



FORE SCHOOL OF MANAGEMENT, NEW DELHI

ADMISSIONS 2018

**LEARN
TO
LEAD**





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MISSION

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

PRESIDENT'S MESSAGE



Last year the admission response at FORE was overwhelming. In spite of intense competition among the leading B-Schools of India, our institution attracted a large number of applications for its two-year full-time programmes. We take pride in having selected students from a rich pool of applicants.

The admission process at FORE School of Management, New Delhi is highly competitive, rigorous and transparent. All the students were selected purely on the basis of merit, while taking into consideration their scores, work experience, academic performance, and personal interview. The selection process uses feedback from the past years' experience to bring about continuous improvements in the process.

Besides merit, encouragement is given to diversity in terms of gender, academic background and work experience. Candidates from North Eastern areas with high percentile in CAT/XAT/GMAT scores were also given due consideration.

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

R.C. Sharma



DIRECTOR'S MESSAGE



For the past three decades FORE has successfully created a position for itself as a leader in Management Education, Research, Consultancy and Training. This year the 27th batch of students for our full-time PGDM programme and the 12th batch of students for the PGDM-International Business programme will be admitted. We lay foremost emphasis on enhancement of students' knowledge base and sharpening of professional skills through various curricular, co-curricular and extra-curricular activities.

At FORE, students are expected to have an enriching and life-turning experience which

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

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

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

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

Dr. Jitendra K. Das

THE EXECUTIVE BOARD



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



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



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



Dr. Vinayshil Gautam
Member
(Chairman, DK International Foundation;
Founder Director, IIM-K; 1st Head,
Management Dept, IIT-D;
1st Honorary Dean KPMG Academy)



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



Mr. T.C. Venkat Subramanian
Member
(Non-Executive Chairman - Indian Bank;
Former CMD - EXIM Bank of India)



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



Learn To Lead



THE ACADEMIC, ADMINISTRATIVE TEAM & AREA CHAIRPERSONS

THE ACADEMIC TEAM	
Director	Dr. Jitendra K. Das
Chair - PGP	Prof. Subir Verma
Executive Chair - Admissions	Prof. Anil Kumar Singh
Chair - Placements	Prof. Rajneesh Chauhan
Chair - Executive Education	Prof. Asif Zameer
Chair - Student Affairs	Prof. Basant Kumar Potnuru
Professor-in-Charge - Academic Services	Prof. Hitesh Arora
Professor-in-Charge - International Relations	Prof. Himanshu Joshi
Professor-in-Charge - FORE Alumni Network	Prof. A.K. Puri
Secretary - Faculty Council	Prof. Alok Kumar
THE ADMINISTRATIVE TEAM	
Chief Administrative Officer (CAO)	Air Commodore Mr. S. K. Midha (Retd.)
Advisor - Legal & Administration	Mr. R. K. Joshi
Librarian	Mr. Rajesh Kr. Bhardwaj
General Manager - Executive Education	Mr. Aseem Kumar
Senior Manager - Publications	Ms. Mereena Mathew
Senior Manager - Placements	Mr. Vivek Chakrapani
Senior Manager - Admissions	Mr. Anupam Bhaskar
Manager - Systems	Mr. Uday Kumar
Manager - Academics	Mr. Dilip Gopalkrishnan
Manager - Academic Services	Mr. Goutam Kumar Patro
AREA CHAIRS	
Communication	Prof. Reeta Raina
Economics and Business Policy	Prof. Shallini S. Taneja
Finance & Accounting	Prof. Vandana Gupta
Information Technology	Prof. Rakhi Tripathi
International Business	Prof. Faisal Ahmed
Marketing	Prof. Payal S. Kapoor
Organizational Behaviour & Human Resource	Prof. Priyanka Jaiswal
Quantitative Techniques & Operations	Prof. Sumeet Kaur
Strategic Management	Prof. Muqbil Burhan

ACCREDITATIONS & LINKAGES

Recognitions & Accreditations

- The PGDM & PGDM (IB) courses at FORE are AICTE (All India Council for Technical Education) approved.
- The PGDM & PGDM (IB) courses at FORE are accredited by NBA.
- The PGDM & PGDM (IB) course at FORE are equivalent to MBA. Equivalence permission are granted by (AIU).
- FORE has been awarded **"SAQS Accreditation"** by Association of Management Development Institutions in South Asia (AMDISA) for a period of 5 years.

Awards Received by FORE School of Management, New Delhi

- **"BEST B-SCHOOL OF THE YEAR"** Award by ASSOCHAM in an event on 'Transforming Lives through Education & Innovation' & 'Education Excellence Awards, 2017' held on July 25, 2017 at Hyatt Regency, Kolkata. The award was received from Dr. Mahendra Nath Pandey, Hon'ble Minister of State for HRD (Higher Education), Govt. of India.
- **'Selected Brand - Asia's 100 Greatest Brands & Leaders 2016'** award in the Indo- Singapore Business Congress "Asia's Greatest Brands & Leaders 2016" organised by AsiaOne Magazine & URS Media Consulting Pvt. Ltd. on January 24, 2017 at Marina Bay Sands Hotel, Singapore.
- **'Certificate of Excellence'** and the **'Exemplary Leader in Education in Asia Pacific Award'** in the Asia Pacific Education and Technology Summit & Awards (APETA) 2016 organised by ASSOCHAM India and The Education Post on December 15, 2016 at Hotel Taj Vivanta, Panaji, Goa.
- **'Best Institute Providing Global Exposure'** Award at 9th ASSOCHAM Higher Education Summit 2016 - Role of Higher Education in Leveraging Indian Innovation Ecosystem & National Excellence Awards 2016 held on February 17, 2016 at Hotel Le-Meridien, Janpath, New Delhi.
- **'Business School with Best Academic Input (Syllabus) in Human Resources'** award at 23rd Business School Affaire & Dewang Mehta National Education Awards held on November 28, 2015 at Taj Lands Ends, Mumbai.
- **'BEST B-SCHOOL FOR PROMOTING INDUSTRY - Academia Interface'** award in the National Education Excellence Awards 2015 organized by ASSOCHAM India on April 18, 2015 at The Taj Mahal Hotel, New Delhi. The award was received from the Hon'ble State Minister of HRD, Prof. (Dr.) Ram Shankar Katheria.
- **'Best Global Exposure Award in North India'** and **'Business School Leadership Award in North India'** in the Award Ceremony jointly organized by Royal Brands Pvt. Ltd. and Headlines Today on January 24, 2015 at The Lalit Hotel, New Delhi. The awards were received from Prof. (Dr.) Ram Shankar Katheria, Hon'ble Minister of State for HRD (Higher Education), Govt. of India.
- **'Global League-Indian Institutes'** certificate and award for **'Maintaining Global Standards in Contributing to the Growth of the Indian Education System'** at the Skill Tree Great Place to Study, India Edition 2014-16, organized by Skill Tree Knowledge Consortium on June 24, 2014 at the House of Commons, London, United Kingdom. The award was received by Dr. Jitendra K. Das, Director-FORE from Mr. Bob Blackman, Hon'ble Member of Parliament, Conservative Party, U.K. FORE School of Management is one of the few Indian leading institutions to receive this Award.
- **'Best Management Institute for Impact Potential in the Country'** award at the Education Excellence Awards 2013 jointly organized by ASSOCHAM and The Education Post on November 24, 2013 at Hotel The Grand Bhagwati, Ahmedabad. The Chief Guest for

this occasion was Hon'ble Minister of Education, Shri Bhupendrasinh M. Chudasma, Government of Gujarat.

- **'Best B School-North'** award from the Hon'ble Union Minister for HRD, Dr. M. M. Pallam Raju organized by **ASSOCHAM National Education Excellence Awards 2013** on April 9, 2013 at HOTEL IMPERIAL, Janpath.
- **'Business School with Best Academic Input (Syllabus) in International Business'** award at 20th Business School Affaire & Dewang Mehta Business School Awards held on November 24, 2012 at The Taj Lands End, Mumbai.

Academic Partners

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

- Northampton University, United Kingdom www.northampton.ac.uk
- Anglia Ruskin University, United Kingdom (<http://www.anglia.ac.uk>)
- ESC Rennes School of Business, France (<http://www.esc.rennes.fr>)
- ESCE International Business School, Paris, France (<http://www.esce.fr/international>)
- Vietnam National University - HCM- University of Law and Economics, Vietnam (<http://en.uel.edu.vn>)
- Kathmandu University School of Management, Kathmandu, Nepal (<http://www.kusom.edu.np>)
- STI University, Yangon, Myanmar (<http://www.stiedu.net>)
- University of California, Riverside (IEP), USA (<http://www.ucr.edu>)
- University of Economics, Ho Chi Minh City, Vietnam (<http://www.ueh.edu.vn>)
- Nanyang Business School, Nanyang Technological University, Singapore (<http://www.nbs.ntu.edu.sg>)
- School of Business and Economics, Linnaeus University, Sweden. (<http://lnu.se/school-of-business-and-economics?l=en>)
- European Institute for Asian Studies, Luxembourg. (<http://www.ubi.edu>)

Institutional Membership

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

Appeared in Renowned Publications

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



ABOUT FORE

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

FORE has been setting benchmarks in management education for the last 26 years. This is aptly reflected in the top rankings by leading B-Schools' surveys of the country. In a survey conducted by CRISIL – a leading Ratings, Research, Risk and Policy Advisory Company in India, FORE has been awarded A*** grading (the highest rating level) for the Delhi-NCR region. The PGDM and PGDM-IB programmes have been accredited by the National Board of Accreditation till June 2019.

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

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



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

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

STATE-OF-THE-ART INFRASTRUCTURE

- ❖ Centrally air-conditioned spacious class rooms with computers on each table and interactive display facilities to enhance learning skills;
- ❖ A well-furnished fully air conditioned auditorium (Virajam) with state of the art audio, video facilities and seating capacity of 300 students;
- ❖ Air conditioned conference hall equipped with modern audio and video facility (Pragya Hall);
- ❖ Hostel facilities available located at a very short distance from the institute;
- ❖ Subsidized cafeteria facilities;
- ❖ Reprographics and internet facilities;
- ❖ Adequate captive back up and UPS supported power system to ensure uninterrupted electrical supply;
- ❖ A healthy, neat, clean and secure environment;
- ❖ Provision of clean and filtered cool water with comprehensive Reverse Osmosis (RO) facilities in the entire campus;
- ❖ Lush green surroundings;
- ❖ Adequate space and seating facilities for students to relax and discuss. Sufficient electrical points for Laptop and mobile charging facilities;
- ❖ Adequate indoor facilities for games.





FORE Library

FSM Library is one of the best managed Library with collection of about 34,860 volumes focused on business, management and other allied subject areas. To support high quality teaching and learning, library has full text access more than 5000 of international journals through **ABI-INFORM-Proquest, EBSCO and Sage online**. The other research oriented databases, viz., **Gartner, Euromonitor International Passport and Capitaline plus** has been subscribed by the library which enable students and faculty to access complete statistics and reports of Indian and International companies. To enhance qualitative and mixed method of research with portability features and data security, library has also subscribed **NVivo II Pro software**. To avoid possible plagiarism, **Urkund** (Anti-Plagiarism online tool) has also been subscribed, which helps faculty members to ensure the originality of research papers and project reports, etc., and are actively being used.

Library has subscribed 99 national and international journals and magazines in print form. It also subscribes 16 national newspapers in print form. Library has access to **Press Reader** online database which delivers the instant access of 1000 world's leading newspapers and magazines of 1880 publishers from 95 countries. In addition to above, for enriching & lively class room teaching and learning experience, library has a subscription of "**The Case Centre**", and special arrangements with **HBSP, Ivey Publishing** and **IIM Ahmadabad**, etc., for procurement of Cases and Simulations.

Further to meet academic and research requirement, FORE has subscribed institutional membership of **American Library** and **National Science Library** (NISCAIR). Library has an arrangement with 5988 premier institute's libraries to share resources through **DELNET** (Developing Library Network).

To promote and propagate **Hindi language**, FORE library has set up a Hindi Books section comprising popular fiction, non-fiction, novel and other literature by renowned authors for pleasure reading.

Library has been developing an Institutional Digital Repository by using "**Dspace**" a worldwide tested software to archive and disseminate in-house intellectual property.

FSM Library provides a **Daily News Update** on management education and allied subject areas for its user and developed a portal for online access of **News Archive**. Library publishes "**Info+ Plus**" a monthly newsletter in digital form which is accessible through library website.

To facilitate the use of audio/video materials, library has a dedicated multimedia section. A number of computer systems are installed to access the library resources and services. All major functions of the library are computerized by using leading, web-enabled, multiuser, integrated library management software, which provides single-window access facility to search the library documents and user's account information at their desktop 24X7.



COMPUTER CENTRE

- The Computer Centre has state-of-the-art computing facilities that are available to Students, Faculty and Departments. It includes branded PCs/Laptops with SUN, IBM, DELL and HP servers connected through Ethernet LAN. All these nodes have access to the Internet through a 44 MBPS dedicated leased line on fiber optics. Facilities for printing through high speed Color/Mono Laser Jet Network printers and Scanning are available.
- Application software like IBM SPSS, AMOS, SAS Enterprise, Minitab, MS-Project, Crystal Ball, Oracle, SQL Server, Visual Studio, Rational Suite Enterprise, Stata etc. are extensively used. Capitaline & Euro Monitor International are used for Market research and Data analysis.
- Entire network is protected with Cyberoam CR300iNG UTM (6 Port) in combination with Antivirus, Anti-Spam and Bandwidth Management and multiple gateway with Auto Fail-over feature. All the nodes are secured from virus, spyware/malware with Symantec Endpoint Protection, centrally monitored from the Antivirus server.
- Entire campus is fully Wi-Fi enabled with Ruckus wireless consisting of ZoneFlex600 SmartWi-Fi access points with ZoneDirector 1200 controlling the Access Points.
- Each student is allotted a mail-id besides Faculty and staff members. The Active Directory and web server are hosted in the computer center itself. Sun storage has been installed for back up purpose. The institute will be implementing its Campus Management System shortly.
- All the students have their mail-ids on fsm.ac.in domain with unlimited storage. FORE offers G Suite for Education (formerly Google Apps for Education) to all faculty members, students, staff and alumni. G Suite for Education includes web-based messaging and collaboration tools that offer enhanced emailing, calendaring, and collaboration tools through Gmail, Google Calendar, Google Drive and other Google applications.
- Faculty-students interaction is done through e-learning/e-working software Claroline. Labs are available with all the latest softwares & technology with Multimedia Facilities.
- The modern class rooms in new block, both the theatre style and classic learning centers are furnished with specially designed desks for the comfort of students. About 180 HP thin clients machine which run through CITRIX VDI solution in these class rooms via terminal servers.
- Standalone Language Laboratory at FORE School of Management is well equipped to nurture and facilitate effective language learning. The use of the Interactive English software along with headsets with microphone is very useful for students, learning languages for communication. These interactive tools are designed to enhance not only language teaching but also listening, speaking, reading, writing, class room grading and placement skills learning.



POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM)

FULLTIME PROGRAMMES

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



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

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

Eligibility

- The candidate must hold a Bachelor's degree with MINIMUM 50% marks in aggregate of all the subjects studied at any of the Universities incorporated by an Act of Central or State Legislature in India or other Educational institutions established by an Act of Parliament or declared to be deemed as a University under Section 3 of UGC Act 1956 or possess an equivalent qualification recognized by the Ministry of HRD, Govt. of India. The Bachelor's degree or equivalent qualification obtained by the candidate must entail or minimum of 3 years of education after completing Higher Secondary Schooling (10+2) equivalent.
- Candidates appearing for the final year degree examination in the year 2018 can also apply subject to furnishing the proof of having passed graduation by Monday, October 1, 2018 and obtaining minimum 50% marks in aggregate total of all the subjects studied failing which the provisional admission will be cancelled and no fee will be refunded in lieu thereof.
- All candidates are required to take the Common Admission Test (CAT-2017) conducted by IIMs, XAT-2018 conducted by XLRI, Jamshedpur or should have a valid GMAT score in a test taken between 1st January 2016 and 10th January 2018.



Selection Criteria

- Short listing will be done on the basis of CAT-2017 percentile/ XAT-2018 percentile/ GMAT Score.
- Final selection is based on CAT/XAT percentile/ GMAT Score, academic performance, work experience and performance in Personal Interview (PI) and General Awareness. (Some selection criteria may be added/removed as considered appropriate by the Institute)

How to Apply

- Candidates can apply **ONLINE ONLY** at <http://admissions.fsm.ac.in/login>. For online application submission candidates need to pay Rs. 1,947 per programme (Rs. 1,650 + 18% GST) either through Credit/Debit Card or Net Banking.
- The Admission Brochure needs to be downloaded from <http://www.fsm.ac.in/Admission/full-time-pgdm.htm>
- Candidates can apply either in Self Sponsored Category or Company Sponsored Category. Candidates applying under Company Sponsored Category need to download the format from the website and submit the Company Sponsored Certificate in the given format within the stipulated timeframe. **Change in category, once the form is filled up, is not allowed.**
- Candidates shortlisted for the "Selection Process" must review their Application Form compulsorily before appearing for the selection process.



Admission Fees

Programme	Self Sponsored Category	Company Sponsored Category
PGDM	Rs. 14.90 Lacs	Rs. 22.35 Lacs
PGDM-IB	Rs. 14.90 Lacs	Rs. 22.35 Lacs

The above fee is inclusive of tuition fee, examination fee, extra and co-curricular activities, library, books and reading material, IT Services etc. Rs. 22,000/- is payable, in addition to the above, as registration fee.

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

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

Merit-cum-Means Scholarships

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

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



PGDM (FMG)

Curriculum

The curriculum of the PGDM (FMG) at FORE School of Management is an outcome of benchmarking against the best in the world and continuous review by the faculty in concert with practitioners from industry, alumni and students. The courses, its content, and design are directed towards developing managers who (i) have holistic and deep knowledge of their functional specialization along with the appreciation of its role in overall value proposition of the firm; (ii) are industry-ready due to understanding of concepts, frameworks and models steeped in the context of practice; and (iii) have sustainable employable competencies suffused with learning through cutting edge courses, both contemporaneous and futuristic.

In the two years of the programme, students have to undergo both core and elective courses. These courses are an eclectic mix of foundational, perspective building, tools and techniques oriented, and functional courses. The core courses provide rigorous grounding in the discipline of management and the understanding of business in their proper relief. The core courses are taught in the First year which is divided into three Terms (a Term is typically of 10 weeks of classes and at most 2 weeks of examinations). Elective courses begin from Term-3 onwards. Thus, while Term-1 and Term-2 have just core courses, Term-3 have both core and elective courses. The elective courses allow students to choose and develop proficiency in their Area of Specialization.

After the first year programme, students are required to undertake 10-12 weeks of summer internship in a public or private corporate organization. The summer internship programme is a mandatory requirement for the successful completion of the Programme. Summer Internship is expected to provide students powerful managerial insights with regard to business problems, understanding of management concepts in the bedrock of industry practices and refinement of knowledge gained in the classroom.

The second year of the programme, from Term-4 to Term-6 consists only of elective courses. These electives comprise of courses offered by different Areas, course of independent study, exchange programmes, and mandatory International Immersion Programme.

International Immersion Programme is a part of the full time course curriculum held after Term-3 for students to have an exposure of international business scenario and global best practices in their respective Area of specialization. The immersion involves 15 hours of in-class course in an elective of choice along with industrial and corporate visits at any one of the international partner institutions abroad. The credit earned in the IIP accrues in Term-6.

Programme Structure and Credits

The institute uses the concept of credits to indicate the number of in-class contact hours in a course and thus to define the weight of a course. One credit equals 10 in-class contact hours. The rule of the thumb is that a 3.0 credit course involves around 90 hours of work— 30 hours in the classroom and the rest for preparation and assignments.

A student at FORE is required to do a total of 103.5 credits for the award of Post Graduate Diploma in Management. Out of the required credits, 97.5 credits come from class room teaching and the balance 06 credit from summer internship. The 97.5 credits of class room teaching is obtained from 54.0 credits of core courses and 43.5 credits of electives. It must be noted that the credits earned from summer internship is not used for calculation of CGPA.

The Year and Term-wise Credit Course structure in the PGDM programme is as under:

Year and Term Wise Credit Course Structure	
First Year	
Term-1	21 credits (Core courses)
Term-2	21 credits (Core courses)
Term-3	18 credits (12 credits from Core courses + 06 credits from Electives)
	1 week International Immersion Programme of 1.5 credit (Will reflect in Term-6)
	8-10 weeks summer internship Programme of 6.0 credit
Second Year	
Term-4	18 credits (Electives)
Term-5	9 credits (Electives)
Term-6	10.5 credits (Electives including 1.5 credit earned in IIP)
TOTAL	103.5 credit

Courses and Credits

A student is required to do 60.0 credits of courses in the first year of the programme. Of these, 54 credits are earned from core courses and the rest 6 credits from electives. Following is the list of Courses, their Area and the associated Credits offered to the students in the First Year.

Term-1			
S.no	Name of the course	Area	Credits
1	Managerial Communication	Communication	3.0
2	Managerial Economics	Eco & Business Policy	3.0
3	Financial Accounting	Finance & Accounting	3.0
4	Marketing Management-I	Marketing	3.0
5	Human Behaviour in Organizations	OB&HR	3.0
6	Introduction to Operations Management	QT & OM	3.0
7	Optimization Model for Decision Making	QT & OM	3.0
		Total	21.0
Term-2			
1	Written Communication & Analysis	Communication	3.0
2	Legal Aspect of Business	Eco & Business Policy	1.5
3	Corporate Finance	Finance & Accounting	3.0
4	Information Technology & Systems	IT	3.0
5	Marketing Management-II	Marketing	1.5
6	Human Resource Management	OB & HR	1.5
7	Organizational Design and Change	OB&HR	1.5
8	Business Analytics-I	QT & OM	3.0
9	Strategic Management	Strategy	3.0
		Total	21.0
Term-3			
1	Business Ethics & Corporate Social Responsibility	Eco & Business Policy	3.0
2	Macroeconomics & Policy	Eco & Business Policy	1.5
3	Digital Commerce	IT	1.5
4	Business Research Methods	QT & OM	1.5
5	Project Management	QT & OM	1.5
6	Strategic Entrepreneurship & New Business Models	Strategy	1.5
7	Managerial Skills for Effectiveness	Communication + OB & HR	1.5
8	Elective-1		3.0
9	Elective-2		3.0
		Total	18.0

Electives

From Term-3 onwards in the First Year, students will be required to undertake Electives courses. A student enrolled in the PGDM (FMG) programme is required to complete 43.5 credits from the Elective courses spread over Term-3 in the First year and Term-4 to Term-6 in the Second year of the Two Year Programme. Out of the above, 1.5 credit will accrue in Term-6 from the IIP held in between Term-3 and Term-4.

FORE School of Management offers dual specialization to all the students enrolled in its programme. This means that a student may specialize in at most two Areas. In order to specialize in any Area, a student will need to take 5 credits of electives in the chosen Area of specialization. This requirement of 5 credits is both minimum and maximum. Students are not permitted to specialize in any third Area and as such he/she will not be allowed to opt for more than 3 credits out of the balance credit of courses from any one Area.

In order to provide the students opportunities to specialize in their Area of choice, each Sentient Area will offer Elective courses. The Sentient Area may specify certain Elective courses as Specialization Area Pre-requisite (SAPR) courses that must be taken by those students who have chosen that Area to Specialize.

The Elective courses will be offered by the following Sentient Areas:

- Communication,
- Economics & Business Policy,
- Finance & Accounting
- International Business,
- Information Technology,
- Marketing,
- Organizational Behaviour & Human Resources,
- Quantitative Techniques & Operations Management
- Strategy

Following is the List of Specialization and Electives

Specialization wise List of Electives

Note: The list of electives below, including those specified as SAPR, is indicative and tentative. Students may opt for these courses subject to Specialization requirements, availability, eligibility, limitations on class size, etc.

AREAS OF SPECIALIZATION & COURSES	
COMMUNICATION	CREDIT
Soft Skills for Career Enhancement	3.0
Effective Leadership Communication Through Theatre Techniques	3.0
Enhancing Your Personal Brand	1.5
Communication on Digital Platforms	1.5
ECONOMICS & BUSINESS POLICY	
Macro Economics for Business Policy	3.0
Effective Pricing	3.0
Application of Econometrics in Business Analysis	3.0
Social Enterprise and Sustainable Development in Emerging Economies	3.0
Foreign Trade and Exchange Market	3.0
FINANCE	
Business Valuations (SAPR)	3.0
Financial Markets and Systems (SAPR)	1.5

FINANCE - CONTD.	CREDIT
Advance Corporate Finance (SAPR)	1.5
Management of Commercial Banks	3.0
Security Research and Portfolio Management	3.0
Financial Derivatives and Risk Management	3.0
Investment Banking: Corporate Resource Raising from the Capital Market	3.0
Behavioral Finance and Wealth Management	3.0
Financial Econometrics	3.0
Project Appraisal and Financing	3.0
Management of Financial Services	3.0
Foreign Exchange Risk Management	3.0
Corporate Restructuring	1.5
Enterprise Risk Management	1.5
International Finance and Risk Management	1.5
International Banking Practices	1.5

INFORMATION TECHNOLOGY	CREDIT
Data Analytics & Artificial Intelligence (SAPR)	1.5
Information Technology: Strategy and Governance	3.0
Cyber Security	1.5
Machine Learning and Analytics	3.0
Managing Business on Cloud	3.0
Business Transformation	3.0
Data Summarization and Visualization	1.5
Big Data and Data Analytics for Managers (Lab based)	3.0
Digital Innovation	3.0
Business Development in IT	3.0
Human Computer Interaction	1.5
Social Media Analytics	3.0
Natural Language Processing (NLP)	1.5
Strategic Business Process Outsourcing	3.0
INTERNATIONAL BUSINESS	
WTO and International Trade Policies	1.5
Trade and Geopolitics	1.5
International Trade Procedures and Documentation	3.0
Trade Logistics	3.0
International Business Law	3.0
Information Security in International Business	3.0
Export-Import Management: A Starter's Tool Kit	3.0
Regional Trade Blocs	1.5
Trade Data and Trade Opportunities	3.0
Business in Asia-Pacific	3.0
Resources and Business in Africa	3.0
Commercial Geography	1.5
MARKETING	
Consumer Behavior (SAPR)	3.0
Sales, Distribution and Retail Management	3.0
Marketing Strategy with MARKSTRAT	3.0
Advanced Marketing Research	3.0
Digital Marketing and Analytics	3.0
B2B Marketing	3.0
Advertising and Brand Management	3.0
Services Marketing	3.0
Innovation and Product Management	3.0
Rural Marketing	1.5

HUMAN RESOURCE MANAGEMENT	CREDIT
Employee Relations: Legislations and Compliances (SAPR)	3.0
Training and development	3.0
Competency mapping	3.0
Personal growth Lab	3.0
Performance & Compensation Management	3.0
Business HR	1.5
Psychometric Testing & Application	3.0
Negotiation skills	3.0
Team Building and Leadership Development	3.0
Power, Politics and Professional Influence	3.0
People Analytics	1.5
Organizational Transformation	1.5
HR issues in Mergers and Acquisitions	1.5
OPERATIONS MANAGEMENT	
Technology & Operations Management	3.0
Business Analytics- II	3.0
Six Sigma	3.0
Multivariate Data Analysis	3.0
Procurement Manufacturing, Planning & Control	3.0
Advanced Project Management	3.0
Supply Chain Management	3.0
Operations Strategy	3.0
Service Operation Management	3.0
Advanced Decision Analysis	3.0
Decision Modeling with Spread Sheet	3.0
Global Logistics Management	3.0
STRATEGIC MANAGEMENT	
Executing Strategies in Dynamic Market Landscape	3.0
Strategist's Tool kit and Competitive Intelligence	3.0
Mergers & Acquisitions	3.0
Strategic Alliances	3.0
Capstone Business Simulations	3.0
Advanced Strategic Management	3.0
Strategic Analysis and Globalization	3.0
Competitive Landscape & Sustainability Megatrends	3.0
Strategic Innovation: Building & Sustaining Innovative Organizations	3.0

PGDM - IB

Curriculum

The curriculum of the PGDM-IB (IMG) at FORE School of Management is an outcome of benchmarking against the best in the world and continuous review by the faculty in concert with practitioners from industry, alumni and students. The courses, its content, and design are directed towards developing managers who (i) have holistic and deep knowledge of their functional specialization alongwith the appreciation of its role in overall value proposition of the firm; (ii) are industry-ready due to understanding of concepts, frameworks and models steeped in the context of practice; and (iii) have sustainable employable competencies suffused with learning through cutting edge courses, both contemporaneous and futuristic.

In the two years of the programme, students have to undergo both core and elective courses. These courses are an eclectic mix of foundational, perspective building, tools and techniques oriented, and functional courses. The core courses provide rigorous grounding in the discipline of management and the understanding of business in their proper relief. The core courses are taught in the First year which is divided into three Terms (a Term is typically of 10 weeks of classes and at most 2 weeks of examinations). Elective courses begin from Term-3 onwards. Thus, while Term-1 and Term-2 have just core courses, Term-3 have both core and elective courses. The elective courses allow students to choose and develop proficiency in their Area of Specialization.

Following the first year programme, students are required to undertake 10-12 weeks of summer internship in a public or private corporate organization. The summer internship programme is a mandatory requirement for the successful completion of the Programme. Summer Internship is expected to provide students powerful managerial insights with regard to business problems, understanding of management concepts in the bedrock of industry practices and refinement of knowledge gained in the classroom.

The second year of the programme, from Term-4 to Term-6 consists only of elective courses. These electives comprises of courses offered by different Areas, course of independent study, exchange programmes, and mandatory International Immersion Programme.

International Immersion Programme is a part of the full time course curriculum held after Term-3 for students to have an exposure of international business scenario and global best practices in their respective Area of specialization. The immersion involves 15 hours of in-class course in an elective of choice along with industrial and corporate visits at any one of the international partner institutions abroad. The credit earned in the IIP accrues in Term-6.

Programme Structure and Credits

The institute uses the concept of credits to indicate the number of in-class contact hours in a course and thus to define the weight of a course. One credit equals 10 in-class contact hours. The rule of the thumb is that a 3.0 credit course involves around 90 hours of work— 30 hours in the classroom and the rest for preparation and assignments.

A student at FORE is required to do a total of 103.5 credits for the award of Post Graduate Diploma in Management. Out of the required credits, 97.5 credits come from class room teaching and the balance 06 credit from summer internship. The 97.5 credits of class room teaching is obtained from 54.0 credits of core courses and 43.5 credits of electives. It must be noted that the credits earned from summer internship is not used for calculation of CGPA.



The Year and Term- wise Credit Course structure in the PGDM-IB programme is as under:

Year and Term Wise Credit Course Structure	
First Year	
Term-1	21 credits (Core courses)
Term-2	21 credits (Core courses)
Term-3	18 credits (12 credits from Core courses + 06 credits from Electives)
	1 week International Immersion Programme of 1.5 credit (Will reflect in Term-6)
	8-10 weeks summer internship Programme of 6.0 credit
Second Year	
Term-4	18 credits (Electives)
Term-5	9 credits (Electives)
Term-6	10.5 credits (Electives including 1.5 credit earned in IIP)
TOTAL	103.5 credit

Courses and Credits

A student is required to do 60.0 credits of courses in the first year of the programme. Of these, 54 credits are earned from core courses and the rest 6 credits from electives. Following is the list of Courses, their Area and the associated Credits offered to the students in the First Year.

Term-1			
S.no	Name of the course	Area	Credits
1	Managerial Communication	Communication	3.0
2	Managerial Economics	Eco & Business Policy	3.0
3	Financial Accounting	Finance & Accounting	3.0
4	Marketing Management-I	Marketing	3.0
5	Human Behaviour in Organizations	OB&HR	3.0
6	Introduction to Operations Management	QT & OM	3.0
7	Optimization Model for Decision Making	QT & OM	3.0
		Total	21.0
Term-2			
1	Written Communication & Analysis	Communication	3.0
2	Information Technology & Systems	IT	3.0
3	Global Business Environment	International Business	1.5
4	Corporate Finance	Finance & Accounting	3.0
5	Marketing Management-II	Marketing	1.5
6	Organization Design & Change	OB & HR	1.5
7	Human Resource Management	OB & HR	1.5
8	Business Analytics-I	QT & OM	3.0
9	Strategic Management	Strategy	3.0
		Total	21.0
Term-3			
1	Business Ethics & Corporate Social Responsibility	Eco & Business Policy	3.0
2	Digital Commerce	IT	1.5
3	International Business Management	International Business	1.5
4	Project Management	QT & OM	1.5
5	Business Research Methods	QT & OM	1.5
6	Strategic Entrepreneurship & New Age Business Model	Strategy	1.5
7	Managerial Skills for Effectiveness	Communication + OB & HR	1.5
8	Electives I a: Trade & Geopolitics (SAPR)	International Business	1.5
9	Electives I b: WTO & International Trade Policies (SAPR)	International Business	1.5
10	Electives- 2		3.0
		Total	18.0

Electives

From Term-3 onwards in the First Year, students will be required to undertake Electives courses. A student enrolled in the PGDM-IB (IMG) programme is required to complete 43.5 credits from the Elective courses spread over Term-3 in the First year and Term-4 to Term-6 in the Second year of the Two Year Programme. Out of the above, 1.5 credit will accrue in Term-6 from the IIP held in between Term-3 and Term-4.

In addition to the above, students enrolled in the PGDM-IB will have the option to take one **Foreign** language course. FORE school of Management will offer students choice of three Languages viz. French, Spanish and Mandarin. The course will not be allocated any credit; instead certificates of proficiency will be given.

FORE School of Management offers dual specialization to all the students enrolled in its programme. This means that a student may specialize in at most two Areas. For students enrolled in PGDM-IB (IMG) one of the specialization must be International Business. In order to specialize in any Area of Specialization, a student will need to take 5 credits of electives in the chosen Area of specialization. This requirement of 5 credits is both minimum and maximum. Students are not permitted to specialize in any third Area and as such he/she will not be allowed to opt for more than 3 credits out of the balance credit of courses from any one Area.

In order to provide the students opportunities to specialize in their Area of choice, each Sentient Area will offer Elective courses. The Sentient Area may specify certain Elective courses as Specialization Area Pre-requisite (SAPR) courses that must be taken by those students who have chosen that Area as Specialization-I or Specialization-II.

The Elective courses will be offered by the following Sentient Areas:

- Communication,
- Economics & Business Policy,
- Finance & Accounting
- International Business,
- Information Technology,
- Marketing,
- Organizational Behaviour & Human Resources,
- Quantitative Techniques & Operations Management
- Strategy

Following is the List of Specialization and Electives

Specialization wise List of Electives

Note: The list of electives below, including those specified as SAPR, is indicative and tentative. Students may opt for these courses subject to Specialization requirements, availability, eligibility, limitations on class size, etc.

AREAS OF SPECIALIZATION & COURSES	
COMMUNICATION	CREDIT
Soft Skills for Career Enhancement	3.0
Effective Leadership Communication Through Theatre Techniques	3.0
Enhancing Your Personal Brand	1.5
Communication on Digital Platforms	1.5
ECONOMICS & BUSINESS POLICY	
Macro Economics for Business Policy	3.0
Effective Pricing	3.0
Application of Econometrics in Business Analysis	3.0
Social Enterprise and Sustainable Development in Emerging Economies	3.0
Foreign Trade and Exchange Market	3.0
FINANCE	
Business Valuations (SAPR)	3.0
Financial Markets and Systems (SAPR)	1.5

FINANCE - CONTD.	CREDIT
Advance Corporate Finance (SAPR)	1.5
Management of Commercial Banks	3.0
Security Research and Portfolio Management	3.0
Financial Derivatives and Risk Management	3.0
Investment Banking: Corporate Resource Raising from the Capital Market	3.0
Behavioral Finance and Wealth Management	3.0
Financial Econometrics	3.0
Project Appraisal and Financing	3.0
Management of Financial Services	3.0
Foreign Exchange Risk Management	3.0
Corporate Restructuring	1.5
Enterprise Risk Management	1.5
International Finance and Risk Management	1.5
International Banking Practices	1.5

INFORMATION TECHNOLOGY	CREDIT
Data Analytics & Artificial Intelligence (SAPR)	1.5
Information Technology: Strategy and Governance	3.0
Cyber Security	1.5
Machine Learning and Analytics	3.0
Managing Business on Cloud	3.0
Business Transformation	3.0
Data Summarization and Visualization	1.5
Big Data and Data Analytics for Managers (Lab based)	3.0
Digital Innovation	3.0
Business Development in IT	3.0
Human Computer Interaction	1.5
Social Media Analytics	3.0
Natural Language Processing (NLP)	1.5
Strategic Business Process Outsourcing	3.0
INTERNATIONAL BUSINESS	
WTO and International Trade Policies	1.5
Trade and Geopolitics	1.5
Managing People Globally (SAPR)	3.0
International Trade Procedures and Documentation	3.0
Trade Logistics	3.0
International Business Law	3.0
Information Security in International Business	3.0
Export-Import Management: A Starter's Tool Kit	3.0
Regional Trade Blocs	1.5
Trade Data and Trade Opportunities	3.0
Foreign Trade and Exchange Market	3.0
Strategic Business Process Outsourcing	3.0
International Marketing	3.0
Business in Asia-Pacific	3.0
Resources and Business in Africa	3.0
Global Logistics Management	3.0
Commercial Geography	1.5
International Finance and Risk Management	1.5
International Banking Practices	1.5
International compensation Management	1.5
HR issues in Mergers and Acquisition	1.5
MARKETING	
Consumer Behavior (SAPR)	3.0
Sales, Distribution and Retail Management	3.0
Marketing Strategy with MARKSTRAT	3.0
Advanced Marketing Research	3.0
Digital Marketing and Analytics	3.0

B2B Marketing	3.0
Advertising and Brand Management	3.0
Services Marketing	3.0
Innovation and Product Management	3.0
Rural Marketing	1.5
HUMAN RESOURCE MANAGEMENT	
Employee Relations: Legislations and Compliances (SAPR)	3.0
Training and development	3.0
Competency mapping	3.0
Personal growth Lab	3.0
Performance & Compensation Management	3.0
Business HR	1.5
Psychometric Testing & Application	3.0
Negotiation skills	3.0
Team Building and Leadership Development	3.0
Power, Politics and Professional Influence	3.0
People Analytics	1.5
Organizational Transformation	1.5
HR issues in Mergers and Acquisitions	1.5
OPERATIONS MANAGEMENT	
Technology & Operations Management	3.0
Business Analytics- II	3.0
Six Sigma	3.0
Multivariate Data Analysis	3.0
Procurement Manufacturing, Planning & Control	3.0
Advanced Project Management	3.0
Supply Chain Management	3.0
Operations Strategy	3.0
Service Operation Management	3.0
Advanced Decision Analysis	3.0
Decision Modeling with Spread Sheet	3.0
Global Logistics Management	3.0
STRATEGIC MANAGEMENT	
Executing Strategies in Dynamic Market Landscape	3.0
Strategist's Tool kit and Competitive Intelligence	3.0
Mergers & Acquisitions	3.0
Strategic Alliances	3.0
Capstone Business Simulations	3.0
Advanced Strategic Management	3.0
Strategic Analysis and Globalization	3.0
Competitive Landscape & Sustainability Megatrends	3.0
Strategic Innovation: Building & Sustaining Innovative Organizations	3.0



CENTERS OF EXCELLENCE

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

Centers of Excellence	Objectives	Head of the Center
Center for Entrepreneurship Development	Aims to promote entrepreneurship by creating a conducive ecosystem for the management students to develop their creative ideas into brilliant business plans such that they are motivated to come up with their start-ups. The centre carries out a calendar full of activities related to entrepreneurship round the year. Besides 'awareness camps & competitions', workshops like 'idea generation to opportunity evaluation' and 'business model & plan' are conducted along with 'seminars on funding to make students aware and capable of developing a 'Business Plan'. These activities for the students foster creativity & innovation and helps them to develop an entrepreneurial mindset.	Prof. Anita Tripathy Lal
Center for Psychometric Testing and Research (CPTR)	CPTR is an intellectual space in psychometric research and testing at FORE. In collaboration with other reputed institutes renowned in the area, CPTR promotes education, research and training in psychometric research. With its in-house trained faculty, the Centre conducts research, workshops, management development programs, consultation, training, etc. Ongoing research has been carried out by the Centre which deals with development of psychometric tests, one of the important aspects of people management. CPTR conducts programs for students, researchers, and corporate which aim to encourage effective research and application of psychometrics.	Prof. Prachi Bhatt
Center for Sustainable Development	Center for Sustainable Development (CSD) was founded in the year 2012 with a vision to shape the innovative solutions to address the challenges of Sustainable Development to business and society. CSD lead and partner with national and international organizations to document, research, build capacity and penetrate knowledge having impact on social, economic and environment aspects of business, society and public policy. CSD work with corporates, think tanks, chambers of commerce & industry, government and non-government organizations to undertake research, training, round-table conferences, creating knowledge product as well as undertaking baseline and impact assessment studies in the area of corporate social responsibility and sustainable development in a holistic manner. CSD actively promote and enhance public awareness about the various aspects of sustainable development and social responsibility not only among their student community but also through the sharing platforms with other stakeholders. CSD has signed a Memorandum of Understanding (MOU) with Indian Institute of Corporate Affairs (IICA) under the aegis of The Ministry of Corporate Affairs, Government of India for collaborative research, publication, training and exchange of resources for research projects in the areas of Corporate Social Responsibility (CSR).	Prof. Shallini Taneja
Center for Customer Management and Analytics	Center for promoting research, consulting and training in the critical areas of customer understanding, attraction, retention and loyalty etc. Focus on Big Data related technologies and AI.	Prof. Ashok Kumar Harnal
Center for Operations and Supply Chain Management	To provide a platform for creating and exchanging knowledge in the area of operations management through research, consultancy and industry interactions. The Key Focal areas are supply chain, transportation, technology, innovation, manufacturing, services across different industry verticals like power, retail, agri and infrastructure. It also explores operations interface with other functional areas like Information Technology, Finance and HR.	Prof. Mohita Gangwar Sharma
Center for Emerging Markets	To analyze and develop management perspectives on emerging markets for research, education and practice in areas such as: rural and BoP markets, innovation, public policy, international trade etc. The research center aims to advance the discourse on inclusive growth and sustainable development within the context of emerging economies with focus on BRICS economies.	Prof. Mohit Anand
Center for Digital Innovation	Serves to leverage intellectual capital across academia, industry, and government. Focuses on the study of emerging digital technologies and the impacts of digital innovations on business functions, firm strategies, and policy across a number of industry verticals. The center's mission is to disseminate scholarly research, to connect research with practice and policy, and to foster experiential learning for students.	Prof. Rakhi Tripathi

PUBLICATIONS OF FORE

Foundation for Organisational Research and Education (FORE) is committed to the advancement of Management Education, Research, Training and Consultancy. Incorporated in 1981 in New Delhi, India as a non-profit institution, FORE has been working with industry and academia for developing new domains of managerial thought and education in the fields of General Management, Human Resource, Finance, Operations, Marketing, Information Technology, Economics and International Business.

Abhigyan

Abhigyan is the quarterly Management Journal of FORE. It was launched in January 1983 as a bi-annual issue. In celebration of its tenth anniversary, it switched to a quarterly publication mode. It has been in print for thirty-three years. The journal follows a two tier blind review. The target group of Abhigyan is distinguished academics and the practitioners of management. Having a brand name among its peer group it emphasizes on original ideas. Abhigyan continues to be listed/indexed in GALE-Cengage Learning (Farmington Hills, USA), Cabell's Directory of publishing opportunities in management of Cabell Publishing Inc. (Texas, USA), The Psyc INFO bibliography database of the American Psychological Association and Ulrich's International Periodicals Directory, USA, Indian Citation Index, i-Scholar and J-Gate. Abhigyan is listed in the approved list of journals of University Grant Commission (UGC), India.

The journal is currently published under the guidance and editorship of Dr. Vinayshil Gautam.

FOREprints

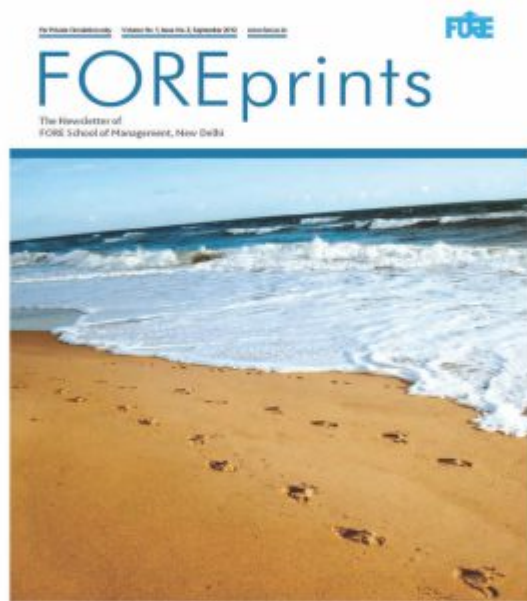
FOREprints is a newsletter published quarterly with an aim to disseminate information about various happenings at FORE to corporate, alumni, other B-Schools besides to FORE students and faculty. It keeps everyone abreast of the latest happenings at FORE like the Anubhuti, Genesis, seminars and conferences, achievements of students and faculty, etc.

Working Papers

In 2011-12, FORE launched its Working Paper Series an initiative to publish the first outcome of research by the FORE faculty. So far, one hundred and forty five (145) working papers have been published (the list of working papers is available on FORE website).

Books

FORE has also come out with books, some of which are Longitudinal Thinking-Best of Abhigyan (Volume-I, 1983-1997 and Volume-II, 1998-2012), Reflections on Chinese Management Style and Business Ethics; Malaysia: Challenges and Perspectives; Reinventing Marketing for Emerging Markets; Business Sustainability Challenges and Issues; Reviving Italy : Reflections ; Emerging Horizons in Finance; Competing through Operations Excellence: Agility, Adaptability & Analytics; Vietnam: The Emerging Asian Star from A War – Stricken Nation etc.



THE FACULTY

COMMUNICATION



Prof. Anita Tripathy Lal
Ph.D. (IIT-Kanpur)
Certified Mentor (London Business School)
Experience: Over 21 years

Prof. Lal's expertise lies in the areas of Business Communication, Leadership & Entrepreneurship. She has about 21 years of work experience in the areas of teaching, training and research. Her experience of teaching also includes three years as a visiting faculty at IIT Delhi and IIT Kanpur. She has keen interest in personality development and research related activities. She has national and international research papers in the areas of Business Communication and Entrepreneurship. She has been a part-time consultant for three years to NTPC's World Bank funded projects on Environmental Impact Assessment. Connecting with Industry and conducting MDPs is her forte. Has conducted number of open & customized MDP's and workshops in the areas of 'interpersonal relationship, communication & presentation skills, assertiveness, positive attitude, leadership, entrepreneurial competencies, opportunity evaluation and business model & plan' for corporate in various public and private sectors. She is able to create an ideal blend of Leadership, Entrepreneurship and Communication in her training programs, few of the most potential skills critical to creating success stories for Organizations in today's uncertain times.

A Ph.D. from IIT Kanpur and also the recipient of the prestigious Certification with Honours on 'Mentor Development Program for Entrepreneurs' jointly conducted by London Business School and National Entrepreneurship Network. Being a certified mentor she has been successfully mentoring entrepreneurs. Her passion though, remains 'Student Start-ups'. She has been felicitated by TiE New Delhi for her contribution as a Mentor to the TiE Young Entrepreneurs (TYE: 2014-15). She is also on the 'Mentoring Board' of IIT Kanpur Entrepreneurship Cell and Amity University. At FORE she is also the Prof. In-Charge of the Centre for Entrepreneurship Development.



Prof. Reeta Raina
M. Phil (Eng. Literature.), Ph. D. (Organizational Communication)
Experience: Over 31 years

Prof. Reeta Raina has over 31 years of teaching, training and research experience. She has publications majorly in top International refereed journals and she has 14 citations in international journals. She has a research book to her credit titled "The Constitutive role of Communication in Building Effective Organizations" published by LAMBERT-an International publishing company. She has presented papers in various international conferences and has been given the Best Paper Award as well. She is into corporate training as well and her forte lies in experimenting successfully with different pedagogical tools. Presently, she uses theatre based activities that should help

future managers build distinctive communication skills. Her research is interdisciplinary that includes employee engagement, work engagement, organizational communication; non-verbal communication, Organizational effectiveness, listening skills etc. She is also the recipient of the Best Professor award in HRM by National Education Award sponsored by Headlines Today. Her earlier assignments were with MDI, Gurgaon and Thapar University, Patiala. She has been the visiting faculty at IIFT and IITM.



Prof. Sriparna Basu
Ph.D. (Cultural Studies), University of Illinois, at Urbana-Champaign, USA; M.A. (Cultural Studies), University of Illinois, at Urbana-Champaign, USA; M.A. (Gold Medalist), Jadavpur University, Kolkata
Experience: 17 years

Dr. Basu has 10 years of consulting experience in the industry across various sectors. Her previous Teaching stints include IMI, Delhi; IIFT, Delhi; IIT Kharagpur, National University of Juridical Sciences, Kolkata; University of Illinois at Urbana-Champaign, USA. Dr. Basu has 16 national and international conferences to her credit; her research publications include papers, book chapters and cases published in national and international peer reviewed journals and books; she also writes for newspapers and has 12 articles published in national dailies. Her current research interests include behavior and sustainability of social ventures and small firms in a diverse and developing country like India; the multiple forms of globalization and evolving socio-cultural identities exhibited by the emerging market multinational companies.

ECONOMICS & BUSINESS POLICY



Prof. Subhasis Bera
Ph.D. (JNU), M.Phil (JNU)
Experience: Over 12 years

He is an Associate Professor at FORE School of Management, New Delhi. Prior to joining FORE School of Management, New Delhi he has worked as a Research Faculty at an International Policy Think Tank (ICRIER). He also worked as a consultant in World Bank and has more than 5 years of teaching experience in Applied Microeconomics theory at the post graduate level and graduate level. His area of specialization is Economics of Technology, International Trade and Development Economics. He is also member of many international forums; referee of many international Journals and has published in international many journals and presented papers in number of international conferences.

**Prof. Shallini Taneja**

FPM (Ph.D.), M.Phil. (Economics), MBA,
M.A. (Economics)
Experience: Over 14 years

Prof. Shallini Taneja is having 14 years of experience in teaching, research and industry. She is having 14 years of experience in teaching, research and industry. During her fellowship from MDI, Gurgaon, she worked as a senior research fellow in a project for 6 months with her professors in AICTE sponsored National Research Project on "Corporate Social Responsibility (CSR) Reporting Practices in Indian Companies". She is the recipient of sponsorships from ISDRS, Hong Kong and The Wharton School, U.S.A. for paper presentation and attending the conferences. She has taken lectures at St. Mount Mary's University, USA on "Business Ethics and Corporate Social Responsibility". She is a Guest faculty with The Indian Institute of Corporate Affairs (IICA) under aegis of The Ministry of Corporate Affairs, GOI for CSR courses. She is also served as an Honorary Advisor, BRICS Chamber of Commerce & Industry (BRICS CCI), India. She is the reviewer and guest editor of various national and international journals for various publishers such as SAGE, Emerald and Springer. She has attended and presented many research papers at national and international conferences and also contributed chapters in edited books and published peer review articles in national and international journals. Her research paper published in Journal of Business Ethics (Impact factor: 1.837) had more than 204 citations in short span of 5 years. She has conducted the MDP's on Corporate Social Responsibility (CSR) for the middle level and senior managers as well as for the Executive Directors for the various companies like NHPC, GAIL, RITES, IRCTC, J.K Cement, EXIM BANK, SBI etc.

Her Areas of interest are Corporate Social Responsibility, Business Environment, Corporate Social Performance, Stakeholder Management and Business Ethics.

**Prof. Basant K. Potnuru**

Ph.D., JNU; M.Phil., JNU; M.A. (Economics),
Berhampur University; B.A. (Hons.), Berhampur
University

Experience: 13 years

Dr. Basant Potnuru had worked with the India Centre for Migration, a leading Think-tank of the Government of India on International Migration of people. As Head of Projects Division, he had conceived and implemented 2 prominent research and capacity-building projects on India-EU migration. He authored the first-draft of the Common Agenda on Migration and Mobility (CMM), which the Government of India signed with the European Union in 2016. He has authored many policy briefs and published research papers on International migration of people in the national and international peer reviewed journals and books. Earlier, he had also worked as a faculty of Economics in the Department of Management at Invertis University, Bareilly, Uttar Pradesh.

FINANCE & ACCOUNTING**Prof. Vinay Dutta**

M.Com, CAIIB, PG Diploma in IRPM
Experience: Over 30 years

Prof. Dutta is a banker turned academician and an alumni of Shri Ram College of Commerce. He has over three decades of experience in Banking, Corporate Sector, Teaching and Training. He is the recipient of

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

**Prof. Ambrish Gupta**

M.Com., Ph.D., FCA, CCIT (IBFD, The Netherlands)

Experience: Over 34 years

Possesses over 34 years of top level experience (Board Director, Country Head) in investment banking, primary capital market, management teaching, research and academic administration. Recipient of 'Distinguished Management Teacher' and 'Rashtriya Gaurav' awards. Authored three books: 1. Financial Accounting for Management: An Analytical Perspective (Pearson Education), 2. Project Appraisal and Financing (PHI) 3. Inflation Accounting: The Indian Context. Edited 1 book: Gaagar Main Saagar-Self Realization towards Fulfillment. Published 28 papers in leading journals/other publications of repute, 4 case studies with The Case Centre UK/USA, 12 working papers under the aegis of FORE, 4 papers in the proceedings of international conferences in Germany, Macau (China), Thailand and India, 6 chapters in edited books. Presented 4 papers in international conferences. Member of the editorial board of 3 refereed international and 5 refereed national journals. Ph.D. degree of 1 scholar from JamiaHamdard University completed under his supervision. Member of Doctoral Committee, Department of Management, JamiaHamdard University and Capital Market Committee, PHD Chamber of Commerce and Industry.

**Prof. Vandana Gupta**

B.Com (Hons.), PGDM (IIM-A), Ph.D. (Finance)
Experience: Over 24 years

She topped the college in all 3 years and is also rank holder from Delhi University in B. Com (Hons). She has done her MBA in Finance from IIM-Ahmedabad and is a Ph.D. in finance (credit rating). Her industry experience spans 13 years with leading Corporates like ICRA, Infosys, Religare and Telstra. She was heading equity research division for Religare Securities in Delhi. She has published research papers in National and International journals.

**Prof. Himanshu Joshi**

MBA (Finance), Ph.D.
Experience: Over 16 years

Has been into teaching, training and research for more than 16 years. Has published and presented research papers in refereed journals and national & international conferences. Developed and conducted various open and in company management development programmes (MDPs) for companies like Bharti, MMTC, AstraZeneca, Autometers, and Directorate of Resettlement, Indian Army. His areas of specialization include Fixed Income Securities, Financial Modeling, Foreign Exchange Risk Management, and Valuation.

**Prof. Piyush Pandey**

Ph.D (Finance), Dept. of Financial Studies, Delhi University (Thesis Submitted); Masters of Finance & Control (MFC), Delhi University; B.Tech. (Computer Engineering), Guru Gobind Singh IP University, New Delhi
Experience: 6 years

Piyush Pandey has worked for 2 years in UBS ISC (now acquired by Cognizant Technology Solutions) in Equity Research and Fixed Income Structuring roles. He had qualified the UGC NET exam and was awarded JRF in management to pursue doctoral research. During his doctoral programme, he had the privilege to present his research papers in many prestigious international and domestic finance conferences. He has published his research work in peer reviewed economics and finance journals of international repute (affiliated to Springer, Elsevier, Emerald etc.) while few others are under review. He was also actively involved in corporate consulting having consulted JLLSFG on a real estate finance project and a wealth management firm on profitable investment strategies. He has conducted trainings and workshops on various IT tools used for empirical finance research for undergraduate and postgraduate students of University of Delhi. He worked as a Senior Research Fellow on an ICSSR, Govt. of India, sponsored major research project entitled "Financial Integration in the South Asian region- An Empirical Study".

**Prof. A K Puri**

M.Sc., C.A.I.I.B., Dip. Co Laws, M.B.A. (FMS, Delhi University), Ph.D. (FMS, Delhi University)
Experience: 41 years

Dr. A K Puri is Senior Professor in Finance and Accounting area. He has been Director General at Institute of Technology and Science, and at Fortune Institute of International Business, New Delhi. He has been Professor at IMT Ghaziabad.

With over 27 years of academic experience at premier Management Institutes he has corporate experience of 14 years in Banking.

He has been conferred with several awards like ASSOCHAM Education Excellence Award 2015 as Best Faculty for Career Development Skills, "Best Professor in Financial Management" by CMO Asia as part of Asia's Best B-School Awards held in Singapore in July 2010, DNA & Stars of the Industry Group Innovative B-School Awards 2010 for 'B-School Professors Who Continuously Innovate in Style & Substance for Academic Excellence', Dewang Mehta Business School Awards for 'Best Teacher in Financial Management' in 2009 & 'Best Management Educator Award' by World Management Congress in 2010.

Prof. Puri has academic expertise of teaching courses to PGDM students at premium B schools and conducting MDP's for working executives in Commercial Banking, Management of Financial Services, Forex Management, Risk Management, Financial Derivatives, International Financial Management, Corporate Financial Management, Security Analysis and Portfolio Management, Entrepreneurship Development and Strategic International Business.

INFORMATION TECHNOLOGY**Prof. Raman Sethi**

B.Tech (IIT-Delhi), PGDM (IIM Bangalore), Post Graduate Diploma in Foreign Trade (IIFT, Delhi)
Experience: Over 20+ Years

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


Prof. Rajneesh Chauhan

Ph.D., NLU-IMT Ghaziabad; PGDBM, IMT Ghaziabad; B.Tech (Electrical), National Institute of Technology, Hamirpur
Experience: 23 years

With more than two decades in the area of Technology, ERP Consulting and Operations Management, he has worked extensively with Fortune 500 clients across Asia Pacific, Europe and Americas. Within India, he has worked with clients in Government as well as Private sector. He started his career in the R & D unit of a Fortune 500 organization. He has also worked with Infosys, where he was the "Operations & Strategy" Head for Enterprise Solutions, a business unit with annual revenues of 1,000 Million USD, 10,000 employees and CAGR of 33 %. He was a part of Infosys Senior Management, was a level below the Infosys Executive Board and reported into board member of Infosys China.


Prof. Ashok Kumar Harnal

B.Tech, IIT Delhi; M.Phil (Social Sciences), Punjab University, Chandigarh; MA (Economics); Diploma in Project Management, Punjabi University, Patiala
Experience: 31 years

Expert in Big Data and Data Analytics. Extensively taught faculty and students on the subject of big data technology and analytics. Participated in various machine learning competitions with real world data in areas of business, environment, marketing and advertisement. Have set up fully functional Big-data laboratory. Long experience in working with Opens Source Systems. Have published two books: one Linux Applications and Administration and the other Techniques of Game Programming; both published by Tata McGrawHill. Conceived, planned & implemented in Defence Estates three country-wide information systems: RakshaBhoomi to computerize land records; Knowledge Management of land-title related files/maps in all Defence Estates offices; and Setting up of a Disaster Management organization, Archival Unit and Resource Center, at Delhi for safe storage of land-title related records in paper, digital & microfilm forms.


Prof. Shilpi Jain

FPM, MDI-Gurgaon; M.Tech (Information Systems), NSIT, Dwarka; MBA (Marketing) Institute of Management Science & Productivity Research, Delhi
Experience: 20 years

Shilpi Jain is a Fellow Scholar (Ph.D.) from MDI Gurgaon and Associate Professor of Business Administration in the Information Technology Department at FORE School of Management, and the faculty chair of Computer Center Advisory and Purchase Committee. She also serves on the institutions' Faculty Committee & Research Committee. Her current research is in applied and empirical software engineering, user behavior on social media & e-commerce, digital inclusion at grassroots level, and adoption of disruptive technologies which includes digital currency,

gamification, and enterprise systems on cloud. At present, she is a co-chair of a funded longitudinal policy research project which aims to evaluate the impact of internet connectivity in rural India and its' influence on the regularization of Rural Telecom ISPs.

She has almost 20 years of experience in the Academia & IT industry and has held research positions in a variety of functional areas. During her stint at Infosys Research Labs, she has designed prototypes for virtual teams enabling paired programming, country risk analysis framework, and a prototype for dynamic resource sharing across geographies.

She chairs several executive education programs on e-commerce strategies, managing business on cloud, data summarization, and business storytelling with data. A regular author in National Newspaper, she has coauthored numerous business case studies and research articles in journals including Ivey Publishing, ACRC, ACRJ, and Team Performance Management. She has been presenting her research in conferences of repute like ICSE, PACIS, AMCIS, and ANZAM. For several years, Shilpi has been teaching courses in e-commerce & data security, business process outsourcing, agile project management, and digital marketing.


Prof. Rakhi Tripathi

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

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


Prof. Dhanya Jothimani

PhD (Financial Analytics) – Thesis Submitted, IIT Delhi; M.Tech (Industrial Engineering and Management), IIT Kharagpur; B.Tech (Production Engineering), NIT Trichy

During her doctoral programme at IIT Delhi, Dhanya has presented her research work in well-reputed conferences including INFORMS Annual Meet, Annual meeting of Decision Sciences Institute (DSI) and Annual conference of Midwest Association for Information Systems (MWAIS). She was sponsored by Department of Science and Technology (DST) to present her research work at INFORMS Annual Meet 2016 at Nashville, Tennessee, USA. She has delivered few lectures on R language and multi-criteria decision-making tools to postgraduate and doctoral students at IIT Delhi.

Learn To Lead

INTERNATIONAL BUSINESS



Prof. Mohit Anand

Ph.D. (France), Intl. MBA (France), All (Delhi)
Experience: Over 14 years

At FORE since 2012 with over 14 years of experience in industry and academics, of which four years of teaching and research at EMLYON Business School, (France) and six years of consulting experience in the insurance industry. Within the fields of International Business and Strategy, his research interests include Emerging Markets, Innovation, BOP studies, Microinsurance and Joint Ventures. Several of his papers have been published and presented in leading international journals and conferences. Dr. Anand was selected for Research Fellowship at ILO's Microinsurance Innovation Facility funded by Bill and Melinda Gates Foundation. A native of Delhi, he loves travelling, meeting new people and astronomy. He can be reached at: anand@fsm.ac.in



Prof. Faisal Ahmed

Ph.D., MLSU, Udaipur; MIBM, AMU, Aligarh; Executive Certification in Geopolitical Analysis, Geneva
Experience: 14 years

Prof. Ahmed's research and consulting areas include economic integration, least developed countries, WTO issues, and trade & geopolitics. He held the position of consultant to the United Nations Economic and Social Commission for Western Asia and other organizations, and has also led projects supported by the Ministry of Commerce & Industry, Govt. of India. He has published several research papers, book chapters, and monographs. He is the author of the textbook *Business Environment: Indian and Global Perspective* published by Prentice-Hall (PHI) publications. Dr. Ahmed's numerous articles have appeared in *The Financial Express*, *Bangkok Post*, *Business Standard*, *The Santiago Times*, and *The Economic Times*. Also, his opinion has been quoted in national and international media.



Prof. Savita Gautam

Ph.D. (TERI University), PGDM (IIFT)
Experience: Over 18 years

Prof. Savita Gautam, has corporate experience of over 18 years in the area of International Business. She has worked with M/s Carborundum Universal, Chennai. She has also worked with couple of start-up companies and has successfully spearheaded their business in the international market. She has been active in consultancy work on foreign markets, export diversification and post export incentives. She has teaching and training experience at Chennai University, MMTC training center, and Jamia Millia Islamia, New Delhi. She has published work on environmental measures and the Indian marine sector. She also has publications in ARTNeT UNESCAP, Bangkok. Her areas of interest are WTO, Trade and Environment issues, Foreign Trade Policy. She can be reached at savita@fsm.ac.in

MARKETING



Prof. Jitendra K. Das (Director)

B.Tech. (IIT Delhi), M.Tech. (IIT Delhi), Ph.D. (University of Toronto)
Experience: Over 36 years

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



Prof. Freda Joseph Swaminathan

Ph.D. (Banasthali University), PGDM (IIM-A), MS-Communications (Illinois State University, USA)
Experience: Over 35 years

A graduate from the IIM-A, Prof. Swaminathan has both academic and corporate experience in Marketing and Advertising. She has recently been awarded a Ph.D. in Business Management in the Marketing area. Worked in LINTAS, JW Thompson, Goodyear India Ltd; ASP (CK Birla Group) and DSS Mobile Communications. Presented papers in various national & international conferences. Since the last ten years she has been in the academic field as Professor in Marketing. Her areas of interests are Marketing, Strategic Brand Management and Integrated Marketing Communications.



Prof. Qazi Asif Zameer

B.E (Delhi College of Engineering), MBA, Ph.D.
Experience: 28 years

Prof. Asif Zameer has over 16 years of work experience in Corporate and over 12 years in Academics. He has experience in Sales, Marketing, Business Development and Marketing Research and has worked in Gillette, Heatly & Gresham, Amkette, BHEL etc. He has various publications, paper presentations in International/National Conferences and organizing of MDPs/FDPs to his credit.



Prof. Anupam Narula

PGDBM (Marketing), M.A. (Economics), Ph.D.
Experience: Over 19 Years

A Silver Medalist in PGDBM & brings with him more than 19 years of rich experience in teaching, research and industry. He was Area Chair Marketing at FORE from 2012-2014. He was also Professor-in-Charge Alumni Relations at FORE for 4 years from 2011-2015.

Prior to joining FORE, he successfully held various administrative & academic responsibilities as Director, Dean, Officiating HOD, Founder and Coordinator for many new Management Education programs. He has presented papers in various reputed international and national conferences and published research papers and articles in reputed journals, magazines and edited books. He is on the Editorial review board of two international and three national refereed journals. He has been invited as external expert member by various Indian universities and premier management B-schools.

His research and training areas of interest include Consumer Buying Behavior, Service Marketing, International Marketing Management and Indian Higher Education.

He has conducted MDPs for corporate executives in both public and private sector organizations like TATA chemicals Ltd, IRCTC, MTNL, Mahagun Group, Sentiss pharmaceuticals, Tata Pigments Ltd, Jain Irrigation systems Ltd, Oriental Refractories Ltd, G.D Foods Mfg. Pvt. Ltd., Directorate General of Resettlement Indian Army and many others. He can be reached at <anupam@fsm.ac.in>.



Prof. Payal S. Kapoor

Ph.D., IIM-Indore; Masters in Advertising, Symbiosis Institute of Business Management, Pune

Experience: Over 7 years

Dr. Payal S. Kapoor has completed her Fellow Programme in Management (PhD) from Indian Institute of Management Indore. Her research thesis is centered around understanding electronic word-of-mouth behaviour on social media. She has presented her research work in prestigious national and international conferences and was presented with the "Best Paper- Entry Research Track" Award at 6th IIMA Doctoral Colloquium, Indian Institute of Management Ahmedabad (2013). Prior to joining IIM, she has worked for close to six years in the industry in the function of Sales and Marketing. Her last industry assignment was with Entertainment Network India Ltd (Radio Mirchi, Delhi). She has a Masters in Advertising and Communication Management from Symbiosis Institute of Business Management.



Prof. Sunny Arora

Ph.D., IIT Bombay; MBA, NMIMS, Mumbai; B.Sc. (H), Hansraj College, Delhi University

Experience: 9 years

Dr. Sunny Arora has an experience of about nine years that straddles across corporate and academics. He has been associated with organizations like Mahindra Comviva, International School of Business & Media and Kotak Mahindra Bank. He also conducts Management Development Programs with corporate regularly. He has conducted corporate trainings for ZycusInfotech, Tata Motors and AstraZeneca Pharma India. He has to his credit articles published in top International journals such as Journal of Brand Management. He has presented his research at various conferences, such as at Hong Kong Polytechnic University, Hong Kong, IIM Ahmedabad, IIM Lucknow amongst others. His teaching

interests include Marketing Management, Brand Management, Consumer Psychology, Marketing Research and Brand Strategy.

ORGANISATIONAL BEHAVIOUR & HUMAN RESOURCE



Prof. Sanghamitra Buddhapriya

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

Experience: Over 21 years

Recipient of prestigious Shastri Indo Canadian fellowship for pursuing her Post-Doctoral research at Mc Master University, Canada. She is also a Gold medalist in M.A in Personnel Management & Labour Welfare. She has more than twenty years of experience in teaching, research, training and consulting. She teaches courses at the post graduate level. Her research interest lies in mentoring relationship, diversity management, and gender issues in management, work-life balance, and stress at work. Prof. Sanghamitra conducts wide range of open and in-company management development programmes across level for leading public and private sector organizations like Engineers India Ltd, Powergrid, ONGC, NHPC, MMTC, SAIL, THDC, NBCC, LNG Petronet, SentissPharma, ITD Cementation to name a few. She has authored two books and published many research papers in refereed journals. She has also presented papers in National and International conferences.



Prof. Neeraj Kumar

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

Experience: Over 35 years

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



Prof. Subir Verma

FPM (Ph.D.), IIM Ahmedabad; MA (Gold Medalist) & M.Phil, Delhi University

Experience: 25 years

Prior to joining FORE, Prof. Verma has worked in IIM Ranchi, IMI Delhi, MDI Gurgaon and Delhi University. He has been the Dean, Corporate Relations, Placements & Alumni Affairs at IMI Delhi, Dean Academics at IIM Ranchi, Chairman, Corporate Relations & Placements and Chairman, PGDM at MDI Gurgaon. He has designed and conducted MDPs for Top/Senior Management of several organizations such as ONGC, SAIL, IOC,

RBI, SBI, Maruti, IPS etc. He has also conducted Negotiation Skills Workshops for several companies such as Aviva, Baxter, Coca Cola, HP, IOC, Intel, NDDDB, Pepsico, Siemens etc. Prof. Verma has consulted with the World Bank, Jharkhand Government, National Geographic Channel, National Insurance, Nestle, Siemens Power, GETIT etc. He has authored 3 books and presented his research papers in International conferences such as AOM, APROS, IHRM, EGOS etc. He is a Principal Member of the Bureau of Indian Standards (MDG-12), NHRDN, AOM and APROS.



Prof. Prachi Bhatt

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

Experience: Over 9 years

Prof. Bhatt is certified in Negotiation Research and Teaching from one of the world's best B-Schools - Kellogg School of Management, Northwestern University,

USA. Her corporate association covers projects with ZydusCadila Healthcare Ltd., Ahmedabad, GCMMF Ltd., Anand, and Indraprastha Apollo Hospitals, New Delhi. She has to her credit research papers published in National and International refereed journals. She also has co-edited book by emerald publishing. Her interest (research & teaching) areas are: Negotiation, Competency Management, Psychometrics, Organisation Behaviour, HRM & Changing HRD Paradigm. She also conducts FDPs and MDPs in those areas for both public and private sector corporations, to name a few- LNG Petronet Ltd., Power Grid Corporation of India, ONGC, ONGC Videsh, OMPL, THDCIL, Idea Cellular, Apollo Tyres, De La Rue Cash Processing Solutions India, PNB, Engineers India Ltd. and many others.



Prof. Priyanka Jaiswal

Ph.D., IIT Delhi; UGC-NET; MBA, B.Sc.

Experience: 4 Year

Dr. Priyanka Jaiswal is a faculty in the Department of Organizational Behavior and Human Resource Management at FORE School of Management New Delhi. Dr.

Priyanka Jaiswal is PhD from Indian Institute of Technology Delhi (IIT Delhi). Her doctoral research is on Impression Management (Factors Affecting the Use of Upward & Downward Impression Management Tactics for Positive Appraisals). She has also done a course in International Management from Exeter Business School, University of Exeter, U.K. She has 5 years of research and 4 years of academic experience as Human Resource Management faculty. She has presented her research work in various international and national conferences. She has received funding from Indian Council of Social Science Research (ICSSR) for International Conference on Management, Leadership and Governance (ICMLG 2014) Hosted by Babson College, Wellesley, Massachusetts, USA. She has also received the best paper award in Indo- Canadian conference. Her research interest areas are Impression Management, Leader Member Exchange, Behavioral Flexibility, Human Resource Management and Organizational Behavior. She has conducted MDPs training session with organizations such as Mitsui Chemicals, The Oberoi Centre of Learning and Development (OCLD) in the areas of Behavioral Flexibility, workplace flexibility Personality and attitude.



Prof. Bishakha Majumdar

Fellow, IIM Indore (OB/HRM), UGC-NET (Labour Welfare, Management), M.Sc. (Applied Psychology), University of Calcutta

Experience: 3 years

Assistant Professor in OB & HR, Bishakha has remained a UGC Project Fellow and a faculty of Psychology at the University of Calcutta, and Master Trainer for HIV/AIDS counsellors under the World Bank GFATM Programme. She has conducted MDPs in areas such as mentorship and team building, with Coal India and Oriental Insurance. She has national and international publications in OB/HRM and Psychology. Her works have been recognized with, among others, an Honourable Mention (ISB-Ivey Global Case Competition 2015), the NAOP Best Management Research Award 2013, JIAAP Best Publication Award 2012, and the Young Scientist Award, 2011 (Indian Academy of Applied Psychology).

QUANTITATIVE TECHNIQUES AND OPERATIONS



Prof. Hitesh Arora

Ph.D. (University of Delhi), NET (JRF)

Experience: Over 17 years

Prof. Hitesh Arora is a Professor in the area of Quantitative Techniques and Operations Management at FORE School of Management, New Delhi. A graduate in Mathematics and a post graduate in

Operational Research from University of Delhi. He has also earned his Doctorate in Mathematical Programming from Department of Operational Research, University of Delhi. Prof. Arora has qualified National Eligibility Test (NET) conducted jointly by CSIR & UGC for Lectureship with Junior Research Fellowship (JRF) in Mathematical Sciences. He started his teaching career from University of Delhi and taught subjects like Optimization, Queuing Theory, Inventory Management and Statistics besides guiding students in their project work. He has also worked as an Actuarial Consultant with a UK-based MNC. As an actuarial consultant, his work involved Data Modeling and Reserving for Personal and Commercial Lines of different UK-based insurance companies. He has over seventeen years of experience in academics and industry. Prof. Arora has worked immensely in the area of Mathematical Programming. His present areas of research interest are measurement of Productivity, Service Quality and Information Technology in Indian banking sector. He has to his credit, a number of research papers in national and international journals of repute. He has also conducted Management Development Programmes (MDPs) in Decision Making Techniques for Managers.



Prof. Mohita Gangwar Sharma

B.Tech. (Electrical) (IIT-BHU) Varanasi, MPIB (IIFT-New Delhi), FPM (IIM-Lucknow)

Experience: Over 21 years

Prof. Sharma has more than 21 years of experience in the Industry and Academics. She is the recipient of the coveted Chevening Rolls-Royce Science and Innovation Scholarship at

SAID Business School, University of Oxford and N.T.S.E scholarship. She has worked in BHEL (Transformers), Indian Airlines (Materials Management Deptt.). She has published widely in Reputed International Journals and case studies. She brings the rich experience of the industry and tough academic rigor to her research. Her current areas of research include Innovation, Technology Management, Service Operations, Operations Strategy, Product Service Systems, Humanitarian Supply Chain and Sustainable Operations.



Prof. Sumeet Kaur
Ph.D., M.Phil. and M.Sc. (Gold Medalist)
Experience: Over 12 years

Associate Professor has over 12 years' research and teaching experience. She has organized workshops on Decision Sciences and its management applications like business research methods, advanced excel techniques for managers of public and private sector organizations. She has also conducted Management Development Programs on topics like applications of qualitative techniques in competence mapping, simulation techniques and Data management using Excel. She has conducted Faculty Development Program on Analyzing Multivariate Data using SPSS, SPSS and Research Methodology. She has also been involved in case development with Maruti True Value, Blind People Association, Indraprastha Apollo Hospitals etc. She has authored one chapter in the book titled The Entrepreneur's Choice Cases on Family Business in India. She has research and consulting interests in Reliability and Life testing, Business Forecasting, Managerial Decision Making, Quantitative Techniques in Advanced Marketing Research, Multistage Sampling Methods, etc.



Prof. Alok Kumar
B.A. (Hons.) Mathematics, University of Delhi;
M.A. (Operational Research), University of Delhi;
Ph.D. (Operational Research), University of Delhi
Experience: Over 5 years

Prof. Alok Kumar's area of research interest is developing mathematical models in the field of inventory management and has published numerous research papers in refereed journals of national and international repute in the field of developing models for integration of innovation diffusion theory with Inventory Management. He has several years of teaching and research experience. Prior to FORE he has taught many papers in the area of business management such as Business Statistics, Operations Research, Business Research Methods and Operations Management in different management colleges. There are 15 articles which have been published (accepted for publication) in international Journals of high repute, several articles are published in conference proceedings, numerous articles are published as book chapters, three articles are published as working papers and few articles have been communicated in different international journals of high repute. Dr. Kumar has also conducted MDP in the area of decision making through quantitative techniques and FDP on Machine Learning & Data Analytics.

STRATEGY MANAGEMENT



Prof. Anil Kumar Singh
Ph.D., University of Lucknow; UGC-NET;
PGDBM (Marketing); MBA (Finance); M.Phil.
(Labour Studies), LL.B. (General), Kanpur
University
Experience: 24 years

Experience of around 24 years is a Ph.D from University of Lucknow. His seven years were spent in industry and from December 1999 got full time involved in teaching at master's level. Has attended eight management teachers programme (MTPs) under the aegis of Strategic Management Forum (SMF) from various IIMs. He has also successfully completed six months course on Small Industrial Enterprise Management course from IIT Kanpur and is also a certified assessor from Joint Accreditation system of Australia and New Zealand. With two edited books he has more than 15 publications in National and International Journals. Area of interest- Strategic Change, CI, Strategist Toolkit



Prof. Muqbil Burhan
MSc., M.B.A. (I.B.), Ph.D. (IIT Delhi); NET (UGC-CSIR)
Experience: Industry (20 months); Teaching & Academic Research (44 months)

He has a rich industrial experience as Intellectual Property Rights (IPR) expert. Worked on several projects in public and private sector and conducted various Management Development Programs for senior and middle level managers of various organizations like ONGC. He also worked with Chair Networking Industries at EPFL Switzerland on digitalization of postal sector. He has several National and International academic publications to his credit. Co-edited a book "Postal Services in the Digital Age", sponsored by United Nation's Universal Postal Union. He teaches Strategy Management, International Business Strategy, Mergers & Acquisitions, and Strategic Alliances. His research interest areas are Strategy Management; Technology Management; Intellectual Property Rights and Technology Innovations. His consulting interest areas include Technology Management; Intellectual Property Rights and Innovations; competitiveness in SME; Strategic Change.



BEYOND THE CLASSROOM



STUDENT COUNCIL ACTIVITIES

Student activities form an integral part of the curriculum at FORE. Students are encouraged to enhance their innovative managerial and leadership skills through organizing independently a series of events throughout the year. This gives them real-time experience of interacting with corporates, working in teams, planning and coordinating budgets, managing time, making critical decisions, etc. Some of the diverse activities organized by different committees of the Student Council are:

ANTAR

ANTAR is a Social Committee of the FORE School of Management. Team Antar was established in February 2009 with a vision to bring smiles on thousands of faces. The mission of the ANTAR is to be the catalyst to drive those who are socially aware and be a medium of awareness for the incognizant. Being managers who would be molding the world for future generations, we understand and imbibe in them the concepts of giving back to society through the various activities that team ANTAR undertakes. Over 7 years, team ANTAR has established tie ups and linkages with various NGOs and reputed non-profit organizations in pursuit of its social objective.

ANTAR organizes various events during the academic year are listed below with a brief description of each event:

RAKHTDAAN (Blood Donation)

The basic motto of RAKHTDAAN is - "YOU DON'T NEED TO BE A DOCTOR TO SAVE LIVES". Team ANTAR in association with FORE Sports and Cultural Division and ROTARY CLUB, Civil Lines, New Delhi organize Rakhtdaan. One hundred sixty (160) students and faculty members donated blood in AY 2017.

ABHIWADAN

Abhiwadan is a flagship event organized by Team ANTAR in association with Help-age India. It is a cultural event wherein senior citizens from various old age homes are invited & various fun activities are being organized for them.

Last year, we were able to grace the presence of 60 senior citizens from old age homes like Nirmal Chhaya, Sandhya, Aradhna and KartarBridhGhar. The event witnessed a healthy

participation from the students of FORE this year. Students performed dance, skit and singing etc. Special performances by the faculty also graced the event. Our guests participated with utmost zeal and enthusiasm. They sang, tapped their foot and shared their experiences with all the students. The smiling face of guests gave a wonderful sense of feeling and satisfaction to "TEAM ANTAR" knowing that their little efforts have paid off.

PRERNA

Prerna is held every year during the annual management fest GENESIS of FORE School of Management. Prerna is a case study competition based on a social issue prevalent in the society. Many students from colleges across Delhi register for the event. A case study with a social problem is provided to students based on which the teams submit their planned solutions solution to the problem. The shortlisted teams are asked to make a presentation of the same before a jury. It is an initiative to impart sense of responsibility and concern for social cause

SANRAKSHAN (Plantation Drive)

Students visit the offices and institutes located close to the FORE School of Management and plant saplings such as Guava, Roses and Lavender, etc. after seeking permission from them.

VASTRASAMMAN

The Antar team organizes "Vastrasamman" in association with NGO-Goonj. Under this, campaign, faculty, students and staff of FORE are encouraged to donate their old/new clothes, utensils, footwear, dry ration, sewing machine, umbrellas, newspapers, magazines, stationary, woolens, etc. The event is extended to 2 months period usually from September to November of every year. More than 400kgs of material is collected every year and handed over to Goonj that further transports it to small villages for distribution.

RICE BUCKET CHALLENGE

Rice Bucket Challenge is organized to collect rice, pulses and other food items and hand it over to an NGO "BHOOMI", New Delhi in order to distribute it to the areas affected by natural disasters like floods, storms, etc.



AASHAYEIN

Aashayein is an event organized in association with Salaam Baalak Trust where the students visit to DMRC Shelter home, near Tis Hazari metro station, New Delhi, every year and make that day special for inmate children by playing games with them, perform skit, etc. This is intended to create awareness about education among these children and motivate them to go to school

JAGRUKTA

Jagrukta is organized during GENESIS - the annual management fest at FORE School of Management. It is a NUKKAD NATAK event through which the performers express their emotions by portraying various characters. It is a very popular event and participated by institutes and colleges across Delhi. The event creates awareness about widespread social ills and issues within the country





CORPORATE INTERACTION DIVISION (CID)

The Corporate Interaction Division (Team CID) is intended to bridge the gap between the academia and the corporate world. Students organize interactive sessions through Anubhuti- a forum under the aegis of CID that regularly invites senior corporate professionals and leaders to share their practical business experiences with students so as to impart experiential learning to students.

The Marketing, Finance, HR and Operations Conclaves held throughout the academic calendar not only helps students enhance multi-disciplinary management domains but also gives them an insight into the plethora of opportunities and challenges that the Corporate has to offer to them.

"Kurukshetra -The Management Battlefield", organised by CID in the annual management-cultural fest – Genesis - sees participation from B-schools across the country.

FORE SPORTS AND CULTURAL DIVISION (FSCD)

The FORE Sports & Cultural Division (FSCD) aims at re-energizing students during their stressful academic life at campus by organizing various sports and cultural events throughout the year. Various intra-college events like cricket, LAN gaming, Chess, Carrom, Table tennis, Badminton etc. are conducted for 'energizing FORE-ians'. A wide array of inter and intra-college events are held at our annual B-fest "Genesis" which brings participation from various reputed B-Schools throughout the country. FSCD collaborates with **SPIC-MACAY** to organize cultural shows reflecting various facets of our rich Indian heritage. The team also keeps up with the various sports meet of other B-schools and participates actively. FSCD team emerged as the winner of the cricket tournament organised at MDI's Sports Fest AKSHAYAM' 14.

NEXUS

NEXUS, as the name suggests, is the hub to which every student is bonded. The students get an opportunity to showcase their administrative Ingenuity by managing a host of cultural events spread throughout the year. The committee hosts events like: Fresher's welcome party, Farewell party, Independence Day celebration, Diwali, Teacher's day celebration, and the FORE Flagship cultural event – GENESIS. The celebration of all these cultural festivals are intended to provide a platform to students to understand and nurture culturally their socializing skills needed in the business fraternity later.

FORETECH

Team FORE Technical Division (FORETech) provides a podium for interaction and networking among students in execution of various events. Apart from this, the FORETech team organizes various online events such as, IT awareness seminars, movie making, Quizzomania, etc. The team is also responsible for designing, developing and submitting ready to display contents on LCD at FORE.



THINKTANK

Think-tank is one of the core student committees at FORE that enriches learning through its creative gamut of inter and intra-college events in all domains of management. It's a team of grey matter enthusiasts that brings together, by their passion, business problem solving, knowledge, experience and fun.

Think Tank aims to provide a platform for students to use classroom learning and seek innovative and practical solutions to today's business problems. The key events organized by Team Think Tank during the academic year are:

1. Addict – An event to welcome the new batch of FORE in the world of a B-School. It tests the knowledge of the participants about the advertising world and gives them a platform to showcase their creative zing in Marketing products and services.

2. Tathagat – A case-based event that gives you a chance to put on your strategic hat and gauge the current market scenario of a particular industry, analyze trends, identify problems and give solutions.

3. The Amazing Race – The Amazing Race is the highlight of the Annual Fest of FORE, Genesis. An event packed with fun, creativity, intellect and strategy.

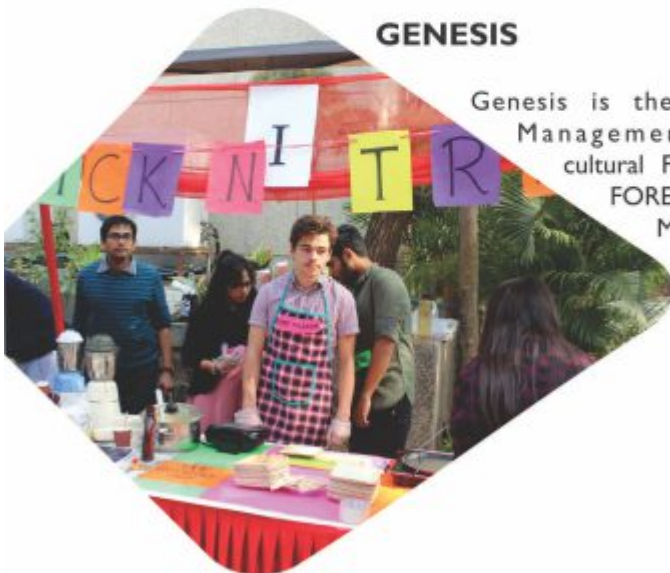
4. Corporate Buddha – Another major event of Genesis, Corporate Buddha tests the acquired skills across various domains- from logical thinking to business ethics, and the ability to analyze economic, financial and market scenarios to find new opportunities and take them to new heights.

5. Finish Line – A competition to gauge the financial knowledge, management acumen and decision making ability of students through multiple rounds involving Financial Concepts and Investment Scenarios.

6. Quizzark – The battle of the Five Sections of FORE! Quizzark is a combination of Challenging Quizzes and fun activities. All students of the first year compete as Class Teams to win the prestigious Trophy of the Best section of FORE..

GENESIS

Genesis is the Annual Management-cum-cultural Festival of FORE School of Management, New Delhi. It



is an endeavor to promote the true spirit of management through a plethora of brain stimulating activities and competitions which attract the best of students from across the country. It serves as a platform to students by providing space for mental activity ranging from the expected to the eccentric. It provides a platform for the students of FORE to interact with other B Schools students across the country who are invited to participate in various competitive events. Various eminent personalities from the corporate world are also invited to groom the upcoming managers and entrepreneurs, through various events in GENESIS. The events at Genesis include Step-Up, Concoct, Ba-Czar, Twisting Minutes, Backflush 5.0, The wolf of Comic street, Vyamaham, Fore VIDEOSIS, Mujhmehai RJ, Tasveer'16, Gamers' Asylum (LAN Gaming), Rangoli and Poster making competition, Kurukshetra, Corporate Buddha, Jagrukta, Prerna, Pratibimb, The Amazing Race, Deal or No Deal, Traders' Cockpit, a star night, etc.

Students inherent madness that translates into brilliance, and this was reflected explicitly at the annual cultural fest of Fore School of Management, Genesis 2016, held on November 17-18, with the theme "Genius meets Madness".

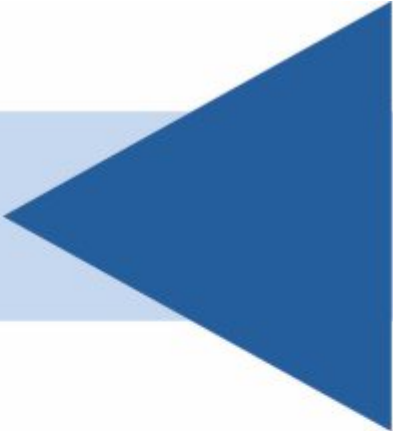
PERSONALITY ENHANCEMENT CELL

Personality Enhancement Cell (PEC) at FORE is a student-driven Committee aims at grooming the students better for the placement season. The Committee organizes Group Discussions every week. Students are encouraged to participate on a first-come-first-serve basis. Feedback is provided immediately after GDs by the Committee members. The topics for GD are selected based on the kind of topics allotted by companies during the placement process.

PEC also organizes weekly Newsroom sessions, which are informal news-sharing and discussions. Team PEC acts as a facilitator to provide a platform to all the students to discuss latest issues in business, politics, economy, world affairs, etc., and helps them develop a viewpoint on every topic through discussion and debate. Certain topics discussed during the session include Greek crisis, China currency devaluation, Volkswagen fiasco, GST, Payment banks, One rank one pension, Syrian refugee crisis, Beef ban, Vodafone transfer pricing, to name a few. The Committee also conducts mock interviews for the first year students, wherein the placed second year students provide a platform for them to work on their resumes and answers to frequently asked questions in interviews.

TEDxFORESchool

TED is an annual event that brings together the world's leading thinkers and doers to share ideas in the areas of technology, entertainment, design, science, humanities, business development, etc. The talks at the conference, known as "TED Talks", are made available to watch online on their official channel.



TEDx was created in the spirit of TED's mission, "ideas worth spreading". The TEDx Program is designed to help communities, organizations and individuals to spark conversation and connection through local TED-like experiences. TEDx are independent TED-like events that can be organised anywhere and everywhere. Similar to TED, the cornerstone of TEDx is to celebrate and elevate ideas. The simplified, authentic manner in which various ideas are shared leads to powerful dissemination. These events are planned independently, under a free license granted by TED.

TEDxFORESchool, where "x" denotes Independently Organized TED event, was incepted on 31st January 2015. The main aim of the event is to organize project talks that inspire and can change the way we see the world because these are "Ideas Worth Spreading". TEDxFORESchool talks serves as a powerful tool for social learning for students as well as corporate. Many Voices but One Conversation is the vision of TEDxFORESchool.

FORE Career Division (FCD)

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

FORE Alumni Network

FORE Alumni Network (FAN) acts as the linking bridge between alumni and current students of FORE, endeavoring to build a better future. It helps in connecting a community of more than 5000+ strong FORE alumni present globally that has earned a reputation for excellence in the field of management. FAN is responsible for facilitating alumni connectivity to the current batches of students so that they can learn, imbibe the qualities and be inspired from distinguished alumni who have made a mark for themselves in the business world. Alumni too have the opportunity to bond and network with other alumni for professional and social purposes, and have a sense of well-being for their alma mater.

FAN organizes various events and activities including the annual Jubilate and Chapter Meets. Alumni are also invited for various sessions where they are able to share their experiences with students and give a first-hand information of the challenges of the corporate world. Alumni too are able to reconnect to their roots and connect with current students.

FOREWord

FOREWord is the student editorial board of FORE School of Management, New Delhi (FSM). FOREWord keeps track of various student activities and events at FSM and helps in bringing out a quarterly newsletter of FSM, FOREprints. It aims at bringing out the literary genius in every student through various literary events such as vocabulary quizzes, debates, article-writing competitions, extempore etc. throughout the year.

FORE Connect

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

Special Interest Groups (SIGs)

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

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

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

Anti-Ragging

FORE School of Management strictly adheres to the guidelines given by AICTE for prevention and prohibition of ragging. Ragging is totally banned in FORE School of Management and anyone found guilty of ragging and/or abetting ragging is liable to be punished.

For the purpose of monitoring any cases of ragging, FORE has constituted an Anti-Ragging Committee as well as an Anti-Ragging Squad.

Learn To Lead

Executive Education/Management Development Programmes

FORE School of Management has been designing, developing and conducting innovative Executive Education and Management Development Programmes (MDPs) for working executives in India for over 36 years. The globalized business environment demands that managers leverage the most advanced approaches to perform better and contribute effectively to organizational objectives. Hence, it becomes essential for managers to continuously update themselves about changing business paradigms and innovative business practices to stay ahead of competition. To meet this growing need of training and development for corporate executives, FORE has been consistently imparting training on topical issues in various functional areas of management for business managers at all levels through open Management Development Programmes, Online Executive Education Programmes and customized In-company programmes. The programmes are designed to provide innovative and practical solutions to critical management challenges.

We specialize in providing:

- Customized In-Company Training
- Online Executive Education Programmes
- Corporate Seminars & Workshops
- Outbound Training Programmes
- Consultancy Services

Customized In-Company Training Programmes

FORE conducts customized In-Company training programmes for a large number of organizations for their executives at different levels, and offers unique programmes to suit the business and developmental needs of client organizations. Standard Modules from regular MDPs are also combined and adapted, wherever necessary, to suit the requirements of client organizations. We focus on providing clients with solutions beyond the model of conventional training. By identifying the skills, knowledge and behaviors needed for optimum performance, we assemble our training solutions completely around the expected outcomes. Our proven framework for analyzing the business and training needs allows us to get to the core of organization development requirements. All of our training solutions have a profound impact when implemented in practice.

We also provide a wide range of short duration and long duration Executive Education programmes to help working professionals acquire the latest knowledge and skills and maximize their potential.

Our team of highly skilled and experienced trainers and practitioners have all had distinguished careers in senior management roles and bring with them a wealth of practical experience to each course.

Online Executive Education Programmes

FORE has tied up with Tech Mahindra to offer online Executive Education Programmes using their Virtual Interactive Learning Platform (VIL) and has established with in its Campus a state-of-the-art Executive Education Studio. We have successfully launched and conducted online Executive Programmes on Big Data & Data Analytics in collaboration with University of California Riverside, USA and a unique programme on Business Storytelling. More programmes in the area of Project Analytics, Data

Summarization & Presentation, Demystifying R and General Management are planned in the near future. We can also offer customized online programmes in various functional domains of Management.

Our programmes can be delivered when and where you need them!

Area wise List of our Management Development Programmes

Communication

- Report Writing and Presentation Skills
- Business Etiquette
- Effective Communication Skills
- Effective Communication through Theatre Technique
- Developing Communication Competency
- Communication Strategies for Today's Managerial Leaders
- Communications and Presentation Skills

Finance

- Enterprise Risk Management
- Finance for Non Finance Executives
- Finance for Non-Finance for Women Executives
- Foreign Exchange Risk Management
- Letter of Credit for Effective Business
- Risk Management in Import-Export Business
- Spreadsheet Modeling for Business Analysis
- Superannuation Planning

General Management

- Advanced Management Programme for Senior Executives
- Certificate in Business Management Programme

- Corporate Governance
- Corporate Social Responsibility
- Developing Entrepreneurship Acumen
- General Management Programme for Middle Executives
- Knowledge Management
- Managing Change for the Senior Executives
- Strategic Management

Information Technology

- Introduction to IT
- Introduction to E Commerce
- Software Project Management
- IT Governance & Contracting
- IT Business Case Preparation
- Introduction to SAS Analytics

International Business

- Procedure & Practices in International Trade
- Legal aspects International Trade

OB/HR

- Achievement Motivation Training
- Aligning Team with Organizational Goal
- Assertiveness through self-development
- Being an Effective Team Player
- Building Competencies for Leadership Roles
- Building High Performing Teams
- Competency Mapping
- Contract Labour & Labour Issues
- Developing Emotional Intelligence
- Developing Gender Sensitivity at Workplace
- Developing Leadership Capabilities for Business Success
- Disciplinary Proceedings & Domestic Enquiry
- Enabling Women professionals for Leadership Roles
- Enhancing Assertiveness & Positive Attitude
- Enhancing Managerial Skills
- Excellence through Creativity and innovation
- HR for Line Managers
- Improving Interpersonal Skills
- Improving Negotiation Skills
- Individual Excellence for Organizational Effectiveness
- Interviewing Skills

- Labour Laws and Statutory Compliances
- Managerial Leadership and Team Building
- Managing Resources, Process & Performance
- Mentoring and Coaching
- New Trends in HR
- Organization Culture and Ethics
- Problem Solving and Decision Making
- Psychometric Testing & Applications
- Strategic Human Resource Management
- Strategic Leadership and Change Management
- Stress Management
- Team Building & Conflict Management
- Time & Task Management
- Training of Trainers
- Work Ethics & Culture
- Work Life Balance for Women Executives

Operations

- Advanced Excel Training
- Ware House Management
- Logistics of Air Freight and Warehousing
- Supply Chain Management
- Total Quality Management
- Inventory Management
- Effective Purchasing
- Effective Spares Management

Sales & Marketing

- Accelerated Sales Force Performance
- B2B Marketing
- Brand Management
- Concept Selling
- Customer Focused Marketing Strategies
- Customer Relationship Management
- Digital Marketing
- Enhancing Sales Team Performance
- Integrated Marketing Communications
- Market Research
- Marketing Innovations
- Marketing Strategy in Competitive Environment
- Opportunities and Challenges in Contemporary Marketing
- Putting Customer First
- Social Media Marketing



STUDENTS' PLACEMENT

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

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

Final Placements for batch **2017** were both faster and better. Better was manifested in a higher median CTC, better quality of Companies and multiple job offers for students. The highest domestic offer this year was of **CTC Rs. 18 Lacs**.

This is the second consecutive year, FSM followed a mantra of 'The first offer need not be the best offer'. Students who got an offer of less than Rs. 7 Lacs per annum were allowed to sit for subsequent companies so that the students could improve their placements. Consequentially, both the average and median CTC this year are close to touching **Rs. 9.4 Lacs per annum, and Rs. 8.7 Lacs per annum respectively** a substantial improvement over last year.

Apart from higher salary packages, there has been an improvement in diversity of recruiters as well. Automobiles, Banking, Consulting, E Commerce, FMCG, FSI, IT/ITES, Logistics MR, Telecom etc are the few names who recruited from FORE.

In terms of roles, Consulting offers represented 13% of the total, Marketing 66% and Finance 17%.

KPMG, Deloitte US, Deloitte India, E&Y from the consulting domain have all hired from FORE this year.

SBI, ICICI, YES Bank, Darashaw, Evaluesever are a few of the companies that have recruited for Finance and related profiles. The hiring traction from traditional recruiters also remains strong. **FMCG, Automobiles, Banking and IT/ ITES have returned year after year to recruit from FORE.**

KPMG, ICICI Bank, Deloitte US, Asian Paints, Hector Beverages, MarutiUdyog and many others, like every year visited the campus and hired students.

In fact, encouraged by the performance in SIP of FORE, students received multiple PPO offers from various organizations, to name a few, Explorars, Deloitte, Genpact, LNT Finance and Zycus.

SUMMER INTERNSHIP PROGRAM (SIP) - Summer Internship Program at FORE is a great mechanism for the students to learn from the various companies. This also gives students an opportunity to apply their learning's in the real life corporate world. Summer Internship is a part of the course curriculum for the students. The Internship has a duration of 8 to 10 weeks and usually extends from the 1st week of April to the 1st week of June. After the completion of the Summer Internship the students are required to submit the Internship report along with the company feedback. Thereafter, the students are evaluated on the quality of Summer Internship Program undergone by them. Some of the students are able to translate the Summer Internship Program into a Pre Placement Offer (PPO) as well, and 2017 was no exception.





Top Recruiters At FORE

Absolute Data	Gfk Mode	Mahindra Truck and Bus Division	Spark Minda
Aircel	GMR Group	Moody's Analytics Knowledge	Sapient
Accenture	Google	Services	SBI Life Insurance
Akzo Nobel	Grail Research	Moolchand	State Bank of India
Amazon	HDFC Life	Macmillan Publishers	SITI Networks
Asian Paints	HCL Technologies	Magma Fincorp	SRF
Axis Bank	Huhtamaki-PPL	MakeMyTrip	State Trading Corporation
Axis Risk Consulting	Hector Beverages	Maruti Suzuki	Swedish Trade Council
Bajaj Allianz Life Insurance	Hero Moto Corp	Maveric Systems	Total Oil India Private Limited
Bain & Co.	Hewlett Packard	Mercer	Trafigura
Business Octane	Hindustan Unilever	Michael Page	Times Internet
Balmer Lawrie & Co.	Housing.com	Millward Brown	TresVista Finance
Bank of America	HSBC	Mynd Solutions	TATA Motors
BCG	HDFC Life	Nielsen	TATA Power
Bajaj Electricals Ltd	ICICI Securities	Newgen Software Tech.	TATA Steel
Cians Analytics	ICICI Bank	Novartis	Tata Teleservices Limited
CB Richards Ellis	ITC	NIIT Technologies	Tata Communications
Capgemini Consulting	IFFCO	Ozone Pharmaceuticals Limited	TCS
Citibank	IMRB International	Oberoi Hotels	The Smart Cube
Cognizant	Indo Simon Electric	Ogilvy & Mather	NS Global
Coffee Day Beverages	IndusInd Bank	Orient Electricals	Treks 'n' Rapids
Cians Analytics	Infosys	Oriflame	Trident
CRISIL	INGVysya	Reckitt Benckiser	United Biscuits
DHL Supply Chain	IndusInd Bank	PropTiger	Usha International
Daikin	ITC Hotels	Prospecta Software Pvt Ltd	Unicharm
Darashaw	Inspireone	Pernod Ricard	VeneKlasen Associates
DELL	Jindal Steel	PropTiger	Varun Beverages
Deloitte (US& India)	J.K. Paper	Pitney Bowes	Wipro Infotech
Dun & Bradstreet	Jones Lang LaSalle	Power Grid Corp.	Whirlpool
EYGBS	JP Morgan	Prudential Financial	YES Bank
Expedia	Khimji Ramdas	Pure Media Imagination	Zomato
Ernst & Young	Ken Research	PwC	ZS Associates
Evalueserve	Kantar	Quikr	Zycus
EXL Services	Kotak Securities	Radico Khaitan	
Explorars	Kotak Mahindra Bank	Religare Health Insurance	
FINO PayTech	KPMG	Royal Bank of Scotland	
Franchise India Brands Limited	L & T	Secure Now Insurance Broker	
Fiserv	LG Electronics	Private Ltd.	
Franklin Templeton Inv.	Logitech	Relaxo Footwears	
Genpact	Mahindra & Mahindra	Sand Martin Consultants Pvt Ltd.	

DISTINGUISHED ALUMNI

Details of some of the Top Distinguished Alumni of FORE:

Sl. No.	Name	Batch	Designation	Company	Details
1	Anjali Joneja Amar	FMG 3	Sales Director, Telecom and Media	Microsoft	Director-Engagement Practices- TV and Media Business • Worked earlier with IBM India (as General Manager, Telecom: Country Manager M&E & Acct. Manager Telecom) • Computer Associates • Compaq Computer India • QuantM Systems Pvt. Ltd. • IT&T Enterprises Pvt. Ltd.
2	Rahul Raizada	FMG 12	Director	PWC	• Joined PwC from FORE • Has significant experience of working in renewable energy sector on policy advisory, bidding framework, commercial due diligence and strategy. • Experience in advising the Regulatory Commissions on electricity pricing, regulation and reform road map.
3	Sajith Sivanandan	FMG 2	Managing Director - Malaysia, Vietnam, Philippines and New Emerging Markets	Google	• 8 years at Google. • On the Board of Malaysian Global Innovation & Creativity Center. • Worked earlier with Aflie UK Ltd., The Gallup Organization.
4	Sandeep Arora	FMG 6	Director, Service Provider	CISCO	• Leads Major Telco & SP-Video business for Cisco in Service Provider Vertical Cisco Systems.
5	Sanjay Sarma	WMG 1	Co-founder and CEO of Design Worldwide	CEO	Co-founder and CEO of India's first equity-funded multi discipline strategic brand design firm, with a focus on the outsourcing industry. Adman turned entrepreneur offers integrated multi- discipline strategic designs and creative services.
6	Shaaista Quettawala	WMG 9	Head, HR	Bain & Co	• Worked earlier with Boston Consulting Group, KPMG Advisory Service, Hewitt Associates, Evalueserve.
7	Shailesh Dash	FMG 1	Founder & CEO	Al Masah Capital Ltd.	• Former Head of Alternative Investment business at Global Investment House (GIH).
8	Tanoj Sama	FMG 1	Director Flaberry.com	Flaberry.com	• Senior General Manager, Marubeni-Itochu Steel India • Started the biggest steel trade business between Japan & India for importing auto grade steel to make cars in India, since 1996. • Started the JV with a leading Real Estate group for Itochu and made a five star hotel project in New Delhi.
9	Vandana Sharma	FMG 5	General Manager - Business Services & Support Rio Tinto	Rio Tinto	• Strategy, Transformation, and Shared Services Leader, Mondelez International Ltd. • 17 years of experience in the Financial services industry focused on transformation and change management, process reengineering and international marketing strategies. • Worked earlier with American Express, ABN AMRO bank, Reliance Industries Limited.
10	Vikram Gill	FMG 3	Vice President	Dell	• Specialist in Online Marketing, Social Media and Communities, Online lead Gen and pipeline creation, SEO, SEM, Canada, APJ region, China, India & Talent development and building highly effective teams. • Worked earlier with SBI Cards (GE Capital- SBICPSL).
11	Ashwinder RAJ Singh	FMG 4	Chief Executive Officer	ANAROCK Property Consultants and JLL India	• CEO-Residential Services, JLL • Country Head and EVP-Sales & Distribution. • EVP & Business Head - Network & KPO
12	Sumita(Bhatia) Viji	FMG 2	Country Retail Head	Hewlett- Packard India	• Country Category Manager, HP • Consumer Marketing Head, Printing Group, HP • DGM Marketing, Reliance Communications • Head of Marketing, Delhi Circle, Tata Teleservices Limited.
13	Vishal Tuhan	FMG 9	Private Equity Fund Accounting Thought Focus	Hewlett- Packard India	Worked earlier with JP Morgan as Vice president and with Cognizant as Deputy General Manager
14	Arti Aggarwal	FMG 14	Head Human Resources	Essar Group	Manage Business Partner role for Essar Corporate, Central entities & International Locations (UK, North Americas, China, Mauritius & UAE). For International locations - single point of contact for key stakeholder management, formulating policies and processes, practice of BSC - imbedded for business reviews, compliance as per local laws, provide comprehensive compensation and benefits coverage for the overseas employees and ensure retention of key critical talent.
15	Poonam Gupta	FMG 8	CEO	PG Paper Company Limited	Awarded the prestigious "Officer of the British Empire" OBE by the Queen of England for her outstanding achievements in the field of Commerce and Charity.

Sl. No.	Name	Batch	Designation	Company	Details
16	Sandeep Puri	FMG I	Head - International Business	Escorts Limited	Experienced Head Of Global Marketing & Business Development with an experience of working in the Engineering and currently in Automotive industry
17	Anamika Priyadarshi	FMG 2	Head - Marketing & Corporate Communications	Danube Group	<p>Launch and Introductions of new Multinational Brands /Premium Product Lines (SMEG Home Appliances, Siemens Luxury Kitchens etc.)</p> <ul style="list-style-type: none"> • Winner of Retail City Award – UAE in 2008 • Received various awards and appreciations from various principals (for ex. Best Distributor Award in MEA by Gigaset 2011, Best Distributor award in ME and Indian Subcontinent in 2010 by Siemens-BSH group etc.) • CSR Program Management for Easa Saleh Al Gurg group on Breast Cancer Awareness organized through Dubai Chamber • Successful product bundling and other innovative Marketing Strategies for both retail and trade groups. • Helped the Easa Saleh Al Gurg Group to set up an in-house training academy for the entire group. • Created a Business Plan for setting up a World Class Service Center using the Best Practices being followed by the Industry leaders
18	Haneet Vohra	FMG 2	Marketing Director	KSB designs	Member of FORE School of Management - Academic Council
19	Prashant Dhar	FMG 2	Global Digital Marketing Head	Ariston Thermo Group, Milan, Italy	<p>Featured in Most Talented CMOs of India 2015, 4th edition book released by CMO Asia.</p> <p>Most Talented Marketing Professional award 2014 by World Marketing Congress</p>
20	Sukhvinder Ahuja	FMG 5	Director - Business Group (CRM & ERP - Dynamics 365)	Microsoft	Business Leader with over 22+ year's of experience in the IT industry spanning across multiple functions with an accomplished track record for delivering and sustaining revenue and business goals .
21	Anuj Deepak	FMG 13	Director	AZ Atheneum, Singapore	An experienced Financial Services industry sales professional with 11+ years of experience.
22	Kriti Jain	FMG 13	Director, Group Financial Crime Compliance	Standard Chartered Bank, Singapore	Product management specialist with subject matter expertise in financial services - financial crime compliance, transaction banking, risk management, payments, credit cards, project management, program management and retail banking.
23	Aditya Kaul	FMG 12	Associate Director, NRI Business	Citibank, Singapore	Previous worked with BNP Paribas as AVP
24	Charu Singh	FMG 4	General Manager	Tourism Finance Corporation of India	She is currently working as the General Manager of Tourism and Finance corporation of India
25	Ashish Mahindra	WMG 8	Director	American Express	<p>Sr. Director, Head of Operations Excellence - Banking, Financial Services, Insurance & Healthcare BU, WNS Global Services</p> <p>Head - Project Management Office (Mortgage & Insurance) Bank of America Continuum India (Pvt.) Ltd.</p>
26	Aseem Agrawal	FMG 13	Senior Director	Yes Bank	Product Manager - Global Markets Group - Forex and Interest Rate Derivatives for North India Company Name IndusInd Bank
27	Arsh Maini	FMG 3	Chief Executive	Yes Bank Candela Labs (AWPL Reborn)	Partner, Head of Strategic Services Group, KPMG Director, Corporate and Strategic Planning Serco Director, Deloitte Consulting
28	Sachin Goel	FMG 6	Chief Information Officer	HCL	<p>Chief Information Officer, KPMG India</p> <p>Head Technology - Investment Management, Sales Automation, Web & Mobile platforms ICICI Prudential</p>
29	Vinita Rustagi	FMG 4	Vice President	JPMorgan Chase	She has previously worked with companies like GE Capital international services and HP
30	Arun Kumar Singh	FMG 4	Director - Sales & Marketing	Mosaic India Pvt. Ltd.	He was working as a Director - National Accounts with Mosaic India and as a Head of Marketing and Business Development with Reliance InfraTel.
31	Swati Rangachari	FMG 5	Chief Marketing Officer and Chief Corporate Affairs	Sterlite Technologies Limited	<ol style="list-style-type: none"> 1. Executive Council Member 2. Corporate Affairs Governance Framework 3. Strategy, planning and budgetary growth 4. Shape Digital Policy initiatives 5. Government, industry, analyst engagements 6. Engagement around Digital India, Smart Cities, BharatNet, etc 7. Building a mature result driven team 8. Support business goals 9. Enhance Sterlite's sustainability and responsible business leadership

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DMISSIONS CALENDAR

PGDM & PGDM-IB (FullTime)

ACTIVITY	PERIOD
Sale of Application Forms	October - December 2017
Shortlisting for Selection Process	January/February 2018
Personal Interview Session	February - March 2018
Declaration of Result	April 2018
Commencement of Programme	June 2018



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