



# **Admissions Department Policies & Procedures - 2023**

SOIL- School of Business Design, Plot # 23, Sector 2, Phase 1, Institutional Area, IMT,  
Manesar, New Gurgaon, Haryana- 122050

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## **1.0 About Admissions Department**

The office of admissions department charged with recruiting and enrolling population with high intellectual potential, irrespective of social, racial, religious, and financial considerations engaged themselves in the implementation of a series of initiatives designed to increase the frequency and effectiveness of targeted communications to prospective students.

The main objective of the department is also to become the voice of the organization by facilitating communication between the institute and the outside world. The office closely in coordination with the corporate communication pageants the various communication handles, such as social media, online education, and news portals. Providing exclusive coverage of all student activities, corporate events and guest lectures that take place on campus. Content generation in the form of articles, reports, posters videos, workshops, webinars that highlight the growing importance of public relations and media management created by the corporate communication cell for various stakeholders which include students, alumni and corporates are strategically made visible and heard to them.

### **1.1 Formation of Committees**

- **Selection Process Committee**
- **Result Declaration Committee**
- **Advisory Committee**
- **Scholarship Committee**

### **1.2 Roles & Responsibilities**

- **Selection Process Committee-**
  - a) Selection process components GD/GE/PI
  - b) Rubrics for evaluation of each component
  - c) Allotment of weightages
  - d) Cut-offs in academics, entrance exam, work experience
  - e) Deciding Panel members (Faculty/Alumni/industry experts) for GDGEPI
  
- **Result Declaration Committee**
  - a) Decide parameters of cut-offs in entrance exam
  - b) Weightages
  - c) Final marks awarded in the selection process.
  - d) Signing the result file
  
- **Advisory Committee**
- Defining Fee structure.
- Scholarships criteria any other benefits to be provided.
  
- **Scholarship Committee**
- Define categories
- Awarding Scholarship allotment amount.

## **2.0 Admission of Students**

SOIL-SOBD regards as an overriding priority the admission of suitable qualified candidates well-matched to its post-Graduate program (PGDM). It seeks to select students solely on the grounds of proven and potential academic excellence, and its admission processes need to be geared to this end from a quality perspective.

## **2.1 General Principles for Quality Assurance**

- SOIL-SOBD is committed to providing flexible, high quality, student-centric teaching, and professional business education, and to offering equality of opportunity to anyone with the ability to benefit.
- SOIL-SOBD's admission policy and practices assist in meeting the strategic objectives of SOIL-SOBD and enhancing its position as a leading business school.
- SOIL-SOBD is committed to operating admission procedures that are fair, transparent, and consistent, and are also compliant with all relevant legislation and regulations. SOIL-SOBD strives to admit only suitably qualified applicants who can complete the SOIL-SOBD's PGDM program successfully.
- SOIL-SOBD is also committed to widening participation and fair access and encourages applicants from all social and cultural backgrounds.
- SOIL-SOBD aims to ensure that its selection and admission processes are transparent and focused on their intended audiences.
- Admission to SOIL-SOBD's PGDM program is solely at the discretion of SOIL-SOBD.

## **2.2 Roles and Responsibilities**

- The Admissions Office works closely with Areas and other sections of SOIL-SOBD to deliver a professional and equitable admissions service, which includes both the enquiry/query management (before the application submission part) and enrollment management (after the application submission part).
- The Admissions Office is responsible for:
  - Ensuring that SOIL-SOBD delivers a fair, transparent, and efficient admissions service.
  - Providing information, advice, and assistance to potential applicants on admission processes, entry requirements and other aspects of the PGDM program as well as life-at-SOIL-SOBD.
  - Liaison with applicants throughout the admissions process.
  - Processing and communicating all formal admissions decisions to applicants.
  - Safeguarding SOIL-SOBD from fraudulent applicants.
- The academic Areas are responsible for:
  - Liaison with applicants throughout the admissions process in collaboration with the Admissions Office.
  - Conducting Personal Interviews (PI), Group Discussion (GD), Group Exercise (GE) where one is required, including documenting all interviews in accordance with Admission regulations.
  - Allocating suitable faculty members to act as admission counselors/mentor for SOIL-SOBD.

## **2.3 Admissions Regulations**

- To ensure that candidates for the PGDM program are appropriately qualified, and to ensure high standards of fairness and consistency, SOIL-SOBD maintains a core set of entrance requirements. These are given below as well as in the Prospectus and SOIL-SOBD website. All admissions staff are required to ensure that both program-specific and institutional admission regulations are applied in full.
- The Admissions Coordinator/Director should be consulted on a case-by-case basis for guidance on procedures for seeking exemptions to the admission regulations.

## **2.4 Admissions Information**

- SOIL-SOBD welcomes and encourages applicants from a wide range of backgrounds and contexts. SOIL-SOBD is committed to providing clear, consistent, easily understandable, and accessible information about entry requirements, selection procedures, conditions of offer, expected timescales for responses, and welfare, guidance, and support services.

- The Admissions Office is responsible for providing admissions information relating to entry requirements and selection processes for the SOIL-SOBD website and all publications.
- Across the range of admissions information, Admissions Office staff will:
  - Ensure that any potential student who has additional needs is aware of the advice, guidance, and support which the SOIL-SOBD can offer and how to access it if they choose.
  - Ensure that any potential student or applicant who has disclosed information in relation to a criminal offence, caution or warning is aware of the advice, guidance, and support which the SOIL-SOBD can offer and understands the part that any non-academic information will play in any admission decision.
  - Ensure that applicants are aware of their responsibility to provide full and accurate information as part of the admissions process.
  - Ensure that information about seat (intake capacity) is provided wherever relevant.
  - Ensure that, in the case of any changes to the PGDM program which are made after an offer is made and before registration, students are informed of the change as soon as possible.
  - Ensure that procedures for applicants requesting deferral of entry to a later year are clearly and readily available.
- Admissions staff must be prepared to provide feedback to applicants on admissions decisions and are required to maintain sufficient records to achieve this, within the limits of the resources available to support this and bearing in mind any issues of confidentiality. It is acceptable for feedback to be standardized and the SOIL-SOBD notes that it will not always be possible to provide candidates with highly specific or tailored feedback. The Admissions Office should publish clear advance information about feedback procedures so that applicants understand what is available and its limits.

## **2.5 Entrance Requirements**

- Admission requirements and procedures for the PGDM program are detailed in the SOIL-SOBD's Prospectus and its website. As the printed prospectus is published well in advance of the admission cycle, applicants need to always refer to the SOIL-SOBD's website for the most up-to-date information.
- The eligibility criteria for the PGDM program are:
  - The candidate must have a bachelor's degree with minimum 50% marks in aggregate of all the subjects from any of the Universities recognized by the AIU/UGC or AICTE, or possess an equivalent qualification recognized by the Ministry of HRD, Government of India.
  - The bachelor's degree or equivalent qualification obtained by the candidate must entail a minimum of 3 years of education after completing Higher Secondary schooling (10+2) equivalent.
  - Candidates appearing for the final year of the degree examination can also apply subject to furnishing the proof of having passed graduation by a fixed date (announced in the Prospectus) and having obtained a minimum of 50% marks in aggregate total of all the subjects studied, failing which the provisional admission will be cancelled and no fee will be refunded in lieu thereof.
  - All candidates are required to have taken any one of the following entrance examinations: GMAT/CAT/ XAT / CMAT /MAT/ATMA.
  - NMAT/SNAP- Candidates needs to submit an AICTE approved test score for final admission to the program as a pre-qualification like GMAT/CAT/XAT/CMAT/MAT

## **2.6 Communicating Admission Decisions**

- SOIL-SOBD aims to process applications as quickly as possible, and once a decision has been made, the Admissions Office will communicate this decision to the applicant. When an offer of a seat is being made, a formal offer letter will be issued to the applicant.
- SOIL-SOBD operates a policy of verifying qualifications before an applicant can be admitted and therefore if qualifications have not already been verified, this will be a condition of the offer.

- Successful applicants will have their seat confirmed. Registration and Welcome details will be sent before the start of the program.
- **Feedback.** If an applicant is unsuccessful and wishes to receive feedback, they should e-mail or write to the Admissions Office ([pgdm@schoolofbusinessdesign.com](mailto:pgdm@schoolofbusinessdesign.com)) requesting this. The Admissions Office will then provide written feedback as soon as possible.
- **Review.** If an applicant wishes to request a review of the decision, they should refer to the Admission Office to find out the correct procedure for review.

## 2.7 Disability

- If an applicant has declared a disability on their application form, this will have no bearing on determining their academic suitability for the program. If an offer is made, the applicant will be strongly encouraged to contact the Admissions Office to ensure that appropriate support arrangements can be put in place before the studies commence.

## 2.8 Criminal Convictions

- If a criminal conviction is declared on the application form, this will be considered before the offer of a seat is made and if thought appropriate, more information will be requested from the applicant. A criminal conviction does not preclude an applicant from studying at SOIL-SOBD. However, the SOIL-SOBD has a duty of care to its students and staff and the decision will depend on the nature of the conviction.

## 2.9 Fraudulent, Misleading and Incomplete Applications

- The SOIL-SOBD will pay particular attention to the following when considering applications to study at SOIL-SOBD:
  - An application with false or misleading information/ statements
  - An application where relevant information has been omitted.
  - Submission of fraudulent or falsified documents
  - Plagiarism
  - Collusion (where the content of the application submitted is not the work of the applicant)
  - Refusal by an applicant to provide additional information when requested.
- It is the applicant's responsibility to ensure that the information they provide is accurate and complete and does not contain false or misleading information. It is also the applicant's responsibility to provide additional information when requested to do so. SOIL-SOBD will check an applicant's academic history, qualifications, references, personal statements, and anything else provided as part of an application for accuracy.
- SOIL-SOBD reserves the right to:
  - Investigate any application suspected of including false, misleading, or fraudulent information or appearing to be incomplete.
  - Request additional information to verify an application.
  - Put the application process on hold pending completion of such investigation.
- By any circumstances that institute finds evidence that the applicant has submitted a false, misleading, fraudulent, or incomplete application as referred to above, the institute reserves the right to:
  - Reject, withdraw, or cancel the application before a decision is made.
  - Withdraw any offer of a seat that has already been made.
  - Withdraw registration if an applicant has already been accepted into the PGDM program and enrolled as a student.

## 3.0 Re-admission Policy

- Applicants are required to declare all previous periods of study at SOIL-SOBD regardless of whether a qualification (PGDM) was awarded. SOIL-SOBD reserves the right not to consider

an applicant for entry if the applicant has previously been withdrawn or excluded from SOIL-SOBD on any grounds.

### **3.1 Deferral Policy**

- SOIL-SOBD may consider applications for deferred entry and will also normally consider requests to defer after an application has been received. SOIL-SOBD may allow applicants to defer their offer for one year on medical or other reasonable grounds, after which time the applicant is required to re-apply.

### **3.2 Program Amendments**

- SOIL-SOBD aims to provide the PGDM program that has been advertised in the prospectus or elsewhere. However, if there is any significant change in the program between the time at which an offer is made and the point at which enrolment is complete, SOIL-SOBD will inform relevant applicants promptly and advise them of the options available to them.

### **3.3 Selection of Students**

- SOIL-SOBD aims to select those students for its PGDM program who are most likely to benefit from its provision. The admission criteria and selection methods chosen are, therefore, designed to ensure that students are likely to succeed academically and to gain intellectually from the provision available. Attitude for the PGDM program is therefore the primary criterion for selection and an academic decision will always be reached on an application before other secondary factors are considered. Students are shortlisted considering their overall profile going beyond the academic scores. The following key aspects are looked at during a shortlisting exercise.
  - Leadership Potential
  - Academic Excellence
  - Extra Curriculars
  - Intellectual Capacity
- In selecting students, admissions staff will aim to:
  - Reach decisions which are fair and consistent in relation to the published entry criteria and the evidence the applicant presents of their academic and/or professional qualifications. Decisions will also consider any specific skills or experiences which are desirable for the PGDM program.
  - Consider evidence of a candidate's potential to succeed in the program.
  - Apply selection processes which are appropriate to the PGDM program. Selection may be based on an application form plus other components such as Personal Interview (PI), Group Discussions (GD), Group Exercise (GE), Written Ability Test (WAT) etc. Candidates are entitled to know, in advance, the likely format of any interview offered. Refer- **Annexure -II**
  - Make offers on a basis which is consistent with the competition and the number of seats available in that year.
  - Ensure that each application is considered by at least two members of the admissions staff members, who have received guidance in respect of selection and admission procedures.
  - Communicate clearly and in a timely way with candidates at key decision points. Any applications held for gathered field processing or because of any request for further information or documentation should be closely monitored and the applicant provided with a clear explanation of the situation and approximate timescale for resolution. Admission teams should communicate the outcome of each application clearly and accurately, taking account of all approved communication channels. SOIL-SOBD will normally send an electronic notification to those receiving an offer stating any specific conditions which apply and including details of standard institutional terms and conditions. Where applications are unsuccessful, mail or letter acknowledging that the application has been carefully considered would be sufficient.

- How feedback will be provided to unsuccessful candidates should be made clear to applicants as early as possible in the admissions process.

### **3.4 Review of Decisions**

- If, having received feedback regarding the decision not to offer a seat at SOIL-SOBD, an applicant feels they have cause to appeal or complaint, they may send formal written request for a review to the admissions Coordinator or can email at - pgdm@schoolofbusinessdesign.com. However, applicants should be aware that SOIL-SOBD will not review an admissions decision where the grounds for requesting a review are simply that the applicant disagrees with the academic judgement that has been applied, and where there is no evidence that the correct procedures have not been followed.
- The admissions Coordinator shall investigate the circumstances surrounding the request for a review in consultation with the relevant Area Coordinator and/or with other appropriate persons. Therefore, when making a request for a review of a decision, the applicant must include the *grounds* for requesting the review (i.e., any alleged procedural irregularities) and any supporting evidence including, where available, copies of any relevant documentation. However, applicants shall not normally be permitted to add further material or grounds after their request for a review has been submitted.
- SOIL-SOBD will consider requests for a review of a decision in a timely manner, with a view to providing a response within 10 working days of the written request reaching the admissions Coordinator. Where a response is not possible in that time frame, the admissions Coordinator will write to inform the applicant, giving reasons for the delay.
- The outcome of the review will be sent in writing to the applicant at the correspondence address which has been provided. If an address is not provided with the written request, the address provided with the original application will be used.

### **3.5 Admission Information**

- In promoting the SOIL-SOBD's provision as widely as possible, Admission team members/program advisors should provide advice and guidance which is targeted to the needs and aspirations of a specific enquirer or defined audience.
- Information should be accurate, relevant, current, and accessible and consistent with information published on websites or in print.
- Information should enable applicants to make informed decisions about their options and if any enquiry goes beyond the limits of an individual member of admission team/ program advisor knowledge and expertise, s/he should know who to refer the enquirer to.
- The details provided should include information about the main learning and teaching methods, assessment procedures, content, structure, and courses of the institute. organization of courses. It should also indicate the extent of flexibility and choice within the curriculum design.

### **3.6 Complaints and Review Requests**

- SOIL-SOBD will make available to enquirers and applicants a complaints and review request procedure should they feel that any aspect of the selection or admissions process has not been conducted in accordance with the SOIL-SOBD Admissions Policy. The admissions Coordinator will provide advice on how to do this, on request.

### **3.7 Intake Capacity**

We have strength of 240 (PGDM) and 60 (PGDM-Business Design & Innovation) AICTE approved program. Each core class (1<sup>st</sup> year) has up to 60 students. The elective classes in the 2<sup>nd</sup> year could have as low as 20 students, depending on the specializations.

### **3.8 Reservation Policy**

As such there is no reservation for any section of the candidates. However, for achieving the goal of social inclusion and diversity, the candidates from Economically Weaker Section/belonging from defense/agricultural background or having certain unique



achievement awards are given some additional scholarship under special category status in calculation of the merit score. Scholarship criteria can be referred to at the website.

### 3.9 Documents Retention Policy

The hard copies of the application forms received (if applicable), Appeared candidates, rejected candidates are kept for 5 years including the running current year.

Soft copy of the same is maintained in LMS and application module and converted to excel and are kept accordingly for all the years.

### 4.0 Process Monitoring and Review

- SOIL-SOBD will monitor its selection and admissions processes to ensure that they work effectively, are informed by feedback from users and are subject to continuous improvement.
- The Admissions Office will monitor response times in relation to enquiries and admissions decisions. Setting expectations for and monitoring expected application-to-offer turnaround times is the responsibility of the Admissions Office. SOIL-SOBD acknowledges though that speed of the offer is not the only consideration in managing and monitoring admissions operations, and that quality of service and effective applicant communication are equally important.
- The Admissions Office will regularly review and monitor the profile of applicants and entrants with regards to equal opportunities and for being proactive in enhancing diversity at SOIL-SOBD.

### 5.0 Admissions Process Quality Assurance

- Admission process quality at SOIL-SOBD is evaluated through an Admission process value chain consisting of the following four stages (**Fig.1**):
  - **Awareness:** consisting of all the *promotional activities* such as print media advertisements, website posts, campus visits, digital/social media marketing. The quality of Awareness stage is measured by the **total number of inquiries generated** about the PGDM program, admission process and/or other institutional parameters through any of the communication channels – face-to-face, telephonically, or through digital media.
  - **Engagement:** consisting of potential students or their relatives/friends making *inquiries* about the program and/or the institutional processes through face-to-face, telephonically, or through digital media. The quality of the Engagement stage depends on the quality of inquiry experience the Admission Office is able to provide to the inquirer in terms of response-time, relevance and comprehensiveness of the response, relationship building and continuous follow-up/inquiry-tracking for application submission. The quality of engagement stage is measured by the **percentage of inquiries leading to PGDM prospectus/application request and/or number of downloaded applications.**
  - **Desire:** consisting of the desirous students submitting *applications* on-line or off-line for the purpose of joining the PGDM program. The quality of the Desire stage is measured by the **percentage of applicants who appeared for Personal Interview (PI) to the total number of applications received.**
  - **Conversion:** consisting of applicants interviewed, selected, and joined the PGDM program. The quality of the Conversion stage is measured by the **percentage of applicants coming for PI and selected to those who joined the program.**

**Awareness → Engagement → Desire → Conversion**  
**(Promotion)                      (Inquired)                      (Applied)                      (Enrolled)**

**Fig.1. Admission Process Value Chain**

Thus, the Quality metrics for the above four stages of the admission process are:

<b>Awareness quality:</b>	<b>No. of Inquiries generated index.</b>
<b>Engagement quality</b>	<b>No. of prospectus/applications distributed/downloaded.</b>
<b>Desire quality</b>	<b>%age of applicants appearing in PI to total applicants.</b>
<b>Conversion quality</b>	<b>%age of applicants selected to total applicants appearing in PI.</b>

The overall quality of Admission process is assessed by the following metrics:

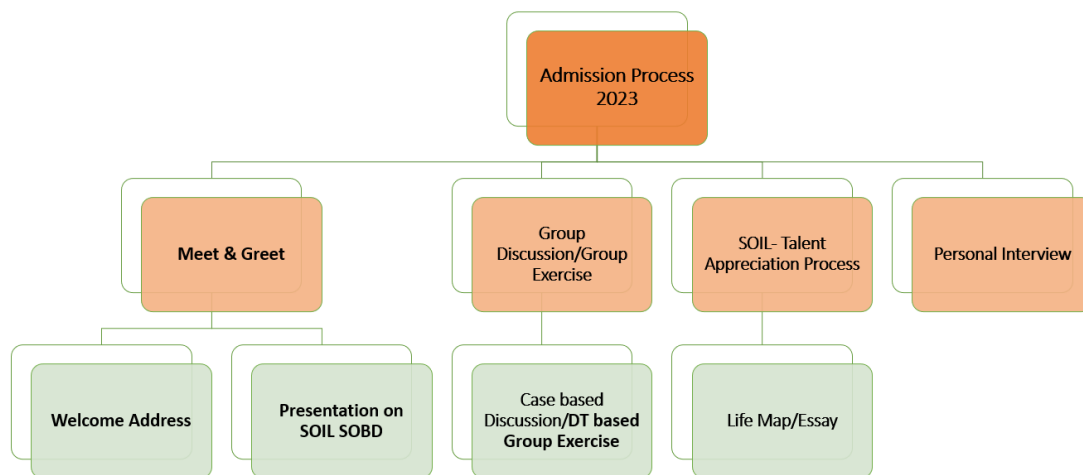
<b>Percentage of seats filled</b>	<b>(SF%)</b>
<b>Percentage of applicants selected to applied</b>	<b>(SA%)</b>
<b>Percentage of applicants withdrawn to enrolled</b>	<b>(WE%)</b>

The admission process is divided into four cycles as follows:

- Cycle 1:                      September to November**
- Cycle 2:                      December to February**
- Cycle 3:                      March to May**
- Cycle 4:                      June to August**

An Admission Quality Assurance System report is generated based on the above metrics through the four cycles and is continuously updated throughout the year. The format of this report is shown in 6.0.

**6.0      SOPs of Admission Process**



### **Steps- Pre-Interview**

- Email to applicants explaining the process.
- SOIL-SOBD Welcome Kit
- Refreshments
- Venue for GD, GE, STAP & PI
- Panel Rooms for PI with signages
- DT Kit
- Presentation on SOBD by a faculty
- GD & GE topics
- Briefing the panellists
- Forms to be made on survey monkey/Google Form
- In case of online- Zoom breakouts to be made as per groups
- Student emcee- script to be vetted.
- Morning prayer by student
- Invite to Chairman/Director for address.

### **Steps- On the process day**

- Student emcee starts with welcoming and morning prayer.
- Chairman/Director's address (15 mins)
- Presentation on SOIL-SOBD by faculty + intro to Design Thinking
- Briefing Faculty Coordinator on the day
- Proceed to SOIL Talent Appreciation Process
- Proceed to Group Discussions (GD)/ Group Exercise (GE)
- Briefing on Group Exercise (GE), Group Discussion (GD) and Talent Appreciation Process (STAP)
- Process to Group exercise (GE)- (DT Kit) & STAP
- Lunch break (if physical process)
- Divided groups into slots for PI
- Start PI (Get double panels ready + students application forms + PI evaluation form)

### **Mapping the Interview process day**

#### **Reception-**

- Capture online/offline preference in application.
- SOIL-SOBD Kit (pen, note pads etc)
- Arrive on the date- application ID check and interview token issue.
- Parents/guardians seating in reception with refreshments
- Students to move into Hall for documents verification.
- Refreshments in waiting area.

#### **Preselection briefing**

- Institute presentation (with video clips and story board).
- Expectations for the day- Agenda

#### **Selection tests**

- Objectives are to assess- fitment to SOIL-SOBD, learning ability for PGDM, functional competencies including communication, reasoning ability to interact with people, contribute to teams.
- GD- communication/ reasoning/team working/situational cases/ short news articles/ general short articles.

- GE- Design Thinking- learning ability, group dynamics, reasoning, individual exercise
- PI- Personality, communication, value fitment

## 6.1 Group discussion

Group discussion (GD) is a comprehensive technique to judge the suitability of a candidate and his/her appropriateness for college admission. GD assesses the overall personality – thoughts, feelings, and behaviour - of an individual in a group.

### Why GD is important?

- It helps assess how a participant performs under different situations in a group.
- It helps to judge how one conceptualizes and manoeuvres his ideas through the discussion.
- It helps in analysing the candidate's attitude towards fellow members through one's communication and interpersonal skills, listening ability, humility, and tolerance to others' ideas.
- It helps in shedding light on candidate's leadership and managerial skills, problem-solving aptitude, creative thinking, and knowledge on diverse topics.

### GD Process

In this methodology, there are usually 5-15 participants in a group. The group of candidates will be given a case-based situation and will be given 10 minutes to think and make notes about the same. After this, the group of candidates will be asked to discuss the topic among themselves for 20 minutes. While the group discusses the pertaining issue at hand, the evaluators will silently observe each candidate on various pre-determined parameters. The evaluators will assign scores to every candidate based on his/her individual performance as well as how he performed within the group.

- Brief Time= 10 minutes
- Preparation Time: 10 minutes
- Presentation= 20 minutes

### Evaluators:

- Faculty, Alumni, Current Batch Students.
- No. of Panelists required per group= 1/2 Faculty/Alumni + 1 student

**Evaluation Criteria:** (Detailed sheet attached)

Application ID	Name	Voice Modulation, tone & Pitch (10 Marks)	Clarity of thoughts (10 Marks)	Display of enthusiasm & positive attitude (10 Marks)	Knowledge of the topic (10 Marks)	Listening & leadership qualities (10 Marks)	Total 50 Marks
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## 6.2 Group Exercise

Group Exercise for PGDM Admissions helps to understand how the student behaves, and act in a group and how does he/she respond to different situations while working in a group. Leadership and team player skills are at high focus while the panel evaluates. It also helps the panel to check relationship skills as well as the commitment level which the candidate has for the task assigned.

### Why GE is important?

- Helps to test teamwork, interpersonal communication skills and the planning ability of the candidates.
- Helps to know if the candidate can mix well with others.
- It helps in shedding light on candidate's leadership skills, team working skills, creative thinking, and facilitating others to perform and speak.

**Process**

In group exercise, the candidate needs to perform a defined task as a group and needs to accomplish the tasks assigned to the group. Each group needs to identify multiple problems, multiple solutions, audience, use specific facts and input that might be helpful in solving the problem, and ultimately achieve the desired output.

- Introduction to exercise by Faculty: 10 Mins
- Activity Time- 30 Mins
- Debrief by an Expert on Design Thinking- 10 mins

Students are required to work on the following:

- Brainstorm Template
- Presentation Template

**Evaluators:**

- Faculty, Alumni, Current Batch Students.
- No. of Panellists required per group= 1 Faculty/Alumni + 2 student

**DT Kit**

Offline/Online:

chart papers, pencils, erasers, sharpeners, scissors, cello tape roll, rulers, a small pack of crayons, a small pack of sketch pens, glazed paper, a small pack of post it notes and glue.

**Evaluation Criteria:** (Detailed sheet attached)

Application ID	Name	Initiative 10 Marks	Participation & Collaboration 10 Marks	Ideation & Creativity 10 Marks	Inclusion 10 Marks	Expression 10 Marks	TOTAL 50 arks
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**6.3 Personal Interview**

Personal Interview is a means of two-way communication between the interviewer and the candidate in which a meaningful conversation leads to a productive understanding between the two. After the candidate completes the GD and Group exercise, he/she needs to appear for a personal interview. The time duration for each interview would be 15 minutes.

**Evaluators:**

- Faculty, Alumni.
- No. of Panellists required per group= 2 Faculty/Alumni

**Evaluation Criteria:** (Detailed sheet attached)

Application ID	Name	Grooming & Physical Appearance 10 Marks	Communication & Energy 10 Marks	Attitude Towards learning & Goal setting 10 Marks	Extra-Curricular-Sports, Drama 10 Marks	Motivation, Understanding of SOIL, why PGDM 10 Marks	TOTAL 50 Marks	Remarks
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#### 6.4 SOIL Talent Appreciation Process


SOIL Talent Appreciation Process (STAP) is a 75-minute assessment that helps us understand your leadership potential and strengths of your personality. The STAP considers four personality traits that contribute to the making of a great leader. These attributes are:

- Leadership Potential
- Reasoning and Ideation
- Networking Potential
- Self-Leadership Potential

#### Leadership Exercise and Life Map

After STAP, candidates create a life map of significant moments, reflecting on personal and professional growth, followed by a business problem-solving simulation. Both these exercises take 60 min in total.

## Annexure I

	<p><b>SOIL-School of Business Design, Manesar, New Gurgaon</b></p> <p><i>Internal Quality Assurance System – Admission Process</i></p> <p><b>ADMISSION QUALITY INFORMATION SYSTEM – 2023-25 Batch</b></p>
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Admission Process Stage	Cycle 1: Sep-Nov 2022	Cycle 2: Dec-Feb 2022-23	Cycle 3: Mar-May 2023-23	Cycle 4: Jun-Aug 2023-23	TOTAL 2022-23
<b>Awareness (Promotion)</b>					
Total no. of <b>Inquiries Generated</b>					
<b>Engagement (Inquiries)</b>					
No. of prospectus distributed/downloaded					
No. of applications distributed/downloaded					
Total no. of prospectus/applications distributed/downloaded.					
<b>Desire (Applications)</b>					
No. of applications received.					
No. of applicants appearing in PI					
% of applicants appearing in PI to total no. of applications					
<b>Conversion (Enrolled students)</b>					
No. of applicants selected.					
% of applicants selected to applicants appearing in					
<b>Overall Admission Quality</b>					
% of filled seats					
<b>% of applicants selected to applied</b>					
% of applicants withdrawn to enrolled					

## Annexure II

Reference for 3.3 - *Selection of Students*

Weightage Allocation –

Academic	CET	Work-Ex	Extra-Curricular	Group Exercise	Group Discussion	Personal Interview
15	35	5	5	10	5	25

Evaluation Rubrics-

1. [GD Rubric](https://bit.ly/3aPOXb5) : <https://bit.ly/3aPOXb5>





### Group Exercise Rubric 2022-24

**\* Required**

1. Evaluation Date \*

2. Group Number

3. Position \*

4. Application ID \*

As per application

5. Candidate's Name \*

As per application

6. Initiative \*

Maximum Score: 10

1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Participation & Collaboration \*

Maximum Score: 10

1	2	3	4	5	6	7	8	9	10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. Ideation & Creativity \*

Maximum Score: 10

1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Evaluation \*

Maximum Score: 10

1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Application \*

Maximum Score: 10

1	2	3	4	5	6	7	8	9	10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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1/1/2022 10:00 AM

3. **PI Rubric:** <https://bit.ly/3of6IDJ>

### Personal Interview Evaluation Form 2022-24

Suggested Interview Questions: <https://bit.ly/3o0u0H6>

\* Required

[View Interview Results](#)

1. Evaluation Date \*

2. Evaluation Name \*

3. Application ID \*

(at least 4 digits)

4. Applicant's Name \*

5. Grooming & Physical Appearance \*

Maximum Score: 10

1 2 3 4 5 6 7 8 9 10

6. Communication \*

Maximum Score: 10

1 2 3 4 5 6 7 8 9 10

7. Attitude Towards Learning \*

Maximum Score: 10

1 2 3 4 5 6 7 8 9 10

8. Extra Curricular Sports, Drama, Academics \*

Maximum Score: 10

1 2 3 4 5 6 7 8 9 10

9. Understanding of RDS & PGDM \*

Maximum Score: 10

1 2 3 4 5 6 7 8 9 10

10. Remarks \*

11. Final Recommendation \*

Yes

No

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## List of Topics

### Group Discussion:

- "World is facing an increased threat of regressive thinking "- Referring to a rise in extremism around the world, Mr. Modi said, "In such a situation the entire world must make science-based rational and progressive thinking the basis for development ". We are promoting experienced-based learning, and a strong start-up ecosystem has been developed. On the occasion of its 75th Independence year, India is going to launch 75 satellites into space, made by our students. On the other hand, countries with regressive thinking using terrorism as a political tool, must understand that terrorism is an equally big threat for them also. Share your views on the same.
- The one-child policy (Chinese) was part of a broad program designed to control the size of the rapidly growing population of the People's Republic of China. Distinct from the family planning policies of most other countries, which focus on providing contraceptive options to help women have the number of children they want, it set a limit on the number of births parents could have, making it the world's most extreme example of population planning. Should India adopt One child policy and discuss its impact on the people and country.
- Our democratic values inspire Indians across the world to continue serving mankind. Corona pandemic has taught us that the global economy needs to be diversified even further and for this expansion of global value chains is important, Mr. Modi says, noting that India is becoming a reliable partner. He says India balances economy and ecology. Mr. Modi notes that India is moving fast towards its goal of 450 gw of renewable energy. "We are answerable to our future generations," he says. How can India Ensure technology with democratic values?
- Science and technology innovations taking place in India can make a big contribution to the world- Referring to India's technological advancements, Mr. Modi says, that the scalability of our tech solutions and the cost effectiveness are unparalleled. Over 3.5 billion transactions are taking place in India through UPI, Mr. Modi says. Further India's digital platform CoWin is providing vaccine support. Share your views on Digitalisation and risks associated with it.
- India today is moving forward on the path of integrated equitable development. Development should be all- inclusive, all-pervasive, universal and one that nurtures all. During the last 7 years, we have brought over 430 million people into banking system, and over 360 million people have insurance coverage as security, he says. Suggest ways in which this development can be strengthened.
- India has a great tradition of democracy that goes back thousands of years. Mr. Modi highlights the diversity of India, calling it a vibrant democracy. The strength of our democracy is demonstrated by the fact that a little boy who used to help his father at a tea stall is addressing the UN for the fourth time, he says. Yes, democracy can deliver. Yes, democracy has delivered, notes Mr. Modi. Democracy versus autocracy - which is better in today's world?
- India has welcomed America's efforts to combat climate change and its return to the Paris Agreement as Prime Minister Narendra Modi and U.S. President Joe Biden held their first in-person bilateral meeting at the White House. President Biden, in his talks with Prime Minister Modi in the Oval Office of the White House, expressed support for India's intention to achieve a domestic goal of installing 450 GW of renewable power by 2030, according to the US-India Joint Leaders' Statement issued after their meeting on Friday. The meeting holds importance ahead of the 26th U.N. Climate Change Conference of the Parties (COP26) in UK's Glasgow where leaders of nearly 200 countries will gather to discuss way forward to tackle climate action and the updated targets will be submitted. Suggest ways in which India can combat climate change.
- Very few LGBTQ Indians tell parents, colleagues, and friends who we are and what we feel. We fear discrimination at work. We fear abuse from the state. We fear being ostracised by society. And worst of all, we fear our families will abandon us. Suggest ways to combat this social stigma.

- India's performance from the 1900 to 2016 in the Olympics can be divided in two phases. The pre-1980's was just men's field hockey. Then a lull for 16 years. Post 1996 saw Indians breaking into an assortment of non-men's field hockey events – tennis, badminton, shooting, wrestling, and boxing. Women power in sports is in the ascendancy – the two medals that India won at the Rio Games in 2016 came from P.V. Sindhu and Sakshi Malik. What caused this sudden spurt, compared to pre-1996?
- Over the past twelve months, several cryptocurrency-based startups in India have secured millions of dollars in funding. These companies have added thousands of jobs. Various listings on sites such as Naukri.com and LinkedIn suggest that more than 20,000 candidates are currently being hired across roles in cryptocurrency and blockchain. If the government recognizes crypto as an asset class, it will be taxed as per the applicable laws. It could be a huge boost to India's treasury. Discuss the pros and cons of implementing a ban on cryptocurrency in India.
- Evergrande, a company that started out in 1996 selling bottled water followed by a stint in pig farming, now owns China's top professional soccer team (Guangzhou Football Club, managed by former Real Madrid centre back Fabio Cannavaro), and has long been the poster boy of the Chinese real estate boom. It rode on a sustained property prices surge in China – the main driver of the post-pandemic Chinese economic expansion – to expand into more than 250 Chinese cities selling home-ownership dreams to the country's middle class. Discuss the Evergrande crisis and its impact on world economy.
- Facebook is planning to launch 'Instagram Kids'. The reality is that kids are already online, and we believe that developing age-appropriate experiences designed specifically for them is far better for parents than where we are today. Discuss the impact of social media on kids and teens. Also suggest if it's a good move by Facebook to launch kids' Instagram.
- "Social media sites are effectively a gateway in which scammers are getting access to vast numbers of people in the population through online searches," Mark Steward said during the FCA's annual public meeting. "We are putting them on notice that we expect them to be involved in this process of protecting the community," he said, adding that the FCA would otherwise "have to take action". The FCA has waged a long-running battle with social media firms and search engines amid a spike in online fraud, which the Home Office has said makes up about 86% of all fraud in the UK. The trend has been attributed in part to the Covid crisis, which has led to more criminal activity online. Discuss cybersecurity and ways it can be strengthened.
- Single-use plastic is the type of plastic that is disposed of once after use. Examples of such types of plastic are food packaging materials, plastic polythene bags, straws, etc. The single-use plastic is alone responsible for more than 50 percent of marine pollution. These types of plastic are not degradable and pollute the soil and water. But various nations are taking steps to control the water pollution and the reduction of the use of such type of plastics. There is also a need of a global initiative to make the world plastic-free soon. Discuss ways to help create and dispose of these types of plastics without harming nature and the Earth.

### Group Exercise

- You must go to a village in Uttar Pradesh and educate the village residents (most of whom are above 60 years and illiterate) about the Government pension schemes. Discuss ways to make them understand the scheme better.
- Started in 1965, ChemCo is a leading manufacturer of car batteries in the U.K. market. Since then, it has been under the charge of Mr. Jones, the founder-owner of the firm. In 1999, the company decided to go for a diversification by expanding the product line. The new product was batteries for fork-lift trucks. At the same time, Mr. Marek was appointed the Senior Vice President of marketing in the company. However, soon after its successful diversification into fork-lift batteries, the sales in this segment began dropping steadily. Mr. Marek wanted to introduce some radical changes in the advertising and branding of the new business, but the proposal was turned down by the old-fashioned Mr. Jones. At this juncture in 2002, the firm is losing heavily in the fork-lift batteries business and its market share in car batteries is also on a decline. Mr. Jones has asked Mr. Marek to show a turnaround in the company within a year. What steps should Mr. Marek take to take the company out of its troubles?
- You and your friends have just moved to a new city for a job. You work late and barely have time to commute and rest, and so cooking is low on your daily task list. Finding healthy food options can be a hassle. How might we make healthy eating a habit despite a busy schedule?
- Two friends are traveling in a cab, and one of them is eating a banana. Once done, he promptly throws the peel out on the road. The other friend, being more environment friendly and garbage-conscious, is frustrated, but doesn't want to preach to his friend. How might we make good waste disposal a habit?
- Your neighbouring town has just been hit by a huge flood, and everything is in havoc. Phone lines are down, people are unreachable, rescue boats are going out, and families are displaced from their homes. You sit there watching the news, feeling helpless, apart from perhaps making a flood relief donation or care package. How might we redesign communication and care for victims of floods (or other natural disasters?)
- Design a social networking site that has new features, name, and marketing communication(promotion).
- Internet has created a single world culture today. Internet is the ocean of knowledge. Social media is a popular platform for the masses to transform the information, share their ideas, thoughts, opinions, images, and videos using famous social websites and messengers as well. However, some people, especially youth suffer from anxiety and depression when they face cyber-bullying. Lack of awareness on netiquette is causing some people to cause cyberbullying. Discuss how ethical considerations can be strengthened on social media.
- There's been a lot of word in the news lately, about senior citizens being deprived of their basic rights, especially in terms of property and healthcare. You realize that a lot of them may not even be aware of their rights. How might we empower senior citizens to be stewards of their financial and physical health?
- You're always doing your bit to save the planet, using resources wisely, turning off lights, wasting as little water as possible. But you notice that your community and town could be a lot more efficient — for instance, water tankers that leak, parks that have old irrigation systems, etc — you decide it's time for a change! How might we make water conservation a daily, personal, and communal habit?
- The number of customers to a women's apparel shop in Gurugram has reduced in recent months due to the pandemic. Suggest the shop owner the new ways to attract new customers and to increase the frequency of existing customers.
- A cosmetics start-up firm wants to strengthen its presence on Instagram. Suggest ways in which it can enhance engagement and awareness among people.

- You must go to a village in Bihar and educate the village women residents about the sanitary pads and hygiene. Strategize a plan to do the same.
- You must visit a school in Delhi on World Water Day and educate the children about importance of water, water crisis and its preservation. Strategize a plan to do the same.
- Design a game for visually impaired children. Discuss and come up with the name, type of sport and all the equipment needed for the game.

### **Personal Interview**

#### **Questions to be asked:**

- Tell us something about yourself.
- Why do you think should we give you admission in our college?
- What are your key skills/ greatest strengths?
- What is your greatest weakness?
- What is your greatest achievement?
- Where do you see yourself five years down the line?
- What are your career goals?
- Why do you want to join SOIL?
- Why MBA?
- Why marketing/ finance/ etc. specialisation?
- Discuss our contribution of extra-curricular activities to your school/college.
- What are your hobbies and interests?
- Who is your role model?
- Who inspires you?
- Why should we admit you?
- Walk me through your resume/profile.
- What is your biggest failure or challenge?
- How will you contribute to the campus if we choose you?
- How will you add value to the campus if chosen?
- What is your expectation from this MBA programme?
- How do you deal with criticism?
- What have you learnt from your failures?
- What has been your most challenging or rewarding academic experience so far?
- Where else have you applied? What other calls have you received?
- What are the newspaper headings that grabbed your attention?
- Do you want to ask or know anything (about the college)?



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