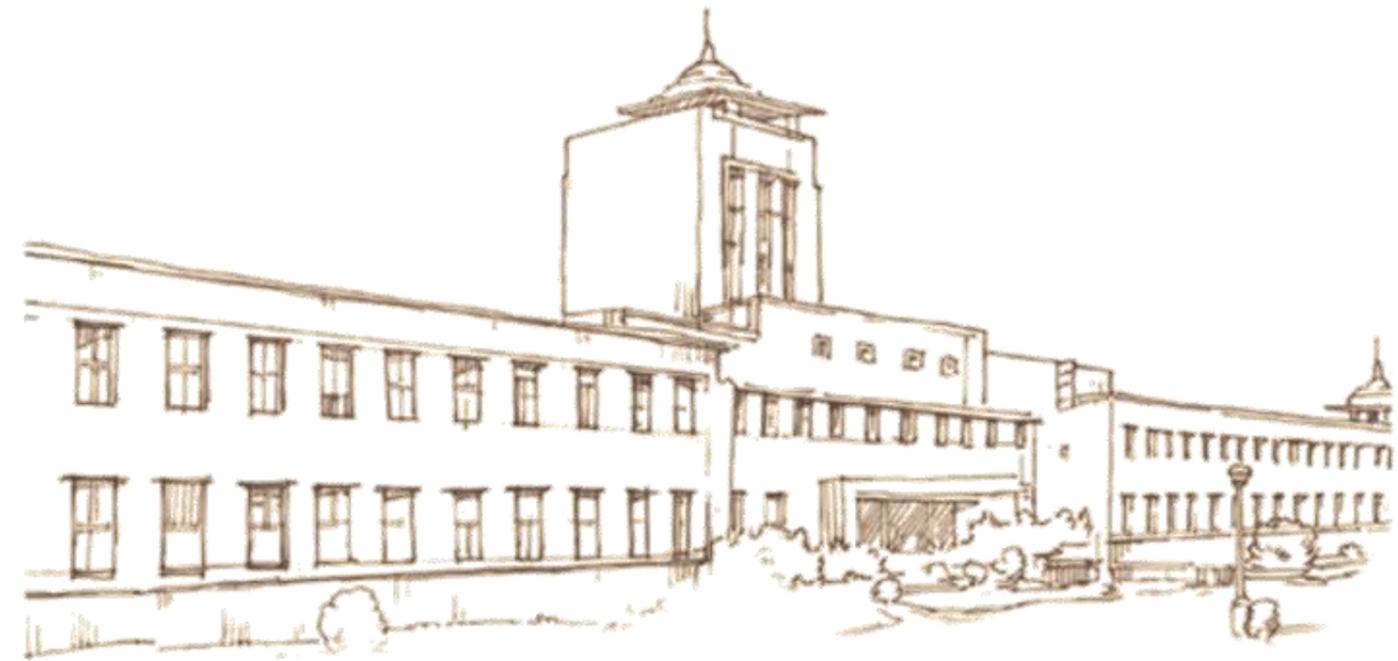


# Management Programme

2016 - 2018



**BIRLA INSTITUTE OF TECHNOLOGY**

(Deemed University under section 3 of UGC ACT, 1956)  
Mesra, Ranchi - 835215, INDIA | <http://www.bitmesra.ac.in>



# The Institute

Keeping up with the times has never been enough at BIT as it has mostly been either at the top of ranking surveys or the first among initiators of path breaking ideas. From the introduction of new academic programmes to re-structuring the current ones, from improving infrastructure to upgrading teaching skills, the students' welfare has always been the focal point in BIT's larger picture. As a result, the Institute enjoys an unsurpassed reputation in academia and corporate circles being the preferred manpower source for many industries not only in India but also abroad. BIT Mesra had been conceived with a vision to be recognized as a world-class learning institution for engineering and technology. But it has moved beyond the fulfilment of a scholastic promise to re-defining education in the new age through creation of aptitude and comprehensive intelligence. Targets are achieved every day, only to make space for newer dreams.

- Established in 1955 by Mr. B M Birla. A premier technical institute and deemed University.
- Main Campus Size - 780 acres
- Total number of registered students across all centres - more than 10,000.
- Doctoral students - 150
- Programmes offered - Undergraduate, Post- graduate, Doctoral
- Provide 'nursery sheds' and central designing and workshop facilities to young entrepreneurs. It also facilitated the initial project funding.
- Establish overseas extension centres in the year 2000.

# BIT Campuses offering Management Programmes



The Department of Management at BIT Mesra was conceptualised in 1979 with a focus on creation of exceptional manpower to meet the dynamic needs of the corporate world in the ever-changing economic environment. The department has maintained its academic leadership in Eastern India through its ambitious plans and commitment to qualitative requirements of the professional world.

Beside Main Campus, there are six other Extension Centres of BIT that offer programmes in Business Management. These centres were established to provide best academic exposure to students across the different parts of the country.



# Student Activities



Student clubs and Societies are the core of BIT's campus experience and reflect the quality of excellence outside academic spheres. The Department of Management plays a vital role in improving managerial skills of students. The student bodies organizes management festivals like **CONUNDRUM** and **DOT EXE** and other **events** to teach the management lessons with fun events.





## Course structure

### Core Courses

- Management Principles & Practices
- Financial management & Accounting
- Organizational Behaviour
- Marketing Management
- Quantitative Management
- E-Business
- Business Communication
- Human Resource Management
- Business Research
- IT for Managers
- Operations Research
- Strategic Management
- Managerial Economics
- Foreign Languages

### THE CURRICULUM

The Full Time MBA programme of the institute was launched in the year 1980. It is a two year programme accredited by the National Board of Accreditation, All India Council of Technical Education and the institute is accredited by NAAC, UGC. The culture of the programme is characterized by academic excellence, networking with the corporate world and emphasis on ethics and social responsibility. The MBA programme prepares the Students with the requisite skills to make successful career as a business professional in the globally competitive environment. The Institute uses All India CAT (Common Admission Test) for short-listing candidates for the MBA Programme.

### SECTORAL SPECIALIZATION

#### Operation and Manufacturing Management

- Technology Management
- Supply Chain Management

#### Insurance and Bank Management

- Bank Management
- Insurance Management

#### Hospitality Management

- Hotel Management
- Tourism Management



# The MBA programme

CONNECTING STUDENTS TO BUSINESS

### OUR AIM

The Department of Management aims at developing world-class managers capable of solving complex managerial problems. It achieves it by following a holistic and synergistic approach towards training the students. The pedagogy includes case studies, Role Plays, Management Games & presentations besides classroom lectures

The graduates of the programme have been placed in the leading corporates and the placement record of the institute is impeccable.

### FUNCTIONAL SPECIALIZATION

#### Marketing

- Services Marketing
- Brand Marketing
- Consumer Behaviour
- Marketing Research
- Industrial Marketing
- Sales & Distribution Management
- Advertising & Integrated Marketing Communication

#### Finance

- Corporate Finance
- Corporate Taxation
- Corporate Accounting
- Management of Financial Services
- Cost & Management Accounting
- Management of Financial Derivatives
- Investment and Portfolio Management

#### Human Resource Management

- Human Resource Planning
- Industrial Relation & Labour Laws
- Recruitment, Selection & Training
- Organizational Change & Development
- Organization Theory & Design
- Compensation and Rewards
- Performance Management System

#### Systems

- RDBMS
- Business Data Communication
- Enterprise Resource Planning
- Software Engineering
- Programming Technology (C++, Java)
- Multimedia and Web Designing



### OBJECTIVES

Strong analytical, problem solving and decision-making skills



### SKILLS

Global competencies and the ability to perform in cross-cultural environments.



### WORK ETHICS

The highest standards of integrity, ethics and social consciousness



## Programmes in Business Administration

Academic programme in Business Administration (MBA) was initiated at BIT Mesra in 1980 with a focus on creation of exceptional manpower to meet the dynamic needs of the corporate world. The networking with the corporate world and emphasis on ethics and social responsibility. The MBA programme prepares the students with the requisite skills to make a successful career as a business professional in the globally competitive environment. The programme is approved by AICTE.

## Academic Programmes Offered

**BBA**

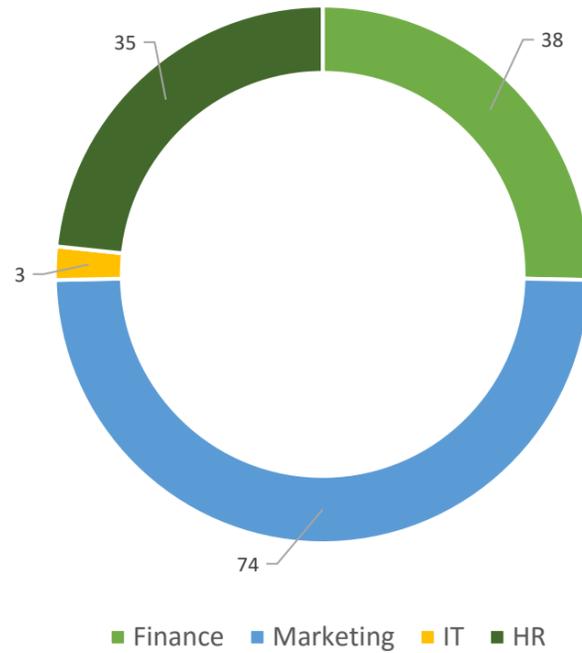
6 - Semesters

**MBA**

4 – Semesters

**Ph.D. in Management**

Current Students



## Our past Recruiters



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### Contact Details

#### BIT MESRA CAMPUS

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