



Prospectus

TECHNO

GROUP OF INSTITUTIONS



TRANSFORMING DREAMS
INTO
REALITY

TECHNO INSTITUTE OF MANAGEMENT SCIENCES
TECHNO INSTITUTE OF HIGHER STUDIES
SHRI NARAIN INSTITUTE

ABOUT TECHNO GROUP OF INSTITUTIONS

The TECHNO GROUP OF INSTITUTIONS is established with a vision to facilitate quality management and holistic education to its students. TECHNO Group of Institutions is formed according to the highest standards with state-of-the-art infrastructure. TECHNO aims to broaden the outlook of the students through AICTE and UGC approved post graduate and under graduate programs in Management.

The Techno Group of Institutions presently manages three educational institutions:

- TECHNO INSTITUTE OF MANAGEMENT SCIENCES, www.tims.edu.in
- TECHNO INSTITUTE OF HIGHER STUDIES, www.shrinaraininstitute.org
- SHRI NARAIN INSTITUTE, www.shrinaraininstitute.com



TECHNO INSTITUTE OF MANAGEMENT SCIENCES

We are committed to show young generation the smoothest path to gain management skills and make managerial expertise a part of successful career. TECHNO Institute of Management Sciences provides two years full-time industry oriented PGDM course which is approved by AICTE (All India Council for Technical Education), Ministry of HRD ,Govt of India. The PGDM course has been drafted on the basis of industry needs and this helps us to provide the best packages to our students. (www.tims.edu.in)

TECHNO INSTITUTE OF HIGHER STUDIES

TECHNO Institute of Higher Studies is affiliated to University of Lucknow, under which we are running professional courses like B.com (Hons), BBA, BJMC (Mass Comm.) & B.com. Through these courses we provide concrete base to our young generation so that they can cater the needs of the industry from the very beginning of their career. (www.shrinaraininstitute.org)

SHRI NARAIN INSTITUTE

Shri Narain institute is affiliated to University of Lucknow, under which Bachelor of Education (B.Ed.) would start from academic session 2015 (www.shrinaraininstitute.com)

Welcome

“The whole art of teaching is only the art of awakening the natural curiosity of young minds for the purpose of satisfying it afterwards.”

- Anatole France



VISION
To be an epitomic institution of higher learning of global standards through teaching, training and consultancy.

To run a trustworthy, quality based, professional institute with an objective to provide a positive, vibrant and diligent educative environment, creating constructive path towards integration of management education with industry orientation.

MISSION





PRINCIPLES AND VALUES

The principles and values behind the genesis of the institute are:

- We believe that education is the key to business reforms and progress. Management education is the panacea through which the society can organize its resources, shape itself to face challenges and identify the direction in which it wishes to move.
- We are committed to guide the young generation the smoothest path to acquire management skills and make managerial expertise a part of successful career.
- We motivate the students to explore their full potential through quality academics, initiating hard work and diversified thinking.
- We prepare young managers to face global challenges with confidence and competence.
- Adapt to new and evolving educational paradigms.
- Adapt to emerging technologies and changing disciplines.
- We provide friendly and dynamic environment to learn and grow.

OBJECTIVES

- To impart holistic professional education in the field of management.
- To make a premier institute of education through industrial and international collaborations.
- To become a brand name as the best job oriented Institute in India.
- To establish the institution as a research destination.
- To place TECHNO students, who are the brand ambassadors of TECHNO, so as to work as a trademark in the corporate world.

PEDAGOGY

The TECHNO Philosophy

- Most updated curriculum through systematic research.
- Believe in Quality.
- Holistic Development.
- Thinking leaders and not just managers.
- Practical orientation and not just theoretical concepts.

At TECHNO, we strive to develop creative thinking in the students. A lot of care is taken to develop the four most critical skills: Technical, Conceptual, Human and Communication skills. These skills help them to become managers-leaders.

The theoretical concepts taught in the classes are substantiated by numerous case studies on each topic of the concerned subject so

that a holistic understanding of the management function is ingrained in the students and their decision making skills are fine tuned. The students are required to back up each subject with a practical primary data based research project report in each trimester, which gives them the practical exposure in the real corporate world.

We call our class rooms as board rooms where brainstorming sessions are conducted, as it works best if students scramble for ideas of their own. We encourage such sessions not only to harvest the students but also to combine and extend their ideas. The faculty encourages the questions from the students so as to evoke the thought process and to enhance their "out of the box" thinking capabilities. Regular Quizzes and MCQ tests are conducted to evaluate the depth and the width of the subject understanding of the students in addition to the regular trimester examinations.

Message From Promoters



Er. R.K. Agarwal

Chairman

Engineer & Successful Industrialist
Company-Universal Surgical Suppliers

With us you become our brand ambassador; privilege aspired for by many but obtained by the ambitious few.

As a proud TECHNO Ambassador, you get exposure to the best industry practices; get the edge from contemporary business learning modules, an actual experience of industry and a coveted prestigious job vis-a-vis career.

We welcome the students to be a part of the growing TECHNO family and take its brand name forward.

Ms. Vidhi Agarwal

President
MCA, CCNA, RHCE

The temples of education have an increasingly important role to fulfill in this era of knowledge. Education is playing a significant role in shaping the lives of younger generation and in turn contributing towards the socio-economic development of our nation. The need of the hour is to generate knowledge, share the knowledge and apply the knowledge for the economic benefit of our society and country.

TECHNO Group of Institutions is committed to contribute to the cause of nation building by providing quality education at a very affordable price. The guiding mantra at TECHNO is quality in every sphere of education – Syllabus, Pedagogy, Infrastructure and the Study Environment. Dedicated to the cause of fulfilling the expectations of its key stakeholders viz. the student fraternity, the corporate community and society at large, the promoters of TECHNO have taken a pledge to empower its brand ambassador with academic excellence at par to the best in the world.



Prof. (Dr.) Nimesh Singh

Ph.D. MBA (IB), B.Com, M.Sc. (IT)

Professional Exp: 17 years
Area of Specialization: IB & IT

Presented various National & International level Research papers

Guided M.Phil. & Ph.D. Scholars
Visiting Faculty of various Govt. institutes



Message From The Director

TECHNO group has been growing phenomenally, venturing into areas such as Management, Commerce, Mass Communication, Finance and Event Management education. Our goal at the TECHNO is to design and deliver programs to train our students to cater to market requirements. We believe that given the socio-economic dynamics of our nation, TECHNO has a special role to play in enhancing the employability of the young Indians and helping the economy acquire a competitive edge. As per this perspective, the institutes under the banner of TECHNO are constantly updating the programs and the pedagogy. The faculty is actively engaged in academic research and excellence to provide enriching education to our students.

TECHNO provides an environment which is conducive for learning and empowers students to learn by experimenting and doing the things by themselves rather than unidirectional delivery by instructors. We introduce them to best industry practices and help them imbibe good experience by regular interactions with professionals from the industry. The students are trained to accept the challenges of work place and excel under the most trying circumstances. This coupled with strong academic oriented approach makes the TECHNO students sought- after by the industry. To make their learning most enjoyable, we have vibrant and self sufficient campus. TECHNO way of learning focuses on preparing future industry leaders who are suited in global market. The regular interaction with industry professionals and visits to various industries helps the students to understand the concepts and processes better.

We are committed to make TECHNO a centre for outstanding learning experience.

I am confident that all the students here will find a pathway to a bright future in a chosen career or profession.

Hurry up! Make hay while the sun shines.



Prof. (Dr.) Arun Kumar Shukla

Ph.D. MBA (Marketing & Finance),
B.Com, AMFI

Professional Exp: 17 years

Presented paper in International Conference at IIT Delhi

Presented various International & National level Research papers.
Panalist for 'UCO Bank'

Research projects for State Development Report, Govt. of Tripura and Health & Family Welfare, Govt. of U.P.

Message From The Director-Corporate

'Jobs',' Career', Salary Packages' and 'Self Development' are the words often discussed and thought by students but they do not see the other side. Employers talk about 'Employability','Cost','Attitude' and 'Entrepreneurship'. Institutions are trying to bridge the gap. Management education has become a gateway to enter in corporate world with a feather in the cap-MBA. We think different.

It gives me immense pleasure and pride to introduce to you TECHNO Institute of Management Sciences, which is established and founded by the TECHNO Group of Institutions. TECHNO Institute of Management Sciences is an endeavour to create world class professionals in the area of Marketing, Finance, Human Resources and International Business. This is the dream which has been conceived by industry professionals to create a difference in traditional professional education.

We at TECHNO thrust upon' Management Education' along with the latest tools of 'Information Technology', so that our students are well prepared to face the challenges of the 21st Century.

We want our students to be able to qualify for best possible industry jobs though we dream that they prefer not to join .Aim is to make them 'JOB CREATERS' rather than 'JOB SEEKERS'.

We make special arrangements to hone their entrepreneurship skills so that they can optimize their knowledge and experience, acquired at TECHNO, for themselves. We let them aim at the sky and give them wings to fly high.

Various institutes established at TECHNO Group of Institutions are working rigorously to raise the bar with respect to 'Research', 'Education', 'Business Consulting' and 'Training' by offering AICTE and UGC approved courses.

'Innovation' and 'Information' are two crucial pillars in knowledge economy hence, we provide congenial environment of growth with our informative and innovative academic processes.

I welcome you all to join this religion of 'Knowledge' at 'TECHNO group of Institutions'. It is the beginning of a process which will completely transform an incumbent from a raw material to a 'Ready Made', 'Employable' human resource asset.



ADVISORY CUM ACADEMIC COUNCIL

Prof. (Dr.) A. K. Sengupta

Pro-Vice Chancellor, University of Lucknow
Former Director, UPSRTC, Govt. of UP

Member, National Commission of Population
Member, Core- Committee, North East Council

Prof. (Dr.) Anoop Kr. Singh

Director, Bachelor of Management Sciences (BMS)
Director, Master of Management Sciences (MMS),
University of Lucknow, Lucknow

Prof (Dr.) Pankaj Kumar

Dean (Planning & Development)
Chairman & Professor of HRM Group
Indian Institute of Management (IIM)
Lucknow

Prof (Dr.) Awadhesh Kr. Singh

Assistant Director
Regional Center For Urban & Environmental Studies,
Lucknow

Prof. (Dr.) Purnima Agarwal

Professor of Psychology
Ram Manohar Lohiya (RML) Law
University Lucknow

Prof. (Dr.) Bimal Jaiswal

Director, Bachelor of Business Administration-
International Business (BBA-IB)
Director, Master of Business Administration-
International Business (MBA-IB)
University of Lucknow, Lucknow.

Mr. Rakesh Kumar Mittal

Retd. from Indian Administrative Services (Sr. IAS)
Commissioner, Lucknow
Founder, Kabir Peace Mission
Lucknow

Padamshree Prof. (Dr.) M.S. Sodha

"Recipient of Bhatnagar Award"
Former Vice Chancellor, University of Lucknow
Former Vice Chancellor, Barkatullah University Bhopal

Mr. Subhash Chandra

Retd. District Judge, Kanpur Nagar
Chairman Permanent Lok Adalat, Kanpur

Prof (Dr.) Prakash Singh

Professor of Finance and Accounting
Indian Institute of Management (IIM), Lucknow

Dr. Surya Kant Tripathi

Professor & Head, Deptt. of Pulmonary Medicine
King George's Medical University (KGMU), Lucknow
President, Medical Science Section, Indian Science Congress Association
Vice President, Indian Chest Society

EDUCATORS

Mr. V.P. Singh
M.Sc. (Ag.) Dip. SS

Professional Exp: - 39 years
Area of Specialization: Banking & Admin.



Professional Synopsis

- Manager, Bank of Baroda.
- Half Head District (LDM) Bank of Baroda, Faizabad and Ambedkar Nagar.
- Chairman Gramin Bank Sultanpur, Pratapgarh and Faizabad.
- Winner of State Award awarded by CM of U.P for best performance of among Chairman in U.P. in 1983.
- Lecturer Plant Pathology, Gorakhpur University.

Professional Synopsis

- Asst. Professor, St. Joseph Degree College for Women, Gorakhpur.
- Principal, Hallmark World School, Gorakhpur.
- Asst. Professor, Jhunjhunwala Business College, Faizabad.
- Dean (Academics), Sherwood College of Professional Management, Lucknow



Dr. (Mrs.) Renu Mittal

Ph.D. with JRF (UGC), M.A., Gold Medalist
Professional Exp:- 23 years

Area of Specialization : Marketing & Economics

Dr. Mahendra Srivastava
Ph.D. , MBA, MCPS B.Sc.

Professional Exp:- 21 years
Area of Specialization : I.T. & H.R



Professional Synopsis

- Interview published in Silicon India Business Magazine.
- Excellence Award Winner at NIIT Ltd.
- Regular Speaker for workshops on Motivation and Stress Management.
- 1 National paper, 1 International seminar, 2 National seminars, 1 FDP, 1 Article published.
- Visiting faculty of IBS, IIPM and IPM Lucknow.
- Member of LMA.
- Worked for ICICI Prudential, Magnus Institute (Division of ICFAI), NIIT Ltd., EBC, Aptech at executive level.

Professional Synopsis

- Pursuing Ph.D in the area of Information Technology.
- 1 International Seminar by IIM Indore & MANLIBNET (Paper Presented)
- 7 National Level Seminars sponsored by UGC, (Paper Presented)
- 1 International Course of 3 months : Information Technology for Information Management organised by SAARC countries (SAARC Documentation Centre, New Delhi, India),
- Attended FDP on 'Applications of SPSS in Research Pursuits'
- Paper Presented in International Conference by IACSIT at Chengdu, China
- Reviewer of International Journal of Knowledge Content Development & Technology (JKCDT)



Ms. Roli Mishra

MLIS, BLIS

Professional Exp: -18yrs

Area of Specialization : Library Management

Mr. Ranvir Singh Chauhan
MBA, LL.B., B.Sc

Professional Exp:- 17 years
Area of Specialization : Human Resource & Marketing



Professional Synopsis

- Working as a Management & Education Consultant.
- Worked with FINO as State Head & Zonal Head.
- Worked with Reliance Petroleum.
- Worked with Sahara India Financial Corporation.

Professional Synopsis

- Pursuing Ph.D in the Area of Human Resource Management.
- Undertaken the project of identifying potential market for Shyam Telecommunication Pvt. Ltd.
- Worked with Reliance Communication
- Having expertise in Human Resource Management
- Visiting faculty in various Institutes in and around Uttar Pradesh
- Attended FDP on 'Applications of SPSS in Research Pursuits'



Mr. Manish Joshi

M.B.A., B.Com.

Professional Exp:- 8 years

Area of Specialization :
Human Resource Management and Finance

EDUCATORS

Mr. Anshuman Tiwari

MA (English), BA (Maths & Statistics)

Professional Exp:- 13 years

Area of Specialization :

Personality Development & Soft Skills.



Professional Synopsis

- ADVIT Ghaziabad,
- Central Institute of Plastic Engineering & Technology, Lucknow
- Ajay Kumar Garg Institute of Management, Ghaziabad
- Himalayan Institute of Technology & Management, Lucknow
- Institute of Professional Management, Lucknow
- Apolo Institute of Technology, Kanpur
- Aryavart Institute of Technology & Management, Lucknow
- Institute of Professional Studies & Research, Lucknow

Professional Synopsis

- Published various National and International Journals
- Presented various National and International Research Papers
- Visiting Faculty - IMS, IMRT, FDDI
- Counsellor at Amity University & UPRTOU
- Co-ordinated FDP on 'Applications of SPSS in Research Pursuits'.
- Attended National Seminar on 'Social Peace and Justice' organized by Allahabad University.



Dr. Avinash Bajpai

Ph.D, Master of International Business, B.Com

Professional Exp: 12 years

Area of Specialization : International Business & Finance

Ms. Suman Kundu

MBA (HR, Finance), BBA

Professional Exp : 7.5 years

Area of Specialization :

Human Resource Management & Finance



Professional Synopsis

- Attended FDP on case writing conducted by Amity Business School
- Attended FDP on Paradigm shift
- Attended Financial Education in collaboration with SEBI.
- Visiting Faculty of various Management Institutes in Lucknow

Professional Synopsis

- Attended 2 workshops in the Field of Personality Development & Skill Enhancement
- Having good liaisoning in Corporate Sector.
- Workshop conducted for students on Motivation & Leadership Qualities.
- Hands-On experience in Voice and Accent techniques and Spoken English.



Ms. Ravneet Kaur

MBA, BMS

Professional Experience: 4 Years

Area of Specialization: Marketing

Ms. Abhilasha Shukla

MBA (Hr & IR), BBA (Tourism)

Professional Exp : 3 years

Area of Specialization : HR & IR



Professional Synopsis

- Worked with ICICI Lombard GIC Ltd., Lucknow.
- Research project on 'Recruitment & Selection Procedure in ICICI Lombard GIC Ltd., Lucknow.
- Research Project on a few sidcul industries such as Parle, Dabur, Britannia, HP, etc.
- Research project on 'Front Office' in Viceroy Club, Lucknow.
- Attended numerous workshops on 'Personality Development'.
- Attended FDP on "Applications of SPSS in Research Pursuits"
- Presented 3 National Level Research Paper

Professional Synopsis

- Visiting faculty in various colleges in Lucknow
- Visiting Faculty in Captain Commerce college/ Deendayal College in Kanpur.
- Worked with HDFC Bank.
- Hands on experience in Financial Management
- Workshop attended on SEBI & Computer Accounting.
- Attended Seminar on "Human Values & Professional Ethics"



Mr. Saurabh Srivastava

M.B.A., M.Com., B.Com.

Professional Exp:- 10 years

Area of Specialization : Finance and Marketing

EDUCATORS

Professional Synopsis

- DBM from ICFAI Hyderabad,
- Won Gold medal and Best Paper Award in International conference organised by GGS Indraprastha University, Delhi.
- Presented 6 Research Papers, attendant 1 FDP,
- Guided 2 M.Phil.



Prof. (Dr.) Reshu Agarwal

Ph.D. M.com, DBM

Professional Exp:- 14 years
Area of Specialization : Finance & HR

Mr. Mohit Kumar Srivastava

MBA (Finance), M.Com (Applied Economics.) B.Com

Professional Exp: 12 years
Area of Specialization : Finance



Professional Synopsis

- Radio Jockey in Fm Rainbow 100.7 Mhz (All India Radio)
- Ex. Assistant Station Manager, Gyan Vani Fm Radio 105.6 Mhz Lucknow
- Ex. Programming producer, Department of Science and technology Radio project, New Delhi (CIMCA & WHO).
- Young Achiever Award in the Field of Journalism in 2011
- Experience in Radio and Visual Media.



Professional Synopsis

- Worked for idea telecom and vodafone essar.
- Completed project on service delivery operations in business process outsourcing of telecom sector.
- Workshop conducted for faculties of different colleges on using palm top and tablet pc in education.
- Having hands on experience in telecom sector and economics
- Visiting faculty for various management institutes.
- Attended FDP on 'Applications of SPSS in Research Pursuits'

Mr. Vinay Kumar

M.Phil, MJMC, BJMC

Professional Exp : 6 years
Area of Specialization : Audio-Video Production



Professional Synopsis

- Radio Compere in All India Radio, Lucknow
- Ex. Editor, Department of Science and Technology Radio project, New Delhi (CIMCA & WHO)
- Done Various video productions for University of Lucknow
- Experience in Cinematography and video Editing

Professional Synopsis

- Assistant Professor cum Program Coordinator at Aizaz Rizvi College of Journalism and Mass Communication, Lucknow
- Radio Compeer in All India Radio, Lucknow
- Trainee Reporter at Hindustan Hindi Daily
- Trainee Reporter at Dainik Jagran Hindi Daily
- Sub Editor at Hightech Hindi Daily, Lucknow
- Directed and assisted in making more than 20 audio and video college documentaries
- Attended various seminars of Media



Ms. Manisha Tripathi

M.Phil- Mass
Communication,MJMC,BA

Professional Exp:- 5 years
Area of Specialization : Print Media and DTP

Mr. Rajan Shukla

Chartered Accountant, B.Com

Professional Experience- 4 years
Area of Specialization - Accounts, Taxation, Finance



Professional Synopsis

- Visiting Faculty at ICAI & ICSI
- Worked in NPGC College, LKO
- Workshop conducted at NIIT, Lucknow for Career Path
- Having practical experience in dealing with Financial, Taxation & Company Law Matters

EDUCATORS

Ms. Roli Saxena

M.B.A, B.Sc

Professional Exp:- 11 years
Area of Specialization : Finance & Marketing



Professional Synopsis

- Visiting Faculty in Department of Commerce, University of Lucknow, Lucknow
- Assistant Professor, CCGDC(Career Convent Girls Degree College), Lucknow
- Worked as faculty in Lucknow Christian PG College, Lucknow
- Worked as coordinator in Uttar Pradesh Rajshri Tondon Open University, Lucknow
- 1 book, 1 edited book, 2 research paper, 2 international seminar, 10 national seminar, 4 workshop/ conference, life time membership in 4 journals Various programme in All India Radio

Professional Synopsis

- Visiting Faculty in Department of Commerce, University of Lucknow, Lucknow
- Assistant Professor, CCGDC(Career Convent Girls Degree College), Lucknow
- Worked as faculty in Lucknow Christian PG College, Lucknow
- Worked as coordinator in Uttar Pradesh Rajshri Tondon Open University, Lucknow
- 1 book, 1 edited book, 2 research paper, 2 international seminar, 10 national seminar, 4 workshop/ conference, life time membership in 4 journals Various programme in All India Radio

Mr. Abhishek Tiwari

PGDM (honours) (HR & Finance),
M.A. (Economics), M.Com B.Com

Professional Exp : 3 year
Area of Specialization : HR & Finance



Dr. Pragya Prashant Gupta

PhD, PGDCA, M.COM, M.A(ENG)

Professional Exp:- 10 years
Area of Specialization : Finance, Taxation, Statistics



Professional Synopsis

- International publications on Workforce diversity and work life imbalances.
- National publication on strategic human resource, case studies & book reviews.
- Attended conferences at IITs & IIMs.
- Workshops on teaching writing and research.

Professional Synopsis

- UGC Net Qualified.
- 2 National Seminars.
- Worked with Reliance Life Insurance & Max New York Life Insurance
- Attended FDP on "Applications of SPSS in Research Pursuits



Mr. Manoj Kumar

M.B.A (Finance),
B.B.A (Finance & HR)

Professional Exp : 3 years
Area of Specialization : Finance



Mr. Jeetendra Pratap Singh

M.com, M.A (Economics)

Professional Exp : 2 years
Area of Specialization :
Human Resource Management & Finance

Professional Synopsis

- Pursuing Ph.d from Faizabad University
- Attended 4 National Level Seminar
- Published 4 International Journals



Professional Synopsis

- Coordinator and invigilator at IGNOU study centre
- Worked as assistant Professor at National PG College
- Attended 3 National Conferences
- Presented one National Level Research Paper

Ms. Priyanka Srivastava

M.Com, CA IPCC

Professional Experience- 2 Years
Area of Specialization- Finance, taxation

EDUCATORS

HONORARY FACULTY

1. Mr. Amit Lal

Sr. Manager,
Industrial Development Bank of India

7. Mr. Brijendra Singh

Project Manager,
Honeywell Building Solutions

13. Ms. Seema Singh

Chartered Accountant,
Save the Children, NGO

2. Mr. Anil Vaish

Zonal Manager,
Toyota Motors

8. Mr. Chandra Shekhar Verma

Expert
Personality Development & Soft Skills

14. Mr. Sharad Srivastava

Chartered Accountant,
Lucknow

3. Mr. Arun Kumar

Consultant,
Security Exchange Board of India

9. Mr. Mahesh Joshi

General Manager,
Reliance Communication

15. Mr. Sumit Srivastava

Associate Director,
United Health Group

4. Mr. Arvind Srivastava

Regional Manager,
Rachna Sagar Publications

10. Mr. Ranvir Singh Chauhan

Consultant,
Financial Inclusion Network & Operations Ltd.

16. Mr. Sushil Sharma

Regional Manager,
Diageo

5. Mr. Ashish Sinha

National Head,
Linkstar, China

11. Mr. Sachin Singhal

Assistant Vice President,
Kotak Mahindra Bank

6. Dr. Bimal Jaiswal

Director, BBA(IB) & MBA(IB)
Institute of Management Sciences,
University of Lucknow

12. Mr. Saket Saxena

Regional Head,
Bajaj Auto Finance Ltd.

VISITING FACULTY

1. Mr. Akhilesh Singh

HR Manager,
Bajaj Hindusthan Sugar Mills Ltd.

6. Mr. Ashish Singh

Regional Manager,
Reliance Life Insurance

11. Mr. Rajiv Kumar Singh

Vice President,
Alliance Bajaj

2. Mr. Amresh Singh

Sr. Manager Networks,
Tata Tele Services

7. Mr. Deepak Gupta

National Sales Head,
Aircel, Delhi

12. Dr. Sanjay Medhavi

Head,
Department of Business Administration
University of Lucknow

3. Mr. Anurag Pandey

Project Co-ordinator,
SIFPSA

8. Dr. Dharmveer Singh

Assistant Professor,
Awadh University

13. Mr. S.M.H. Rizvi

Assistant Professor,
Institute Of Tourism Management
University Of Lucknow

4. Mr. Anuraj Ratna

Merchandiser,
Export House

9. Mr. Kamal Kant Atal

Director Finance,
Hyatt Regency

14. Mr. Vineet Saxena

Assistant Professor,
Institute Of Management Studies
University Of Lucknow

5. Mr. Ashish Pathak

Manager Logistics,
Pepsico

10. Mr. Mukesh Jain

Zurich Financial Services,
California

15. Mr. Vijyant Srivastava

Vice President,
Phillips India

ACADEMICIAN TESTIMONIALS



"The distinctive feature of the Institute's academic program is the use of a pedagogy that is oriented towards decision making. The curriculum is continually updated to ensure that it is synchronized with the current and foreseeable needs of the industry."

"Think of executives who have the power to generate ideas and convert them into reality. The graduates not only understand the sector but are also equipped to bring the best practices in management for enhanced performance of the organizations."

Dr. Anoop Kumar Singh

Department of Applied
Economics,
University of Lucknow

Students are able to relate the class room academic inputs with real world applications because of the special nature and structure of the course, whereby the students are attached to cooperating business organizations.

Dr. Dharamveer Singh

Assistant Professor,
Awadh University

Techno Institute of Management Sciences, adopts proactive approach for placing their students. Their connect with Recruiters/Company is noteworthy, which makes the entire recruitment cum industry interface with candidate flawless. TECHNO has the entire process of campus placement from end to end which somehow assures better future prospects for students studying there.

**Padamshree Prof.
Mahendra Singh Sodha**

Former Vice Chancellor,
University of Lucknow

"Accounting dexterity and understanding of financial environment of Techno students is excellent."

Prof. Pankaj Kumar

Professor,
Indian Institute Of Management,
Lucknow

"The program at TECHNO focuses on practical know how and not just the theoretical concepts. Students also learn team work and other vital management skills through semester end projects. They are also provided with Industry Orientation sessions for personality development and developing an understanding of the Industry where they will make a career in the future."

Dr. Bimal Jaiswal

Department of Applied
Economics,
University of Lucknow

This program is a highly successful one that offers terrific academic outcomes with great value for money. Students report excitement and enthusiasm for the program, and very high levels of satisfaction.

Mr. Chandra Shekhar Verma

Expert Personality
Development & Soft Skills

Internship Training

TECHNO's education methodology is totally industry oriented and follows the same phenomenon. We have many quality tie-ups in industry for internship of our students.

Students get handsome incentives and stipend during internship in industry.

Seminars, Conferences & Workshops

TECHNO believes in awareness of the market and industry during studies and to fulfill the concept, we invite speakers from top industries for seminars and conferences.

TECHNO also invites specialized industry professionals for various workshops to provide industry exposure to our students.

ADVANTAGES @ TECHNO

Industrial Visits

TECHNO conducts industrial visits in top companies of National/International level for all students. This helps them to get industry exposure and experience during their studies.



Industry Exposure

TECHNO provides an edge by exposing students to new technology needs through lectures from reputed dignitaries from the industry. The college thus functions as a platform for fresh talents ready to take up challenges. The Institution has very strong links with the industry and continues to receive generous support that proves to be of immense value in arranging training to the students to strengthen their technical & personal skills. The college prepares them for recruitment and organizes various activities that orient students to face challenges of live situations.

Personality Development

In today's scenario students are required to exhibit their talents in Spoken English, Communication Skills, Business Writing, Business Etiquettes, Presentation Skills, Leadership Skills, Team Working, Group Dynamics, Interview Skills etc. Our in-house programs in Personality Development are supplemented by covering all students enrolled to undergo Personality Development special sessions, running through all the semesters. This task is performed in association with leading corporate training organizations.



CONVOCATION

Our graduate convocation is an honors ceremony that celebrates the achievements of TECHNO's graduating students. All graduating students and their families are invited to convocation. Students who receive awards or are hooded wear their academic regalia and march in the procession, as do graduate faculty.

Convocation at TECHNO aspires all the good luck and best wishes for the future



INTERNATIONAL VISIT

For International Exposure, TECHNO organizes International Tours to Singapore, Dubai etc. for the students to help them to:

- Strengthen business communication skills by encouraging cultural interaction and understanding.
- See business skills in a global context.
- Understand appreciation for travel and a compassionate world view.



COUNSELING ROOM

The mission of the Counseling Division is to help students make appropriate and successful educational decisions, set achievable and realistic goals, adjust to changing roles in a global society and resolve academic, transfer and career concerns that can interfere with the ability to succeed in their college experience. We are committed to offer a variety of counseling opportunities to students in order to assist and facilitate positive student development.

STUDENT COMMITTEES

To increase our efficiency in the work and make our functioning cordial and smooth, various committees are formed in the College. It also gives an opportunity to the students to grow and develop their personality and administrative skills. They are:

- Academic Committee - **KIRAN**
- Cultural Committee - **ABHIVYAKTI**
- Media Committee - **DARPAR**
- Placement Committee - **SANJEEVANI**
- Sports Committee - **OORJA**



PSYCHO-ANALYSIS ASSESSMENT

Techno has a team of experts that perform Psycho-analysis tests on information given by students. Student gives this information either in the form of answers to questions or as answers on paper-or on a computer-to specific questions. Eventually, the test's accuracy depends on how circumspectly and accurately you answer the questions you are asked.

Psychoanalysis assessment consists of a range of test such as :

- Achievement and Aptitude tests
- Intelligence tests
- Self-Esteem test
- Personality test
- Locus of Control test
- Optimism/Pessimism test
- Extroversion/Introversion test
- Driving Personality test

These periodical tests ensure the gradual 360 degree development in a student at Techno.



RAGGING FREE CAMPUS

Ragging is strictly prohibited in TECHNO campus. In order to avoid any such incident, anti-ragging squads have been established in college which keep strict vigil on the campus.

BANK LOAN ASSISTANCE

To facilitate its students, TECHNO provides assistance to avail educational loans being offered by UCO BANK, to enable maximum number of students to take up higher education despite of their financial constraints

Students at the time of admission or at the time of applying for educational loan are given loan letter or alike document as required by the concerned bank for loan purposes, as and when deemed appropriate. For the convenience of students, TECHNO has set up a separate Loan Assistance Cell, to cater all the needs like loan letter, loan application form and for any other justifiable assistance required from the College.

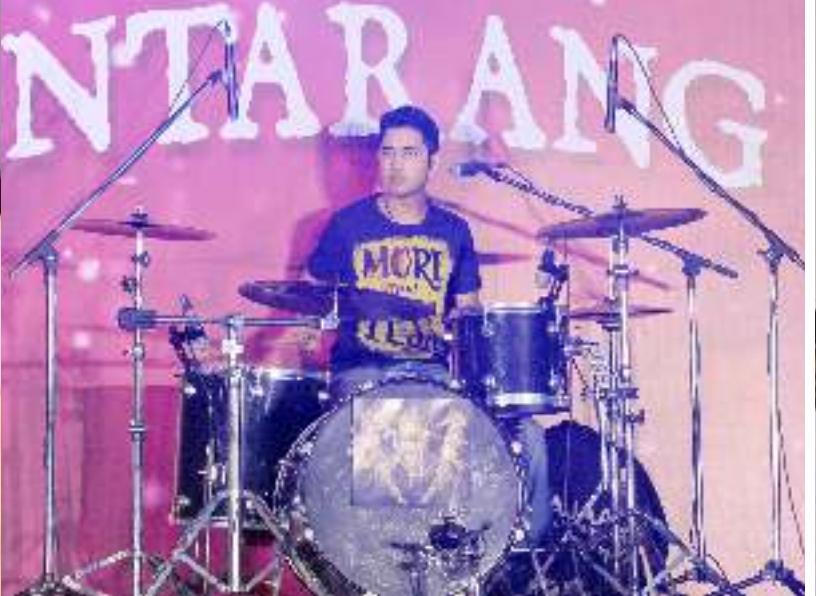


CO-CURRICULAR ACTIVITIES

We offer a wide ranging co-curricular program to complement each student's academic life and hold a strong belief that these activities are important in their overall holistic development. These activities add to the overall grooming and development of student's personality.

- Induction
- Teacher's Day Celebration
- Business quiz
- Tashan- Freshers' Party
- Photography Workshop
- Farewell Party
- Splash Bash (Rain Dance Party)
- Bonfire celebration
- Speech Competition
- Chef Hunt
- Sports & Sparkle
- Antarang

& many more...





EVENTS

All of our students are encouraged to be highly committed to their chosen co-curricular activities and are assured that their full involvement will be supported.

We look forward to seeing every student play a full and active part in the co-curricular life of the College.

- CSR Activities like, Sanrakshan (Free Health Check Up Camp),
- Muskaan (Donation Drive),etc.
- Events in association with various Media Partners:
- Clean & Clear Fresh Face Competition in association with TOI
- Max Fashion Icon
- Radiocity 91.1 FM College Jockey Contest
- Radio Mirchi 98.3 FM Yuva Star Contest
- StarPlus Auditions
- Red FM 93.5 College ke TashanBaaz.
- Radio Mirchi 98.3 FM Campus Star Contest

& Many More..



ACADEMIC EXCELLENCE



TECHNO PGDM

Is unique in its kind because it provides Marketing Management as compulsory specialization. The papers related to specialization are a part of core course and students would do one extra specialization of their choice after third trimester.

PROGRAM STRUCTURE

Duration

2 Years
6-8 Weeks

Summer Project Duration

Specialization (DUAL) with Two Open Specializations

Final Research Project

OPEN SPECIALIZATION

Elective courses shall be offered in second year i.e. in sixth trimester of the program. The Institute shall announce a list of elective courses every year after considering the career needs of the students and need of the industry. At present, the institute offers ten open specializations in different fields.

FIELD COURSES

Summer Training

Will be undertaken after third trimester.

Industrial Internship

Will be undertaken in the sixth trimester in the open specializations opted by the student.

Research Project

Is to be submitted in the sixth trimester.

ORIENTATION PROGRAM

The orientation program is intended to groom and motivate the PGDM entrants to be good professionals and inculcate the attributes and values of the management professionals. This orientation program has been designed to make the management interns understand the "Big Picture" of business and build basic competencies in business areas such as Marketing, Finance, Operations, Strategy & People management. They are also encouraged to develop an innovative mind set to find solutions to the problems rather than fitting the old solution to the new problems.

CORE SUBJECTS

Core courses are the foundation courses of management education. They are compulsory for all the students. Some courses provide perspective on management, while other courses focus on the functional knowledge. Some courses, on the other hand, are related to self-development and skill building. A few core courses are offered in the second year also.

STUDENTS TESTIMONIALS



I enjoyed my study at TECHNO and those two years have become the most unique and unforgettable memories of my life.

– Vipendra Mishra, TECHNO Alumni



Although I belong to a small town, TECHNO has provided me placement at Aon Hewitt, which I have not even dreamt of.

– Kulsum Zahra, Techno Alumni



My two years, as a student at TECHNO have been full of learning experiences. My teachers' efforts have enabled me to become not only theoretically sound but also a well groomed and self-confident individual so that now as I stand on the threshold, i find myself ready to take on the world and look forward to a great management career. I take this opportunity to thank the college for all that I have imbibed here.

– Shubhi Jaiswal, Techno Alumni



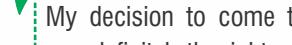
In order to get a first class education, TECHNO was the most appropriate place to start!"

– Deepak Singh, Techno Alumni



The facilities at TECHNO are impeccable and the variety of services available always made me feel comfortable.

– Meenakshi Singh, PGDM 2nd Year



My decision to come to TECHNO was definitely the right one, studying here has provided me with a myriad of new experiences.

– Prateek Ghosh, PGDM 2nd Year.



The course is both challenging and rewarding. It is very practical and related theory to practice in a meaningful way which has encouraged continuous reflection, evaluation & improvement in my guidance practice.

– Farheen Ansari, PGDM 1st Year.



Admission Process

- TECHNO offers a two year full time program to all aspirants who have completed at least a three year Bachelor's degree (10+2+3) in any discipline or its equivalent from a scheduled university. Candidate appearing in the final year examination of bachelor's degree can also apply.
- The institute accepts CAT/MAT/XAT/ATMA scores and evaluates the students on the basis of its own Group Discussion and Personal Interview.
- Request for application forms should be accompanied with a demand draft of Rs. 700/- drawn in favor of "Techno Institute of Management Sciences" or may be obtained by depositing it in cash either from the city office or the campus office.
- Alternatively, the form can be downloaded from the website and prescribed registration fee of Rs. 700/- may be deposited at the time of submission of filled in application form.



ADMISSION PROCESS

GROUP DISCUSSION

PERSONAL INTERVIEW 1

PERSONAL INTERVIEW 2

SELECTION

Course Outline for Post Graduate Diploma in Management (PGDM)

The extensive curriculum of PGDM is unique feature of TECHNO. In two year's time 48 compulsory papers will be taught along with summer training, Industrial Internship & Research Project Report. One additional specialization will be offered with 6 papers after third trimester.



PGDM COURSE CURRICULUM

ORIENTATION PROGRAM : 1 MONTH

1. Accounting Orientation
2. Information Technology Orientation
3. Business Communication Orientation
4. Marketing Orientation

FIRST TRIMESTER

- 101: FUNDAMENTALS OF MANAGEMENT
- 102: MARKETING MANAGEMENT-I
- 103: E-MARKETING-I
- 104: MANAGEMENT ACCOUNTING-I
- 105: MANAGERIAL ECONOMICS
- 106: IT APPLICATIONS
- 107: QUANTITATIVE TECHNIQUES
- 108: MANAGEMENT COMMUNICATION & ETIQUETTES-I

SUMMER TRAINING: 6-8 WEEKS FOURTH TRIMESTER

- 401: BUSINESS POLICY & STRATEGIC MANAGEMENT
- 402: ENTREPRENEURSHIP & PROJECT MANAGEMENT
- 403: INTERNATIONAL BUSINESS MANAGEMENT
- 404: PRODUCT & BRAND MANAGEMENT
- 405: BUSINESS VALUE & ETHICS
- 406: SPECIALISATION-I
- 407: SPECIALISATION -II
- 408: SPECIALISATION -III
- 409: MANAGEMENT COMMUNICATION & ETIQUETTES-IV

SECOND TRIMESTER

- 201: MANAGEMENT ACCOUNTING II
- 202: E-MARKETING-II
- 203: ORGANISATION BEHAVIOUR
- 204: MANAGEMENT INFORMATION SYSTEM
- 205: BUSINESS LAW
- 206: FINANCIAL MANAGEMENT
- 207: ANALYTICAL RESEARCH METHODOLOGY FOR DECISION MAKING-I
- 208: SALES & DISTRIBUTION MANAGEMENT
- 209: MANAGEMENT COMMUNICATION & ETIQUETTES-II

FIFTH TRIMESTER

- 501: CRM & E-CRM
- 502: TQM & 6 SIGMA
- 503: RETAIL MANAGEMENT
- 504: RURAL MARKETING
- 505: INDUSTRIAL MARKETING
- 506: SPECIALISATION -IV
- 507: SPECIALISATION -V
- 508: SPECIALISATION -VI
- 509: MANAGEMENT COMMUNICATION & ETIQUETTES-V

THIRD TRIMESTER

- 301: HUMAN RESOURCE MANAGEMENT
- 302: ANALYTICAL RESEARCH METHODOLOGY FOR DECISION MAKING -II
- 303: SUPPLY CHAIN MANAGEMENT
- 304: PRODUCTION & OPERATIONS MANAGEMENT
- 305: OPERATION RESEARCH
- 306: ADVERTISING & MARKETING COMMUNICATION
- 307: CONSUMER BEHAVIOUR
- 308: MARKETING OF SERVICES
- 309: MANAGEMENT COMMUNICATION & ETIQUETTES-III
- 310: COMPREHENSIVE VIVA

SIXTH TRIMESTER

- 601: RESEARCH PROJECT REPORT
- 602: OPEN SPECIALISATION-I
- 603: OPEN SPECIALISATION -II
- 604: MANAGEMENT COMMUNICATION & ETIQUETTES-VI

SPECIALISATION SUBJECTS - TO CHOOSE ANY ONE:

INTERNATIONAL BUSINESS

- I. INTERNATIONAL MARKETING
- II. INTERNATIONAL BUSINESS ENVIRONMENT
- III. FOREIGN EXCHANGE ECONOMICS
- IV. EXPORT MANAGEMENT AND DOCUMENTATION
- V. INTERNATIONAL LOGISTICS MANAGEMENT
- VI. INTERNATIONAL BUSINESS STRATEGIES.

FINANCE

- I. WORKING CAPITAL MANAGEMENT
- II. SECURITY ANALYSIS & PORTFOLIO MANAGEMENT
- III. FINANCIAL INSTITUTIONS & FINANCIAL SERVICES
- IV. INTERNATIONAL FINANCE MANAGEMENT
- V. TAXATION AND TAX PLANNING
- VI. RISK ANALYSIS & WEALTH MANAGEMENT

HUMAN RESOURCE

- I. H.R.D.
- II. BEHAVIOUR DYNAMICS & TEAM BUILDING
- III. INDUSTRIAL RELATIONS & LABOUR LAW
- IV. COMPENSATION DESIGN & ADMINISTRATION
- V. ORGANISATION DESIGN & CHANGE MANAGEMENT
- VI. TRAINING & DEVELOPMENT

OPEN SPECIALIZATION-TO CHOOSE ANY TWO:

- I. BANKING OPERATIONS & MANAGEMENT
- II. INSURANCE & RISK MANAGEMENT
- III. HOSPITAL MANAGEMENT
- IV. HOSPITALITY MANAGEMENT
- V. EVENT MANAGEMENT
- VI. EXPORT- IMPORT MANAGEMENT
- VII. FAMILY BUSINESS MANAGEMENT
- VIII. REAL ESTATE MANAGEMENT
- IX. TELECOM MANAGEMENT
- X. MARKETING OF MEDICAL PRODUCTS

INFRASTRUCTURE

Lecture Halls

The lecture halls at Techno do not just create an atmosphere that is conducive to learning but in a sense nurture the quest for knowledge in the students.

All lecture halls are air-conditioned and equipped with all modern teaching aids. These include electronic media such as multi-media notebooks, LCD & O/H projectors, motorized screens, infrared pointers, cordless microphones and speakers, etc. Audio-visual aids such as television and video players are also regularly used.



AUDITORIUM

TECHNO has auditorium with state-of-the-art multimedia system. It is frequently used for presentations, seminars, fests, events of the college. The Auditorium has a fixed stage and can accommodate the audience comfortably. It is a multi-use concert hall with wonderful acoustics and a warm and welcoming ambience. It is a perfect venue for musical, dance, theatre and film performances, as well as lectures, conferences and graduations.





COMPUTER LAB

Techno's world class Computer Lab is well furnished, air conditioned, centrally located and is equipped with the state-of-the-art computing resources and peripherals. 24 x 7 Internet facility is available to cater to the academic as well as personal requirements of the students. The infrastructure of Techno Computer lab comprises a wide network connecting machines on similar / diversified platforms. The computer network provides 120 nodes sharing different hardware and software resources.

The hardware of the computers comprises of branded printers, copiers and scanners. The software resources include a wide range of tools and software to provide students the best practices of Information Technology.

Students are allowed to access the internet for procuring the information to enhance their skills and studies. Since Techno campus is Wi-Fi campus, students can access internet anywhere in the campus.

LIBRARY

"An academician's seventh heaven and the brain of any education centre is the Library."

The Techno library has excellent collection of books, journals and magazines both national and international including e-journals. Techno library, with its modern collection of knowledge resources and innovative information services, fills an essential role for students, faculty, and the surrounding community in their intellectual pursuits.

The Library facilitates knowledge resource predominantly related to management and allied subjects.

The entire Library collection including the e-books and the online databases are made available through Institute's network. Students and faculty members can access the online databases and also find out the real-time accessibility of library resources from their own computer terminals.

The Library offers a range of information services to support the culture process-set to the highest professional standards.





TRANSPORTATION

Deluxe Buses and Wingers are available for students for comfortable commuting from their home to the college. The facility is available in the vicinity of the Lucknow city.

COMMUNICATION LAB

Good communication skills are indispensable for the success of any professional. If one wants to reach out to people, he or she has to learn to command their language under audio video control & mechanisms. The communication laboratory at TECHNO plays an important role in the learning process. The laboratory is an audio-visual installation used as an aid in teaching modern communication. The purpose of is to involve students to actively participate in learning exercises and get more practice than otherwise possible in a traditional classroom environment .The quality of the communication proficiency is more when they learn it from the multimedia, digital and computerized communication lab.



PLACEMENT ROOM

The Placement room at TECHNO is recognized for its ability to plan and implement value added programs such as the Personality development programs, Technology Training Programs and Bridge Courses in the areas of interest and requirements for the industry. This adds to the credentials of the students and builds the quality of the management professionals from the college.

Placement arena also provides necessary Pre-Placement Training for the pre-final year students in the form of Pre-Placement talks arranged of various industries / corporate, training from the seniors on nature of the written test being imparted and process of interview of different industries.

SECURITY



Security finds a lot of thrust in both the academic block as well as the hostel. TECHNO has centrally alert notification system. The entire campus has intelligent video surveillance systems and security men sourced from various agencies are present round the clock.



HOSTEL

For any institute to provide holistic development, collaborative culture and round the clock academic support to each students, a vibrant hostel facility is essential.

In line with this thought, Techno has excellent hostel facilities for girls and boys (separate ones) within the campus premises.

This hostel is the backbone of the institute and has a total capacity of 120 students. It is well equipped with modern facilities like option of air -conditioned/air-cooled rooms and has 24 hours power back-up and 24 hours security.

The hostel campus is also under 24 hour video surveillance with online data recording. The students have the option of choosing a single room, twin sharing, triple sharing or eight seating.

We encourage the students to opt for the hostel as it helps them to access the college resources at all times and also promotes community living and the ability to work together. However, it is not compulsory for them to do so.

VISITOR'S LOUNGE

India is a country where guests are treated as GOD, following the tradition Techno offers world class amenities to its guests, parents of the students and our esteem recruiters'.



WI-FI CAMPUS

TECHNO has an intellectually active and verdant Wi-Fi campus with a very conducive environment for fetching high prospects of learning and research.



CONFERENCE ROOM

State-of-the-art Conference Hall provides the right ambience for National & International Programs. It is exclusively meant for meetings and discussions. This is also used for Management Development Programs, Faculty Development Programs and Brainstorming Sessions.

DRINKING WATER

The Institution has Reverse Osmosis (RO) plant to provide clean and safe drinking water to the college and hostel. Hot/Cool water is also made available round the clock.

POWER BACKUP

In addition to government electric supply in the campus provided with own transformer, two generators with 65 KVS and 110 KVA are also installed to supply the 24 hours uninterrupted power backup.

CAFETERIA

Canteen facilities are provided within the campus. Great decor and mouth watering delicacies make it a popular hangout for students. The cuisine comprises of Continental, Chinese, North and South Indian dishes.

FIRST AID

TECHNO First Aid room is very easy to access and manned by trained persons. A First Aid kit is appropriated for the types of injuries and illnesses, to respond to any emergency ,including the risk of exposure to biological hazards, blood and body substances. A medical center with dedicated team of health care professionals has been appointed to cater to the health issues of the wards.



PLACEMENT CELL

PLACEMENT CELL

The institute's placement cell assists eligible students in securing suitable jobs. For this purpose office keeps effective contacts with firms all over India, maintains and performs liaison work between possible employers and the Institute's students. No particular career path is typical for TECHNO graduates, who can be found in every field, business function, and geographical location. This all has been made possible through effective Industry Exposure and Personality Development Programs.

COLLEGE STRIVES FOR

- Arranging on the job training for students.
- Inviting various organizations for campus recruitment.
- Training to suit various needs of industry.

For every parent their hopes and dreams are to see their child to be successful in life. We are very happy that you have chosen our institute to mould your child's future. Hence, taking the complete responsibility of their future we have considered enhancing their skills through our unique Industry Academia Partnership Programs which will make them Ready-to-deploy talent for the industry and provide Quality Placements.

PLACEMENT CELL FUNCTIONS AS FOLLOWS:

- Step One: Skill mapping of every student is carried out.
- Step Two: Depending upon the aptitude and capabilities of the students, different organizations interview them and select for suitable and available profiles.
- Step Three: Specific training programs are organized as per the requirements of the profile for which they are selected. Company professionals are invited every week throughout the program, for skill development. This is how students become readymade human resource for the company.
- Step Four: Students are sent for 'Summer Training' and 'Internship' in same sector/company and before they finish their course they are placed in their desired company.

WHY RECRUIT AT TECHNO ?

TECHNO has emerged as a leading management institute with its excellent academic curriculum. It strives to be a part of the enormous growth in the field of Management Education and has churned out some of its best managers to India Inc. continuously over the last 5 years of its existence. Academic excellence, delivering skilled talent force to the industry are some of the credentials that are attributed to TECHNO.

Affiliations

CII

Confederation of Indian Industry

LMA

Lucknow Management Association

IIA

Indian Industries Association

OUR ESTEEMED RECRUITERS

- Airtel
- Amco Batteries Ltd.
- Aon Hewitt
- Armstrong World Industries Inc.
- Axis Bank Ltd.
- Bacardi
- Bajaj Auto Finance Ltd.
- Bajaj Capital Ltd.
- Business Standard
- Future Group
- Globus
- Godrej
- Gomti Real Estate
- GS Caltex
- HCBL Bank
- HCL Technologies
- HDFC Bank
- HDFC Ltd.
- Hindustan Times
- Hindustan Unilever Ltd.
- Honda Motor Company Ltd.
- IBM
- Lava
- ICFAI, India
- ICICI Bank
- IDBI Bank
- Indusind Bank
- JM Financials
- Kotak Mahindra Bank
- Kriti Prakashan
- Kyocera
- MTS, India
- Nature Fresh
- Omaxe Ltd.
- Oxford University Press
- Parle Agro Ltd.
- Pepsico, India
- PNB Metlife
- Rachna Sagar Pvt. Ltd.
- Reliance Broadcast Network Ltd.
- Reliance Life Insurance
- RK Group
- Shoppers Stop
- Stryker Medical Corporation
- Sukriti Group of Companies
- Sundaram Mutual Fund
- Team Lease (IIJT)
- Times of India
- Toyota Motors
- Unicon
- Vodafone Group PLC
- Yes Bank

RECRUITERS TESTIMONIALS

Ability to adapt to situations and different working environments and the technical knowledge of the candidates hired from TECHNO have been the key differentiator. One of the attributes that stands out, when it comes to students that we have hired from TECHNO, is the way they get involved with the existing employees, whether it is getting trained or helping new joinees or participating in the initiatives.

Mr. Akhilesh Singh

HR Manager, Bajaj Hindusthan Sugar Mills Ltd.

Students of TECHNO are not only hard working but smart working.

Mr. Anil Vaish

Zonal Head-Toyota Motors

Technoites are fully trained to face the challenges of the corporate world.

Mr. Arvind Srivastava

Manager, Oxford University Press

Management graduates we picked from TECHNO in last couple of years are doing real good job and have added a lot of value to our organization.

Mr. Ashish Singh,

Regional Manager, Reliance Life Insurance Ltd.

TECHNO Institute of Management Sciences, Lucknow is making an excellent effort in developing young students to a total exposure of various facets of Management so that the PGDM students are able to meet the present and future needs of industry.

Mr. Ashish Pathak

Manager Logistics, Pepsico

Our association is mutually rewarding with TECHNO group. Event management and marketing skills are excellent in students from this business school.

Mr. Kamal Kant Atal

Director-Hayat International

Industry Exposure of students is phenomenal.

Mr. Mukesh Jain

Zurich Financial Services, U.S.A.

Productivity and performance ranking of TECHNO PGDM students is at par with finest of business schools.

Ms. Pooja Mani Tripathi

Manager-Bacardi India

Technoites as summer trainee this year were ranked best, Certainly they must be doing good at final placements. My best wishes.

Mr. Saket Saxena

Regional Head-Bajaj Auto Finance

We recruited from TECHNO because the students here were really hard working and they were eager to learn from their internships.

Mr. Sushil Sharma

Regional Manager, Bacardi.

We look forward for hiring hard working PGDM students of TECHNO to enrich our relationship.

Mr. Vijyant Srivastava

Vice President-Phillips India



TECHNO INSTITUTE OF HIGHER STUDIES

(Formerly Known As Shri Narain Institute)

A UNIT OF TECHNO GROUP OF INSTITUTIONS

(Affiliated to University of Lucknow)

(www.shrinaraininstitute.org)



Salient Features

- Most experienced regular and visiting faculty for best education.
- Fully Air Conditioned class rooms in the prescribed fee.
- Workshops, seminars & guest lectures by industry professionals.
- Separate in-house, hostel facility for Boys & Girls with AC / Air cooled option.
- Industrial visits for academic orientation.
- Pick & drop facility for students.
- Extracurricular activities & Personality Development programs.
- 24 hours C.C.T.V. intelligent surveillance for student's safety.
- Scholarship available for deserving candidates.
- Complete Wi-Fi Campus.
- Best overall results of Lucknow University.
- Wi-Fi, Air Cooled 24-hour cafeteria
- Professional & Disciplined campus environment.
- Indoor & outdoor sports facility with Gym & Yoga.
- Confirmed admission in P.G. for top rankers of U.G.
- Most comprehensive Library with E-Books, Journals, Magazines and online Database.



Availability of Forms

The application forms for admission may be obtained from the counter of Techno Institute Of Higher Studies on payment of Rs. 500/- only. Forms completed in all respects should be submitted at the counter of Techno Institute Of Higher Studies between 10.00am to 4:00pm. Form completed in all respects along with a Demand Draft of Rs. 500/- favouring "**Techno Institute Of Higher Studies**" payable at Lucknow may also be sent by post so as to reach the College.

COURSES OFFERED

Bachelors in Commerce-Honours

Six Semesters 3 Years (Full Time) Program

Bachelor of Commerce (B.Com. (Hons.)): The course has been designed keeping in mind the professional guidance needed by the students, on the lines of pursuing course viz. MBA, CS, CA and ICWA. Subjects like Cost Accounting, Taxation, Financial Mathematics and Business Statistics train them with the commercial aspects of managing a business. Subjects like Psychology and Communication help them in grooming their personality too.

Eligibility:- 10+2 passed in any discipline with minimum 60% marks in aggregate at +2 level with either commerce, Economics or mathematics as one of the subjects.

FIRST YEAR

SEMESTER-I

- BCH-101 Financial Accounting
- BCH-102 Financial Mathematics
- BCH-103 Office Management
- BCH-104 Principles of Economics
- BCH-105 Essentials of Management
- BCH-106 Indian Economy

SEMESTER-II

- BCH-201 Specialized Accounting
- BCH-202 Public Finance
- BCH-203 Industrial Psychology
- BCH-204 Business Communication
- BCH-205 Business Statistics
- BCH-206 Business Environment
- BCH-207 Comprehensive Viva-Voce

SECOND YEAR

SEMESTER – III

- BCH-301 Cost Accounting
- BCH-302 Business Laws
- BCH-303 Operations Management
- BCH-304 Marketing Management
- BCH-305 Human Resource Management
- BCH-306 Computer Applications

SEMESTER-IV

- BCH-401 Corporate Accounting
- BCH-402 Direct Tax Laws and Accounts
- BCH-403 Corporate Laws
- BCH-404 Business Economics
- BCH-405 Banking Operations Management
- BCH-406 Secretarial Practices
- BCH-407 Comprehensive Viva-Voce

THIRD YEAR

SEMESTER – V

- BCH-501 Management Accounting
- BCH-502 Foreign Trade- Procedure & Documentation
- BCH-503 Industrial Laws
- BCH-504 Insurance & Risk Management
- BCH-505 Entrepreneurship Development
- BCH-506 Business Finance
- BCH-507 Foreign Language

SEMESTER–VI

- BCH-601 Operations Research
- BCH-602 Business Policy
- BCH-603 Tax planning Management
- BCH-604 Management Information System
- BCH-605 Auditing Principles & Practice
- BCH-606 Organizational Behaviour
- BCH-607 Comprehensive Viva-Voce

Bachelor in Business Administration (BBA)

Six Semesters 3 years (Full Time) Program

Bachelor in Business Administration: The degree is designed to give a broad knowledge of the functional areas of the industry, and their interconnection, while also allowing for specialization in a particular area. BBA programs thus expose students to a variety of "core subjects" and allow students to specialize in a specific academic area. The degree also develops the student's practical managerial skills, communication skills and business decision-making capability

Eligibility:- 10+2 passed in any discipline with minimum 50%marks in aggregate at +2 level.

FIRST YEAR

SEMESTER I

- BBA 101 Business Mathematics
- BBA 102 Computer Fundamentals
- BBA 103 Financial Accounting
- BBA 104 Managerial Economics
- BBA 105 Marketing Fundamentals
- BBA 106 Principles of Management

SEMESTER II

- BBA 201 Business Communication
- BBA 202 Business Statistics
- BBA 203 Consumer Behaviour
- BBA 204 Environmental Studies
- BBA 205 Financial Mathematics

SECOND YEAR

SEMESTER III

- BBA 301 Advertising Management
- BBA 302 Banking & Insurance
- BBA 303 Business Environment
- BBA 304 Management accounting
- BBA 305 Organizational Behavior
- BBA 306 Research Methodology

SEMESTER IV

- BBA 401 Business Laws
- BBA 402 Financial Management
- BBA 403 Human Resource Management
- BBA 404 Information Management
- BBA 405 Operation Management
- BBA 406 Retail Management

THIRD YEAR

SEMESTER V

- BBA 501 E- Commerce
- BBA 502 Financial Services
- BBA 503 Health Care Management
- BBA 504 Rural Marketing
- BBA 505 Taxation Laws
- BBA 506 Managing Personal Finance
- BBA 506 Summer Project (Non-credit)

SEMESTER VI

- BBA 601 Business Policy
- BBA 602 Company Law
- BBA 603 Entrepreneurship
- BBA 604 International Business
- BBA 605 Marketing of Service
- BBA 606 Project Management

Bachelors in Journalism & Mass Communication

Six Semesters 3 years (Full Time) Program

Bachelor of Journalism and Mass Communication (B.J.M.C.): Today, there is a boom in Print and Electronic Media, with many regional, national and international newspapers, TV and radio channels being setup to reach masses. A Bachelor Degree in Journalism and Mass Communication (BJMC) offers unlimited exciting opportunities. Reporting and editing in Newspapers/ Magazines, Broadcasting production, anchoring and news reading in television channels, animation, video game design, digital video and film editing, there are numerous ways to make media career creative and exciting.

Eligibility:- 10+2 passed in any discipline with minimum 50% marks in aggregate at + 2 level .

FIRST YEAR

SEMESTER-I

Paper-I Language & Communication Skills Development
Paper-II Introduction to Mass-Communication
Paper-III Practical /Viva-voce

SEMESTER-II

Paper-IV Role of Social Sciences in Mass-Communication
Paper-V Basics of Reporting & Editing
Paper-VI Practical / Viva –Voce

SECOND YEAR

SEMESTER-III

Paper-VII Introduction to Journalism
Paper-VIII Message & Mass-Media audience
Paper-IX Practical/ Viva –Voce

SEMESTER-IV

Paper-X Computer Application
Paper-XI Mass – Media & Contemporary Social Issues
Paper-XII Practical/ Viva –Voce

THIRD YEAR

SEMESTER V

Paper-XIII Photography
Paper-XIV Basics of Advertising & Public Relations
Paper-XV Practical/ Viva –Voce

SEMESTER VI

Paper-XVI Writing for Radio & T.V.
Paper-XVII Advanced & Specialized Writing (Print)
Paper-XVIII Practical / Viva Voce

Bachelor in Commerce

3 years (Full Time) Program

Bachelor in Commerce: The course is designed to enhance the ability to learn, and will provide with the opportunity to develop networks through real-world experiences. It provides the student with a wide range of managerial skills while at the same time building competence in a particular area.

Eligibility:- 10+2 passed in any discipline with minimum 45%marks in aggregate at +2 level

FIRST YEAR

1. Essential of Management
2. Office Organization & Management Accounting
3. Accounting
4. Currency & Banking
5. Business Organization
6. Micro Economics
7. Vocational Paper I Marketing Communication/ Basics of Foreign Trade
8. Vocational Paper II Advertising-Basic Concepts/ India's Foreign Trade

SECOND YEAR

1. Selling & Advertising
2. Business Maths
3. Business Law
4. Company Law and Secretarial Practice
5. Cost Accounting
6. Public Finance
7. Statistical Methods
8. Vocational Paper I
9. Vocational Paper II

THIRD YEAR

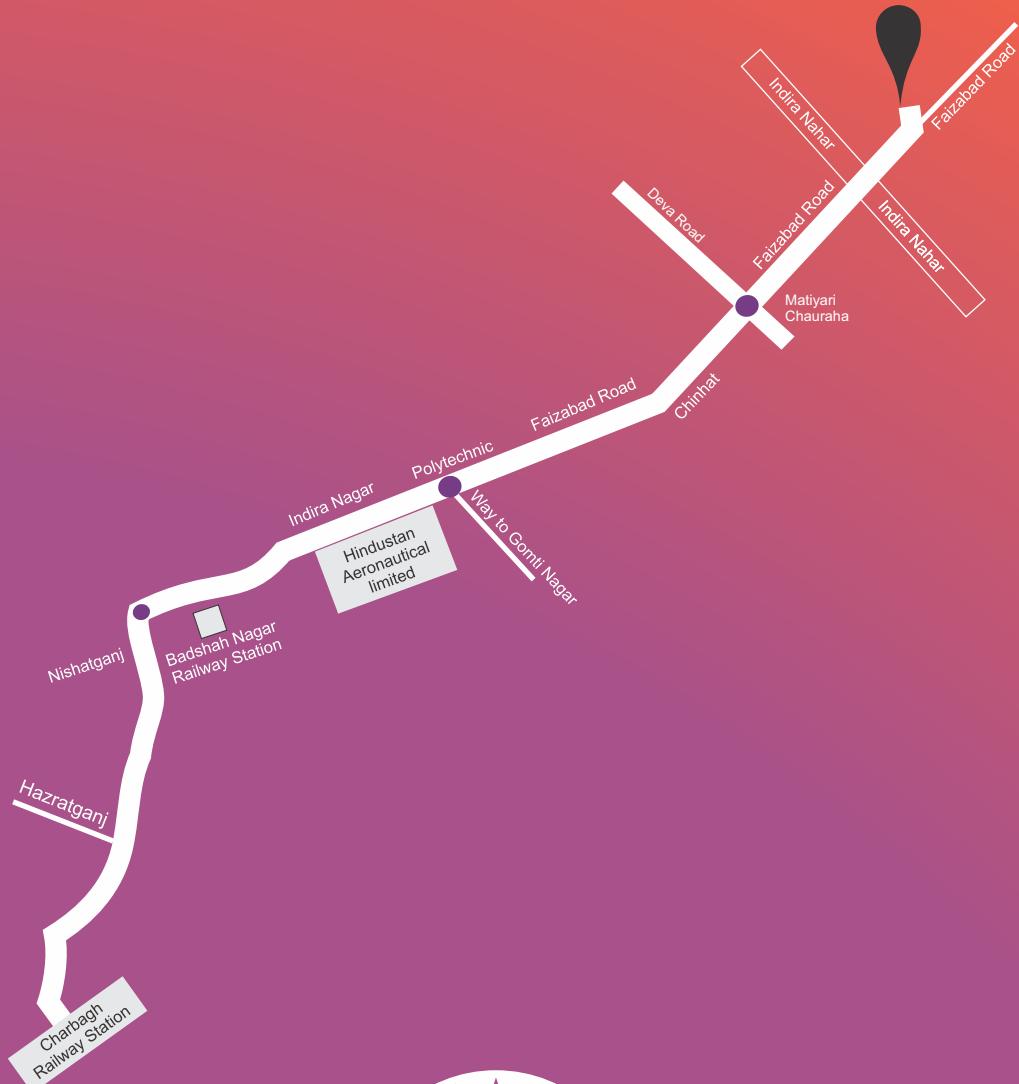
1. Macro Economics
2. Trade of India/ Quantitative Economics/ Development Banking
3. Applied and Business Statistics/ Law and Practice of Banking
4. Insurance Principles and Practice/ Business Finance
5. Marketing Practice & Finance / Computer Application/ Entrepreneurship
6. Indian Economic Structure
7. Income Tax Laws & Accounts
8. Contemporary Audit
9. Optional Paper : Law and Practice of Banking
10. Optional Paper : Development Banking
11. Optional Paper : Quantitative Economics

Note: For SC/ST students, the eligibility for all the above courses will be reduced by 5%.



TECHNO
GROUP OF INSTITUTIONS

Road Map



Techno
GROUP OF INSTITUTIONS

CAMPUS :

Techno Group of Institutions, Near Indira Nahar, Faizabad Road, Lucknow-226028

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