

GHSIMR was established under the banner of J.K. Organization Kanpur in 1995. The objective was to provide high-quality management education to local students in Kanpur. The J.K. Organization has a track record in education, having established around 40 primary schools, secondary schools, and colleges in many parts of India. GHSIMR started its activities with the PGDM full-time programme and a three-year part-time programme.

**Best Practices Followed**

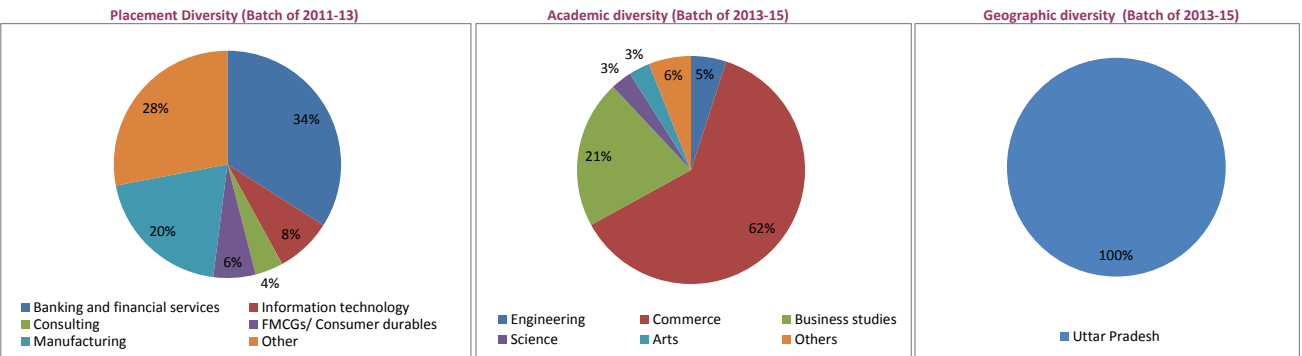
- Inclusion of a 1.5-credit course on 'Essentials of Employability' to guide students with regard to practical aspects of various career choices.
- Innovative pedagogy initiatives such as in-house development of simulation game and workshops on daily life skill sets.

Areas of Excellence	Areas of Strong Performance	Areas of Good Performance	Areas of Improvement
<ul style="list-style-type: none"> <li>• Good mix of industry and academia in management marked by a well established track record of the founder group in education.</li> </ul>	<ul style="list-style-type: none"> <li>• Good gender diversity</li> <li>• Strong local brand</li> <li>• Focused measures to improve communication skills</li> <li>• Good faculty profiles</li> </ul>	<ul style="list-style-type: none"> <li>• Good campus facilities provided for a non-residential programme.</li> <li>• Good engagement with alumni</li> <li>• Engagement with local industry and government bodies</li> </ul>	<ul style="list-style-type: none"> <li>• Weak national geographic diversity and work experience profile of students.</li> <li>• Need to ensure 100 per cent intake and placements.</li> </ul>

Graded Program Details		Students - Key Statistics (Batch of 2013-15)		Permanent Faculty		Student Outcome (Batch of 2011-13)	
Program	PGDM	Student strength	76	Faculty strength	12	Placements*	86%
Offered since	1995	Average age	22 years	Median teaching experience	9 years	Median salary	Rs.2.17 Lakh
Status	AUTONOMOUS	Average work experience	less than 1 year	Median industry experience	4 years	Maximum salary	Rs.3.6 Lakh
Recognition	AICTE	Percentage of female students	50%	Retention rate	53%	Pre-placement offers	7%
Program Fee	Rs. 4 Lakh	Percentage of students with work experience > 2 years	3%	Student-Faculty ratio	13:01	Predominant placement region	Uttar Pradesh and NCR
Total Seats	120	Entrance Exam	MAT	Visiting faculty	6	No. of student clubs	6

Admission statistics : Cut offs 2013-15				Prominent recruiters	
Government quota seats		Management quota seats		ITC Ltd, ICICI Securities, Jeevansaathi.com, India Bulls Ltd, Transport Corporation of India Ltd, Royal Bank of Scotland (India), Kotak Securities Ltd, Marks and Spencers (India)	
Cut off Score	450 (MAT)	Cut off Score	Not available		
Highest Score	Not available	Highest Score	Not available		

\*excludes 13 students opted out of placements



**Curriculum**

The two-year curriculum follows a trimester system with elective courses being offered in the second year across functions. Students can choose from a variety of electives such as Strategic Financial Management, Social Media Marketing, Labour Legislation & Employee Relation, and International Economics.

The institute has added a communications lab to improve communication skills of students. Personality Development Programme (PDP) is now conducted in-house and delivered as per a defined calendar.

A week-long retreat-cum-industry visit is organised once a year to encourage students to visit outside Kanpur. In 2013, the institute conducted an eight-day industrial tour to Rajasthan, including visit to manufacturing units of Parle G and Mayur Suitings.

**Industry Interaction**

In 2013-14, 55 to 60 events (Faculty Development Programme/Management Development Programme/Seminars) were conducted or attended by GHSIMR. Additionally, 10 guest lectures were conducted in 2013-14.

GHSIMR was the knowledge partner in International trade fair (organized by NSIC and MSME) and National Vendor Development Programme and Industrial exhibition (organized by MSME).

GHSIMR initiated its first executive meeting of the alumni association to start mentor (alumni) and mentee (student) programme.

**Infrastructure**

GHSIMR has a 4-acre campus which includes 10 classrooms and 2 auditoriums. Hostel rooms are provided within the campus for students interested in availing of the residential facility.

The library has over 12,541 books and subscription to adequate online databases.

The institute has an IBM Business Analytics Lab and recently added a language lab.

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