



FORE School Of Management



Learn To Lead

Admission Brochure

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# MISSION

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**'To achieve and sustain Leadership in  
Management Education,  
Research, Consultancy and Development.'**

# PRESIDENT'S MESSAGE



Last year the admission response at FORE was overwhelming. In spite of intense competition among the leading B Schools of India, our institution attracted a large number of applications for its two-year full-time programmes, in fact, one of the highest among private business schools. We take pride in having selected 240 students from a rich pool of applicants. A large majority of students selected by us remained in FORE and did not leave for other B schools.

The admission process at FORE School of Management, New Delhi is highly competitive, rigorous and transparent. All the students were selected purely on the basis of merit, while taking into consideration their CAT percentile, work experience, academic performance, group discussion and personal interview. Besides merit, encouragement is given to diversity in terms of gender, academic background and work experience. Candidates from North Eastern areas with high percentile in CAT were also given due consideration.

We assure our students a fair, objective and impartial selection process.

**R. C. Sharma**

## DIRECTOR'S MESSAGE



For the past three decades FORE has successfully created a position for itself as a leader in Management Education, Research, Consultancy and Training. This year the 24th batch of students for our full-time and part-time PGDM programmes and the 9th batch of students for the PGDM-International Business programme will be given admission. We lay foremost emphasis on enhancement of students' knowledge base and sharpening of professional skills through various curricular, co-curricular and extra-curricular activities.

At FORE, students are expected to have an enriching and life-turning experience which will enable them to reach new heights in their life. The curriculum that FORE offers is constantly upgraded to be in sync with the industry requirements. Members of our faculty are highly qualified and they maintain high standards of teaching which is constantly sharpened with their contributions through research publications, seminars, conferences, etc. at the national and international levels.

Keeping pace with the worldwide trend of digital democratization, FORE has also enhanced its capabilities through increased use of internet, mobile communications, and other technologies for promoting more active student participation in academic administration and curriculum delivery. Wi-fi enabled campus, state-of-the art classrooms, electronic displays and multi-modal communication of academic matters makes student-life simpler. Use of software applications like SAP, Advanced Business Intelligence and Statistical Software SAS, Capstone Business Simulation, Industrat Simulation, Music2Go Marketing Simulation Software and Microsoft Dynamics CRM have been an integral part of the curriculum at FORE.

Our key to success has been the opportunity we create for our students to interact closely with the corporates. We enjoy excellent goodwill with the corporate world who generously contribute to our various academic processes. To facilitate all this we have Centers of Excellence to enhance domain specific research and training amongst faculty members and entrepreneurship among students. We have collaboration with various institutions and universities in India and abroad to give our students better academic exposure. FORE provides an environment conducive to learning and personality development. To provide a flavor of global best practices, our students are exposed to a brief but intensive 'International Immersion Programme' at an international location, designed in collaboration with leading universities at these locations.

I wish to thank you for showing your interest in FORE. As a prospective student, you are welcome to explore options that may be available to you in our various academic programmes. Do not hesitate to contact us for additional information. As a parent of a student we assure you of a very enriching and fruitful time that your ward will be spending with us.

**Dr. Jitendra K. Das**

# THE EXECUTIVE BOARD



**Dr. G.V.G. Krishnamurthy**  
Chief Patron  
(Former Election  
Commissioner of India)



**Mr. R.C. Sharma**  
President  
(Former Director - CBI  
Govt. of India)



**Dr. B.B.L. Madhukar**  
Vice President (Finance)  
& Treasurer  
(Former CMD - MMTTC)



**Col. (Dr.) S.P.Wahi**  
Member  
(Former Chairman -  
Oil & Natural  
Gas Corporation (ONGC))



**Dr. Vinayshil Gautam**  
Member  
(Founder Director:  
IIM-K; First Head,  
Management Department IIT-D)  
Chairman - DK International Foundation)



**Dr. Yasho V. Verma**  
Member  
(Former Chief Operating  
Officer - LG Electronics  
India Pvt. Ltd.)



**Mr. T.C. Venkat Subramanian**  
Member  
(Former Chairman &  
Managing Director -  
EXIM Bank of India)



**Dr. Jitendra K. Das**  
Director - FORE  
Ex-Officio Member  
(Former Dean  
(Noida Campus, IIM Lucknow))

# T THE ACADEMIC COUNCIL

**Mr. R.C. Sharma**

Chairman  
(President - FORE  
Former Director - CBI, Govt. of India)

**Dr. B.B.L. Madhukar**

Member  
(Vice President (Finance) & Treasurer - FORE  
Former CMD - MMTTC)

**Dr. Vinayshil Gautam**

Member  
(Founder Director: IIM-K; First Head, Management  
Department IIT-D)  
Chairman - DK International Foundation)

**Prof. Abad Ahmad**

Member  
(Former Pro Vice Chancellor,  
Delhi University)

**Dr. Yasho V. Verma**

Member  
(Former Chief Operating Officer,  
LG Electronics India Pvt. Ltd.)

**Mr. P. Dwarakanath**

Member  
(Director - Group, Human Capital,  
Max India Ltd., New Delhi)

**Prof. Archana Shukla**

Member  
(Dean (Noida Campus), IIM Lucknow, Noida)

**Mr. Amit Puri**

Member  
(General Manager - Business Analytics and Optimization,  
IBM India Pvt. Ltd., Gurgaon)

**Ms. Devika Tandon**

Member  
(Manager - Human Resources,  
Cairn India Ltd., Gurgaon)

**Mr. Ajay Tandon**

Member  
(Managing Director,  
TRG Advisors India Pvt. Ltd. (The Rohatyn Group))

**Ms. Haneet Vohra**

Member  
(Director - Marketing,  
KSB Designs, New Delhi)

**Dr. Jitendra K. Das**

Member  
(Director - FORE,  
Former Dean (Noida Campus, IIM Lucknow))

**Prof. Vinay Dutta**

Chairman (PGP)  
(FORE School of Management, New Delhi)



# THE ACADEMIC, ADMINISTRATIVE TEAM & AREA CHAIRPERSONS

THE ACADEMIC TEAM	
Director	Dr. Jitendra K. Das
Chairman - PGP	Prof. Vinay K Dutta
Executive Chairman - Admissions	Prof. Neeraj Kumar
Chairman - Placements	Prof. Rajneesh Chauhan
Chairman - MDP	Prof. Qazi Asif Zameer
Chairman - Student Affairs	Prof. Himanshu Joshi
Chairman – Publications, Research and Seminar	Prof. Hitesh Arora
Professor-in-Charge - Recruitment, Ranking & Regulations	Prof. Kanhaiya Singh
Professor-in-Charge - International Relations	Prof. Mohit Anand
Professor-in-Charge - FORE Alumni Network	Prof. Anupam Narula
Secretary - Faculty Council	Prof. Neeti Shikha
THE ADMINISTRATIVE TEAM	
Chief Administrative Officer (CAO) & SO (Accounts)	Air Commodore (Retd.) Mr. S.K. Midha
Advisor - Legal & Administration	Mr. R.K. Joshi
Librarian	Mr. Rajesh Kr. Bhardwaj
Senior Manager - MDP	Mr. Sat Prakash
Senior Manager - Placements	Mr. Vivek Chakrapani
Manager - Systems	Mr. Aurabinda Biswas
Manager - Publications	Ms. Mareena Mathew
Manager - Academics	Mr. Rakesh Sharma
Manager - Admissions	Mr. Dilip Gopalkrishnan
Manager - RRR & Establishment	Mr. Manish Pathak
Manager - Public Relations	Mr. Goutam Kumar Patro
AREA CHAIRPERSONS	
Communication	Prof. Anita Tripathy Lal
Economics and Business Policy	Prof. S Bera
Finance & Accounting	Prof. A.K. Puri
Information Technology	Prof. Raman Sethi
International Business & Strategy	Prof. Faisal Ahmed
Marketing	Prof. Anupam Narula
Organizational Behaviour & Human Resource	Prof. Sanghamitra Buddhapriya
Quantitative Techniques & Operations	Prof. Hitesh Arora



# ACCREDITATIONS & LINKAGES

## Recognitions & Accreditations

- The PGDM & PGDM (IB) courses at FORE are AICTE (All India Council for Technical Education) approved and accredited by National Board of Accreditation (NBA).
- The PGDM courses are equivalent to MBA. Equivalence permission are granted by Association of Indian Universities (AIU).
- FORE is rated as A\*\*\* by CRISIL in Delhi-NCR region and A\*\* on national level.
- FORE has received the ASSOCHAM's Best B-School - North award on 9th April, 2013.
- FORE School has received the award of "Best Management Institute for Impact Potential in the Country" from Hon'ble Minister of Education, Govt. of Gujarat Mr. Bhupendrasinh Chudasma. The award was jointly conferred by ASSOCHAM and Education Post on November 24, 2013.
- FORE School has received "Maintaining Global Standard in Contributing to the Growth of the Indian Education System" award from Hon'ble Member of Parliament, House of Commons, Mr. Bob Blackman, organized by Skill Tree Knowledge Consortium on June 24, 2014 at House of Commons London, United Kingdom.

## International Collaboration

FORE School has collaborations and tie-ups with some of the leading International Universities and Institutions for student and faculty exchange programmes; conducting seminars and conferences on common interest and for sharing of expertise and resources. Some of the Universities/Institutes are:

- Linnaeus University, School of Business & Economics, Sweden
- ESC Rennes School of Business, France
- Northampton University, United Kingdom
- College of Business Administration, Savannah State University, USA

- Anglia Ruskin University, United Kingdom
- ESCPE International Business School, Paris, France
- Asian Institute of Technology (AIT), Thailand
- Jamia Hamdard University for Ph.D. Programme

## International Partners with which we had International Immersion Programme:

- Nanyang Business School, Nanyang Technological University, Singapore
- The Hong Kong Polytechnic University, Hong Kong

## Institutional Membership

- India Habitat Centre, New Delhi
- The Indus Entrepreneurs (TIE), Delhi-NCR
- Education Promotion Society for India (EPSI), New Delhi
- Asian Regional Training and Development Organization (ARTDO) International, Philippines
- Association of Indian Management Schools (AIMS), Hyderabad
- National HRD Network (Delhi Chapter), New Delhi
- Association of Management Development Institutions in South Asia (AMDISA)
- Indian Society for Training & Development (ISTD), New Delhi
- All India Management Association (AIMA), New Delhi
- The Associated Chambers of Commerce and Industry of India (ASSOCHAM), New Delhi
- BRICS Chamber of Commerce & Industry, New Delhi
- DELNET, New Delhi
- National Institute of Science Communication and Information Resources (NISCAIR), New Delhi
- The American Library, New Delhi
- Management Libraries Network (MANLIBNET)
- The Case Centre (TCC)

## Appeared in Renowned Publications

- FSM Features in the Asian Directory produced by the EMD, Amsterdam, the Netherlands



## ABOUT FORE

Foundation for Organisational Research and Education (FORE) is committed to the advancement of Management Education, Research, Training and Consultancy. Established in 1981 as a non-profit institution, FORE has been working with industry and academia for developing new domains of managerial thought and education and contributing to the process of building leaders in today's global business environment.

FORE has been setting benchmarks in management education for the last 23 years. This is aptly reflected in the top rankings by leading B-Schools' surveys of the country. In a recent survey conducted by CRISIL – a leading Ratings, Research, Risk and Policy Advisory Company in India, FORE has been awarded A<sup>\*\*\*</sup> grading (the highest rating level) for the Delhi-NCR region. FORE has also received the ASSOCHAM's Best B School – North award in the year 2013.

Located in the heart of South Delhi, FORE provides contextual learning and helps in the development of students as thinking professionals, who have the ability to meet the upcoming challenges for tomorrow's corporate leaders. The programmes offered at FORE School of Management, New Delhi aim at developing multiple skills including managerial decision-making, problem-solving, analytical reasoning, communication, creativity and innovation.

The Institute has a Board of Directors with representatives from government, academic institutions and industry. The Institute also has an Academic Council consisting of eminent professionals from industry, government and other academic institutions.



**FORE takes pride in its professional and high-quality faculty in the fields of General Management, Strategic Management, Human Resource Management, Finance, Operations, Marketing, Information Technology, Economics and International Business.**

The members of faculty are drawn from leading national and international institutions and industries and are engaged in extensive research and consultancy, and possess myriad management skills. Eminent personalities and senior corporate professionals are invited from time to time to share their experiences and discuss real world managerial practices and market opportunities/ challenges with the students.



# STATE-OF-THE-ART INFRASTRUCTURE

- (a) Fully Air-conditioned, dust free, well furnished classrooms with state of the art audio visual facilities to provide superior learning and teaching experience.
- (b) Construction of new class rooms in theatre style for better view and attention.
- (c) A highly modernized IT infrastructure in the institute with each student table equipped with independent computer system fully networked
- (d) Air-conditioned Auditorium (Virajam) with seating capacity of 300 persons.
- (e) A well furnished and very spacious fully air-conditioned Conference Hall (Pragya) with state of the art audio, video facilities with a capacity to accommodate more than 100 participant.
- (f) Leased hostel facility.
- (g) Subsidized cafeteria facilities
- (h) Reprographics, Fax, STD/ISD and internet facilities





- FSM Library is one of the best managed libraries with collection of more than 24000 documents (books, back volumes of journals, reports, government publications and other non-book material) on all areas of knowledge focused on business, management and other allied subjects. Library has been receiving 15 national and international newspapers, more than 100 national and international print journals and magazines.
- FSM Library is centrally air-conditioned, fully computerized and facilitates networked environment, internet connectivity through Wi-Fi and campus wide intranet.
- The library is well equipped with latest IT tools and equipments to collect, store, retrieve and disseminate information. A number of computer systems are installed to access the library resources and services. All major functions of the library are computerized by using a web-enabled, multiuser, integrated library management software, which provides single-window search facility to access the information resources available in library. The users may access their library account and search the OPAC (library catalogue) at their desktop 24X7.
- Our Library subscribes to EBSCO online Database, ABI/INFORM Proquest Complete, Sage Journals Online, which includes 6500 full text foreign journals on Management and related topics. Apart from this library subscribes to financial, company and statistical database, e.g., CMIE Prowess, Capitaline Plus, Indiatat.com, etc.
- We are subscribing to an online database of newspapers & magazines called Pressdisplay which covers 1880 publishers from 95 countries and an anti plagiarism online software called Ephorus which helps faculty members to ensure the originality in research papers and project reports, etc.
- FORE is a member of DELNET, (a network of more than 4000 libraries) through which our library exchanges information resources, e.g., books and articles, etc., with member libraries.
- We subscribe to regular Institutional Library Membership of American Center Library, NISCAIR Library, and Professional Membership of Management Libraries Network (MANLIBNET).



## COMPUTER CENTRE

The Computer Centre has state-of-the-art computing facilities that are available to Students and Departments. The institute has a well equipped central computing facility housed in three computer labs and all includes branded PCs/ Laptops and Servers which are connected through LAN.

The Institute has 14 MBPS dedicated leased line 24-hour high-speed internet connectivity on Fiber Optics with redundant bandwidth from TATA Communications and Spectranet.

The Campus is fully Wi-Fi enabled with 24 X 7 by Ruckus wireless consisting of ZoneFlex 2942 (802.11g) Smart Wi-Fi access points with ZoneDirector 1000 controlling the Access Points.

The entire network is protected with Cyberoam CR300i UTM (6 Port) in combination with Antivirus, Anti-Spam and Bandwidth Management and multiple gateway with Auto Fail-over feature. All the nodes are secured from virus, spyware/malware with Symantec Endpoint Protection, centrally monitored from the Antivirus server.

Each student is allotted a mail-id besides Faculty and Staff members. The mail server and web server are hosted in the computer centre itself. Facilities for printing through high speed Color/Mono Laser Jet Network printers and Scanning are available and Sun storage has been installed for back up purpose.

The modern class rooms in new block, both the theatre style and classic learning centers are furnished with specially designed desks for the comfort of students. About 180 thin clients machine which run through CITRIX VDI solution in these class rooms.

For Faculty-students interaction is done through e-learning/ e-working software Claroline.

Application software like SPSS Minitab, Rational Suite Enterprise, MS-Project, Crystal Ball, Oracle SQL Server, Visual Studio, and Rational Suite Enterprise etc. are extensively used. Company database Prowess & Capitaline are used for Market research and Data analysis. Implementation process for Integrated Education Management System (IEMS) has started.



## POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM)

### FULLTIME PROGRAMMES

Programme	Title of Post Graduate Diploma	Duration
Future Managers Group (FMG)	Post Graduate Diploma in Management	Two years
International Managers Group (IMG)	Post Graduate Diploma in Management (International Business)	Two years

### PART TIME PROGRAMME

Programme	Title of Post Graduate Diploma	Duration
Working Managers Group (WMG)	Post Graduate Diploma in Management	Three years



## ADMISSION PROCEDURE FOR PGDM – FMG & IMG (FULL TIME PROGRAMMES)

The Institute admits students with a proven calibre to perform. Admission to the two year full time Post Graduate Diploma in Management and two year full time Post Graduate Diploma in Management (International Business) is facilitated through a rigorous selection process which requires highly competitive CAT scores and performance at GD/PIs. The students are handpicked by the experienced faculty along with a professional from the industry. This ensures that the students perform remarkably well in academics during their two year stint at FORE and later go on to achieve great success professionally.

### Eligibility

- The candidate must hold a Bachelor's degree with minimum 50% marks in aggregate of all the subjects studied at any of the Universities incorporated by an Act of Central or State Legislature in India or other Educational institutions established by an Act of Parliament or declared to be deemed as a University under Section 3 of UGC Act 1956 or possess an equivalent qualification recognized by the Ministry of HRD, Govt. of India. The Bachelor's degree or equivalent qualification obtained by the candidate must entail or minimum of 3 years of education after completing Higher Secondary Schooling (10+2) equivalent.
- Candidates appearing for the final year degree examination in the year 2015 can also apply subject to furnishing the proof of having passed graduation by Thursday, October 1, 2015 and obtaining minimum 50% marks in aggregate total of all the subjects studied falling which the provisional admission will be cancelled and no fee will be refunded in lieu thereof.
- All candidates are required to take the Common Admission Test (CAT-2014) conducted by IIMs.





## Selection Criteria

- Short listing is done on the basis of CAT percentile.
- Final selection is based on CAT percentile, academic performance, work experience and performance in group discussion (GD) & personal interview (PI). (Some selection criteria may be added/removed as considered appropriate by the Institute)

## How to Apply

- Candidates can apply **ONLINE ONLY** at <http://www.fsm.ac.in/signin.php>. For online application submission candidates need to pay ₹1650 (per programme) either through Credit/Debit Card, Net Banking or can send the Demand Draft made in favour of "FORE School of Management", payable at New Delhi along with the print of the E-mail confirmation of the application submission.
- The Admission Brochure needs to be downloaded from <http://www.fsm.ac.in>.
- Candidates can apply either in Self Sponsored Category or Company Sponsored Category. Candidates applying under Company Sponsored Category need to download the format from the website and submit the Company Sponsored Certificate in the given format within the stipulated timeframe. Change in category is not allowed.
- Candidates shortlisted for GDPI must fill up the "Information Sheet" online compulsorily before appearing for the process.



## Admission Fees

Programme	Self Sponsored Category	Company Sponsored Category
PGDM	₹11 Lacs	₹16.50 Lacs
PGDM-IB	₹11 Lacs	₹16.50 Lacs

The above fee is inclusive of tuition fee, library charges, computer centre usage charges, cost of books and reading material and compulsorily attending an International Immersion Programme.

We offer an enriched and value added program encompassing the following:

- Our placement activities and compensation offered to our students matches the best that the industry offers.
- We offer scholarships to needy students with excellent academic performance.
- We provide an opportunity (as per our schedule) to all two year full time students to attend a compulsory International Immersion Programme at a location outside India, the cost of which is included in the fee of the program.
- We provide ample opportunities to our students to engage in a variety of co-curricular and extra-curricular activities for their holistic development.
- Besides the well qualified core faculty at FORE, we invite industry leaders to take courses and special sessions for students to discuss the best business practices etc.

## Merit-cum-Means Scholarships

FORE School of Management, New Delhi offers scholarships to meritorious students for PGDM and PGDM-IB Program. The Merit-cum-Means Scholarship is provided on the basis of academic performance and economic condition of the students. This scholarship provides for 100 per cent tuition fees waiver (Category-I), 50 per cent tuition fees waiver (Category-II) or 25 per cent tuition fees waiver (Category – III) to students selected for this scholarship as per the rules of the institute.

**Note:** In case of a dispute, the jurisdiction would be Delhi only



## PGDM (FUTURE MANAGERS GROUP)

The Two Year Full Time Post Graduate Diploma in Management which we refer to as Future Managers Group Programme (PGDM - FMG) is designed to train and groom the future managers at FORE.

### Objectives

- To have comprehensive understanding of the corporate world
- To integrate the theoretical knowledge with the practical aspects of organizational settings and techniques of management
- To acquire conceptual and analytical abilities required for effective decision making
- Evolve with the dynamic and complex working environment.

### Thrust

The basic thrust is on understanding the independent nature of organizational dynamics and its managerial implications. This shall help students acquire conceptual and analytical abilities required for appropriate decision making and effective implementation. A number of generic learning outcomes related to the theme of corporate performance are specified which emphasize on the objectives listed above and link the various functional modules.

### Learning Outcomes

The students will be able to:

- Demonstrate the skills, knowledge and attitudes necessary to gain employment in the corporate sector or in family businesses
- Identify and evaluate options for developing strategies in business situations
- Use a range of practical tools and techniques for conducting business
- Identify potential market opportunities in the Indian and global market
- Describe and identify the implications for Indian business
- Analyse and evaluate the issues that arise out of the greater integration of the Indian economy and businesses with the global environment
- Identify and respond appropriately to differences in business culture and ethics in the international business arena.

## Academic Calendar

FirstYear	Term - 1,2,3 June – March	Foundation Courses Core Courses
	April – June	Summer Internship
SecondYear	Term - 4,5,6 June - March	Core & Elective Courses

## Instructional Methodology and Pedagogy

The instructional methodology comprises of an optimum mix of lectures, classroom discussions, case studies, role-plays, group discussions, quizzes, special sessions from professionals from industry and trade, management games, sensitivity training, management films, industrial visits and industry interaction. Students are encouraged to present their cases through individual or group presentations. Further opportunity is provided through participation of students in various seminars and workshops.

### Courses in FirstYear - (All are compulsory courses)

#### Term-1 (Total 7 Credits)

Sl. No.	Subject	Credits
1.	Marketing Management – I	1
2.	Financial Accounting	1
3.	Introduction to IT	1
4.	Managerial Economics	1
5.	Human Behaviour in Organization	1
6.	Business Communication & Analysis	1
7.	Decision Making Models	1

#### Term-2 (Total 7 Credits)

1.	Management Accounting	1
2.	Organisational Design & Change	1
3.	Communication & Internet Technology-I & E-Commerce-I	1
4.	Macro Economics	1
5.	Human Resource Management	1
6.	Business Statistics	1
7.	Operations Management-I	0.5
8.	Managerial Oral Communication	0.5

#### Term3 (Total 7 Credits)

1.	Marketing Management-II	1
2.	Corporate Finance	1
3.	Business Environment	1
4.	Advanced Communication and Analysis	0.5

5.	Operations Management-II	1
6.	Legal Aspects of Business	1
7.	Business Research Methods	0.5
8.	Strategic Management-I	0.5
9.	Corporate Social Responsibility	0.5

(Total Credits in FirstYear: 21)

### Courses in SecondYear – (Core and Electives)

#### Term-4

1.	Strategic Management-II	0.5
2.	Electives	6

#### Term-5

1.	Electives	6
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#### Term-6

1.	Electives	4
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### Elective Courses:

The Second year students of PGDM (FMG) are required to complete exactly 16 credits from the elective courses during the second year in the areas of Marketing, Finance, OBHR, IT, Operations, International Business, Economics & Business Policy, Strategic Management, Business Communication and Foreign Languages viz. Spanish/ French. A student may specialize in two functional areas. For Specialization-I, students must register for a maximum 7 credit courses and minimum of 5 credit courses in the Specialization-I area. For Specialization-II, students must register for a maximum 5 credit courses and minimum of 4 credit courses in that area.

### List of Elective Courses Offered:

#### Term-4

##### Marketing

Sl.No.	Subject	Credits
1.	Consumer Behaviour	1
2.	Customer Relationship Management	1
3.	Sales & Distribution Management	1
4.	Advanced Marketing Research	1

##### Finance & Accounts

1.	Management of Commercial Banks	1
2.	Security Research & Portfolio Management	1
3.	Risk Management & Financial Derivatives	1

##### Organisational Behaviour & Human Resources

1.	Training & Development	1
2.	Competency Mapping	1
3.	Personnel Management & Industrial Relations	1
4.	Personal Growth Lab	1

##### Quantitative Techniques & Operations

1.	Total Quality Management	1
2.	Advanced Statistical Methods	1
3.	Project Management	1
4.	Procurement Management	1

##### Information Technology

1.	Business Analysis	1
2.	SAP-I –Finance*	1
3.	SAP-I –Materials Management*	1
4.	Mobile Cloud Computing for Business	1

##### Strategic Management

1.	New Venture Planning	1
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##### International Business

1.	Export Management	1
2.	Global Economy & Emerging Industries	1
3.	The Jugaad Way: Entrepreneurship & Innovation in Emerging Markets	1

##### Economics & Business Policy

1.	Intellectual Property Rights	1
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##### Foreign Language : Part-I

1.	Spanish Language, Part-I*	1
2.	French Language, Part-I*	1

\*Those who opt for Part-I of these courses in Term-4, they will have to compulsorily take that Part-II in Term-5 also.

#### Term-5

##### Marketing

1.	Strategic Brand Management	1
2.	B2B Marketing	1
3.	Rural Marketing	1
4.	Services Marketing	1

##### Finance & Accounts

1.	Personal Wealth Management	1
2.	Management of Financial Services	1
3.	Project Appraisal and Financing	1
4.	Business Valuation and Corporate Restructuring	1

##### Organisational Behaviour & Human Resources

1.	Performance & Compensation Management	1
2.	Strategic HRM	1
3.	Labour Legislation	1

##### Business Communication

1.	Effective Business Communication through Theatre Techniques	1
2.	Effective Leadership Communication	1

##### Quantitative Techniques & Operations Management

1.	Supply Chain Management	1
2.	Lean and Agile System	1
3.	Six Sigma	1

**Information Technology**

Sl.No.	Subject	Credits
1.	Business Development in IT	1
2.	Communication & Internet Technology-II	1
3.	SAP-II -Finance	1
4.	SAP-II –Materials Management	1

**Economics & Business Policy**

1.	Effective Pricing for Business	1
2.	Social Performance & Corporate Sustainability	0.5

**International Business**

1.	Business in Asia Pacific	1
2.	Import Management	1
3.	International Trade Procedure & Documentation	1
4.	Trade Logistics	1

**Foreign Language – Part-II**

1.	Spanish Language –Part-II	1
2.	French Language –Part-II	1

**Strategic Management**

1.	Capstone Business Simulation	1
2.	Mergers & Acquisitions	1
3.	Strategic Management of Technology	1
4.	Competitive Landscape & Sustainability Megatrend	0.5
5.	Tools for Strategic Consultancy	0.5

**Term-6****Marketing**

1	Retail Management	1
2	Integrated Marketing Communication	1

**Finance & Accounts**

1.	Investment Banking	1
2.	Financial Reporting and Analysis	1
3.	Foreign Exchange Risk Management	1

**Organisational Behaviour & Human Resources**

1.	Negotiation Skills	1
2.	Psychometric Testing & Applications	1
3.	Organizational Development	1

**Business Communication**

1.	Written Analysis & Communication	1
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**Quantitative Techniques & Operations Management**

1.	Innovation and Technology Management	1
2.	Operations Strategy	1
3.	Service Operations Management	1

**Information Technology**

1.	IT Strategy & Planning	1
2.	Business Intelligence and SAS Data Mining	1

**Economics & Business Policy**

1.	Corporate Governance	0.5
2.	Business Ethics	0.5

**International Business**

1.	Trade & Geopolitics	0.5
2.	WTO & International Trade Policy	1

**Strategic Management**

1.	Strategic Analysis & Globalization	1
2.	Strategic Alliances	1
3.	International Joint Ventures	0.5

*(Courses are subject to change)***Learn To Lead**

## PGDM - IB (International Managers Group)

The Two Year Full Time Post Graduate Diploma in Management-International Business programme to which we refer to as International Manager's Group programme (PGDM-IMG), aims at preparing students to take up careers in corporate houses and family businesses engaged in International Business operations.

### Objectives

- To develop and train participants for assuming positions of responsibility in corporate houses and family businesses
- To provide a thorough grounding to the participants in the conceptual framework of management theory, in the skills appropriate to managerial practice, as well as in the essential issues in international business operations
- To equip the participants for working in a competitive global environment enabling them to face confidently the pressures and challenges of the new millennium
- Evolve with the dynamic and complex emerging global environment.

### Thrust

The basic thrust is on understanding the independent nature of organisational dynamics and its managerial implications. This shall help students acquire conceptual and analytical abilities required for appropriate decision making and effective implementation. A number of generic learning outcomes are specified, which relate to the theme of corporate performance, and link the various functional modules.

### Learning Outcomes

The students will be able to:

- Analyse and evaluate the issues that arise out of the greater integration of the Indian economy and businesses with the global environment
- Identify and describe the implications of trends within international business for Indian corporate houses
- Identify and respond appropriately to differences in business culture and ethics in the international business arena
- Use a range of practical tools and techniques for conducting international business
- Demonstrate the skills, knowledge and attitudes necessary to gain employment in the corporate sector or in family businesses globally
- Identify and evaluate options for developing strategies in international business situations
- Identify potential opportunities in the global market.

### Academic Calendar

First Year	Term 1,2,3 June – March	Foundation Courses Core Courses
	April - June	Summer Internship
Second Year	Term 4,5,6 June – March	Core & Elective courses



### Instructional Methodology and Pedagogy

The instructional methodology comprises of an optimum mix of lectures, classroom discussions, case studies, role-plays, group discussions, quizzes, special sessions from professionals from industry and trade, management games, sensitivity training, management films, industrial visits and industry interaction. Students are encouraged to present their cases through individual or group presentations. Further opportunity is provided through participation of students in various seminars and workshops.

**Courses in First Year – (All are compulsory courses)****Term-1 (Total 8 Credits)**

Sl. No.	Subject	Credits
1.	Marketing Management-I	1
2.	Financial Accounting	1
3.	Introduction to IT	1
4.	Business Economics	1
5.	Managerial Communication	1
6.	Quantitative Methods	1
7.	Starting an Exim Enterprise	1
8.	Global Business Environment	1

**Term-2 (Total 6 Credits)**

1.	Corporate Finance	1
2.	E-Business & Data Security in International Environment	1
3.	International Economics	1
4.	Human Behaviour in Organization	1
5.	Decision Making Models	1
6.	Trade Logistics	1

**Term-3 (Total 6.5 Credits)**

1.	Marketing Management-II	1
2.	International Corporate Finance	1
3.	Cross Culture & Diversity Management	0.5
4.	Production & Operations Management	1
5.	International Trade Procedure and Documentation	1
6.	WTO and International Trade Policies	0.5
7.	Regional Trade Blocks	0.5
8.	International Business Strategy-I	0.5
9.	Corporate Social Responsibility	0.5

**(Total Credits in First Year: 20.5)****Courses in Second Year- (Core and Electives)****Term-4**

1.	International Business Strategy-II	0.5
2.	International Marketing Management	1
3.	Dissertation (Term-4 & Term-5)	2
<b>(Guidelines given in Annexure-9)</b>		
4.	Electives	6*

**Term-5**

1.	Electives	5*
2.	Dissertation (Continued from Term-4)	

**Term-6**

1. Electives 3.5\*

**(Total Credits in Second year: Core-3.5 and Electives-14.5 (Total: 18 credits)****Elective Courses:**

Second year students of PGDM (IMG) are required to complete exactly 14.5 credits from the elective courses during the second year in the areas of Marketing, Finance, OBHR, IT, Operations, International Business, Economics & Business Policy, Strategic Management, Business Communication and Foreign Languages viz Spanish/French. A student may specialize in two functional areas. For Specialization-I, students must register for a maximum 7 credit courses and minimum of 5 credit courses in that area. While for Specialization-II, students must register for a maximum 5 credit courses and minimum of 4 credit courses in that area.

Students may, however, note that he/she is not permitted to specialize in any third area and he/she must opt for the balance credit of courses from the other areas.

**List of Elective Courses Offered:****Term-4****Marketing**

1.	Consumer Behaviour	1
2.	Customer Relationship Management	1
3.	Sales & Distribution Management	1
4.	Advanced Marketing Research	1

**Finance & Accounts**

1.	Management of Commercial Banks	1
2.	Security Research & Portfolio Management	1
3.	Risk Management and Financial Derivatives	1

**Organisational Behaviour & Human Resource**

1.	Training & Development	1
2.	Competency Mapping	1
3.	Personnel Management & Industrial Relations	1
4.	Personal Growth Lab	1

## Quantitative Techniques & Operations

Sl. No.	Subject	Credits
1.	Total Quality Management	1
2.	Advanced Statistical Methods	1
3.	Project Management	1
4.	Procurement Management	1

## Information Technology

1.	Business Analysis	1
2.	SAP-I –Finance*	1
3.	SAP-I –Materials Management*	1
4.	Mobile Cloud Computing for Business	1

## Strategic Management

1.	New Venture Planning	1
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## International Business

1.	Export Management	1
2.	Global Economy & Emerging Industries	1
3.	Strategies for Emerging Markets	1

## Foreign Language – Part-I

1.	Spanish Language, Part-I*	1
2.	French Language, Part-I*	1

\*Those who opt for Part-I of these courses in Term-4, they will have to compulsorily take that Part-II in Term-5 also.

## Term-5

### Marketing

1.	Strategic Brand Management	1
2.	B2B Marketing	1
3.	Rural Marketing	1
4.	Services Marketing	1

### Finance & Accounts

1.	Personal Wealth Management	1
2.	Management of Financial Services	1
3.	Project Appraisal and Financing	1
4.	Business Valuation and Corporate Restructuring	1

## Organisational Behaviour & Human Resources

1.	Performance & Compensation Management	1
2.	Strategic HRM	1
3.	Labour Legislation	1

## Business Communication

1.	Effective Business Communication through Theatre Techniques	1
2.	Effective Leadership Communication	1

## Quantitative Techniques & Operations

1.	Supply Chain Management	1
2.	Lean and Agile System	1
3.	Six Sigma	1

## Information Technology

1.	Business Development in IT	1
2.	Communication & Internet Technology-II	1
3.	SAP-II –Finance	1
4.	SAP-II –Materials Management	1

## Economics & Business Policy

1.	Effective Pricing for Business	1
2.	Social Performance & Corporate Sustainability	0.5

## International Business

1.	Business in Asia Pacific	1
2.	Import Management	1

## Foreign Language – Part-II

1.	Spanish Language, Part-II	1
2.	French Language, Part-II	1

## Strategic Management

1.	Capstone Business Simulation	1
2.	Mergers & Acquisitions	1
3.	Strategic Management of Technology	1
4.	Competitive Landscape & Sustainability Megatrend	0.5
5.	Tools for Strategic Consultancy	0.5



**Term-6****Marketing**

Sl.No.	Subject	Credits
1.	Retail Management	1
2.	Integrated Marketing Communication	1

**Finance & Accounts**

1.	Investment Banking	1
2.	Financial Reporting and Analysis	1
3.	Foreign Exchange Risk Management	1

**Organisational Behaviour & Human Resource**

1.	Negotiation Skills	1
2.	Psychometric Testing & Applications	1
3.	Organizational Development	1

**Business Communication**

1.	Written Analysis & Communication	1
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**Quantitative Techniques & Operations Management**

1.	Innovation & Technology Management	1
2.	Operations Strategy	1
3.	Service Operations Management	1

**Information Technology**

1.	IT Strategy & Planning	1
2.	Business Intelligence and SAS Data Mining	1

**Economics & Business Policy**

1.	Corporate Governance	0.5
2.	Business Ethics	0.5

**International Business**

1.	Trade & Geopolitics	0.5
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**Strategic Management**

1.	Strategic Analysis & Globalization	1
2.	Strategic Alliances	1
3.	International Joint Ventures	0.5

*(Courses are subject to change)*

*1.0 credit is equal to 30 hrs teaching/class room sessions and 0.5 credit is equal to 15 hrs teaching/classroom sessions.*



## Three Year Part-Time Post Graduate Diploma in Management (Working Managers Group)

The Three-Year Part Time Post Graduate Diploma in Management (PGDM-WMG) programme is designed to help the working managers trained at FORE to follow a three-fold approach to operate successfully in the corporate environment.

### Objectives

- Understand the Organizational settings and techniques of management
- Integrate with the Organizational functioning
- Evolve with the dynamic and complex working environment

### Thrust

The basic thrust is on understanding the independent nature of organizational dynamics and its managerial implications. This shall help students acquire conceptual and analytical abilities required for appropriate decision making and effective implementation. A number of generic learning outcomes are specified, which relate to the theme of corporate performance, and link the various functional modules.

### Learning Outcomes

The students will be able to:

- Demonstrate the skills, knowledge and attitudes necessary to gain employment in the corporate sector or in family businesses
- Identify and evaluate options for developing strategies in business situations
- Use a range of practical tools and techniques for conducting business
- Identify potential market opportunities in the Indian and global market
- Describe and identify the implications for Indian business
- Analyse and evaluate the issues that arise out of the greater integration of the Indian economy and businesses with the global environment
- Identify and respond appropriately to differences in business culture and ethics in the international business arena.

### Academic Calendar

First Year	Term 1,2,3 July - March	Core Courses
Second Year	Term 4,5,6 April – December	Core Courses
Third Year	Term 7,8,9 January – September	Core and Elective Courses
	<b>September – January</b>	<b>Dissertation</b>

In addition, a two credit Dissertation to be undertaken by each student at the end of Term-9 for a duration of 4 months.

### Instructional Methodology and Pedagogy

The instructional methodology comprises of an optimum mix of lectures, classroom discussions, case studies, role-plays, group discussions, special sessions from professionals from industry and trade, management games, sensitivity training, management films, industrial visits and industry interaction. Further opportunity is provided through participation of students in various seminars/workshops.

### Courses in First Year (2014-2015)-All are Compulsory Courses

#### Term-1 (Total 4 Credits)

Sl.No.	Subject	Credits
1.	Financial Accounting	1
2.	Decision Making Models	1
3.	Introduction to IT	1
4.	Human Behaviour in Organisation	1

#### Term-2 (Total 4 Credits)

1.	Management Accounting	1
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2.	Business Statistics	1
3.	Managerial Communication	1
4.	Marketing Management-I	1

#### Term-3 (Total 4.5 Credits)

1.	Operations Management	1
2.	Managerial Economics	1
3.	Human Resource Management	1

Sl.No.	Subject	Credits
4.	Marketing Management-II	1
5.	Corporate Social Responsibility	0.5

(Total Credits in First Year: 12.5)

**Courses in Second Year (2015-2016)- All are Compulsory Courses**

**Term-4 (Total 4 Credits)**

1.	Business Research Methods	1
2.	Macro Economics	1
3.	Communication and Internet Technology	1
4.	Organisational Design and Change	1

**Term-5 (Total 4 Credits)**

1.	Corporate Finance	1
2.	Supply Chain Management	1
3.	Business Environment	1
4.	Marketing Strategy	0.5
5.	Strategic Outsourcing in Business	0.5

**Term-6 (Total 4 Credits)**

1.	Management of Personal Finances	1
2.	Strategic Management	1
3.	Legal Aspects of Business	1
4.	Interpersonal Relations	1

**Courses in Third Year**

During third year, students are required to complete exactly 10 credits from elective courses (3 in Term-7, 3 in Term-8 and 4 in Term-9) in any of the functional areas from—Finance, HR, Marketing, Operations, International Business and Business Policy. In addition to this 2 credit core courses in Term-7 and Term-8 are also to be completed.

**Term-7 (Total 4 Credits)**

**Core Courses:**

1.	International Economics	1
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**Elective Courses (3 credits)- out of the area wise list given hereunder:**

**Marketing**

1.	Consumer Behaviour	1
2.	Sales and Distribution Management	1

**Finance**

1.	Management of Financial Services	1
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**Human Resource**

1.	Training and Development	1
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**Operations**

1.	Total Quality Management	1
2.	Advanced Operations Management	1

**International Business**

1.	Export Management	1
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**Term-8 (Total 4 Credits)**

**Core Courses:**

1.	New Venture Planning	0.5
2.	Manufacturing Planning and Controlling	0.5

**Elective Courses: (3 credits)- out of the area wise list given hereunder:**

**Marketing**

1.	Services Marketing	1
2.	Retail Management	1

**Finance**

1.	Project Appraisal and Financing	1
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**Human Resource**

1.	Performance and Compensation Management	1
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**Operations**

1.	Six Sigma	1
2.	Project Management	1

**International Business**

1.	Business in Asia-Pacific	1
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**Term-9 (Total 4 Credits)**

**Elective Courses: (4 Credits)- out of the area wise list given hereunder:**

**Marketing**

1.	Business to Business Marketing	1
2.	Advertising and Brand Management	1

**Finance**

1.	Investment Banking	1
2.	Security Research and Stock Derivatives	1

**Human Resource**

1.	Negotiation Skills	1
2.	Strategic HRM	1

**Operations**

1.	Advanced Statistical Methods	1
2.	Innovation & Technology Management	1

**International Business**

1.	Commodity Trading and Price Risk Management	1
2.	Global Economy and Emerging Industries	1

**Business Policy**

1.	Corporate Governance	0.5
2.	Business Ethics and Corporate Social Responsibility	0.5

**Dissertation (2 credits)**

(Courses are subject to change)

1.0 credit is equal to 30 hrs teaching/classroom sessions and 0.5 credit is equal to 15 hrs teaching/classroom sessions.



## CENTERS OF EXCELLENCE

Centers of Excellence have been established at FORE in the various areas of expertise and knowledge accumulated by its faculty.

Centers of Excellence	Objectives	Head of the Center
Center for Entrepreneurship Development	To create a conducive ecosystem for the management students to be entrepreneurs, to support and provide funding for the best B-plans and to help the students to develop an Entrepreneurial Mindset.	Prof. Anita Tripathy Lal
Center for Psychometric Testing and Research (CPR)	Develop the centre into an estimable intellectual space in psychometric testing and research. It aims at promoting education, research and training in this area.	Prof. Sanghamitra Buddhapriya
Center for Sustainable Development	To achieve and sustain leadership in Management Education, Research, Consultancy and Development.	Prof. Subhasis Bera
Center for Customer Management	To develop a center for promoting research, consulting and training in the critical areas of customer understanding, attraction, retention and loyalty etc.	Prof. Qazi Asif Zameer
Center for Operations and Supply Chain Management	To develop an operation's edge by research, consultancy and industry interactions in the areas of manufacturing, supply chain, services and its interface with other functional areas like Information Technology, Finance and HR.	Prof. Mohita Gangwar Sharma
Center for Emerging Markets	To analyze and develop management perspectives on emerging economies for research, education and practice in areas such as: rural & BOP markets, international trade system, innovation, public policy etc.	Prof. Mohit Anand

# PUBLICATIONS OF FORE

Abhigyan, the Business Journal of FORE, was started in January 1983 and has completed 31 years with unflinching regularity. The journal began with a bi-annual issue. In celebration of its tenth anniversary, it switched to a quarterly publication mode. It is devoted to disseminating findings from research work and exploration of original ideas concerning organization and management. The Journal seeks to address issues of interest to managers and academicians, equally. The Journal's circulation covers the corporate world, management institutions and universities in India and abroad. The journal is currently published under the guidance and editorship of Dr. Vinayshil Gautam.

Abhigyan continues to be listed and indexed in GALE-Cengage Learning (Farmington Hills, USA), Cabell's Directory of Publishing Opportunities in Business of Cabell Publishing Inc. (Texas, USA), The Psyc INFO bibliography database of the American Psychological Association and Ulrich's International Periodicals Directory, USA.

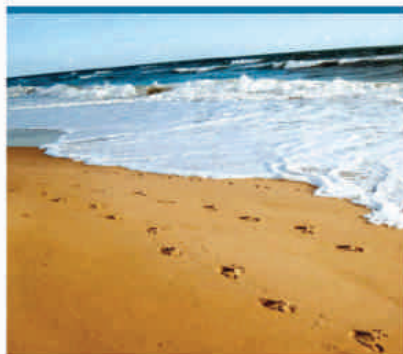
FOREPRINTS is a newsletter published quarterly which aims to disseminate information about the happenings at FORE to corporates, alumni, other B-Schools and, of course, to FORE students and faculty. It keeps everyone abreast of the latest happenings at FORE like the Anubhuti's, Genesis, seminars and conferences, achievements of students and faculty, etc.

FORE launched its Working Paper Series during 2011-12. It has published 68 working papers from the faculty so far. The working papers are listed in the institute's website.

FORE also published the following books:

- **"Longitudinal Thinking-Best of Abhigyan (Volume-I, 1983-1997)** published by Macmillan Publishers India Ltd.
- **"Longitudinal Thinking-Best of Abhigyan (Volume-II, 1998-2012)** published by Macmillan Publishers India Ltd.
- **"Reflections on Chinese Management Style and Business Ethics"** published by Bloomsbury Publishing India Ltd.
- **"Malaysia: Challenges and Perspectives"** published by Bloomsbury Publishing India Ltd.
- **"Reinventing Marketing for Emerging Markets"** by Bloomsbury Publishing India Ltd. is currently under printing.

FOREprints  
The Newsletter of  
FORE School of Management, New Delhi



abhigyan  
Journal for Excellence



# THE FACULTY

## COMMUNICATION



**Prof. Anita T. Lal**

*Ph.D. (IIT-Kanpur)*

Experience: Over 18 years

Prof. Lal's expertise lies in the areas of Business Communication, Leadership & Entrepreneurship. A Ph.D. from IIT Kanpur, she has about 18 years of work experience in the areas of teaching, training and research. Her experience of teaching also includes three years as a visiting faculty at IIT Delhi and IIT Kanpur. She has been a part-time consultant for three years to NTPC's World Bank funded projects on Environmental Impact Assessment. She has several research publications in the areas of Business Communication & Entrepreneurship. Her research papers have been well received in both national & international conferences. A proud recipient of the prestigious Certification with Honours on 'Mentor Development Program for Entrepreneurs' jointly conducted by London Business School and National Entrepreneurship Network. She is also the Area Chair of Business Communication Area and Prof. In-Charge of the Centre for Entrepreneurship Development.



**Prof. Reeta Raina**

*M. Phil (Eng. Literature.), Ph. D. (Organizational Communication)*

Experience: Over 25 years

Prof. Reeta has been into teaching, training and research for the last two decades. Prior to this assignment, she had been teaching at Management Development Institute, Gurgaon. She has published and presented research papers in both National and International Journals and conferences respectively and has authored one book published by International Publishing House (LAP), Germany. She is the recipient of Best Paper Award in an International Conference. She teaches and trains people in developing communication competencies and communication skills. She has conducted training programmes both for the Private and Public sector including ABB, BHEL, ONGC, MUL, LIC, IRAS, ONGC, IIFCL, CRPF, CBI, BHEL; Bhabha Atomic Energy; Power Grid Corporation of India; Petronet Gas; AAI etc. She has been recently awarded the Best Professor in HRM by National Education Award sponsored by Headlines Today.

## ECONOMICS & BUSINESS POLICY



**Prof. Subhasis Bera**

*Ph.D. (Economics) (JNU), M.Phil*

*(International Trade & Development) (JNU),*

Experience: Over 8 years

Formally worked as a Research Faculty at an International Policy Think Tank (ICRIER). He worked as a consultant in World Bank and has more than 5 years of teaching experience in Microeconomics theory at the post graduate level and graduate level. His area of specialization is Economics of Technology, International Trade and Development Economics. He is also member of many international forums; referee of many international journals and has presented papers in number of international conferences.



**Prof. Shallini Taneja**

*M.A. (Economics), M.B.A (HRM), M.Phil*

*(Economics), FPM-MDI, Gurgaon*

Experience: Over 10 years

She is a fellow in Economics from Management Development Institute (MDI), Gurgaon. She has also taken lectures at St. Mount Mary's University, USA on "Business Ethics and Corporate Social Responsibility in Indian Companies". She has attended and presented many research papers at national and international conferences and contributed chapters in edited books and published peer review articles in national and international journals. She has conducted the training programmes on Corporate Social Responsibility (CSR) for the middle level and senior managers as well as for the Executive Directors for the various companies like NHPC, GAIL, RITES, IRCTC, J.K Cement, EXIM BANK, SBI etc. Her Areas of interest are Business Environment, Performance Measurement, Corporate Social Performance, Corporate Social Responsibility, Stakeholder Management, and Sustainability.



**Prof. Neeti Shikha**

*LLM*

Experience: Over 6 Years

Prof. Shikha holds a masters degree from University College London. She has received a specialist training at Clifford Chance LLP London, in the area of Asset Finance, Securitization and Litigation. She has served as an Executive Director for Centre for Corporate and Commercial Laws, National Law University Jodhpur and has been a visiting faculty to IIM Rohtak. She has also been a guest faculty at

## Learn To Lead

Indian Institute of Foreign Trade. She has experience of both teaching as well as working in law firm in Singapore. She has published papers at various national and international journals and also presented papers in several national and international conferences.

## FINANCE & ACCOUNTING



**Prof. Vinay Dutta**  
M.Com, CAIIB, PG Diploma in IRPM  
Experience: Over 30 years

Prof. Dutta is a banker turned academician. He has over three decades of experience in Banking, Corporate Sector, Teaching and Training. He is the recipient of Dewang

Mehta Business School Award for Best Teacher in Financial Management. He has co-authored a book "Commercial Bank Management" published by McGraw Hill Education (India) Private Limited. Prof. Dutta is regularly invited by PHDCCI and other professional forums for special sessions. Prof. Dutta has been associated with Punjab National Bank and Allahabad Bank as external expert in the Interview Committee for promotion to senior executive levels. He regularly contributes articles to academic and business journals. He has interest in consulting and research. He has been associated with over 300 MDPs conducted for senior and middle level public and private sector executives. Prior to joining FORE, he worked with Bank of India, Corporation Bank, IndusInd Bank, International Travel House (An ITC Group Company) and National Institute of Banking and Corporate Studies. He teaches courses on Management of Commercial Banks and Financial Services, Personal Wealth Management and Risk Management.



**Prof. Ambrish Gupta**  
M.Com., Ph.D., FCA, CCIT (IBFD, The Netherlands)  
Experience: Over 30 years

Possesses over 30 years of top level experience (Board Director, Country Head) in investment banking, primary

capital market, management teaching, research and academic administration. Authored two books: 1. Financial Accounting for Management: An Analytical Perspective (Pearson Education), 2. Inflation Accounting: The Indian Context. Edited 1 book: Gaagar Main Saagar-Self Realization towards Fulfillment. Published 22 papers in leading journals/other publications of repute, 8 working papers under the aegis of FORE, 3 papers in the proceedings of international conferences in Germany, Macau (China) and Thailand, 2 papers (chapters) in edited books. Presented papers in international conferences. Member of the editorial board of 3 international and 1 national journals. Ph.D. degree of 1 scholar from Jamia Hamdard University completed under his supervision. Member of Doctoral Committee, Department of Management, Jamia Hamdard University and Capital Market Committee, PHD Chamber of Commerce and Industry. Recipient of "Rashtriya Gaurav" award.



**Prof. Kanhaiya Singh**  
M.Com, M.A. (Eco) CAIIB, Ph.D  
Experience: Over 42 years

Has three decades' experience of working with leading nationalized Banks. Work exposure involved project finance, credit appraisal, retail banking operations, economic research, corporate planning etc. He was the Director of Rural Development and Self Employment Training Institute. Besides he has 13 years of teaching experience. Prior to joining FORE School, in January 2009, he was Associate Professor with Birla Institute of Technology, Mesra, Ranchi at Noida Centre. Authored 7 books on banking topics and published many research papers. He has recently authored a book on Commercial Bank Management and has also presented research papers in International Conferences.



**Prof. A K Puri**  
M.Sc., M.B.A., CAIIB, DCL, Ph.D.  
Experience: 38 years

Senior Professor at FORE School of Management, New Delhi. Ex Director General at Institute of Technology and Science (ITS), Mohan Nagar Ghaziabad and Fortune Institute of International Business, New Delhi with over 24 years of academic experience inclusive of 15 years at IMT, Ghaziabad with corporate experience of 14 years as Bank executive. He has been bestowed with Best Professor in Financial Management by Asia's Best B-School Awards for academic excellence and Best Management Educator Award by World Management Congress. He has been visiting faculty at IIM (Lucknow), Kathmandu School of Management (Nepal) and STI (Yangon, Myanmar), to name a few. He has conducted a large number of Faculty Development programs for B-School faculty. He has conducted a large number of training programmes for executives of private, public and government sectors with repeat runs. He has academic interest and expertise in International Finance, Entrepreneurship Development, International Business Strategy, Management of Insurance, Management of Banking, Financial Services, Security Analysis and Portfolio Management and Financial Derivatives and Risk Management.



**Dr. Vandana Gupta**  
B.Com (Hons.), PGDM (IIM-A), Ph.D. (Finance)  
Experience: Over 22 years

Rank holder from Delhi University in B. Com. She has done her MBA-Finance from IIM-Ahmedabad and is a Ph.D. in finance. More than two decades of experience which includes 13 years of Industry experience with leading Corporates like ICRA, Infosys, Religare and Telstra. She was heading equity research for Religare in Delhi. She has published research papers in National and International journals.



**Prof. Himanshu Joshi**  
MBA (Finance), Ph.D.  
Experience: Over 14 years

Has been into teaching, training and research for more than 14 years. Has published and presented research papers in refereed journals and national & international conferences. Developed and conducted various open and in company management development programmes (MDPs) for companies like Bharti, MMTC, AstraZeneca, Autometers, and Directorate of Resettlement, Indian Army. His areas of specialization include Fixed Income Securities, Financial Modeling, Foreign Exchange Risk Management, and Valuation.



**Prof. Rajneesh Chauhan**  
Ph.D., NLU-IMT Ghaziabad; PGDBM, IMT Ghaziabad; B.Tech (Electrical), National Institute of Technology, Hamirpur  
Experience: 22 Years

With more than two decades in the area of IT, ERP and Operations Management, he has worked extensively with Fortune 500 clients across Asia Pacific, Europe and Americas. Within India, he has worked for Government and Private sector alike. He started his career in the R & D unit of a Fortune 500 organization and received the MECON award for contributions to Process Engineering. At Infosys, he was a Tier 3 leader, who established ERP Consulting services in China and Northern India before becoming the Operations & Strategy Head for the IBUSD strong Enterprise Solutions Unit. He has taught at multiple B Schools and has played a key role in expansion of one of the largest Corporate Universities in India. Over the years, alongside regular corporate responsibilities, he has been shouldering collateral academic responsibilities as well.

## INFORMATION TECHNOLOGY



**Prof. Raman Sethi**  
B.Tech (IIT-Delhi), PGDM (IIM Bangalore)  
Experience: Over 28 Years

Prof. Sethi is a Prince 2/ PMP Certified SAP Professional with over 28 years of presales, project management and delivery experience in India, Asia, UK/Europe and North America. Has diverse technology experience in managing offshore centric delivery for implementation, application development and support engagements. He is a founder member of the SAP Practice at HCL and has worked closely with customers like General Motors, Inland Revenue Authority of Singapore, Samsung Electronics, Robert Bosch, Mitsubishi Motors and Urban Redevelopment Authority of Singapore. His domain experience includes developing and implementing IT solutions for Banking, Government, Utilities and Manufacturing Industries. Prof. Sethi is the IT Area Head and is actively engaged in consulting assignments with Industry. He teaches courses on ERP, SCM, CRM and Big Data/SAS to students enrolled for MBA course under the various programs being offered by FORE School of Management.



**Prof. Faisal Ahmed**  
MIBM, Ph.D.  
Experience: Over 11 years

Prof. Ahmed is an academic, researcher and consultant on international trade, geopolitics and south-south cooperation. He has taught at business schools in India and abroad. He has been consultant to the Economic Development and Globalization Division of the United Nations Economic and Social Commission for Western Asia (UNESCWA), besides working on projects by other think tanks and government. Prof. Ahmed is frequently invited as speaker and expert panelist by leading think tanks, chamber of commerce and universities. He has written more than 40 research papers/articles, and has also published in leading newspapers like The Financial Express, Business Standard and The Economic Times.



**Prof. Mohit Anand**  
Ph.D. (France), Intl. MBA (France), All (Delhi)  
Experience: Over 11 years

At FORE since 2012; over 11 years of experience in industry and academics, of which four years of teaching and research at EMLYON Business School, France and six years of consulting experience in the insurance industry. Within the fields of International Business and Strategy, his research interests include Emerging Markets, Innovation, BOP studies, Microinsurance and Joint Ventures. Dr. Anand was selected for Research Fellowship at ILO's Microinsurance Innovation Facility funded by Bill and Melinda Gates Foundation. He is the Head of 'Center for Emerging Markets' with several papers published and presented in international journals and conferences.



**Prof. Rakhi Tripathi**  
Ph.D. (IIT-Delhi), MS (Computer Science), Bowie State University (University of Maryland System)  
Experience: Over 10 years

Has research background of more than 10 years. She has worked on some prestigious projects on Networking and E-government at I.I.T. Delhi. Several research papers have been published in national as well as international reputed journals, conferences and books. Her research interest areas are Computer Networks, E-government, Cloud computing, Mobile computing, IT strategy, and Social media.





**Prof. Savita Gautam**  
PGDIT, IIFT; Ph.D. (submitted)  
Experience: Over 18 Years

Over 18 years of Industry and teaching experience. Worked with M/S Carborundum Universal Chennai. Worked with a couple of start-up companies and successfully spearheaded their business in the international market. Sectoral Exim trade experience in Pharmaceuticals, Engineering goods, and traditional goods like Handicrafts and Garments. Teaching experience at Chennai University, Faculty of Management Studies Delhi and Jamia Millia Islamia as a visiting faculty. Written articles in reputed national journals. Presently engaged in research on compulsory licensing under the Trips Agreement of WTO and writing a book on WTO specific issues. Conducted MDP programs on foreign trade at MMTC Training Centre, Chennai and Ordnance factory at Nagpur. Her areas of interest: WTO issues, Trade policy and Trade & Environment issues.



**Prof. Anil Kumar Singh**  
Ph.D., University of Lucknow; UGC-NET;  
PGDBM (Marketing); M.Phil. (Labour Studies),  
MBA (Finance); LL.B. (General), Kanpur  
University  
Experience: 21 years

He has completed his Ph.D. (Business Administration) from University of Lucknow with the topic "An investigation into drivers of Competitive Advantage-a case of Indian Pharmaceutical Industry in retail drugs" along with UGC-NET in management. He has spent around 7 years in Pharmaceuticals and flexible packaging in marketing, general management and operations domain. He has been teaching MBA students for more than 14 years. The last designation which he held was Professor and Head-MBA, Institute of Business Management, GLA University, Mathura. He has undergone eight courses (at IIML, IIMA, IIMB, IIMC, IIMI, MDI & IIFT) conducted by strategic management forum of India and has received Management Teachers programme certificate. He has completed six months course on small scale industrial enterprise management from IIT Kanpur and is a certified auditor from Joint Accreditation System of Australia and New Zealand (JAS-ANZ). He has to his credit two edited books and 12 Publications.



**Prof. Muqbil Burhan**  
Ph.D. (Thesis Submitted), IIT Delhi; NET (UGC-CSIR)  
Experience: 18 months

18 months industrial experience as Intellectual Property Rights (IPR) expert. Worked on several projects in public sector. He also worked with Chair Networking Industries at EPFL Switzerland on digitalization of postal sector. Co-edited a

book "Posts in Digital Age", sponsored by United Nation's Universal Postal Union. His research interest areas are Strategy Management; Technology Management; Intellectual Property Rights and Innovations. His consulting interest areas include Technology Management; Intellectual Property Rights and Innovations; competitiveness in SME; Strategic Change.

## MARKETING



**Prof. Jitendra K. Das (Director)**  
B.Tech. (IIT Delhi), M.Tech. (IIT Delhi), Ph.D.  
(University of Toronto)  
Experience: Over 33 years

Has a wide ranging experience of Industry including at WIPRO. He has taught courses at Danube University, Austria, IIMs at Lucknow, Ahmedabad, Kozhikode and S P Jain Management Center, Singapore. He has to his credit many national and international publications. He has been a consultant to the World Bank, IDRC (Canada), GWB (for GTZ Germany), etc. and a member of some policy committees of Government of India.



**Prof. Bhalender Singh Nayyar**  
B.E. (Mech.), PGDM (IIM, Calcutta)  
Experience: Over 40 Years

Prof. Bhalender Singh Nayyar brings with him over 30 years of industry experience and 13 years of teaching experience. Industry exposure was in diverse fields of consumer durables (Usha Sales and Niky Tasha), auto ancillaries (Escorts, Gabriel and MICO Bosch), media (Times group and Zee), retail (Intershoppe and Asian Sky Shop) and financial services (Maxworth Orchards). He has also been involved in consultancy in the area of sales and distribution, retailing, rural marketing and marketing strategy. In the last 13 years he has been involved in academics as visiting faculty in various institutes including IIM Lucknow, Raipur and Rohtak, Kirlolkar Institute of Advanced Management Studies, Harihar and Aravali Institute of Management, Jodhpur. The area of expertise is Marketing Management, Marketing Strategy, Sales and Distribution, Retailing, Rural Marketing and Integrated Marketing Communication.



**Dr. Payal S. Kapoor**  
Ph.D., IIM-Indore; Masters in Advertising,  
Symbiosis Institute of Business Management  
Experience: Over 6 years

Dr. Payal S. Kapoor has completed her Fellow Programme in Management (PhD) from Indian Institute of Management Indore. Her research thesis is centered around understanding electronic word-of-mouth behaviour on social media. She has presented her research work in prestigious national and international conferences and was

presented with the "Best Paper- Entry Research Track" Award at 6th IIMA Doctoral Colloquium, Indian Institute of Management Ahmedabad (2013). Prior to joining IIM, she has worked for close to six years in the industry in the function of Sales and Marketing. Her last industry assignment was with Entertainment Network India Ltd (Radio Mirchi, Delhi). She has a Masters in Advertising and Communication Management from Symbiosis Institute of Business Management.



**Prof. Freda Joseph Swaminathan**

*PGDM (IIM-A), MS-Communications (Illinois State University, USA)*

Experience: Over 35 years

Prof. Swaminathan has a PGDBM from the IIMA and an MS in Communications from the USA. She has academic and corporate experience in Marketing and Advertising. Worked in LINTAS, JWThompson, Goodyear India Ltd; ASP (Birlas) and DSS Mobile Communications. Presented papers in various national & international conferences. Since the last ten years she has been in the academic field as Professor in Marketing. Her areas of interests are Marketing, Strategic Brand Management and Integrated Marketing Communications.



**Prof. Qazi Asif Zameer**

*B.E (Delhi College of Engineering), MBA, Ph.D.*

Experience: Over 25 years

Prof. Zameer has 16 years of work experience in Corporate and 10 years in Academics. He has experience in Sales, Marketing, Business Development and Marketing Research and has worked in Gillette, Heatly & Gresham, Amkette, BHEL etc. He has various publications, paper presentations in International/National Conferences and organizing of MDPs/FDPs to his credit.



**Prof. Anupam Narula**

*PGDBM (Marketing), M.A. (Economics), Ph.D.*

Experience: Over 16 Years

A Silver Medalist in PGDBM & brings with him more than 16 years of rich experience in teaching, research and industry. He successfully held various administrative & academic responsibilities as Director, Dean, Officiating HOD, Founder and Coordinator for many new Management Education programs. He had undertaken various institutional building activities with premier and upcoming B-schools in NCR. His areas of interest include Consumer Buying Behavior, Service Marketing, Textile Marketing and Educational Marketing and has published number of research papers & articles in leading journals and magazines. He conducts Management Development and Faculty Development programmes in the area of his expertise. He is also Area Chairman Marketing at FORE.

**ORGANISATIONAL BEHAVIOUR & HUMAN RESOURCE**



**Prof. Sanghamitra Buddhapriya**

*Ph.D. (FMS- Delhi University), Post-Doctoral (Mc Master University, Canada)*

Experience: Over 19 years

Recipient of prestigious Shastri Indo Canadian fellowship for pursuing her Post-Doctoral research at Mc Master University, Canada. She is also a Gold medalist in M.A in Personnel Management & Labour Welfare. She has authored two books and published many research papers in refereed journals. She has also presented papers in National and International conferences. She conducts research and management development programmes on various issues related to Organisational Behavior and Human Resource Management.



**Prof. Neeraj Kumar**

*B.Sc.; PGD in Social & Labour Welfare, PGDM (Gold Medalist)*

Experience: Over 31 years

He has had a long experience in the HRM function in industry. Has handled Employee Relations, Performance Management, Organisation Development, Strategic HRM both at the shopfloor as well as at policy making level in Steel Authority of India Limited. Vast experience as a Corporate Trainer, he was also part of several international consultancy assignments in the steel industry. Has co-authored a text book on Employee Relations Management.



**Prof. Prachi Bhatt**

*Ph.D., Masters in Human Resource Management (Gold Medalist)*

Experience: Over 8 years

Prof. Bhatt is certified in Negotiation Research and Teaching from one of the world's best B-Schools - Kellogg School of Management, Northwestern University, USA. Her corporate association covers projects with Zydus Cadila Healthcare Ltd, Ahmedabad, GCMMF Ltd., Anand, and Indraprastha Apollo Hospitals, New Delhi. She has to her credit research papers published in National and International refereed journals. Her interest (research & teaching) areas are: Negotiation, Competency Management, Organisation Behaviour, Psychometrics, HRM & Changing HRD Paradigm. She also conducts MDPs and FDPs in those areas for both public and private sector corporations, to name a few- Power Grid Corporation of India, ONGC, ONGC Videsh, THDCIL, Idea Cellular, Apollo Tyres, De La Rue Cash Processing Solutions India, PNB, Uttarakhand Power Corporation, etc.

## QUANTITATIVE TECHNIQUES AND OPERATIONS



### Prof. Hitesh Arora

Ph.D. (University of Delhi), NET (JRF)  
Experience: Over 15 years

Over 15 years of teaching and industry experience. He is a graduate in Mathematics (Hons) and Post graduate in Operational Research from University of Delhi. He has also earned his Doctorate in Mathematical programming from Department of Operational Research, University of Delhi, Delhi. Prof. Arora has qualified National Eligibility Test (NET) conducted jointly by CSIR & UGC with Junior Research Fellowship (JRF) in Mathematical Sciences. Prof. Arora has worked immensely in the area of Mathematical Programming. His present areas of research interest are measurement of Productivity, Service Quality and Information Technology in Indian banking sector. He has to his credit, a number of research papers in national and international journals of repute.



### Prof. Mohita Gangwar Sharma

B.Tech. (Electrical) (IIT-BHU), FPM (IIM-Lucknow), MPIB (IIFT)  
Experience: Over 17 years

Prof. Sharma has more than 17 years of experience in the Industry in BHEL (Transformer Design) and Indian Airlines (Materials Management Deptt.). She is the recipient of the coveted N.T.S.E scholarship. She has participated in National and International Conferences and has published case study at Richard Ivey School of Business, Western Ontario jointly distributed by Ivey and Harvard Business School. She brings the rich experience of the industry and tough academic rigor to her research. Her current areas of research include Service Operations, Operations Strategy, Product Service Systems, Humanitarian Supply Chain and Sustainable Operations.



### Prof. Vikas Chandra

B.Tech. (IIT Kanpur), MBA (IIM Calcutta)  
Experience: Over 35 years

Prof. Chandra has worked in multinational, private sector and public sector firms in a variety of roles mainly in the Operations area. During his tenure, he has occupied leadership positions, first as General Manager of a division with a machine building firm for 8 yrs and then as Managing Director of a German multinational engineering firm for 12 yrs where he was responsible for turning around a loss making company and putting it on the path of profitable growth. He has rich board level experience and of operations in a globalised and international environment.



### Prof. Sumeet Kaur

Ph.D., M.Phil. and M.Sc. (Gold Medalist)  
Experience: Over 8 years

Associate Professor has over 8 years research and teaching experience. She has organized workshops on Decision Sciences and its management applications like business research methods, advanced excel techniques for managers of public and private sector organizations. She has also conducted Management Development Programs on topics like applications of qualitative techniques in competence mapping, simulation techniques and Data management using Excel. She has conducted Faculty Development Program on Analyzing Multivariate Data using SPSS, SPSS and Research Methodology. She has also been involved in case development with Maruti True Value, Blind People Association, Indraprastha Apollo Hospitals etc. She has authored one chapter in the book titled The Entrepreneur's Choice Cases on Family Business in India. She has research and consulting interests in Reliability and Life testing, Business Forecasting, Managerial Decision Making, Quantitative Techniques in Advanced Marketing Research, Multistage Sampling Methods, etc.



### Prof. Upendra Kachru

BE (Met.) NIT-Durgapur, MBA-Univ. of Illinois, USA  
Experience: Over 41 Years

Prof. Kachru was the first Chief Executive of Maruti Udyog Ltd. and his last job in industry was that of Managing Director of H.P Pelzer (India) Ltd. He has published around 20 learned articles and papers in international and Indian journals. He is also a renowned author of non-fiction and text books. He has over 50 titles with books on Strategy, Production & Operations Management, Logistics and Supply Chain Management etc. Former member of EAC in the Ministry of Environment and Asia Pacific Environment Fellow. He is very interested in sustainable development.



### Prof. Alok Kumar

Ph.D. (Operational Research) (University of Delhi-submitted)  
Experience: Over 2 years

Prof. Kumar is a graduate in Mathematics (Hons.) from University of Delhi and a Post Graduate in Operational Research from Department of Operational Research, University of Delhi. He has also submitted his thesis for Ph.D. in Operational Research, University of Delhi and has published numerous research papers in refereed journals of national and international repute in the field of developing models for integration of innovation diffusion theory with Inventory Management. He also has more than 10 international publications to his credit.

# BEYOND THE CLASSROOM



## STUDENT COUNCIL ACTIVITIES

Student activities form an integral part of the curriculum at FORE. Students are encouraged to enhance their managerial and leadership skills through organizing a series of student-driven events throughout the year. This gives them real-time experience of interacting with corporate and working in teams, planning and controlling budgets, managing events, time-management and developing overall decision-making skills. Some of the diverse activities organized by members of student council are:

### 'ANTAR' IN SERVICE TO THE COMMUNITY

FORE believes that students must be good citizens and play a responsible role in society. Some of the activities of team Antar include:

- **AASHAYEIN** -The event AASHAYEIN is organized with the objective of creating awareness on education among under privileged children and to motivate them to go for schooling.
- **SANRAKASHAN** is a plantation drive conducted with the aim of protecting the environment by planting more trees each year.
- **VASTRASAMMAN** – The activity aims at distribution of clothes to the needy person. Used clothes are collected from students and faculty member and handed over to an NGO GOONJ for onward distribution.
- **ABHIWAADAN**- The event is organized in association with HELPAGE India to honour senior citizens from Old Homes.

### CORPORATE INTERACTION DIVISION (CID)

CID is intended to be the face of the institute to the industry. It aims at bridging the gap between the academia and the corporate world by organizing seminars, conferences and workshops. Students organize weekly sessions to gain experiential learning through Anubhuti – a forum under the aegis of CID that regularly invites senior corporate professionals and leaders to share their practical business experiences with students.

### FORE SPORTS AND CULTURAL DIVISION (FSCD)

The FORE Sports and Cultural Division (FSCD) aims to help students achieve excellence by re-energizing them during their stressful life at campus by organizing various sports and cultural events throughout the year. In collaboration with SPIC-MACAY, Team FSCD hosts events by renowned artists. In addition to above, FSCD team is actively involved in organizing various intra and inter sports events at FORE to inculcate sporting spirit among students.

The Teams FSCD and ANTAR jointly organize Blood Donation Camp each year in collaboration with Rotary Club.

### NEXUS

Team Nexus is responsible for organizing a national level annual and highly reputed management festival, "Genesis", open for participation to all B- School students, at FORE every year. Students from B Schools participate in debates, management games, case analysis, competitions, etc.

### FORETECH

Team FORETech provides a podium for interaction and networking among the students. The team acts as a backbone for all other committees to help keep a track of all the events happening and maintain a repository of the learnings in order to help every individual at FORE benefit from it. The team also organizes various online events and is also responsible for designing, developing and submitting ready to display contents on LCD at FORE.

### THINKTANK

Think Tank enriches learning by conducting various inter and intra college events, debates etc. It conducts events to enhance and test the knowledge base in domains like marketing, advertising, strategy and general awareness.

### FORE Career Division (FCD)

FCD coordinates and manages the placement drive at FORE. FCD entitles students to have a corporate exposure. The committee aims towards identifying the employee needs of the Corporate and matching them with the credentials of the students at FORE, through a series of planned processes, communications and activities.

### FORE Alumni Network

FORE Alumni Network (FAN) acts as the linking bridge between the past and the present, endeavoring to build a better future. It connects a community of more than 5000+ strong FORE family present globally.

To strengthen this link over batches, FAN arranges various activities to ensure interaction with the alumni members on various occasions that can help the students to know the real corporate world practices.



## FOREWord

FOREWord is the editorial board of FORE School of Management. FOREWord is a diarist of all the events happening at FSM. It comes out with the bi-annual newsletter-FOREprints and organizes various literary events like vocabulary quizzes, debates, article-writing competitions, extempore etc. It aims at bringing out the literary genius in every student through various literary events.

## FORE Connect

It is a forum which has been conceived with an aim of developing a mutually beneficial relationship with the students at FORE and also with others including the prospective students. With the core mission of connecting FORE with the outside world, FORE Connect utilizes important social media like Facebook, Twitter, YouTube and other online forums/ communities.

## GENESIS

Genesis is the Annual Management Festival and also trademark event for FORE School of Management, New Delhi. It is an endeavour to promote the true spirit of management through a plethora of brain stimulating activities and competitions which attract the best of students from across the country. It serves as a platform to students by providing space for mental activity ranging from the expected to the eccentric. It provides a platform for the students of FORE to interact with other B Schools students across the country. Various eminent personalities from the corporate world are invited to interact with and groom the upcoming managers and entrepreneurs, through various events held throughout. GENESIS.

## Special Interest Groups (SIGs)

Special Interests Group have been created at FORE School of Management to help individuals take the classroom learning to the next level. SIGs help individuals to explore the depth of a particular subject and provides a common knowledge sharing platform where students at FORE can share, analyze & apply their valuable thoughts and get updated on various current business happenings so that they become capable of effectively facing the competitive business world.

Besides organizing weekly discussion meet, it also organizes various activities such as presentations, Online Games (FUN-DA-MENTAL), quizzes, Debates (D-BAIT), stream specific events like Backflush for operations, Tradeathon for Finance, Sector/industry analysis and GDs.

At present FORE has SIGs for Finance, Marketing, HR and Operations





## Centre for Entrepreneurship Development (CED)

The Centre for Entrepreneurship Development (CED), FORE aims to promote Entrepreneurship amongst the management students by creating a conducive ecosystem for the students to develop their creative ideas into brilliant business plans such that they are motivated to come up with their own "Start-ups". At the same time to help the students to develop an 'Entrepreneurial Mindset'. The Centre for Entrepreneurship was launched with a Seminar on 'Charms of being an Entrepreneur in the Challenging Times' on February 26, 2010.

In these four years numerous Workshops in Idea Generation, Opportunity Evaluation, and Seminars on Scope of Innovation, Kickstarting Entrepreneurship in the campus and Panel Discussions on Entrepreneurial trends have been conducted for the students. Successful Entrepreneurs like Mr. Sanjeev Bikhchandani (Naukri.com), Mr. Pradeep Gupta (Cyber Media), Mr. Ashish Kapoor (Yo! China) and many others have shared their success stories with the young minds. DST, SIDBI, TIE and NEN officials have also been regularly invited to FORE for carrying out various entrepreneurial activities. Venture capitalists from Indian Angel Network, Saif Partners, The Hatch, Eko International Pvt. Ltd. Angel Investors Consortium have taken sessions on venture finding, judged Business Plans prepared by the students. In these four years there have been four Start-ups by FORE students.



# MANAGEMENT DEVELOPMENT PROGRAMMES

FORE School of Management, New Delhi conducts Management Development Programmes; and undertakes consultancy assignments for professionalizing management thought and action in organizations striving to achieve excellence. FORE conducts MDPs to equip managers with knowledge, skills and attitudes required for effectively responding to global developments and competitive requirements. Our MDPs are designed with an appropriate blend of conceptual knowledge and experiential learning to boost performance and efficiency in organizations across all sectors. Apart from open programmes, FORE also conducts customized in-company programmes tailored to suit organization's needs on topics/areas specifically required by an organization. These programmes are either custom-designed to suit client requirements or are offered by faculty on a specific theme to meet various client needs. FORE has in-house training facilitators in the fields of OB/HR Management, Financial Management, Operations Management, Marketing Management, Information Technology, International Business Management and Strategic Decision Making.

A List of our Management Development Programmes is as follows:

- Advanced Corporate Finance
- Advanced Management Programme
- An Analytical Perspective on Credit Appraisal by Credit Rating Agencies
- Applied Marketing Research
- Building Competencies for Leadership Roles
- Building High Performing Teams
- Coaching & Mentoring for Personal and Professional Success
- Competency Based Approach to Effective Performance Management
- Consumer Behaviour Based Business Strategies: Tools and Techniques
- Corporate Restructuring, Mergers and Acquisitions
- Corporate Social Responsibility (CSR) Practices in India
- Cost Management Dynamics in Operations
- Data Management and Analysis Using Advanced Excel
- Decision Making Techniques for Managers
- Developing an Entrepreneurial Mindset at Workplace
- Developing Communication Competency
- Developing Emotional Intelligence at Workplace
- Developing Gender Sensitivity at Workplace
- Developing HR Strategies for High Performing Organizations
- Disciplinary Proceedings and Domestic Enquiry
- Documentation in International Trade
- Doing Business in India
- Effective Brand Management
- Effective Communication and Presentation Skills
- Effective Communication through Theatre Technique
- Effective Customer and Client Management Techniques
- Effective Management in Family Business
- Effective Negotiation Skills
- Effective NPA Monitoring and Recovery Management
- Effective Purchasing Skills
- Effective Selling and Negotiation Skills
- Effective Supply Chain Management
- Emerging Regulatory Issues in Business
- Employee Selection and Assessment
- Enhancing Assertiveness & Positive Attitude
- Enhancing Leadership Dimensions
- Enhancing Managerial Effectiveness
- Enhancing Sales Team Performance
- Enterprise Risk Management for Creating Risk Intelligent Organization
- Essential Life Skills for Business Success
- Finance for Non-Finance Executives
- Finance for Non-Finance for Women Executives
- Financial Derivatives – Risk Hedging Strategies
- Financial Inclusion
- Financial Insights for Company Directors
- Foreign Exchange Risk Management
- Fundamentals of Product Innovation
- HRM for Line Managers
- Improving Interpersonal Skills at Workplace
- International Financial Management
- Managerial Leadership and Team Building
- Managing Commercial Contracts
- Managing for Creativity & Innovation
- Micro Insurance
- Operational Excellence – A Route to World Class Operations
- Problem Solving and Decision Making
- Project Finance – Funding & Appraisal
- Regulatory Issues in E-Commerce
- Risk Management in Banks and Financial Institutions
- Service Management : Understanding Buying Behavior and Operations Strategy
- Spreadsheet Modeling for Business Valuation
- Spreadsheet Modeling for Financial Analysis
- Strategy Planning/Deployment via the Balanced Scorecard
- Superannuation Planning
- Total Quality Management
- Training of Trainers

# STUDENTS' PLACEMENT

Placements @ FORE is perhaps one of the most important activity from the students perspective. The Institute engages the Industry by inviting them to the campus for guest lectures, seminars, MDP's, live projects, mentoring sessions etc. This provides opportunities to students to get first hand information from the professionals about their expectations and requirements. This also helps the students in showcasing their talents and sharpening their pitches to the Industry during the placement processes, thereby increasing their recruitment possibilities.

To drive placements, FORE has a very capable student placement committee called as FORE Career Division (FCD) and a full time Placement Office. FORE Career Division has representation from both the first and second year students.

Placements have always been strong at FORE. So, 2014 was no surprise. In spite of the recessionary trends, the placements were robust and good. The Institute achieved placements with an average earning potential of approximately Rs. 8 Lakhs per annum, with the peak domestic salary being 15 Lakhs per annum. More than 100 plus companies visited the campus. The Student to Company ratio was a commendable 2:1 i.e. for every two students there was a company visiting the campus.

The Industry Sectors which recruited the most were Consulting, IT (Information Technology) and BFSI (Banking, Financial Services & Insurance). The other Industry Sectors which found a fair representation were Manufacturing, Automobiles, Consumer Durables, Advertising & Media, Market Research, Public Sector, E Commerce, Education and FMCG. Going by the nature of jobs (agnostic of the Industry Sector), the jobs were spread across Consulting, IT, Sales & Marketing, Finance, Operations and HR. As always there were International Placements as well.

SUMMER INTERNSHIP PROGRAM (SIP)-Summer Internship Program at FORE is a great mechanism for the students to learn from the various companies. This also gives students an opportunity to apply their learning's in the real life corporate world. Summer Internship is a part of the course curriculum for the students. The Internship has a duration of 8 to 10 weeks and usually extends from the 1st week of April to the 1st week of June. After the completion of the Summer Internship the students are required to submit the Internship report along with the company feedback. Thereafter, the students are evaluated on the quality of Summer Internship Program undergone by them. Some of the students are able to translate the Summer Internship Program into a Pre Placement Offer (PPO) as well, and 2014 was no exception.







## Top Recruiters At Fore

Absolute Data	Genpact	L & T	Pure Media Imagination
Accenture	Gfk Mode	LG Electronics	Royal Bank of Scotland
Akzo Nobel	GMR Group	Logitech	Sapient
Asian Paints	Google	Macmillan Publishers	SBI Life Insurance
Axis Bank	Grail Research	Magma Fincorp	SRF
Axis Risk Consulting	HCL Technologies	MakeMyTrip	State Trading Corporation
Balmer Lawrie & Co.	Hero Moto Corp	Maruti Suzuki	Swedish Trade Council
Bank of America	Hewlett Packard	Maveric Systems	TATA Motors
BCG	Housing.com	Mercer	TATA Power
CB Richards Ellis	HSBC	Michael Page	TATA Steel
Capgemini Consulting	ICICI Bank	Millward Brown	TCS
Citibank	IFFCO	Nielsen	The Smart Cube
CRISIL	IMRB International	Newgen Software Tech.	TNS Global
Daikin	Indo Simon Electric	NII Technologies	Treks 'n' Rapids
DELL	IndusInd Bank	Oberoi Hotels	Trident
Deloitte	Infosys	Ogilvy & Mather	United Biscuits
Dun & Bradstreet	INGVysya	Orient Electricals	Usha International
Ernst & Young	Jindal Steel	Oriflame	Wipro Infotech
Evalueserve	J.K. Paper	Pernod Ricard	Whirlpool
EXL Services	Jones Lang LaSalle	Pitney Bowes	YES Bank
Fiserv	Khimji Ramdas	Power Grid Corp.	Zomato
Franklin Templeton Inv.	KPMG	Prudential Financial	ZS Associates

## DISTINGUISHED ALUMNI

NAME	DESIGNATION	COMPANY NAME
Alok Kr. Sahoo	Head – Risk Scoring and Pricing (Risk IT)	Standard Chartered Bank
Amit Tripathi	Fund Manager	Reliance Mutual Fund
Anirvan Roy	GM- Forex	Thomas Cook India Pvt Ltd
Ashit Ranjan	VP – HR	Tecnova India Pvt. Ltd.
Adarsh Kumar	Senior Vice President & Business Head - Commercial Vehicle & Passenger Car Business	Tata Motors Finance Ltd.
Ashish Puri	Head – Talent Acquisition	Aviva Life Insurance
Bindiya Chopra	Manager HR	Price Waterhouse Coopers
Charu Maini	V.P- HR	Escorts Ltd.
Devi Mohanty	Senior Risk Manager	Credit Suisse
Dipankar Ghoshal	Vice President	Vodafone Essar
Gaurav Mehta	Assistant Vice President	HSBC
Girish Banwait	Director – Organized Retail, B2B Operations	Whirlpool
Himanshu Puri	VP, Corporate Audit	Bank of America
Manoj Jain	Entrepreneur	'Start-up' on Social Innovation
Namrata Bhattacharyya	Competency Lead- WCF	HCL technologies
Navdeep Singh Chopra	Vice President, Head North & East	Citigroup Global Markets
Neeraj Tomar	Senior VP	Jones Lang Lasalle
Neha Gupta	Director- India/ Middle East/ Africa	Boeing International Corporation
Nikhil Dubey	Managing Director- Financial Institutions Coverage	Barclays Investment Bank
Nitesh Priyadarshi	CMI (Consumer & Market Insights) Director	Unilever
Prasanjeet D Baruah	Head- Marketing	The Oberoi Group
Prashant Dhar	Head (General Manager)- Marketing	Racold (Ariston) Thermo Ltd.
Prashant Narayan	Sr. Vice President and Head Inbound Travel	Thomas Cook
Pushkin Shailen	Business Leader - Global Payer Operations	Genpact- US Healthcare
Rajneesh Chopra	Vice-President	Amway India Enterprises
Reema Mehta	Vice President – learning & leadership development	Bank of America
Ritesh Babbar	Head- Strategic Account- Sales	Nike India Pvt. Ltd.
Ritesh Chopra	Partner	KPMG
Rohit Moudgill	Managing Partner	Genesis BM
Rohit Wadhwa	Vice President- Advisory Services	Royal Bank of Scotland- Private Banking
Sachin Goel	Chief Information Officer	KPMG
Sachin Jain	Head- Investment Advisory	Standard Chartered Bank
Sambit Misra	Marketing Head- Large Format Printing Division	Canon India Pvt. Ltd.
Sameer Kapoor	Regional Manager Sales	Mphasis
Sandeep Arora	Vice President Sales- India & SAARC Service Provider (Telco)	CISCO
Sanjeev Bajaj	Managing Director	Bajaj Capital Ltd.
Tulika Tripathi	Managing Director – Asia	
(Staffing & Recruiting)	Hudson	
Vandana Sharma	Vice President- Global Business Transformation	American Express
Vikram Gill	Director, Online Marketing & Social Media, Asia Pacific & Japan Region	Dell

# ADMISSIONS CALENDAR

## PGDM & PGDM-IB (FullTime)

ACTIVITY	PERIOD
Sale of Application Forms	September - December 2014
Shortlisting for Group Discussion & Personal Interview	January 2015
Group Discussion and Personal Interview Session	February - March 2015
Declaration of Result	April 2015
Commencement of Programme	June 2015

## PGDM (Part Time)

ACTIVITY	PERIOD
Sale of Application Forms:	February - June 2015
Written Test and Personal Interview Session	May - June 2015



## FORE SCHOOL OF MANAGEMENT, NEW DELHI

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