



KIET
GROUP OF INSTITUTIONS
Connecting Life with Learning



KIET SCHOOL OF MANAGEMENT

ADMISSION BROCHURE



NIRF-2022
Engineering Rank - 187
Pharmacy Rank - 97



Accredited by
NAAC with Grade "A+"



NBA Accredited Courses
CSE, ECE, EEE, IT, ME, CE, MCA,
MBA and B.Pharm



3 Rank
Institutions
"Private (Technical)" in India by ARIIA
2021 Ranking



Diamond Rating with QSI Gauge
An exemplary ode to quality
education

GET A GLIMPSE OF THE CAMPUS



KIET Group of Institutions Campus Tour



A photograph of a multi-story, light-colored building with many windows. The building has a sign that reads "KIET SCHOOL OF MANAGEMENT". There are trees and colorful banners in the foreground. The image is slightly faded and has a dark border.

**A
Glimpse
@
KIET SCHOOL OF MANAGEMENT**



KRISHNA CHARITABLE SOCIETY



Sh. Sarish Aggarwal
Chairman



Sh. Atul Garg
Vice Chairman



Sh. Sunil P. Gupta
General Secretary



Sh. G.D. Jain
Treasurer



Sh. A.N. Gupta
Member



Sh. Joginder Pal Singhla
Member



Sh. Neeraj Chaudhary
Member



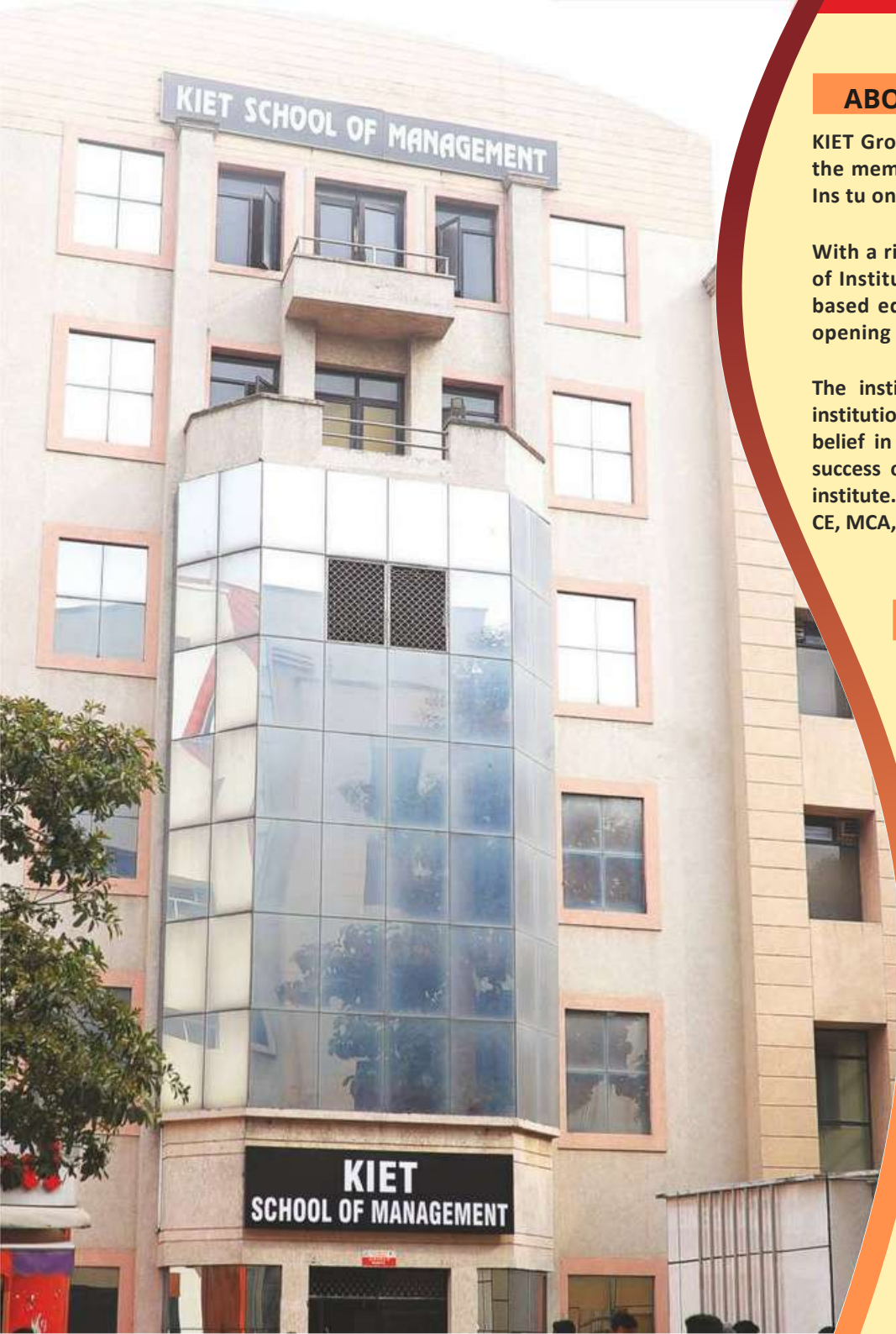
Sh. Rakesh Goel
Member



Sh. Raghvendra Garg
Member



Sh. Surendra Mittal
Member



ABOUT KIET Group of Institutions

KIET Group of Institutions is recognized as one of the best engineering colleges in Delhi-NCR. Founded by the members of Krishna Charitable Society in 1998 with a modest number of 180 students, KIET Group of Institutions has now become a pioneer in the technical education domain with a strength of 6500+ students.

With a rich alumni base of 16000 + students spread in all the nooks and corners of the world, KIET Group of Institutions is moving efficiently towards its vision of shaping young minds with skill-oriented & value based education as these alumni serve the dual purpose of mentoring the present students, as well as opening new doors for them.

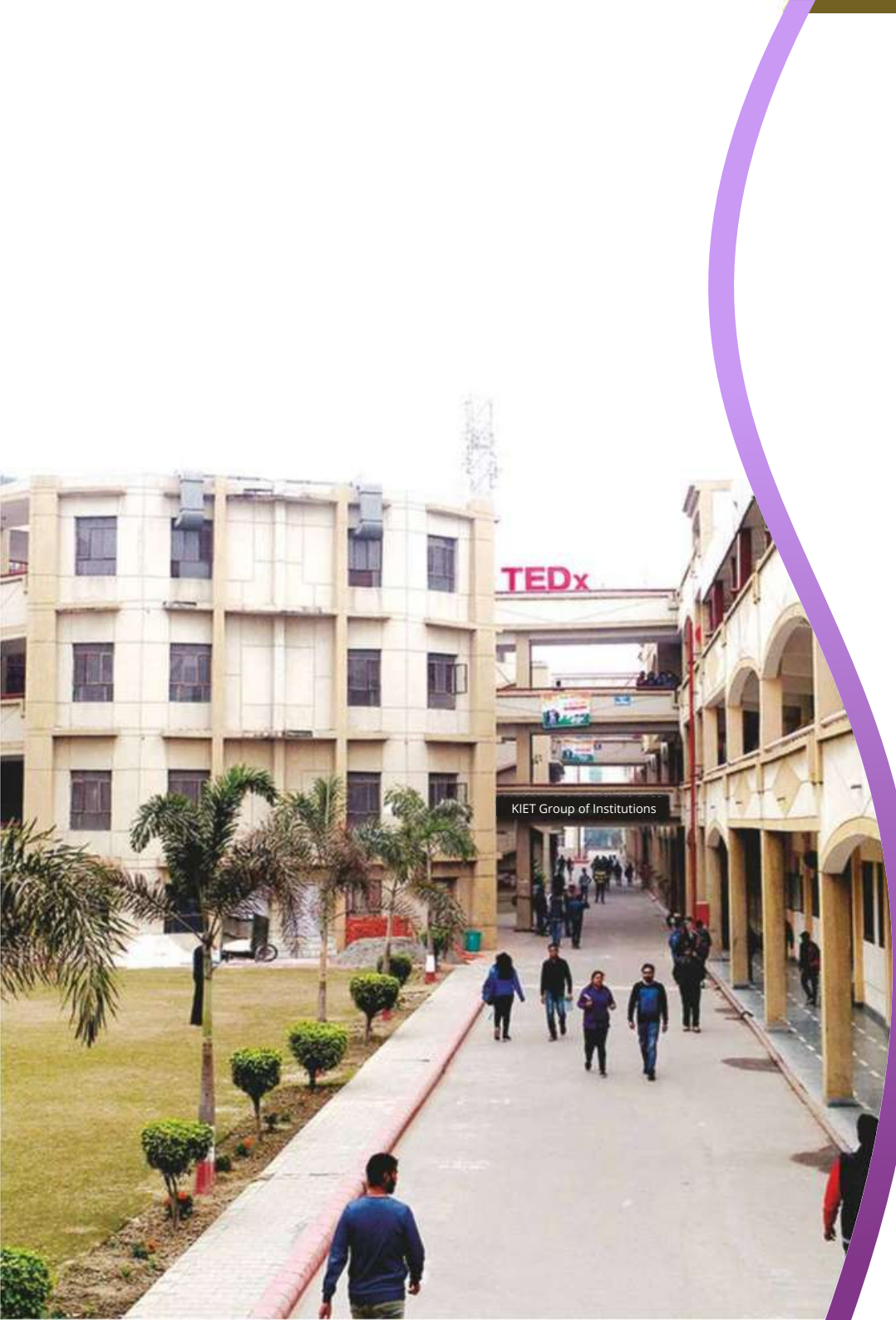
The institute has gained a distinct image as an outstanding educational colossal among the technical institutions of Uttar Pradesh, due to its inclination towards innovative and skill-based education. Its consistent belief in 'Achieving High' is aptly reflected in its academics, extracurricular activities and placements. The success of its belief is clearly brought out in the plethora of Education Excellence Awards bagged by the institute. The institute has been accredited by NAAC with Grade 'A+' and its programmes (CSE, ECE, EEE, IT, ME, CE, MCA, MBA and Pharmacy) are NBA accredited.

ABOUT KIET School of Management (KSOM)

KIET School of Management was established in the year 2004. The basic purpose of the MBA program is to bring about an attitudinal change among the students, to develop their leadership qualities, and finally to mold them into competent managers. The department trains its students to handle resources optimally and to make effective decisions to achieve organizational goals. The two-year full-time course, affiliated with Dr. APJ Abdul Kalam Technical University (formerly UPTU), Lucknow, is divided into 4 semesters. The subjects covered in each semester are designed to equip students with modern management concepts and techniques, relating them to real-life situations.

HIGHLIGHTING KSOM

- « 90% of faculty members are Ph.D. holders
- « Consultancies/ project are undertaken by the KSOM's faculty members
- « KSOM students regularly feature in the Top-10 positions of the AKTU, Lucknow
- « Students engage in Live project work, Internship Abroad, Business Plan presentations & Competitions, Stock Market Game, Student Research Paper Presentations & Publication in International Conferences and Business Simulation Games
- « 100% placements assistance
- « MOUs with foreign universities such as SWOSU, USA; NIET, Uzbekistan; and several industrial houses that provide international and industry exposure to the students



OUR VISION

To attain excellence in management education and create competent managers who serve as a valuable resource for industry & and society both nationally and internationally.

OUR MISSION

- To achieve academic excellence in the field of management through an advanced teaching-learning process.
- To imbibe professional ethics through value-based education.
- To encourage analytical thinking for continuous improvement.
- To produce competent managers for industry, academics, entrepreneurship, and other professions.

DIRECTOR'S MESSAGE



Dr. Anil Kr. Ahlawat

Director In-Charge
KIET Group of Institutions,
Ghaziabad

'Shaping young minds with skill-oriented and value-based education'- these words acceptably symbolize the mission and execution of KIET Group of Institutions. We take pride in sharing that the KIET Group of Institutions is a Grade-A+ institute accredited by NAAC and its programs are NBA accredited, thus ensuring quality in input as well as in its output. The institute has earned the Rank 176 in National Institutional Ranking Framework (NIRF) and KIET has achieved Rank 2nd Private Institutions (Technical) in India by ARIIA 2021 Ranking.

KIET is a pioneering institution with multi-disciplinary focus, helping the young minds in becoming future leaders. KSOM prepares its students in the aspects of conceptual/technical knowledge/ soft skills, and design/human skills, through Case Study approach, Research based projects, Subject based projects etc. that help in to developing critical thinking and problem-solving techniques, which in turn helps to thrive in this VUCA world. In addition, soft skills training helps impart students with efficient communication skills.

KIET has a dedicated pool of faculty members who have rich and diverse experience in teaching, research and the corporate world. This blend of teachers, makes learning experience of the students inside and outside the classroom an experiential one. I can assure you that our students are industry ready, who can deliver results from the word go.

With these words, I welcome you to the KIET campus.

JOINT DIRECTOR'S MESSAGE



Dr. Manoj Goel

Joint Director
KIET Group of Institutions,
Ghaziabad

Education is the foundation for building a good nation, and KIET takes pride in being able to contribute to this noble cause of nation-building. Students are the brand ambassadors of any educational institution. KIET draws inspiration from its pool of talent that has embarked upon its journey of building successful careers for themselves, thus indirectly helping in the building of a healthy society and shaping modern India. The vision of the KIET Group of Institutions is to achieve excellence in technical education and create competent professionals for the industry and for socio-economic development to meet national and international needs. To achieve this end, KIET has adopted an innovative teaching-learning process, providing strong fundamental and conceptual knowledge, building strong industry-academic connections through industrial and socially relevant projects, and inculcating the right human values and professional ethics in whatever our students do.

To further its objectives, KIET has taken policy initiatives to provide funding to its students' innovation and research-based projects. We have created and facilitated copious Centres of Excellence for application development and to enhance the hands-on learning in the students. We, at KIET, take care of the contentment of all KIETians. All stakeholders take pleasure in their work with complete sincerity and dedication as we aptly cater to their interest and creativity providing them with maximum motivation.

I welcome you to KIET School of Management and fervently hope that these two years of your journey will be a changing stone for building your career.

The KIET School of Management (KSOM) aspires to advance knowledge and educate students in various dynamics of management. To achieve this, KSOM gives great importance to the intellectual development of the students through interactive classroom sessions, case analyses, presentations, workshops, roleplays, simulation exercises, etc. In KSOM, equal importance is given to soft-skill development as well. The KSOM students organize various activities like conventions, seminars, workshops, business plan competitions, guest lectures, and simulation activities by leading industry professionals, industry visits, cultural events, sports activities, etc., for their holistic development. Through these activities, the student develops organizational, team-building, decision-making, and managerial skills. The industry-academia interface helps engage the KSOM students in live projects, organizing guest lectures, MDPs, and securing consulting assignments.

90% of KSOM Faculty members have doctorate degree, and are deeply involved into research & consultancy, seminars, workshops, conferences and MDPs.

Welcome to KSOMs MBA program, to get a unique experience.

HOD'S MESSAGE



Dr. Binkey Srivastava

Professor & Head
KIET School of
Management

HEAD CRPC'S MESSAGE



Mr. Arvind Kumar Sharma

Head CRPC
KIET Group of Institutions,
Ghaziabad

KIET Group of Institutions is one of the leading, innovation-driven institutions in India. KIET's focus is on developing employable graduates who are socially responsible and environmentally friendly too. Ever since its inception, KIET has been the beacon of education for all aspiring students, especially in the northern region of India. KIET breeds an environment in the aspirants to think out of the box. Skills are honed to build personalities that could face all the challenges of the world. This is taken care of by the intellectual capital of the institute comprising people from both the industry and academia. Their intellectual inputs stimulate unique learning experiences that will help the students to stand in good stead even in difficult times.

It has been our constant endeavor to groom our students who could meet the expectations of the corporate world and help attain their objectives. Thus far, our placements have been on an upward trend, with each year scaling newer heights, and I am sure that it is not going to be different for the 2023 passing-out batch. In fact, during this work-from-home season, the KIET students could complete multiple internships. I am sure the success journey of KIET students will continue, and our students will be able to capture coveted roles from the recruiters.

I owe my heartfelt thanks to all our esteemed faculty members, staff, and supporters. Without their support, this journey could not have been possible. I am also thankful for the constant motivation from the Director and Joint Director. Most importantly, KIET is extremely thankful to all our esteemed recruiters for choosing us.

PLACEMENT COORDINATOR'S MESSAGE



Prof. Punjika Rathi

Placement Coordinator
KIET School of Management,
Ghaziabad

As you commence your academic journey at KIET SCHOOL OF MANAGEMENT, I extend a sincere welcome on behalf of our esteemed institution. Recognized for our commitment to academic rigor and professional development, our goal is to equip you with the requisite skills and knowledge for the global marketplace.

The placement process at KIET SCHOOL OF MANAGEMENT is meticulously structured, encompassing intensive training modules, strategic industry collaborations, and individualized career counseling. Our focus remains steadfast: ensuring your readiness to navigate the complexities of today's business world.

I strongly encourage your active participation in the myriad opportunities presented – from industry internships to expert-led seminars. Together, let us foster an environment of excellence and achievement.

.Your aspirations are our priority, and we are steadfast in our commitment to your professional success.

FACULTY PROFILE



DR. BINKEY SRIVASTAVA

(Professor & Head)

KIET SCHOOL OF MANAGEMENT

ASSOC. DEAN- AKTU (RG & AR)

HEAD- Alumni Engagement Cell (AEC)

Ph.D, DISM &PgEL-IIM, AHMEDABAD

PGDBM, MCA, B.Ed

(AIMA Accredited Mgmt. Faculty)

24 yrs Exp.in Teaching (Marketing)



Dr. MANOJ GOEL

(Professor)

KIET SCHOOL OF MANAGEMENT

Ph.D, M.Com.

26 yrs Exp. in Teaching (Knowledge Management)

FACULTY PROFILE



Dr. Ranchay Bhateja
(Professor & Addl. Head)

Ph.D, M.com, PGDM
25 yrs Exp. in Teaching
(Finance, Quantitative
Techniques, Law)



Dr. Prateek Gupta
(Professor)

Ph.D, MBA, M.Com, PGDIBO,
22 yrs Exp. in Teaching
(Finance, Accountancy,
International Business)



Dr. Mani Tyagi
(Professor)

Ph.D, MBA
21 yrs Exp. in Teaching
(Marketing & Quantitative-
Techniques)



Dr. Deepa
(Associate Professor)

Ph.D, MBA
17 yrs Exp. in Teaching
(Marketing & IT)



CMA Dr. Amit Kumar Arora
(Associate Professor)

Ph.D, ACMA, MBA, M.Com.,
MA(Eco), UGC NET
19 yrs Exp. in Teaching &
Industry
(Accounting & Finance)



Dr. Meenakshi Tyagi
(Associate Professor)

Ph.D, MBA, MA (Eco.)
18 yrs Exp. in Teaching
(Operation Management)



Mr. Anjan Kumar
(Assistant Professor)

Ph.D (P), MBA, PGDIBO
16 yrs Exp. in Teaching
(Marketing & Finance)



Dr. Tanushree Sanwal
(Assistant Professor)

Ph.D , MSc., MBA
17 yrs Exp. in Teaching
(HR & OB)



Dr. Arunima Mishra
(Assistant Professor)

Ph.D, MBA, PGDBM
19 yrs Exp. in Teaching (Human
Resource)

FACULTY PROFILE



Mr. Sudheer Kumar
(Assistant Professor)
MBA, Mcom., MA
23 yrs Exp. in Industry
& Teaching
(Economics & QT)



Ms. Punjika Rathi
(Assistant Professor)
Ph.D (P), MBA, UGC NET & JRF
Qualified, NSE Certificate,
Stock Market Expert
14 yrs Exp.in Teaching
(Finance & Marketing)



Ms. Prerana Taylor
(Assistant Professor)
MBA, MSc
8 yrs Exp. in Teaching
(Marketing & General
Management) & 4 Years in
Industry



Mr. Rajat Tayal
(Assistant Professor)
UGC NET (Labour Welfare,
Management), PGDM,
M.Com, BBA
3 Yrs Exp. in Teaching
(Human Resource &
Marketing)



Ms. Shenki Tyagi
(Assistant Professor)
Ph.D (P), MBA M.Com.,
B.Ed, B.Com and certified
EDP from IIM kashipur.
12 yrs Exp. in Teaching
(Marketing and HR)



Dr. Komal Sharma
(Assistant Professor)
Ph.D, MBA, M.Com.
11 yrs Exp. in Teaching
(Accounting & Finance)



Dr. Namrata Tripathi
(Assistant Professor)
Ph.D, P.G.D.B.A., B.A.
17 yrs of Exp. together in
Academia and Corporate



Dr. Reenu
(Assistant Professor)
Ph.D (IIT Roorkee), NET-
JRF, MBA, M.Com
14 yrs Exp. in Teaching
(Finance and Account,
Economics)



Ms. Shivani Sharma
(Assistant Professor)
UGC NET Qualified, L.LM,
L.LB, MBA, Digital
Marketing, 2 yrs Exp. in
Corporate & 2 yrs Exp. in
Teaching.

APPROVALS & ACCREDITATIONS



ATAL RANKING OF INSTITUTIONS
ON INNOVATION ACHIEVEMENTS

2nd Rank

“Private Institutions (Technical)” in
India by ARIIA 2021 Ranking



E-Lead Certified
E-Learning Excellence for
Academic Digitisation



NBA Accredited Courses
CSE, ECE, EEE, IT, ME, CE, MCA,
MBA and Pharmacy



Affiliated to
Dr. A.P.J. Abdul Kalam
Technical University
Lucknow



Accredited by
NAAC with
Grade “A+”



Approved by
AICTE



Approved
by DSIR,
Delhi

1st Semester Subjects

- Management Concepts & Organisational Behaviour
- Managerial Economics
- Financial Accounting & Analysis
- Business Statistics & Analytics
- Marketing Management
- Business Communication
- Design Thinking
- IT Skill Lab-1
- Mini Project-1

2nd Semester Subjects

- Business Environment & Legal Aspect of Business
- Human Resource Management
- Business Research Methods
- Financial Management & Corporate Finance
- Operations Management
- Quantative Techniques For Managers
- Digital Marketing & E-Commerce
- Management Information Systems
- IT Skills Lab-2
- Mini Project-2

3rd Semester Subjects

- Strategic Management
- Innovation and Entrepreneurship
- Human Values And Ethics

4th Semester Subjects

- Emerging Technologies in Global Business Environment

Specialization Group: Human Resource (HR)

- Talent Management
- Employee Relations and Labour Laws
- HR Analytics
- Performance and Reward Management
- International HRM

Marketing (MK)

- Consumer Behavior & Marketing Communications
- Marketing Analytics
- B2B and Services Marketing
- Sales and Retail Management
- Social Media and Web Analytics

Finance (FM)

- Investment Analysis & Portfolio Management
- Financial Planning and Tax Management
- Financial Derivatives
- Foreign Exchange and Risk Management
- Financial and Credit Risk Analytics



International Business (IB)

- International Business Marketing
- Export Import Documentation
- International Logistics
- Cross Cultural Management
- International Trade Laws

Information Technology (IT)

- Data Analytics for Business Decisions
- AI and ML For Business
- Data Base Management System
- Cloud Computing For Business
- Business Data Warehousing & Data Mining

Operation Management (OM)

- Supply Chain & Logistics Management
- Operations Planning & Control
- Quality Management
- Project & Sourcing Management
- Management Of Manufacturing System

Summer Training Project Report & Viva Voce Research Project Report & Viva Voce

Demographic Profile

- Males - 95
- Females - 91

Science Graduates	14%
Commerce Graduates	46%
Management Graduates	28%
Arts Graduates	6%
Technical Graduates	5%

First Division Graduates - 77%

PRACTICAL CLASSROOM ACTIVITIES



- Engagement of students through smart modules, interactive sessions, and academic concept-based activities.
- Utilized virtual field trips, interactive simulations, and multimedia resources to enhance comprehension.
- Fostered collaboration, critical thinking, and personalized learning pathways.
- Integration of such methods enriches the educational experience, catering to diverse learning styles and promoting deeper understanding.

GUEST LECTURES

nirf NATIONAL INSTITUTE FOR RANKINGS & ACCREDITATION
Engineering Rank - 127
Pharmacy Rank - 97

KIET GROUP OF INSTITUTIONS
Connecting Life with Learning

Approved by UGC
Accredited by NAAC with Grade 'A++'

Heartly Welcome
Dr. Sarvesh Swarup
Former Deputy Director General,
Ministry of Commerce & Industry
Government of India

"CONSTRUCTION OF WORLD RENOWNED
ENGINEERING MARVEL HOOVER DAM
PROJECT IN USA"

10:00AM to 12:00PM, 20th April 2023



KIET GROUP OF INSTITUTIONS
Delhi-NCR, Meerut Road (NH-58),Ghaziabad - 201206

KIET School of Management
Organizes
Guest Talk
on
"Career Path in the Financial &
Consulting Industry"

Mr. Ankur Nehra
Associate Director at CRISIL
Market Intelligence &
Analytics,
CRISIL Limited.

Date: 19/05/2023
Time: 1:30 PM
Venue: CRPC Conference Hall

KIET GROUP OF INSTITUTIONS
Delhi-NCR, Meerut Road (NH-58),Ghaziabad - 201206

KIET School of Management
Organizes
Guest Talk
on
Viksit Bharat@2027: Voice of Youth

Dr. KLA Khan | Prof. Sachin Rathore

Team-IEC (Innovation,
Entrepreneurship &
Head Innovation
center | Product
Under
Innovation & Entrepreneurship (KMBN-302)

KIET GROUP OF INSTITUTIONS | **nirf** | **NAAC** | **NBA** | **UPEAC** | **UAI**

Mr. Mandeep | **Mr. Manoj Kumar** | **Mr. Navneet Kumar**

Interactive Session
on
"Intern to Industry: Unlocking Your Career Potential in
MBA Specializations"

Friday
21 April 2023 | 11:00 AM | Platform - KSOP Hall

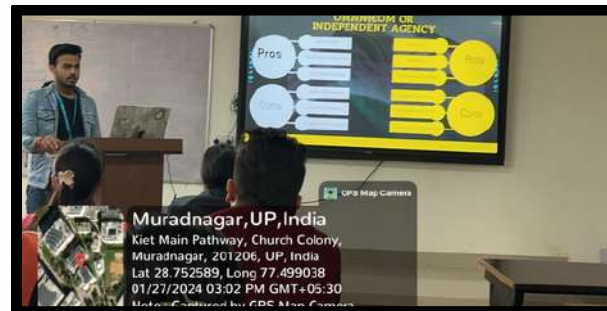
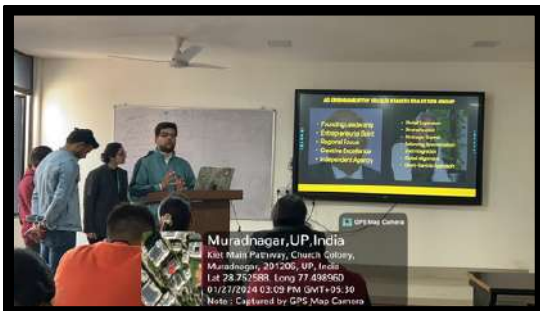



GPS Map Ca

Muradnagar, Uttar Pradesh, India
QF2X+GMP, Phase - I, Muradnagar, Asalat Nagar, Uttar Pra
201206, India
Lat 28.751479°
Long 77.499228°
14/10/23 12:04 PM GMT +05:30




CASE PRESENTATIONS



- Students master concepts through Harvard case studies, applying theoretical knowledge to real-world scenarios.
- Analyzing complex business dilemmas, they develop critical thinking, problem-solving, and decision-making skills.
- By dissecting cases, students gain insights into industry dynamics, ethical considerations, and strategic implications.
- Harvard case studies serve as invaluable tools for bridging theory with practical application, preparing students for professional success.

DEPARTMENTAL CLUBS



THE FINANCE CLUB

Welcome to the exciting world of finance, where numbers dance, markets sway, and opportunities abound! We are thrilled to introduce you to KSOM Finance Club "The Rupiya", a dynamic and vibrant community dedicated to exploring the intricacies of the financial universe. Whether you're a seasoned investor or just beginning to unravel the mysteries of finance, our club offers a welcoming space for students to engage in stimulating discussions, gain practical insights, and foster a passion for all things financial.



DEPARTMENTAL CLUBS



Welcome to the dynamic world of Marketing Maneuver, the premier Marketing Club at KIET. At Marketing Maneuver, we foster innovation, creativity, and strategic thinking, providing a platform for students to dive into the exciting realm of marketing. Join us to explore real-world campaigns, engage in industry interactions, and enhance your marketing prowess. Our diverse range of events, workshops, and industry talks are designed to empower you with practical skills and insights, ensuring you graduate with a competitive edge. Embark on a journey of discovery, networking, and skill development with Marketing Maneuver – where every member is a marketer and every moment is an opportunity to shine. Elevate your academic journey with Marketing Maneuver – where marketing meets mastery!

THE MARKETING CLUB



DEPARTMENTAL CLUBS



THE HR CLUB

The purpose of “HR Club” is to bring together students interested in the field of Human Resources Management, and help them to develop interpersonal skills needed in the corporate world. The club encourages the students to meet professionals who work in the field of Human Resources Management. This club is designed to help students learn more about Human Resources and what Human Resource Professionals do. The club promotes the active participation of the students in various activities like panel discussions, role-plays, group discussions, etc.. The HR students take the lead in arranging the events. This enables in developing the students to plan and arrange for the events successfully. The club activities are organized regularly to promote team spirit and implement the HR concepts practically.



DEPARTMENTAL CLUBS



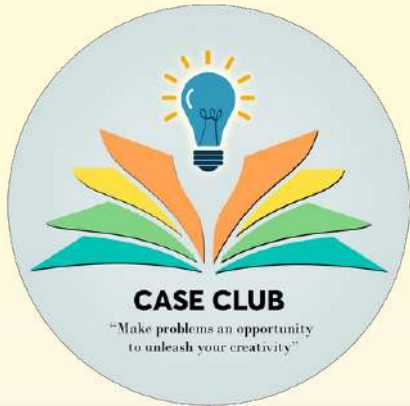
B- Sense: The General Management Club is a student-driven initiative that collaborates with both the corporate and the academia to enhance the professional, academic, and social development of students.

It is a community of students who are passionate about business leadership. Club members come from and are looking to pivot into a diverse range of functions and industries, but are unified in their goal to be effective managers and leaders.

B SENSE- THE GENERAL MANAGEMENT CLUB



DEPARTMENTAL CLUBS



THE CASE CLUB

Unleash Your Inner Sleuth And Business Maverick! Think like a detective, write like a storyteller, solve like a champion: Case Club welcomes curious minds and future leaders to ignite their business brilliance. Ditch textbooks, dive into real-world scenarios and crack the code of success, a thrilling journey where you'll crack business codes, craft winning solutions, and leave your mark as a published author. Hone your analytical skills, make a real impact on local businesses, and shine. Learn from industry experts, adapt to challenges, and contribute to the next generation of leaders. Join us and write your own success story! KIET Case Club isn't just a club, it's a launchpad for your business brilliance.



CENTRAL CLUBS



TEDxKIET


x = independently organized TED event




AWARDS & ACCOLADES




CII MAJESTIC SKILL DEVELOPMENT INTER- COLLEGE PRESENTATION WINNERS



Confederation of Indian Industry




CII-MAJESTIC SKILL-WILL-LEAD



www.kiet.edu
Delhi-NCR, Ghaziabad

KIET GROUP OF INSTITUTIONS

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INTER COLLEGE SPORTS AND CULTURAL COMPETITION WINNERS



INDUSTRIAL VISITS



WEBINARS, SEMINARS AND CONFERENCES



KIET School of Management
Organizes
WEBINAR
on
How to Meet Corporate Expectations
09th July, 2021 | 11:00 A.M.
Venue : Microsoft Team



Mr. Prashant Dwivedi

Prashant Dwivedi is another name of creativity and initiatives, he is Managing Director of Aahaan Creatology. He is having 16 yrs of experience in Creative, Advertising, Brand-Solutions, Promotions, Events & Strategies. He is B. Tech (EN from BIT), eMBA-Marketing from INDIAN INSTITUTE OF MANAGEMENT, Kozhikode.



Zoom Meeting Screenshot showing a webinar titled "POST COVID-19" with participants including Sushil A. and Ranjay Bhat.



Zoom Meeting Screenshot showing a webinar titled "Lessons to be taken from" with participants including Tisha Jain, NamMTI, Ankit (KIET, India), and Ahror Tursund.

Be bold and ambitious: Climate change is a major challenge, but it also presents a major opportunity. Climate change startups are not afraid to think big and tackle ambitious problems. The world needs to be more bold and ambitious in its response to climate change.

2021 JULY 17 SATURDAY 10.30AM IST

MEDIA CONFERENCE WITH LAL GOEL

CHALLENGES FOR FIRST GENERATION ENTREPRENEURS



Prof. Dr. Mohan Lal Agarwal
President, Indo-Gulf Management Association, Dubai
Former Professor of Marketing Innovation & Management IIM Lucknow
GUEST



Mr. Lal Goel
Chairman, Organ Donation India Foundation & GYAN
CHIEF EDITOR



Prof. Dr. Srinivasa R
Professor & Head
KIET School of Management Delhi-NCR
GUEST



Mr. Subrata Mukherjee
President
Indian Business and Professional Council United Arab Emirates
GUEST



Prof. Abraham O.A
Board Advisor
Gulf American University UAE
GUEST

Watch Live 10.30 am onwards



KIET SCHOOL OF MANAGEMENT Presents FINANCIAL LITERACY TRAINING PROGRAM (FLTP)
(A program of 8 modules)

Modules

- Module 1: Financial Management
- Module 2: Investment
- Module 3: Savings
- Module 4: Insurance
- Module 5: Taxes
- Module 6: Personal Planning
- Module 7: Project Finance
- Module 8: Stock Market

Highlights of the program

- A program of 8 modules (each module of 2 hours)
- Free of Cost
- Certified Module
- Module certificate will be issued to eligible candidates (Passing criteria 50%marks in quiz)
- Gold certificate will be issued to candidates who will successfully complete all eight modules

Module Overview

- Module 1: Financial Management
- Module 2: Investment
- Module 3: Savings
- Module 4: Insurance
- Module 5: Taxes
- Module 6: Personal Planning
- Module 7: Project Finance
- Module 8: Stock Market

Contact Person:
Sushil Sharma: 979073360
Sushil Khan: 785674296

Registration Link: <https://forms.gio/1980785674296>




KIET School of Management
Organizes
WEBINAR
on
How to Increase Human Resource Employability
11th June, 2021 | 11:00 A.M.




Mr. Subhash Chandra Mahto
He is retired Deputy General Manager from GAIL and presently associated with M/S Petronet LNG limited as Consultant HR, Compliance. He has worked on various HR issues and designed numerous policies in HR field. He is alumni of XLRI, Jamshedpur.



INTERNATIONAL CONFERENCE

KIET School of Management

ONLINE 7th International Conference



Cash award for best paper in each track

Advances in Global Business, Economics, Finance & Social Sciences (ICAGBEFS-2022)
29th & 30th September, 2022

In collaboration with **SWOSU**
Southwestern Oklahoma State University

www.kiet.edu

Inaugural Ceremony

7th Online International Conference

Advances in Global Business, Economics, Finance & Social Sciences

Publication in SCOPUS, Web of Science, & UGC Coe

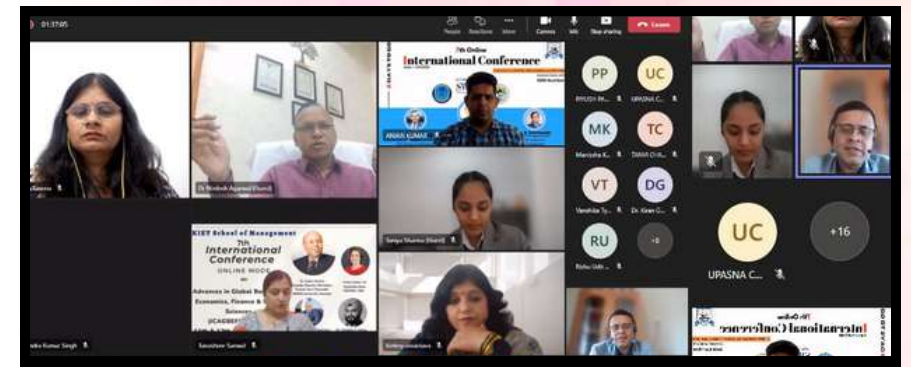
Organized by:- **KIET School of Management**

Abstract Book with ISBN Number

11th & 12th Nov. 2022 (Friday)
9:30 AM
Venue - MS Team

Organized by:

- Dr. (Co.) A Garg, Director, KIET Group of Institutions
- Dr. Rajan Saxena, Founder Director IIM Indore, Former Vice Chancellor, NMIMS University, Mumbai
- Dr. Manoj Goel, Joint Director, KIET Group of Institutions
- Dr. B. Brishwan, Head of Department, SWOSU
- Triha Wala, J.D., SWOSU USA
- Prof. Dr. J. Odijon Mamotkariv, SWOSU
- Yogesh Surman, SWOSU
- Dr. Hardeep S. Saluja, SWOSU



KIET GROUP OF INSTITUTIONS

7th Online International Conference

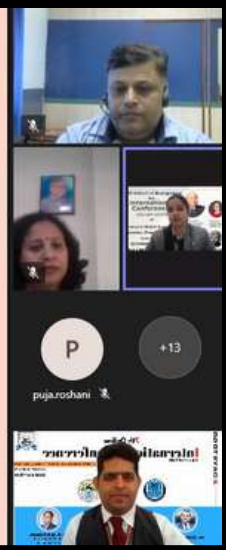
organized by **KIET School of Management**

Title: Impact of Online Advertising on Consumer Buying Behaviour

with special reference to Electronics Industry.

Under the Guidance of
Mr. Anjan Kumar
Dr. Amit Arora

Presented By
Sarthak Chaudhary
Samarth Chaudhary
Sanjana Sanwal



KIET School of Management

7th International Conference

ONLINE MODE

Advances in Global Business, Economics, Finance & Social Sciences (ICAGBEFS)

KIET GROUP OF INSTITUTIONS

International Conference

KIET School of Management



FINANCIAL LITERACY TRAINING PROGRAMS

KIET SCHOOL OF MANAGEMENT
FINANCIAL LITERACY TRAINING PROGRAMME

01 **INVESTMENT AND FINANCIAL PLANNING**

02 **FINANCIAL MANAGEMENT**

03 **FINANCIAL INSTITUTIONS**

04 **STOCK AND DERIVATIVES MARKET**

05 **TAX PLANNING**

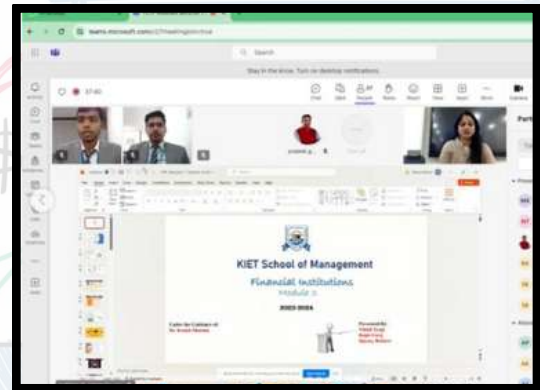
INAUGURATION 30 DECEMBER 2023
MODULE: INVESTMENT AND FINANCIAL PLANNING
TIME: 11:00AM
VENUE: MS TEAMS

SCAN TO REGISTER




Importance of COM
 Value of Rs.1000 invested at 10% simple and compound interest for 100 years

Year	Simple Interest	Compound Interest
	Starting Balance + Interest Ending Balance	Starting Balance + Interest Ending Balance
1	1000 + 100 = 1100	1000 + 100 = 1100
2	2000 + 200 = 2200	1100 + 110 = 1210
3	3000 + 300 = 3300	1210 + 121 = 1331
4	4000 + 400 = 4400	1331 + 133 = 1464
5	5000 + 500 = 5500	1464 + 146 = 1610
6	6000 + 600 = 6600	1610 + 161 = 1771
7	7000 + 700 = 7700	1771 + 177 = 1948
8	8000 + 800 = 8800	1948 + 194 = 2143
9	9000 + 900 = 9900	2143 + 214 = 2357
10	10000 + 1000 = 11000	2357 + 235 = 2593
100	10000 + 100000 = 110000	1378061.267
1000	10000 + 1000000 = 1010000	1378061.267



Financial Plan



Ms. Kanupriya Raghav



Ms. Subhi Tyagi



Ms. Anusha Tyagi



Ms. Akanksha Singh



Mr. Vishal Kr. Tyagi



Mr. Aniket Aggarwal



Ms. Vishakha



Ms. Aakriti Mishra



Ms. Sakshi Arora



Ms. Mahima Garg

2018-19

2019-20

2020-21

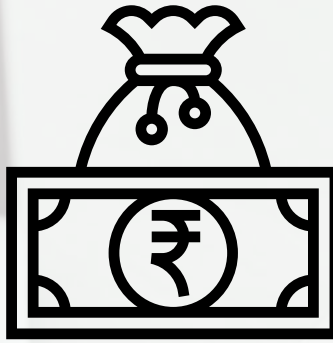
2022-23



UNIVERSITY RANK HOLDERS



**INTERNATIONAL
PLACEMENTS &
INTERNSHIPS**



**AVERAGE PACKAGE
5.0 LPA**



**HIGHEST PACKAGE
14.1 LPA**



Our Recruiters

STUDENT SPEAK



Tisha Jain
MBA
2022-24

Choosing KIET School of Management was a game-changer for me. The blend of theory and practical learning enriched my skills, especially under the guidance of the experienced faculty. The dynamic curriculum and engaging extracurriculars at KIET not only shaped my academic journey but also developed my leadership abilities.

Additionally, the institution's emphasis on industry exposure through workshops and internships broadened my perspective, equipping me to navigate real-world challenges.

KIET School of Management, with its holistic education, has been instrumental in shaping my comprehensive professional identity.



Sakshi Jainer
MBA
2022-24

The MBA program at KSOM has been a truly enriching experience for me, largely due to the exceptional teaching faculty. Their expertise and guidance not only deepened my understanding of business concepts but also ignited critical and creative thinking within me. What truly sets KSOM apart is its emphasis on case presentations. By delving into real-world scenarios and proposing strategic solutions, I honed invaluable problem-solving skills crucial in today's competitive business landscape. Engaging in diverse projects throughout my MBA journey has played a pivotal role in shaping my confidence and professional growth. From conducting market research to executing business plans, these hands-on experiences have equipped me with the practical skills necessary to excel in my career.

FOREIGN LANGUAGES



- Embark on a transformative journey with KIET Group of Institutions' foreign language course.
- Gain proficiency in communication, reading, understanding, and writing in your chosen language **(German, Japanese, Dutch and French)**
- Immerse yourself in diverse cultures, expanding your horizons and global perspectives.
- Whether for personal enrichment or professional advancement, our comprehensive program equips you with invaluable skills, fostering connections with speakers worldwide.

CENTERS OF EXCELLENCE



Finance Lab



Research and Innovation Centre

- A value added offering, KSOM has a dedicated Finance Lab for honing the financial acumen of students.
- Apart from providing training on ERP softwares, this lab also provide a chance for simulative environment for stock market trading.
- Research and Innovation Centre, where cutting-edge ideas meet strategic insights, driving transformative change in the MBA department and beyond
- The labs has a capacity of 60 students and has all the teaching aids.

CENTERS OF EXCELLENCE



IOS Learning Centre of Excellence



Centre of Automotive Mechatronics (CAM)



Computer Aided Manufacturing (CAM)

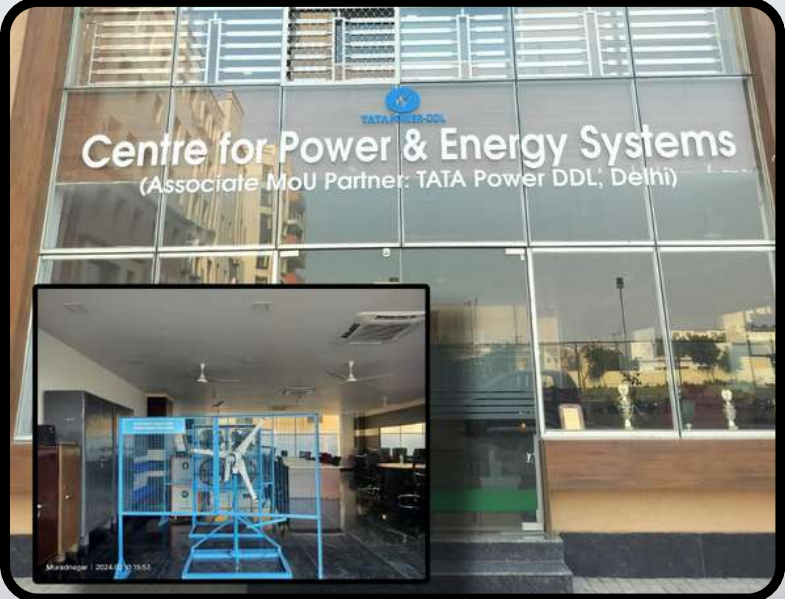


Centre of Advanced Woodworking (CAW)

CENTERS OF EXCELLENCE



Centre for Drone Technology



Centre for Power & Energy System



Centre for E-Mobility

CENTRAL FACILITIES





[Alumni Portal
www.kiet.almaconnect.com](http://www.kiet.almaconnect.com)

Snapshot of Reminiscence

(Annual Alumni Meet)

Alumni partners with various committees of the institute as member of IQAC, Departmental Advisory Board, Academic Council, etc. to spearhead the introduction of alumni involvement in the growth and continued leadership of the institute.



KIET Alumni Association (KAA)



Mr. Shivam Shukla
President
Assoc Director /
Global Lead IT EUC,
NXP Semiconductor



Mr. Kumar Gaurav
Vice President
Captain, AIR INDIA



Mr. Vinod Kumar
General secretary
Principal, HRIT Group
of Institutions,
Ghaziabad



Dr. Yudhishtir
Pandey
Joint Secretary
Assistant Professor,
Rajkiya Engg. College,
Ambedkar Nagar(UP)



Ms. Arjita Bhatnagar
Treasurer
MD, Chocograce



Mr. Brijesh Yadav
Member
Managing Director
Sundigo solar solutions
pvt Ltd



Mr. Ankur Pathak
Member
Officer Scale - I, SBI



ALUMNI SPEAKS



I had a wonderful academic experience with a conducive learning environment and excellent faculty. The institute has endured me with lifelong career excellence imbibing leadership, time management, and team skills. The MBA course has brought clarity of thoughts, confidence, content knowledge, courage, and conviction to me and my objectives as per the current digital era. The faculty, the power of experiment, and friends for life were all one big package gift for the rest of life and career. My first job through campus was very special and positioned me for growth. Thank you all at KIET family and all the best for taking the institute to greater heights.

Proud to be KIETian

Payal Anand
Associate Professor
IIM Kozhikode



I am privileged enough to share few words about KIET which has been a great contributor to the development of my personality. The mentors helped me enhance my academic and interpersonal skills with their persistently helping attitude. The institute conducted various internships, boot camps & industrial visits, which strongly built my corporate skills. The unconditional support of department and college as a whole, helped me to achieve my milestones. I have got multiple offer letters and am currently working in HUL for which I am deeply obliged to KIET fraternity.

Proud to be KIETian

Vaibhav Singh
Manager
HUL



I joined the league of KIETIANS in the year 2009. It is one of the best places to enhance your skillset with the help of exceptional mentors. KIET School of management boosted me with a lot of confidence so that I could stand out well in my life and face any challenge with the best of my knowledge and ability. Today I work for a company that is one of the fortune 50 companies in the world and I would like to give all the credit of my achievements to my mentors as it wouldn't have happened so easily without their blessings and support.

Proud to be KIETian

Mr. Robil Naresh
Product Owner
HCL



I was associated with KIET Ins tu on during the MBA program (2014-16). Indeed it was a wonderful journey to enhance my career under the supervision of eminent academicians. My thirst of being a versatile personality gave me ample chances to explore here in extracurricular activities and live project tasks.

While reaching to end of the course, I was holding 4 campus placements. Wherein I started working with Flipkart and later joined Mercedes-Benz as a client.

I express my sincere gratitude towards the entire support and learning, I gained from KIET.

*Proud to be
KIETian*

Mr. Tushar Tiwari

Senior Service Operation
Analyst (German Language
Expert)
Mann+Hummel Filter Pvt. Ltd.



I anticipated that it would take a Long time for me to complete my postgraduate when I applied here, but once I started the course, I forgot about life other than college. The administration constantly does the great working to acquire the faculty members with remarkable talent. This is the rationale behind the students' extraordinary academic programme with practical knowledge. When I start a new task at work, I think back on the lessons taught by our great teachers which always help in professional career. At last, I would like to say that my journey of success belongs to the KIET Group of Institutions. I have been worked with the different reputed brands Like: Katoomba Trading Pvt. Ltd, UNSW Financial Services, BroadSpectrum Shared Services and currently working with Ventia.

Proud to be KIETian

Sakshi Ahuja

Project Accountant
Ventia, Australia

About TBI



TBI-KIET is a registered body under Society Registration Act 1860 as Krishna Path Incubation Society-TBI in 2007. TBI-KIET was jointly promoted by NSTEDB, Department of Science & Technology, Govt. of India and KIET Group of Institutions, Ghaziabad.



Incubate With Us

	Nidhi EIR		Nidhi Prayas
	Seed Support System		Tide 2.0
	Training Programs		CSR Activities

STAR NIGHT@KIET



CULTURAL/LITERARY/TECHNICAL/SPORTS FEST @ KIET



MANIFEST 2K24

JAWA YEZDI
MOTORCYCLES
EV TRADES
GHAZIABAD

KIET SCHOOL OF MANAGEMENT
PRESENTS

23 January 2024
Tuesday

Cash prizes worth **Rs.1,00,000**

Powered by:
JUBILANT FoodWorks

Events

- Management Shayari
- Bidding Master
- Business Plan
- Hunt for Success
- Just-a-minute
- Biz Trivia Triumph
- Case Elucidation
- Corporate Roadies
- Monopoly

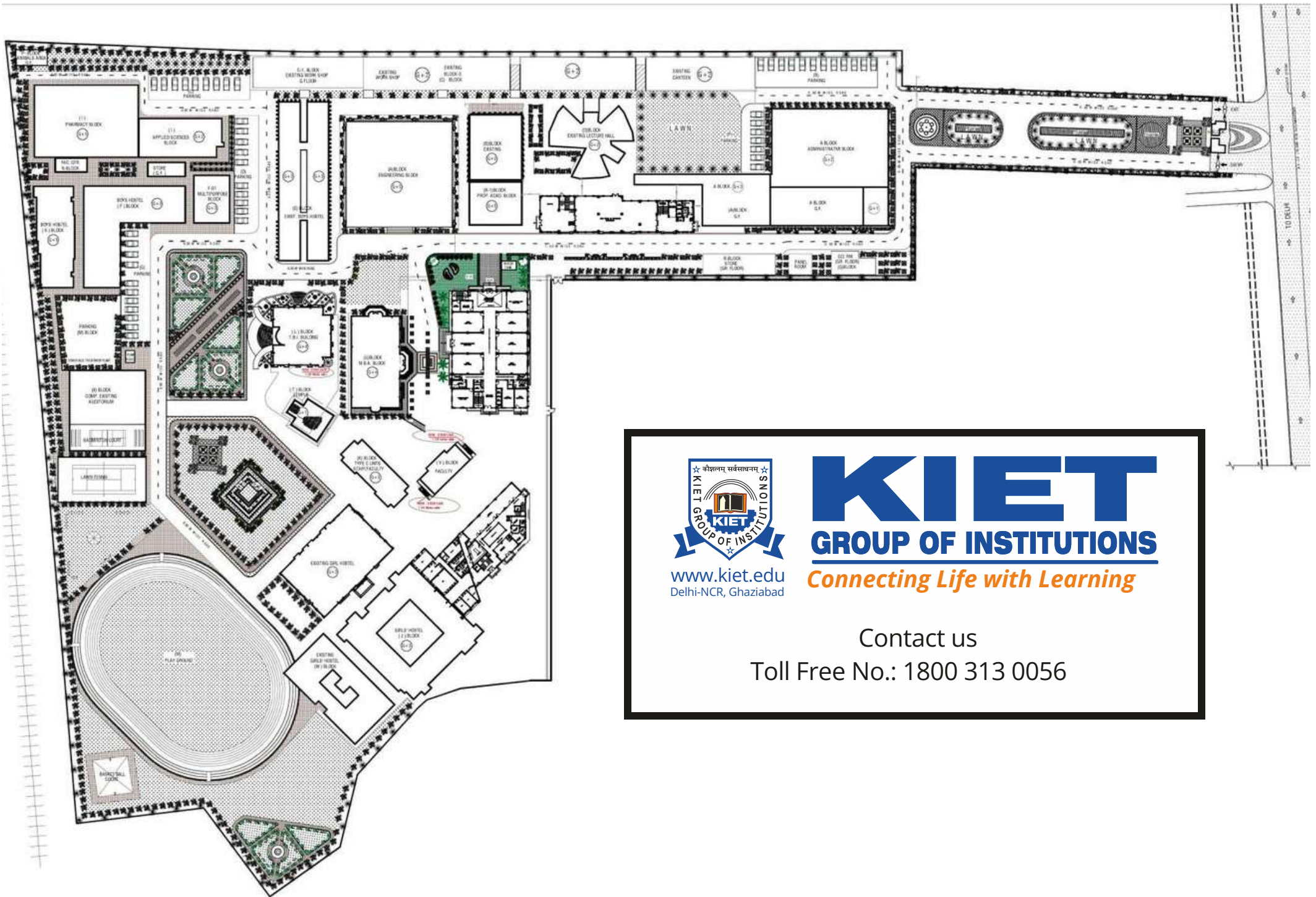
For Payment, Scan To register, scan:

Registration form of **Rs.199**

DELTA **DECATHLON** **VESTIGE** **Parlé Agro** **DUCAT** **Real Art TATTOOS** **HUNT**

WOW! momo **Domino's** **BARISTA** **DUNKIN' DONUTS** **KILO** **SUBWAY** **ROYAL MARIKAS**





www.kiet.edu
Delhi-NCR, Ghaziabad

KIET
GROUP OF INSTITUTIONS
Connecting Life with Learning

Contact us
Toll Free No.: 1800 313 0056