

## Vision

"To Train and Nurture the Young Mind with new concept & Spiritual Values, so that they would play a vital role in building the nation."



## Other Institutes are -

- **Shrinathji Institute of Technology & Engineering**
  - B.Tech • M.Tech. • MBA
  - Approved by AICTE & Affiliated to Rajasthan Technical University, Kota
- **Shrinathji Institute of Pharmacy**
  - B. Pharma • M. Pharma
  - Approved by AICTE & Affiliated to RUHS, Jaipur



## SHRINATHJI INSTITUTE OF BIOTECHNOLOGY & MANAGEMENT

Upali Odan, Nathdwara, Distt. Rajsamand (Raj.) 313301  
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 Email – [sitemanagement2006@gmail.com](mailto:sitemanagement2006@gmail.com)



**SIBM**  
ESTD. 2006

## INFORMATION BROCHURE

visit us : [www.shrinathjimanagement.com](http://www.shrinathjimanagement.com)  
 Email : [sitemanagement2006@gmail.com](mailto:sitemanagement2006@gmail.com)

## BACHELOR OF BUSINESS MANAGEMENT (BBM)

(Affiliated to Mohanlal  
Sukhadia University,  
Udaipur, Rajasthan)



## SHRINATHJI INSTITUTE OF BIOTECHNOLOGY & MANAGEMENT

**Promoted By:-**  
**Shrinathji Society for Higher Education,**  
**Upali Odan, Nathdwara (Raj.)**

## From the Desk of Managing Director



Shrinathji Group of Institution is one of the premier institute providing knowledge based education. From the last eight years the institute has contributed to the development of Technical and Professional Courses. Being the premier institute it is imperative for Shrinathji Group, Nathdwara to continuously keep striving to remain at the cutting edge of technical studies.

The group is providing education in the field of Engineering, Management and Pharmacy. These courses provides opportunities to students to step their feet towards success with a Lucrative Future. We are very proud of our students. Many of the alumni are currently working with top MNC's and Organization of National & International reputation.

We aim to provide our students the best possible academic environment in order to help them produce academically sound, analytically rigorous and innovative techniques that would be technically relevant. The institute works as the larger design to groom the knowledge leaders in the sphere of technical education. The Institute's highly dynamic and interdisciplinary Faculty has made its mark on the academic and industrial world through its innovative learning and researches. The institute is also well known for its state-of-art academic infrastructure for all round development of studies.

I appreciate your keen interest in our Programmes. It is definitely going to be intellectually challenging, rewarding and satisfying.

Best Wishes  
**Ashok Parikh**

## From the Desk of Principal



Shrinathji Institute of Biotechnology and Management is the leading institute in Rajsamand District which is providing Management education. Our objective is to provide management education with overall development of students based on ethical values. The rigorous course inputs to E-coordinating the latest development in the respective areas enable our students to receive distinctive skills, effective communication skill, computer-based analytical ability and above all the much needed self-confidence determination & self discipline.

We are trying best to provide best quality in management education and covering all aspect like Infrastructure, overall development of students, Faculty Development and Training & Placement. We have close liaison with business and industry through frequent lectures, seminars, workshop etc. on various issues of contemporary importance that help the students to get the needed exposure of real-life business environment.

The provision for summer training, followed by submission of a project report toward the end of the course programme adds to the professional competence of our students. All these special features make our students worthy of being placed in executive position in the corporate world or to do higher education. We are seeking for professional minds. May be you are right one.

Best Wishes  
**Dr. Deepti Bhargava**

## Glimpses



*Cultural Night*



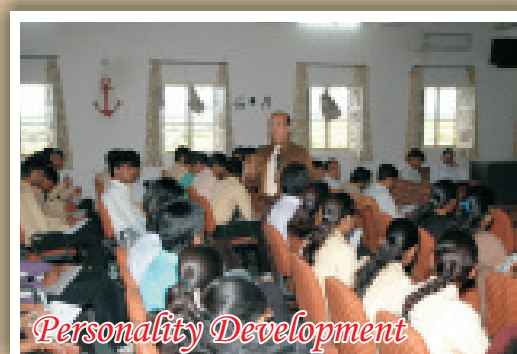
*Guest Lecture*



*National Colloquium*



*Campus Interview*



*Personality Development*



*Work Show on Law*



*Sports Week*



*National Seminar on Research Methodology*

**MR. ASHOK PARIKH**

Managing Director

**CORE FACULTY:-**

|                       |               |   |
|-----------------------|---------------|---|
| Dr. Anil Bhatt        | Assoc. Prof   | Ph.D., M.Com (Banking) (gold medalist),<br>M.Com (Busi. Adm), MBA, PGDCA.         |
| Mr. Dhawal Bhatt      | Assist. Prof. | MBA, M.Com (ABST), Pursuing, Ph.D.  |
| Mr. Ashish Adholiya   | Assist. Prof. | MBA, MCA  |
| Mr. Manish Sharma     | Assist. Prof. | MBA, PGDLL, Pursuing MSW  |
| Mr. Ashutosh Daga     | Assist. Prof. | M.Sc. (Maths), MIB, PGDMSM, M.Phil<br>(Buss.Adm.), DELFA1, DELFA2, Pursuing Ph.D. |
| Mr. Praveen Pandya    | Lecturer      | MBA, PGDLL, Pursuing MSW  |
| Mrs. Arpita Nainawati | Lecturer      | M.Sc. (Maths), MBA, B.Ed.   |
| Ms. Monika Solanki    | Lecturer      | MBA, M.Com (Banking & Busi. Eco.) Diploma in<br>(IMEX) Documentation              |
| Mr. Saurabh Toshniwal | Lecturer      | MBA, CS, CA Inter, NCFM Certification   |
| Ms. Payal Joshi       | Lecturer      | MPM, PGDM (Marketing), Pursuing Ph.D.   |

**VISITING FACULTY**

1. **Mr. P.N.Mishra** Director, International Institute of Professional Studies, Devi Ahilya University, Indore (M.P.)
2. **Dr. Kartik Dave** Birla Institute of Management & Technology, Noida (U.P.)
3. **Mr. Manas Pandey** Faculty, Department of Business Economics, Poorvanchal University, Jaipur
4. **Mr. R.K.Jain** Retd. Professor Pt. J.L.N. Institute of Management, Vikram University, Ujjain
5. **Prof. Nageshwar Rao** Director, Pt. J.L.N. institute of Management, Vikram University, Ujjain
6. **Prof. A.K. Sen Gupta** Retd. Director, IIFT (Indian Institute of Foreign Trade), New Delhi
7. **Prof. R.M.Shrivastava** Retd. Dean, Faculty of Management Studies, B.H.U., Varanasi
8. **Prof. A.R.Tripathi** Prof., Faculty of Management Studies, B.H.U., Varanasi
9. **Prof. Harsh Diwedi** Poddar Institute of Management, Jaipur
10. **Prof. B.P. Singh** Director, Delhi School of Professional Studies, Delhi
11. **Prof. Govind Garg** Devi Ahilya University, Indore
12. **Prof. Ravindra Vinayak** Rohtak University, Rohtak

**ADVISORY COMMITTEE**

|                                 |  |
|---------------------------------|--|
| <b>Prof. (Dr.) C.P. Joshi</b>   | Minister of Road Transport and Highways, Govt. of India, India   |
| <b>Prof. (Dr.) I.V. Trivedi</b> | Vice Chancellor, Mohan Lal Sukhadia University, Udaipur          |
| <b>Prof. N.K.Nag</b>            | M.Tech., Ph.D., Ex Vice Chancellor, RAU, Bikaner & MLSU, Udaipur |
| <b>Prof. R.K.Rai</b>            | M.Sc., Ph.D., Ex Vice Chancellor, MLSU, Udaipur                  |
| <b>Dr. B. C. Chaperwal</b>      | M.Sc., Ph.D., Ex – Chancellor, Devi Ahilya University, Indore    |
| <b>Shri C.P.Talesra</b>         | B.E.(Electronics Hons.), BITS Pilani, M.Tech, IIT Bombay         |

**Dr. DEEPTI BHARGAVA**

Principal, Ph.D, MBA

**About the Institute**

Shrinathji Institute of Biotechnology & Management is promoted by Shrinathji Society for Higher Education , Nathdwara. The Institute is affiliated by highly reputed Mohan Lal Sukhadia University, Udaipur.

The other Institute run by Shrinathji Society are Shrinathji Institute of Technology and Engineering and Shrinathji Institute of Pharmacy.

**B.B.M PROGRAMME**

In today's competitive world, management students assume a significant position in the economic and industrial growth of nation Conventionally; management courses have always been post graduate courses. but B.B.M. is the only course which gives professional degree at graduation level.

Shrinathji Institute of Biotechnology and Management is providing B.B.M. with administration of neoteric teaching methodology. The institute offers the students a course which is truly contemporary and industry focused Personality Development of a student is ensured by the excellent method of teaching & direction.

**Why students should opt for BBM Course instead of other graduate courses**

In the present competitive scenario, technical & professional degrees are preferred by the industry.

Since the course is contemporary & industry focused, a BBM graduate has an edge over other graduates of liberal disciplines and is easily absorbed by industries & other business organizations.

It works as a bridge for students seeking admission in prestigious quality courses of Management Science such as MBA, MIB, and MHRM. Since the B.B.M. students are trained in various functional areas of Management, they find themselves comfortable when admitted to post graduate programme in the field of management.

It's a neoteric & modern programme which provides the premises for overall personality development.





## OBJECTIVES

The objectives of BBM programme are:-

- To train young men & women for managerial jobs.
- To provide exposure to the managerial & industrial problems & develop an integral approach.
- To motivate young blood to seek self employment as well as to inculcate the spirit of entrepreneurship in them.
- To develop professional & communication skills.
- To impart training in the area of Finance, Marketing, I.T & Human Resource Development.

## ABOUT THE COURSE

### ELIGIBILITY

A candidate passing Senior Secondary Examination (10+2) in any discipline from RBSE/CBSE or any recognised board with at least 50% marks in aggregate shall be eligible for admission in B.B.M. programme. Relaxation in percentage shall be given to S.C./S.T./OBC as per MLS University Rule.

**No.of Seats :-** 60      **Medium :-** English

**Fee Structure :-** As per policy of Govt. of Rajasthan

**Exam Scheme :-** Semester Scheme ( Total Six Semester, 3 Year Degree Course)

External examinations shall be held at the end of each semester preferably during December and May. Each paper shall have maximum marks as 100 to be evaluated both Internally & Externally.

**Attendance :-** A Candidate shall be required to attend minimum 75 % of the classes held in each paper.

## CAMPUS

Shrinathji group of Institutions are situated in holy land of Lord Shrinathji, Nathdwara, Distt Rajsamand, 40 Km away from Udaipur. It is spread over 25 acres of lush green, natural & pollution free environment away from the city.

## ACADEMIC BLOCK

The academic block with lush green second floor is broken up into lecture theatres, faculty rooms, computer lab, break-out spaces and a conference room. These floors are planned to encourage interactions, exchange of ideas and brainstorming sessions.

Modern teaching aids involve tools like multi-media notebooks, LCD and over-head projectors speakers, Wi-Fi access, etc. They are effectively employed to make the learning process more interesting and interactive.



## LIBRARY

The Institute has a well stocked Computerized Library with a collection of 5000 number of books related to the field of Human Resource Management, Finance, Marketing, Information Technology, Mathematics, English, Humanities and others. It also subscribes to many national and international journals, newspapers and e-journals.

Wi-Fi enabled, the Library comprises of Student Zone that can be used to study or read newspapers and magazines.

The Library works round the clock including Saturdays and Sundays to facilitate access to the faculty, students and research scholars.



## SALIENT FEATURES:

- Book Bank
- Dedicated and Vibrant Faculty
- Saturday Activity
- Conference ,Seminar, Workshops
- Hi-Speed Internet Access(Wi-Fi Campus)
- 100%Placement Assistance
- 360 degree flexible education
- Hostel and Outdoor & Indoor Games Facility
- Personality Development Programmes
- Daily Presentation
- Bus Facility from Remote areas
- Alumni Meet
- Industrial Training(Live Projects)
- Tour, Picnic, Recreation, Excursion
- Sports Week, Cultural Night
- Excellent Academic Results
- FDP and regular Assignment
- State of art infrastructure
- Training & Development
- Group Discussion & Mock Interview
- Guest Lectures
- Scholarship to meritorious Students



## TRAINING & PLACEMENT CELL:-

The SIBM has well developed training & Placement cell. This cell provide 100% placement & summer training assistance to BBM students .

List of companies who are providing training and placement to our students :

|   |   |                           |
|---|---|---------------------------|
| RELIANCE CAPITAL                            | CLUB MAHINDRA                           | IDBI BANK                 |
| MUTHOOT FINANCE LTD                         | MARGO PLYWOODS                          | AIRCEL                    |
| KOTAK MAHINDRA BANK                         | TATA CAPITAL                            | NIIT TECHNOLOGIES         |
| AIR TEL                                     | RELIANCE MUTUAL FUND                    | INDIA NIVESH SECURITIES   |
| BHARAT SANCHAR NIGAM LIMITED<br>(Rajasthan) | MADHAV NAGRIK SAHAKARI<br>BANK LTD      | ELIXIR SOLUTION PVT LTD   |
| RELIANCE LIFE INSURANCE                     | NATURAL-MARBLES                         | URBAN COOPERATIVE SOCIETY |
| MRF LTD.                                    | TVS motors company                      | HOTEL DEVIGARH            |
| SMP ENGINEER PVT LTD                        | YES BANK                                | BANK OF BARODA            |
| RAJSAMAND URBAN CO.OP. BANK                 | SONALIKA TRACTORS                       | TATA AIG LIFE INSURANCE   |
| ZUARY INVESTMENT PVT LTD                    | RNC                                     | SWARAJ MAZDA              |
| ING VSYSA BANK                              | INDIA BULLS SECURITIES                  | RELIGARE SECURITIES       |
| WLC   | RSWM                                    | MYRAJASTHAN.INFO.COM      |
| BIRLA LIFE INSURANCE COMPANY                | IDBI                                    | ARC-GATE                  |
| AVIVA LIFE INSURANCE                        | FUSION OUT SOURCING<br>SOFTWARE PVT LTD | ICICI                     |



## IT INFRASTRUCTURE

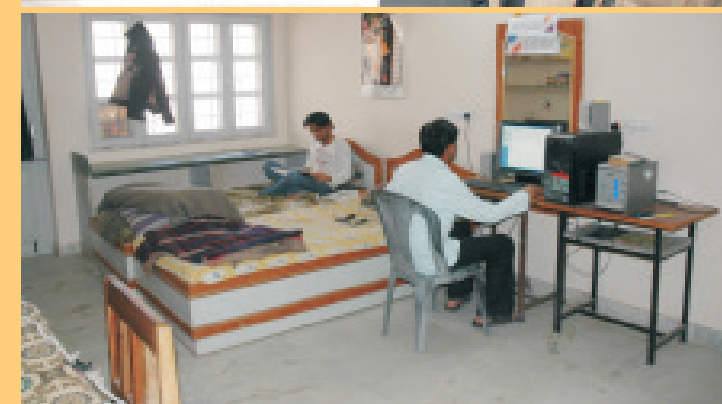
Wi-Fi enabled, all areas of the campus enjoy the internet irrespective of where you are – in your hostel or in the academic block, doing research in the library or sitting in the Computer Lab, which is equipped with state-of-the-art technology and is available 24 hours six days a week. On Sundays, the Computer Centre is open till 5.30 pm. Students run several of the Intranet sites that provide access to software and study aids. These are apart from the sites run by the IT dept.

- All nodes in the Computer Lab connected through LAN to IBM Servers.
- Computer Labs are kept open upto 10 P.M. even after the college working hours.
- BSNL Leased Line with 10 MBPS for Internet.

## HOSTEL & CANTEEN

Separate hostels in the campus are organized for boys & girls. Rooms are spacious well furnished, Lighted well ventilated with attached toilets, bathrooms & dressing room with facility of geysers and water coolers. The Institute has a common mess for boys & girls serving well balanced nutritious food to the students at regular meal times. The canteen fulfills the need of students, staff & visitor at subsidized rates.

Students can opt for rooms that offer single or double occupancy. Facilities include wi-fi access, laundry service and cleaning facility. The mess, next to student residences is open every day and provides four meals. Those who get hungry in between can avail of the eats and drinks available at reasonable rates in the canteen which is open seven days a week.





## RECREATION

Never starved for things to do, those in a sporting mood or the serious outdoor types can avail of the various recreational facilities. Outdoor sports include the Cricket game of which entire India is Obsessed . Other outdoor games you can play on campus are Football, Volleyball, Badminton and Basketball.

Those who prefer getting their recreation in controlled indoor environs can indulge in games like table tennis, carrom and chess. The campus also has a well equipped gymnasium with modern machines keeping you physically fit.

The unique feature of the institute is regularly organized Assembly in the morning consist of prayer to induce spirituality among students, followed by presentation.

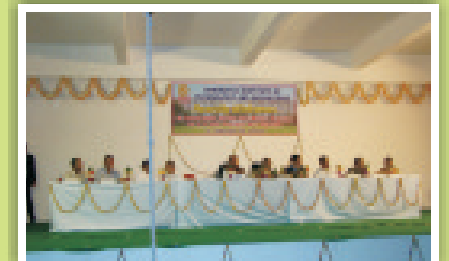
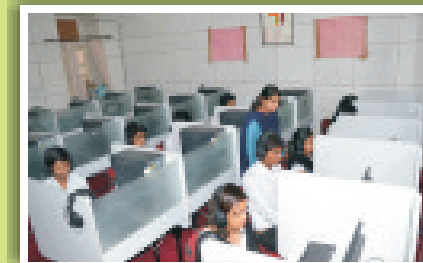


## COMMUNICATION LAB

- The main objective of the lab is to develop all round personality of the students, particularly the quality of leadership, team building, dynamism, communication skills for real life situation.
- The lab helps a number of Hindi speaking students to develop their communication skills in Pronunciation, tone, rhythm, art of presentation in English.
- The lab also helps the student to prepare for competitive exams like CAT, MAT, CMAT etc.
- The Language Lab of the Department also organizes debates, group discussions, seminars etc.

## EXTRA CURRICULAR ACTIVITIES

**SEMINAR / GUEST LECTURER:** - The institute organizes seminars & guest lectures from eminent personalities, from both academics & industry, from time to time. The institute has organized Three National Seminars on “Retail Marketing - Indian Perspective, HR Conclave, Whither Indian Economy” and Five National Workshop. The two workshops organized on Research Methodology and thrice on How to start export. Every year Institute organizes number of workshops on Personality Development.



## CULTURAL PROGRAMME

SIBM organizes Annual cultural events, sports week & annual function for providing exposure to the innate talent of all students.

**Other Activities :** -To promote professional skills of students, every Saturday department organizes various extra-curricular activities like AD-MAD show, group discussion, presentation, Corporate quiz, Ad. Management games Gallery etc.

**Industrial Visit:** - Students of BBM visit various industries to understand the practical applicability of their course. Students already visited BSNL ,Udaipur, Zavar Mines, Dariba, RSWM,Banswara, Saras, Udaipur, J.K. Tyre etc.

**Sports Week:-** Every year institute organize sports week which is completely managed by the student sports committee.

