



SSIM

SIVA SIVANI INSTITUTE OF MANAGEMENT

Crafting Careers Since 1992

**ACADEMIC YEAR
2025-2026**

**FELLOW PROGRAM IN
MANAGEMENT (FPM)**

(Approved by AICTE, Ministry of HRD Govt. of India)





SSIM LEGACY

Siva Sivani Institute of Management (SSIM) is one of the leading business schools in the country offering Post Graduate Diploma in Management since 1992. SSIM occupies a place of pride in the country as a premier B-School accredited by NAAC and NBA for its PGDM program.

In its 30 years of excellence in imparting quality education, Siva Sivani Institute of Management has strived and sustained to be an acclaimed business school in transforming individuals into exemplary leaders. The Institute ensures that while augmenting the academic qualifications it also shapes key managerial skills like Leadership & Teamwork, Determination & Flexibility, Confidence & Self-Belief, and Respect & Compassion to its constituents. The institute is known for its excellent experienced faculty and nearly 100% placement record every year.

SSIM offers Fellow Program in Management (FPM), a doctoral-level program that is recognized by the All India Council for Technical Education (AICTE) and aimed at developing scholars for careers in research, corporate and academia. It provides a strong research ecosystem providing access to expert faculty and resources to facilitate quality doctoral research.

The programs offered by the institute are prudently designed to cater to the industry requirements. SSIM strives to "achieve and sustain a reputation for excellence in teaching, learning, research and consultancy whilst upholding human values". These values are imbibed in every fibre of the operations at SSIM.

SSIM provides innumerable value addition activities to FPM scholars through workshops on Report writing, Case writing, latest data analytics tools and programming languages.



VISION

"To be a Premier Management Institute significantly contributing to Corporate World and Society"



MISSION

- ▶ To disseminate management knowledge through focused educational programs
- ▶ To contribute to management knowledge through extension and research activities
- ▶ To develop responsible management graduates through ethics-based education
- ▶ To promote the culture of critical, innovative thinking and Social entrepreneurship

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Message from the Director

Siva Sivani Institute of Management (SSIM) Hyderabad, since inception in 1992, has pursued excellence through academic programs, executive education and research publications.

The institute has shown impressive growth in terms of its academic innovations, initiatives towards forging industry tie-ups in various aspects like research, student and faculty exchange programs etc.

One of the biggest strengths of SSIM Hyderabad is the group of highly learned and experienced faculty members with a commitment to serve the student community.

FPM is designed for students, working executives and academicians to undertake rigorous and impactful research. It aims to develop outstanding scholars for careers in academia, research, and consulting in industry, government and social sectors.

This is an invitation to you to come and experience an exciting journey at SSIM Hyderabad.

Prof. (Dr.) Ambuj Jagdish Gupta

Message from the FPM Chairperson

Dear Aspirants,

The FPM program at SSIM Hyderabad aims to groom prospective scholars to become highly skilled, innovative researchers and progressive thinkers in the domain of management. This program provides scholars with rigorous training, skill enhancement, and knowledge in management & functional areas to build a career in academics as faculty members and in industry as research professionals. This program stimulates intellectual curiosity and encourages scholars to indulge in deep examination of management issues and bring enriching knowledge in their chosen field.

SSIM welcomes inquisitive and keen minds who aim to conduct contemporary research and contribute to the creation of knowledge in different functional areas of management.

I welcome you to be a part of the SSIM.



Dr. V. Annapurna

Program Overview





Siva Sivani Institute of Management (SSIM), offers Fellow Program in Management (FPM) approved by AICTE. The FPM scholars of SSIM are required to undertake a rigorous interdisciplinary research in contemporary areas of management having implications for the corporate world and society.

FPM is launched with the objective of developing outstanding scholars for careers in teaching and research. To achieve this, the program provides scholars with the knowledge and research skills that help them become specialist researchers, with sufficient depth of knowledge in different domains of management.

SSIM offers Full time Fellow Program in Management (FPM)

Program Objectives

The program aims to fulfill the following objectives:

-  To create conceptual, empirical and analytical knowledge in different domains of business management
-  To establish and maintain interdisciplinary research practices
-  To contribute high ethical standards in research work
-  To develop research competencies for different roles in teaching, research and consultancy.



Program Structure



The Fellow Program will have two broad phase-Course work and Thesis Work.

The student is conferred the title "Fellow in Management" by SSIM upon successful completion of all the requirements of the Program.



Course Structure and Curriculum

Students admitted to the Fellow Program in Management (FPM) must undergo a rigorous one year course work. The objective of the course work is to provide essential exposure to various areas of management. FPM students must study a set of core courses along with first year PGDM students and also pursue specialization courses and doctoral level courses. The actual number of courses to be done by a FPM student is decided by the faculty based on the student's area of specialization. The student can register for additional courses (credits) with the first year PGDM students if she/he wishes to, for a fee.

The student is expected to complete a course work for a total of 45 credits. These 45 credits are spread over three modules. The student shall undergo 6 courses totaling 18 credits in the first module. During the second module he/she shall undergo a research methodology course and three stream- specific courses of 3 credits each along with a credit seminar. In the third module, the candidate shall undergo 2 doctoral level courses of three credits each and write a three-credit review paper based on the literature review on the thesis related topic.

Trimister	Course	Credits
Term I (18 Credits)	Marketing Management	3
	Corporate Finance	3
	Human Resource Management	3
	Operations Research	3
	Managerial Statistics	3
	General Management	3
Term II (15 Credits)	Research Methodology	3
	*Stream specific course 1	3
	*Stream specific course 2	3
	*Stream specific course 3	3
	Credit Seminar (Research Area)	3
Term III (12 Credits)	Advanced Research Methodology	3
	Teaching Pedagogy for Management Education	3
	Credit Seminar (Case Writing)	3
	Review Paper (Research Area)	3
	Total Credits	45

Duration for earning Credits

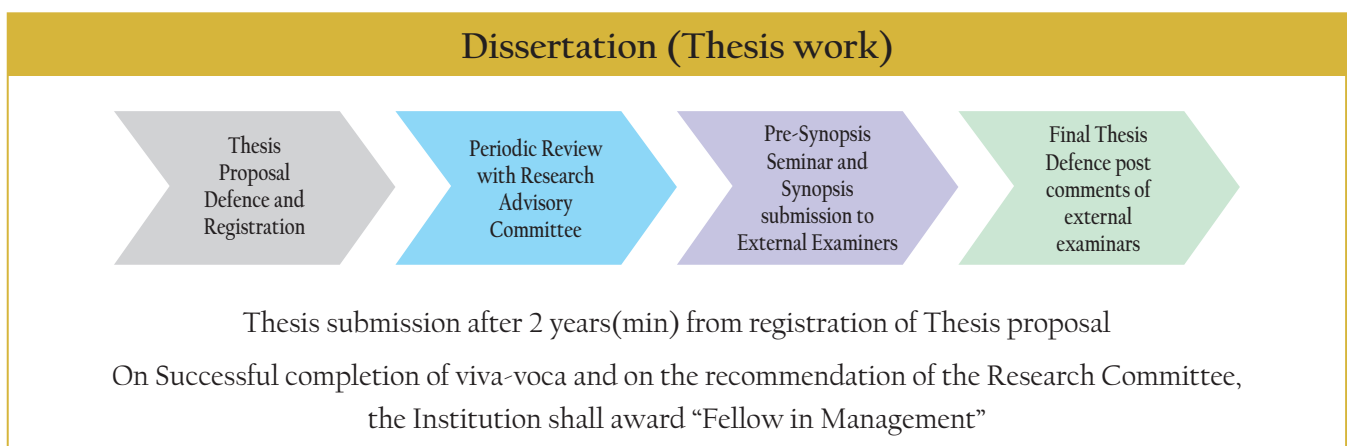
All the credits specified shall be earned within a maximum of three years from the date of admission to the Program. Extension after three years shall be approved by the Director for a period of one year with a review of progress after every six months.

Grading System of Credit Courses/Seminar

A minimum CGPA of 6.5 on a 10-point scale or 60% is required for passing Course work in (Trimester I, II and III)/ Seminar. A candidate getting less than 60% shall be given one more opportunity to repeat the Course/ Seminar.

On successful completion of the course work the candidate needs to qualify in the course work and give a pre-registration seminar (thesis proposal) before the Research Advisory Committee (RAC).

Thesis Work



Program Duration

The FPM at SSIM is of three years duration. Students are required to ensure that they complete all requirements of the program within the stipulated period of three years. Candidate shall submit his/ her Thesis only after a minimum period of two years after registration. However, in case of exceptional circumstances, the program may further be extended twice by one-year duration, subject to approval of the competent authority. However, the maximum period allowed for the submission of the Thesis is five years from the date of admission into the Program.

Other Requirements

For the award of Fellow Program in Management (FPM), the candidate needs to fulfil specific requirements as specified by the institute related to

- ◆ Case Study Publication
- ◆ Presentation of two papers in national/international conferences
- ◆ Publishing of two papers in SCOPUS/ABDC indexed journals



Admission Overview

Eligibility Criteria : The applicant seeking admission to the FPM of SSIM needs to be fulfilling the following eligibility criteria.

To be considered for admission into the FPM (Full time) at SSIM, a candidate must possess one of the following qualifications:

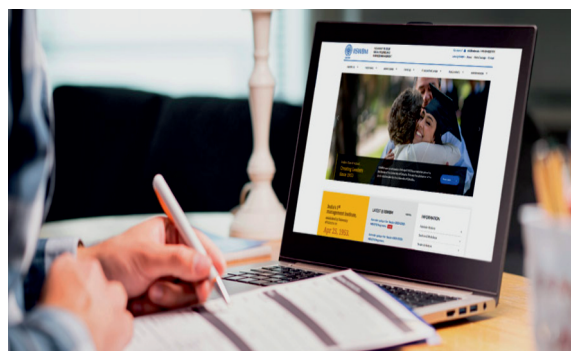
1. Master's Degree or equivalent in Engineering and Technology/Management/Economics/Social Science/Biological Science/Pure Science/Commerce/Humanities with FIRST CLASS shall be considered for admission to Fellow Program. Those appearing for the final examination in the respective discipline can also apply.
2. A graduate with professional qualifications like CA, ICWA, CS with a minimum of 60% aggregate.

Admission Process :

The admission process to the FPM of SSIM is a three step process. The steps are as follows:

Application form and indication of research interest :

The candidate must submit an abstract (5,000 words) on the area of research interest (tentative research proposal) along with his/her FPM application.



Admission/eligibility Tests:

The candidates should appear at the admission test SRAT conducted by SSIM for the program.

Alternatively, the score obtained by a candidate in UGC NET is also considered.

Research Proposal Presentation and Interview:

The candidate will be called for presentation of the tentative research proposal submitted along with the application form to the selection committee and for personal interview.

Final selection is based on the Entrance exam scores, past academic records, research proposal presentation and personal interview. Communication will be sent only to the selected candidates.



Program Fee

The total fee for Fellow Program in Management (FPM) is INR 3,00,000/- (INR Three Lakhs only) as applicable at the time of admission payable in the following manner:

An initial non-refundable acceptance fee of INR 60,000/- (INR Sixty Thousand only) payable before commencement of the program in the academic year into which he/she is selected for admission.

The balance INR 2,40,000/- (Two Lakhs Forty Thousand) fee must be deposited in Three instalments in the following manner:

- a) I - instalment - INR 80,000/-
- b) II - instalment - INR 80,000/-
- c) III - instalment - INR 80,000/-

Financial Support (Full time Researchers and Freshers)

SSIM offers limited scholarships to FPM scholars (Full time) based on their performance during the process of selection and during the tenure of the program.

A stipend of INR. 20,000/- per month in first year, INR. 25,000/- per month in the second year and INR. 30,000/- per month in third year of the thesis work will be paid to the scholar who meets the criteria.



- Stipend will only be disbursed when FPM scholar is not working anywhere.
- FPM scholar will also be working as teaching/research assistant at SSIM.
- The progress of the student will be reviewed every six months and the decision regarding the disbursement of stipend for the next six months will be based on the scholar's performance in the last six month's period. The satisfactory /unsatisfactory performance of the candidate in the last six months will be certified by the candidate's guide.
- No extension of stipend will be provided beyond the stipulated time period of three years.
- Every month stipend will be paid to the selected candidate. The progress of the student will be reviewed by the Research Advisory Committee every six months. The decision regarding the disbursement of stipend for the next six months will be based on the scholar's performance in the last six months.
- Students fulfilling the mentioned criteria are eligible for stipend and are exempted from paying the tuition fee. These students are required to pay INR. 70,000/- (that includes acceptance fee of INR. 60,000/- (Non-refundable) along with a security deposit of INR. 10,000/- (refundable).

How to Apply ?

Applicants can fill the online admission form and make an online payment of INR 2,000/- at the admission portal of SSIM.

Payment Details

Details for online payment are as follows:

Siva Sivani Institute of Management

Current Account No.916020013106609

Axis Bank, Kompally Branch

IFSC: UTIB0000702

Connect with FPM Chairperson

Dr. V. Annapurna

Contact : 92471 31505

Email : annapurna@ssim.ac.in



Connect with Academic Counselor

Mrs. S. Kousalya

Contact : 62813 50253

Email : kousalya@ssim.ac.in

Faculty Profiles In Brief



Dr. Ambuj Jagdish Gupta

Ph.D

Experience : **30 Years**

Area : **Finance**



Dr. Chandra Sekhar S F

Ph.D, MBA, MSW

Experience : **36 Years**

Area : **HRM & Strategy**



Dr. Pavan Patel

Ph.D, MIRPM, LLB, PGC(Cor.Str)

Experience : **31 Years**

Area : **HRM & Strategy**



Dr. K.S. Harish

Ph.D, M.Sc. MBA

Experience : **31 Years**

Area : **Analytics, Operations**



Dr. V. Annapurna

Ph.D, MBA, M.Com

Experience : **27 Years**

Area : **Finance**



Dr. V. Jayalakshmi

Ph.D, M.Com, LLB

Experience : **28 Years**

Area : **Finance**



Dr. Arijit Santikary

Ph.D, MBA

Experience : **18 Years**

Area : **Marketing**



Dr. T. Thirumal Reddy

Ph.D, PGDBA

Experience : **21 Years**

Area : **Marketing**



Dr. K. Grace Mani

Ph.D, MBA

Experience : **25 Years**

Area : **Marketing**



Dr. A. Dinesh

Ph.D, M.Phil, MA

Experience : **8 Years**

Area : **Communications**



Dr. Pushpa Machani

Ph.D, MBA

Experience : **16 Years**

Area : **Entrepreneurship**



Dr. K SR Sarma

Ph.D, MBA

Experience : **22 Years**

Area : **Data Science & Analytics**



Dr. Shubhra Johri

Ph.D, MBA

Experience : **19 Years**

Area : **Finance**



Dr. P. Gowri Kusuma

Ph.D, MBA

Experience : **17 Years**

Area : **HRM**



Dr. T. Shambhavi

Ph.D, MBA, MA

Experience : **14 Years**

Area : **Marketing**



Dr. Balanji Reddy Mora

Ph.D, MBA

Experience : **13 Years**

Area : **Finance**



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