

Estd. 1995 NAAC 'A' GRADE



Accredited with  
grade 'A' by



**SMS**  
**SCHOOL OF**  
**MANAGEMENT**  
**SCIENCES**

build your  
**future**

BBA | BCA | B.COM | B.COM (Hons.) | BAHMC

**PLACEMENT**  
**BROCHURE - 2022**

**SCHOOL OF MANAGEMENT SCIENCES**

**Varanasi**

**An Autonomous College**

# Governing Council

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Chairman, Governing Council

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Walchand Nagar Industries Ltd.  
Pune

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Former Vice Chancellor  
VBS Purvanchal University, Jaunpur  
Ex. Director, IIT, BHU, Varanasi

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Development Authority &  
Noida International Airport Ltd., Noida

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Group Chief Human Resource Officer  
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**Shri Ravindra Mishra**  
Head-Human Capital  
Garware Technical Fibers Ltd.  
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**Mr. Sharad Singh**  
Secretary & C.E.O.  
SMS, Lucknow

**Regional Officer**  
AICTE-Kanpur (Ex-Officio)

State Government-Nominee-Director of Technical  
Education U.P. (Ex-Officio)

University Nominee

## MEMBER SECRETARY

**Prof. P. N. Jha**  
Director  
School of Management Sciences  
Varanasi



**Prof. P. N. Jha**  
 MBA, PGDAM, Ph.D (Ad Mgmt.),  
 D. Litt.(Ad Mgmt.)  
 Director

Dear Sir / Madam,

Let me at the outset wish you a Pleasant Day !

I further feel a sense of scholastic exuberance in bringing this small publication to your good self to apprise you of the ambrosial salience of a highly acclaimed seat of learning and research in the streams of management, commerce, mass communication and computer sciences - **School of Management Sciences, Varanasi, a NAAC 'A' Grade Accredited Institution**, which has very recently been accorded with '**Autonomy Status**' by the UGC, and which equally maintains a visible position in the high-profile bracket of '**Top 50 B-Schools in India**'. Remarkably, four bi-annual research Journals – **Management Insight, Purushartha, Computing Trendz, and SMS Journal of Entrepreneurship & Innovation**, published by us, are being indexed in International Data-base, Scopus, Elsevier, apart from being listed in the UGC-approved List of journals. SMS Varanasi has been popular for giving one of the best learning experiences to the students. More sanguinely, the institution is widely known for providing a context that enhances professionalism, humanism and social responsibility. Let me express my deep sense of gratitude towards the **unwearied cooperation** of the **corporate sector** in helping SMS develop ideally, taking frequent quantum jumps in both pre & post **Silver Jubilee Years** and recently exhibiting an **unparalleled care** of students, faculty & staff during the lingering **COVID-19 pandemic**.

You will appreciate that on account of a sustained business reforms in the recent past, the **Ease of Doing Business** in India is projected to trend around **116.00 in 2021**. This may be taken as a welcome trait for the growing corporate visibility within the ambience of the **Fourth Industrial Revolution (IR 4.0)**. Keeping its role as an active corporate partner in progress, especially in the post **Autonomy Era** under the governance of the **National Education Policy**, the academic leadership at SMS Varanasi has already started revisiting both the text and context of the deliverables, offered to our **undergraduate participants** within an arrogantly beautiful '**Green Campus**' of SMS, to ensure their increased suitability to the growing & changing corporate requirements. Apart from domain knowledge, these students imbibe the right set of skills and capsules for ability enhancement in order to become highly competitive in the business arena. We understand that job market is becoming more knowledge application based and basic skills plus enhanced ability are necessary for getting, keeping & doing well on a job. A living paradigm of the blending of desirable managerial traits, our students are trustworthy and credible for catering to the corresponding needs and expectations of the organizations inviting them to serve.

I take this opportunity to cordially invite you to walk through the landscape of the collective talents and wisdom of our **BBA, BCA, B. Com. (Hons.), B. Com. & BA (Hons.) Mass Comm. outgoing students** with a view to assess their compatibility towards accommodating their professional concerns at your respective ends.

Warm regards & best wishes

Yours sincerely,



(P. N. Jha)





### VISION

To become a constantly growing center of excellence nurturing global-centric professional leadership based on ethical and moral attributes.

### MISSION

To create excellent learning ambience through innovation in teaching, research and consultancy for producing professionals capable of answering global challenges and demonstrating high ethical and moral standards

### QUALITY POLICY

Imparting value based education of highest standard, relevant to contemporary World.

### GUIDING VALUES

Trust; Sense of Ownership; Sense of Contribution; Innovation; Modesty & Mutual Respect.





# *The Architectural marvel*

## CAMPUS

The Institute has a sprawling lush-green Campus spreading over an area of over 10 acres with already built-up space of more than 1.25 lacs sq. ft. It is located on the Delhi-Kolkata Golden Quadrilateral Express Highway in a picturesque locale. It encompasses all modern amenities and facilities that are comparable to the best professional institutions of the county. The calm, quiet and hassle-free atmosphere not only provides with a fine learning ambience but also provides an opportunity to develop organic linkages with the corporate world. From all angles, the campus is an architectural marvel in itself.





Estd.1995


**SMS**  
 VARANASI

Sensing the ever-growing need for competent and highly trained professionals endowed with technical skills and aptitude to operate in the highly complex and technology driven industrial environment, the SMS Society, a philanthropic social organisation, registered under the Societies Registration Act, 1860, established an autonomous nonprofit educational centre, School of Management Sciences (SMS), in Varanasi with avowed mission of imparting highly innovative management and computer education in the eastern part of India which was expected to be the need of the hour in the country's economy heading so fast towards globalisation.

With a modest beginning in 1995, the SMS has never looked back. It has made consistent endeavours over the years to prove its national character as a Centre of Excellence in Management and Computer Education. It is because of its proactive approach and immense commitment that SMS has been rated as one of the top-most Institutions in the country imparting professional education in Management and Computer Sciences. The goal of the MBA & MCA programme is to develop future management leaders, business crusaders and managerial decision-makers, capable of effectively addressing to the plural corporate responsibility at the domestic plus global platform and be equally sensitive to the wider social aspiration.

The objective of the MCA programme, however is to develop future leaders, chief engineers, head designers, principal technical officers of industrial software engineering practice in computer & IT organisations. While distinguishing itself from the usual programmes in Information Technology, the programme develops professionals to strengthen the structural core capabilities needed particularly for a software organisation.

The School of Management Sciences has already actuated the Centre for Corporate Training & Research (CCTR) at Mumbai for better Institute-Industry interaction and the Centre for Spiritualism & Human Enrichment (C-SHE) at Varanasi in the Campus itself for cultivating the individuals into ideal human beings by blending of traditional values with modern thoughts.

SMS has also been recognised as one of the prominent Training Centers by Insurance Regulatory & Development Authority of India for providing training to Insurance Agents.

# The Genesis



# Infrastructure

## IT Infrastructure

The IT infrastructure at SMS Varanasi comprises of fully air-conditioned 8 computer labs equipped with latest generation of all relevant computer & electronic gadgetry advancements. The computer centre has more than 400 Dual Core Smart terminals to work as Standalone and also on LAN environment. The institute has unlimited Internet access through 50 MBPS Lease Line connection. SMS has an authentic range of softwares due to its agreement with the renowned IT Company Microsoft. The entire campus of SMS Varanasi is Wi-fi enabled, allowing the student hi speed internet access.





# Infrastructure

## LIBRARY AND DOCUMENTATION CENTER

A rich library and documentation centre accommodating more than 100 students at a time, providing equitable access to excellent library and information services, resources and facilities to the participants of various programmes, faculty and also the wider community to enable them to become lifelong learners.

This fully computerized centre comprises of an excellent collection of around 35300 books, 13600 titles, subscription of more than 54 national and international journals, 130 magazines, 30 newspapers along with a wide range of digital material in the form of CDs and DVDs on different functional areas of Management and Computer Science. The library of SMS has an Institutional membership of NDL, INFLIBNET-N-LIST, DELNET including ILL facility and various other online journal search engines. The library is equipped with all kinds of reprographic facilities and maintains a separate reference section.



## DIGITAL HARBOUR

The Digital Harbour is special section of the SMS Library which is a type of information retrieval system. The Digital Harbour comprises of a collection of academic materials in the form of e-journals, e-books, lectures videos and a vast collection of digital books covering different aspects of business administration, commerce, computer science and various other subjects like career, ethics etc.





## CONFERENCE HALL

The Institute's Conference Hall, with a seating capacity of 100, is fully air-conditioned and equipped with all modern amenities. It is extensively used for Management Development Programmes, Workshops, Conferences and other such events.

SMS is endowed with one of the best Conferencing facilities comparable to any of the top B-Schools in the country. The Conference Room is acoustically designed and aesthetically decorated. It is fitted with all the modern audio-visual gadgets which include LCD Projectors, Computers, DVD Systems and CD Players along with Video Conferencing Facilities.





## ACADEMIC PROGRAMMES

SMS is involved in dissemination of knowledge through the following academic and professional programmes in which it has proved its mettle:

### TWO-YEAR FULL-TIME

- **MASTER IN BUSINESS ADMINISTRATION (MBA)**  
Approved by the AICTE, Ministry of HRD, Government of India and affiliated to Dr. A.P.J. Abdul Kalam Technical University, Lucknow
- **MASTER IN COMPUTER APPLICATIONS (MCA)**  
Approved by the AICTE, Ministry of HRD, Government of India and affiliated to Dr. A.P.J. Abdul Kalam Technical University, Lucknow
- **MASTER OF COMMERCE (M.COM)**  
Affiliated to Mahatma Gandhi Kashi Vidyapith, Varanasi

### THREE-YEAR FULL-TIME

- **BACHELOR OF BUSINESS ADMINISTRATION (BBA)**  
Affiliated to Mahatma Gandhi Kashi Vidyapith, Varanasi
- **BACHELOR OF COMPUTER APPLICATIONS (BCA)**  
Affiliated to Mahatma Gandhi Kashi Vidyapith, Varanasi
- **BACHELOR OF COMMERCE (B.COM)**  
Affiliated to Mahatma Gandhi Kashi Vidyapith, Varanasi
- **BACHELOR OF COMMERCE (Hons.) B.COM. (Hons.)**  
Affiliated to Mahatma Gandhi Kashi Vidyapith, Varanasi
- **BACHELOR OF ARTS B.A. (Hons.) MASS COMMUNICATION**  
Affiliated to Mahatma Gandhi Kashi Vidyapith, Varanasi



## LEARNING OUTCOMES

The following learning outcomes are generally expected from SMS Varanasi students on completion of their respective courses:

- Knowledge and curiosity to learn more in their respective academic domains,
- Employability skills
- Positive attitude
- Rational thinking and decision making capabilities
- Skills of team management and leadership
- Ethical and moral values
- ICT – skills
- Sensitivity towards humanity, society, and environment
- Traits of a responsible citizen of the nation







## TRAINING & PLACEMENT CELL

The Institute has been aware of two main important facts: Firstly, that the interaction with the corporate world during summer placement helps the students to sharpen their managerial and incisive skills and, secondly, the performance of a professional institute is gauged in terms of the quality of placements to its outgoing batches. As such, the Institute has established a full-fledged and well-equipped Training and Placement Cell which provides active support to the students in getting quality summer training as well as final placements. In past, the Institute has had an outstanding record of quality placements.

The students of the SMS are absorbed by leading national and multi-national companies every year. Some of the prominent companies that visit SMS regularly for providing Summer Training & Placement to the Post Graduate and Under Graduates are :





## Placement Activities 2021



AGS Transact Technologies Ltd. Conducting Group Discussion



Bharti Airtel Ltd. Conducting Group Discussion



Kotak Mahindra Bank Conducting Group Discussion



OM Logistics Ltd. Conducting Group Discussion



Parle Product Ltd. Conducting Group Discussion



TCI Express Ltd. Conducting Group Discussion



Varuna Integrated Logistics Pvt. Ltd. Conducting Group Discussion





Bandhan Bank Ltd. During Pre-Placement Talk



Decathlon Sports India Pvt. Ltd. During Pre-Placement Talk



ICICI Bank Ltd. During Pre-Placement Talk



Indiannica Learning Pvt. Ltd. Pre-Placement Talk



LT Foods Ltd. During Pre-Placement Talk



TCI Ltd. During Pre-Placement Talk



Thomas Assessments Pvt. Ltd. During Pre-Placement Talk





## Placement Activities 2021



Axis Bank Ltd. Conducting Online Recruitment Test



Berger Paints India Ltd. Conducting Online Recruitment Test



ICICI Bank Ltd. Conducting Online Recruitment Test



ITC Ltd. Conducting Online Recruitment Test



Parekh Group Conducting Online Recruitment Test



Prism Johnson Ltd. Conducting Online Recruitment Test



SBI Life Insurance Conducting Online Recruitment Test





GCMMF (Amul) Conducting Personal Interview



Bandhan Bank Ltd. Conducting Personal Interview



ICICI Bank Ltd. Conducting Personal Interview



Indiannica Learning Pvt. Ltd. Conducting Personal Interview



Mother Dairy Conducting Personal Interview



TCI Ltd. Conducting Personal Interview



United Ekta Engineering Udyog Pvt. Ltd. Conducting Personal Interview



## FACULTY

**Prof. P.N. Jha**

*Director*

**Prof. Kamal Sheel Mishra**  
*Professor & Dean*

**Prof. Sandeep Singh**  
*Professor & Dean*

**Prof. Raj Kumar Singh**  
*Professor & Dean*

**Prof. Sanjay Saxena**  
*Professor*

**Mr. Shambhu Sharan Srivastava**  
*Associate Professor*

**Dr. Avinash Chandra Supkar**  
*Associate Professor*

**Mr. Anand Prakash Dube**  
*Associate Professor*

**Mr. Ram Gopal Gupta**  
*Associate Professor*

**Dr. Amitabh Pandey**  
*Associate Professor*

**Dr. Amit Kishore Sinha**  
*Associate Professor*

**Dr. Pallavi Pathak**  
*Associate Professor*

**Dr. Aditya Kumar Gupta**  
*Associate Professor*

**Mr. Atish Khadse**  
*Associate Professor*

**Dr. Bhavana Singh**  
*Assistant Professor*

**Mr. Sunit Kumar Mishra**  
*Assistant Professor*

**Mr. Rohit Mehta**  
*Assistant Professor*

**Mr. Kartikey Singh**  
*Assistant Professor*

**Dr. Chandrashekhar Singh**  
*Assistant Professor*

**Mr. Veeresh Tripathi**  
*Assistant Professor*

**Mr. Saurabh Kumar Srivastava**  
*Assistant Professor*

**Dr. Shishir Kr. Gujrati**  
*Assistant Professor*

**Dr. Saurav Kumar**  
*Assistant Professor*

**Mr. Purnendu Kr. Patra**  
*Assistant Professor*

**Mr. Vir Pratap**  
*Assistant Professor*

**Mrs. Anju Singh**  
*Assistant Professor*

**Mr. Vikash Chandra Sharma**  
*Assistant Professor*

**Mr. Irfan Ahmad Khan**  
*Assistant Professor*

**Dr. Gaurav Shah**  
*Assistant Professor*

**Mr. Suraj Prakash Singh**  
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**Dr. Santosh Kumar**  
*Assistant Professor*

**Mr. Amit Kumar Banja**  
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**Mr. Aviral Mishra**  
*Assistant Professor*

**Mr. Himanshu Upadhyay**  
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SMS Placement Brochure | 2022 |

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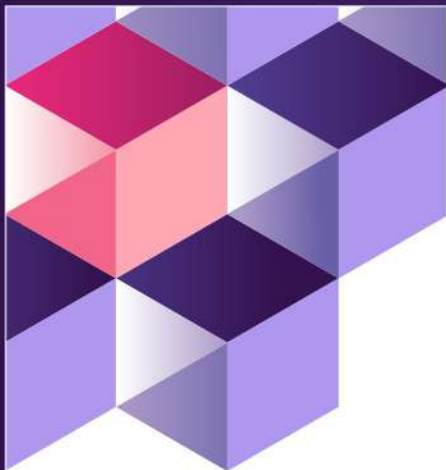
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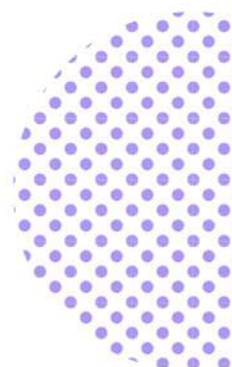
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