



SRI SUKHMANI INSTITUTE OF MANAGEMENT

A part of Sri Sukhmani Group of Institutions
Dwarka, New Delhi

POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM)

TWO YEAR, FULL TIME, APPROVED BY AICTE GOVT OF INDIA

WWW.SSIMDWARKA.COM





LATE PROF AVTAR SINGH
FOUNDER CHAIRMAN
SRI SUKHMANI GROUP OF INSTITUTIONS

Education breeds confidence, Confidence
breeds hope, Hope Breeds Peace..

SRI SUKHMANI UNIVERSE



SRI SUKHMANI INSTITUTE OF ENGINEERING & TECHNOLOGY



SRI SUKHMANI DENTAL COLLEGE & HOSPITAL



SRI SUKHMANI COLLEGE OF NURSING



SRI SUKHMANI INSTITUTE OF HOSPITALITY & MANAGEMENT



SWARN PUBLIC SCHOOL, NEW DELHI



SRI SUKHMANI POLYTECHNIC



INTERNATIONAL POLYTECHNIC FOR WOMEN, DELHI



SRI SUKHMANI INSTITUTE OF PHARMACY



SRI SUKHMANI COLLEGE OF LAW



SRI SUKHMANI MULTISPECIALITY HOSPITAL



SRI SUKHMANI INSTITUTE OF AYURVEDIC MEDICINE & RESEARCH



SRI SUKHMANI INTERNATIONAL SCHOOL





CONTENT

Driven by Corporate 05

Chairman's Message 10

About SSIM 15

About PGDM 22

Corporate Certifications 26

Spark n Start 35

International Immersion 36

University of Birmingham 37

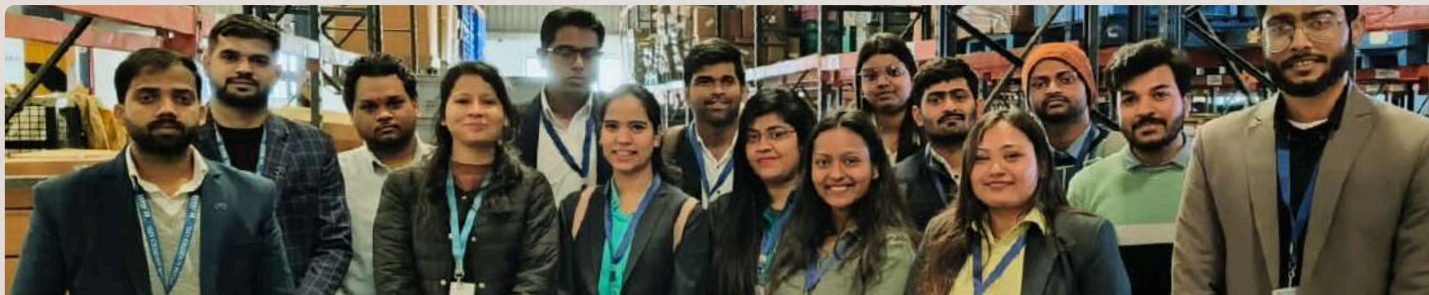
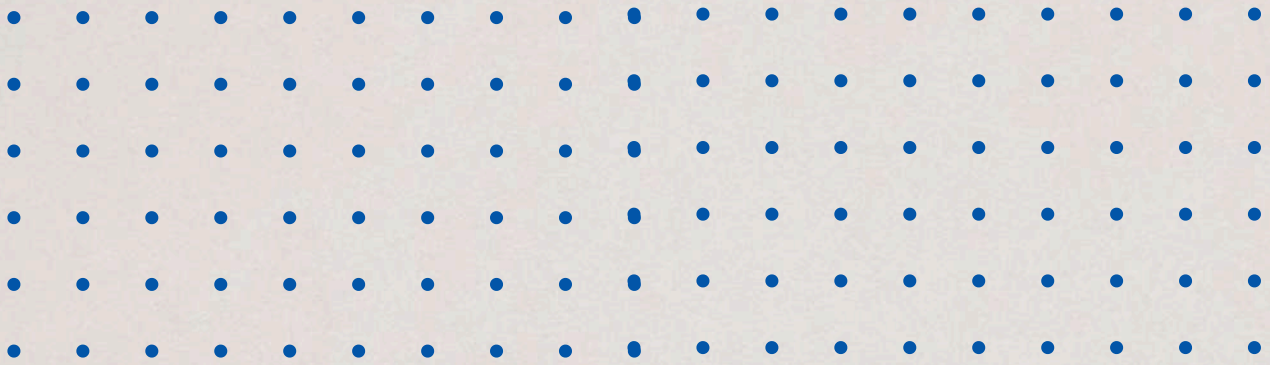
Career Crafting Centre 40

Career Launchpad 58

Fee Financing & Scholarship 60








why SSIM PGDM

DRIVEN BY CORPORATE



"Imagine a PGDM program that's not just influenced by the corporate world, but is driven by it. Picture yourself in a place where you learn exactly what you'll be doing in your career, taught by the very professionals you'll be working alongside.

The PGDM at SSIM is uniquely crafted and powered by industry leaders, ensuring an education that's directly aligned with the demands of the corporate world. There's nothing else like it."

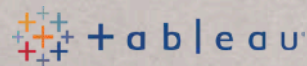
	<p>Grant Thornton Estd: 1980 England US \$ 7.5 Bn Revenue 73000+ Employees 149+ Countries</p>		<p>Growth School 1 Mn+ Learners Aisa's leading Online School 80+ Angel Investors Kunal Shah Founder Cred</p>	 <p>UNIVERSITY OF BIRMINGHAM</p>
<p>AICTE Established: 1945 Government of India</p>	 <p>Grant Thornton</p>	<p>EY Estd: 1989 England US \$ 49.4 Bn Revenue 395,000+ Employees 150+ Countries</p>		<p>University of Birmingham Estd: 1825 England 10 Nobel Laureates 300,000+ Alumni world's oldest University</p>
	<p>Open Learning Ltd Estd: 1970 Australia Australian Govt MOOC Partner Australian Stock Exchange Listed World's leading AI Based LMS</p>		<p>Sri Sukhmani Group of Institutes Estd: 1971 13 Institutions 50+ Courses 30,000+ Alumni</p>	
<p>KPMG Estd: 1987 England US \$ 36.4 Bn Revenue 273,000+ Employees 145+ Countries</p>		<p>Pitch Our Way India's Leading Pitch Deck & Fund Raising Support Company</p>	 <p>SRI SUKHMANI GROUP OF INSTITUTIONS</p>	<p>Job Bank Global Talent Sourcing & Career Crafting Employment Services for Freshers</p>

TECH INFUSED PGDM



Imagine a PGDM infused with cutting-edge technology—a program that transforms you into a data-driven professional, skilled in data analysis, and capable of making informed, calculated decisions.

Picture yourself mastering tools like R, Python, Orange, Metaverse 2.0, Tableau, and more. Envision becoming a management professional who can assess risks with precision, minimize the chances of failure, and maximize the probability of success.



Chat GPT



Digital Marketing



HR Analytics



Business Analytics



Design Thinking



Financial Modeling



Power BI



Advanced Excel

& much more

FIVE+ DECADES OF EDUCATIONAL EXCELLENCE



SRI SUKHMANI
GROUP OF INSTITUTIONS

Imagine the power of a collaboration between a legendary institution like **Sri Sukhmani Group of Institutions**, renowned for shaping professionals across diverse fields for over five decades, and the corporate world. This partnership not only ensures a thriving career but also molds professionals with a purpose.

Graduates who excel in driving profitability and innovation while championing social responsibility, humanity, environmental stewardship, and sustainable development. This is where career success meets global impact.

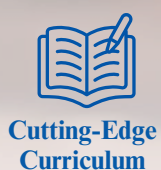
BHARAT'S FIRST CURRICULUM DESIGNED WITH AI

Open Learning Limited - an Australian Securities Exchange-listed company and a trusted partner of the Australian Federal Government—uses cutting-edge AI to revolutionise curriculum design. Their innovative approach ensures that every subject is globally relevant, up-to-date, and tailored to meet the demands of today's corporate world.

By transcending traditional educational boundaries, OpenLearning creates a curriculum that empowers students with the skills and knowledge needed to excel and lead globally. This forward-thinking approach prepares graduates to drive disruptive innovation across industries.

Sri Sukhmani Institute of Management (SSIM) proudly collaborates with OpenLearning to offer a PGDM program that is unparalleled in India. Shaped by AI-driven design, this curriculum aligns with global standards and prepares students to thrive in a dynamic corporate landscape. **This partnership sets a new benchmark as Bharat's first-ever PGDM curriculum crafted in collaboration with Artificial Intelligence**, marking a significant milestone in educational excellence.

Benefits to Students

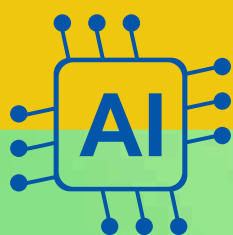


SSIM'S DYNAMIC DUO: TECHNOLOGICALLY ADVANCED CURRICULUM & EXCEPTIONAL CORPORATE EXPOSURE

At SSIM, we proudly stand on two robust pillars that drive our educational excellence and career success: our Tech-Infused Global PGDM Curriculum and our unmatched corporate exposure and placement opportunities.

Tech-Infused Global PGDM Curriculum: Our PGDM program seamlessly integrates advanced technology with global business insights, providing students with the skills needed to excel in a digital-first world. By incorporating AI, data analytics, and digital marketing, we ensure our students are equipped to lead in a rapidly evolving business landscape, addressing challenges and opportunities across diverse markets.

Unmatched Corporate Exposure and Placements: Our extensive network of corporate partners offers students hands-on experience through internships, live projects, and engagements with industry leaders. Strategically located near major corporate hubs, we provide access to top placement opportunities. Events and networking sessions with CXOs and industry veterans ensure our graduates are well-prepared to lead and make impactful contributions in their fields.



**ADVANCED
TECHNOLOGY**



**EXCEPTIONAL
CORPORATE
EXPOSURE &
UNRIVALED
PLACEMENTS**



**THE ULTIMATE
PGDM FOR A
SUCCESSFUL
CORPORATE
CAREER**





CHAIRMAN'S MESSAGE

The realm of Business Management has evolved significantly over the past 25 years, with traditional methods giving way to innovative, technology-driven processes. This rapid transformation has placed substantial demands on management institutions across India, necessitating advanced infrastructure and dynamic teaching methods to stay ahead of global educational trends.

At SSIM, we are driven by a visionary mission to cultivate a new generation of skilled managers who are equipped to navigate the complexities of an ever-changing global economy. Our commitment is to provide an education that not only imparts the latest knowledge in management but also ensures our students are fully prepared for the challenges of the professional world. Over the years, SSIM has consistently produced well-educated, thoroughly trained, and highly adaptable executives who have made significant contributions to various industries across India.

Our campus offers more than just academic excellence; it provides a holistic learning environment with state-of-the-art infrastructure, comfortable hostel and dining facilities, an extensive library, and a wide range of sports and recreational amenities. We firmly believe that a healthy body and a happy mind are the keys to optimal learning, which is why we prioritize the overall well-being of our students.

I invite you to embark on a transformative journey with us at SSIM, where your aspirations will be nurtured, and the foundations of a successful career will be firmly established. We look forward to guiding you toward a future filled with promise and achievement.

Dr. Kanwaljit Singh
Chairman
Sri Sukhmani Group of Institutions



DEAN'S MESSAGE

Welcome to SSIM, where your journey in the PGDM Pro program will be nothing short of transformative. This two-year experience is designed to not only challenge and inspire you but also to immerse you in the cutting-edge technological advancements that are reshaping the business world. As you step into this realm, you're not just advancing your academic and professional journey; you're positioning yourself at the forefront of the digital revolution.

At SSIM, we're committed to providing a tech-integrated learning experience that nurtures your intellect and fuels personal growth. Our curriculum is infused with the latest innovations, ensuring you gain the skills to thrive in today's fast-paced, tech-driven business environment. Our distinguished faculty, renowned for their expertise and dedication, will guide you through a program designed to be both rigorous and relevant, with a strong focus on the technology that is revolutionizing industries.

As PGDM students, you are not just participants in a program; you are integral members of a vibrant academic community that is deeply embedded in technological advancements.

Engage actively in classroom discussions, collaborative projects, and extracurricular activities that are all steeped in tech-driven solutions. Leverage our state-of-the-art facilities, extensive digital library, and cutting-edge tools to maximize your learning experience.

Moreover, remember that real-world learning extends beyond the classroom. Seize every opportunity to broaden your horizons through industry internships, guest lectures, or tech networking events. Your time here is filled with possibilities, and it's up to you to harness the power of technology to make the most of it.

As you embark on this transformative, tech-infused journey, approach each day with enthusiasm, curiosity, and a willingness to embrace new challenges. Your determination and hard work, coupled with the tech skills you will acquire, will undoubtedly pave the way for success, both at SSIM and in the ever-evolving global marketplace.

Welcome to the future of management education at SSIM. I look forward to witnessing your growth and achievements in the days and years to come.

Dr Paramjit Sujlana

ADVISORY COUNCIL



Dr Kanwaljit Singh
Chairman
Sri Sukhmani Group of Institutes

Joyeeta Kumar
Sr Vice President
Thakral Innovations Pvt Ltd

Kumar Ashish
Head Retail, Digital & MSME
Aditya Birla Finance Ltd

Dr Damanjit Singh
Vice Chairman
Sri Sukhmani Group of Institutes

Dr Sanjana Kalra
Educationist

Dr Sujata Kaul
Educationist

Sanjeet Johar
Director - Corporate Affairs SA
VFS Global

ACADEMIC ADVISORY COUNCIL



Dr Sujata Kaul
VP - Head Buying & Merchandising
Reliance Retail



Dr Sanjana Kalra
Executive Director
IPW New Delhi



Dr Damanjit Singh
Vice Chairman
Sri Sukhmani Group of Institutes



Ashwinder R Singh
CEO - Residential Hartiya
Urban



Abir Lal Mukherjee
Co - Founder
Edelytics



Neha Bansal
Indian Administrative Services
Deptt of Food & Safety

CORPORATE ADVISORY



S Y Siddiqui
Chief Mentor
Maruti Suzuki India Ltd
44+ Years of Experience
Worked with



O P Khanduja
CSO, Jaipuria Group
40+ Years in Brands Building,
Marketing Veteran, Lifetime
Achievement Award 2020, Jewel
of Indian Spices 2018, Dadasaheb
Phalke Film Foundation Award
2017

Worked with



Retd Col J S Dhawan
CEO, JSD Securities
35+ Years of Experience
Retd Colonel, Indian
Army (22 Years)
Serial Entrepreneur
Masters in Aerospace-
Indian Institute of
Science Bangalore



Sanjay Singh
Managing Director
Yamaha Motor Solutions India
32 Years of Experience



Mr Sanjay Rao
President, Group CIO,
SRF Ltd
30 Years of Experience



Sandeep Tyagi
Director HR Samsung Electronics
32+ Years of Experience



Amit Pandey
COO, Pincap
28+ Years of Experience
CXO | TEDx Speaker
Founder Super 77 | 115+
Awards
Global Industry Leader
Brand Ambassador,
Procurement League, USA
Worked with Honda Airtel
Tikona, Exicom



Rashmi Mansharamani
CHRO, Wave Group
32 Years of Experience



Firoz Khan
CPO, Trident Group India
22+ Years of Industry
Experience
Worked with HPL Electric,
Luminous, Yamaha, DHL, LG,
Unilever, ACC



SRI SUKHMANI
INSTITUTE OF MANAGEMENT

SRI SUKHMANI INSTITUTE OF MANAGEMENT (SSIM)

Sri Sukhmani Institute of Management (SSIM) stands at the forefront of business education in India, offering a unique blend of traditional values and modern innovation. Established in 2009, with a mission to cultivate future-ready leaders, SSIM has consistently evolved over the years to meet the dynamic needs of the global economy.

With over five decades of educational excellence as part of the Sri Sukhmani Group of Institutions, SSIM is committed to providing an unparalleled learning experience. Our campus is a hub of innovation, where cutting-edge technology meets rigorous academic training. We offer a world-class Post Graduate Diploma in Management (PGDM) program that is not only approved by AICTE, Government of India, but also designed in collaboration with industry experts to ensure our students are fully equipped to excel in the corporate world.

At SSIM, we believe in nurturing holistic development. Our curriculum integrates advanced technological tools, real-world case studies, and global perspectives to prepare students for the challenges of tomorrow. Our faculty, comprising seasoned industry professionals and distinguished academics, is dedicated to guiding students through this transformative journey.

SSIM is more than just an educational institution; it's a launchpad for future business leaders. Our strong industry connections, robust placement support, and emphasis on practical learning ensure that our graduates are not only employable but also capable of making a significant impact in their chosen fields.





SRI SUKHMANI GROUP OF INSTITUTIONS (SSGI)

Sri Sukhmani Institute of Management Dwarka is a prominent institution within the Sri Sukhmani Group of Institutes (SSGI), a distinguished private, non-profit educational organization dedicated to higher learning. Since its inception in 1972, SSGI has been at the forefront of nurturing holistic development, equipping students with the skills and knowledge necessary to achieve exceptional placements and forge successful careers.

SSGI offers a wide array of postgraduate, undergraduate, and diploma programs across diverse fields, including Engineering, Law, Management, Nursing, Dental Sciences, Pharmacy, Hospitality, Ayurveda, and Computer Applications.

The group is celebrated for its commitment to delivering quality education that seamlessly integrates academic rigor with practical application, ensuring that students are well-prepared to meet the demands of their respective industries.

Underpinned by the guiding principle of "Service Before Self," SSGI is dedicated to cultivating professionals who excel not only in their careers but also in their contributions to society. With a progressive outlook and a commitment to excellence, SSGI continues to be a leader in shaping the future of education and professional development.

55
Years

13 
Institutes

50+ 
Courses

 **30000+**
Alumni





INFRASTRUCTURE

At SSIM, our state-of-the-art infrastructure is designed to create a dynamic and enriching learning environment, seamlessly integrating academic,

recreational and professional spaces to support our students' holistic development. Here's a closer look at our extensive facilities:

Inception & Matrix

Our modern classrooms are equipped with the latest technology to facilitate interactive and engaging learning experiences. These spaces are designed to foster collaboration and ensure a high-quality education.



Oasis Lounge - Recreational Area

This dedicated space offers a range of leisure activities to help students unwind and relax. With amenities such as a pool table, table tennis, and a cozy lounge, it's a perfect spot for stress relief and social interaction.

Horizon - Conference Room

Equipped with advanced audio-visual technology, this room is ideal for hosting seminars, workshops, and corporate meetings, providing a professional setting for important discussions.



Career Launchpad

Career Launchpad aka Corporate Resource Centre (CRC), a hub for connecting with industry professionals and accessing career resources. It supports our students with placement assistance, internships, and corporate networking opportunities.

Career Crafting Centre (C Cube)

This centre focuses on personalised career development, offering mentoring, skills enhancement workshops, and industry insights to prepare students for successful careers.



Lens Studio - Photography Lab

A creative space outfitted with professional equipment for students interested in photography. It provides hands-on experience and technical skills essential for capturing high-quality images.

EchoSphere - POD Room

SSIM's cutting-edge facility where students bring their ideas to life, creating and sharing high-quality audio and video content through the power of storytelling.



Wisdom Hall - Library

Our expansive library houses a vast collection of books, journals, and digital resources, offering students a quiet and conducive environment for study and research.

Spark n Start

An entrepreneurial hub supporting startups and innovation, this space fosters creative thinking and provides resources for budding entrepreneurs



KPMG Insight Hub

A specialised center for learning and development in partnership with KPMG, focusing on industry-relevant skills and practices in finance and consulting.

EY Nexus

Collaborating with Ernst & Young, this center offers insights and training in global business practices and strategic management.



GT Catalyst

Dedicated to industry-specific training and research in partnership with leading global firms, providing students with practical knowledge and skills.

The Epicurean Lounge - Cafeteria

A vibrant dining area offering a variety of healthy and delicious food options, providing a social space for students to relax and refuel.



Rhythm & Motion Studio

Dance Fitness Zone: A modern facility for dance and fitness classes, helping students stay active and maintain a balanced lifestyle.

Zen Den

A wellness zone focused on mental and emotional well-being, offering Yoga, meditation, mindfulness sessions, and stress management techniques.



Idea Forge - Research Hub

A dedicated space for academic and industry research, equipped with resources and tools to support innovative projects and scholarly work.

Code Forge

Fully equipped with the latest technology and software, this lab provides students with the necessary tools for IT and digital learning.



Medical Room

A well-equipped facility to address health concerns and provide immediate medical care, ensuring students' well-being and safety on campus.

The Summit Hall

A large, multi-purpose space designed for lectures, presentations, and events, accommodating up to 80 attendees with advanced audio-visual support.



Vista Gateway- Reception Area

The welcoming entrance to our campus, where visitors are greeted and provided with information, setting a professional and friendly tone for all interactions.

"INNOVATIVE LEARNING APPROACH"

INTEGRATING THEORY, PRACTICE, AND ENTREPRENEURIAL INSTINCT

At SSIM, our pedagogy is centered on a dynamic learning philosophy that blends academic theory with practical experience. We go beyond traditional classroom lectures by providing

a robust educational framework that emphasizes real-world application and entrepreneurial instincts. Our approach ensures students gain hands-on experience and are well-prepared for the evolving business landscape.

Key Components of Our Learning Philosophy:

- **Experiential Learning (60% Out-of-Class Activity):** We prioritise hands-on experience, with approximately 60% of our learning activities taking place outside the classroom. This includes live projects, industry internships, and corporate simulations, allowing students to apply theoretical knowledge in practical scenarios, develop critical thinking skills, and gain industry insights.
- **Creating Entrepreneurial Instinct:** Our curriculum fosters entrepreneurial thinking by encouraging students to identify opportunities, innovate, and take initiative. This approach nurtures a proactive mindset, preparing students to drive their own ventures or contribute creatively within organisations.
- **Industry Engagement:** Continuous interaction with industry professionals through workshops, seminars, and guest lectures keeps students updated on current practices and trends, enhancing their career readiness.
- **Project-Based Learning:** Students engage in project-based assignments that involve real-world challenges. These projects promote collaboration, problem-solving, and creativity, offering a platform for students to showcase their skills.
- **Skill Development Sessions:** Regular workshops focus on both technical and soft skills, such as leadership, communication, and teamwork, ensuring that students are well-rounded and professionally adept.
- **Networking Opportunities:** We organise events that connect students with industry leaders, alumni, and potential employers, facilitating professional relationship-building and career guidance.
- **Cultural and Extracurricular Activities:** Participation in cultural, sports, and recreational activities contributes to personal growth, team-building, and stress management.

By blending academic instruction with extensive out-of-class activities, our pedagogy aims to create a comprehensive learning environment that prepares students not only for academic success but also for impactful careers in their respective fields. This approach ensures that graduates of SSIM are not only knowledgeable but also adept at navigating the complexities of the modern business world.



Experiential Learning



Skill Development Sessions



Project-Based Learning



Cultural and Extracurricular Activities



Industry Engagement



Networking Opportunities



Creating Entrepreneurial Instinct



POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM)

The Post Graduate Diploma in Management (PGDM) at Sri Sukhmani Institute of Management (SSIM) is designed to mold the next generation of business leaders, equipped with the skills, knowledge, and adaptability needed to excel in today's dynamic and rapidly evolving global marketplace. This AICTE-approved, two-year full-time program integrates cutting-edge technology, industry insights, and practical learning to provide a transformative educational experience.

Our PGDM program stands out for its unique collaboration with leading corporate partners and innovative educational platforms. By integrating advanced tools such as Artificial Intelligence and data analytics into the curriculum, we ensure that our students are not just prepared for the present, but are also capable of leading future industry trends.

The curriculum is crafted to balance theoretical knowledge with practical application, ensuring that students gain hands-on experience in real-world business challenges.

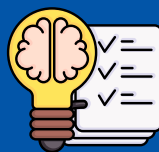
From strategic management to digital marketing, finance, and operations, our PGDM program covers all critical areas of business management, offering dual specialisation options that allow students to tailor their education to their career goals.

With a strong emphasis on leadership, entrepreneurship, and corporate readiness, the PGDM at SSIM goes beyond traditional management education. Our students benefit from industry collaborations, global exposure through international study tours, and mentorship from seasoned professionals, preparing them to take on leadership roles in their chosen fields.

At SSIM, we believe in nurturing not just successful professionals, but responsible global citizens. Our PGDM program is designed to instill ethical values, social responsibility, and a commitment to sustainable development, ensuring that our graduates are well-rounded leaders ready to make a positive impact in the world.



1000+ Hours



60% Out-of-Class Curriculum



Learn Directly from Future Recruiters



Learn from 4 Countries
3 Continents



Bharat's First Curriculum Designed in collaboration with AI



Two Year Full Time Approved by AICTE Government of India

DISTINGUISHED CURRICULUM

Trimester 1

Code	Subject	Career Relevance	Credits	Hours
PG 101	Business Communication 1	Effective Communication for Business success	3	30
PG 102	Managerial Economics	How economies of scale impact business	3	30
PG 103	Statistics for Business	Crunching numbers for business	3	30
PG 104	Marketing Management	Understanding the dynamics of marketing	3	30
PG 105	Organisation Behaviour	Dynamics of individuals and teams in organisations	3	30
PG 106	Essentials of R Programming	Turning Data into Insight with Power and Precision	3	30
PG 107	Fundamentals of Accounting	Understanding Balance sheets and business	3	30

Trimester 2

Code	Subject	Career Relevance	Credits	Hours
PG201	International Business	Global Insights for global succes	3	30
PG202	Business Environment & Policy	Driving sustainable growth	3	30
PG203	Operations Research	Strategic Solutions for Complex Challenges	3	30
PG204	Consumer Behaviour	Navigating the minds of the customers	3	30
PG205	Human Resource Management	Driving success through people	3	30
PG206	Python	The Language of unlimited possibilities	3	30
PG207	Financial Management	Navigating Finances with Precision	3	30

Trimester 3

Code	Subject	Career Relevance	Credits	Hours
PG301	Corporate Strategy	Strategic vision for sustainable success	3	30
PG302	Legal Aspects of Business	Strategic decisions for legal foundations	3	30
PG303	Research Methodology	The power of research for various understanding	3	30
PG304	Sales & Distribution	Understanding sales strategy and distribution networks	3	30
PG305	Performance Management Systema	Let's understand reward systems	3	30
PG306	Data Visualisation with Tableau	Simplifying Data for decision making	3	30
PG307	Financial Accounting	Driving financial excellence	3	30

Trimester 4

Code	Subject	Career Relevance	Credits	Hours
PG 401	Business Ethics & Corporate Governance	Engaging with integrity in business	3	30
PG 402	Strategic Management	Vision and mission of business	3	30
PG 403	Summer Internship Project	Live learning assessment	3	30
PG Fin1	Portfolio and Security Manage	Financial Instruments	3	30
PG Fin2	Financial Markets & Investment Banking	Shaping markets and driving business	3	30
PG HR1	Training & Development	Transformation through training	3	30
PG HR2	Performance Management System	Measuring your potential	3	30
PG MK1	Retail Marketing	Crafting experiences to drive sales	3	30
PG MK2	Sales & Distribution	From strategy to execution	3	30
PG BA1	Marketing Analytics		3	30
PG BA2	Financial Analytics		3	30
PG OP1	Logistics & Supply Chain Management		3	30
PG OP2	Total Quality Management		3	30

Trimester 5

Code	Subject	Career Relevance	Credits	Hours
PG 501	Entrepreneurship Development	Engaging with integrity in business	3	30
PG 502	Dissertation- Industry Analysis	Vision and mission of business	3	30
PG 403	Summer Internship Project	Live learning assessment	3	30
PG Fin3	Mergers & Acquisitions	Financial Instruments	3	30
PG Fin4	Investment Banking	Shaping markets and driving business	3	30
PG HR3	Employee Relations	Transformation through training	3	30
PG HR4	Training & Development	Measuring your potential	3	30
PG MK3	Product & Brand Management	Crafting experiences to drive sales	3	30
PG MK4	International Marketing	From strategy to execution	3	30
PG BA3	Marketing Analytics		3	30
PG BA4	Financial Analytics		3	30
PG OP3	Enterprise Resource Planning		3	30
PG OP4	Project Management		3	30

Trimester 6

Code	Subject	Career Relevance	Credits	Hours
PG601	Dissertation Presentation	Strategic vision for sustainable success	3	30

CAREER TRACKS



Dual Specialisation



Both Major



Marketing Management



The Marketing specialization in our PGDM program equips you with cutting-edge strategies and digital tools to navigate the evolving marketplace. Master consumer insights, branding, and digital marketing to drive impactful campaigns and lead in the competitive business environment.

Financial Management



The Finance specialization in our PGDM program equips you with advanced financial acumen, enabling you to master investment strategies, risk management, and corporate finance. Prepare to navigate the complexities of global financial markets and drive value creation in any organization.

Business Analytics



The Business Analytics specialization in our PGDM program empowers you to harness data-driven insights for strategic decision-making. Learn to analyze complex datasets, leverage advanced analytical tools, and transform raw information into actionable strategies that drive business growth and innovation.



Human Resource Management

The HR specialization in our PGDM program focuses on developing strategic leaders who excel in talent management, employee engagement, and organizational development. Gain expertise in modern HR practices, including analytics and digital HR, to foster a dynamic and inclusive workplace culture.



Operations Management

The Operations specialization in our PGDM program focuses on optimizing processes, enhancing efficiency, and driving innovation in production and service delivery. Gain expertise in supply chain management, quality control, and operational strategy to ensure seamless business operations and achieve organizational excellence.

“8 CORPORATE-CURATED CERTIFICATIONS SETTING YOU APART”

These eight certifications have been meticulously curated by leading corporate professionals, ensuring they equip you with cutting-edge knowledge and skills that set you apart from your peers. Aligned with industry demands and emerging trends, these certifications are not just enhancements to your expertise—they position you as a standout candidate in a competitive job market or as an entrepreneur.

By making these certifications mandatory, we ensure that every PGDM student is prepared for leadership roles. This comprehensive approach equips you with cross-functional skills, enabling you to excel in your career and be considered for leadership positions.

For example, if you're specialising in marketing, having a broad understanding of areas like analytics, finance, operations, supply chain, and international business can give you a significant advantage when competing for leadership roles.

Moreover, these skills are invaluable for roles such as founders' offices, product management, and executive assistance, where cross-functional knowledge is crucial. For entrepreneurs, this holistic skill set is not just an asset but a game-changer, providing you with a strategic advantage as you navigate the complexities of running a startup.



30 Hours | On Campus

BUSINESS ANALYTICS CERTIFICATION

by



The Business Analytics Certification by KPMG equips participants with essential skills in data analytics, including regression models, logistic regression, time series analysis, and data visualization using Tableau. The course enables professionals to understand and apply analytics across various industries, perform regression and classification analyses, forecast trends with advanced techniques like ARIMA and Monte Carlo simulation, and create insightful visualizations for strategic decision-making. By the end of the program, participants will be well-prepared to leverage analytics for driving impactful business insights and informed decisions.

About KPMG

Established: 1987 | **Headquarters:** England
Revenue: US \$36.4 Billion
Employees: 2,73,000+
Global Presence: 145+ Countries

Founded in 1987 in England, KPMG has grown to become one of the world's leading professional services firms, consistently ranked among the Fortune 100 companies. As one of the Big Four accounting firms, KPMG boasts an annual revenue of \$36.4 billion, with a global presence spanning over 145 countries and employing more than 273,000 professionals. Specialising in management consulting, KPMG is a trusted advisor to businesses worldwide.

40 Hours | On Campus

HR ANALYTICS CERTIFICATION

by



The HR Analytics Certification equips management professionals with advanced skills in data analysis, visualization, and predictive modeling using Excel, Power BI, and Orange 3. Participants will learn to optimize HR functions like employee retention, recruitment, and compensation through hands-on training in data modeling, dashboard creation, and statistical analysis. By the end of the course, they will be proficient in leveraging data-driven insights for strategic HR decision-making.

About KPMG

Established: 1987 | Headquarters: England
Revenue: US \$36.4 Billion
Employees: 2,73,000+
Global Presence: 145+ Countries

Founded in 1987 in England, KPMG has grown to become one of the world's leading professional services firms, consistently ranked among the Fortune 100 companies. As one of the Big Four accounting firms, KPMG boasts an annual revenue of \$36.4 billion, with a global presence spanning over 145 countries and employing more than 273,000 professionals. Specialising in management consulting, KPMG is a trusted advisor to businesses worldwide.

40 Hours | On Campus

FINANCIAL MODELLING AND VALUATION CERTIFICATION

by



Grant Thornton

The Financial Analysis & Valuation Certification is designed to equip participants with advanced skills in financial modelling, valuation techniques, and project evaluation. Through hands-on training in Excel and other financial tools, participants will learn to create and analyse financial models, perform valuations using methods such as DCF, CAPM, and WACC, and evaluate projects using techniques like NPV and IRR. The course prepares professionals for advanced roles in finance and investment by providing comprehensive knowledge and practical experience in financial analysis and valuation.

About Grant Thornton

Established: 1980 | Headquarters: England

Revenue: US \$7.5 Billion

Employees: 73,000+

Global Presence: 149+ Countries

Grant Thornton is a leading global professional services network, known for providing audit, tax, and advisory services. With over 73,000 employees across more than 149 countries, the firm generates an annual revenue of \$7.5 billion. Renowned for its expertise and client-focused approach, Grant Thornton is a trusted partner for businesses around the world, helping them navigate complex challenges and achieve sustainable growth.

20 Hours | Hybrid Mode

MARKETING ANALYTICS CERTIFICATION

by



The Marketing Analytics Certification is designed to equip learners with the skills to transform raw data into actionable insights that enhance marketing strategies and optimize return on investment. By integrating marketing principles with advanced analytics, participants will gain proficiency in customer metrics, conduct marketing experiments, apply key marketing metrics to real-world data, and create forecasting models and dashboards. Learners will also acquire hands-on experience with industry tools like Power BI and Python, empowering them to drive impactful marketing campaigns and improve brand performance in a competitive landscape.

About Ernst & Young

Established: 1989 | Headquarters: England
Revenue: US \$49.4 Billion
Employees: 395,000+
Global Presence: 150+ Countries

EY, also known as Ernst & Young, is one of the world's largest professional services firms, providing audit, tax, consulting, and advisory services. With a revenue of \$49.4 billion and a workforce of over 395,000 professionals across 150+ countries, EY is recognized for its expertise in helping organisations solve their most complex challenges. The firm is committed to building a better working world by delivering exceptional client service and innovative solutions.



20 Hours | On Campus

CORPORATE COMMUNICATION CERTIFICATION

by



The Corporate Communication Certificate from Job Bank Global is designed to equip participants with essential skills for managing and executing effective corporate communication strategies. The course focuses on crafting messages that align with organizational goals, fostering positive relationships, and handling communication during crises. Participants will also learn to leverage digital tools and social media for impactful corporate communication, preparing them to enhance internal and external engagement, manage public relations, and navigate ethical and legal considerations in communication.

About Job Bank Global

15 Years of Career Crafting Experience

1500+ Active Hiring Partners

5000+ Success Stories

1.07 CPA Highest CTC Offered

Job Bank Global, a talent sourcing and career crafting platform, has been shaping careers for 15 years. With over 1500 active hiring partners, they have contributed to more than 5000 success stories, with the highest CTC offered being 1.07 CPA. They assist educational institutions in sourcing their candidates to corporate environments, ensuring that students find the right career paths.



10 Hours | Dubai Campus

CERTIFICATE IN INTERNATIONAL BUSINESS

by



UNIVERSITY OF
BIRMINGHAM

The Certification in International Business aims to provide participants with essential knowledge and skills to navigate the complexities of global markets. This course covers the principles of international trade, global supply chain management, and market entry strategies, while also addressing compliance with international regulations and ethical considerations. Participants will learn to adapt marketing strategies for diverse markets and manage cross-border operations, equipping them with the tools to successfully expand business operations internationally.

About University of Birmingham

Established: 1825 | England
Home to 10 Nobel Laureates
300,000+ Alumni worldwide
One of the world's oldest universities

The University of Birmingham, established in 1825 in England, is one of the world's oldest and most prestigious institutions of higher learning. With a proud legacy of academic excellence, the university has produced 10 Nobel Laureates and boasts a global network of over 300,000 alumni. The university has produced 10 Nobel Laureates and boasts a global network of over 300,000 alumni. Renowned for its pioneering research and innovative teaching, the University of Birmingham continues to be a leader in shaping the future of education and contributing to advancements across various fields.

20 Hours | On Campus

CERTIFICATE IN DIGITAL MARKETING

by



**Growth
School**

The Certificate in Digital Marketing equips participants with essential skills to master online marketing strategies and tools. Covering key areas such as SEO, social media, and data analytics, the program prepares individuals to effectively drive digital campaigns and optimize brand presence. This certification is designed for those aiming to excel in the dynamic field of digital marketing.

About Growth School

Growth School of Asia stands as a leading online education platform, having empowered over 1 million learners with essential skills. Backed by prestigious investors including Sequoia Capital, Owl Ventures, Kunal Shah of Cred, etc it is widely recognized as one of the most trusted and impactful skilling platforms on the internet.

10 Hours | On Campus

ACCELERATED CERTIFICATE IN ENTREPRENEURSHIP (ACE)

by



The "ACE: Accelerated Certificate in Entrepreneurship" empowers aspiring entrepreneurs with the essential tools to successfully launch and manage startups. This course covers key areas such as assessing startup readiness, crafting compelling pitch decks, and understanding financial and valuation reports. Participants will also gain insights into legal compliance and strategies for securing seed funding. By integrating these elements, the program prepares individuals to effectively start their business ventures and attract potential investors.

About Spark n Start and Pitch our Way

Spark n Start is an Entrepreneurship Development and Incubation Cell (EDIC) at SSIM, dedicated to fostering innovation and supporting startup ventures. Established to ignite entrepreneurial spirit and provide comprehensive support to budding entrepreneurs, Spark n Start offers a range of resources, including mentorship, funding guidance, and networking opportunities in collaboration with "Pitch our Way", India's leading Young Entrepreneur Fund Raising Support brand.

SPARK N START

Spark n Start is the Entrepreneurship and Incubation Development Cell (EDIC) at SSIM, dedicated to fostering innovation, creativity, and entrepreneurial spirit among students. This initiative is designed to nurture budding entrepreneurs, providing them with the necessary tools, mentorship, and resources to transform their ideas into successful business ventures. Spark n Start serves as a catalyst for entrepreneurial growth, offering a platform where ideas meet execution.



Key Objectives

Spark n Start is dedicated to fostering a robust entrepreneurial culture among students by encouraging creativity, risk-taking, and innovative thinking. The initiative offers practical support through funding, mentorship, and resources, equipping students with the tools needed to develop their business ideas. By providing hands-on experience, facilitating real-world learning through workshops and events, and building a collaborative network of mentors, investors, and industry professionals, Spark n Start ensures that students can effectively navigate their entrepreneurial journey and turn their innovative ideas into successful ventures.



Mentorship



Funding



Workshops
& Training



Networking



Incubation

NEXTGEN: YOUNG ENTREPRENEUR OF THE YEAR

NEXTGEN: Young Entrepreneur of the Year is a prestigious competition at SSIM that celebrates the spirit of innovation and entrepreneurship among the brightest young minds. This event offers a platform for aspiring entrepreneurs to showcase their groundbreaking ideas, gain valuable feedback from seasoned business leaders,

and compete for the coveted title. Through rigorous challenges and mentorship, participants are empowered to refine their business concepts, develop essential entrepreneurial skills, and prepare to lead the next generation of successful ventures. The competition not only recognizes individual talent but also fosters a thriving community of future business leaders.

LAUNCH YOUR DREAM

**WIN 5 LACS IN SEED FUNDING WITH
NEXTGEN: YOUNG ENTREPRENEUR OF THE YEAR!**



The winner of **NEXTGEN: Young Entrepreneur of the Year** receives a seed funding of 5 Lacs from SSIM and our sponsors to kickstart their business venture.

This funding is designed to provide the initial financial support needed to transform innovative ideas into reality, giving the winning entrepreneur a solid foundation to grow their business.

INTERNATIONAL IMMERSION - DUBAI (FULLY PAID)

The International Immersion in Dubai presents a distinctive chance for students to acquire firsthand knowledge of global business practices in one of the world's most vibrant cities. This immersive four-day program integrates educational tours, industry perspectives, and cultural encounters to offer a thorough insight into international business settings.

Program Focus:

Educational Exposure

Engage in sessions on Global Business Management and industry-specific insights.



Corporate Visits

Experience the workings of major corporations and understand their impact on the global market.



Cultural Experience

Explore Dubai's landmarks, enjoy local cuisine, and immerse yourself in the city's vibrant culture.



Itinerary Highlights:

- **Day 1:** Arrival and evening cruise dinner.
- **Day 2:** International Business Certification session & felicitation at the University of Birmingham, Dubai Campus, followed by visits to Dubai Mall and an evening exploration.
- **Day 3:** Corporate visits to leading companies such as Air Arabia or Fly Dubai, ENOC, and RSA Global, with opportunities for shopping and local exploration.
- **Day 4:** City tour and final departure.

"Dubai: Asia's Corporate Powerhouse"

Taking industry immersion to Dubai, UAE, The Gateway to Global Business, allows students to experience the vibrant business landscape of the financial capital and corporate hub of Asia. Dubai's strategic location, diverse industries, and cutting-edge innovation make it an ideal setting for students to gain global insights and expand their professional networks.

International Immersion Trip to Dubai

- Integral part of PGDM curriculum at SSIM, fully funded by the institute.
- No additional charges; mandatory participation with no refunds.
- Designed for a comprehensive educational and cultural experience.



UNIVERSITY OF BIRMINGHAM, UNITED KINGDOM'S DUBAI CAMPUS

About the University of Birmingham

- Established in 1825 in England.
- 10 Nobel Laureates and a global alumni network of 300,000+.
- Known for pioneering research and academic excellence.

Key Highlights

- One of the world's oldest universities with a tradition of excellence.
- Began as Birmingham School of Medicine and Surgery, merged with Mason Science College.
- First English 'red brick' university to receive a royal charter in 1900.

Key Features of Dubai Campus

- Located in Dubai International Academic City (DIAC).
- Designed by Hopkins Architects, blending UK heritage with Arabic architecture.
- Accommodates up to 4,500 students, fostering a vibrant educational environment.
- Serves as a hub for alumni and local business engagement.

LEARNING MANAGEMENT SYSTEM BY OPEN LEARNING LTD

The Learning Management System (LMS) by Open Learning Ltd is a state-of-the-art platform designed to enhance the educational experience for students and faculty.

It provides a comprehensive suite of tools that support a blended learning environment, combining traditional classroom activities with online resources. Key features include:



Proctored Assessments
Ensures the integrity of exams with secure and monitored testing.



Announcements & Assignments
Streamlined communication and task management between students and instructors.



Doubt Clearing & Community Interaction:
An integrated platform for students and faculty to engage, discuss, and resolve academic queries.



Presentations & Recorded Lectures
Access to course materials and lectures for flexible learning.

ABOUT OPEN LEARNING LTD

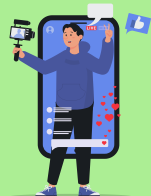
Established: 1970 | Australia
Australian Federal Government MOOC Partner
Listed on the Australian Stock Exchange (ASX)

Open Learning Ltd. is a pioneering educational technology company recognized as a leader in AI-based Learning Management Systems (LMS). With a strong foundation in Australia, the company has become the go-to partner for Massive Open Online Courses (MOOCs) endorsed by the Australian Government. Being publicly traded on the Australian Stock Exchange reflects its credibility and global reach. Open Learning Ltd. offers cutting-edge, AI-driven solutions that revolutionise the learning experience, providing intuitive and personalised education platforms for institutions worldwide.



IMMERSE YOURSELF IN LEARNING, BEYOND CLASSROOM LECTURES

At SSIM, we integrate real-world learning with hands-on experiences through the following challenges:



Creator's Challenge

Develop and showcase innovative digital content, gaining practical skills in digital marketing, content creation, and audience engagement.



Drop-shipping Challenge

Set up and manage an online store, learning e-commerce strategies, product selection, and customer service without holding inventory.



Local Consulting Challenge

Work with local businesses to solve real-world problems, enhancing your consulting skills and understanding of business operations.



Decoding Businesses with Founders

Engage with successful entrepreneurs through discussions and Q&A sessions, learning directly from their experiences and strategies.

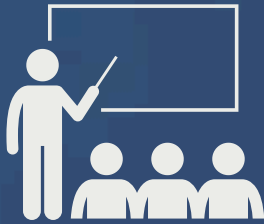
These initiatives complement academic learning, equipping you with the practical skills needed for a successful career.



CAREER CRAFTING CENTRE (C CUBE)

Career Crafting Centre (C Cube) is SSIM's dedicated initiative aimed at transforming students into industry-ready professionals through a unique process called Career Crafting. Our approach is built on the philosophy of nurturing prodigies (students) with exceptional potential—and honing their talents to align with industry demands.

Key Features of C Cube:



Career Crafters & Prodigies

Identifies and nurtures each student's unique talents, with expert trainers refining skills to meet industry demands.



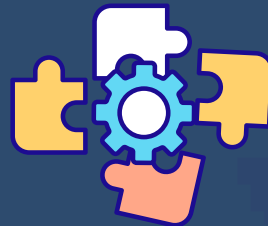
Internal Resource Development

SSIM's team focuses on holistic student development, ensuring well-rounded, corporate-ready graduates.



External Resource Engagement

Collaborates with industry professionals to provide real-world insights and updates on the latest trends and tools.



Early & Continuous Intervention

Career Crafting starts from day one, with regular progress checks and talent audits for consistent growth.



SSIM's IMPACT

Intensive Management and Professional Advancement Career Training: Offers advanced skill-building through simulations, experiential learning, language labs, and more to develop problem-solving, analytical, and collaborative skills.



ReSPONSe Sessions

Recruiters Specific Preparation Optimization & Nurturing Sessions: Tailored sessions to optimise and nurture students specifically for recruiters' expectations.

Cube ensures students are fully equipped to thrive in today's dynamic corporate environment.

SYMPOSIA & MASTERCLASSES BY C CUBE



Advanced Excel



Corporate Grooming



Employability Enhancement



Current Business Trendz



Design Thinking & Innovation



Emotional Competency & Team work



Asset Management



Social Media Marketing



Case Study



Time Management



Aptitude & Reasoning



Social Media Transformation



English Language Training



Artificial Intelligence & Data Science Tools



Online Engagement & Collaboration Tools



Presentation Skills





Engage in diverse activities and enrich your campus experience through specialized clubs that cater to interests ranging from marketing and finance to sports and sustainability.

Each club offers unique opportunities for personal growth, skill development, and community involvement.

Here's a brief overview for each student driven professional guided club:



Maverick Marketers Guild

Marketing Club: Dive into the dynamic world of marketing through workshops, guest lectures, and practical projects, fostering skills in branding, strategy, and digital marketing.



Wall Street Wizards

Finance Club: Explore financial markets, investment strategies, and economic trends with hands-on experience, industry insights, and networking opportunities.



Talent Titans

HR Club: Focus on human resource management, talent acquisition, and organisational behaviour, offering insights through seminars, role plays, and case studies.



Guardians of Change

CSR Club: Engage in social responsibility projects and community service, aiming to make a positive impact through initiatives that address various societal needs.



Rhythms & Roots Society

Cultural Club: Celebrate diversity and creativity through cultural events, festivals, and artistic expressions, promoting an inclusive and vibrant campus life.



Varsity Legends

Sports Club: Enhance physical fitness and team spirit with various sports and recreational activities, competitions, and fitness sessions.



The Creative Factory

Creators Club: A creative space for content creators, podcasters, and digital enthusiasts to collaborate, produce, and share innovative media projects.



The Green Mile

Environment Club: Promote environmental sustainability and awareness through eco-friendly initiatives, campaigns, and activities aimed at conserving natural resources.



Data Dynamics Syndicate

Analytics Club: Delve into data-driven decision-making by exploring analytics tools, techniques, and trends, fostering skills in data interpretation and application.

CAREER LAUNCHPAD

CORPORATE RESOURCE CENTRE (CRC)

The Career Launchpad - Corporate Resource Centre (CRC) at SSIM bridges the gap between academia and industry, facilitating a smooth transition for students into the corporate world.

By building strong partnerships with leading organisations, the CRC provides students with valuable opportunities for internships, live projects, and placements

Key CRC Responsibilities



Industry Collaboration

Developing and maintaining partnerships with top companies for student placements and industry exposure.



Skill Development

Organising workshops, training, and certifications to boost students' employability.



Career Counselling

Offering personalised guidance to help students achieve their career goals.



Placement Drives

Coordinating campus recruitment to provide diverse job opportunities.



Alumni Relations

Leveraging alumni networks for placements and mentorship.

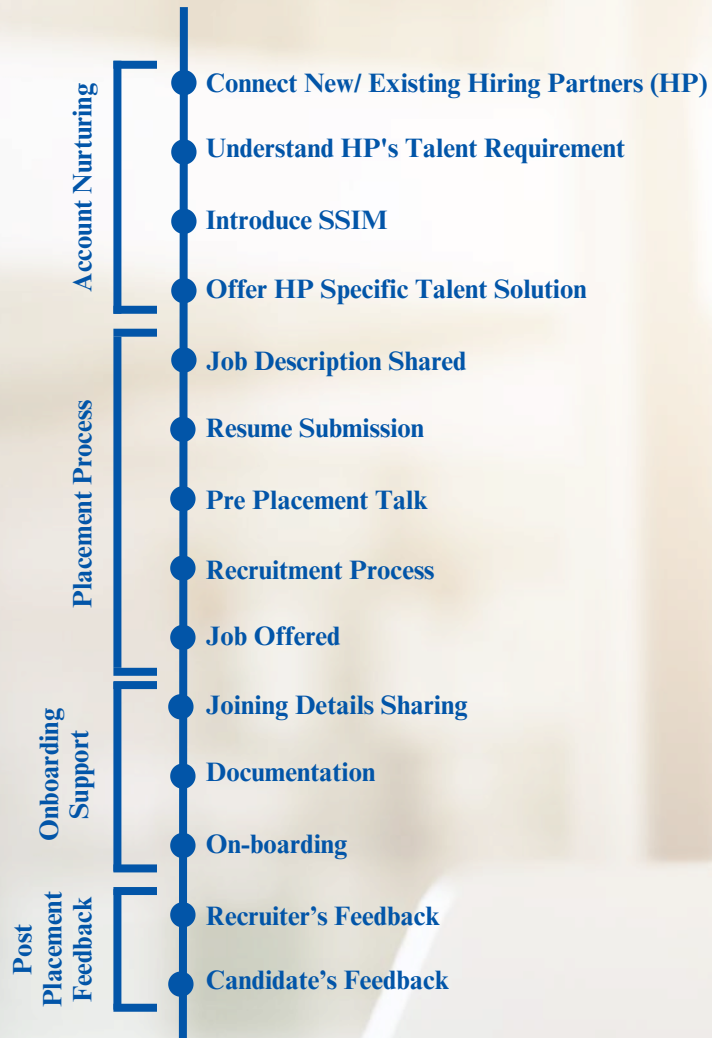
CAREER AVENGERS (CA)

Career Avengers - Student Placement Committee is a key team at SSIM, made up of dynamic first-year students who collaborate with the Career Launchpad team on critical CRC activities, including the placement process, student development through C Cube,

and corporate exposure programs. This committee is one of the most prestigious at SSIM, drawing the institution's top talent due to its unmatched opportunities for exposure, networking, and professional growth.

PLACEMENT PROCESS

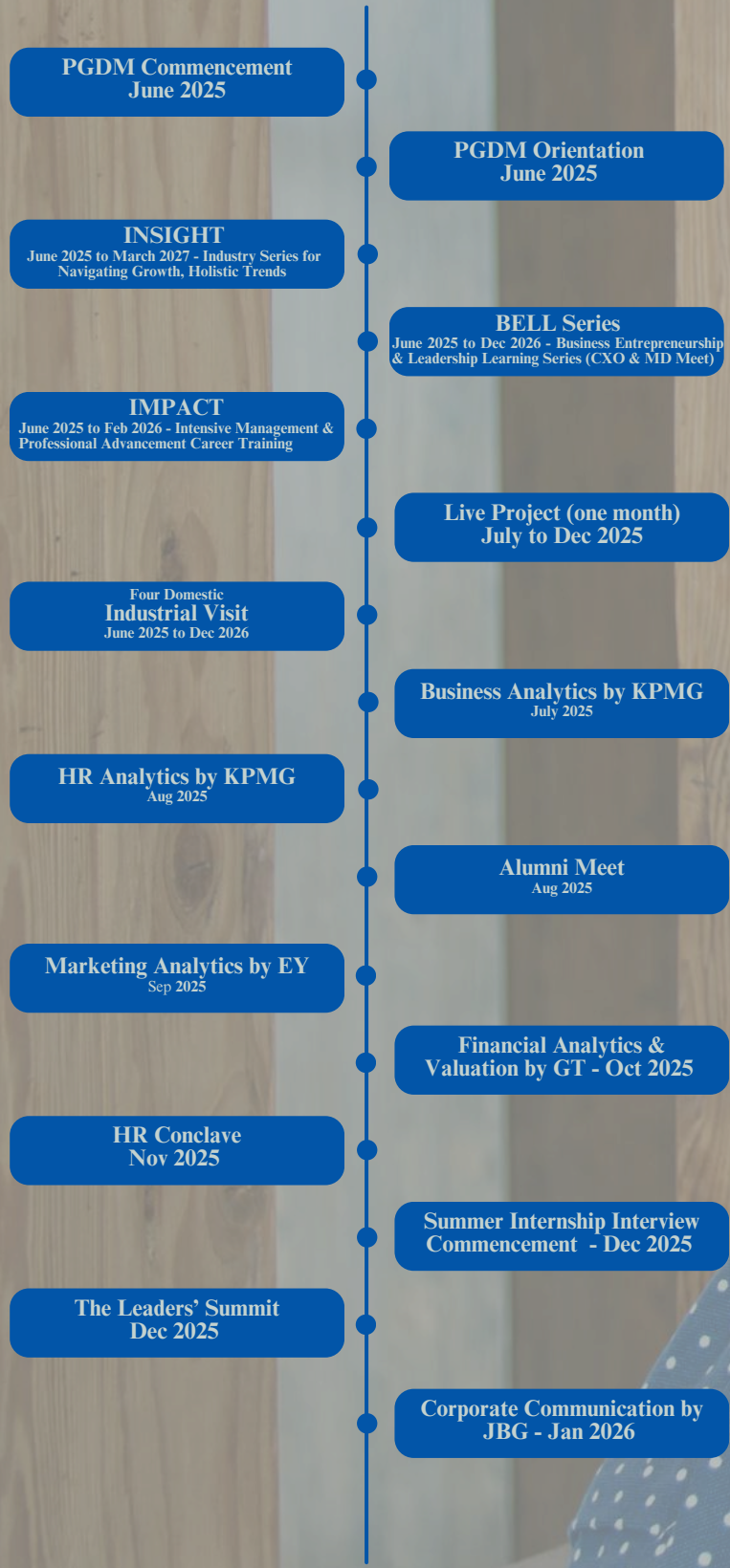
End to End Placements Process Management refers to overall handling of the entire procedure. It is divided in three major Steps.

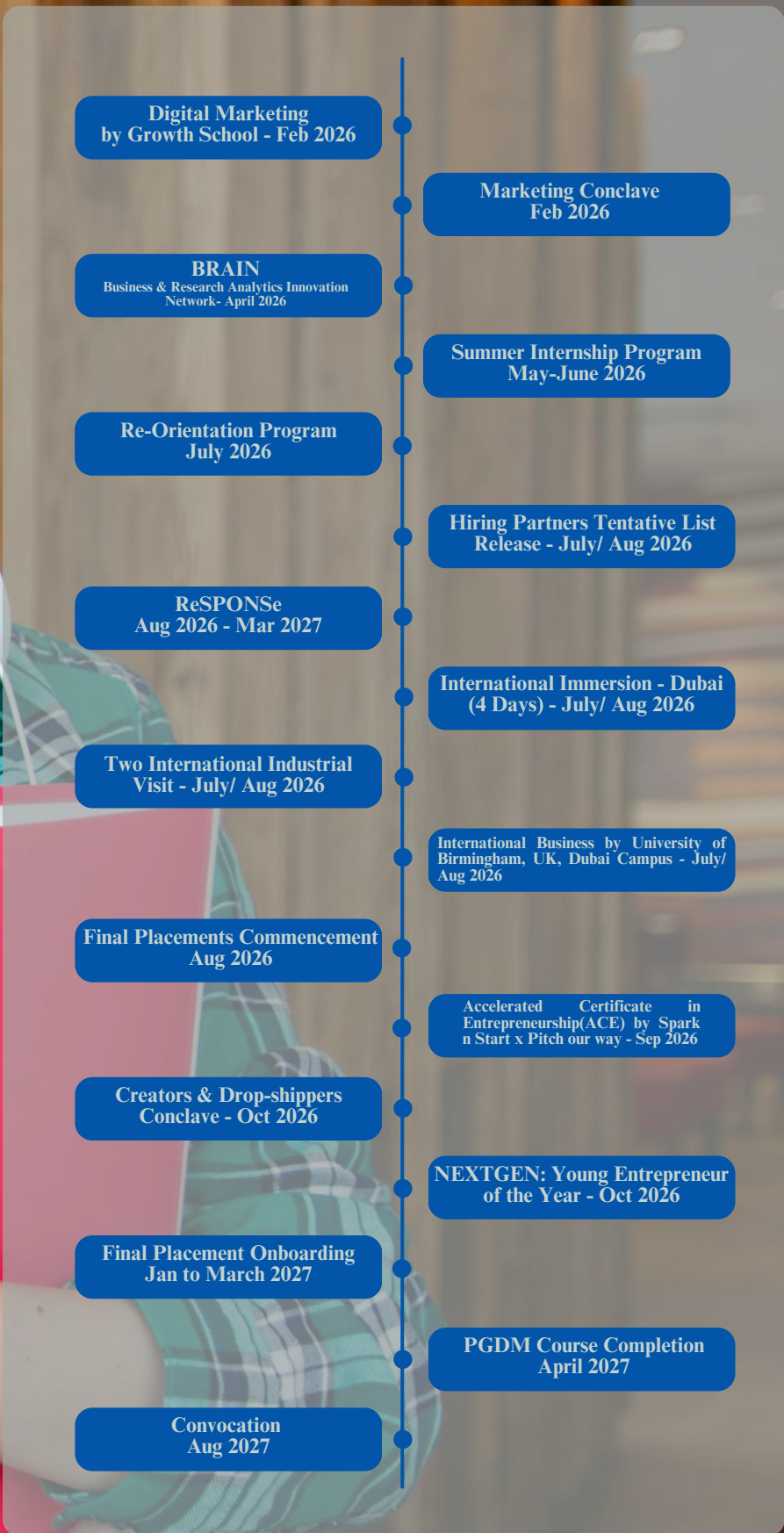


Unlike others, we do not conclude our process post selection. Post selection, we keep in touch with the recruiters & students both. We take feedback, evaluate & improve. With us, it is an ever lasting relationship.

BEST CORPORATE EXPOSURE

SSIM X JBG offers unparalleled corporate exposure throughout the PGDM program, ensuring students are well-prepared to meet industry demands. Over 35 events are scheduled during the two-year tenure, providing numerous opportunities to engage with top-notch corporate professionals.





KEY CORPORATE ENGAGEMENTS

Key Corporate Engagements at SSIM bridge academia and industry, immersing students in real-world business scenarios. Through guest lectures, live projects, and networking

with top executives, students gain valuable industry insights and experiences, enhancing both their learning and employability.



Leader's Summit

The Leader's Summit at SSIM connects PGDM students with top industry leaders, offering direct engagement, insights into emerging trends, and real-world challenges. This event inspires and equips future leaders with the strategic thinking and skills needed for success in today's dynamic business environment.



HR Conclave

The HR Conclave at SSIM is a transformative event where HR leaders and industry experts provide deep insights and guidance, helping students develop essential skills and connect with professionals who genuinely care about their career growth. This unique gathering is designed to make a real impact on your career journey.



Orientation Program - Your Gateway to a Transformative PGDM Journey!

The SSIM Orientation Program is a dynamic event that sets the stage for your PGDM journey, offering insights from senior corporate professionals and preparing you for success. It aligns your expectations and equips you with the knowledge and network needed for a transformative experience at SSIM.



INSIGHT - Industry Series for Navigating Growth, Holistic Trends

INSIGHT is a premier series at SSIM that offers PGDM students valuable exposure to industry dynamics and emerging trends. Through sessions with seasoned experts, students gain insights into the latest business practices and strategic opportunities, equipping them to navigate the evolving business landscape.



BELL Series- Business Entrepreneurship & Leadership Learning Series

The BELL Series gives PGDM students exclusive access to top executives, offering insights into leadership, strategic decision-making, and entrepreneurship. These interactions prepare students to excel in their careers by exposing them to real-world industry trends and leadership challenges.



Marketing Conclave

The Marketing Conclave at SSIM is a premier event that brings together industry leaders, professionals, and students to explore the latest marketing trends. Through insightful sessions and interactive workshops, participants gain expertise in digital strategies, consumer behavior, and brand management, preparing them to excel in the ever-evolving marketing landscape.



BRAIN

BRAIN (Business & Research Analytics Innovation Network) is an Analytics Conclave that unites industry experts, researchers, and professionals to explore the latest trends in analytics. It serves as a platform for exchanging ideas, discovering innovative solutions, and fostering cross-sector collaboration. BRAIN focuses on driving business excellence and innovation through the power of data and analytics.



Re-Orientation Program

The Re-Orientation Program helps students returning from summer internships transition smoothly back to academics, providing essential updates on the final placement process. It offers key insights into placement timelines, expectations, and strategies, ensuring students are well-prepared for their career launch.



Tentative List of Hiring Partners Release

The "Tentative List of Hiring Partners Release" gives students an early preview of top companies interested in hiring our graduates. It showcases diverse sectors and prestigious organisations, highlighting our strong industry ties and the high caliber of our candidates, motivating students as they prepare for their career launch.



Creators & Drop-shippers Conclave

The "Creators & Drop-shippers Conclave" unites digital entrepreneurs and innovators for networking and knowledge-sharing. Attendees gain insights into the latest trends and strategies in digital entrepreneurship, equipping them with the tools to excel and explore new opportunities in digital commerce.



Convocation

The Convocation Ceremony at SSIM celebrates the completion of your academic journey and the start of your professional career. This formal event honors your achievements, reflects on your transformative experience, and prepares you to confidently step into the business world with the skills and knowledge gained during the PGDM program.



Alumni Meet

The Alumni Meet at SSIM reconnects past graduates to celebrate their achievements and strengthen professional networks. It offers alumni a chance to engage with former classmates, share career insights, and inspire current students. This event fosters a vibrant community and explores opportunities for collaboration and growth.

LIVE PROJECT

The Live Projects component at SSIM is designed to immerse PGDM students in real-world business challenges, providing practical experience and hands-on learning opportunities. This crucial aspect of the curriculum allows

students to work on actual projects from partnering companies, applying their classroom knowledge to solve complex problems and contribute to ongoing business initiatives.

Key Features:



Real-World Application

Engage with live business challenges, applying classroom knowledge to solve real problems.



Industry Collaboration

Work on projects from diverse industries, gaining exposure to various sectors.



Skill Development

Enhance problem-solving, project management, and teamwork skills through hands-on experience.



Feedback and Mentorship

Receive guidance from industry experts and mentors, fostering professional growth.



Career Preparation

Build a strong portfolio and gain insights that prepare you for a successful career in management.

Recent Live Project Hiring Partners



& much more

SUMMER INTERNSHIP PROGRAM (SIP)

The Summer Internship Program at SSIM is a vital component of the PGDM curriculum, designed to provide students with valuable industry experience and insights.

This program offers a unique opportunity for students to apply theoretical knowledge in real-world business settings, bridging the gap between academic learning and practical application.

Key Features:



Industry Exposure

Work with leading companies across various sectors, gaining firsthand experience in diverse business environments.



Practical Learning

Apply classroom concepts to real business challenges, enhancing problem-solving and analytical skills..



Professional Development

Receive mentorship and feedback from industry professionals, refining career goals and key skills.



Networking Opportunities

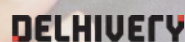
Connect with industry leaders and potential future employers, expanding your professional network.



Career Advancement

Gain a competitive edge in the job market, demonstrating your ability to contribute effectively to organizations.

Recent SIP Hiring Partners



& much more

HIRING PARTNERS FROM 20 DIFFERENT SECTORS

At SSIM, we provide our PGDM candidates with a diverse range of career opportunities across various sectors. Our collaboration with Job Bank Global (JBG) ensures that students

gain access to top companies in each field. Here are examples from 20 different sectors that highlight the breadth of our placement network:



Business Analytics / KPO / BPM / BPS



Logistics / Shipping / SCM / Operations



Management Consulting



Research



HR Consulting



NBFC / AMC / Wealth Management



E Commerce



BFSI / Fintech



IT/ITES



Manufacturing / Production



Telecom / Mobile Network Services



Healthcare



Retail / FMCG / FMCD



Media & Entertainment



Fitness & Wellness



Hospitality



Automotive



Real Estate



Ed Tech / E-Learning



Digital Marketing

This list illustrates the vast industry exposure PGDM students.

and career opportunities available to SSIM's

OUR HIRING PARTNERS

At SSIM, our hiring partners play a crucial role in offering exceptional career opportunities to our students. We work closely with a diverse network of industry leaders across various sectors, ensuring our graduates access top-tier organisations that value

the skills and knowledge from our PGDM program. This strong industry connection not only enhances placement opportunities but also keeps our curriculum aligned with the evolving demands of the corporate world.



& much more

MINIMUM 6 LPA JOB ASSURANCE*

At SSIM, we proudly offer a minimum 6 LPA job Assurance to our PGDM students.

How are we confident about offering a Minimum 6 LPA Job Assurance?

At SSIM, we are not just an educational institution; our associate JBG is also a premier talent sourcing company, making the best opportunities available to our students. Talent sourcing is embedded in our DNA, and it's something we excel at. Here's why we confidently offer a minimum 6 LPA job Assurance:



Rigorous Admission Process

Before admitting any student, we conduct multiple rounds of interviews to assess their potential and ensure that they meet our high standards. We only offer admission to those candidates whom we are confident can meet the 6 LPA job assurance.



Preferred Hiring Partner

JBG is a preferred hiring partner for numerous top corporate organisations. This strong network allows us to secure excellent placement opportunities for our students, ensuring they achieve a minimum of 6 LPA.



Industry-Relevant PGDM Curriculum

Our PGDM program is meticulously designed to meet the current demands of the industry. We constantly update our curriculum to align with the latest trends and requirements, ensuring that our graduates are highly employable and in demand.



Unwavering Commitment

We are deeply committed to the success of our students. Our dedicated team works tirelessly to provide the best training, resources, and opportunities, helping students achieve their career goals.

* Terms & Condition Apply

ALUMNI - LEGACY LEAGUE

The Alumni Legacy League at SSIM is a powerful network of over 30,000 accomplished alumni, all of whom share a commitment to supporting the next generation of leaders. This league fosters a deep sense of connection between past and present students, creating opportunities for mentorship, guidance, and professional development. Alumni are eager to give back and help their juniors grow, offering insights and support to navigate the challenges of their careers. This positive inclination from alumni helps current students accelerate their learning, gain industry knowledge, and build valuable connections that shape their future success.

Active Alumni Connect Benefits for Present Students



**Mentorship
& Guidance**



**Networking
Opportunities**



**Career
Growth**



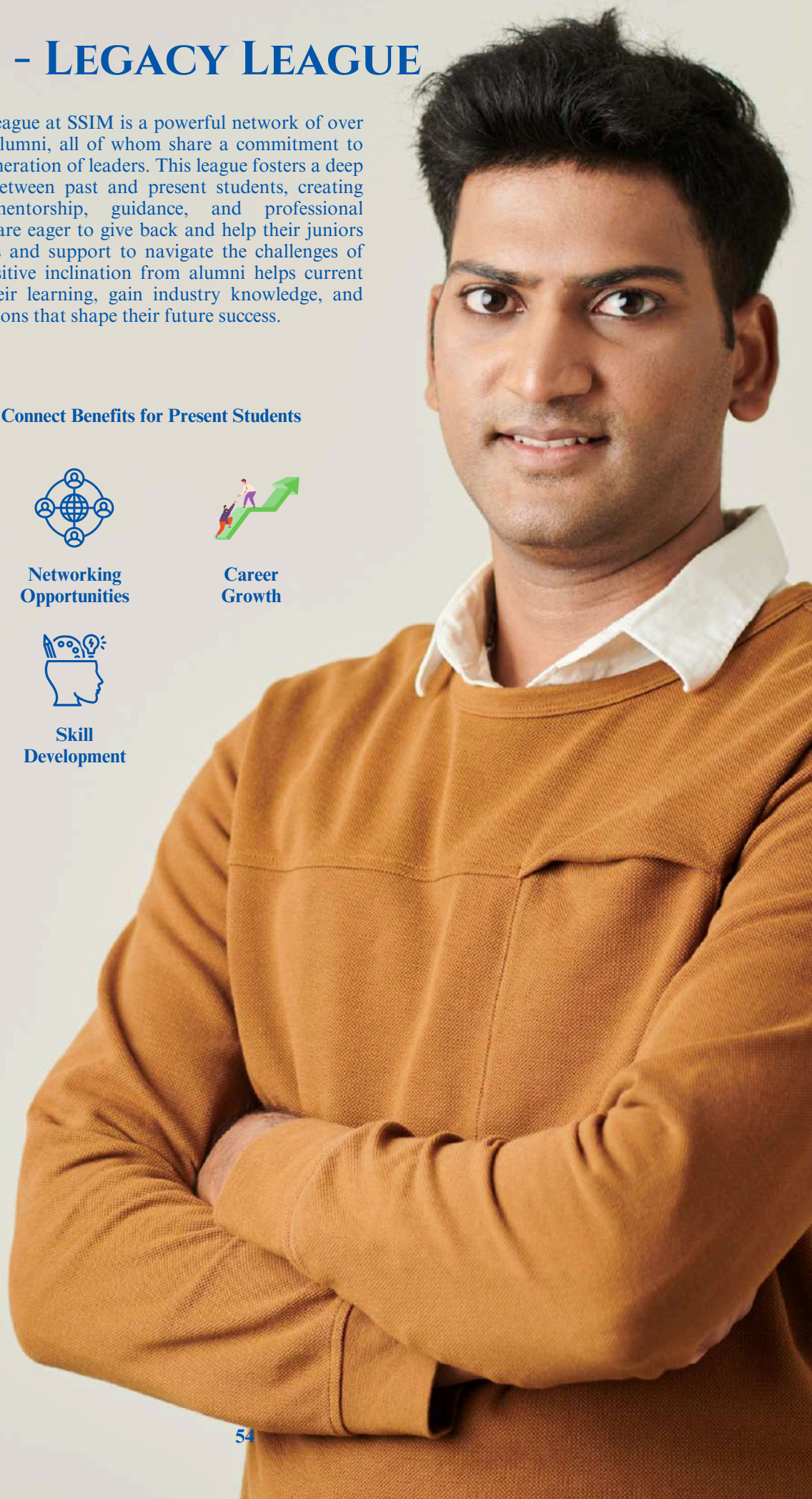
**Industry
Insights**



**Skill
Development**



**Collaborative
Opportunities**



LIFE BEYOND PROFESSIONAL HORIZONS

At SSIM, we recognize that our rigorous curriculum is key to preparing students for successful careers, but we also understand the need for balance. To help students unwind, we offer stress-busting activities like Freshers Party,

Cultural Fest, Sports Fest, DJ Night, Dance Fitness, Yoga/Meditation, and Domestic Trips. These experiences ensure our students enjoy a well-rounded and fulfilling student life while gearing up for their dream careers.



Cultural Fest

Our Cultural Fest at SSIM celebrates diversity and creativity, offering students a platform to showcase their heritage and talents through music, dance, and cultural performances, fostering community and connection.



Ignite: Freshers' Welcome

The Ignite: Freshers' Welcome at SSIM is the perfect welcome event, where new students bond through fun, music, and unforgettable memories, kicking off their journey at SSIM with excitement.



Beat Blast

Beat Blast - DJ Night at SSIM is an electrifying event where students can unwind, dance, and enjoy a night of vibrant music, providing the perfect way to de-stress and celebrate with friends.



Bon Voyage Bash

The Bon Voyage Bash - Farewell Party at SSIM is a heartfelt event where we celebrate and bid goodbye to our graduating students, marking the end of their academic journey and the beginning of new adventures.



Oasis Lounge - Recreational Area

Oasis Lounge - Recreational Area is a stress-busting haven with cozy couches, a television, home theatre, pool table, table football, and table tennis, offering students a perfect spot to unwind and recharge after a day of rigorous academics.



The Epicurean Lounge - Cafeteria

The The Epicurean Lounge - Cafeteria at SSIM is a vibrant space where students can enjoy a variety of delicious and nutritious meals, relax, socialize, and refuel with options to suit different tastes and dietary preferences.



Rhythm & Motion Studio

The Rhythm & Motion Studio - Dance Fitness Zone at SSIM offers an energetic space for students to stay fit and relieve stress through a mix of dance and exercise routines, helping them stay active and unwind after a busy day.



Zen Den

The Zen Den - Yoga and Meditation Zone at SSIM provides a serene environment for students to achieve balance and inner peace through guided sessions in yoga and meditation, supporting mindfulness and relaxation amid their busy schedules.



Social Immersion Domestic Trip

The Social Immersion Domestic Trip at SSIM immerses students in diverse communities, allowing them to apply their learning to real-world challenges. This experience enhances social responsibility and cultural awareness through hands-on projects and community interactions.



SSIM Sports Extravaganza

The SSIM Sports Extravaganza - Sports Fest at SSIM is an energetic celebration of athleticism and teamwork, offering students a chance to compete in various sports and activities. It's a vibrant event that promotes fitness, camaraderie, and school spirit.

STRATEGICALLY LOCATED FOR CORPORATE EXCELLENCE

Our campus is strategically located near the thriving corporate hub of Gurgaon, which is home to over 700 leading corporations. This prime location offers a unique advantage for both students and employers:



Proximity to Opportunities

Being just **10 minutes from Gurgaon** means that corporate recruiters can easily access our campus, making it convenient for them to scout for the right talent. This close proximity also allows companies to offer niche opportunities, even when the number of vacancies is limited



Industry-Aligned Curriculum

Our practical and industry-focused curriculum ensures that students are equipped with the exact skills and knowledge that corporations demand, making them the preferred choice for recruiters.

Safety and Connectivity in an Elite Locality



Safe and Elite Environment

Located in Dwarka, one of the safest and most upscale areas in Delhi NCR, our campus provides a secure and elegant environment for students. The cleanliness and planning of the locality are top-notch, contributing to a conducive living and learning atmosphere.



Seamless Connectivity

The campus is just **200 meters (walking distance) from the nearest metro station**, providing easy access to all major parts of Delhi NCR. The well-planned infrastructure of Dwarka ensures smooth commutes and enhances the overall quality of life for our students.

Prime Connectivity Features



Nearest Metro Station

Just **200 meters** away (Dwarka Sector 9), ensuring quick and easy travel.



Corporate Hub Access

Only **10 minutes** from North India's premier corporate hub, Gurugram.



Railway Convenience

30 minutes from New Delhi Railway Station via metro.



Central Location

30 minutes from Delhi's commercial center, Rajiv Chowk.



Premium Locality

Situated in Dwarka, one of Delhi's first pre-planned areas, often referred to as the "Chandigarh of Delhi," known for its safety, especially for female students.

Our strategic location ensures that students benefit from unparalleled access to corporate opportunities while enjoying a safe, well-connected, and elite environment. This unique combination makes our campus the ideal place to balance academic pursuits with real-world experiences.

FEE STRUCTURE

PGDM Program Total Fee at SSIM: **INR 7,75,000**

Includes:

-  Registration
-  Full Tuition
-  Laptop
-  International Immersion
-  All Certifications

Fees Breakdown:

- Registration Fee: INR 75,000 (due at registration)
- Tuition Fee: INR 7,00,000

HOUSING

Double Seater (A/C) + Food	INR 2,40,000 per year
Triple Seater (A/C) + Food	INR 1,80,000 per year

FINANCING

At SSIM, we understand the importance of making quality education accessible to all aspiring management professionals. To support our PGDM 2025-27 batch, we have established strong partnerships with some of India's leading financial institutions, ensuring preferential treatment for our students. This collaboration is a testament to SSIM's credibility and the trust that top financial corporations place in us.

The following banks have been selected for their reliability and commitment to supporting our students' educational journeys:

- **Tata Capital**
- **HDFC Credila**
- **Yes Bank**
- **IDFC First Bank**
- **Indian Overseas Bank**
- **South Indian Bank**
- **Avanse**

These institutions provide tailored education loan solutions, making it easier for our students to focus on their academic and professional growth without financial stress.



SECURE A
SCHOLARSHIPS
OF UP TO
₹10 CRORES
FROM
SRI SUKHMANI TRUST

Scholarship 1: Competitive Exam Merit Scholarship

S No	Competitive Exam Marks	Scholarship (in INR)
a	CAT/XAT/CMAT percentile >85 / MAT Score >750	70000
b	CAT/XAT/CMAT percentile between 70-85 / MAT Score between 700-749	50000
c	CAT/XAT/CMAT percentile between 60-70 / MAT Score between 600-699	30000

The candidates should fall under the merit category on the basis of their percentile in CAT/XAT/CMAT/MAT. Also, the candidate should fulfill the criteria of having secured an overall 60% in 10th, 12th, and Graduation.

Scholarship 2: Academic Background

a	60% & above in B.Tech/B.E degree + 70% & above in Xth & XIIth	30,000
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Scholarship 3: Work Experience

a	Min 1 Year of Work Experience	30,000
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Scholarship 4: Single Mother

The candidates, who are being raised by a Single Mother, will be awarded a scholarship of INR 30,000 provided the candidates should have secured 60% & above in 10th, 12th, and Graduation.

Scholarship 5: Girl Child

The girl candidates with 60% & above in 10th, 12th, and Graduation will be awarded a scholarship of INR 30,000

Scholarship 6: Defence Personnel/ Govt Service Scholarship

The candidates who are Ex Defence Personnel or his/ her parents are from defence services (On duty or retired) or from govt service (Central or State) will be offered a scholarship of INR 30,000

Note: Maximum Scholarship can be offered upto INR 1,00,000 per student

"15 IRRESISTIBLE REASONS TO JOIN PGDM AT SSIM"



TECH-INFUSED CURRICULUM



UNMATCHED CORPORATE EXPOSURE



STRATEGIC LOCATION



INTERNATIONAL IMMERSION



GLOBAL CERTIFICATIONS



LEARN BY DOING



GET STARTUP FUNDING



FIVE DECADES OF EDUCATIONAL EXCELLENCE



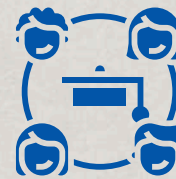
INNOVATIVE PEDAGOGY



LEARN FROM YOUR FUTURE RECRUITERS



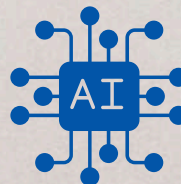
DRIVEN BY CORPORATE



EXTENSIVE ALUMNI NETWORK



JOB ASSURANCE



AI-DRIVEN CURRICULUM



LEARN FROM 3 CONTINENTS & 4 COUNTRIES

ADMISSION PROCESS

Online Application

Submit the online application form available on the SSIM's website.



Application Review/ Eligibility Assessment

Review done on Xth, XIIth, Graduation Marks, CAT, MAT, XAT, CMAT, GMAT, ATMA, SAT Scores, work experience



SSIM Panel Screening

Personal Interview by
First Round: SSIM Panel
Second Round: JBG Panel
Final Round: UOB Panel



Result Declaration/ Admission Offer

Selection/ Refusal Intimation



Documentation/ Registration

Document Verification & Fee
Deposition

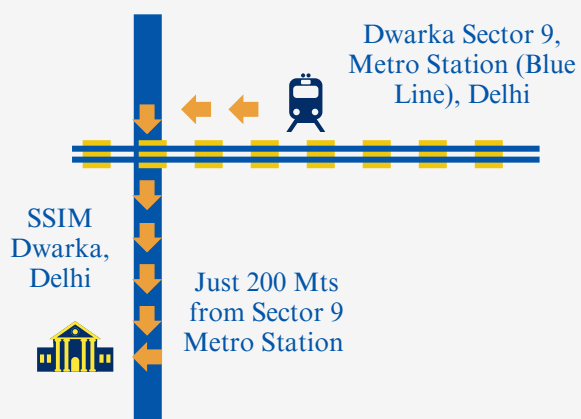
ADMISSION SCREENING CRITERIA

- Academic Performance: 25%
- Competitive Exam Score: 25%
- SSIM PI: 25%
- work Experience: 20%
- Sports/ Extra Co-curricular Activity: 5%

Scan & Apply







Sri Sukhmani Institute of Management (SSIM)
 Plot No 2 Block-PSP, Sector 8, Dwarka, Delhi, 110075
 Nearest Metro Station: Dwarka Sector 9 Delhi

