



MBA

MASTERS IN BUSINESS ADMINISTRATION

Dr. APJ Abdul Kalam Technical University
College Code : 829



IILM ACADEMY *of*
HIGHER LEARNING

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IILM....A seat of holistic learning.

In Persian, IILM, or “iilm” means Knowledge. IILM communicates a place for seeking and attaining education and wisdom.

Our logo depicts the rising Sun, which, in the words of Swami Vivekananda, is symbolic of Jnana, within the universal symbol of the temple of learning.

IILM – Academy Of Higher Learning, Lucknow aims at creating a learning culture where individual vision, intellectual discipline and team work are valued. We have adopted a unique model of education that is student centric and career oriented, combined with creation, dissemination and application of knowledge to create a synergetic impact that will address the high demand for professional man power in the corporate world.

तेषाम्, एव, अनुकम्पार्थम्, अहम्, अज्ञानजम्, तम्: ।
नाशयामि, आत्मभावस्थः, ज्ञानदीपेन भास्पता

In the Gita, Lord Krishna says:
“I, residing in the intellect of my devotees, destroy the darkness of ignorance by the resplendent light of knowledge”.

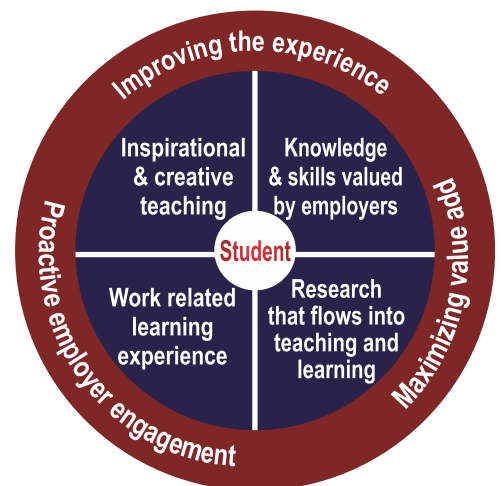


Vision

The IILM vision focuses on the 'student'. The student is at the centre of all our endeavors.

Our mission is to develop tomorrow's business leaders, entrepreneurs and managers through:

- An education based on ethical values resulting in knowledge and skills valued by employers
- Application oriented research relevant to business and management that flows into the teaching-learning process.
- Inspirational and creative teaching which encourages students to assimilate and apply relevant knowledge.
- An outstanding work based and work related learning experience.



Director's Message

Everyday, as I walk down the corridors of IILM Lucknow, I observe my students the young, talented, soon-to-be-managers, involved in the relentless struggle towards attaining professional excellence. Persistent efforts, bubbling energy and contagious enthusiasm pervade the environment at IILM Lucknow.

IILM is a management college with a difference. It values individualism, creativity and innovation amongst the students and pledges to keep the student as the focus of its existence.

The objective of post-graduate management education is not merely attaining academic knowledge. The true management professional knows how to think, analyze, decide and apply, use limited resources and achieve optimum results, both in terms of task achievement as well as interpersonal relations. And the development and nurturing of these skills is what makes IILM students different from the rest.

I welcome you to come to IILM Lucknow and experience the difference.



Dr. Naela J. Rushdi, CFP™
PhD., MBA, UGC-NET
Director



IILM Academy of Higher Learning, Lucknow was established in the year 2004 under the aegis of the Ram Krishan & Sons Charitable Trust, Lodhi Road, New Delhi. The Trust

is running various management institutions with the acronym IILM in different parts of the country with campuses in Lucknow, New Delhi, Gurgaon Greater Noida, and Jaipur.

Over the years, the Institute and its founders have successfully fulfilled the extensive objective of propagating quality professional education and have made IILM a National Brand. The Lucknow Campus of the institute offers two years full time Post Graduate Diploma in Management (PGDM), which is approved by the AICTE, Ministry of Human Resource Development, Govt. of India and the MBA Programme, affiliated to Dr. APJ Abdul Kalam Technical University (Formerly UPTU), Lucknow

About IILM

MBA Programme

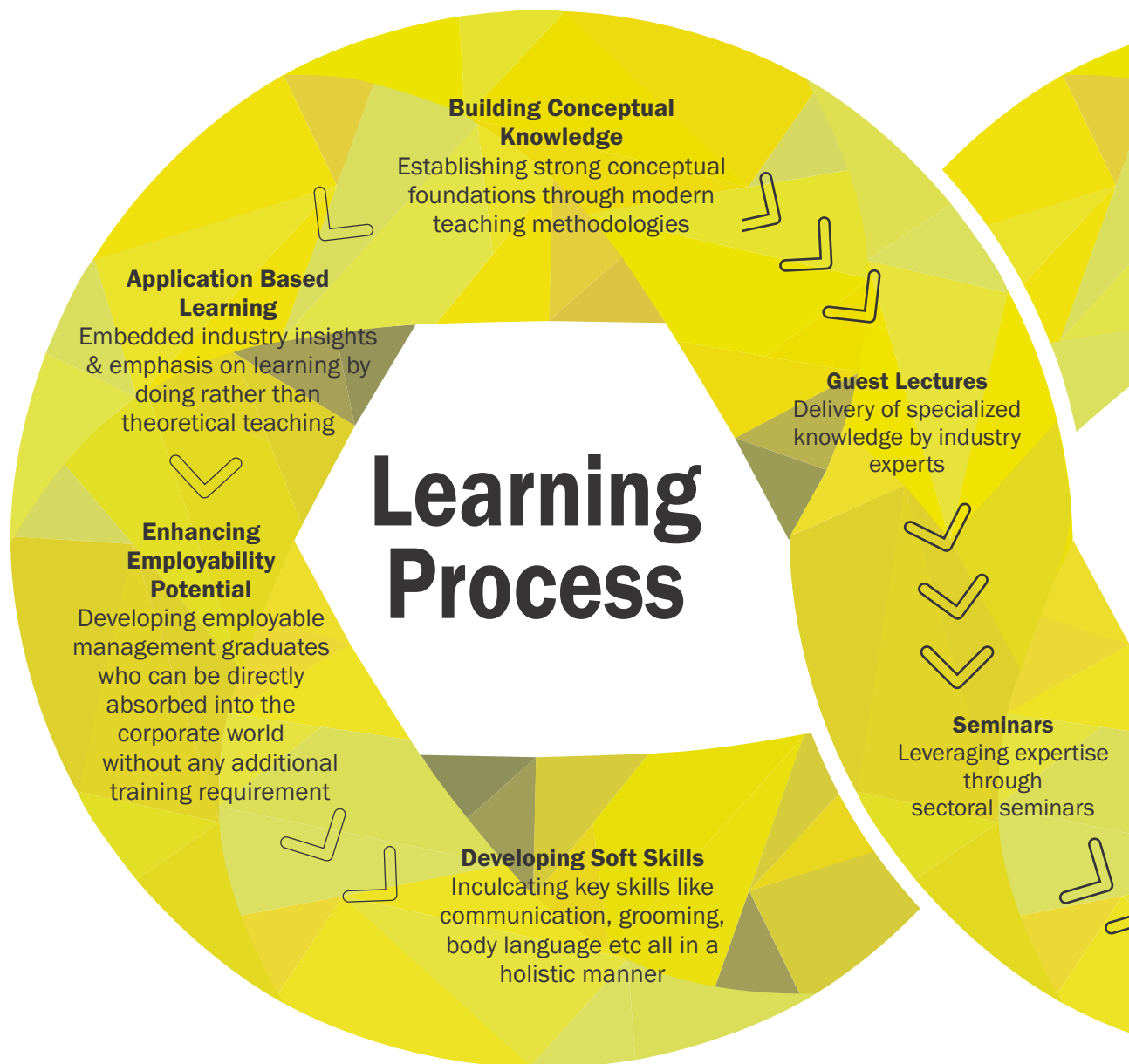
The MBA course aims to inculcate management learning among students and provides them a gateway to the industry. The curriculum of the MBA programme is divided into four semesters, two in the first year and two in the second year. The first two semesters deal with the subjects of general management and the last two semesters include specialization subjects like Human Resource, Marketing, Finance, Information Technology, International Business and Rural Development. It is mandatory for all the students to undertake 8 weeks summer training after the completion of first year.

Eligibility

- Graduation (in any discipline) with 50% marks (45% for SC/ST).
- Students graduating in 2017 may also apply.

Programme Fee

- As per University norms



Industry Interface

IILM Lucknow aims to focus on the holistic development of its students through varied industry engagement activities. The purpose is to connect students with industry experts and help them to develop a better understanding of real life business situations. These activities not only strengthen our relationship with the companies but also provide a platform to the students to use their conceptual knowledge in organizational setting. This real life industry experience and the inputs shared by the corporate leaders results in experiential learning, thus adding value to the learning process.

Summer Internship

Industry oriented insights and hands-on work experience, giving an opportunity to test oneself. Also, a platform for Pre-placement Offers in corporate world

Practical Exposure

Workshops

Learning key technical skills by doing

Live Projects

Hands-on training to get a flavour of the real world

Industrial Visits

Learning through on-the-job observation technique

Distinguished Guest Speakers

- Prof Prakash Singh
Associate Professor, IIM Lucknow
- Mr Rishi Gandhi
Station Head Cum Regional Head, RED FM
- Mr Virag Jain
Regional Head, Reliance Mutual Fund
- Ms Uzma Jamal Rushdi
Vice President - Operations, HDFC Life
- Mr Sachin Bhatnagar
Regional Sales Manager
Birla Sun Life Insurance Co.Ltd
- Ms Parul Darbari
HR Consultant (Recruitment)
VP ER, Medha Learning Foundation
- Mr Anshuman Vidyarthi
Regional Manager HR, ICICI Securities Ltd
- Mr Diwanshu Shukla
Area Sales Manager,
Mars International India Pvt Ltd
- Mr Merajul Haque
Area Sales Manager
Mother Dairy (Ice-Cream&Frozen Products)
- Mr Nitin Malik
Area Sales Manager, Pepsico
- Mr Apoorav Srivastava
National Manager Strategic Alliance
General Mills Pvt Ltd
- Ms Sunanjana Majumdar
HR Manager , SBI Life Insurance
- Mr Gaurav Gupta
Deputy Manager, Karaoke India Pvt Ltd
- Mr Abhinav Kunal Singh
Asst Manager Sales, Samsung Electronics
- Mr Tanuj Narain
Sr Faculty, Art of Living
- Mr Aniket Singh
Director, Digitrend
- Mr Akarshan Srivastava
Corporate Trainer, Prime Catalyst



Student Clubs & Events

Different club activities work on enhancing the persona of management students, intellectual dynamism through Academic Club, versatility through Cultural club and developing a positive attitude through the Sports Club. Students are also engaged in organizing and executing various events like Zeal – Inter-institutional Annual Fest, Udaan- Alumni Engagement and celebration of festivals and national events.

- **Academic Club**
- **Cultural Club**
- **Sports Club**



Mentoring

The Faculty-Student Mentoring Program facilitates student development through various initiatives to encourage learning via campus programs and activities for the holistic personality development of students. The objective of mentoring at IILM is to facilitate personal and professional development of students which would help them to seek better placement opportunities.

Role of Mentors:

At IILM, the mentor will

- Nurture your unique qualities
- Motivate you to achieve academic excellence.
- Assist you in any other area via referral system.
- Identify your strengths, attributes and interests.
- Define clearly how you can improve on your weaknesses.
- Classify preferences about job and career.
- Set short and long term goals.
- Give guidance and direction in summer internship and final placement

Hostel

The institute provides outsourced off-campus student accommodation separately for girls and boys, near the college premises.

Major facilities offered are:

- Close proximity to institute.
- Economical charges
- Safe & Secure environment
- Mess & Recreational facilities
- Wi-Fi enabled
- 24 hours power backup
- Easy accessibility to market-place, hospital and other necessities

Placements

IILM attracts some of the best recruiters from the entire country. The Career Development Cell facilitates excellent placements as well as desired career shifts. The CDC team comprising of dedicated and trained professionals, develops and maintains relationships with recruiters. They manage the process of matching available positions in industry with the talent available from the student pool at IILM.

- **Mock Interviews and Group Discussions**
- **Workshops**
- **Live Projects**

Our Recruiters Across Sectors



FMCG/FMCD	<ul style="list-style-type: none"> ▶ ITC ▶ Parle, ▶ Nestle 	<ul style="list-style-type: none"> ▶ Bajaj Electricals, ▶ Saint Gobain ▶ Berger Paints, 	<ul style="list-style-type: none"> ▶ Anchor Electricals, ▶ Godrej, ▶ Bonton Cables
BANKING	<ul style="list-style-type: none"> ▶ Axis Bank ▶ Standard Chartered Bank 	<ul style="list-style-type: none"> ▶ Citi Bank ▶ HDFC Bank ▶ Indusind Bank 	<ul style="list-style-type: none"> ▶ Yes Bank ▶ Kotak Mahindra Bank
INSURANCE	<ul style="list-style-type: none"> ▶ Reliance Life Insurance ▶ HDFC Life ▶ SBI Life 	<ul style="list-style-type: none"> ▶ SBI General Insurance ▶ Kotak Life ▶ PNB MetLife Insurance 	<ul style="list-style-type: none"> ▶ Birla Sun Life Insurance ▶ ICICI Prudential Life Insurance ▶ IDBI Federal
FINANCIAL SERVICES	<ul style="list-style-type: none"> ▶ NJ India Invest, ▶ ICICI Securities ▶ SBI Mutual Fund, 	<ul style="list-style-type: none"> ▶ Reliance Mutual Fund ▶ Kotak Securities ▶ Geojit BNP Paribas, 	<ul style="list-style-type: none"> ▶ Axis Mutual Fund ▶ IDBI Mutual Fund ▶ India Infoline
MEDIA & ADVERTISING/PR	<ul style="list-style-type: none"> ▶ Zomato ▶ Times Of India ▶ ITV Network 	<ul style="list-style-type: none"> ▶ Red FM ▶ BAG Films ▶ Balaji Telefilms 	<ul style="list-style-type: none"> ▶ Radio Mirchi ▶ Business Standard ▶ Times Internet
RESEARCH/KPO/CONSULTING	<ul style="list-style-type: none"> ▶ Price Water House Coopers ▶ S&P Capital IQ ▶ Ernst & Young, Deloitte 	<ul style="list-style-type: none"> ▶ IMRB ▶ XL Dynamics ▶ Copal Amba 	<ul style="list-style-type: none"> ▶ Goldman Sachs ▶ Athena ▶ Grail Research
RETAIL & TELECOM	<ul style="list-style-type: none"> ▶ Vodafone ▶ Bharti Airtel ▶ Aircel 	<ul style="list-style-type: none"> ▶ Shoppers Stop ▶ Globus ▶ Vishal Mega Mart 	<ul style="list-style-type: none"> ▶ Future Group ▶ Tata Docomo ▶ Raymonds
WEB PORTALS	<ul style="list-style-type: none"> ▶ 99Acres ▶ Naukri.Com ▶ Ziffi.com 	<ul style="list-style-type: none"> ▶ India Mart ▶ Amazon ▶ Flipkart 	<ul style="list-style-type: none"> ▶ Jeevansaathi ▶ Bharat Matrimony ▶ Just Eatin
OTHERS	<ul style="list-style-type: none"> ▶ DLF ▶ Cipla ▶ HCL Infosystems 	<ul style="list-style-type: none"> ▶ AMI Logistics ▶ AIDA Kitchens ▶ Square Yards 	<ul style="list-style-type: none"> ▶ Aakash Institute ▶ SAB Miller ▶ Tech Mahindra





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