

**xcellon** | SCHOOL OF BUSINESS





## About Us

Xcellon School of Business is an education initiative by the founders of an IPR driven global pharmaceutical company and Abellon Group. At Xcellon, education goes beyond giving facts and knowledge. We believe that management is a way of thinking more than anything else and hence we focus on developing the key mental processes that enable a person to excel in life.

Our education can happen as easily in a classroom as in the actual workplace, or during an outdoor session. Along with the experienced faculty and systematically designed course content, the active involvement and participation of students in classroom sessions, assignments, industry and field visits, presentations, experience sharing during guest lectures, movie and book review sessions create a differentiation in the learning experience at Xcellon.

We understand how the lack of quality manpower and enterprising professionals has crippled business growth in India. At the same time, young India continues its struggle to find the requisite skills and knowledge to excel professionally. Like many successful ideas, the idea of setting up Xcellon Institute was born out of a need and a problem seen as an opportunity. The Indian corporate sector has been swept by a force of change led by remarkable growth and global integration. This has led managers to adapt to the new environment by reinventing their organisations and practices. At the forefront has been a fundamental shift in the tapping of human resources, and the attitude of companies towards treating them as the most valued resource. Even as industry embraces the theories of modern management, education remains confined to traditional theories and old world situations.

The time has come to create a new system of education. A system that is 'for today' and educates not just for a degree, but for a career and for life. Xcellon is our attempt to break this barrier to the growth of businesses and individuals alike.

The curriculum at Xcellon has a strong entrepreneurial approach starting from classroom lectures to assignments. People who can execute are few and far between. The curriculum is designed to make students aware, agile and adaptable through guest lectures by successful people from varied backgrounds. Our students are taught to question the status quo, leading to innovative ideas and new ways of thinking.

## A) Treating participants as Adults

Teaching and learning at Xcellon is based on the principles of Adult Learning. At Xcellon, participants are treated as adults and hence teaching and learning processes are designed to suit the needs of adults .

We understand that adults are curious about why they need to learn a particular concept or even a subject. Hence, all students are briefed about the actual deliverables of every course or module and about the interlinkages that concepts being taught in the class have with other subjects and concepts. Even the evaluation systems, code of conduct, policy for use of institute's facilities, timings and other academic policies are based on principles of adult learning.

Connections between learning and career development and effects of non learning are regularly communicated through personal interactions with participants, individually and in groups. Since it is a human tendency to recollect own experiences and relate them to newer learnings, faculty members use experiential learning exercises for the student to take past learnings ahead and relate them to the concepts being taught in the class. The role of the faculty team at Xcellon is to develop an environment where students as adults want to accept and start taking responsibility for their learning.

Continuous self assessment through group discussions is a regular practice among students at Xcellon and efforts to improvise on the learning process are highly encouraged

## B-1) Instructional Systems Design

Instructional Systems Design (ISD) is based on the “systems” thinking concept of input-process-output. It is a scientific, process based approach for curriculum development. At Xcellon, the curriculum is designed following the principles of ISD, based on the “ADDIE” model (Analyze, Design, Develop, Implement, Evaluate)

## a) Analysis

Curriculum needs for programs are analyzed through meetings with senior and expert academicians, key professionals holding dominant positions in the corporate world and subject experts. The team conducting the interview meetings is specifically trained for the process. Industry requirements are also studied in-depth through analyzing published reports.

## b) Design

Based on industry expectations, Program Objectives are designed using “Blooms Taxonomy”. The Program objectives clearly specify the “end results” that should be observed in the participants after the academic and non academic requirements of the Program are satisfied.

## c) Develop

Based on the Program Objectives, learning outcomes for subject modules are prepared. Learning outcomes clearly specify what the student should be able to do due to his learnings after the module is taught. In

addition, delivery methods that need to be used are also planned in advance. The concepts are usually taught in class using experiential exercises, role plays, visits, simulation exercises, business games, group discussions, online simulations, etc.

## d) Implementation and evaluation

Regular feedback from students ensures the achievement of learning outcomes. Faculty members continuously share with each other teaching styles, assignments used, games and other in-class activities. In addition, assignments in one subject are co-related to assignments and concepts taught in other subjects by other faculty members.

The curriculum document prepared for each program gives a detailed description of Program Objectives, details on subject modules that will be covered, learning outcomes of the subject module, examinations, distribution of marks, quizzes, assignments, books to be referred and segregation of concepts taught into essential, critical and need to know.



## B-2) Experiential learning

Experiential Learning is the process of making meaning from direct experience. David A. Kolb, an American educational theorist helped to popularize the idea of experiential learning, drawing heavily on the work of John Dewey and Jean Piaget. According to David Kolb, knowledge is continuously gained through both personal and environmental experiences.

For adult learners especially, experience becomes a “living textbook” to which they can refer. Experiential learning is related with experiential education, action learning, adventure learning, free choice learning, cooperative learning and service learning.

Experiential learning at Xcellon

At Xcellon the role of the faculty member is to collate real life experiences (both professional and personal) and bring them to classroom teaching. This helps participants relate the concepts taught to the experience described by the faculty. The participants are made to reflect on their experience either in groups or individually. Typically some experiential learning situations are created by using the participant’s experience in industrial visits, simple real life situations, role plays, simulation exercises , games, movies ,book reviews and expert lecture sessions for relating management concepts and theories. Some such illustrative examples are listed below:

### a) Drawing from experiences of an Industrial Visit:

At Xcellon, students have major and minor industrial visits, where they visit various organizations with a predetermined academic focus. Such visits help students visualize the various management theories related to organization structure, production processes, quality control, dispatch, etc. This experience of seeing various production processes is also drawn upon for reflection on a concept like ‘Elements of Cost’ where participants are made to identify the costs related to each production process and then through reflections, the theory of Cost Elements is taught.

### b) Drawing from experiences in a Simulated Situation:

A classic example would be where participants are given a situation where they have to get into an agreement amongst themselves for delivering a service. Simulations are created for a breach in the delivery of the same, and this leads to them, drawing from their experiences of resolving the conflict due to non performance, and thus relating it to the ‘Law of Contract’. This experience and reflections from it, helps students gain an explicit understanding of fundamentals like ‘Fairness and Justice’ on which laws are framed.

### c) Drawing from sub conscious learning from films:

When a film is being screened, the audience becomes a part of the story, subconsciously. The person watching actually starts identifying with certain characters, and therefore, this sets the emotions flowing in various directions. This phenomena is used in the classroom for reflection on various aspects of human behavior in real work and life situations.

### d) Drawing from experiences of participation in events:

Students are motivated to participate in a host of cultural, co-cultural, curricular

and extra curricular activities. Debriefing sessions held after participation in events at other colleges/management institutes helps the student relate to finer points of event organizing and team management. Students are made to prepare a report on the participation and the use of resources which were at their disposal. Suggestions are sought from them on ways to improve overall efficiency. Faculty members specifically draw from experiences of the participation and take it to the class by relating the experience to the concepts taught in class.

## B-3) Sessions at Xcellon

At Xcellon, based on the learning outcomes of a subject, faculty members develop their session plans and delivery schedules in conjunction with each other. Different subjects are taught in a manner that co-relate with each simultaneously, to provide students with an in-depth understanding of the concepts, in isolation as well as their inter-linkages. Assignments and projects undertaken by students are allotted in a similar manner to allow them to apply all theories being learned so that they gain an understanding of overall implications as well.



**Prof. James Hoopes, Babson College, USA**

Sessions are rigorously planned and based on the “nine events of instruction” as per the principles of Instructional Systems Design, while delivering the sessions, innovative methods for involving students in a wide spectrum of experiential exercises are used. Cases, games, group discussions, role plays, movies, assignments, presentations, surprise quizzes, etc., are used for enriching the learning experience. In addition to these, faculty members also bring to the class their experiences from research, industrial visits, industry interactions, seminars they have attended and the Management development programs that are conducted. They also assume the role of co-learners and facilitators and not mere teachers. The focus is on learning from experiences arising out of the teaching and learning processes as they happen and taking the learning experience back to the class.

For example, while teaching the concept of taking customer feedback by organizations in the service industry, a faculty member would bring his own experience of filling a feedback form thrice at a hotel and giving his personal details thrice. The experience of the hotel service representative collecting the form, and filing it without acknowledging it and not using the data to send a thank you note to the faculty ( in spite of the faculty member being a loyal customer ) is brought to the class. The concept is then extended and students are asked to recollect their experiences of a similar nature. An assignment on collecting feedback forms from three organizations is given to the students for extended learning. In class, teaching covers the do’s and don’t’s of preparing feedback forms. The whole experience of conducting the session is again shared internally with other faculty members for them to take the concept ahead.

### **C) Expert Sessions**

Saturday Guest Lecture series under the aegis “Managing the Business of Life” at Xcellon is an initiative attempting to offer an all-pervasive learning experience to students. The Expert lecture series is an extension of the Experiential learning approach. The objective is to provide platform to students

to learn from life experiences of others.

Managing the business of life is an initiative where people of eminence from the fields of business, art, architecture, literature, drama, theater, social service, entrepreneurship and other walks of life are invited to share their life management wisdom.

Students are able to relate to the incidents and events shared by the speaker and reflect upon them in their own lives as a student and as a professional during the future course of action. Through experience sharing, the guest would attempt to present a perspective towards approaching life and would therefore help the students to relate theory concepts taught in the class to their own personal lives. This lets the students ascertain the principles of management which have contributed to his / her (Expert’s) success.



**Prof. Ravi Ramamurti, MBA, Indian Institute of Management & DBA, Harvard University**



1

### PRINCIPLES OF INSTRUCTIONAL SYSTEMS DESIGN (ISD)

A Scientific Process of curriculum development  
Follows system approach which suggests that subjects and concepts are interlinked



2

### INDUSTRY AND ACADEMIA INTERACTION

Meetings are conducted with academicians and corporate executives to know Market Expectations



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### CONTENT DEVELOPMENT

#### A. FACULTY MEMBERS DISCUSS WITH ACADEMICIANS AND INDUSTRY EXPERTS

#### B. EXTENSIVE RESEARCH

Faculty members conduct in depth study of Newspapers, Journals, Magazines, Websites, national and international publications, etc.

Survey of International best practices and methods

#### C. FACULTY DISCUSSIONS

Faculty members share experiences arising out of training programs they conduct

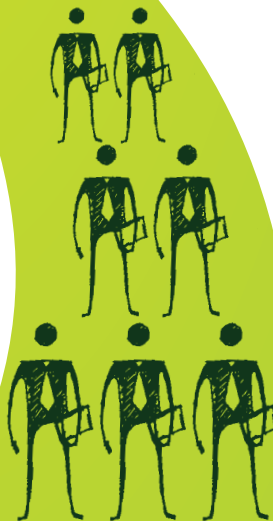
Self Experiences of Teaching and Learning are also discussed

#### D. MEETINGS

Faculty members meet expert academicians for seeking more insights

#### E. DEVELOP CONTENT

- The subjects are divided into modules and concepts
- The concepts are then divided into "Essential", "Critical", "Need to Know" for effective teaching
- The faculty then develops lecture-wise teaching plans using principles and methods of experiential learning



# TEACHING & LEARNING @XCELLON

3

## LISTING EXPECTATIONS

What a fresh Management Graduate is required to do on the job?



4

## OBSERVABLE BEHAVIORS

Expert team converts expectations to behaviors that students should display at work

Involve Observable Behaviors in developing Program Objectives



5

## PREPARE CURRICULUM DOCUMENT

A. Develop Program Objectives using Bloom's Taxonomy

Program objectives clearly specify what the students would be able to do after the program

B. Develop Learning Outcomes for subjects

Learning outcomes state what a student will be able to do after the subject is taught

Together, Learning Outcomes of all subjects lead to achievement of program objectives



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## CLASSROOM TEACHING AT XCELLON

### A. TREATING STUDENTS AS ADULT LEARNERS

- The rights of Learners as Adults are respected
- The reason why a subject is taught is also justified
- Teaching and Learning Process is designed to suit the needs of adults as learners
- The students are made to undergo continuous self-check along with personalised feedback
- Creating an environment for Learning for Life



### B. CONTENT DELIVERY

- Use of Principles of Experiential Learning in class
  - Videos, Movie Reviews, book reviews
  - Guest Lectures, Industrial Visits, Group Discussions, Real World Assignments, Experience Sharing, Case Studies, Business Games, Simulations
- Session Plan
 

Clear plan of what concepts will be taught when -

  - Detailing of concepts to be taught
- Sharing of Experiences
  - Faculty discuss with each other their experiences of teaching and learning



- Each faculty member uses learning experiences of other faculty in their classroom sessions
- Concepts, topics, assignments are interlinked through discussions
- While teaching one concept or subject its interrelatedness with all other relevant topics is explained in detail

#### IV. Content Division

- Concepts categorized into Need to Know, Critical, Essential



## D) Industrial Visits

### Concept

The concept of Industrial visits has been woven into the academic practices of the institute keeping in mind that experiential learning is the ethos of Xcellon. The motive is to provide the students with a right blend of theoretical learning and an opportunity to witness how those concepts are utilized in the practical environment.

The visits provide an excellent opportunity for the students to comprehend the complexities faced by the organizations in various stages and the implications that decisions have. Students also get to know about the intra and inter-department linkages within the organization and understand behavioral aspects within an organization.

The larger aim of the visits is to make the students relate to the value-chain as followed by firms in the industry. Value chain refers to processes and activities right from the sourcing of raw materials to the point where the final product reaches the end customer.

The Industrial Visit Perspective at Xcellon  
At Xcellon, visits happen with a specific academic focus with the objective of maximizing the learnings from the visit. The students go through a pre-briefing before the visit, which provides the framework they would utilize while observing the concerned organization. The briefing also focuses on the academic concepts already covered in the program. There is a post briefing after the visit, which involves feedback from students on observed phenomena relating to the framework given. It also involves provision of assignments to students for bringing out the application of the academic concepts. The academic model is to spread the visits across different industries in order to maximize exposure and learn the industry-wide common practices along with the practices pertaining to specific industry.

### Major Visits

Major visits extend the opportunity to the students to observe closely various stages

involved in the manufacturing process of different products. By observing the manufacturing process at the industry students would be able to relate to the theoretical knowledge. Selection of the organization for major visit is based on the size of the industry it operates into, expected learning outcomes out of the visit and its relevance to the subjects taught in the respective term and few other variables. The major visit is usually a full one day exercise. Select students are also involved in the organizing and logistics planning for the visit.

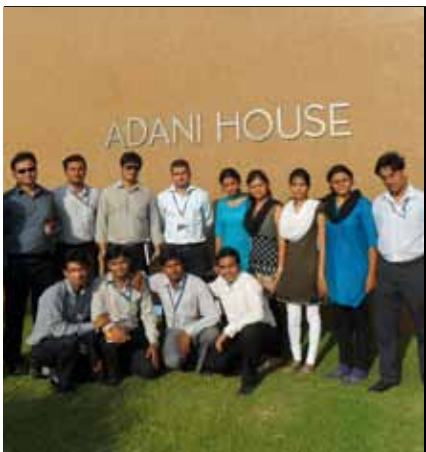
### Minor Visits

Minor visits are generally based on the respective major visit. Minor visits are initiated to give the systems perspective to the students. Systems perspective refers to considering all behaviors of the system as a whole in context of its environment; which also talks about interactions and inter-relationships between the system and its environment. Systems perspective enables the students to link the importance of the processes, variables and practices of the forward and backward value-chain related to the main industry. It also enhances the operational level learning leading to in-depth and better learning for the students.

For example, a pharmaceutical company uses Glucose as a major raw material, starch suppliers, maize products suppliers, pharma equipment suppliers etc form the backward value chain - representing the supplier side. In addition the hospitals, carrying and forwarding agents, distributors, retailers, doctors etc form elements of the forward value chain. So the minor visits at Starch companies and maize farms helps the students to relate how shift in prices of maize, because of a bad monsoon impact prices of starch and glucose and its impact on the pricing of the pharma products and subsequent impact on sales and usage in hospitals.



# Guest Sessions & Industry Visits Snapshots



## MBA\* + PGP in General Business Management

### Post Graduate Program in General Business Management - Foundation

#### Term 1 - Foundation and Compulsory Courses

- Management Process and Organizational Behavior (MPOB)
- Micro Economics for Managers (ME)
- Financial and Cost Accounting (Finance)
- Introduction to Marketing Management (MM)
- Quantitative Techniques for Business (QT)
- Management Information System for Business (MIS)
- Soft Skills 1 (SS1)
- Business Communication (BC)
- Legal Aspects of Business (LAB)
- Introduction to Social Sciences and Systems Thinking (ISSST) - Optional elective course

#### Term 2 - Foundation and Compulsory Courses

- Financial Management (FM)
- Human resource Management (HRM)
- Macro Economics-Indian Business and Economic environment (ME)
- Production and Operations Management (POM)
- Marketing Management (MM)
- International Business Environment (IBE)
- Advanced Business communication (ABC)
- Business Research Methods (BRM)
- Soft Skills 2 (SS2)
- Summer Internship Project (SIP)
- Introduction to Entrepreneurship (IE)

### Post Graduate Program in General Business Management - Advance

#### Term 3 - Core and Elective Courses

- Strategic Business Management 1 (SM1)
- Management Control Systems (MCS)
- Intrapreneurship
- Project Management (PM)
- Industrial Preparedness 1 (IP1)
- Elective Courses
- Emotional Intelligence (EI) - Optional elective course

#### Term 4 - Core and Elective Courses

- Strategic Business Management 2 (SM2)
- Corporate Governance and Business Ethics (CGBE)
- Industrial Preparedness 2 (IP2)
- International Business Industry Interface (IBIV) - Elective courses
- Management Research Project (MRP)
- Life Skills (LS) - Optional elective course

\* MBA Degree offered under DLP mode by UGC/HRD Ministry/ Govt. of India recognized university. University accredited by NAAC with 'A' Grade.

### Electives in

- Marketing
- Finance
- International Business
- Human Resources
- Pharmaceutical Business Management
- Hospital Administration
- Information Technology

### Elective Courses

The choices listed for electives are indicative-actual list of the offered electives would be presented at the beginning of Term 3, elective courses would be offered based on a minimum number of students selecting a course.

**Marketing:** Marketing Research Information System, Consumer Behavior and Relationship Marketing, Marketing of Services , Sales - Distribution and Channel Management, International Marketing, Strategic Product and Brand Management, Rural Marketing, Retailing, Marketing Financial Products, Integrated Marketing Communications, Industrial Marketing, Seminar on Contemporary Issues in Marketing.

**Finance:** Management Accounting, Financial Risk Management, Merger & Acquisition, Security Analysis & Portfolio Management, Investment Banking, Treasury & Forex Management, Financial Engineering, Wealth Management, Micro Finance, Indian Financial System, Corporate Tax Planning, Seminar on Contemporary Issues in Finance.

**International Business:** International Business Laws, MNC Management, International logistics and Supply chain Management, International Finance, Global Sourcing and International Business development, Export Import Documentation, International Marketing and Business Development, Foreign Language, Seminar on Contemporary Issues in International Business.

**Human Resources Management:** Cross Cultural Management, Organisational Dynamics and Change Management, Strategic Human Resources Management, Talent and Knowledge Management, Performance Management Systems, International HR.

Details of elective subjects will be provided to the students in the student handbook. Availability of electives subject to min. no. of opting students.

## Our Mentors



Prof. Atul Sapre

Bachelor of Science (Mathematics) from University of Pune and completed his Post Graduate Diploma in Management from Institute of Management Development and Research, Pune. He carries a rich experience of more than 27 years across industry and academics. Prof. Sapre has designed and delivered courses at Post graduate level in mathematical finance- especially in the area of risk management and derivatives. He has designed, developed and taught Finance, International Finance, Taxation, etc. at Post Graduate level. He is a professional member and Director of Sumedhas Academy for Human Context which is a premier body of professionals who work broadly in the area of Organization Design and Development based on methods and methodologies of experiential learning. He has worked as staff and member at Group Relations. Conferences based on the Tavistok Methodology and have completed Advanced Praxis Sub Conference at the Tavistok Institute, UK. Prof. Sapre is also a visiting faculty at IIM- Ahmedabad, IRMA – Anand and has been a part of the selection panel at the National Institute of Design, Ahmedabad.



Mrs. Beena Handa

An Alumnus of IIM-Ahmedabad, Mrs. Beena Handa is an HR professional and has a vast experience in the field of management consultancy, education and corporate organization. She has designed and implemented several programs and processes in the areas of communication, interpersonal behavior, people development, team building and culture building. Mrs. Beena Handa has been one of the pillars of success of Claris Group. She has designed and implemented several programs and processes in the areas of HRM, which has been recognized by the National HRD Network and CII. As Mentor – Organisation Building in Claris, Mrs. Handa is the institutional strength of the company. Apart from her association with Claris, she has also been a faculty to various training programmes for other organizations and has been a Visiting Faculty for over 7 years at IIM - Ahmedabad. She has also contributed in the social sector through advisory role in organizations such as SEWA (Self-Employed Women's Association), IRF (India Renal Foundation) among others. In harmony with Claris' philosophy of inducting young people and encouraging them to realize their potential, Mrs. Handa has worked closely with young people in India & many countries to mobilize their inner potential and motivate them towards achievement. With her skills to groom the future leaders, Mrs. Beena Handa is fully committed to the vision of Poiesis and plays an active role in its development.



Prof. Raghu Ananthanarayanan

Raghu Ananthanarayanan is a Post-Graduate in Engineering from the Indian Institute of Technology Madras. He is a leading consultant to several blue chip companies - Indian as well as Multinational. He has devoted almost two decades to transforming the organisational culture of several leading organisations. He is one of the founders of Sumedhas – The Academy for Human Context. He is a visiting faculty at the Indian Institute of Management, Ahmedabad. He has taught at Institute of Rural Management, Anand, and Indian Institute of Management - Bangalore. Raghu's present focus is in organisation design and change management. He has developed a unique methodology called "Totally Aligned Organisation" that brings together his understanding of Manufacturing Systems, Human Processes and Yoga. He has published a book (The Totally Aligned Organisation) where he has elaborated upon some of the key ideas from Yoga and process work that he has used in a management context. He has studied yoga with Yogacharya Krishnamacharya & TKV Desikarchari. He has taught yoga at Krishnamacharya Yoga Mandiram for a decade and published a world-renowned book on Yoga (Learning through Yoga). During this period he completed his post graduation in Bio Medical Engineering based on a study of Asana & Pranayanma in the therapy of Back Pain. He is a leading Behavioural Scientist and uses the Yoga Sutras as a basis for the "inner work".

## Full Time Faculty Members



Prof. Devang Patel  
(MBA Marketing, Pursuing PhD)

Prof. Devang Patel is presently associated with Xcellon Institute School of Business, Ahmedabad as Faculty Incharge. He is pursuing his PHD from Sardar Patel University, Anand, Gujarat, in the area of Relationship Marketing, with a focus on Mobile telecom Services. He has attended National and International Academic conferences at reputed Business Schools in India. He carries 15 years of teaching, training and consulting experience. He has been teaching courses like Consumer Behavior, Services marketing, Entrepreneurship etc in post graduate management schools. He had been a visiting faculty to National Institute Of Fashion Technology (NIFT) Gandhinagar, K B Institute Of Pharmaceutical Education, Gandhinagar. He has conducted Management Development Programs for corporates like Kalpataru Power Transmission Ltd - Gandhinagar, Government of Gujarat department of food and civil supplies, ICICI Pru life Insurance-Ahmedabad, Abellon Clean Energy etc., in the areas of Management Development, Marketing, Sales Effectiveness etc He has attended Faculty Development Programs through the Strategic Management Forum of India at IIM B, IIM K, and BIMTECH Noida on the topics of Blue Ocean Strategy, Foundation of Strategic Management, Corporate Entrepreneurship and Inorganic Growth Strategy. He was empaneled as Executive Committee member at the Global Gujarati Conference, August 2013, New Jersey, USA. He has authored and published teaching cases on various management topics. He is interested in photography.



Dr. Jitendra K. Sharma  
(UGC Net, Ph.D, M.Phil, MBA-Marketing)

He has an MBA & M.Phil in Management. He has completed his Ph. D on the topic "Determining factors for Developing Trust in E-Transaction." He carries over 12 years of teaching experience in institutes like Xcellon Institute-School of Business, S. K. Patel Institute of Management, GLS BBA, B.P. College of Business Administration, K B Institute of Pharmaceutical Education & Research - Gandhinagar and Pt. R.B. Shastri College of Business Administration-Ahmedabad. He has taught Marketing of Enterprise in Entrepreneurship Development program at Ministry of Small & Medium Enterprise, Government of India. He has conducted Management Development Programs for corporates like Kalpataru Power Transmission Ltd, Abellon Clean Energy Ltd & Flourish Pure Foods Ltd in the area of System Thinking, Team Building, Group Conflict, Organizing & Change Management. He has also conducted several Faculty Development Program on Teaching and Learning. He has conducted several program for Thinking skill development for children and adults. He has attended several International & National Faculty Development Programs at IIM, IIT, BIMTECH, IRMA & EDI. He has published 4 Research papers in International Journals. He has also presented 15 Research papers in International & National conferences.



Daisy Kurien  
(UGC NET, Pursuing Ph.D, MBA -Marketing, P.G. in H.R.D & Soft Skills Trainer)

Ms. Daisy Kurien is currently working as Associate Professor with Xcellon. She is pursuing Ph.D in Management from Gujarat Technological University. She is a Certified Soft Skills Trainer with an MBA in Marketing & PG Diploma in Human Resource Development.

She has 12 years of work experience (Corporate and Academics). She is associated with Ahmedabad Management Association (AMA) as a Soft Skills Trainer. She has conducted Management Development Programs in Business Communication, Business Etiquette, Personality Development, Leadership Skills, Presentation Skills etc for corporate houses like FICCI Ladies Organization (FLO), Winny Immigration, Idea Institute, Claris Lifesciences, Abellon Cleanenergy & Flourish Purefoods for junior, middle and top management executives.

She has also conducted workshops on Soft Skills, Group Discussion Skills, Interview Skills, Resume making & Personality Development for MBA students in different colleges like National Institute of Cooperative Management (NICM), Gandhinagar, Institute of Business Management and Research (IBMR), R.B Institute of Management, Idea Institute and Omegan Business School. She occasionally conducts Public Speaking sessions for school children.

She has published 3 research papers in international journals and 1 research paper in a national journal. She has presented papers at many national and international conferences. Her areas of interest are Soft Skills, Business Communication and Marketing Communication.



**Anirban R Banerjee**  
(MBA - HRM)

A Post Graduate Diploma in Business Management from MIT School of Management, Pune, 1999 batch and bachelor of Economics from St Xaviers College, Ahmedabad. He completed his schooling from Air Force Central School, Calcutta. He carries a rich experience of more than 16 Years across industry. His experience is in the three critical areas of people development initiatives - Talent Engagement, Learning & Development and Organization Development. He has trained more than 2000 managers across the globe. He has worked in leadership position in AT&T, Satyam Computers IBM and Dr Reddys in the Learning & Development area and developed strategy at an organization level for enabling performance and Quality for business growth.

He is the Author of Leadership Excellence Principles My Father Followed a series on Leadership published by New Global Indian USA.. He has written more than 25 articles on Leadership, Learning & Development and Contemporary issues for Global Journals and National Publications. He has been interviewed by National TV Channels on Skill development and Human Resource Development. He was a visiting faculty at Symbiosis Institute Mass Communication at Pune in 2007-2008 and ICFI at Ahmedabad in 2005-2006. He is also a member of the Forum for Integrated National Security (FINS), a NGO chiefly run by retired defence personnel. He has also written paper on National Security and Human Resource Development.

Currently he provides leadership to

the corporate function of Learning & Development and Organizational Development for the Abellon Group. He is a lead Trainer and faculty for various training workshops on leadership development at Abellon. He has designed and implemented several programs and process in the area of Learning & Development and Organizational Development. He has also designed and delivered courses in areas of Learning and Development, Emotional Intelligence and Contemporary Issues in People Development at Xcellon School of Business.



**Vivek Raina**  
(M.Sc. Statistics)

Mr. Raina is a Professor at Xcellon Institute School of Business, holds M.Sc (Statistics) from Gujarat University. He has two years of academic experience at the Indian Institute of Management, Ahmedabad (IIMA) as an Academic associate and one year of corporate experience in food and beverages industry as a Statistician and Analyst. His areas of interest are Quantitative methods, Production and Operations Management.



**Dr. Neha Parashar**  
Ph.D, MBA (Finance) Gold Medalist,  
M.Com and B.Com

Dr. Neha Parashar is currently working as Associate Professor with Xcellon School of Business. She has done her Ph.D in area of finance from Vikram University , Ujjain (M.P.) in 2008. She was a gold medalist (University Topper) during her MBA (Finance) , M.Com (Accounting and Taxation) and B.Com. She has been associated as a faculty since last 11 years with various universities like Symbiosis University, Pune, Nirma university, Ahmedabad, Amity Global business School, Ahmedabad etc.

She is a registered Ph. D. guide with different universities and 3 students are pursuing their Ph.D. under her supervision and guidance. She has authored a book named “ Mutual Fund and Investors”. Dr. Neha has written and presented more than 25 papers which are published in several national and international journals.

She has also organised an ‘Academic Summit on Valuation and Financial Modelling’ at SCMHRD, Pune.

She is associated with SEBI as a certified resource person for financial education. She has attended a three and half month faculty development programme at IIM Ahmedabad. She is a member in Editorial Review Board of “DRISTIKON: A Management Journal” by SCMHRD, Pune.



Students

2010 - 2012 BATCH



Guest Name	Organisation	Designation
Dr. Guruprasad Mohapatra	Ahmedabad Municipal Corporation	Municipal Commissioner
Mr. Amish Vyas	Claris Lifesciences Ltd	President- International Business
Mr. Dharmendra Mishra	Divya Bhaskar Corp Ltd	State Head- Business (Marketing)
Mr. Dhaval Parmar	Abellon Clean Energy Ltd	Sr. GM- Finance & Fund Raising
Mr. Mukund Shukla	H T Media Ltd	Sr. Manager- Circulation (Marketing)
Mr. N K Jain	Cadila Healthcare Ltd	Sr. GM- Sales & Marketing
Mr. Nirmal Kumar	Nirmal Foundation	Director (Entrepreneurship)
Mr. Padmin Buch	GITCO	Director (Intellectual Property Rights)
Mr. Pradeep Surana	Reliance Industries Ltd	Head- Finance & Accounts
Mr. Shyam Sharma	Claris Lifesciences Ltd	President- HR & Corporate Communication
Ms. Daxaben Yagnik	M/S Saptarang Packers	Proprietor-Entrepreneurship
Ms. Devaki Earl Marks	South Asia FM Ltd	Regional Programming Head
Ms. Reshma Mohan	Divya Bhaskar Corp Ltd	State Head- Human Resources & Admin
Mr. Ajay Dixit	Senior Faculty EDI	Social Entrepreneurship
Mr. Venkat	The Hindu Group, IMC	Business Head Gujarat
Dr. Ravi Ramamoorthy	Harvard Business School, USA	Management Practices Global Business
Prof James Hoopes	Babson Business School, USA	Entrepreneurship
CA Rajiv Bhatt	Deloitte Consulting	Senior Consultant
Mr.Kirti Sanghvi	HDFC Bank	Head Liabilities
Mr. Pankaj Patel	Abellon Clean Energy Ltd	President
Ms. Vibhuti Bhatt	One Advertising & Communication	Chief Executive Officer
Mr. Amit Jani	Abellon Group	Sr. Leader– HR & Corporate Affairs
Mr. Deven Patel	Bosch Rexorth India Ltd	GM- Human Resources
Mr. Hiren Bhatt	GVK EMRI (108 Services)	Head- Operation
Mr. Tejas Shukla	DSP Blackrock Investment Managers	VP & Zonal Sales Head
Mr. Krishna Kumar Mishra	Ahmedabad Stock Exchange Limited	Managing Director
Mr. S N Mavalankar	Genest Engineers Pvt Ltd	Managing Director
Mr. Raghuraman R.	Arvind Ltd	SBU HR Head
Mr. Rajesh Ojha	Reliance Industries Ltd	Sr. GM- Finance & Accounts
Mr. Manoj Kumar Patro	Vodafone Shared Services Limited	Head – Finance
Mr. Viren Mehta	ING Vysya Bank Limited	Cluster Head
Mr. Virendra Nanavati	FINA- Federal Internationale De Natation	Vice Chairman

Mr. Rajneesh Thapliyal	D B Corp Ltd- My FM	Business Head
Mr. Jatin Chaudhary	Point 10 Ventures	Founder & Chief Executive Officer
Mr. Sameer Kachole	Vivaan Consultancy Services	Chief Executive Officer
Mr. Reji Pillai	The Balaji Group	General Manager- Project & HR
Mr. Haresh Chaturvedi	Hindustan Coca- Cola Beverages	Zonal HR Head
Mr. Madhu Menon	L & T Capital Company Ltd	Regional Head- Premier Wealth Management
Mr. Sunil Davey	Ashapura Forwarders Pvt Ltd	Chief Operation Officer
Mr. Rakesh Patel	Videocon Telecom Ltd	Deputy General Manager- HR
Mr. Pushparaj Jhala	Tata Telecommunications Ltd	Sales Head
Mr. Sunil Upadhyay	Dishman Pharmaceuticals & Chemicals	Deputy General Manager- Finance
Mr. Arun Chandalia	Camex Limited	Vice President - International Marketing
Dr. Gaurav Buch	Rasna Pvt Ltd	Head- HR
Mr. Kapil Butani	Abellon CleanEnergy Limited	General Manager- Business Development
Mr. Ashish Oza	Cyberoam Technologies Pvt Ltd	Head- Supply Chain Management
Mr. Vikram Oza	Jindal Worldwide Limited	Director- Finance
Mr. Himanshu Vaidhya	Gujarat Institute of Competitiveness	Director
Mr. Amitabh Shah	Yuva Unstoppable	Chief Inspiration officer and Co-Founder
Mr. Parth Hirani	Jagdish Hirani & Associates	Director
Mr. Rajkumar Joshi	Abellon CleanEnergy Limited	Regional Business Head
Mr. Rajneesh Saxena	Godfrey Phillips (India) Limited	Regional Training Manager
Mr. Hiranaya Vyas	Center for Entrepreneurship Development	Ex Project Leader and Trainer - Entrepreneurship & HRD
Mr. Nirav Shah	NMS Group	Founder, Foilage Group
Mr. Samir Patel	Maprosys	Managing Director
Mr. Ritam Bhatnagar	Wwhere	Founder India Film Project, Founder
Mr. Arpan Acharya	Abellon Clean Energy	Sr. Manager - HR
Mr. Neel Shah	Flourish Pure Foods Limited	Ex. Head Global Business Development
Mr. Nadeem Jaffery	Hearty Mart Enterprises	Founder
Mr. Chandramouli Pathak	Enterpreneurship	Independent Consultant, Past Professor-ICECD
Mr. Shiv Kothari	Uranus Services Pvt Ltd	CEO
Mr. Amol Mundada	Arvind Limited	Sr. Manager- Marketing (Agribusiness)
Mr. Savan Godiawala	Deloitte Touche Tohmatsu India Pvt Ltd	Sr. Director Finance
Mr. Parth Desai	DubukDeal.com	Founder
Mr. Hiren Yadav	Tatvasoft	Manager, Digital Marketing

# Visiting Faculty @ Xcellon

Faculty Name	Corporate & Academic Experience	Functional Area	Subjects Taught
Mr. Lalit Mohan	45 Years	Business Strategy	Strategic Management 1 & 2
Mr. S. B. Roy	40 Years	International Business	Export Import Management
Mr. Mihir Das	37 Years	International Business	Shipping & Port Management, International Logistics
Mr. Kishore Bhatt	36 Years	International Business	Export Import Management
Mr. Victor Saldanha	35 Years	International Finance	International Finance
Mr. Kirti Sanghavi	30 Years	Finance	Bank Management
Mr. Aashish Shah	27 Years	Finance	International Finance
Dr. Abhinava Singh	20 Years	Marketing Strategy	Sales Distribution & Channel Management
			Strategic Product & Brand Management
Ms. Surta Mehta	15 Years	Economics	International Trade & Economics
Mr. Kaushal Mandalia	15 Years	Finance/Strategy	Security Analysis and Portfolio Management
			Management Control System
Mr. Rakesh Bhatnagar	14 Years	Information Technology	Management Information Systems
Mr. Ravi Sheshadri	13 Years	HR	Performance Management Systems
Mr. Shaivalya Thaker	13 years	Finance	Derivatives
Pabitra Ranjan Chakravarty	12 Years	HR & Leadership	Soft Skills, Industry Preparedness
			Strategic Management
			Consumer Behavior and Relationship Marketing
Ms. Smitha Ramachandran	11 Years	Project Management	Project Management
Mr. Shiv Kothari	10 Years	Entrepreneurship & Finance	Legal aspects of Business
			International Mergers & Acquisition
Swati Gupta	10 Years	Finance	Indian Capital Markets
			Management of Financial Services
Ms. Pooja Kunwar	9 Years	HR/Strategy	Legal Aspects of Business 1
			Government Business and Society
Ms. Kanan Dhru	9 Years	Corporate Governance	Corporate Governance & Business Ethics
Mr. Manan Shah	5 Years	Finance	Corporate Tax Planning,
			Mergers & Acquisition (M & A)
			Financial markets and Regulations
Mr. Mehul Talera	4 Years	Finance	Cost and Management Accounting

# Infrastructure & Facilities @ Xcellon

State-of-the-art wifi campus.

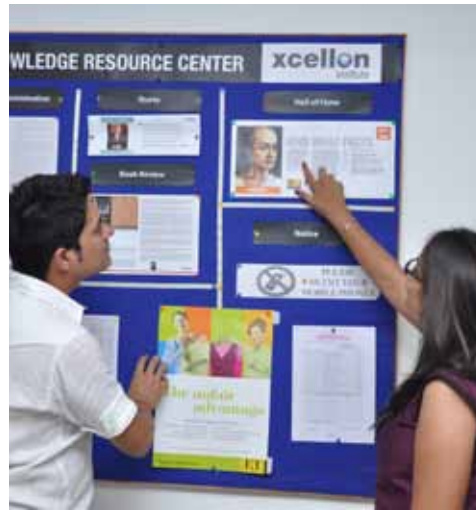
Hi-tech classrooms with audio-video setup for online and offline learning.

Well equipped library with large collection of books, online journals, industry reference materials and latest tools and softwares used in the industry.

With a café, library, resource centre, research, meeting and recording facilities, and large gathering spaces, it is designed to create a vibrant space around which the institute thrives.

Interior spaces are designed to have ample daylight and natural ventilation, two elements crucial to healthy indoor spaces, and proven to enhance indoor environmental quality and the activities that happen therein.

The classrooms are equipped with LCD projectors, sound systems, document cameras, video conferencing facilities and other state of the art equipment to enhance the educational experience at Xcellon Institute.





**Global Commonwealth Asia Alliance of Young Entrepreneurs**

The CAAYE Young Entrepreneur Summit is an annual event where 200 young entrepreneurs from all the Commonwealth-Asia region countries (India, Pakistan, Bangladesh, Maldives, Sri Lanka, Singapore, Malaysia and Brunei) collectively meet for 3 days to network, build business linkages, conduct field studies, attend learning sessions and jointly prepare a set of recommendations to improve the ecosystem of youth entrepreneurship in the form of an official communiqué that is submitted to member Governments through the Commonwealth secretariat. Xcellon students participated as volunteers in the Global Entrepreneurship Summit “CAAYE” held at Mumbai and played various roles in the summit and helped the event in becoming a grand success.





Young Indians (Yi) is an integral part of the Confederation of Indian Industry (CII), a non-government, not-for-profit, industry led and industry managed organization playing a proactive role in India's development process. Yi was formed in the year 2002 with an objective of creating a platform for young Indians to realize the dream of a developed nation. Yi has around 2010 direct members in 38 chapters, and engages around 10500 students through chaupals, under the brand 'Yuva'. The Yi membership includes young progressive Indians between the age group of 21 & 40 and comprises entrepreneurs, professionals and achievers from different walks of life. "To become the Voice of Young Indians Globally" being the vision of Yi, it provides a platform for young Indians to participate in and contribute by becoming an integral part of the Indian growth story. Yi's work is divided primarily into three groups; "Youth Leadership", "Nation Building" and "International Engagements".

Xcellon has a MOU with CII-YI and an active student committee who take part in various developmental programs under the aegis of active chapter "YUVA CHOUPAL".

Xcellon School of Business MOU with CII -YI (Confederation of Indian Industry - Young Indians)



Xcellon School of Business has entered in to a MOU with National Stock Exchange (NSE), Mumbai

The MOU between NSE and Xcellon School of Business entails Xcellon offering course "NSE Certified Capital Market Professional" to students who are interested to develop their careers in Financial Services and Stock Markets. The course has 80 hours of experiential teaching which is conducted by Xcellon faculty and Industry Experts. Students who clear the examinations conducted by NSE are offered a certificate "Certified Capital Market Professional".

Xcellon School of Business association with YUVA Unstoppable - India's fastest growing youth NGO

Working under the mission of "youth are not use less but used less". YUVA is India's fastest growing youth NGO. Active volunteers at YUVA engage in social and development activities for two hours a week. Xcellon students have been active "change makers" at the NGO since the last few years and have won many accolades. A optional elective subject "Social Sensitivity in Management" has been offered to students of first year, where the students learn application of management principles by engaging in volunteering at Municipal Schools in the city of Ahmedabad. Founder and chief Inspiration officer, YUVA, Mr. Amitabh Shah has graduated from Yale School of Business, USA.



Xcellon Students with Industry Leaders



**Mr. Adi Godrej**  
Chairman Godrej Industries



**Mr. S. Gopalakrishnan**  
Co-Chairman Infosys Ltd



**Mr. Rakesh Bharti Mittal**  
Vice Chairman & MD Bharti Enterprises



**Mr. Gautam Adani**  
Chairman Adani Group



**Mr. Dinesh Trivedi**



**Mr. Sam Pitroda**

## Xchange Career Center Team

We believe that the role of a higher education institute goes further than simply providing a good education. We are a guide, partner and friend to a student looking to make his way into the intricate maze of real world job opportunities. To enable this, we have created a well resourced Career Center to engage with students on this front. From the day you step in, you are put through a process of identifying your interest areas and competencies, and correlating them to current career opportunities.

Our panel of experts creates and delivers specifically designed sessions to educate a student on opportunities in diverse sectors, focusing on what it could hold as potential interest areas for them. Our team is engaged with leading managers from the corporate sector to constantly upgrade our information pool so that our students can take the best informed decisions.



**Dr. Amit Jani, Head - Corporate Relations**

Dr. Amit Jani holds a Masters in Social Work from M.S. University and Post Graduate Diploma in Industrial Relations and Personnel Management from Bhavan's College. Dr. Jani carries rich professional experience of around two decades in field of human resource management and industrial relations. He has worked for leading pharmaceutical companies like Claris Lifesciences and Lambda Therapeutics.

Dr. Jani, an accredited trainer has been a member of curriculum review committee at renowned management institutes. Mr. Jani's areas of interest are in operational discipline, culture enhancement, employee inspiration, conflict management and

counseling. Presently he is the Head of Human Resources & Corporate Relations for Xcellon Institute, Redbricks Education and Xcelris labs.



**Samir Dutt, Sr. Manager - Career Center**

Mr. Samir Dutt is a graduate from Gujarat University & offers more than 9 years of work experience across Recruitments, BPOs & Placements. His expertise lies in Business Development, Client Acquisition, Client Management & Team Management. He has successfully completed various mapping projects for Multinational CROs. His area of interest is in Corporate Relationship Management & Business Development.



**Krishna Joshi, Officer - Career Center**

Ms. Krishna Joshi is an Diploma in Aviation with more than 3+ Years of experience in the field of International Recruitment and Placement. She has handled End to End International Recruitment Cycle, Employee Engagement Activities, Corporate Relationship Management and Client Coordination.



**Amit Bhatnagar, GM - Career Center**

Mr. Amit Bhatnagar is a Management graduate with 21 years of professional work experience in India and abroad with multinationals like Johnson & Johnson, Ranbaxy, Claris Lifesciences etc. in various capacities.

He has been involved in many successful first time projects and products launches. Mr. Bhatnagar's excellent work and many performance awards validate his expertise in Team Management, New Ventures, Consulting, Analysis and Sales across industries. As GM - Career Center, he manages Xcellon's Industry interaction, Student's Assessment, Guidance, Internships, Placements, Workshops, HR Forums, MDP programs.



1

### PRE-ADMISSION COUNSELING

- Competencies assessment for career mapping
- Counseling on industry requirement
- Forecasting career progression
- Detailing positions and job descriptions

2

### FINANCIAL ASSISTANCE

- Loan Assistance
- Easy multi-point payment system

3

### PERIODIC REVIEW

- Mapping observable behavior
- Tracking changes in behavior and competencies
- Counseling on latest industry trends

4

### SUPERVISED INTERNSHIPS

- Industry Interaction under Faculty Guidance
- Clear learning objectives
- Industrial visits for practical exposure
- Experiential and action based learning

5

### FINAL INDUSTRY PROJECT

- Industry consulting project under faculty guidance
- Practical real world projects based current affairs

6

### PLACEMENT ASSISTANCE

- A team of dedicated experienced individuals working closely with industry to find the right careers for students

7

### LIFETIME CAREER SUPPORT

- Modular programs to support the need for continuous education and training
- Updated courses with advanced curriculum
- Workshops and short term courses to upgrade skills and industry knowledge
- Creating a strong networking platform
- Alumni services
- Upgradation & Updation

## LARGE BUSINESS CONGLOMERATES

Reliance Industries Ltd  
Essar Ltd  
Arvind Ltd  
Anil Starch Product Ltd  
Future Group  
MAS Group of Companies  
Agarwal Group of Companies  
Bosch Rexroth Ltd

## FMCG & CONSUMER DURABLES

Pepsi Co  
Ceasefire Industries Limited  
Sanghi Cement Ltd.  
JMD Oils Pvt. Ltd.  
Berger Paints Pvt Ltd  
Adani Wilmar Ltd.  
Havmor Ice Cream Ltd.  
Flourish Pure Foods Pvt Ltd  
Himalaya International Ltd.  
Eureka Forbes Ltd.  
Vimal Corp Care Pvt. Ltd.  
AVT Natural Products Ltd.  
Khimji Ramdas

## BFSI

Citi Bank Ltd.  
DCB Bank  
IndusInd Bank Ltd  
ING Vysya Bank Ltd.  
DSP Blackrock  
Angel Broking Ltd  
Credit Analysis & Research Ltd.  
Anand Rathi Securities Ltd.  
Peerless Funds Management Co Ltd  
UAE Exchange & Financial Services Ltd.  
Mahindra Finance  
Kotak Asset Management  
Muthoot Fincorp Pvt Ltd  
Motilal Oswal  
PNB Met Life  
SMC Global  
MAS Financial Services Ltd.  
SNL Financial India Pvt. Ltd  
BMA Wealth Creators Ltd.  
ICICI Securities Ltd.  
Kotak Mahindra Bank  
Amarons Capital Advisors Pvt. Ltd.  
Yes Bank Ltd.  
Marwadi Shares & Finance Ltd.  
SBI Life Insurance  
AU Financiers (India) Private Limited  
ICICI Prudential Life Insurance pvt ltd  
Bharti Axa Life Insurance Company Ltd.

Prudent Corporate Advisory Services Ltd.  
Aviva Life Insurance Company India Pvt Ltd  
IDFC  
Origin Fiscal Service Ltd  
Capital Via Global Research Ltd

## HOSPITALITY, TRAVEL & TOURISM

Fortune Landmark Pvt. Ltd.  
Radisson Blu  
Country Club India Limited  
Kuoni Travels (SOTC)  
Cox & Kings Ltd.  
Mass Interlink Pvt. Ltd.

## SHIPPING LOGISTICS & TRANSPORTATION

Ashapura Forwarders  
Trans Asian Line Shipping Services (P) Ltd.  
Seaways Shipping & Logistics Ltd.  
MSC Agency India Pvt. Ltd.  
ACT Infra port Ltd  
Logistic Integrators Ltd  
Cargo Service Centre India Pvt. Ltd  
Goodrich Maritime Pvt Ltd  
J M Baxi & Co.  
Haiko Logistics India Pvt Ltd  
World Wide Logistics (I) Pvt Ltd  
Malara Group  
Orchid Shipping Pvt Ltd  
Accuracy Shipping Pvt Ltd  
Mitsui O.S.K. Lines (India) Pvt Ltd  
K Line India Pvt Ltd  
Auto Cars (Videcon industries)

## EDUCATION & SOCIAL SECTOR, NGO'S

Gujarat Institute of Competitiveness  
Redbricks Education Foundation  
Shatayu: A Gift of Life  
Saath  
Yuva Unstoppable  
Nirmal Foundation

## POWER & LARGE MANUFACTURING

L&T Power Ltd.  
Abellon Clean Energy Ltd.  
Kalpataru Power Transmission Ltd  
Saint Gobain Glass India Ltd.  
Kansai Nerolac Paints Ltd  
Kurlon Ltd.  
Control Print Ltd  
Jay Chemical Industries Ltd.  
Doshion Veolia Water Solutions Pvt. Ltd.

Asian Granito Pvt Ltd  
Yogi Engineers  
K.M. Electrical Cables Pvt. Ltd.

## MEDIA & ENTERTAINMENT

Times Of India  
Divya Bhaskar (DB Corp Ltd)  
HT Media Limited  
My FM (DB Corp Ltd)  
Radio Mirchi  
The Sandesh Ltd.  
GTP (Gujarat Telelink Pvt. Ltd.)  
Business Standard Ltd

## INFORMATION TECHNOLOGY, SECURITY SYSTEMS, KPO & BPO

Symantec Software Solutions Pvt Ltd  
Elsner Technologies Pvt. Ltd.  
Cygnet Infotech Pvt. Ltd.  
Azure Knowledge Corporation Pvt. Ltd.  
XL Dynamics India Pvt Ltd  
Einfochips Training & Research Academy  
K M Electronics Cables Pvt Ltd  
Tops Technologies Pvt Ltd  
Markelytics Solutions Asia Pte. Ltd.

## E-COMMERCE, DIGITAL COMPANIES, ONLINE MEDIA & MARKET RESEARCH

The Nielsen Company  
madshope.com  
Peoplite.com  
SMIT Digital Marketing Pvt. Ltd.  
Eight Webcom Pvt. Ltd.  
Sun Lake Infotech Pvt.Ltd  
Infocom Network Ltd  
KOCHAR InfoTech Pvt Ltd  
Sandhi Digital Media Marketing Pvt. Ltd.  
99acres.com (Infoedge India Ltd.)  
Aequitas Infotech Pvt. Ltd.  
Kaspersky Labs India Pvt Ltd  
Aawishkar E- Business Pvt Ltd  
Mera Venue Pvt. Ltd.

## RETAIL & MARKETING

Infiniti Retail Ltd (Croma Retail)  
Future Lifestyle Fashions (Ahmedabad Central & Brand Factory)  
Reliance Retail Ltd  
The Mobile Store  
Hypercity Retail Limited

## ADVERTISING, PR & EVENT MANAGEMENT

Hanmer MSL  
One advertising & communication  
Purple I Events Hub  
Mosaic Events Pvt. Ltd.

## TELECOMMUNICATIONS

Reliance Communications Ltd  
Bharti Airtel Ltd.  
Vodafone  
Matrix Cellular International Services  
Tata Teleservices Ltd

## HEALTHCARE & PHARMACEUTICALS

Claris Lifesciences Ltd  
NKP Pharma Pvt Ltd  
Brillare Science  
Shalby Hospital  
Xcelris Genomics  
GVK EMRI (108 Services)

## REALTY & INFRASTRUCTURE

Proptiger Realty Pvt. Ltd  
Elegance Skyz Pvt Ltd

## AUTOMOBILES

Atul Auto Ltd.  
Emerald Honda Cars Pvt. Ltd  
Concept Hyundai

## HR & RECRUITMENT

Nirmal Job Bazaar  
Reliance HR Services Pvt. Ltd.  
Universal Hunt (Amazing Solutions P. Ltd.)

The Xchange Career Center at Xcellon is in talks with these companies for industrial visits, guest lecture series, summer internships & final placements. However, this list is inclusive and not exhaustive.



# Admissions and Fees Structure

## Admissions

### Eligibility Criteria

1. A bachelor's degree from any discipline from a recognized university with minimum of 50% marks.
2. A candidate who has appeared for final year examinations of Bachelor's Degree from an UGC /AIU recognized university shall also be eligible to apply provided the candidate completes the graduation on or before 24th August, 2016.

### Fee Structure

Candidates selected for the PG Program are required to pay the admission fee (non-refundable) of Rs.50,000 (Payable after Phase II of Admission Process) towards caution deposit and admission fee.

### PGPGBM – Foundation

Particulars	Payment Schedule	Amount (Rs.)
Admission Confirmation & Registration Fees	At the time of Admission confirmation	50000
1st Installment	July 2016	100000
2nd Installment	December 2016	90000

### PGPGBM – Advance

Particulars	Payment Schedule	Amount (Rs.)
3rd Installment	April 2017	95000
4th Installment	November 2017	90000

**Total Fees  
425000**

### Terms & Conditions

Rs.50000 is non-refundable registration amount.

Fees are inclusive of books and security deposit of Rs.5000, refundable after the successful completion of the program.

Laptop is not included in the fees and is based on actuals depending on configuration.

\*\* The fees amount stated includes all taxes and cultural activities (partly funded), field and industrial visits in around Ahmedabad.

1. Fees would be payable as per illustrated schedule.

2. Xcellon has a policy of not filling up seats vacated by students. This would mean that we do not refund fees once paid. Non-academic deposits would be refunded.

### Application Process

Students can apply online by downloading application form from [www.xcelloninstitute.com](http://www.xcelloninstitute.com) Application form is also available for Rs. 700/- at Xcellon campus.

### Address for submission of duly filled-in application form:

Xcellon Campus, 22-23 Shrimali Society, Near Navrangpura Police Station, Navrangpura, Ahmedabad - 380 009. INDIA. Tel: +91-9099939222, +91-79-66092100 Email: [info@xcelloninstitute.com](mailto:info@xcelloninstitute.com)

## Selection Process

### Step 1

Valid score, Percentile of CAT/CMAT/MAT/XAT or other equivalent national test.

### Step 2

Academic & non academic performance, extracurricular activities and work experience.

### Step 3

Written Test & Personal Interview.



# Financial Assistance

The time, effort and money one spends in earning a Qualification can be one of the most important investments one can ever make. The returns from this investment can be measured in terms of enhanced career opportunities, self-confidence and success in life. Clearly, it is an investment with the potential for high returns for a long time to come.

Obtaining the required financing for Education may be a source of anxiety unless it is carefully planned. Hence Xcellon assists its students to finance their education for a booming career ahead.

## Important Guiding Rules for the Attention of Candidates

1. The applicants should read the Information Bulletin carefully before filling up the Application Form.
2. Information about various programs of the Xcellon Institution is compiled. For further information and clarifications, the candidate is advised to contact Admissions Office at Xcellon Campus.
3. The medium of instruction for all the

program at Xcellon Institute is English.

4. Any change or modification of the rules/guidelines/instructions given in this bulletin and Government Resolution and / or Government Act relating to Xcellon Institute shall be binding on all concerned.
5. The final eligibility will be decided at the time of admission by the Xcellon Institute admission committee. The acceptance of the Application Form or appearance in the Admission Process does not confirm eligibility of the candidate.
6. In case of any dispute arising out of the interpretation of any provision of the Admission Process, the final decision in all such cases shall be of the Xcellon Advisory board and the Admissions Committee.
7. In case of need, the Chairman, of the Admissions Committee, may add to or modify the rules/guidelines governing the admission process given in the Information Bulletin, which will be binding on all concerned.
8. As the allotment of students to Xcellon institute will be made strictly on the basis of merit, seats available and the choice



of the candidate, there will be no mutual exchange of students/transfer of students between different programs after the final round of admission process and during the entire course of study as such an exercise will result in distortion of merit and nullify the entire purpose of merit based admission.

9. In case, due to unavoidable/unforeseen circumstances, if it becomes necessary to make any change in the above schedule, the same will be notified on the website [www.xcelloninstitute.com](http://www.xcelloninstitute.com) and on the notice boards of Xcellon Campus. The candidates, therefore, are requested to see the website/notice boards periodically.
10. Any dispute arising out the admission process shall be subject to Ahmedabad jurisdiction and binding on all concerned.



# **xcellon** | SCHOOL OF BUSINESS

For Details Contact:

Xcellon Campus: 22-23 Shrimali Society, Near Navrangpura Police Station,  
Navrangpura, Ahmedabad-09

Email: [info@xcelloninstitute.com](mailto:info@xcelloninstitute.com) | Web: [www.xcelloninstitute.com](http://www.xcelloninstitute.com)

Phone: +91 9099939222 | +91 79 66092100

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In association with:

**Abellon**

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genomics

