



Institute for Integrated Learning in Management  
IILM Graduate School of Management

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## **IILM – Standard Operating Procedures**

### **PG Admissions**

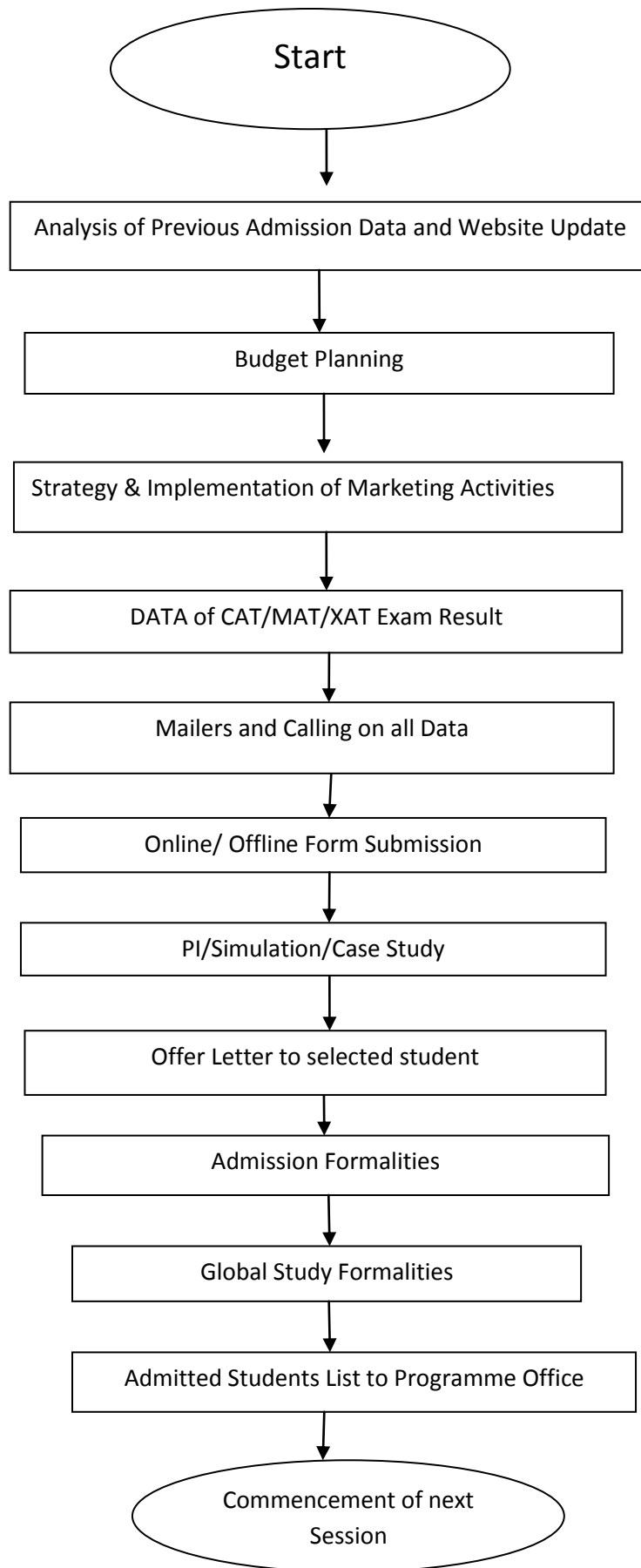
*Ref no: admission/4:2017/gsm*

**Prepared by:** Ms. Ritu Sehjpal (2009)

**Modified by:** Ms. Sonika Sharma (2017)

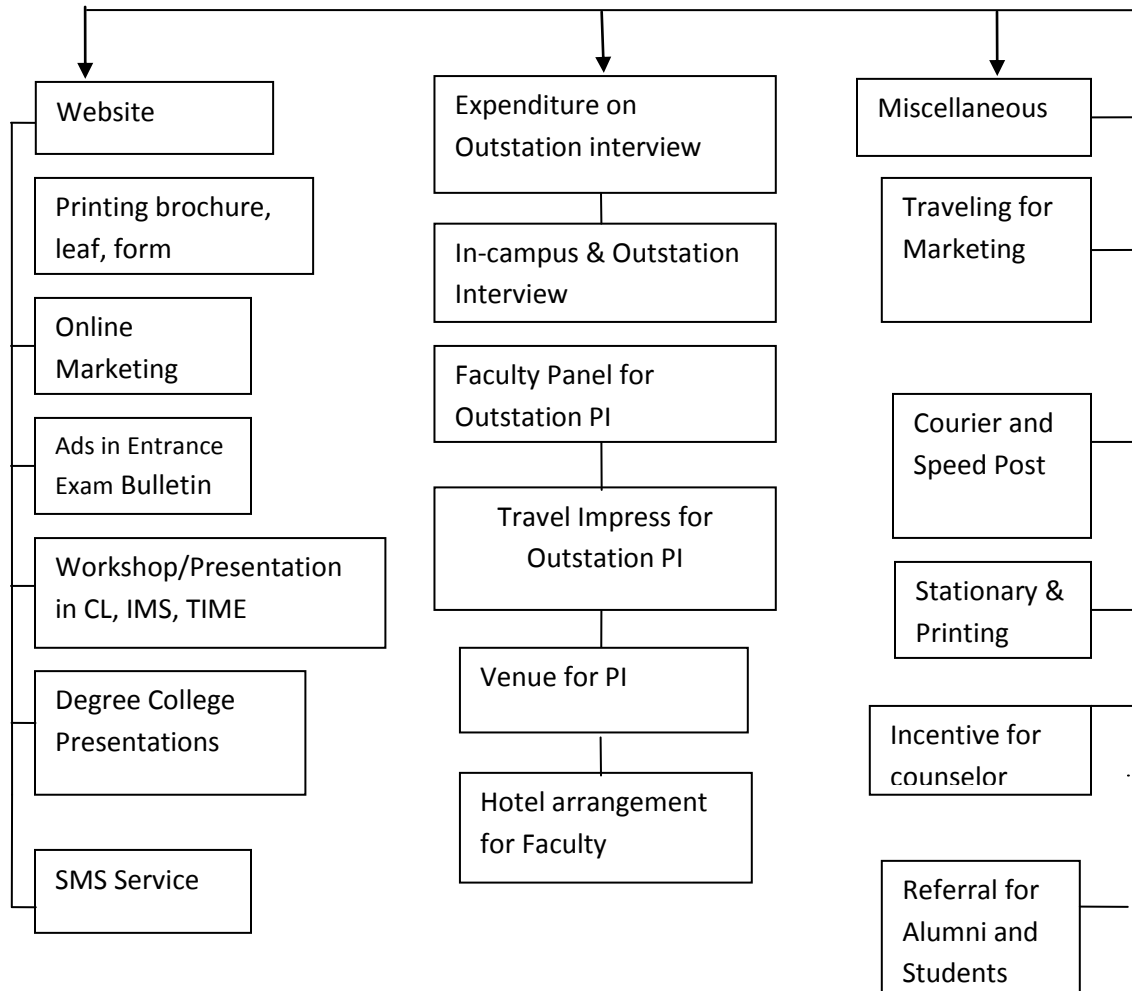
**Reviewed by:** Dr. Taruna Gautam (2017)

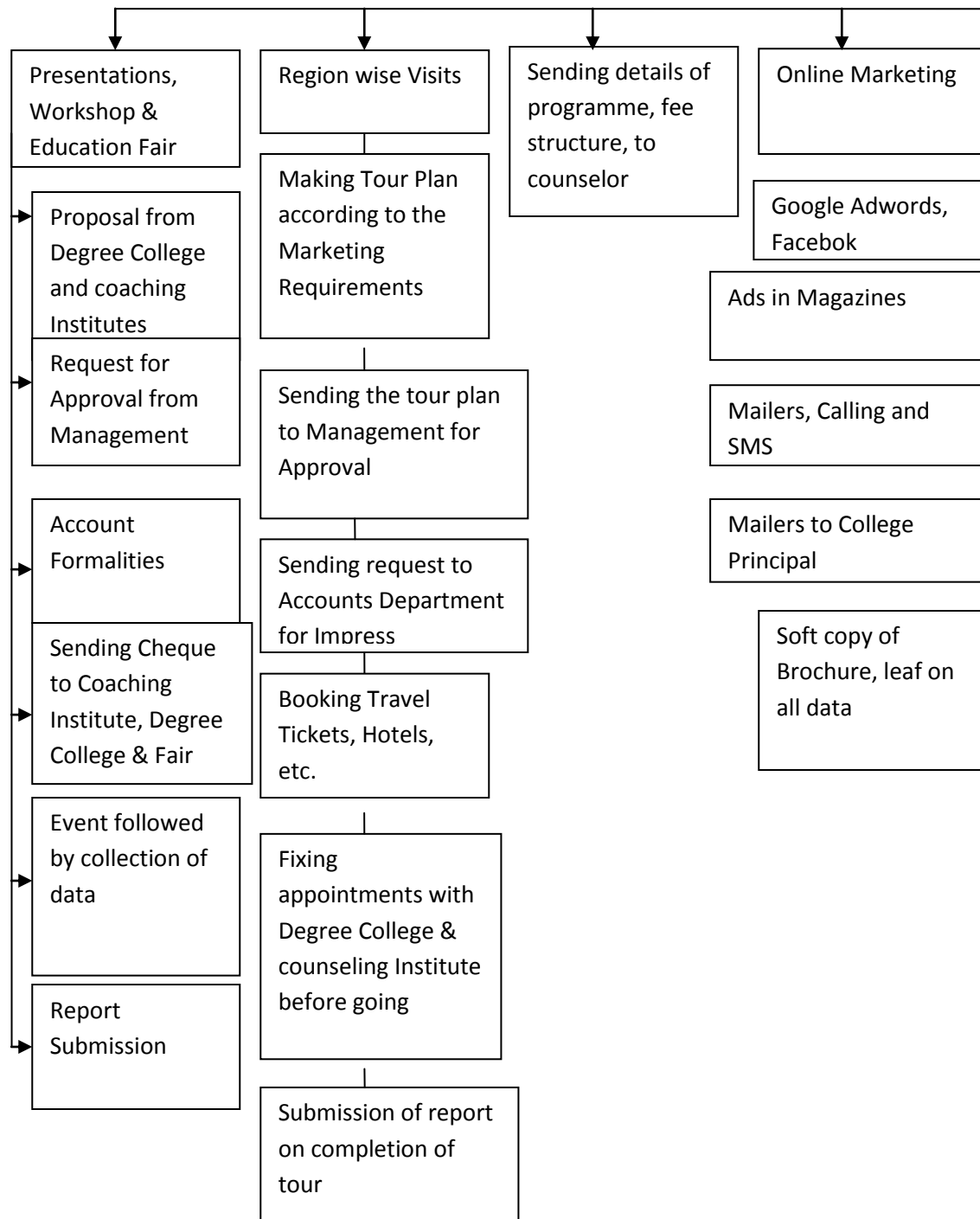
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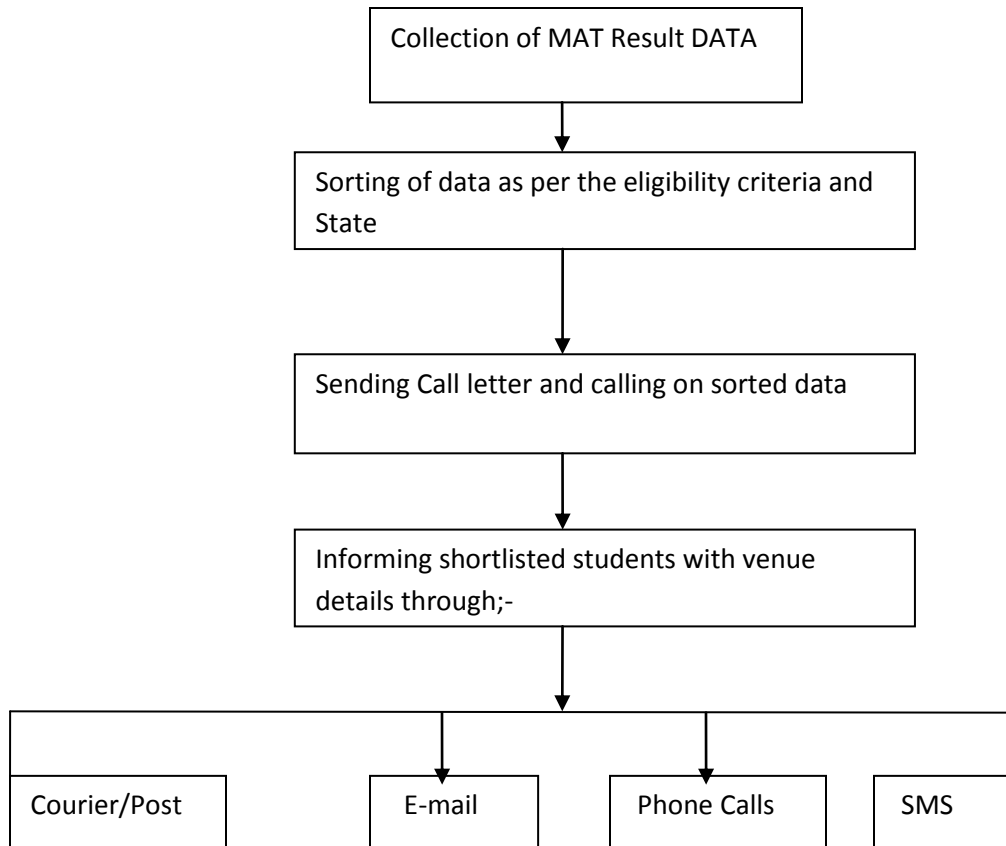
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## Budget Planning -

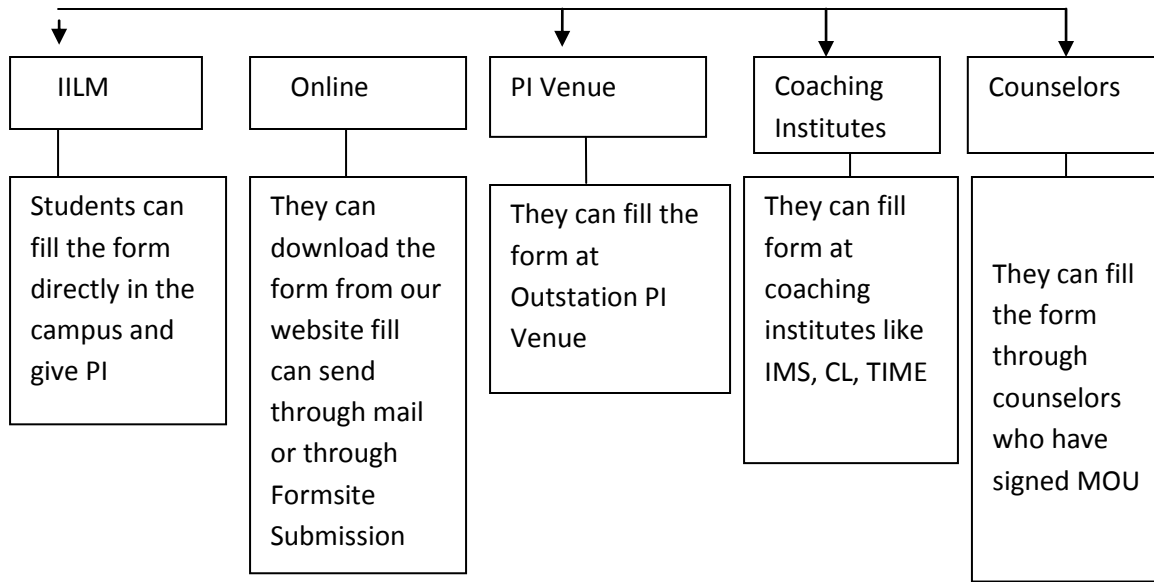




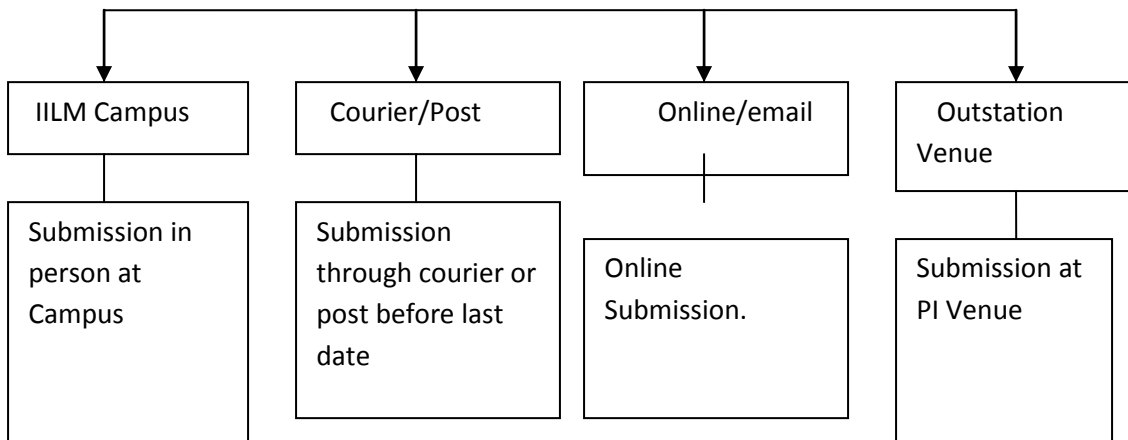
## DATA of CAT/MAT/XAT Exam Result



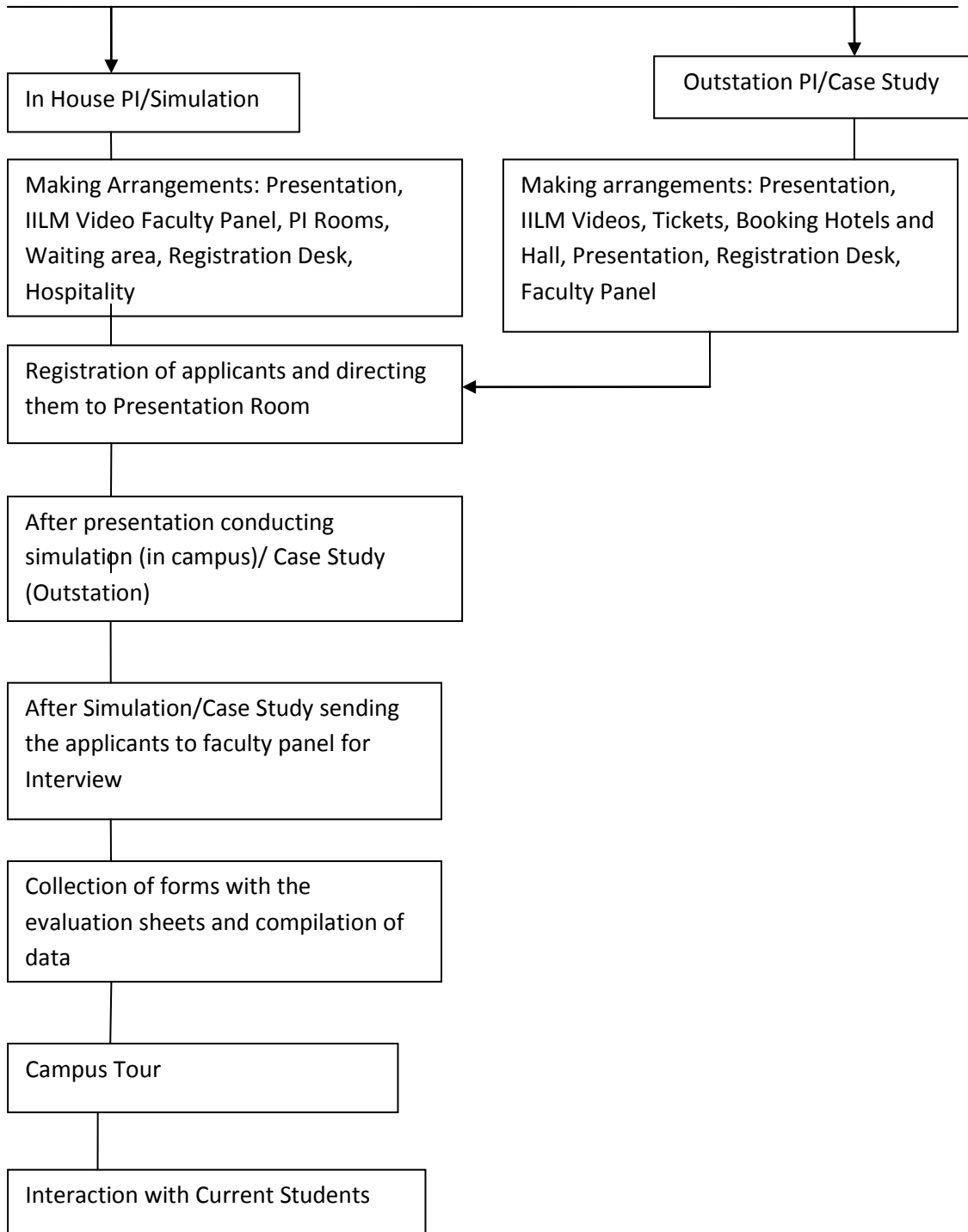
## Modes of Filling Forms

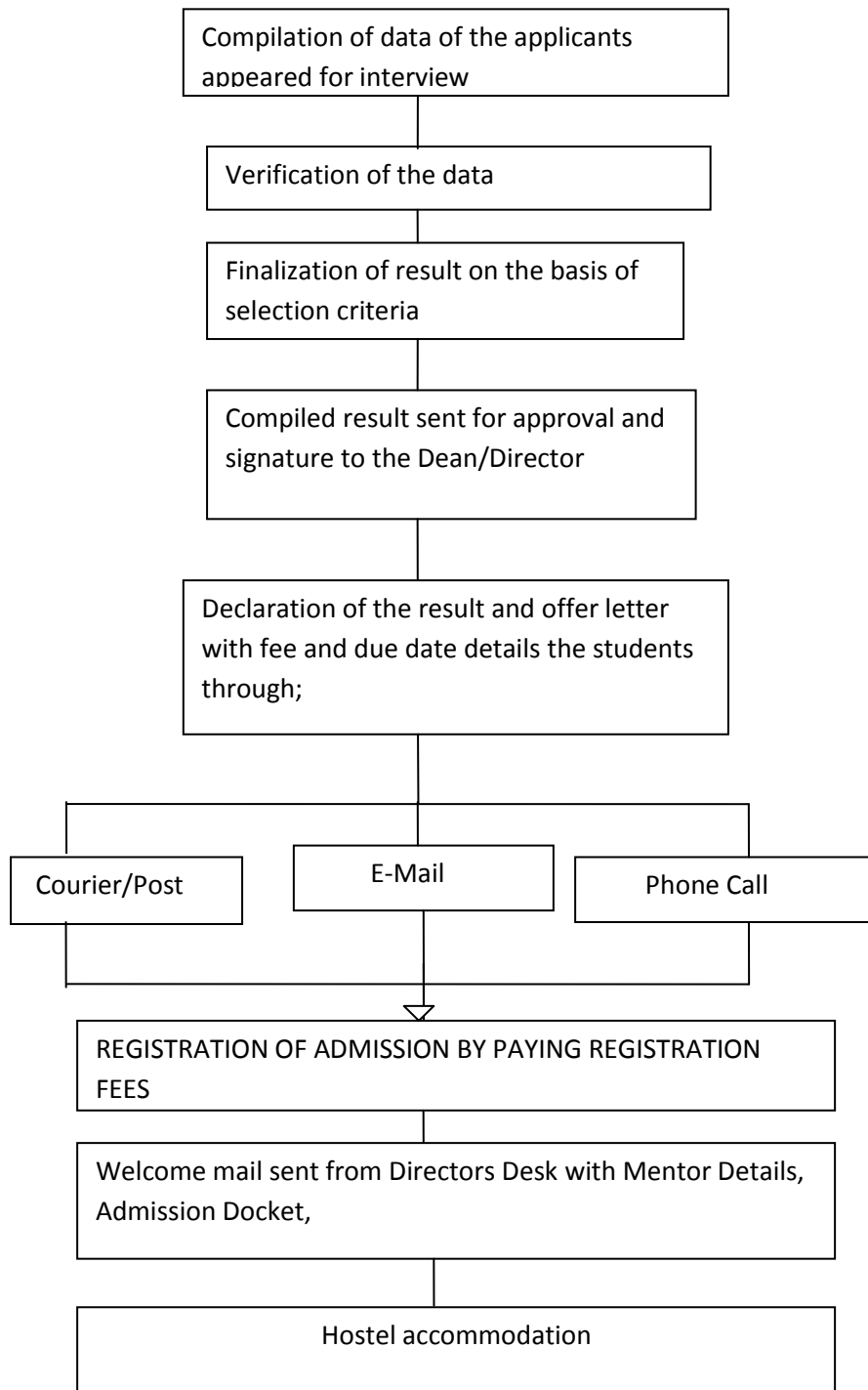


## Form Submission



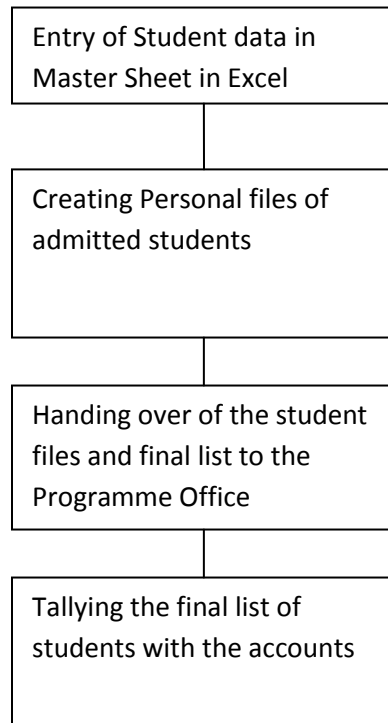
## Personal Interview /Simulation/Case Study







## List to Programme Office



## Standard Operating Procedures

### 1. Analysis of Previous Admission Data and Website Update –

**Time Period: July – August**

**Activity Involves – Admission Team and Management**

- List of student taken admission through various sources online data, MAT/CAT data, event data, counselor, student referral is prepared, and from colleges state wise, coaching institute is prepared.
- Activities conducted in the different cities state wise, coaching institute, degree colleges are prepared.

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- Scholarship and consultant payment data is prepared for analysis by the admission team
- Marketing strategy is prepared based on the above analysis to target the prospective students.
- Website is updated - Phone Number is updated on website.
- Admission information for next Batch, Program, and admission process is updated on Website.
- Finalizing Fees, scholarship, by the admission committee
- Training of sales team is conducted about programme, curriculum fees, scholarship, global study program, **9 Points on Why IILM**, and other value addition in college.
- Interview dates with location and venue of incampus and outstation are discussed with the territory sales team and then uploaded on the website.

## **2. Budget Planning**

**Time Period: From July - September**

**Activity involves: Accounts & Admissions Department**

- The Admission department prepares the budget for the admissions process for the next academic year.
- The Budget includes expenditure to be incurred on Online Marketing, Advertisement, Printing, Marketing Activities, Presentation, and Participation in educational fairs, Traveling, Courier, SMS service & miscellaneous expenditure.
- Advertisements would include Ads in magazines, websites, entrance exam bulletins,
- The Budget is presented for sanction and approval to the Dean/Director/Management and the approved budget is sent for processing to the Accounts department.

## **3. Strategy and Implantation of Marketing Plan:**

**Time Period: From July to November**

**Activity involves: Admission, Social Media and Account Team**

- The Marketing plan includes designing advertisements of our brand, product & facilities. The advertisements would be placed in online marketing, websites, SMS service & includes presentation in top ranked colleges. The Admissions brochure is designed and approved and printed.
- Online Branding and lead generation - Google Adwords, Search Ads, Display Ads, Mailers, Facebook Advertisement, Instagram Advertisement
- Relationship Building with Degree Colleges and Coaching Institute - Participation in Degree Colleges, Presentations and workshop in Coaching Institute.
- The admissions department receives invitations from coaching institutes, to participate in their educational fairs and forwards the same to the management for approval. On approval the DD/Cheque is made by the accounts and the admissions department ensures delivery of the DD/Cheque to respective coaching institute.

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- An appointment is fixed with the coaching institute and degree college principal and accordingly meeting is planned and conducted
- A travel plan is made and on due approval from the Management, advance is taken from the accounts and travel and accommodation arrangements are made.
- Detailed report is presented to the Dean/Director/Management at the end of the tour.

#### **4. Online Query Data Management –**

**Time – August**

**Activity Involves – Social media Team and Admission Team**

- Social Media - Direct messages on Facebook Pages and Queries on posts made on Social Media.
- Data Collected through various activities in colleges, coaching institute and fairs, Walk In.
- The admissions team has access to the leadsquared, software that manages the queries generated through online marketing.
- The data collected through telephonic queries, emails career fairs and walk-ins are fetched into an excel sheet maintained by the admissions team.
- The admission team contact the student based on their query and brief them about the programme, why global study program, 9 Points on Why IILM along with the eligibility criteria.

#### **5. Online application form –**

**Time - August**

**Activity involves: Admission and Social Media Team**

Students are invited for Interview and also to apply to IILM by filling up the online or off line application form. Application form can be filled online, through outstation interviews, coaching institute and consultant.

#### **6. Participation in Entrance exam:**

**Time Period: From July and August**

**Activity involves: Accounts & Admission Department**

1. The Admissions on receiving the invitation from AIMA for participation in the examinations that they conduct forwards the same to the management for approval.
2. Once the approval is received, information is passed on to the accounts department for preparation of DD/ Cheque.
3. The DD/ Cheque is forwarded to the respective institutes with a covering letter by the admissions Department and confirms receipt of the DD/Cheque by the Institutes.

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## **7. MAT/CAT/CMAT Entrance test result:**

**Time Period: From September to Feb**

**Activity involves: Admission Department**

- The entrance exam result is taken from the various institutes in which we are registered as members
- The students are shortlisted as our eligibility criteria
- The list thus made is also sorted state wise depending on the number of centers where we would be conducting the GD/PI
- The shortlisted students are then informed through e-mail, letters, and phone.

## **6 In Campus/Out station Personal Interview:**

**Time Period: From Dec to April**

**Activity involves: Faculty & Admission Department**

- Responsibility chart and Faculty Panel is prepared
- Interview panels consist of Faculty and Industry Expert or Alumni.
- Interview Panel is then approved by Director.
- The rooms for interview, presentation and simulation are blocked & organized (Admissions Team). Cab, Hospitality, Arrangements are also made for refreshments (Administration)
- Confirmation call for students appearing in the interview – Admissions Managers
- Final sheet is prepared mentioning all student names, date for PI and time.
- Registration Desk.
- Admission Docket is prepared for students, which contain Leaf, Brochure, Application Form, and Fee Structure.

**For the in-house PI:** Class room arrangements are made for a presentation on IILM and the programme. Students are registered at the registration desk and are sent to the presentation.

- Following the presentation, the students are sent for simulation.
- On completion of the simulations, the students are sent for the personal interview.
- The interview panel consists of two faculty members.

**For the outstation PI:** Travel, accommodation and venue bookings for the outstation PI/case study.

- The same process as the in house PI is followed.

### **On the Day of Interview:**

- Before interview Admission presentation is given to the students about the program, placement, internship, global study, curriculum, international faculty, alumni and scholarship.
- The form is verified by the admissions managers for their completeness and documents are verified.

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- Thereafter, students appear for a simulation exercise. This exercise provided a basis for discussion during the interview.
- Post the simulation students appear for the personal interaction round with a panel of two faculty members each.
- After interview is completed, in a week's time result is declared.

## **7. Admission Formalities**

**Time Period: From April to June**

**Activity involves: Admission Department**

- On completion of interview process, the admission forms and the PI evaluation sheet of the students who appeared in PI are put together for data entry.
- The data thus entered are verified and an excel sheet is prepared.
- Final result and scholarship is approved by admission committee
- The approved merit list is then declared and the selected students are informed by letters posted via courier, e-mail & phone calls.
- Welcome mail is sent from the Directors desk with email id and phone no. of Mentors.
- For Global Study program process is started – students are asked to send First and last page of passport, IT return and bank statement of parents of last six months, Medical Fitness certificate,

## **8. List to Programme Office and Accounts Office**

**Time Period: In the month of May - June**

**Activity involves: Admission Department and Programme Office**

- The details of each student's application form are recorded in an excel sheet shared over intranet.
- The forms are scrutinized in depth by and finally approved / rejected by the admissions committee. The decision for selection / rejection is made on the basis of student's academic background and performance in the interview.
- The selection / rejection of a student are communicated over a phone call in the first instance.
- Post that, offer letter is sent to the student on personal email id and correspondence address, congratulating for the selection confirming the admission into the program by making the require payment of registration fee.
- Personal files of students sent to PG office and list of admitted students also sent to Accounts office for Fee Booking.
- An individual file is made for the students who take admission - The file contains verified photocopies of mark sheets and certificates of the student's 10<sup>th</sup> 12<sup>th</sup> and graduation degree, Entrance exam scorecard, admission form, PI sheet, address proof.

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## **9. Consultant and Student Payment –**

**Time Period: July- September**

**Activity involves: Admission and Accounts Department**

### **Counselor Payment –**

1. Payout list is prepared based on students referred by him-
2. Names of the students are checked in student referral form and application form by admission office.
3. Consultant MOU, Pan Card, Invoice, referral form are compiled together and checked by Admission and Accounts office.
4. List is then sent across to all campuses of IILM to cross check to avoid duplicity, refund/dropout.
5. Senior director signs the list and then list is signed by the Management for final approval.
6. After approval from the management list is sent to Accounts office for releasing the payment.

### **Student/Payment –**

1. Student/Alumni payout is prepared based on the student referred by them
2. Student/Alumni send the mail to Admission Manager and Director before the student applies for the programe.
3. Prospective students write the name of the student/Alumni at the application form.
4. After the completion of the admission process referred student names are compiled and cross checked with the referral form and mail sent to the admission department and the director.
5. The percentage of scholarship is checked. Scholarship on prorata basis is adjusted in lieu of the fees.
6. List is then sent across to all campuses of IILM to avoid duplicity.
7. Senior director signs the list and then list is signed by the Management for final approval.
8. After approval from the management list is sent to Accounts office adjust the referral amount in fees.