



SSIM

SIVA SIVANI INSTITUTE OF MANAGEMENT
(Crafting Careers Since 1992)

APPROVALS & ACCREDITATIONS



STUDENT HAND BOOK

2025-2027





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APPROVALS & ACCREDITATIONS



Post-Graduate Programs STUDENT HAND BOOK 2025-2027

PGDM – Triple Specialization

**PGDM – Banking Insurance and
Financial Services**

PGDM – Business Analytics

**NH-44, Kompally, Secunderabad - 500100.
Ph: 040-27165450-54, Email: info@ssim.ac.in
Website: www.ssim.ac.in**

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F O R E W O R D

Dear Fellow SSIMians,

I welcome you to the Siva Sivani family - your own family – for the most important phase of your learning life. This phase of learning will help you prepare yourself for your flight of success towards leading a happy, successful and prosperous life.

I congratulate you on your decision to be a part of this legacy called Siva Sivani. I am sure that our efforts will synergize into the end result of making you a Success Securing Intelligent Manager (SSIM). Siva Sivani Institute of Management has devised a set of ideals for each one of you.

Adaptation of these ideals have the ultimate motive of transforming you with a firm resolve that – ‘You have no option but to turn out to be “Shreshta” – The best of the best’. The ideals and the “Samanvay” i.e. coordination that we envisage, will ensure that you achieve this. This booklet, a continuation to “Srikaar” (Prospectus) – the very beginning – will guide you throughout your stay at the campus during the forthcoming, very intense, two-year learning period.

The Founder of this great Institution had said that, “Discipline is the backbone of success at Siva Sivani” and we are wedded to that noble thought.

You will find all the necessary guidelines in this booklet to breeze through your stay at SSIM.

Please go through it carefully and assimilate each word religiously. My team and I will always be ready to support and guide you. Do not hesitate to get in touch with us whenever you feel the need. Together, let us strive and be successful in moulding you to be capable of facing the exciting and challenging era of management.

Smt. S. AARATHY

President and Chief Executive

VISION

“To be a Premier Management Institute significantly contributing to Corporate World and Society”.

MISSION

SSIM’s Mission statement is defined as follows:

- To disseminate management knowledge through focused educational programmes.
- To contribute to management knowledge through extension and research activities.
- To develop responsible management graduates through ethics based education.
- To promote the culture of critical, innovative thinking and Social entrepreneurship.

1. ABOUT SSIM

Siva Sivani Institute of Management (SSIM) is one of the leading business schools in the country offering Post Graduate Diploma in Management since 1992. SSIM occupies a place of pride in being the first B-school to obtain NAAC accreditations in the states of Telangana and Andhra Pradesh. SSIM is also one of the few management institutes to have Self-Assessment Questionnaires (SAQs) accreditation apart from being NBA accredited for one of its courses, that too, twice in a row. "SAQS Accredited" is a quality system which assures that SSIM has in place a continuous quality improvement system benchmarked with leading global schools in the world.

SSIM Rankings

1. SSIM has achieved outstanding recognition in the GHRDC B-School Ranking 2025, secured overall 15th Rank and 3rd Rank in the Premier B-School (Top Private B-Schools) category, along with 2nd place in the State Champions (Private) category and 6th place in the South Regional (Private) category.
2. SSIM has received the Best Emerging Management College in India Award for the year 2025.
3. SSIM received the AACSB Membership Certificate, marking a significant step towards global recognition in management education.
4. SSIM was awarded the prestigious CSR Excellence in Education Award for the year 2025.
5. Outcome Based Education (OBE) Rankings results were declared for the year 2025. SSIM was ranked in the the Titanium Band: Institution of Academic Excellence.
6. According to the IIRF (Indian Institutional Ranking Framework) B-Schools Ranking for the year 2025. SSIM ranked 27th in the Best B-School Ranking (Private) Overall Category in 2025. Ranked 26th in the Best B-Schools (Pvt) for PGDM General. SSIM Ranked 11th in Top 25 Fastest Growing B-Schools (Pvt). Ranked 12th in South Zone and Secured State Rank is 5th.
7. Siva Sivani Institute of Management, Hyderabad, was recognized as the "Excellent Campus for Industry Interface" by IIRF Education Impact Award 2025.
8. According to Career 360 India's Best B-School Ranking 2025, Siva Sivani Institute of Management ranked AAA+ in the Telangana State Category.

9. According to Outlook ICARE India's Best B-School Ranking 2025, SSIM secured the 45th position among the top private B-schools in India. In the South Zone category, SSIM ranked 16th. Within the Top Private B-Schools in Hyderabad, SSIM was awarded the 2nd position, and in the Top Private Standalone Institutions category, SSIM ranked at the 21st position.
10. According to CSR B-School Ranking 2024, SSIM Ranked 15th among the Top Leading B-School of Super Excellence and 2nd among the Top Private B-School (Government and Private) in the State of Telangana.

Throughout its journey of more than three decades, excellence in imparting quality education has been the primary objective of this institute. During all these years, Siva Sivani Institute of Management has strived and sustained to be the acclaimed business school known for transforming individuals into exemplary leaders. The institute believes that, while augmenting the academic qualifications, it is also imperative to shape qualities like Leadership & Teamwork, Determination & Flexibility, Confidence & Self-Belief, and Respect & Compassion among the future leaders.

Focused on perpetual contribution towards the growth and development of the Nation, Region and the Society at large, the institute offers specialized and focused programs that meet the industry needs. The PGDM programs offered at SSIM is an exploration of business expertise and business functionalities across the verticals and domains of business. The entire learning process, through synergistic efforts, enables an individual to march ahead towards his/her chosen careers and bring significant changes in their lives.

All the programs offered by the institute are prudently designed to cater to the industry requirements and adapt to the changing dynamics of the global business scenario in real time. Not only that, the institution also attempts to customize its learning pedagogy regularly so that the learners get to learn the recent trends while the industry gets ready professionals to take up challenging roles.

Siva Sivani Institute of Management also stresses on co-curricular activities such as participating in club activities and actively engaging in personality development and language skills development sessions, among others. Students develop a holistic personality efficient enough to contribute to the corporate world and to the society through these activities.

In an endeavour to promote global outlook, the institute also strives to provide overseas exposure to its students. This exposure helps the students understand and integrate best industry

practices, practiced globally while understanding the importance of cross-cultural management. The institute commits itself to groom socially responsible leaders and thus, promote ethics based education as its primary goal.

The institute is well-known for its excellent experienced faculty and nearly 100% placement record every year. SSIM continually strives and will continue its pursuit of “achieving and sustaining a reputation for excellence in teaching, learning, research, and consultancy whilst upholding human values” in the future too. These values are imbibed in every fibre of the operations at SSIM. Leaders at SSIM, too, walk the talk every day to help the students emulate these standards and make it an intrinsic quality of their personality.

2. POST GRADUATE PROGRAMS AT SSIM

The institute offers the following programs:

1. Post Graduate Diploma in Management - Triple Specialization (TPS)
2. Post Graduate Diploma in Management - Banking, Insurance and Financial Services
3. Post Graduate Diploma in Management - Business Analytics

The Program Educational Objectives are:

The student will:

1. Continuously learn and adapt to a dynamic environment, exhibit analytical skills and effective decision making.
2. Demonstrate critical thinking, creativity and innovation to emerge as business leaders and entrepreneurs.
3. Collaborate, network and act as a catalyst of change for business and society.
4. Champion social values and ethical behavior in pursuit of sustainable development.

The Program Outcomes are:

1. Apply integrated knowledge of management to business decisions
2. Demonstrate analytical, critical thinking and problem solving abilities.
3. Able to work individually and lead teams.
4. Communicate effectively with all stakeholders.
5. Demonstrate entrepreneurial competencies.
6. Apply ethical principles in making decisions.
7. Engage in independent and life-long learning.

3. PROGRAMS

3.1 PGDM – Triple Specialization (TPS)

PGDM Triple Specialization or TPS is one of the flagship programs offered by SSIM. This program has NBA Accreditation, and it is prudently designed to suit the requirements of the industry that is constantly seeking for future business leaders with a host of industry – ready skills including IT acumen and cross-functional skills. This PGDM course strives to study the intricacies of management and sharpen a student’s mind to tackle the daily obstacles faced in the field of management. The program offers courses in all functional areas including allied areas like Business Analytics, Digital Marketing, Insurance, Banking, Retail, etc.

In addition to the compulsory subjects, PGDM-TPS students have to take up eleven electives, in aggregate, during the tenure of their course. While pursuing this course, the student has the opportunity to obtain deeper insights in either of the functional areas such as Finance, Marketing, Human Resources, Operations, and Information Technology by choosing the specialization courses from the electives offered. The students have the freedom to choose three functional specializations in total. By the end of the course a student can claim to have majored in one functional area, if he/she has completed a minimum of six courses in the respective functional area.

Program Specific Outcomes of PGDM TPS:

On successful completion of the program, graduates will:

1. Understand, analyse and apply management concepts in the multi-functional areas of business like marketing, human resources, finance etc. for efficient conduct of business organisations.
2. Apply the advanced tools of business analysis for providing solutions in a multi-disciplinary environment.
3. Integrate the knowledge of global business environment in business decision making.

Course Structure : PGDM-TPS

PGDM		
Term - I Term Thematic: Corporate Impellent		
Sl.No	Subject Name	Credits
1	Management Theory and Organizational Behaviour	3
2	Managerial Economics	3
3	Financial Reporting and Statement Analysis	3
4	Statistics for Decision Making	3
5	Advanced Excel for Managers	3
6	Basics of Business Communication	2
7	Management Competency Development	3
	Industry Review Session (1)	
	Industry Readiness - I (1)	
	Experiential Learning (1)	
8	Term End Viva - I	1
	Total Credits	21
Term - II Term Thematic: Corporate Intrinsic		
Sl.No	Subject Name	Credits
1	Human Resource Management	3
2	Marketing Management	3
3	Corporate Finance	3
4	Operations Research	1.5
5	Management Information System	1.5
6	Business Environment and Law	2
7	Art of Business Communication in Digital Era	2
8	Management Competency Development	3
	Book Review Session (1)	
	Industry Readiness - II (1)	
	Social Project (1)	
9	Term End Viva - II	1
	Total Credits	20
Term - III Term Thematic: Corporate Integral		
Sl.No	Subject Name	Credits
1	Operations Management	3
2	Research Methodology	3
3	Major-I	3
4	Major-II	3
5	Major-III	3

6	Management Accounting	2
7	Technology Enabled Managerial Communication	2
8	Management Competency Development	2
	Company Review Session (1)	
	Industry Readiness - III (1)	
9	Term End Viva - III	1
	Total Credits	22
Major	Finance:	
	Investment Analysis and Portfolio Management	
	Risk Management and Derivatives	
	Management of Financial Services	
	Marketing:	
	Consumer Behaviour	
	Sales Management	
	Services Marketing and CRM	
	HR:	
	Human Resource Development	
	Industrial Relations and Labor Laws	
	Performance and Compensation Management	
	Agri Business Management	
	Basics of Agriculture	
	Agri-Business Marketing and Sales	
	Agri Business Environment and Agri Tech	
	Operations Management	
	Supply Chain Management	
	Service Operation Management	
	Total Quality Management	
	Technology Management	
	Managing Technological Innovation	
Software Project and Quality Management		
IT Project Management		
Term - IV Term Thematic: Corporate Adept		
Sl.No	Subject Name	Credits
1	Project Management	3
2	Major -IV	3
3	Major -V	3
4	Major -VI	3
5	Minor -I	3

6	Minor -II	3
7	Sectoral -I	2
8	Business Simulation & Storytelling	1.5
9	Corporate Communication for Industry 5.0	2
10	Industry Internship Project	6
11	Course of Independent Study/MOOC/Certificate Course	1.5
12	Term End Viva - IV	1
	Total Credits	32
Major	Finance:	
	Fixed Income Securities	
	Corporate Valuation	
	Strategic Financial Management	
	Marketing:	
	Integrated Marketing Communication	
	Business to Business Marketing	
	Strategic Brand Management	
	HR:	
	Human Resource Information Systems	
	Talent and workforce analytics	
	Managing Diversity	
	Agri Business Management	
	Rural Banking and Micro Finance Institution	
	Agri Warehousing and Supply Chain Management	
	Agri-Input Marketing	
	Operations Management	
	Logistics Management	
	Six sigma and lean Manufacturing	
	Technology and Innovation in Operation	
	Technology Management	
	Cloud computing for managers	
	Relational database management system (DBMS)	
Smart infrastructure and IOT Application		
Minor	Finance:	
	Financial Products and Services	
	Financial Planning and Wealth Management	
	Marketing:	
	Sales Management	
	Services Marketing and CRM	

	Banking Stream: Retail Banking AML & KYC Risk and treasury management in banks HR: Performance and Compensation Management Human Resource Development Operations: Supply Chain Management Total Quality Management Business Analytics: Visual Analytics Machine Learning - I Agri Business Management Basics of Agriculture Agri Business Marketing and Sales Technology Management Technology and innovation management Software Project and Quality Management	
Sectoral	Banking Stream: Trade finance and mortgage banking Digital Marketing: Digital Marketing Retail Management: Retail Management Business Analytics: Visual Analytics Entrepreneurship: Innovation Management and Entrepreneurship Hospitality and Tourism Management Hospitality Management Pharmaceutical Management Pharmaceutical Management Real Estate Management Strategic Real Estate Marketing Insurance Management Insurance And Risk Management	

Term V		
Sl.No	Subject Name	Credits
1	Strategic Management	3
2	Design Thinking and Innovation (Workshop)	2
3	Minor - III	3
4	Sectoral - II	2
5	Entrepreneurship Development (Workshop)	2
6	Term End Viva - V	1
7	Dissertation	2
	Total Credits	15
	Finance:	
Minor	Financial Markets	
	Marketing:	
	Strategic Brand Management	
	Operations:	
	Service Operations Management	
	Business Analytics:	
	Machine Learning - II	
	Agri Business Management	
	Agri Warehousing and Supply Chain Management	
	Technology Management	
Relational database management system		
Sectoral	Banking:	
	Fintech and digital banking	
	Digital Marketing:	
	Social Media and Content Marketing	
	Retail Management:	
	Visual Merchandising	
	Business Analytics:	
	Predictive Analytics Using R	
	Entrepreneurship	
	Family, Small and Social Entrepreneur	
	Hospitality and Tourism Management	
	Tourism Marketing	
	Pharmaceutiual Management	
	Pharmaceutical Marketing	
	Real Estate Management	
	Advanced Real Estate Investment and Development	

	Insurance Management	
	Principles and Practice of Life and General Insurance	
Term - VI Term Thematic: Corporate Ace		
Sl.No	Subject Name	Credits
1	Corporate Governance and Sustainability	2
2	International Business	2
3	Dissertation	2
	Total Credits	6

3.2 PGDM – Banking, Insurance and Financial Services (BIFS)

The Post Graduate Programme in Banking, Insurance & Financial Services Management (PGDM-BIFS) aims at training the participants in management concepts, skills and their application, specifically targeted towards Banking, Insurance, & Financial Services Industries. Thereby, this programme enables the students to navigate more effectively as managers in the challenging and changing business scenario prevailing in organisations operating in the BIFS. A variety of teaching and learning techniques are used to impart knowledge and skills to the students of the institute. Different pedagogies such as lectures, case analysis, simulations, role plays, business games, seminars, group discussions, and project work are some methods used to develop the conceptual, analytical and decision making skills of the students. These varied pedagogies to help the students to prepare themselves for the complex challenges of business and organizational environment.

Program Specific Outcomes of PGDM-BIFS:

On successful completion of the program, graduates will:

1. Exhibit the functional knowledge of Banking, Insurance, Finance and Allied services.
2. Analyze various aspects of Banking, Insurance and Finance domains.
3. Generate solutions for different challenges of Banking, Insurance, Finance and Allied sectors.

Course Structure : PGDM - BIFS

Term - I Term Thematic: Corporate Impellent		
SI.No	Subject Name	Credits
1	Management Theory and Organizational Behaviour	3
2	Managerial Economics	3
3	Financial Reporting, Statements & Analysis	3
4	Statistics for Decision Making	3
5	Advanced Excel for Managers	3
6	Basics of Business Communication (BBC)	2
7	Managerial Competency Development:	3
	Industry Review Session [1]	
	Industry Readiness - I [1]	
	Experiential Learning [1]	
8	Term End Viva - I	1
	Total Credits	21
Term - II Term Thematic: Corporate Intrinsic		
SI.No	Subject Name	Credits
1	Banking Law and Operations	3
2	Insurance and Risk Management	3
3	Corporate Finance	3
4	Financial Markets, Institutions & Services	2
5	Marketing Management	3
6	Human Resource Management	3
7	Operations Research	1.5
8	Art of Business Communication in Digital Era (ABCDE)	2
9	Introduction to Econometrics	1.5
10	Managerial Competency Development	3
	Book Review Session [1]	
	Industry Readiness - II [1]	
	Social Project [1]	
11	Term End Viva - II	1
	Total Credits	26
Term - III Term Thematic: Corporate Integral		
SI.No	Subject Name	Credits
1	Credit Appraisal and Monitoring	3
2	Principles and Practice of Life and General Insurance	3

3	Investment Analysis & Portfolio Management	3
4	Financial Services Marketing	2
5	Entrepreneurship Development (Workshop)	2
6	Research Methodology	3
7	Technology Enabled Managerial Communication (TEMC)	2
8	Management Accounting	2
9	Managerial Competency Development	2
	Company Review Session [1]	
	Industry Readiness - III [1]	
10	Term End Viva - III	1
	Total Credits	23
Term - IV Term Thematic: Corporate Adept		
Sl.No	Subject Name	Credits
1	Project Management	3
2	Fixed Income Securities	3
3	Financial Planning and Wealth Management	1.5
4	Minor -I	3
5	Minor -II	3
6	Sectoral -I	2
7	Corporate Communication for Industry 5.0 (CCI)	2
8	Industry Internship Project	6
9	Course of Independent Study/ MOOCS/ Certificate Course	1.5
10	Term End Viva - IV	1
	Total Credits	26
II & Minor I	Banking Stream:	
	Retail Banking	
	AML & KYC	
	Insurance Stream:	
	InsurTech	
	Fraud Risk Management in Insurance	
	Analytics Stream:	
	Business Analytics using R	
	Financial Analysis using Python	
Sectoral-I	Banking Stream:	
	Trade Finance & Mortgage Banking	
	Insurance Stream:	

	Reinsurance Management	
	Analytics Stream:	
	Fintech and Digital Banking	
Term - V Term Thematic: Corporate Astute		
SI.No	Subject Name	Credits
1	Strategic Management	3
3	Financial Derivatives	3
3	Minor -III	3
4	Sectoral -II	2
5	Term End Viva - V	1
6	Dissertation	2
	Total Credits	14
Minor (III)	Banking Stream:	
	Risk and Treasury Management in Banks	
	Insurance Stream:	
	Liability Insurance	
	Analytics Stream:	
	Block chain and AI-Applications for BFSI	
Sectoral (II)	Banking Stream:	
	Fintech & Digital Banking	
	Insurance Stream:	
	Group Insurance & Retirement Benefits	
	Analytics Stream:	
	Predictive Analytics using R	
Term - VI Term Thematic: Corporate Ace		
SI.No	Subject Name	Credits
1	Corporate Governance and Sustainability	2
2	Investment Banking	2
3	Dissertation	2
	Total Credits	6

3.3 PGDM - Business Analytics (BA)

Business Analytics is a special course that integrates business/problem context, technology and data science (statistics) to enable data driven decision making/problem solving. This course strives to create strong foundations for emerging fields like Artificial Intelligence, Advanced Machine Learning Algorithms, and Cloud Computing Techniques among students. This course is very useful for students willing to build their careers in the area of analytics and data driven decision making. This course focuses on different management function and its application in different sectors of the industry. Students of this particular course focus on Marketing Analytics, Financial Analytics, HR Analytics and Operational Analytics among other subjects. This program comes with a mandatory ‘HBS Online Certification in BA’, making every SSIM PGDM-BA student ‘Harvard Certified’ – a first of its kind offering in the State of Telangana.

Program Specific Outcomes of PGDM-BA:

On successful completion of the program, graduates will:

1. Gain an understanding of how managers use business analytics to formulate and solve business problems and to support managerial decision making.
2. Build and enhance business intelligence capabilities by adapting the appropriate technology and software solutions.
3. Provide scholars with leading-edge analytical skills in various functional areas of business.

Course Structure: PGDM - BA

Term - I Term Thematic: Corporate Impellent		
Sl.No	Subject Name	Credits
1	Management Theory and Organizational Behaviour	3
2	Managerial Economics	3
3	Financial Reporting and Statement Analysis	3
4	Statistics for Decision Making	3
5	Excel for Managers	3
6	Basics of Business Communication (BBC)	2
Managerial Competency Development:		
7	Industry Review Session	1
8	Industry Readiness - I	1
9	Experiential Learning	1
10	Term End Viva - I	1

	Total Credits	21
Term - II Term Thematic: Corporate Intrinsic		
Sl.No	Subject Name	Credits
1	Data Visualisation Using Tableau	2
2	SQL	2
3	MIS	1.5
4	Operations Research	1.5
5	Financial Analytics	3
6	HR Analytics	3
7	Marketing Analytics	3
8	Econometrics	2
9	Art of Business Communication in Digital Era (ABCDE)	2
Managerial Competency Development:		
10	Book Review Session	1
11	Industry Readiness - II	1
12	Social Project	1
13	Term End Viva - II	1
	Total Credits	24
Term - III Term Thematic: Corporate Integral		
Sl.No	Subject Name	Credits
1	Major - 1	3
2	Major - 2	3
3	Major - 3	3
5	Operations Management	3
6	Research Methodology	3
8	Technology Enabled Managerial Communication	2
9	ED(Workshop)	2
Managerial Competency Development:		
10	Company Review Session	1
11	Industry Readiness - III	1
12	Term End Viva - III	1
	Total Credits	22
Major Electives (Student needs to choose 1 Major Elective)		
Finance:		
	Investment Analysis and Portfolio Management	3
	Risk Management and Derivatives	3
	Management of Financial Services	3
Marketing:		

	Consumer Behaviour	3
	Sales Management	3
	Services Marketing and CRM	3
	HR:	
	Human Resource Development	3
	Industrial Relations and Labor Laws	3
	Performance and Compensation Management	3
	Agri Business Management	
	Basics of Agriculture	3
	Agri-Business Marketing and Sales	3
	Agri Business Environment and Agri Tech	3
	Operations Management	
	Supply Chain Management	3
	Service Operation Management	3
	Total Quality Management	3
	Technology Management	
	Technology and Innovation Management	3
	Software Project and Quality Management	3
	Agile and DevOps in Management	3
Term - IV Term Thematic: Corporate Adept		
Sl.No	Subject Name	Credits
1	Project Management	3
2	Major - 4	3
3	Major - 5	3
4	Major - 6	3
5	Story Telling with PowerBI	3
6	AI for Business	1.5
7	Supplychain Analytics	2
8	AI & Machine Learning	3
9	Corporate Communication for Industry 4.0 (CCL)	2
Managerial Competency Development:		
10	ARS	1
11	Industry Internship Project	6
12	Course of Independent Study/MOOC/Certificate Course	1.5
13	Term End Viva - IV	1
	Total Credits	33
	Electives	
	Finance:	

	Fixed Income Securities	3
	Corporate Valuation	3
	Strategic Financial Management	3
	Marketing:	
	Integrated Marketing Communication	3
	Business to Business Marketing	3
	Strategic Brand Management	3
	HR:	
	Human Resource Information Systems	3
	Talent & Workforce Analytics	3
	Managing Diversity	3
	Agri Business Management	
	Rural Banking and Micro Finance Institution	3
	Agri Ware Housing and Supply Chain Management	3
	Agri-Input Marketing/Post Harvest Management/Procurement Management (Any One)	3
	Operations Management	
	Logistic Management	3
	Lean Operation and Manufacturing	3
	Technology and Innovation in Operation	3
	Technology Management	
	Cloud Computing for Managers	3
	Smart Infrastructure and IoT Applications	3
	RDBMS	3
Term - V Term Thematic: Corporate Astute		
Sl.No	Subject Name	Credits
1	Strategic Decisions & Competitive Analytics	3
2	Introduction to Gen AI & Prompt Engineering (AI for PM as a module)	3
3	Design Thinking and Innovation	2
4	Introduction to Large Language Models & System thinking in AI	3
Managerial Competency Development:		
5	Term End Viva - V	1
	Total Credits	12
Term - VI Term Thematic: Corporate Ace		
Sl.No	Subject Name	Credits
1	Agentic AI	2
2	Social Networking and Web Analytics	2
	Total Credits	4

4. MANAGERIAL COMPETENCY DEVELOPMENT COURSES

4.1 Industry Review / Book Review/ Company Review / Article Review Session

‘Reading makes a man complete’. In order to cultivate the habit of continuous reading, Siva Sivani has designed unique sessions called Industry Review Session (IRS) / Book Review Session (BRS) and Article Review Session (ARS). In IRS/ BRS / CRS, each student is required to select an Industry, a book, a company and thoroughly research/review/read the same. Based on their understanding, they shall to give a presentation for a specified duration. The approval of the selected Industry/book/company, though, has to be mandatorily taken from the allocated panel of faculty. These will be treated as one course and passing in these is compulsory for the award of the final diploma.

IRS in 1st trimester: An industry is selected by the student for presentation.

BRS in 2nd trimester: A book from any genre is selected by the student for presentation.

CRS in 3rd trimester: A company from any sector is selected by the student for presentation. Students are expected to present the company’s facts, sector, and industry overview.

For all the above-mentioned components, the students are expected to complete the presentation as per the given schedule. Absence for such presentations is considered as a backlog and the student needs to present the same in the subsequent trimester. However, in such cases as a penalty 5 marks are deducted from the total marks awarded.

4.2 Industry Internship

Summer internship is a critical step in the process of finalizing student credentials and at times transforming into a full-time job opportunity, as well. It offers the students an important opportunity to work closely with professionals in the industry and develop knowledge, competencies, and experience directly related to their career goals.

The Industry Internship Program (IIP) starts after the completion of the 3rd trimester. The IIP is for a duration of 6-8 weeks. The students are advised to prepare the project report under the

supervision of their corporate guide and a faculty mentor simultaneously which ensures adequate value addition to the project quality.

During the internship, the topic taken for the study can relate to an organization and its performance. It can also be a comparative study between organizations. However, the project should be preferably conducted within the organization or related to the organization where the student is interns.

Phases in Internship Project work:

The IIP project work is divided into three phases

- i. Pre-internship preparation
- ii. Interface during the internship
- iii. Interface after the internship.

4.2.3. Format of the Internship Report

The IIP report should contain information about:

1. On the Job Training (OJT)
2. Company Assigned Activities/ Task
3. Plan of Action and Execution / Activities Performed
4. Accomplishments/Achievement of Objectives
5. Learning(s)
6. Limitations
7. Chapter – I - Introduction
 - i. Significance of the study
 - ii. Objectives
 - iii. Research Methodology
 - a) Data for the study (Primary or Secondary)
 - b) Sources of Data
 - c) Data Period
 - d) Sampling Technique (if applicable)
 - e) Sample Size
 - i. Questionnaire (if any)
 - ii. Statistical Tools used
 - iii. Limitations of the Study

iv. Review of Literature

8. Chapter – II Profile of the Industry and the Company
9. Chapter – III Theoretical aspects related to the topic of study
10. Chapter – IV Data Analysis and Interpretation
11. Chapter – V Findings and Suggestions
12. Bibliography / References
13. Annexures

4.3 Course of Independent Study (CIS)

CIS offers the students an opportunity of exploring a topic in depth from his/her area of special interest. The CIS comprises of choosing a certificate course from MOOC or any other equivalent certification boards that is accepted and approved by a member of the faculty.

A student can opt for a maximum of two Courses of Independent Study at any time during the second or third trimesters and complete it by the end of the fourth trimester.

5. EXAMS & EVALUATION

The examination policy of SSIM is designed to test the student's progress during the class, internship, and field work systematically through a continuous evaluation system in place of the conventional evaluation system. Students are evaluated continuously through periodical tests, quizzes, assignments, case studies, field projects, class participation throughout the trimester in addition to the term end examination.

The evaluation process for each course consists of two components (Internal and External Assessments) with a total of 100 marks. The details of the same are as follows:

Components	Maximum Marks	Minimum Requirement
Internal Examination Assessment		
Continuous Internal Assessment	55	--
Attendance	05	--
Term - End Examination	40	40%
Total	100	50%

i) Continuous Internal Evaluation and Class Attendance

The Continuous Internal Evaluation (CIE) component which carries a total of 60 marks, includes various assessment methods such as case analysis, presentations, assignments, class tests (both planned and unplanned), projects, viva voce and attendance.

CI Evaluation system requires regular attendance in classes.

Components	Marks
CIE Case analysis /Assignments/ Projects / Class participation/tests/quizzes	55
Attendance	05
TOTAL	60

The list may be subject to additions or deletions at the discretion of the faculty concerned.

ii) End - Term Evaluation

The end-term examination for each course in each term, conducted by the examinations department, is for 40 marks and is for a duration of 2 hours and 30 minutes. The examination committee has the discretion to decide if the scripts need to have one or two evaluations.

It is mandatory for all students to achieve at least 40% of the total marks in the end-term examination. The final marks awarded to students will be the sum of their Continuous Internal Evaluation (CIE) scores and end term examination marks. To be considered as having passed each course or subject, students must attain an aggregate of at least 50% of the total marks.

5.1 In addition to the above, the following evaluation parameters, are included in the evaluation process.

i) Viva – Voce

A Viva Voce examination will be conducted at the end of each trimester. Achieving at least 50% of the total marks in the viva voce examination is mandatory for the award of the diploma.

ii) Review Sessions

Various review sessions – including Book Review Session, Industry Review Session and Company Review Session– will be conducted in different trimesters and will carry credits. Achieving at least 50% of the total marks in each review session is mandatory for the award of the diploma.

iii) Industry Internship Project

Students are expected to carry out a project in a company in which he/she is doing the internship for a period of six to eight weeks, as duly informed by the concerned authority. The project report should be submitted on or before the completion of 4th trimester or as scheduled by the examination department. Obtaining 50% marks is mandatory for the award of PGDM Certificate.

The Industry Internship Project (IIP) is evaluated for 200 marks.

The Evaluation Components of IIP are as follows:

Components	Marks
Weekly Performance	25
First Review	25
Second Review	25
Final Review	25
Submission of Report	100
TOTAL	200

iv) Dissertation Projects

Students are expected to carry out Dissertation Projects in the 5th and 6th trimesters and the report must be submitted before the end of the respective trimesters as per the schedules given by examination department. The report will be evaluated for a maximum of 100 marks. Achieving 50% marks for the Dissertation Projects is mandatory for the award of the PGDM certificate.

The components for Dissertation Project marks are as follows:

Components	Marks
Submission of Project Proposal	25
Review of the Project	25
Submission of Draft	25
Submission of Report	25
TOTAL	100

v) Course Of Independent Study (CIS)

Students will select a certificate course from their respective specialization areas. The courses should be for a minimum duration of 20 hours and should carry grading. Upon completion of the course, they must submit a copy of the completion certificate to the examination department. Successful completion of the Course of Independent Study (CIS) is mandatory for the award of the diploma.

vi) Experiential Learning:

Experiential Learning is a dynamic view towards education targeting the holistic learning cycle driven by the resolution of the dual dialectics of action/reflection and experience/abstraction.

Students are expected to visit an organization after taking due permission and learn basic aspects of the business and industry, operational aspects related to formalities and documents required to start a business, understanding of business and its model, structure of the firm/company, products/services, customers, and competitors, challenges faced by the entrepreneur, marketing aspects, production aspects, and finance aspects etc.

Student learning through experiential learning encompasses:

- Understanding of business unit
- Understanding of Marketing/Selling aspects
- Understanding of Production and operations aspects
- Understanding of Human Resources aspects
- Understanding of Finance aspects
- Understanding of Business Acumen

Students are expected to present their learnings and submit a report of the same in the 1st Trimester.

Assessment will be done out of 50 marks on the following basis

EVALUATION CRITERIA

Phase-1: Permission Obtained Phase	10 Marks
Phase-2: Establishment of Business	5 Marks
Phase-3: Understanding of Business/Commercial Unit Aspects	10 Marks
Phase-4: Problems and Challenges	5 Marks
Phase-5: Application of Concepts Learnt in Practice	10 Marks
Presentation	5 Marks
Report	5 Marks
Total	50 Marks

vii) Social Projects:

Social Project at SSIM is a pedagogical tool in the course curriculum with the main objective of offering students an opportunity to inculcate social sensitivity. This project helps the students to understand how an institution is actively working for a social cause. Social Project

provides an opportunity for students to advance their learning while working with organizations and people who work for social welfare. This is in sync with SSIM's Vision and Mission.

Social project also helps students at SSIM to develop social awareness; connect theory with practice; and learn through observation and holistic development. Students are expected to learn the operations by working with not-for-profit organizations both governmental and non-governmental. Students can work with district authorities, local self-government bodies like Panchayats, government agencies like police stations, hospitals, schools, government programs like Swachh Bharat.

Students must present their social projects and submit a report of the same

Assessment will be done out of 50 marks on the following basis

EVALUATION CRITERIA

Phase-1: Permission Obtained Phase/Social Work	5 Marks
Phase-2: Understanding of Entity operations /Social Work done	15 Marks
Phase-3: Problems and Challenges	5 Marks
Phase-4: Sustainable Impact	10 Marks
Presentation	5 Marks
Report	10 Marks
Total	50 Marks

5.2 Grading

Based on the marks awarded by the faculty members in Continuous Internal Assessment and end – term examinations, as well as attendance, the examinations department will assign grades for each course. The consolidated grades will then be computed and converted into grade points using the following equivalence system.

Grades	Marks	Grade Points
A+	90 -100	10
A	80 – 89	09
B+	70 – 79	08
B	60 – 69	07
C	50 - 59	06
F (Fail)	Less than 50	0

A student must achieve a minimum of 'C' Grade, which corresponds to 50% or more, in each course to be declared as having passed that course

Term Grade Point Average (TGPA)

Term Grade Point Average (TGPA) for a trimester will be calculated as the weighted average of the grade points obtained in all courses during the trimester. The weights will correspond to the respective course credits as specified in the program structure.

Cumulative Grade Points Average (CGPA)

The Cumulative Grade Points Average (CGPA) is the average of the Term Grade Point Average (TGPAs) obtained across all trimesters. The CGPA will be calculated from the declaration of results of 2nd trimester and onwards, or at the end of the course, provided that the student has cleared all the courses.

5.3 Backlog Examinations

Students who have failed in any subject/course or were absent for the examination in any particular trimester, will be allowed to appear in the backlog examinations as scheduled. The fee to be paid for backlog examination is as mentioned below:

Backlog Examination/Review/Submission - Fee Structure

Particulars	Amount (₹)
Continuous Internal Evaluation(for each subject)	1000
End - Term Examination(for Each Subject/Course)	1000
BRS / IRS / CRS (each term)	1000
End - Term Viva (each term)	1000
Industry Internship Project (IIP) Report	2000
Review of IIP work	1000
Dissertation Project Report	2000
Review of Dissertation Project work	1000

All examination schedules will be notified on the college notice board and sent through official email to the student's institutional email ID's and LMS platform. The institute does not take responsibility of intimating the examination schedules to the candidates individually. It is the responsibility of the students to contact the examination department and enquire about the backlog examination schedules.

Academic Dishonesty at Examinations/ Tests/ Assignments

Cheating is the 'giving or receiving of unauthorized assistance in any academic exercise of examination'. Using or attempting to use any unauthorized materials, information, or study would be counted as an act of dishonesty in an examination or academic exercise.

Plagiarism is the 'representation of the ideas or language of others as one's own' that too without information or consent of the said others.

Falsification is the 'falsifying or falsely inventing any information, data, or citation in an academic exercise'.

In addition to cheating, plagiarism, and falsification, any other academically dishonest activities, shall be considered as a serious offence:

1. Collusion: Unauthorized collaboration with another person in preparing academic assignments or while appearing for examinations (including any form of examination administered by the faculty and / or the examination department).
2. Fabrication: Deliberately inventing or falsifying research data, sources, or findings in any academic exercise.
3. Contract Cheating: Hiring someone else to complete assignments, projects, or exams on your behalf.
4. Impersonation: Pretending to be another student or having someone else take an exam or complete an assignment on your behalf.
5. Duplicate Submission: Submitting the same piece of work for multiple assignments or courses without proper authorization.
6. Unapproved Group Work: Collaborating on assignments that are intended to be completed individually, without the instructor's permission.
7. Sabotage: Intentionally destroying or obstructing another student's work to gain an unfair academic advantage.
8. Misrepresentation: Providing false information to gain academic benefits, such as lying about reasons for missing deadlines or exams.
9. Unauthorized Access: Gaining unauthorized access to exam papers, assignments, or other academic materials.

10. Intellectual Property Theft: Stealing or copying the work, ideas, or research of another student / faculty / any other person without their permission and presenting it as your own.

Technology Misuse- Using technology for academic dishonesty:

1. Online Cheating Services: Websites and apps that offer to complete assignments, projects, or even entire courses for students in exchange for money or otherwise.
2. Smart Devices: Using smartwatches, earpieces, or other technology to access information or receive answers during exams.
3. Mobile Phones: Texting, photographing exam papers, or using messaging apps to share answers or information of any sort during exams.
4. Internet Resources: Accessing unauthorized online or offline resources, such as answer keys, during open-book / take-home exams / other examinations.
5. Software Tools: Using software to detect and exploit vulnerabilities in online exam platforms, allowing unauthorized access or manipulation of exam content.
6. Coding and Programming: Writing scripts or programs to automate completion of assignments, especially in programming courses.
7. VPNs and Proxies: Using VPNs or proxy servers to bypass restrictions on websites or online exam monitoring systems.
8. Plagiarism Detection Evasion: Using paraphrasing tools or synonym generators to alter copied text to avoid detection by plagiarism checkers.
9. File Sharing: Utilizing cloud storage services or peer-to-peer sharing to distribute and access unauthorized academic materials.
10. Hactivism: Hacking into institutional systems to alter grades, access exam papers, or steal intellectual property.
11. Online Collaboration: Using forums, chat groups, or social media to collaborate on individual assignments or share exam answers in real time.
12. Deepfakes and AI: Employing deepfake technology to create fake identities for online proctored exams or using AI to generate essays and assignments.
13. Screen Mirroring: Mirroring your computer screen to another device or vice versa to receive help from someone outside the exam environment.

14. Remote Desktop Applications: Allowing another person to remotely control your computer to complete exams or assignments.

All these above acts are counted as Acts of Academic Dishonesty and will be dealt with strictly. If a situation of academic dishonesty arises beyond the above section, the Examination Committee shall initiate requisite action.

Handling of Cases of Cheating in Examinations Hall

The invigilator shall seize all the incriminating material/evidence from the candidate and the candidate shall leave the examination hall immediately in case the candidate is found cheating. Invigilator shall obtain a written statement, duly signed by the candidate, in the said matter. The matter shall be reported to the Controller of Examination with all relevant documents on the same day, who will then duly refer the matter to the Examination Committee.

The student who was reported for using unfair means/possessing incriminating materials will not be allowed to appear in subsequent examinations of that term and all the other written exams of the term will be cancelled for the student. However, in case the same candidate is again found guilty of indulging in misconduct or malpractice during any of the subsequent examinations of the programme, he/she shall be expelled from the institution with immediate effect.

The Examination Committee at the Institute shall determine its own procedure of inquiry in each case and after necessary investigation and inquiry, the committee will submit a detailed report to the Director. Examination committee will recommend necessary punishment as per prescribed guidelines for each individual case.

5.4 Examination Guidelines

- i) Students should be present in the examination hall ten minutes before the commencement of the examination. Students failing to report on time for whatsoever reason will not be allowed to enter the examination hall without the explicit permission of the Controller of Examination.
- ii) It is mandatory for all the students to carry their hall ticket to the examination hall, failing which the student will not be allowed to appear at the exam. If a student loses his/her hall ticket, a duplicate admit card can be obtained on a payment of Rs.100/-.
- iii) It is mandatory for students to attend the examination in formal dress with their ID cards.

- iv) Students should sit as per their seat allotment or as instructed by the invigilator.
- v) No student would be permitted to temporarily leave the examination hall while the examination is in progress. Permission to temporarily leave the examination hall may be granted in exceptional circumstances only at the discretion of the invigilator.
- vi) No student shall be permitted temporary absence from the examination hall during the first 45 minutes of any examination, under any circumstances.
- vii) No student shall be permitted temporary absence from the examination hall during the last 15 minutes of any examination.
- viii) Not more than one student shall be permitted temporary absence from the examination hall at any given time.
- ix) Scribe will be provided by the institution to Divyang students upon request.

5.4.1 Malpractice and Corresponding Punishment

All students are warned not to resort to any kind of malpractice during the examinations. The following are the punishments for corresponding malpractice:

Malpractice	Punishment (First Offense)	Punishment (Repeated Offense)	Punishment (Third Offense)
Indicating identity by writing candidate's name / Roll Number in other pages, or any other special marking in the answer sheet or attempt to appeal to the examiner/evaluator	<ul style="list-style-type: none"> • Cancel the examination of that particular subject 	<ul style="list-style-type: none"> • Cancel all the examinations of that term, including those already appeared at 	<ul style="list-style-type: none"> • Dismissal from the programme
Misbehavior in the examination hall reported by the invigilator	<ul style="list-style-type: none"> • Cancel that paper 	<ul style="list-style-type: none"> • Cancel all the examinations of that term, including those already appeared at 	Dismissal from the programme -
Possession of material relating to the examination or writing on the desk, any part of the body, scale, handkerchief, calculator, hall ticket, mobile phone, etc.	<ul style="list-style-type: none"> • Cancel all the examinations of that term, including those already appeared at 	<ul style="list-style-type: none"> • Dismissal from the course 	-
Academic Dishonesty Activities including : 1. Collusion 2. Fabrication 3. Contract Cheating 4. Impersonation 5. Duplicate Submission 6. Unapproved Group Work 7. Sabotage 8. Misrepresentation 9. Unauthorized Access 10. Intellectual Property Theft	<ul style="list-style-type: none"> • Cancel the examination of that particular subject 	<ul style="list-style-type: none"> • Cancel all the examinations of that term including those already appeared at 	<ul style="list-style-type: none"> • Dismissal from the programme.

Possession of mobile phone or smart watch, earpieces, any other wearable devices if it is in the switched off mode	<ul style="list-style-type: none"> Cancel the examination of that particular subject 	<ul style="list-style-type: none"> Cancel all the examinations of that term including those already appeared at 	<ul style="list-style-type: none"> Dismissal from the programme
Technology misuse : 1. Online Cheating Services 2. Smart Devices 3. Mobile Phones 4. Internet Resources 5. Software Tools 6. Coding and Programming 7. VPNs and Proxies 8. Plagiarism Detection Evasion 9. File Sharing 10. Hacktivism 11. Online Collaboration 12. Deepfakes and AI 13. Screen Mirroring 14. Remote Desktop Applications	<ul style="list-style-type: none"> Cancel all the examinations of that term including those appeared at 	<ul style="list-style-type: none"> Dismissal from the programme. 	
Any form of helping others in copying or getting help from others in the examination hall in any form	<ul style="list-style-type: none"> Cancel the examination of that particular subject for all candidates involved 	<ul style="list-style-type: none"> Cancel all the examinations of that term for all candidates involved 	<ul style="list-style-type: none"> Dismissal from the programme
Insertion of answer sheets brought from outside the examination hall. Leaving examination hall with answer scripts.	<ul style="list-style-type: none"> Cancel all the examinations of that term and debar for the next one/two terms as decided by the board 	<ul style="list-style-type: none"> Dismissal from the programme 	-
Violent behavior in the examination hall	<ul style="list-style-type: none"> Cancel all the examinations of that term and debar for the remaining part of the academic year or as decided by the board 	<ul style="list-style-type: none"> Candidate must seek readmission into the term next academic year 	<ul style="list-style-type: none"> Dismissal from the programme
Tampering with Hall Ticket	<ul style="list-style-type: none"> Cancel all the examinations of that term 	<ul style="list-style-type: none"> Dismissal from the programme 	-
Mass copying	<ul style="list-style-type: none"> Cancel all the examinations of that term 	<ul style="list-style-type: none"> Dismissal from the programme 	-

All the above rules apply ‘mutatis mutandis’ to the backlog examinations. This Implies that, what is applicable to the end-term examinations is equally applicable to the backlog examinations while not affecting the main point at issue. All those indicted/involved in malpractice will not be eligible for award of medals/prizes.

The Examination Committee may identify and recognize, any other type of malpractice, after thorough investigation, and recommend suitable penalty for the same.

5.4.2 Appeal Against Punishment

In the event of an appeal regarding examination issues, the examination committee will review the individual case. The committee will submit its report to the President and Chief Executive Officer or another designated officer for resolving the appeal. The decision of the designated officer is final, and no further appeals will be entertained.

5.5 Results Announcement and Correction Appeal

Result will be declared after each trimester end examination. Students are expected to review the same in the Learning Management System – My CAMU for any discrepancies in name, gender, term, marks, etc., within seven working days from the date of declaration of result. The student can approach the Examination Department for any correction in the above mentioned details within 7 days from the date of announcement of results.

5.6 Recounting Appeal

If a particular student has any grievance about the marks awarded to him/her, he/she can appeal for recounting to the Examination Committee within one week of the announcement of the marks, in writing by paying a recounting fee of Rs.1000 per subject.

5.7 Duration of Completion of the Programme

Every student who is admitted into the Two-Year Full-Time Post Graduate Diploma program of the institute must complete the program within five academic years from the date of admission failing which he/ she must seek re-admission into the program as a new candidate as per the prevalent rules and regulations of the institution during that time.

5.8 Discontinuity and Re-Admission

- i) A student who discontinues his studies in the middle of a particular trimester will be re-admitted only into that trimester in the consecutive year provided that the student satisfies the condition stipulated in rule 5.7 and he/she will have to satisfy all the requirements like attendance, continuous internal assessment and end term examinations. Re-admission fee for each term is Rs.10,000/-.
- ii) In the course of revision of syllabus, if any paper(s) is/are dropped, the student seeking readmission for that paper(s) should comply with all the required formalities without any lecture inputs. However, he/she will be provided necessary guidance by the expert(s), of the paper subject to their availability.

6. ACADEMIC CALENDAR

The Academic Calendar (2025-2026) for the Post Graduate Diploma in Management (PGDM) program is provided / mentioned in Appendix – I. The First Year coursework for PGDM program is spread over three trimesters followed by a compulsory Industry Internship program. The Second-Year course work of PGDM is spread over three trimesters followed by their Convocation (SNATAK) in October 2027.

7. FEE PAYMENT SCHEDULE

The Fee Payment schedule for the students of Post Graduate Diploma in Management courses i.e. PGDM, PGDM-BIFS and PGDM-BA for 2025-2027 batch is mentioned in the admission letter. Students are requested to adhere to the timelines for the payment of fees according to the schedule mentioned in their admission letter. Late payment of fees attracts penalty. No refund of fee is admissible for any part of the fee.

8. SHUBHARAMBH - INDUCTION PROGRAMME FOR PGDM

The PGDM course begins with an Induction/Orientation program. This program helps the students connect with other PGDM students and the faculty of SSIM apart from setting the scene and tone for the upcoming coursework. The induction program includes variety of activities such as team-building, marketing, and personality development apart from having workshops and guest lectures. The induction module sets the context for the rest of the program and helps the students get acquainted with the rigor of academic study. The students need to take part in a series of team activities where they get a chance to reflect on their role and performance. Further, feedback sessions from faculties and fellow classmates help the students relate their performances and behaviors to a range of archetypes. These feedback lead the students toward effective evaluation on how they can develop as an individual and make the best use of this opportunity to pursue the PGDM course.

9. ATTENDANCE

- i. You are expected to attend all the classes regularly.
- ii. Students are required to have at **least 75%** attendance in lectures of every individual subject and **overall attendance** of **80%** to be eligible to write the term end examinations. They also need to attain **100%** performance and completion of all the assignments provided as term work in every term and every subject of that term. Attendance of all the sessions including all the components under Managerial Competency Development, Industrial Visits, Guest Lectures etc., are also considered for attendance purposes.
- iii. Students who fail to comply with the requirements mentioned above will be detained and hence not permitted to appear at end term examinations.
- iv. Attending all the seminars, visits, workshops, presentations, guest lectures, orientation programs etc., is compulsory, failing which strict actions will be undertaken.
- v. Coming late to class is a serious breach of discipline and the student will not be allowed to enter the class after the given class time, under any circumstances. No student is allowed to leave the classroom without the permission of the faculty. The faculty shall have the right to cancel attendance for any student for the particular periods during which he/she engages in showcasing indifference or for late coming without valid reason.
- vi. If you are absent from the classes for more than three days, you must write an explanatory letter giving fortified reasons for your absence to PGP office. If leave of absence is sought on grounds of being sick, then valid medical certificate needs to be submitted soon after joining the classes.
- vii. No one shall, in any manner, prevent any other student or students from attending his/her/their class(es) or doing his/her/their lawful duty.
- viii. Exemption from attending classes will not be granted except for justified and accepted reasons. Parents/guardians are requested to watch their wards regarding attendance
- ix. We feel it is our important duty to apprise the students and their parents/guardians about the necessity of having satisfactory attendance in all courses/subjects. It is also our responsibility to design systems by which students not complying with the rules and regulations of attendance are detained and not permitted to appear for the term end examinations.

- x. Regular and punctual attendance in all academic activities organized for the students is mandatory.
- xi. A student whose attendance falls short, but has at least maintained an aggregate of 70% and more in overall attendance, can be considered for condoning the absence only on medical grounds. However, that too, to the maximum extent of 10%, provided that the student intimates the PGP Office about it immediately and submits an authentic medical certificate validating her/his absence within a week of reporting to the Institute after such absence. The PGP Chair would decide on the validity of the certificate, in such cases, including referring the case to an independent medical authority. Submission of the certificate at a later stage will not be entertained.
- xii. Attendance for activities outside the classroom will be given only after receipt of written permission to attend the event/ seminar/exhibition/ activity from the concerned faculty is produced to the PGP office. The letter along with the participation certificates should be submitted within one week after returning from the event.
- xiii. Students are not permitted to take leaves while attending internship. In case of any reasons, the permission of such leaves is subject to prior approval from the General Manager – Placements and the company in which the student is doing his/her internship. Additionally, approval from the warden is mandatory for students staying on campus during their internship period.

9.1 Annual Convocation Attendance

It is expected that all graduating students should be present for the annual convocation.

- a) Notification of the convocation date will be provided one month prior to the scheduled date.
- b) In case a student cannot attend the convocation due to compelling reasons, he/she must obtain prior permission from the examination department. Permission for such absence will be granted only when the case is genuine.
- c) All graduating students must be present for the annual convocation. Diploma will not be granted in case of absence during the convocation function.

10. PROMOTION & AWARD OF DIPLOMA

10.1 Eligibility for Promotion

PGDM Student at SSIM is required to pass in a minimum of 50% subjects among all the subjects taught in three trimesters of first year, failing which the student will not be promoted to the second year. If such a student wishes to pursue his/her PGDM, then he/she will have to take re-admission in the two year full time PGDM course by paying Rs.20,000/- or the difference in the fee prevailing at the time (whichever is higher). All the previous marks/grades of such students will be annulled.

10.2 Eligibility for Award of Diploma

The Post Graduate Diploma in Management will be awarded to such students who have fulfilled all the conditions and requirements provided in detail in section 9 and 9.1.

10.3 Award of Medals and Cash Prizes for PGDM

- i) **General Proficiency:** A gold medal and cash prize will be awarded to the candidate securing the highest aggregate marks among all students of the same batch, securing a minimum of 70% aggregate marks and having passed all the papers in the first attempt at the regular end - term examinations. Additionally, the conduct of the candidate during his/her stay at the Institute must be satisfactory and he/she should not have been suspended for any misconduct/indiscipline from the classes/hostel at SSIM.
- ii) **Major Specializations:** A gold medal and cash prize will be awarded to that candidate securing the highest aggregate marks in all the courses of the concerned major specialization, securing a minimum 60% of aggregate marks and clearing all the courses in the first attempt at the regular end - term examinations. Additionally, the conduct of the candidate during his/her stay at the Institute must be satisfactory and he/she should not have been suspended for any misconduct /indiscipline from the classes/ hostel at SSIM.

PGDM / BIFS / BA

A gold medal and cash prize will be awarded to the candidate securing the highest aggregate marks amongst the batch of students, securing a minimum of 70% aggregate marks and having passed all the papers in the first attempt at the regular term end regular examinations. Additionally, the

conduct of the candidate during his/her stay at the Institute must be satisfactory and he/ she should not have been suspended for misconduct /indiscipline from the classes/hostel even once.

Students against whom disciplinary action has/had been initiated will not be eligible to receive gold medal(s) and or cash prizes. The gold medals and cash prizes will then be awarded to the next eligible candidate.

10.4 Certificates

A Student must duly apply for the certificates including marks memos, provisional certificate, bonafide certificate, convocation certificate, and transfer certificate. A minimum of 8 working days will be taken by the Controller of Examinations office for issuing of such certificates.

If a student loses his/her certificate and requires a duplicate certificate, he/she should apply to the Controller of Examinations office along with a 'no trace certificate' from the police, an affidavit, and the requisite fees as mentioned below.

Students unable to collect their PG Diploma Certificates during the convocation of his/her batch, can collect the same within six months of the convocation without any fees. After six months, a fees of Rs.1,000/- is charged for the delay for every academic year.

Requisite fee chart for certificates

Certificate	Fee (₹)
Bonafide	NIL
Transcripts	300
Original Individual Marks Memos for each Term	NIL
Original Consolidated Marks Memo	NIL
Course Completion Certificate	NIL
Original P.G. Diploma Certificate at the time of Convocation	NIL
Original Transfer Certificate	NIL
Duplicate Individual Marks Memos for each Term	250
Duplicate Consolidated Marks Memo	500
Duplicate P.G. Diploma Certificate	1000
Duplicate Transfer Certificate	500

Requisite fee chart for certificates

11. GENERAL BEHAVIOUR

The students are admitted to the PGDM program in good faith based on the belief that their claims of fulfilment of eligibility supported by their documents are genuine. This also includes their affirmation that they have completed all academic formalities of the qualifying examination prior to joining the Post Graduate Program of SSIM. However, if it is found that a student did not complete such formalities prior to joining the Institute and/or has completed the same after joining the Institute without the knowledge of the concerned authorities; the student will be deemed to have committed a major felony of misrepresenting the truth and the student shall be asked to withdraw from the program. There will be no refund of any fee paid.

Gender Harassment: SSIM has a Policy on Prohibition, Prevention, and Redressal of Gender-based Harassment that is framed in conformity with The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013. This is also mandated by the All India Council for Technical Education (Gender Sensitization, Prevention and Prohibition of Sexual Harassment of Women Employees and Students and Redressal of Grievances in Technical Institutions) Regulations, 2016 and other acts, regulations etc. provided by all concerned authorities from time to time. In compliance with the stated rules, SSIM has constituted a Gender Harassment Prohibition and Prevention Committee that also acts as the Internal Complaints Committee. The details of the Committee as well as the policy are available on the SSIM Website.

In case of any event of harassment or apprehensions of the same, the aggrieved party is free to approach the Gender Harassment Prohibition and Prevention Committee. The committee will support the aggrieved party in taking up the matter including registration of the complaint, inquiry, and related actions for the protection of the rights of the party as enshrined in the said policy.

Disciplinary Procedure: The Disciplinary Committee shall be the authority for all matters pertaining to student discipline. If the student is found guilty of any alleged misconduct including hostel indiscipline, the Disciplinary Committee may impose a penalty that is found appropriate to the nature and severity of the misconduct.

11.1 General Conduct Rules

- i. The students have to wear their ID-card in College/Institute at all times. Lost ID card can be reobtained by paying Rs 100/-.

- ii. The students need to maintain utmost discipline as per the direction of the organizational/institutional authorities.
- iii. The students can access the internet lab and library in the campus before and after the classes or even during the class as instructed by the faculty.
- iv. It is necessary to have the Library Card issued to the students while using Library/Reading room in the campus.
- v. It is mandatory to maintain silence, hygiene, and cleanliness in the campus.
- vi. In case of damage to property or equipments of the institute by the student/s, the student/s will be liable for fine (full cost recovery) as per the norms of the Institute/College.
- vii. Unless otherwise specified by the concerned faculty, the students must not collaborate among each other, in any way, as far as their writing effort in connection with the given home assignments is concerned. In other words, the answers as presented to the concerned faculty should be the independent work of each student. Students are advised that they should not, in their own interest, communicate their written analysis or answers of home assignments to any other student. Students are advised not to pass on their examination answer papers and written assignments to the next batch of students or seek such material from the senior batch. Copying in any form, is strictly prohibited.
- viii. Smoking, use of mobiles for unwarranted use, consumption of tobacco, consumption of alcoholic drinks/drugs in the campus, hostel, campus vicinity and in the institute's vehicles is strictly prohibited. Stringent actions will be taken against those who indulge in such activities.
- ix. Ragging in any form, including any such activities in the hostel, will result in immediate dismissal from the program without any notice. The attention of the students and parents is also drawn to the fact that based on the directions of the Hon'ble Supreme Court of India, the State Government of Telangana also monitors the matters related to ragging in colleges through its machinery and no protection will be available from the institute for any statutory violations. The hon'ble Supreme Court, too, has viewed the issue of ragging as a serious offence, several times, and is keen on curbing it.
- x. The students should not in any way, indulge in thefts, malpractices in exams and tests, sexual misconduct inside or outside the Institute/College. In case of violation of norms,

insubordination, or any other offences, the students will be liable for punishment as per the norms of the Institute's Local Competent Authority.

- xi. The students will lock and park their vehicle properly at the designated parking place at their own risk.
- xii. No pornographic (or) any other illegal sites/banned sites should be accessed via campus network (or) on college provided laptops. The student need to follow all the rules & regulation of the Information Technology Policies of the Institute. Strict action will be taken against the students, if, found violating the policies.
- xiii. It is the student's responsibility to read notices on the notice boards for the latest activities/instructions by the Institution/ College.
- xiv. The students are responsible for moral, ethical, and proper conduct during their tenure at SSIM.
- xv. Students must be polite and courteous to all members of the faculty and staff including sub-staff members and fellow students.
- xvi. Academic dishonesty in any form, however minor it may be, will not be tolerated and lead to severe penalties including expulsion. Penalties will not be waived in any case even when it is the first instance of dishonesty by the student.
- xvii. Students must be dressed formally during the working hours of the institute.

Gentlemen: Trousers, full sleeved shirt, tie, and formal shoes on all days. Gentlemen will not be allowed to sport long hair. Hair, beard, and moustache should be neatly trimmed and maintained hygienically.

Ladies: Indian formals (Salwar Kurta) or western formals (trousers and full-sleeved shirt). Kurtas should be worn with a chunni. Short kurtis, long slit kurtis, sleeveless kurtis, off-shoulder shirts/kurtis are not allowed in the campus.

- xviii. All students must complete their homework/assignments given by the faculty and submit the same on or before the date of submission.
- xix. College conducts various co-curricular, cultural, and extracurricular activities in the college round the year and the participation of the students in the same is mandatory for their overall holistic development.
- xx. Students should not resort to tampering/locking of the classroom and campus network. The institution reserves its right to administer the network and restrict the sites as it deems

fit and take punitive action against erring students who resort to tampering of the networks, including both the hardware or software.

- xxi. Tele-recording/photography of any institute event in the classrooms or outside the campus and posting the same in the public domain/social media without necessary permissions from the authority is strictly prohibited. In the event of violation of this rule, strict disciplinary actions will be taken.
- xxii. Students should not take any sort of eatables in the classroom and should not throw papers, cups, or empty bottles in the campus premises/classroom. Students should abide by the Clean India Green India Mission.
- xxiii. While leaving the classroom, it is the duty of the students to switch off the fans and lights etc. and arrange the chairs and other infrastructure properly.
- xxiv. Students are not allowed to bring their friends or relatives inside the campus and hostel for any reason what so ever. Kindly take written permission from authority if the above is essential. Strict action will be taken leading to detention and/or expulsion from college.
- xxv. Kindly avoid wastage of water, electricity, and other resources.

11.2 Hostel

- i. Hostel accommodation allotment will be done by the authorities of the institute/college based on the availability and on a first come first served basis. Change of hostels/ accommodation will not be allowed under any circumstances.
- ii. Each hostel is headed by a warden who acts as a facilitator and observer to maintain the discipline in the hostels and ensure their smooth functioning.
- iii. Ragging of any type will not be accepted and the concerned students' admissions would be cancelled immediately, if found guilty of the offence, in addition to penal action by the law enforcement agencies.
- iv. Students must abstain from drugs, alcohol, cigarettes, and any other such substance of addiction during their course at the institute premises and their stay at the hostel. Violation of this policy will lead to cancellation of admission of the concerned students with immediate effect.
- v. Students are not allowed to smoke or consume alcohol or drugs in the hostel premises. Any student found indulging in smoking or consuming alcohol or drugs will be subjected

to immediate disciplinary action resulting in dismissal from the hostel as well. Mere possession of alcohol or any other banned/prohibited substances with the student in the hostel room is also liable for similar penal action.

- vi. Do not carry any valuables like expensive mobile, jewelry, excess cash etc. in the hostel. In case you carry such items, it shall be entirely at your own risk and responsibility and the institute shall not be responsible for loss or damage of the same.
- vii. In case of any damage or loss of infrastructure of the hostel, the inmates to whom the room has been allotted, would be liable to pay for such loss or damage.
- viii. Fixing of posters, stickers etc. on the walls of the hostel room are strictly prohibited. Any attempt to deface the walls, windows, doors, and other parts of the hostel structures is strictly prohibited and will entail severe punishment including expulsion from the programme in addition to recovery of the cost incurred to get the defaced wall/window/door/other parts of the structure back to their original form from those responsible for it.
- ix. Representatives of the institute reserve the right to enter the rooms at any point of time for a surprise check. Please note that surprise check staff will not be responsible/held liable for any kind of theft/loss/damage of your valuables.
- x. Students must inform the local/permanent residence address and contact details to the institute authorities at the time of admission. In case of any change of address and contact details, the same must be immediately communicated/ updated to the institute, failing which the communication/ information sent on the available address will be treated as final.
- xi. If any student is found to be involved in destructive activities inside the Campus/Institute or Hostel, he/she will be considered to have wrong and malicious intentions and is liable to be subjected to strict penal action.
- xii. All students are hereby informed that, if they find anyone involved in any of the above activities, they have to report the incident immediately to the administration department along with a written application mentioning the same. If the students don't inform, then they too, will be responsible for any mishap/incident in the hostel.
- xiii. Students are expected to register in the log book and take a gate pass from the warden if they have to go out of the campus during the day. The gate pass must be deposited with

the warden on return. Any student who has not registered in the hostel log book and is not available on the campus will be subjected to strict disciplinary action.

- xiv. The students need to follow all the rules and regulations of the hostel and institute. Consequences arising out of any violation of rules shall be entirely the students' responsibility. Students should not indulge in any unlawful, unethical, socially indecent, and unacceptable activities, in or outside the College/Institute premises and Hostels. Such action will be dealt as serious offences liable for suitable punishment.
- xv. Students who are planning to visit their home town or relatives are required to seek prior written approval from the Warden and the PGP Chair and keep both of them informed of such visit.
- xvi. No student is allowed to enter the hostel premises after 10 pm (for boys) and 9.30 pm. (for girls). Entry gates will be locked at the scheduled time. Students are instructed to switch off lights/fans etc., when they are not present in the room. If the same are found to be on in the absence of students, the students are liable to be penalized for the same.
- xvii. Students are not allowed to use any electrical gadgets like electric stove, air conditioner, washing machine, electrical water heating equipment, electric iron boxes, etc. in the hostel, of their own.
- xviii. A hostel committee consisting of representatives from management, faculty, and students will coordinate the smooth running of the hostel.
- xix. Playing cards are not allowed on the campus and serious disciplinary action will be taken in case this regulation is breached.
- xx. All the students are requested to conduct themselves in an orderly, well dressed and courteous manner during breakfast, lunch, and dinner and at all other times they are in the canteen. They should not waste food and water etc.
- xxi. Food will be served only in the dining hall. Students must come to the dining hall for having their food/snacks.
- xxii. A strict silence hour will be followed from 10 pm to 6 am. This period is meant for either studying or sleeping. During this period, students are expected not to disturb their roommates by listening to music, using mobile phones etc. Students are not allowed to visit other rooms during this period. Any violation of this would result in initiation of a disciplinary action.

Rules for vacation of Hostel Room:

In case if any hostel student wants to permanently vacate the hostel room, he/she must follow the process stated below:

- i. Student must first submit an application detailing the reasons for vacating the hostel room to the PGP office with a notice period of 7 days.
- ii. The application must also contain a consent letter from the parents, either in an e-mail format or in the hard copy format.
- iii. The letter must include details of the address of the new accommodation where the student is planning to shift with a valid address proof.
- iv. The clearance for the application of vacation of hostel shall be taken from the PGP Office, Admission Department, and Accounts Department in the prescribed No-Dues form.
- v. Upon the submission of the No-Dues form along with the application, the Hostel Warden would sign the letter and accept the request.
- vi. In case if it is found that a student has vacated the hostel room without intimation or without following the rules stated above, this act of the student would be treated as a serious misconduct and will attract a penalty of Rs. 10,000 plus any hostel dues along with immediate suspension from attending academic classes for a period of one week.

11.3 Library

- i. The library will remain open from 8.00 a.m. to 8.00 p.m. on all working days of the institution. During the holidays, library will be open from 9.00 a.m. to 4.00 p.m.
- ii. Identity Card is compulsory for access to the library.
- iii. Silence has to be maintained in and around the library.
- iv. No discussion is permitted inside the library.
- v. Using mobile phones and audio instruments with or without speaker or headphone is strictly prohibited within the library premises.
- vi. The students need to enter their name and sign in the register kept at the entrance counter before entering the library.
- vii. Refreshments, of any kind or nature, not allowed to be taken within the library premises.

- viii. Books will be issued only upon presentation of the library card along with the ID card.
- ix. Materials borrowed should be returned on or before the stamped due date. Returning the books late will require payment of overdue fine charged for the delayed period.
- x. If the books are lost, then the borrower shall replace the books of the same edition or latest edition or pay double cost of the book after getting permission from the librarian. Students are required to handle the books/journals very carefully. Marking with pencil, writing, highlighting, tearing the pages, or mutilating the same in any other way will be viewed very seriously. In such cases the reader shall be held responsible unless these are brought to the notice of the library staff at the time of issue.
- xi. All the students who are currently on rolls of the institute are members of the library. Each member will be issued 4 (four) borrowers cards in addition to one card for each course used for prescribing text book. Books meant for Book Review Session (BRS) are issued on borrowers cards only.
- xii. Issuing and returning of the books is done between 8.30 a.m. to 8.00 p.m. on all working days and during the holidays between 9.00 a.m. to 4.00 p.m.
- xiii. Each member shall produce his/her library borrower card before any book is issued to him/her.
- xiv. Before getting the books issued, any mutilation or markings should be reported immediately to the Library staff and the initials of the staff must be recorded.
- xv. If there is no report of the same, the student shall be responsible for mutilation and markings discovered in the book while returning the book.
- xvi. Journals, Magazines, Reference Books, Thesis, Video Cassettes, Compact Disks, Newspapers and such other materials are placed under restricted categories by the Librarian and cannot be lent. They can be used for reference in the library only.
- xvii. Books must be returned on or before the due date mentioned in the due date slip. In case the book is recalled by the librarian, before the due date, the same must be returned within a day. If the book is not returned to the library by the user within/on the due date, a penalty of Rs.10.00/- (Rupee Ten only) per day per book will be levied till the date of return.
- xviii. Lending of the books may be renewed at the discretion of the Librarian provided the books are not in demand by other members. Renewal of the books will be done only upon the physical presentation of the books.

xix. Book Bank Scheme (Issuing Of Text Books)

- (a) The Institute will provide text books to the students trimester wise and subject wise under the book bank scheme.
- (b) The students must return the text books at the end of every trimester.
- (c) The students are permitted to retain two (2) text books of his/her choice at the end of every trimester and return the remaining text books to the library.

xx. Book Review Session (BRS) Books

- (a) The books issued for the purpose of BRS must be returned within three days after the BRS presentation by the concerned student.
- (b) BRS books that are not currently assigned to any student may be issued to the other students as any other books.

xxi. Issue of No Dues Certificate

A student will be given 'NO DUES CERTIFICATE' from the library after he/she returns all the issued books, completes payment of all outstanding dues, if any, on the expiry of membership (Completion of PGDM course) or termination of the connection with the institution, as the case may be. Failure to submit the 'NO DUES CERTIFICATE' to the office by the prescribed date will entail in withholding of results, marks memos certificates, and other documents, if any.

xxii General Library Rules

- (a) Proper discipline and absolute silence must be maintained by the students in the library.
- (b) No student is allowed to doze/nap/sleep in the library premises.
- (c) No student, entitled or permitted to use the library, shall mutilate, disfigure and/or, deface the books by writing in the margins, underlining the sentences, marking passages or damaging a book, periodical, map or chart or any other property of the library in any other way.
- (d) The students are liable for punishment and fine of Rs. 500 if they damage the books or tamper with any other property of the library and/or cause inconvenience to the use of the library by other students, faculty and staff, or misbehave with them, in any manner whatsoever.

(e) The students are liable for strict punishment and fine, as decided by the library committee, in case of any of the above mentioned offences.

Additional punishments for students may include one or more of the following:

- i) Eviction from the library for the day and recovery of the cost of damage;
 - ii) Suspension of the library membership and/or usage for a specified period;
 - iii) Cancellation of the library membership for the remaining period of the academic year/course; and
 - iv) Any other punishment that the library committee or management may deem fit and proper.
- (f) Littering anywhere in the library will not be tolerated. The waste including paper, pencil shaving etc. should be disposed only in the waste paper basket.
- (g) Members of the library are responsible for keeping the books lent to them safely and are not allowed to sub lend them.
- (h) The students are not allowed to sit in the library during class timings.
- (i) Students must sign in the register kept at the entrance counter before entering and while exiting the library premises.

xiv) VIOLATION

Violation of any of these rules will be considered a serious breach of discipline and the Librarian is empowered to take action as is deemed necessary, in consultation with the concerned authorities.

11.4 Usage of Laptop and Internet

LAPTOP

- i) Charge the battery 'FULL' to 100% before initial use. Battery is not covered under Warranty. Recharge the battery only after fully discharging it. Repeat this process of charging cycle, i.e. to recharge only after full discharge, at least for 50 cycles. This will improve the battery life.
- ii) DO NOT touch/wipe the Laptop Screen with hands or ordinary cloth.

- iii) DO NOT use laptop in hands/inclined position and other postures. Ensure to use the laptop only on a flat surface. While working on a glass top, keep a paper below the laptop to avoid absorption of heat.
- iv) AC Adaptor, Cables, Pen Drive, Carry Case that are separable parts of the Note book PC are not covered under Insurance.
- v) Physical damages caused to the laptop are not covered under insurance.
- vi) Avoid taking tea/coffee, cold drinks, and other eatables while working on laptops.
- vii) Use of recovery CD may result in loss of data. Consult the IT department before using.
- viii) Keep note of the Serial Numbers of laptop and the adaptor separately.
- ix) In case of any difficulty/problem with the laptop and its accessories, please do not attempt to rectify them on your own. Report the matter to the IT Department immediately.
- x) Take care of your laptop at all times. Do not leave it unattended even for a minute.
- xi) Misuse of IT facilities and infrastructure will be viewed seriously and disciplinary action will be initiated for misuse of IT facility for non-academic purposes like browsing sites that have non-academic content (including chatting). Severe penalties will be levied including dismissal of the student from the program depending on the nature of misuse of IT facilities.
- xii) These regulations, including the action to be taken for not following them, are liable to change without notice at the discretion of the concerned authorities.

Details of disciplinary action for misuse of IT facility.

First time penalty:

- i. Illegal use of network: Penalty of Rs. 500/-and three days suspension from the classes and statutory action for which he/she is liable under law.
- ii. Hawking of network: Penalty of Rs. 5000/- will be charged and three days suspension from the institute will be enforced.
- iii. Using the network for accessing illegal sites including pornography: Penalty of Rs. 10,000/- and suspension for three months from the institute will be enforced.

Second time penalty:

If a student is found repeating the above activities, he/she will be liable for dismissal from the course. Imposition of penalties mentioned above does not absolve the student from any liability under law and action taken by police or other authorities in connection with any misuse of internet. The institute will not be held liable in this regard. The students need to follow the above instructions regarding the use of laptops to ensure proper use of the same.

INTERNET

i) Wireless Internet Facility is available in the entire campus viz., classrooms, library, canteen, and hostel. However, the students cannot access the facility when the classes are going on unless your class lecture demands it. The students have to access the internet through their nearest access points.

E.g.: SSIM WIFI using the proper SSID.

ii) The student's laptops will be assigned a unique IP address that the students are not supposed to change or modify.

iii) The students are expected to use the internet purely for the academic purposes only.

iv) Misuse of internet for unsocial, criminal, and other such purposes is punishable under law and all such violations will be reported to the police. Thereafter the law will take its own course and the institute is not liable for any actions taken by the police or other authorities.

12. PLACEMENTS

The objective of Placement Policy of SSIM seeks to provide a fair and reasonable opportunity to all its students to be suitably placed according to their aptitude, caliber, and competence.

- i) The Placement Process at SSIM would be based on the principles of Equity, Fair Play, Transparency, and Objectivity.
- ii) It would involve both on-campus as well as off- campus routes of placements.
- iii) This policy would cover all students of PGDM, PGDM-BIFS, and PGDM-BA.
- iv) The roles and responsibility of the Placement Cell is to facilitate the process of placement.
- v) The Placement Cell is headed by the Chairman – Placements.
- vi) The Placement Committee consists of General Manager - Placements and Corporate Relations, Placement Managers, Faculty Members, and Student Coordinators. The Student coordinators will be selected from both the first year and second year PGDM students. The committee prepares the placement policy and ensures its implementation.
- vii) Placement committee will take care of networking with the corporates and inviting them to visit the campus for campus recruitment process.
- viii) The placement department releases notification (email), Superset from time to time mentioning the visit dates of the companies along with the company profile and the job profiles. It is the sole responsibility of the students to keep themselves updated about the news from the placement department.
- ix) Each student will be given equal opportunity to attend the selection process based on the profile and requirement. Once a student is selected and offered a job through campus selection, he/she will not be allowed to participate in any other recruitment drive on campus. Hence, the students are advised to decide upon the career options before attending the selection process.
- x) Every student who decides to take part in the selection process of a company must invariably visit the website of the company and appraise himself/herself about that organization.

- xi) Students eligible for placement must attend the pre-placement presentation of every organization that visits the campus. Attendance of eligible students in the pre-placement talk is mandatory.
- xii) Students are required to give a photocopy of their offer letter, in case they receive an offer directly from the offering company on campus for internship and placements.

Submitting a photocopy of the offer letter to the placement department is mandatory if the student secures an off campus placement.
- xiii) Placement department also helps and guides the students in obtaining summer internships opportunities.
- xiv) Placement brochure “SHRESHTA” lists the profiles of the final year students and provides the salient features of SSIM including the course structure of the programs offered. SHRESHTA is released every year on 5th September.

12.1 Code of Conduct for Placements

- i. The Campus Recruitment drive commences during the first week of September (tentatively).
- ii. Students with any record of indiscipline will not be considered for campus recruitment process.
- iii. Students should clear all backlogs (till 3rd trimester), if any, by the end of 4th trimester to be eligible for campus recruitment drive.
- iv. Students should maintain 75% attendance in Campus Recruitment Training (CRT) sessions and any other placement related events such as, special GD and PI sessions among others, to be eligible for the campus recruitment process.
- v. Students should strictly follow the dress code during on-campus and off-campus recruitment drives. Boys should be clean shaved or at least have well-groomed beard in order to participate in the placement processes.
- vi. The students are required to reach the venue of the recruitment drive at least 15 minutes before the scheduled time (as prescribed by the placement team) on the day of the

recruitment drive. If a student arrives late, he/she will not be allowed to participate in the process.

- vii. If a student fails to attend the process on time (as prescribed by the placement team) on two occasions, he/she will not be considered for any further placement opportunities.
- viii. When a student registers for a process, the student must attend the Pre-Placement talk related to the process, failing which, his/her candidature in the campus recruitment process will not be considered.
- ix. During the campus recruitment drives, if any student fails to attend all rounds, after clearing previous rounds, he/she will not be allowed to participate in any further campus interview process.
- x. If a student refuses an offer given by a recruiter, he/she is deemed as placed and will not be considered for further recruitment processes.
- xi. In a situation where the placement results are pending for announcement from more than two companies for a student, then the student should take up the opportunity from the company that declares the results first, and other offers will be deemed to be cancelled. However, in such cases, the student will have to communicate in writing to the placement department about his/her most preferred option out of the organizations from which final results are pending. Student will be allowed to join the preferred organization.
- xii. In case of any queries about an opportunity, students are advised to consult their mentors and/or Members of the Placement Department only.
- xiii. Students should not contact the recruiters directly without prior permission from the Placement Department.
- xiv. In case any student desires to attend any off-campus recruitment process, the same should be communicated to the Placement Department in advance.
- xv. Any act of indiscipline during recruitment process such as answering calls on mobile phones, capturing video/photos using mobile phones, engaging in unwanted arguments with other participants or the recruiters, failing to maintain decorum, among others, will lead to disqualification of students from all Campus Placement processes.

- xvi. In order to maintain fairness and integrity in the placement process, any form of malpractice or misconduct will attract disciplinary measures. For minor violations, the Institute will be issue a Written Warning or an Official Reprimand as the first level of corrective action.
- xvii. If a student is found guilty of malpractice for the second time, the case will be immediately referred to the Disciplinary Committee for an impartial inquiry. Upon verification and confirmation of the repeated offence, the student will be permanently debarred from all placement drives conducted by the Institute.

13. EVENTS AT SSIM

Siva Sivani Institute of Management strongly believes in motivating the students to become leaders and provides them many opportunities to explore the talent within them. In order to provide such opportunities, SSIM organizes various Extra-Curricular Activities to help the students in understanding the importance of co-ordination, teamwork, group dynamics, oneness, and other such qualities. To give a formal structure to these events, SSIM has uniquely named every activity starting with an 'S' as in 'Siva Sivani'. The programmes are detailed below:

13.1 SPANDANA - A Spontaneous Response (Freshers' Party):

The institute strongly believes in interpersonal relations and teamwork. In order to give a feeling of oneness to the freshers, the Senior PGDM students conduct 'Spandana' to warmly and formally welcome their Juniors into the Siva Sivani family.

13.2 SAMMELAN - An Intra Collegiate Meet

One day in a term is earmarked for this activity to bring out the innate talent of the students. Various cultural activities and management games are conducted on this day.

13.3 SAMAROH - International Research Conference at SSIM

SAMAROH is conducted to commemorate the death anniversary of the founder of Siva Sivani Group of Institutions, Late Sh. S. P. Sampathy. Samaroh is an international conference aimed to offer a knowledge sharing platform for academicians, researchers, and corporate professionals facilitating exchange of knowledge along with generation of new body of knowledge. This conference also includes key note addresses from renowned management experts apart from having research paper presentations from the participants of the conference.

13.4 SAMANVAY - The Essence of Coordination

Samanvay is the Inter Collegiate Management Students' Meet organised by the students of Siva Sivani Institute of Management. This event brings together the students of various business schools across the state and beyond. They participate in various management related competitive events. This is an opportunity for the students of SSIM to organise these events and showcase their leadership qualities portrayed through managing such a big event. Many business houses sponsor the events organised during Samanvay. This clearly manifests the Industry-Institute-Interaction of Siva Sivani Institute of Management.

13.5 SAMEEKSHA – Plethora of Club Activities

The Students' organise Club Activities under various clubs such as HR, Finance, Marketing and Analytics Club to bring out the inherent talents, and potentials of the students. Students make various presentations, conduct formal and informal activities such as quizzes, group discussions, management related games, etc., in order to develop and nourish management acumen and the creativity abundantly available in every one of us. Experts from the industry may be invited to chair the club sessions conducted by the students. The experts also share their experiences with the students. These activities help students acquire knowledge on contemporary issues in their respective specializations while improving their oral and written communication skills and encouraging participation in the competitions conducted by various Business Schools.

13.6 SMRITI - A Fond Remembrance (Farewell Party):

Meeting and parting is a way of life. After the completion of the course, it is certain that the Seniors part with the Juniors. In order to express their feelings and the unwritten bonding between the Seniors and the Juniors, the Juniors bid a grand Farewell to the seniors in the 6th trimester. Various activities are organised in order to further strengthen the relationship among the juniors and seniors even after leaving the portals of the Institute. The Juniors present mementos as a fond memory to the seniors.

13.7 SNEHA - The Alumni Association of SSIM:

SSIM strongly believes that the Alumni Association has a great role to play in the developmental activities of the Institute. To strengthen our relationship with the Alumni, SSIM conducts SNEHA – The Alumni meet of SSIM and invites them to the campus. This gives a feeling to every student of SSIM that they are/will be always a part of the Siva Sivani family.

13.8 SADHANA - Student Research Conference:

SADHANA is a Student Research Conference introduced in 2022. The aim of this conference is to bring Bachelor's/Master's level research into spotlight and to increase the enthusiasm among students for academic research. This conference gives UG/PG students from different colleges across the state and beyond, a unique opportunity to present their researches among the learned audiences. Participating in this conference enables the students to experience the rigor of academic practice.

13.9 SNATAK - CONVOCATION

Snatak is held on 22nd October every year to confer the degrees to the graduating students. While the graduating batch receive their degrees, the present batches of students put their managerial skills, especially event management skills, a notch higher by coordination and managing the event successfully. Ideally, it provides a confluence of three consecutive batches of SSIM.

13.10 SANMAN - Teacher's Day

Teachers' Day is celebrated every year on 5th September on the SSIM campus. On this day, SSIM felicitates a distinguished teacher every year with a citation highlighting the accomplishments and contributions made by the teacher. This sends a strong message to the students regarding our tradition of respecting the teachers - "Guru Sanman/Pranam"- an integral part of our culture and society.

13.11 SATAKSHI - Woman's Day

SSIM conducts Women's Day or 'SATAKSHI' with grandeur and the event is organized by the Women Empowerment Cell of this Institute. The thrust area of this event is gender sensitization and makes the students and employees aware of rights and status of women in the society. To celebrate this event, successful women are invited to the campus to share their accomplishments and challenges faced in the journey of success along with discussing the ways in which they overcome such challenges.

13.12 SANGHIBHAV - ISR

SSIM, under its ISR initiative "SANGHIBHAV", supports a Government Primary School, Harijanawada at Macha Bollaram. The school students belong to under privileged sections of the society living below the poverty line. The students and the faculty regularly visit the school to give sweets and snacks, conduct games and sports, and even sharing knowledge. The joy of the students of this school cannot be expressed in words. Presence of institutes' representative gives them immense happiness. They look forward to these visits with innocent expectations of kind words, candies, surprises and by just being with them, for some time, once a week or a month. The students of the institute visiting them also try to give them moral support that brings a smile on their faces while boosting their morale.

13.13 SAMSKRITI - Traditional Day For The Fresher's

Sanskriti is conducted after the completion of induction program. After the commencement of the classes, the junior students (fresher's) are asked to come in traditional dresses to represent the culture of the state they represent. This promotes integration of different cultures among the students who come from different regions of the country. Various competitions are held and the organizers, the senior students, award the titles of Mr. and Miss Sanskriti to the winners (from among the junior students) with the help of a panel of judges.

14. OFFENCES UNDER CONDUCT RULES

i.	Smoking / chewing of Pan Masala / Pan / Gutkha / Tobacco and spitting in the Hostel / College campus inside the institute's vehicles	Such students have to pay a fine of ₹.1000/- for offence. If the offence is repeated, he/she will be suspended for 1 week or expelled from the institute as deemed fit.
ii.	Consumption of alcohol on the campus including hostel and institute's vehicles and coming to the hostel/campus after consuming the alcohol	If the student is found guilty of the offence, for the first time he/she has to pay a penalty of ₹. 2000/- and suspension for 2 weeks from the institute. If found guilty of the offence for the second time, he/she will be dismissed from the institute.
iii.	Wearing jeans, miniskirts and other vulgar and provocative dress by either male or female students on campus and in hostels	₹. 2000/- penalty and suspension from the institute for 1 week. Repeated offenders pay a penalty of ₹ 5000/- along with expulsion from the institute
iv.	Non adherence to dress code as stipulated in the handbook	₹. 500/- penalty and 3 days suspension from the institute.
v.	Boys sporting long hair	Penalty of ₹. 500/- and forced hair cut
vi.	Illegal use of wi-fi network	Penalty of ₹. 500/- and 3 days suspension from the classes and statutory action to which he/she is liable under law. If repeated, expulsion from the institute.
vii.	Hacking of network	Penalty of ₹. 5,000/- and 3 days suspension from the classes and statutory action to which he/she is liable under law. If repeated, expulsion from the institute.

viii.	Using the network for accessing illegal sites including pornography	Penalty of ₹. 10,000/- and suspension for 3 months. If repeated, expulsion from the institute.
ix.	Objectionable and indecent behaviour on the campus including hostel and precincts of the campus	For the first offence, Rs.1000/- penalty. For repeated behavior, debarring from the college.
x.	Loss and damage to the property of the institution including the Hostel Room.	Replacement cost of the item damaged including labour charges. If the item is complementary or from a set, the cost of the entire set will be recovered. Students may also be suspended from the institute for 1 week.
xi.	Fixing of posters etc. on the walls of the room.	Recovering the cost of repairing / replacing/ refurbishing damage to the hostel room. If the student is found to repeat such incident more than once, he/she will be expelled from the hostel.
xii.	Entering the hostel premises after 9.30 p.m. or at a time beyond the prescribed time.	First time, a penalty of ₹. 500/- and second time, suspension for 3 days plus the penalty.
xiii.	Not registering in the Log Book while going out during day/night, with permission from competent authority.	A penalty of ₹ 1000/- and suspension from the institute for 1 week per offence. If found repeating the offence, expulsion for 2 weeks from the institute plus the penalty.
xiv.	Leaving station without permission.	₹.500/- penalty and suspension for 1 month from the institute. If repeated, expulsion from the institute.

xv.	Misbehaviour with administrative staff, faculty, co-inmates, and other students in hostel as well as on the campus.	₹. 500/- penalty and suspension from the institute for 1 week.
xvi.	Keeping lights, fans on while they are out.	₹.500/- penalty and 3 days suspension from the Institute
xvii.	Unauthorised use of electrical gadgets in the hostel	₹. 500/- penalty and 3 days suspension from the Institute. The gadget will be seized and returned only at the end of the course.
xviii.	Disturbing other inmates, roommates, and surroundings by using mobile phones, music systems, and MP3 players etc.	₹. 500/- penalty and 3 days suspension from the classes.
xix.	Fighting in the campus, hostel, and in buses	₹. 2000/- penalty and suspension from the institute for one week. If repeated, suspension / expulsion, as deemed fit.
xx.	Disturbing the other classes by knocking the doors or entering the classrooms and disturbing the faculty	₹. 2000/- Penalty.
xxi.	Rude behaviour with the recruiting companies	Expulsion from the program.

Note:

1. The above list is not exhaustive and the President & Chief Executive or any nominated authority is competent to identify an offence and decide the penalty.
2. Repeated offences will lead to expulsion from the Institute.
3. The decision of the President and Chief Executive is final and binding on the students with reference to enhancements, commendation, waiver or other such acts of the punishments.

15. HOSTEL RULES & REGULATIONS

- All rights of admission to hostel are reserved with the Management.
- Room allotment is at the discretion of the management
- Vacant accommodation shall be assigned to the students in order of their admission to the Institute.
- Allotment of hostel seats will be for the full academic year. In case the resident wants to leave the hostel in the middle of the academic year, he/ she shall pay the hostel charges for the full academic year.
- Institute reserves the right to move any hostel resident from one room to another if the need arises.
- The administration will view any activity of the residents observed to be seriously prejudicial and detrimental to the smooth and peaceful functioning of the Institute's hostel. Disciplinary action will be taken against those found guilty.
- Hostel residents are not allowed to change rooms and transfer any furniture from one room to another room and/or add any furniture without the prior permission of hostel warden.
- Any damage to hostel/institute property must be reported immediately to hostel warden.
- You are required to always keep your room clean and tidy. Warden will carry out periodic inspection of the rooms.
- Do not plaster your walls with posters or scribble anything on the walls of your room in the hostel. The repair cost needs to be paid by the students and might be deducted from the security deposit submitted by the students if found adequate.
- Residents will be charged for all damages due to negligence on their part.
- Smoking, consumption of alcoholic drinks, drugs and any other intoxicating substances is strictly prohibited. Any resident found indulging in such practices shall be fined heavily and will be asked to vacate the hostel without any notice.
- Acts of indiscipline, misbehavior, gambling, or possession of weapons in the hostel premises including rooms shall be severely dealt with. A resident guilty of any of these

violations shall be liable to expulsion or any other punishment deemed fit by the Institute.

- Before leaving the hostel, every resident shall obtain clearance from the Warden and personally hand over the charge of the room and hostel property to the concerned authority.
- Any form of ragging is strictly prohibited. Any violation of the same may lead to expulsion, or any other punishment deemed fit by the Institute.
- It is obligatory on the part of the student to be present in the hostel on all days except when they go home with the permission of the PGP Office.
- Attendance of boys as well as girls in their respective hostels shall be taken every day at the time fixed by the respective wardens
- Any resident not present at the time of attendance shall be liable to be marked absent for that day for which he / she does not have prior permission or sufficient explanation.
- All residents shall, under all circumstances, fill night-out slips and seek permission of the concerned warden about their absence from the hostel whenever they go out of the hostel.
- They must also report to the warden and record their departure/arrival time in the movement register.
- No visitors (even day scholars or family members) are allowed in the rooms of the students.
- All the students must maintain discipline in the Institute and portray cordial relations with each other.
- Students must switch off the lights, AC, and fans whenever they go out and take precautions against of electricity.
- Personal grooming/professional services are not permitted inside the premises.
- Hostellers are supposed to be inside the campus premises **by 9:30 pm for girls and 10:00 pm for boys.**
- All hostellers must write the “out” and “in” timings in the register maintained at the main gate before going outside and after returning to the campus, respectively.

- The visit of male students to the female hostel rooms and vice-versa is not permitted.
- Male guests are not permitted to visit the Girl's Hostel; female guests are not permitted to visit Boy's Hostel.
- Parents/Visitors are advised not to insist on entry beyond the designated area or visiting rooms as it may disturb other students.
- Students will follow the schedule prepared by warden to use the washing machines.
- Mess food/utensils/cutlery must not be taken to the rooms.
- Students are responsible for their personal belongings like precious jewelry, purses, money, or any costly items. The Hostel Authorities do not hold any responsibility for the safe custody of the property of the students staying in the hostel. Students should not use their locks and should take proper care of their belongings.
- Students should refrain from doing any such activity like creating loud noise which may disturb the neighbourhood.
- Students are not allowed to use the Hostel terrace.
- Playing Holi and burning crackers during Diwali inside the hostel building is strictly prohibited.
- Students should co-operate with the Institute in carrying out the maintenance work and vacate their rooms completely when the maintenance team requires the rooms for this purpose. On such occasions, the management will provide alternate accommodation. If any maintenance work is to be carried out when the room is occupied, it is the occupant's responsibility to make the room available for the same.
- Acts of vandalism, hacking attempts in any form, cooking, etc. inside the room are strictly prohibited and violation of these rules and regulations will lead to strict punishment.
- No poster, etc. should be put up anywhere, either in rooms or lobbies. Defacement / scratching internal walls of lifts too, is strictly forbidden.
- Every case of illness and accident must be reported immediately to the Hostel Warden.
- All matters relating to differences among groups of students and complaints about the hostel staff shall be brought to the notice of the Hostel Warden, who will further inform

the Director for necessary action when needed. All issues first need to be brought to the notice of the Director before reporting the same to any legal authorities.

- Leave of absences from the hostel, must be mentioned to PGP office beforehand. It is at the discretion of PGP office to approve or dis-approve the leave.
- Room keys must be submitted to the Hostel Security at the time of departure and collected back on return.
- If any damage is done to the Institutional property, then money will be deducted from the students caution deposit.
- Every belonging must be taken away while vacating the hostel. Before the students have checked out from their allotted rooms.
- A proper security system with CCTV coverage in common places and the surrounding areas is ensured throughout the day and night for safety purposes of the students’.
- Any student who is found to be indulging in any/all the undesirable activities such as physical assault, damage to property, etc., is liable to disciplinary action that will be taken seriously depending on the severity of the offence.

Disciplinary action shall be taken against students, inter-alia, violating the following Rules and Regulations:

- No tenancy/ownership rights are created in favour of students availing the Hostel facility and other properties forming part of the Hostel facility. The hostel facility is guided by the rules and regulations framed by the Management, which can be changed, altered, modified, varied wholly or partly, and can be replaced by Management at their discretion and without assigning any reason for same. Any unauthorized stay shall be treated as trespassing and the student shall become liable to be forcibly removed from the hostel and college, as found fit by the disciplinary committee.
- The management reserves the right to take disciplinary action leading to suspension from the institution, for any willful disobedience or defiance of authority, non-observance, or frequent violation of the hostel rules, causing damage to person or property or indulging in anti-national or undesirable activities. In such cases the deposit shall be forfeited, and fees will NOT be refunded.

- Students shall not indulge in any political, immoral, untoward, or communal activity which is detrimental to the law and order and/or against the Government.
- No gambling of any kind shall be allowed on the premises of the hostel.
- No student shall bring or store any firearm, ammunition, explosive or inflammable goods on the premises of the hostel.
- Students shall not bring, consume, sell, purchase or deal in any alcoholic, intoxicating, narcotic and psychotropic substances of any kind, whatsoever and/or smoke in the hostel and/or any part of the premises. The same shall apply to visitors also. Any such occurrence shall invite strict disciplinary action leading to rustication from the Institute.
- Hostel authorities will not be responsible for any loss of money, jewelry, or personal belongings of any student. Students are advised not to keep any cash/jewelry or any costly items in the room.
- Ragging or any act of abetment, directly or indirectly, in any form is banned and is a cognizable offence. Any violation, thereof, will invite strict action as per existing law in addition to rustication from the Institute.
- Students shall not bring and/or keep any pets in the Hostel.

IMPORTANT TELEPHONE NUMBERS

Sl. No.	NAMES	PHONE NOS.
1	PROF. (DR.) AMBUJ GUPTA Director	9545521230
2	Mr. K. SREEHARI Controller of Examinations	9391115088
3	Dr. N.C. RAJYALAKSHMI PGP Chair	8328275438
4	Mr. M. CHAITHANYA PGP Co-Chair	9160054499
5	Dr. ARIJIT SANTIKARY Program Chair – PGDM & Area Chair - Marketing	9963713840
6	Dr. V. JAYALAKSHMI Program Chair - PGDM – BIFS & Area Chair - Finance	9966727078
7	Dr. S.F. CHANDRASEKHAR Area Chair – HR & Strategy	9391114937
8	Dr. K.S. HARISH Program Chair - PGDM – BA & Area Chair – Data Science	9866600566
9	Mr. SUBASH TEJ Assistant Professor, Coordinator -Hostel Affairs	8985228163
8	Mr. DEVA SAHAYAM Deputy Manager – Banking	9393332654
9	Mrs. SANDHYA Warden - Girls Hostel	9676957576
10	Mr. NAVEEN KUMAR CHANDA Manager – Facilities	9989415342



S. P. Sampathji's Siva Sivani Group of Institutions
SIVA SIVANI INSTITUTE OF MANAGEMENT
(Crafting Careers Since 1992)
(AICTE Approved)