



**IILM**  
Undergraduate Business School

# Bachelor's of Business Administration 2023-26





IILM is a seat of holistic learning, a place for seeking and attaining education and wisdom. Our logo depicts the rising Sun, which, in the words of Swami Vivekananda, is symbolic of Jnana, the universal symbol of the temple of learning.

The three elements in the IILM logo combine a book, a swan and a lamp. The book symbolizes learning. Swami Vivekananda has written that the Swan stands for the Paramatman (Supreme Self).

Bhagwan Sri Satya Sai Baba, on his Deepavali Day Discourse on 5th Nov, 1991, explained that the flame of a lamp has two qualities. One is to banish darkness, the other is a continuous upward movement. Even when a lamp is kept in a pit, the flame moves upwards, the sages have therefore adored the lamp of wisdom as the flame that leads humans to higher states.



तेषाम्, एव, अनुकम्पार्थम्, अहम्, अज्ञानजम्, तमः  
नाशयामि, आत्मभावस्थः ज्ञानदीपेन, भास्वता  
अध्याय १(११)

In the Gita, Lord Krishna Says:"  
I, residing in the intellect of my devotees, destroy the darkness of ignorance  
by the resplendent light of knowledge" 1(11)

# WELCOME



On behalf of IILM Undergraduate Business School, I warmly welcome the BBA batch of 2023. IILM has been a leading higher educational institution in India since its establishment in 1993 and has multiple campuses situated across Delhi NCR including Lodhi Road in Delhi, Gurugram, Greater Noida, Lucknow, and Jaipur.

Our Undergraduate Business School at Lodhi Road offers two undergraduate programs in management with various specialization options. The first program is in association with SBS Swiss Business School, Zurich, Switzerland, and includes five programs: BBA in Entrepreneurship, BBA in International Management, BBA with Psychology, BBA with Communication, and BBA in Business Analytics. The second program is the BBA in Business Management offered in association with Monroe College, New York, United States of America. IILM's BBA collaborative degree is also recognized by the premier Delhi University in India.

At IILM, we have a reputation for providing personalized attention and mentoring support to each student. Our globally benchmarked curriculum and teaching pedagogy equip students with a strong foundation of knowledge and skills to become successful business leaders and entrepreneurs. We use case studies, simulations, live projects, workshops, and seminars to ensure that students receive a well-rounded education.

Our clubs and societies offer ample opportunities for students to develop leadership, communication, problem-solving, and critical thinking skills through extracurricular activities. At IILM, students are our priority, and we are thrilled that you have chosen to join us in shaping your future.

We wish you the best in your journey with us and beyond.

Dr. Sanyukta Jolly  
Director

# IILM at a Glance



**INTERNATIONAL  
DEGREE**

**40 INTERNATIONAL  
PARTNERS**



**15000  
ALUMNI**

**STUDENT  
ADVISORS**



**ENTREPRENEURIAL  
MINDSET**



# About IILM

IILM Undergraduate Business School, a prestigious institute in the Delhi–National Capital Region offers an International Degree in India. We have been nurturing business leaders for the last 30 years, since our founding in 1996. Our three campuses are spread over New Delhi, Gurugram, and Greater Noida. Each campus is lively and conveniently situated close to important business centres. We are dedicated to each student's growth and development while also providing high-quality management education. We provide undergraduate programmes that have equivalence to the University of Delhi and are International Degree Programmes offered by SBS Swiss Business School, Zurich, and Monroe College, New York.



## Vision

“

*To be a leading institution of higher education that empowers students to become responsible global citizens and leaders in their chosen fields through an innovative, interdisciplinary, and inclusive approach to learning, with an emphasis on learning with purpose and preparing students for purposeful work.*

”

# Why Choose IILM?

## 🎯 Innovative way of Learning

Students will experience real-life learning through business simulations, stock market simulations, live projects, and internships.

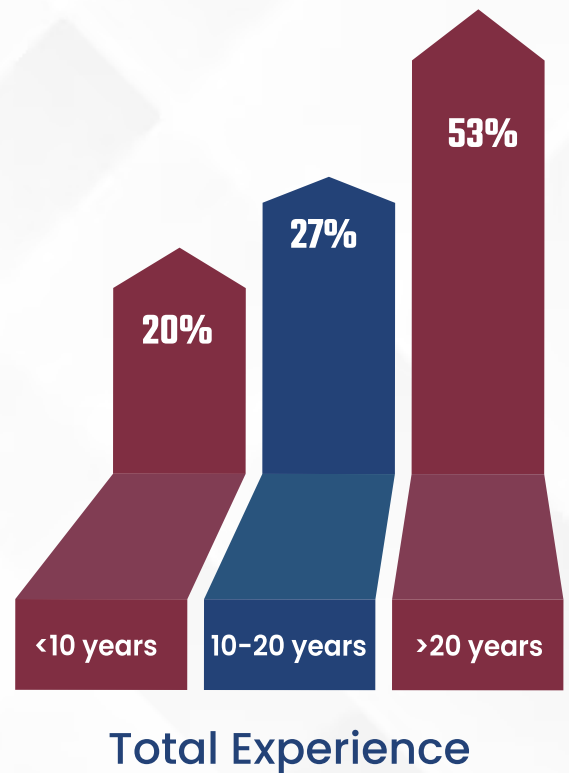
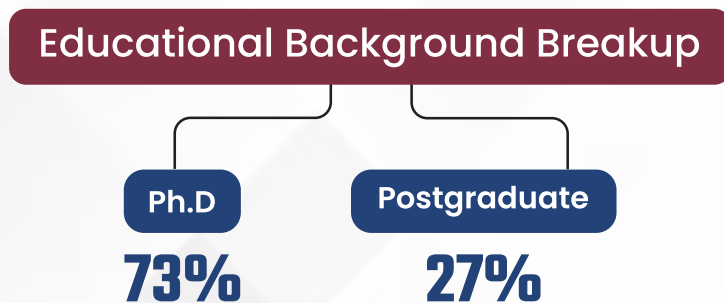
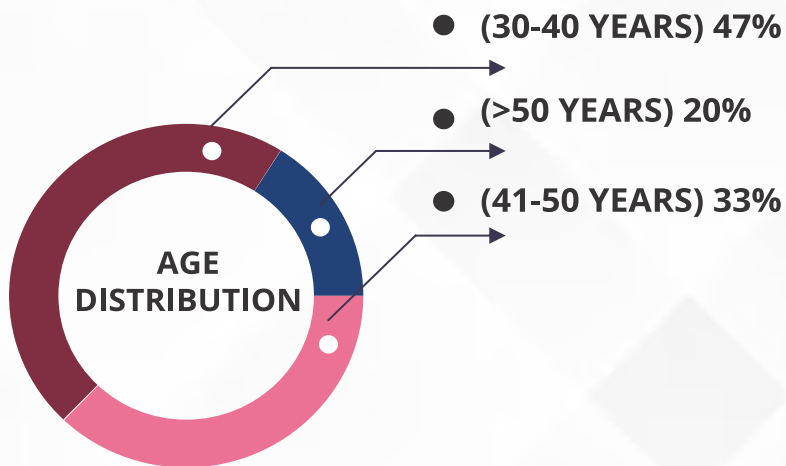


## 🎯 Connections for Life

Students will be part of a network of more than 15,000 graduates around the world, from corporates to entrepreneurs to start-ups and established family businesses with whom they can build professional connections for life.



## Learn from the Best



## Entrepreneur Thought in Action – Become a Global Leader


IILM prepares students to be entrepreneurial leaders. Our students apply this framework of entrepreneurial thought and action to tackle the most pressing problems that businesses and society are currently experiencing, including globalization, inequality, and sustainability.

## International Exposure

IILM aims to create and sustain global collaborations and networks so that our students can achieve a multitude of visibility across different spectrums.





 ZURICH

*The goal of SBS Swiss Business School, through its academic programs, is to educate individuals who will contribute to the management and leadership of global organizations and be able to meet the ever-changing business needs of tomorrow. SBS Swiss Business School equips you for tomorrow's business opportunities while keeping you grounded in today's business reality.*



**Prof. Bert Wolfs**

Academic Dean SBS Swiss Business School



**MONROE**  
**COLLEGE**

**MONROE**  
**COLLEGE**

**MONROE**  
**COLLEGE**



**BRONX, ST. LUCIA  
& NEW ROCHELLE**

*The Monroe program is dedicated to creating a culture of trust, respect, and accountability through prioritizing educational integrity and academic honesty. We instill in our members a commitment to academic excellence and ethical conduct, promoting learning and scholarship based on fairness and intellectual rigor.*



**Alex Ephrem, PhD**

Senior Vice President, King Graduate School





In collaboration with the SBS Swiss Business School, Zurich, IILM aims at providing a stepping-stone for students and budding entrepreneurs to achieve success in all endeavours. The BBA program offers a holistic support system for students to achieve a competitive edge in the professional world. Our internationally recognized degree puts students a step ahead of everyone.



**Dr. Neha Jain**  
Dean, IILM UBS

“

*IILM Undergraduate Business School at Lodhi Road offers a BBA program that aims to provide students with a world-class education and internationally recognized degrees. The curriculum emphasizes fostering intellectual curiosity, critical thinking, and creativity through experiential learning opportunities such as internships and company visits. The program also encourages students to develop strong research skills through projects, reports, and presentations. Along with academic studies, the school promotes personal development through extracurricular and cultural activities, and offers opportunities for international exposure via summer school and global study programs.*

”



# Programmes Offered

## 🕒 BBA in Entrepreneurship

This course ignites the spirit of the entrepreneurship in students and makes them ready to start their own venture or scale up their family businesses. The students are involved in ideation, researching and acquiring knowledge about generating finances in an entrepreneurial space. It also helps in developing and strengthening entrepreneurial mindset which is critical to success.

## 🕒 BBA in International Management

This course prepares future business leaders in understanding the management of business in an international context. This program will enhance the skills like critical thinking, problem solving and business skills which will aid in getting first-hand knowledge of international cultures and management practices.

## 🕒 BBA in Business Analytics

For all business professionals including those with no prior analytics experience—this specialization offers an introduction to big data analytics. Students will gain a basic understanding of data literacy and an analytical mindset that will assist them in making strategic decisions based on data. Students will also learn how data analysts describe, predict, and inform business decisions in the specific areas of marketing, human resources, finance, and operations. Students will be urged to use their knowledge to analyse a set of facts from the real world and suggest suitable business strategies as part of application-based learning.

## 🕒 BBA with Communication

The program will help students develop the skills needed for jobs requiring multi-level work, such as corporate communication, negotiation and public relations. The curriculum is structured so that facts, ideas, thoughts, and opinions, among other things, are emphasised in order to make business operations and communication productive and efficient.

## 🕒 BBA with Psychology

This course builds future leaders by focusing on the human side of business. It enables students to understand the best practices through which people can be efficiently managed. The course not only prepares the students for business but also helps them play an important role in the development of people management techniques and practices through understanding of Psychology.

# Modules

## SEMESTER 1

## YEAR 1

Course Name	Course Code	Core/Elective	Credits
English	ENG 110	CORE	3
Accounting	ACT 102	CORE	4
Information Systems	MIS 102	CORE	4
Marketing	MKT 103	CORE	4
Management	MGT 101	CORE	4
Project Management	MGT 105	CORE	4
Mathematical Tools for Business	MAT 100	CORE	4
Foreign Language	FRL 100	CORE	3
Company Visits	COV 100	CORE	1

## SEMESTER 2

Course Name	Course Code	Core/Elective	Credits
Commercial Correspondence	ENG 115	CORE	3
Economics	ECO 100	CORE	4
Law for Business Professionals	BUS 109	CORE	4
Managerial Statistics	STA 110	CORE	4
Principles of Finance	FIN 107	CORE	4
Communication Skills	COM 100	CORE	4
Foreign Language	FRL 105	CORE	3
Company Visits	COV 105	CORE	1



“

*The SBS program at IILM has given me a wonderful experience. As a final year student, I can say that I've learnt a lot about core business administration and management skills. The learning journey has been enhanced via unique methods of teaching inclusive of case studies, company visits and internships. A perfect blend of theory and application.*

”

**Hritish Pahwa**

SBS Batch of 2020-23

### Core – Applicable for all specializations

Course Name	Course Code	Credits
Human Resource Management	MGT 209	4
Marketing	MKT 230	5
Foreign Language	FRL 205	3
Internship	ITP 200	3
Company Visits	COV 200	1

### Specialization – Entrepreneurship

Course Name	Course Code	Credits
Financial Statement Analysis	ACT207	5
Venture Capital and Private Equity	FIN201	5
Advanced Accounting	ACT200	5

### Specialization – Business Analytics

Course Name	Course Code	Credits
Advanced Accounting	ACT200	5
Venture Capital and Private Equity	FIN201	5
Data Science	BSA201	5

### Specialization – International Management

Course Name	Course Code	Credits
Advanced Accounting	ACT200	5
Venture Capital and Private Equity	FIN201	5
Money and Banking	FIN207	5

### Specialization – Psychology

Course Name	Course Code	Credits
Behavioral Finance	FIN226	5
Foundations of Biological-Cognitive Psychology	PSY201	5
Coaching and Counselling	PSY310	5

### Specialization – Communication

Course Name	Course Code	Credits
Public Relations	COM207	5
Reputation Management	COM214	5
Persuasion Theory	COM201	5



## SEMESTER 4

### Core - Applicable for all specializations

Course Name	Course Code	Credits
Information Systems	MIS220	4
Principles of Finance	FIN220	5
Foreign Language	FRL210	3
Company Visits	COV205	1

### Specialization - Entrepreneurship

Course Name	Course Code	Credits
Small Business Field Studies	ENT230	5
Strategic Sales Management	MGT217	5
International Economics	ECO210	5

### Specialization - Business Analytics

Course Name	Course Code	Credits
International Economics	ECO210	5
Coding for Python	BSA202	5
Strategic Sales Management	MGT217	5

### Specialization - International Management

Course Name	Course Code	Credits
International Economics	ECO210	5
European Business	BUS245	5
Strategic Sales Management	MGT217	5

### Specialization - Psychology

Course Name	Course Code	Credits
Strategic Sales Management	MGT217	5
Behavioral Economics	ECO224	5
Foundations of Social-Development Psychology	PSY202	5

### Specialization - Communication

Course Name	Course Code	Credits
International Economics	ECO210	5
Mass Communication and New Media Platforms	COM240	5
Advanced Professional Writing	COM202	5

# SEMESTER 5

## Core - Applicable for all specializations

Course Name	Course Code	Credits
Internship	ITP300	3
Strategic Marketing	MKT315	5
Information Systems	MIS320	5
Foreign Language	FRL310	3

## Specialization - Entrepreneurship

Course Name	Course Code	Credits
International Finance	FIN310	5
Cases in Entrepreneurship I	ENT320	4
Family Business Management	ENT310	5

## Specialization - Business Analytics

Course Name	Course Code	Credits
Data Visualization	BSA 301	4
International Finance	FIN310	5
Data Analytics	BSA312	4

## Specialization - International Management

Course Name	Course Code	Credits
Negotiation Skills	MGT310	4
International Finance	FIN310	5
Total Quality Management	MGT320	4

## Specialization - Psychology

Course Name	Course Code	Credits
Introduction to Cultural Psychology	PSY301	4
Consumer Behavior	MKT310	5
Minds and Machines	PSY302	4

## Specialization - Communication

Course Name	Course Code	Credits
Digital Platform and Media Law	COM303	4
Lobbying	COM304	4
International Finance	FIN310	5

## SEMESTER 6

### Core – Applicable for all specializations

Course Name	Course Code	Credits
Thesis	THE350	4
Foreign Language	FRL320	5
Business in a World Economy	BUS315	3
Strategic Leadership and Change	MGT330	1

### Specialization – Entrepreneurship

Course Name	Course Code	Credits
Cases in Entrepreneurship II	ENT330	5
Mergers and Acquisitions	ENT340	5
Financial Planning and Budgeting	FIN320	5

### Specialization – Business Analytics

Course Name	Course Code	Credits
Cases in Business Analytics	BSA320	5
Big Data Technology	BSA303	5
Financial Planning and Budgeting	FIN320	5

### Specialization – International Management

Course Name	Course Code	Credits
Cases in Finance	FIN340	5
Cases in Marketing	MKT335	5
Financial Planning and Budgeting	FIN320	5

### Specialization – Psychology

Course Name	Course Code	Credits
Psychology at Work	PSY320	5
Personality and Intelligence	PSY303	5
Cognitive Neuroscience and its Applications	PSY304	5

### Specialization – Communication

Course Name	Course Code	Credits
Marketing Communications	COM320	5
Corporate Communications	COM305	5
Political Campaign	COM306	5

*\*Students are required to get minimum 180 credits to graduate.*







# MONROE COLLEGE

Monroe College, founded in 1933 is a private college based in the United States with campuses at Bronx, St. Lucia and New Rochelle AND an extension site in Manhattan. IILM in collaboration with Monroe College offers Bachelor's degree in Business Management. This is a four year degree offered in three years at IILM (2+3+3).



*Monroe College uses Blackboard, an online learning management system that offers convenient access to course materials like lecture notes, syllabi, assignments, and quizzes. Blackboard's discussion forums promote peer engagement and debate. It also streamlines grading for instructors, providing real-time feedback and monitoring student progress. With centralized course materials and announcements, students can stay up-to-date on readings, assignments, and course expectations.*

# Programmes Offered

## Bachelor's Degree in Business Management

Student-centric teaching and learning approach, globally benchmarked curriculum and academic excellence are the USPs of the programme. Learn the essential skills and knowledge of business functions to better understand how organisations operate. Broaden your business acumen through courses in Finance, Law, Economics, Operations, and Marketing/Communications, among other areas. Students will learn to review financial reports, complicated budgets, and other tools they need to make tough business decisions.



“

*The Monroe College Degree at IILM is a top-notch program, beyond just a degree. I, Sanhita Kapoor of the Monroe Batch 2024, am proud to say it has enriched my life and taught me to strive for excellence. This international program, offered domestically in India, provides foreign-standard education. The faculty is attentive and values student feedback, always ready to support and help us tackle challenging tasks. After this semester, I have not only improved my motivation, but also developed better communication skills, expanding my future prospects.*

”

**Sanhita Kapoor**

Monroe Batch of 2021-24

# Modules

## SEMESTER 1

Course Code	Course Name	Credits
MG 101	Introduction to Business	3
EN 111	College Writing and Critical Analysis	3
MK 101	Marketing Foundations	3
LA 122	Fundamentals of Communication or LA120 Speech Communication	3
IT 118	Integrated Business Applications	3
<b>Total</b>		<b>15</b>

## SEMESTER 2

Course Code	Course Name	Credits
MG 201	Principles of Management	3
EN 121	Analytical Thinking, Writing, and Research	3
AC 161	Principles of Financial Accounting	3
MA 130/MA 115	Intermediate Algebra / Quantitative Reasoning	3
IT 115	Electronic Spreadsheet Applications	3
<b>Total</b>		<b>15</b>

## SEMESTER 3

Course Code	Course Name	Credits
EN 206	Professional Writing and Presentation	3
MG/MK	Major Area Elective	3
Ac163	Political Science	3
LA 103	Principles of Managerial Accounting	3
LA/MA XXX MA140/MA120	College Algebra/ Finite Math	3
<b>Total</b>		<b>15</b>

## SEMESTER 4

Course Code	Course Name	Credits
EC 201	Macroeconomics	3
MG 285	Integrating Business Concepts	3
MG/MK	Major Area Elective	3
BL 201	Business Law I	3
MG/MK	Major Area Elective	3
<b>Total</b>		<b>15</b>



## SEMESTER 5

Course Code	Course Name	Credits
EC 203	Microeconomics	3
MG 230	Project Management or MG 285 Integrating Business Concepts	3
MG/MK	Major Area Elective	3
MG 340	Introduction to Entrepreneurship	3
MA 145	Statistics For Business	3
<b>Total</b>		<b>15</b>

## SEMESTER 6

Course Code	Course Name	Credits
MG 320	Principles of Management	3
FA 302	Analytical Thinking, Writing, and Research	3
MG 362	Principles of Financial Accounting	3
MG/MK	Intermediate Algebra / Quantitative Reasoning	3
IT 215	Electronic Spreadsheet Applications	3
<b>Total</b>		<b>15</b>

## SEMESTER 7

Course Code	Course Name	Credits
MG 313	Organizational Behavior	3
MG/MK	Major Area Elective	3
MG 305	Introduction to Management Science	3
MG 390/391	Internship	3
Open	Open Elective	3
<b>Total</b>		<b>15</b>

## SEMESTER 8

Course Code	Course Name	Credits
MG 485	Business Policy & Strategy	3
LA 205	Professional Communication	3
MG/MK	Major Area Elective	3
MG/MK	Major Area Elective	3
Open	Open Elective	3
<b>Total</b>		<b>15</b>





# International Exposure

Student-centric teaching and learning approach, globally benchmarked curriculum and academic excellence are the USPs of the programme. Learn the essential skills and knowledge of business functions to better understand how organisations operate. Broaden your business acumen through courses in Finance, Law, Economics, Operations, and Marketing/Communications, among other areas. Students will learn to review financial reports, complicated budgets, and other tools they need to make tough business decisions.



“

*I attended a summer program at the London School of Economics (LSE) in which I chose to study marketing which was related to my BBA course at IILM Undergraduate Business School. The program was enlightening, interactive and gave me a comprehensive perspective on the subject. I gained a lot of knowledge from the program which I can now apply to my family business. The LSE campus was conveniently located in the heart of London, and I also made friends from different countries, learning about their work and lifestyle approaches, cultures, and cuisine. Overall, it was a highly enriching experience.*

”

**Arshbir Singh**

BBA SBS Batch of 2021-24

# Global Study Program



## 🌐 Canada, Germany, France

The Global Study program is a curated 2–3 week program at one of our partner institutes in Europe, North America, or Asia. During this program, students attend lectures on various management topics such as Strategic Management, Entrepreneurship and Innovation, and Digital Marketing. They also participate in company visits.

This exposure during the Global Study program makes students familiar with the local culture and sensitizes them to diversity issues. In the past, students have attended programs at the following partner institutes:

- » International School of Management, Germany
- » Seneca College, Canada

The purpose of the Global Study program is to give students exposure to teaching pedagogy and industry visit experiences to help expand their horizons.

*\* To be eligible, students are required to have a minimum attendance of 75%.*



## 🌐 International Transfer

IILM offers a unique opportunity to its students who are keen to move abroad after completing one or two years with us. The optional International Transfer Programme allows students to move to the partner Institutions and graduate with the degree of the partner. Some of our international partners are:

- » University of Westminster, London
- » Laurentian University, Canada
- » Regent's University, UK
- » Middlesex University, UK
- » University of Sunderland, UK



# Summer School

Summer School is another great opportunity to get an international exposure study abroad for a short period of time. It offers a wonderful opportunity to travel while learning and developing academically and returning to campus with a plethora of new experiences. In addition, compared to semester-long programmes, many summer study abroad programmes are more condensed and reasonably priced. Students have been going regularly for summer schools. Some of the preferred options are.

- » Boston University, USA
- » Washington University, USA
- » London School of Economics, UK
- » University of California, Berkeley, USA

“

*I went for lse summer school in the summer of 2022, It was one of the best experience of my life. My course (consumer behavior) was really informative and exciting. The professors were not just theoretically teaching the subject rather they had a really practical approach of teaching there where many interesting activities for every topic.*

*One of the other things i like about Lse was the social exposure. There were many students from different parts of the world. As i visited there solo, I made this amazing friend circle which is still going strong even now.*

**Anshul Kumar**

BBA SBS Batch of 2021-24

”



# Higher Education

International Higher Education and global exposure have been and continue to remain an integral part of IILM student experience. Many students at IILM aspire to pursue their masters abroad. The International Office helps provide an ecosystem for guidance and mentoring of students to pursue their international dreams. Activities by International Office at IILM are as under



» Organizing Annual International Higher Education Summit & Study Abroad Fair which hosts the best universities across the world under one roof.

« Conducting specific workshops which includes guidance on eligibility criteria, application procedure, statement of purpose, writing letter of recommendations etc.

Our students have been chosen by the following universities for doing masters degree.





# Student Advisors

At IILM, guiding young minds in the right direction is of utmost importance to ensure that they achieve their full potential. Mentoring is an effective means to achieve the above objective. IILM's Mentoring Program engages students and faculty in an environment that promotes students' continuous growth & development and building of personal and professional capabilities.

A student enrolled at IILM is assigned a faculty member as mentor during their three year stay in the institute. The faculty mentors provide valuable, practical insight to the students about their strengths and how to enhance their skills that will help in making good career choices. This creates opportunity for the mentees to communicate informally with their mentors that go a long way in building them as the future business leaders and pride to their institution.



“

*Choosing IILM has proven to be an excellent choice for me, as it has honed my managerial and entrepreneurial abilities over the course of three years. This program offers a well-rounded education, combining practical, industry-specific, and theoretical knowledge, and sets a high standard for education. With the constant mentorship and guidance of faculty members, my transition was smooth and learning was made both interactive and enjoyable. Overall, IILM has provided me with a comprehensive growth experience, balancing skill development and knowledge acquisition.*

**Khushi Singh**

BBA SBS Batch of 2020-23

”



# Company Visit

Company visits are an integral part of our curriculum. During the first two years all students are required to do 2 mandatory company visits each semester. These visits are organised to provide an opportunity to link the dots between academics and practical business scenarios. Interacting with the managers and business owners, students acquire first-hand experience of how to lead a venture to success.





# Summer Internship

The Summer Internship is also an integral part of the BBA curriculum. Internships at IILM provide students with first-hand experience in the business world. Students are imparted training in workshops before their internship. Summer Internship program credits are assessed based on SIP report presentation and viva.

Summer internship and live projects are an integral part of the BBA curriculum, which gives students the opportunity to work closely with professionals in their chosen field, develop knowledge, competencies, and experience related to their career goals, and enables them in building network with professionals. Prominent firms offering internship/live project opportunities for students. Some of the prominent organizations where our students have done their internships are EY, Hiar, Deloitte, and Yatra. etc.



*I have gained valuable experience as an intern at Deloitte and EY in the HR field, building confidence and a large network through professional and ethical teams.*

*I also received well-rounded training and a hands-on experience in a real-world environment, and faced challenges with support from mentors. These internships provided indispensable skills for their future career.*

**Ssiya Ratra**

BBA SBS Batch of 2021-24



Connect  
with your  
career  
specialist

01

Create or updated your resume, discuss job options, and prepare for a summer job

Application  
Form

02

Complete the online application for summer internship opportunity

Interview  
with specific  
companies

03

Take time to answer questions thoughtfully and thoroughly

Complete  
the  
onboarding  
Process

04

If you are offered an internship, you will need to submit additional paperwork

# IILM Events

## EXPLORING THE GREAT HEIGHTS

Mr. Arjun Vajpayi recounted his remarkable experience of scaling Mount Everest at the young age of 16. Additionally, he plans to take the IILM students on an exciting expedition to the base camp, where they can expect to have unforgettable experiences and create unforgettable memories.

GUEST SESSION BY

**ARJUN VAJPAI**

MANAGING DIRECTOR CLIMB UP



## DIVERSITY AND INCLUSION

The University of Birmingham, The University of York, and UC Riverside participated in the International Fair. The counselors engaged with our ambitious students, answered their questions, and provided guidance on applications, admission requirements, and available scholarships. The students had the opportunity to learn more about the universities and the programs they offered, and to discuss their academic and career aspirations.

GUEST SESSION BY

**NIPUN MALHOTRA**

CO – FOUNDER AND  
CEO NIPMAN FOUNDATION



## INTERNATIONAL FAIR

The University of Birmingham, The University of York, and UC Riverside participated in the International Fair. The counselors engaged with our ambitious students, answered their questions, and provided guidance on applications, admission requirements, and available scholarships. The students had the opportunity to learn more about the universities and the programs they offered, and to discuss their academic and career aspirations.



## VISIT TO SURAJKUND MELA

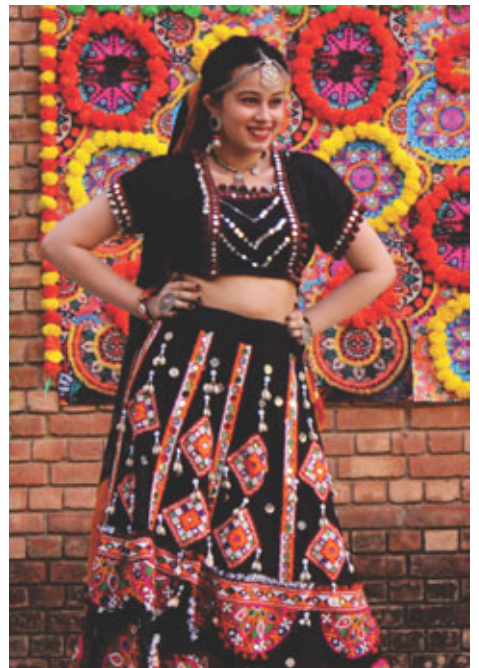
Exciting field visit to the Surajkund Mela 2023, where students had the opportunity to learn about the local MSME sector and its various sources of revenue. Along with gaining knowledge about textiles, handlooms, and Indian antiquities, the students also delved into the concept of 'vocal for local' and its significance in promoting indigenous craftsmanship.





# Campus Life

IILM is located in the heart of the city, hence there is a lot of vigor and enthusiasm. Our classrooms have the cutting-edge, upgraded infrastructure and SMART boards. The 75-minute classes at IILM are usually packed with engaging and enjoyable activities.







**We have a variety of co-curricular and extra-curricular groups and committees at IILM.**

- ❖ **Sports Club**
- ❖ **Cultural Club**
- ❖ **NGO Club**
- ❖ **The Marketing Club**
- ❖ **Management Club**
- ❖ **Entrepreneurship Club**
- ❖ **Psychology Club**
- ❖ **Debate Club**
- ❖ **Editorial Club**





# SBS Convocation Ceremony

## Class of 2022

The BBA Class of 2022 marked the culmination of their academic journey with great enthusiasm and elation at their graduation ceremony. Professor Bert, the esteemed Dean, conferred the degrees upon the graduates, who were surrounded by their loved ones and faculty members. This momentous occasion served as a testament to their hard work and dedication, and it will always remain a cherished memory for them. SBS Swiss Business School takes pride in having played a significant role in their academic journey and wishes them success in their future endeavors.









# Dr. Kulwant Rai Excellence Award

**SBS Batch 2022**



**Angad Kumar**

Dr. Kulwant Rai Silver Medal



**Charchit Pahwa**

Dr. Kulwant Rai Gold Medal



**Adeer Ashiq**

Dr. Kulwant Rai Bronze Medal

The Dr. Kulwant Rai Medal is a prestigious academic award given to students who have shown exceptional academic performance during their graduation at IILM. It recognizes individuals who have displayed exemplary academic achievements, as well as sincerity, dedication, and unwavering commitment throughout their academic career at the institution.

# Monroe Academic Excellence

The Monroe Academic Excellence Achievement Awards are given in two categories: President's List Awards and Dean's List Awards.

Deans' List Awardees  
Spring Semester 2022



Deans' List Awardees  
Winter Semester 2023



Deans' List Awardees  
(3.60 to 3.79GPA)  
Fall Semester 2022



President's List Awardees  
(3.8 to 4 GPA)  
Fall Semester 2022



President's List Awardees  
Spring Semester 2022





# A L U M N I

IILM has a network of 15,000+ Alumni, well-placed in various capacities across industries both in India and abroad. Our Alumni are an integral part of the IILM community - they not only mentor our students but are also invited to interact with them through guest sessions, workshops, and networking sessions. Such interactions help students gain valuable insights into the industry requirements and the little tips that go a long way in managing corporate work-life balance.

IILM takes great pride in its large network of 15000+ alumni. The success of an academic institute is gauged from the accomplishments of its students in life. Our alumni have risen to high ranks and hold responsible positions in reputed companies and are successfully managing and expanding their family business. IILM strongly believes in and strives to provide a platform for its alumni to maintain lifelong relationships with its alma mater.



“

*“Being a student and later an alumnus of IILM, I can confidently attest that having access to a vast network of alumni from both undergraduate and postgraduate levels across all IILM campuses is one of the greatest benefits of being a part of this institution. This network has proved invaluable to me in navigating my career path, and I have had the privilege of interacting with alumni in various ways, including on-campus events where they share their expertise and motivate us to achieve our goals.”*

”

**Ishan Sahgal**

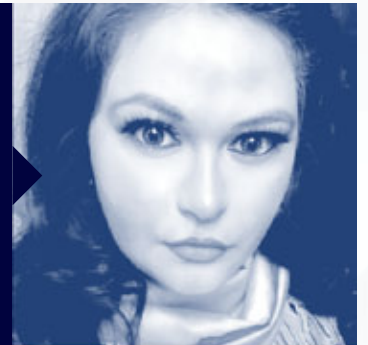
GROB AIRCRAFT | FORBES 30  
IILM UBS - Batch 2012-15

# Some of Our Distinguished Alumni

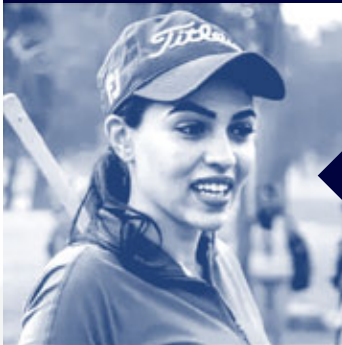
**Abhay  
Goyle**  
Essex Farms



**Nimisha  
Baluja**  
Baluja Shoes



**Gauri  
Monga**  
Golfer



**Riju  
Jhunjhunwala**  
Chairman &  
Managing Director,  
RSWM Limited



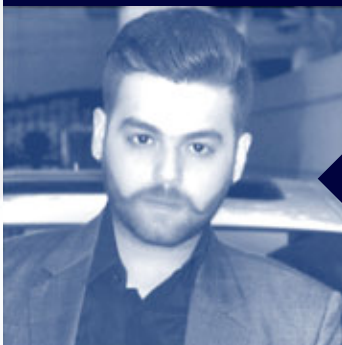
**Abhinav  
Kapur**  
Atlas Cycle



**Umesh  
Agarwal**  
Haldiram



**Raghu Raj  
Grover**  
Luxury Brand  
Entrepreneur



**Ranjit Bharti  
Mittal**  
Airtel



**Raunaq  
Ahluwalia**  
Sandoz



**Udhav  
Vij**  
Actor





# Eligibility

## Undergraduate Programmes

Prospective candidates seeking admission to the undergraduate programs of the institute should have completed class XII with at least 55% marks under the Indian education system (CBSE or ICSE) or any equivalent board in India or overseas, with English and Mathematics at the class X level. Candidates from abroad should have completed their A levels (under the British system).

## Selection Procedure

Eligible students undergo a counselling session and a simulation/case study to assess their understanding and analytical skills. A personal interview follows and the admission committee's decision is final.

- ✓ Photocopy of class X and XII mark sheet (with originals)
- ✓ Photocopy of the Passing Certificates of Class X and XII
- ✓ Curriculum Vitae
- ✓ Extra Curricular Certificates (if any)
- ✓ Photocopy of Character Certificate
- ✓ Photocopy of Any ID Proof
- ✓ 2 passport size photographs
- ✓ SAT test results (if available)

# Scholarships

## Sports Scholarship

### Criteria for Sports Scholarship:

- ✓ Age should not be of more than 23 years as on 31st July, 2023.
- ✓ Sports Scholarship is granted based on the Selection Process, Interview and also the Assessment of sports certificates for last three years. (As applicable)
- ✓ A maximum of waiver of 25% is given on the tuition fee.

### Recognition of Sports:

- ✓ Olympic Games by IOC
- ✓ World championships under International Sports Federation  
(IOA and / or MYAS recognized / affiliated Games)
- ✓ Asian Games by Olympic Council of Asia
- ✓ Asian Championship organized by International Federation of concerned game  
(recognized / affiliated by MYAS and / or IOA)
- ✓ Commonwealth Games, S.A.F. Games and Afro Asian Games vi. Paralympics Games  
(recognized / affiliated by IOC and / or MYAS)
- ✓ Scholarship applicable will not be considered in absence of Sports Certificate

### Continuation of Scholarship:

- ✓ Scholarship is granted on annual basis for the first year and continuation in second and further
- ✓ years of the program is subject to scholarship policy

### Girls Fee Waiver

- ✓ Girls Student 20% tuition fee waiver applicable for all years



# Our Other Programs

**IILM Undergraduate Business School,  
Lodhi Road, New Delhi**

- ▶ BBA in Entrepreneurship/International management/Communication/Psychology / Business Analytics in collaboration with the SBS Swiss Business School
- ▶ BBA in Business Management in collaboration with Monroe College, USA

**IILM University, Gurugram**

- ▶ Management
- ▶ Liberal Arts
- ▶ Law

**IILM University, Greater Noida**

- ▶ Management
- ▶ Liberal Arts
- ▶ Law
- ▶ Engineering

**IILM Academy for Higher Learning,  
Jaipur**

- ▶ PGDM (Affiliated to AICTE)
- ▶ MBA (Affiliated to RTU, Kota)

**IILM Academy for Higher Learning,  
Lucknow**

- ▶ PGDM (Affiliated to AICTE)
- ▶ MBA (Affiliated with UPTU)

IILM Lodhi Road campus is centrally located in the heart of New Delhi with very good connectivity within the NCR. The nearest metro stations are Jawaharlal Nehru stadium (JLN) and Jor Bagh





**Empowering Global Citizens**  
**Learning with Purpose**



**IILM**  
Undergraduate Business School

Lodhi Road  
New Delhi

**IILM Undergraduate Business School**

3, Lodhi Institutional Area, Lodhi Road, New Delhi – 110003

**Mob.:** +91-981102982, +91-7827005579

**Mail:** [ubsadmissions@iilm.edu](mailto:ubsadmissions@iilm.edu)



[ubs.iilm.edu](http://ubs.iilm.edu)