

# PROSPECTUS 2024-26

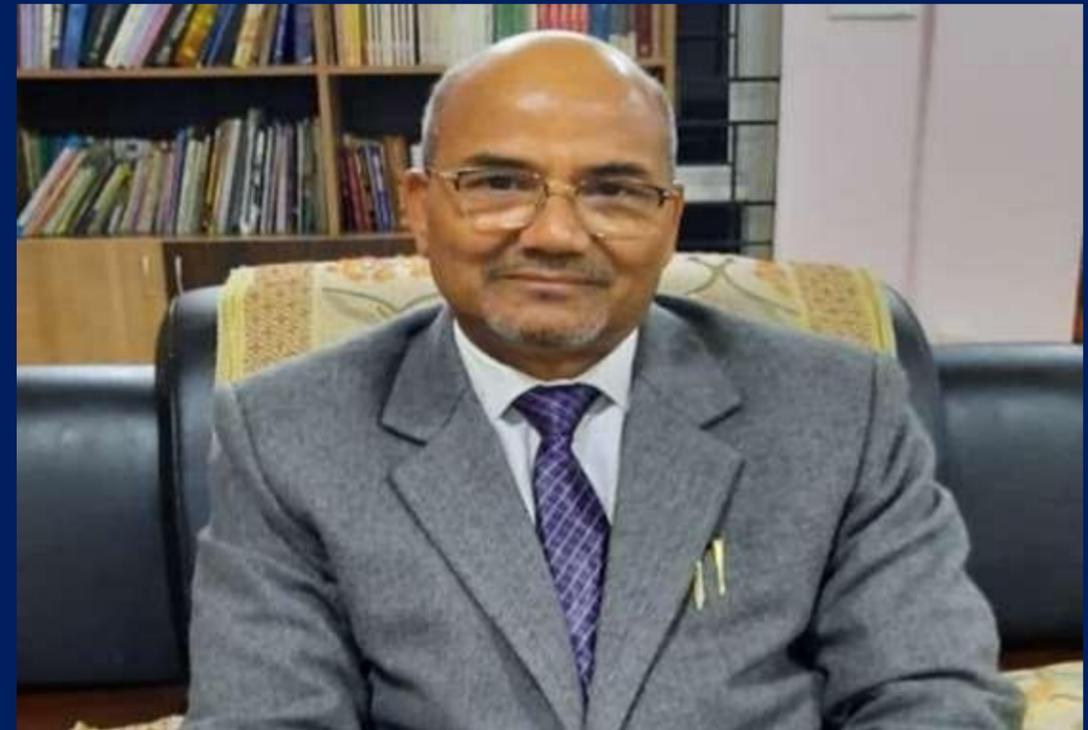
## Master of Business Administration



DEPARTMENT OF BUSINESS ADMINISTRATION  
JAWAHARLAL NEHRU SCHOOL OF MANAGEMENT  
ASSAM UNIVERSITY, SILCHAR

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## FROM THE DESK OF VICE-CHANCELLOR

The MBA Prospectus initiates the process of admission to MBA-Programme 2024-26 in Assam University. The Prospectus highlights the Programme features and the eligibility and other requirements of MBA Admission in 2024.

The Jawaharlal Nehru School of Management Studies, Assam University meanwhile has emerged as an outstanding B school in eastern and north eastern part of India.

The School offers quality management education duly supported by enabling learning ambience, state-of-the-art architecture, competent core faculty and excellent corporate partnership. While preparing within the framework of the MBA programme, "the managers for tomorrow", this school endeavors throughout to promote in students a deep bond with their Indian roots and inculcate in them a global vision as well as the competency of a global scale.

I am sure that the tireless efforts of the Faculty, the Consultants and the staffs in Jawaharlal Nehru School of Management Studies and in the Department of Business Administration would match the aspiration of the students and of their guardians.

I welcome all the eligible aspirants to the Assam University MBA Programme 2024-26.

**Prof. Rajive Mohan Pant**  
Vice Chancellor



## FROM THE DEAN'S DESK

I on behalf of the Department of Business Administration, Jawaharlal Nehru School of Management Studies (JNSMS), Assam University have the pleasure of presenting the Admission Prospectus 2024.

DBA-JNSMS has been imparting Management Education since 1997 to the MBA aspirants not only of North -Eastern part of India but also of other parts of India.

Management education can be considered as the process of transforming individuals into potential managers, by making them realise the essential requirements (or capabilities) of a manager and helping them in the development of those capacities which will enable them to control their environment and fulfil their responsibilities of rendering selfless service to the organisation in particular and society in general, thereby, shaping the destiny of the entire nation and of the nations which make up the whole world.

DBA-JNSMS offers an environment for moulding individuals into capable managers who can render selfless service to the organization and society. The curriculum inputs in DBA-JNSMS have been designed given the emerging business dynamics. While administering the modules, our focus throughout has been on developing in students the analytical skills, the soft skills, ethical approach along with positive attitudes that together can prepare them to become leaders of organizations.

We extend our welcome to all the eligible and committed MBA aspirants to the Assam University MBA Programme 2024-26.

Prof. H. Ramananda Singh  
Dean  
J.N. School of Management Studies,  
Assam University, Silchar



## FROM THE HOD'S DESK

We at the Department of Business Administration (DBA), Jawaharlal Nehru School of Management Studies (JNSMS) are committed to meeting industry needs through our industry-matched management programmes, and applied research activities for businesses.

Our programmes offer our students an opportunity to apply their acquired concepts and develop their ability to analyze their value-driven solutions to the industries. Our pedagogy of management comprises Attitude (A), Skills (S), and Knowledge (K) for Addition (A)- ASKA through experiential learning through live projects, research, and discoveries blended learning with knowledge sharing sessions by industry professionals & experienced academicians.

Our approach at DBA, JNSMS imbibes a culture of applied thinking and research for quality contribution through real-life problem solving which aids our budding managerial professionals on their journey towards becoming world -class techno-tactical managers, capable of leading in the dynamic business environments.

Our core focus is on taking the lead on state of art management and technology which equip our students with the best market-matched techno-management tools with the perceptive global management practice.

Prof. Arup Barman  
Head of the Department,  
Business Administration,  
J.N. School of Management Studies,  
Assam University, Silchar



## About the University

Assam University, Silchar was established in 1994 as a Central University by an Act of Parliament enforced through Notification of the Government of India.

The University over the years has made impressive strides in establishing itself as a premier institution of learning in North East India where emphasis persistently has been on the blending of quality education, socially relevant endeavors and scientific pursuits with mission-orientation and tireless striving for excellence.

The sprawling University Campus is spread over an area of about 600 acres where 41 Departments under sixteen Schools of Studies of the University function. The institution provides state-of-the-art facilities to students who come from different parts of the country and abroad.

The Campus is 23 km off Silchar city. Silchar being the gateway to the southern part of North-east India is the hub of commercial activities and is known for its history as the Tea Capital of South Assam.

Away from the humdrum of the busy city-life of Silchar and set amidst its sylvan surroundings, the University community engages itself in academic pursuits.

With the mystique Bhuban and Barail ranges of hills as backdrop, Assam University Campus is surrounded by lush green hillocks, natural lakes and picturesque tea gardens of South Assam. The serene setting together with exquisite natural beauty in and around the Campus adds uniqueness to the University's ambience capturing viewers' imagination and providing an ideal atmosphere for study and research.

# The Department of Business Administration

**(25 Glorious Years of Imparting Management Education with a touch of Indian Ethos and Ethics)**

The Department of Business Administration under the Jawaharlal Nehru School of Management Studies (DBA-JNSMS), Assam University started functioning in July 1997. The mission of the department is to contribute - through the pursuit of excellence in teaching and other creative and innovative endeavours about management education, research, consultancy, and training to the process of developing capable human and managerial resources and thereby to the corporate, industrial, entrepreneurial, economic, social, intellectual and cultural development of the nation. To accomplish its mission, DBA-JNSMS is offering various courses through which the Excellent Management Professionals of Tomorrow are nurtured. Activities of the Department also include the arrangement of discussions, debates, seminars, symposia, workshops, study tours, training programs, and industry interfaces, among others. The focus is clearly on developing the student's awareness and in-depth understanding of the issues that are contemporary and of relevance to the corporate sector. Academic programs in DBA-JNSMS are handled by a competent Faculty whose members have been drawn from different parts of the country through the process of national-level selection. The Faculty in DBA-JNSMS has developed over the years core competency in select areas of Business Administration. These range from the conventional functional areas like Financial Management, Marketing Management, Operations Management, and HRM to specific areas like Entrepreneurship Development, and Information Technology which are of particular relevance to prevailing realities in this part of the country. The ongoing research in the Department covers practically all socially relevant areas. The two areas identified by the Department as thrust areas for future research are: i) Studies on the Economy and Business of East Asia and ii) Indian values and traditions in management. The strength of DBA-JNSMS has been built over years around its enabling teaching learning ambience, the dedication of core Faculty, close industry-linkage maintained through the DBA Corporate Relations Cell and the local chapter of All India Management Association, the global orientation of students (developed and nurtured through the involvement of the Centre for East Asian Business Studies), a vibrant Learning Resource Centre, and finally the Department's excellent record of campus placement.

The Certifications Achieved by the Department are:

1. Grade A Certified as per the norms of Quality Management System awarded by the prestigious International Accreditation Quality Management Council
2. ISO 21001:2018 certified Educational Organizations Management System
3. 20<sup>th</sup> Ranked Business School in All India (Under Govt. Institutions Category) by HANSA -WEEK's B-School Survey 2023.

Presently the Courses run by the Department are:

1. Master of Business Administration (2Year Full-Time MBA Program)
2. Executive Master of Business Administration Program (1 Year Executive MBA program for working executives of reputed Organisations and Entrepreneurs)
3. Bachelor of Business Administration(BBA)
4. Ph.D by Course Work

For Admission to the MBA (2-year full-time) program, appearance at CAT/CUET/ATMA/MAT/XAT conducted by IIMs/NTA/AIMS/AIMA/XLRI respectively is a must.



The specific objectives of MBA programme is to enable the graduatesto-

- a) understand and be able to analyze the socioeconomic, political, technological and ecological environment of businesses and their interfaces with the society;
- b) acquire state-of-the-art knowledge and skills in the basic disciplines and functional areas of management;
- c) develop positive, dynamic and innovative attitudes so as to be able to manage change and contribute meaningfully to organizational growth in a fast-changing borderless world, and also
- d) develop values and sensitivity towards societal problems and the urge to promote human wellbeing.

The course-structure for the programme has been designed keeping in view the immediate on-the-job requirements as well as the long-term career-needs of the young professionals. Proper balance is maintained between the general foundation component of the course and its specialized components. DBA offers to its students the opportunity to specialize in two select areas of their interest under the scheme of dual specialization.

## 2-Year Full Time MBA Programme

The Master of Business Administration (MBA) is a two year full-time programme. The programme aims at equipping the students with a comprehensive set of skills and in-depth understanding of the theory and practice of real-life-management within the framework of a multi-disciplinary and multi-cultural setting.

While selecting optional/ elective papers, a student will be guided by the criteria notified for the purpose by the Department. In the matter of allocation of major/ minor electives, the Departments decision will always be final.

**The four specialization / optional areas open to MBA Students are-**

 <p>Marketing</p>	 <p>Finance</p>	 <p>Human Resource Management</p>	 <p>Operations Management</p>
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# PROGRAMME STRUCTURE

## First Year:

Sl. No	Paper Code	Name of the Paper	Credit	Remarks
Semester-I				
1	CP-101	Management Process & Principles**	4	** Minimum 40% weight to be assigned in the paper to case-studies/ practical/ numerical.
2	CP-102	Managerial Economics	4	
3	CP-103	Financial Accounting and Analysis**	5	
4	CP-104	Marketing Management**	4	
5	CP-105	Data Analysis and Decision Tools** (Skill enhancement paper)	5	
6	CP-106	Business Ethics and Sustainability	3	
7	CP-107	Information Technology Management**	4	
8	CP-108	India's Cultural Heritage & Management Traditions/ Swayam Course-Management Area of 3 credit Monitored by the Department	3	
<b>Total Credit</b>			<b>32</b>	
* Each 4 credit course must have minimum 40 classes, each 5 credit courses must have minimum 50 classes and each 3 credit courses must have minimum of 30 classes.				
Semester-II				
1	CP201	Human Resource Management**	4	**Minimum 40% weight to be assigned in the paper to case-studies/ practical/ numerical.
2	CP202	Financial Management and Planning**	4	
3	CP203	CBCS / Two Swayam Courses-Management Area of 3 credits each Monitored by the Department	6	
4	CP204	Business Research (Open Course)	3	
5	CP205	Production and Operations Management**	4	
6	CP206	Business Analytics and Information System**	4	
7	CP207	Management Accounting & Control**	4	
8	CP208	Organizational Behaviour	3	
<b>Total Credit</b>			<b>32</b>	
	MBA-CBCS	Management Process & Organisational Behaviour	6	

Note: MBA CBCS is to be offered by the Department of Business Administration to the students of other Departments of Assam University under the CBCS Scheme.

\* Each 4-credit course must have minimum 40 classes.

## Lateral Exit- Diploma in Management: Student has to apply before the semester end examination of the 3<sup>rd</sup> semester.

## Second Year:

Sl. No	Paper Code	Name of the Paper	Credit	Remarks
Semester III-- (Lateral Entry--Students with 64 credits and 8 papers in each semester may opt to join from 3rd semester)				
1	CP301	Analysis of Business Environment – Indian & Global	4	**Minimum 40% weight to be assigned in the paper/papers to case-studies/ practical/ numerical.
2	CP302	Business Communication & Soft skills** (Skill enhancement paper)	4	
3	CP303	Business Laws / Swayam Course-Management Area of 3 credit Monitored by the Department	3	
4	CP304	Operation Research and Business Analysis**	3	
5	CP305	Summer Internship Project(SIP)	2	
6	MAJ-I	Core Elective I Major	4	
7	MAJ-II	Core Elective II Major	4	
8	MIN-I	Core Elective I Minor	4	
<b>Total Credit</b>			<b>32</b>	

\* Each 4 credits course must have minimum 40 classes.

Semester IV				
1	CP401	Project Work: Dissertation & Viva	4	**Minimum 40% weight to be assigned in the paper/Papers to case-studies/ practical/ numerical.
2	CP402	Strategic Management**	4	
3	CP403	Entrepreneurship and Start-up Management** (Skill enhancement paper)	4	
4	CP404	E-Business, Financial and other Services**	4	
5	MAJ-III	Core Elective III Major	4	
6	MAJ-IV	Open Elective I Major	4	
7	MAJ-V	Open Elective II Major	4	
8	MIN-III	Core Elective III Minor	4	
<b>Total Credit</b>			<b>32</b>	

\* Each 4 credits course must have minimum 40 classes.

\* Minimum 60 hours to be allotted for Dissertation Project work. Dissertation work may be started immediately after the 3<sup>rd</sup> Semester

All classes will be of one-hour duration. Each paper, except SIP work will be of 100 marks.. Total Credits for the 2 years MBA Programme is 128 and Total Marks will be 3200 (Three thousand two hundred).

The ratio between the weights of the Theoretical & those of the Practical (Cases/numerical) components: 60:40

## Elective papers in the 3rd and the 4th semesters

During 3rd semester, in addition to the compulsory papers, a student shall have to choose four elective courses (pertaining to two functional areas of management taking two Elective Core Courses pertaining to each functional area) from the list of optional papers announced at the beginning of the Semester.

Likewise, during the 4th semester, in addition to the compulsory papers, a student shall have to choose four elective courses (taking one Elective Core Course and two Elective Optional Courses pertaining to one of the two chosen functional areas and one Elective Core Course only from the other chosen functional area) from the list of optional papers announced at the beginning of the Semester.

### Specializations:

- Financial Management
- Marketing Management
- Human Resource Management
- Operations Management

## LIST OF ELECTIVE COURSES

### Financial Management: (Papers)

Paper Code	Paper Category & Name
	<b>Core Elective</b>
FM 01:	Financial Markets and Corporate Financial Decision
FM 02:	Security Analysis and Portfolio Management
FM 03:	International Financial Management
	<b>Open Elective</b>
FM 04:	Project Planning, Analysis and Management
FM 05:	Analysis of Corporate Financial Reports
FM 06:	Financial and Commodity Derivatives
FM 07:	Banking and Insurance Management
FM 08:	Corporate Tax Planning and Management

### Marketing Management : (Papers)

Paper Code	Paper Category & Name
	<b>Core Elective</b>
MM 01:	Consumer Behaviour
MM 02:	Sales Management
MM 03:	Advertising and Sales Promotion Management
	<b>Open Elective</b>
MM 04:	Services Marketing
MM 05:	International Marketing
MM 06:	Customer Relationship Management
MM 07:	Marketing Analytics
MM 08:	Retailing Marketing
MM 09:	Digital Marketing

### Human Resource Management (Papers):

Paper Code	Paper Category & Name
	<b>Core Elective</b>
HR 01:	Management of Change and Organizational Development
HR 02:	Cross Cultural and Global Management
HR 03:	Talent Management & Analytics for Human Resource Management
	<b>Open Elective</b>
HR 04:	Managing Training, Learning and Development
HR 05:	Management of Industrial Relations
HR 06:	Employee Welfare and Compensation Management
HR 07:	Counseling Skills for Managers
HR 08:	Leadership, Power and Politics

### Operations Management (Papers):

Paper Code	Paper Category & Name
	<b>Core Elective</b>
OM 01:	Total Quality Management for Business Excellence
OM 02:	Logistics and Supply Chain Management
OM 03:	Operations Strategy
	<b>Open Elective</b>
OM 04:	Services Operation Management
OM 05:	Technology, Innovation and New Product Management
OM 06:	Supply Chain Analytics
OM 07:	Systems Optimization and Management Science
OM 08:	Manufacturing Management
OM 09:	Materials Management
OM 10:	Production Planning & Control

### 1. CBCS Courses:

Within the framework of the Assam University Regulations, MBA students will have to compulsorily pursue one course to be offered by other Department/s or in NPTEL (National Programme on Technology Enhanced Learning) under the CBCS Scheme.

The Department of Business Administration will offer the following course under the CBCS scheme which can be pursued by 2nd Semester students of other Departments in the University:

**CBCS : Management Process and Principle and Organisational behaviour : 6 credit**

## 2. Evaluation Scheme:

The distribution of marks in each of the Compulsory and Elective Papers between Sessional Evaluation and End-Semester Examination will be as follows:

Basis for Evaluation	Marks
<b>A. Sessional Assessment:</b>	
a) Mid-semester Evaluation/Test (one)	10
(b) Assignment-paper & Viva-Voce (one time in mid-semester)	10
(c) Overall Assessment	10
To be done by the concerned teacher as per framework to be notified by the School/Department based on Classroom Attendance [5 marks] and & Participation in case studies/ discussion, seminars, group activities/events and MLQ [5 marks])	
<b>Total Sessional Assessment:</b>	<b>30</b>
<b>B. End Semester Assessment/Examination</b>	<b>70</b>
<b>Grand Total:</b>	<b>100</b>

\*\* The Student who secured Zero (0) mark in the mid-term exam will be debarred from appearing in the end semester examination even if the students qualifies, assignment, attendance and Managerial Like Qualities (MLQ).

## 3. Summer Internship:

All MBA students, after their 2nd end-Semester Examination is over and before the commencement of the third semester in the second year, will have to compulsorily undergo summer internship of preferably of eight weeks duration. On completion of his/her internship, every MBA student will submit to the department an Internship-completion certificate issued by the organization where he/she underwent the internship. A brief report highlighting his/her activities/ experience during the internship shall be submitted by the concerned student within four weeks from the date of commencement of the third semester.

A student who fails to submit the Internship-completion certificate along with his/her report as stated above within four weeks from the date of commencement of the third semester and also a student whose performance during the period of his/her internship is reported (by the organization where he/she underwent the internship) as "not satisfactory" shall be treated as having backlog paper and shall have to undergo summer internship again in the next summer after the completion of the 4th semester. The third semester results of such a candidate will be kept withheld.

\*\* Students need to go to the compulsory Summer Internship as assigned by the Department

## 4. Dissertation:

Within six weeks of commencement of the 3rd Semester classes, the Department will notify the names of the Faculty assigning thereby the supervision-responsibility for students' project-study. Every student within 30 days of the said notification will finalise in consultation with his/her supervisor his/her topic for the Project Work and shall submit a brief research proposal in writing. The department immediately thereafter will arrange a Seminar where every student will have to specify his/her objectives of enquiry and the methodology of investigation. Necessary improvements in proposals will have to be made as per opinions of the Experts/Faculty present during the presentation.

Project Work/Field study pertaining to the approved project-proposal will have to be completed during the six weeks immediately following the completion of the 3rd Semester Examination. On completion of the Field Study, every student will have to submit to the department a Field-Study Completion certificate from his/her respective Supervisor, based on which the name of the student will be enlisted for presentation. Non-submission of the Field-study Completion certificate in due time will be treated as a breach of discipline and will disqualify a student for submission of his/her dissertation.

The schedule for submission of dissertation and presentation will be notified by the Department. The project study will carry a total of 4 credits. 70% of the total weight of it will be assigned to the Dissertation and Viva-voce; 30% weight will be assigned to the presentation based on field study. Evaluation of the submitted Dissertation and the viva-voce (forming a part of the evaluation process) will be conducted by an Expert Committee consisting normally of One Professor of the Department, One Associate Professor, Two External Experts and the Dean/HOD as Chairperson.

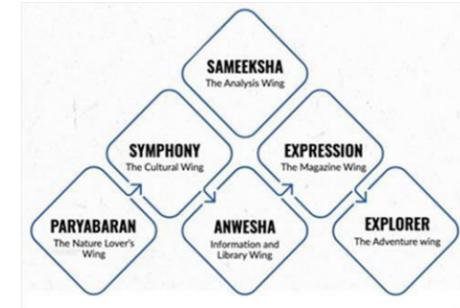
## MANAGEMENT CLUB ACTIVITIES

The inputs provided through the curriculum are complemented by the diverse range of activities that the MBA students undertake outside their class rooms. Students are encouraged to voluntarily associate themselves and participate in both co-curricular and extra-curricular activities like industry visits in and around the city.

Management Club which serves as the vibrant and active body of the MBA students is seen as an integral part of the Department of Business Administration. The declared objectives of the Club are: to create for the executives-of tomorrow a right platform for promoting and nurturing their own creative talent and endeavour, and thereby generate an enabling ambience which would permit the members of the Club to inculcate in themselves the „corporate spirit“ and a sense of responsibility and dedication. The club has made great strides and is currently organizing its activities through the following six interdependent divisions:

The MBA students through the Management Club are called upon to appreciate their forthcoming roles as the architects of the corporate future of the nation. The 2-year MBA programme is the stage when the students must develop their skills of articulation and communication and at the same time prepare them-selves for taking up challenging assignments in future. Keeping this in view, Management Club through a variety of events and programme endeavours to develop in the budding future-executives the corporate spirit as well as the spirit of thrill and adventure.

NB: The students coordinator for management club and different wings shall be decided by the Department and the Department's decision shall be final.



# Admission Eligibility

Candidates seeking admission to the MBA Programme, 2024 must be having-

A Bachelor's Degree in any discipline (Science, Engineering, Technology, Commerce, Arts, Mass Communication, Computer Science, Pharmacy, Medical Science or any other relevant field) with at least 60% marks or equivalent CGPA (55 % marks or equivalent CGPA in case of the candidates belonging to Scheduled Caste (SC), Scheduled Tribe (ST) and OBC-NCL categories) in aggregate in either Honours or Pass course awarded by any of the Universities incorporated by an act of the central or state legislature in India or other educational institutions established by an act of Parliament or declared to be deemed as a University under Section 3 of the UGC Act, 1956, and also must have already cleared \*CAT/XAT/CMAT/CUCET 2023/ATMA/MAT and is having the cut-off score of 50 percentile/percentage in CAT/XAT/CMAT/CUCET 2023/ATMA/MAT [(45 percentile/percentage in case of the candidates belonging to Scheduled Caste (SC), Scheduled Tribe (ST) and OBC-NCL categories). The result dates of the tests should not be older than one year on the last date of application.

NB:(In case of foreign University the Foreign University/Institution -foreign degree must have UGC approval)

Students in their final year of degree programme and expecting to submit the proof of passing the qualifying examination with required percentage of marks by October 31, 2024 may also apply subject to the conditions that, such candidates if selected will have to submit to the Department their Degree Final Mark-sheet positively on or before the date or as would be notified by the University for this purpose and that in the event of the failure of the candidate either to qualify himself/herself in the said Degree Examination by securing the notified minimum percentage or to submit the Degree Final Mark-sheet within the notified date, his/her admission to the MBA programme shall automatically stand to cancel and in such case, no claim for refund of the Fees deposited by the student shall be entertained.

Based on the cutoff score in the \* CAT/XAT/CMAT/CUCET 2023/ATMA/MAT, short-listed candidates will be called for Group Discussion and Personal Interview.

Candidates duly qualified as above for being eligible for admission test shall have to successfully clear the Group Discussion and Personal Interview (GD & PI) conducted by the Department by securing a minimum score of 50 % in both the segments.

The final selection from amongst the eligible candidates will be based on Composite Scores of candidates in (i) Past academic records [30 % weight]; (ii) GD Scores [30% weight]; and (iv) PI Scores [40% weight] and other admissible weightage of the Assam University as per the rules governing Admission. Reservation of seats and relaxation in marks will be as per GOI Rules.



## MBA Admission Programme Calendar 2024

	1 <sup>ST</sup> DRIVE	SPECIAL DRIVE
ACTIVITY DETAILS	DATES	
Date of Opening of Applications Portal	27th Feb, 2024	5th April, 2024
Date of Closing of Applications Portal	12th March, 2024	10th April, 2024
Display of List of Eligible Applicants :	13th March, 2024	19th April, 2024
Group Discussion and Personal Interview	17th March 2024 (Guwahati, Siliguri, Bhubaneswar, Imphal centres)	22nd & 23rd April, 2024. (Silchar Centre)

## Fees Payable by MBA 1st Year Students

Sl. No	Particulars	Amount (Rs.)
1	Admission Fee ( monthly)	1,500.00
2	Tuition Fee (monthly) @300/-	3600.00
3	Identity Card (one time)	100.00
4	University Registration Fee (one time)	300.00
5	University Development Fund (annual)	1,500.00
6	Library Fee (annual)	500.00
7	Sports Fee (annual)	150.00
8	Basic Primary Health Services (annual)	250.00
9	Medical Insurance (annual)	320.00
10	Students Co Curricular Fund (annual)	350.00
11	Students Aid Fund (annual)	300.00
12	Magazine Fee (annual)	150.00
13	Computer Laboratory Fee (refundable)	500.00
14	Library Caution Money (refundable)	500.00
15	Course Fee (annual)	60,000
16	Knowledge Center & Data Bank (annual)	1000.00
17	Internship & Placement Information and Brochure Fees (annual)	2000.00
18	Management Fest Fee (Annual)	1000.00
19	Industry Interface & Corporate Relation (Annual)	4000.00
20	MBA Alumni Fee (one time)	300.00
21	Examination Fee two semester)	-
22	Transportation Fee (annual) (maximum)	3000
23	Marksheet Fee (two Semesters)	-
24	<b>Centre Fee (two semester)</b>	-
		<b>81,320.00</b>

Subject to notifications issued by the University / Department from time to time, fees payable for 2024-2025 are to be paid at the time of admission and fees payable for 2024-25 at the time of enrollment in 2nd year classes. Fees shall be payable in cash to bank or by online payment. A student who after taking admission is found disqualified or desires to withdraw his / her name from the roll of University cannot claim any return of fees except the amount paid by him / her as caution deposit. Once the classes for the 1st semester are commenced, claim for fees refunding will not be entertained.

Total Approximate fees during  
1<sup>st</sup> Year  
**Rs. 81,320/-**

Total Approximate fees during  
2<sup>nd</sup> Year  
**Rs 78,120/-**

## 100 % PLACEMENTS SINCE A DECADE



## Placement

The Placement Cell in the Department of Business Administration (DBA) extends counseling services to all placement aspirants. The Cell's activities include organization of workshops and lectures by corporate professionals and placement consultants and preparation of students' resume/ bio-data / curriculum vitae and placement brochure. The Cell is also developing a detailed Employers' Database that would help the students to trace out employment opportunities in India and abroad.

## Campus Recruiters

Berger paints, Thyrocare Laboratories Ltd., Taj Group of Hotels, Unisys Technologies, Reliance Telecommunications Ltd., Bank of Baroda, HDFC Bank, Bharti AXA, MMFSL, Berger Paints, Peerless Investment, HB Entertainment, PRADAN, Bank of India, ABCI, AXIS Bank, ICICI Bank, Vodafone, Indian Tea Association, Dalmia Cements, Bandhan Bank, Airtel, Cholamandalam Finance, Merico, Karvy Stock, Max Cement, Marico, Nestle.

The Pre Placement Offer (PPO) from the Country's best managed organizations and alumni are found to be in:

Aditya Birla, HDFC Bank, ITC Limited, Airtel, Bandhan Bank, Bandhan Microfinance, ICICI Bank, ICICI Prudential, Nests, Jio Mart, CDAC, KENT Mineral RO, Berger Paint, MAX, Intellipaat...

# Faculty Profiles



Prof. H.Ramananda Singh  
Dean,  
Department of Business  
Administration  
M.Sc (Mathematics),  
MBA, PGDCA, PhD  
Area of Interest: Marketing,  
General Management and  
Research Methodology



Prof. Arup Barman  
HOD  
Department of Business  
Administration  
M. Com (G. U.), PGDipTD, Ph. D.,  
Post Doc.  
Areas of interest: Human  
Resource Management and  
Organizational Behavior



Prof Amrit Lal Ghosh  
M. Com, PGDBIO, ICWA, LL.B., Ph.D  
Areas of interest: Finance and  
Accounting.



Dr. Amit Kumar Das  
MBA, Ph.D.  
Areas of interest: Finance and  
Accounting, Environment &  
Disaster Management,  
Corporate Social Responsibility



Dr. Deepjyoti Choudhury  
MBA, Ph.D.  
Areas of interest: Marketing  
and Information System



Dr. Lurai Rongmei  
MBA, LL.B  
Areas of interest: Finance and  
Accounting.



Prof. Debomalya Ghose  
BE, MBA, EWT, Ph.D  
Areas of interest: Operations  
Management and Information  
System



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