



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

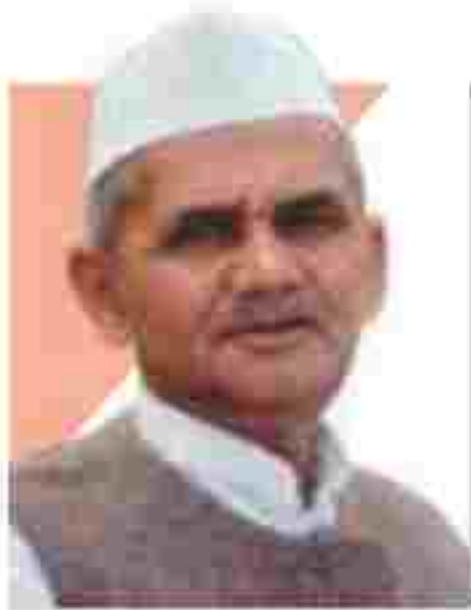
**CRAFTING
BUSINESS
LEADERS FOR
TOMORROW**



**POST GRADUATE DIPLOMA PROGRAMMES
ADMISSION BROCHURE 2024**



www.Lbsim.ac.in



LAL BAHADUR SHASTRI

(October 2, 1904 - January 11, 1966)

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

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

Lal Bahadur

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

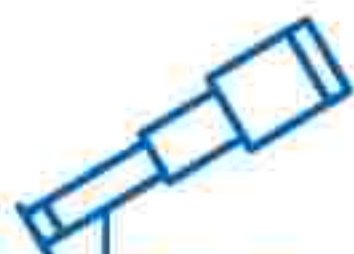
Shri Lal Bahadur Shastri, born on October 2, 1904, came from a humble background, and rose to become the Prime Minister of India. A firm believer in the social responsibilities of business enterprises, he looked at the economic and social realities of Indian life with a clear vision, never allowing his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

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

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

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VISION

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



MISSION

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



VALUES

Commitment: Striving for quality and results

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

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

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

Collaborative Spirit: Teamwork, unity and inclusion

BOARD OF GOVERNORS



SHRI ANIL SHASTRI
Former Union Minister
Chairman



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



PROF. D.P. GOYAL
Director, IIM Shillong



SHRI SHEKHAR BHARGAVA
Senior Advocate, Indore



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



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



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



SHRI RAJEEV DUBEY
Chairman
Mahindra 1st Choice Wheels



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



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



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



DR PRAVEEN GUPTA
Director, IBSIM, Delhi
Member-Secretary

LBSIM OVER THE YEARS

 **1995**

LBSIM starts in a modest building in RRP Colony, New Delhi.

 **1995**

First batch admitted in PGDM (General) programme.

 **1996**

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

 **1996**

3-year PGDM (Part-Time) programme started.

 **2007**

PGDM (General) gets NBA accreditation.

 **2008**

PGDM (Finance) programme launched with AICTE approval.

 **2010**

AIU grants equivalence to PGDM (General).

 **2011**

LBSIM shifts to new Campus in Okhla, Gurgaon inaugurated by the then President of India, Sri Pratibha Devisingh Patil.

 **2014**

LBSIM becomes member of international accreditation body - AACSB.

 **2015**

Bloomberg Lab with 12 Terminals set-up.

 **2018**

Specialised programmes - PGDM (R&B) with AICTE approval.

LBSIM undertakes Social Immersion Programme in association with NSIC.

 **2019**

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

1997

First batch of
PGDM (General) graduates.

2000

Lal Bahadur Shastri National
Award for Excellence in
Public Administration, Academic,
Management Institute.

2001

3-year MCA started with
permission from IP University.

2005

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

2011

15-month PGDM
(Executive) started.

2012

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

2013

PGDM (Finance)
gets NBA accreditation.

2014

All-India equivalence
to PGDM (Finance).

2020

LBSIM launches
IFM Programme
with AICTE approval.

2020

All-India equivalence
to PGDM (General)
& PGDM (Financial Management).

2021

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

2022

- Rural Immersion
- Social Immersion
- International Immersion







THE INSTITUTE

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

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

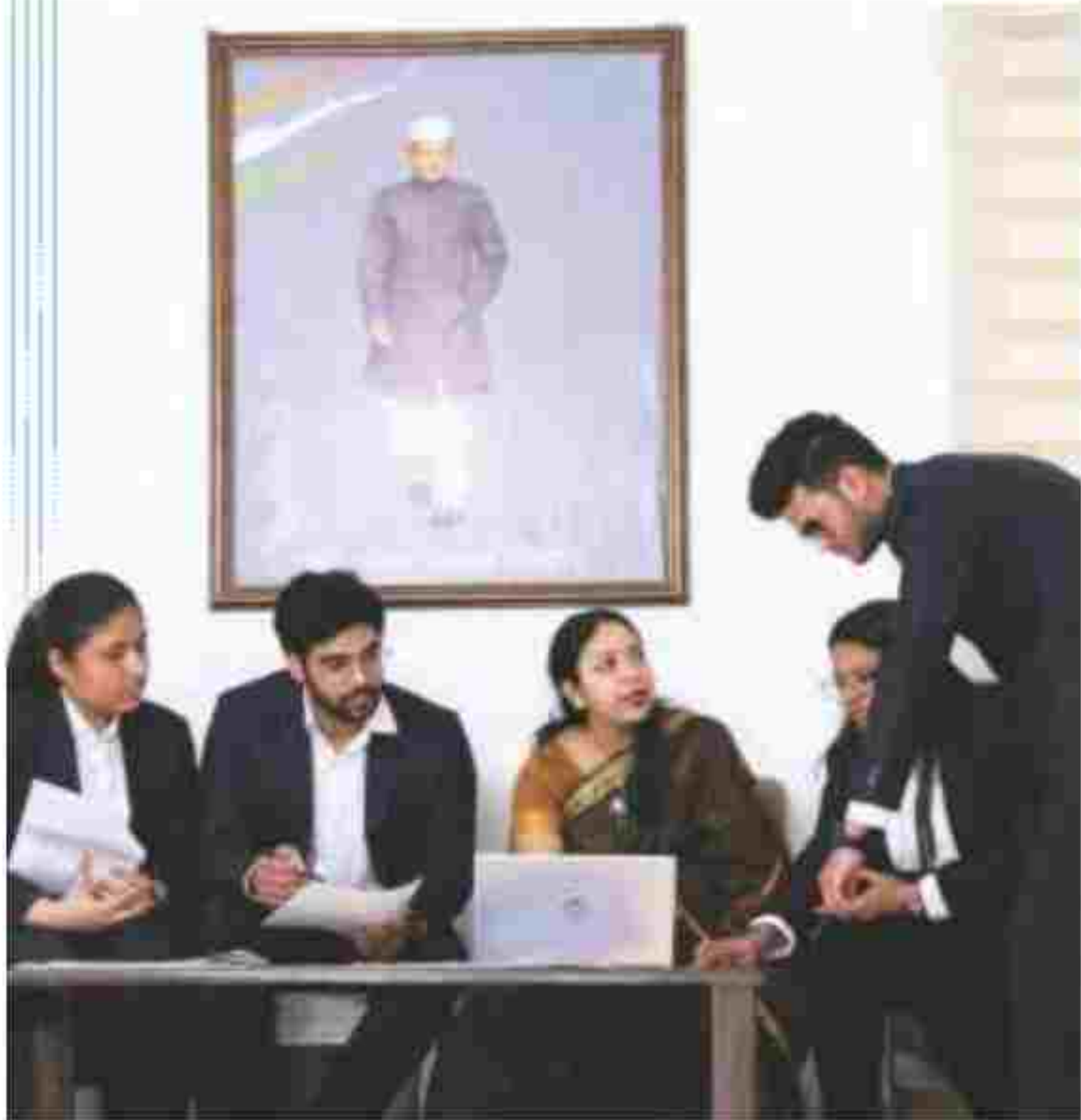
PROGRAMMES

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

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

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





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

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

PROGRAMME EDUCATIONAL OBJECTIVES

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

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

PROGRAMME OUTCOMES

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

PROGRAMME STRUCTURE

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

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

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

SUMMER INTERNSHIP

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

FINAL RESEARCH PROJECT

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



PGDM (GENERAL) PROGRAMME CURRICULUM

Foundation Programme

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

YEAR-I

Trimester I

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

Trimester II

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

Trimester III

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

YEAR-II

Trimester IV

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

Trimester V

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

Trimester VI

- Sustainability
- Final Research Project
- Elective-8
- Elective-9
- Elective-10

ELECTIVES

MARKETING

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

ORGANISATIONAL BEHAVIOUR & HUMAN RESOURCE MANAGEMENT

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

FINANCE & ACCOUNTING

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

INTERNATIONAL BUSINESS

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

GENERAL MANAGEMENT

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

OPERATIONS MANAGEMENT & SYSTEM

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

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



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

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

PROGRAMME EDUCATIONAL OBJECTIVES

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

PROGRAMME OUTCOMES

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

PROGRAMME STRUCTURE

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

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

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

SUMMER INTERNSHIP

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

FINAL RESEARCH PROJECT

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

PGDM (FINANCIAL MANAGEMENT) PROGRAMME CURRICULUM

YEAR-I

Trimester I

I

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

Trimester II

II

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

Trimester III

III

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

YEAR-II

Trimester IV

IV

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

Trimester V

V

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

Trimester VI

VI

- Sustainability
- Final Research Project
- Elective-5
- Elective-6

ELECTIVES

INVESTMENT MANAGEMENT

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

RISK MANAGEMENT

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

BANKING & FINANCIAL SERVICES

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

STRATEGIC ACCOUNTING & CONTROL

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





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

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

PROGRAMME EDUCATIONAL OBJECTIVES

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

PROGRAMME OUTCOMES

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

CURRICULUM DESIGN

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

PROGRAMME STRUCTURE

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

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

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

SUMMER INTERNSHIP

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

TERM PAPER

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

PGDM (R&BA) PROGRAMME CURRICULUM

YEAR-I

Trimester I

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

Trimester II

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

Trimester III

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

YEAR-II

Trimester IV

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

Trimester V

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

Trimester VI

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

ELECTIVES

FINANCE ANALYTICS

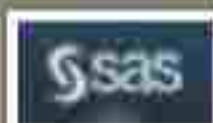
- Credit Risk Modelling
- Financial Risk Analytics
- Investment Analysis & Portfolio Management
- Mergers, Acquisitions & Corporate Restructuring
- Time Series Analysis

MARKETING ANALYTICS

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

OPERATIONS ANALYTICS

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





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

Lal Bahadur Shastri Institute of Management, Delhi, has launched the Two-Year Post-Graduate Diploma in Management (PGDPM) 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 courses are drawing huge attention from the present industry and business leaders. Seeing the demand for such expertise in the country, LBSIM has taken this major initiative to commence this programme. The programme has the approval of AICTE, Ministry of Education, Government of India.

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

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

PROGRAMME EDUCATIONAL OBJECTIVES

- PEO1: To impart a comprehensive knowledge of AI and DS technologies with a global perspective.
- PEO2: To create a cadre of business professionals with technical, analytical and decision-making skills.
- PEO3: To produce socially sensitive and ethically responsible citizens through Shastran values.
- PEO4: To foster national and international engagements with the academia as well as the industry to make participants abreast of the dynamic business environment.
- PEO5: To develop in students a profound understanding of AI & DS techniques to enhance informed decision making.

PROGRAMME OUTCOMES

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

PROGRAMME STRUCTURE

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

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

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

SUMMER INTERNSHIP

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

FINAL RESEARCH PROJECT

The Final Research Project (FRP) is a compulsory course, the maximum mark for which are 200 (equivalent to 8 credits). It commences from the middle of Trimester IV and is required to be completed in 5 months' time, ending in January. FRP allows the exploration of a topic in the student's area of interest. The course provides an opportunity to individual students to pursue research in the specific area(s) of interest under the guidance of a faculty guide/mentor. The study is expected to be comprehensive and an integration of several fields of study to arrive at solution(s) to the chosen research problem. The five-month period gives a valuable experience in the research process like problem identification, systematic literature review, collection of relevant data, data analysis and presenting the findings and conclusions. FRP gives students an opportunity to take initiative and use cognitive and analytical skills to complete an individual project well beyond the regular curriculum. FRP concludes with a report submission, a presentation before an external panel and a viva-voce.

PGDM (AI & DS) PROGRAMME CURRICULUM

YEAR-I

Trimester I

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

Trimester II

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

Trimester III

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

YEAR-II

Trimester IV

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

Trimester V

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

Trimester VI

- Data Privacy & Cyber Security
- Sustainability
- Final Research Project
- Elective-5
- Elective-6

ELECTIVES

AI FOR MARKETING

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

AI FOR FINANCIAL APPLICATIONS

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

ADVANCE AI

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





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

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



PROGRAMME EDUCATIONAL OBJECTIVES

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

PROGRAMME OUTCOMES

- PO-1: To identify and critically analyse business challenges and opportunities from an E-Business perspective.
- PO-2: To apply disciplinary knowledge of E-Business concepts and strategies at the activity, business process and enterprise levels to drive business results.
- PO-3: To combine analytical skills using emerging technologies to build distribution and supply chain resilience.
- PO-4: To exhibit effective oral and written business communication skills.
- PO-5: To demonstrate leadership skills and develop an entrepreneurial attitude 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 LBSM acquire a balanced mix of strategic thinking, tactical implementation, specialised knowledge, and general management abilities. The focus in the first year is largely on fundamental courses that provide a foundation of conceptual and analytical abilities necessary for pursuing a specialised course in E-Business. These fundamental courses enable students to have a holistic understanding of the business environment and help students improve their creative thinking, communication skills and teamwork. During the first year, students study a total of 22 courses in the areas of Economics, Human Resources, Quantitative Techniques, Accounting and Finance and Information Technology.

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

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

SUMMER INTERNSHIP

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

FINAL RESEARCH PROJECT

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

PGDM (E-BUSINESS) PROGRAMME CURRICULUM

YEAR-I

Trimester I

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

Trimester II

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

Trimester III

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

YEAR-II

Trimester IV

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

Trimester V

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

Trimester VI

- Data Privacy & Cyber Security
- Sustainability
- Final Research Project
- Elective-5
- Elective-6

ELECTIVES

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



FELLOW PROGRAMME IN MANAGEMENT (2024)

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

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

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

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

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

AREAS OF SPECIALIZATION:

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

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

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

ELIGIBILITY FOR ADMISSION

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

ADMISSION PROCEDURE

- Admission to the Fellow Program shall normally be made once a year through an open advertisement inviting applications.
- Applicants are required to submit the completed applications along with the copies of all the necessary Certificates and testimonials before the last date of submission of the application form along with a research proposal of about 5000 words in the area of his/ her research interest (tentative research proposal).
- A candidate fulfilling the basic eligibility criteria should have a valid test score (not older than three years from the closing date of application) in CAT/GMAT/JGC-NET in relevant discipline. In the absence of CAT/GMAT/JGC-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. 50,000/- per month for the first two years from the date of joining the FPM. For the third and fourth year, FPM Research scholars are paid Rs. 35,000/- per month. The stipend is paid only for a maximum period of four years from the date of joining the program, subject to satisfactory academic performance of the candidates in the quarterly review. In addition to the stipend, the Institute also reimburses a maximum of Rs. 50,000/- expenditure incurred by the FPM Research scholar on research related activities during the program. The hostel facility is available on payment basis. LBSIM encourages research scholars to participate in conferences organized by institutions/ associations of national and international repute. The Institute supports the scholars to attend up to two conferences held within India. Substantial support is offered for participation in one international conference outside India, subject to the scholar clearing his/her pre-submission seminar and approval of the Research Advisory Committee (RAC).

ADMISSION PROCEDURE FOR PGDM PROGRAMMES

The Admission Process to PGDM Programmes comprises:

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

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

ELIGIBILITY

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

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

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

All candidates are required to submit the scores of the latest Common Admission Test (CAT 2023) or Xavier Aptitude Test (XAT 2024) or have a valid GMAT score from 1st January 2020 to 31st January 2024.

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

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

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

SELECTION PROCESS

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

HOW TO APPLY

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

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

GROUP DISCUSSION & PERSONAL INTERVIEW (GD/PI) CENTRES

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

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

IMPORTANT DATES

Issue of Application Form	1st Sep 2023 (Friday)
Last Date of Form Submission	10th Dec 2023 (Sunday)
Common Admission Test (CAT)	28th Nov 2023 (Sunday)
Karyer Aptitude Test (KAT)	7th Jan 2024 (Sunday)
GD/PI Dates	February - March 2024
Result Declaration	April 2024
Fee Deposit	April - June 2024
Programme Commences	June 2024 (Tentative - As per AICTE Academic Calendar)

ADMISSION OFFER

Result of the selected candidates shall be displayed on:

- LBSIM Website: www.Lbsim.ac.in
- Communicated to selected candidates via Email and Letter.

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



Fees and Other Charges for PGDM Batch 2024-26

Post Graduate Diploma in Management (PGDM) (Two Year Fulltime Programmes)					
1. PGDM - General 2. PGDM - Financial Management 3. PGDM - Research & Business Analytics 4. PGDM - Artificial Intelligence & Data Science 5. PGDM - E-Business					
Academic Year	Installment	Due Dates of Payment	General Seat	Corporate Sponsored Seat	
2024-25	I	At the time of admission	373800	502600	
		Security (Refundable)	5000	5000	
		Admission fee (Non-Refundable)	50000	50000	
	II	By November 1, 2024	373800	502600	
2025-26	III	By April 25, 2025	373800	502600	
	IV	By November 1, 2025	373800	502600	
Total			1550200	2065400	
Other Charges (OneTime)			Amount in INR	Amount in INR	
1. Experiential Immersion Program (2 Mandatory Credit Courses) a) Rural Immersion Program (with India's Leading NGOs) b) Outbound Leadership Program (with TATA Steel Adventure Foundation)			20000	20000	
2. Examination Fee			12000	12000	
3. Alumni Fee (Life time Membership)			12000	12000	
4. Management Grid Fee			50000	50000	
5. International Immersion Program (Optional) a) LBSIM shall select among the students who have applied for the international immersion program. b) LBSIM shall partly subsidize the actual					
Fellow Programme in Management (FPM)					
Academic Year	Installment	Due Dates of Payment	Non-Working Scholarships Amount in INR	Working Scholar Amount in INR	Working Scholar LBSIM Alumni Amount in INR
2024-25	I	At the time of Admission	25000	55000	42500
	II	By November 1, 2024	25000	55000	42500
2025-26	III	By April 15, 2025	25000	55000	42500
	IV	By November 1, 2025	25000	55000	42500
2026-27	V	By April 15, 2026	25000	55000	42500
	VI	By November 1, 2026	25000	55000	42500
2027-28	VII	By April 15, 2027	25000	55000	42500
	VIII	By November 1, 2027	25000	55000	42500
Total			200000	440000	340000
Other charges			Amount in INR	Amount in INR	Amount in INR
1. Alumni Fee (Life time Membership)			12000	12000	Nil
Hostel Charges					
Academic Year	Installment	Due Dates of Payment	Amount in INR		
2024-25	I	At the time of admission	210000		
2025-26	II	By March 15, 2025	210000		
Note: 1. Hostel Facility is on flat basis, flat service basis. Electricity charges will be as per sub-meter reading. 2. Students from Delhi may also apply.					
Merit-cum-means scholarships					
LBSIM offers scholarships of Rs. 100000/- each to meritorious students of PGDM programmes on merit-cum-means basis.					
Withdrawal and Refund Policy					
1. LBSIM follows AICTE regulations for withdrawal and refund of fees. 2. All disputes are subject to the jurisdiction of the courts in Delhi.					
Application form fee Rs.2000/- +18% GST					

LBSIM IMMERSION PROGRAMMES (EXPERIENTIAL LEARNING)



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



RURAL IMMERSION

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

INTERNATIONAL IMMERSION

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



OUTBOUND LEADERSHIP PROGRAM

Outbound Leadership Program is a training program designed to develop and enhance leadership skills through experiential learning activities in an outdoor setting. This program involves a range of challenging activities such as trekking, camping, rock climbing, river rafting, and team-building exercises that are intended to develop teamwork, communication, problem-solving, and decision-making skills. The program is conducted in a remote and natural environment, away from the distractions of daily life, which allows participants to focus on their personal and professional growth. The participating students look to improve their leadership skills and enhance their ability to work collaboratively with others. The Outbound Leadership Program is currently being facilitated by trained professionals from

TEAF who guide students through a series of activities over 5-7 days, that are designed to help to sensitize them about the environment, develop self-awareness, build confidence and improve their ability to work effectively with others. The program is also an opportunity for participants to step out of their comfort zones and challenge themselves in new and exciting ways. Overall, the Outbound Leadership Program is an effective way for individuals to develop and enhance their leadership skills in a fun and challenging outdoor environment.



PLACEMENTS

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

PLACEMENTS 2022-23



PLACEMENT BY COURSES:

PGDM General

Average	Median	Highest
12.40	12.25	24.75

PGDM Financial Management

Average	Median	Highest
12.67	12.01	17.20

PGDM R&BA

Average	Median	Highest
11.62	11.30	14.00



Arts	7.2%
Engineering	28.7%
Science	13.3%
Commerce	50.7%



Engineering	5.8%
IT/ITs	22.9%
Research & Consultancy	47.1%
BFSI	13.0%
FMCG/FMCT	11.2%

SECTOR-WISE PROMINENT RECRUITERS



BANKING & FINANCIAL SERVICES

- Del Shaw
- DataShaw
- ICICI bank
- Houlihan Lokey
- SBI Cards
- Oxane Partners
- Treavista
- Alvarez and Marsal



ENGINEERING & DURABLES

- Volvo Eicher
- Havela
- TVS
- Mercedes-Benz
- Schneider Electric
- Adverb Technologies



RESEARCH & CONSULTANCY

- Deloitte
- EY GDS
- ZS Associate
- Smart Cube
- Sartner
- Bain & Co.



FMCG & OTHERS

- DFM Foods
- Asian Paints
- Piroira
- ITC
- Redbull
- Marico



IT & ITES

- Accenture
- Wipro
- Ovent
- Capgemini
- Cognizant
- Tech Mahindra

SUMMER PLACEMENTS BATCH 2022-24

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



SUMMER INTERNSHIP STATISTICS 2022-23



227 Total Students Placed

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

Highest Stipend
200,000*

Average Stipend
46,000*

*For 2 Months of Internship



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. SIDDHAR KUMAR SINHA
Professor
Area Convener
Ph.D. Economics, Mumbai University
PGDM (AIMA)
MA Economics (Delhi School of Economics, DU)
BA Economics (Hons) Mt Stephen's College, DU
Area of Research
Digital Transformation in Government and
Public Sector Organizations
Productivity and Efficiency in
Government Organizations



DR. SUNWAR MOINO SENOY
Associate Professor
FDP/ Indian Institute of
Management, Ahmedabad.
Ph.D. (Economics) NGB
(Deemed to be University), Allahabad,
MA (Economics) CSM University, Kanpur
Areas of Interest:
International Trade, Global Capital Flows,
Econometric Modelling



DR. ISHWARYA SINGH
Assistant Professor
Ph.D. (Jawaharal Nehru University),
M.Phil. (Jawaharal Nehru University),
MA (Economics), (Punjab University)
Areas of Interest:
Agriculture and international trade

VISITING FACULTY

Dr. R. L. Chawla
MA, Ph.D. (Jawaharal Nehru University)



FINANCE & ACCOUNTING

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



DR. S.C. BANSAL
Professor
Ph.D. (Delhi School of Economics),
M.Phil. (Delhi School of Economics),
M.Com. (Delhi School of Economics),
UGC Teacher Fellow (1987-1988)
Areas of Interest:
Financial Reporting, Management,
Accounting, Mergers and Acquisitions,
Business valuation, International
Financial Management



DR. G. L. SHARMA
Professor Emeritus
M.Com, Ph.D.
(University of Rajasthan)
Areas of Interest:
Financial Accounting, Cost &
Management Accounting,
Financial Statement Analysis



DR. PARIKA VARSHNEY
Professor
Ph.D. (University of Delhi),
Master of Finance & Control
(University of Delhi)
Areas of Interest:
Corporate Finance, Financial
Derivatives, Business Valuation,
Fixed Income Securities, Corporate
Governance and Shareholder Value



DR. C.P. GUPTA
Professor of Practice
Ph.D. (Fin.) (University of Delhi)
M.Phil. (Fin.) (Delhi School of Economics, D.U.)
M.Com. (Delhi School of Economics, D.U.)
B.Com. (H.) (Shri Ram College of Commerce, D.U.)
Areas of Interest:
Investment Decisions, Financial Modelling,
Fuzzy Decision Making, Agricultural Commodity
Trading, Valuation and Pricing of Indian IPO,
Corporate Diversification, Capital Structure
and Corporate Cash Holding



DR. SANJAY NEE
Associate Professor
Area Convener
Ph.D. (M.S. University)
MBA (University of Lucknow)
Areas of Interest
Corporate Finance,
Banking & Risk Management



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



DR. SURAJ PULYAKOT
Associate Professor (Sr.)
Fellow in Management (XLRJ Jamshetpur)
PGDM Rural (IRMA Anand)
M Com (University of Calicut, Kerala)
Area of Interest
Narrow Banking, Microfinance
Social Finance, Consumer Instinct.



DR. NISHI BHALOTRA
Assistant Professor
Ph.D. (Banasthal Vidyapeeth)
Certified Financial Risk
Manager (GARP, USA)
Areas of Interest
Exchange Traded Funds, Capital
Markets, Financial Services.



DR. SHRITA DAWAL
Assistant Professor
Ph.D.
NET (Management), MBA (Finance
and Marketing)
Areas of Interest
Corporate Finance, Accounting,
Financial Modelling, Fintech,
E-Commerce

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

PROF. PUSHPAL PARDEY
MBA (IIM, Bangalore), M.Tech. (IIT, Delhi), B.Tech. (IIT, Delhi)

PROF. SIDDHART LAL
MBA, ACS, PMP, Six Sigma Trained

PROF. ESH TANEJA
CA, CPA (USA)

PROF. MANVI KHEJ
B.Tech., MBA IIM Calcutta

PROF. MANAV YOD
B.Com Hons., FCA

PROF. NEENA KOHLI BISHRA
Ph.D. (Virginia Commonwealth University, USA)

VISITING FACULTY
PROF. PREM SIBBAL
M.Sc., PGDPM (HR), (FNS, Delhi), MBA, CAIB (IBF)

PROF. BANI ADHAR CHOPRA
MBA, CAIB, CFR, DBF

GENERAL MANAGEMENT

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



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



ADITYAN BHATTACHARYA
Professor
Ph.D (University of Agra)
LLB (University of Delhi)
M. Phil (Punjab University)
M. A (Economics) (University of Calcutta)
Areas of Interest
Governance Issues and Public Policy,
Issues in Ethicality and Graft,
Indian core management Paradigms and
Shri Sri Bhagavad Gita



DR. SUSHIL KUMAR DOOT
Associate Professor
Area Convener
MBA, LLB, Ph.D.
(CCS University, Meerut)
Areas of Interest:
Strategic Management, CSR
and Sustainability,
Marketing Management



DR. JYOTSNADA BANNA
Assistant Professor
Ph.D. (GGSIPU),
UGC NET, MBA
Areas of Interest:
Organisation Behaviour, HRM,
Strategic Management, Business
Research

VISITING FACULTY

MAJOR GEN. (RETI.) S. & DWIVEDI

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

DR. NARPAL SINGH

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

PROF. SAMEET GAEBHRIL

CS

INFORMATION TECHNOLOGY

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



DR. REKHA GUPTA
Professor
Area Convener
Ph.D. (Jamia Millia Islamia),
M.Phil., M.Tech. (Computer Science),
MS (Computer Science)
Areas of Interest:
ERP Critical Success Factors and
Selection Models, Multicriteria
Decision Making, Fuzzy Logic



DR. GEETANJALI SAINI
Associate Professor
Ph.D., MCA (M. D. University)
Areas of Interest:
Data Mining, Data Visualization,
E-commerce, Website Usability



DR. UJJWAL BASHAR SIN
Assistant Professor
Ph.D. (Information Systems)
Department of Management Studies,
IT, Delhi, M.Tech. (Information
Security & Management), B.Law
(Computer Applications)
Areas of Interest:
E-governance, ICT4D, Multi Criteria
Decision Making, Digital Identity,
Emerging Technologies, Social Media



MS. FAHMINA MALIK
Faculty Associate
Ph.D. (Pursuing Thesis (EOR, IIT Mumbai)
M.Phil. (Operations Research, DU)
M.Sc. (Operations Research, DU)
B.Sc. (H) (Mathematics, Miranda House, DU)
Areas of Interest:
Game Theory, Internet Economics,
Supply Chain, Inventory Management,
Artificial Intelligence and Machine Learning

VISITING FACULTY

DR. ABHAY DAS

FM (Ph.D. in Econometrics), MDI, Gurugram

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. MONTI MISHRA
Associate Professor
Area Convener
Ph.D. (University of Delhi),
M.A. (Psychology) (University of Delhi),
PGDHRM (IGNOU),
UGC-NET JRF
Areas of Interest:
Organisational Culture, Performance
Management, HR Management,
Business Ethics, Organisational Design,
Women and Empowerment



DR. SHEELA DHARAMA
Associate Professor
Ph.D. (Maharshi Dayanand University),
UGC (NET), MBA
Areas of Interest:
Work Ethics, Organisational Culture,
Entrepreneurship, Macro Economics
& HR Issues, Leadership



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



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



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

OPERATIONS MANAGEMENT & BUSINESS ANALYTICS

Operations Management area imparts knowledge of various organisational issues like planning, designing, analysing, controlling etc. across all industry verticals. The students are familiarised with recent industry practices related to software, quality, efficiency, sustainability and effectiveness to run 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. DALRAJ TYAGI
Professor
Area Convener
Ph.D. (IIT Delhi), M.E. (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. SONITA DANIEL
Associate Professor
Ph.D (Mathematics) IIT Kanpur,
M.Phil (Mathematics) Madras University,
M.Sc (Mathematics) Madras University,
B.Sc (Mathematics) Madras University
Areas of Interest
Big Data and Big Data Analytics,
Decision Sciences and Epidemiological
Modeling of Infectious Diseases.



DR. RAJUMANI DITTAL
Associate Professor
Ph.D. (Banastheri Vidyapeeth),
MBA, PGDM, B.E.
Areas of Interest
Green Supply Chain, Supply Chain
Modeling, Inventory
Management.



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



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



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



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

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

DR. MUKESH DIGHLAWY
M.Sc., Ph.D.
(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. U. Manohar Bhal
Professor
Area Convener
PhD Management (IIM Raipur),
M. Management (IIM Bangalore),
B. Marine Engineering (DMET Calcutta)
Areas of Interest
International Marketing, Pricing &
Revenue Analytics, Consumer Behaviour,
Personality traits, Sales Promotion



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



DR. SAMANT SHANTIPRIYA
Associate Professor
Ph.D. (MANIT, Bhopal),
MBA (Shriyai 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. SWITA SAURIA
Associate Professor
Ph.D. (Aligarh Muslim University), MBA
Areas of Interest
Innovations in Marketing, Integrated
Marketing Communication, Strategic
Brand Management, Digital &
Social Media Marketing



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



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



DR. NANSI GUPTA
Faculty Associate
PhD (IIFT Delhi)
MBA (Bhartiya Ucha Lakshmi Mittal
Inst of Management, Delhi)
BSc (H) Mathematics (Daulat Ram, UJ)
Areas of Interest
A.I., Consumer Behavior, Art/Influencer
Phenomenon, Product Sourcing, God Salience and Religiosity,



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

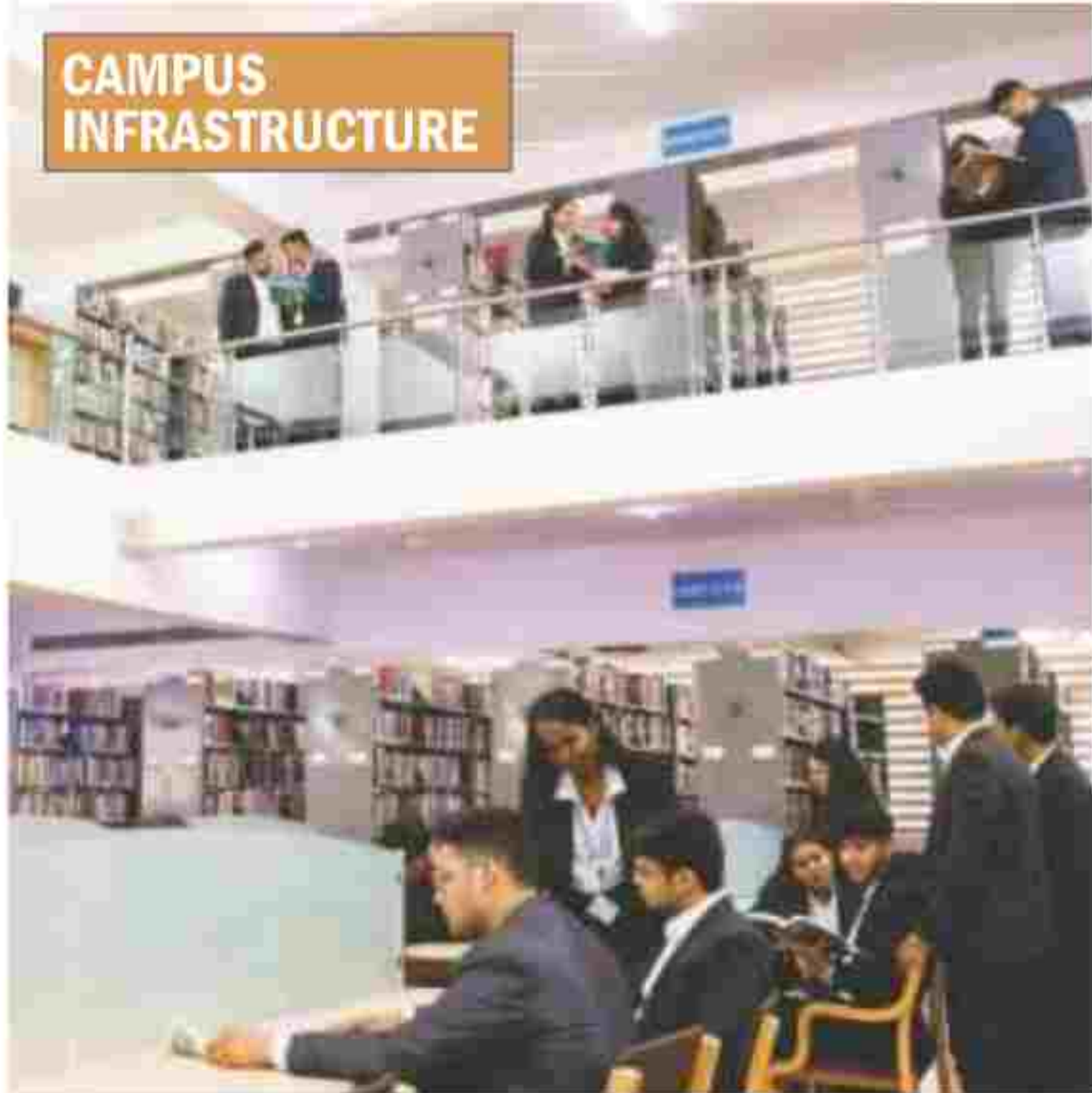
VISITING FACULTY
PROF. S.S. JAIN
MBA (FMS, Delhi University)

LAL BHADUR SHASTRI RESEARCH CENTRE FOR PUBLIC POLICY & SOCIAL CHANGE

DR. G.L. SHARMA
Head - LBSPC
M.Com, Ph.D. (University of Rajasthan)

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

CAMPUS INFRASTRUCTURE



LIBRARY: THE LEARNING RESOURCE CENTRE

IESAT's library is one of the most well equipped libraries in terms of resources, services and infrastructural facilities in Delhi NCR area. The air-conditioned library is situated on two floors with a large reading and resting area. It has also modelled an IT library cum centre for easy access of a wide range of academic resources such as e-books, journals and online databases. At present, the library has a collection of about 47,000 books/documents in the form of books, reports and other materials in varied areas of Management and Information Technology. It subscribes to 529 e-books provided in print format and has an in-line access to over 5,683 e-journals. It has a dedicated E-Resource section for addressing academic resources. Further, innovative sharing facilities are provided through EBSCO. The library has been subscribing to prestigious electronic resources like EBSCO (Business Source Ultimate, MANGO 3 Journals, Sage e Journals, Elsevier Science Direct e Journals, PROQUEST e Journals, CRUIE, Research Tracker, Following e Journals, CMT, Hindustan e Journals, IJBM, IJBS, IJBS, Business Intelligence, IJ Cases & Journal Business Publishing Cases, etc.

LECTURE HALLS AND CLASSROOMS

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

BLOOMBERG LAB

The institute has established an up-to-date finance laboratory with the support of Bloomberg India. It has a 12 terminal Bloomberg lab with seating capacity of 24 students to give them access to live data feed from national and international financial markets. The latest financial data and reports available on Bloomberg add to available resources to provide hands on experience to students. It demonstrates macroeconomic data, market and asset behaviour with real time and working with a deep 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 line.



AUDITORIUM

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



ANALYTICS LAB

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



VIDEO CONFERENCING ROOM

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



SPORTS FACILITIES

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



CAFETERIA

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



GIRLS HOSTEL

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



BOYS HOSTEL

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

MEDICAL FACILITIES

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





RESEARCH AND PUBLICATIONS

LBS JOURNAL OF MANAGEMENT & RESEARCH

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

LBSIM COMMUNIQUÉ

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

EXECUTIVE EDUCATION

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



THE COURSE DESIGN

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

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

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

In 2022, LBSiM immersed 20 students to following leading universities of the world:

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

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

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

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

A 10-day IT Training Programme was conducted for the Government Officials of the Republic of Uzbekistan, in 2022. The programme was attended by Uzbekistan officials working in IT departments like, Ministry for Dept. of Information Technology & Communications, Govt of Uzbekistan, Namangan Institute of Engineering and Economics, JSC Uzbek telecom, Uzbekistan etc. The programme covered Python Fundamentals, Data Analytics using Excel, Data Modeling and Visualization and Big Data Ecosystem.



LBS CORPORATE RELATIONS CELL (LBSRC)

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 (CRC) 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. LBSRC invites luminaries and professionals of repute from various industries and organisations to share their experience with the students.



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

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

THE MISSION OF LBSRC:

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



OBJECTIVES OF LBSRC:

LBSRC aims to fulfil the following basic objectives:

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

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

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

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



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

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

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

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



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

Industry Mentors

- Mr. Adarsh Shastri, Member - Board of Governors LBSIM
- Mr. Rajeev Dubey, Chairman, Mahindra Insurance Brokers
- Mr. Lloyd Mathias, Angel Investor, Board Director in Technology & Telecom Business
- Mr. Arindam Basu, Partner, Basu Roots Consulting
- Mr. Punit Ahuja, Founder & CEO Proxy, Shark Tank Fame
- Mr. Vaneesh Bajaj, Founder, Kriya and Director, SoulCurry Media
- Mr. Sameer Kumar, Founder & CEO, Vansari Mediatech

PROMINENT ALUMNI

LB53M has a vibrant alumni association that organises alumni meets every year. The Institute has a strong bond and networking with 8000+ alumni who are excelling in their professional careers in India and abroad.

BANKING & FINANCE AREA



Manu Ratra
Batch: 1997-1999
ED & COO
IFL Home Finance Limited



Nishant Jain
Batch: 1996-98
Chief Business Officer
BharatPe



Sonali Dahiya
Batch: 1995-97
Director
Axis Bank



Anshika Nandiy
Batch: 2000-2002
Director
Bank of America



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



Ajay Kauror
Batch: 2002-04
Vice President
HSBC

HUMAN RESOURCE MANAGEMENT AREA



Divya Bahl
Batch: 1995-97
Director - HR
News Corp.



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



Shruti Bajaj
Batch: 1998-2000
Executive Vice President HR
Prigat Securities



Pooja Gaba
Batch: 2001-03
Director - HR
SGS India



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



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

MARKETING & CONSUMER GOODS AREA



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



Puneet Gaital
Batch: 1996-98
CEO
Barista Coffee Company



Rohit Murgal
Batch: 1996-1998
Global Senior Vice President
International Business Division
Havells India Limited



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



Anoo Gupta
Batch: 1995-1997
COO
Pinstrip



Kavir Bhattar
Batch: 1995-1997
Regional Head
Outlook Publishing (Pvt) Ltd.

INFORMATION TECHNOLOGY AREA



Suresh Rai
Batch: 1996-1998
Chief Executive Officer
Ashes Technology



Anurag Arora
Batch: 1997-1999
Head- Cloud Solutions Group,
LMAI and Europe
Wipro



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



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



Anirban Chatterjee
Batch: 2001/2003
Business Transformation &
Intelligent Automation
VMware



Manish Parashar
Batch: 2000-2002
Portfolio Leader SAP Cluster
TCL Technologies

CONSULTING



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



Giridhari Jai
Batch: 2006-08
Director
EY



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



Mohit Mahajan
Batch: 2007-09
Senior Principal Consultant
Oracle



Manish Gupta
Batch: 2004-06
Principal Consultant
Infosys



Neha Gupta
Batch: 2006-08
Senior Manager
World Resources Institute

ENTREPRENEURS



Kunal Udair
Batch: 2011-13
Co Founder and COO
ODN Digital Services



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



Parth Abaji
Batch: 2010-12
Founder & CEO
Proxy



Rishi Ghewalya
Batch: 2013-15
Founder and Owner
French Crown



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



Vishakh Bajaj
Batch: 2002-04
Founder
Organisation - Krucci

ALUMNI SPEAK



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

Director, 4C Associates, London

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



Ms. Namrata Negi (Batch: 2006-08)

Head, Life Sciences Knowledge Center, Detroit, United States

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

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



Mr. Sourabh Rai (Batch: 1996-1998)

Chief Executive Officer, Arahis Technologies

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

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



Mr. Vihesh Bajaj (Batch: 2004-06)

Founder, Kruis.com

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

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

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

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



Mr. Kumar Udaar (Batch: 2011-13)

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

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

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

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

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

ALUMNI ENGAGEMENT ACTIVITIES



GAM AND ALUMNI CHAPTER MEETS

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



INITIATIVES

At LBSIM, students are trained by the best faculty, who provide them with all the theories that are essential to enter the corporate world. To carry forward the teaching experience and give some practical insights into how the industry works and what it demands from the prospective candidates, the alumni cell of LBSIM has taken initiatives such as Classroom Teaching and Roundtable Sessions where dignified alumni are invited from various domains with leading positions in the corporate world to deliver lectures to the students, take sessions on topics ranging from B2B marketing, career growth, placement preparation, financial modelling, equity research, operations, and strategy and enhance their knowledge by engaging in discussions on various topics related to their expertise. In past classroom teaching program was led by Mr. Vinod Ranjan, Batch 2010-2012 - Deputy Vice President, Oak North and Mr. Nitin Rai, Batch 2002-2004 - IGT Solutions' Vice President of Marketing and Growth Initiatives. Many distinguished members of alumni committee including Mr. Kumar Lohar, co-founder and CEO of ODN Digital Services Pvt. Ltd., 2011-13 batch, Mr. Anirban Nandy 2008-02 batch, Director at Deutsche Bank, Mr. Anurag Anand, batch 2000-02, leading Customer Value Creation Strategy at The Coca Cola Company, etc were part of Roundtable Sessions at LBSIM.

MENTOR MENTEE PROGRAM

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

OTHER ENGAGEMENTS

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

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

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



DIGNITARIES WHO HAVE SHARED THEIR INVALUABLE KNOWLEDGE

Dr. Rick Vanderfee Dean, Faculty of Applied and Professional Studies Nipissing University	Capt. Rakesh Wala Chief Administrative Officer Matrix	Mrs. Neelam Shrivastava Head-Project Devt. Impact India Foundation
Mr. Vijayay Bommireddigalli Director Deloitte	Mr. Mohit Rohru CEO IIFL Housing Finance	Mr. Augusto Mantel Ambassador Venezuela to India
Dr. Bireesh Singh Former Vice-Chancellor University of Delhi	Mr. K. J. Jauja Managing Director, Dalkin (I) Pvt. Ltd., Gurgaon	Dr. Subhash Chandra Indian media baron and Member, Rajya Sabha
Mr. Vijay Deshpande VP-HR JK Tyre & Industries Ltd.	Mr. Kamal Hingorani Senior V.P. Spice Jet Ltd. New Delhi	Ms. Manisha Pande Global Leader Transfer Pricing GE Oil & Gas
Mr. Kapil Sharma Global Head Sales & Client Management, Collabora, Bangalore	Ms. Deepthi Mittal VP-HR, First Source	Mr. Anwar Sani CEO & Board Member Modern Food Enterprise Pvt. Ltd.
Mr. Vijay Rai MD-Asia Pacific & EMEA Markets Company Name Saviour US, INC.	General (Retd.) V.P. Malik PVSM, AVSM, ADC Former Chief of the Army Staff	Mr. Sumit Maslam Bank Head Au Small Finance Bank
Dr. D. Jankar GM-HR Power Finance Corp. Ltd.	Mr. Prabhjit Mishra Account Director Ericsson Randsiaad	Mr. Kalambhai Jeshi Senior VP-HR Marsh & McLennan
Mr. Rajesh Tripathi VP-GHCL, Noida	Dr. Rakesh Aherkar Director Strategic Service JDA software Solutions	Mr. Rajit Sinha Head HR Larsen & Tubro Ltd.
Hon'ble Justice B.N. Krishna Former Judge, Supreme Court of India, Chairman - PSURC	Mr. R.S. Kailal Executive Director, Maruti Suzuki India	Dr. A.K. Dalgan Reliance Group Oil & Gas Business
Mrs. Richiana Jaitley Director, Strategy & Nutrition Challenges, DSM	Mr. Sandeep Vasvani Youth Empowerment & Skills (Yesplus) Program, The Art of Living	Prof. Jayanth Narayanan Assistant Professor, National University of Singapore Business School



LAL BHADUR SHASTRI NATIONAL AWARD FOR EXCELLENCE

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

- Dr. Randeep Gulria - 2021
- Mrs. Sudha Murthy - 2020
- Dr. (Mrs.) Manju Sharma - 2019
- Shri Fali Nariman - 2018
- Dr. Bindeshwar Pathak - 2017
- Mr. Gopal Krishna Gandhi - 2016
- Dr. Pranoy Roy - 2015
- Dr. Abetuketha Sivapalan Pillai - 2014
- Dr. Rajendra Achyut Badve - 2013
- Smt. Tessy Thomas - 2012
- Prof. (Late) Yash Raj - 2011
- Smt. Aruna Roy - 2010
- Shri Sunil Bharti Mittal - 2009
- Dr. E. Sreedharan - 2008
- Dr. M. S. Swaminathan - 2007
- Dr. Naresh Inshan - 2006
- Dr. (Late) C. R. Srivastava - 2005
- Smt. Eia Ramesh Bhat - 2004
- Dr. R. A. Mashelkar - 2003
- Shri N. R. Narayana Murthy - 2002
- Shri Sam Pitroda - 2001
- Prof. (Late) C. K. Prahalad - 2000

LAL BHADUR SHASTRI NATIONAL AWARD FOR EXCELLENCE 2022



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



NATIONAL HR CONFERENCE

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



NATIONAL MARKETING SUMMIT

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

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

NATIONAL AI SUMMIT

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



NATIONAL FINANCE SUMMIT

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



28TH FOUNDATION DAY

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



29TH LBS MEMORIAL LECTURE

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

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



INTERNATIONAL YOGA DAY

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

International Yoga Day is observed on June 21st every year to promote the practice of yoga and raise awareness about its numerous physical, mental, and spiritual benefits. The celebration of this day is a global initiative that highlights the significance of yoga in maintaining a healthy lifestyle and achieving a balanced state of mind. The theme for this year was "Yoga for Vasudhaiva Kutumbakam". The Domestic tagline for IDY '23 is "Har Angan Yogi" being propagated to bring yoga to every household at the grassroots level. A special event was organized for PGDM students at LBSM campus and Vegas Mall, Dwarka. The event was hosted by Yoga Guru Shilpa Ji at 6 am on 21st June 2023. She helped the students embrace yoga as the gateway to health and happiness with Dhyaan, Asana, Kriyas, and chanting of Mantras.



26TH ANNUAL CONVOCATION

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

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



ANNUAL MANAGEMENT FEST TATVA, 2023

TATVA is the annual management, cultural and sports club of LBSIM. Every year all the academic and non-academic clubs of LBSIM conduct their events in the annual fest. TATVA witnessed a huge participation from students of various Batches every year. This fest provides the students an opportunity to showcase their talents by participating in various competitions and winning exciting prizes. The theme for TATVA 2023 was "INDUZ" which means fusing our dreams into reality and that is what LBSIM fest is all about. This year TATVA started with the Inaugural ceremony on 9th February 2023, in which students from cultural clubs presented their art forms. The Chief Guest for Inaugural ceremony was Major General Vikram Gov Dogra. The main events of TATVA were organized on 10th and 11th February 2023. The artists who attended the fest were - Ganay Kapoor (Indian Stand up Comedian), DJ Nahmich (International Musician), Sundeep Sharma (Indian Stand up Comedian) and DJ Ray (VHS fame International Musician).



INTER-SECTIONAL SPORTS FEST RANBHOOMI-2022

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



RUN FOR EDUCATION

Run for Education (RFE) - an initiative by Lal Bahadur Shastri Institute of Management, New Delhi is a 6.5 km long hour marathon organized in association with Delhi Police and NGOs Jagriti and Chhota si Khushi. The goal of the event is to raise funds for the underprivileged of our society. This year Run for Education was organized on 15th February with runners participating from across India. The Chief Guest for RFE 2023 was Dr. Sonika Godara, Marathon Queen of India, who holds the record for running 76 full marathons, starting with her first marathon in 1984.

23RD LBS NATIONAL AWARD FOR EXCELLENCE

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

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

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

The Alumni Foundation of LBSIM was delighted to welcome back its esteemed Alumni in Pune on December 2, 2022 and Mumbai on December 3, 2022 to celebrate the Chapter Meets. The Chapter Meets were organized at Deccan Club Gymkhana, Pune and Juhu Vile Parle Gymkhana Club, Mumbai. The fantastic evenings filled with joy, laughter, and smiles as the alumni had the opportunity to reconnect with their classmates to share their past experiences, relive the memories and reminisce on the past and catch up on the latest news. Alumni from batches since 1995 and until 2021 graced the meets and shared their experiences and beautiful memories at LBSIM. The alumni parted on a positive note and promised to communicate and participate in all the future events.



RURAL IMMERSION PROGRAMME & OUTBOUND LEADERSHIP

The rural immersion programme at LBSIM comes as a part of the endeavour to create socially sensitive leaders by exposing them to sectors of the society and economy otherwise missed by regular management education. The PGDM students travelled to the rural areas of Mandla (Wardhadi), Sheem (Rajmhan), Pune, and Indore from August 22 to August 29, 2022. The students spent 6 days in various remote locations learning about every aspect of rural life. They spoke with the locals and heard about the issues that come with living in a rural area.

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

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



INTERNATIONAL IMMERSION PROGRAMME - THAILAND AND INDONESIA

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

Another group of 15 students went to Telkom University, Indonesia. The students attended a 10-day workshop on Design Thinking and Socio-preneurship from October 10-20, 2022. In this 10-day immersion workshop, students were asked to propose solutions using a design thinking approach for an all-inclusive Junior High School (Biroda Foundation) struggling with employee retention and technological and marketing problems. The students visited the school to understand and visualize the situation in real time, spending quality time with all stakeholders involved. Using the framework with phases of Empathize, Define, Ideate, Prototype and Test, the groups proposed their suggestions and solutions to the school management and teachers. The international immersion experience certainly paved the way to enhancing the global outlook and perspective of the students along with experiential learning of cultural and economic diversity with the importance of inclusion of local settings in proposing business solutions.



CULT WEEK

LBSIM's Annual Committee successfully organized the Cult Week 2022 from 18th July to 20th July 2022. All the students participated with fun games and other 4 events to win. The week included events like Ethnic Day, Mime/Street and Bollywood Day. The Cult Week was a great platform for all the students on campus.



INTERNATIONAL IMMERSION PROGRAMME - THAILAND AND INDONESIA

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



DIWALI CELEBRATION – ROSHNI

The amphitheatre witnessed the scene of a delightful Diwali celebration with breathtaking dance performances by the students on 30th October 2022. It is the festival when the whole LBSIM campus transcends into the place of multitudinous lamps and lights. The faculty and the students lit Chinese lanterns and the Diyas around the LBSIM signature wall. The sky became full of Chinese lanterns. The faculty and the students played games like Antakshari, Passing the Parcel, guess the movie name with headphones on, etc. Both the faculty and the students enjoyed their time together. This event energised the mood of the festival's celebration and spread the air of happiness in the environment of LBSIM.

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

The famous Odia Dance Maestro, Ms Kavita Dwivedi, performed a mesmerizing Odissi dance organized by the SPIC MACAY on 23rd October 2022. SPIC MACAY (Society for the Promotion of Indian Classical Music And Culture Amongst Youth) is a non-political, non-profit, voluntary movement founded in 1977 by Dr. K. J. Somaiya, Professor Emeritus at IIT Delhi, who was awarded the Padma Shri for his contribution to the arts in 2008. Every year SPIC MACAY organize more than 5000 programs in more than 1500 institutions across almost 1600 cities, teaching over 7 million students. Odissi is one of the oldest dance forms and traditionally originates back to the 2nd century B.C. The Maestri of Odissi, a woman associated with rigorous dance, were considered a way of worship. The Odissi classical dance was led by Ms Kavita Dwivedi, one of the best Odissi dancers of India. Ms Dwivedi explained how the Odissi dance form evolved in Indian culture and she performed 10 Rasas through her dance forms. The students felt enthralled by the show and paid their respects to Ms Dwivedi.



INDUCTION & ORIENTATION PROGRAMME FOR BATCH 2023-25

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

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



IBM SESSION ON BIG DATA ANALYTICS



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

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

SIMULATION SESSIONS FOR STUDENTS IN COLLABORATION WITH AIMA

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



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

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

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



SOCIAL INITIATIVES

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

SOCIAL WELFARE CLUB

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

RURAL IMMERSION

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

RURAL IMMERSION 2022

Manda (UP), Indore (MP), and Bhillwara (Rajasthan)

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

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

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

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

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



OUTBOUND LEADERSHIP PROGRAMME AT TATA STEEL ADVENTURE FOUNDATION



A group of 100 students went for the Outbound Leadership Programme (OLP) at Tata Steel Adventure Foundation (TSAF), Tata Steel Adventure Foundation (TSAF), Jamshedpur, Jharkhand, from 27th August to 3rd September 2023 wherein the students learnt leadership and team building skills through OLPs.

The students were asked them to become more confident by the activities at hand and formed a team spirit in all. The students worked with enthusiasm and motivation. Active, positive attitude and enthusiasm are the key to the success of the programme.

This programme is designed to help the students to become more confident and self-reliant. The students were asked to participate in various activities and challenges.

The students were given a chance to work in teams and solve problems. They were given a chance to work in teams and solve problems. They were given a chance to work in teams and solve problems. They were given a chance to work in teams and solve problems.

Students were also through a series of activities like team building, problem solving, and team building, which helps in building the programme with making the students more confident and self-reliant. The students were given a chance to work in teams and solve problems.



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 organizing 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 organized 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 aptitude of the specified skill set for which the clubstands.



SCC

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



EBSB

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



E-CELL

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



EUREKA

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



FINESSE

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

Our Club is based on the doctrine 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 in economics and a continued focus on knowledge improvement in the finance domain.



GENESIS

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



HRHYTHM

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



PRC

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



NIVESH

The Student Managed Mutual Fund Club of LBSIM works with an objective to provide students with a real life exposure to Indian capital markets and the functioning of the mutual funds industry. Nivesh, along with its investing activities, also organizes 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.



PIETHOS

Piethos 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 brush for writers and a fanclub for avid readers. With the annual Lalita Shakti Debate Competition organised at national level, Gasaksh, 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 BELENGING. #WeGotYou



SPARSH

Spash- The Social Initiatives Society of LBSIM, is dedicated to causes of social relevance and helps in developing a healthy mind set among the students which is necessary for them to become socially sensitive business leaders. The club organises socially beneficial initiatives both inside and outside the institute. The club has an association with two NGOs - Jaagriti and Chhoti Khushi. Every year we organize Divali, 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.



Wevive

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



ZENITH

The Sports Management and Fitness club of LBSIM believes in incorporating sports into our daily lives. Our Mission is to promote all types of games and to promote a healthy lifestyle. Zenith has shown that it can fit and adapt to any scenario, as we believe in never giving up. We conduct major events like - Rannbhoomi and Rannmaya, 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.



Abhivyaan 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 realize their talents. The Club helps theatre enthusiasts to showcase and develop their acting, writing and direction skills. The club consistently won the laurels for the Institute at various inter-B-scholar stage events as well as street plays. At the time, 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 alienating 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 Tabra being Forrock and Vocaholic.



Razmatazz 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 FitN'A, Dance Competitions, Dandiya Night for the students to dance and get away with MBA Blues.



Class, Elegance and Style: 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. Rekha Gupta	: PGDM (Artificial Intelligence & Data Science) & Head PGP
Dr. Samant Shant Priya	: PGDM (General)
Dr. Smrita Dajal	: PGDM (Financial Management)
Dr. Anchal Gupta	: PGDM (Research & Business Analytics)
Dr. Geetav Jishi	: PGDM (E-Business)
Dr. Ishmeeta Singh	: PGDM (Business Administration) (Weekend Classes)
Dr. Bahram Tyagi	: Fellow Programme in Management

Area Chairpersons

Dr. Shekhar K. Sinha	: Economics & International Business
Dr. Gautam Negi	: Finance & Accounting
Dr. Sushil Dhill	: General Management
Dr. Rekha Gupta	: Information Technology
Dr. Mooli Mishra	: Organisational Behaviour & Human Resources
Dr. Bahram Tyagi	: Operations Management & Business Analytics
Dr. U. Manmohar Bhat	: Marketing

Administration Team

Col. Ajay Sood	: Chief Administrative Officer & Controller of Examinations
Mr. Nimitesh Kumar	: Chief Finance Officer
Ms. Manjara Tripathi	: P.S. to Director & Sr. Staff Officer
Mr. S. P. Kaushik	: Sr. Finance Officer
Mr. Sachin Khora	: Sr. Administrative Officer & Admission Coordinator
Col. Captain Vinod K. Singh	: Sr. Controller of Examinations
Dr. Nandini Nallwal	: Librarian
Mr. Rajesh Thakur	: Sr. Computer Lab Tech Assistant
Mr. Nareesh Wadhwa	: Assistant Administrative Officer (LBSRC)
Mr. Jeevinder Kumar	: Assistant Librarian
Ms. Cicily Mathew	: Sr. Office Assistant
Mr. Samner Bhasin	: PGP Officer
Ms. Bwati Sharma	: Placement Assistant
Mr. Ashish Mathew	: Sr. Office Assistant
Mr. Surender Kumar	: Admission Assistant
Mr. Sunil Mainodia	: Library Assistant
Mr. A. K. Rana	: Estate Supervisor
Mr. Sushant Goyal	: Civil Engineer
Mr. Amit K. Pandey	: Asst. Civil Engineer
Mr. Ashwani Kumar	: Sr. Technician
Mr. Sushant Goyal	: Site Engineer
Mr. Rahul Ranjan	: Computer Lab Assistant
Ms. Priyanka Tiwari	: Admission Assistant
Ms. Shumika Banderwal	: Office Assistant
Ms. Parul Arora	: Research Associate (FPM Programme)



ADVISORY BODY

S. No.	Name	Designation
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	Former Vice President - HR, JK Tyre & Industries Ltd., New Delhi
5.	Dr. A. K. Balyan	CEO - Resonant LNG, New Delhi
6.	Mr. Pawan Kumar Jain	Chairman & Founder, Safexpress Private Limited, Gurugram, Haryana
7.	Mr. Sanjay Nath Singh	Former Resident Executive, Tata Steel Limited, New Delhi
8.	Dr. Sanjeev Srivastava	Vice Chairman, Lal Bahadur Shastri Institute of Management & Technology, Bareilly
9.	Mr. Pradeep Baxshi	MD & CEO, Voltas Limited, Mumbai
10.	Dr. R. P. Mohanty	Chief Consultant, Former VC, Siksha 'O' Anusandhan University, Bhubaneswar
11.	Mr. Sanjay Reda	Country Head & CEO, Marsh India Insurance Brokers Pvt.Ltd., Mumbai
12.	Dr. Dinesh Tyagi	Former CEO, CSC e-Governance Services India Ltd., New Delhi
13.	Mr. Lalit Thakur	Finance Advisor, Bangalore
14.	Shri R. K. Dubey	Former CMD, Canara Bank, Gurugram
15.	Mr. Pavan Choudary	Managing Director, Vygon India Pvt. Ltd., Gurgaon
16.	Mr. Bijay Kumar Sahoo	President HR, Reliance Industries Ltd., Mumbai
17.	Dr. Prince Augustin	Former Executive Vice President of Human Capital, Mahindra & Mahindra, Mumbai
18.	Dr. Prachi Kaul	Director, Shastri Indo-Canadian Institute, New Delhi
19.	Dr. Puram Sangal	Management Consultant, New Delhi
20.	Dr. Ritu Bhargava	Senior Advocate, Indore
21.	Prof. M.K. Vajpayee	Chairman, Humanity Tech India, New Delhi
22.	Mr. Lagan Shastri	Managing Director & CEO, DFM Foods Ltd, Delhi
23.	Mr. Mudit Shastri	Vertical Head - Govt. Business, LG Electronics, India
24.	Prof. Sunil Sharma	Professor, PMS, University of Delhi
25.	Dr. Praveen Gupta	Director, LBSIM, Delhi
26.	Dr. G. L. Sharma	Head-New Projects, LBSIM, Delhi
27.	Dr. Reeta Gupta	Professor, LBSIM, Delhi (Member Secretary)



**KNOWLEDGE
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OBVIOUS**



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