WE SEE THINGS DIFFERENTLY

SUMMER TRAINING -2020
STUDENTS’ PROFILE - PGDM & MBA (2019-2021)

SCHOOL OF MANAGEMENT SCIENCES
Varanasi
FROM DIRECTOR’S DESK

Dear Sir / Madam,

At the outset let me wish you a Pleasant Day!

I further feel inclined to seek your gracious blessings in as much as involving the eponymous values of your glorious organization in designing a glaring instance on the indispensable platform of institute – industry dyadic relationship. The small publication is indeed a souvenir of the reflections of some of the physical and intellectual capital of the School of Management Sciences, Varanasi, a B-School titan for providing a true context that enhances professionalism, humanism and social responsibility. Recently having stepped in the Silver Jubilee Year and Accredited by NAAC with ‘A’ Grade, the institution is equally ranked among the ‘Top 50 B-Schools’ of India. At present, four bi-annual Journals – Management Insight, Purushartha, Computing Trendz, and SMS Journal of Entrepreneurship & Innovation are being regularly published by us, and are being indexed in International Data-base, Scopus, Elsevier, apart from being listed in the UGC-List of journals.

The SMS-education system, housed in an arrogantly beautiful ‘Green Campus’, has been extremely conscious to accommodate the pragmatic dictates of the various academic and training concerns of the corporate world by way of incorporating desirable modifications in the course-curricula and pedagogy-mix from time-to-time, coupled with exposing our students to a value-based personality development package covering life skills, soft skills and other pertinent corridors in the global business environment for infusing in them a better compatibility. This is why our students use to successfully exhibit their cognitive strength on the corporate floors while addressing the assigned responsibilities.

You will appreciate that sustained business reforms in recent years have helped India make a quantum jump to move to 63rd place on the World Bank’s ranking of countries by Ease of Doing Business along with the present spate of concerted efforts by the government may be taken as a welcome trait for the growing corporate visibility within the globalization-drive getting fully prepared to welcome the commandments of the Fourth Industrial Revolution (IR 4.0). Let us consider it a harbinger of a major business upswing during the days ahead.

May I request you kindly to evince personal interest in taking care of the curricular as well as the professional causes of our students in the best possible way by allowing them an opportunity to manifest their versatile wisdom during the forthcoming industrial associations at your prodigious business-house.

With warm regards & best wishes,

Yours sincerely,

(P. N. Jha)

Prof. P. N. Jha
MBA, PGDAM, Ph.D (Ad Mgmt.), D. Litt. (Ad Mgmt.)
Director
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www.smsvaranasi.com
FROM GENERAL MANAGER’S DESK

Let me express my deep sense of gratitude to the corporate world for their sustained support in meaningfully accommodating our relevant students towards one of their significant academic cause – Summer Placements, and thereby extending a helping hand to us in a big way in actualizing a mandatory requirement of their course-curriculum.

School of Management Sciences, Varanasi understands that Summer Placements are an integral part of the holistic learning for both the PGDM and MBA participants. The concerted training programme not merely helps our students to imbibe valuable inputs of experiential learning, but equally provide an opportunity to channelize the cognitive pool to absorb relevant skills and work culture at the industrial unit or field of their choice, where they wish to build their professional career. Further, the internship programmes offer an occasion to employers as well to keenly observe the students in action and thereby assessing the extent of their suitability with the corporate culture and needs.

It is indeed a great pleasure on our part to present the profile of our young, energetic, aspiring and dependable students of PGDM and MBA courses (Batch 2019-2021) for Summer Internship at your esteemed house. We look forward to your active participation in the campus recruitment programme relating to Summer Internship.

Let me express my deep sense of gratitude to the corporate world for their sustained support in meaningfully accommodating our relevant students towards one of their significant academic cause – Summer Placements, and thereby extending a helping hand to us in a big way in actualizing a mandatory requirement of their course-curriculum.
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D K Tripathi
M.A-Labour & Social Welfare
General Manager-Corporate Affairs

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D K Tripathi

The Genesis

Estd.1995

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.
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.

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.
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IT Infrastructure

The IT infrastructure at SMS Varanasi comprises of fully air-conditioned IT computer labs equipped with latest generation of all relevant computer & electronic gadgetry advancements. The computer centre has more than 400 P-IV Smart terminals to work as Standalone and also on LAN environment. The institute has unlimited Internet access through 15 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.
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Library & 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 35000 books, 13000 titles, subscription of more than 110 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 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.
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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.

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**
- POST-GRADUATE DIPLOMA IN MANAGEMENT (PGDM)
  - Approved by the AICTE, Ministry of HRD, Government of India
- 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, U.P., Lucknow
- MASTER OF COMMERCE (M.COM)
  - Affiliated to Mahatma Gandhi Kashi Vidyapith, Varanasi

**THREE-YEAR FULL-TIME**
- 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, U.P., Lucknow

**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
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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 PGDM, MBA & MCA students are:
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TRAINING & PLACEMENT CELL

<table>
<thead>
<tr>
<th>Mr. D K Tripathi</th>
<th>GM-Corporate Affairs</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-mail: <a href="mailto:dktripathi@smsvaranasi.com">dktripathi@smsvaranasi.com</a></td>
<td></td>
</tr>
<tr>
<td>Mobile: 9935064429</td>
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MEMBERS OF TRAINING & PLACEMENT CELL
PLACEMENT ACTIVITIES - 2020

Asian Paints Ltd. During Pre-Placement Talk

ICICI Bank Ltd. During Pre-Placement Talk

Kotak Mahindra Bank During Pre-Placement Talk

Prism Johnson Ltd. During Pre-Placement Talk

LT Foods Ltd. During Pre-Placement Talk

Utkarsh Small Finance Bank During Pre-Placement Talk

PLACEMENT ACTIVITIES - 2020

Berger Paints India Ltd. Conducting Online Recruitment Test

Axis Bank Ltd. Conducting Online Recruitment Test

Bridgestone India Pvt. Ltd. Conducting Online Recruitment Test

Colgate Palmolive India Ltd. Conducting Online Recruitment Test

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SBI Life Insurance Conducting Online Recruitment Test

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PLACEMENT ACTIVITIES - 2020

GCMMF (Amul) Conducting Personal Interview

Bandhan Bank Ltd. Conducting Personal Interview

Bharti Airtel Ltd. Conducting Personal Interview

Ceasefire Industries Ltd. Conducting Personal Interview

Mother Dairy Conducting Personal Interview

Bajaj Corp. Ltd. Conducting Personal Interview

United Ekta Engineering Udyog (United Cooker) Conducting Personal Interview
The Institute with its highly experienced teaching faculty has been offering consultancy services not only to the local entrepreneurs but also to the business and industrial organisations in the country. Since its inception, the Institute has emerged as a Centre of Excellence where the local entrepreneurs and other organisations do visit for redressal of their problems and also for seeking assistance to get market and consumer surveys conducted for their different products not only in Varanasi but also in other parts of the country.

It is worth mentioning that in the recent past, the Institute has conducted many significant research / market surveys for a number of reputed organisations in the corporate world, both from the Public and Private Sectors.

Seminars and Conferences on key problem areas feature regularly in the Academic Calendar of the Institute. The objective is to provide a platform where the students and faculty members could interact with the highly experienced professionals and academicians.

Perceiving the need for developing and sharpening the skills to exploit the burgeoning and enticing opportunities emerging as a result of the cataclysmic developments in global environment, the SMS also offers several significant Executive Development Programmes for promising entrepreneurs and working executives for which it has received wide appreciation.

In addition to class-room teaching, the Institute also organises the year-long Guest Lecture Series to give the students a glimpse of the real corporate practices. In this series, the working executives from the organisations of repute are invited to interact with the students on the topics of thematic importance.

To keep abreast of the latest changes in the industrial world, a professional Institute should have close linkage with the real business world. Based on this hypothesis, the School of Management Sciences makes concerted endeavours towards organising institute-industry interfaces at different places of importance and so it also undertakes the following activities:

- **ALL-INDIA YOUTH FESTIVAL**

  Based on the theme of “Success through Hardwork and Commitment”, the School of Management Sciences organises All-India Youth Festival every year. This festival has an excellent blend of academic and cultural programmes which test the skills of the participants and give them an opportunity to bring out the best in them. The whole event is organised by the students of SMS itself.

- **CONSUMER TRADE FAIR**

  To give an exposure to the intricacies of event management, the Institute organises Consumer Trade Fair which is participated both by the local entrepreneurs and the business and industrial houses of national repute. In this endeavour, the students are given almost complete autonomy to organise this event in a grand manner. Thus, the SMS students get a fair opportunity of interacting with the representatives of various participating organisations which further helps them in their final placement. It is heartening to note that the students of this Institute have been participating in the Mega Trade Fairs of the country organised at Delhi and other places.

- **AD-DARSHANAM**

  Ad-Darshanam is yet another regular Advertising-cum-Display Exhibition where students from the post-graduate as well as the undergraduate streams join in making different brand-wagons run through Product or Service displays and concept selling using advertisements and other mass media.

- **CROSS-FIRE**

  The SMS students also organise Inter-Institutional Quiz programme “Cross-Fire” every year which is participated by a large number of institutions from all over the country.

- **MODEL CONTESTS**

  Students from all courses participate in Annual Contests like HR Model Contest, Strategic Management Case-Race Contest, Anveshan, etc. and show their talent in making their thoughts converted into actions.
SUMMER TRAINING 2020

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### CORE FACULTY

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<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Prof. P.N. Jha</td>
<td>Director</td>
</tr>
<tr>
<td>Mr. Sunit Kumar Mishra</td>
<td>Assistant Professor</td>
</tr>
<tr>
<td>Mr. Amit Kumar Banja</td>
<td>Assistant Professor</td>
</tr>
<tr>
<td>Mr. Santosh Kumar</td>
<td>Assistant Professor</td>
</tr>
<tr>
<td>Mr. Ashutosh Shukla</td>
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</tr>
<tr>
<td>Mr. Rohit Mehta</td>
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</tr>
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<td>Mr. Kartikey Singh</td>
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</tr>
<tr>
<td>Mr. Aviral Mishra</td>
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</tr>
<tr>
<td>Mr. Sushil Kumar</td>
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<tr>
<td>Mr. Anurag Paney</td>
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<tr>
<td>Mr. Ashwani Kr Gupta</td>
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<tr>
<td>Dr. Shailendra Gupta</td>
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<tr>
<td>Dr. Shishtir K. Gujratia</td>
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**STUDENTS’ PROFILE 2020**

**Master of Business Administration Marketing & HR**
Dual Specialization

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