



Xavier Institute of Social Service, Ranchi



# Information Bulletin

P. G. Courses





## Vision

- To foster a just, humane and equitable society where the underprivileged (the poor and the oppressed) assume their rightful place.
- To be a centre par excellence in the country, imparting value driven management and development education.

## Mission

- To be a top management school and develop committed, down to earth, sensitive professionals, who work with and for others.
- To work towards the empowerment of the deprived so that they shape their own destiny.
- To be a lead agency for NGO capacity building, sustainable development, research and consultancy.





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## Awards and Accolades

- ☺ Award for Outstanding Contribution to Education & Society in Jharkhand to Fr. Alex Ekka by Dainik Bhaskar, Ranchi
- ☺ "Innovation Leadership Award" to XISS at Asia's Best B-Schools Award, Singapore, July 2010
- ☺ Award for Outstanding Contribution to Education & Society to Fr. Alex Ekka at National Industrial Conclave, IICM Ranchi, June 2010
- ☺ "Indian Achievers Awards for Social Service" to Fr. Alex Ekka. Director for CSR at Indian Achievers Form, New Delhi, August 2010
- ☺ "Life time achievement Award to Fr. Beni Ekka S.J., DNA Awards
- ☺ "Business School who Innovate in teaching methodology." DNA Awards
- ☺ "Outstanding Business School Award" Dainik Bhaskar Business School Awards
- ☺ "Outstanding Business School in Marketing. Impact Business School Awards."
- ☺ "Best Teacher of Human Resource" Award To The Head Of The Department, Prof. S.R. Shauq, Dewang Mehta Business School Awards, September'2008
- ☺ "Nurturer of Talent" Award To The Director Fr. Beni Ekka S.J., Dewang Mehta Business School Awards, September'2008
- ☺ B-school Leadership" Award, Dewang Mehta Business School Awards, September'2008
- ☺ The Business School With "Best Academic Input (Syllabus) In Human Resource Management", Dewang Mehta Business School Awards, September'2008"
- ☺ Life time achievement award 2008 (Fr. B. Ekka) at Deccan Herald Best B-schools Awards
- ☺ Best Teacher in Management 2008 (Prof. S. Shauq) at Deccan Herald Best B-schools Awards
- ☺ Best Institute in Management 2003 at World HRD Congress

## Rankings:

XISS, Ranchi has been constantly ranked very high by most of the magazines and publications.

- Ranked 6<sup>th</sup> in Eastern region and 31<sup>st</sup> in all India by Outlook (Sep 2010 issue).
- Ranked 33<sup>rd</sup> in All India by Business Today (Sep 2011), 36<sup>th</sup> in All India by Business Today (Sep 2010).
- Ranked 38<sup>th</sup> by The Economic Times (July 2011).
- Ranked 38<sup>th</sup> by Career 360 (Outlook group Feb 2010).





## Director's Message



Xavier Institute of Social Service has gained a tremendous momentum in the B-School Ranking in India. This has become possible because every aspect of the professional training is greatly enhanced – academics, communication skills, personality grooming, field work, industry interface and the summer projects besides the central placement system. This scenario of upward beat assure the students the very best we can offer.

What is special about the new academic year is that based on feedback received from professionals in the field, the course content is thoroughly being revised for all the streams. Also the pedagogy is going to be made student friendly with the full use of the electronic learning systems.

This prospectus acquaints you briefly with the institute, its vision and mission, the various streams of study, the curriculum and the admission procedure. This also assures the students excellence in academics and character formation in the best tradition of a Jesuit B-School.

**Dr. Alex Ekka SJ**  
Director

## Genesis

It all began 500 years ago. In the Basque country of northern Spain a boy named Inigo was born. He lived in a small castle because of his noble birth.

Like most noblemen of his times, the boy grew up well educated, with a love for fine clothes, beautiful ladies and the glorious sounds of battle. He thought of himself as a great soldier, and he was one. He thought of himself as a great lover, but in this regard it seems that God had different plans for Inigo of Loyola.

Wounded in the battle of Pampalona in 1521 against the French, he fretted in his couch, enduring much pain and boredom. So just to drive it away he took on to reading the lives of great saints like St. Dominic and St. Francis of Assisi and vowed to live like them.

Gradually God's grace transformed this young man. Inigo set his steps on the rocky path that would lead him to Salamanca, Paris, Venice, Jerusalem and Rome. By this time he was known as Ignatius of Loyola.

In 1540, four hundred and seventy years ago in Rome, he received from Pope Julius III, a decree, proclaiming that Ignatius and his little group of nine followers would now be known as the "Society of Jesus". A new religious order was born in the Catholic Church, one that would spread throughout the world and have profound effects on many lives.

While Jesuits were opening schools and colleges in Europe (hence nicknamed as the schoolmasters of Europe) Francis Xavier, close friend of Ignatius, came to Goa in 1542 and started schools. Over the years many of them would take Xavier as their patron because he, like Ignatius also became a Saint.

Today one wonders, how many Indians have been educated at such prestigious institutions as Xavier's -Delhi, Mumbai, Kolkata, Jaipur, Patna, Ranchi, Hazaribagh etc.

Continuing in the same tradition of such hallowed education temples, Xavier Institute of Social Service was established in 1955 at St. Xavier's College, Ranchi. From a humble beginning made with the objective of training young men & women in Personnel Management, Industrial Relations, Rural Development & Social Welfare; over the last 50 years XISS has trodden a long path of glory and success. In 1973, the Institute was registered as a separate educational society under the Societies Registration Act, 1960. From that point in history it has been recognized as one of the most outstanding management schools in India.

In 1978, it moved to its present site and over the years has grown in terms of both capacity as well as resources. Today it has developed its own distinct identity to become one of the premier management schools of India in the fields of Personnel Management, Rural Development, Information Management and lately even Finance and Marketing Management.

Building of the XISS Brand - Journey Continues..... Towards Excellence.

From an extension center of St. Xavier's College, Ranchi, to becoming one of the India's most reputed educational institutions, the journey for XISS has all along been guided by the needs and aspirations of the region in which it operates.

Education at XISS means sensitizing the students with appropriate values, attitudes and critical thinking tools that set them apart as 'Professionals with a Difference.'

What started 55 years ago as a center of social service founded by the Society of Jesus, has today grown into a reputed business school.

While the journey has been a long one, it has been no less fulfilling.



Founder Director Fr. Michael A. Windy S.J.

## About Us

### Organisation

Established 55 years ago, XISS Ranchi, is a minority institution run by the Jesuit Order. Its Governing Body lays down the objectives and policies of the organization, while a full time Director is responsible for academic and general management of the Institute. He is assisted by full time staff, consisting of faculty for teaching, research and planning and project staff for field work.

The Institute has multiple objectives related to the various types of activities that it undertakes.

### Objectives

The institute as an institution of higher learning, intends to train professionals with a difference, i.e. "men and women with and for others"; persons who are attuned to the deeper aspirations of the common people for justice, who see their training as a preparation for true service in society and who believe that their own human growth and happiness is intrinsically linked with the growth and well-being of others, especially of the poor and the marginalized.

Apart from academics the institute

1. Conducts Extension Training Programmes with the intention:
  - To meet the training requirements of those organizations and professionals who can be conscientised about the needs and aspirations of the common people and who are determined to live up to their social responsibilities.
  - To cater to the needs of those groups, which work with the poor and thereby train grass-root agents of social change.
2. As a centre for Social Research, the Institute's aim is to study the problems and needs of the poorer sections of society and to use the findings to make the larger public aware of the prevailing socio-economic conditions of the poor.
3. As a Resource Centre for Rural Development in the region, the Institute aims at assisting other groups and organizations to become effective in implementing the development projects. The Institute offers the following services :
  - Giving expert advice in formulation and planning of projects.
  - Monitoring and evaluation studies on development projects and schemes.
  - Enabling the small NGOs and grass-root organizations to build up and grow.
4. Through its Entrepreneur Development Programmes the Institute intends to promote self-employment opportunities in rural areas by providing training inputs and building up linkages with banks and financial institutions and with marketing agencies.
5. Through its field projects, the Institute attempts to put into practice its vision "putting the last first". Hence, facilitation of people's participation in development is the top strategic priority. This is best done by building people's organizations at the grass-roots level to carry out projects and initiate other development works on their own, and act as forces of social change.



## Infrastructure

### IT Infrastructure

The Institute has a state of art computer lab and resource centre. Recognizing the challenges that the industry has put forth in terms of Information Technology, the institution's computer lab hosts a range of latest software, LAN facility with over 150 terminals and the necessary hardware support, in synchronization with the IT needs. A 2.4 MBPS Optic fibre leased line from BSNL connects it to the Internet. The Wi-Fi enabled campus sets the tune for 24 hours global connectivity which helps the students in their assignments and research projects.



### Library and Documentation Centre

The Institute has a well stocked library containing over 45,000 volumes of books, journals, encyclopedias, almanacs and magazines. It subscribes to more than 150 periodicals and journals. The library provides CAS (Current Awareness Service) through Indexing Services and New Arrival List, both of which are computerized. It meets the academic as well as the research requirements of students and faculty. The library subscribes e-Journal - "Emerald Management - Xtra" which contains full text of 130 journals and unlimited abstracts. The library meets the academic as well as research requirements of students and faculty.



### Auditorium

The Institute has a well furnished air conditioned auditorium with a seating capacity of 300 which is extensively used for hosting seminars, cultural and other functions. The auditorium boasts of the latest lighting and sound systems to organize events with utmost convenience. The institute's auditorium is one of the most popular places in the city due to its strategic location, state of art facilities and ample parking space.



### Seminar & Conference Hall

The Institute houses well furnished seminar hall, conference hall, air-conditioned faculty lounge and board rooms, which cater to the requirements of the highly demanding course curricula of various disciplines at XISS.



## Hostel

The Institute has a well-furnished 175 seated Hostel for girls in a separate campus of its own which is at a walking distance from the main premise. The rooms are single, double and four bedded with 24 hours power backup and water supply insured at the hostel.

The Hostel canteen serves nutritious and healthy food cooked and served in hygienic environment. Faculty quarters in the same campus ensure additional security and homely atmosphere.

## Guest House

The institute also has a Guest House, which can accommodate 30+ participants for various management development programmes.



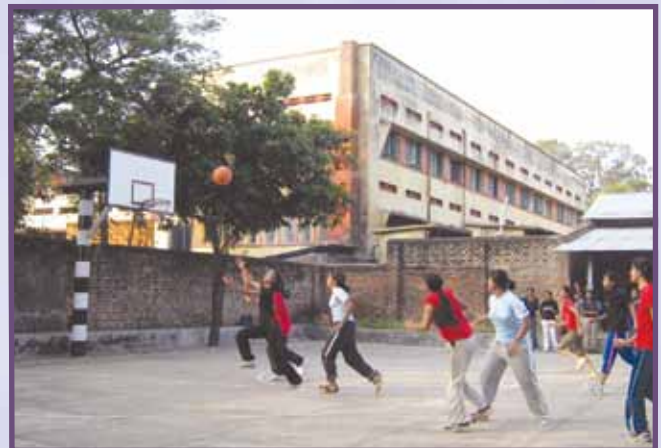
## Cafeteria

A well furnished cafeteria caters to the needs and tastes of the students from diverse backgrounds. The institution houses 1 large canteen, for students and MDP trainees. The cafeteria serves hot and nutritious meals and has a capacity to host 150 students at a single sitting.



## Playground

The institute has its own playground and basketball courts which the students use extensively to let off the strain of a very demanding student life at XISS. Sports provide a break from the rigour of intensive study and help the students to be in good shape.



## Classrooms

There are 12 big and spacious classrooms with modern audio-video equipment for effective teaching - learning environment. All the classrooms are well ventilated with lots of natural lights, having lecture - theatre setup.





## The Spectrum of Programs

XISS offers a wide array of top ranked management education programs. Together with its post graduate programs, it offers excellent academic and enrichment activities to prepare the business leaders of tomorrow.

- Post Graduate Programs
- Training and Development
- Entrepreneurship Development
- Management Development Program
- Research and Planning

### Post Graduate Programs

**Two years full-time Post Graduate Diploma Courses in Management with specialization in:**

- Personnel Management (PGDM - PM)
- Rural Development (PGDM - RD)
- Information Management (PGDM - IM)
- Finance (PGDM - FM)
- Marketing (PGDM - MM)

### Training and Development Programs

The Institute has built up an Extension Training Department, conducting a variety of short courses for the benefit of the industries, business organizations, voluntary agencies, government departments and educational institutions to enrich their skills and knowledge base.

### Entrepreneurship Development Programs

The Institute also offers Entrepreneurship Development Programs (EDP) for rural & urban youth to become self employed. These courses are sponsored by the Deptt. of Science & Technology (Govt. of India), Deptt. of Industries (Govt. of Jharkhand), KVIC & other organizations.

### Management Development Programs

The MDP division has been established to contribute more effectively to the professional development of Indian managers and administrators. The programs address current topics and concerns ranging from general management to specific functional areas. The premise underlying the design of these programs is to meet the needs, expectations and challenges of managing rapidly the changing businesses. These programs serve as a platform to interact and exchange experiences with fellow participants belonging to a wide variety of industries and organizations. Apart from the above courses, 6-months management courses are also conducted periodically.



## Research and Planning

The Department of Research and Planning has been functioning since 1978. It undertakes Research and Planning on behalf of Government Departments (Central and State), Semi-government agencies, industries and voluntary organizations. It also takes up independent research projects on different current issues. In addition to these, it also helps in imparting training for capacity building of the target group on which the research was conducted for implementing people oriented rehabilitation programs and helps the policy makers to make people oriented development plans.

## Research and Publication

This department has been established in the year 2002. Apart from introducing a quarterly journal "**Jharkhad Journal of Development and Management Studies**", the prime objective of the department is to publish various research works conducted by XISS.

## Development Resource Centre

Development Resource Centre (DRC) draws its existence from the vision of 'Just humane and equitable' society where the underprivileged (poor & oppressed) assume their rightful place." The third component of the mission of XISS states "Capacity building of the NGOs for promoting sustainable development". DRC further visualizes itself as an effective resource centre facilitating the process of result oriented initiative where the underprivileged/ marginalized people have their rights and lead dignified life in the society.' It has successfully been able to create a niche for itself - an identity which has been built out of years of relation and linkages with other NGO's, partner organizations since its inception in the year 1989.





## PGDM Human Resource Management

### Objectives

The two years post-graduate course in Personnel Management prepares young men and women for the challenging tasks of Human Resource management and is therefore designed to give specialized training in the field of Personnel Management, Industrial Relations, Training and Development. The programme equips the students with the necessary knowledge, skills and values of their profession. Special importance is given to the development of a harmonious personality and inculcation of values and attitudes, which create social awareness thereby enabling the students to deal with the human problems of today's industrial world in a matured and professional manner.

In order to achieve these objectives, the course content and methodology has been designed in such a way that the student is not only equipped with up-to-date professional knowledge and skills of Human Resource Management but also mentally and emotionally prepared to face the concrete realities of the industrial world. Hence, in addition to imparting knowledge of all relevant subjects, special attention is given to the following training inputs:

1. Students are acquainted with the problems of today's society by being exposed to concrete living conditions of the people (urban slum dwellers, industrial workers and the rural poor).
2. The students are taught to reflect for themselves. Their analytical and logical powers are developed through case studies, seminars and group discussions.
3. Students are equipped with a workable knowledge of research principles and techniques so that on leaving the Institute the students acquire a scientific blend of mind.
4. The communication and other interpersonal skills are developed so that they can express themselves clearly and with confidence and exert influence on others.
5. Attention is also given to imparting to the students the skills and ability to handle computers and to use them in their profession.

### Trimester - I

- Principles and Practices of Management
- Industrial Sociology
- Labour Laws-I
- MIS-I
- Business Communication
- Managerial Economics
- Social Work
- Communication Lab
- Social Service Field Work
- Performance Evaluation
- Viva-voce

### Trimester - II

- Accounts and Financial Management
- MIS-II
- Statistics for Managers-I
- Organizational Behaviour-I
- Labour Laws-II
- Industrial Relations-I
- Strategic Management
- Structural Analysis of Society
- Social Service Field Work
- Rural Camp
- Performance Evaluation
- Viva-voce

### Trimester - III

- Human Resource Management
- Statistics for Managers-II
- Research Methodology
- Industrial Relations-II
- Labour Laws-III
- Operations Research
- Organizational Behaviour-II
- Social Justice & Social Action
- Social Service Field Work
- Performance Evaluation
- Viva-voce

### Trimester - IV

- Human Resource Planning
- Service Jurisprudence
- Strategic HRM
- HRD
- Industrial Relations-III
- Total Quality Management-I
- Labour Laws-IV
- Organizational Behaviour-III
- Performance Evaluation
- Viva-voce

### Trimester - V

- Organizational Development
- Compensation Management
- Labour Welfare & Industrial Health
- Business Laws
- Electives (IR / HRD)
- Total Quality Management-II
- Industrial Study Tour
- Performance Evaluation
- Viva-voce

### Trimester - VI

- Business Env. Of Dev. Eco.
- Marketing Management
- Business Ethics
- Corporate Social Responsibility
- Electives (IR / HRD)
- Production Management
- International HRM
- Research Project Viva-voce
- Progress in Project Work



## PGDM Rural Management



### Rural Development as a Profession

The Xavier Institute of Social Service took up the task of training professionals for rural development since 1975 and now it has emerged as one of the pioneering institutions in the country imparting such training. XISS is pioneer in imparting Participatory Research in its academic curriculum. XISS-trained professionals are now placed in over 500 organizations both at the national and international levels. One unique feature of our trained professionals is their dexterous ability to manage both grassroots development and core administration at the apex level and that they have emerged as a vital human force for promoting rural development programmes.

### Method of Teaching :

The method of teaching in the Rural Development course, that XISS practices, can be called as the experimental learning process. Under this process students and teachers are to maintain a balance between the formalized classroom teaching and extensive fieldwork. The basic philosophy behind this process is that a student will acquire knowledge on different rural development practices through extensive study of books, classroom lectures, case studies and knowledge through testing the theoretical learning in a field situation during rural camps, institutional visits at local level and institutional tour in various parts of the country and in participating in regular fieldwork in the slum areas of Ranchi. Rural & Urban Exposure & field visit are an integral part of the whole programme.



### Trimester - I

- Rural Economy and Development
- Society, Culture Change and Structural Analysis
- Women and Children in Development
- Theories of Development
- Development Administration, Programmes and PRIs
- Communication for Development
- Soft Skills & Personality Development-I
- Urban Field Exposure
- Institutional Visit (Two)
- Viva-voce

### Trimester - II

- Social Research Methodology and PRA
- Financial Accounting
- Micro Economics for Rural Managers
- Disaster Management
- Agrarian Relations, Laws and Peasant Struggles
- Quantitative Methods (Basic Statistics)
- Public Health and Sanitation
- Soft Skills and Personality Development-II
- Urban Field Exposure
- Rural Field Exposure
- Viva-voce

### Trimester - III

- Macro Economics for Rural Managers
- Forestry and Wasteland Development
- Management of Land and Water Resources
- Livelihood Promotion & Management
- Educational Programmes for Community
- Quantitative Methods
- Computer Application & RDIS
- Principles and Practices of Management
- Rural Field Exposure
- Urban Field Exposure
- Performance Appraisal

### Trimester - IV

- Project Management (Planning)
- Behavioural Science
- Training for Development
- Management of NGOs
- Displacement, R&R and CSR
- Management of Commons
- Marketing Management
- Elective
- Dissertation Work Progress
- Viva-voce

### Trimester - V

- Project Management (Operations)
- Livestock Production and Management
- Rural Entrepreneurship
- Organisational Behaviour
- Crop Production and Impact of Climate Change
- Rural Financial Services
- Elective (Same will continue)
- Rural Field Exposure
- Agricultural Field Exposure
- Viva-voce

### Trimester - VI

- Social Justice, Social Action and Human Rights
- Agri Business Management
- Micro Insurance and Risk Management
- Elective (Same will continue)
- Dissertatoin Work
- Dissertation Viva-voce (50+50)
- Study Tour
- Performance Appraisal



PGDM Information Technology



**Objective**

The Post-Graduate Programme in Information Management at XISS is designed :

- To meet the challenges of rapid changes taking place both at domestic and global corporate societies.
- To imbibe a sense of strategic vision towards management problems.
- To help one implement various management decisions in different social environments.

**Curriculum**

The organization and the structure of the two-year programme falls under three major phases :

- The Core Curriculum
- The Summer Training Programme
- Focus on Specific Areas of Management

**Pedagogy**

Different instruction methods for learning viz., class room instructions, case studies, quizzes, presentations, group and individual exercises and industrial visits are used in different courses. The emphasis is on practical learning so as to equip the students with latest technical as well as theoretical knowledge.



**Trimester - I**

- Principles & Practices of Management
- Business Communication-I
- Statistics for Management-I
- Mathematics for Management
- Management Information System-I
- Computer Systems and Applications
- Programming Technique & C Programming
- Social Work & Social Service Field Work
- Programming Lab-I (Excel, Access, C)
- Viva-voce
- Overall Performance

**Trimester - II**

- Organisational Behaviour-I
- Marketing Management
- Basic Accounting
- Managerial Economics
- Human Resource Management
- Management Information System-II
- Relational Database Management System
- Statistics for Management-II
- Programming Lab-II (RDBMS)
- Social Service Field Work
- Viva-voce
- Overall Performance

**Trimester - III**

- Research Methodology
- Operations Research
- Software Engineering-I
- OOPS/C++ Programming
- Operation & Production Management
- Organisational Behaviour-II
- Structural Analysis of Society
- Business Communication-II
- Programming Lab-III (C++)
- Social Service Field Work
- Industry Interface
- Viva-voce
- Overall Performance

### Trimester - IV

- Data File Structure
- Software Engineering-II
- Operating Systems
- Financial Management
- Business Ethics
- Total Quality Management
- Social Justice & Social Action
- VB .NET Programming
- Programming Lab-IV (DFS,VB)
- Progress in Dissertation
- Viva-voce
- Overall Performance

### Trimester - V

- E-Commerce
- Business Environment
- Data Communication & Networking
- Business Communication-III
- Corporate Social Responsibility
- Java Programming-I
- Programming Lab-V (Java)
- Progress in Dissertation
- Industrial Visit
- Viva-voce
- Overall Performance
- Electives

### Trimester - VI

- Business Policy & Strategic Management
- Data Warehousing & Data Mining
- Business & Cyber Law
- Java Programming-II
- ERP
- Programming Lab-VI (Java)
- Dissertation (Viva-voce)
- Overall Performance
- Electives

### Electives

- GIS for Business Applications
- CRM & Knowledge Management
- HRD, HRIS & HR Processes
- Advanced Networking





## Objective

With the dynamically changing business scenario being governed by the forces of L.P.G. (Liberalization, Privatization and Globalization) and I.C.E. (Information, Communication and Education), business has undergone a paradigm shift in all its functions. Factors such as globalization, deregulation, mergers and acquisitions, competition and technological innovations have forced companies to rethink their business strategy. In today's ever-changing business environment, finance executives are exploring ways in which the financial function can bring greater value to their organizations. Finance executives today need to think beyond the traditional financial information contained in general ledger system and consider how best to provide for the comprehensive measures and analytical methods needed to drive decisions throughout complex and dynamic companies.

To serve the needs of the changing horizons in financial dynamism in the business, the course Post Graduate Diploma in Management - Finance helps to have intricate knowledge of finance, accounting, taxes / tax structures and the relations of all these aspects on overall business dynamics of complex Industries. The overall objective of this course is to develop future managers with the right combination of knowledge, skills and practical orientation in order to equip themselves with the right vision of a world-class manager.

The two years full-time PGDM course in Finance aims at preparing the students both for national and international financial arena. It is designed to build on basic understanding of finance and cover such areas as Financial analysis and Decision making, Fund Positioning and Investment Management & Portfolio Construction, Insurance & Risk Management, Strategic Financial Management, International Finance and Banking.

The objective is to enable the students internalize the key business concepts, learn to analyze problems, develop strategies, communicate ideas and motivate people to action. Emphasis is placed on developing an analytical mind, which seeks the right knowledge, right skills and imbibes the right leadership attitude.

## Trimester - I

- Research Methodology
- Accounting for Managers-I
- Business Environment
- Essentials of Management
- Business Communication
- Marketing Management-I
- Computers in Management
- Organisational Behaviour-I
- Communicational Lab & Soft Skill Development

## Trimester - II

- Business Statistics-I
- Accounting for Managers-II
- Financial Management-I
- Managerial Economics-I
- Marketing Management-II
- Human Resource Management
- Organisational Behaviour-II
- Operation Research
- Communication Lab & Soft Skill Development

## Trimester - III

- Financial Markets & Services
- Organisational Behaviour-III
- Business Statistics-II
- Financial Management-II
- Managerial Economics-II
- Management Information System
- Cost & Management Accounting
- Logistics & Supply Chain Management
- Communication Lab & Soft Skill Development

### Trimester - IV

- Business Ethics & Corporate Social Responsibility
- TQM
- Investment & Portfolio Management
- Option, Futures & Derivatives
- Insurance & Risk Management
- Principles & Practices of Banking-I
- Sales & Salesmanship
- Services Marketing
- Communication Lab & Soft Skill Development

### Trimester - V

- Business Law
- International Financial Management
- Tax Planning
- Principles & Practices of Banking-II
- Project Management
- Customer Relationship Management
- Retail Management
- Communication Lab & Soft Skill Development

### Trimester - VI

- Business Policy & Strategic Management
- Finance in Practice
- Financial Planning
- Corporate Restr & Str Financial Management
- Summer Training Evaluation



PGDM Marketing 

**Objective**

The two year full time PGDM course with specialization in Marketing is being conducted by the Institute keeping in mind the volatile market situation in the business environment.

The course has been specifically designed to build and enhance conceptual and application oriented understanding of the introductory marketing concepts as well as advanced areas like Consumer Behaviour, Marketing Research, Product and Brand Management, Integrated Marketing Communications, Retail Management, Services Marketing, International Marketing etc.

The focus of this course is to develop future managers in Marketing and Sales area, both in the National and Global environment, with the right combination of knowledge, skills and practical orientation in order to equip themselves with the right vision of a World Class Manager. Since its inception the focus of the PGDM course in Marketing Management is the use of pedagogy that is oriented towards decision making. The integrated learning takes place through case study analysis, projects/assignments and presentations, company internship, classroom lectures and class discussion. This active hands-on learning environment provides students with the knowledge and experience, which they may never otherwise obtain in a typical lecture type setting. The course enables students to develop management skills through an examination of real life business situations.



**Trimester - I**

- Research Methodology
- Accounting for Managers-I
- Business Environment
- Essentials of Management
- Business Communication
- Marketing Management-I
- Computers in Management
- Organisational Behaviour-I
- Communicational Lab & Soft Skill Development

**Trimester - II**

- Business Statistics-I
- Accounting for Managers-II
- Financial Management-I
- Managerial Economics-I
- Marketing Management-II
- Human Resource Management
- Organisational Behaviour-II
- Operation Research
- Communication Lab & Soft Skill Development

**Trimester - III**

- Financial Markets & Services
- Organisational Behaviour-III
- Business Statistics-II
- Financial Management-II
- Managerial Economics-II
- Management Information System
- Cost & Management Accounting
- Logistics & Supply Chain Management
- Communication Lab & Soft Skill Development

### Trimester - IV

- Business Ethics & Corporate Social Responsibility
- TQM
- Product & Brand Management
- Sales & Salesmanship
- Consumer Behaviour
- Services Marketing
- Insurance & Risk Management
- Principles & Practices of Banking-I
- Communication Lab & Soft Skill Development

### Trimester - V

- Business Law
- Integrated Marketing Communication
- Marketing Research
- Rural Marketing
- Customer Relationship Management
- Retail Management
- Project Management
- Communication Lab & Soft Skill Development

### Trimester - VI

- Business Policy & Strategic Management
- B to B Marketing
- International Marketing
- Marketing in Practice
- Summer Training Evaluation





## What Makes Us Different?

### Industrial Camps

The Industrial Camp, a vital part of the curriculum, helps us bridge the gap between the class room teaching and the real time business world.

The main idea behind Industrial Camps is to enable students to understand the practical aspects of business. Not only do these camps provide exposure with an academic point of view, but also expose students in knowing different places and interacting with the industrial population directly. Industrial Camps are a source of vital information about the organization, its performances and various functioning process of the organization. They also enable the students to understand the internal working environment of an organization. As organizational behaviour is a part of management, it is necessary for a manager to understand and get accustomed to the atmosphere of the organization. They provide a clear picture to the managers in the making who have the zeal for a bright future.

### Corporate Interaction Visits

As part of its constant efforts towards further enhancing and improving placements at the institute, the students from each department are sent for such visits every year. These visits cover all zones of the nation and are an initiative on the part of the institute to develop an ongoing relationship framework in the business world and aim at further enhancing the corporate network of XISS.

### Social Service Fieldwork

During the first year of academics, teams of students are formed and these teams are assigned to various organisations involved in Social Work. These organisations work towards brightening up the lives of the underprivileged children, including the physically challenged, the mentally challenged and the deprived village folk.

**Through such exercises we seek to:**

- Understand human values and social doctrine of society and culture.
- Understand and exercise the social responsibility besides the professional careers.
- Enhance the capacity of Social Work and human skills.

### Rural Camps

In order to provide opportunity to the students to come in close contact with the village life and to interact with rural masses in their own environment, rural camps are held with distinct objectives. The camps aim at rapport building, Participatory Learning & Action (PLA) and Participatory Rural Appraisal (PRA) exercises are carried out with the aim of learning the participatory methods. Problem analysis is done so as to design an action plan for the village. Being participatory in nature, the method focuses the attention on people, their livelihood and their relationship with nature. XISS is one of the first institutions in the world to introduce PLA in its academic curriculum.



## Beyond Classrooms



### Journals

*Jharkhand Journal of Development and Management Studies* (JJDMs) is a multi-disciplinary quarterly journal regularly published by the institute. It welcomes research articles on development and management at global, national, and regional contexts. Keeping the people at the centre stage it seeks to explore ways of improving their standard of living by examining potential solutions to poverty, unemployment, malnutrition, disease, environmental degradation, displacement, ethnic and gender discrimination, civil conflicts and lack of popular participation in developmental programmes. Its ambit also includes human resources in the arena of organizational development, total quality management, benchmarking, work culture, organizational leadership, information management and quality of life in public, private and tertiary sectors.

Each issue focuses on a specific theme. Authors can write papers from global or local perspectives. Papers can be theoretical as well as empirical. Each paper comes up with policy implications. JJDMs also publishes review papers, executive experiences and book reviews.

### XISS Bulletin

Semi-Annual News Bulletin is published with the focus of creating awareness about various developments at XISS.

### Festivals

The future managers participate in various national/ local and religious festivals which are integral part of life at XISS. Such participation ensures that students understand and appreciate community festivals and other activities and create an atmosphere unique to the institute.

### Panache

The annual fest "PANACHE" symbolizes the true spirit of XISS, where a kaleidoscope of diverse talents is displayed in an atmosphere of healthy competition. It aims at complementing academic study with exposure to rural India and networking in the world of arts and media.

### Alumni Meets

Students organise alumni meets regularly both at the Institute and at different metro cities in order to keep in touch with the alumni.

### Sports

To let off the strain of a very demanding student life, the Institute organizes various sports tournaments including basketball and football which provides the students with a break from the rigour of intensive study and helps them stay in good shape.



## The Gurus

### Fr. Alex Ekka, S.J.

Director  
M.Phil., Ph.D.

### Fr. Ranjit Pascal Toppo, S.J.

Asst. Director,  
M.A., Ph.D.

### Fr. Pradeep Kerketta S.J.

Assistant Director  
M.A., M.Phil (Economics)

### Dr. M.H. Ansari

Professor & Head, Dept. of Rural Development  
M.Com., PGDPM, Dip. Mass Comm., Ph.D.

### S.R. Shauq

Associate Professor & Head  
Dept. of Personnel Management  
M.S.W., Dip. Labour Welfare

### Dr. Satya Narayan Singh

Associate Professor & Head  
Dept. of Information Management  
M.Sc. Maths, MCA, Ph.D.

### A. R. Bodra

Associate Professor & Head  
Dept. of Marketing Management  
B.Sc., PGDBM (XLRI)

### Dr. Ratnesh Chaturvedi

Associate Professor & Head  
Dept. of Finance  
M.Com., ICWAI, MBA (Fin.), Ph.D.

### H.K. Singh

Associate Professor & Head  
Dept. of Library & Documentation  
M.A. (Sociology), M.Lib. Sc.

### Dr. Himadri Sinha

Professor & Head  
Dept. of Research and Planning  
M.Sc. Agriculture, Ph.D.

### Dr. Anirudh Prasad

Chair Professor, JRD Tata Chair  
Prof. & Head, Dept. of Research & Publications  
M.A. Economics & Sociology, Ph.D.

### Dr. R.K. Agrawal

Professor  
M.A. Economics, Ph.D.

### S.R. Roy

Associate Professor  
M.Sc., M.C.A., CDA

### Dr. K.K. Bhagat

Associate Professor  
M. Phil, Ph.D. (Sociology)

### Dr. B.P. Shrivastava

Associate Professor  
M.Sc., Ph.D.

### Dr. Rohit Vishal Kumar

Associate Professor  
M.A. Eco., MBA Marketing, Ph.D.

### Sanjeev Bajaj

Associate Professor  
Chief Coordinator - Corp. Relation & Placement  
MBA, PGD IBO

### Baby Sebastian

Associate Professor  
M.Com. PGD in Business Administration

### Indrajit Banerjee

Associate Professor  
B.Sc NDA, PGDPM&IR (XLRI)

### M. Banerjee

Assistant Professor  
PGDCA, MCA.

### Madhumita Singha Neogi

Assistant Professor  
M.Sc. Maths, MCA



**Pinaki Ghosh**

Assistant Professor  
B.Sc., PGDBM, MMM-Marketing

**Bhaskar Bhowani**

Assistant Professor  
M.Com., MBA (Finance)

**Keny T. Lucas**

Assistant Professor  
B.E, M.Tech.

**Kumar Mohit Spring**

Assistant Professor  
Master in Labour Law & PM

**Amar E. Tigga**

Assistant Professor  
B.Tech., PGDM Marketing (IIM-C)

**Dr. Anant Kumar**

Assistant Professor  
M.A. (JNU), M.Phil., Ph.D.

**Ignatius Xaxa**

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PGD PM & IR (XLRI)

**Sajeet Lakra**

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IHM, PGDPM, FDP (IIMA)

**Niranjan Sahoo**

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M.A. (Population Studies), M.A. (RD)  
M.Phil, UGC - NET

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**Rajshree Verma**

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M.A. (Economics)

**Subhajit Bhattacharya**

Assistant Professor  
MBA (Marketing and HR)

**Dr. Shyamal Gomes**

Assistant Professor  
M.Sc., PGDBM, PM & IR, Ph.D.

**Arana Kausar**

Assistant Professor  
PGDBM

**Arup Mukherjee**

Assistant Professor  
ICWAI (Cost Accountant)

**Mary S. Bodra**

Assistant Professor  
PGDPMIR (XLRI)

**Dr. Viplava Thakur**

Assistant Professor  
MBA (Systems & OR), Ph.D.

**Dr. Sant Kumar Prasad**

Assistant Professor  
M.A., PGDRD, L.L.B., Ph.D.

**Dr. Amardip Singh**

Assistant Professor  
M.Sc., Ph.D. (Environmental Sciences)

**Dr. Pramil K. Panda**

Assistant Professor  
M.A. (Sociology), M.Phil. Ph.D.

**Prakash Dash**

Assistant Professor  
M.Phil.

**Francis Xavier Tirkey**

Assistant Professor  
PGDRD

**Dr. Sudeep Kumar**

Assistant Professor  
M.Phil. Ph.D.



## Placements

At XISS, placement support is provided to the students by a fully dedicated placement cell, headed by the Central Placement Coordinator. The placement activity is only a support activity and the Institute does not provide any guarantee or makes any false commitment for providing assured jobs after completion of the course at XISS. The Institute believes in developing skills and imparting knowledge to the students and making them capable enough so that jobs do not remain a problem with our students. With an alumni base of more than 3000, there is no dearth of opportunities for management professionals graduating from XISS.

To connect our students, with the job providing organizations a fully dedicated placement cell under the supervision of senior faculty member as the Chief Coordinator has been created. The cell is supported by departmental placement committees comprising of students and guided by senior faculty members from the respective departments. These committees work in unison with the placement cell. Active participation of our alumni, who are now at very senior positions make the placement easier.

The cell regularly conducts “Employability Assessments” and career oriented workshop with the help of in-house faculty members and outside consultants, to help students easily get through the recruitment process of the organizations. These activities also prepare the students for quicker decision making in life which is an essential requirement for management professionals. Best of the companies have been regularly visiting our campus for recruiting management and development professionals. Most of the top ranking companies and development organizations (non-profit organizations) are regular recruiters of XISS students. A partial list of recruiters is given herewith.



## Recruiters in 2011

ACC Ltd	JK Trust
Adani Group	Jubilant Lifesciences
Adhunik Group	Kotak Mahindra Bank
Aditya Birla Retail Ltd.	L&T Finance
Allahabad Bank	Mahindra and Mahindra
ASA Bhopal	Mahindra Finance
Axis Bank	Mjunction
Bajaj Allianz Gen Insurance Co Ltd.	MMTC Ltd
Bajaj Allianz Life Insurance Co Ltd.	Modi Trust
Bank of India	Polaris Software Ltd.
Bharat Petroleum Corp. Ltd.	Price Waterhouse Coopers
CESC Ltd	Punj Lloyd
ChildFund India	Samagra Vikas Sansthan
CII, Jharkhand	SBI Life Insurance Co. Ltd
Cognizant	Kutch Nav Nirman Mandal - SETU
Development Support Agency of Gujarat	SKGFS - IFMR Trust
Emco India Ltd	Skill Pro Foundation
EngenderHealth	SPML Ltd
Essar Power Ltd	SREI Finance
Exide Industries Ltd	SRIJAN
Foundation for Ecological Security	SRKPS
Future Logistics Ltd	SUPPORT, Hazaribagh
Golden Tulip Hotel	Taj Group of Hotels
Google AdWord	Tata Steel Ltd
Havells Ltd	Tata Technologies Ltd
HDFC Ltd.	Tata Telcon Ltd
Hindustan Copper Ltd.	TCS BPO / KPO
Hindustan Media	TERI
ICICI Bank Ltd	TNT India Ltd
ICICI Securities Ltd.	UltraTech Cement Ltd.
IndusInd Bank	UNICEF
ITC Ltd	Uninor India
JAIPUR Rugs	Vedanta Group
Jharkraft	World Vision
Jindal Steel & Power Ltd.	
Jindal Steel Ltd	



## Recent Publications

### BOOK

1. **Kumar, Anant.** *Mental Health Services in India: A Case Study of Jahangirpuri.* Germany: LAP Lambert Academic Publishing, 2010.

### BOOK CHAPTERS

1. **Panda, D.K.** "Assessment of the Impact of Microfinance on Clients: An Analysis of Methodological Issues," J. U. Ahmed, D. Bhagat and G. Singaiah, *Micro Finance in India.* Guwahati: D.V.S. Publishers, 2010,
2. **Singh, A., Poonam; Verma, R.K.; Singh, B. and Salaria, A.** "Increased Urbanization, Industrialization, Intensive Agriculture and Unscientific Disposal of Solid Waste: An Urgent Need for Their Control," A.K. Jha and B. Singh, *Recent Advances in Chemical Sciences Application for the Rural Population.* New Delhi: VK (India) Enterprises, 2011, 99-117.

### ARTICLES IN INTERNATIONAL JOURNALS

1. **Banerjee, M., and Kumar, C.** "Modularization through Aspect Oriented Programming." *International Journal of Emerging Technologies in Science & Engineering*, 2011, 4(2), pp. 26-30.
2. **Kumar, A.** "Brucellosis: Need of Public Health Intervention in Rural India." *Contributions, Sec. Biol. Med. Sci.*, 2010, XXXI(1), pp. 219-31
3. **Kumar, R.V., Dhekra, A., and Aloui, C.** "Forward Rate Unbiased Hypothesis in the Tunisian Exchange Rate Markets." *International Journal of Academic Research in Business and Social Sciences*, 2011, 1(2), pp. 17-44.
4. **Kumar, R.V. and Dhekra, A.** "Tunisian and Indian Forex Markets: A Comparison on Forward Rate Unbiased Hypothesis." *The Romanian Economic Journal*, 2011, XIV(40), pp. 81-98.
5. **Kumar, R.V.** "Integrating Ms-Excel in Research Methodology Course." *The Management Faculty*, 2010, 1(1).
6. **Lucas, K.T.** "Sorting and Routing on Otis-Mesh of Trees." *Parallel Processing Letters*, 2010
7. **Panda, D.K. and Mohanty, J.** "Global Trade and Its Impact on Developing Nations." *The Journal of Economics Policy & Research*, 2009, 4(1).
8. **Panda, D.K.** "Microfinance Impacting on Micro-Enterprise Development and Rural Employment: A Review of Past Experiences from India and Bangladesh." *Journal of Management and Entrepreneurship*, 2010, 3(1), pp. 57-67.
9. **Panda, D.K.** "Impact of Microfinance on Rural Households: An Empirical Evidence from a Coastal District of Orissa." *Metamorphosis*, 2009, 8(2), pp. 48-60.
10. **Singha-Neogy, M., and Bhattacharya, V.** "Evaluating the Effectiveness of VOSDM—a Visual Approach." *ACM SIGSOFT Software Engineering Notes*, 2010, 35(2).
11. **Singha-Neogy, M., and Bhattacharya, V.** "Pair Vs Solo Programming: Students' Perception." *International Journal of Computer Science and Information Technologies*, 2011, 2(3), pp. 1191-96.

### INTERNATIONAL CONFERENCE PAPERS

1. **Banerjee M., Kumar C. and Roy, S.R.** "A Refactoring Model for Developing Efficient Refactoring Tools," *International Conference in Software Engineering.* Phuket, Thailand, 2010.
2. **Bhattacharya S., Dutta, A., and Dutta, D.** "A Study on the Prospects of Dooars as an Adventure Tourism Destination," *International Conference on Environment, Resources and Regional Development.* University of Burdwan, 2010.
3. **Ghosh, P.** "Creating Paradigm Shift from Production Led Agri-Business Extension to Market Led Extension through Public Private Initiative," *International Conference on Environment, Resource and Regional Development.* University of Burdwan, 2010.
4. **Lucas, K.T.** "Service Discovery Algorithm for Grid Computing," *International Conference on Grid Computing and Applications.* USA, 2010.
5. **Mishra, S., and Sahoo, N.** "Environment and Sustainable Development," *International Conference on Strategic Management of Energy, Environment and Disaster for Sustainable Development.* Varanasi, BHU: Faculty of Management Studies, 2010.
6. **Sahoo, N.** "A Study on Present Status of Displacement, Rehabilitation and Resettlement; and Planning for Potential Change (with Special Understanding to the Vedanta Aluminum Limited, Kalahandi, Orissa)," *International Conference NIT, Rourkela* 2010.
7. **Sahoo, N.** "Education and Training: Basic Need for Agricultural Production and Productivity," *International Conference on Agriculture Education and Knowledge Management (ICAEM).* Agartala: IFFRI, Washington and IGNOU, New Delhi 2010.
8. **Sahoo, N.** "Natural Disaster and Health Management: A Study in Respect of Bangladesh as Post Disaster Approach," *International Conference on Strategic Management for Energy, Environment and Disaster for Sustainable Development* Varanasi, BHU: Benaras Hindu University, 2010.
9. **Singh, H.K.** "Corporate Social Responsibility and Strategic Philanthropy in India: Present and Future," *2<sup>nd</sup> International Conference on Redefining the Role of Business, NGO and Government: A Mission for Better Global Society.* NITTE, Karnataka, 2010.
10. **Singha-Neogy, M, and Bhattacharya, V.** "VOSDM: Agile View for Budding It Professionals," *International Conference on Business and Information Technology: Contemporary Research and Development.* IMT Ghaziabad: Institute of Management Technology, 2010.
11. **Sinha, H.** "Making CSR Sustainable: Critical Assessment of Indian CSR Policy and Industrial Responses," *17<sup>th</sup> World Forum of International Association of Jesuit Business Schools.* Lima Peru, 2011.

### RESEARCH REPORT

1. **Sahoo, N, Bharati, A. and Chandra, P.** "A Village Development Plan through Participatory Rural Appraisal Approach," Ranchi: Department of Rural Development, XISS, 2010.



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