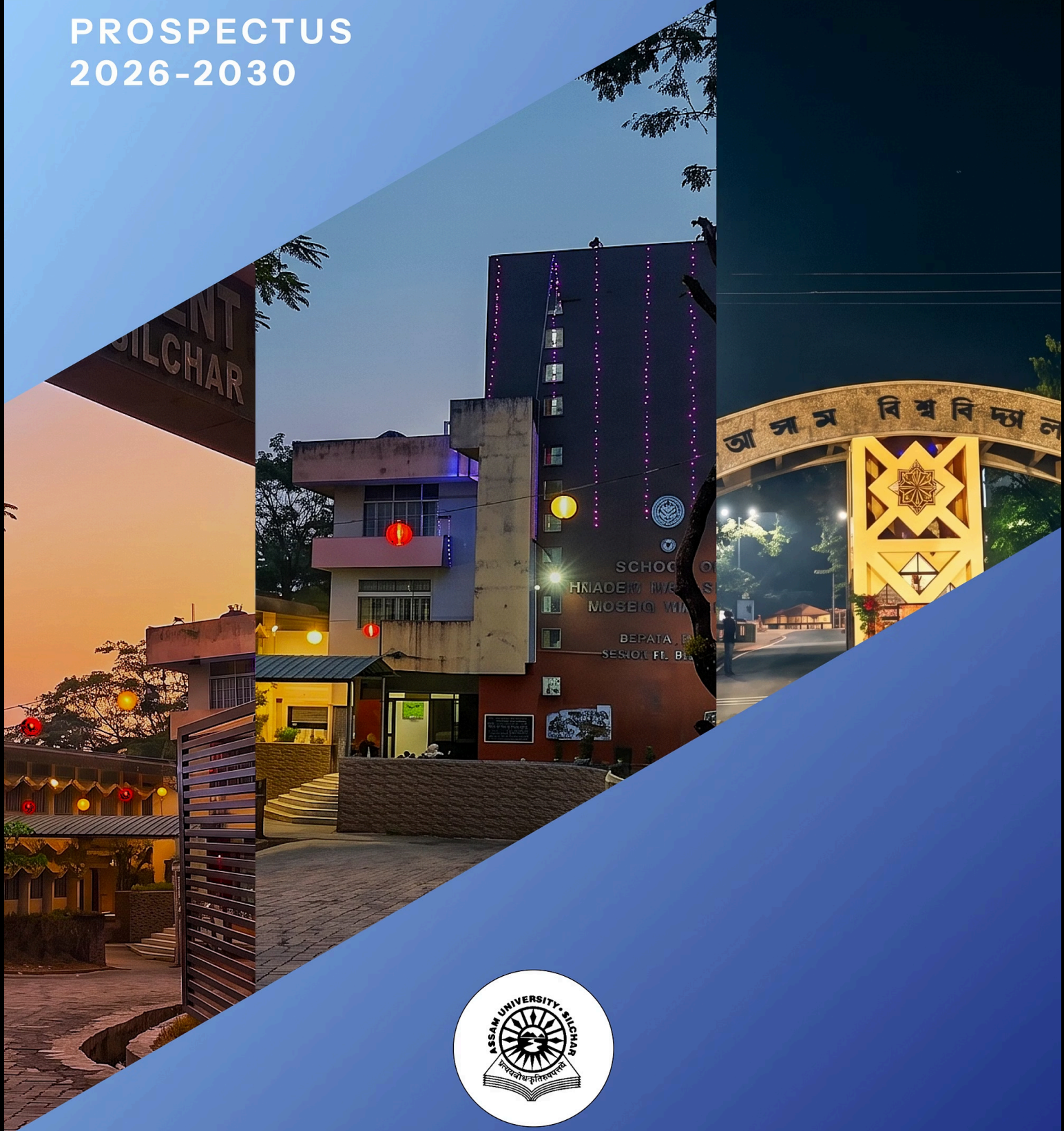


**INTEGRATED BBA MBA
PROSPECTUS
2026-2030**



**Department of Business Administration
Assam University
Silchar**

Prospectus Contents

Your complete guide to the Integrated BBA MBA Programme 2026–2030 at Department of Business Administration, Assam University, Silchar.



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100% placement record and faculty profiles



From the Vice-Chancellor's Desk

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

The Integrated BBA Prospectus initiates the process of admission to the Integrated BBA MBA-Programme 2026–2030 in Assam University. The Prospectus highlights the Programme features and the eligibility and other requirements of BBA Admission in 2026.

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 BBA 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 2026–28.

Prof. Rajive Mohan Pant

Vice-Chancellor, Assam University, Silchar



Letter from the Head of Department

It gives me great pleasure to welcome you to the Department of Business Administration, Jawaharlal Nehru School of Management Studies (JNSMS). Our department is dedicated to creating a supportive academic environment that encourages learning, innovation, and overall development of students. We aim to develop students into confident professionals, critical thinkers, and responsible leaders who are ready to meet the challenges of the professional world.

With the guidance of our experienced faculty, a well-structured curriculum, and strong industry-academia connections, we ensure that our students gain both sound theoretical knowledge and practical exposure. The department offers BBA, MBA, EMBA AND Ph.D. programs, approved by AICTE, with specializations in Marketing, Operations, Human Resource Management, and Finance.

Along with academics, we place strong emphasis on values, ethics, and social responsibility as essential parts of professional growth. Through seminars, workshops, industry interactions, and various co-curricular activities, we provide students with opportunities to enhance their skills, discover their strengths, and prepare themselves for future careers.

Together, let us continue to build a learning environment that inspires excellence and innovation.

**AICTE Approved
Since 1997**

**ISO 21001:2018
Certified**

**Ranked 20th Among
Govt. B-Schools in
India**

Prof. Debomalya Ghosh

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

About Assam University

Assam University, Silchar was established in **1994** as a Central University through an Act of Parliament, as notified by the Government of India. Since its inception, the University has made remarkable progress in carving a distinct identity as a premier institution of higher learning in North-East India.

It has consistently emphasized the harmonious integration of quality education, socially relevant initiatives, and scientific pursuits, guided by a strong sense of mission and an unwavering commitment to academic excellence.

Located about **23 kilometers from Silchar city**, the University enjoys a tranquil setting away from urban congestion. Silchar, often referred to as the gateway to southern North-East India, serves as a major commercial hub and is historically renowned as the Tea Capital of South Assam.

With the majestic Bhuban and Barail hill ranges forming a picturesque backdrop, the campus is surrounded by lush green hillocks, natural lakes, and sprawling tea gardens of South Assam. The serene environment, coupled with the region's exquisite natural beauty, lends a distinctive charm to the University's ambience, inspiring creativity and providing an ideal setting for higher learning and research.

University at a Glance

~600 Acres

Sprawling campus

41 Departments

Under 16 Schools of Studies

Est. 1994

Central University by Act of Parliament

Academic Highlights

16 Schools of Studies

41 Departments & Centres

NAAC Accredited

Research & Innovation Hub

The Department of Business Administration

AICTE APPROVED

SINCE 1997

The Department of Business Administration, Jawaharlal Nehru School of Management Studies (DBA-JNSMS), Assam University, has been functioning since **July 1997**. The Department is committed to excellence in management education, research, consultancy, and training, with the objective of developing competent managerial and human resources for national development.

Accreditations & Rankings

Grade A Certification

International Accreditation Quality Management Council

ISO 21001:2018

Educational Organizations Management System

Ranked 20th

Among Government B-Schools in India — HANSA-WEEK Survey 2023

Programs Offered

MBA

2-Year Full-Time

Executive MBA

1-Year Program

Integrated BBA MBA

4-Year Program

Ph.D.

Course Work

DBA-JNSMS offers diverse academic programs aimed at nurturing future management professionals, supported by a qualified faculty selected through national-level processes. Faculty expertise spans core functional areas such as Finance, Marketing, Operations, and HRM, along with specialized areas including Entrepreneurship Development and Information Technology. Research activities cover socially relevant themes, with thrust areas focusing on East Asian economy and business, and Indian values in management.

Research & Industry Connect

Active MoUs with leading corporates and institutions for industry-academia collaboration

Regular seminars, FDPs, and workshops conducted by visiting industry experts

Students participate in national-level case study competitions, paper presentations, and management conclaves



The Integrated BBA MBA Programme

4-YEAR FULL-TIME

The Integrated BBA MBA is a **four-year full-time programme** aimed at ambitious students who know they want to lead in the business world. Over a continuous four-year period, students transition smoothly from the foundational business concepts of a Bachelor of Business Administration (BBA) straight into the advanced, strategic leadership training of a Master of Business Administration (MBA).

Business Environment Awareness



Understand and analyze the socioeconomic, political, technological and ecological environment of businesses and their interfaces with society.

State-of-the-Art Knowledge



Acquire cutting-edge knowledge and skills in the basic disciplines and functional areas of management.

Dynamic & Innovative Attitudes



Develop positive, dynamic and innovative attitudes to manage change and contribute meaningfully to organizational growth in a fast-changing borderless world.

Values & Social Sensitivity



Develop values and sensitivity towards societal problems and the urge to promote human wellbeing

Programme Structure — Year 1

SEMESTER I

Code	Paper Name	Credits
CC101	Principles and Practices of Management	4
AEC101	Business Communication-I	2
CC102	Financial Accounting	4
CC103	Business Statistics and Logic	4
AEC102	General English	2
MDE101	Indian Knowledge System^	2
VAC101	Environmental Science and Sustainability	2
AEC103	Additional Course – Indian or Foreign Language (1-1-0) [Optional Course]*	0*
Total	Total Credits	20 + 0*

SEMESTER II

Code	Paper Name	Credits
CC201	Human Behaviour and Organization	4
CC202	Marketing Management	4
CC203	Business Economics	4
SEC201	Emerging Technologies and Application	2
MDE201	Media Literacy and Critical Thinking	2
VAC201	Indian Constitution	2
AEC201	Business Communication-II	2
AEC202	Additional Course – Indian or Foreign Language (1-1-0) [Optional Course]*	0*
Total	Total Credits	20 + 0*

Programme Structure — Year 2

SEMESTER III

Code	Paper Name	Credits
CC301	Cost and Management Accounting	4
CC302	Legal and Ethical Issues in Business	4
CC303	Human Resource Management	4
MDE301	Indian Systems of Health and Wellness	2
SEC301	Management Information System (MIS)	4
VAC301	Yoga/Sports/NCC/NSS/Disaster Management	2
Total	Total Credits	20

SEMESTER IV

Code	Paper Name	Credits
CC401	Entrepreneurship and Startup Ecosystem	2
CC402	Operations Management	4
CC403	Financial Management	4
CC404	Business Research Methodology	4
VAC401	Business Environment and Public Policy [2-0-0] or Enterprise System and Platforms [0-1-2] or Geo Politics and Impact on Business [2-0-0] or Public Health and Management [2-0-0]	2
CC405	International Business	2
SEC401	Design Thinking and Innovation	2
Total	Total Credits	20

Programme Structure — Year 3

SEMESTER V

Code	Paper Name	Credits
CC501	Strategic Management	4
CC502	Logistics and Supply Chain Management	4
DSEXXX	Discipline Specific Electives-I	4
DSEXXX	Discipline Specific Electives-II	4
SEC501	Internship/Capstone Project (refer Appendix-4)	4
SEC502	Major Project [Evaluation in Sixth Semester] (refer Appendix-5)	0
DSE*	Discipline Specific Elective (Audit Course)	0
Total	Total Credits	20

SEMESTER VI

Code	Paper Name	Credits
CC601	Project Management	4
CC602	Business Taxation	2
DSEXXX	Discipline Specific Electives-III	4
DSEXXX	Discipline Specific Electives-IV	4
SEC601	Corporate Governance	2
SEC602	Major Project [Initiated in 5th Semester] (refer Appendix-5)	4
DSEXX*	Discipline Specific Elective (Audit Course)	0
Total	Total Credits	20

Programme Structure — Year 4

SEMESTER VII

Code	Paper Name	Credits
OE701	AI for Business; Diversity, Equity and Inclusion; Digital Ethnography and Online Communities	4
CC701	Entrepreneurial Leadership	4
DSEXXX	Discipline Specific Electives-V	4
DSEXXX	Discipline Specific Electives-VI	4
SEC701	Dissertation Work [Evaluation in Eighth Semester]	—
SEC702	Summer Internship-II (refer Appendix-6.1)	4
Total	Total Credits	20

SEMESTER VIII

Code	Paper Name	Credits
DSEXXX	Discipline Specific Electives-VII	4
DSEXXX	Discipline Specific Electives-VIII	4
DSEXXX	Discipline Specific Electives-IX	4
SEC801	Dissertation Work [Started in Seventh Semester]	8
Total	Total Credits	20

Summer Internship

All BBA students, after their 3rd end-Semester Examination is over and before the commencement of the fourth semester in the Second year, will have to compulsorily undergo a summer internship of preferably eight weeks duration. On completion of his/her internship, every BBA 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.

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

Management Club Activities

The inputs provided through the curriculum are complemented by the diverse range of activities that MBA students undertake outside their classrooms. The **Management Club** serves as the vibrant and active body of MBA students and is seen as an integral part of the Department of Business Administration.

Club Objectives

- Promote creative talent
- Build corporate spirit
- Develop communication skills
- Prepare for future challenges
- Foster adventure and readiness

Activities Include

- City and industry visits
- Co-curricular and extra-curricular events
- Six club divisions
- Cultural and management fests
- Live performances and competitions



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.

Fees Payable by MBA Students

Sl.	Particulars	Amount (Rs.)
1	Admission Fee (monthly)	1,500.00
2	Tuition Fee (monthly) @300/-	3,600.00
3	Identity Card (onetime)	100.00
4	University Registration Fee (onetime)	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)	30,000.00
16	Knowledge Center & Data Bank (annual)	1,000.00
17	Internship & Placement Information and Brochure Fees (annual)	2,000.00
18	Management Fest Fee (annual)	1,000.00
19	Industry Interface & Corporate Relation (annual)	4,000.00
20	BBA Alumni Fee (onetime)	300.00
21	Examination Fee (two semesters)	—
22	Transportation Fee (annual) (maximum)	3,000.00
23	Marksheet Fee (two semesters)	—
24	Centre Fee (two semesters)	—
Total		51,320.00

Fee Summary

Rs. 51,320/-

Total Approximate Fees — 1st Year

Fees payable for 2026–2027 are to be paid at the time of admission. Fees for 2027–28 are payable at the time of enrollment in 2nd year classes.

100% Placement Since a Decade

CAREER COUNSELLING & PLACEMENT CELL

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, preparation of students' resume/bio-data/curriculum vitae and placement brochure. The Cell is also developing a detailed Employers' Database that would help students trace out employment opportunities in India and abroad.

✔ Congratulations to MBA Batch 2024–2026 — placed at leading organizations across India!

Campus Recruiters

Our graduates have been placed at some of India's most prestigious organizations including: **Berger Paints, Thyrocare Laboratories Ltd., Taj Group of Hotels, Unisys Technologies, Reliance Telecommunications, Bank of Baroda, HDFC Bank, Bharti AXA, MMFSL, Peerless Investment, Bank of India, AXIS Bank, ICICI Bank, Vodafone, Indian Tea Association, Dalmia Cements, Bandhan Bank, Airtel, Cholamandalam Finance, Marico, Nestle**, and many more.

Pre-Placement Offers (PPO) from the country's best managed organizations include: **Aditya Birla, HDFC Bank, ITC Limited, Airtel, Bandhan Bank, Bandhan Microfinance, ICICI Bank, ICICI Prudential, Nestle, Jio Mart, CDAC, KENT Mineral RO, Berger Paint, MAX, Intellipaat.**



Faculty Profiles

The Department of Business Administration is supported by a distinguished team of faculty members with expertise spanning all core management disciplines.



Prof. Amrit Lal Ghosh

M.Com, PGDIBO, ICWA, LL.B., Ph.D.
Finance & Accounting



Prof. H. Ramananda Singh

M.Sc (Mathematics), MBA, PGDCA, Ph.D.
Marketing, General Management & Research Methodology



Prof. Arup Barman

M.Com, PGDIPD, Ph.D., Post Doc.
Human Resource Management & Organizational Behavior



Prof. Debomalya Ghose

BE(Electrical), M.Tech, MCA, MBA, Ph.D.
Operations Management, CSR & Information System



Prof. Joyeeta Deb

M.Com, Ph.D.
Accounting & Finance



Dr. Amit Kumar Das

MBA, Ph.D.
Finance & Accounting, Environment & Disaster Management, CSR



Dr. Deepjyoti Choudhury

MBA, Ph.D.
Marketing & Information System



Dr. Habibur Rehman Laskar

MBA, Ph.D.
Finance & Accounting



Dr. Lurai Rongmei

MBA, LL.B., Ph.D.
Finance & Accounting



Dr. Nilanjana Chakraborty

MBA, Ph.D.
Marketing



Mr. Saurav Dey

B.Tech, MBA.
Operations Management & Information System



Dr. Kalyan Das

M.Com, Ph.D.
Finance & Accounting



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