



Chetana's

Institute of Management & Research

SOP ADMISSION PROCESS FOR PGDM and PGDM Marketing

1. Commencement of Admission Process for the Academic Year

- Internal Note - Approval for proceeding with the admission process mentioning the Schedule for Admission (Addressing from Admission Chair- Director – CEO - Secretary)
- Approval of Budget for Advertising, Digital marketing, CRM Expenses and other Miscellaneous Expenses.

2. Prospectus for Admissions

- Designing of Prospectus
- Draft of Prospectus is given for approval (Addressing from Admission Chair- Director – CEO - Secretary)

3. Finalisation of CRM

- Review of CRM features based on previous years experience
- Finalisation of CRM and any changes that need to be made in the admission form
- Release of Purchase Order for setting-up of CRM

4. Advertisement, Promotions and Social Media Post for Admissions

After approval for admission process, the process of advertisement for admission starts

- Designing and Sizing of Advertisement with the consent of CEO, Director
- Designing of Social Media Post by Bradcomm, approval by Director and CEO
- A sample draft of advertisement is designed by the I.T. lab person.
- Approval of Draft copy of Advertisement (Approval by Director and CEO)
- Advertisement is to be given for publishing in 1 National, 1 Regional, & 1 Within Mumbai circulated Newspaper.
- After Approval, Quotations are called from the Newspaper Publishing Agencies.
- Approval for Final Work Order to be given : (Addressing from Director – CEO/ Secretary)
- Print Order Issued
- Review of Quotes and past performance of Lead Generation Agencies (Ex. Unipro, CollegeDunia, Shiksha etc)
- Release of Purchase Order/Work Order to commence online promotion of CIMR PGDM and PGDM Marketing Courses, on Google, Meta and other platforms.
- Lead generation from interested applicants.



1

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5. **Upload of Prospectus and Activation of Admission Form on the website**
 - Internal Note: From Director to the I.T. Dept, instructing upload of Prospectus
 - Uploading of Prospectus on the Website (Admission Link cimr.in\admissions)
 - Activation of the Admission Link (No Paper forms/Meritto) through the admissions page.

6. **Admissions Commence**
 - Prospectus and Form made available on website
 - Social Media Post released to announce the commencement of the admission process.
 - On completion of forms, uploading documents and payment of application fees, online receipt is issued to the candidate. (Payment through UPI/Credit Card/Debit Card)

7. **Promotion of CIMR programs**
 - Online Campaigns, leader generation and Emailers are sent to promote the programs at CIMR
 - Leads allocated to Counsellors for follow-up and counselling of applicants
 - Encourage applicants to complete application forms
 - Online Webinars are conducted for interested applicants. Promotion of the Webinars through Social media.
 - Face to Face Seminars are conducted at classes or undergraduate colleges to highlight features of the programs.

7. **Receipt of Admission Forms from the Prospective Candidates**
 - Counsellors verify if the forms are complete and the required documents are uploaded as per the checklist of documents mentioned in the Prospectus.
 - Eligibility of the Candidate to Apply for the course is also verified as per criteria's mentioned in the prospectus while submission of form.
 - If the Candidates fulfill the eligibility criteria's the form is accepted, candidate is invited for a Comprehensive Discussion and Personal interview (CDPI)

8. **Due date of Submission of Form**
 - Admission forms are received till the last date of submission mentioned on the website, social media post and advertisement.
 - In case required, the submission date is extended after seeking due approval from (Addressing from Admission Chair- Registrar- Director – CEO - Secretary)
 - If approved, Extension Notice is put on Website & Notice Board of the Institute.

9. **Comprehensive Discussion and Personal interview (CDPI)**
 - Admission Committee plans a schedule for the CDPI
 - Slots are created with Links for CDPI
 - Link sent to students to book slots for CDPI Session
 - Faculty Panels created for the conduct of the CDPI based on availability



- Marking sheets and CDPI process released for faculty guidance. Topics of CDPI are issued as guidelines.
- On Slot booking, Counsellor sends Zoom Link and general guidelines for conduct of CDPI.
- In case of an emergency and change of date/slot, the applicant can send an email to request a change.
- Depending on slot availability and candidate availability, a slot change made and a new link sent to the candidate.
- CDPI spreadsheet sent to faculty (Panelists) with Zoom Link and form details.
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10. Conducting the CDPI

- Admission Chair checks the list of CDPI schedule through the Google Form
- Panelist confirms details of the candidate.
- Attendance marked through the Marking Sheet
- Panelist conducts CDPI as per guidelines
- Confirmed Entrance exam and score
- Panelist award marks for the CDPI based on the interaction.
- The Marking sheet of the Panel is handed over to the Administrative Department in charge of CDPI.

11. Results of the CDPI and Merit List Compilation

- Marks of CDPI are entered into the merit list spreadsheet
- Marks awarded for Prior Academic Performance, (SSC, HSC and Graduation), Extra Curricular activities, and Work experience if any as per the following guidelines :

Sr. No	Criteria	AICTE Approved Range	CIMR marks	
			Percentage	Marks
1.	Entrance Test Percentile	35% to 60%	35%	70
2.	Personal Interview	20% to 45%	35%	70
3.	Past Academic Performance	5% to 25%	15%	30
4.	Sports/ Extra Curricular Activities	5% to 20%	10%	20
5.	Work Experience (More than one year)		5%	10



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Total Marks		100%	200
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Marking Guidelines for merit list :

A. Entrance Test Percentile

Percentile scores of the following six entrance exams are considered :

- CET
- CMAT
- MAT
- ATMA
- CAT
- XAT

A candidate scoring the highest percentile 99-100 would be awarded 70 marks for 'Entrance Exam' A candidate scored 90 percentile would be awarded 60 marks for 'Entrance Exam'

B. Personal Interview

Sr. No.	Criteria	Marks
1	Career Orientation	10
2	Communication Skills	10
3	Overall Personality & Attitude	10
4	Ability to work in teams	10
5	General Awareness	10
6	Subject Knowledge	10
7	Balance & Thoughtful Consideration	10

C. Break up of Marks for past Academic Record :

The Past Academic Record (PAR) / Sports/ Extra-curricular activities of the Candidates will be evaluated as shown below	
75% & above in X Standard / Equivalent Examination	12
70% & above but less than 75% in X Standard / Equivalent Examination	10
60% & above but less than 70% in X Standard / Equivalent Examination	04
less than 60% in X Standard / Equivalent Examination	00
75% & above in XII Standard / Equivalent Examination	12
70% & above but less than 75% in XII Standard / Equivalent Examination	10
60% & above but less than 70% in XII Standard / Equivalent Examination	04
less than 60% in XII Standard / Equivalent Examination	00
75% & above in Graduation/Post Graduation / Professional Course	06



60% & above but less than 75% in Graduation /Post Graduation/ Professional Course	04
less than 60% in Graduation/Post Graduation / Professional Course	00
Total Past Academic Record Marks	30

D. Sports/ Extra Curricular Activities

Participation in Sports /Extra-curricular activities at HSC or Undergraduate Level – Out of 20 marks

E. Work Experience

5 years & above	10
4 years & above but less than 5 years	08
3 years & above but less than 4 years	06
2 years & above but less than 3 years	04
1 years & above but less than 2 years	02
less than 1 years	0
Total WE Marks	10

Based on the above scores merit list prepared.

Students selected in the phase, emailed to confirm admission and pay part / full fees to reserve their seats by a deadline.

12. Payment of Fees

- Candidates make payment through a Demand Draft on the name of institute or UPI or bank transfer.
- Students applying for Loan are given the required draft for loan letter.
- After sanction from the concerned bank the payment is received from the bank on the behalf of the candidate.
- Receipt of Fees issued to student.



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Eligibility Criteria for Admission

In order to secure admission to the two-year full time course, the candidate should fulfill the following eligibility criteria:

- Passed with minimum of 50% marks in aggregate (Aggregate marks means the grand total of marks obtained by the candidate in subjects based on which the class declaration is made in the particular University from which the candidate is passing the qualifying examination. The percentage of marks obtained by the candidate in the bachelor's degree would be calculated based on the practice followed by the university/institution from where the candidate has obtained the degree.) or equivalent CGPA in any Bachelor's Degree awarded by any of the Universities incorporated by an ACT of the Central or State Legislature in India or other educational institutions established by an act of Parliament or declared to be Deemed as a University under Section 3 of the UGC Act, 1956 of minimum three years duration in any discipline recognized by Association of Indian Universities (10+2+3) or possess an equivalent qualifications recognized by the Ministry of HRD, Government of India.

OR

- Candidates appearing for the Final Year Examination of any Bachelor's Degree of minimum three years duration can also apply subject to fulfillment of eligibility criteria of admission.

AND

- Appearing/Appeared and secured non-zero positive score or marks or equivalent score in any one of the equivalent examination viz.: CET- MAH-MBA / MMS (conducted by DTE, Maharashtra State), CAT (conducted by IIMs), MAT (conducted by AIMA), GMAT (conducted by IITs), XAT (conducted by XLRI), ATMA (conducted by AIMS), CMAT (conducted by AICTE, New Delhi) for the Academic Year..

- If the candidate has failed and applied for revaluation of the result, in such cases the admission to such candidate will be on provisional basis subject to the condition that he/she will pass the examination with the required percentage of marks on or before the date decided by the Admission Committee. Undertaking from such candidates shall be taken for forfeiting the right of admission and fees paid in case of not securing required percentage of marks in qualifying examination. In case, the candidate fails to produce the results of the final year examination on or before the date decided by the Admission Committee, then admission offered to such candidate automatically gets cancelled and the fees (tuition, development and other fees) paid by the candidate for the academic year stands forfeited.

Refund:

The candidate who has been provisionally admitted may cancel admission by submitting a written application. Refund shall be made as per the rules prescribed by the institute / AICTE.



COMPREHENSIVE DISCUSSION & PERSONAL INTERVIEW INSTRUCTIONS TO THE CANDIDATES

GROUP DISCUSSION

Average Duration: 20 mins.

No. of Observers: 2

Assessment Marks: 70

Candidate will be evaluated on the basis of following parameters

- Content
- Clarity of thoughts
- Aptness of language
- Articulation
- Thoughtful Consideration on Topic
- Consistent Participation
- Group Communication Skill
- Active Listening
- Willingness to accommodate others views.
- Social Skills
- Expression
- Appropriateness of Body Language
- Analytical Ability
- Reasoning Ability
- Ability to think on ones feet

PERSONAL INTERVIEW

Average Duration: 15-20 mins

No. of Panelists: 2

Assessment Marks: 50

Expected Interview questions

- What are your Strength and Weaknesses?
- Describe any major decision you have taken in the last 6 months.
- Name few successes and failures in your life
- Where would you like to see yourself in 5 years from now?
- Why do you want to pursue PGDM Course?



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Student Intake:

Name of the Course	Part Time/Full Time	Duration	Intake
PGDM General	Full Time	2 Years	240
PGDM Marketing	Full Time	2 Years	60

Under special circumstances, if need arises, the management reserve the right to change the eligibility criteria and the selection procedure to accommodate otherwise deserving candidates. Attested Documents to be submitted at the time of Admission Candidates are required to submit the copies of following documents:

1. One set of statement of marks of S.S.C, H.S.C and Graduation with Degree Certificate. The candidates appeared for the Final Year examination must produce the marks sheets for the bachelor degree on or before 31st August, 2015. They should submit their previous years / semesters marksheets and Hall Ticket of final year exam appeared.
- 2.
3. One set of statement of marks of S.S.C, H.S.C and Graduation with Degree Certificate. The candidates appeared for the Final Year examination must produce the marks sheets for the bachelor degree
- 4.
5. Valid CET / CAT / MAT / GMAT/ XAT/ ATMA / CMAT Score Card
(Converted into CET Score card)
6. One Passport size colour photograph
7. Undertaking
8. GAP Certificate / Affidavit
9. Certificate of Indian Nationality in the name of the candidate
10. School Leaving Certificate for Date of Birth
11. Online Registration for Anti Ragging Programme Affidavits is mandatory through www.amanmovement.org

The Institute reserves the right to refuse or accept any applications without assigning any reason / justification.

Medium of Instruction:

The medium of instruction for the PGDM, PGDM-Marketing, programme is English.

Jurisdiction:

Disputes if any shall be subject to Mumbai Jurisdiction.



- Why do you want to join this institute?
- From where did you come to know about the institute?
- Have you seen our website? Any Suggestions?

Candidate will be assessed on the basis of the following parameters

- Career Goals
- Communication Skills & Personality
- General Knowledge/ Balanced thoughtful Consideration of Issues
- Subject Knowledge
- General Bearing

OVERALL SKILL SETS ASSESSED ON THE BASIS OF GD & PI CONDUCTED

- Communication Skills
- Language Skills
- Ability to work Collaboratively
- Digital Skills
- Creativity
- Adaptability
- Understanding Regional Diversity
- Business Development Skills
- Initiative
- Analytical Thinking.

OVERALL SKILL SETS REQUIRED and therefore tested during CD & PI process:

SEMESTER I

1. Communication
2. Language Skills
3. Ability to work Collaboratively
4. Digital Skills
5. Creativity

SEMESTER II

1. Adaptability
2. Understanding Regional Diversity
3. Business Development Skills
4. Initiative
5. Analytical Thinking

SEMESTER III

1. Global Mindset
2. Humility
3. Decision Making
4. Creative Problem Solving
5. Stress & Time Management

SEMESTER IV

1. Negotiation
2. Strategic Thinking
3. Leadership Skills
4. Entrepreneurial drive
5. Risk Taking

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WHAT CONSTITUTES MALPRACTICE IN CD/PI BY A CANDIDATE:

1. Possession of any material other than permitted under the code, in the GD/PI room.
2. Talking in spite of warning or communicating in any manner with others.
3. Threat or offering bribe of any nature to other candidates / experts / any staff on GD/PI duty.
4. Impersonation.

AUTHORITY TO AWARD PUNISHMENT: UNFAIR MEANS COMMITTEE:

Committee shall be constituted by the Director of the Institute to enquire into and deal with instance of malpractice. The member of the committee shall be:

- | | | |
|---------------------------------|---|----------|
| 1. Director / Chief Coordinator | : | Chairman |
| 2. Admission Chairperson | : | Member |
| 3. Senior Faculty | : | Member |

Signed

Nandkishor

Designation

Director

Director

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