

Chetana's

Institute of Management & Research



STUDENT HANDBOOK

PGDM

PGDM- MARKETING

BATCH: 2024-26

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1. About the Institute

Welcome to Chetana's Institute of Management and Research (CIMR), one amongst top 10 MBA Institutes in Mumbai, an institute dedicated to creating business leaders which propel society towards a better and brighter future.

CIMR seek to impart the best and most up-to-date industry driven curriculum when it comes to management and research. Our outstanding faculty reinforce these learnings in students with the use of practical exercises and activities. Committed to creating 'ethical business leaders', Chetana's as the name suggests, strives to keep both, hearts and minds of the students involved, so that the leaders of tomorrow approach future challenges holistically. CIMR offers a unique opportunity for students to understand and unlock their full potential. The Institute has also taken special care to remain accessible to differently-abled learners. After all, there should be no barriers to stop one's drive to learn.

1.1 Genesis of the Institute

The dream of our Founder President Late Shri. Madhukarrao D. Chaudhari, Chetana's Institute of Management and Research (CIMR) became a reality in 1996. He believed in the principle of 'education for all' and so our multi-cultural outlook ensures an environment which stimulates learning and progress, with a strong emphasis placed on student participation in co-curricular activities that help them discover their latent talent.



Lok Sevak Shri Madhukarrao Chaudhuri
Founder President Chetana Trust

1.2 VISION

To develop Chetana as a World Class Management Institute of excellence with a view to developing outstanding business professionals who make valuable contributions to the business, society and environment at large.

1.3 MISSION

Chetana is committed to prepare students as successful leaders who combine the use of managerial skills with the understanding of socio-cultural systems, to meet the current and future needs of industry, society and environment at large. The institute is committed to ensuring excellence by high-quality learning for its students.

1.4 VALUES

- Passion for Learning
- Pursuing Excellence
- Integrity
- Respect and care for society and environment

1.5 PROGRAMS

CIMR offers two AICTE approved Programs:

- PGDM (intake 240 students)
- PGDM- Marketing (intake 60 students)
- Fellow Program in Marketing (intake 10 students)

2. Program Highlights

The Programs are conducted in Four Semesters, spread over a period of two years. First year covers the foundation and core courses, which are compulsory for all students. In the second semester, the Institute also facilitates 'Off - Summer Projects' for students. After the first year it is mandatory for the students to undertake summer internship for a period of 8-10 weeks in a commercial / social organization which is facilitated by the Institute.

2.1 Programs:

PGDM: The institute offers specialization in the areas of Marketing, Finance, HR, Systems and Operations. Its curriculum ensures the adaptability required to meet VUCA environment. The curriculum exposes the students to real life situations & sharpens their thinking to generate innovative ideas & solutions and view their discussions/ decisions in the light of various constraints.

PGDM-Marketing: Specialised marketing subjects apart from other important, relevant and contemporary subjects are offered to all the students. A cross-sectoral perspective is provided at the very beginning to build acumen in the field of marketing.

2.2 Program Structure:

2.2.1 PGDM

SEM - I - PGDM - A, B, C & D (Batch 2024-2026)

Sr. No.	Abbreviation	Subject	Marks	Credits
1	FA	Financial Accounting	100	4
2	ISB	Information Systems for Business	100	4
3	ME	Managerial Economics	100	4
4	MM-1	Marketing Management - 1	100	4
5	OSCM	Operations and Supply Chain Management	100	4
6	OB	Organizational Behaviour	100	4
7	QT	Quantitative Techniques	100	4
8	MC	Managerial Communication	50	2
9	IM	Innovation Management	50	2
10	SNS	Selling and Negotiation Skills	50	2
		TOTAL	850	34

SEM - II - PGDM - A, B, C & D (Batch 2024-2026)

Sr. No.	Abbreviation	Subject	Marks	Credits
1	AFS	Analysis of Financial Statements	100	4
2	FM	Financial Management	100	4
3	HRM	Human Resource Management	100	4
4	MM-2	Marketing Management - 2	100	4
5	MBR	Managing Business Research	100	4
6	OR	Operations Research	100	4
7	EM	Entrepreneurship Management	50	2
8	ESG	ESG	50	2
9	EEB	Economic Environment of Business	50	2
10	CL	Communication Lab	50	2
11	SAP	Specialization Course - Application and Practices	50	2
		TOTAL	850	34

SEM - III - PGDM - A, B, C & D (Batch 2024-2026)

CORE COURSES

Sr. No.	Abbreviation	Subject	Marks	Credits
1	PM	Project Management	100	4
2	STM	Strategic Management	100	4
3	SIP	Summer Internship Project	100	4

Marketing Specialization

Sr. No.	Abbreviation	Subject	Marks	Credits
1	CIBB	Consumer and Industrial Buying Behaviour	100	4
2	MPB	Managing Products and Brands	100	4
3	MRA	Marketing Research and Analytics	100	4
4	SM	Services Marketing	100	4
5	SDM	Sales and Distribution Management	100	4
6.a.	MBFS	Marketing of Banking and Financial Services	50	2
6.b.	IMC	Integrated Marketing Communications	50	2
6.c.	RM	Rural Marketing	50	2
6.d.	DM	Digital Marketing	50	2

Finance Specialization

Sr. No.	Abbreviation	Subject	Marks	Credits
1	CVBR	Corporate Valuations and Business restructuring	100	4
2	IAWM	Investment analysis and wealth management	100	4
3	DRM	Derivatives and Risk Management	100	4
4	IF	International Finance	100	4
5	BFSI	Banking and Financial Service Institutions	100	4
6.a.	MBFS	Marketing of Banking and Financial Services	50	2
6.b.	RA	Research Analyst	50	2
6.c.	FI	Fixed Income securities	50	2
6.d.	FA	Financial Analytics	50	2

HR Specialization

Sr. No.	Abbreviation	Subject	Marks	Credits
1	CBPM	Competency Based Performance Management	100	4
2	C&B	Compensation and Benefits	100	4
3	HRA	H R Analytics	100	4
4	OSTD	Organizational Structure, theories and design	100	4
5	T&D	Training and Development	100	4
6.a.	IR&LL	Industrial Relations and Labour Laws	50	2
6.b.	TA	Talent Acquisition	50	2

Operations Specialization

Sr. No.	Abbreviation	Subject	Marks	Credits
1	SOM	Service Operations Management	100	4
2	OA	Operations Analytics	100	4
3	MM	Materials Management	100	4
4	IL	International Logistics	100	4
5	SCM	Supply Chain Management	100	4
6.a.	MRPC	Material Resource Planning and Control	50	2
6.b.	BPR	Business Process Re-engineering	50	2

Systems Specialization

Sr. No.	Abbreviation	Subject	Marks	Credits
1	DBMS	Database Management Systems	100	4
2	EMS	Enterprise Management Systems	100	4
3	BD&BA	Big data and Business Analytics	100	4
4	SE	Software engineering	100	4
5	AI & ML	Artificial Intelligence and Machine Learning	100	4
6.a.	KM	Knowledge Management	50	2
6.b.	MTB	Managing Technology Business	50	2

SEM - IV - PGDM - A, B, C & D (Batch 2024-2026)

CORE COURSES

Sr. No.	Abbreviation	Subject	Marks	Credits
1	IB	International Business	100	4
Specialization Courses				
Sr. No.	Abbreviation	Subject	Marks	Credits
2.a	TIM	Trends in Marketing	100	4
2.b.	PEVC	Private Equity and Venture Capital		
2.c.	OD	Organizational Development		
2.d.	OAC	Operations Application and cases		
2.e.	SACS	Systems Application and Case Study		
3	SW-1	Swayam Course -1	50	2
4	SW-2	Swayam Course - 2	50	2
5	IOP	Industry Oriented Project	100	4
		Total	400	16

PGDM - PEOs & POs

Program Educational Outcomes (PEOs):

PEO 1: To develop students as management professionals by honing their critical- thinking, analytical & problem-solving skills for effective decision-making.

PEO 2: To enable students to adapt to changes in the business environment both locally and globally.

PEO 3 : To sensitize students to socio-cultural & economic aspects impacting the current and future requirements of organizations and society.

PEO 4 : To develop ethical business leaders and entrepreneurs.

Program Outcomes (POs):

PO1: Apply knowledge of management theories and practices to solve business problems

PO2: Foster Analytical and critical thinking abilities for data-based decision making

PO3: Ability to develop value-based leadership ability

PO4: Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business.

PO5: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

2.2.2 PGDM-Marketing SEMESTER 1

Scheme of Instruction					Scheme of Evaluation				
Sr. No.	Course Code	Course Title	L	T	Credits	CIA	ESE	Total Marks	ESE (Hours)
101	FA	Financial Accounting	3		4	40	60	50	3
102	ISB	Information Systems for Business	3		4	40	60	100	3
103	IM	Innovation Management	1.5		2	20	30	50	1.5
104	MC	Managerial Communication	1.5		2	20	50	50	1.5
105	ME	Managerial Economics	3		4	40	60	100	3
106	MM-1	Marketing Management-1	3		4	40	60	100	3
107	OSCM	Operations and Supply Chain Management	3		4	40	60	100	3
108	OB	Organisational Behaviour	3		4	40	60	100	3
109	QT	Quantitative Techniques	3		4	40	60	100	3
110	SNS	Selling and Negotiation Skills	1.5		2	20	30	50	1.5
	QT(T)	Quantitative Techniques (Tutorials)		1.5	0				
	FFA (T)	Fundamentals of Financial Accounting (Tutorials)		1.5	0				
		TOTAL			34			850	

L = Lecture, T = Tutorial, P = Projects, CIA = Continuous Internal Assessment, ESE = End Semester Exam

CIA Basket (any one or more of the following assessments):

- Assignments, Quizzes, Role Plays, Attendance, Case study presentations, Projects, Presentations, Class Participation.

*Teaching Hours = 39 hours for full credit and 20 hours for half credit courses

*Tutorial Hours = 15 hours for both full & half credit courses

* L, T are teaching hours per week ,* P is total weeks

SEMESTER 2

Scheme of Instruction					Scheme of Evaluation				
Sr. No.	Course Code	Course Title	L	T	Credits	CIA	ESE	Total Marks	ESE (Hours)
111	CIBB	Consumer and Industrial Buying Behavior	3		4	40	60	100	3
112	CL	Communication Lab	1.5		2	20	30	50	1.5
113	EEB	Economic Environment of Business	1.5		2	20	30	50	1.5
114	EM	Entrepreneurship Management	1.5		2	20	30	50	1.5
115	ESG	ESG	1.5		2	20	30	50	1.5
116	FIM	Finance in Marketing	3		4	40	60	100	3
117	HRM	Human Resource Management	3		4	40	60	100	3
118	MBR	Managing Business Research	3		4	40	60	100	3
119	MM-2	Marketing Management-2	3		4	40	60	100	3
120	OR	Operations Research	3		4	40	60	100	3
121	MAP	Marketing Application and Practices	1.5		2	20	30	50	1.5

L = Lecture, T = Tutorial, P = Projects, CIA = Continuous Internal Assessment, ESE = End Semester Exam

CIA Basket (any one or more of the following assessments):

- Assignments, Quizzes, Role Plays, Attendance, Case study presentations, Projects, Presentations, Class Participation.

*Teaching Hours = 39 hours for full credit and 20 hours for half credit courses

*Tutorial Hours = 15 hours for both full & half credit courses

* L, T are teaching hours per week

* P is total weeks

SEMESTER 3

Scheme of Instruction						Scheme of Evaluation			
Sr. No.	Course Code	Course Title	L	P	Credits	CIA	ESE	Total Marks	ESE (Hours)
201	ITGM	Project Management	3		4	40	60	100	3
202	SM	Strategic Management	3		4	40	60	100	3
203	SIP	Summer Internship Project		8	4	40	60	100	3
		Total			12			300	
Marketing - Core									
210	B2B	B2B Marketing	3		4	40	60	100	3
211	MPB	Managing Products and Brands	3		4	40	60	100	3
212	MRA	Marketing Research and Analytics	3		4	40	60	100	3
213	SDM	Sales and Distribution Management	3		4	40	60	100	3
214	SM	Services Marketing	3		4	40	60	100	3
Marketing Electives (Any 2)									
215	DM	Digital Marketing	1.5		2	20	30	50	1.5
216	IMC	Integrated Marketing Communications	1.5		2	20	30	50	1.5
217	MBFS	Marketing of Banking and Financial Services	1.5		2	20	30	50	1.5
218	RM	Rural Marketing	1.5		2	20	30	50	1.5
		Total			36			900	

Semester 4

Scheme of Instruction						Scheme of Evaluation			
Sr. No.	Course Code	Course Title	L	P	Credits	CIA	ESE	Total Marks	ESE (Hours)
204	ITGM	International Trade & Global Management	3		4	40	60	100	3
205	IOP	Industry Oriented Project		12	4	40	60	100	
206	SW-1	Swayam Course-1			2			50	
207	SW-2	Swayam Course-2			2			50	

Scheme of Instruction					Scheme of Evaluation				
Sr. No.	Course Code	Course Title	L	P	Credits	CIA	ESE	Total Marks	ESE (Hours)
		Total			12			300	
Marketing - Core									
219	TIM	Trends in Marketing	3		4	40	60	100	3
		Total			16			400	

PGDM-Marketing - PEOs & POs

Program Educational Objectives (PEOs):

PEO 1: To develop students as management professionals by honing their critical- thinking, analytical & problem-solving skills for effective decision-making.

PEO 2: To enable students to adapt to changes in the business environment both locally and globally.

PEO 3: To sensitize students to socio-cultural, economic and marketing aspects impacting the current and future requirements of organizations and society.

PEO 4: To develop ethical business leaders and entrepreneurs in the field of marketing.

Program Outcomes (POs):

PO1: Apply knowledge of management theories and practices to solve business problems

PO2: Foster Analytical and critical thinking abilities for data-based decision making

PO3: Ability to develop value-based leadership ability

PO4: Ability to understand, analyse and communicate global, economic, legal and ethical aspects of business.

PO5: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

2.3 Summer internship:

All students are required to undergo a two-month mandatory corporate internship program, which provides an insight into the functional aspects of the corporate world and also gives an opportunity for the students to interact with the professionals from the industry. The institute offers placement assistance for summer internships. Students are equipped to undertake research projects during the summer internships. Prior to the commencement of summer internship, students are allotted faculty mentors to help them navigate the internship.

2.4 Off-Summer Projects

This is an initiative by the Institute to provide students a hands-on learning experience. The off-summer project (7-8 days) involves activities such as market research, equity research etc, and provides an opportunity to students to interact with field staff, customers and other stakeholders. The project contributes to the development of the analytical, presentation and decision-making skills.

2.5 Industry Oriented Project

The Industry Oriented Project (IOP) is a mandatory project in semester four, for the completion of the Program. It allows them to research & apply the concepts and theories to addressing a practical, real-world challenge. Faculty guides are allotted to students based on their areas of interest. The project work to be carried out around specialization will carry 200 marks.

3. Code of Conduct

The Institute strives to create a learning environment aimed to foster and nurture a harmonious student community. Every student shall observe discipline and contribute to the academic ambience of the Institute. Any act of indiscipline of a student reported will be referred for taking appropriate action and report to the parents/guardians.

3.1 Discipline and Action

1. If any student is found indulging in anti-national activities, or in activities that run contrary to the letter and spirit of the provisions of Acts and Laws enforced by the Government, or any activity that causes his/ her behaviour to be contrary to rules of discipline, will be liable to be expelled from the institute forthwith without any notice by the Director of the Institute.

2. If any of the statements made in application form or any information supplied by the candidate in connection with his / her admission is, at any time, found to be false or incorrect and wilful suppression of facts, his / her admission will be cancelled forthwith. The fees will be forfeited and he / she may be expelled from the institute by the Director and prosecuted, if deemed necessary. An appeal against the order of cancellation of admission / expulsion, however, may be referred to the Director, whose decision in such cases will be final and binding on all concerned.

3.2 Attendance

It is mandatory for every student to have minimum 75 % attendance for each course. A 100% attendance is required for tutorials, guest lectures and seminars, training Programs, industrial visit and events as per norms.

The Leave of Absence will be considered only in case of student's own sickness, sickness of parents, death of parents, own marriage, brother's / sister's marriage, etc., supported by valid evidence, documentary or otherwise. Students who are not fulfilling the minimum required attendance of 75% for each course shall be debarred from appearing for the examination.

Such debarred students will have to appear before the Attendance Committee, and the decision of the Attendance Committee is binding. Such debarred Student can register in that subject(s) by paying an amount as applicable for Re-registration Fee. The re-registration fee includes one-time tutorial and examination fee. On successful completion of the tutorial and the examination, the student will be allowed to complete the course.

Any student appearing for a re-exam after the 2nd KT (Main exam and two KT exams) will have to pay a re-registration fee as applicable.

3.3 Anti- Ragging Policy

Maharashtra Prohibition of Ragging Act 1999 which is in effect from 15th May 1999 has the following provisions for Action against Ragging:

- a) Ragging within or outside of any educational institution is prohibited.
- b) Whosoever directly or indirectly commits, participates in, abets, or propagates ragging within or outside any educational institution shall, on conviction, be punished with imprisonment for a term up to 2 years and / or penalty, which may extend to ten thousand rupees.
- c) Any student convicted of an offence of ragging shall be dismissed from the educational institution and such students shall not be admitted in any other educational institution for a period of five years from the date of order of such dismissal.
- d) Whenever any student or, as the case may be, the parent or guardian or a teacher of an educational institution complains, in writing, of ragging to the head of the educational institution shall, without prejudice to the foregoing provisions, within seven days of the receipt of the complaint, enquire into the matter mentioned in the complaint and if, prima facie, it is found true, suspend the student who is accused of the offence, and shall, immediately forward the complaint to the police station having jurisdiction over the area in which the educational institution is situated, for further action. Where, on enquiry by the head of the educational institution, it is found that there is no substance, prima facie, in the complaint received, he/ she shall intimate the fact, in writing, to the complainant. The decision of the head of the educational institution shall be final.
- e) If the Head of the educational institution fails or neglects to act in the manner specified in section “d” above when a complaint of ragging is made, such person shall be deemed to have abetted the offence and shall, on conviction, be punished as provided for in section “b” above.

3.4 Classroom Etiquette

- Be in the class 10 minutes before the start of the session.
- Be dressed as per the institute dress code.
- In view of cleanliness and hygiene, food and other eatables should not be consumed in classrooms.

- Keep your mobile phones and other electronic devices switched off during the sessions.

3.5 Dress Code

The Institute encourages personal grooming and dress code to enhance the student's self-esteem and camaraderie in the Institute and also prepare them for corporate/professional careers. Students are expected to be decently dressed while on campus as well as when they are representing the Institute at other forums.

On Campus:

Female students shall wear formal trousers and shirt (tucked in), or, suit, or Salwar-Kameez, and suitable formal footwear. Sleeveless attire is not allowed.

Male students shall wear formal trousers and shirt (tucked in) and suitable formal footwear.

Special Events/Programs in the Institute

For all events /programs/placement sessions/guest sessions, students have to be in **institutional dress code with formal blazers**.

4. Examination Policy:

4.1 Assessment

- The full time Post Graduate Diploma in Management (PGDM) and Post Graduate Diploma in Management- Marketing (PGDM M) are divided into four semesters over the duration of two years.
- All the students admitted in any of our two years' full-time programs are automatically enrolled for the Continuous Internal Assessment and End Term Examination conducted by the institute.
- Semester I and II shall be held in first year and Semester III and IV shall be held in second year. The assessment under all the programs shall comprise of Continuous Internal Assessment of 40 marks and End term examination of 60 marks for a full credit course and Continuous Internal Assessment of 20 marks and End Term Examination of 30 marks for a half credit course.
- The continuous internal assessment basket could be a combination of the following assessments: mid-term examinations, assignments, quizzes, role-plays, case study presentations, projects, presentations, etc.
- Mid Term, examination shall be conducted only for semester I and semester II courses after 6 weeks of commencement of regular lectures. Mid-term examination shall be a one-hour exam of 20 marks for full credit courses and 30 minutes test of 10 marks for half-credit courses. Two papers in a day could be conducted in mid-term examination.
- End term examination shall be conducted for semester I, II, III and IV. End term examination shall be conducted for 2.5 hours for 60 marks full credit course and 1.5 hours for 30 marks half credit course. The answer scripts shall not be shown to the students.

4.2 Examination time table

- The time table for end term examination shall be displayed at-least 15 days before the commencement of exam.
- The time table for mid-term and end term supplementary examination shall be displayed at-least 7 days before the commencement of exam.

4.3 Attendance and Debarred Case

- As per the attendance policy, the student must fulfil the requirement of 75% attendance per semester per course for being eligible to appear for the end term examination.
- The attendance committee shall share with examination the list of students debarred in a particular course and list of students debarred from entire end term examination.
- The attendance committee shall share the minutes of such meeting with examination department.

4.4 Learning Disability, Medical Cases And Death Of Immediate Family Member

- Students with learning disability shall be allowed following extra time for each exam
 - 10 minutes for a 1-hour paper,
 - 15 minutes a 1 ½ hour paper,
 - 30 minutes for 2.5-hour paper.
- It may happen that during the course of examination, i.e. after distribution of answer scripts and question papers, if any student is unable to write his/her paper due to sickness, or for medical reasons, and if he/she intends to leave the examination room, he/ she is considered to be present for the examination. His/her answer script shall be sent for evaluation along with other answer scripts. If he/she fails in the end term examination, he/she will have to appear for supplementary examination and is liable to pay the fees for the supplementary examination.
- In case any student is absent on medical grounds, he/she is required to produce leave application together with medical certificate, so that the absent case would be considered during the supplementary examination for exemption of fees.
- In case any student is absent due to death of an immediate family member, he/she is required to produce leave application together with death certificate, so that the absent case would be considered during the supplementary examination for exemption of fees.

4.5 Unfair Means

- The following acts on the part of a student may be construed as an unfair practice:
 - Possession of mobile phone or earphones or blue tooth
 - Possession of smart watch or any such gadget
 - Possession of written or printed material or notes or chits, etc or such things kept in close vicinity like in drawer or shoes/socks etc

- Anything written on body of a student-like palm, hand, etc or on clothes or desk or wall around the student
- Exchange of question paper with other students
- Talking or communicating with other student during the examination
- Looking over the shoulder
- Reading from other student's answer scripts or not properly covering ones written material to prevent others from reading it
- Not occupying the allocated seat as per one's roll number
- Any kind of disturbance in the examination room
- If any student found copying or caught in copy case, Junior Invigilator shall give a fresh answer script to such student and allow him/her to continue to write the examination without giving any extra time. Junior Invigilator would collect the evidence of copy case and bring the matter to the notice of Senior Invigilator. In such a scenario, the first answer script shall be treated as null and void and cannot be considered for evaluation.
- It shall be the responsibility of Junior Invigilator(s) to report in writing any malpractice or anomaly found during the examination to the Senior Invigilator and Chief Conductor. The Chief Conductor in turn shall hand over the matter to the Unfair Means Committee of the Institute.
- The convener of the Unfair Means Committee shall report their findings in writing, along with punitive action (if any malpractice was detected) to the Chief Conductor. The convener of the Unfair Means Committee shall mark a copy of the minutes of meeting to exams@cimr.in.
- Whether the Unfair Means Committee finds the student 'guilty' or 'not guilty' of action, the first answer script shall be treated as null and void and shall not be considered for evaluation.
- When the Unfair Means Committee finds the student 'guilty of action';
 - The second answer script also shall be treated as null and void and shall not be considered for evaluation.
 - The student will have to appear for end term supplementary examination for that particular course.
 - The student has to pay a fine of Rs 1000/- for each unfair means practice,
 - There will be a drop of grade in that particular course after the actual grade received from the supplementary examination
 - The Mark Sheet of the student will be indicated by a + sign.
- When the Unfair Means Committee finds the student 'not guilty of action', the second answer script's marks shall be considered for result declaration for that particular course.

4.6 Guidelines And Rules For Grading

- Our assessments are done using credit-based grading system. It has a 10-point scale. A 100 marks course is referred to as full credit course and earns 4 credit points. A 50 marks course is referred to as half credit course and earns 2 credit points. A 200 marks course earns 8 credit points.
- Grading is done for total 120 credits points / 3000 marks across all 4 semesters.

Semester	1	2	3	4	Grand Total
Total Credit Points	34	34	36	16	120
Total Marks	850	850	900	400	3000

- Apart from the marks secured, the students are also awarded grades. These grades range from 'O'- Outstanding to 'F'- Fail. An overall Semester Grade is awarded to the students based on the marks scored.

Marks out of 50	Marks out of 100	Marks out of 200	Letter Grade	Performance	Grade Point	S / CGPA Range
40-50	80-100	160-200	O	Outstanding	10	9.51-10
38-39	75-79	150-159	A+	Excellent	9	8.51-9.50
35-37	70-74	140-149	A	Very good	8	7.51-8.50
33-34	65-69	130-139	B+	Good	7	6.51-7.50
30-32	60-64	120-129	B	Fair	6	5.51-6.50
28-29	55-59	110-119	C	Average	5	4.51-5.50
25-27	50-54	100-109	P	Pass	4	4.00-4.50
0-24	0-49	0-99	F	Fails	0	< 4.00

- SGPA: Semester Grade Point Average shall be calculated for individual semesters. (It is also designated as GPA);
- $SGPA = \frac{\sum CG}{\sum C}$
- CGPA: Cumulative Grade Point Average shall be calculated for the entire programme by considering all the semesters taken together.
- $CGPA = \frac{\sum (SGPA \times CP)}{\sum CP}$
- G: Grade; GP: Grade Points; C: Credits; CP: Credit Points; CG: Credit Points X Grades (Product of credits & Grades); $\sum CG$: Sum of Product of Credits & Grades Points; $\sum C$: Sum of Credits Points

Example: SGPA calculation for 1 student for Semester 4

Course	Total Marks		Grade	Grade Points (G)	Credit Points (C)	CG = G X C	SGPA = $\Sigma CG / \Sigma C$
	Maximum Marks	Marks Obtained					
1	100	70	A	8	4	32	
2	50	28	C	5	2	10	
3	50	33	B+	7	2	14	SGPA=120/16
4	100	71	A	8	4	32	SGPA=7.50
5	100	70	A	8	4	32	SGPA=B+
Total					16	120	

Example: CGPA calculation for 1 student across 4 semesters

Semester	SGPA	Credit Points (CP)	SGPA X CP	CGPA = $\Sigma (SGPA X CP) / \Sigma CP$
1	7.50	34	255	
2	9	34	306	CGPA = 979/120
3	8.5	36	306	CGPA = 8.158
4	7	16	112	CGPA=A
Total		120	979	

4.7 Revaluation / Verification

- Revaluation and verification of answer script;
 - Is applicable only for the end term written examinations and end term written supplementary examinations.
 - Is not applicable for mid-term written examinations.
 - Is not applicable for internal assignment marks, presentations, projects, etc.
- The students will have two options – (1) Revaluation and / or (2) Verification. The student shall clearly mention their options in the requisition form.
- The requisition form should be submitted duly filled to the accountant along with the requisite fee, within the notified time period.
- **Option 1 – Revaluation:** The student may apply for revaluation of answer script in any particular course. The respective answer scripts would be sent to the concerned faculty for re-assessing the answers. The revaluation fees payable for this option would be Rs. 500/- per course. The student shall be ready to accept any marks declared after the revaluation i.e. it could be more or even less than already scored marks.

- **Option 2 – Verification:** under this option, the student can opt for only rechecking of the total marks mentioned in the answer script. It may so happen that there could be totaling error. This would be checked and confirmed when the student opts for verification option. The answer scripts are not sent to the concerned faculty for checking. This would be done by any of the examination committee member in the presence of director. The verification fees payable would be Rs. 200/- per course.
- A notice for revaluation/verification is necessary to display in the notice board, simultaneously along with the end term examination result. The Notice of Revaluation / verification shall contain the closing date and time, fees applicable, and guidelines for students, etc.

4.8 Supplementary Examination

- The process for supplementary examination remains the same as end term examination.
- Supplementary Examination Grading
 - Student passing a course(s) in the second supplementary examination the mark sheet shall bear a drop in grade.
 - Student passing a course(s) after second supplementary examination, the mark sheet shall bear a drop in a grade in the course, a + sign and the month & year of said supplementary examination held.
 - Student passing a semester IV course(s) after second supplementary examination, the convocation certificate shall also bear the month and year of said supplementary examination held.

4.9 Payment Of Supplementary Examination Fees

- All students are required to pay the supplementary examination fees separately for mid-term supplementary examination, internal supplementary assessment and end term supplementary examination on or before one day prior to the commencement of the supplementary examination. Student failing to pay the supplementary examination fee on time shall not be allowed to appear for the respective supplementary examination.
- Every student will be allowed the first supplementary (Allowed to keep Terms, ATKT) exam with registration charge of Rs 500/- per assessment.

- For second supplementary examination the registration charges will be Rs 1500/- per assessment.
- After the second supplementary examination, for all the following supplementary examinations the registration charges will be Rs 5000/- per assessment.
- Students who did not appear for the end term examination for following reasons are exempted from paying supplementary examination fees- Due to their M.Com. or other master degree examination falling on the same day; Due to medical reasons; Due to death of immediate family member; Debarred due to insufficient attendance; or any other reason approved by the Director.

4.10 Guidelines And Rules Of The Examination For Students

1. As per the examination schedule released, students must be seated in respective exam room 10 minutes before the start of the scheduled examination
2. The seating arrangement will be displayed on notice board
3. Students can only keep their pen, pencil, sharpener, eraser, scale, calculator, ordinary watch & water bottle. Other belongings must be kept away
4. Possession of mobiles, smart watches, blue tooth or any other written material with the student, even unknowingly, will be considered as an unfair practice and will be reported to the unfair means committee
5. Students shall not be allowed any bio-breaks while the exam is in progress. They are advised to use the rest room before the exams
6. The answer scripts will be issued 10 minutes before the start of exams and students have to fill all the relevant details pertaining to that exam. The invigilator later will verify the same and sign on each of the answer scripts
7. Students have to be formally dressed with their identity card. Students not possessing their identity cards will not be allowed to appear for the exams
8. Students have to maintain silence during the course of exam. If there are queries/doubts in question paper the same may be brought to the notice of the invigilator, who will take necessary remedial action.
9. The start and end time of the exam will be signalled by a loud siren
10. Students have to bring their own set of writing pens (blue or black), pencil, eraser, sharpener, scale, calculator, water bottles. Borrowing of such things' during exam is strictly prohibited
11. Students should not write anything on question paper other than tick mark if needed
12. At the end of the exam the answer scripts are to be submitted before leaving the exam room

13. Students have to be on time for the exam. Reasons like traffic jam, trains late, etc will not be entertained
14. Students should not remain absent under any circumstances as there will be no substitute exam.
15. Some specific instructions may be given on the day of the examination
16. Answer papers may be submitted by students no earlier than 30 minutes after the commencement of a 3-hour exam, 15 minutes after the start of a 1.5-hour exam, and 10 minutes after the beginning of a 1-hour exam.
17. The following acts on the part of a student may be construed as an unfair practice:
 - i) Possession of mobile phone or earphones or blue tooth
 - ii) Possession of smart watch or any such gadget
 - iii) Possession of written or printed material or notes or chits, etc or such things kept in close vicinity like in drawer or shoes/socks etc
 - iv) Anything written on body of a student like palm, hand, etc or on clothes or desk or wall around the student
 - v) Exchange of question paper with other students
 - vi) Talking or communicating with other student during the examination
 - vii) Looking over the shoulder
 - viii) Reading from other student's answer scripts or not properly covering ones written material to prevent others from reading it
 - ix) Not occupying the allocated seat as per one's roll number
 - x) Any kind of disturbance in the examination room
18. All rooms are monitored through CCTV. The rooms will be opened only 15 minutes before the scheduled exam time.
 - i) No student should enter the exam room before the Invigilator. If any student is found to have entered the room before the invigilator, the student will be disqualified for that exam.
 - ii) If any student finds anything written on the walls or on the desks/chairs, the same should be reported to the invigilator. If the proctor squad notices any such incidence the student will be disqualified, even if he/she tries to defend their innocence. The moment the student comes across any material it should be reported.
 - iii) Each classroom will be monitored through CCTV by the undersigned and the proctor squad. Please adhere to the exam discipline.

iv) All bags, papers, books etc should be kept in the place allotted and should not cross the marked line. No student should carry these things near the desk.

19. All MOBILE PHONES should be put in SILENT MODE (NOT IN VIBRATION MODE) and kept in the bag. The Proctor Squad reserves the right to dismiss any student found suspicious during the conduct of the exam.

We wish you all the best and request you to cooperate with us in Developing Ethical Business Leaders.

Amenities and their Usage Rules

5.1 Library

Students draw their knowledge from a wide variety of sources, to gain a much better understanding of every nuance of the subject. CIMR library with over 28000 books on diverse subjects of management and general awareness. The library, which is the focal point of the Institute offers the latest in management books, foreign and Indian business journals, case study folios and periodicals. The library provides Knimbus platform which can be used to access electronic corporate databases like PROQUEST, EBSCO and J-Gate Research, CRISIL Research and Capital Line and select e-books. Students can also use Knimbus to register for online courses on Swayam and NPTEL.

Library Rules and Regulations

Library Timing: 9.00 a.m. to 9.00 p.m. (subject to change)

Circulation Counter (Issue/Return) Timing: 10.00 a.m to 7.30 p.m.

1) **Please maintain silence in the library.**

2) Use of mobile phones is strictly prohibited. If any user is found talking on the phone strict action will be taken against that person.

3) Smoking, eating, chewing gum, and tobacco are strictly prohibited.

4) Students are supposed to keep their bags and other belongings on the property counter.

The library staff is not responsible for the loss or damage of the students' belongings.

5) Neck I-CARD is compulsory inside the library. Disciplinary action will be taken against the defaulters.

6) Students are advised to keep the books /magazines or any other materials used at their respective places after use.

7) No Library materials will be taken out of the library without the permission of the Librarian / Library staff.

8) Books / Periodicals or any other Library materials will be issued only on production of a valid Library Reference Card / Reader's Ticket.

9) Books once issued will not be returned for the next three hours on the same day.

10) No Library Material will be issued to a person on someone else's Library Reference Card / Reader's Ticket.

11) A book issued can be renewed on or before the due date 'only once' for a further period of 10 days.

- 12) A Late fine of Rs.5 and Rs.25 will be charged per day per book on General books and Reference books respectively, and Rs.25 per day per Magazine.
- 13) Fine must be paid immediately in the library and books will not be issued till the payment of fine / dues.
- 14) Students should inspect the condition of the books before borrowing them and inform the Librarian about the missing or torn pages if any. The concerned student will be held responsible for the same later at the time of returning the books.
- 15) If a book is lost, the concerned person has to replace the lost book with a new book as well as pay the fine.
- 16) Any Library material is taken out of the library for photocopying will have to be returned within an hour. Disciplinary action will be taken against the defaulters.
- 17) A new Neck I-card can only be issued after paying a fine of Rs 100 and a new reference card and reader's ticket can only be issued after paying a fine of Rs.50 and Rs.20 respectively.

5.2 Computer Lab

CIMR boasts of an excellent IT infrastructure that supports its pedagogy of out-of-class learning. The Computer Lab services the IT needs of the Institute and is equipped with state-of-the-art networking peripherals

Computer Lab Rules & Regulations

- Students are not allowed to enter the Lab without ID-Card around the neck.
- Students are required to register their name, time in and time out.
- No discussion is allowed in the Lab. Students are to maintain silence in the Lab.
- No cell phone calls are allowed in computer lab at any time.
- Students must step outside the computer lab to attend/make a phone call.
- Students are required to put their mobile phones on silent mode before entering the lab.
- Students are not allowed to eat / carry any eatables in the lab.
- No user will be allowed to download software / songs / videos and / or any non- academic material.
- No user will be allowed to use computer systems for any non-academic use.
- While leaving the Lab, users are required to arrange the chairs properly, if disarranged during usage.
- Users are not allowed to save their work on any of the local hard drives. The computers are automatically cleaned and unauthorized files, directories and programs are routinely

deleted. Users must save on their space provided on the server.

- Failure to adhere to the above would result in usage defaulting. Defaulter's account will be blocked immediately and a fine Rs. 100/-will be imposed

Department is not responsible for items left in computer labs or the loss of documents / files due to power failures, Computer hardware / software failures, network difficulties, and / or users not periodically saving their work.

5.3 Sports Facilities

CIMR encourages a wide range of indoor sports among students and is an integral part of the learning process at the Institute. Students get an opportunity to interact with their peers. To help students develop *team spirit, stimulate a sense of coordination and create a vibrant learning environment*, a wide range of indoor sport activities are promoted.

The following indoor sport facilities are available on-campus:

SR. No.	Indoor Games
1	Chess
2	Carrom
3	Table Tennis

5.4 Canteen

The Cafeteria at the Institute offers a variety of snacks and meals at affordable rates for the students and staff alike. The Institute has very high standards of health and hygiene and ensures that the quality of food served in the cafeteria meets the required standards.

5.5 Medical facilities

- CIMR provides health care facilities to the students by offering First-Aid and other basic facilities. The institute has the required medical facility to provide immediate help in case of casualties or common injuries & illnesses. These facilities contribute to enhancing the safety of the students in the institute.
- A well-stocked First Aid Box is available at the Admin Office. The institute has a Stretcher and Wheelchair for any emergency. Necessary consumables and basic medicines are available on campus. The Institute has a First Aid Room (2nd floor Room No.210) where immediate medical aid is provided as and when required.
- The Institute has a qualified medical practitioner who provides immediate medical care to a faculty or student who requires medical attention. He looks after the first-aid equipment e.g. restocking, the first-aid Box or advising on treatment if the need arises.
- The students are covered under the Accidental Insurance Scheme from the time of admission till course completion by Oriental India Insurance Company Pvt. Ltd. Insured Amount is Rs.2,00,000.00/- each.
- The institute is located close to “Gurunank Hospital” and India’s best heart hospital, “Asian Heart Institute” is around 2 km away from Institute.

6. Placement Policies

The Second year PGDM students have to abide by the under mentioned rules in order to continue to be eligible for the Executive Placement Program. The rules are elaborated below:

Executive Placement Program Protocol & Rules:

- All students are responsible for submitting their CVs on the specified date and time as mentioned in the notice, no CVs will be accepted beyond the specified date/time.
- Submission of the CVs by the students to partake in any company process will imply that the student is interested and committed to appear for the selection process (GD/PI etc.), Students who are shortlisted and thereafter fail to appear for GD/PI will be excluded from the overall placement program
- Students have to make their CVs in the specified format as directed by the Institute, only then it will be considered for further submission to companies.
- A student who accepts an offer from a company through the placement program will cease to be placed through the placement program thereafter.
- In case the Job Profile is not disclosed, the student can reject the offer before selection, i.e. before the interview. If the student fails to do it and receives an offer from the company, he/she cannot reject the offer.
- Non – compliance would lead to the student being debarred from the placement program.
- If the student is selected, accepts the offer & then refuses to join the company, the Institute and the HOD placement would have the right to take necessary action as fit.
- In case a student is shortlisted by a company directly from the placement brochure, those students may either accept or reject the overtures from that particular company. The decision shall have to be communicated to the placement department or company concerned accordingly.
- In case of a company directly communicating any information with the student regarding their selection process (GD/PI, etc.) or any other process, the student is required to inform the same to the placement department. This is in view of maintaining effective communication channels between students and placement coordinators

- Email Address to be kept in CC for any email communication with the company representative or HR, are as follows:

Chetana.placement@cimr.in

Rules concerning Online Placement Activities including GD/PI Process/Company Pre-placement Talk /Alumni Briefing/Guest Lecture:

1. The dress code for students while appearing for PPT/GD/PI or any virtual placement activity will be as follows:

For Female Students:

- Institute formal attire (White Shirt with straight point collar, Black Blazer and Black Formal Trousers)
- Hair neatly tied (Hair should not be covering the forehead of the student) OR
- Indian formal attire (Kurti with $\frac{3}{4}$ Sleeves, Dupatta and Churidar)
- Hair neatly tied (Hair should not be covering the forehead of the student)

For Male Students:

- Institute formals (White Shirt with straight point collar, Maroon/Red coloured Tie, Black Blazer and Black Formal Trousers)
- Clean Shaved and well-groomed Hair (Hair should not be covering the forehead of the student)

OR

- Formal Attire (Tucked in Formal Plain Shirt with Formal Trousers)
- Clean Shaved and well-groomed Hair (Hair should not be covering the forehead of the student)

2. Students are required to join all the scheduled virtual activity 10 Mins prior to the details mentioned in the respective notice (Date, Time, Links etc.)
3. Student's User Name for all virtual placement activities should be mentioned in the following format:
<FIRSTNAME> <LASTNAME> E.g.: John Mendis
4. By default, in a virtual placement process/session, students need to keep their microphones on mute while not in use, and Cameras to be on at all times throughout the session compulsorily

5. Students are required to consider clarity, visibility, and the angle of the camera during the session along with a neutral background without any virtual background, for your attendance to be considered regarding that particular session
6. Students observed using Mobile Phones or doing any other activity during the placement session other than participating in the session will be marked absent
7. Any issues regarding internet connectivity, camera, phone and microphone, must be checked prior to the sessions, and any problems recognized shall be communicated to the placement department
8. Students must be present throughout the session and not in piecemeals, till the end of the session is declared by the placement department
9. Students who do not attend 3 placement activities as per the prescribed platform, date, and time and in line with mentioned rules will be excluded from the overall placement process
10. Notices/messages/Details/Links, used for communicating important details of any virtual placement session, should strictly not be forwarded to anyone, as it will be considered as a misconduct and actions may be taken accordingly
11. In case you are in the process of applying for placements on your own (not through campus) please be informed of the below details:
 - a. You are required to keep placement department informed about the selection process and timelines
 - b. In case you are placed from the external organization where you have applied, you need to communicate the same at earliest, so that we can consider your candidature as placed for our reference to placements of 2021-2022
 - c. In case you have applied for a company from campus, alongside off campus, please note that if we receive your selection status from the company through campus first, we will consider you placed from campus and you will be required to join that organization.

Additional rules to be followed during Group Discussion/ Interview:

12. Students are required to actively check Calls, WhatsApp and Emails for notices and updates. In case a student is unable to do so shall receive a warning initially. If the misconduct continues, then the institute will take a disciplinary action as seems fit.
13. After the selection process of each company, every student who attended the activity is

- required to produce a report of the session in Word file adhering to the standard format.
14. Attendance for the Pre-Placement Talks (PPT) is compulsory for all students of the respective Specialization, irrespective of the fact that some students may not be interested to apply for the company. Students who fail to appear for the PPT at the communicated date, and time will not be permitted to appear for the subsequent GD / PI of the company in question, and will not be allowed to apply for **three** companies
 15. Students who are shortlisted by companies must complete their recruitment process, If the student does not attend the interview and does not inform the Placement Department, he/she will be excluded from the placement process as this will be considered as a misconduct
 16. If the student does not attend the interview but informs the Placement Department about the same before the interview, then the final decision will be left to the Placement Department regarding the same.
 17. Once the list of companies is drawn by the placement coordinators, no student shall approach such companies as mentioned in the said list for his/her own recruitment purpose. Such canvassing will result in the student being excluded from the placement program.
 18. All Notices and Messages which are put in the placement communication groups for the information of students will be deemed to have been communicated to all the students.
 19. In case of any doubts or queries, please feel free to reach out to any of the student placement coordinators and Placement Faculties

All the students are requested to render their services to the placement committee as & when called upon.*3

Whom to contact

1.	Admission queries	Office (First Floor)
2.	Identity Cards	Library
3.	Coordination (Lectures- 1 st Year)	Office (First Floor)
	• PG A	Ms. Shilpa Kulkarni

	• PG B	Ms. Rupali Nighojkar
	• PG C & PG D	Ms. Jacintha Ajwani
	• PG Marketing	Ms. Jasmine Padake
	• Coordination (Lectures – 2 nd Year)	Ms. Archana Nikam
4.	IT Lab	Second Floor
5.	Bank loan letters/ Bonafide letters	Ms. Shilpa Kulkarni (First Floor)
6.	Results (First year)	Ms. Rupali Nighojkar
	Results (Second year)	Ms. Jasmine Padake
	Medical Requirement	Office (First Floor//****6/*

Chetana's
Institute of Management & Research
(Approved by AICTE, New Delhi)

Batch 2024-26

Academic year 2023-24

Semester 1 and Semester 2

Particulars	Actual dates
Inaugural Day Programme for PG (Semester I) students	July 16 th , 2024
Pre-Induction & Induction Program (Semester 1)	July 16 th to August 7 th , 2024
Commencement of the Semester I Classes	August 8 th , 2024
Continuous Internal Assessments of 20 marks/10 marks (Semester 1)	September 18 – 21, 2024
Diwali Vacation (for students)	October 28 – November 4, 2024
Last Instruction Day Semester I	November 16 th , 2024
Semester I Exams	November 20 – 30, 2024
Commencement of Semester II classes	December 2 nd , 2024
Winter break	December 25 th , 2024 to January 1 st , 2025
Assessment week (Semester 2)	February 4-9, 2025
Last Instruction date for Semester 2	March 29 th , 2025
End semester exams for Semester 2	April 5 – 21, 2025
Summer Internship	May 1 st – June 30 th , 2025



Nandini Mishra

May

 **Chetana's**
Institute of Management & Research
(Approved by AICTE, New Delhi)

Events

Institutional Events	Vipanan – 1 st week of December, 2024 Arthanaad- 1 st week of December, 2024 HROPSYS - 1 st week of December, 2024 Challenger – December 21 st to 23 rd , 2024 HR Conclave – January, 2025 Elixir- February, 2025 Convocation (Batch 2022-24) – last week of January 2025/ first week of February, 2025 International Conference – Mid March 2025
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Nandita Meshra

May