

PROSPECTUS
2020-21



S. S. AGRAWAL INSTITUTE OF MANAGEMENT & TECHNOLOGY

Managed by - Agrawal Education Foundation
Approved by the AICTE, New Delhi &
Affiliated to Gujarat Technological University, Ahmedabad

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OUR SOURCE OF INSPIRATION



Late Shri Shivcharanlalji Agrawal

Every success story has a series of obstacle behind it, and those obstacles help them gain more strength to prepare for future endeavour. Mentioning one of the rare success stories of Late Shri Shivcharanlalji Agrawal. He was born at Gujarpura, Rajasthan in middle class family.

In 1973-74, he marched on to Gujarat in search of business prospects and started grain business with very limited resources yet it now turning out as one of the leading poha, rice and sugar industries in Navsari.

He believed in sharing knowledge for betterment of the society and the same legacy being sensibly maintained by their family and outcome is Agrawal Education Foundation.

*“ Education is most powerful weapon
which you can use to change the world.”*

-Nelson Mandela

MESSAGE FROM PRESIDENT



Shri Rajesh
Agrawal

This is your first moment at **SSAGC**, where knowledge is lived, not just learned. And it's an experience that will connect you with the countless opportunities for life in ways most institutions can barely imagine. It is our pleasure to introduce you to our institute. We are proud of the culture we have created here, which is designed to respond to the new educational imperatives of globalization, technology, and the development of each student's creative capital

Our institute is for students who believe that education must address these imperatives, while preserving essential values from the past. We prepare our students for academic and social challenges. With international perspectives in our curriculum, we teach **SSAGC** graduates to think globally. The technology interwoven throughout our curriculum has become a natural resource for their future education. Welcome to **SSAGC** where your passion is our purpose

MESSAGE FROM VICE-PRESIDENT

SSAGC is a student centric educational institution since its inception, the college has committed itself to providing a high class education that prepares students academically, personally, professionally and socially for the successful careers in their chosen life.

"Excellence and value" are our guiding principles which are reflected in every activity of the institute. Due emphasis is placed on exposing our students to real-life situations of the corporate world, developing entrepreneurial spirit and facilitating interaction with the best minds in the industry and with those who have helped achieve their missions with strong ethical undertones. **SSAGC** provides a transformational experience to its students who are expected to maintain the highest standard of personal integrity, professional commitment and business ethics.

I feel happy and proud to introduce you to **SSAGC** and welcome you to this institute. I assure you that pursuing your education through this institute would be one of the most exciting experience of your life.



Shri Omprakash
Agrawal

MESSAGE FROM SECRETARY



Welcome to the **SSAGC**, an exuberant place where our challenging curriculum enables teachers and students to discover the various fields of knowledge and where our character makes thinking beyond our own boundaries a daily reality. The **SSAGC**, established in **2007-2008** is now grown; Our Colleges are having courses of latest technology and life sciences through which a student may step him/herself to any desired position or place.

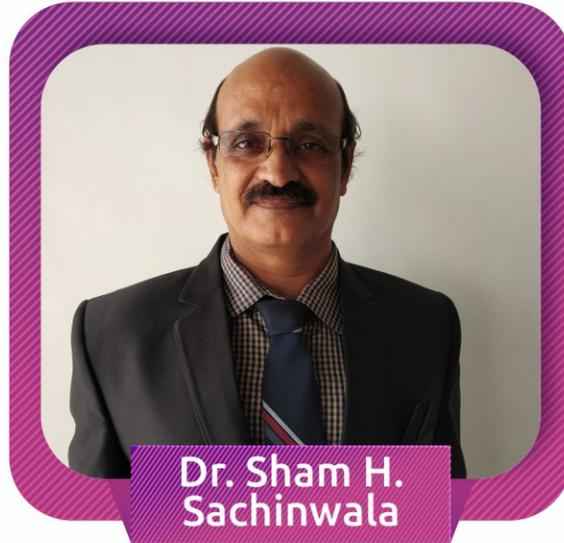
Adequate infrastructure has been developed in sense of classrooms, modern laboratories, library, office, faculty rooms, cafeteria and lush green lawns. University results of this college witness the quality we stand 'the best' qualitative and quantitative too. I welcome you all to join us, to be a part of the college, a festivity to development. We believe that education requires cooperation, not competition.

Learning each day with peers who see the world through different eyes prepares our students to think about the future that will evolve from their actions today.

*“Knowledge is power. Information is liberating.
Education is premise of progress, in every society, in every family.”*

-Kofi Annan

PRINCIPAL'S MESSAGE



**Principal (I/C), Associate Professor in Finance
AMIE (Mechanical), MBA (Finance), UGC-NET, Ph.D.
S. S. Agrawal Institute of Management & Technology**

S. S. Agrawal Institute of Management & Technology remained a leading and progressive institute in management & computer science education. We have a culture of high expectations from students as well as faculties and constantly stride ahead to make the process of learning more practically oriented through varied real world business and industrial projects.

It is our strategy to optimize the use of technology and computerized modeling for developing better business management acumen through the use of superlative IT infrastructure, so as to make our students future ready. WE provide a strong positive environment for budding entrepreneurs & start-up enthusiasts and to showcase their talent. We have produced first generation managers who have successfully established their businesses. It will be our privilege to partner with you in this important life transforming phase.



OUR VISION

"To become premier institutes recognized globally for its excellence in management and computer science education."



OUR MISSION

"To provide a solid educational foundation to build students' career and to make them eminent personalities in the society and to make the industry doors open to them. We always believe in making a difference in the field of education to take our institutes to the peak of success."

ABOUT SSAGC

S. S. Agrawal Group of Colleges (SSAGC) is a highly reputed, philanthropic education trust, serving as the “Education Oasis” in and around South Gujarat Region since long. The trust is spearheaded by trustees who are known for their high energy level, vision and devotion to the cause of furthering educational opportunities for students of the new age.

S. S. Agrawal Group of Colleges (SSAGC) started its journey in the year 2007, with only 3 programs. Whereas, today, there are 19 different programs at under Graduate and Post Graduate level having more than 3500 students enrolled in campus of SSAGC.

THE INSTITUTE

S. S. Agrawal Institute of Management & Technology

(Approved by the AICTE & Affiliated to Gujarat Technological University (GTU), Ahmedabad)

In its glorious history of managing several educational Institutes, the **Agrawal Education Foundation** has charted a new path by considering the high felt need to start professional programs of Post Graduation Level in the field of Business Management & Computer Application disciplines. As a result of this, the trust has taken a landmark step by establishing the **S. S. Agrawal Institute of Management & Technology (SSAIMT)** offering 2 years Full Time MBA Program and 2 years Full Time MCA Program respectively. The Institutes is duly recognized and approved by the All India Council for Technical Education (**AICTE**), New Delhi and affiliated to the Gujarat Technological University (**GTU**) Ahmadabad, Gujarat.

SSAIMT is a prestigious Institute established in the year **2010** respectively with the missionary zeal and forward looking initiative of visionary leaders of the reputed philanthropic, public trust, the **Agrawal Education Foundation**. It Imparts quality professional education In the field of Business Management MBA Program and Computer Science MCA Program.

Placed amidst the splendid natural environment, the institute facilities are established to match the global standards of education with distant vision. Our Institute has emerged as centers of academic excellence in order to produce the youth with the right knowledge, skills and worth. Institutes with Indian values, aim to develop global citizen with the right attitude and commitments to triumph In their endeavor.

INTELLECTUAL CAPITAL - MBA



Dr. Sham H. Sachinwala
(I/C Principal)
(Associate Professor in Finance)
Ph.D., UGC-NET
MBA (Finance), AMIE (Mechanical)
Experience : 11 Years Academic
23 Years Industrial



Prof. Mayur Solanki
(Assistant Professor in Marketing)
MBA (Marketing), BE (Textile)
Experience : 10 Years Academic
2 Years Industrial



Prof. Sandhya Agrawal
(Assistant Professor in Finance)
M. Phil. (Gold Medalist)
MBA (Finance), BBM (Finance)
Experience : 9 Years



Prof. Kulsum Mirza
(Assistant Professor in HR)
MBA (HR), BBA (Finance)
Experience : 2 Years



Prof. Upasna Rana
(Assistant Professor in Finance)
MBA (Finance), B.Com.
Experience : 2 Years



Prof. Parag B. More
(Assistant Professor in Marketing)
UGC-NET, MBA (Marketing),
BBA (Marketing)
Experience : 9 Years Academic
1 Year Industrial

*“Tell me and I'll forget, Show me and I may remember.
Involve me and I learn.”
-Benjamin Franklin*

INTELLECTUAL CAPITAL - MCA



Prof. Jinal H. Tailor
(Head Of Department, MCA)
Ph.D. (Pursuing), MCA, BCA
Algorithm Design, Python, Software
Engineering & Computer Graphics
Experience : 10 Years



Dr. Rajnish M. Rakholia
(Associate Professor)
Ph.D., MCA, B.Sc. (Physics),
R Language, Big Data,
Algorithm Design,
Machine Learning
Experience : 9 Years



**Prof. Saiyed Saziabegum
Md.Ramiz**
(Assistant Professor)
Ph.D. (Pursuing), MCA
Data Structures, Fundamentals
of Java, Systems Software,
Software Engineering
Experience : 11 Years



Prof. Dikshan N. Shah
(Assistant Professor)
Ph.D. (Pursuing), MCA, PGDCA,
B.Com, LLB, PHP, JAVA,
Web Technologies, Network
Security
Experience : 18 Years



Prof. Hemina Bhavsar
(Assistant Professor)
Ph.D. (Pursuing), MCA, B.Sc. (CS)
Software Engineering, Cloud
Computing, Distribute Computing
& Computer Networks
Experience : 9 Years



Prof. Chaitanyakumar N. Rapolu
(Assistant Professor)
Ph.D. (Pursuing), M.Sc. (Statistics),
B.Sc. (Math), Quantitative Methods,
Statistical Methods, Discrete
Mathematics & Data Analytics with R.
Experience : 9 Years



Prof. Dina Parmar
(Assistant Professor)
MCA, BCA
Advance Networking,
Advance Database Management
System, PHP & Android
Experience : 8 Years

*“Develop a passion for learning.
If you do, you will never cease to grow.”*
-Anthony J. D’Angelo

MBA COURSE STRUCTURE

SEMESTER - I

Management Accounting (MA)
 Economics for Manager
 Managerial Communication (MC)
 Organizational Behavior
 Business Ethics & Corporate Governance (BE & CG)
 Business Statistics
 Management Information System

SEMESTER - II

Business Analytics (BA)
 Corporate Finance (CF)
 Marketing Management (MM)
 Human Resource Management (HM)
 Production & Operations Management (POM)
 Research Methodology (RM)
 Entrepreneurship

SEMESTER - III

Compulsory Subjects

Strategic Management (SM)

One Functional Elective

One Sectoral Elective

Summer Internship Project (SIP)

Multidisciplinary Action Project (MAP)

Marketing Specialization

Consumer Behaviour (CB)

Integrated Marketing Communication (IMC)

Sales & Distribution Management (SDC)

Finance Specialization

Analysis and Portfolio Management (SAPM)

Financial Derivatives (FD)

Insurance and Risk Management

H R Specialization

Change Management and Organizational Development (CMOD)

Compensation Management (CM)

Human Resource Audit (HRA)

SEMESTER - IV

Comprehensive Project (CP)

One Functional Elective

One Sectoral Elective

Product and Brand Management (PBM)

Services Marketing (SM)

International Finance (IF)

Corporate Restructuring and Valuation (CRV)

Performance Management (PM)

Human Resource Planning & Development (HRPD)

MCA COURSE STRUCTURE

SEMESTER - I	SEMESTER - II	SEMESTER - III
Fundamentals of Programming-1 (FOP-1)	Fundamental of Programming – II	Basic Mathematics
Fundamentals of Web (FOW)	Data Structures (DS)	Object oriented Programming in JAVA
Program Design techniques (PDT)	Operating Systems	Database Management Systems (DBMS)
Fundamentals of Computer Organization (FCO)	Object-Oriented Unified Modelling	Programming in Python
Communications Skills (CS)	Software Project - 2	Project Work (LAMP)
Software Project - 1	Contributor Personality Development	

SEMESTER - IV	SEMESTER - V	SEMESTER - VI
Computer Networking (CN)	Design and Analysis of Algorithms (DAA)	<u>Project Work</u> Industry Defined Project (IDP) User Defined Project (UDP)
Statistical Methods (SM) Mobile Computing (MC)	Machine Learning (ML)	
Software Project - 2 (Data Science)	Software Engineering (SE)	
<u>Elective</u> Java Web Technology (JWT) Big Data Tools (BDT) Data Mining and Data Visualization (DMDV) Software Quality Assurance (SQA) Cyber Security & Forensic (CSF)	Software Project – III	
<u>Elective-IV</u> Web Data Management (WDM) Cyber Security & Forensics (CSF) Language Processing (LP) Function Programming with Java Advanced Python Android Programming	<u>Elective-V</u> Application Development using SPRING Big Data Analytics (BDA) Application Development using LARAVEL Advanced Network (AN) Image Processing (IP) Operation Research (OR) Web Data Management (Offered for IEP Students only) Wireless Communication and Mobile Computing (Offered for IEP Students only)	

AMENITIES

Security :

Entire college campus is fully under surveillance by CCTV camera with 24x7.

Classrooms:

Well-ventilated & well-lit classrooms with modern teaching aids.

Sports :

Inevitable part of student's life to learn with various Indoors and Outdoors sports games with expert coach.

Wi-fi:

High speed wi-fi connectivity is available all around the campus to use educational resources for productivity.

Cafeteria:

Spacious and hygienic cafeteria provides the best procreative environment by offering delicious and mouth watering food.



Library:

A rich knowledge hub where more than 20000 reference books, magazines & various National & International journals unleashing an individual's potential.

Auditorium:

Well equipped Air conditioned auditorium with audio-visual facilities having sitting capacity of more than 200 people.

Medical Facility:

Free first-aid facility and advance medical treatment at nominal charges 24x7 available at campus.

Hostel Facility:

Separate Girls hostel and Mess facility with sports & recreational resources.

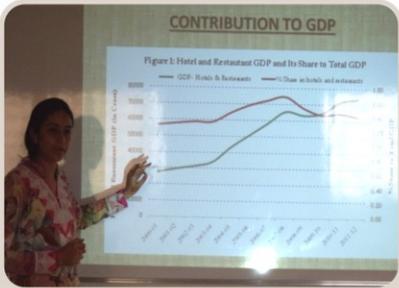
Transportation:

Students transportation facility from source to destination is available for various curriculum practices.

UNIQUE VALUE PROPOSITION OF THE INSTITUTES

- Promoted by reputed visionary philanthropic trust.
- State of the art infrastructure conducive for learning with Internet & Wi-Fi Technology.
- Team of exceptionally qualified, experienced and dedicated faculty members with a perfect blend of industrial and academic experience.
- Vibrant, live and professional culture.
- Due emphasis on professional grooming of students into budding managers and computer technocrats through carefully designed education Enrichment Initiatives.

LEARNING ELEGANCES AT OUR INSTITUTE



Student's Presentation : Student's enhance their content writing and presentation skills, remove stage fear and improve verbal as well as nonverbal communicational skills.



Management Games : Learning through games creates excitement, inculcates high involvement of all students, improves the recall value of the learning, and helps in identifying the hidden traits and skills of the students. It is a novel way to learn with fun.



Guest Lectures : Experts from industries are invited to throw extra light on what is current in the field of Management & Computer Science. Students get extra insights into their field besides the normal curriculum.



Group Discussion : Students deliberate on topics related to their field as well as current affairs. Thus they master the art of group dynamics. This activity also makes them more confident during the placement process.



Case Studies : Case studies are one of the best way of applying your learning to Real Life Business & Technical Cases. This improves the analytical ability of the students to tackle situations they will face in real industries.

LEARNING ELEGANCES AT OUR INSTITUTE



Practical Sessions :

Laboratory practical sessions are used for hands on coding as well as researching various literatures for the project work.



Social Activities :

To be a part of the society and contribute for welfare of the society is also an integral part of every citizen besides education. Voluntary social activities as well as joining hands with government initiatives form as regular part of student's life at our campus.



Industrial Tours :

Industrial tours help in understanding the business in-depth. Also it helps in developing network & rapport with the industry people.



Volunteering in Business/ Industrial events & expos :

Students are sent as volunteers at various special events of the industries like Big Bazar Sabse Saste Din, Property Expo, Women's Entrepreneur Exhibition, Auto Expo where they manage stalls, interact with the customers & clients, learns actual sales & marketing lessons.



Cultural Heritage :

Students learn to manage events like Annual Day, Fresher Party, Farewell Party, Days Celebration & more. They actively participate in exhibiting their cultural talents.

MBA ACHIEVEMENTS

(BEST B-SCHOOL FOR YOUNG ENTREPRENEUR)



Stood 1st in Business Plan Competition at S R Luthra



Stood 2nd in Business In Plan Competition at Navsari Management Association 2019



Stood 1st in Business Plan Competition among 33 colleges at Ganpat University LAUNDROMAT



Mobile Based Cardiogram Machine: Second Prize at S R Luthra Business Plan 2020



Stood 1st & 2nd in Business Plan competition at Narmada College of Management, Bharuch (Waffleware) & AASHRO



Stood 7th among 50 colleges from all over India in Business plan competition at IIM Kolkata



Stood 2nd & 3rd in Business plan competition at Parul University (Vyanjan & E-Tailoring)



Stood 1st in Business Plan Competition at S R Luthra (E - Agarbatti)



Awarded Star Winner Price For Business Plan at Startup Tank - 2019, CKSVIM

MBA EVENTS



Fresher's Party



Game Based Learning



Export - Import Seminar



GTU Inter-College Chess Competition at Umrakh



Navratri Celebration



Orientation



Republic Day Celebration



Sports Day Celebration



Statue Of Unity Visit



TekXianze Winner



Industry Academia Collaboration



Women's Day Celebration

EXTRA CURRICULAR ACTIVITIES - MBA



Organized a workshop of MS - Excel



Organized a workshop on Introduction to Stock - Market



Organized a seminar on Social Media Marketing for Promotion



Organized a seminar on Import Export by Sanjay Katba, Director of International organization of Imports & Exporters



Organized a seminar on E-mail Marketing for Promotion



Organized a session on Idea Pitching for new startup



Organized a poster making competition on Swatchh Bharat Abhiyan



Organized a poster making competition on Freedom Fighters



Participated in Blood Donation Camp

ELIGIBILITY FOR ADMISSION TO MBA/MCA PROGRAMME

For the purpose of admission, a candidate shall have appeared in CMAT entrance test conducted twice in a year in September and February by AICTE.

To appear in CMAT entrance test, a candidate shall have passed the qualifying examination with minimum of 50% marks (45% marks in case of Scheduled Castes or Scheduled Tribes candidates) from.

- A University situated in Gujarat State; or
- A University situated outside Gujarat State provided the candidates shall have passed the
- Higher Secondary School Certificate Examination (Standard XII, 10+2 pattern) or its equivalent examination from
- The Gujarat Board; or
- The Central Board of Secondary Education Board provided that the school in which the candidate has studied should have been located in the Gujarat State or In the Union Territories of or Diu, Daman and Dadra Nagar Haveli; or
- The Council of Indian School Certificate Examinations. New Delhi Board Provided that the school in which the candidate has studied have been located in the Gujarat State or In the Union Territories of or Diu, Daman and Dadra Nagar Haveli.

A candidate who has appeared in the final year of Bachelor's Degree examination shall also be eligible to appear in the CMAT Entrance Test provided that he shall have passed the qualifying examination with 50% marks (45% marks in case of Scheduled Castes or Scheduled Tribes candidates) at the time of admission.

50% marks (45% marks in case of Scheduled Castes or Scheduled Tribes candidates) shall be computed on the basis of grand total or, cumulative grade point average as shown in the final year mark sheet of the University. In such case, the students shall be required to produce equivalence percentage certificate from the University.

(Please refer to the latest ACPC circular)

COURSE INTAKE	
COURSE	SEATS AVAILABLE
MBA	60
MCA (2 Years)	120

MCA EVENTS



Days Celebration



An expert talk by Dr. Mohit Tahiliani, NIT, Surathkhal on topic "Wireless Network Simulations".



Industrial Visit: Group Photo - Students and Faculty members of MCA at CDAC, Pune.



Ganesh Puja



Navratri Celebration



Farewell 2019



Women's Day Celebration



Aptitude Test



CV Writing Seminar



Social Visit - "Gandhi Ghar", Kacholi Gujarat



Fresher's Party



Seminar

500+
participants across
Gujarat participated
in 12 Technical Events



EXPLORICA 4th TECHNICAL SERIES

EXTRA CURRICULAR ACTIVITIES - MCA



Seminar



Seminar



Industrial Visit



Imagica Visit



Runners up team in GTU inter zone Cricket Tournament



Classroom Atmosphere



ACADEMIC EXCELLENCE



STUDENT'S NAME	SEMESTER/YEAR	CPI
SHAIKH RUKSHARBANU FAIZ MOHAMMAD, MCA	SEM 4 - Regular (MAY 2019)	8.57
PALLA GANGADHAR LAXMINARAYAN, MCA	SEM 6 - Regular (MAY 2019)	8.73
SHAIKH RUKSHARBANU FAIZ MOHAMMAD, MCA	SEM 3 - Regular (DEC 2018)	8.47
PALLA GANGADHAR LAXMINARAYAN, MCA	SEM 5 - Regular (DEC 2018)	8.31

STUDENT OF THE YEAR
AWARD - 2019

RADHA MISTRY



TRAINING & PLACEMENT

The Training & Placement Cell facilitates the process of placement of students passing out from the Institute besides collaborating with leading organizations and institutes in setting up of internship and training programme of students. The placement department works diligently towards providing students with genuine opportunities to give their career a kick-start. With great pleasure and honour we invite industrial & corporate houses at our campus to meet our students and share a common platform towards the overall growth of the nation.

Training & Placement Head



Mrs. Vipa Desai
Training & Placement Officer
MBA

Our Recruiters



JOB FAIR



Group Photo of Company Representative, Principals & Placement Committee Members with Shri Mukesh Agrawal, Secretary - AEF.



Personal Interview process during Job Fair 2018



Casepoint erstwhile MetaTree Systems Pvt. Ltd's core product case point's display.



Personal Interview process during Job Fair



Photos of placement team with company and short-listed candidates



Job Fair for B.E., MBA, MCA Students

Administration Department

Mr. Ketan Patel
HOD

Mr. Manoj Prajapati
Accountant

Mr. Sanjay Agrawal
Sr. Clerk

Mr. Hemrajsinh Ravalji
Jr. Clerk

Mr. Rahul Chauhan
Jr. Clerk

Mr. Ankur Patel
Jr. Clerk

Mrs. Chandrika Dhimmar
Librarian

Mr. Sanjay Patel
Sports Coach

 **S. S. AGRAWAL COLLEGE CAMPUS**

Veeranjali Marg, Gandevi Road,
Navsari, Gujarat, INDIA - 396 445

 02637 - 232667, 232857

 www.ssagrawal.org

 info@ssagrawal.org

 /agrawaleducationfoundation

 /ssagrawalgroup

