



“Your **aspirations** are  
your **possibilities**”

### Hospitality

The trend towards globalization and a steady growth in international tourism has led to an increased level of activity in both the business and the leisure markets for the hospitality industry worldwide. India's economic liberalization policy and an expansion in the domestic tourism market have further added to this demand. The tourism industry in India is expected to grow at more than 8-9% in next ten years. Domestic air travel in India is predicted to grow by 20% per annum over the next 5 years.

### Directorate of Distance Learning

EIILM also offers a wide range of career oriented Degree and Diploma Programs through Distance Learning. The most prominent courses offered by our University are Industry Integrated MBA (Retail / IT / HR / Finance / Supply Chain / IB / Operation Mgmt) and BBA, Executive MBA, 1 Yr. Diploma in Retail Management, Training and Development and Real Estate Management. For further details, kindly contact our Counsellors on 011-32658734, 32658710, 32658649, 32658625.

### Infrastructure & Educational Support

- State-of-the-art infrastructural facilities in the mail campus in the State of Sikkim and easy access to Admission, academics & Placement support throughout India
- Separate Hostel facility for Boys and girls
- Spacious and well equipped Class Rooms and Labs with latest technology and educational implements
- Internet facilities are available 24x7 for the students
- Library with an enriched collection of over 20000 titles, text and reference material, journals, magazines, periodicals, audio/ video, CDROM's, research reports
- Scholarships for under privileged girls to pursue their dreams and gain employment as per their competencies

### Star Placements @ EIILM, Kolkata - the Sponsoring body

ABN Amro Bank  
Apollo Tyers Ltd  
Ashok Leyland Finance Ltd  
Avery India Ltd  
Allahabad Bank  
American Express Bank  
Airtel  
Britannia Industries Ltd  
Bennett & Colman & Co Ltd  
Birla Corporation  
Ceat Ltd  
Citibank N.A.  
Cipla Ltd  
Coco Cola India  
Coal India Ltd  
Dabur India Ltd  
Eveready Industries Ltd  
Exide Industries Ltd.  
Godrej & Boyce Mfg. Co Ltd  
Grasim Industries  
GE Electricals India Ltd.  
Haldia Petrochemicals Ltd  
Hindustan Motors Ltd  
HDFC Bank  
IFFCO-Tokio General Insurance Ltd  
India Airlines Ltd  
ICICI Prudential  
Indian Express  
Jenson & Nicholson  
Jindal Steel & Power Industries  
LG Electronics  
Macmillan India Ltd  
Philips India Ltd.  
Reckitt & Colman India Ltd  
Radio Mirchi  
SAIL  
Siemens India Ltd  
Singer India Ltd  
Standard Chartered Bank  
United Bank Of India  
West Bengal Tourism Development Corp.  
Zenith

### EIILM Edu-vantages

- Dual specialization with the desired combo
- Well qualified and experienced faculty
- Printed material is supplemented by video/ audio CD's
- Case study based methodology
- Industrial visits/ education Tours/ Internships by the Industry experienced faculty
- Open Opportunity and encouragement to young budding research scholars in Biotechnology and Engineering, to explore and teach in the University
- Also offering distance education Degree/Diploma Programs
- Implementation of virtual class rooms through DAMAKA.com and VSAT studio connecting via satellite

### International Relations with sponsoring body

- Professors and Academicians of International repute associated with us :
- Prof. Richard D'Aveni - (Prof. of Strategic Management, Amok Tuck School, Dartmouth, USA)
- Prof. Paul Argenti - (Prof. of Management and Corporate communications, Tuck School of Business, Dartmouth, USA)
- Prof. Mary Munter (Prof. of Management Communication, Amos Tuck School of Business, Dartmouth, USA)
- Prof. Esho Hideki - (Prof. of Development Economics, Hosei University, Japan)

### Bank loan Facility

We understand the many hindrances that a student aspiring for higher education might face. Out of many roadblocks, finance is a major hurdle. Today quality education does not come cheap, and many a student are forced to compromise on their future. Recognizing this trend, EIILM University, facilitates to provide 100% study loan assistance.



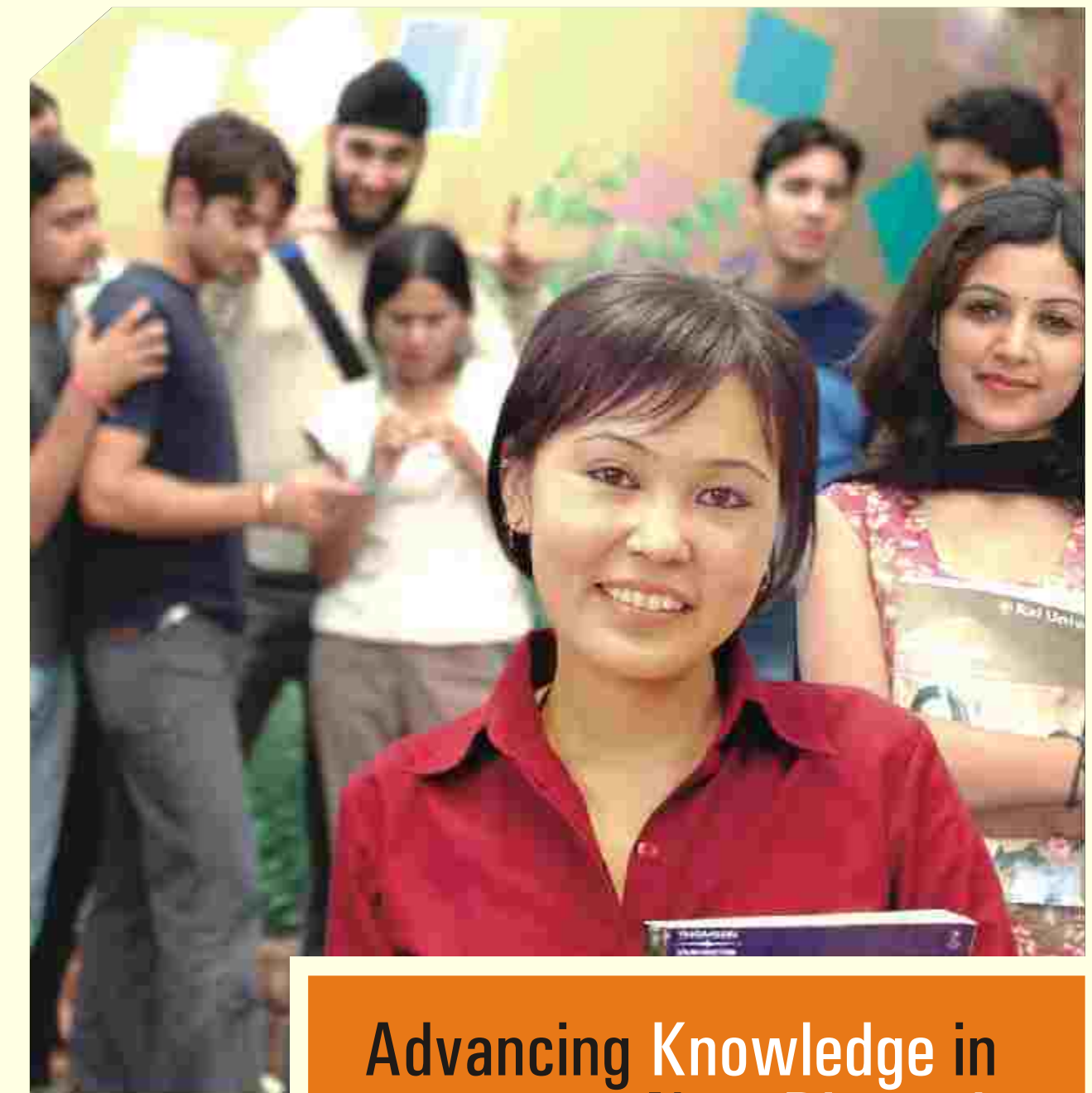
**EASTERN INSTITUTE FOR INTEGRATED LEARNING IN MANAGEMENT**  
**UNIVERSITY**  
Main Campus : Jorethang, District Namchi, Sikkim Tel.: 03595 - 276947-48  
Mob.: 09313303962, 09313303982, 09350679184, 09332410900, 09350872912

Admission Offices of the University

| Delhi | Mumbai | Bangalore | Kolkata |

For details regarding other Admission offices contact EIILM University

[www.eiilmuniversity.ac.in](http://www.eiilmuniversity.ac.in)



**Advancing Knowledge in  
New Dimension**



**EASTERN INSTITUTE FOR INTEGRATED LEARNING IN MANAGEMENT**  
**UNIVERSITY**

The **FIRST** ISO-9001:14001 Certified University in India



“ You cannot **teach** anybody anything. You can only **help** them **discover** it within **themselves** ”

- Dr. Satinder Bajaj, Vice Chancellor

## EILM University, SIKKIM

EILM University, Jorethang, Sikkim, was established under Sec 2(f) of UGC Act and ACT No.4, 2006 of the Government of Sikkim. The Act received assent of the Governor on March 24, 2006 that was published under the Government of Sikkim, Gazette Notification No.28/LD/2006 dated April 3, 2006.

EILM University campus, located at the foothills of Himalayas, in the state of Sikkim, is a model of modern education. Designed and developed with the objective of providing aesthetic learning atmosphere, it's a hub to multi-tiered learning activities: classes, workshops, lectures, demonstrations, seminars, conferences and presentations.

EILM University has been established on the foundation of progressive academic principles. The University carries the heritage of pioneering higher education in India based on international models. It endeavors to maintain the same high standard to achieve global presence. At EILM University, academic programs are benchmarked against the best academic and professional standards. The courses are designed to give students an opportunity to apply their intelligence, creativity and leadership skills to the challenges of the technology driven world.

## The Legacy

The Sponsoring Body for EILM University is "The Eastern Institute for Integrated Learning in Management (EILM)" Kolkatta, established in 1995, to provide higher education in India through varied programs. EILM holds the record of achieving quality standards through: EQUIS (European Quality Certification of University Education).

The Institute started offering MBA programs under Visva Bharati, a Central University since 1951. EILM got the status of a 'Constituent College of Visva Bharati'. Visva Bharati had involved EILM University representatives on its 'Board of Studies'; the examination papers were set and also evaluated by different faculty members of EILM.

EILM Institute, Kolkatta has been awarded "A" grade by Business India in October 2007. This Institute has a tie up with all the top industries and Corporates in India and has 100% placement record.

## Programs

EILM University offers a bouquet of courses, with an international perspective, in Management, Hospitality & Tourism, Aviation, Insurance & Risk Management, Media & Communication, Fashion Technology, Software Engineering, Biotechnology and many more other than the traditional courses. It is planning to foray into emerging fields like Information & Communication, Business with E-commerce, Logistics & Supply Chain Management, Retail Management, International Project Management, etc. Global interdependence is a reality where knowledge of the international environment and understanding of internationally relevant issues are indispensable facets of holistic education.

Program	Duration	Eligibility
MBA (HR/ Finance/Marketing/IT/IB/Hospitality & Tourism)	2 Yrs	Graduate
BBA (HR/ Finance/Marketing/IT/IB/Hospitality & Tourism)	3 Yrs	10 + 2
B.Tech (IT/ Biotech / E &C)	4 Yrs	10 + 2
B.A./ B.Sc (Environment & Ecology)	3 Yrs	10+2 with Science / Arts / Commerce
M.A./ M.Sc. (Environment & Ecology)	2 Yrs	Graduate in Arts, Science and Commerce
M.A. (Journalism/ Mass Communication)	2 Yrs	Graduate
B.A. (Journalism/ Mass Communication)	3Yrs.	10 + 2
B.A. (Hospitality)	3Yrs.	10 + 2

## Specialization on Offer

### Marketing

Marketing Management is a business discipline focused on the practical application of marketing techniques and the management of Firms' marketing resources and activities.

### Finance

It encompasses key areas such as financial management, accounting, capital markets, security analysis, portfolio management and management of various financial institutions.

### Human Resources Management (HR)

HR is a very important aspect of management as it teaches an individual to be better equipped to handle organizational issues and various key aspects such as recruitment, selection, appraisal, training & development.

### Information Technology

A specialization in IT offers scope for a career in many areas in the industry. The options could be Project Management in a software development company like Infosys, TCS, etc., or sales and marketing in IT companies like Tata IBM, Wipro, Infotech, etc. Demand for trained IT Professional is estimated over 40000 per year.



“ A **student** of today is an **architect** of tomorrow ”

## International Business Management (IB)

It is a discipline which is very popular among the students community due to the boom in the FDI. This gives an overview of the various aspects such as International trade procedures, various mode of international business, the international marketing tools that are implemented, export and import procedures, global competitiveness and strategic alliance, foreign exchange management.

## Biotechnology

The last four decades have seen lively development in biotechnology and we believe that the importance of Biotechnology is comparable to microelectronics and computer technology, and it will probably play a similar role in the industrial development of the 21st Century. Biotechnology Industry is expected to become Rs 22500 Cr Industry by 2010.

## Electronics & Telecommunication

The growing influence of technology on all functions of society has created a good demand for Engineering graduates.

## Journalism & Mass Communication

Our endeavour is to cater well qualified professionals to take on the challenges of the real boom time stored in the future of the media and communication industry. Current size of the media industry is estimated at Rs 31500 cr, and is expected to grow by 14% CAGR to reach rupees 58500 cr. ( Source : PWC Global Entertainment & Media Outlook 2005 – 09).

## Environment & Ecology

The current national and global efforts being made towards clean air, water protection, noise abatement and the like requires several new environmental product & services, thus creating many fresh job in the field.

## India Shining

### Industry wise Revenue Growth

IT & Services	: 35%
Telecom & Logistics	: 43%
Retail & Trade	: 30%
Real Estate	: 30%
Media & Entertainment	: 20%
GDP Growth	: 9%
New Jobs in 2007	: 1.5 Million
Salary hike	: 14.4%

(Source : India Today May'07)

## Sailent Features

- Program on Environment and Ecology
- Course packs developed and designed as per TNA (Training Needs Analysis) of the Industry and reviewed every semester
- Renowned visiting faculty from various Institutes & Corporates from India and abroad
- Highly specialized Life Skills Programs for the holistic development of the students
- Rural Development Service Programs to reach the remotest interiors of the villages for their upliftment



### Enquiry Form

Please fill up this form in capital letters and send it to: Admission Office, Main Campus

Course applied for : ..... Enquiry for:  Regular  ODL  
Kindly specify the Diploma / Course preferred other than the one mentioned above : .....  
Name : ..... Age : ..... Sex :  M  F  
Address: ..... Pin : .....  
Contact Number : ..... Mobile : .....  
Email ID : ..... Professional Experience : .....  
Educational Qualification .....  
Remarks..... Date : .....  
Signature.....

\* Please fill up the form correctly for accurate processing.

ENCR Seal

