



# FOSTIIMA

## FOSTIIMA Business School

(Excellence in Management Education)

### IIM-MBAs

### Shape BBAs !

**Why BBA?** In these highly competitive times, a simple graduation leads nowhere... You need to acquire employable, professional skills in the same 3 years it takes to become a simple graduate.



BBA Annual Event "FEROCIOUS"

Admission Open for 2017-20 Session

# FOUNDER TRUSTEES

**Jaithirth (Jerry) Rao** did his Master's from the University of Chicago and PGDBA from IIMA. He is promoter and formerly Chairman, MphasiS, now an HP/EDS Company; MphasiS, an I.T. Solutions and BPO Company is one of the largest Indian BPO Companies. Prior to founding MphasiS in a career spanning over 20 years, Jerry held several positions in Citicorp including Country Head-India. In Citicorp he served in various capacities in Asia, Europe, South America and North America. He is former Chairman, Nasscom. Winner of the 'Ernst & Young Entrepreneur of the Year Award (2004) and the University of Chicago's Distinguished Alumnus Award. Till recently he was entrepreneur in residence at Harvard Business School. Recently Jerry has launched another visionary business catering to the demand for high quality and lower cost housing in association with other large finance, technology and equity funds. Jerry is on the Boards of several companies and organizations. His areas of interest include Technology Strategy, Financial Services, and the Internet (he has testified before the US Congress on this subject). He writes a weekly column in the Indian Express. Jerry is the Chairman of Sri Balaji Human Resource Development Trust.



**Anil Somani** is an Engineering graduate from IIT Bombay and a PGDBA from IIMA. He began his career in the corporate world with the Alokudyog Group, an offshoot of the Sahu Jain Group. He had a distinguished academic career at Scindia Public School, Gwalior and was the First son of the soil to attain the unique IIT-IIM distinction. He promoted a pharmaceutical company and astutely guided it through the economic slowdown of the late nineties vide a strategic alliance with drug major Ranbaxy. He was Vice-President of the MP Chambers of Commerce & Industries. He led several trade delegations to Central Ministries on critical economic issues and also held responsible positions in several social, charitable and business bodies. He has been on the, Board of Indian Institute of Tourism and Travel Management (IITTM), an educational institution administered by the Ministry of Tourism, Govt. of India. He is the Secretary of the Sri Balaji HRD Trust and Executive Chairman of the FOSTIIMA Business School.

**Sunil Kala** is an Engineering graduate from MNIT Jaipur, and a PGDBA from IIMA. He started his career as a Consultant with the Planning Commission and then moved on to IBP Ltd. He was an early entrepreneur and founded a company in the eighties, engaged in computerization and implementation of systems applications and in providing integrated solutions, much before the software boom in India. He was Member of the DSE & NSE from 1990 to 1997. During this period he steered the 'Computerization Committee', which was responsible for the transparency in the trading and settlement of shares leading to most advanced and efficient online trading systems. Sunil is the Founder member of the Pan IIM Alumni Association. FOSTIIMA Business School benefits greatly from his networking skills. He is the Treasurer of the Sri Balaji HRD Trust



**T.L. Palani Kumar** is an Engineering graduate from IIT Madras and a PGDBA from IIMA. He is the former Country Head, India & South Asia of UC RUSAL Limited, a Russian-Swiss giant which is the world's largest producer of Aluminum/Alumina with over 100,000 employees and operations in 17 countries. Palani started his career with Asian Paints Ltd. and then moved on to Tube Investments of India Ltd., where he was Senior Vice President. Palani has been Executive Director & CEO-Escorts Tractors Pvt. Ltd., Managing Director & CEO-New Holland Tractors (India) Pvt. Ltd., and CEO of Aluminium Business of Sterlite Industries (India) Ltd. (Vedanta Resources Plc. UK). He is serving as non-executive independent Director on the Boards of reputed Indian companies and he is currently guiding the investments of a venture capital firm. His vision and vast experience is a great asset to FOSTIIMA Business School.



**Rajesh Kaura** is an Engineering graduate from IIT Bombay and a PGDBA from IIMA. Before joining IIMA he had on-the-job exposure in production planning and control at L&T. After his PGDBA he undertook assignments in merchant banking, overseas projects and exports at Citibank, Sarabhai Group and East India Hotels. In 1986, he turned a first generation visionary entrepreneur by setting up Regency Corporation, an export house, trading in home furnishings. Within a short period he took the company to a pre-eminent position in its domain and was awarded Texprocil's prestigious Golden Trophy for three consecutive years. Regency Corporation's operations pioneered a new and efficient culture, a dynamic movement towards higher productivity in the powerloom centre at Sholapur where production touched new highs under his inspiring leadership. His vast experience & network of colleagues assist FOSTIIMA in learning and placement.

**Rajan Sanghi** is an Engineering graduate from IIT. Bombay and a PGDBA from IIMA. Rajan is a pioneer in the Automobile retail trade in India with showrooms spread across the country. Rajan has been born and raised in Jaipur and has chosen to retain the Capital of Rajasthan as his base of entrepreneurship. He joined the family auto distribution business immediately after graduation. In three decades the business has grown into a diversified undertaking - the Shri Krsna Group with interests in the Power sector, Hotels, IT and Education. Rajan is also a trustee of the Braj Foundation, a Trust dedicated to the resurrection and development of the Braj Bhoomi.



**Kamal Sharma** is a graduate in Economics from Delhi University's St. Stephen's College and a PGDBA from IIMA. He has been awarded various scholarships and awards such as the National Scholarship, Science Talent Award; Rotary International's Group Study Exchange Fellowship. He was also admitted to the Mason Programme (John F. Kennedy School of Govt.) at Harvard University. He is the Vice President of Indian Society for Afro-Asian Studies and Secretary of the Centre for Policy Alternatives Society and has often lectured on issues of Public Policy, Information and Communication Technology at various public forums. He was among the pioneers in the software/IT services industry and worked on various projects in the Middle East. Prior to this he evaluated high technology projects for a textile group and coordinated natural resources' regeneration programs for the Society for Promotion of Wastelands Development (created by Ford Foundation). He has edited and published objective and research based articles on a wide range of issues concerning equity in public policy. His focus on public policy stems from the time he attended the foundation course at the LBS National Academy of Administration at Mussoorie and the Railway Staff College at Vadodra. Kamal Sharma is the Executive Director of FOSTIIMA Business School.



# FOSTIIMA Business School

(Excellence in Management Education)

FOSTIIMA Business School has been conceived, funded and managed by the alumni of IIM, Ahmedabad. Founded by Friends Of the class of PGP Seventy Three of IIMA, hence the name FOSTIIMA Business School came about.

FOSTIIMA has the largest group of IIM Ahmedabad graduates working together towards a common goal. Not only is it created and managed by IIMA alumni, its large Faculty pool is also drawn from IIM/IIT alumni. They bring with them their vast corporate experiences, industry practices and global business perspective to FOSTIIMA students.

Over the years it has developed into a movement FOSTIIMA is a unique B School that aims to identify talent and develop leadership skills to create a pool of managers for the new emerging India. Here we provide an IIM atmosphere and excellent career opportunities.



GROUP  
DISCUSSION



TEACHER'S DAY  
CELEBRATION



LECTURE FOR  
BBA



FEROCIOUS  
PARTICIPANTS

# FOSTIIMA STRENGTHS

FOSTIIMA Business School (FBS) provides enabling support and the culture of learning which values teamwork, vision, creativity and discipline. An extraordinary framework is provided for achieving mission critical objectives. FOSTIIMA Business School offers a platform for a highly interactive and experiential environment. Through the FBS program, students shall be enabled to interact with many industry veterans with cross-functional and cross industry experience..

## Curriculum at FBS

Management education at FBS focuses on learning key business concepts while simultaneously developing analytical skills of students. FBS course curriculum is contemporary and in tune with the needs of the industry. Accordingly, FBS curriculum has been designed after taking inputs from eminent academicians, industry experts and leading B-Schools. Care has been exercised to encapsulate knowledge inputs in all new and emerging areas. The curriculum is reviewed periodically so that it maintains its cutting edge and relevance to the industry.

## Industry Interface

FBS retains the contemporary edge of its curriculum through regular interaction of its students with Corporate Leaders. These interactions give FBS students an insight into various industries and contemporary issues of global and national importance. Amongst the numerous personalities who have delivered guest lectures at FBS during the past few years are Dr. V. Kasturirangan, Malcolm P. McNair Professor of Marketing, Harvard Business School, Mr. Sanjeev Bhikchandani, founder CEO, Naukri, Dr. Natesa Prasad, U.S.A., Mr. Deep Kalra founder CEO of Make MyTrip, to name a few.

## Location of FBS in Qutab Institutional Area

FBS is easily accessible for Faculty and students by the Bus Service and the Metro. IIT, JNU, IMI, FORE, IIFT, are all within walking distance, leading to a comprehensively superb learning experience.



WALK FOR LIFE



WALK FOR LIFE



TEAM BUILDING EVENT



TEAM BUILDING CAMP



# ELIGIBILITY & ADMISSION PROCESS

## Applying to FBS for BBA with Graduate Program in Management (3 Year Full Time Study Program)

For Admission into BBA Program student must have passed (10+2) Examination conducted by the CBSE or State Boards approved by the University Grant Commission with a minimum of 50% marks in any discipline.

Application Form can be obtained from the Admissions Office at FBS in person or downloaded from FBS website: [www.fostiima.org](http://www.fostiima.org). Completed application form should be sent to the Admission Office along with requisite documents and a processing fee of Rs. 500/-.

### The completed application should include:

- ✓ Application Form duly filled, in capitals.
- ✓ Photocopies of transcripts (Certificates & Mark Sheets at school level).
- ✓ Self attested passport size photographs, one pasted at the designated spot on the form and 2 extra photographs.



## BBA STUDENTS CLASS ROOM ACTIVITIES

### Graduate Program in Management (GPM)

FBS's GPM program consists of special stress made on Computer Application in Management, Advanced Ms Excel, Soft Skills, Interview Skills, Digital Marketing and Personality Grooming & Development for the students.

### Final Selection

The successful candidates shall be informed of their selection within three days of the Interviews. The candidates must then Register for Admission within three days of the Admission Offer Letter, by depositing Rs. 20,000/- as non-refundable Registration Fee to reserve their seats. FOSTIIMA has limited intake and seats shall be offered to selected candidates on a first-come first-served basis.

### Scholarships

Scholarship of Rs. 30,000/- for students who have secured more than 80% at Class X & XII in State Boards and CBSE.

# GRADUATE PROGRAM IN MANAGEMENT

(3 Years Full Time Study Program)

## Course Module & Core Subjects

### 1 year

- Principles of Business Management
- Business Economics
- Financial Accounting
- Business Regulatory Framework
- Business Communication
- Principles of Marketing

#### Additional Add-on Course

- Computer Applications in Management
- Soft Skills

### 2 year

- Business Mathematics & Statistics
- Information Technology in Business
- Corporate Laws
- Introduction To Business Finance
- Business Environment
- Marketing Communication
- Advertising Practices

#### Additional Add-on Course

- Advance MS Excel for Managers
- Personality Grooming & Development

### 3 year

- Fundamentals of Entrepreneurship
- Cost & Management Accounting
- Advertising Media Choices
- Management of Sales Force
- Personal Selling & Salesmanship
- Sales Promotion & Public Relation
- Human Resource Management

#### Additional Add-on Course

- Digital Marketing
- Interview Skills

## Fee Structure

Total Fee for 3 Years including  
Registration

Fee : Rs. 2,75,000/-



### First Year Fee

Registration Fee : Rs. 20,000/- (Payable within 3 days of Offer after selection)  
(Non Refundable)

First Installment : Rs. 45,000/- (Payable within 30 days of Registration)

Second Installment : Rs. 40,000/- (Payable by or before 31.10.2017)

### Second Year Fee

First Installment : Rs. 45,000/- (Payable by or before 31.03.2018)

Second Installment : Rs. 40,000/- (Payable by or before 30.09.2018)

### Third Year Fee

First Installment : Rs. 45,000/- (Payable by or before 31.03.2019)

Second Installment : Rs. 40,000/- (Payable by or before 30.09.2019)

Included in the fee is one domestic program of **TEAM BUILDING TRAINING & EDUCATIONAL CAMP** at an exotic location in Himalayas.



## STEPPING STONE TO IIMs

FOSTIIMA's BBA Prepares You For An Income Generating Professional Career Quickly In Hot Profession of Today

Our Strong & Influential IIM Alumni Network Works Hard For Your Placement In Leading Companies

FOSTIIMA Also Offers Its BBA students Preferential Admission Into Its Premier MBA/PGDM Courses

UGC Approved Managerial Education

## MANAGEMENT EDUCATION AS GOOD AS IIMs

### Administrative Office :

B-11, Marketing Tower, (P) : 011-46126000 (30 Lines)  
Qutab Institutional Area, (W) : [www.fostiima.org](http://www.fostiima.org)  
New Delhi - 110 016 (E) : [dean.admissions@fostiima.org](mailto:dean.admissions@fostiima.org)

