



SIVA SIVANI

Institute of Management

==== Crafting Careers since 1992 =====

Approved by AICTE



your gateway to success

S R I K A A R

Vision

To be a Global center of excellence for qualitative and value based education.

Mission

- To achieve and sustain reputation for excellence in teaching, learning, research and consultancy whilst upholding human values.
- To become a 'Deemed University' par excellence.





A tribute to the founder

Sri S. P. Sampathy

22.10.1927 - 11.02.2005

The Founder of Siva Sivani Group of Educational Institutions was a man with a vision and believed that nothing is impossible for those who think they can.

In 1961, Sri Sampathy started his journey with a mere 25 paise in his pocket and filled with zeal to create history by continuously evolving and providing top quality education. His dedication and positive attitude helped him brave all the odds and establish the education empire today called as Siva Sivani Group of Educational Institutions, a place where personal growth is achieved in tandem with peace, progress and prosperity of the human society at large

In pursuit of providing quality education and to create future business leaders, he branched towards the outskirts of twin cities where ample land was purchased to set up the state-of-the-art educational institution with all the amenities in house for all round development of the aspiring students in 1983 and later in 1989 a second milestone was achieved at Kompally which now houses Siva Sivani Institute of Management (SSIM)

His passion and commitment towards innovation and adaption to newer technologies to provide better education lead to paperless classrooms in 2002, comparable to the best in the world.

During his life time, Sri S.P.Sampathy held many Honorary posts including the President of the Andhra Pradesh Private Schools Association, Convener ISC and ICSE Examinations of Hyderabad, Advisory Member on Boards of various Educational Institutions to mention a few.

He was the recipient of the Best Vidyapeeth Award presented by Her Excellency, The Governor of Andhra Pradesh, the Arch of Excellence Award, the Teacher of Teachers Award amongst innumerable other appreciations and accolades.

We, the members of Siva Sivani are committed and dedicated to the vision and mission of Sri S.P. Sampathy and constantly evolve ourselves to the future needs and provide education that makes the world a better place to live in.

Smt. S. Aarathy

President & Chief Executive

Life is a challenge and must be accepted with a positive attitude. We need to perform a SWOT Analysis (Strengths, Weaknesses, Opportunities, and Threats), strengths should be fortified and weaknesses should be eliminated; identify and exploit the opportunities available and thus rise to the occasion, meet the challenge, fulfill the purpose and achieve the objective.

In our path of achieving success, we have been producing successful batches of young managers and we proudly admit that each batch has become better than the previous one. Industry has been readily accepting our students year after year. Alumni of this institute have scaled great heights in terms of glory and their career and are being looked upon as role models by the successive batches of students.

Discipline reveals divinity. At the outset, I would like to make it clear that we insist on discipline. I firmly believe that without proper discipline, nothing consequential can ever be achieved.

I wish you the very best and look forward to welcome you into the Siva Sivani Family.





Sailesh Sampathy

Vice President & Dy. Chief Executive

Greetings from SSIM, a dynamic, progressive and ever expanding institution. Relentlessly surging ahead on our chosen path, (excelling in providing qualitative education), has been the hall mark of the more than five decades old Siva Sivani group, of which, the two decades old SSIM is an integral part.

In the quest of its dream of becoming a 'University' SSIM has been successful in foraging ties in domestic and global arenas at individual and institutional levels. Faculty exchanges, Student exchanges, Joint Certification Programmes, Research, Training and Allied activities at these levels are now routine at SSIM.

In order to help some of our students seeking additional qualifications at institutions outside the country become easier, agreements of credit transfers, joint certification courses, acquiring foreign degrees and thereby creating opportunities of seeking employment in Europe, America and the rest of the globe are already in place.

Arrangements for accomplished personalities both from the industry and academia in Europe and America, in addition to people with similar caliber in India, to handle courses in various programmes, thereby, enabling students of SSIM, particularly of the residential programmes, to have ample global exposure at the campus itself have been made.

Goals are achieved at a rapid pace if more and more like minded people come together.

With many initiatives undertaken and hundreds of like minded people being added each year to the already vast Siva Sivani family, we have moved that much closer to achieving our goals. I invite you to become an integral part of this saga.

Prof. M. Kamalakar

Executive Vice President

Welcome to the potent arena of management and the vibrant realms of SSIM. Backed by world class technology, the campus facilitates interactive teaching / learning with state of the art paperless class rooms networked to facilitate interchange of data and instruction material among classrooms. This in turn will ensure multi disciplinary approach to the teaching-learning methodology.

A laptop to each student, the entire campus being wi-fi enabled with internet facility, a set of text books each term / semester, facility to download and upload assignments and reports via the intranet, and a host of other facilities go a long way in churning out smart management graduates from this progressive institution.

Attitude to overcome obstacles and a zeal to be the best are the two most important qualities required for success in life. At SSIM, we promise to imbibe these qualities in you in a generous measure provided you aspire to climb to dizzying heights. The path to this achievement is wrought with obstacles. Together let us learn the ways to send these obstacles into oblivion. Let this small lamp of learning at SSIM lead us to bright future.

“OM !! TAMASOMA JYOTIRGAMAYA !!



Smt. Deepika Sampathy

Director Administration

Congratulations on your decision to pursue a course in business management.

Today's world is a place of survival of the fittest. I am confident that your efforts and the support of the faculty and parents will ensure that enviable results are achieved with ease. We will leave no stone unturned to turn you into Success Securing Intelligent Managers. I hope to have your unstinted cooperation in this endeavor of ours to send you out as Shreshtha - The best of the best, on the completion of the programme, into the world.

Dr. V.G. Chari

Assistant Vice President

I am proud to mention that SSIM is one of the emerging giants in B-Schools in India with all ingredients a management graduate should aspire to possess in the dynamic business world. The world today is a much better place to develop ones' potential despite the economic changes. One is not limited by choice or technology, but only by the power of one's imagination. SSIM is committed to developing the next generation of business leaders by offering programs that stress on five core values: Integrity, Intellectual Curiosity and Innovation, Excellence, Globalization, and Diversity and Inclusion.

We at SSIM assiduously propagate the core values of the Indian Philosophy - simplicity, humanity, humility, modesty and contentment with a judicious mix of inspiring environment and motivating learning ambience. I welcome you to become a constituent of the Siva Sivani family.



Dr. S.V. Ramana Rao

Director - Academic

Management education has evolved into being a premier choice among the post-graduation degrees for students all over the world. The growing complexity of business, coupled with quantum leaps in technological advances has made this course futuristic in its outlook, attracting the best minds to unravel and chart new directions for organizations. Business education provided by business schools should therefore integrate these vagaries in the environment to build a competent talent base.

PGDM at SSIM is an expedition which helps an individual get acquainted with business expertise and business functionalities. The degree confers one with prospects to broaden his/her aptitude and apply it in the job. Faculty at the institute ensures that the student acquires knowledge, analyzes concepts in a given organizational context and experience personality growth. The whole learning process provides an individual with a strong base to mould careers. These synergistic efforts bring significant changes in the life of a student's career.

The benefits of studying PGDM are numerous especially at SSIM since we provide a different experience in terms of learning through exceptionally qualified faculty members, teaching techniques, the case studies and direct attention of faculty members. We at Siva Sivani Institute of Management stress on Co-curricular activities of the student which include Personality Development, club activities, language skills, Book review sessions and so on. The purpose behind all this to develop a holistic personality, efficient enough to contribute to organization as well as to the society. In our endeavor to unearth the talent that lies embedded in each student we look forward to creative ways to engage and empower future leaders! We give them opportunities to dream and platforms to excel!

About SSIM



Siva Sivani Institute of Management (SSIM) is an integral part of the Siva Sivani Group whose presence in the arena of education has crossed five decades.

SSIM started functioning as an autonomous institute in 1992 and is approved by the All India Council for Technical Education, Ministry of Human Resource Development, Govt. of India, New Delhi. Since its inception SSIM has a rich tradition of pursuing academic excellence and overall personal growth. This is achieved by conducting regular examinations, providing excellent infrastructure and above all, the presence of dedicated and highly qualified faculty members, who strive in ensuring the all round development of the future business leaders.



SSIM is consistently working on its courses to offer the latest and most effective approach towards imparting education. The Institute designs and updates courses at frequent intervals, even if it is in the middle of an academic year or a term for that matter. Stalwarts from both the industry and the academia constantly provide inputs for fine tuning the course curriculum to meet the needs of the industry.

SSIM is consistently ranked amongst the top Business Schools in the country.

Name of the survey	Ranking in 2012 - 2013
Business Today	42nd Private B-School in India 3rd in AP, 2nd in Hyderabad, 1st in Placements in AP
CSR - GHRDC	38th Overall 6th Top B-Schools of Excellence 10th in South India & 2nd amongst Private B-Schools in AP
Business World	48th Overall 12th in South India 1st in Placements amongst standalone AICTE Approved B-Schools of AP
Careers 360	42nd Overall AAA State Rank
Business Barons	28th
Business India	A + +
MBA Universe	52 overall
MBA By Choice	AAA

Strategically located at Kompally, far from the madding crowd, about 6 Km. from Bowenpally along the National Highway No.7, SSIM has an enviable environment - serene and spacious. It offers an ideal environment for imparting value- based management education. The Institute provides limited transport facility for day scholars and staff on specified routes. Residential accommodation is available on campus.

It comes as no surprise, that a number of our students have been placed in reputed organizations. The zeal shown by organizations in coming to our college for campus recruitment year after year only heightens our commitment to raise the standards, set them even higher than the preceding years.



Curriculum Offered

Siva Sivani Institute of Management has designed and implemented six trimester programs with the help of Board of Studies and highly talented, committed and diversified faculty to equip the students with problem-solving, creative business development and crisis handling skills with cross functional knowledge.

ALL THE PROGRAMS ARE
APPROVED BY AICTE.

RESIDENTIAL PROGRAMS

PGDM (Triple Specialization)

PGDM (Triple Specialization) is designed to suit the requirements of the industry, which is constantly looking for Managers with cross functional skills equipped with IT acumen. This program prepares the aspirant with multifaceted functionality to meet the future challenges and achieve higher growth in their career. A student will have opportunity to get deeper insights in one /two/ three areas by choosing specializations from the given electives during second year. These courses are offered in the areas of Finance, Marketing, HR, Operations & IT apart from allied areas like Insurance, Banking and Retail etc.,

A student has to study 10 electives, apart from compulsory subjects, in aggregate during the second year. As a part of that students are allowed to choose up to three specializations from above or can study all the courses only in one area of specialization interested. If a student wants to claim as a major in one area, he/she should study a minimum of 5 courses in that area.

Course Structure PGDM TPS

TERM-I

TPS-111	Principles and Practice of Management	3
TPS-112	Micro Economics	3
TPS-113	Financial Accounting and Analysis	3
TPS-114	Quantitative Techniques	3
TPS-115	Principles of Marketing- 1	3

TPS-116	Business Law, Ethics and Governance	3
TPS-117	Business Communication Company Profile Presentation	3
TOTAL CREDITS FOR TERM - 1		21

TERM -II

TPS-121	Management Information System	3
TPS-122	Principles of Marketing-II	3
TPS-123	Macro Economics	3
TPS-124	Financial Management -I	3
TPS-125	Operations Research	3
TPS-126	Organizational Behavior	3
TPS-127	Operations Management Book Review Session	3
TOTAL CREDITS FOR TERM II		21

TERM-III

TPS-131	Financial Management – II	3
TPS-142	Supply Chain Management	3
TPS-133	Human Resources Management	3
TPS-134	Management Accounting	3
TPS-135	Entrepreneurship	3
TPS-136	Business Research Methods	3
TPS-137	Enterprise Resource Planning Company Review Session	3
TOTAL CREDITS FOR TERM III		21

TERM-IV

TPS-241	Strategic Management	3
TPS-242	Specialization I- Paper I	3
TPS-243	Paper II	3
TPS-244	Paper III	3
TPS-245	Specialization II- Paper I	3
TPS-246	Paper II	3
TPS-247	Specialization III- Paper I	3

HBR Article Review Session

TOTAL CREDITS FOR TERM IV 21

TERM V

TPS- 251	International Business	3
TPS-252	Specialization I- Paper IV	3
TPS-253	Paper V	3
TPS-254	Specialization II- Paper III	3
TPS-255	Specialization III- Paper II	3

Industry/ Sector Review

TOTAL CREDITS IN TERM V 15

TERM VI

TPS-261	Business Plan and Project Management	3
---------	--------------------------------------	---

TOTAL CREDIT FOR TERM VI 3

TOTAL CREDITS 102

Industry Internship Project 3

Specialization Project 3

CPP/BRS/CRS/HARS 12

GRAND TOTAL OF CREDITS 120

3. Talent Management
4. Compensation Management
5. Industrial Relations and Labor Laws
6. Leadership and Change
7. Managing Diversity
8. Psychometrics
9. Human Resource Accounting
10. Business Etiquettes

Electives in Marketing Management

1. Consumer Behaviour
2. Integrated Marketing Communications
3. Product and Brand Management
4. Customer Relationship Management
5. Services Marketing
6. Field Sales Management
7. Business to Business marketing
8. Retailing and Visual Merchandising
9. Internet Marketing
10. International Marketing

Electives in Operations and IT

1. Software engineering
2. Artificial intelligence
3. Data warehousing and data mining
4. Business analysis
5. Unified modeling language
6. Object oriented programming
7. Strategic operations management
8. Service operations management
9. Total quality management
10. Business intelligence and fundamentals of business analytics
11. Business analytic tools
12. Report analysis and writing

Electives in Banking and Allied services

1. Management of Financial Services
2. Commodities Market
3. Insurance-I
4. Insurance - II
5. Banking -I
6. Banking - II
7. Personal Financial Planning
8. Securities Market
9. Mutual Funds
10. International Banking

Electives in Other Areas

AREA	PAPERS
Pharmaceuticals	Pharmaceutical Marketing Healthcare Management
Infrastructure	Infrastructure Management Infrastructure Financing
Event Management	Planning and Organizing Event Operations
NGO Management	Social Enterprise Management Social Development
Financial Services	Taxation- Direct and Indirect International Financial Reporting Standards

Note: A student can choose any one area (two papers) out of five mentioned above.

A student has to study 10 electives in aggregate during the second year. As a part of that students are allowed to choose up to three specializations from Finance, HR, Operations, Marketing, Banking and Allied Services or can study all the courses only in one area of specialization interested. If a student wants to claim as a major in one area, he/she should study minimum of 5 courses. The courses are offered based on the interest of students and as per institute norms.

List of Indicative Electives:

Electives in Finance

1. Strategic Financial Management
2. IAPM/SAPM
3. Risk Management and Derivatives
4. Capital Markets
5. Management of Financial Services
6. International Financial Management
7. Principles and Practices of Banking
8. Corporate Valuation
9. Personal Financial Planning
10. Hedging using Derivatives (Currency, Commodity, Fixed Income and Interest rate)

Electives in Human Resources Management

1. Performance Management
2. Human Resource Development

PGDM (MARKETING)

This is a unique course, designed exclusively for the students who are passionate about marketing and retailing. In this course a student learns around 40 papers in the area of marketing, which automatically helps him in getting expertise to become a marketing professional.

The Marketing program focuses on the challenges any management faces in developing and implementing a successful marketing program. The importance of marketing arises from its role as the boundary function between the organisation and the marketplace.

The first two terms carry general management subjects and then intensity will be on marketing papers. The student should choose 10 electives (5 in Term IV and 5 in Term V) from a bouquet of electives. The institute may specify eligibility criteria in respect of the electives. The focus of the subjects is contemporariness and changing market practices.



Course Structure of PGDM (Marketing)

TERM - I			
MKT - 111	Principles & Practices of Management	3	
MKT - 112	Quantitative Techniques	3	
MKT - 113	Business Communication	3	
MKT - 114	Managerial Economics	3	
MKT - 115	Financial Accounting & Analysis	3	
MKT - 116	Principles of Marketing - I	3	
	Company Profile Presentation		
TOTAL CREDITS FOR TERM - I		18	

TERM - II			
MKT - 121	Operations Research	3	
MKT - 122	Management Information Systems	3	
MKT - 123	Operations Management	3	
MKT - 124	Financial Management	3	
MKT - 125	Organization Behaviour	3	
MKT - 126	Principles of Marketing - II	3	
MKT - 127	Business Environment and Policy	3	
	Book Review Session		
TOTAL CREDITS FOR TERM - II		21	
TERM - III			
MKT - 131	Law, Ethics & Governance	3	
MKT - 132	Internet Marketing & Social Media	3	
MKT - 133	Human Resource Management	3	
MKT - 134	Marketing Research	3	
MKT - 135	Cost and Management Accounting	3	
MKT - 136	Consumer Behaviour	3	
MKT - 137	Business Strategy	3	
	Company Review		
TOTAL CREDITS FOR TERM - III		21	
TERM - IV			
MKT - 241	Personal Financial Planning & Financial Services	3	
MKT - 242	Fundamentals of Selling	3	
MKT - 243	Services Marketing & CRM	3	
MKT - 244	Business to Business Marketing	3	
MKT - 245	Retail Marketing	3	
MKT - 246	Marketing Metrics & Simulation	3	
	HBR Article Review		
TOTAL CREDITS FOR TERM - IV		18	
TERM - V			
MKT - 251	Negotiation Skills in Marketing & Selling	3	
MKT - 252	Integrated Marketing Communication	3	
MKT - 253	Price Management	3	
MKT - 254	Product Policy & Brand Management	3	
MKT - 255	Rural Marketing	3	
MKT - 256	Sales & Distribution Management	3	
	Industry Sector Review		
TOTAL CREDITS FOR TERM - V		18	
TERM - VI			
MKT - 261	Entrepreneurship	3	
TOTAL CREDITS FOR TERM - III		3	
OCA - 1	Co. Profile/ BRS/ Co. Review/ HBR-AR/ Ind. Review	15	
OCA - 2	Industry Internship Project	3	
OCA - 3	Specialization Project	3	
TOTAL PROGRAM CREDITS		120	

PGDM (HR)

The objective of the program is to produce HR specialists. This course is a mix of both academics and practical inputs in Human Resources. This course is designed in such a way that att student who is pursuing HR course should be able to compete with any of the top HR professionals. In the First four terms students will understand every aspect of HR. and in the fifth and sixth terms student undergoes a rigorous six months internship at the industry wherein they will be working with the HR professionals while learning. In this program around 40 subjects are offered over 6 terms.

Course Structure of PGDM (HRM) Academic Years 2013

TERM - I		CREDITS
1	Management and Organization Behavior	3
2	Quantitative Techniques -1	3
3	Financial Accounting	3
4	Managerial Economics	3
5	Business Communication	3
6	Database Management Systems	3
7	Laws, Governance & Ethics	3
	Company Profile Presentation	
	Total for 1st Tremester	21
TERM - II		CREDITS
1	Marketing Management	3
2	Financial Management	3
3	Human Resource Management	3
4	Human Resource Information Systems	3
5	Quantitative Techniques 2	3
6	Human Resource Development	3
7	Industrial Relations and Labour Laws	3
8	Production and Operations Management	3
	Book Review Session	
	Total for 2nd Tremester	24

TERM - III		CREDITS
1	Human Resource Planning	3
2	Human Resource Research Methods	3
3	Performance Management	3
4	Leadership and Change Management	3
5	ERP	3
6	Strategic Human Resource Management	3
7	Compensation and Benefits	3
	Company Review Session	
	Total for 3rd Tremester	21
TERM - IV		CREDITS
1	Psychometrics	3
2	Managing Diversity	3
3	Knowledge Management	3
4	Talent Management	3
5	International HRM	3
	HBR Article Review Session	
	Total for 4th Tremester	15
TERM - V		CREDITS
1	Human Resource Accounting	3
2	Negotiation Skills	3
3	Concurrent Industry Internship -I (CII)	3
	Total for 5th Tremester	9
TERM - VI		CREDITS
1	Concurrent Industry Internship-II (CII)	3
2	Business Etiquette	3
3	CII Project Report	3
4	Specialization Project	3
	BRS/ARS/CRS	
	Total for 6th Tremester	12
	TOTAL CREDIT POINTS	102

Note:- Two terms internship after fourth team
Viva after every tremister Softskills and personality development



PGDM (BIFAAS – BANKING, INSURANCE, FINANCE AND ALLIED SERVICES)

This course is designed for the candidates who wish to make careers in financial sector as the course contains lot of specialized financial inputs.

The focus of the program is financial sector – Banking, Insurance, Finance and Allied Services and under this program around 40 subjects are offered over 6 terms.

The first two terms carry general management subjects and then intensity will be on banking, insurance, finance and allied services from the third term onwards. The focus of the subjects is contemporariness and changing market practices.



Course Structure of PGDM BIFAAS

TERM-I

B-111	Management Theory and Organization Behavior	3
B-112	Micro Economics	3
B-113	Financial Accounting and Analysis	3
B-114	Quantitative Techniques	3
B-115	Business environment and Indian Financial System	3
B-116	Business Law, Ethics and Governance	3
B-117	Business Communication	3
	Company Profile Presentation	
TOTAL CREDITS FOR TERM - 1		21

TERM -II

B-121	Management Information System	3
B-122	Principles of Marketing - I	3
B-123	Macro Economics	3
B-124	Financial Management - I	3
B-125	Operations Research	3
B-126	Banking Law and Operations	3
B-127	Perspectives of Insurance Risk Management	3
	Book Review Session	
TOTAL CREDITS FOR TERM II		21

TERM-III

B-131	Capital Markets and Insurance	3
B-142	Operations Management	3
B-133	Credit Management in Banks	3
B-134	Principles of Marketing - II	3
B-135	Principles and Practice of Insurance	3
B-136	Business Research Methods	3
B-137	Financial Management - II	3
B-138	Financial Modeling	3
	Company Review Session	
TOTAL CREDITS FOR TERM III		24

TERM-IV

B-241	Personal Financial Planning and Wealth Management	3
B-242	Securities Analysis and Portfolio Management	3
B-243	Treasury and Risk Management in Banks	3
B-244	Technology Management in Banks	3
B-245	Enterprise Resource Planning	3
B-246	Management of Insurance Products	3
B-247	Management Accounting	3
	HBR Article Review Session	
TOTAL CREDITS IN TERM IV		21

TERM V

B-251	International Financial Management	3
B-252	Strategic Financial Management	3
B-253	Derivatives	3
B-254	International Banking	3
B-255	Management of Financial Services	3
B-256	Insurance Operations	3
B-257	Business Plan and Project Management	3
	Industry / Sector Review	
TOTAL CREDITS IN TERM V		21

TERM VI

B-261	Audit and Control Systems In Banks	3
B-262	Strategic Management	3
B-263	Management of Insurance Business	3
TOTAL CREDITS IN TERM VI		9
Total Credits		117
Industry Internship Project		3
Specialization Project		3
ARS/BRS/CRS etc.		9
GRAND TOTAL OF CREDITS		132

NON – RESIDENTIAL PROGRAMS

PGDM (Triple Specialization)

PGDM (Triple Specialization) is designed to suit the requirements of the industry, which is constantly looking for Managers with cross functional skills equipped with IT acumen. This program prepares the aspirant with multifaceted functionality to meet the future challenges and achieve higher growth in their career. A student will have opportunity to get deeper insights in one /two/ three areas by choosing specializations from the given electives during second year. These courses are offered in the areas of Finance, Marketing, HR, Operations & IT apart from allied areas like Insurance, Banking and Retail etc.,

Course Structure: Same as residential program

PGDM (BIFAAS – BANKING, INSURANCE, FINANCE AND ALLIED SERVICES)

This course is designed for the candidates who wish to make careers in financial sector as the course contains lot of specialized financial inputs.

The focus of the program is financial sector – Banking, Insurance, Finance and Allied Services and under this program good number of subjects are offered over 6 semesters.

The first two semesters carry general management subjects and then intensity will shift to banking, insurance, finance and allied services. The focus of the subjects would be contemporariness and changing market practices.

Course Structure: Same as residential program

PGDM (Global Business)

The world is fast becoming a global village and there is a huge demand for managers who are multi skilled and who can transfer their skills and expertise seamlessly across countries and continents.

This well thought out and executed course offers a thorough exposure to global thoughts and the latest global practices that will equip the students to become global managers.

The students are given excellent grounding in the fundamentals of management before getting in-depth knowledge in subjects like Global Marketing, Global Retailing, Global Negotiation skills and many other latest and relevant subjects. They are also given in depth inputs in areas like emerging Economies and Global trade practices. The students undergoing this course are adept at handling both domestic and Global jobs with equal panache.

Course Structure for the year 2013-2015
PGDM Global Business

TERM I

G111	Principles and Practices of Management	3
G112	Micro Economics	3
G113	Financial Accounting and Analysis	3
G114	Quantitative Techniques	3
G115	Principles of Marketing I	3
G116	Business Law, Ethics and Governance	3
G117	Business Communication	3
	Company Profile Presentation	
Total Credits in Term I		21

TERM II

G121	International Accounting Standards	3
G122	Principles of Marketing-II	3
G123	International Economics	3
G124	Financial Management -I	3
G125	Operation Research	3
G126	Organizational Behaviour	3
G127	Operation Management	3
	Book Review Session	
Total Credits in Term II		21

TERM III

G131	Financial Management-II	3
G132	Supply Chain Management	3
G133	Business Environment	3
G134	Negotiation Skills	3
G135	Management Information Systems	3
G136	Business Research Methods	3
G137	Export – Import Management	3
	Company Review Session	
Total Credits in Terms V		21

TERM IV

G241	Business Laws	3
G242	International Marketing	3
G243	International Finance Management	3
G244	Retail Management	3
G245	Emerging Economies	3
G246	Strategic Management	3
	HBR Article Review Session	
Total Credits in Term IV		18

TERM V

G251	International Banking	3
G252	Entrepreneurship	3
G253	Corporate Communication	3
G254	Diversity Management	3
G255	Strategic Financial Management	3
G256	Internatioanl Financial Markets and Investment	3
	Industry Sector Review	
Total Credits in Term V		18

TERM VI

G261	Business Plan and Project Management	3
Total Credits of all Term		102
Industry Internship Project and Specialisation Project		6
CPP/BRS/CRS//HARS/Industry Sector		9
Total Credits		117

Specializations

G245	Financial Risk Management	3
G245	Global Retailing Management	3
G245	Global Mergers And Acquisitions	3
G255	Global Services Management	3
G255	Global Strategic Financial Management	3
G255	International Development Management	3

Every student has to mandatorily undergo 8 weeks of rigorous industry Internship Project at end of first year and a Specialisation Project at the end of 4th/ 5th term

All the programs carry compulsory Company Review Sessions, HBR Article Review Sessions, latest Book Review Sessions besides Personality Development workshops, Language workshops and developing Business Plans.

BRS (BOOK REVIEW SESSION)

Adequate emphasis is laid on the soft skills (written and spoken) along with the presentation skills of the students to empower them and equip them with all the necessary skills to enhance their career prospects. In addition to above, a unique Book Review Session is conducted in their first year to encourage reading and improve communication and presentation skills. Every student reviews one book per term (general management related or self-improvement oriented) and thus will have an opportunity to read/ present/ hear abridged versions of over 180 books.

ARS (ARTICLE REVIEW SESSION)

In second year, ARS is conducted to improve the contemporary knowledge of the students. These initiatives will broaden their horizons and initiate a thirst for knowledge. Using audiovisual aids and video recording the presentations of the students, an instant feedback is given by a team of experienced faculty members to help improve and continuously evolve as a good presenter and a speaker.

CRS (COMPANY REVIEW SESSION)

The CRS sessions are meant for understanding the corporate history, the composition of Board, general operations and market position and share of any company. It also throws light on financial performance of the company as gauged by various tools. The parameters of performance would enable a student to understand the contribution the company is making in that particular industry. Students will also have opportunity to examine it's working vis-à-vis other companies in the industry and how the market price is moving, in case the company is listed.





Learn, explore and innovate

Class Rooms: The State-of-the-art fully networked 'paperless' classrooms consisting of dedicated LCD Projector, Interactive Board, Integrated Audio Visual System and suitable software to drive and integrate all these IT components and students' laptops. In addition, all the classrooms are also provided with internet connectivity and 3 tier wireless network with a central server hosting archives of files and data base facilitating high speed intra class communication, storage and retrieval of teaching learning material. This sophisticated high tech environment facilitates group learning through process of interaction and participation, provide access to the body of knowledge globally and creates a true and reliable learning environment, problem solving and decision making right in the classroom.

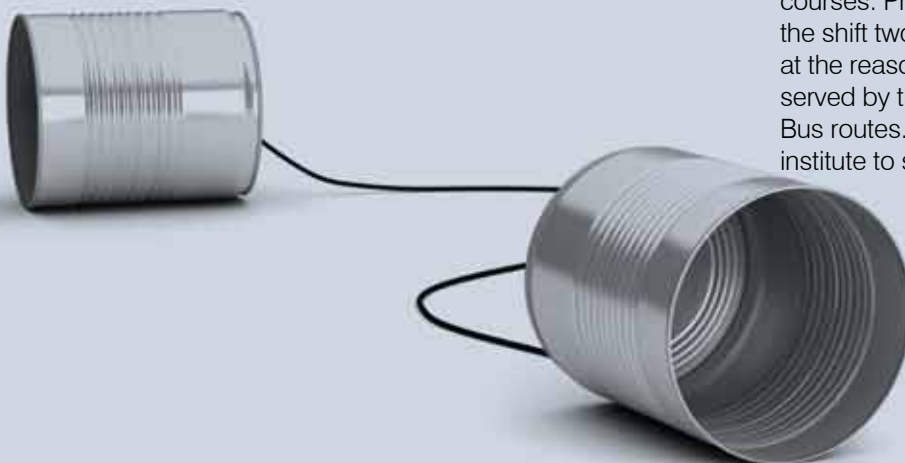
Wi-fi Campus: Making SSIM truly global and connected campus the IT infrastructure include a cyber corridor, wireless LAN, Wi-fi enabled IT components and abundant Bandwidth helping students to connect from any where in the campus.

Library and Learning Resources: Full fledged library giving the freedom of any time any place(on campus) learning to students. Vishal Memorial Library with vast collection of books, journals (both national and international), is at the disposal of the students and the faculty for expanding their horizon of knowledge.

The global and local body of knowledge is also accessible through a number of e-journals and authentications.

Accommodation & Transportation: Seperate accommodation for Women & Men is provided on the campus with required facilities such as hot water (solar energy based) Hygenic food etc. Ample provision for sports, recreation, Gym & other amenities that makes living easier and happy.

Residential accommodation is compulsory for all shift one courses. Private residential accommodation is available for the shift two students and faculty in the surrounding habitat at the reasonable cost. The Institute is on NH 7 and is well served by the State Road Transport Corporation's City Bus routes. Limited transporation facility is provided by the institute to staff and non residential students.



Pedagogy

Residential

The PGDM courses are conducted under a trimester model. This allows students to undergo more courses to increase opportunities to learn from various teaching methods and also to perform well with intensive study.

The PGDM programmes operate through a combination of seminars, presentations, case studies, tutorials, lectures, live projects and industry internship. Some are designed to assist in topping up a professional qualification, while others are reflective in approach, allowing greater emphasis to industrial exposure through industrial visits. A two months intensive industry internship program at a corporate house is taken up by every student to gain hands-on experience. The institute has tie ups with institutions in USA, UK, UAE, etc through which students can take up internships with organisations in these countries subject to certain conditions. In addition to Industry Internship, every student is required to undertake academic project in his/ her respective specialization. Apart from academics, students are trained in Soft Skills, Book Review Sessions, Club Activities, Article Review Sessions, Company Review Sessions, etc., which are tailor-made to ensure overall development of the students.

Non-Residential

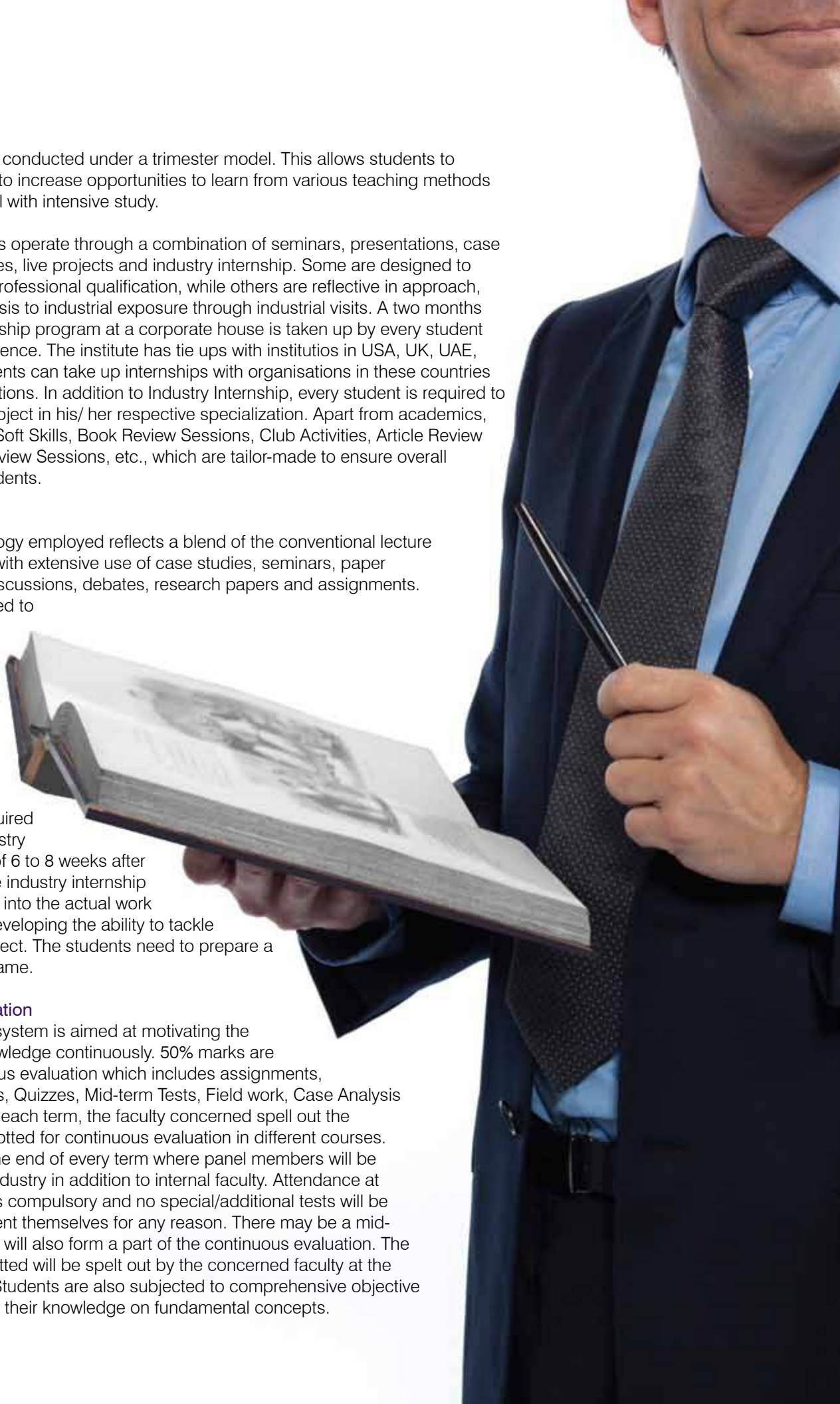
The teaching methodology employed reflects a blend of the conventional lecture methods practicalised with extensive use of case studies, seminars, paper presentations, group discussions, debates, research papers and assignments. Opportunities are created to develop leadership qualities so that our students acquire that decisive edge over their counterparts elsewhere.

Industry Internship – Hands on experience

All the students are required to do a mandatory Industry Internship for a period of 6 to 8 weeks after the end of first year. The industry internship provides greater insight into the actual work environment besides developing the ability to tackle a specific problem/ project. The students need to prepare a Project Report for the same.

The Continuous Evaluation

Continuous evaluation system is aimed at motivating the students to absorb knowledge continuously. 50% marks are earmarked for continuous evaluation which includes assignments, Seminars, Presentations, Quizzes, Mid-term Tests, Field work, Case Analysis etc. At the beginning of each term, the faculty concerned spell out the distribution of marks allotted for continuous evaluation in different courses. A Viva-voce is held at the end of every term where panel members will be practitioners from the industry in addition to internal faculty. Attendance at continuous evaluation is compulsory and no special/additional tests will be held for those who absent themselves for any reason. There may be a mid-term examination which will also form a part of the continuous evaluation. The duration and marks allotted will be spelt out by the concerned faculty at the beginning of the term. Students are also subjected to comprehensive objective tests to test and update their knowledge on fundamental concepts.



Term end Evaluation

Examinations carrying 50 marks will be held at the end of each term. The candidates are required to get a minimum of 40 percent marks in externals and an aggregate of 50 percent marks to become eligible for promotion/award of diploma.

Candidates who have not passed in 50 per cent of the courses in the first year (first, second and third terms put together), will not be promoted to the second year. The students thus detained, will be required to rejoin the first year along with the next batch of students by paying the prescribed fees.

Backlog examinations will be conducted once in a year along with III/ VI term examinations only. A Student joining the course has to invariably complete the course within five years of joining, failing which he/she has to undergo the entire course, provided he/she obtains admission following the procedure in vogue at that point of time.

SSIM will issue its certificate to the students who have successfully completed the course, under the signature of its President and Chief Executive like any other autonomous Institute of Management in the Country approved by

AICTE. This certificate will state clearly that the candidate has successfully passed and obtained the Two Year Post Graduate Diploma in Management. The Certificate will be awarded at the Annual Convocation (Snatak) that will be held on 22nd October every year.

Awards and Accolades

SSIM recognises meritorious students with awards and accolades to encourage them and motivate them for academic excellence. The institute has instituted several awards and medals.

Medals

- Gold medal for the toppers of each programme.
- Gold medal for the topper in every core specialisation viz. Marketing, Finance and HR (for PGDM Triple Specialisation)

Cash Awards

- Topper in each programme.
- Topper in each core specialisation (for PGDM Triple Specialisation)
- Topper in the first year for each programme.
- Second ranker in the first year for each programme.



HRH Prince Cedza Dlamini, CEO, Ubuntu Institute, South Africa at Snatak 2013.

A black and white photograph of a hand reaching into a library shelf to touch a book. The hand is positioned on the right side of the frame, with fingers extended towards a book spine. The background shows rows of books on shelves, creating a sense of depth and focus on the act of research.

Research and Publication

SSIM has made research as one of its core activities and is gaining reputation for excellence in research contribution. Faculty at SSIM is encouraged to strengthen their research base. Institute also subscribes to various research databases, software packages and provides IT facilities in addition to a treasure house of books and journals to support the research.

Many of the faculty members of SSIM are guiding research scholars for M.Phil and Ph.D programs.

SSIM publishes a Management Journal 'Sugyaan' in its endeavor to further the cause of research and provide a platform to showcase research talent in the field of management. Additionally the faculty of SSIM publish books on various management related concepts.

Training and Consultancy (T&C) at SSIM

Siva Sivani Institute of Management has full-fledged Training and Consultancy division headed by a Director. This division undertakes assignments in consultancy on various vital issues related to management for organizations in different sectors, both in India and abroad.

SSIM has a strong team of faculty members with vast industry experience in diversified fields and are actively involved in consultancy as well as corporate training.

Some of the client organizations are NTPC - Ramagundam, HDFC ERGO General Insurance Co., Power Grid corporation, BHEL-Hyderabad, AP Paper Mills, Fleming Labs, Indorama Polymers Limited - Thailand, Creamline Dairy etc.

SSIM provides Training and consultancy services in the following streams:

Production and Operations Management

- Integrated Materials Management • Material Codification, Standardization, Variety reduction • Inventory management • Warehouse Management including Materials Handling • Services Operations Management • Maintenance Management • Supply Chain Management • Time and Motion Study • Value Engineering • Project Management • Purchase, Stores System Design

- and Manuals • Designing Service Operations • Total Productive Maintenance • ISO 9000 certification • ISO 14000 – Environ Management System Certification • ISO 18000 OHSAS implementation • ISO 27000 Information Security Management Certification • Operations Audit

Marketing Management

- Selling skills • Brand Building • Market Potential Surveys • Market Research • Customer Relationship Management • Client Retention • Designing Logos

Financial Management

- Project Financing • Cost Cutting • Investment Decisions • Wealth Management • Personal Financial Services • Insurance Advising • Financial Risk Management • Retirement planning • Bank finance • Insurance sales • Portfolio management

Human Resource Management

- Psychometric testing • Employee attitude survey • Organisational diagnostics • Organisational climate and culture survey • QWL surveys • Morale surveys • Competency mapping • HR Score Card Designing and implementing • Training • Incentive Designing • Conflict resolution • Legal Services • Diversity Management services • Mentoring • Coaching and Counseling • OD Interventions • HRD Services • Leadership building • Succession Planning • Team Building • Designing and implementing • Performance Management Systems





Student Clubs

The Student Clubs at SSIM, will enable the students to enhance their knowledge and skill by practicing and Conducting Industry Simulations. These activities at Student Clubs are held in collaboration with Industry, faculty, alumni and student community. These clubs stimulate learning by doing in their specific areas. Activities under these clubs includes Case analysis, quiz, business plan, role plays, guest lectures, etc.

Formal Clubs

- Marketing Club
- Finance Club
- HR Club
- Entrepreneurship Club
- Quiz Mania Club

Informal Clubs

- Cultural Club
- SportsClub

Corporate Social Responsibility

Our students participate in various activities of NGOs and in blood donation campaigns, AIDS awareness camps, Old age home service, meeting the physically and mentally challenged people, etc.

We have adopted a municipal primary school and are providing help in running the school including financial support with contributions from faculty and students.

In order to support the cause of higher education, we organize free Faculty Development Programs for graduate college teachers and also provide free workshops, guest lectures/ seminars on important topics to engineering and non-engineering students. We also provide career counseling and general awareness to students in collaboration with The Hindu Business Line Club.



Sri P. Chidambaram, Union Finance Minister,
at the 1st Snatak



His Excellency Bharat Ratna Dr. A.P.J. Abdul Kalam,
former President of India at 14th Snatak



Sri Sridhar Babu, Former Minister for Higher Education, AP
at the 15th Snatak



Padmashri Dr. Pritam Singh, Director General, IMI
at 16th Snatak



Students Welcoming Guests



His Excellency Sri Korn Dabarasri, Former Dy. Prime Minister
of Thailand, at the 17th Snatak



Sri S.V. Nathan, Director-US India Talent, Deloitte
at the 18th Snatak



Snatak 2013



HRH Prince Cedza Dlamini, CEO, UBUNTU Institute,
South Africa at the 19th Snatak



Prof. Michael Driscoll, Vice Chancellor, Middlesex University,
The Burroughs, London, at the 19th Snatak



Snatak 2013



Prof. Raj Gill, Pro Vice Chancellor,
Middlesex University, Dubai, at the 19th Snatak



His Excellency Dr. Shankar Dayal Sharma, Former President of India, at the Silver Jubilee Celebrations of Siva Sivani Group of Institutions



His Excellency Sri Korn Dabbaransi, Former Dy. Prime Minister of Thailand on Golden Jubilee Celebrations



Sri Ramakrishna Mommidi, Vice President, HR, Deloitte at release of Placement Brochure



Dr. Naga Bramham, Former Director, TAPMI, Manipal presented with Teacher of the Teachers award



Prof. A. Sudhakar, Registrar, Dr. BRAOU, Hyd. at release of Placement Brochure



Bangalore Alumni Chamber of SSIM



Panelists Mr. Ravichandra Raju, Dr. Madhavi Pandya & Mr. Manikya Rao at "Sreshta" Interview 2012-13 at SSIM



Bangalore Alumni Chamber of SSIM



Dr. V. Panduranga Rao, Director, IMT, Hyderabad at the Teachers Day Celebration



Cultural Event



Students Welcoming the Guests



Cultural Event

INTELLECTUAL CAPITAL

Finance



Dr. S V Ramana Rao

Director - Academic, Area Chairperson
ramanarao@ssim.ac.in

Dr. S.V. Ramana Rao has obtained MBA, M. Phil and Ph.D. He has 20 years of experience in teaching both in India and abroad. Dr. Rao teaches courses like Financial Management, Financial Derivatives, management Accounting and Personal Financial Planning. He published papers in reputed journals at National and International levels and presented papers in various conferences in India and abroad. He has experience in conducting Faculty Development Programs and acted as resource persons in various programs. He has been invited by various colleges and institutions to deliver guest lectures and conduct workshops.

Dr. V G Chari

Assistant Vice President
vgchari@ssim.ac.in



He is a professional with rich industrial and academic experience spanning over 33 years. His qualifications include M.Com, PhD, CFA (ICFAI), CAIIB, DBM (IIB), DFS (IIB), and AIII (III) covering the areas of Finance, Banking and Insurance. He was associated with Andhra Bank over 18 years in various capacities. He also put in service as Director (Development) of a Private University at Bilaspur (CG). He has acquired his Ph.D in Banc assurance (Banking + Insurance) – First of Its Kind in India. He has travelled widely abroad and made presentation in international seminars and participated in business meetings with foreign universities in UK and USA.



Dr. N C Rajya Lakshmi

Professor & Associate Chairperson
rajyalakshmi@ssim.ac.in

She holds an MBA with finance as her specialization. She is awarded PhD for her work in the area of Banking. She has published and presented more than 13 papers in the National and International Journals

Mr. A Muralidhar Prasad

Associate Professor & I/C Director - International Relations
muralidharprasad@ssim.ac.in

He is a Post Graduate in Commerce and an Associate Member of the Indian Institute of Bankers (CAIIB), Mumbai, PGDADR from NALSAR University. He is an adviser on Bank Assurance (Life & Non-Life), Mutual funds (AMFI) and also ISO (9001-2000) Lead Auditor. He holds an MBA from AdamSmith University of America and M.Phil from Madurai Kamaraj University, Madurai. He has 24 years of Banking Experience and 5 years of Teaching experience in PGDM.



Dr. Sasi Kumar Kompalli

Associate Professor
sasikumark@ssim.ac.in



He holds Ph.D, M.Phil., M.B.A., M.F.T., M.A (Economics). He is having fourteen years of handfull experience in the field of industry and teaching. He has eight research papers in various referred journals in the areas of mutual funds, capital market, corporate governance and corporate reporting practices etc.



Mr. M Pardha Saradhi

Associate Professor
mpardhasaradhi@ssim.ac.in

He holds MBA (Finance), M.Com, CFP, PGDPM and PGDCA. He is NET (UGC) qualified experienced faculty. He has 15+ years of teaching experience and 2 years of Industry experience. His present areas of interest include International Finance, Managerial Accounting, Taxation and Financial markets.

Mr. M R Senapathy

Associate Professor & Associate Chairperson – Development
senapathy@ssim.ac.in



He holds master degree in Science and Management & M. Phil in Management. He has over three decades of experience, 26 years in Banking and 7 years in Academics. As a Banker he has handled credit portfolio. He has conducted over 900 development programs for corporates, Faculties, Bank employees and students through out the country during his 6 years period in ICFAI University. His specialization is in Finance & Banking.



Mr. B Lohith kumar

Asst. Professor
lohithkumar@ssim.ac.in

He holds MBA in Finance and M.Sc. in Finance and Investment from Durham Business School, Durham University. CFA candidate of the United States. Specialisms in Monetary and Capital Market. He has 4 years of work experience as a senior analyst at Infosys and Bloomberg.

Mrs. V Annapurna

Asst. Professor
annapurna@ssim.ac.in



She holds a Master's Degree in Commerce and Master's Degree in Management with Finance specialization. She has teaching experience for 15 years. She worked with ICFAI National College, Hyderabad as faculty member and Course Coordinator (MBA).



Mr. D Sreekanth

Asst. Professor
sreekanth@ssim.ac.in

He holds Masters Degree in commerce and M.B.A (Finance). He has 15 years of teaching experience in Management Education in different colleges including ICFAI Group and Vasavi Group.

Mrs. V Jayalakshmi

Asst. Professor
jayalakshmi@ssim.ac.in



She holds Master Degree in Commerce, LL.B. from Utkal University and M.Phil from CESS affiliated to BRAOU. She is currently pursuing Ph.D. from OU. She is a Fellow of Finance Institute of India (FII) in Non-Life Insurance. She has a total teaching experience of over 15 years at UG and PG level on various subjects. She has also worked as Subject Matter Expert (SME) and Content Developer in the areas of Life Insurance for e-learning programs for leading Software Companies located at Hyderabad. She has presented more than 15 research papers at various National and International Seminars and has publications in various recognized journals.

Marketing



Mr. B Muralidhara Rao

Professor & Area Chairperson
bmdrao@ssim.ac.in

He has 27 years of experience in the corporate world and academics. He holds a B.Sc. (Dairy Technology) degree from the National Dairy Research Institute, Karnal and a Post Graduate Diploma in Management from the prestigious IIM Ahmedabad. He is also a recipient of a citation from the Government of India, Ministry of Industry for promoting the cause of MOU policy and implementation among Public Sector Enterprises.

Dr. M Anil Ramesh

Professor & Chairman, Post Graduate Programs
manilramesh@ssim.ac.in

He is a graduate of Science from the prestigious Nizam college, Hyderabad, completed his masters in Business Management from Osmania University. He secured seventh rank in the university. His PhD topic is consumer behaviour. Dr. M. Anil Ramesh has over two decades of work experience both in India and in foreign countries. His stints in the industry include HCL, RES Limited, Oman Solar Systems LLC Oman. He has worked in reputed institutions like CBIT, Bahirdar University, Ethiopia. He has published many articles in journals of national and international repute. He has also written textbooks and has done many radio and television talks.



Mr. Anil Kumar

Professor
anilkumar@ssim.ac.in

He holds a B.Tech. degree from IIT, Kharagpur and PGDM from IIM, Ahmedabad. He has 3 decades of corporate experience in top organisations, such as BHEL, Voltas, Kampsax etc., in different capacities. His areas of interest in academics and consultancy are marketing and project management.

Mr. K V S Krishna Mohan

Associate Professor & Chairperson Placements
km@ssim.ac.in

Worked 18 years in a public sector undertaking, ECIL, Hyderabad. Associated with reputed Business Schools in the country since 2004. In 2006 shifted from Industry to teaching in B Schools. Designed and delivered Management Development Programmes in various Private sector and Public sector organizations. His areas of expertise include Marketing, Retailing, Operations Management, Supply Chain Management and Business Strategy. Presented papers in National and International Conferences. Authored articles in Relationship Marketing and Case studies in Relationship Marketing and Talent Management.



Mr. S Sai Baba

Asst. Professor
saibaba@ssim.ac.in

He holds a MBA and M. Phil with Marketing as his specialized area. He has over 8 years of teaching experience at Post Graduate courses. He has presented papers at various National & International Conferences.

Mr. T Thirumal Reddy

Asst. Professor
thirumalreddyt@ssim.ac.in

He has a Post Graduate Diploma in Business Administration with specialization in Marketing and Systems. Holds GNIIT certificate from NIIT, A Certified SAP SD Professional with 4 Years of Domain Experience in Channel Sales & Distribution in the Fast Moving Consumer Goods Industry.



Mr. M Chaithanya, Asst. Professor
mchaithanya@ssim.ac.in



He has completed his PGDM. He is a Mechanical Engineering graduate. He has work experience of 6 years in the industry and worked with ICICI Bank, Dream Tekis Software and Sun Microsystems.



Mr. Arjit Santikary, Asst. Professor
arijitsantikary@ssim.ac.in

He holds a masters degree in Business Administration with specialization in Marketing and HR. Out of his total 6 years of experience he has 3 years at industry level and 3 years in academics.

Mr. Saket Suman

Asst. Professor & Corporate Relationship Officer
saket@ssim.ac.in



He holds Post Graduation Diploma in Management with Specialization in Marketing. He takes care of Training & Consultancy Activities and maintains Corporate Relations.

Human Resource Management



Dr. S F Chandra Sekhar
Professor & Area Chairperson - HR & Research
chandra@ssim.ac.in

He hold Ph.D. Degree and has more than two decades of experience in the corporate and academics. He published 6 books on Corporate Communications, New tools in Performance Management, Knowledge Management, Creating Enduring Indian Corporations and Cases in HRM. He published more than 80 papers in national and international professional journals. He produce seven Ph.Ds from Osmania University in Social Science. Conducted 6 National & International Seminars and several MDPs.

Dr. P V S Sai, Director Training and Consultancy
pvssai@ssim.ac.in

He has 34 years of experience out of which 5 years in Industry, 4 years in Consultancy and 25 years in teaching. He has 26 publications in National and International Journals and published 2 Text Books. He organized number of training programmes and successfully completed consultancy assignments. His clients include NTPC-Simhadri, Kaniha, Ramagundam, Sipat, Korba Projects, BHEL, NFCL, AP Paper Mills, JK Paper Mills, Goa Shipyards Limited, South Eastern Coal fields, Indian Navy, Naval Dockyard, HPCL, ONGC, Numaligarh Refineries Ltd., HAL, etc.



Dr. Pavan Patel
Professor & Associate Chairperson
pavanpatel@ssim.ac.in

He holds Ph.D in the area of Strategic Human Resources Management. He has published more than 10 research articles in the reputed National journal and 24 research articles presented in National and International conference and Seminars.

Mr. B Srinivas Rao
Associate Professor
bsrao@ssim.ac.in



Over 16 years in Industry and 3 years of teaching experience. 5 years in sales, 6 years in Behavioral & Sales Training (Front line managers to Sr. Management) and over 5 years in Insurance Training. Conducted over 250 Training programs in Behavioral Sciences and Insurance.



Dr. Sitansu Panda
Associate Professor
drspanda@ssim.ac.in

He holds MA (IRPM), MBA, M.Phil, LL.B., Ph.D degree in Industrial Relations and Personnel Management as a UGC (NET) JRF. He has all together 14 years of experience in teaching, research industry. He has published several articles in different national journals and return books in HRM & Performance Management. Areas of his interest include industrial relations, organizationalbehaviour, human resources unorganised labour.

Mr. M Madhava Rao

Asst. Professor & Placement Officer
madhav@ssim.ac.in



He holds a Master's Degree in Management with specialization in Human Resource and Marketing Management and holds PG Diploma in HRM. His areas of interest include placement activities, Client Interaction, Corporate Relations, Human Resource Management, Industrial Relations and Compensation Management.



Mr. Rahul Jain
Asst. Professor & Corporate Relationship Officer
rahul@ssim.ac.in

He has Post Graduate Diploma in Business Administration with specialization in Human Resource Management and Marketing. Currently his tasks and responsibilities include corporate relations, placement activities, public relations and promotion.

Ms. Daman

Manager, Business Development - International Relations
damanjohar@ssim.ac.in

Daman Johar has completed her PGDBA from Siva Sivani Institute of Management with specialization in H.R. and Marketing. She comes with 5+ years of industry experience in the field of H.R. Her previous assignment was with Indian School of Business (ISB) as Manager Human Resources.



Operations & IT Management



Dr. K S Harish
Associate Professor & Area Chairperson
drharish@ssim.ac.in

He has a Master's Degree in Statistics with specializations Econometrics and Sample Surveys from S.V. University, Tirupati. He was awarded Ph.D for his thesis titled Circular, Quotients and Remainder Distributions of Specified Base Distributions". He also holds MBA with Finance specialization.

Mr. M Kamalakar,

Professor & Executive Vice President
profkamalakar@ssim.ac.in



He holds M.Tech Degree from JNTU, Hyderabad. He also holds P.G.Diploma in Computer Systems from IPE, Hyd. and Diploma in Management from AIMA, New Delhi. He has more than 4 decades of experience in industry, consulting, training and teaching. He has made significant contributions both during work tenure and as consultant to Public and Private Sector Organisations such as NMDC, BHEL, Sagar Cement, Raasi Cements, Barnag India, ITC and has carried out critical and crucial assignments for these organizations including designing and conducting training.



Mr. C Sudhakar

Professor & Director Corporate Relations
csudhakar@ssim.ac.in

He has a Master's Degree in Statistics with Specialization in Demography and Econometrics. He worked in a Public Sector Bank for 33 years of which nearly 18 years in IT. He is a member in the Working group constituted by National Housing Bank for finalization of Control returns to be obtained by NHB.

Mr. O S Rao

Professor
osrao@ssim.ac.in



His academic qualifications are B.Sc. (Hon's in Maths), MIE (Mech) and PGDM (XLRI). He has 3 decades of corporate experience in Tata Steel especially in the field of Operations Management and Information Technology. He authored a book "Theory of Unique Cause". He has provided consultancy services to various organizations Public or Private, pertaining to different sectors.



Mr. K Sreehari

Associate Chairperson - Alumni Affairs
sreehari@ssim.ac.in

He holds a Masters Degree in Mathematics, MCA & M.Tech in Computer Science and Engineering. He has over 23 years of experience in teaching. His current area of interest includes Databases and Computer Applications.

Mr. N Ramadas Dasari

Associate Professor & Head, Networking & IT
ram@ssim.ac.in



He holds an MBA degree in Marketing & Systems. He has 9 years of experience in the Business Development and Client Relation, Technical and Operations. Vice President at Wins Limited and Director - Operations with Silkroute Infotech Pvt. Ltd.



Mr. Z Ramesh Kumar

Associate Professor, Controller of Examinations & Chairman - Promotions
francisz@ssim.ac.in

He holds M.Sc. & MBA Degrees. He has working experience of over 18 years in teaching and administration. He is involved in the admission and promotional activities of the Institute. He also takes care of the Student Evaluation System. He is currently pursuing Ph.D on the topic "Performance Management in Academic Institution".

Mr. R Srinivasa Rao

Asst. Professor
srinivasarao@ssim.ac.in



He has a Master's Degree in Applied Statistics with specializations in Quality Control, Operations Research, Econometrics from S.V. University, Tirupathi. He is having 13 years of experience in teaching in various reputed educational institutions. He was awarded M.Phil for his thesis titled "Synthetic Control Chart with warning Limits - A Markov Chain Approach", O.U and he is pursuing Ph.D from O.U., Hyderabad.



Mrs. K. Pratibha Rani

Asst. Professor
pratibharani@ssim.ac.in

She did her Master's in Computer Applications. She has 6 years of experience in teaching, programming and fundamentals of Computers. Her areas of interest include programming in C, C++, Java and Software Engineering.

Mr. Sistla Samkarpad

Asst. Professor



He has around two decades of experience in academics he is double post graduate in Mathematics and Business Administration. He did his Post Graduate Diploma in Industrial Relations and Personal Management from Osmania University.



Mrs. G Kavitha Reddy

Assistant Professor
kavithareddy@ssim.ac

She holds B.Tech in Mechanical Engineering from Kakatiya Institute of Technology and Sciences, Masters in Industrial Engineering from Mississippi State University, USA. She has Eight and Half years of Extensive Industrial experience in Supply Chain Management, Materials and Inventory Management, Production Planning and Scheduling (USA-Alliance Semiconductor & Harmonic Inc & India-OSI (Optoelectronics & Intelizon Energy Pvt Ltd) and 2 years of teaching experience in operations and supply chain. She is planning to pursue research in Greening Service Organisation.

Dr. Jayarama Reddy K

Asst. Professor and Associate Chairperson - Facilities
jayaram@ssim.ac.in

He holds M.Sc, M.B.A. (Marketing), P.G.D.C.A. He has working experience of 16 years in IT & Systems. His intensive involvement has facilitated net worked academic environment at SSIM. He ensures the proper working of all the Hi-tech equipment in the classrooms.



Social Sciences



Dr. Madhavi Pandya

Professor & Area Chairperson
madhavipandya@ssim.ac.in

She holds a Ph.D in Communication, specialized in Relative Effectiveness of Communication strategies for product popularisation for urban and rural population and an MBA in Marketing from Saint Peters College, USA. She has a wide Exposure of academics and Corporate world in India and USA.

Dr. L Krishnaveni

Professor
kvenil@ssim.ac.in



She holds Masters Degree in Economics (International Economics) and PG Diploma in Statistics. She obtained PhD in 1986 with UGC fellowship. She worked as Reader and HOD in P.G Dept. of Economics, Sir.C.R.R College, Eluru (AU). She also worked in ICFAI, SMS, JNTUH & IIRM for almost 8 years. She has presented significant number of papers in National & International Conferences. She has been guiding the research scholars working for Ph.D. She has published more than 80 research papers in different journals and edited volumes with ISSN & ISBN Numbers and more than 40 articles in dailies on various economic issues.



Dr. Akkapeddi Bhavani

Associate Professor

bhavani@ssim.ac.in

She holds a Master's Degree in Economics. Her PhD thesis, was on "Wages and Living conditions of Women Agricultural Laborers in the Coastal Andhra Region since 1873" from University of Hyderabad. She has around 20 years of experience in teaching. She worked as a Lecturer and Head for the P.G. Department of Economics, Maris Stella College, Vijayawada. Her areas of interest in research include Gender Economics, Agricultural Economics and Labour Economics. She is interested in Social Responsibility Activities.

Mrs. P S Swathi

Associate Professor

She is a MBA and LLB, Bachelor of Arts. She was a practicing Advocate at District Court, Vishakhapatnam and High Court of Andhra Pradesh since 1991. She was legal advisor to Andhra Bank & Khadi and Village Industries Commission. She is having 22 years' experience out of sixteen years professional experience and 6 years of teaching experience. She has 6 publications in related Journals and Associated 2 consultancies assignment of SSIM.



Dr. Agna Fernandez

Associate Professor

Agna Fernandez is a renowned trainer, HR and OD consultant. A fellow of XLRI Jamshedpur, with thesis on High Involvement Work Practices to reduce dysfunctional behaviors in Organizations during times of uncertainty. Her core competence lies in developing need based interventions as part of organization development initiatives. Employee engagement, competency mapping, competency based training are her niche areas of expertise. BHEL, First Impression resources, Australia, Ecologistics, Owens Corning are a few of the other companies she had been associated with. Her last assignment was with Reddy Labs. She has a number of publications in national and international journals. Her article titled 'Missing warmth between the teacher and taught which appeared in January 1st 2012 in the center page of the Hindu, received excellent reviews and demonstrates her passion for teaching and training.

Mrs. Vidya Bhandarker

Assistant Professor

vidya@ssim.ac.in

She has a Master of Science in Media Studies from Texas Christian University, USA and a Master of Arts in Sociology from Osmania University, India. She has a broad background in Psychology, Sociology and Linguistics. Her thesis, "An Exploratory Survey on Workplace Experiences of Women Correspondents from the Developing World assigned to Cover Washington, D.C.," was published in the book "Silent Voices," eds. Doug A. Newsom and Bob J. Carrell, University Press of America.



Library & Information Sciences



Dr. S Shyam Sunder Rao

Associate Professor

ssrhyd@ssim.ac.in

He holds Ph.D. from IGNOU, M. Phil Degree from Aligappa university in Library and Information Sciences, Master of Library and Information Sciences from IGNOU, M.Com from Osmania University, Post Graduate Diplomas in Computer Programming (SETWIN) and Library Automation and Networking from University of Hyderabad. He is recipient of Best Library Service Award for the year 2010 from the Indian Association of Special Libraries and Information Centre (IASLIC) and DRDO.

Non-Teaching Staff

Mr. S.R. Shah,
Senior Manager (Accounts & Finance)

Mr. G.N.R. Prasad,
Manager (Facilities/Administration)

Mrs. Mamta Shah,
Dy. Manager (Accounts & Finance)

Mr. Deva Sahayam,
Dy. Manager (Banking)

Mrs. Asavari Barpute,
Dy. Manager (Personnel)

Mr. P.J. Sunil Kumar,
Asst. Manager (Evaluation)

Mr. G. Anil Varma,
Asst. Manager (Systems)

Mrs. N.D. Sathya Bhama,
Asst. Manager (Administration)

Mr. D. Nageswara Rao,
Asst. Manager (Administration)

Mr. T.V. Ramesh,
Resident Chef

Ms. Avani. V. Rao,
Asst. Manager (Hostel Affairs)

Mr. K. Sandeep,
Network Administrator

Mr. Z. Joseph Sujai Kumar,
System Administrator

Mr. V.M. Krishna,
Asst. Manager – Canteen

Mrs. V. Bharani,
Asst. Manager – Front Office

Mr. S. Jamili Reddy,
Asst. Manager – Hostel Affairs

Mr. Maruthi G. Telkur,
Assistant Librarian

Mrs. T. Deepa,
Asst. Manager – Administration

Mrs. Purnima Magal,
Manager – Student Affairs

Mrs. C.S. Meena,
Asst. Manager – Administration

Mr. Amit Rochlani,
Manager – Accounts

Mr. V. Rajasekhar,
Graphic Designer

Mrs. Rajitha Bairum,
Asst. Manager – Evaluation

Mr. Bhaskar VVU,
Asst. Manager – Administration

Mr. G. Narasimha Reddy,
Office Assistant



SSIM' CENTRE FOR INTERNATIONAL STUDIES

By 2020, the average Indian will be only 29 years old, compared to 37 years in China and US; 45 years in West Europe; and 48 years in Japan.

In effect, in eight years, workers elsewhere would have crossed the prime of their working lives, inching towards retirement with claims on a working and youthful shrinking population. In order to seize this opportunity Indian youth should prepare themselves with higher talent and global qualifications.

SSIM's Centre for International Education has been in forefront to bring quality and affordable higher education from developed countries like UK and USA to Indian youth. This initiative of SSIM is certainly bringing cheers among deserving and aspiring students and alumni.

OUR INTERNATIONAL PARTNERS:

- Idaho State University, Pocatello, USA.
- Herzing University, Wisconsin, USA.
- ICM, UK.
- Middlesex University, London, UK / Dubai (UAE).
- Skyline University, Sharjah (UAE).
- Australian Retailing College.
- Ubuntu Institute, Gauteng, South Africa.

In terms of MOU with ICM, UK the following programs are offered:

- a. Certification Courses.
- b. Diploma Courses.
- c. Advanced Diploma courses.
- d. PG Diploma Courses.

Initially a student can pursue first two years (undergraduate program) in India, wherein SSIM would impart UK education, basing on which a student can go to UK to complete the final year through any of selected 14 universities in UK with which ICM has association. Student can also go to foreign university campuses in UAE (Dubai), Mauritius and Malta.

PGDM courses including MBA (in campus) and Executive MBA (on line) are also available, besides PG Certificate programs in different domains from USA and UK universities.

ADVANTAGE SSIM STUDENTS & ALUMNI:

TOP-UP MBA: Students (including alumni) who have completed PGDM from SSIM will have the advantage of credit transfer of the papers studied with SSIM. They need to study few credits in a foreign university campus (USA) to obtain American MBA which is a global passport for career advancement.

SALIENT FEATURES:

- An Additional MBA Degree from a standard American University.
- Helps in Making Global Career.
- GMAT/TOFEL/IELTS are not required in all cases.
- At an affordable cost a student can get an International MBA.
- Online MBA Program is also available
- Opportunity to do an International Internship / OPT (Optional Training Program for almost a year in the US).
- F1 visa status.
- Visa Guidance from SSIM

Distinguished Visitors

Distinguished visitors from various walks of life visit our campus to motivate and invigorate our students to help them become great leaders and better citizens. Below is the list of some of the esteemed leaders who have visited us in the past.



- His Excellency Bharat Ratna Dr. A.P.J. Abdul Kalam, Former President of India
- His Excellency Sri Korn Dabbaransi, Former Dy. Prime Minister of Thailand
- His Royal Highness Prince Cedza Dlamini, CEO, Ubuntu Institute, Johannesburg, South Africa
- Sri P. Chidambaram, Union Finance Minister
- Sri S. Jaipal Reddy, Union Minister
- Sri N. Chandrababu Naidu, Former Chief Minister, A.P.
- K. Sambasiva Rao, Member of Parliament
- Sri K.S. Vijaya Rama Rao, IPS (Retd.), Former Director, CBI
- Prof. T.V. Rao, CEO, TV Rao Learning Systems, Ahmedabad, Adjunct Prof., IIM Ahmedabad.
- Sri C.S. Venkata Ratnam, Director, International Management Institute, Delhi
- Dr. P. Balachandran, Director, IIBF, Mumbai
- Prof. Micheal Driscoll, Vice Chancellor - Middlesex University, UK
- Prof. Rajgill, Pro-Vice Chancellor, Middlesex University, Dubai
- Sri Mohan R. Sharma, Sr. Vice President, HR, Matrix Laboratories
- Sri Sheen Akkara, VP-Talent, Deloitte
- Sri Y. Manohar, Chairman, Shri Shakti Group of Industries
- Dr. T. Subba Rami Reddy, M.P. Minister of State for Mines, Govt., of India
- Dr. B. Yerram Raju, Regional Director, PRMIA
- Sri B. Balaji, Director, ADP Ltd.,
- Sri Bob Morgan, Dy. Director, London Metropolitan B-School
- Sri CS Gopinath, Sr. Vice president, HDFC Bank
- Sri M.V. Satyanarayana, Asia Head, HR – Operations, ALPLA (Austria based MNC)
- Sri P. Viswanath, Founder Director, TIME
- Sri Prabodh Malhotra, Victoria University, Australia
- Prof. P. Venugopal, Dean, XLRI
- Sri Rajagopal Yadavalli, CEO, Winnou Systems
- Sri Prabhakara Reddy, IPS, Commissioner, Cyberabad
- Sri Rich Kraft, EVP, Countrywide Financial
- Sri Bryan Leblanc, VP, Countrywide Financial
- Prof. Afzal Mahammad, Vice Chancellor, (Formerly) Dr. B.R. Ambedkar Open University
- Prof. R.V.R. Chandra Sekhar Rao, Vice Chancellor, (Formerly) Dr. B.R. Ambedkar Open University
- Prof. Dayaratnam, Former Vice Chancellor, JNTU.
- Prof. M.P. Sinha, Executive Director, GHRDC
- Prof. Arif A Waqif, Formerly Dean, Management Studies, Hyd. Central University
- Prof. Prasanna Chandra, IIM(B)
- Sri Peter Nangle, Head of Division, Blackburn, LANCASHIRE, U.K.
- Dr. T.V. Gopal Krishnan, General Manager, RBI
- Prof. Russel Walker, Kellogg University
- Sri Steve Lyndo, ED, PRMIA, USA
- Sri D.K. Bakshi, VP Global HR, Indo Rama Polymers, Bangkok
- Sri Sunil Ranjan, Ex Coordinator, Asian Honda Motors Company Ltd., Bangkok
- Sri M. Gopal Krishna, IAS (Retd.), President, South Region NHRD
- Sri B.V. Mohan Reddy, CEO, Infotech
- Mr. G.V. Rao, Ex-CMD, Oriental Insurance Co. Ltd

Life @ SSIM

All the programmes in the 1st shift are fully residential. Students will have intensive work schedules which will be informed from time to time.

Attendance

Regular attendance in all academic activities organized for the students is an essential requirement.

A student is expected to maintain a minimum of 80% overall attendance and 75% in each course in the trimester to be eligible to take the trimester-end examinations.

A student whose attendance falls short of the above but has maintained an aggregate of 70% and above attendance, may be considered for condoning the absence on medical grounds provided that the student intimates the Academic Head about it and submits an authentic Medical Certificate validating her/his absence immediately upon reporting to the Institute after such absence. The Academic Head would decide on the genuineness of the certificate in such cases, including referring the case to an independent medical authority if necessary. Submission of the certificate at a later stage will not be entertained. Upon condonation by the President and Chief Executive or an official designated (solely at the discretion of the concerned officer) they should also pay a condonation fee as stipulated from time to time.

Discipline – The way of Life!

The students are expected to maintain exemplary conduct and character under all circumstances and maintain discipline and decorum both in the campus and outside. Any violation will be viewed seriously. Smoking and consumption of alcohol is strictly banned in the campus as well as the Institute's Transport. All students should adhere to the dress code stipulated by the institute. No student will be allowed to enter the class once the faculty enters the class. A student who is not in the class by the time the faculty enters the classroom will have to spend the remaining time of the scheduled class in the library. He will be allowed to enter the next class before the next faculty enters the class. This is applicable only to the first class of the day

In all matters concerning indiscipline, interpretation of the President and Chief Executive would be final and binding.

360 degrees feedback

Track record and attendance report of the students will be sent to the parents/ guardians. The Institute expects the parents/ guardians to utilize this feedback from SSIM and encourage their children to continuously improve upon their performance.

To ensure that parents receive the feedback regularly and on time, we give them access to the institute's portal, they can login and check the details anytime and from anywhere.





Events at SSIM

We strongly believe in motivating the students and giving them the opportunities to explore their potential and understand the importance of team work, coordination, group dynamics, and oneness. They are given the opportunities to lead, organize and participate in various events around the year. Events are integral part of our institution to boost unity in diversity.

Below is the preview to some of the events:

Sneha

The Alumni Meet of SSIM

Sneha invites all the alumni members of SSIM to visit the campus, bond with their friends and share their success with the students. It gives opportunities to socialize and collaborate. Various activities are planned throughout the day. This gives alumni the feeling of oneness and help them realize that they will always be part of the SSIM family. Alumni Association has a greater role to play in the developmental activities of the Institute.

Spandana

A Spontaneous Response (Freshers' Party)

The seniors conduct 'Spandana' to formally welcome their Juniors into the family of Siva Sivani. Various competitions are held and a panel of judges selects and awards the titles - Mr. and Miss SPANDANA. This gives the new students opportunity to bond and get comfortable with the new environment.

Samskriti

Traditional Welcome to the Freshers

To explore the unity in diversity and to appreciate the uniqueness of different cultures, Samskriti is organized where junior students come in the traditional attire representing different geographical areas they represent. Various competitions are held and a panel of judges selects and awards the titles - Mr. and Miss SAMSKRITI.

Sammelan

An Intracollegiate Meet

An intra collegiate meet of our students to bring out the innate talent of the students is scheduled frequently. Various cultural activities, management games etc. form a part of the event.



Samanvay

The Essence of Co-ordination

A 2 day Inter collegiate Management Students' Meet is organised by the students of SSIM. This mega event brings together the students of various Business Schools across the country who participate in various management related competitive events. This is an opportunity for the students of SSIM to leverage their leadership and management skills by organizing the mega event. This clearly manifests the Industry-Institute-Interaction of Siva Sivani Institute of Management.

Shreshta (Release of Placement Brochure)

Every year Shreshta the Placement Brochure will be released in presence of top HR Executives from the corporates. "Shreshta" consist of profiles of Second year students who are ready for placement.

Samaroh

Samaroh is a mélange of seminars, conferences and workshops both National and International. Every year a contemporary theme is selected. Representatives and delegates from Industry and academicians from the across the country are invited to deliberate and talk on the contemporary topics. This is an opportunity for student to socialize and get exposed to the industry.

Snatak

Snatak is the annual convocation organized to felicitate the graduating students with Diplomas, Medals and Cash awards.

Sanmaan

SSIM celebrates Teachers' Day on 5th September every year and confers "SSIM's Dr. S. Radhakrishnan Memorial Teacher of Teachers" Award to an eminent academician on this auspicious day.

Smriti

A Fond Remembrance (Farewell Party)

Biding Adieu is difficult but meeting and parting is a way of life. In order to express their feelings and the unwritten bonding between the Seniors and the Juniors, the Juniors bid a grand Farewell to the Seniors. Various activities are organised in order to further strengthen the relationship even after leaving the portals of the Institute.



Opportunities

A good track record of talented professionals at SSIM has become the sourcing ground for various corporate and business establishment to secure the right talent.

There is a full fledged placement cell headed by the Chairman Placements and assisted by a team of professionals. The cell undertakes the pre-placement training, soft skill development, Liaisoning with Recruiters, Organizing Campus Placements, etc.

Some of Our Recruiters

- ABN AMRO Bank
- ADP
- Allahabad Bank
- Amul
- Apollo Hospital
- Arthamoney
- Arvind Mills
- Asian Paints
- Aurobindo Pharma Ltd.
- Aviva Life
- Axis Bank
- Bajaj Allianz
- Berkedia
- Berger paints
- Bharti Airtel
- Big FM
- Birla AMC
- Birla Sunlife
- Blue Star
- Cafe Coffee Day
- Capital Fortune
- Century Ply
- Cipla Ltd
- CITI Bank
- City Union Bank
- Coca Cola
- Colgate Palmolive
- Creamline Dairy
- Creative Concepts
- Dabur India Ltd.
- Deloitte
- Deutsche Bank
- Dominoz Pizza
- Future Group
- Gati Group
- GE Capital
- Genpact
- Global Talent Consultants
- GMR Group
- Godfrey Philips India Ltd.
- Godrej & Boyce
- Google India
- Granules India
- HDFC Bank
- Heinz India Ltd
- Next Education
- Heritage Foods (India) Ltd.
- Hindustan Motors
- HP
- HSBC
- JD Electronics
- ICICI
- Idea Cellular Ltd.
- IFFCO - Tokyo
- India Infoline
- Indian Express
- ING Vysya
- ITC
- IVRCL Infrastructure
- Kotak
- LANCO
- Larsen & Turbo Ltd.
- Lupin Labs
- MTAR Technologies
- Madras Cements
- Magna Infotech Pvt. Ltd.
- Mahindra & Mahindra
- Mahindra Satyam
- Mahindra Securities
- Marico
- Martix Laboratory Ltd.
- Max Newyork
- Medplus
- Metlife
- Orient Cement
- Panesia Biotech Ltd
- Parryware
- Pepsi-co
- Philips Ltd.
- Polaris
- Praman Infotech
- Reliance Communications
- Reliance Money
- Religare
- Royal Bank of Scotland
- Saint Gobain
- Samsung Electronics
- SBI Life
- Sharp Electronics
- Softcell
- Standard Chartered
- State bank of Hyderabad
- Sundaram Finance
- TATA AIG
- TATA Capital
- TATA STEEL
- Tata Tele Services Ltd.
- TCI
- TCS
- The Hindu
- Thomas International
- Times of India
- TV9
- UBS Cognizant
- UCO Bank
- Uni Lever Ltd.
- UTI Securities
- Videocon
- Vijai Electronics
- Vimta Labs
- Vishaka Industries
- Vodafone
- Water Health India
- Wipro
- Xerox India Ltd.
- Yash Technologies
- Yes Bank



His Excellency Bharata Ratna Dr. A P J Abdul Kalam

In his Convocation Address at the Institute on 21st October, 2008.

"Since I am in the midst of managers in the making, I would like to talk about the relationship between economic development and creative leadership.

- Nation's Economic development is empowered by competitiveness.
- The competitiveness is powered by knowledge power.
- The Knowledge power is powered by Technology and Innovation.
- The Technology and Innovation is powered by resource investment.
- The Resource investment is powered by revenue and return on Investment.
- The Revenue is powered by volume and repeat sales through customer loyalty
- The customer loyalty is powered by quality and value of products
- Quality and value of products is powered by employee Productivity and Innovation.
- The Employee Productivity is powered by Employee Loyalty, employee satisfaction and working environment.
- The Working environment is powered by management excellence.
- Management excellence is powered by Creative Leadership."

Board of Governors

Chairperson

Smt. S. Aarathy

Vice Chairperson

Sri Sailesh Sampathy

Members

Sri Abhirama Krishna

Sri Balakrishnan. R

Smt. Deepika Sampathy

Sri G.V.S.Gurunadh

Prof. M.Kamalakar

Dr. V.G.Chari

Prof. A.Sudhakar

Dr. B.Yerram Raju

Sri Z. Ramesh Kumar

Member Secretary

(Ex Officio)

Dr. S.V. Ramana Rao



MEMBERS OF ACADEMIC ADVISORY BOARD

CHAIRMAN	SMT. S. AARATHY	President & Chief Executive, SSGI.
CO-CHAIRMAN	SRI SAILESH SAMPATHY	Vice President & Dy. Chief Executive, SSGI.
EX-OFFICIO SECRETARY	DR. S.V. RAMANA RAO	Director – Academic, SSIM.

MEMBERS

SRI ABHIRAMA KRISHNA	Director, South State Business School, Sec'bad.
SRI S.K. AGARWAL	Former Chairman & MD, NMDC, Hyderabad.
SRI ANANTHA . S. BABBLI S	Professor of Media & Communication, Carnegie Foundation, Texas A&M, University – Corpus Christi, Texas, USA
SRI AQUIL BUSRAI	CEO, Aquil Busrai Consulting, New Delhi.
PROF. ASHOK K. AGARWAL	MD, ACS Technologies, Hyderabad.
PROF. ASIT MAHOPATRA	Director, HR - Textiles, Raymond Ltd.
SRI D.K. BAKSHI	Chief Mentor & CEO, Global Talent Consultant, Former VP, Global HR, Indorama Polymers Public Co. Ltd., Bangkok.
PROF. U. BALAJI	CEO, Health Management & Research Institute, Hyderabad.
SRI R. BALAKRISHNAN	Former Executive Director, Andhra Bank.
DR. V.G. CHARI	Assistant Vice President, SSGI
SRI P. DWARKANATH	Director, Group Human Capital, Max India Ltd.
SRI M. GOPALAKRISHNA IAS (Retd.)	President, Southern Region, National HRD & Director, A.P. Gas Corporation Ltd.
SRI K.V.P. GUPTA	General Manager, Canara Bank, Hyderabad.
SRI G.V.S. GURUNADH	Senior Vice President, TechGenius Solutions, Hyderabad.
PROF. M. KAMALAKAR	Executive Vice President (SSGI), Professor, SSIM
PROF. M.A. KHAN	Former Director – Training & Placements, SSIM.
HIS EXCELLENCY SRI KORN DABBARANSI	Former Dy. Prime Minister of Thailand.
DR. G.D. MOGLI	CEO, Dr. Mogli Health Care Management Consultancy, Hyderabad.
SRI J.M. NARSINGA RAO	MD, Sangam Health Care Pvt. Ltd. Hyderabad.
SRI PRABHAKAR REDDY	MD, Hotel Viceroy, Hyderabad.
SRI G. PRASAD RAO	Chief HR & MS, Recron Malaysia Sd. Bhd., Member Reliance Group, Kuala Lumpur, Malaysia.
PADMASHRI DR. PRITAM SINGH	Director General & Professor, IMI, New Delhi.
SRI V. RAJIAH IAS (Retd.)	Retd. Civil Servant and Sr. Legal Consultant, Hyderabad.
SRI RAJAN DUTTA	President, Corporate – HR, Reliance Communications Ltd.
SRI V. RAM GOPAL	Former Executive Director, Indian Bank.
SRI K.S. RAMACHANDRA RAO	CEO & Chief Mentor, Visishta Consulting Group, Secunderabad.
PROF. B.S.R. RAO	Director, International Institute of Insurance & Finance.
PROF. P.V.S. SAI	Director – Training & Consultancy, SSIM
SRI S.Y. SIDDIQUI	Managing Executive Officer - Administration (HR, Finance & IT), Maruti Suzuki India Ltd.
SRI S. SIVA KUMAR	CEO, ITC-International Business, Hyderabad.
SRI SOWDAGAR ANWAR	I.A.S.(Rtd.)
SRI S. SRIKANTH	Head – HR, Tata Consultancy Services, Hyderabad.
PROF. A. SUDHAKAR	Registrar, Dr. B.R. Ambedkar Open University, Hyderabad.
Prof. C. SUDHAKAR	Director, Corporate Relations, SSIM.
SRI SUNIL RANJAN	Executive Coordinator, HR & IR Division, Asian Honda Motor Co. Ltd., Bangkok
SRI SURESH DUTT TRIPATHI	President – HR, SRF Limited, Gurgaon.
SRI S. TIRUMALAI	Partner, Deloitte Haskins & Sells.
PROF. V. VENKAIAH,	Vice Chancellor, Krishna University, AP.
PROF. B.R. VIRMANI	Chairman, CORD-M, Hyderabad.
PROF. V. VISHWANADHAM	Professor (Retd.) OU, Hyderabad and Former Director, SSIM.
PROF. B. YERRAM RAJU	Director (Projects & Research), Development & Research Services, Hyderabad.

All faculty members are permanent invitees.

MEMBERS OF BOARD OF STUDIES

CHAIRPERSON

Smt. S. Aarathy President & Chief Executive, SSGI

CO-CHAIRPERSON

Sri Sailesh Sampathy Vice President & Dy. Chief Executive, SSGI

MEMBERS

Prof. Lakshman Kumar	Director - Vels School of Management Studies - Vels University, Member
Prof. Naliniprava Tripathy	Associate Professor, IIM-Shillong, Member
Prof. R.C. Natarajan	Director, TAPMI, Member
Prof. B.S.R Rao	Director, International Institute of Insurance & Finance, Hyderabad
Prof. Sudhakar. A	Registrar, Dr. B.R.Ambedkar Open University, Hyderabad
Prof. Venkaiah. V	Vice Chancellor, Krishna University, A.P.
Prof. Yerram Raju. B	Director (Projects & Research), Development & Research Services, Hyderabad.
Prof. M. Kamalakar	Executive Vice President, SSGI
Smt. Deepika Sampathy	Director Administration, SSIM
Dr. V.G. Chari	Assistant Vice President, SSGI
Dr. P.V.S. Sai	Director-Training & Consultancy, SSIM
Prof. S.V. Ramana Rao	Director-Academic, SSIM
Prof. Sudhakar. C	Director-Corporate Relations, SSIM
Dr. S.F. Chandra Sekhar	Chairperson – HR & Research
Prof. Muralidhara Rao	Chairperson – Marketing
Dr. Madhavi Pandya	Chairperson – Dept. of Social Sciences
Dr. K.S. Harish	Chairperson – Strategy & Operations
Dr. M. Anil Ramesh	Chairman, PGP
Sri Ramesh Kumar Z	Controller of Examinations & Chairman Promotions
Mr. K.V.S. Krishna Mohan	Chairman- Placements
Dr. N.C. Rajyalakshmi	Associate Chairperson-Student Relation
Dr. Pavan Patel	Associate Chairperson-Student Relation
Sri A. Muralidhar Prasad	I/c Director, International Relations
Sri Ram Dasari	Head IT & Networking



Admissions

Group Discussion and Personal Interviews will be held in all important centres across the country depending on the need

Eligibility

A Graduate in any discipline, with minimum 50% is eligible to apply for admission into all the programmes. (45% in case on SC, ST, PHC)

Students who have appeared for the final year degree examinations and are awaiting results can apply for the courses. However, they have to show a proof of having passed the degree examination at the time of admission into the programme.

Qualify in MAT/CAT/ATMA/XAT/CMAT/GMAT

The Admission Procedure

A specially appointed Admission Committee headed by the Vice President and Dy. Chief Executive will supervise the whole procedure and finalize the admissions. This Institution is interested in selecting the best motivated candidates and transform them into Success Securing Intelligent Managers (SSIMs). A rigorous admission procedure has been laid down to ensure careful selection of the right candidates.

Selection is based on Aptitude test (MAT/CAT/ATMA/XAT/CMAT/ GMAT), Group Discussion, Personal Interview, Academic Performance and Work Experience.

Selection List

The final list of the candidates selected for admission will be displayed at the Institute notice board and on the Website.

The selected candidates will be required to pay the first installment of their fees after submitting the proof of having met all other requirements of the Institute within the stipulated time for payment. The date of commencement of classes will be notified separately.

As SSIM is interested in pursuing the path of excellence, shortlisting of the candidates at every stage will be done in an objective manner.

Reservation of Seats for Certain Special Categories

10 per cent of the available seats are reserved for Industry sponsored candidates. Candidates applying for admission in this category should have appeared for MAT/CAT/ATMA/XAT/CMAT/GMAT

How to Apply?

Register with SSIM by paying the requisite fee in cash or DD (favouring Siva Sivani Institute of Management, Payable at Hyderabad) along with filled in application form, downloadable from www.ssim.ac.in or register online.

Mandatory Information

AICTE GUIDELINES ON RAGGING

This is for the information of all concerned that ragging is a criminal offence and is banned in all educational institutions. At IFIM, in compliance with the AICTE Notification F. No. 37-3/Legal/AICTE/2009 dated: 01.07.2009 we have put in place the requisite monitoring mechanisms to ensure the prevention of ragging in the Institute - either on campus, at the Hostel or any other public place.

In accordance with the said AICTE notification, any student found to be indulging shall be punished appropriately. Punishment shall include cancellation of admission, suspension from the Institute/ Classes and/ or imposition of Individual/ collective fines and/ or expulsion and/ or rustication from the Institute. The punishment may also take the form of withholding scholarships/ corporate awards and sponsorships, debarring from representation in institutional events, withholding results/ Diploma etc. Further, the institute shall not issue a Certificate of Character/ Conduct to a student who participates in and in particular, is punished for ragging.

It shall be clearly understood that incase the applicant for admission is found to have indulged in ragging in the past, admission may be refused or if it is discovered later that (s) he had indulged in ragging, (s) he shall be expelled from the Institute. Students, their parents and the general public are advised to report instances of ragging in any form to the Dean/ Director.

All students and parents/ guardians of the applicant shall, at the time of the Orientation-cum-Induction program, be required to fill up and sign such affidavits(s)/ undertaking(s) to the effect that (s) he is aware of the Institute's approach towards ragging and the punishments to which (s) he shall be liable to if found guilty of the same.

The above guidelines have been incorporated in compliance with clause 11(a) of the AICTE Notification F. No. 37-3/Legal/AICTE/2009 dated: 01.07.2009

www.ssim.ac.in



SIVA SIVANI INSTITUTE OF MANAGEMENT

NH-7, Kompally, Secunderabad - 500 100, AP. Ph: 040-27165450 - 55