

**Department of Management  
ranked 25<sup>th</sup>  
by NIRF (MHRD) 2016**

**Admission to**

**The 2-Year (4-Semester) Full-Time  
MBA Programme 2017-2019**

**at**

**Birla Institute of Technology, Mesra,**

**and**

**Lalpur and Noida Off Campuses**



**BIRLA INSTITUTE OF TECHNOLOGY**

(Deemed University under section 3 of UGC Act 1956)

**Mesra, Ranchi – 835215**

**Jharkhand, India**

Website: <http://www.bitmesra.ac.in>

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### IMPORTANT DATES

<b>Filling of Online Application Form begins</b>	<b>23<sup>rd</sup> December 2016</b>
<b>Last date for submission of Online Application Form</b>	<b>23<sup>rd</sup> March 2017</b>
<b>Last date for receipt of printouts of duly completed forms at Mesra</b>	<b>31<sup>st</sup> March 2017</b>
<b>Display of Campus-wise list of short-listed candidates to be called for GD &amp; PI [ to be notified on the Institute website / Notice Boards of concerned Off Campuses]</b>	<b>13<sup>th</sup> April 2017</b>
<b>Tentative dates for GD &amp; PI (short-listed candidates)</b>	<b>27<sup>th</sup> - 28<sup>th</sup> April 2017</b>
<b>Declaration of First Selection List</b>	<b>30<sup>th</sup> April 2017</b>
<b>Classes will commence from 17<sup>th</sup> July 2017 at all Campuses (exact date will be notified at later stage)</b>	

**Note: All the dates mentioned above are tentative, and liable to be changed. Hence, please check Institute website periodically.**

## Sec 1. Admission to MBA programme 2017 - an Introduction and How to Apply

Master of Business Administration (MBA) programme at the Birla Institute of Technology, Mesra, Ranchi is of 2 years, duration.

### **How to Apply: (Please see Instructions also for details)**

1. To start online application, click on the link, create 'username' and 'password' when prompted. Do not share the username and password with any body else.
2. To apply for the programme, eligible candidates must complete and submit the application online [available on Institute website [www.bitmesra.ac.in](http://www.bitmesra.ac.in)]. Pay application fee through **State Bank Collect** (any nationalized bank) of Rs.2,500/- (General / OBC candidates) and Rs.1,500/- (for SC/ST candidates). **Fee once remitted shall not be refunded under any circumstances.**
3. Send a printout of the completed form along with required enclosures (see List of Enclosures) in a A4 size envelope by Speedpost / reliable courier (means by which sender may track its movement on internet) to the office of **Dean, Admissions & Academic Coordination, Birla Institute of Technology, Mesra, Ranchi – 835215, to reach positively by the due date.**
4. Write "Application for MBA-2017 on top of the envelope".
5. **Applications reaching us after the due date are liable to be rejected / may not be processed.**
6. You can use the Online Application Form to apply for the MBA programme 2017 of the Institute at BIT Lalpur, BIT Mesra and BIT Noida Campuses, in order of your preference. **Please do not make any corrections or add any preference of Campus by hand on the printout of the form, as these will not be saved to the database.**
7. **Please do not print a blank form and fill it by hand as this will not be accepted.**

**Note: Candidates should proceed to fill the Online Application Form only after they satisfy themselves that they fulfill all the eligibility criteria.**

### **Form / Application Numbers:**

The Form / Application numbers on each online application form may be noted and cited in correspondence if required. **No individual intimation will be sent to candidates.**

### **Registration Numbers:**

- Registration numbers [different from Form / Application numbers] will be allotted to all eligible candidates to be called for GD&PI.
- Candidates must make a note of their registration numbers carefully, as the same will be required at the time of Group Discussion, Personal Interview and Admission. **No individual intimation will be sent to candidates.**

### **Sponsored candidates:**

Few seats in the full-time MBA programme at each Campus may be allotted to "Sponsored Candidates", of Government and Private Organizations. Such candidates should normally have at least two years of executive / professional experience. They must also submit their applications in prescribed format, along with a letter of sponsorship from their organization. They must also go through the counselling procedures.

## Sec 2. Eligibility Criteria

- 1) Candidates must have appeared in one of the following competitive examinations and should have minimum requisite percentile / scores as per the details given below:

CAT 2016	XAT 2017	CMAT-2017	MAT Sept-2016 or MAT Dec- 2016 or MAT Feb -2017 or
40 (35 for SC/ST) Total Percentile	40 (35 for SC/ST) Total Percentile	40 (35 for SC/ST) Overall Percentile	320 (280 for SC/ST) Score

- 2) Candidates must hold a Bachelor's Degree or equivalent qualification of any of the Universities incorporated by an act of the central or state legislatures in India or other educational institutions established by an act of Parliament or declared to be deemed as a University under section 3 of UGC Act, 1956, or possess an equivalent qualification recognized by the Ministry of HRD, Government of India / AIU. This degree must entail a minimum of three years of education after completing higher secondary schooling [Class 12 or equivalent] (10+2+3 system).
- 3) Candidates must have minimum 50% marks or equivalent CGPA in Honours / aggregate (45% for SC/ST) in graduation. *[The percentage of marks obtained by a candidate in the bachelor's degree would be calculated based on the practice followed by the University / Institution from where the candidate has obtain the degree]*
- 4) Candidates appearing for final examinations of their Bachelor's programme in 2017 can also apply, provided they have obtained requisite marks or equivalent (as per item 3 above) based on latest available grades / marks at the time of applying, and if selected can join the programme provisionally.

At the time of reporting for the 'GD & PI' such an applicant must bring a certificate in original from the Principal of Institute stating that:

- by **30<sup>th</sup> June 2017**, s/he will have appeared for examination in all subjects required for obtaining his/her Bachelor's degree.
- S/he has obtained requisite marks or equivalent (as per item (3) above), based on latest available grades / marks.

**Selected candidates will be required to sign an undertaking at the time of admission on Non-Judicial Stamp Paper of Rs. 20/- (as per format given in Sec-11).**

**Further, their admission will be confirmed only when they submit the marksheets and a certificate of having passed the Bachelor's degree / equivalent qualification with requisite marks as per item (3) above. They must submit proof of passing their final examinations with requisite marks by 31<sup>st</sup> October 2017. Non-fulfillment of this condition will automatically result in the cancellation of the admission.**

- 5) **Candidates with qualifications acquired through correspondence or distance-learning programmes are eligible only if (a) the programmes are recognized by the DEC-IGNOU (b) they have passed the qualifying examination at the time of applying, with minimum requisite marks in average calculated as per item (3) above. They must enclose photocopies of pass certificate and marksheets of qualifying examination with their application. [Appearing candidate in distance learning programmes, whose results are yet to be declared, are not eligible to apply].**

### Notes:

(1) Candidates with foreign diplomas should see the EdCIL website for equivalence (<http://www.edcil.co.in>), and if required should obtain an equivalence certificate from the evaluation division of the AIU (website <http://www.aiuweb.org>).

(2) In case, any Board / University awards grades instead of marks, the calculation of equivalent marks would be based on the procedure prescribed by the Board / University. In case, a University does not have any scheme for converting CGPA into equivalent marks, the equivalence would be established by dividing obtained CGPA with the maximum possible CGPA and multiplying the resultant with 100.

(3) At any level of the studies [Class X, Class XII or Graduation], a candidate / applicant must have passed all the required subjects at that level from the same Board/ University.

### Sec 3: List of enclosures to be submitted along with the completed application form

[This page may be printed for your own convenience and easy reference]

1. One recent colour photograph – [same as uploaded on the form] and attached by clip (write your Name and “**MBA-2017**” on the back of the photo).
2. Proof of application fee (Transaction receipt) paid through State Bank Collect.
3. **A set of photocopies of certificates** as listed below: (write your Name and “**MBA-2017**” on the back of each of the photocopies):
  - a) Pass certificate of Class 10
  - b) Marksheet of Class 10
  - c) Marksheet of Class 12 / Intermediate or equivalent
  - d) Marksheets of Graduation for graduatesOR  
Marksheets upto pre-final year for candidates graduating in 2017. They must also enclose a certificate (photocopy) from the Principal of Institute stating that:
  - a) By **30<sup>th</sup> June 2017**, s/he will have appeared for examination in all subjects required for obtaining his/her Bachelor’s degree.
  - b) S/he has obtained requisite marks or equivalent, based on latest available grades / marks.
- e) **Candidates with qualifications acquired through correspondence or distance-learning programmes must enclose with their application, photocopies of Pass certificate in addition to marksheets of qualifying examination showing that they have already passed the qualifying examination with requisite marks. [\[Appearing candidate in distance learning programmes, whose results are yet to be declared, are not eligible to apply\]](#).**
- f) Printout of Admit Card / Hall Ticket of CAT 2016 / XAT 2017 / CMAT 2017 / MAT Sept - 2016 or MAT Dec-2016 or MAT Feb-2017 [as received by e-mail]
- g) Printout of Score Card of CAT 2016 / XAT 2017 / CMAT 2017 / MAT Sept -2016 or MAT Dec-2016 or MAT Feb-2017
- h) Caste certificate (if applicable), which **should be in proper format and signed by appropriate authority of rank not less than SDO.**
- i) Candidates belonging to other special categories mentioned in Sec 6 (Persons with Disability (PwD), Kashmiri Migrant and Ward of BIT Employee) must provide photocopy of certificate in proper format from appropriate authority.
- j) Photo identification: (Driving license, Passport, PAN Card, Voter ID, College ID, Aadhaar Card, Employee Identification Card are acceptable)

**Note: Incomplete applications or applications received without all required enclosures are liable to be rejected / may not be processed.**

## Sec 4. Group Discussion, Personal Interview (GD&PI) and Selection Procedure

- The Campus-wise list of short-listed candidates to be called for 'GD & PI' will be notified on the **Institute website and Notice Boards at BIT Mesra / concerned Campus by 13<sup>th</sup> April 2017. No separate intimation will be sent to candidates. Candidates should thus check Institute website <http://www.bitmesra.ac.in> periodically for any updates or matters pertaining to the admission.**
- Candidates will be short-listed for 'Group Discussion & Personal Interview' on the basis of their Total Percentile / Scores in CAT 2016 / XAT 2017 / CMAT 2017 / MAT Sept-2016 or MAT Dec-2016 or MAT Feb-2017.
- The Group Discussion & Personal Interview will be conducted at Mesra and Noida Campuses **in between 27<sup>th</sup> – 28<sup>th</sup> April 2017.**
- Candidates whose names appear in the list of short-listed candidates should come to attend the GD & PI. They are advised to carry the required set of documents / certificates along with photocopy of their online form at the time of reporting for GD & PI [please see **Sec-5** for documents / certificates to carry at the time of reporting for GD &PI].

## Selection Procedure

- 1) **Selections to MBA programme 2017 will be made based on performance of the candidate in GD & PI and**
- 2) Based on various reservation criteria of State and Central Govt. [see section 6 for distribution of seats at each Campus]. However, candidates must meet the minimum academic requirements (see eligibility criteria in Section 2)

Selection lists, along with procedures for admissions, will be notified only after the GD&PI process at all Campuses is over, on the Institute website <http://www.bitmesra.ac.in> and Notice Boards of the Institute / concerned Campus only. **No separate intimation will be sent to candidates.**

Selected candidates will be required to take admission by the dates given at the Campus of selection by depositing fee and required original certificates. Seats remaining vacant will be allotted to waitlisted candidates. The list of waitlisted candidates will also be announced on the Institute website and Notice Boards of the Institute / concerned campus only. **No separate intimation will be sent to candidates.**

### **Cancellation of Admission Offer:**

**The admission of a candidate will be automatically cancelled –**

- **if any information provided in the application form is found incorrect or missing.**
- **Those who fail to submit the final degree / qualifying examination in time as stipulated or fail to secure minimum eligible marks in the degree / qualifying examination.**

***Note: Eligible SC/ST, OBC, PwD students admitted to MBA programme at any of the Campus should submit their scholarship form in the Scholarship Section of the Campus for the academic year by February for processing scholarship to SC/ST, OBC, PwD students each year, as per UGC guidelines.***

## Sec 5. Documents to carry at the time of reporting for GD & PI

[This page may be printed for your own convenience and easy reference]

Candidates must carry the originals of the following documents at the time of reporting for group discussion & personal interview, as well as one set of photocopies:

1. One recent colour photograph – [same as uploaded on the form]
2. Pass certificate of Class 10
3. Marksheet of Class 10
4. Marksheet of Class 12 / Intermediate or equivalent
5. Marksheets of Graduation for graduates

OR

Marksheets upto pre-final year for candidates graduating in 2017. They must also bring a certificate in original from the Principal of Institute stating that:

- a) By **30<sup>th</sup> June 2017**, s/he will have appeared for examination in all subjects required for obtaining his/her Bachelor's degree.
- b) S/he has obtained requisite marks or equivalent, based on latest available grades / marks.

**6. Candidates with qualifications acquired through correspondence or distance-learning programmes must carry a proof of pass certificate in addition to marksheets of graduation.**

7. Printout of Admit Card / Hall Ticket of CAT 2016 / XAT 2017 / CMAT 2017 / MAT Sept -2016 or MAT Dec-2016 or MAT Feb-2017 [as received by e-mail]
8. Printout of Score Card of CAT 2016 / XAT 2017 / CMAT 2017 / MAT Sept -2016 or MAT Dec-2016 or MAT Feb-2017
9. Caste certificate (if applicable), which **should be in proper format and signed by appropriate authority of rank not less than SDO.**
10. Candidates belonging to other special categories mentioned in Sec 6 (Persons with Disability [PwD], Kashmiri Migrant and Ward of BIT employee) must provide photocopy of certificate in proper format from appropriate authority.
11. Photo identification: (Driving license, Passport, PAN Card, Voter ID, College ID, Aadhaar Card, Employee Identification Card are acceptable)

**Without original of above documents / certificates, no candidates will be permitted to appear in the GD & PI.**

**Documents required at the time of admission:**

**If selected, candidates will be required to show originals of the above documents / certificates and submit the following certificates in original along with one set of the photocopies of all above documents / certificates and requisite fees.**

1. Migration certificate
2. College leaving certificate
3. Caste / category certificate, if applicable (for one semester only)

## Sec 6. Total Number of Seats, Seat Distribution and Reservations

Total number of seats to be offered in the session 2017-18 for the MBA programme at various Campuses as per the details given below:

Campus	No. of seats available	
	Home State	All India
BIT Lalpur	30	30
BIT Mesra (Main Campus)	60	60
BIT Noida*	30	30

\* Home state includes whole NCR

### Reservations:

- For all programmes at the Institute which are supported by any of the respective State Governments, the reservation criteria for the state quota are as per the norms of the respective State Government.
- For all other programmes the reservation criteria for SC & ST are as per the statutory norms of Central Govt. (SC -15% & ST - 7.5%)
- The Institute observes statutory reservation for Persons with Disability (3%).
- Upto 1 seat at all Campuses is reserved for candidates who are Sons or Daughters of Kashmiri Migrant who otherwise have qualified for admissions.
- Upto 6% of the total seats at its Off Campuses are reserved for candidates who are sons and daughters of serving employees of BIT, who otherwise have qualified for admissions.
- At all Campuses 50% of the total seats are reserved for candidates who have passed / are appearing for qualifying examination (graduation) from the state in which Campus is located. The "State of Eligibility" of a candidate for the purpose will be determined on the basis of location of his/her College where (s)/he has passed/is appearing for the qualifying examination / graduation.

[In case sufficient numbers of suitable candidates from any group are not available, the Institute reserves the right to fill the seats from the other group].

**However, the final reservation proportion will depend on notification, if any, issued by competent authority and as accepted by the Institute.**

**Note: Please select the state of eligibility while filling the application form. (Examples):**

	State of Eligibility
Qualifying examination (graduation) from Jharkhand	<b>Jharkhand</b>
Qualifying examination (graduation) from Rajasthan	<b>Rajasthan</b>
Qualifying examination (graduation) from West Bengal	<b>West Bengal</b>
Qualifying examination (graduation) from Uttar Pradesh	<b>Uttar Pradesh</b>
Qualifying examination (graduation) from Delhi	<b>Delhi</b>
Qualifying examination (graduation) from Bihar	<b>Bihar</b>
Qualifying examination (graduation) from Uttarakhand	<b>Uttarakhand</b>



## Sec 7. Financial Information for the full-time MBA programme

### Fees payable [In INR] for the full-time MBA programme at various Campuses for the Batch 2017

#### Fee payable at a glance at the time of admission and in each subsequent semester

Particulars	1 <sup>st</sup> Semester	2 <sup>nd</sup> Semester	3 <sup>rd</sup> Semester	4 <sup>th</sup> Semester
Tuition Fee	91000	91000	100500	100500
Development Fee	6500	6500	7000	7000
Institute Exam Fee	4500	4500	5000	5000
<b>Sub-Total</b>	<b>102000</b>	<b>102000</b>	<b>112500</b>	<b>112500</b>
Hostel Seat Rent*, Electricity and Transport etc. (For Main Campus at Mesra)	13500	13500	14500	14500

*\*Hostel fees are subject to revision in future*

#### Additional amount to be paid at the time of admission:

- (i) Admission Fee (One time only) = Rs.15,000.00
- (ii) Caution Money (One time only-Refundable) = Rs.10,000.00 = Rs. 25,000.00

#### Notes:

1. Hostel facilities are available only at the Main Campus at Mesra. Hostel mess charges at Mesra will be approximately Rs.3,000/- per month.
2. In addition to all of above, students at Mesra will also be required to deposit **Hostel Caution Money\*** (One Time only - Refundable) of Rs.5,000/-. They will also be required to pay suitable mess advance at the beginning of each semester, which will be adjusted against their mess charges / expenditure. For the session 2017-18, this mess advance will be Rs. 20,000/-.

**For BIT Mesra – Hostel Caution Money (One Time only – Refundable) and Hostel Mess Advance (each semester) are payable by crossed Demand Draft in favour of “BIT Hostels Mess Account” payable at Ranchi.**

3. All fees must be paid by **crossed Demand Draft in favour of “Birla Institute of Technology” payable at Ranchi (for admission at Mesra or Lalpur), and payable at Noida (for admission at Noida campus)**
4. Students will be expected to provide themselves with stationery and textbooks, etc, as prescribed for different subjects.
5. The Institute reserves the right to revise the fees and other charges at any stage.
6. For rules regarding refund of fees on withdrawal, please see separate Notice on Notice Boards.

#### Note:

The admission fee can also be paid online through **State Bank Collect** (for details, students are advised to visit Institute website [www.bitmesra.ac.in](http://www.bitmesra.ac.in))

## Sec 8. The Master of Business Administration Programme

The 2-Year (4-Semester) Master of Business Administration (MBA) Programme of the Institute was launched in the year 1980.

The programme prepares students with requisite skills to make successful careers as management professionals in competitive business environment. The course structure and contents are regularly updated to keep pace with the changing business environment.

### **The programme helps student to develop the following talents:**

- Strong analytical, problem solving and decision-making skills
- Global competencies and the ability to perform in cross-cultural environments
- The highest standards of integrity, ethics and social consciousness
- Communication, team building and other soft skills to become effective and industry ready managers
- Awareness of the socio-economic environment
- Personalities with socially desirable values and attitudes

The teaching methodology is practical, hands on and real time, rather than merely theoretical. Case studies, Problem Solving Exercises, Role- Plays, Management Games and Presentations are extensively used. The curriculum is planned so as to facilitate learning in theory and practice of all aspects of the discipline of management.

The MBA programme comprises of 4 semesters. The curriculum of the first two semesters provides the foundation in “basic management” courses. The curriculum of third and fourth semester focuses on imparting in-depth training in conceptual and practical aspects of functional and sectoral specialization and integrating courses.

The curriculum offers dual Functional Specialization along with Sectoral Specialization. Functional Specialization courses are offered in the broad areas of Finance, Human Resource Management, Marketing and System Management. The Sectoral Specialization courses equips a student with specialized competencies for a particular sector of industry.

Each student undertakes two projects during the tenure of the programme under the guidance of the faculty members. The project facilitates learning through practical application of the concepts.

One foreign language is included as a core subject in the curriculum to fulfill the objectives of developing global competencies in students.

## The Course Structure for the MBA Programme

### Semester System

<b>Total Number of Credits for the Program</b>	:	<b>94 Credits</b>
<b>Core Courses</b>	:	<b>50 Credits</b>
<b>Specialization Course -I</b>	:	<b>12 Credits</b>
<b>Specialization Course -II</b>	:	<b>12 Credits</b>
<b>Sectoral Specialization</b>	:	<b>06 Credits</b>
<b>Breadth Courses</b>	:	<b>06 Credits</b>
<b>Project</b>	:	<b>04 Credits</b>
<b>Sessional</b>	:	<b>04 Credits</b>

### SEMESTER – I

<b>SUBJECT CODE</b>	<b>NAME OF SUBJECT</b>	<b>( L-T-P)</b>	<b>Total Credit</b>
MBA 1001	Management Principles & Practices	3-0-0	3
MBA 1003	Financial Management and Accounting	3-0-0	3
MBA 1005	Organizational Behaviour	3-0-0	3
MBA 1007	Marketing Management	3-0-0	3
MBA 1009	Quantitative Techniques for Management	3-1-0	4
MBA 1011	E-Business	3-0-0	3
MBA 1013	Management of Manufacturing Systems	3-0-0	3
MBA 1016 (Non-credit)	Manager Like Qualities (MLQ) (Non-credit)	-	-
<b>Total Credits:</b>			<b>22 Credits</b>

### SEMESTER – II

<b>SUBJECT CODE</b>	<b>NAME OF SUBJECT</b>	<b>(L-T-P)</b>	<b>Credits</b>
MBA 2003	Human Resource Management	3-0-0	3
MBA 2005	Business Research	3-0-0	3
MBA 2007	Managerial Economics	3-0-0	3
MBA 2009	Operations Research	3-1-0	4
MBA 2010 <b>(Sessional)</b>	IT for Managers	0-0-3	2
MBA 2011	Strategic Management	3-0-0	3
MBA 2013	Cost Management	3-0-0	3
MBA 2017 <b>(Sessional)</b>	Business Communication	0-0-3	2
MSH 1143 / MSH 1145	Breadth Course ( French-I / German-I)	3-0-0	3
<b>Total Credits:</b>			<b>26 Credits</b>

## Functional Specialization and Sectoral Specialization

Students are offered dual Functional Specialization. They study 8 courses (3 credits in each course) in any 2 areas of Functional Specialization, that is, 4 electives from any one Functional Specialization area below and 4 electives from any other Functional Specialization area. In addition to that, students opt for 2 courses (3 credits in each course) from any of the Sectoral Specialization areas.

### SEMESTER –III

SUBJECT CODE	NAME OF SUBJECT	(L-T-P)	Credits
	Functional Specialization – I		
See Annexure-I	Subject – I	3-0-0	3
See Annexure-I	Subject – II	3-0-0	3
See Annexure-I	Subject – III	3-0-0	3
	Functional Specialization – II		
See Annexure-I	Subject – I	3-0-0	3
See Annexure-I	Subject – II	3-0-0	3
See Annexure-I	Subject – III	3-0-0	3
	Sectoral Specialization		
See Annexure-I	Subject – I	3-0-0	3
MSH 1155 / MSH1157	Breadth Course(French-II/German-II)	3-0-0	3
<b>Total Credits:</b>			<b>24 Credits</b>

### Semester – IV

SUBJECT CODE	NAME OF SUBJECT	(L-T-P)	Credits
	<b>Core Courses</b>		
MBA 4007	Business Law	3-0-0	3
MBA 4009	Business Ethics & Corporate Governance	3-0-0	3
MBA 4011	Entrepreneurship	3-0-0	3
	Functional Specialization – I		
See Annexure-I	Subject – IV	3-0-0	3
	Functional Specialization – II		
See Annexure-I	Subject – IV	3-0-0	3
	Sectoral Specialization		
See Annexure-I	Subject – II	3-0-0	3
MBA 4002	Project	0-0-4	4
<b>Total Credits:</b>			<b>22 Credits</b>

**Note: (L-T-P): Lecture – Tutorial – Practical**

**Annexure – I**

**Functional Specialization areas and courses are:-**

**Finance Management Area:**

SUBJECT CODE	NAME OF SUBJECT	(L-T-P)	Credits
MBA 3001	Management of Financial Services	3-0-0	3
MBA 3003	Investment and Portfolio Management	3-0-0	3
MBA 3005	Corporate Finance	3-0-0	3
MBA 3007	International Finance	3-0-0	3
MBA 3009	Corporate Taxation	3-0-0	3
MBA 3011	Management of Financial Derivatives	3-0-0	3
MBA 3013	Corporate Accounting	3-0-0	3
MBA 3097	Strategic Cost Management	3-0-0	3

**Marketing Management Area:**

SUBJECT CODE	NAME OF SUBJECT	(L-T-P)	Credits
MBA 3017	Consumer Behavior	3-0-0	3
MBA 3019	Marketing Research	3-0-0	3
MBA 3021	International Marketing	3-0-0	3
MBA 3023	Industrial Marketing	3-0-0	3
MBA 3027	Retail Management	3-0-0	3
MBA 3029	Services Marketing	3-0-0	3
MBA 3031	Sales and Distribution Management	3-0-0	3
MBA 3033	Brand Management	3-0-0	3
MBA 3099	Advertising and Marketing Communication	3-0-0	3

**Human Resource Management Area:**

SUBJECT CODE	NAME OF SUBJECT	(L-T-P)	Credits
MBA 3035	Human Resource Planning	3-0-0	3
MBA 3037	Industrial Relations & Labor Laws	3-0-0	3
MBA 3039	Recruitment, Selection and Training	3-0-0	3
MBA 3041	Organizational Change and Development	3-0-0	3
MBA 3043	Organizational Theory and Design	3-0-0	3
MBA 3045	Compensation and Rewards	3-0-0	3
MBA 3047	Performance Management Systems	3-0-0	3
MBA 3049	Individual and Group Behavior	3-0-0	3
MBA 3093	Strategic Human Resource Management	3-0-0	3

**System Management Area:**

SUBJECT CODE	NAME OF SUBJECT	(L-T-P)	Credits
MBA 3051	R.D.B.M.S.	3-0-0	3
MBA 3053	Business Data Communication	3-0-0	3
MBA 3055	Enterprise Resource Planning	3-0-0	3
MBA 3057	Programming Technology – I (C++)	3-0-0	3
MBA 3059	Programming Technology –II (Java Application)	3-0-0	3
MBA 3061	Software Engineering	3-0-0	3
MBA 3063	Multimedia and Web Designing	3-0-0	3
MBA 3065	System Analysis and Design (SAD)	3-0-0	3
MBA 3095	Computer Aided Management	3-0-0	3

**Sectoral Specialization areas and courses are:-**

**Healthcare Management:**

SUBJECT CODE	NAME OF SUBJECT	(L-T-P)	Credits
MBA 3101	Management of Healthcare Services- I	3-0-0	3
MBA 3103	Management of Healthcare Services-II	3-0-0	3

**Operations and Manufacturing Management:**

SUBJECT CODE	NAME OF SUBJECT	(L-T-P)	Credits
MBA 3071	Technology Management	3-0-0	3
MBA 3073	Supply Chain Management	3-0-0	3

**Insurance and Bank Management:**

SUBJECT CODE	NAME OF SUBJECT	(L-T-P)	Credits
MBA 3075	Bank Management	3-0-0	3
MBA 3077	Insurance Management	3-0-0	3

**Hospitality Management:**

SUBJECT CODE	NAME OF SUBJECT	(L-T-P)	Credits
MBA 3079	Hotel Management	3-0-0	3
MBA 3081	Tourism Management	3-0-0	3

**Agro –Business Management:**

SUBJECT CODE	NAME OF SUBJECT	(L-T-P)	Credits
MBA 3083	Agro and Cooperative Management	3-0-0	3
MBA 3085	Rural Marketing	3-0-0	3

**Safety Management:**

SUBJECT CODE	NAME OF SUBJECT	(L-T-P)	Credits
MBA 3105	Safety Management -I	3-0-0	3
MBA 3107	Safety Management -II	3-0-0	3

**Note: (L-T-P): Lecture – Tutorial – Practical**

## Sec 9. Training & Placement

The Campus Recruitment Programme of BIT Mesra has, for more than three decades, successfully met the needs of management executives of different sectors of the Industry. The Training & Placement (T&P) Division maintains a steady rapport with the partnering organisations and sometime several organisations prefer to contact through on-line registration modules on the official website of the institute. In addition to T&P activities, the division is also engaged in organising placement seminars and workshops, conducting training programs and guest lectures by industry captains and alumni of our institute. The T&P division is well equipped with well-trained experienced executives and staff as well as devoted student coordinators who take active part to conduct the placement process efficiently. More over our well established and accomplished alumni play very important role for making the process robust. Like previous years good number of reputed companies visited our campus during 2015-2016 for placement and internship of our MBA students, which include Axis Bank, Hyundai Motors, DHFL, Baja Electricals, HDFC Bank, HDFC Ltd, ICICI Bank, ICICI Securities, Janlaxmi, Mahindra Finance, Airtel, Vodafone, Pantaloons, Jaro Education, ITC, NJ Invest, Reliance Communications, TATA AIG and others. Above 80% students of the batch got placed with salary ranging from Rs. 3.5 Lacs to Rs. 7 Lacs p.a. Few students of the batch have also opted for pursuing research in their respective domain.

## Sec 10. Discipline, Rules & Regulations, Hostel and Medical Examination

**Institute Rules & Regulations:** For details of Institute rules and regulations, please see booklet provided at the time of admission/ registration for the 1<sup>st</sup> semester.

### Discipline

The Institute places a very high emphasis on discipline of students both inside and outside the campus. Students must abide by the Institute and Hostel rules and agree to conform to the rules and regulations enforced from time to time. They must not do anything either inside or outside the Institute that will interfere with its orderly governance, discipline and image. Students must attend lectures, tutorials and practical classes regularly. A minimum attendance of 75% in lectures, tutorials and sessionals for each subject is essential for appearing in the Semester Examinations. Thus, students should attend all theory and laboratory classes from the first day of the academic year. In case of absence due to unavoidable circumstances, students are advised to take prior permission from the Dean / Head. In case of absence due to illness, students will have to produce a Medical report signed by attending Physician / Surgeon with an application from their parents or guardians. In such a case, parents/guardians or Hostel Warden should inform the authorities immediately. Students should strike a proper balance between extracurricular activities and academic requirements. A student's participation in extra-curricular activities should not be allowed to interfere in his/her academic schedule.

During teaching hours, the main lobby, the library, the corridors of the Institute and the area surrounding the Institute are to be observed as silence zones. Students must not cause any disturbance / obstacle in these zones. Students must not indulge in any kind of misconduct or indiscipline or anti-social activities within or outside the campus. Students must not form a group causing any hindrance to the academic and administrative activities of the College. Those found doing so will be punished and strict disciplinary action will be taken by the authorities. Students shall not damage the property of the Institute. Cost of such damage will be recovered from students, parents/guardians of the students.

Students must always carry their Identity Card and produce it on request. In case of loss or damage of Identity Card, the concerned authorities should be informed immediately.

Students are not permitted to enter and use the laboratory / workshop / sports ground if they do not wear appropriate dress. For example, they should enter the laboratory only with apron, cap or mask as instructed. Students should park their cycles in an orderly manner at the cycle stands. Students should follow the rules of the Hostel Mess / Canteen. Students are advised to read the Notice Boards regularly.

Students are strictly prohibited from possessing or consuming spirits, tobacco products and narcotic drugs either within or outside the campus, and if found violating this will be rusticated immediately, without warning.

Ragging in any form inside or outside the campus is strictly prohibited by law. Any students found ragging other students will be summarily expelled from the Institute and dealt with as per the directive of Hon. Supreme Court/Hon. High Court.

**Each student must read the “UGC Regulations on Curbing the Menace of Ragging in Higher Educational Institutions, 2009” on the UGC website. Each student admitted to any of the Institute’s programmes must submit the two completed affidavits [one from candidate and one from parents] at the time of admission. [for details please see Sec-12 of this Information Brochure].**

### Hostel

Hostel facilities are provided only at the Main Campus at Mesra. All students admitted at Mesra are required to reside in one of the Institute hostels, to which they are allotted and must take food along with other inmates of the hostel in the common mess. There are separate hostels for girls students at Mesra.



### **Medical**

All selected students will be required to undergo medical examination by a Medical Officer of the Institute and their admission is subject to being found medically fit for the Programme. Therefore, candidates, for their own satisfaction, are advised to get themselves examined by a registered medical practitioner.

The Institute at Mesra is located in a spacious green campus. There are small forests with a large number of trees – mostly sal trees which are native to Chotanagpur. These sal trees and a number of other trees and plants have their flowering season during mid-February to early April, and this sometimes leads to a large pollen content in the air. It has been noted that some people who are allergic or susceptible to pollen from these sal trees / other plants may develop some health problems / breathing problems or their existing problems may be aggravated during these weeks, as also during some other months of the year when other plants flower. Thus, such candidates who are known to be sensitive or susceptible to pollen from trees or other plants are required to get allergy tests done / take advice from their physicians / a specialist before taking admission at Birla Institute of Technology, Mesra, Ranchi.

### **Applicability of Regulations for the time being in force, Disclaimer and Legal Jurisdiction:**

#### **In Force**

Notwithstanding the nature of a programme spread over more than one academic year, the regulations in force at the time a student joins a programme shall hold good only for the examinations held during or at the end of the semester. Nothing in these regulations shall be deemed to debar the Institute from amending the regulations subsequently and the amended regulations, if any, shall apply to all students old or new, as specified therein.

#### **Disclaimer**

The statements made in this Information Brochure and all other information, contained herein are believed to be correct at the time of publication. However, the Institute reserves the right to make at any or without notice, changes in and additions to the regulations, conditions governing the conduct of students, requirements for degree, fees and any other information, or statements contained in this Information Brochure. No responsibility will be accepted by the Institute for hardship or expense encountered by its students or any other person for such changes, additions, omissions or errors, no matter how they are caused.

#### **Legal Jurisdiction**

All disputes will be subject to jurisdiction of the Civil Courts at Ranchi city only.

## Sec 11. Undertaking for candidates appearing for final examinations in 2017

**Format of undertaking to be typed and submitted on Non- Judicial stamp Paper of Rs. 20/-, signed by Public Notary, at the time of admission by those candidates who are selected for the MBA Programme of the Institute, and who are appearing for their final examinations in 2017.**

**Please fill in all blanks, select relevant items and delete what is not applicable.**

1. I, \_\_\_\_\_ S/o \_\_\_\_\_  
resident of \_\_\_\_\_ P.S. \_\_\_\_\_  
Dist. \_\_\_\_\_ hereby declare that I am fully aware that minimum marks for admission to MBA Programme of the Birla Institute of Technology is .....% (.....% for SC/ST) in Honours / aggregate of all subjects in all years in graduate level and therefore I shall be disqualified for admission to MBA Programme of Birla Institute of Technology, if I do not secure minimum .....% marks (..... % for SC/ST) in Honours / aggregate of all subjects in all years in graduate level or equivalent eligibility qualification.
2. I belong to General / SC / ST / BC-I or BC-II Category (strike out whichever is not applicable)
3. I do hereby undertake that since I have been provisionally allowed to appear in the selection procedure to MBA Programme although my graduation / equivalent eligibility qualifying examination has not yet been published, I shall not insist on extension / conversion of the provisional admission, if
  - (a) I fail to secure minimum .....% marks (.....% for SC/ST) in Honours / aggregate in all subjects in all the years in such graduation or equivalent eligibility qualifying examination, or
  - (b) I fail to produce the official result by the 31<sup>st</sup> October 2017.
4. I undertake that all the certificates / documents submitted by me are authentic and are issued by competent authority.
5. I undertake that if at any time during the programme I am found not to be eligible for admission for not having required marks in graduation, my admission shall be cancelled.

Counter Signed

(Guardian)  
Name & Address in Block Capitals

Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

(Applicant)  
Name & Address in Block Capitals

Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Sec 12. Anti-ragging affidavit

### How can fill Online affidavits and Why?

1. It is mandatory for every student and his/her parents to submit an anti-ragging affidavit at the time of admission. These are UGC's regulations.
2. It is the order of the Hon. Supreme Court that contact details of students must be collected from these affidavits and stored electronically at a central location.

### It is a simple procedure comprising 3 steps

#### Step 1: Log on to

[www.ANTIRAGGING.in](http://www.ANTIRAGGING.in)

or

[www.AMANMOVEMENT.org](http://www.AMANMOVEMENT.org)

#### Click on the button called 'On line affidavits'

**Step 2:** Fill in the information as desired and submit the form.

**Step 3:** On successful completion, you will receive affidavits, both for Students and Parents, through E-mail.

#### Note:

- **If you do not have an E-mail address, please create one before you fill an affidavit forms.**
- If your mother or father or guardian does not have a phone or a mobile phone or email then please give the numbers / email of their friends or relations or neighbors.
- If you do not have a mobile number, then please give the mobile number of your friend in the Institute.

After filling this form successfully, you will receive the Student's Anti Ragging Affidavit and the Parents Anti Ragging Affidavit in your Email. Please print both the Affidavits, sign them yourself, request your parents to read the details and request them to sign their affidavit and then submit both during admission.

### Sec 13. Contact details

<b>Campus</b>	<b>Addresses and contact details</b>
<b>Mesra</b>	Dean Admissions & Academic Coordination Birla Institute of Technology Mesra, Ranchi - 835215 Phone: PBX: 0651-2275444 / 896 / 2276496, Extn 4469, & 2275868 (D) Fax: 0651- 2275401, 2276007 e-mail: <a href="mailto:admissions@bitmesra.ac.in">admissions@bitmesra.ac.in</a>  For Information about MBA programme: Head, Department of Management Birla Institute of Technology Mesra, Ranchi - 835215 Phone: 0651–2275233
<b>Lalpur</b>	Director, Birla Institute of Technology, Off Campus Lalpur Ranchi 834001, Phone: 0651–2531817 / 2531676, Fax: 2531658 / 2531676 e-mail: <a href="mailto:bitlalpur@bitmesra.ac.in">bitlalpur@bitmesra.ac.in</a>
<b>Noida</b>	Director, Birla Institute of Technology, Off Campus A-7, Sector-1 Noida 201701 Phone: 0120-2440408 / 4264080/ 4263080 / 2553661 / 3662, Fax: 2554146 e-mail: <a href="mailto:bitnoida@bitmesra.ac.in">bitnoida@bitmesra.ac.in</a>

**Please see our Institute website for addresses and contact details of our other Off Campuses**

**For queries about the MBA programme, please contact the Head, Department of Management at Mesra. For admission related queries, you may please contact the Admission Office at Mesra. For queries about any Off Campus, please contact Director of the respective Campus. (Please see directory on Institute website for contact details).**