



# SGPC'S Guru Nanak Institute of Management Studies, Mumbai



BROCHURE 2022-2024

[www.gnims.edu.in](http://www.gnims.edu.in)

# About GNIMS



OUR STORY



VISION



MISSION



KEY  
ACHIEVEMENTS



PRODUCTS AND  
SERVICES



# OUR STORY

## Our Story

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- GNIMS is one of the most prestigious educational institutions credited with imparting quality education in management since 2002
- Established by Shiromani Gurudwara Prabhandhak Committee, GNIMS has grown to include plethora of courses suitable for today's generation
- Situated in the heart of Mumbai, Matunga a supremely connected area serviced by the Matunga Road station on the Western line, Matunga station on the Central line and King Circle station on the Harbour line
  - Running full time courses like MMS & PGDM



# Vision

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To be a leading business school for innovative and entrepreneurial approach to education, research and collaboration



# Mission

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- To deepen the understanding of critical knowledge in the emerging areas of management
- To develop superior leadership skills through partnership with institutions, industry & society
- To promote research & entrepreneurship through collaborative action



# Key Achievements

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Celebration the big wins and memorable moments.

- NBA Accreditation
  - One amongst 196 colleges in India and 6 in Mumbai
- Rank 4<sup>th</sup> -CSR GHRDC B-Schools Survey 2017



# Our Products and Services



MMS



EVENTS



PGDM

# MMS

## Admission

### 2 Categories

- Merit Seats
- Minority Seats

### DOCUMENTS TO BE SUBMITTED AT THE TIME OF ADMISSION

- 1) Two sets of S.S.C., H.S.C., Graduation Mark Sheet and Passing Certificates.
- 2) Eligibility and Migration Certificate for students from other Universities.
- 3) Prescribed CET Score Card.
- 4) Affidavit for candidates from Minority Quota.
- 5) GAP Certificate wherever applicable.
- 6) Demand Draft for the amount of the fees payable.
- 7) Two Passport size photographs.
- 8) Domicile Certificate.

The Institute reserves the right to refuse admission if the above documents are not submitted at the time of admission.

\* The fees for the MMS course is subject to change as per Shikshan Shulka Samiti (SSS).



# MMS SYLLABUS

## Semester I

Sr. No.	Core	Sr. No.	Electives (Any 3)
1	Perspective Management	1	Effective and Management Communication
2	Financial Accounting	2	Business Ethics
3	Business Statistics	3	Ecommerce
4	Operations Management	4	Organizational Behaviour
5	Managerial Economics	5	Introduction to Creativity and Innovation Management
		6	Foreign Language (Other than English)
		7	Negotiation and Selling Skills
		8	IT Skills for Management and Technology Platform
		9	Information Technology for Management
		10	Personal Grooming / Personal Effectiveness

## Semester II

Sr. No.	Core	Sr. No.	Electives (Any 3)
1	Marketing Management	1	Legal & Tax Aspects of Business
2	Financial Management	2	Cost & Management Accounting
3	Operations Research	3	Business Environment
4	Business Research Methods	4	Ethos in Indian Management
5	Human Resource Management	5	Corporate Social Responsibility
		6	Analysis of Financial Statements
		7	Entrepreneurship Management
		8	Management Information System
		9	Developing teams & Effective leadership
		10	Intellectual Capital and Patenting

### Semester III

Sr. No.	Common subjects
1	International Business
2	Strategic Management (UA)

### FINANCE SPECIALIZATION

Sr. No.	Core	Sr. No.	Electives (Any 1)
1	Financial Markets and Institutions	1	Banking and Financial Services Institutions
2	Corporate Valuation and Mergers & Acquisitions	2	Investment Banking
3	Security Analysis and Portfolio Management	3	Wealth Management
4	Financial Regulations	4	Infra and Project Finance
5	Derivatives and Risk Management	5	Strategic Cost Management
	<b>Summer Internship</b>	6	Commodities Markets
		7	Mutual Fund
		8	Financial Modeling
		9	International Finance

## SYSTEMS SPECIALIZATION

Sr. No.	Core	Sr. No.	Electives (Any 1)
1	Database Management System & Data Warehousing	1	Cloud Computing & Virtualization
2	Enterprise Management System	2	Information System Security and Audit
3	Big Data and Business Analytics	3	Data Mining and Business Intelligence
4	Knowledge Management	4	IT Consulting
5	Software Engineering	5	Digital Business
	<b>Summer Internship</b>	6	Software Project management
		7	Governance of Enterprise IT & Compliance
		8	Cyber Laws & Managing Enterprise IT Risk



## HRM SPECIALIZATION

Sr. No.	Core	Sr. No.	Electives (Any 1)
1	Training & Development	1	Personal Growth Laboratory
2	Compensation and Benefits	2	Global HRM
3	Competency Based HRM and Performance Management	3	Employee Branding and Employer Value Proposition
4	Labour Laws and Implications on Industrial Relations	4	HR Analytics
5	HR Planning and Application of Technology in HR	5	O.S.T.D.
	<b>Summer Internship</b>	6	HR Audit
		7	Employee Relations , Labour Laws and Alternate Dispute Resolution

## MARKETING SPECIALIZATION

Sr. No.	Core	Sr. No.	Electives (Any 1)
1	Sales Management	1	Retail Management
2	Marketing Strategy	2	Rural Marketing
3	Consumer Behaviour	3	Marketing Analytics
4	Services Marketing	4	Digital Marketing
5	Product & Brand Management	5	Customer Relationship Management
	<b>Summer Internship</b>	6	Marketing Research & Analysis
		7	Event Management
		8	Health Care Marketing
		9	Distribution & SCM
		10	Tourism Marketing
		11	Marketing of Banking & Financial Services

## OPERATIONS SPECIALIZATION

Sr. No.	Core	Sr. No.	Electives (Any 1)
1	Supply Chain Management	1	World Class Manufacturing
2	Operations Analytics	2	Business Process Re-engineering And Benchmarking
3	Service Operations Management	3	Technology Management & Manufacturing Strategy
4	Manufacturing Resource Planning & Control	4	Strategic Operations Management
5	Materials Management	5	Industrial Engineering Applications & Management
	<b>Summer Internship</b>	6	TQM
		7	International Logistics
		8	Quantitative Models in Operations
		9	Productivity Management

### Semester IV

Sr. No.	Common subjects
1	Project Management (UA)

### FINANCE SPECIALIZATION

	Sr. No.	Electives (Any 1)
Final Project (300 Marks)	1	Commercial Banking
	2	Business Analytics
	3	Venture Capital and Private Equity

### SYSTEMS SPECIALIZATION

	Sr. No.	Electives (Any 1)
Final Project (300 Marks)	1	Strategic Information Technology Management
	2	System Applications and Case Study
	3	Managing Technology Business and IT Resource Management



### MARKETING SPECIALIZATION

	Sr. No.	Electives (Any 1)
Final Project (300 Marks)	1	Integrated Marketing Communications
	2	Business to Business Marketing
	3	International Marketing
	4	Trends in Marketing

### HRM SPECIALIZATION

	Sr. No.	Electives (Any 1)
Final Project (300 Marks)	1	OD and Change Management
	2	Strategic HRM
	3	Management of Corporate Social Responsibility in organizations

### OPERATIONS SPECIALIZATION

	Sr. No.	Electives (Any 1)
Final Project (300 Marks)	1	Operations Applications and Cases
	2	Strategic Sourcing in Supply Management
	3	Operations Outsourcing & Offshoring

# PGDM-First Year

## Term 1

1	1101	Contemporary Management Practices
2	1102	Business Accounting
3	1103	Business Environment (Micro and Macro Approach)
4	1104	Business Statistics and Quantitative Techniques
5	1105	Business Communication and Networking Skills
6	1106	Marketing Management
7	1107	Business Law

# PGDM-First Year

## Term 2

1	1201	Organizational Behaviour
2	1202	Cost and Management Accounting
3	1203	Operations Management
4	1204	Selling and Negotiation Skills
5	1205	Consumer Buying Behavior
6	1206	Emerging Technologies in Business
7	1207	Research Methodology

# PGDM-First Year

## Term 3

1	1301	Introduction to Human Resource Management
2	1302	Financial Management
3	1303	Entrepreneurship Management
4	1304	Introduction to Business Analytics
5	1305	Operations Research
6	1306	Banking and Insurance Fundamentals
7	1307	Basics of Financial Markets
8	1308	Life Management Skills



# PGDM-Second Year Term IV

## Marketing

1	2401	Design Thinking and Innovation	All	Core
2	2412	Intergrated Marketing Communication	Marketing	Core
3	2413	Retail Management	Marketing	Core
4	2414	Marketing Strategy	Marketing	Core
5	2415	Services Marketing	Marketing	Elective
6	2416	MarkTech & B2B Marketing	Marketing	Elective
7	2417	Rural Marketing	Marketing	Elective
8	2418	Marketing Finance	Marketing	Elective

# PGDM-Second Year Term IV

## Finance

2	2422	International Finance	Finance	Core
3	2423	Investment Analysis and Portfolio Management	Finance	Core
4	2424	Derivatives & Risk Management	Finance	Core
5	2425	Taxation	Finance	Elective
6	2426	Corporate Finance	Finance	Elective
7	2427	Strategic Cost Management	Finance	Elective
8	2428	Marketing Finance	Finance	Elective

# PGDM-Second Year Term IV

## Human Resources

2	2432	Talent Acquisition & Retention	HR	Core
3	2433	Compensation & Reward Management	HR	Core
4	2434	Training & Development	HR	Core
5	2435	Labour Laws	HR	Elective
6	2436	Competency Assessment, Mapping & Performance Management System	HR	Elective
7	2437	HR Audit	HR	Elective
8	2438	Organizational Theory Structure and Design	HR	Elective

# PGDM-Second Year Term IV

## Operations

2	2442	Materials Management	Operations	Core
3	2443	Operations Planning & Control Systems	Operations	Core
4	2444	Logistics & Supply Chain Management	Operations	Core
5	2445	Service Operations Management	Operations	Elective
6	2446	Technology Management	Operations	Elective
7	2447	Total Quality Management	Operations	Elective
8	2448	Project Management	Operations	Elective



# PGDM-Second Year Term IV

## IT

2	2452	Enterprise Management System	IT	Core
3	2453	Cloud Computing & Virtualization	IT	Core
4	2454	Big Data and Business Analytics	IT	Core
5	2455	Knowledge Management	IT	Elective
6	2456	Data Warehousing & Data Mining	IT	Elective
7	2457	Python Programming	IT	Elective
8	2458	Mathematics for Artificial Intelligence	IT	Elective



# Break for Summer Internship

GET INSIGHTS INTO THE  
BUSINESS WORLD

# PGDM-Second Year Term V

## Marketing

1	2501	Strategic Management	All	Core
2	2512	Digital Marketing and Social Commerce	Marketing	Core
3	2513	Practices in Modern Trade	Marketing	Core
4	2514	Sales Management	Marketing	Core
5	2515	Global Marketing	Marketing	Elective
6	2516	Product and Brand Management	Marketing	Elective
7	2517	Marketing Personnel Management	Marketing	Elective
8	2518	Logistics and Supply Chain Management	Marketing	Elective

# PGDM-Second Year Term V

## Finance

2	2522	Corporate Valuation & Mergers Acquisitions	Finance	Core
3	2523	Behavioral Finance	Finance	Core
4	2524	Financial Modeling using Excel	Finance	Core
5	2525	Wealth Management	Finance	Elective
6	2526	Technical Analysis	Finance	Elective
7	2527	Analysis of Financial Statements	Finance	Elective
8	2528	Mutual Funds Management	Finance	Elective

# PGDM-Second Year Term V

## Human Resources

2	2532	Organization Development	HR	Core
3	2533	HR Analytics	HR	Core
4	2534	International HRM	HR	Core
5	2535	Industrial & Employee Relations	HR	Elective
6	2536	Understanding Employee Psychology and Work Environment	HR	Elective
7	2537	Human Resource Information System	HR	Elective
8	2538	Knowledge Management	HR	Elective

# PGDM-Second Year Term V

## Operations

2	2542	New Product and Service Development	Operations	Core
3	2543	Productivity Management	Operations	Core
4	2544	Six Sigma	Operations	Core
5	2545	ERP Applications in Operations Management	Operations	Elective
6	2546	International Logistics	Operations	Elective
7	2547	Industrial & Employee Relations	Operations	Elective
8	2548	Warehouse and Distribution Management	Operations	Elective



# PGDM-Second Year Term V

## IT

2	2552	Software Project Management	IT	Core
3	2553	Enterprise Resource Planning	IT	Core
4	2554	IT Service Management	IT	Core
5	2555	Customer Relationship Management	IT	Elective
6	2556	R Programming	IT	Elective
7	2557	Cyber Security	IT	Elective
8	2558	Management and Sales for Technical Products	IT	Elective

# PGDM Second Year Term-VI

1	2601	Business Ethics and Corporate Governance	Core (All)
2	2602	Simulation Games / International Business	Core (All)
3	2603	Capstone Project	Core (All)

**PGDM**




# Post Graduate Program in Sports Management

By India's Leading Sports & Business Faculty



# PGPSM

- Post Graduate Program in Sports Management course will serve as an overview of business in the field of sports. The syllabus will explore the business style and development of the sports industry, current state, and future trends in the discipline through the lenses of professionals and experienced faculty from sports. Students will be introduced to the basic doctrines and principles of sports management. Through internships and live projects, students will get the experience of seeing the theory in practice at various events and venues.



Welcome to the  
**\$650B** Global  
Sports Industry

# WHY THIS?

- 1 Get the best of sporting infra, campus, seasoned faculty, alumni & industry connect with our unmatched legacy
- 2 Learn with skill-based & outcome-driven pedagogy to build competencies that exceed industry expectation
- 3 Leadership team consisting of experienced educationists, industry professionals & international sports persons
- 4 Engage with eminent sports persons & leaders through seminars, internships, panel discussions, live projects et al
- 5 100% Placement Assistance & Career Guidance through our sports industry tie-ups for internships and jobs

# Program Features

**Covering the entire ambit of Sports Management** → Sports Event

Management, Sports Marketing,  
Esports, Broadcasting,

Sports Celebrity Management & more



**FOR ENQUIRIES:**



+91-99304 14959  
+91-98156 25163



[info@gnims.com](mailto:info@gnims.com)  
[pgpsm@gnims.com](mailto:pgpsm@gnims.com)

## Course Duration

- 11-month full-time course starting July 2022

## Course Delivery

- Hybrid Model (Online + Classroom)

## Eligibility

- Bachelor's degree, diploma or equivalent from a recognized University

## Course Fees

- ₹2,00,000 inclusive of Tuition Fee, Comprehensive Materials & all taxes

# PGDM- Logistics and Supply chain Management

- The Master's Programme in Supply Management is unique at GNIMS, providing expertise on strategic supply and supplier management. The Programme corresponds to the growing needs of today's business by educating open-minded, innovative managers in the fields of supply management and purchasing.
- Supply management is a cross-functional activity of a firm, requiring a broad understanding of international business. Your studies will integrate strategic management, international business and relationship management in supply networks.

In this Programme, you will focus on supply strategies, global challenges of sourcing, and the development of purchasing and supply chains.





# PGDM – Banking, Financial Services & Insurance

- The BFSI (Banking, Financial Services, and Insurance) industry is a service-oriented and an ever-changing industry. The increasing competition in this sector has caused BFSI companies to introduce new products, adopt innovative strategies, leverage newer technology and increase their distribution networks. However, technology adoption and internet penetration have changed the way this sector works to meet the expectations of customers and stay ahead of the race.



# BFSI-Number of Trimesters - 5

- Trimester 1

- 1.Introduction to Commercial Banking (NCFM Module)
  - 2.Business Economics (NCFM Module Macroeconomics)
  - 3.Accounting for Bankers (DBF 1)
  - 4.Business Communication
  - 5.Introduction to Financial markets (NCFM Module)
  - 6.Soft skills – PEARL – Spoken English
- Economic times/ B. Newspaper reading



## ■ Trimester 2

1. Corporate finance (DBF 2)
2. Legal & Regulatory aspects of Banking (DBF 3)
3. Business Statistics
4. Intermediate Excel
5. Retail Banking
6. Introduction to Mutual funds (NISM Series V A)



### ■ Trimester 3

1. Insurance Management 1 (NCFM Module)

2. Finacle 1

3. Advanced Excel

4. Selling and Negotiation skills

5. Fundamental analysis (NCFM Module)

6. Introduction to fixed income securities



## ■ Trimester 4

1.Credit and Risk Management

2.Securities and Portfolio Management (NCFM Module)

3.Finacle 2

4.Derivatives and Risk Management (NCFM Module)

5.Treasury and Forex management (NCFM Module)

6.Introduction to Technical Analysis



## ■ Trimester 5

1. Behavioral Finance

2. NSE OLTS

3. Project 1 – Banking

4. Project 2 – Insurance

5. Project 3- Financial Services



# Completion of Courses



- By the end of 1<sup>st</sup> year the student has completed 5 Modules of NCFM
- Diploma in Banking and Finance achieved
- NISM V A completed
- In year 2,3 Modules and a total of 8 NCFM Modules accomplished
- NSE OLTS fulfilled in year 2

Course	Year 1	Year 2
NCFM	5	3
DBF	3	-
NISM V A	1	-
NSE OLTS	-	1

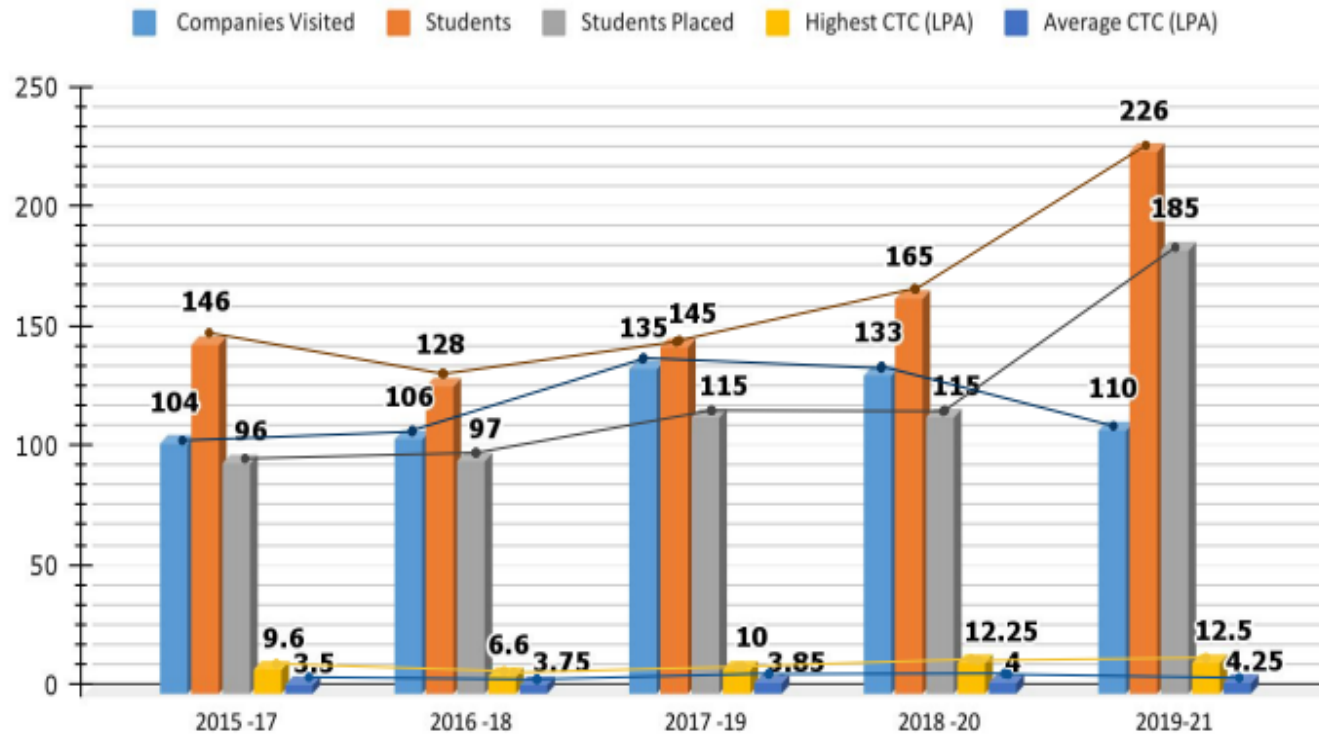


Diploma In Banking & Finance  
(DB & F)





## :: Placement Highlights ::



- ~ Placement preparation start from first semester and continue till final placement
- ~ 40% new Companies invited every year for campus placements
- ~ 70% selected students join companies before completion of degree
- ~ International Placement for Student of Batch 2019-2021
- ~ Active support from Alumni and Industry professionals
- ~ Due to Covid Pandemic, Placement of Batch 2018-20 and 2019-21 extended for six months

The number of students have been increasing since 2016-18

Reaching a total capacity of 300 PGDM & 120 MMS

A top up of 135 companies stopped by our campus

With a highest CTC reaching 12.5 lakhs per annum

Average CTC being 4.25 for the year 2019-21

The number of students placed from Campus is 100%

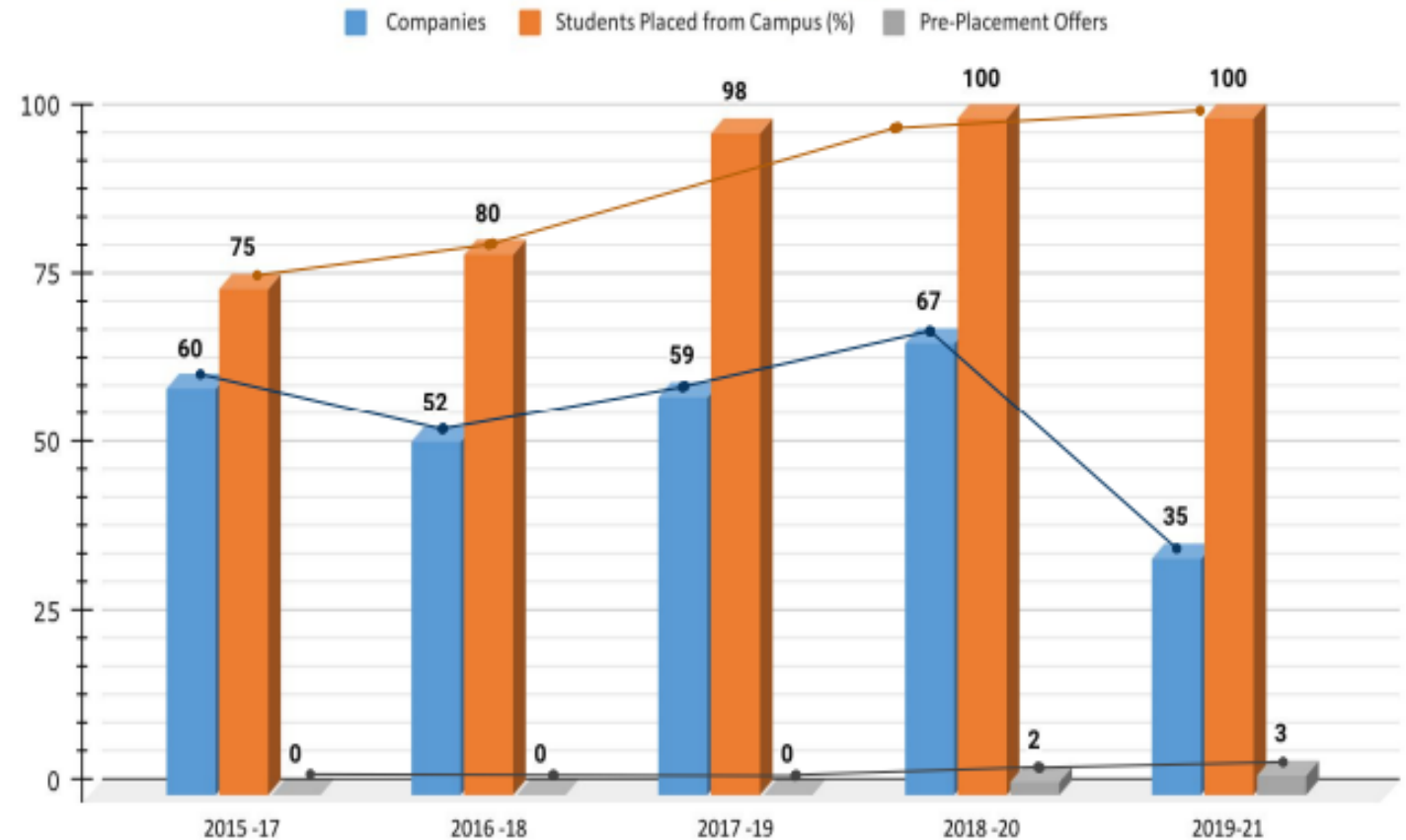
Reaching about 67 companies visiting for Summer Internship

A two year 100% record placement for Summer Internship

With a Pre-placement of about 2-3

About 35 companies still coming in during pandemic

## :: Summer Internship Highlights ::



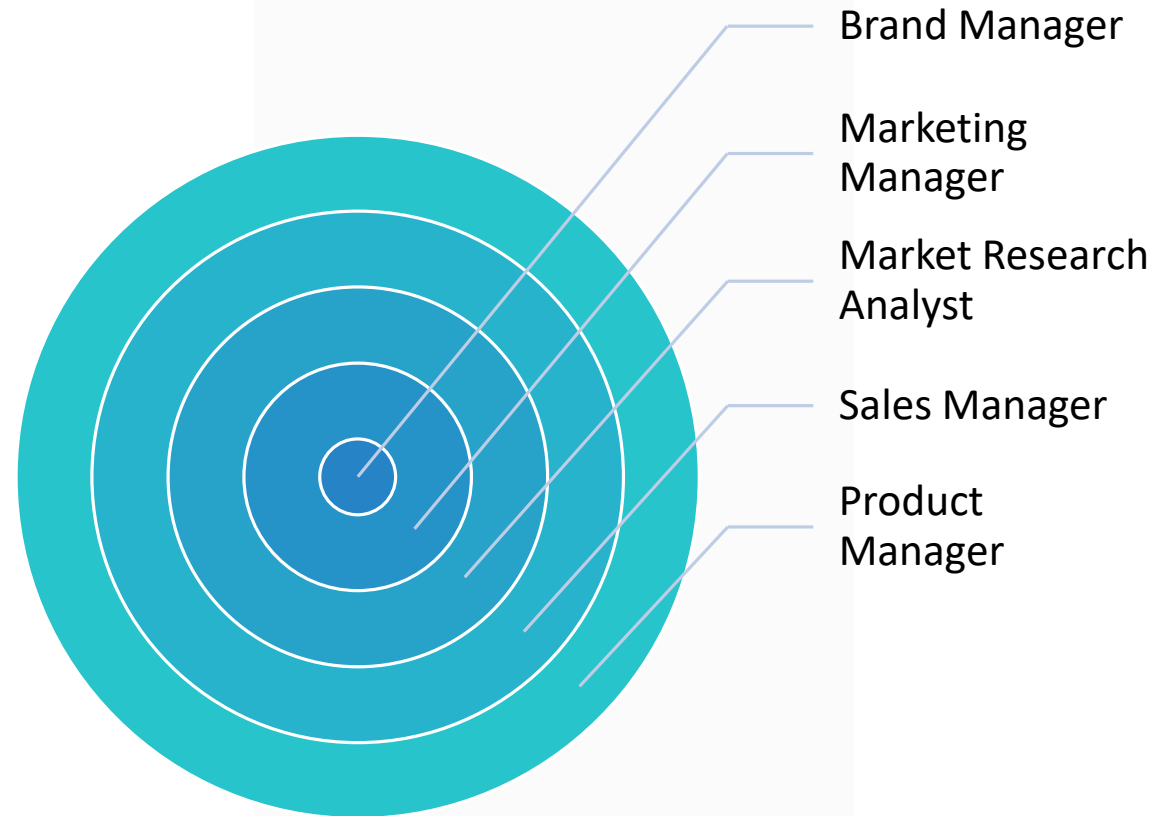
~ Paid stipend Internships increased by 60%

~ Increase in number of Companies on y-o-y basis from all Business Sectors

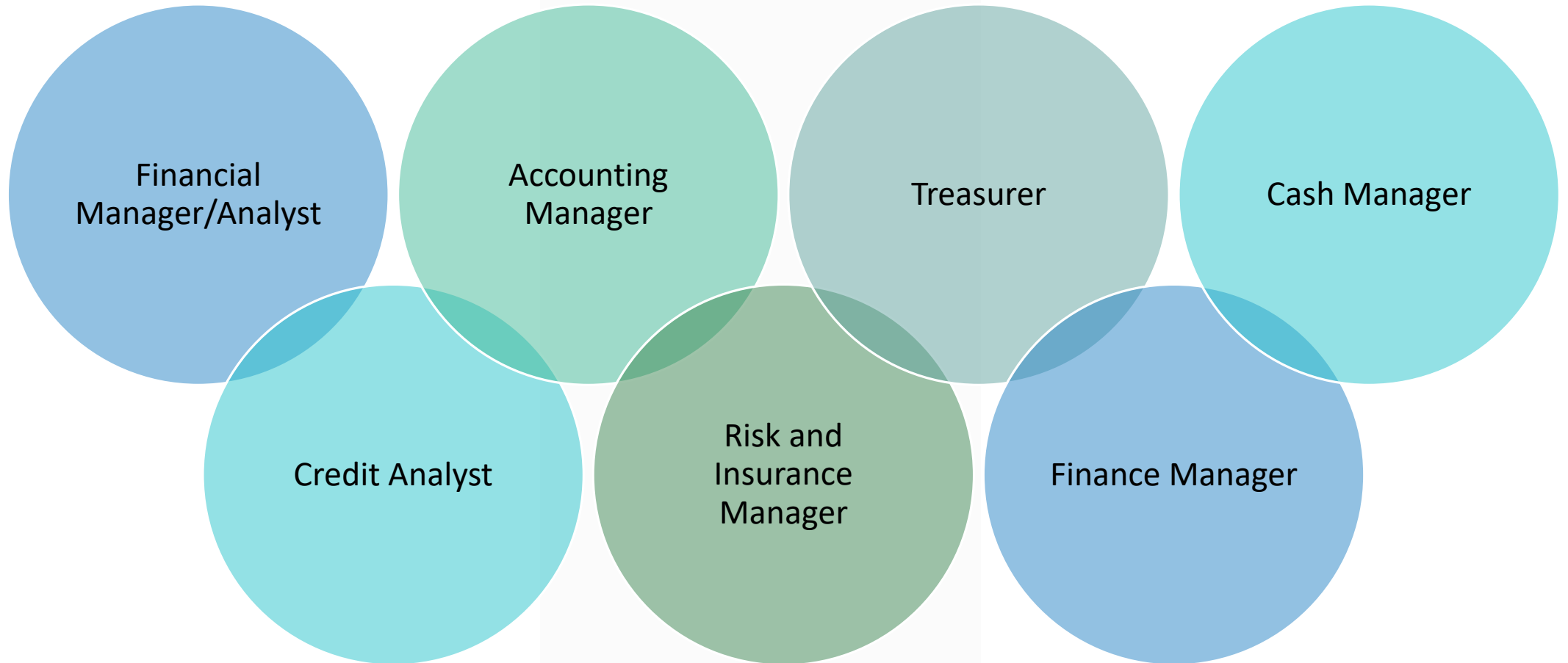
~ Innovative and business related industry Internship Projects

~ Pre-Placement Offers

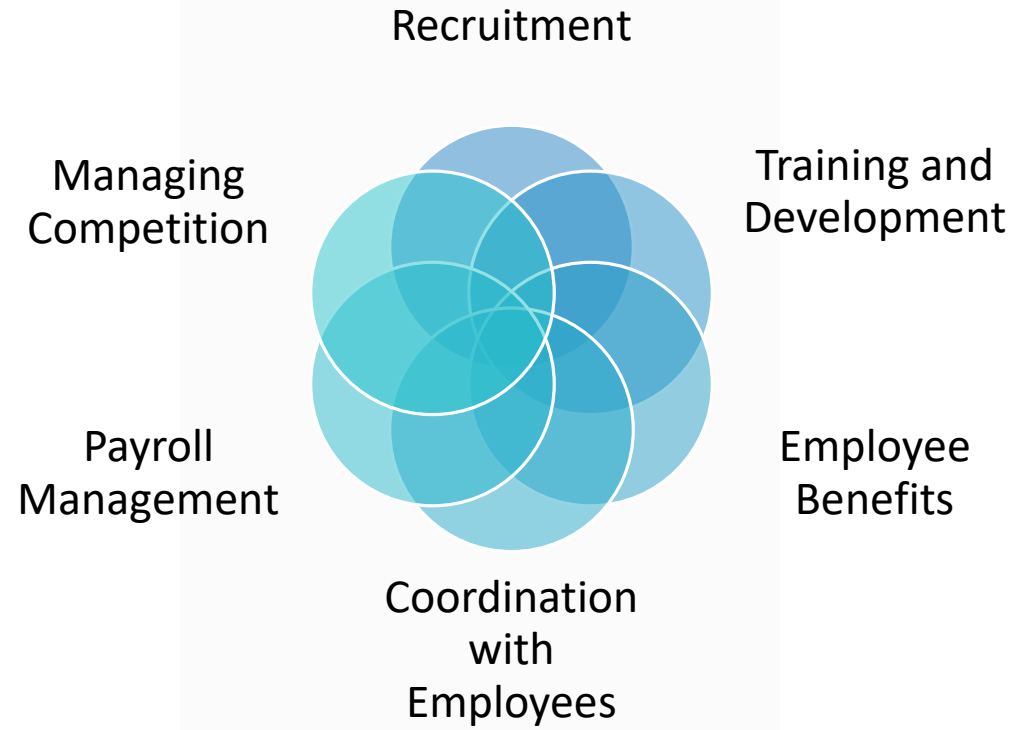
# Marketing Profiles



# Finance Profiles



# HR Profiles



# Operations Profiles

Supply Chain  
Manager

Logistics  
Manager

Inventory Control  
Manager

Project Managers

Operations  
Manager

# IT & Systems Profiles

Project Manager

Business Development Executive/ Manager

Product Manager

Marketing Manager

Analytics Manager

System Manager

Data Processing Manager

Business Analyst

IT Manager/Consultant

Information Systems Managers

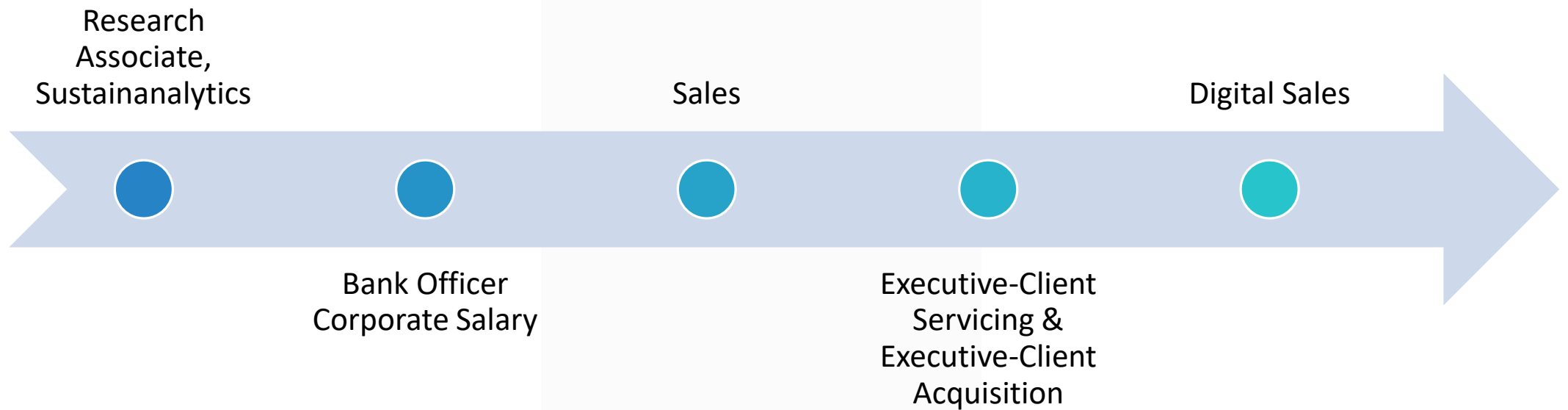
Systems Analysts



# Logistics & Supply Chain Profiles



# Other Profiles



Management  
Trainee

Client Services

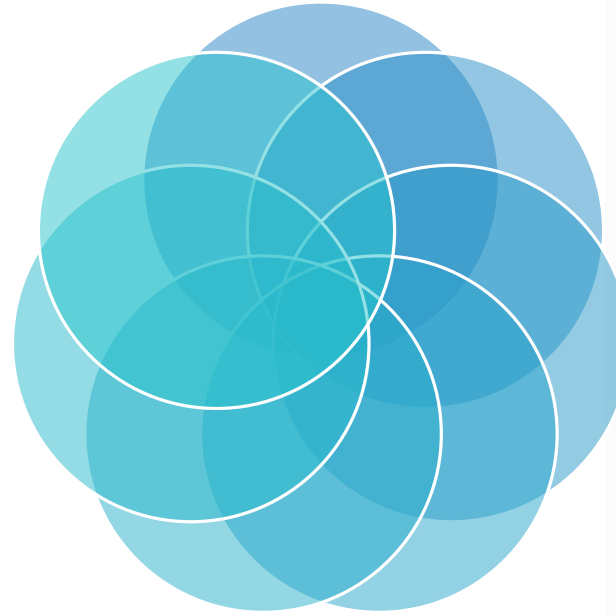
Relationship  
Manager &  
Account Manager

Asst. Business  
Development  
Manager

HR Recruiter

CPOs Office MT /  
HR Operations MT

Consultant



Financial Analyst



Relationship Manager



Business Development Executive



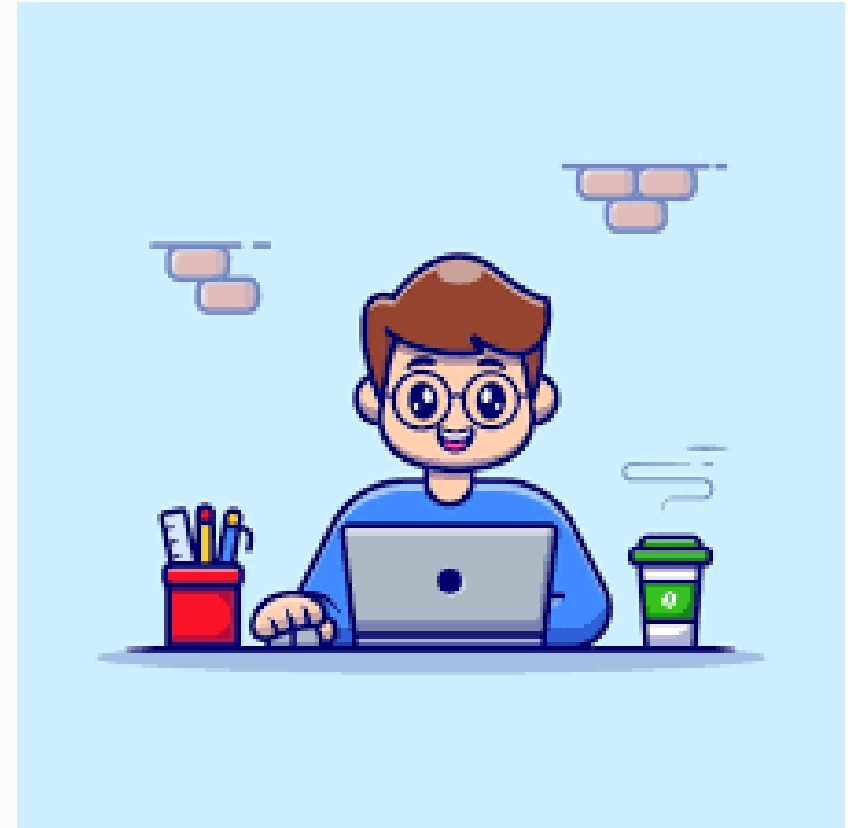
Asst. Managers operations



Asst. Sales Manager



Business Analyst

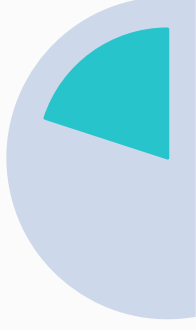




Career Development  
Manager



Trainee HR



Field sales executive



Corporate Sales Executive



Executive Trainees





# Our Recruiters

AN ASSOCIATION LIKE FAMILY



Harman

hindustantimes

 **kotak**<sup>®</sup>  
Life Insurance

 **PRIMETALS**  
TECHNOLOGIES

 **SHRIRAM** City  
MONEY WHEN YOU NEED IT MOST







  
**Morning Star**  
Financial Services



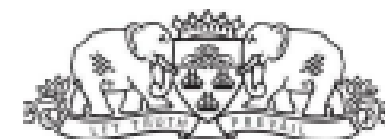
**NOMURA**

**Merit**  
Group





*Ideas for a new day*  
**PARAG MILK FOODS LIMITED**



**THE TIMES  
GROUP**



**antraweb** ■■■■  
Building Lifelong Relations







naaptol





CHANDAK  
S I N C E 1 9 8 6

PROMISES MADE.PROMISES KEPT.



THE GUARDIANS  
REAL ESTATE ADVISORY





CASH  The Social Loan Company™

 bigbasket

  
indiamart®

 *S.Kumars*®  
The Fabric of India

 square  
yards







**IIFL**

 Edelweiss





**amazon**

**nielsen**

**HDFC BANK**

**XL**  
RECRUITERS

**VERACITIZ**  
Towards Excellence

Corporate Performance Management





**SULZER**



**DRIP/c**





JK Cement LTD.



XANADU

# Events- Finance Conclave





# Events- Vipanan (Annual Marketing Meet)





# Events – Pratibimb (Annual HR Meet)



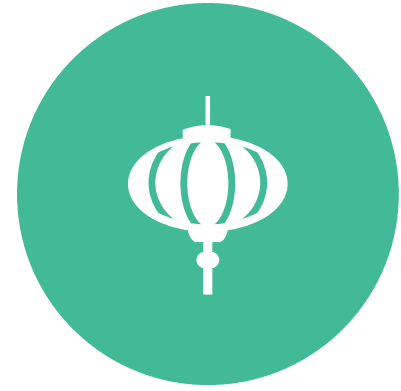
# Our People



TEAM



HEADS



DATES

# Chairman -Sardar Gurinder Singh Bawa



# Director General – Dr. Ajit Singh ji



# **Group Director – Dr. DY Patil**



# Director – Dr. Kiran Yadav



# Head of Admissions and FLC Finance – Prof. Kapil Bhopatkar



# FIC HR – Prof. Sagaljit kaur





# FIC Marketing- Dr. Jyotinder Kaur Chaddah



# Placement Head – Dr. Suresh Patil



**Thank  
you**

QUESTIONS?