-VI. The Capstone project carries a total of 200 marks.

PGDM (AI & DS) PROGRAMME CURRICULUM

YEAR-I

Trimester

I

- Applied Mathematics
- Information Systems & AI Applications
- Python Programming
- Accounting for Management
- Marketing Management
- Spreadsheet Applications in Business
- Data Management Systems

Trimester

II

- Machine Learning -Supervised
- Managerial Economics
- Data Modelling & Visualization
- Statistics for Business
- Organisational Behaviour
- Corporate Finance
- Business Research Methods

Trimester

III

- Machine Learning-Unsupervised
- Optimisation Techniques
- Natural Language Processing
- Business Communication
- Legal Aspects of Business
- Financial Institutions & Markets
- Human Resource Management

YEAR-II

Trimester

IV

- Deep Learning
- Project Management
- Forecasting Techniques
- Strategic Management
- Elective - 1
- Elective - 2
- Capstone Project

Trimester

V

- Fuzzy logic and Evolutionary Computing
- Cloud Computing
- Big Data Analytics
- Consulting and Advisory Practices
- Elective - 3
- Elective - 4
- Capstone Project

Trimester

VI

- Data Privacy & Cyber Security
- Internet of Things
- Entrepreneurship
- Elective -5
- Elective 6
- Capstone Project

ELECTIVES



AI FOR MARKETING

- AI for Consumer Management
- AI in Retailing
- AI in e-Tailing

AI FOR FINANCIAL APPLICATIONS

- AI and ML in Financial Services
- AI in Investments
- Block Chain applications in Financial Services

ADVANCE AI

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



POST GRADUATE DIPLOMA IN MANAGEMENT (E-BUSINESS) (2022-24)

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 OBJECTIVES

The programme is meant to provide students with industry-relevant information and training, as well as to assist them in improving their management and decision-making abilities. The programme objectives are as follows:

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

PROGRAMME LEARNING GOALS

- LG-1: To identify and critically analyse business challenges and opportunities from an E-Business perspective.
- LG-2: To apply disciplinary knowledge of E-Business concepts and strategies at the activity, business process and enterprise levels to drive business results.
- LG-3: To combine analytical skills using emerging technologies to build distribution and supply chain resilience.
- LG-4: To exhibit effective oral and written business communication skills.
- LG-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 21 courses in the areas of Economics, Human Resources, Quantitative Techniques, Accounting and Finance and Information Technology.

The PGDM Student connect programme is offered before the commencement of regular classes to help incoming candidates cope with the rigours of the PGDM (E-Business) Programme by offering courses that bridge the knowledge gap between the undergraduate degree (in different domains) & the PGDM (E-Business) Curriculum.

In the second year, students are required to opt for 6 elective subjects in addition to 11 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

After the examination of the third trimester, each student is required to pursue a summer internship in a company of repute for the duration of 8-10 weeks as a part of the course curriculum. This project training allows students to gain first-hand practical experience and acquaint themselves by applying the conceptual and analytical abilities learned in the classroom to real-world management situations.

The faculty members of the Institute and specialists/mentors from the organisations where the project has been carried out review their projects. The student is not promoted to the second year if the assessment of summer training project falls below the expected level.

FINAL RESEARCH PROJECT

The Final Research Project (FRP) is a mandatory subject for 200 marks (equivalent to 6 credits). It begins in the middle of Trimester IV and must be finished in five months, concluding in January. The FRP allows students to investigate a topic in their area of interest with the help of a faculty mentor. The research is extensive and involves the integration of various disciplines of study to find a solution to a research problem. Students can utilise the FRP to take initiative, apply cognitive and analytical abilities and finish an independent project that is beyond the usual curriculum. The FRP concludes with a thesis submission, a presentation in front of a panel of external experts and a viva-voce.

PGDM (E-Business) PROGRAMME CURRICULUM

YEAR-I

Trimester I

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

Trimester II

- Government, Business & Society
- Business Research Methods
- Corporate Finance
- Management Science
- Operations Management
- E-Business Management
- Business Process Management

Trimester III

- Supply Chain Management
- Business Ethics
- Human Resource Management
- Design Thinking
- International Business Environment
- Digital Transformation
- Consumer Behaviour in Digital Age

YEAR-II

Trimester IV

- Platform Business
- Blockchain Technology
- Digital and Social Media Marketing
- Data Modelling and Visualisation
- Cyber Security
- Elective 1
- Elective 2

Trimester V

- Big Data Analytics
- Strategic Management
- Fintech
- Elective 3
- Elective 4

Trimester VI

- Consulting and Advisory Practices
- Business Intelligence and Data Mining
- Artificial Intelligence
- Elective 5
- Elective 6

ELECTIVES



- Project Management
- Entrepreneurship
- Sustainability and CSR

- Leadership
- Internet of Things
- Cloud Computing

- E-Customer Relationship Management
- Managing Virtual Organisations
- Legal Aspects of Business



POST GRADUATE DIPLOMA IN MANAGEMENT (27 MONTHS) (2022-25)

The Post Graduate Diploma in Management (27 Months) is a weekend programme which was started in 1996. It is designed for professionals working in the middle and senior levels in corporates, having a minimum of two years of work experience after graduation. Working executives who are already in the general management roles will find this programme ideally suited, as it will immensely enhance their strategic perspectives and decision-making capabilities.

PROGRAMME OBJECTIVES

- PO-1: To impart conceptual and functional knowledge to apply in real-life business situations.
- PO-2: To provide knowledge to enhance the competency of candidates as global managers.
- PO-3: To develop socially sensitive and ethically responsible citizens through Shastrian values.
- PO-4: To enhance critical thinking and decision-making skills.
- PO-5: To develop team spirit and effective communication skills.

PROGRAMME LEARNING GOALS

- LG-1: To identify key factors/causes of a business problem using quantitative tools and techniques and recommend suitable solutions.
- LG-2: To understand major global issues and trends and analyse their impact while making management decisions.
- LG-3: To examine issues relating to values and their impact on management decisions.
- LG-4: To develop empathy and social consciousness through Shastrian values.
- LG-5: To communicate issues at individual and group levels and leverage different views of the group in arriving at a consensus.

PROGRAMME STRUCTURE

The programme consists of nine trimesters. The student is provided a strong grounding in general management through core courses in first five trimesters and acquires specialised knowledge through a rich basket of electives in the next four trimesters. Besides this, each student undertakes a project study under the guidance of a faculty member during the third year. All classroom teaching takes place on Saturdays and Sundays. In the first year, 12 core courses with a total classroom teaching of 360 hours is covered. In the second year, a student studies 10 core courses and 2 electives totalling up to 360 contact hours. In the third year, the student covers four core courses and six electives with a total classroom teaching of 300 hours. This is supplemented by an end term project to which a student is required to devote 60 hours. Thus, the programme requires a student to complete 26 core courses, 8 electives and an end term project with a total of 1080 formal credit hours.

PGDM (27 MONTHS) PROGRAMME CURRICULUM

YEAR-I

Trimester

I

- Marketing Management - I
- Quantitative Methods of Management
- Management Accounting
- Business Communication

Trimester

II

- Managerial Economics
- Corporate Finance - I
- Marketing Management - II
- Management Science

Trimester

III

- Interpersonal Effectiveness & Group Dynamics
- Management Information Systems
- Operations Management
- Corporate Finance - II

YEAR-II

Trimester IV

- Government, Business & Society
- Legal Aspects of Business
- Consumer Behaviour
- Managing Work Organisations

Trimester V

- Managing People & Performance
- Marketing Research
- E-Commerce
- Personal Wealth Management

Trimester VI

- Supply Chain Management
- International Business Environment
- Elective-1
- Elective-2

YEAR-III

Trimester VII

- Strategic Management - I
- Entrepreneurship
- Elective -3
- Elective -4

Trimester VIII

- Strategic Management - II
- Elective-5
- Elective-6

Trimester IX

- Change Management
- Elective-7
- Elective-8
- End Term Project Study

ELECTIVES



MARKETING

- B2B Marketing
- Consumer Behaviour
- Integrated Marketing Communication
- Services Marketing
- International Marketing
- Digital and Social Media Marketing
- Strategic Brand Management
- Sales & Distribution Management

OPERATIONS MANAGEMENT & SYSTEM

- Advanced Spreadsheet Modelling with VBA
- Data Modelling and Visualization
- Service Operations Management
- Project Management
- Total Quality Management
- Data Science (using R)

FINANCE & ACCOUNTING

- Investment Analysis & Portfolio Management
- Financial Derivatives
- Management of Financial Services
- Project Appraisal, Financing & Control
- Management of Banks and Financial Institutions
- Business Valuation

ORGANISATIONAL BEHAVIOUR & HUMAN RESOURCE MANAGEMENT

- Strategic HRM
- Training & Development
- Performance Management
- Compensation Management
- Recruitment & Selection

INFORMATION TECHNOLOGY

- Business Intelligence & Data Mining
- E Commerce



POST GRADUATE DIPLOMA IN MANAGEMENT (EXECUTIVE) (2022-23)

The Post Graduate Diploma in Management (Executive) is a full-time AICTE approved 15-month programme designed specifically for high-performing professionals with work experience. Primarily aimed at grooming Experienced Executives for a General Management role in the Functional Domain with a Global Orientation, the programme is designed with five distinct modules, namely, foundation, functional, internationalization, integration, and dissertation. The programme brings a global perspective to the participants through an international immersion module as a part of the curriculum, which is designed to give students an opportunity to broaden learning and deepen knowledge about an increasingly globalized economic environment.

Structured around a visit to an emerging economy such as BRICS nations an Eastern European nation or to a developed one in the Asian region like Singapore or South Korea, the class spends two weeks in the country and is hosted by one of the top local business schools. They attend lectures on the destination country's economy and society with specific emphasis on issues affecting business and industry; go on field visits to local plants and corporate offices; meet business and government leaders; attend cultural events and visit historical sites to understand the cultural nuances of the country. The participants are also exposed to a personal growth lab and an assessment centre that ensures a better self-appreciation and discover for the areas of strength and personal development.

PROGRAMME HIGHLIGHTS

- A full-time programme taught by the best of faculty and industry practitioners.
- Contemporary course curriculum comprising five phases of Foundation, Functional, Internationalization, Integration and Dissertation.
- Immersion programme in a foreign university for 7 to 10 days.
- The PGDM-EX programme provides participants the opportunity of social immersion as a part of the sustainability and social responsibility course.
- Strong Industry Interface
- A unique course on contemporary issues in management offered by leading industry practitioners allowing participants an opportunity to debate and discuss the current issues that managers and leaders encounter.
- Based on the philosophy of 'Knowing by Doing', the programme architecture has outcome-centered Elements of Knowledge, Skills, and Attitude which are built into the programme through various courses, workshops, simulations, field projects and experiential learning through social immersions.

PROGRAMME OBJECTIVES

- PO-1: To impart conceptual knowledge and functional competency with a global perspective.
- PO-2: To enhance leadership skills enabling them to take higher corporate responsibilities.
- PO-3: To develop socially sensitive and ethically responsible citizens through Shastrian values.
- PO-4: To augment analytical and integrative thinking to facilitate effective decision-making.
- PO-5: To sharpen effective communication skills and cross-functional teamwork.

PROGRAMME LEARNING GOALS

- LG-1: Anticipate, assess, and respond to dynamic business opportunities and threats from an organisational point of view.
- LG-2: Familiarise the participants with global factors affecting business.
- LG-3: Learn from a peer group having a varied professional experience.
- LG-4: Utilise knowledge in all functional areas for better understanding of strategic implications.
- LG-5: Develop capabilities for leading and managing people through change.

PGDM (EXECUTIVE) PROGRAMME CURRICULUM

YEAR-I

Trimester I

- Managerial Economics
- Business Communication
- Managerial Accounting
- Marketing Management
- Organisational Behaviour
- Quantitative Methods for Decision Making
- IT for Business

Trimester II

- Economic Environment of Business
- Corporate Finance
- Marketing Research
- Managing People & Performance
- Operations Management
- Operations Research
- Term Paper-I

Trimester III

- Strategic Management
- International Business
- Financial Institutions & Markets
- Elective-1
- Elective-2
- Elective-3
- Term Paper-II

Trimester IV

- Business Ethics & Corporate Governance
- Organisational Leadership
- Elective-4
- Elective-5
- Elective-6
- Elective-7
- Term Paper-III
- Term Paper-IV

Trimester V

- Final Research Project

ELECTIVES



MARKETING

- B2B Marketing
- Consumer Behaviour
- Integrated Marketing Communication
- Services Marketing
- International Marketing
- Digital and Social Media Marketing
- Strategic Brand Management
- Sales & Distribution Management

INFORMATION TECHNOLOGY

- Business Intelligence & Data Mining
- E Commerce

FINANCE & ACCOUNTING

- Investment Analysis & Portfolio Management
- Financial Derivatives
- Management of Financial Services
- Project Appraisal, Financing & Control
- Management of Banks and Financial Institutions
- Business Valuation

ORGANISATIONAL BEHAVIOUR & HUMAN RESOURCE MANAGEMENT

- Strategic HRM
- Training & Development
- Performance Management
- Compensation Management
- Recruitment & Selection

OPERATIONS MANAGEMENT & SYSTEM

- Advanced Spreadsheet Modelling with VBA
- Data Modelling and Visualization
- Service Operations Management
- Project Management
- Total Quality Management
- Data Science (using R)



FELLOW PROGRAMME IN MANAGEMENT (FPM & E-FPM)

The Fellow Programme in Management (FPM & E-FPM) at LBSIM is a doctoral level programme that aims to promote research and scholarship in the areas of management education. It grooms promising young researchers to be innovative teachers, problem-solvers and thinkers in the business disciplines of economics and international business, finance, public policy, marketing, operations management, organisational behaviour, strategy, information systems etc. These are the niche areas wherein the Institute and its faculty have gained recognition and rewards over its 26 years of excellence. 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 a FPM participant, 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 towards becoming a premier institution with a mandate for research. It prepares FPM participants for faculty positions at leading institutions in the country. As a 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 organisations, government and social sector.

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.30000/- 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.35000/- 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.50000/- 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

PGDM (General), PGDM (Financial Management), PGDM (Research & Business Analytics), PGDM (Artificial Intelligence & Data Science) & PGDM (E-Business) (Batch: 2022-24)

- LBSIM seeks admission to the PGDM (General), PGDM (Financial Management), PGDM (Research & Business Analytics), PGDM (Artificial Intelligence & Data Science) & PGDM (E-Business) programmes through a rigorous selection process comprising scores from competitive examinations like CAT, XAT & GMAT, followed by a Written Ability Test (WAT)/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

- To be eligible for admission to the PGDM Programmes, the participants must possess a 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 2022 can also apply. However, such candidates have to 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, 2022. 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 short listing 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 take the Common Admission Test (CAT 2021) conducted by IIMs on November 28, 2021 (Sunday), Xavier Aptitude Test (XAT 2022) conducted by XLRI on January 2, 2022 or should have a valid GMAT score in a test taken between October 1, 2021 and January 15, 2022.
- 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, 2021 and January 15, 2022.
- 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 on the basis of CAT/XAT/GMAT scores, prior academic performance, work experience and other information disclosed in the application form. Only shortlisted candidates will be called for Written Ability Test/Extempore, Group Discussion, and Personal Interview which will be held during February and March 2022.
- The 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. Result of the selected candidates shall be displayed on the Institute's Notice Board and also uploaded on the Institute's website: www.lbsim.ac.in

In the wake of uncertainty persisting due to COVID-19, the Institute may hold Extempore online in place of WAT as part of the admission process to all PGDM programmes during February-March 2022. The Selection Process may be modified in view of the situation prevailing at that time of the year.

HOW TO APPLY

- Besides registering for CAT 2021/XAT 2022/GMAT, candidates are also required to register with LBSIM, Delhi through a separate Application Form which will be available along with Information Brochure & also online @ www.lbsim.ac.in
- The Admission Brochure containing the Application Form is available with the Admissions Coordinator, Lal Bahadur Shastri Institute of Management, Delhi on all working days at LBSIM Dwarka Campus also on payment of Application Fees of Rs. 1,250/- in cash or through a Demand Draft. (Please add Rs.75/- for obtaining the Information Brochure by post within India and Rs.200/- outside India) or <https://forms.lbsim.ac.in> starting from October 1, 2021.
- Alternatively, candidates can also apply Online at <http://www.lbsim.ac.in>. For online application submission, candidates need to pay Rs. 1250/- either through Credit/Debit card or Net Banking.

COMPLETED APPLICATION FORMS (OFFLINE MODE) MUST BE SENT TO:

- Admissions Coordinator, Lal Bahadur Shastri Institute of Management, Plot No.-11/7, Sector-11, Dwarka, New Delhi-110075.

INTERVIEW CENTRES

- WAT, Group Discussion and Personal Interview would be conducted at the following centres: Delhi, Chandigarh, Mumbai, Hyderabad, Bengaluru, Chennai, Thiruvananthapuram, Indore, Bhubaneswar, Kolkata, Guwahati, Patna and Ahmedabad. GD/PI centres can be changed by the Institute at its discretion. The candidate is required to select one centre at the time of applying for registration with LBSIM.

IMPORTANT DATES:

| | | |
|--|---|---|
| Common Admission Test (CAT) | : | November 28, 2021 (Sunday) |
| Xavier Aptitude Test (XAT) | : | January 2, 2022 (Sunday) |
| Issue of LBSIM Application Brochure | : | October 1, 2021 (Friday) onwards |
| Last date of Receipt of Completed Form | : | December 22, 2021 (Wednesday) |
| GD/PI dates | : | February-March 2022 |
| Result Declaration | : | April 2022 |
| Fee deposit | : | April-June, 2022 |
| Programme commences | : | June 15, 2022* (As per AICTE Academic Calender) |

*Tentative

ADMISSION OFFER

Successful candidates will be intimated of their final selection in April-June 2022. The result will also be uploaded on LBSIM's website. 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.*

POST GRADUATE DIPLOMA IN MANAGEMENT (27 MONTHS) (BATCH: 2022-25)

Eligibility: Three Year Bachelor's Degree in any discipline from any Indian/foreign University with a minimum of two years' experience, Company sponsored candidates will be preferred. The selection will be based on WAT, GD & PI.

POST GRADUATE DIPLOMA IN MANAGEMENT (EXECUTIVE) (BATCH: 2022-23)

Eligibility: Three Year Bachelor's Degree in any discipline with at least 50% marks. Minimum five years' experience. The selection will be based on scores obtained in CAT/XAT/GMAT or test conducted by LBSIM and personal interview.



FEES AND OTHER CHARGES

PGDM (General), PGDM (Financial Management), PGDM (Research & Business Analytics) PGDM (Artificial Intelligence & Data Science) & PGDM (E-Business) (Batch: 2022-24)

| Academic Year | Instalment | Due Dates of Payment | General Category | Corporate Sponsored |
|---------------|------------|--------------------------|--------------------|---------------------|
| 2022-23 | I | At the time of admission | 4,35,000/- | 6,60,000/- |
| | II | By December 19, 2022 | 2,85,000/- | 3,75,000/- |
| 2023-24 | III | By July 2, 2023 | 2,85,000/- | 3,75,000/- |
| | IV | By December 19, 2023 | 2,85,000/- | 3,75,000/- |
| Total | | | 12,90,000/- | 17,85,000/- |

Note: The above fees is inclusive of admission fees, tuition fees and refundable security deposit (Rs. 5,000/-) for the programme. However, Management Grid Contribution of Rs. 30,000/- (For Full Course) and Alumni fee Rs. 8,000/- (Life Membership) are required to be paid, in addition to the above fees, at the time of admission. Examination fees of Rs. 6,000/- to be paid additionally in four equal instalments.

Post Graduate Diploma in Management (27 Months) (Batch: 2022-25)

| Academic Year | Instalment | Due Dates of Payment | General Category |
|---------------|------------|--------------------------|-------------------|
| 2022-23 | I | At the time of admission | 97,500/- |
| | II | By December 19, 2022 | 57,000/- |
| 2023-24 | III | By July 2, 2023 | 57,000/- |
| | IV | By December 19, 2023 | 57,000/- |
| 2024-25 | V | By July 2, 2024 | 57,000/- |
| Total | | | 3,25,500/- |

Note: The above fees is inclusive of admission fees, tuition fees and refundable security deposit (Rs. 5,000/-) for the programme. However, Alumni fee Rs. 8,000/- (Life Membership) are required to be paid, in addition to the above fees, at the time of admission. Examination fees of Rs. 6,000/- to be paid additionally in five equal instalments.

Post Graduate Diploma in Management (Executive) (Batch: 2022-23)

| Academic Year | Instalment | Due Dates of Payment | General Category |
|---------------|------------|--------------------------|-------------------|
| 2022-23 | I | At the time of admission | 2,95,000/- |
| | II | By December 19, 2022 | 2,75,000/- |
| Total | | | 5,70,000/- |

Note: The above fees is inclusive of admission fees, tuition fees and refundable security deposit (Rs. 5,000/-) for the programme. However, Management Grid Contribution of Rs. 17,500/- (For Full Course) and Alumni fee Rs. 8,000/- (Life Membership) are required to be paid, in addition to the above fees, at the time of admission. Examination fees of Rs. 6,000/- to be paid additionally in two equal instalments.

Fellow Programme in Management (FPM & E-FPM)

| Programme Fee | Amount |
|-----------------------|-------------------|
| Admission Charges | 5,000/- |
| Educational Resources | 40,000/- |
| Tuition Fee | 1,00,000/- |
| Alumni Fee | 10,000/- |
| Total | 1,55,000/- |

The fee can be paid in lump sum or in two instalments. (1,00,000/- at the time of admission + 50,000/- before the start of Module 4 of the course work.

Hostel Fees

| Academic Year | Instalment | Due Dates of Payment | General Category |
|---------------|------------|--------------------------|-------------------|
| 2022-23 | I | At the time of admission | 1,80,000/- |
| 2023-24 | II | By July 2, 2023 | 1,80,000/- |
| Total | | | 3,60,000/- |

Please note that electricity charges and GST, as applicable, shall be additional. Hostel facility is compulsory for outstation students. For students from Delhi/NCR, room availability will be on first-come-first serve basis.

Merit-cum-Means Scholarships

LBSIM offers 15 scholarships of Rs. 1,00,000/- each to meritorious students of PGDM programmes on merit-cum-means basis. The Merit-cum-Means scholarship is provided on the basis of academic performance and economic conditions of the candidates.

Withdrawal and Refund Policy

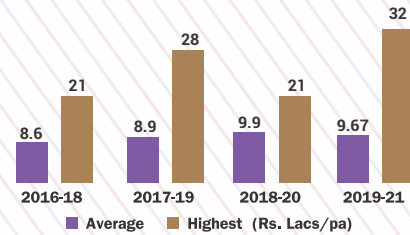
- LBSIM follows AICTE regulations regarding withdrawal and refund of fees.
- All disputes are subject to the jurisdiction of the courts in Delhi.

PLACEMENTS

Lal Bahadur Shastri Institute of Management lived up to its glorious past yet again and witnessed another wonderful year of placements and internships. With over 296 students participating in the placement process, the Institute witnessed 300+ job offers from 90 companies. A host of companies of from a variety of sectors such as FMCG, Consulting, IT and ITes, Engineering and Durables, BFSI, Market Research, Education, Electronics etc visited the campus during the year 2020-21.

| Highlights of the placement season, 2019-21 are as follows*: | |
|--|---------------|
| Highest CTC | Rs. 32 LPA |
| Average CTC | Rs. 9.67 LPA |
| Median CTC | Rs. 8.80 LPA |
| Companies which visited our campus | 90+ Companies |
| Total No. of offers | 300+ |

Remuneration Trend



PROMINENT RECRUITERS 2021



- Aditya Birla Capital
- ANZ Bank
- Arcesium
- Bajaj Finserv
- Darashaw
- DE Shaw
- Edelweiss
- Genpact
- HDFC Life
- ICICI Bank
- IndusInd Bank
- Kotak Mahindra Bank
- Kotak Securities
- Marsh & McLennan
- Mazars
- RBL Bank
- SBI Life Insurance
- South Indian Bank
- Yes Bank



- Daikin India
- Havells
- Hitachi
- Hyundai Motors
- Indiamart
- JK Tyre
- Luminous
- Mahindra & Mahindra
- Maruti Suzuki
- Nulearn
- Orient Electric
- Philips
- Samsung
- Schindler
- Schneider Electric
- TVS Motors
- Voltas



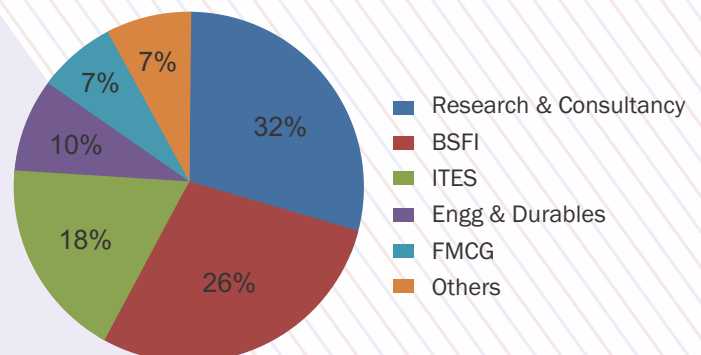
- Accenture Technologies
- Axis Risk
- BAIN India
- Blackstone
- Collabera
- Crisil
- Deloitte
- Evalueserve
- EY GDS
- EY India
- Gartner
- Kantar
- KPMG
- Nielsen
- Publicis Sapient
- Smart Cube
- ZS Associates



- Agile Cockpit
- HCL Technologies
- Infosys BPO
- Infosys Ltd.
- Lucideus
- Newgen
- Nucleus Software
- POSist
- Practo Technologies
- TCS BPO
- TCS IT
- Team Computers
- Tech Mahindra
- Technologies
- Wingify
- Wipro Technologies



- Asian Paints
- Bata
- Byju's
- Café Coffee Day
- Delhivery
- Emami
- Grofers
- Indospirit
- ITC
- Jaro Education
- Lenskart
- Marico
- OYO
- Unicharm
- Varun Beverages
- VIVO
- Walmart
- Zomato

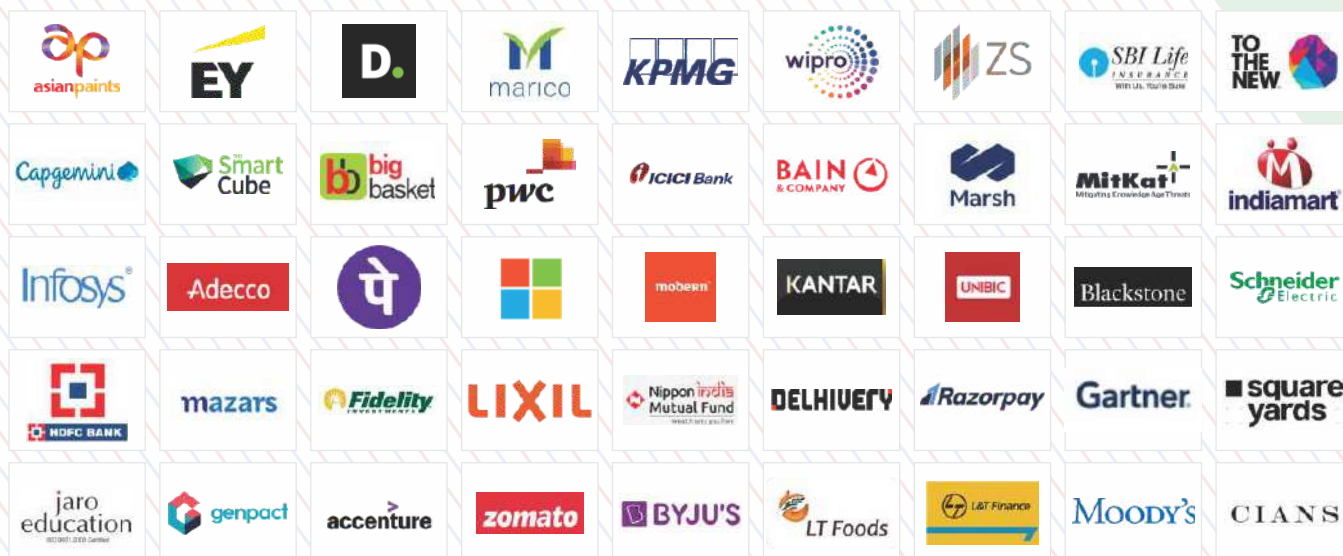


SUMMER PLACEMENTS BATCH 2020-22

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 100 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.

- Asian Paints
- Acropolis Infotech
- Arcesium
- Air India
- APAC Sourcing Solutions
- Aditya Birla Capital
- APL Apollo
- Axis Bank
- Bajaj Finserv
- BlackBerrys
- BYJU'S
- Big Basket
- Bharti Airtel
- Britannia
- Cushman & Wakefield
- Citibank
- Daikin India
- DE Shaw
- Deloitte
- Dev Accelerators
- Edelweiss
- EY GDS
- Food Corporation of India
- GAIL
- General Motors (India)
- Godrej
- Godfrey Phillips India
- Grant Thornton
- HDFC Bank
- Hatsun Agro
- Hero Fincorp
- Hindustan Copper
- Hyderabad Industries
- Hyundai Motors
- IOCL
- IBM
- Idea Cellular
- India Bulls
- IndusInd Bank
- Invest Mitra
- IDBI Bank
- ITC Infotech
- Indospirit
- Knowcraft Analytics
- Kochartech
- Kirloskar Pneumatic Co.
- Kotak Mahindra Bank
- KPMG
- Larsen & Toubro
- Limeroad
- Macawber Beekay
- Mahindra & Mahindra
- Marsh & McLennan
- Maruti Suzuki
- Marico
- MBA Trek
- Media India
- Network18
- Nielsen
- NCDEX
- NTPC
- ONGC
- Outlook Group
- Panasonic India
- Parle
- Pepsico India Holdings
- Power Finance Corporation
- Punjab National Bank
- Reserve Bank of India
- Reliance Industries
- SAIL
- SBI Life Insurance
- Sharekhan
- Samsung India Electronics
- Smart Cube
- ShopClues
- SBI
- Tata Motors
- Tata Power
- Tata Teleservices
- TCS
- Titan Industries
- Unicharm
- Videocon Industries
- Wipro
- Wills Lifestyle

Maximum Stipend Offered: Rs. 1,93,000/- per month | Average Stipend Offered: Rs. 39,000/- per month



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. ANIL KANUNGO
Professor
Area Convener, Economics
Ph.D. (Jawaharlal Nehru University),
M.Phil.
Areas of Interest
International Trade, China's
Economy and Trade, FDI,
Political Economy, Macroeconomics



DR. RASHMI AHUJA
Assistant Professor
Ph.D. (University of Delhi),
MBE (University of Delhi),
B.Tech.(Gobind Singh
Indraprastha University)
Areas of Interest
International Trade, FDI and the
Problem of Income Inequality



DR. MANU BANSAL
Assistant Professor
Ph.D. (IIM Bangalore)
Areas of Interest
Agricultural Economics, IPRs and
International Trade



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. 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
Associate Professor
Area Convener, Finance
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. ANUJ VERMA

Associate Professor
Ph.D., MBA
Areas of Interest
Financial Accounting, Corporate Finance, International Finance, Capital Markets, Mutual Funds, Wealth Management



DR. GAUTAM NEGI

Associate Professor
Ph.D. (MLS University),
MBA (University of Lucknow)
Areas of Interest
Corporate Finance,
Banking & Risk Management



DR. SWETA AGARWAL

Assistant Professor
Ph.D. (Banasthali Vidyapith),
MBA (Banasthali Vidyapith)
Areas of Interest
Financial Markets, Mergers and Acquisitions, Fixed Income Securities, Valuation



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. TARUN K. SONI

Assistant Professor
FPM, MBA (Finance),
MA (Economics), UGC (NET)
Areas of Interest
Financial Markets, Commodity Derivatives, Public Policy, Time Series



MRS SMITA DAYAL

Faculty Associate
Ph.D.(thesis submitted),
NET (Management), MBA (Finance and Marketing)
Areas of Interest
Corporate Finance, Accounting, Financial Modelling, Fintech, E-Commerce

VISITING FACULTY

PROF. PREM SIBBAL

M.Sc., PGDPM -HR, (FMS, Delhi), MBA, CAIIB (IIBF)

PROF. RAM ADHAR CHOPRA

MBA, CAIIB, CFP, DBF

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. DEEPAK AGGARWAL

CA

PROF. MANAV VIGG

B.Com Hons, FCA

PROF. MEGHA KOHLI MISHRA

Ph.D. (Virginia Commonwealth University, USA)

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. VIKAS RAI BHATNAGAR

Professor
Fellow in Management (MDI)
Gurgaon, MBA (Human Resources)
IGNOU, MA (Psychology) IGNOU

Areas of Interest

Humanising Organisations,
Employee Happiness, Leadership,
and Higher Education



DR. SUSHIL KUMAR DIXIT

Assistant Professor
Area Convener, General Management
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, Information Technology
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. RABINS PORWAL

Associate Professor
Ph.D. (Software Engineering)
(Dayalbagh Educational Institute)
M.Sc. (Mathematics with specialisation
in Computer Applications),
Dayalbagh Educational Institute
M. Tech. (CS), (Jamia Hamdard)

Areas of Interest

Data Structures, Software Engineering
& Testing, Artificial Intelligence,
Machine Learning, Big Data Analytics



DR. PRADEEP KUMAR

Associate Professor
Ph.D.(CDLU), M. Tech.(CSE)
(Kurukshetra University)

Areas of Interest

Data Mining, Business Intelligence,
Data Analytics.



DR. GEETANJALI SAHI

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

Areas of Interest

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



DR. VANDANA BHASIN
Associate Professor
Ph.D. (JNU), M.Tech.(IT),
AMIE (Computer Science
and Engineering)
Areas of Interest
Data Security, Sensor Networks,
Distributed Systems,
Speech Applications



PROF. SHUVRO ROY
Assistant Professor
M. Tech. (IT) (KSOU), MCA (IGNOU)
Areas of Interest
Problem Solving, Indexing Data
Structures, Sorting Methods,
Algorithms.

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, OB & HR
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. ELISHA ARORA
Assistant Professor
Ph.D. (Bharati Vidyapeeth
University), MBA.
Areas of Interest
Human Resource Management,
Career Development



DR. NEHA BHATNAGAR
Faculty Associate
Ph.D. (University of Delhi)
UGC NET, JRF and SRF
Areas of Interest
Business Communication,
Human Resources and
Organisational 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
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. SANDHYA MAKKAR

Assistant Professor
Area Convener, Operations Management
Ph.D. (University of Delhi), M.Phil.
(University of Delhi),
M.A. (Operational Research)
(University of Delhi)

Areas of Interest

Supply Chain Analytics & Optimization,
Service Operation Management



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. (University of Delhi),
M.Sc. (Operational Research),
M.Phil. (Operational Research)

Areas of Interest

Optimization Models in Marketing

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. S.P. KETKAR

Professor
Area Convener, Marketing
Ph.D. (IIT, Delhi), PGDM (IIM, Bangalore),
BE Electronics (VNIT)

Areas of Interest

Use of Mobiles for Financial Inclusion,
Process Automation, Governance and
Disaster Management. Issues related
to Telecom, Transport Sectors and
Smart Cities



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



PROF. SHELENDRA K. TYAGI
Associate Professor
B.Tech (Mechanical Engg.), PGCSM (IIM Kozhikode), MBA
Areas of Interest
Retail Management, Competitive Intelligence, Key Account Management, Brand Equity Management, Consumer Behaviour.



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

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
Incharge, 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

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.

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 and 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, Indiastat.com, Regional Business News, Ebsco-Ebook Business Collection, ET Cases & Harvard Business Publishing Cases etc.



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

ANALYTICS LAB

The Analytics Laboratory at LBSIM is equipped with the 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 in 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 the 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.



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 Institute has transportation arrangements for commuting from campus to hostel and vice-versa.

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.

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 information about 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.

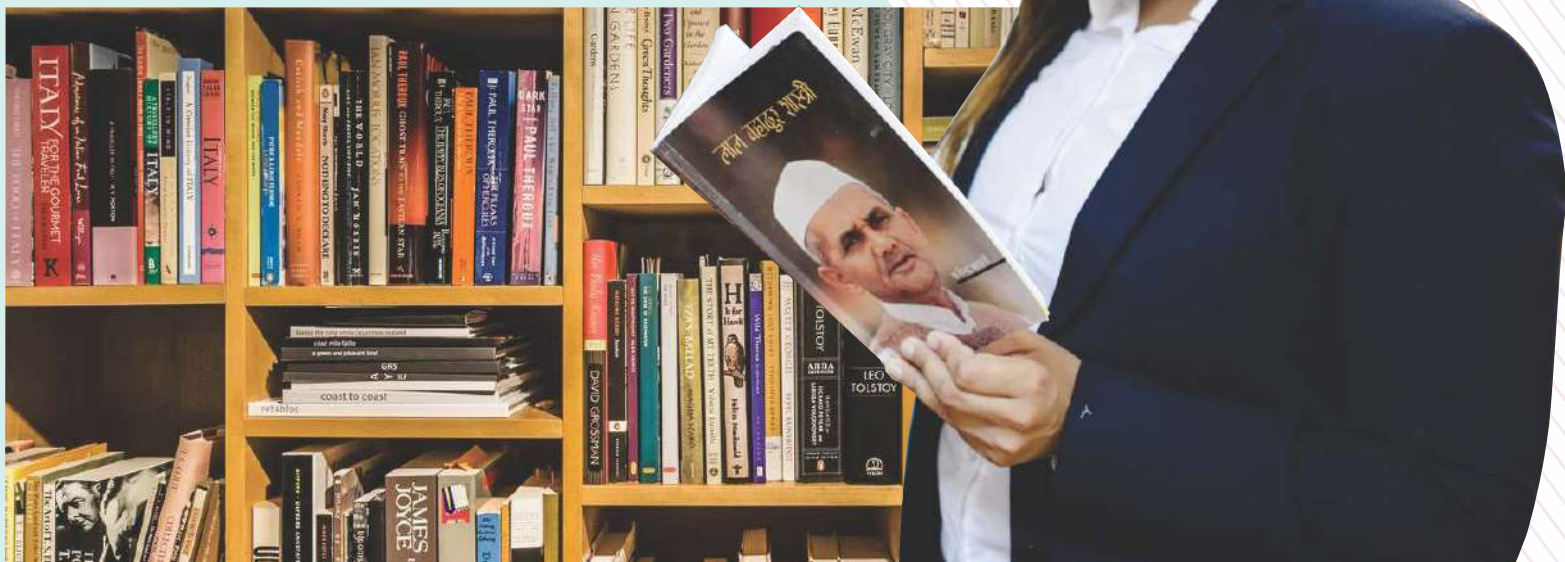
INTERNATIONAL LINKAGES

Lal Bahadur Shastri Institute of Management (LBSIM), Delhi boasts of academic collaborations and linkages with several international institutions of repute. These are:

1. College of Business, Northern Illinois University (NIU), DeKalb, Illinois, USA
2. European Higher School for Economics & Management (EHSEM), Bulgaria
3. Nipissing University, Ontario, Canada.
4. Nanyang Business School, Nanyang Technological University, Singapore

The student exchange programme is optional and additional fees is to be paid by the students opting for these programmes.

CENTRE FOR GROWTH AND EXCELLENCE



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.

THE LBS ENTREPRENEURIAL AND INCUBATION CENTRE (LBSEIC)

The LBS Entrepreneurial and Incubation Centre (LBSEIC) has been set up to enable innovation and entrepreneurship at the Institute. The centre aims to bring together entrepreneurship, ideation and angel investing. The LBSEIC seeks to direct its efforts in a knowledge rich, risk nurturing and entrepreneurial environment while reconciling competition and collaboration. The goal of business incubators 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 RISK MANAGEMENT CENTRE (LBSRMC)

The LBS Centre for Risk Management (LBSRMC) has been set up to meet the needs and challenges of future risk professionals and managers with a focus on research, training, education and consultancy. The main objectives of the centre are to develop international standards of excellence for risk management, promote multi-disciplinary research in risk management by developing innovative concepts, effective quantitative tools and strategies, sponsor research projects in close collaboration with industry professionals, organise workshops/conferences/symposia, and help existing and future organisations improve professional standards of competence in the modelling and management of risks.

ALUMNI

LBSIM has a vibrant alumni association that organises alumni meets every year. The Institute has a strong bonding and networking with more than 4000 alumni who are excelling in their professional careers in India and abroad.

ALUMNI SPEAK



VINEET BAJPAI
(Batch: 1995-1997)
Founder & CEO
(Talentrack)

Lal Bahadur Shastri Institute of Management is a lot more than just a centre for academic excellence. I would describe it as an institution for life-training. Apart from imparting world-class management education, what LBSIM bestowed upon me were priceless life-lessons on discipline, values, team-work and commitment. It also prepared me for the rigour of deadlines, competition and evaluation that await all management students as they step into the industry. My sincere and heartfelt congratulations to this fine Institution that has left an enduring impression on me.



KABIIR KHATTAR
(Batch: 1995-1997)
Sr. General Manager
(Outlook Media)

LBSIM was indeed the platform which provided me with the opportunity to learn by leading two important responsibilities. It started with the work on summer trainings for the entire batch at the end of the 1st year and subsequently the final placements at the end of the 2nd year. Another important focus area which I got at LBSIM with the due support of the batchmates as well was the responsibility to be a part of the Students Executive Body, Management Grid, as the General Secretary. Both these roles were helpful in building corporate leadership traits along with interpersonal skills, going forward in my career.



AMIT KAPOOR
(Batch: 1995-1997)
General Manager
(Securities and Exchange Board of India)

I feel special to be one amongst the first batch of LBSIM. What distinguishes our Institute from others is the education with values. There is no doubt that there is no substitute for hard work in the Corporate world, but what makes us all different from others is the values that we carry and not compromise under the severest of pressures. The Institute imbibed in me the importance of empathy and compassion for people working under you and also those who are less privileged in the society. After all, success without values is only half a success.

I wish you all great success!!



PAYAL VASUDEVA
(Batch: 1999-2001)
Director, Human Resources,
(SGS India)

“LBSIM laid an undeniably solid foundation to my professional life and growth. Little did I know that the bustling two years on campus were but a trailer of the unremitting hustle ahead. The staunch emphasis is on excellence, diligence and strong discipline, and the good old work ethics have held me in good stead and I invariably seek the same in people I work with. My deepest gratitude to the Institution for the catalyst it’s been.”



ANIRBAN NANDY
(Batch: 2000-2002)
Director, Asia Pacific Head
(Deutsche Bank)

It’s been quite a while but sometimes when I look back at my professional journey from the by lanes of a small sleepy town in West Bengal, there have been some places and periods which has played a defining role, and my days in LBSIM during 2000 to 2002 will be one of those. The learning that we inculcated and the bonding which we still cherish with our batch mates is a testimony to the fact that LBSIM has played a crucial role in both our professional and life journey. Good luck to the Institute and may they continue to shape the careers of budding students in a manner that has defined its alumni.

DIGNITARIES WHO HAVE SHARED THEIR INVALUABLE KNOWLEDGE

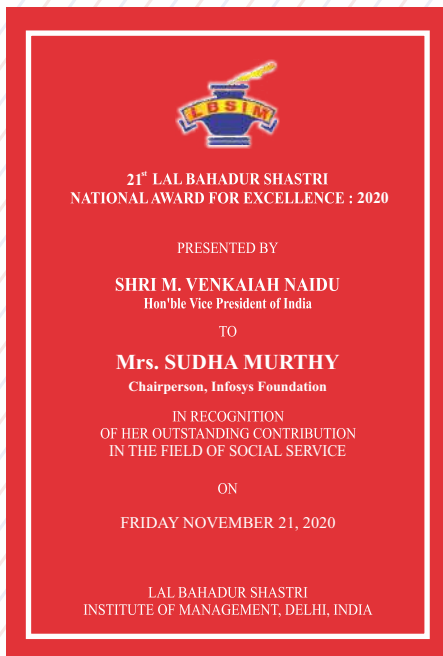
| | | |
|---|---|---|
| <p>Dr. Rick Vanderlee Dean, Faculty of Applied and Professional Studies Nipissing University</p> | <p>Capt. Rakesh Walia Chief Administrative Officer Matrix</p> | <p>Mrs. Neelam Shirsagar Head-Project Devt. Impact India Foundation</p> |
| <p>Mr. Vijayay Bommireddiaplli Director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

- 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 2020



The prestigious 21st Lal Bahadur Shastri National Award For Excellence 2020 was conferred on Smt. Sudha Murthy, a renowned author, and philanthropist, for her extraordinary work in the domains of education, literature, and social work, by the honourable Vice President of India-Shri M. Venkaiah Naidu, on November 21, 2020.

LIFE@LBSIM

HR CONFERENCE

LBSIM organised the HR conference on a virtual platform on November 28, 2020, on the theme "Evolving HR, Remote Learning and Employee Practices". The inaugural keynote speech was given by the Chief Guest, Prof. Shailendra Singh, Director of IIM Ranchi. Mr. A. Kaimal (HR Director, Danaher Water Quality Platform-Asia Pacific), and Mr. H. K. Gandhi (Former Group Director HR, InterGlobe Enterprises Ltd) were the keynote speakers who presented their perspectives on the topic.

The technical session was chaired by Prof. Punam Sehgal, Former Dean & Professor (Organisation Behaviour) at IIM Lucknow), Management Consultant. Research papers were presented on varied topics such as Happiness and Well Being of Employees and New Age Recruitment, to name a few.



NATIONAL MARKETING CONFERENCE

The National Marketing Conference 2020 was organized on December 12, 2020, on the theme "Marketing in The New Normal: Unlearn and Relearn." The inaugural address was delivered by the Chief Guest, Shri Harish Bijoor, Founder of Harish Bijoor Consults Inc. This was followed by the keynote address by Mr. Sudhir Aggarwal, Director of Product Development at Microsoft, and Mr. Bipul Chandra, Managing Director of Ducati India Pvt. Ltd.

The technical session saw highly insightful and informative paper presentations. The conference was held virtually due to the constraints of COVID-19 despite which it was an enriching experience for the students and audience.

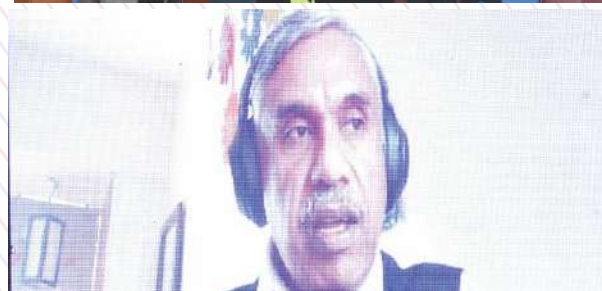
NATIONAL FINANCE CONFERENCE

The Finance Conference was organised on December 19, 2020, on the theme "The Changing Face of the Indian Financial Markets: Roadmap for the new Decade".

Dr. Pankaj Varshney, the conference convener, enumerated the underlying issues being faced by the financial sector of India, as well as recent developments, and challenges relating to regulations, reform, and emerging roles of technology.

The Chief Guest, Shri Vidhu Shekhar, Country Head India, CFA Institute, and former Vice President, NSE, presented an inaugural address. He led the audience to think about the risks attached before making a financial decision. Mr. Sandeep Srivastava, Partner, PWC Middle East, delivered the keynote address which was followed by a Q&A session. NIVESHMARG, the magazine of Nivesh - The Mutual Fund Society, was released by Shri. Anil Shastri, Chairman, Board of Governors, LBSIM.

The technical session was chaired by Prof. Vinay Dutta, Professor (Finance), Fore School of Management, and had technical papers presentations by over 20 researchers from across India.



Mr. Vidhu Shekhar
Country Head (India) CFA Institute

INTERNATIONAL OPERATIONS SEMINAR



International Operations Management seminar on the theme "Business Transformation: Turning Technology and Innovation to Achieve Excellence" was held on February 6, 2021.

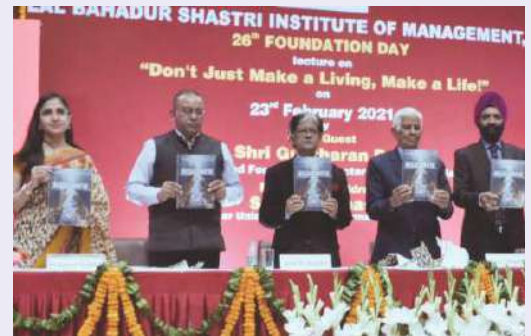
The seminar addressed the trends of the ever-evolving business world. Smart organisations are rethinking and rebuilding strategies to transform their business processes, operations, and functions to gain excellence and competitive advantages. Academicians and professionals across the world graced the seminar with their virtual presence and shared their insights with the students. The inaugural address was delivered by the Chief Guest, Dr. U. Dinesh Kumar, Professor (Decision Sciences), IIM Bangalore, which was followed by the keynote address by Mr. Shiv Kumar, Head of Analytics, Schlumberger, India.

FOUNDATION DAY 2021

The 26th Foundation Day of LBSIM was celebrated on February 23, 2021 in a hybrid mode. This was the day on which, in 1995, the Institute was established by the Lal Bahadur Shastri Educational Society. The event was embellished with the gracious presence of Shri Gurcharan Das (Author and Former CEO, Procter and Gamble, India), who delivered a lecture virtually on "Don't Just Make a Living, Make a Life". While interacting with the audience, Shri Das emphasised on: "We should always believe in doing rather than imaging in thoughts for better results. The best inspirational lesson to learn from one of the stories of a corporate man is our attitude itself –key towards success instead of your skills and talent which every passing out graduate should understand while preparing for the recruitment."

On this day, we had the opportunity of felicitating some alumni for corporate excellence. The recipients of the award this year were: Mr. Manpreet Singh (Batch: 1996-1998) Group head (New Business & Diversification), Somany Imprensa group, Mr. Amit Kurseja (Batch: 2003-05), Head of Merchant Acceptance for Amazon Pay India, Mr. Ardaman Singh (Batch: 1995-97) Training Coordinator with Anand Corp Services Ltd, Ms. Ekta Kumar (Batch: 1996-1998) Social Impact & Change Management leader and Mr. Gopal Iyer (Batch: 2004-2006) Supply Chain leader in process transformation, change management, and service improvement.

Shri. Anil Shastri gave a brief report on the achievements of LBSIM and highlighted that in the last 26 years, LBSIM has come to the top despite numerous challenges. He also expressed his gratitude to every member for achieving this extraordinary milestone.



LBS MEMORIAL LECTURE

The 27th Lal Bahadur Shastri National Memorial Lecture was delivered by Dr. Shobhana Radhakrishna, a globally renowned Gandhian and chief functionary of the Gandhian Forum for Ethical Corporate Governance, SCOPE, on January 11, 2021.

The speaker enthralled the audience with her discussions on Gandhian values of peace and non-violence, as well as the parallels between the lives of Mahatma Gandhi's and Lal Bahadur Shastri ji.

The Lal Bahadur Shastri Institute of Management was also elated to announce the publication of a short book titled "Lal Bahadur Shastri - Man of the Masses," which details his contributions to the country. Shri Vibhakar Shastri gave the vote of thanks at the end of the lecture.

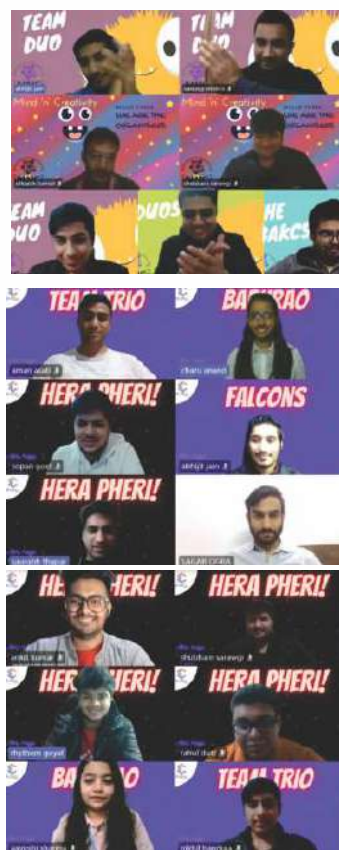
TATVA 2021



DIWALI BACHPAN WALI



SAMARTHYA MONTH



UNPLUGGED NIGHT



TALENT NIGHT



YOUTH PARLIAMENT 4.0



SCRIBBLE DAY



CULT NIGHT



RUN FOR CORONA WARRIORS



PLANTATION DRIVE



DANDIYA NIGHT



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 was started to understand the problems of the people living in the villages and provide solutions to the same. Students have visited villages along with faculty members. Some of the leadership imperatives that are addressed during this program are 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 PROGRAM 2019 - JHABUA MP



This programme provides a holistic experience through which the youth can experience the issues, opportunities and existent movements in a rural setting. Some of the themes covered during the program are Health and Sanitation, Elementary Education, Rural Self-Help Groups (SHG's), Water Conservation and Forest Conservation.

In 2019, the Rural Immersion programme was organised in collaboration with Shiv Ganga, Jhabua, an NGO based in Jhabua, Madhya Pradesh. The Rural Immersion programme was expected to widen the horizon of students towards the contemporary social, economic and governance landscape along with an opportunity to devise innovative solutions for improving the quality of life of villagers.

Students also came across some unique concepts like Social Capital Generation and Community Participation which are at the root of their ideologies, making it easier for them to fulfil humongous tasks like building ponds of 45 cr. litre capacity or planting a whole forest all by themselves.



SOCIAL IMMERSION PROGRAMME

Social 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. LBSIM students got the opportunity to become co-creators of such a meaningful activity. The Institute provided the opportunity to both 1st year as well as 2nd year students to be a part of the Social Immersion Programme in association with the National Skill Development Corporation (NSDC) for ten days from August 3 to August 13, 2019. The overall objective of the Social Immersion Program was to help the organisation called IDEA (Inclusive Divyangjan Entrepreneur Association) with a long-term goal of making India the Inclusive Capital of the World. The students working on the Social Immersion programme focused on Convergence, Technology and Entrepreneurship for the better upliftment of the Divyangjan and people with disabilities. One of the motives behind the programme was to instill the spirit of entrepreneurship amongst the disabled community in order to integrate them into the mainstream of the society. It would also help in earning livelihood and instilling self-confidence and belief in their abilities.

Social Immersion consisted of 10 teams which worked on 6 different sub-projects related to the implementation of the Mission of IDEA, which was to create livelihood and instill self-confidence and belief in their ability. These projects were:

- Implementation of Strategic Plan based on the various structures, style, staff and skill available to create a conducive environment.
- Conceptualisation of content development for employment and self-employment.
- Documentation of stories of entrepreneurs who have created a social impact and also to study organisations run by entrepreneurs.
- Development of Incubation center wherein all the relevant information about any Divyangjan could be easily provided and could act as a global database.
- Development of a framework for the Divyangjan Swavalambi Yatra which could be helpful in empowering the Divyangjan.
- Planning for organising a Job fair for the Divyangjan.

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 endorse 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.



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.



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.



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.



MNC

Media 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 Pagalguy, Facebook, etc, and make sure that the admission process is conducted smoothly.



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.



MIRAGE

Mirage, the creative club of LBSIM, is the ultimate creative destination for the Shastrians. Balancing your passion with your career has been a skill that we always encourage. Mirage has been designing the official academic annual calendar of LBSIM for years now. 'Graffiti Wars' is the flagship event of Mirage which creates new memories each year during TATVA, the annual fest. Whether events organised by the club are offline or on virtual platforms, we have always brought out the most creative side of the team and participants across the B-schools.



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.



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

Sparsh - 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.



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 Vocaolics.



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

Programme Chairpersons

| | | |
|-----------------------|---|---|
| Dr. Anil Kanungo | : | Fellow Programme in Management (FPM & E-FPM) |
| Dr. Smita Sharma | : | PGDM (General) Year-I |
| Dr. Sushil Dixit | : | PGDM (General) Year-II |
| Dr. Sweta Agarwal | : | PGDM (Financial Management) |
| Dr. Sugandha Aggarwal | : | PGDM (Research & Business Analytics) |
| Dr. Rekha Gupta | : | PGDM (Artificial Intelligence & Data Science) |
| Dr. Samant S. Priya | : | PGDM (E-Business) |
| Dr. Gautam Negi | : | PGDM (27 Months) & PGDM (Executive) |

Area Chairpersons

| | | |
|---------------------|---|--|
| Dr. Anil Kanungo | : | Economics & International Business |
| Dr. Pankaj Varshney | : | Finance & Accounting |
| Dr. Sushil Dixit | : | General Management |
| Dr. Rekha Gupta | : | Information Technology |
| Dr. Moni Mishra | : | Organisational Behaviour & Human Resources |
| Dr. Sandhya Ketkar | : | Operations Management & Business Analytics |
| Dr. S. P. Ketkar | : | 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 Khera | : | Administrative Officer |
| Mr. Sameer Bhasin | : | Manager (Executive Education) |
| Mr. Sapan Sharma | : | Manager (Corporate Relations) |
| Dr. Nandi Nailwal | : | Librarian |
| Ms. Kanika Singh | : | Assistant Finance Officer |
| Mr. Rajesh Thakur | : | Computer Lab Tech Assistant (Sr.) |
| Mr. Naresh Wadhwa | : | Assistant Placement Officer |
| Mr. Jeetinder Kumar | : | Assistant Librarian |
| Ms. Cicily Mathew | : | Front Office Secretary |
| Ms. Pooja Ahuja | : | Academic Assistant |
| Ms. Swati Sharma | : | Administrative Executive |
| Mr. Ashish Mathew | : | Exam & Administrative Executive |
| Mr. Surender Kumar | : | Admission Assistant |
| Mr. Sunil Maindola | : | Library Assistant |
| Mr. A. K. Rana | : | Estate Supervisor |
| Mr. Ashwani Kumar | : | Technician |
| Mr. Lalit Panwar | : | Computer Lab Assistant |
| Ms. Priyanka Tiwari | : | Admission Assistant |

ADVISORY BODY

| S. No. | Name | Designation |
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| 1. | Mr. Anil K. Shastri | Chairman, Board of Governors, LBSIM, Delhi |
| 2. | Prof. T. N. Kapoor | Former Vice Chancellor, Panjab University, Chandigarh |
| 3. | Mr. M. P. Mehrotra | Vice Chairman, VLS Finance Ltd., New Delhi |
| 4. | Mr. Vijay Deshpande | Vice President - HR, JK Tyre & Industries Ltd., New Delhi |
| 5. | Dr. A. K. Balyan | CEO - Oil & Gas Business, Reliance Group, Faridabad |
| 6. | Mr. Pawan Kumar Jain | Chairman, Safexpress Pvt. Ltd., New Delhi |
| 7. | Mr. Sanjay Nath Singh | Former Resident Executive, Tata Steel Limited, New Delhi |
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| 11. | Mr. Sanjay Kedia | Country Head & CEO, Marsh India Insurance Brokers Pvt.Ltd., Mumbai |
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| 13. | Mr. Lalit Thusu | Finance Controller, Aswati Inns Pvt. Ltd., Bengaluru |
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| 15. | Mr. Pavan Choudary | Managing Director, Vygon India Pvt. Ltd.,Gurgaon |
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| 17. | Dr. Prince Augustin | Executive Vice President, Human Capital, Mahindra & Mahindra (Automotive & Farm Equipment Sectors), Mumbai |
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| 19. | Dr. Punam Sahgal | Management Consultant, New Delhi |
| 20. | Mr. Lagan Shastri | Managing Director & CEO, DFM Foods Ltd. Delhi |
| 21. | Dr. Praveen Gupta | Director, LBSIM, Delhi |
| 22. | Dr. G. L. Sharma | Head-New Projects, LBSIM, Delhi |
| 23. | Dr. Anil Kanungo | Professor, LBSIM, Delhi (Member Secretary) |



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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 testimony to this fact. The creation of the Central Vigilance Commission to handle corruption was another remarkable step towards making India a free and powerful nation. Shastri Ji's 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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“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”

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