



# LAL BAHADUR SHASTRI INSTITUTE OF MANAGEMENT & TECHNOLOGY, BAREILLY

Recognised by AICTE, Ministry of HRD, Government of India



**PROSPECTUS**

**PROGRAMMES IN  
MANAGEMENT  
2021**





## TRIBUTE



### SHRI LAL BAHADUR SHASTRI

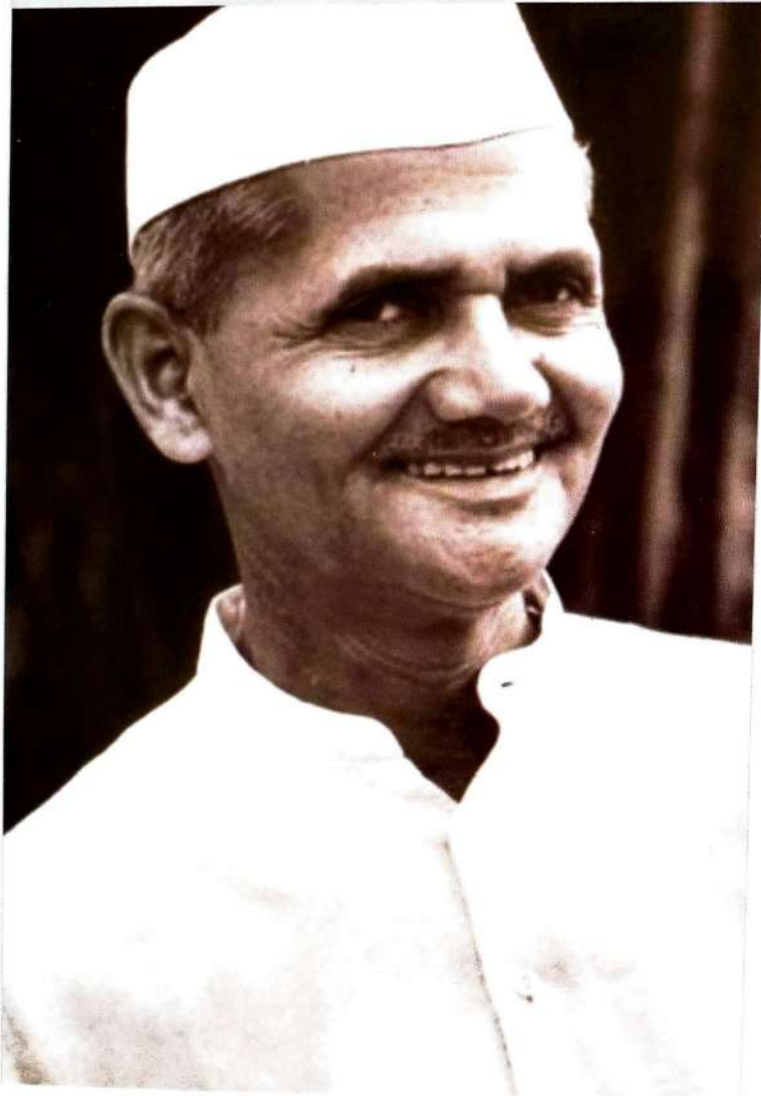
(October 2, 1904 - January 11, 1966)

A humanitarian par excellence, an icon of simplicity and integrity, an epitome of selflessness and honesty and a superb statesman, Shri Lal Bahadur Shastri was truly a man of substance and was one of the greatest leaders India has ever produced.

A man of deep and genuine humility, he worked for the cause of the nation. Being a soul who lived in perfect purity of thought, words and deeds, his life was indeed a continuous 'yajna'. The enduring call of 'Jai Jawan Jai Kisan' which Shastriji gave to the country, continues to hold the utmost relevance even today in transforming India into a global power. A grass root worker throughout his life, Shastriji's real strength lay in his cool courage, strong determination and understanding of the human mind.

Shastriji's life was indeed a realisation of the great philosophy contained in the small verse of Guru Nanakji which Shastriji used to keep printed on his desk and recite often.

‘नानक, नन्हें ही रहो, जैसे नन्हीं दूब,  
और रुख सूख जाएंगे, दूब खूब की खूब’।



*("Be small like a small blade of grass; when other trees will wither and dry,  
the grass will continue to remain green, says Guru Nanak")  
We pay our homage to the great leader and our guiding light, Shri Lal Bahadur Shastri Ji.*

# **CONTENTS**

1.	Board of Governors.....	01
2.	Advisory Body .....	02
3.	Academic Excellence .....	03
4.	LBSIMT rated among Top B- Schools .....	04
5.	LBSIMT at a glance .....	06
6	LBS Programme .....	07
7.	The PGDM Programme .....	08
8	Admission Procedure.....	12
9.	LBS College of Higher Education .....	13
10.	Global Teaching Techniques .....	15
11.	Learning Support .....	16
12.	Prominent Recruiters .....	17
13.	LBSIMT learning & Development Programmes .....	19
14.	The Faculty .....	22
15.	LBSIMT Award for Professional Excellence .....	24
16.	National Seminars .....	25
17.	LBSIMT with Dignitaries .....	28
18.	Distinguished Speakers at LBSIMT .....	30
19.	Life at Campus .....	31
20.	Fee Structure .....	40
21.	About Bareilly .....	42

# VISION

---

CENTRE OF EXCELLENCE IN VALUE - BASED  
EDUCATION AND RESEARCH

# MISSION

---

NURTURING HUMAN TALENTS  
INTO PROACTIVE PROFESSIONALS.



# MOTTO

---

EXCELLENCE THROUGH PERSEVERANCE  
AND SIMPLICITY.



## GOVERNANCE - BOARD OF GOVERNORS

**Shri Anil Shastri** Chairman  
Former Union Minister

**Dr. Sanjeev Shrivastav** Vice Chairman  
Educationist and Social Activist

**Dr. R.L. Raina** Member  
Vice Chancellor  
J.K. Lakshmipat University, Jaipur  
Former Professor & Dean  
IIM Lucknow

**Shri Rajeev Dubey** Member  
President( Group HR & After- Market) and  
Member of the Group Executive Board,  
Mahindra and Mahindra, Mumbai

**Dr. Ajay Kumar** Member  
Former Member of Parliament  
CEO Max Neeman International

**Prof. Bharat Bhaskar** Member  
Director  
Indian Institute of Management, Raipur

**Dr. Deepak Srivastava** Member  
Director  
LBSIM, New Delhi

**Dr. G.L. Sharma** Member  
Advisor C.I.  
LBSIM, New Delhi

**Shri Jimmy R. Anklesaria** Member  
Consultant Independent Director  
Founder Anklesaria Group

**Shri Lagan Shastri** Member  
Zonal Vice President  
Hindustan Coca Cola Beverages Pvt. Ltd.  
New Delhi

**Shri M.A. Pathan** Member  
Strategic Advisor, I.O.T. Infrastructure &  
Energy Services, New Delhi

**Prof. Rajendra P. Bharti** Member  
Director  
LBSIMT, Bareilly

Secretary



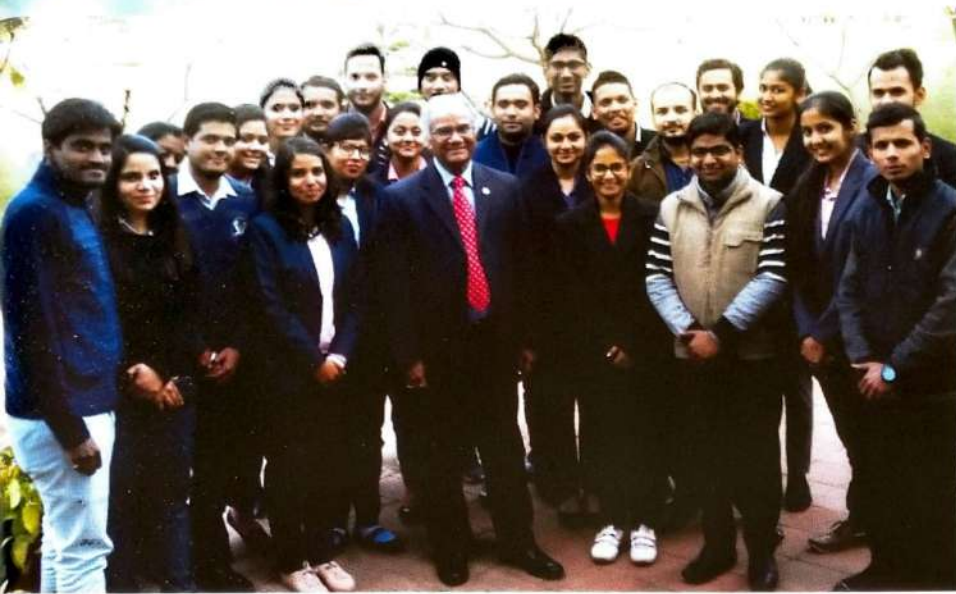
# GOVERNANCE - ADVISORY BODY



<b>Shri M.P. Mehrotra</b> Vice- Chairman V.L.S. Finance Ltd. New Delhi	Chairman	<b>Shri V. K. Goel</b> Chairman, Dhampur Sugar Mills Ltd., New Delhi	Member
<b>Shri Arun Gupta</b> Industrialist & Former President Central UP Chamber of Commerce Bareilly	Member	<b>Shri Ralph Kerle, MCI</b> CEO, The Creative Leadership Forum Australia	Member
<b>Shri. K.K. Ahuja</b> Former C.O.O. Napino Auto Electricals Ltd. New Delhi	Member	<b>Shri. G.L. Sharma</b> Advisor C.I. LBSIMT, New Delhi	Member
<b>Shri Rahul Khare</b> Senior Chartered Accountant and Financial Consultant, New Delhi	Member	<b>Shri Lagan Shastri</b> Zonal Vice President Hindustan Coca Cola Beverages Pvt. Ltd., New Delhi	Member
<b>Shri G.P. Rao</b> GPR Consulting New Delhi	Member	<b>Shri Sanjay Nath Singh</b> Working President All India Farmers Association New Delhi	Member
<b>Shri Adarsh Shastri</b> MLA, Govt. of Delhi Delhi	Member	<b>Shri P.K Yadav</b> Former Pro-Vice Chancellor M.J.P. Rohilkhand University, Bareilly	Member
<b>Shri D.K. Bakshi</b> Chief Mentor & CEO Global Talent Consultants Co. Ltd. Bangkok, Thailand	Member	<b>Prof. U.P. Arora</b> Former Chair Prof. of History J.N.U., New Delhi	Member
<b>Shri Pavan Choudary</b> CEO Vygon India Ltd., Gurgaon	Member	<b>Prof M.C. Sondhi</b> Former Head, Dept of Sociology Bareilly College, Bareilly	Member
<b>Shri Pankaj Sharma</b> Editor & CEO New Views, New Delhi	Member	<b>Shri Anil Agarwal</b> Chartered Accountant New Delhi	Member
<b>Shri Prem Bhargava</b> Former Vice President (Marketing) Gabriel India Ltd., New Delhi	Member	<b>Shri Rajiv Tiwari</b> Director- Health & Wellness Rockland Group of Hospitals, New Delhi	Member
<b>Shri Rahul Johri</b> CEO, BCCI, India	Member	<b>Shri Rajiv Khanna</b> Director-Bizvantage New Delhi	Member
<b>Brig. Satish Kumar (Retd.)</b> CEO, ISBMR, New Delhi	Member	<b>Prof. A.V. Balyan</b> Former Head, Deptt. of Statistics Bareilly College, Bareilly	Member
<b>Shri Vivek Gupta</b> Jt. Managing Director - Delton Cables Ltd. New Delhi	Member	<b>Prof. Rajendra P. Bharti</b> Director LBSIMT, Bareilly	Member
<b>Shri. S.Y. Siddiqui</b> Chief Mentor Maruti Suzuki India Ltd., New Delhi	Member	<b>Dr. Subho Chattopadhyay</b> Academic Co-ordinator LBSIMT, Bareilly	Member Secretary
<b>Shri Subhash Jagota</b> Founder & CEO Global Business Solutions, New Delhi	Member		



## ACADEMIC EXCELLENCE

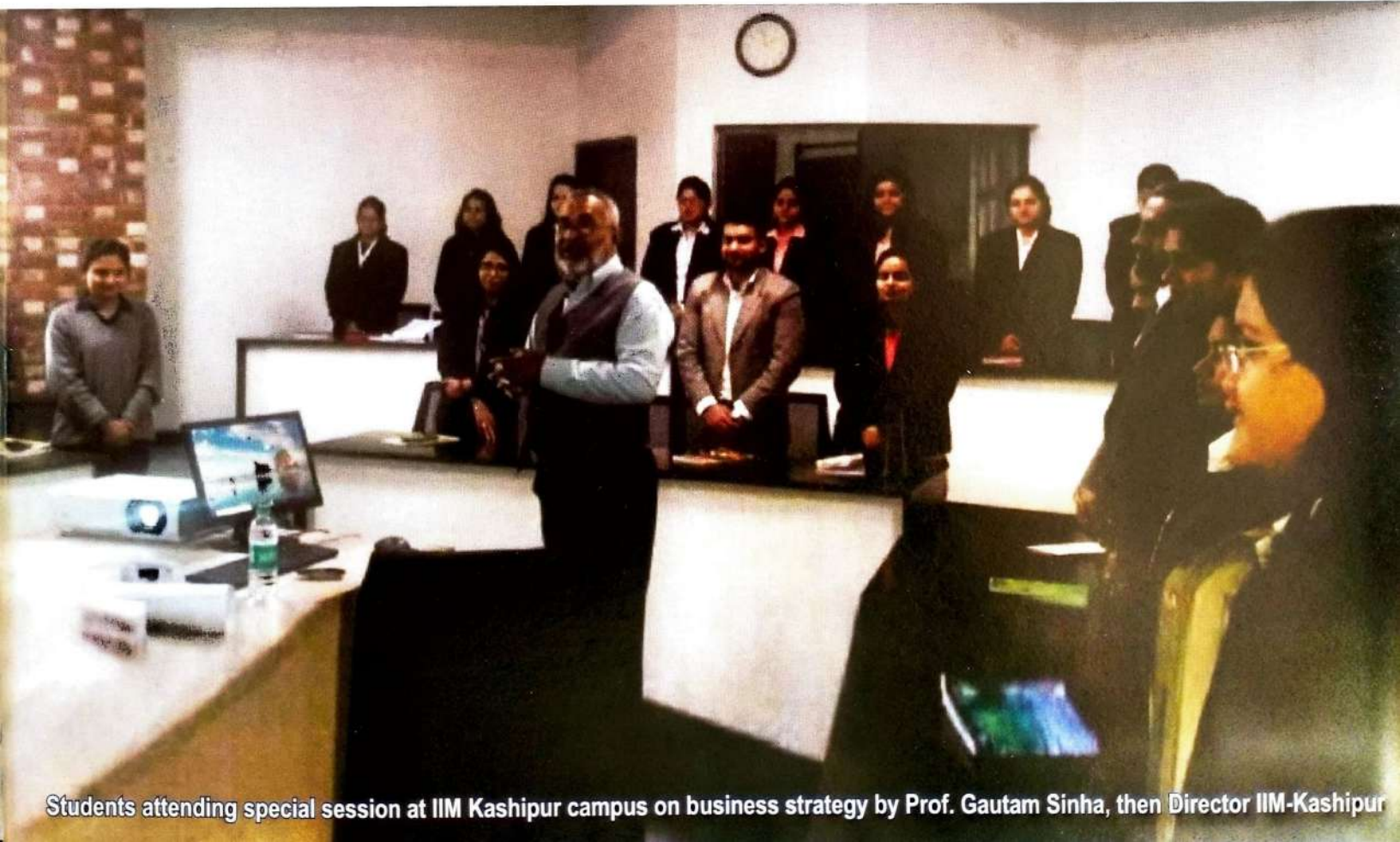


The Institute has active academic association with all the top business schools of the country. Senior professors from IIMs, FMS (University of Delhi) and LBSIM (Delhi) are on the panel of visiting faculty and are quite frequent in making their academic contribution for the growth and overall development of the students.

The Institute also has academic collaboration with Ohio University, Athens USA and their professors conducted expert sessions and workshop on topics like Marketing Challenges in Emerging Economics, Handling Cross Culture Diversity,

Students attending special sessions on Legal aspects of business by Prof. Sengar, IIM, Lucknow

Managing Brands etc. The Professors of LBSIMT are regularly invited by national and International organizations, Universities, Chambers and Councils for conducting training programmes and undertaking consultancy assignments. LBSIMT professors have made significant contribution in training and development of corporate managers at all level up to that of CEOs, IAS Officers, Army Officers and faculty members of other management institutes.



Students attending special session at IIM Kashipur campus on business strategy by Prof. Gautam Sinha, then Director IIM-Kashipur



# LBSIMT RATED AMONG TOP B- SCHOOLS IN INDIA



## EXCELLENCE AWARD TO DIRECTOR, LBSIMT

Top Rankers, a consultancy and research organization organized the National Management Summit on February 12-13, 2019 at Hotel Le-Meridien, New Delhi. Based on their research, they felicitated top organizational leaders from corporate and academia of India with excellence Awards. **Prof. Rajendra P. Bharti, Director LBSIMT** was honored with Excellence Award for Academic Leadership. The Award was given by Shri Sanjeev Sanyal, Principal Economic Advisor, Ministry of Finance, Govt. of India.

## DEWANG MEHTA NATIONAL EDUCATION AWARD 2019 TO FACULTY LBSIMT

The prestigious Dewang Mehta National Education Award for Best Teacher in Marketing Management was given to **Dr. Shubho Chattopadhyay**, Associate Professor of LBSIMT on 22nd November 2019 at Hotel Taj Lands End, Mumbai. The Dewang Mehta National Education Awards is India's Largest Education Awards contest and is held as a part of world marketing congress.



## BEST DIRECTOR AWARD-2016 (B. SCHOOL)

**Prof. Rajendra Bharti, Director** of the Institute was invited to conduct a workshop at an international Conference organized at MICA, Ahmedabad. During the Conference, he was presented the outstanding B-School Director award 2016 by AIMS international (Houston based organization) and Institute of rural Management, Anand.

## INSTITUTIONAL MANAGEMENT AWARD 2013

The Award was conferred on Vice Chairman of the institute **Dr. Sanjeev Shrivastav**. The Award was given to the Institute for excellent placement, Corporate interaction and quality education consistently for last 19 years in management field. The other recipients of the award were management guru Padamashree Dr. Pritam Singh, Director General of IMI, Dr. Bandyopadhyay, Vice Chancellor of Guru Govind Singh University Delhi, Shri B.P. Rao, President of BHEL, Smt. Shubhalakshmi Panse, Chairman of Allahabad Bank etc.



## THE CSR TOP DIRECTORS AWARD 2012

**Prof. Rajendra P. Bharti, Director** of the Institute was adjudged as one of the top Directors of the leading management institutes of the country in a survey being conducted by Competition Success Review in 2012. Competition success Review is rated as one of the best magazines for various competitive exams.





## GLOBAL RECOGNITION

### Prof. Bharti, Director of the Institute invited to address 'LONDON GLOBAL CONVENTION 2012'

Prof. Rajendra P. Bharti, Director of the Institute was invited by the Institute of Directors to address session in London Global Convention - 2012 organized at Melbourne Cricket Club, Lords Cricket Ground, London from October 10 to 12, 2012, where he addressed the global corporate audiences on 'Leadership Roles in Corporate Governance on October 12, 2012



The convention was organized by the Institute of Directors in association with Indian Institute of Corporate Affairs, Govt. of India and in partnership with Federation of Indian Chambers of Commerce and Industry (FICCI), Europe India Chamber of Commerce, Brussels, The British- Swiss Chamber of Commerce and a number of other national and international organizations.

This was the biggest gathering of business leaders, corporate, industrialists, policy makers,

ministers, parliamentarians, jurists, NGOs, administrative officers, academicians & professionals from across the global boundaries. The event was led by Hon'ble Dr. Ullsten, Former Prime Minister of Sweden, who is the Chairman of the Advisory Board and the Rt. Hon. Baroness Sandip Verma (Lords Minister for British Government), who is the Chairperson of the Steering Committee for the event. The convention was inaugurated by Mr. Salman Khurshid, Union External Affairs Minister, then Union Minister for Corporate Affairs.

World class experts in corporate leadership including Chairman of the King Committee of Corporate Governance Mr. Mervin King, Leading economist Lord Maghnad Desai, Chairman of Several world class companies including HUL, Max India, Aditya Birla Group, Maruti Suzuki and Nokia etc. were part of the galaxy of speakers. The convention was attended by distinguished intellectuals from several countries.





# LBSIMT AT A GLANCE

Lal Bahadur Shastri Institute of Management & Technology, Bareilly is a premier and dynamic institute providing world- class education in management. It has been established by Shri Anil Shastri, former Union Minister with nearly two decades of experience in the corporate world. Established in 1996, the institute is endeavouring to develop a new class of managers equipped with knowledge, skills and capabilities needed for the complex business environment of the globalised world.

Lal Bahadur Shastri Institute of Management and Technology, Bareilly is recognized by the All India Council for Technical Education, Ministry of Human Resource Development, Government of India, for the Post-Graduate Diploma in Management (P.G.D.M) equivalent to MBA.

LBSIMT has been rated one of the top management institutes in India consistently for the past 18 years in row.

*Amongst Outstanding B-Schools of Excellence in India, According to Competition Success Reviews, Nov. 2019*

*1st in Northern India in Student Management Games Organized by AIMA*

*The Best in Creativity & teamwork in Uttar Pradesh as per Times of India research.*

*LBSIMT Bareilly Rated as one of the 34 Best in India in the Highest band By CII-AICTE National Survey Consistently for the last three years*





- **PGDM-Post Graduate Diploma in Management** is a two year full time flagship course of LBSIMT, approved by AICTE, Government of India.
- **Bachelors' in Business Administration (BBA)** is a full time undergraduate course of Lal Bahadur Shastri College of Higher Education (a part of LBSIMT, Bareilly), affiliated to MJP Rohilkhand University, Bareilly, Uttar Pradesh.
- **Bachelor of Commerce with honours (B.Com-Hons)** is an undergraduate programme affiliated to MJP Rohilkhand University, Bareilly. Uttar Pradesh.







## THE PGDM PROGRAMME

LBSIMT Bareilly visualises itself as a training ground for students in business management and helps in transforming them into responsible business professionals. The flagship programme of the institute is the prestigious, two years full time Post-Graduate Diploma in Management (PGDM), which is equivalent to MBA and is recognised by the All India Council for Technical Education, Ministry of Human Resource Development, Government of India.

## COURSE OBJECTIVES

The Course offered at LBSIMT Bareilly is designed to :

- Train the students for effective functioning in various management roles so as to come up with a competitive edge.
- Create and strengthen the ability to visualise, initiate and implement changes for organisation development.
- Provide a clear understanding of the complex, dynamic and fast-changing national and global business environment.
- Sharpen the ability to perceive, identify and define factors contributing to the problems and to provide appropriate remedial measures.
- Sharpen entrepreneurial skills and business acumen for Self- Employment and Executive Excellence.

## PROGRAMME STRUCTURE

The Institute follows a semester system for the PGDM students. The first two semesters build foundation of conceptual and analytical skills required for unleashing the tremendous latent potential within the students' personality thereby enlightening them about all emerging dimensions of organizational functioning aiming at consistent growth. Completion of first two semester follows with innovatively designed and carefully structured summer training of 45-60 days under the guidance of corporate managers of organizations.

Immediately after the Summer Training the students are encouraged to undergo a Corporate Attachment Programme that emphasizes on experiential learning through the application of management concepts. The third and fourth semesters are devoted to in depth learning of specialization areas chosen by the students for acquiring specialized functional competencies best suited for successful positioning of their individual selves and to effectively enhance their employability as responsible executives.



# COURSE STRUCTURE

## SEMESTER I

Principles of Management  
Organizational Behaviour  
Quantitative Methods-I  
Marketing Management  
Management Accounting  
Business Communication  
Legal Aspects of Business  
Emerging Technology Aspects of Business  
Economic Analysis for Business

## SEMESTER II

Human Resource Management  
Financial Management  
Marketing Research  
Cost Management  
Business Environment  
Production & Operations Management  
Management Information System  
Business Analytics & Decision Science  
Entrepreneurship Development  
Consumer Behavior

## SEMESTER III

Business Policy and Strategic Management  
Project-Appraisal,  
Logistics & Distribution Management  
Supply Chain Management  
Customer Relationship Management  
(Plus Marketing & other specialization electives)\*

## SEMESTER IV

E-Business Management  
Retail Management  
Project Study  
(Plus Electives\*)

\* Electives are given on next page.





# ELECTIVES FOR PGDM

## Marketing Management\*

1. Strategic Marketing
2. Advertising & Brand Management
3. Marketing of Services
4. Industrial Marketing
5. Rural Marketing
6. Social Marketing
7. Consumer Behaviour
8. International Marketing
9. Digital Marketing

## Finance & Accounting

1. International Financial Management
2. Cost Analysis and Control
3. Securities Analysis and Portfolio Management
4. Management of Financial Services
5. Banking & Insurance
6. Strategic Financial Management
7. Corporate Reporting and Analysis
8. Corporate Tax Planning
9. Financial Markets and Environment
10. Stock Market Operations

## Human Resource Management

1. Building Learning Organisation
2. Organizational Development & Change Management
3. Leadership & Team Building
4. Strategic Human Resource Management
5. Comparative Industrial Relations
6. Manpower Planning and Development
7. Labour Legislation
8. Conflict Management
9. Wage and Salary Administration
10. New Dimensions of Human Resource

## Information Technology

1. System Analysis and Design
2. e-Business
3. Networking
4. Software Project Management
5. Computer Aided Management
6. Database Management Systems
7. Information Technology Tools
8. Programming Languages
9. Enterprise Resource Planning & Business Process Re-engineering

## International Business

1. Cross-cultural Management
2. International Accounting
3. International Marketing Research
4. International Business Strategy
5. International Financial Markets and Institutions
6. International Capital Markets and Financial Flows
7. International Comparative Organisations
8. International Financial Management
9. International Trade Procedures & Operations
10. Managing Global Impact

## Small Business & Public System Management

1. Small Business Management
2. Entrepreneurial Development
3. Conservation of National Resources & Environment Management
4. Rural Credit Management
5. Management of Public Enterprises
6. Management of Health Care Systems
7. Tourism Management

## Production & Operations Management

1. World-Class Manufacturing
2. Total Quality Management
3. Materials Management
4. ISO-9000/14000
5. Project Management
6. Network Management

## Insurance & Banking

1. Risk Management in Insurance & Banking
2. Actuarial Principles & Law of Insurance
3. Quantitative Methods in Insurance
4. Management of Claims & Investments in Insurance
5. Principles & Technology & e-banking
7. Marketing of Banking Products

### \*Compulsory

An area of specialization would be opened only if a minimum number of students opt for it and after assessing the job market requirements and potential.



# PERFORMANCE ASSESSMENT OF LEARNING PROGRESS

The performance evaluation shall be as follows :

- (i) Each subject will be evaluated on total 100 marks out of which 40 marks shall be for classroom participation, class tests, seminars, term papers, field works, attendance and viva-voce. The weightage assigned to each of the above factors shall be decided and announced at the beginning of the semester by the individual faculty member responsible for the subject.
- (ii) **It is mandatory to score minimum 40% in the internal marks for being eligible to get the examination hall ticket for that semester.**
- (iii) Written examination at the end of each semester will carry 60 marks in each subject.
- (iv) The Summer Project study will carry 100 marks.  
  
The Winter Project study will carry 200 marks out of which 80 marks will be for viva-voce and remaining 120 marks for project report.
- (v) The Institute also conducts Developmental Module consisting of (i) General Awareness (ii) Corporate Awareness (iii) Financial Awareness (iv) Soft skills.
- (vi) The minimum marks for passing the examination for each subject will be 45% and that for each semester will be 50% in aggregate.
- (vii) Admission to Second Year of the Two-Year Full Time Programme shall be open to

those students who have cleared successfully at least 11 papers offered for the first year, comprising semester I & II of the Programme. However, such students will have to Qualify the remaining subjects of first year along with those of second year of the programme and no separate classes would be arranged for such subjects.

- (viii) The maximum duration for the completion of PGDM full-time programme is 4 years, from the date of admission to the programme

## AWARD OF POST - GRADUATE DIPLOMA

Successful candidates will be awarded Post Graduate Diploma in Management (PGDM). Their ranking in the class will be determined by the combined results of the first year and second year of the Two-Year Full-Time Programme.

Candidates who secure 60% or above marks are placed in the 1st Division.

Those who obtain 50% or more, but less than 60%, are placed in the 2nd Division.

Candidates securing less than 50% marks in aggregate are required to repeat the programme.

75% class attendance is a prerequisite for appearing at semester examinations and final placement.

Every student is required to take up several projects in all functional areas of management.

**Attendance in all academic and institutional activities is compulsory**



# ADMISSION PROCEDURE

## ELIGIBILITY

The candidate must hold a bachelor's degree of a minimum of three years from any recognized Indian or foreign university or equivalent recognized qualification. Students appearing in the final year of degree examination 2020 can also apply. Such candidates, if selected through the selection process consisting of national level written test, group discussion, extempore and personal interview will be admitted provisionally, provided they complete all the requirements for obtaining the degree and produce evidence of having satisfied the minimum eligibility requirement by December 31, 2020. Non- fulfillment of this condition will automatically result in the cancellation of the provisional admission.

## STAGES

### Step-1 Entrance Test (CAT/MAT/GMAT/CMAT/ATMA/XAT)

(Any other National Level Entrance Test)

All candidates seeking admission to LBSIMT will be required to have appeared in the Common Admission Test (CAT) conducted by IIMs or Management Aptitude Test (MAT) conducted by AIMA or any other govt. approved test.

### Step-2 Registration at LBSIMT

Besides the written test the candidates are required to register at LBSIMT, Bareilly through a separate application from which will be available along with information brochure from the Admission Co-ordinator, LBSIMT, Bareilly or can be downloaded from the website of LBSIMT. The Institute does not take any responsibility for postal delays and / or loss of mail.

### Step-3 G.D., Extempore and Interview at LBSIMT

Candidates short-listed on the basis of CAT / MAT / CMAT / XAT percentile will be called for Group Discussion, Extempore and Personal Interview for final selection. Selected candidates will be intimated by Registered Post / Courier / Ordinary Post & E-mail. No regret letters will be sent to those who are not selected.

### Foreign Nationals / NRIs/Corporate Sponsored Candidates

NRI Candidates residing in India and corporate sponsored candidates will have to appear in CAT / MAT / CMAT / ATMA / XAT. NRI candidates residing abroad and foreign students are exempted from written test. Such candidates can apply directly to LBSIMT. Foreign students will be required to obtain NOC from the Ministry of HRD.

## Application Form & Brochure

Admission form & brochure can be obtained from Admission Co-ordinator by paying Rs. 1200/- Cash/DD (Rs. 1250/- if requested by post) Forms can also be downloaded from our website : **www.lbsimt.com**. Such downloaded forms will be submitted along with a DD of Rs. 1250/- drawn in favour of "LBS institute of Management & Technology" payable at Bareilly, and will be sent to - Admission Co-ordinator, LBSIMT, 29, Theatre Road, Cantonment, Bareilly - 243001 Admission brochure will be sent on receipt of the application form and DD.



# **Bachelor in Business Administration & B.Com (Hons.) 2020-2023 at our LAL BAHADUR SHASTRI COLLEGE OF HIGHER EDUCATION**



## **INTRODUCTION**

Lal Bahadur Shastri College of Higher Education located on Bisalpur Road, Bareilly has been established by the Lal Bahadur Shastri Trust for Education & Research, and by the founders of Lal Bahadur Shastri Institute of Management & Technology. The College offers Bachelor's degree in Business Administration and Bachelor's degree in Commerce with Honours. Both the courses are affiliated to MJP Rohilkhand University. The college aims to make career oriented education accessible to the people of the region and to offer the opportunity of self exploration and growth to the aspiring youth from this part of the country.

## **HIGHLIGHTS :**

- Two separate summer trainings for the BBA students.
- Corporate attachment for students of BBA & B.Com. (Hons.)
- Foreign language classes.
- A mix of practical & theoretical teaching method.
- Personality development & motivation sessions by experts
- Career Counseling.
- Regular Industry interaction.





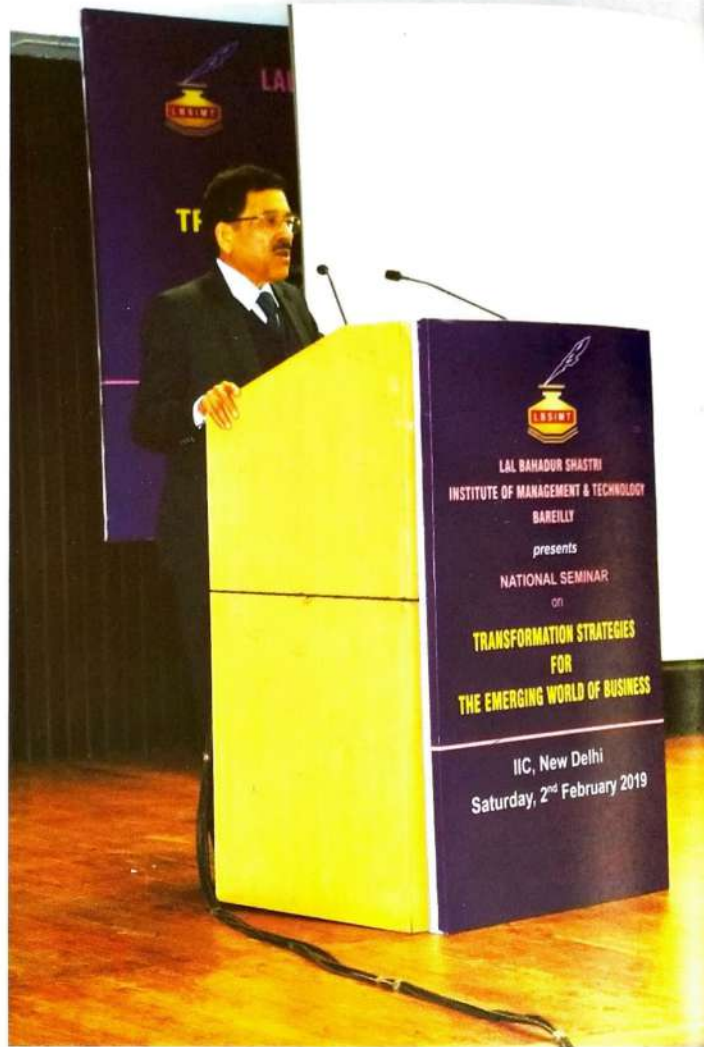
## INTERACTION WITH THE CORPORATE WORLD

Lal Bahadur Shastri College of Higher Education, has strong tie ups with the best known business leaders and renowned corporate stalwarts from the country and abroad. A number of prominent corporate and social leaders from the country are on the board of the college, who take personal interest in the grooming and development of the students.

Lal Bahadur Shastri College of Higher Education not only imparts higher education but also strives to bring about a holistic development of the students and diligently chisel and shape their personality so as to make them industry ready and capable of facing the challenges posed by the real world. For holistic grooming of the students, the college provides an array of developmental programmes like:

- ❖ Behavioural Training
- ❖ Sessions on Corporate Etiquettes
- ❖ Leadership Development Sessions
- ❖ Personality Development Sessions etc.

The students also get to attend national level seminars, conferences and symposiums on a regular basis.







## GLOBAL TEACHING TECHNIQUES

### The Training Methodology Includes :

- ❖ Simulation
- ❖ Case Studies
- ❖ Role Plays
- ❖ Research Projects
- ❖ Management Games
- ❖ Syndicate Sessions
- ❖ Corporate Interactions
- ❖ Live Projects
- ❖ Term Papers
- ❖ Lectures
- ❖ Presentations supplemented by learning notes.







## LEARNING SUPPORT

### COMPUTER LAB

- ❖ The institute has Wi-Fi Campus and provides a modern air conditioned lab with LAN and stand-alone facilities covering the requirement of nodes for all students.
- ❖ The lab is well equipped to cover the developments in the field of computer technology, with dedicated broadband Internet connectivity and multimedia.
- ❖ The lab is equipped with the latest softwares to cater to the needs of the students.

### THE LIBRARY

- ❖ The institute has a well stocked library.
- ❖ The institute subscribes 7000 (approx.) e-journals related to the subjects of Management.
- ❖ All students are connected on the institute's online portal through which they are provided instant guidance and assignments by the Professors.
- ❖ The library is furnished with the latest books and owns the subscription of over 80 different national, international journals, e-journals and magazines.
- ❖ The library provides indexing and abstracting facilities for leading business magazines and journals.
- ❖ Leading titles in every area of management and the latest in management literature are available in the library.





## PROMINENT RECRUITERS

The Placement Cell of the institute keeps the students informed about potential job opportunities and helps them in taking prudent decisions for their future career. It maintains and promotes close linkages and active contact with the potential employers-both indian & multinational. The institute involves their top executives at various stages of curriculum development and facilitates their interaction with the students through lectures, seminars, discussions and classroom participation. The placement cell provides opportunities for employer-student interactions to help the students in their career planning.



## EMPLOYERS OF LBSIMT GRADUATES

### FINANCIAL SERVICES

Bank of America  
Axis Bank  
ICICI Securities  
HDFC Bank  
ICICI Prudential  
Citi Financial  
Max Life Insurance Ltd.  
HSBC India Ltd.  
IDBI Bank Ltd.  
Allegro Advisors Pvt. Ltd.  
ICICI Bank Ltd.  
Metlife India Insurance Ltd.  
Tata AIG Life Insurance Co. Ltd.  
Citi Bank  
LKP Forex Ltd.  
Bajaj Allianz Life Insurance Co. Ltd.  
State Bank of India  
ABG Infralogistics Ltd.  
Jai Prakash Associates Ltd.  
Indusind Bank  
SERVICES  
Zomato  
Just Dial  
Naukri.com  
Jeevansathi.com  
nfoedge India Ltd.  
Vishal Mega Mart  
Bharti Airtel Ltd.  
Thomas Cook  
IBM Daksh  
Convergys India Services Ltd.  
DTDC Courier & Cargo Ltd.  
Sahara India  
Clark Group of Hotels  
Avion Resorts  
Tata Elbee  
Oberoi Group  
Archies Ltd.  
Maurya Inn  
Channel Play  
Next Sapiens

Aztech Exim Pvt. Ltd.  
Aircel Ltd.  
Darcl Logistics Ltd.  
Randstad Consultants  
Turrer Morrison Ltd.  
DCM Shriram Industries Ltd.  
Su-kam Power System Ltd.  
Future Generali Insurance Co. Ltd.  
ING Vysya Bank  
PNB Asset Management Co. Ltd.  
Dena Bank  
Nuwave e-solutions (P) Ltd.  
Karvy Consultants Ltd.  
GE Capital  
VLS Finance Ltd.  
Tata Finance Ltd.  
IIFL

### INFORMATION TECHNOLOGY

Mahindra Satyam Pvt. Ltd.  
Nokia India  
IBM  
Nuwave e-solutions (P) Ltd.  
Sterlite Foundation  
Desmat  
Tata Infotech Ltd.  
Reliance Communications Ltd.

### MEDIA

Jabro Advertising  
JWT Marriott  
The Economic Times  
India Today  
Dainik Jagran  
Amar Ujala  
Pioneer  
Tata Informedia  
The Time of India

### FMCG

Coca Cola India Ltd.  
Colgate Palmolive India Ltd.  
J.L. Morison (I) Ltd.

Parle Ltd.  
Pidilite Industries Ltd.  
United Sprites Ltd.  
Brindavan Beverages  
Modi Care Ltd.  
Modi Enterprises  
Nestle India Ltd.  
Gillete India Ltd.  
Radico Khaitan Ltd.  
Coffee Day Xpress  
P&G Home Products Ltd.  
DSCL Ltd.

### DURABLES & ENGINEERING

Hyderabad Industries Limited  
Havells India Ltd.  
Ceasefire Industries Ltd.  
Tata Steel Ltd.  
Bajaj Electricals Ltd.  
Bajaj Auto Ltd.  
Reliance Industries Ltd.  
Du Pont  
ELF Lubricants  
Indag Rubbers Ltd.  
Crompton Greaves Ltd.  
Punj Lloyd Ltd.  
Gabriel India Ltd.  
Hindustan Fibres Glass Works  
Hotline Glass Ltd.  
Vista Levlor

### PHARMACEUTICAL & CHEMICAL

Alkem Laboratories Ltd.  
Ranbaxy Laboratories Ltd.  
Dr. Reddy's Laboratory Ltd.  
Elder Health Care Ltd.  
Wockhardt Ltd.  
Cipla Ltd.  
Dr. Morepen laboratories Ltd.  
Panacea-Biotech  
Lupin Laboratories Ltd.



# SUMMER PLACEMENTS

## FINANCIAL SERVICES

American Express  
Tata AIG Life Insurance Co. Ltd.  
Reliance Money Ltd.  
HDFC Ltd.  
HDFC Bank Ltd.  
HSBC Bank  
ICICI Home Finance Corporation  
PNB Asset Management  
Karvy Consultants Ltd.  
Tata Finance Ltd.  
Kotak Mahindra Old Mutual  
Life Insurance Ltd.  
Standard-Chartered Bank  
Centrum Finance Ltd.  
Centurion Bank of Punjab Ltd.  
India Bulls Securities Ltd.  
Indian Bulls Securities Ltd.  
allegro Capital advisors (P) Ltd.  
ICICI Bank Ltd.  
ICICI Pru Life Insurance Co. Ltd.  
Max Newyork Life Insurance  
Co. Ltd.

## FMCG

Pepsi Co. India Holding (P) Ltd.  
Hindustan Unilever Ltd.  
Cadbury India Ltd.  
Amul India  
Coffee Day Xpress  
Godrej Saralee Ltd.  
Barista Coffee Company Ltd.  
Johnson & Johnson Ltd.  
ITC Ltd.  
Adani Wilmar Ltd.  
Hindustan Coca Cola Mkt. Co. Ltd.  
Anmol Bakers (P) Ltd.  
British Gas India (P) Ltd.  
Shoppers Stop  
B.L. Agro Oils Ltd.

## DURABLES & ENGINEERING

Maruti Suzuki India Ltd.  
LG Electronics  
Samsung India Pvt. Ltd.  
Jindal Steel & Power Ltd.  
National Fertilizers Ltd.  
IFFCO  
Xerox India Ltd.  
TVS Motors  
Punj Lloyd Ltd.  
IFB Industries Ltd.  
Tata Motors Ltd.  
LG Electronics India Pvt. Ltd.  
Nerolac Paints  
Century Pulp & Paper Mill  
Indag Rubber Ltd.  
Mascot India Tools & Forgings (P) Ltd  
Bharat Heavy Electrical Ltd.  
National Thermal Power Corp. Ltd.  
Reebok  
Indian Oil Corporation Ltd.  
Maharaja appliances Ltd.  
Godrej Consumer Care Ltd.  
Oil and Natural Gas Corp Ltd.  
Steel authority of India Ltd.  
Yamaha Motor Pvt. Ltd.  
Castrol India Ltd.  
Larsen & Toubro Ltd.  
ABB India  
J.K. Cement Ltd.  
3M  
Bhushan Steel & Strips Ltd.  
FIAT India Automobile Ltd.  
Alliance Builders & Contractors Ltd.

## PHARMACEUTICAL & CHEMICALS

Nicholas PiramallIndia Ltd.  
Pfizer Ltd.  
Dabur India Ltd.  
Cadila Health Care Ltd.  
Tsar Health (P) Ltd.  
Cipla Ltd.

## INFORMATION TECHNOLOGY

Wipro Ltd.  
Voltas Ltd.  
Polaris Software Ltd.  
Tata Consultancy Services Ltd.  
NIIT  
HCL Info System Ltd.

## MEDIA

The Times Of India  
Amar Ujala  
Hindustan Times  
Dainik Jagran

## SERVICES

Bharti airtel Celluar Ltd.  
Grasim Industries Ltd.  
Reliance Infocomm Ltd.  
Kotak Securities Ltd.  
Bharat Sanchar Nigam Ltd.  
Tata Indicom  
Sahara Pariwar  
ICFAI University  
Gallup India Pvt. Ltd.  
Reliance Industries Ltd.  
Idea Cellular Ltd.  
Sahara India



# LBSIMT LEARNING & DEVELOPMENT PROGRAMME

## FOR STUDENTS

### i. LBS Mentor Mentee Program

Under this initiative, students of all the courses are provided with a faculty mentor to have a tete-tete talk over varied topics like life, career, motivation and fears. This helps them to handle their transition process with ease and confidence. A faculty becomes the friend, philosopher and guide of the students usually for life.



### ii. LBSIMT Career Management Program-

The placement cell of the institute has initiated a career planning program that aims to help students identify their inner potential and explore areas of interest along with development of requisite skills and competencies thereby helping them make right career choice at the right time.

### iii. Corporate Attachment Program-

Application of knowledge gained in classroom is made possible by this innovative program that starts immediately after the summer internship. Under this the students are required to work with a company for one month and learn day to day working and skills related to their areas of specialization.

### iv. Guest Lectures by Industry experts -

Practical learning is an Integral part of LBSIMT Learning program. Managers & professionals from different industries are regularly invited to share their valuable insights with students





## FOR THE CORPORATE

The institute industry interaction is very frequent and mutually rewarding. Managers from different functions in the corporate world are invited to share their practical experiences and communicate the felt expectations from the future managers. LBSIMT is actively associated with CII, FICCI, Chambers of Commerce and Productivity Councils. Professors of LBSIMT are on the panels of such organizations. LBSIMT has emerged as a facilitator of performance excellence for a number of organizations in diverse fields through its consultancy, management development programmes, business leaders round table conferences, seminars and various summits.

## INTERNATIONAL DEVELOPMENT PROGRAMME

PROGRAMME TITLE	VENUE	PARTICIPANTS
Decision Making, Cross Cultural Management, Human Resource audit & Accounting, Issues and Concerns of Civil Services Officers, Role of Media in Public administration	LBSIMT Campus, Bareilly	Civil Services Officers from departments and ministries of the 18 developing countries*
Negotiation and Communication Skills	IMI Nepal Kathmandu	Managers of Deurali Janta Pharmaceuticals Ltd. Kathmandu
Negotiation and Bargaining Skills	Hotel Shankar Kathmandu	Managers of different companies
Effective Organizaion Management	Hotel Raddison Kathmandu, Nepal	Civil Service Officers from Ministry of General administration, Govt. of Nepal
Sukhad Kal ki Ore	Asian Paints Factory in Hetanda, Nepal	Operators & Supervisors

### \*Such Countries Include

Vietnam, Egypt, Afghanistan, Mauritius, Philiipines, Nepal Sri Lanka, Ethiopia, Zambia, Zanzibar, Tanzania, Palestine, Botswana, Uganda, Ghana, Tajakistan, Senegal, Mongolia, Jamaica, Ivory Coast, Fiji, Dominica, Southern Sundan, Lesotho, Malawi, Guyana, Solomon Island, Cote D'ivori etc.

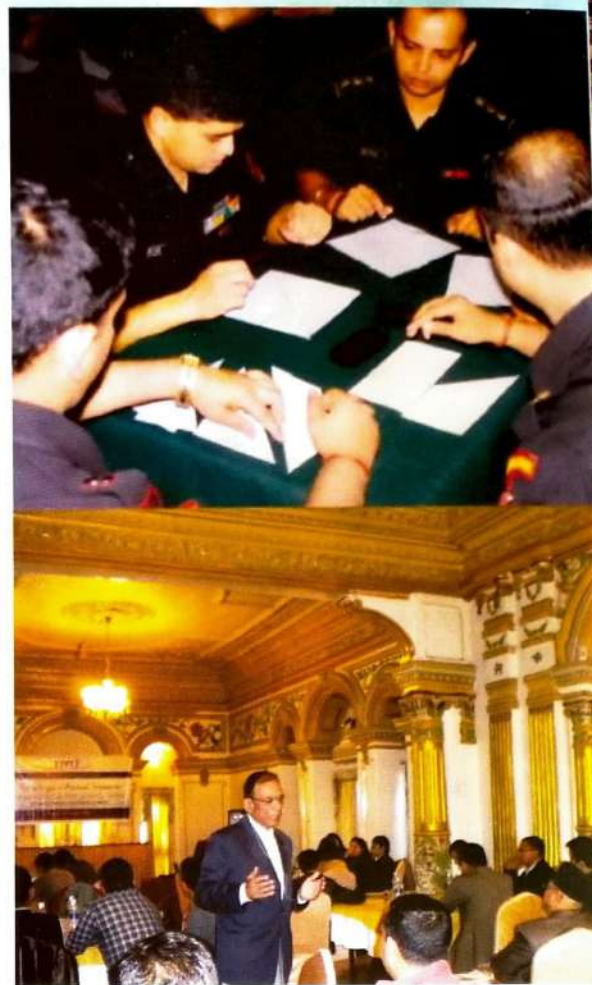




# MANAGEMENT DEVELOPMENT PROGRAMMES

LBSIMT has been conducting a variety of development programmes for executives, officers and managers of various organisations from India and abroad like:

- ❖ Workshops on 'Interpersonal Success Skills'.
- ❖ Workshop on 'Creating Winning Team'
- ❖ Management Development Programme on 'Self Esteem'.
- ❖ Excellence Workshop on 'How to Become an Independent Personality'
- ❖ Sukhad Kal Ki Ore' - attitudinal reorientation programme
- ❖ Towards Brighter Tomorrow - Knowledge creation, dissemination and application.
- ❖ Executive Effectiveness, Decision Making, Emotional Intelligence
- ❖ In Pursuit of Excellence



## PUBLICATION

### News Letter

A quarterly newsletter is published to give a regular update of the institute's events, achievements and various other activities. The letter is distributed to the various organisations, professionals, academia and other institutions regularly.

### Publication for Corporate Managers

The faculty team of the institute publishes a pull-out 'PULSE' for the benefit of the managers of corporate world. It contains crisp and action-oriented articles on various issues of concern for the managers. 'PULSE' is made available to the business organisations free of cost and has been able to generate keen interest.

A publication of  
**LAL BHADUR SHASTRI INSTITUTE  
OF MANAGEMENT & TECHNOLOGY, BAREILLY (U.P.)**



*"The World has enough for man's need  
but not enough for man's greed"*

**Mahatma Gandhi**

Continuous Transformation is the Engine For Sustainable Growth	01
Cloud Computing is a Convenient Technology For Small Industries	04
Interviews - Getting it Right	06
Preparing The Workforce for Future	08
Prepare To Excel in Your Role	11
Changing Dimensions of Workforce Diversity	14
Situational Leadership a Way for Organizational Effectiveness	17
Building a Culture of Innovation	19
How to Invest Intelligently	21
Corporate Snapshots	23



# THE FACULTY



The Core faculty of the institute is supported by the renowned academicians from reputed institutes. To effectively blend theory and practice the institute also invites senior executives from business and industry with extensive national and international experience.

## ADVISOR

**Prof. R.L. Raina**

Vice Chancellor

J.K. Lakshmi Pat University, Jaipur

Former Professor and Dean

I.I.M., Lucknow

## DIRECTOR

**Prof. Rajendra P. Bharti**

M.A.(Eco.) C.A.I.I.B.A.D.M.R. (HRM)

DIM. PGDCIM, PGDQM (London)

F.I.M.A., FIOD & FRS (London)

Project Appraisal, Financial Management, Leadership and Team Building, Strategic Human Resource Management, Empowering Self

## FACULTY

**Dr. Subho Chattopadhyay**

MBA (Marketing) Ph.D.

International Marketing, Strategic Marketing, Consumer Behaviour

**Dr. Upasana Kanchan Gupta**

B.Tech, MBA (HR & Marketing). Ph.D

Business Policy & Strategic Management. Economic analysis of Business, Production & Operations Management

**Ms. Swati Gupta**

B.Sc., MBA (Marketing) Ph.D. (Pursuing)

Principles of Management, Supply Chain Management Business Environment

**Kunwar Ankush Saxena**

B.Sc., MBA (Marketing) Ph.D. (Pursuing)  
& International Business)

Marketing of Services, Principles of Management Business Communication.

**Ms. Tanima Soni**

B.Sc., PGDM (Marketing & HR), MBA

Business ethics, Organizational Behaviour, Human Resource Management Organizational Development & Change Management

**Mr. Vivek Gupta**

B.Sc., MBA (Marketing & Finance) Ph.D. (Pursuing)

International Financial Management, Insurance & Risk Management, Money and Financial System

**Ms. Yasmeen Khan**

MBA (Finance/HR),  
M.Com

Financial Accounting, Principles of Accounts, Cost Accounting, Financial Analysis, Financial Management.

**Ms. Payal Johari**

PGDBM, MBA, B.Com, Ph.D. (Pursuing)

Organisation Development, Industrial Relation, Career Management & Planning Leadership, HRM, Advertising Management

**Mr. Nitesh Saxena**

B.E.(I.T.) MBA (I.T.), Ph.D. (Pursuing)

ITSM, Network Management, Digital Marketing, e-Commerce, MIS, e-Governance, Cloud Computing

**Ms. Shivani Yadav**

M.Com, Ph.D. (Pursuing)

Corporate Accounting, Company Account, Cost & Management Account, Auditing, MFS, Business Statistics



# VISITING FACULTY



**Prof. Gautam Sinha**  
Ex. Director  
IIM, Kashipur  
Prof. IIT Kharagpur

Production & Operations  
Management

**Dr. A.K. Sarkar**  
Professor  
Faculty of Management  
M.J.P. Rohilkhand University Bareilly

International Financial  
Management, Strategic  
Financial Management

**Dr. R.L. Raina**  
Vice Chancellor  
J.K. Lakshmipat University, Jaipur  
Former Professor & Dean  
IIM Lucknow

Business Communication

**Shri Viren Kaushik**  
Managing Director  
Kribhco Shyam Fertilizers Ltd.

Process of Management

**Dr. G.L. Sharma**  
Advisor, C.I.  
LBSIM, New Delhi

General Management  
Management Accounting

**Dr. P.B. Singh**  
Professor & Dean  
Faculty of Management  
M.J.P. Rohilkhand University  
Bareilly

Organisation Behaviour,  
Consumer Behavior

**Dr. Ashok K. Gupta**  
Chairman Prof. of Economics  
Ohio University U.S.A.

Brand Management  
Consumer Behaviour

**Dr. R.K. Srivastava**  
RDBMS  
Head & Deam  
Faculty of Comput Science  
**Dr. Shkuntala Mishra**  
National University, Lucknow

System Analysis and Design,  
Artificial Intelligence

**Prof. H.V. Verma**  
Faculty of Management Studies  
University of Delhi

Marketing Management  
Consumer Behaviours  
Marketing of Services

**Shri K.K. Ahuja**  
Management Advisor  
Head Operations  
Napino Auto and Electronic Ltd.

Human Resource  
Management

**Shri S.S. Bedi**  
Networking  
Deptt. of Computer Science  
M.J.P. Rohilkhand University  
Bareilly

Computer Applications,  
MIS

**Shri V.K. Tyagi**  
Vice President  
Pasupati Acrylon Ltd.  
New Delhi

Production & Operations

**Shri Vivek Gupta**  
IIM, Lucknow

Information Technology  
MIS

**Prof. D.S. Senger**  
Professor  
IIM Lucknow

Legal Aspects of Business

**Shri Rajeev Khanna**  
Director  
Bizvantage Training  
& Consultancy Corporation,  
Ltd. New Delhi

Emerging Executive  
Challenges

**Dr. A.K. Mishra**  
Professor of Finance  
IIM Lucknow

International Financial  
Management

**Shri Rajeev Tiwari**  
Director  
Health & Wellness  
Rockland Group  
of Hospitals, New Delhi

Corporate Communication

**Prof. Ravi Shankar**  
Professor  
Indian Institute of Foreign Trade  
New-Delhi

Strategic Management

**Dr. Deepak Tandon**  
Professor IMI, New Delhi

International Financial  
Management

**Shuvro Roy**  
Associate Professor  
LBSIMT, New Delhi

Information Technology,  
MIS

**Dr. Praveen Gupta**  
Professor LBSIM, New Delhi

Marketing Management

**Mr. Susheel Saxena**

Bank of Baroda

**Vibhor Mittal**  
FCA, Chartered Accountant

Account & Commerce

**Dr. Anuj Verma**  
Associate Professor  
LBSIMT, Delhi

Security Analysis  
& Portfolio Management



## LAL BAHADUR SHASTRI AWARD FOR PROFESSIONAL EXCELLENCE

Lal Bahadur Shastri Institute of Management & Technology Bareilly has instituted the Lal Bahadur Shastri Award for Professional Excellence for people from various walks of life. The award honours an individual who has made exceptionally outstanding contribution to his/her profession and has achieved professional excellence. The awardee is designated as Lal Bahadur Shastri Fellow.

### LAL BAHADUR SHASTRI FELLOWS SO FAR.....



#### Year 2011

Lal Bahadur Shastri Award for Professional Excellence was given to Dr. Kiran Bedi by Shri Anil Shastri, Former Union Minister and Chairman, Board of Governors of the Institute at Hotel Clarks Avadh, Lucknow on March 15, 2011



#### Year 2010

Shri Anil Shastri conferring the award on Ghazal Maestro Padmashree Pankaj Udhas



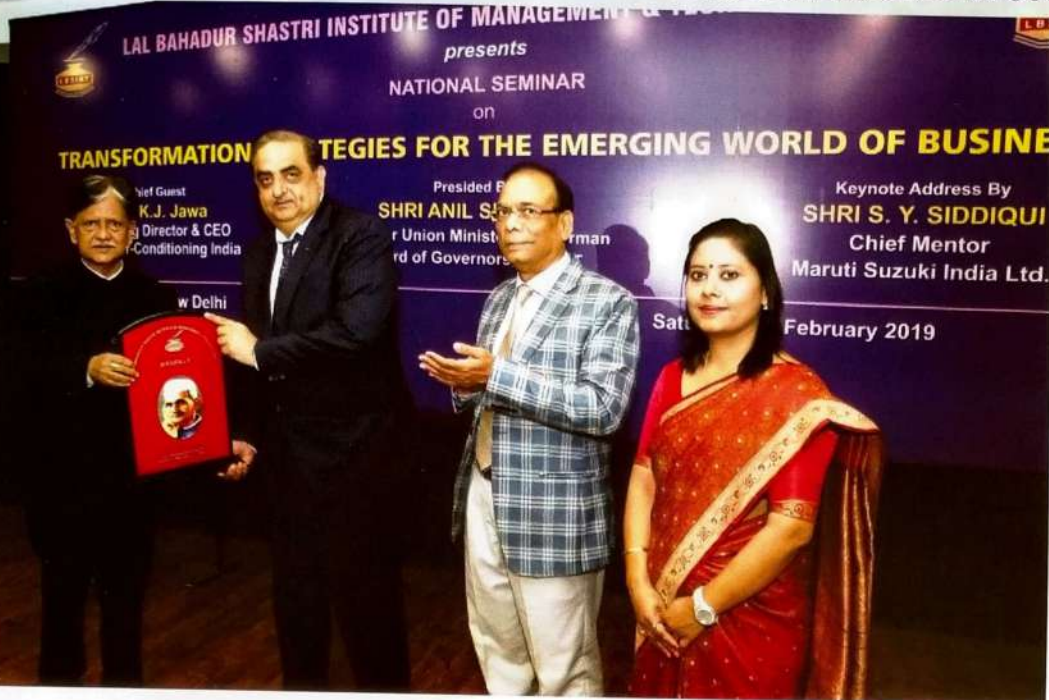
#### Year 2009

Shri S.Y. Siddiqui Managing Executive Officer (Finance, HR & IT) Maruti Suzuki(I) Ltd. receiving the award.



# NATIONAL SEMINARS

## "TRANSFORMATIONAL STRATEGIES FOR THE EMERGING WORLD OF BUSINESS"



A national seminar was organized by the institute on "Transformational strategies for the emerging world of business" on 2nd February 2019 at India International Centre, New Delhi. The seminar was graciously inaugurated by Chairman of the institute Shri Anil Shastri, Chief guest of the seminar, Shri K.J. Jawa, Managing Director & CEO-Daikin Air- Conditioning, Key note speaker, Shri S.Y. Siddiqui, Chief Mentor, Maruti Suzuki Limited

and the Director of the institute, Prof. Rajendra Bharti. The key speakers of the seminar included Shri Abhay Kapoor HR Leader, India Operation (North) of Amazon India, Brig Surendra Kumar, Chief General Manager (Admin), IFFCO, Shri Subhash Jagota, Founder & CEO Global Business Solutions, Shri Achal Sharma, Digital Content Services Lead, India Asia Pacific, Accenture, Ms. Runa Maitra, Founder & Director, People Talent International, Shri Puneet Chandra, Founder of Skootr Ltd. and Shri Sanjay Shrotriya, an entrepreneur. Among the Prominent guests were Dr. Deepak Srivastava, Director LBSIM Delhi, Shri V.S.K. Sood etc.





## "PROMOTING A CULTURE OF EXCELLENCE"



On, 17th February 2018 the institute organized a National Seminar on "Promoting Culture of Excellence" at India International Centre, New Delhi.

The Seminar was graciously inaugurated by Dr. A.K. Balyan, CEO (Oil & Gas), Reliance Infrastructure Ltd., Shri Anil Shastri, Chairman, LBSIMT., Shri S.Y. Siddiqui, Chief Mentor Maruti Suzuki India Ltd., Dr. Sanjeev Shrivastav, Vice Chairman and Director Prof., Rajendra Bharti. The presidential address was given by Shri Anil Shastri, former Union Minister and Chairman Board of Governors LBSIMT. The key speakers of the seminar included Shri Sanjay Gupta, Editor-In-Chief Dainik Jagran, Shri Pankaj Dubey

Country Head & Managing Director, Polaris India Pvt. Ltd., Shri Subhash Jagota, Founder & CEO Global Business Solutions, Shri Anil Kaushik, Management Expert-HR & IR, Chief Editor-Business Manager HR Magazine, Shri Raju Moza, CFO, C-Zentrix, Shri Ashish Dwivedi, CMD Expedian E-Solution Limited, Shri Abhinav Gera, Head-Talent Management & Development, Hero Motocorp Ltd. Shri Manish Malik, CEO Spencer Technologies Pvt. Ltd. & Dr. Deepak Srivastav, Director LBSIM Delhi

Among the Prominent guests there were Smt. Manju Shastri, Shri V.S.K. Sood etc.

## "MANAGERIAL CHALLENGES IN THE RESURGENT ECONOMY"

The Institute organized a National Seminar on "Managerial Challenges in the Resurgent Economy" at Indian international Centre, New Delhi. The seminar was graciously inaugurated by Shri Pradeep Bakshi, President & COO, Voltas Ltd., Chairman Shri Anil Shastri, Former Union Minister and Director Prof Rajendra Bharti, Shri Shivraj Patil, Former Governor of Punjab remembered Smt. Indira Gandhi during the special session that was dedicated to commemorate the 99th birth anniversary of Smt. Indira Gandhi. The Key speakers of the seminar included Shri P. Dwakanath, Director, Group Human

Capital Max India Ltd. The seminar was attended by distinguished guests including Mrs Manju Shastri, Prof. Tseutahkotsav, Director, European High School of Economics & Management, Bulgaria, Prof Zhan Videonov, Chief Secretary, European High School of Economics & Management & Former Prime Minister of Bulgaria, Shri Anil Agarwal, DS Group, Dr. Arya kumar, Director, LBSIM, Delhi, Dr. G.L. Sharma, Advisor, CI. LBSIM Delhi, Mr. Adarsh Shastri, MLA-Delhi Govt., Shri Amit Jaiswal, Shri Abhay Kapoor, Shri Chandrashekhar Singh, Shri Subhash Jagota, Mrs. Saroj Khaparde, Former Union Minister and Col. Yadav.





## "LEVERAGING PEOPLE'S POWER FOR COMPETITIVE ADVANTAGE"

LBSIMT, Bareilly organized a National Seminar on Leveraging People's Power for Competitive Advantage at India International Centre, New Delhi.

The seminar was graciously inaugurated by Shri Siraj A. Chaudhry Chairman Cargill India Ltd., Chairman Shri Anil Shastri, former Union Minister, Vice Chairman Dr. Sanjeev Shrivastav and Director Prof. Rajendra Bharti.

The Key speaker of the seminar included Shri Subhash Jagota, Founder & CEO, Global Business Solutions, Shri Abhay Kapoor, Associate Vice President - Corporate HR, Escorts Ltd. Shri K.K. Ahuja, Advisor & COO, Napino Auto & Electronics Ltd. Shri Mudit Shastri, Deputy General Manager, Dish TV and Shri Sanjay Jorapur, Chief Human Resources Officer, Hero Motocorp Ltd. Who delivered the valedictory address.

Among the Prominent guests there were Smt. Manju Shastri, Shri V.S.K. Sood Smt. Anjali Shrivastav, Shri Sharad Garg, Shri N.K. Goyal, Shri Sanjay Nath Singh



## "PROBLEMS & PROSPECTS IN HIGHER EDUCATION"



On August 28, 2016 LBSIMT Bareilly organized a National Seminar on "Problems & Prospects in Higher Education" The seminar was Inaugurated by Prof. Mushahid Husain, Vice Chancellor, MJP Rohilkhand University, Bareilly, Vice Chairman Dr. Sanjeev Shrivastav, Dr. R.P. Yadav, Regional Higher Education Officer and Director, Prof. Rajendra Bharti. The key speakers of the seminar included Dr. Kiran Lata Dangwal, faculty member- University of Lucknow, A. K. Sarkar Professor, MJPRU, Bareilly, Dr. G.S. Rawat, Principal, HMSN Das College, Budaun, Dr. Preeti Pathak HOD, Political Science, Sahu Ram Swaroop College, Bareilly, Dr. Pranav Shastri, Upadhi Mahavidhyalay Pilibhit and Dr. Ashwani Kumar.

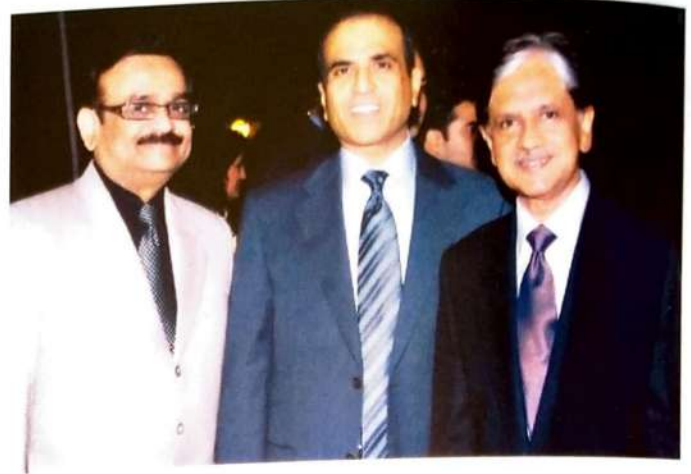
Dept. of Commerce, Bareilly College, Bareilly also gave their respective views.



# LBSIMT WITH DIGNITARIES



A memento being presented to Dr. Alexander Spachis, Minister Councilor, Delegation of European Union In India at the National Seminar



Shri Sunil Bharti Mittal, Chairman & Managing Director, Bharti Group with Shri Anil Shastri & Dr. Sanjeev Shrivastav



Mr. Kanwal Jeet Jawa Managing Director Daikin Air-Conditioning addressing a National Seminar



A memento being presented to Ms. Vinita Bali, MD Britannia Industries by our Vice Chairman Dr. Sanjeev Shrivastav



Shri Adarsh Shastri Then Head Modern Trade Operator & B2B Business Samsung India Electronics Pvt. Ltd. addressing the National Seminar



Shri Ansgar Sickert Managing Director Fraport India, New Delhi Speaking at a National Seminar



## LBSIMT WITH DIGNITARIES



Shri Pavan Choudary CEO, Vygon India Ltd.  
speaking at a Seminar in New Delhi



Shri Narayan Murthy, Chief Mentor Infosys Technologies Ltd. with  
Shri Anil Shastri, Dr. Sanjeev Shrivastav and Prof. Rajendra Bharti



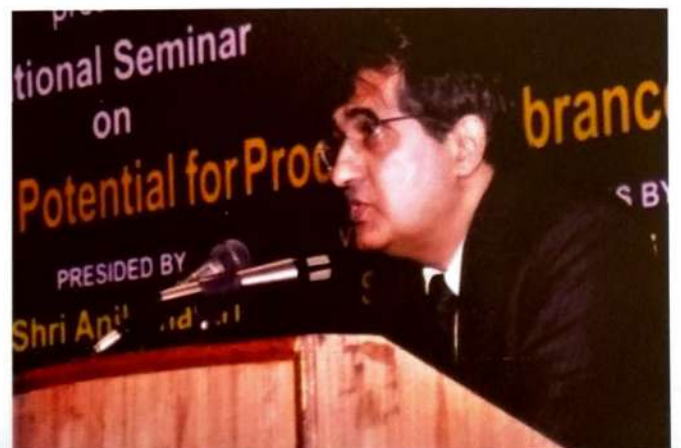
Shri Sanjeev Goenka Vice Chairman R.P.G. Enterprises Ltd.  
Inaugurating a National Seminar



Shri Jimmy Anklesaria Director, Bajaj Corp. Mumbai  
at a Seminar In New Delhi



Shri Sanjay Singh Vice President, Tata Services  
addressing the audience at a Seminar in New Delhi



Mr. Mayank Pareek, President Tata Motor Ltd.,  
speaking at a National Seminar



# DISTINGUISHED SPEAKERS AT LBSIMT

**Shri Shivraj V. Patil**  
Former Governor of Punjab

**Shri Sanjeev Goenka**  
Vice Chairman  
R.P.G. Enterprises Ltd.

**Shri Jimmy R. Anklesaria**  
Director Corp. Ltd. Mumbai

**Dr. Alexander Spachis**  
Minister Councilor  
Delegation of European  
Union In India

**Shri Rajeev Khanna**  
Director  
Bizvantage Training & Consultancy  
Corporation Ltd. New Delhi

**Shri Ashwini Mehra**  
Director,  
Nutech Engineering Technologies  
Ltd.

**Shri Ansgar Sickert**  
Managing Director  
Fraport India, New Delhi

**Shri Prem Chand Palety**  
Director, Centre for Forecasting  
& Research, New Delhi

**Shri Adarsh Shastri**  
MLA, Delhi Government  
Delhi

**Dr. Arun Kumar Jain**  
Professor, Indian Institute of  
Management, Lucknow

**Shri Mani Shankar Aiyar**  
Former Hon. Advisor Bureau of  
Parliamentary Studies & Training  
Parliament of India

**Dr. Montek Singh Ahluwalia**  
Former Dy. Chairman  
Planning Commission

**Padmashree Dr. Pritam Singh**  
Former Director General, IMI New Delhi  
former Director MDI Gurgaon  
& IIM Lucknow

**Shri P. Dwarkanath**  
Advisor Group Human Capital  
Max India Ltd.

**Shri Nafisa Ali Sodhi**  
Chairperson  
Children's Film Society, Mumbai

**Shri S.Y. Siddiqui**  
Chief Mentor  
Maruti Suzuki India Ltd.

**Shri Pawan Choudary**  
MD & CEO, Vygon India Ltd.

**Shri Pooran Chand Pandey**  
Director Times Foundation

**Shri Subhash Jagota**  
CEO, Global Business Solutions

**Dr. A.K. Singh**  
Director  
Giri Institute of Development  
Studies, Lucknow

**Dr. Umesh Sharma**  
Vice President HR  
Bhilwara Group

**Shri Arun Bharat Ram**  
Chairman & Managing Director  
SRF Ltd.

**Shri Rajeev Dubey**  
President (HR, After-Market &  
Corporates Services)  
Mahindra & Mahindra Ltd.

**Mrs. Vinita Bali**  
Managing Director  
Britannia Industries Ltd.

**Prof. D. S. Senger**  
Professor, IIM Lucknow  
Former Director,  
Indian Law Institute, New Delhi

**Ms. Ritu Kappal**  
Director  
Acme Solutions Pvt. Ltd.

**Shri Viren Kaushik**  
Former Managing Director  
Kribhco Shyam Fertilizers Ltd.

**Swami Agnivesh**  
Eminent Social Activist

**Shri Sanjay Singh**  
Principal Resident Representative  
Tata Sons

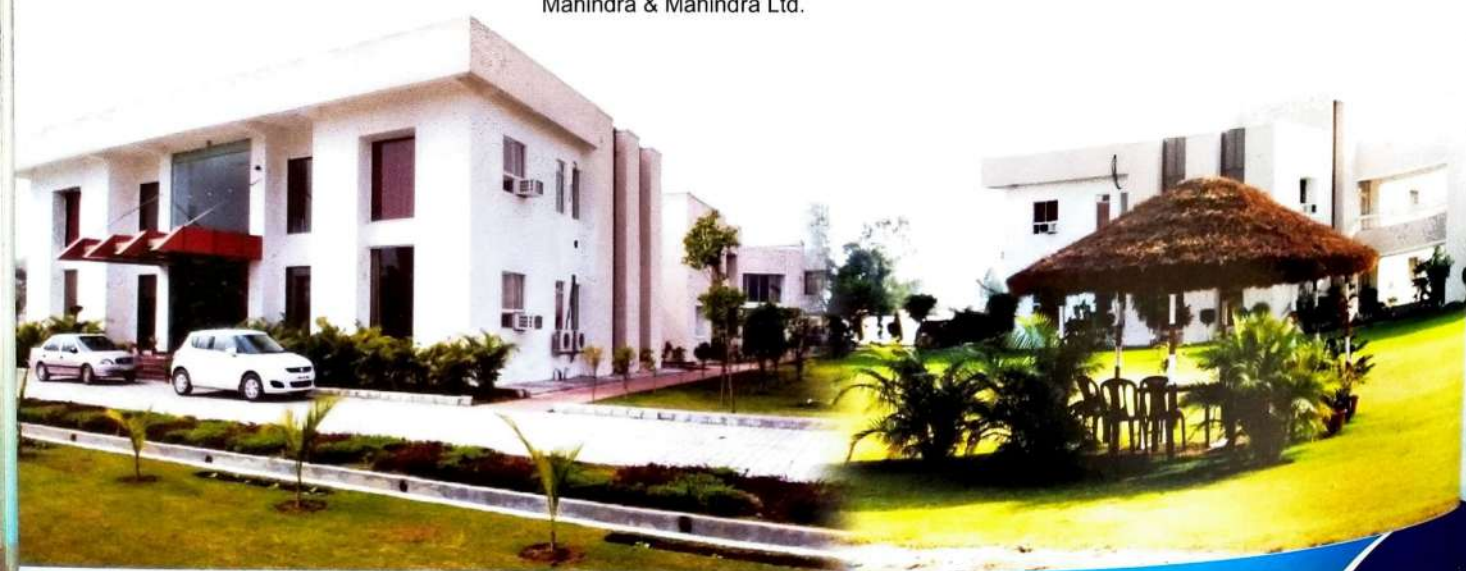
**Shri Sanjay Srivastava**  
Former General Manager  
Accenture

**Ms. Seema Mustafa**  
Chief Editor, Asian Age

**Shri Sanjay Nath Singh**  
Former Resident Exevutive  
Tata Steel

**Dr. V.P. Singh**  
Exevutive Director HR  
RKJ Group

**Dr. Ajoy Kumar**  
Former Member of Pariliment  
CEO, Max Neeman International





## ALLIANCE

Alliance is the student's association of LBSIMT that aims at nurturing managerial and organizational skills in the students. The students actively organize events like symposiums, management fest, social activities, competitions etc.



PGDM Students attended the HR Summit at Hotel Le Meridien New Delhi in february 2019

## STUDENT CLUBS

**MARKETING-PATH FINDERS** : The Marketing Club at LBSIMT aims to help its members gain valuable insight into Marketing, beyond what is read from the text books.

**FINANCE- WALL STREET** : Aims at providing students analytical insights and financial acumen through innovative stock games.

**HRM-TORCH-BEARER** : Aims at sharpening the managerial skills for tackling real life situations with human beings, thereby enabling students to contribute to organization building process.

**INTERNATIONAL BUSINESS- SHINYO-WA** : Aims at developing a global orientation in thinking and planning of international business.

**INFORMATION TECHNOLOGY - C- BUGS** : Aims at understanding technology and its application in organisational performance and effectiveness.

**THE LITERARY CLUB** : The club has under its ambit various activities, which include publishing of a management magazine "INSIGHT" and wall magazine which provides the students a platform to express their views on various issues.



LBSIMT students with Mr. T.V. Mohandas Pai Chairman, Manipal Global Education & President AIMA at the National Convention held at Hotel Taj New Delhi



Students visited Daikin Air Conditioning Pvt. Ltd. Plant at Neemrana in November 2019



## CONCERNS FOR THE SOCIETY



Students of LBSIMT organized a Run for Unity in the nearby rural areas. They distributed handmade cards and other handicrafts to kids, women and shopkeepers of nearby villages

## BLOOD DONATION







## "SYNERGY"

### THE MANAGEMENT FEST

Synergy is the annual management fest of the LBSIMT students. The day long event comprises of many competitions and cultural programs that provide students of LBSIMT a platform to showcase their creative, organizational and coordinating skills. The entire show is led and managed under their able stewardship.





On 23rd March, 2018, Alliance, the students' association of the institute successfully organized Synergy, 2018 on the theme of "Myriads of Indian Folk Dances" in which the students showcased their talent and presented performance which was highly praised by the audience.

The fest was fabulous and thoroughly engaging it was inaugurated by the Shri Anil Shastri, Former Union Minister and Chairman, Board of Governors LBSIMT, Dr. Sanjeev Shrivastav, Vice Chairman and Prof. Rajendra Bharti, Director. The cultural evening of the event was inaugurated by chief guest H.E. Dr. Igor Polikha, Ambassador of Ukraine alongwith Shri Anil Shastri. The event was attended in large number by students of B-Schools from Bareilly and nearby areas. The students enthusiastically participated in competitions and programmes like-

- ❖ Role plays
- ❖ Team building games
- ❖ Poster making
- ❖ Debates
- ❖ Extempore, etc.





LBS INSTITUTE OF MANAGEMENT & TECHNOLOGY  
BAREILLY  
Summer Project

*Award Ceremony*

Chief Guest  
Shri A.K. Singh  
Asstt. General Manager & Regional Head  
Punjab National Bank



## LBSIMT SUMMER INTERNSHIP AWARD

The first year PGDM Students were evaluated for their performance in their summer internships programme. The Top three performers were awarded in a ceremony that was presided by Chairman of the institute, Shri Anil Shastri along with the Vice Chairman, Dr. Sanjeev Srivastav and Director Prof. Rajendra P. Bharti. The ceremony was attended by eminent guests from the corporate.

The Summer Internship Awards for Batch 2017- 2019 were given to :

1. Anmol Sharma
2. Soumya Jalan
3. Yukti Bhatia

The Summer Internship Awards for Batch 2018-20 were given to :

1. Navya Sinha
2. Yash Kohli
3. Jaskirat Singh



## LBSIMT ALUMNI

LBSIMT, Bareilly has a strong network of around 1800 alumni spread across the country and around the globe including countries like the U.K., Middle East, Singapore The U.S. etc. The pass out students are working with the best of the corporate & Government organizations handling responsible leadership, middle management as well as executive positions in various sectors like FMCG, Durables, IT, Manufacturing, Healthcare, and Management Consulting, Many Students are working as successful entrepreneurs in sectors like Dairy, servicing, Manufacturing, Consultancy etc.

### Alumni Achievements

The institute is immensely proud of their alumni who have made a mark for themselves in society and have been felicitated with many state and national level awards.



Mr. Gaurav Misra (PGDM 2008-2010) batch) receiving the Youth Icon award from C.M. Uttarakhand, India

## FULBRIGHT SCHOLAR OF LBSIMT

Mr. Gaurav Misra (Extreme right) is a Fulbright scholar representing India at the U.N.





## ALUMNI INTERACTIONS WITH JUNIORS

Interaction with Alumni is a regular activity where, students get an opportunity to listen to real life experiences of their senior batches that helps them in understanding the intricacies of professional life.



## REUNIONS @ LBSIMT

The association of the pass out students frequently organizes alumni meet at Delhi and Bareilly to bond with each other. Alumni from across the country and the globe attend the meet with their spouses and kids and participate enthusiastically in various games and activities.





## REFLECTIONS FROM ALUMNI

The managerial skills and the philosophy of hard work which I learnt at LBSIMT has paved my way to become a global manager. I was selected for JL Morrison (Nivea) from the campus and never looked back.

**Rajat Jha**

Category Manager (Marketing and Sales)  
Johnson and Johanson  
Amsterdam, Netherland



The days of LBSIMT WERE THE BEST DAYS OF MY LIFE. The mango tree shades and calm atmosphere of cantonment are the best memories. I owe my success in multinational organization to LBSIMT

**Rishi Prakash**

Regional Manager,  
MJB International, Dubai

I cherish the good times I spent at LBSIMT, I am proud of being an alumni of the institution and also revere it for providing the stepping stone. Thanks to all the teachers and the staff for their overall guidance and support

**Sumit Bahadur**

Director  
Nationwide Credit Inc  
Phoenix, Arizona, USA



It is a place for transformation - It changed me from head to toe and helped me realise my true potential:  
Thanks LBSIMT for the transformation.

**Dushyant Dass**

Manager - HR  
Zavenir Daubert India Pvt. Limited, Gurgaon

It's been a long time since I visited college last. Most of us would agree that days we spent in college were certainly the best days of our lives. It was in college that we made our best friends, competed to excel with the tightest schedules possible and the lengthy class-room lectures, prepared for the team presentations with the spirits not less than that of a world cup cricket match, hoped for the best places in the industry, and learned our first lessons about life. Memories come flooding back when you reach each Alumni gathering and today we realize that we were 'Professionals in Making'

**Shruti Gautam**

Asst. General Manager  
Reserve Bank of India





# CONVOCATION CEREMONY

## CONVOCATION CEREMONY AT LAL BAHADUR SHASTRI INSTITUTE OF MANAGEMENT & TECHNOLOGY, BAREILLY

6th Convocation ceremony was organized by the institute on February 26, 2016 at Lal Bahadur Shastri Institute of Management and Technology, Bisalpur road campus. The Chief Guest was Padmashree Dr. Pritam Singh CEO, LEAD Centre, Gurgaon & Former Director-IIM Lucknow & MDI Gurgaon.

In this function, diplomas were awarded to PGDM (full time) 2011-2013, 2012-2014 & 2013-2015 Batches.

Chief Guest Dr. Pritam Singh congratulated recipients of diploma and emphasized on the relevance of the five mantras : Vision, Mission, Purpose, Value and

Determination and also shared the relation between Shiksha and Diksha, Dharma and Karma.

Shri Anil Shastri, Chairman, Board of Governors, LBSIMT and Former Union Minister congratulated the students and shared the success story of LBSIMT.

On this occasion Prof. Rajendra Bharti, Director threw light on the achievements of LBSIMT. He thanked the Board of Governors, LBSIMT for their guidance and inspiration.





# FEE STRUCTURE

## Two-Year Full-Time PGDM Programme 2021-2023

Academic Year	General Category	Last Dates of Payment	Academic Year	Corporate Sponsored Category	Last Dates of Payment
2021-2022	Rs. 92,000 Rs. 80,000	At the time of admission By 21st November, 2021	2021-2022	Rs. 1,32,000 Rs. 1,00,000	At this time of admission By 21th November, 2021
2022-2023	Rs. 80,000 Rs. 80,000	By 21th March, 2022 By 21th November, 2022	2022-2023	Rs. 1,00,000 Rs. 1,00,000	By 21th March, 2022 By 21th November, 2022

## B.B.A. 2021-2024

Academic Year	General Category	Last Dates of Payment
2021-2022	Rs. 28,000/- Rs.20,500/-	At the time of admission By 21st November 2021
2022-2023	Rs. 28,000/- Rs. 20,500/-	By 21th March 2022 By 21th November 2022
2023-2024	Rs.28,000/- Rs. 20,500/-	By 21st March 2023 By 21st November 2023

## B.Com (H) 2021-2024

Academic Year	Corporate Sponsored Category	Last Dates of Payment
2021-2022	Rs. 15,000/- Rs. 10,000/-	At the time of admission By 21th November 2021
2022-2023	Rs. 15,000/- Rs. 10,000/-	By 21th March 2022 By 21th November 2022
2023-2024	Rs. 15,000/- Rs. 10,000/-	By 21th March 2023 By 21th November 2023

### Selection Process

Based on merit of class 12th marks and personal interview



1. Along with the fee of the 1st semester a refundable security of Rs. 2,000/- has to be deposited.
2. **Bus & Hostel fee is not included in the above chart.**
3. In case of withdrawal before the commencement of course, the entire fee collected, after deduction of the processing fee of Rs. 1,000/- (Rupees one thousand only) shall be refunded.
4. If the fee is not deposited by the above mentioned dates, late payment charges in addition to fee will have to be paid @ Rs. 25/- per day.
5. Late payment fine for the Bus fees is Rs. 10/- per day.
6. 20% of fees is waived off for all serving defence personnel upto a maximum of five candidates.
7. All disputes are subject to jurisdiction of the court in Bareilly



# IMPORTANT INFORMATION FOR APPLICANTS

1. The application form should be filled with a ballpoint pen in the candidate's own handwriting
2. It is advised to the applicant to contact over telephone also to know about the further processing of the application from.
3. The Institute does not take any responsibility for postal delays or loss of mail.
4. If the applicant has not received the final year graduation mark sheet then he/she should mention the 1st and 2nd year percentages separately in the corresponding columns.
5. However, in case of admission the final year mark sheet must be produced on or before 31st December, 2021 failing which the admission shall stand cancelled.
6. The candidate must note down the application form no. for future reference. The cost of application form and brochure is Rs. 1200/- (Rs. 1250/- by post)
7. Enclose a self addressed duly stamped post card along with the application form for the purpose of sending acknowledgment.



# SPORTS

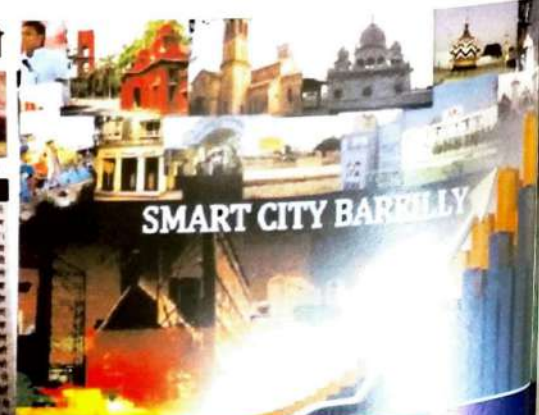
Sportsmanship is an essential trait of successful people. The sports club of the institute regularly organize matches in games like :

- Table Tennis
- Badminton
- Volly Ball
- Cricket
- Carrom, etc.

Apart from these there are team building activities to nurture a spirit of healthy competition and team work

## ABOUT BAREILLY (U.P.)

- ❖ One of the prominent urban cities of Northern India, Bareilly is a fast developing city with all the modern amenities and presence of major National & International brands.
- ❖ Bareilly is included in the First 100 smart cities under the flagship Smart Cities Mission of the Central Government of India.
- ❖ Bareilly is in close proximity with many SEZs like Rudrapur & Sitarganj areas.
- ❖ It is situated at a key Junction between Delhi (250 km), the National capital of India & Lucknow, the state capital of Uttar Pradesh. It is an Important Junction on Lucknow-Delhi & Howara-Amritsar Northern Railways Main Line.
- ❖ Gateway to the Uttarakhand regions of North India
- ❖ Well connected with all the Metros & Major cities of India by Rail & Road services.
- ❖ Flights from the civil Terminal are expected to start this year.
- ❖ There are around 7500 large & small scale Industries
- ❖ Some prominent companies around Bareilly include :
  - ◆ IIFCO
  - ◆ Honda Shyam Fertilizers
  - ◆ Coca Cola
  - ◆ Vadilal
  - ◆ Camphor & Allied Products
  - ◆ Reliance Power
  - ◆ I.W.P.
  - ◆ B.L. Agro
  - ◆ Dwarikesh Sugar Mill
- ❖ The population of the city is 1.5 million.
- ❖ It's an important Centre of trade with specialties in textiles, Cane work & Manjha Factories that





# REFLECTIONS



LBSIMT is a great place to visit and meet a community of young students with big dreams to make difference in nation building. One gets tremendously excited to talk with this young group of future leaders. Professors too are with mighty thoughts to do something great for the country. I experienced a typical Gurukul Devoted great Prime Minister Shri Lal Bahadur Shastri. Great place, great people and great students.

**Padmashree Dr. Pritam Singh**

Former Director General, IMI New Delhi  
Former Director MDI Gurgaon & IIM Lucknow.

The Institute is very inspiring and pays lot of attention to excellence. It is bound to grow into a very important seat of learning. The management, the faculty and the students deserve congratulations. I wish the institute all the best.

**Shri Shivraj V. Patil**

Former Governor of Punjab  
Former Lok Sabha Speaker & Home Minister

I am glad to see that students of LBSIMT are following the footprints of Shri Lal Bahadur Shastri Ji.

**Dr. Kiran Bedi**

First Women I.P.S. Officer of India

Very Impressed-value based & very unique management education institution with vibrant & progressive culture.

**Shri S.Y. Siddiqui**

Chief Mentor  
Maruti Suzuki India Ltd.

LBSIMT under leadership Shri Anil Shastri is doing great work to spread the Indian management & Indian culture with great teachings of integrity & honesty. Blending there with modern management is the key to success in India market for all companies including MNC's LBS is doing fantastic job in organizing seminar with good quality speakers that will be helpful to all management students.

**Pankaj Dubey**

MD, Polaris Indian Motorcycle India

An absolute pleasure and privilege to be at LBSIMT Bareilly Campus, which is full of vibrance and positive energy.

**Padmashree Penaz Masani**

Ghazal Maestro

This institute is a beacon of hope and principle-based leadership for the masses of our country who define our future and are not born with special privileges. Keep up the good work and keep setting higher standards for yourself and everyone else. I will always cherish these memories of LBSIMT.

**Mr. Shrenik M. Khansgiwala**

Director - Enam Securities

आप आपके संस्थान में महात्मा गांधी जी और स्व. लाल बहादुर शास्त्री जी के जीवन मूल्यों को प्रेरणास्पद तरीके से याद किया जाता है, यह देखकर आशा जागी है कि इस संस्थान के प्रशिक्षित युवा इन मूल्यों को न केवल अपने जीवन में उतारेंगे बल्कि राष्ट्र की अर्थनीति, समाज एवं शिक्षा नीति में भी लागू करेंगे।

**स्वामी अग्निवेश**





## **LAL BHADUR SHASTRI INSTITUTE OF MANAGEMENT & TECHNOLOGY, BAREILLY**

**CAMPUS : BISALPUR ROAD, BAREILLY - 243126 (U.P.)**

**Phone : 8395862000, 8395892000**

**Admission Co-ordinator : 9068804906**

**CANTT. CAMPUS : 29, THEATRE ROAD, CANTONMENT, BAREILLY - 243001**

**Phone : 0581-2429203, 2429205**

**e-mail : [admission@lbsimt.com](mailto:admission@lbsimt.com), [info@lbsimt.com](mailto:info@lbsimt.com)**

**Follow us :**   