



FREQUENTLY ASKED QUESTIONS

Introduction

1. All the required information is available in this website. Updated information is also given in our prospectus and can be viewed by you online. Yet, this FAQ, prepared on 1st Jan 2010, can be considered as the latest. We have tried to respond to a few questions. If still more information is required you may address your queries to:-

- (a) E - Mail - admissions@balajisociety.org
- (b) Telephones - 020-66741234/35/36
- From 9:00AM to 6:30 PM.

Questions and Answers

Question - 1 (Q1) - Which are the B - Schools under Sri Balaji Society, Pune?

Answer- 1- The Management Institutes of Sri Balaji Society are:-

- (a) Balaji Institute of Modern Management (BIMM).
Formerly known as Indian Institute of Modern Management (IIMM) www.bimmpune.com
- (b) Balaji Institute of Telecom & Management (BITM).
Formerly known as Indian Centre for Telecom & Management (ICTM) www.bitmpune.com
- (c) Balaji Institute of International Business (BIIB).
Formerly known as Indian Centre for International Business (ICIB) www.biibpune.com
- (d) Balaji Institute of Management & HRD (BIMHRD).
Formerly known as Indian Centre for Management & HRD (ICMHRD) www.bimhrdpune.com

Q - 2. Previously the names of the institutes were IIMM, ICTM, ICIB and ICMHRD. Now the names have been changed to BIMM, BITM, BIIB and BIMHRD. What was the need to change the names?

Ans - 2. We started the Institutes with the prefix of the words 'Indian Institute' and 'Indian centre'. In those days these institutes were not approved by any government agencies and we were offering our own Job-oriented Management programmes and the students were well placed in the industry. But, as we went for AICTE approval, we had to comply with many statutory conditions laid down by Government of India. One of the conditions was that, we should not use the word 'Indian' as according to AICTE only those institutions owned by Government of India can use the word 'Indian'. Although the Supreme Court of India has stayed such a direction we still decided to substitute the word 'Balaji' as the believers of 'Lord Venkateshwara' and advertised the change of names in all the leading news papers.

Q - 3. What is the status of the courses offered by BIMM, BITM, BIIB and BIMHRD?

Ans - 3. All the courses offered by the four institutes mentioned above are approved by AICTE, Ministry of HRD, Government of India. The copies of the approval letter of each institute are displayed in the websites of the respective institutes.



Q - 4. If the courses are approved by AICTE and Government of India, why they are known as PGDM and not MBA?

Ans - 4. MBA is a degree which is offered by a university or university affiliated college whereas we are offering Post Graduate Diploma in Management as a standalone institute approved by AICTE. Our aim is to be seen and clubbed in the league of IIMs in the near future. We have always offered PGDM programs in all the four institutes from the very beginning. There are large number of institutes which are offering MBA degrees. We do not want to be in the crowd of those institutes. This enables us to have autonomy to change our course curriculum when required which will lead to good campus placements.

Q - 5. Is there any difference in the status of various courses being offered by the four B-Schools of Sri Balaji Society?

Ans - 5. No. The specializations mentioned in the bracket indicate the focus area for sectoral specialization and placements. It should be noted that, any Post Graduate student in Management has to specialize in one of the disciplines in Management such as Marketing, Finance, Operations, Systems, PM & HRD, International Business, Telecom, Retail, Banking and Insurance and so on. Because, such managerial skills are required for the functional capability in the industry. There are various types of companies specializing in various sectors of business and we are trying to cater for all

the sectors and functional areas with different specialization successfully. All are Two-year Full Time Post-Graduate programmes in management.

Q - 6. How about the packages offered by the companies to different courses at the time of campus placement?

Ans - 6. It should be noted that, every company is having different compensation packages. Our experience is that each company is having different kinds of compensation packages. If company 'A' visits the campus to recruit different kinds of specialization at a time (Marketing, Finance, Operations, Systems, HR and so on) the company offers the same package, if they give offers to the students of common status (Say, fresher's without work experience). For example, if the company visits us to recruit students specializing in Marketing, Finance, Operations, Systems, PM & HRD, International Business, Telecom, Retail, Banking and Insurance as Management Trainee, all of them generally get the same salary / package, although they may give differential salaries in rare cases. That is why we have different institutes offering different courses.

Q - 7. Why should there be four B-Schools in one society?

Ans - 7. Why should there be so many IIMs under one Government of India? For us, it is to have proper focus on specialization, administration, discipline, co-ordination, control, adequate infrastructure, focused

placement efforts, focused specialization based training / guest lectures / workshops / brand building and so on.

Q - 8. What is the status of Campus Placement? Where can I get year wise record/list of campus placement?

Ans - 8. We have very good track record of campus placement. All the four institutes take part in the selection process although few companies may visit a particular institute for a particular specialization only according to the requirements and company policies. For example a company which requires Telecom professionals need not visit other three institutes. Each institute is having few companies, say 5 to 10 of them which visit a particular institute(s) only. There is a Corporate Relations Department in each institute under a Corporate Relations Officer which works independantly under the guidance of Director Corporate Relations of Sri Balaji Society and The Director of the Institutes. To see the list of campus placement records please visit the website.

Q - 9. Are the companies visiting us from particular area/state?

Ans - 9. No. The companies are visiting from all over India.



Q - 10. What is the Campus Placement situation now?

Ans - 10. Our Campus Placement season has just started. More than 200 students have already been placed. The seniors are due to pass-out only in May 2010, hopefully all the eligible candidates will be placed before they pass-out as usual. We have a practice of displaying the names and companies of the students in our library publically.

Q - 11. What is the Compensation Package which one can expect after completion of the course?

Ans - 11. That depends on each individual, the companies where an individual gets selected, the economic and business conditions. That is the situation even in IIMs. It is once again said that each company is offering different kind of compensation packages and getting selected in the unique selection process of each company will depend upon the attitude, knowledge and skill of each individual. It is like students of the same class getting different grades in the examination results. Same class, same faculty, same grooming process and same selection process...someone gets selected, someone gets rejectedAbsolute and transparent process. That is what the institute will ensure. For example one student got a package of 15 lac/yr. and he was a fresher. Few students got placed in the gulf with 15 lac/yr. many of them were freshers. There are good number of students who got more than Rs.6 lac/yr. There were also students who got less packages.



Opportunities are there. Reaching out to the level depends upon the efforts to be made by the students to equip themselves.

Q - 12. What about those with work experience? Is there a different compensation package for the 'Executive Batch' at the time of placement?

Ans - 12. That depends upon the relevant work experience in the industry. In case a student is having 5yrs or more than 5yrs of work experience surely he has great opportunity to get lateral placement which will have high compensation package in the relevant industry or so compared to a fresher. Even those with lesser work experience, say 2yrs. and more, may get different packages and positions in the industry. Experience always gives an edge over the freshers. However experience alone don't guarantee great placements if the candidate is lacking in the personality factors, communication skills and competencies. We try to develop all these attributes in all the students through various exercises and grooming process in the institute.

Q - 13. What are the various courses being offered?

Ans - 13. Please look at the prospectus or visit the website of the respective institutes for the correct information.

Q - 14. The PGDM course and PM & HRD courses are there in BIMM as well as in BIMHRD. What are the differences between the two?

Ans - 14. There is no difference between the two.

Q - 15. What are the differences between PGDM and other PGDM courses where a specialization is given in the bracket? Example PGDM (PM & HRD).

Ans - 15. While the PGDM students have a choice to opt for marketing, finance, systems and operations as specialization during/after the first semester as the case may be, others such as PGDM (PM & HRD) and so on will start their specialization from the first semester itself.

Q - 16. How do you allot specialization at the time of admissions?

Ans - 16. The applicant will be considered only for the course for which he/she had applied through the application form. However if an applicant had opted for more than one course or for all the courses the chances are that the candidates will be considered automatically for all the courses opted by the applicants . Since every course is offering a specialization the experts committee evaluating the candidate will give marks based on the individuals performance during the interview .However, as a large number of students are applying for all the courses, final allotment of the course will depend on final merit order as per computerized score.



Q - 17. Can you explain how the exercise of options by a student for more than one course or all the courses helps the students?

Ans - 17. The application caters for the applicants opting for more than one course. The merit list is drawn through software with inputs of marks obtained by students in the selection process. In case a candidate does not stand in the merit list of, say option-1 then his/her name automatically goes to the option-2. This way the student keep moving to the various options exercised by him/her the student is finally offered the course according to the order of merit. If in case he/she is not appearing in the merit list they are not considered for any course.

Q - 18. How to apply to a particular course or more courses?

Ans - 18. The application form lists out all the courses of all the four institutes (all of them approved by AICTE). The application is self explanatory. The students can accordingly apply.

Q - 19. Suppose, I apply for a course or all the courses of BIMM, will I be considered for admission to BITM, BIIB or BIMHRD automatically?

Ans - 19. No. You will be considered according to the merit list. If you do not opt for any course, you will not be considered.



Q - 20. Is there any limitation for applying to number of courses?

Ans - 20. No. You can apply for all the courses and give your order of preference. You can apply for all the courses of all the institutes of Sri Balaji Society also. This way your probability of getting selected to any B - School of Sri Balaji Society, Pune will certainly improve.

Q - 21. How much importance is given to the academic background?

Ans - 21. The pre-entry qualification for admission to Sri Balaji Society is first class throughout ie. in X, XII and Graduation

Q - 22. Is there any preferred education for any specialization? If so, why?

Ans - 22. Yes. For example, Engineers are given preference for system specialization in the course IT and Marketing .Only those with Engineering background are allowed to specialize in Operation and Supply Chain Management. Similarly, Commerce students are given preference in case of Finance specialization though Engineers are also considered. The other example is those who want to specialize in Telecom Technology Management will have to be BE (Electronics and Telecommunications / Telecommunications / Computer Science / Information Technology / Instrumentation / Electrical). We generally discourage science graduates if



they want to opt for Finance. We have given sufficient indication about the requisite educational qualifications for each course. That is to ensure that, the subjects learnt in the graduate course remains a strong foundation and relevant to the specialization sought by the students in management, so that progressive learning is possible. The aim is to give suitable specialization according to the educational background, aptitude and attitude of the students, so that, they do not struggle at the time of examinations and campus placements.

Q - 23. Which specialization is the best?

Ans - 23. Every specialization is good. The career growth offered by all the specializations is same. What is to be clearly understood is that, it is the individual who makes all the difference in career growth ultimately. This happens in all the specializations. History is full of successful people who started their career from unknown institutes but have ultimately reached the Top of the World. Therefore, who reach where and within what time frame depends upon the individual's abilities, capabilities, discipline, dedication and determination. The principles of equality do not apply in the corporate context. 'Perform or Perish' is the mantra there. Survival of the fittest is the slogan there.



Q - 24. Do Engineers enjoy advantages over others in your admission process?

Ans - 24. It depends on the individual and his overall personality. The trend analysis of admissions indicates that while 40% of the intake is from the engineering stream, rest are from non - engineering stream. Education does carry certain percentage of weightage during the admission process. How they perform during GD, Interview and essay writing will also contribute to larger extent to their admissions.

Q - 25. Do Engineers have advantage over others in the Placement Market?

Ans - 25. Yes and No. The skill set required for the jobs of each company is different and accordingly they look at the basic degree. All the highest salaries in the campus so far have gone to both Engineering and Non engineering students for example a student from Hotel management had got a Pre Placement Offer (PPO) for a compensation package of Rs.15 lac/yr in current placement season. Ofcourse he had 5yrs work experience in the Hotel Industry .Both engineers and non engineers have their distinct career opportunities. Yet our track record proves that all the streams of students are working in all types of companies. There are companies which seek engineers only. Similarly, there are companies which do not want engineers, but seek non engineers only. The salary differentiation between an engineer and others is generally very minimal. The industry looks at the personality



and competitive skills and we groom students in these areas so well that every one is getting good placements.

Q - 26. Discipline, Dedication and Determination is stated as the core values of your Institutes. Will you explain that?

Ans - 26. By discipline what we mean is leading a civilized life and following the code of conduct by the students. To have regulated life styles which will ensure well programmed grooming. The rules and regulations enable the students to unlearn and learn the relevant knowledge, skill and attitude. A survey carried out by us reveals that, while students go to school with an attendance of at least 80%, their college attendance is just about 30%. Therefore, they find it difficult to attend classes. The body and mind used to such an irresponsible and infrequent college going culture will not help the students to have the right attitude and condition of mind to grow and go through stressful situations in the industry. Therefore, we have to correct and upgrade the life styles of the students. All that what we say is to get up early, to go far a walk, to get into the class in time, to focus on studies, get back to the rooms at least by 10:00 PM and sleep latest by 12:00 in the night. Because, they have to go to the class next day and concentrate there. Maintaining attendance is a compulsory requirement as otherwise they need not to have joined a full time course. We say that, if you are driving a two wheeler, you should wear a crash helmet. So, these are nothing great. Your parents will say the same. We also say the same. That is called Discipline. By the word 'Determination', what we mean is your focus

should be to excel in your learning process and you should move towards your goal. You should remember the cost of the course, the pain taken by your parents and work towards your career.

Q - 27. Do you have any foreign collaboration? If not, why?

Ans - 27. The word 'Collaboration' is misleading. Anybody can go to any country for few days or so. They can do a short capsule of training for two or three days. With little effort, you can also visit any college or company. Infact we offered two months summer projects in U.S. for our students, of course at their cost, which no one picked up. If you are ready to pay money, these so called foreign universities will also give you some space and a faculty who will teach whatever you want, whether relevant or irrelevant. The question is which university is collaborating with whom. Is it a Government of India approved arrangement? If so, those claiming to be collaborating with 'this and that' universities should put such relevant documents in their prospectus and websites. There are hundreds of fake universities in the world, who are hunting for this kind of arrangements offering various kinds of MBAs and misleading the people in the name of collaboration. If we charge that kind of fees from the students, we can also send our students to US, UK or to any part of the world and make them to stay there for some time and give the psychological satisfaction to the students. But, we will not do any thing which is not formally approved by the law of the land. We are not charging that kind of fee from students. There is a difference between 'travelling' abroad and students exchange

programme with the approval of AICTE, Association of Indian Universities and approved universities abroad.

Q - 28. How about foreign placements?

Ans - 28. The data reveal that, foreign companies hardly visit India for campus placements. Very few companies must have visited the IIMs. But, companies like TCS, Wipro, Infosys, and Cognizent and so on are doing business with the companies in different parts of the world and a lot of our students are currently working in those countries representing the Indian companies. Yet we may also mention it here that 6 students were placed in Dubai last year with a package of Rs.15 lac/yr. These kinds of placements are very few.

Q - 29. Why one prospectus for four institutes?

Ans - 29. Because, we are one family, one campus and one selection process. Why to force students to buy four prospectuses?

Q - 30. Why the pre-entry qualification has been prescribed as First Class?

Ans - 30. Traditionally, every institute is advertising that, anyone with 50% of marks in graduation can apply for admission. This way, a large number of prospectuses are sold which is an income to the society. We

noticed that, the selection process majorly leads to offers being given to the first class students only. If that is so, why to call for applications of those who are not first class throughout. Moreover, the top class companies visiting us demand that, they will see the students with a track record of first class only. Because, that kind of salary is offered by those companies.

Q - 31. What is the cut-off percentile / percentage of CAT?

Ans - 31. Any one who has appeared for CAT and is hopeful of getting good percentile can submit their applications. The entrance examinations carry a weightage of 30% only. Once the GD, PI and Essay Writing are over, we will add the CAT scores and then take out the merit lists. Therefore, there is no short-listing involved for the selection process as in any case, we will see only those with a first class track record in academics. The track record means, first class in 10th standard, 12th Standard and Graduation. If any one is a Post Graduate with a first class, additional weightage will be given.

Q - 32. Do you accept any other score?

Ans - 32. We accept MAT score also. The MAT score should be of September 2009 / December 2009 / February 2010. These scores will be rationalized and equated with CAT and the valuation arrived at will only be counted for the merit.



Q - 33. Describe PGDM (Executive) batch?

Ans - 33. This course is meant for those with industrial work experience in relevant disciplines such as Marketing, Finance, Operations, Systems, PM & HRD. On successful completion of the course, they will be presented to the companies for lateral placements. Depending upon their experience, their salary will be fixed by the company which is much higher than the freshers. A minimum of 5 years work experience is considered necessary for this course. The students with 5yr work experience will go for 4 month project studies where the students can easily get PPOs. Campus placement opportunity also available to them.

Q - 34. The MBA (Executive) programmes are generally of 1 year duration? In some case it is 15 months. Why it is prescribed for 2 years in BIMM.

Ans - 34. Our policy is to give extensive training for which we need two years. Because, our experience says that, notwithstanding the industry experience, the experience in question is not actually in the functional areas of management. Therefore, they have to be given adequate training not only in basics but also in advance level of Training in their respective field of specializations. However the course duration will be discussed again with the students once they join us and the right duration will be fixed mutually keeping in view the regulations meant for the courses. We are going to focus more on the PGDM executive as they have the potential of attracting very

high salaries. For example most of the placements in IIMs are lateral placements for industry experience students. One major reason for higher salaries in IIMs and ISB is work experience.

Q - 35. How about those with work experience but less than 5 years?

Ans - 35. The work experience is given due weightage at the time of admission. Depending upon their experience, the companies consider them for different compensation at the time of placement. Therefore, they are encouraged to apply to any of the courses offered by any of our Institutes.

Q - 36. What is the internal policy of reservations for male and female candidates in admission? How about other statutory reservations?

Ans - 36. We believe in the upliftment of women. Therefore, 50% of the seats are reserved for female candidates provided they are otherwise qualified and stand in the merit. Other reservations are as per the Law of the Land.

Q - 37. Is BITM an Engineer Institute?

Ans - 37. All the students in the PGDM (Telecom) will be engineers. 30 seats in the PGDM (Telecom & Marketing) are also meant for Engineers only. The rest of the 30 seats in PGDM (Telecom & Marketing) and PGDM (Marketing & Finance) are open to all the disciplines.



Q - 38. Is hostel accommodation available to all?

Ans - 38. Hostel accommodation is available to almost all the female candidates in the first year. It will be allotted on the first come first serve basis. Good number of seats are also available for the boys. However those students who don't get the hostel, hire the flats in our adjacent localities, and are living there very comfortably now for many years. Mess facilities are also available.

Q - 39. Do we get educational loan from the banks?

Ans - 39. As all the four institutes are approved by AICTE, all the banks are bound to give educational loans as per the policy of Government of India. However Sri Balaji Society has signed MOU with Andhra Bank, HDFC and Central Bank of India to give educational loans to the students who get admitted to the courses offered by us.

Q - 40. Do you offer any SAP course?

Ans - 40. As of now, this training is given to those specializing in systems only. However, we are planning to give the same training to those who have a minimum of two years work experience on payment of a nominal fee. On completion of the training, they have great scope to be in IT industry as SAP consultants. A nominal fee of Rs.15,000/- (Rupees Fifteen Thousand



Only) will be charged for the same. It should be noted that, the said training is given by Siemens for a fee of about Rs.3,00,000/-. At present we are offering intensive training in ABAP and S & D module only.

Q - 41. How do you ensure exposure of Industry Experience?

Ans - 41. Sri Balaji Society is known for a lot of corporate relations activities. Corporate interface is a regular feature in our institutes. A lot of our adjunct faculties are from the industry. Our core faculties whether on Full-Time basis or on visiting terms is from the industry. We also organize National HR meets in our beautiful Auditorium. Guest lectures, Workshops, Management Games and so on are regularly held in our campus.

Q - 42. What are our strengths and weaknesses?

Ans - 42. Excellent infrastructure which is ranked as number-3 in India; excellent faculties, very good hostel, very good environment and very good campus placements. We are a mini - India. Students from all the states of India live here as one family and learn management. A healthy competition is a way of life here. A minimum of 100 stalwarts from the corporate world visit our society for interaction with our students. About 200 companies have visited us last year for campus placements. If the objective of any one joining B-School is a good corporate career, we have been able to achieve that. Notwithstanding the success achieved, our systems and processes are yet to be streamlined and matured. We are focusing on them.