



CONTENTS

- **About SBIM**
- **Director's Message**
- **Mission & Vision**
- **(SBIM) Programs & Procedure**
- **SBIM Advantages**
- **Management Programs**
- **Specialization List**
- **Placements**
- **Application Form**

ABOUT SBIM:-

B-school education has been acknowledged by businesses over the world as the ideal grounding for an ambitious & successful career in management. In India, this belief was strengthened with the opening up of economy.

The resultant burst of multinational activity emphasized on professional management. The need for specialists educated for the very purpose of running a business was well established. In response to this need, B-schools sprang up across the country.

Welcome to **SRI BALAJI INSTITUTE OF MANAGEMENT (SBIM)**. Sri Balaji Institute of Management was founded by “SJSS” (Regd No. (27122) and established in the year 2000 under CSRA Act-44(XIII-2) of 1973. At heart of this effort are the Youth in Global Business & better Management Studies in the Country. At SBIM, we not only understand change but actively encourage it. Management education is more than just academics. Inculcating the winning attitude and empowering them with all the skills necessary to take on the dynamics of a challenging corporate world. Our SBIM is that we excel it.

We seek to develop you to be successful business leaders of tomorrow. But we need your commitment to learn, to imbibe and contribute to the process. We believe that achievement is high when each member of the team does everything he can without even being required to do so. It focuses on enabling participants to develop a global perspective, be futuristic in orientation and become result oriented by integrating strategy with implementation. By encouraging you to learn more based on research and application, the learning pedagogy will challenge you, excite you and lead you to dream big, sharpen your analytical skills and gain endurance to face the complex reality of life. It will enhance the much needed leadership and people skills to save you from becoming a solo genius.

Everyone has the potential to make waves. It's the right environment, guidance & emphasis on quality education that we bring to our students. We at SBIM, ensures all our students get the ideal launch pad for their career in Management.

Sri Balaji Institute of Management (SBIM) has been accredited as a center of excellence in the field of management education by leading corporates both in India and abroad. The Institute is privileged in offering Studies where you get an opportunity to delve deep into the lessons prepared by the doyens in the field of management to attain paramount positions in the new business ambience. It is

Affiliated and Accredited by West Coast university, Panama, Central America, FiBAA (Foundation for International Business Administration Accreditation) and ACBSP (Association of Collegiate Business Schools and Programs). Our degree and Certificates are nationally and internationally rewarded. SBIM is Estd. & Regd. under CSRA(Act-44(XIII-2) of 1973) Act of state govt. of India

MESSAGE FROM THE DIRECTOR

“It’s not the strongest of the species that survives, or the most intelligent that survives. It is the one that is the most adaptable to change.”

The word ‘Millennium’ has begun to lose its shine. To me, it’s just a time frame. Recognizing and managing shifting paradigms, albeit with the help of the enormous leaps of technology, is the need of the hour. In my humble opinion, there are very few gospel truths in the field of management. Theories that snugly fit into one framework today become obsolete the day after. Today, intense competition and increasing end-user assertiveness force businesses to drastically cut down their response time. “Prove or Perish”, that is the call of the day.

Meeting and measuring up to the emerging challenges is the prime function of today’s managers. To do so, they require keen perception, flexibility and the ability to merge management theories into action plans. Slicing through management jargons; this is one area that has to be practiced on a moment to moment basis. The secret is to have a global perspective, while at the same time be keenly perceptive about local conditions. Needless to mention, today’s management practitioners must be comfortable with the latest technology and be sensitive to the importance of the ethical and human values.

The mainstream management programs at SBIM are continually monitored and frequently revised to incorporate cutting edge management theories and practice. Latest technologies are employed for effective delivery and the curriculum emphasizes practice orientation. The management education programs at SBIM are designed to equip practicing managers to act as agents of change, catalysts in effective decision-making. The expansion of knowledge and experience base in its field of Endeavour through initiatives including a centre for public policy. Its

guiding philosophy has been excellence through partnerships with corporate, governments and leading educational institutions across the globe.

Let it be my Privilege to Welcome You to the world of SBIM...

OUR MISSION:-

For Asian economy to sustain its growth, a more creative approach to business leadership and entrepreneurship is necessary. We distinctly focus on developing entrepreneurial mind-set, internationalization, innovation and creativity, and social responsibility. These themes run concurrently in all courses at SBIM. We offer the art and craft of global business leadership to students to enable them to build their careers in Business and Management and to lead the high-performing domestic and multinational organizations or start their own enterprises.

SBIM believes that India has a large pool of entrepreneurial talent that can become world class by learning to collaborate with the best in the world. The growth of the House of SBIM is itself an example of this strength and the vision. SBIM has unique mission of developing entrepreneurial talent and producing socially responsible entrepreneurial leaders in India and other Asian countries to create and lead globally competitive and innovative enterprises

Our Mission is to provide managerial talent with risk managing ability, passion for learning and creative thinking and, values in rapidly evolving economic and social environment. Contribute significantly to Indian corporate world by preparing management graduates with global mindset.

VISION:-

- To incorporate into academic activities and curricula the values of global social responsibility.
- Breakthrough Thinking - We foster academic rigor in an environment conducive to innovation.
- Result Oriented, Process Driven work Ethic - We adopt dynamic quality processes to ensure accountability and Exceptional performances.
- Nurturing a bright future for the corporate world by developing effective and socially responsible individuals.
- To be a Prime Management Education Organization.

OUR PROGRAMS & PROCEDURE:-

SBIM's Fast Track short term correspondence Management Programs have a blend of Indian & International perspective. It provides the necessary insight and skill for tackling business situations both in the Indian and International market. Courses in the distance learning Management Programs address the challenges and the opportunities faced by General Managers in Indian and multinational enterprises. They explore the complexities of the domestic and international arena by studying the motivations for expansion and the forces that shape competitive interactions.

The SBIM management programs are more flexible, more innovative and much less expensive than the traditional, old pattern and long term programs of other Institutions. Through our short term integrated compact courses you save the most important thing in your career i.e. TIME

We recognize that continuous innovation is essential to long-term vitality in business. Our program challenges our participants to be innovative in their thinking, encourages them to re-examine management practices, consider new and creative solutions to problems and take initiative in implementing change. Participants learn to cope with ambiguity and uncertainty as factors in making decisions and through team exercises, they learn to plan, promote and lead change in an organization.

Each of the program topic focuses on particular business functions and disciplines, allowing participants to analyze a given management issue from many angles before deciding on a course of action

Interactive Learning through Case Studies

The distinguishing feature of management pedagogy is the case method. The cases are designed to expose students with the real- life management situations. This necessarily entails extensive background reading and pre-class preparation. A typical case describes a company and the environment in which it operates and introduces a significant and complex situation in which a decision has to be made. Students develop the ability to define important issues, enhance their analytical skills, and thereby formulate and evaluate alternatives.

Non-Classroom Learning

Knowledge gained in the study materials needs to be reinforced with right attitudes and proper skills to complete the troika of management capability development.

Non-classroom learning consists of variety of case studies that provide opportunities for application of knowledge acquired in class to real situations.

Role in Students Career:-

The ability to work with and to lead a team is critical to the success of today's manager and requires a well-developed understanding of both cultural and individual differences. Our fast track management courses are designed in such as career oriented professional programs. The course design, study material, the examination pattern and the grading system make our students to improve their skills and knowledge in the field of management.

SBIM courses are designed after analyzing the current market scenario and market needs. Our courses are been accepted by the global business markets which help our students to groom their careers with a better prospect.

SBIM's Fast Track short duration distance learning Management Programs are designed as career oriented professional programs. This career- orientation is built into the design and administration of the programs. The body of knowledge, curriculum design, education methods, examination pattern and grading process, all has the required edge on improving skills to enable candidates to build successful careers.

Our Objectives:-

Our purpose is to develop the capabilities of students to become generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy. Thus, our promise to our students is to mentor them to become global leaders.

The Programs offered by SBIM will equip the candidates with a diverse range of skills and knowledge. The exposure will ensure that candidates are trained to the requirements of potential employers.

Providing access to high quality education to all those who seek it irrespective of age, region, or formal qualifications; in various faculties which enable students to acquire value based and world class management qualifications while working.

MANGEMENT PROGRAMS:-

Our focus is to develop business leaders who are equipped to tackle the challenges of global business environment. Business practices and business environment are rapidly evolving and thus, business leaders of tomorrow have to learn not only the existing principles and situations but also to develop as creative and critical thinkers, as personalities who can respond quickly to new situations and new challenges.

COURSE	BBA Bachelor of Business Administration	EMBA Executive Master's in Business Administration	MBA Master's in Business Administration {With Dual Specialization}	DMS/PH.D Doctorate in Management Studies
Eligibility Criteria	H.S.C or Diploma	Graduate or Diploma with Experience	Graduate or Diploma	MBA or Post Graduate with 5+ yrs Experience
Syllabus	Part I:- General Management -I Consumer Behaviour Organization Behaviour Personnel Management Ethics in Business Part:- II General Management -II Business Communication Accountancy E- Commerce Corporate Law Part –III General Management –III International Business Marketing Management Operations Management Business Management	Sem I:- Essentials of Management Consumer Behaviour Ethics in Business Corporate law Business Communication Organization Behaviour Financial Management Business Management Sem II:- Marketing Management Human Resource Management Advertising Management Export Management International Business Specialization – I Specialization – II Case Study & Project Study	Sem I:- Essentials of Management Consumer Behaviour Ethics in Business Corporate law Sem II:- Business Communication Organization Behaviour Financial Management Business Management Sem III:- Marketing Management Human Resource Management Advertising Management Export Management Sem IV:- International Business Specialization – I Specialization – II Case Study & Project Study	Principles of Management Ethics in Business Organizational Behaviour International Business Communication in Business Human Resource Management Marketing Management Quantitative Analysis & Techniques Research Methodology Corporate Law Operations Management (Optional) Thesis / Research (Min 100 Pages)
Course Duration	1 Year ~ 3 Years	1 Year	1 Year ~ 2 Year	1 Year ~ 2 Year
Total Fees	RS. 18,000/-	RS. 10,000/-	RS. 20,000/-	RS. 35,000/-
Fees for Foreign Students	900 USD	500 USD	1000 USD	2000 USD

Fees must be paid in cash or Bank Draft in favour of “Sri Balaji Institute of Management” payable at Ambikapur, INDIA. All the Students shall receive within 30 days of admission the complete Study Material. The Certificate & Mark Sheet will be presented in after 30 days of submission of answer sheets. Do confirm the Exam Duration at the time of enrolling and examination pattern for appearing the Exams. Final Year Students can apply as well.

LIST OF SPECIALISATIONS:-

BPO Management	Intellectual Property Rights
Call Centre management	Interior Management
Audit Management	International Finance Management
Banking Management	International Management
Bio-Technology Management	International Trade
Business Administration	Investment Analysis Management
Chartered Finance Management	Investment Management
Clinical Pharmacology	Labour Law Management
Clinical Research	Library Management
Communication Management	Logistics Management
Construction Management	Market Risk Management
Consumer Behavior	Marketing Management
Contemporary Auditing	Mass Communication
Co-operative Management	Materials Management
Corporate Finance Management	Media Management
Corporate Law	Mutual Funds Management
Corporate Training	Networking Management
Cost and Management Accounting	Operations Management
Customer Care Management	Packaging Management
Customer Relations Management	Pathological Lab Management
Cyber Law Management	Personnel Management
Dairy Management	Petroleum Management
E- Commerce	Pharmacology Management

E-Business Systems	Portfolio Management
Energy Management	Production Management
Entrepreneurship Management	Project Management
Environmental Studies	Public Administration
Equality Research Management	Public Relations Management
Event Management	Purchasing Management
Export Management	Retail Management
Fashion Management	Risk and Insurance Management
Finance Management	Risk Management
Financial Institution Management	Rural Management
Foreign Exchange Management	Safety Management
Foreign Trade	Sales & Distribution Management
General Management	Sap Consultancy
Hardware Management	Sales Management
Health Care Management	School Management
Health Management	Shipping Management
Holistic Management	Software Management
Hospital Administration	Software Project Management
Hospital Management	Supply Chain Management
Hospitality Management	Take Over and Acquisition Management
Hotel Management	Taxation Management
Human Resource Management	Telecom Management
Industrial Management	Textile Management
Industrial Marketing	Total Quality Management
Information Technology	Total Safety Management
Treasury Management	Transport Management

EXAMINATION:-

Examination Procedure

The students are assessed based on course work and examination for every program. SBIM functions with the philosophy that the three-hour class room examination system is old fashioned as it only puts additional stress on students. As far as we believe practical Case Studies and Situational based exams are the actual examination pattern to bring out the Real Manager level thinking capacity from the students. It brings out

Exam From Home

As soon as the students are ready to take the exams they are required to call the institute for question papers which are to be answered from the comfort of their homes. The candidates are required to submit the answers within the prescribed time limit to the institute through courier / speed post / E-mail.

This unique methodology helps students to write best answers based on case studies and personal experience, a format similar to that of students in Ph. D. Program. SBIM has designed this novel, liberal, rhetoric education methodology that allows students to make maximum benefits in writing answers to secure higher grades.

The mark sheet and certificate shall be dispatched to all successful candidates within 45 days of the submission of the answer sheets

Online Exam

Students can also opt for an online examination system where they get a login id (username) and password and have to appear for online examination of 3 hrs.

Option

If the students desire to appear for three hour class room examination, they can do so. The exams will be conducted at SBIM study centers. In such a case the students will not be allowed to refer the study material in the examination center as well as the examination question paper differ from that in the above given pattern of appearing in exams. The students should intimate the preference for this option at the time of registration.

Grading:

A+ - 80% & Above	A – 65% & Above	B – 55% & Above	C – 50% – 54%
------------------------	--------------------	--------------------	------------------

Re - Examination

Students will be given the opportunity for Re-examination. If they have failed, a fee of RS. 500 per credit will be charged for each re-examination.

SBIM Advantages:-

- Students will understand the key concepts and their applications in business decisions like make or buy, expand or shut down, expand or shrink product mix determination etc.
- One will be able to analyze and understand behavior in an organizational context with an emphasis on decision making.
- Students will understand the importance of efficient operations management and its strategic importance in the smooth operations of a business.
- Students will be able to understand the workings of the domestic and international market place; will become more sensitive to other cultures and capable of working in international teams.
- One will also be more comfortable and capable of managing diversity as you will develop strategic skills and adaptability.
- Students will have the global vision of business operations and a high level of responsibilities. This makes the difference with most specialized masters.
- One will understand the business as an integrated system, the relations between the functional areas, and long-range planning, implementation and control.



Why SBIM:-



- SBIM provides high quality management education through distance learning. The key benefit is flexibility of learning anywhere. SBIM’s programmes combine the latest academic knowledge with international competence, helping to build intellectual resources for future leaders and advance the frontiers of businesses.
- SBIM ensures that the students become complete and successful managers in the shortest possible time. The key to success is to put yourself in a position when you’re able to achieve greatness, regardless of what point you are at in your life.
- SBIM’s fast track distance learning program allows candidates to remain in employment or continue studying other courses. Unlike full time courses it does not disrupt the candidate’s career progression earning power. Most importantly, they are able to complete the management program at their own place. This will place them at a distinct advantage in the job market.
- The biggest drawback of institutions offering correspondence studies is that they fail to realise that a majority of students are already working and have identified the sectors they want to work We at SBIM are proud to offer courses that meet the demands of executives in all sectors.
- We at Sri Balaji Institute of Management (SBIM) are committed to making the institute a center of excellence in management learning and to carry out research, consultancy and training for fulfilling the needs and expectations of students, parents, business and society at large.

APPLICATION FORM:

APPLICATION PROFORMA

Sri Balaji Institute of Management

100, Church Road, Joda Pipal, Ambikapur - 497001 (Chhattisgarh)

www.sbimglobal.com Email : mail@sbim.co.cc

AN ISO 9001 : 2008 CERTIFIED INTERNATIONAL B-SCHOOL

Roll No. Last Date:
 (for Office use only)
 Application Number:
 Application For Admission to One Year Executive MBA, Two year MBA, three year BBA and Ph.D

(Please fill up the form in CAPITAL LETTERS only and Tick wherever necessary)

1.Name of the Candidate:.....

2.Sex: Male Female

3.Date of Birth:.....

4.Father's/Husband Name:.....

5.Address for Communication:.....

.....

.....State.....Pin Code.....

