



# Krishna Institute of Management (KIM)

Affiliated to Dr. APJ Abdul Kalam Technical University, Lucknow

Approved from AICTE, New Delhi, Govt. of India

Academic Association with

## Meerut Business School (MBS)©

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# Global MBA with International Tour



Promoted by -

# KRISHNA GROUP OF INSTITUTIONS (estd. 2009)



**AIMA**  
ALL INDIA MANAGEMENT ASSOCIATION



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Mawana Road, Meerut



# Krishna Institute of Management (KIM) estd.2009,

KIM located on Mawana Road, is a premier institution committed to excellence in higher education. Known for its cutting-edge pedagogy, industry-relevant curriculum, and a dynamic campus life, KIM has emerged as a beacon of academic and professional growth. Our programs span diverse disciplines, designed to foster innovation, critical thinking, and leadership, with a legacy of academic excellence and a focus on holistic development,

KIM Meerut has become a trusted name in shaping the leaders of tomorrow.

**Knowledge Partner –** Meerut Business School (MBS) Brings expertise in global management pedagogy, industry-linked programs, and international study tours.

## Vision, Mission & Learning Outcomes

**Vision:** To provide world-class management education and develop global business leaders.

**Mission:** - Academic excellence aligned with AICTE and international standards - Industry engagement and practical learning - Holistic development through cultural, sports, and global exposure

**Learning Outcomes:** Strategic thinking and decision-making - Leadership, innovation, and entrepreneurship skills - Global business understanding and cross-cultural competence





## Message from the Chairman

### Shri. Vijay Raj

### Dear Future Managers and Business Leaders,

It gives me immense pleasure to welcome you to the Krishna Institute of Management (KIM) in association with Meerut Business School (MBS) — a centre of excellence for 21st Century Global Management Education.

With over 22 years of corporate experience in reputed organizations such as Airtel, Ceasefire, and other leading business enterprises, I have witnessed how the world of management has evolved — from traditional business models to the new-age, technology-driven, globally connected economy.

During this journey, I realized that what truly distinguishes successful professionals is not just their degree, but their ability to think critically, act ethically, communicate globally, and innovate constantly. At KIM–MBS, our mission is to nurture such professionals — individuals who combine knowledge with wisdom, learning with leadership, and competence with compassion.

Through my corporate network, mentorship experience, and industry insights, I strive to bridge the gap between academia and the corporate world. Every student here benefits from real-world learning, corporate interactions, leadership workshops, and professional networking opportunities that prepare them to be employable from day one and successful for life.

As you embark on your journey with us, remember — your MBA is not just a qualification, it's a transformation. Learn with passion, lead with integrity, and the world will recognize you as a true global professional of the 21st century.

Warm wishes

Vijay Raj (Alumnus IIM Ahmedabad)

Chairman, Krishna Institute of Management (KIM) and Krishna Group of Institutions.



## Message from the Vice Chairman Sanjeev Das

A warm welcome to Krishna Group of Institutions. We are excited to have you join us on this significant journey of your life. Here, we believe that education is not just a subject but an experience that enriches every aspect of your life.

Our aim is not only to guide you towards academic excellence but also to help you develop as individuals who can bring about positive change in society and the world. We want you to see your education as a tool that will enable you to realize your dreams and build a successful career.

At Krishna Group of Institutions, you will have numerous opportunities not only to acquire knowledge but also to apply it practically. Our programs, projects and industrial partnerships provide you with real-world experiences, helping you become not only experts in your chosen field but also effective leaders.

I encourage you to make the most of your time here and learn as much as you can. Face challenges head-on, find new ways to solve problems and work hard to turn your ideas into reality. Remember, this is the time when you are laying the foundation for your future and the stronger this foundation, the brighter your future will be.

Our team and I are always here to support and guide you. Our goal is to help you become not just an excellent student but also a responsible citizen and an inspiring personality.

We are with you on this journey and wish you success at every step. I am confident that your time spent here will be both memorable and rewarding.

Warm wishes

Sanjeev Das

Vice Chairman KGI (Co-founder) TRUE COM NOIDA

## **Message From Group Advisor Prof Dr. Devendra Arora**



### **Message to Aspiring Management Learners Dear Future Business Leaders,**

Welcome to the era of 21st Century Management Education — where learning goes beyond classrooms and transforms you into a global leader ready to face the challenges of tomorrow.

The Global MBA at Krishna Institute of Management (KIM), in academic association with Meerut Business School (MBS), is not just another management program — it's your gateway to the world of innovation, leadership, and employability.

In today's dynamic world, success belongs to those who think globally, act strategically, and adapt technologically. Our 21st Century MBA equips you with employable tools of the modern business world — from AI, data analytics, digital strategy, and entrepreneurship, to cross-cultural management and international business exposure.

Here, you'll learn from IIMs, ISB, and global B-School mentors, work on live industry projects, participate in international study tours, and grow through leadership labs, business simulations, and global networking.

At KIM—MBS, we don't just prepare you for a job — we prepare you to lead the future.

Join the movement. Empower your vision. Be the next Global Business Leader of the 21st Century.

Warm Welcome,

**Prof. Dr. Devendra Arora (Ph.D, EPIB -IIMc-K Alumnus)**

Group Academic Advisor

The 21st Century Management Education

Krishna Institute of Management (KIM)

in association with Meerut Business School (MBS)

# Management Faculty, Business Mentor, Corporate Coaches



**Mr. Vijay Raj**

Chairman KGI Alumns IIM  
Ahmedabad State Head  
Operations, Bharti Airtel ,India



**Sanjeev Das**

Vice Chairman KGI  
(Co-founder) TRUE  
COM NOIDA



**Dr.Devendra Arora**

Group Advisor (KGI) Alumnus -IIMC  
Kolkata



**Mr. Alok Gupta**

GM, Bharti Airtel, Acquisition  
Head – Pan India,  
DTH - MarketingGurugram



**Ms. Kanika  
Chopra (HRM)**

Advisor Sports India



**Dr. Manjari Sehgal  
(Marketing Strategy)**

Chief Mentor Sports India



**Ms. Aarzu  
Chaudhary**

Asstt. Prof. KGI



**Ms. Shweta Rastogi**

Director - Masterclass (The Institute  
of skill Development, Meerut)



**Amit Kapoor**

Business Head - North & Eas  
India – Delhi,Saregama India  
Ltd



**Mr. Sonu Abhinandan**

Business Head SMB  
APNA , Bangalore



**Komal Budhraja**

CEO, Career Intellect Institute  
Of Professional Studies,  
Jalandhar



**Prof Nishchal Verma**

Former Sr.Vice President Tata  
Play Ltd .

# Program Overview

**Program Name:** MBA (Global Business Management Program)

Affiliated to Dr. APJ Abdul Kalam Technical University, Lucknow

Approved from AICTE, New Delhi, Govt. of India

## Duration: 2 Years (4 Semesters)

**Eligibility:** Bachelor's Degree in any discipline (Minimum 50%) from a recognized university

**Mode of Study:** Full-Time On-Campus with Hybrid Learning Options

## Program Objectives - The program aims to:

- Build strong managerial, analytical and leadership competencies
- Develop global management perspectives and cross-cultural exposure
- Enhance corporate readiness through industry integration
- Foster innovation, entrepreneurship and strategic thinking
- Promote 21st-century skill development including digital, analytical and communication excellence

## Special Academic Features

- Industry Integrated Live Corporate Projects
- Global Study Tours (Dubai / Singapore / Malaysia Asian nations )
- International Faculty Master classes ,Winter Business School
- Leadership Development & Corporate Mentorship Program
- Dual Certification with Value-Added 21st Century employable Skill Programs
- 21st Century Learning Pedagogy – Case Studies, Movie-Based Learning, Role Play, Corporate Simulations
- Business Labs – Finance Lab, HR Analytics Lab, Marketing Lab
- Soft Skills & Corporate Communication Development Studio
- Career Accelerator Program for Placement Preparation

## Teaching Pedagogy

The program follows a unique I-E-I Model aligned with AACSB pedagogy, emphasizing:  
Industry Integration – Engagement – Internationalization Learning delivery includes:

Case Study Based Learning (Harvard / IIM Cases) CEO Sessions & Corporate  
Dialogues Simulation Exercises & Group Projects Research Paper Writing & Corporate  
Presentations Capstone Business Strategy Project

## Key Outcomes - Upon completion, students will emerge as:

- Industry-ready professionals
- Confident communicators and decision-makers
- Global business thinkers
- Ethical and responsible leaders

## Curriculum & Pedagogy

The MBA follows an advanced and industry-aligned curriculum that ensures knowledge, skill and competency enhancement through structured learning.

## Innovative Pedagogy

- Case Study Based Learning (Harvard/IIM Style)
- Live Corporate Projects and Business Consulting Assignments
- Business Simulations and Strategic Games
- Experiential Learning through Movies and Sports Leadership Modules
- Participatory Learning – Management Games, Case Study Competitions, Business Quizzes, Team Challenges

## Corporate Skill Development

- Career Preparation through Corporate Etiquette and Business Communication Labs
- Leadership Development Workshops and Group Discussion Mastery
- Corporate Presentation Skills & Power Communication Sessions
- Business Fest, Entrepreneurship Challenges & Startup Competitions

## Global Academic Exposure

Collaborative Academic Connect with **IIMs, ISB, SP Jain, FORE** and other leading B-Schools

**International Faculty Sessions** – Global experts from USA, Singapore, UAE and Europe

**Winter Business School** – Specialized global bootcamp for international management exposure

**Knowledge Partnership with Meerut Business School (MBS)** for global business modules

## Technology Enabled Learning

- Smart Digital Classrooms and LMS Support
- Hybrid Learning – Online + Offline
- Classes Digital Case Libraries and E-Business Resources
- Laptop-based Learning for Corporate Readiness

## Industry Integration & Corporate Collaboration

**Krishna Institute of Management (KIM), in association with Meerut Business School (MBS)**, follows a strong Industry-Integrated Learning Model that prepares students to meet real-world business challenges. The program connects classroom learning with practical industry exposure to ensure students become job-ready and industry-relevant from Day 1.

### Key Industry Engagement Components:

- **Live Corporate Projects**- Students work on real business problems from startups, MSMEs, and large corporations.
- **Paid Internships & Corporate Assignments**- Hands-on exposure across sectors like Banking, FMCG, IT, Consulting, Logistics, Sports Business, and E-Commerce

### CEO Interaction & Corporate Leadership Sessions:

- CXO Dialogue Series with CEOs, CHROs, CFOs & Entrepreneurs
- Power Talks with Startup Founders & Venture Capital Experts Business Case Competitions with Industry Review Panels

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- **Corporate Mentorship Program-** Every student is assigned a mentor from the industry for professional guidance.
- **Industry Certifications** – Exposure to SAP, Digital Marketing, Data Analytics, Import-Export Management, and Corporate Finance Tools.

## Strategic Collaborations:

- AIMA (All India Management Association) – Management simulation & leadership programs
- FICCI (Federation of Indian Chambers of Commerce & Industry) – Corporate networking & policy insights
- FIEO (Federation of Indian Export Organisations) – International trade training & export-import internships
- Ministry of Commerce & Industry – Live exposure to EXIM policies and trade ecosystems
- ASSOCHAM , IIA ,& CII – Participation in business summits and corporate forums

## International Academic Opportunities:

- Global Study Tours to Dubai, Singapore, Malaysia, and Sri Lanka
- International Business Visits to Ports, Trade Zones & Multinational Headquarters
- Cross-Cultural Business Learning Programs

## Global Faculty & Knowledge Exchange:

- International Professors from USA, UK, Singapore & UAE
- Winter Business School – Exclusive Global Learning Bootcamp
- Webinars with Global Industry Experts & Corporate Trainers

## International Association & Exposure:

- Collaboration with Indian Embassies abroad for trade awareness
- Foreign Trade and Export Programs under FIEO
- Participation in Global Business Conferences & Model WTO Summits

## Student Competency Development:

- Multinational Business Strategy Understanding
- International Trade Documentation Skills
- Cross-border Teamwork and Leadership Development
- Graduates develop a global management outlook, cross-cultural competence, and international career pathways
- Students develop strong industry understanding, decision-making ability, leadership thinking and professional readiness.

## Campus & Infrastructure

The **Krishna Institute of Management** is proudly hosted MBA Program with Meerut Business School in Hi-Tech Campus is one of the North India's most progressive academic environments. The campus has been carefully designed to support **21st-century learning, innovation, and leadership development**, offering a **world-class residential educational experience**.

## Fully Residential Campus with Modern Amenities

The KIM campus provides a **five-star learning environment** that supports both academic and personal growth of students.

- Separate **AC hostels for boys and girls** with round-the-clock security
- Wi-Fi enabled green campus spread across acres of learning space
- Hygienic dining facilities with **multi-cuisine mess and on-campus café**
- 24x7 power backup, RO water supply & medical facilities
- Recreational lounges, student club areas, sports grounds, jogging tracks
- Transport facility across the region for industry visits and academic events.

## Smart Classrooms & Technology-Enabled Learning

KIM-MBS ensures **Interactive and impactful** learning through advanced instructional technologies..

- AI-enabled smart classrooms with digital boards and high-speed internet
- Hybrid learning environment for online + offline + global live sessions
- Digital Library & E-Resources with journals, business case studies, Harvard Business Review, and research databases
- Computer Labs & Analytics Lab equipped with business simulation software
- Access to Learning Management System (LMS) for seamless assignment tracking, lecture access, and faculty interaction

## Business Learning Beyond Classrooms

The campus is designed to provide live learning exposure aligned with global academic benchmarks.

- **Corporate-style classrooms and boardrooms**
- **Conference halls for seminars, panel discussions, and corporate conclaves**
- **Auditorium for TED-style talks and leadership summits**
- **Situation Reaction Training Arena** for crisis management learning
- **Outdoor learning environment** for leadership bootcamps and group tasks

## Innovation & Entrepreneurship Hub

To promote **industry-ready skills and startup culture**, the campus hosts dynamic innovation spaces.

- Entrepreneurship Incubation Centre for business startups
- Dedicated Business Simulation Lab for practical management decisions
- Live Industry Projects & Corporate Consultancy Cell
- Support from Mentors, Angel Investors & Startup Advisors
- Collaboration with MSME, Startup India, and Atal Innovation Mission
- Dedicated Research & Case Study Lab for publication and innovation-driven learning

## Student Life, Comfort & Safety

Students experience a balanced academic and residential life backed by professionalism and care.

- High-standard discipline and academic culture
- Student helpdesk and counselling center
- 360-degree CCTV surveillance and campus safety protocols
- Comfortable study rooms and co-working lounges
- Meditation & Wellness Center for mental fitness

## Student Life, Clubs & Extracurricular Engagement

At Meerut Business School (MBS), learning goes far beyond classrooms. We believe in preparing well-rounded global professionals through a vibrant culture of academic excellence, leadership development, global exposure, and social responsibility. Student life at MBS is energetic, diverse, and filled with opportunities for real-world growth.

### Academic & Professional Clubs

Our academic clubs are designed to sharpen business intelligence, communication, innovation, and decision-making skills.

Club Name	Purpose & Activities
Finance Club	Stock market simulations, portfolio management, financial analysis workshops
Marketing Club	Branding challenges, digital marketing projects, AD-MAD shows
HR & Leadership Club	Group dynamics, personality development, talent management activities
Entrepreneurship Club (E-Cell)	Startup pitch events, idea incubation, mentorship from CEOs & startup founders
Business Analytics Club	Data-driven decision workshops, Power BI and Excel master classes
Debate & Business Communication Club	Corporate presentations, mock press conferences, case debates

These clubs create leader thinkers, effective managers, and result-oriented business professionals

## **Sports, Fitness & Stadium Visits**

As part of our **Sports Learning Philosophy**, students learn **teamwork, discipline, strategy, and resilience** through structured sports activities.

- Indoor and outdoor sports facilities on campus
- Professional coaching in **Cricket, Football, Volleyball, Table Tennis, Badminton, Chess, Athletics**
- Live sports event visits in major stadiums
- Special Leadership Sessions inside sports stadiums
- Tie-ups with sports academies and industry experts

Sports at KIM build **physical fitness, emotional strength, and winning spirit** in our future business leaders

## **Cultural, Creative & Global Exposure Activities**

Students showcase creativity, diversity, and teamwork through **cultural engagement and creative expression**:

- **Short Film & Documentary Festival-** storytelling, production, and business media learning
- **Theatre & Performing Arts-** stage confidence and corporate communication building.
- **Global Culture Week** – Exposure to SAP, Digital Marketing, Data Analytics, Import-Export Management, and Corporate Finance Tools.
- **Festival Celebrations** – Diwali, Eid, Christmas, Holi, Lohri, Onam, Pongal, Navratri, and more
- **Community Kitchen & Global Food Festival**– Diwali, Eid, Christmas, Holi, Lohri, Onam, Pongal, Navratri, and more
- Students from various states prepare & showcase state cuisines of India
- Global Food Court with international dishes
- Promotes unity in diversity & cultural leadership

# Community Engagement & Social Responsibility

KIM encourages giving back to society through:

- **NGO collaborations** and rural development visits
- **Swachh Bharat Abhiyan** drives
- **Blood donation camps & health awareness**
- **Social Entrepreneurship Projects**
- **Women empowerment campaigns**

Through social impact work, students **learn ethical leadership and social innovation**

## Centre of Excellence, Research & Publications

At KIM -MBS, research, innovation, leadership, and professional excellence are integral parts of our academic philosophy. The **Centre of Excellence (CoE)** empowers students and faculty to engage in **industry-relevant research, business innovation, and global knowledge creation**. It also strengthens the academic rigor expected from **AACSB** and **IIM-level business education**.

- **Case Study Development Centre-** develops case studies based on Indian industries, MSMEs, startups, and corporate success stories
- **Business Research Lab-** supports applied research projects, financial modeling, and economic analysis
- **Industry White Paper-** students collaborate on research addressing **emerging business trends, export challenges, digital economy, and AI in business**
- **Research Mentorship-** guided by senior academicians, industry leaders, and PhD scholars

## Research Publications, Newsletters & Journals

KIM-MBS promotes academic excellence by creating **original and impactful research knowledge**

- **IMBS Business Review** - quarterly research journal published by the institution
- **Industry Insight Reports-** focused on MSME trends, global trade, entrepreneurship, and business strategy
- **Student & Faculty Research Publications-** opportunities to publish in **UGC Care & Scopus-listed journals, and KGI Bi - Annual Journal E - Divyagyan**
- **Newsletter – The Business Lens** – monthly publication covering industry news, student achievements, corporate interviews+

## **The Centre of Excellence at KIM-MBS builds:**

- Strong analytical and business problem-solving skills
- Industry-standard research and presentation capability
- Powerful communication and corporate presence
- Thought leadership and academic excellence
- Readiness for higher studies, corporate careers, consulting, or entrepreneurship

## **Corporate Presentation & Thought Leadership**

Professional exposure is a key part of academic training at MBS.

- **Corporate Presentation Lab** - training for boardroom-style business presentations
- **CEO Talks & Industry Panels**- direct engagement with corporate leaders and business influencers
- **International Conferences & Business Summits**
- **Consulting Assignments & Live Projects**- solving real business problems for industries
- **Mentor Connect**- interaction with CXOs, entrepreneurs, diplomats, authors, and global mentors

## **Communication Skill Studio & Leadership Grooming**

Professional communication is essential for leadership success, and MBS ensures every student becomes **corporate ready**

- **Business Communication Studio**- grooming in English fluency, corporate communication & public speaking
- **Personality & Leadership Lab**- confidence-building and team communication through role plays and simulations
- **TED Talk Style Presentations** by students
- **Media & Short Film Studio**- creativity through documentaries, short films, business talks
- **Media & Short Film Studio**- global etiquette, diplomacy, cultural communication

## Knowledge & Cultural Exchange Events

Professional communication is essential for leadership success, KIM and MBS ensures every student becomes **corporate ready**

- **National Business Case Championship**
- **Short Film Festival – Business Through Cinema**
- **Leadership Debates & Business Quiz League**
- **Innovation Hackathons & Startup Challenges**
- **Confidence and strong communication**
- **Networking and corporate readiness**
- **Cross-cultural intelligence**
- **Social and emotional development**
- **Real business behavior and professionalism**



**Personalized IDP (Individual Development Plan) for every student**

One-on-one career counseling sessions

Mock interviews and group discussion practice with alumni managers

**KIM-MBS creates not just business graduates—but dynamic, responsible, and globally competitive leaders.**

# Alumni, Mentorship & Career Opportunities

At Krishna Group of Institutions (KGI), we believe that education is complete only when it leads to personal growth, professional success, and lifelong relationships. With a strong legacy of over 15 years in management education, our alumni network, mentorship model, and career development ecosystem form a powerful pillar of student success.

## Strong Alumni Network

- KGI proudly carries the academic legacy of **Krishna Institute of Management (KIM)** and **Meerut Business School (MBS)**.
- Our alumni are placed in **leading corporates, MNCs, PSU organizations, startups, and global firms** across India, UAE, UK, Singapore, and Africa.
- Alumni represent **diverse industries** such as BFSI, IT & Analytics, Consulting, Manufacturing, Sports Management, Retail, Agribusiness, and Logistics.
- Alumni Chapters: Delhi-NCR | Mumbai | Bangalore | Dubai | London | Singapore
- Regular **Alumni Meets, Success Stories, and Alumni Talk Series** build strong student-industry connections.

## Mentorship & Career Guidance Programs

We provide structured mentoring support through:

Mentorship Type	Purpose & Activities	Benefits to Students
Industry Mentors	Functional & domain knowledge (Finance, HR, Marketing, AI, Sports Mgmt, etc.)	Real market insights
Entrepreneurship Mentors	Startup strategy, incubation, funding guidance	Business growth support
Alumni Mentors	Career roadmaps & corporate preparation	Placement readiness
Faculty Mentors	Academic & personal development	Holistic guidance

## • **Career & Placement Ecosystem**

KGI ensures strong corporate engagement through:

- **Campus recruitment drives** by leading companies
- **Internships & Live Projects** from semester one
- **Industry Certifications:** SAP, Digital Marketing, AI Business Tools, Sports Analytics, Tally Prime, Export-Import Training
- **Corporate Interface Programs** – HR Conclaves, CEO Talks, Industry Panels
- International internship and placement support through **global corporate partners**

## Recruiting Sectors of KIM-MBS Students



## International Exposure

- International Tour in **Dubai / Singapore / Taiwan / Malaysia**
- Virtual projects from **MNCs of US & UK**
- International corporate tours and **Global Leadership Workshops**,

KIM transforms students into globally competent, industry-ready professionals with a strong network, career clarity, and leadership potential. Through career mentoring, placements, and alumni support, every student graduates with a clear professional identity and strong career pathway.

## Admissions Process

Krishna Institute of Management (KIM), in academic association with Meerut Business School (MBS), is a trusted name in 21st-century management education with strong academic credentials and institutional credibility.

- Global MBA with International Tour **Affiliated to Dr. A.P.J. Abdul Kalam Technical University (AKTU), Lucknow.**
- Approved From **AICTE, Govt of India New Delhi**
- **Certified Institution** for quality management practices
- **Awarded for Excellence in Industry Integration & Skill-Based Pedagogy**
- Recognized for **Innovation in Management Education and Global Academic Collaborations**
- Member of leading academic association and industry networks promoting **research, entrepreneurship, and corporate partnerships**

## Learners Benefit:

from a quality-assured, industry-aligned, and globally benchmarked management program backed by strong governance and academic integrity

## Programs Offered

**MBA (Master of Business Administration) – 2-Year Full-Time Program  
(Global Business Management Programme)**

*(With international exposure, corporate training, certifications, and career grooming)*

## Eligibility:

Graduate in any stream from a UGC - approved university with 50% marks, along with a valid CAT / MAT / XAT score.

**Click For Registration:** <https://kgimeerut.com/admission>

**Address:** Mawana Road, Meerut      **Phone:** 9557777501 / 502

**Email :** [info@kgimeerut.com](mailto:info@kgimeerut.com)      **Website:** [www.kim.kgimeerut.com](http://www.kim.kgimeerut.com)

**KIM – Transforming students into 21st-century global leaders through academic excellence, industry exposure, skill development, and character-building education.**

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