

ADMISSION POLICY

2022-24

Preamble

The Institute follows a rigorous procedure for admitting students in its various PGDM programmes. The admission policy of the Institute is designed keeping in mind the learning outcomes of the various PGDM programmes.

The purpose of admission policy is as follows:

1. To admit quality students in a consistent manner.
2. To help faculty and administration to know and follow the admission process rigorously.

Several Panels would conduct admission process through the written analysis of a case or managerial situation and personal interview of candidates, seeking admissions to the various PGDM Programmes of the Institute. It is likely that panels may differ in the approaches, orientation and mode adopted in conducting the Case Analysis (CA) and Personal Interview (PI). While these differences are accepted, there is a need to have a considerable degree of commonality in the conduct of CA & PI across various panels.

Admission Committee

The Institute has constituted an Admission Committee for the implementation of admission policy. Its members are:

Director of the Institute, Dean –Academics, Dean-Student Affairs, Programme Directors (Special Invitees), Faculty -Admission In-charge

The Process

There are five broad components based on which the candidature of each individual is evaluated during the admission process. Out of 100 marks, weights have been assigned to the broad categories as described below:

1	2	3	4	5	6
Aptitude test: CAT/MAT/XAT/ ATMA/CMAT	Case Based Group Discussion	Personal Interview	Academic, Co- curricular	Work Experience	Diversity
45%	15%	20%	15%	3%	2%
Selection of the candidate is based upon final merit score as per the above criteria (PGDM ≥ 55; PGDM M ≥ 50; PGDM SM ≥ 45/GMAT score above 200)					

Aptitude Test

The applicants will be shortlisted on the basis of written aptitude test conducted by various agencies. The Institute accepts test score of CAT/ MAT/XAT/CMAT/ ATMA/GMAT.

Case Based Group Discussion

This round can be conducted individually or in a group. The parameters for Case Analysis are like understanding issues, isolating problem, identifying alternatives, linkage between problem and solutions, clarity of communication are identified. In the case analysis, clarity of communication is given double weightage in comparison to other parameters. The description is given below:

CASE BASED GROUP DISCUSSION (Please rate the student on 1 to 5 scale)					
	1	2	3	4	5
CHARACTERISTICS	POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
Understanding Issues X 1					
Isolating Problem X 1					
Identifying Alternatives X 1					
Linkage Between Problem and Solutions X 1					
Clarity in Communication X 2					

Weightage as above: 1:1:1:1:2]

(Total out of 30)

Guidelines for Case Based Group Discussion

1. The candidate should be given a case/or managerial situation along with set of questions to be answered in given time frame. A separate sheet can be provided if demanded by the candidate to answer the questions.
2. Each candidate should be allowed at least 10 minutes as reading time and 15-20 minutes for writing answers in the prescribed sheet.
3. The selection of cases and teaching notes (or probable answers) should be finalized by faculty members.
4. At the end of the case based Group Discussion round, the candidates should be advised by the Panel to discuss the Case and its questions. The time allotted for

discussion is 20 minutes. If some candidate has failed to speak or participate in Group Discussion the panel members can allocate at least two minutes to him/her for speaking his points

5. The panel member should advise the candidate(s)
 - a. To leave the papers on the tables, including unused sheets.
 - b. To appear for PI after 10 -15 minutes' gap in the specified room.

During Case Based Group Discussion, the panel members should not talk among themselves or use mobile. Panel members should be present when the candidate is writing analysis of the case or situation.

Personal Interview

The third component of admission process is Personal Interview. The Student can also asked for Extempore by giving a topic of general awareness. The candidate would be evaluated on the following parameters on five-point scale as described below:

1. General Awareness
2. Energy & Enthusiasm
3. Thought Clarity
4. Communication in English
5. Willingness to Contribute to sustainable practices & social cause

Weightage as above: 1:1:1:1:2

PERSONAL INTERVIEW (PI) Please rate the student on 1 to 5 scale	1	2	3	4	5
CHARACTERISTICS	POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
General Awareness X 2					
Energy & Enthusiasm X 2					
Thought Clarity X 1					
Communication in English X 2					
Willingness to Contribute to sustainable practices & social cause X 1					

Weightage as above: 2:2:1:2:1

(Total out of 40) _____

Guidelines for Conducting Personal Interview

(I) In the very beginning the candidate should be made comfortable by talking about family and behaviour with other members of family, preference for mode of entertainment, role in solving the problems faced by any family member.

(II) Questions about academic performance and subject area of interest should be general in nature. Specific questions to test the knowledge of subjects studies to be few in number. Answers are not to be deleted /counter questioned or criticized for any reason.

(III) All the members are to ask questions to indicate Institute's interest in the candidate. In the similar manner any member should not go on and on by asking question after question. The objective is to let the candidate feel that all member of the panel are equally and adequately interested in the candidate. The candidate should have feeling that sufficient time was devoted for interviewing. Questions like 'Why have you selected this Institute and not any other', 'Why do you want to pursue Management Education and not any other discipline? , are not much revealing and useful.

(IV) The time devoted for interviewing the candidate should normally be 15 minutes to 20 minutes.

(V) Questions needing explanations for the 'Gap' in study be avoided as the 'Answers' in many cases will be manufactured ones. No individual will feel happy if 'failures' are highlighted while interviewing.

(VI) There should be more 'leading' questions than subsidiary questions to have a wider range of questioning and avoid argumentative questions as far as possible , there should not questions based on the 'answers' from the candidates. No candidate should go with a feeling of 'being cornered'. Questions should encourage the imagination and thinking, personal views, and performances.

Academic, Co-curricular & Work Experience

The fourth and Fifth broad parameter is academic performance and work experience.

Its weightage is further subdivided as:

- a. Academic: 15 %
- b. Work Experience: 3%
- c. Diversity: 2%

The allocation of academic marks will be evaluated by the admission cell based on submission made by the candidate in the application form and subsequent information provided in the pro- forma to be completed prior to start of the interview. If required, the candidates may be asked to provide supporting documents for information provided by them. For instance, claims of work experience may need to be supported by a salary slip or EPF Statement and or copies of appointment letter with date/s of joining work in each employment. The panelists may ask the candidate to mail such additional documents to the admissions office immediately after the interview, if they are not brought to the interview.

Offer of Admissions

A candidate qualifying the cut-off as per the selection criteria is offered admission in the programme. If a candidate is not suitable for PGDM and has not given any other options but is suitable for PGDM (Services Management) / PGDM (Marketing), and fits in the selection criteria of these programmes, he/she should be offered a seat in these Programmes. This increases the chance of including more persons in our Programmes for benefitting them. The selection and allocation of programme will be decided by the admission panel. The final decision is recommended by the Admission Chairperson, Noida and presented before the Director of the Institute for final approval.

The offer of admission should be finalized within three working days of conducting CA & PI. The candidate should be informed on this day by telephone and email. To complete the procedure of offer of seat, following actions on the part of panel member are needed. The evaluation marks must be assigned by concerns of the panel members. There will not be mathematical averaging of the marks given by individual panel members.