



**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI**

**DEPARTMENT OF MANAGEMENT**

# **PLACEMENT BROCHURE**

---

**2023-2024**





# OVERVIEW

The Department of Management was established in the year 1979 with the aim of serving the growing need for qualified professionals who could harness the resources of the country to achieve its development goals. The department has continuously strived to achieve this aim by maintaining the highest standards in the Post Graduate (MBA) and Doctoral Programmes offered by it since its inception.

The vision of the department today is to be recognized as a front runner in Management education in the country in consonance with the social, economic, and ecological environment while striving to contribute to nation-building through excellence in research and development activities.

The department follows the philosophy of Outcome-Based Education. Therefore, the teaching-learning process is student-centric. The pedagogy is practical, hands-on, and real-time. Case studies, Problem Solving Exercises, Role- Plays, Management Games, and Presentations are extensively used. The curriculum is planned to facilitate learning in theory and practice of all aspects of the discipline of management ensuring the achievement of predefined learning outcomes.

# VISION

To be recognized as a front runner in Management education in the country in consonance with the social, economic, and ecological environment while striving to contribute to nation-building through excellence in research and development activities.

# MISSION

- To educate students at Post Graduate and Doctoral level to perform challenging managerial jobs in the industry as a leader and achieve excellence as Entrepreneurs and Researchers.
- To provide excellent research and development facilities for faculty and students to undertake pathbreaking theoretical and applied research. ATo build national capabilities in management education and research in emerging areas.
- To uphold the values of Personal Integrity and Social Responsibility in all our decisions.



# ACADEMIC PROGRAMMES OFFERED

## MBA & PHD. PROGRAMMES

The 2-Year (4 Semester) Master of Business Administration (MBA) Program of the Institute was launched in the year 1980. The program is an elite professional course which prepares students with leadership, innovative and individual excellence required for high-flying careers in management and entrepreneurship. The course structure and content are regularly updated to keep pace with the changing business environment. The department also offers a PhD program in Management at BIT Mesra during the two sessions of January and July.



# COURSES AND SPECIALIZATIONS



## FOUNDATION COURSES 01

Organization and  
Management

Financial Accounting and  
Management

Organizational Behaviour

Marketing Management

Quantitative Techniques for  
Management

Information technology  
Management

Management of  
Manufacturing Systems

Managerial Economics

Business Communication - I

French Language/German  
Language

Legal Environment for  
Business

Entrepreneurship

Human Resource  
Management

Business Research

Operations Research

IT Enabled Business  
Intelligence

Strategic Management

Cost Management

Business Communication – II

Summer Internship

Business Ethics & CSR

## SECTORAL 02 SPECIALIZATIONS

### • OPERATIONS & MANUFACTURING MANAGEMENT

Technology  
Management

Supply Chain  
Management

Manufacturing  
Planning and  
Control

### • HOSPITALITY MANAGEMENT

Hotel Management

Tourism Management

CRM for Hospitality Management

### • INSURANCE & BANK MANAGEMENT

Bank Management

Insurance Management

Risk Management

## SPECIALIZATION COURSES 03

Marketing

Finance

Information Technology

Operations

Human Resource Management

Business Analytics - I





**MARKETING**

- Consumer Behaviour
- Marketing Research
- Retail Management
- Services Marketing
- Sales and Distribution Management
- Brand Management
- Social Marketing
- International Marketing
- Industrial Marketing
- Advertising and Integrated Marketing Communication

**FINANCE**

- Strategic Cost Management
- International Finance
- Behavioural Finance
- Corporate Finance
- Corporate Taxation
- Corporate Accounting
- Management of Financial Derivatives
- Cost & Management Accounting
- Management of Financial Derivatives
- Investment Portfolio Management

**INFORMATION TECHNOLOGY**

- Relational Database Management System
- Programming Technology (C++)
- Programming Technology – II (Java Application)
- Software Engineering
- Multimedia & Web Designing
- System Analysis & Design
- Computed Aided Management
- Business Data Communication
- Enterprise Resource Planning

**OPERATIONS**

- Decision Science for
- Business Modelling
- Operations Strategy &
- Supply Chain Management
- Distribution & Logistics Management
- Purchasing Strategy, Sourcing & Controlling
- Operations Planning & Control in Supply Chain Management
- Total Quality Management
- & Six Sigma

**BUSINESS ANALYTICS**

- Business Forecasting
- Data Visualization for Managers
- Data Mining
- Multivariate Data Analysis
- Marketing Analytics
- Data Science in R

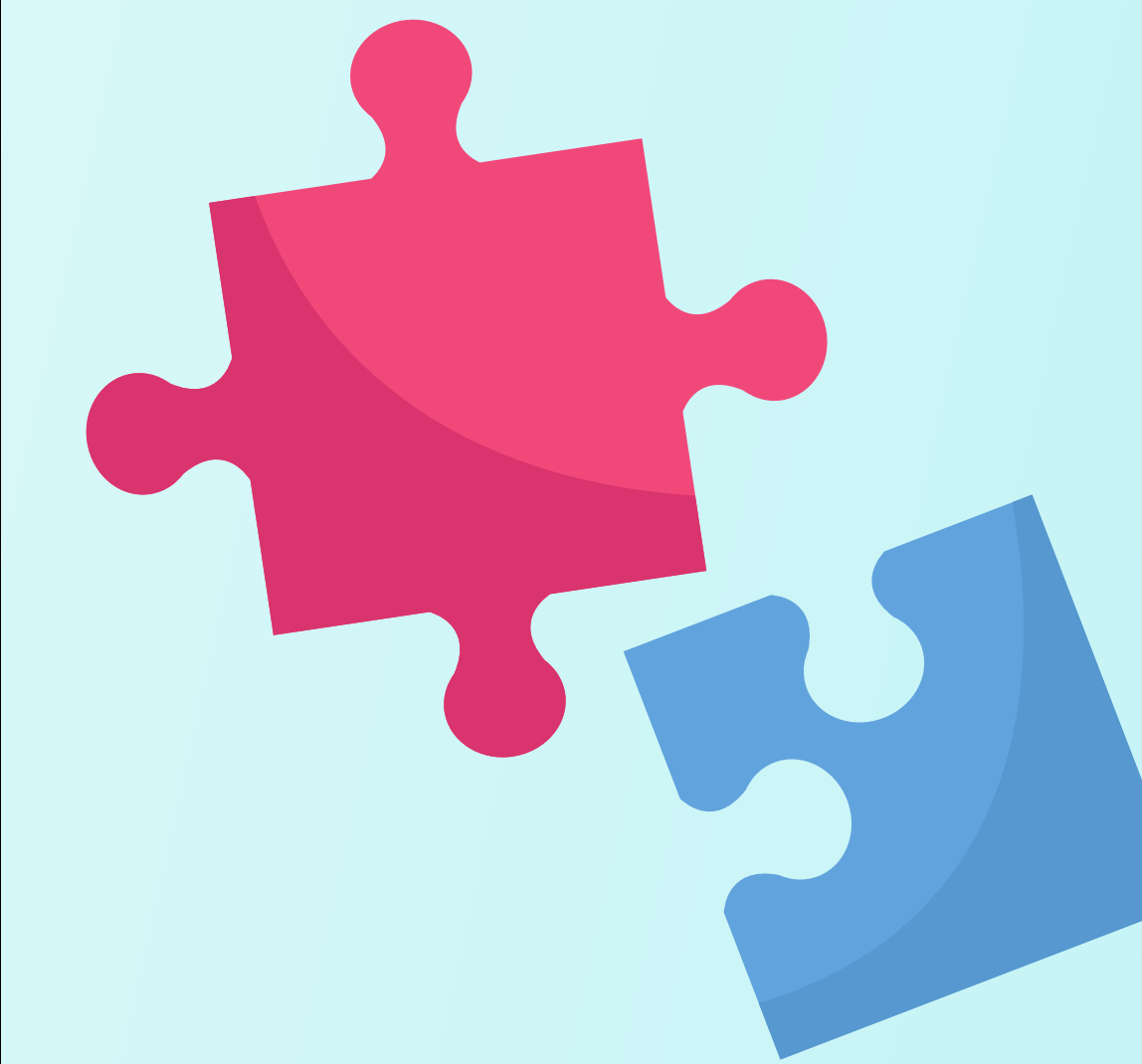
**HUMAN RESOURCE MANAGEMENT**

- Human Resource Planning
- Industrial Relations & Labour Laws
- Recruitment, Selection & Training
- Organizational Change & Development
- Organizational Theory & Design
- Compensation & Rewards
- Performance Management Systems
- Individual & Group Behaviour
- Strategic Human Resource Management



# CORPORATE CONNECT 2022

## B-Trix - Annual Management Fest



The Annual Management Fest, a pivotal event on the business calendar, witnessed an inspiring convergence of industry leaders, future strategists, and innovative minds. Participants engaged in rigorous competitions and absorbed insights from seasoned speakers, fostering an atmosphere of learning and collaboration. The fest, overall, proved to be a hotbed for networking and thought-provoking discussions, marking another successful year.





The Indian Oil Corporation Limited, in collaboration with the Department of Management, BIT Mesra, organised a two-day programme called the Nav Disha-Capability Development Programme for all the LPG distributors in the city of Ranchi. The primary objective of the programme was to provide the distributors a place to interact with experts in their field and understand the upcoming challenges and trends and how to cope with them. We had various luminaries present with us on both days. The event commenced with an optimistic address by Dr. Shradha Shivani (Head of the Department) BIT Mesra.

**Nav Disha - Management Development Project**



The Team Sustainability the very own CSR initiative of The Department of Management, BIT Mesra hosted their three-day annual B-school event BTrix'23 themed on "Technology, Innovation and their applications" this event was aimed to provide a platform to the management students of the country to share their ideas and showcase their talents. The event saw an enthusiastic participation of 5 different teams with their exceptional green startup ideas.

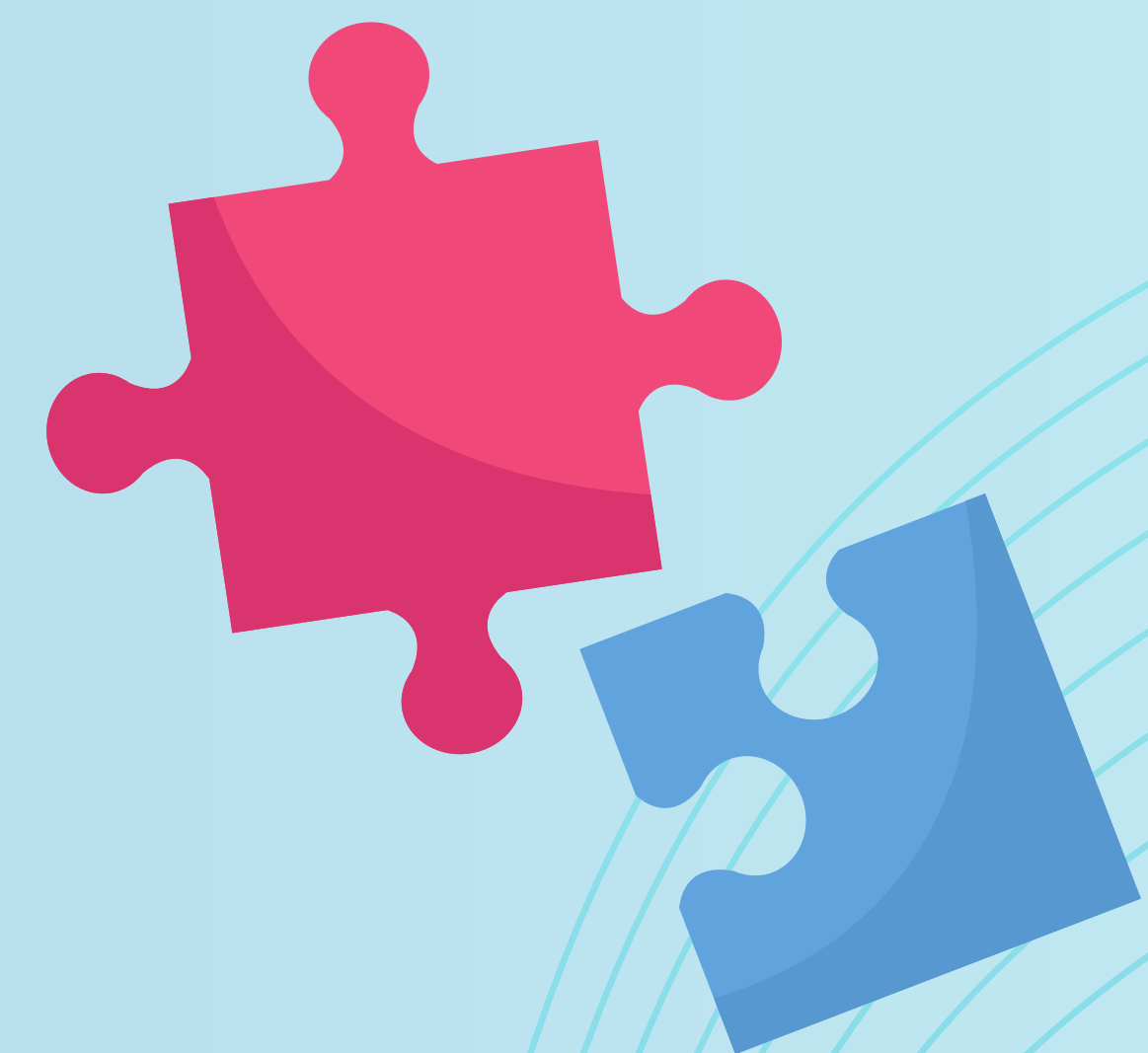
**Daksham- Sustainable B-Plan Competition by Team Sustainability**





**INTERNICO, an annual flagship event of the department of management highlighting experiences of the summer internships. The SIP project competition was organized on 28th December, 2022 on MS teams platform. The competition was held among the B school students of the country in online mode. We had several luminaries as judges for the event. We had Ripudaman sir (Banking language expert with 35 years of corporate experience, he is also the esteemed alumni of our college**

**INTERNICO - Highlighting experiences of the summer internships.**



**"All our dreams can come true if we dare to pursue them."  
-Walt Disney**

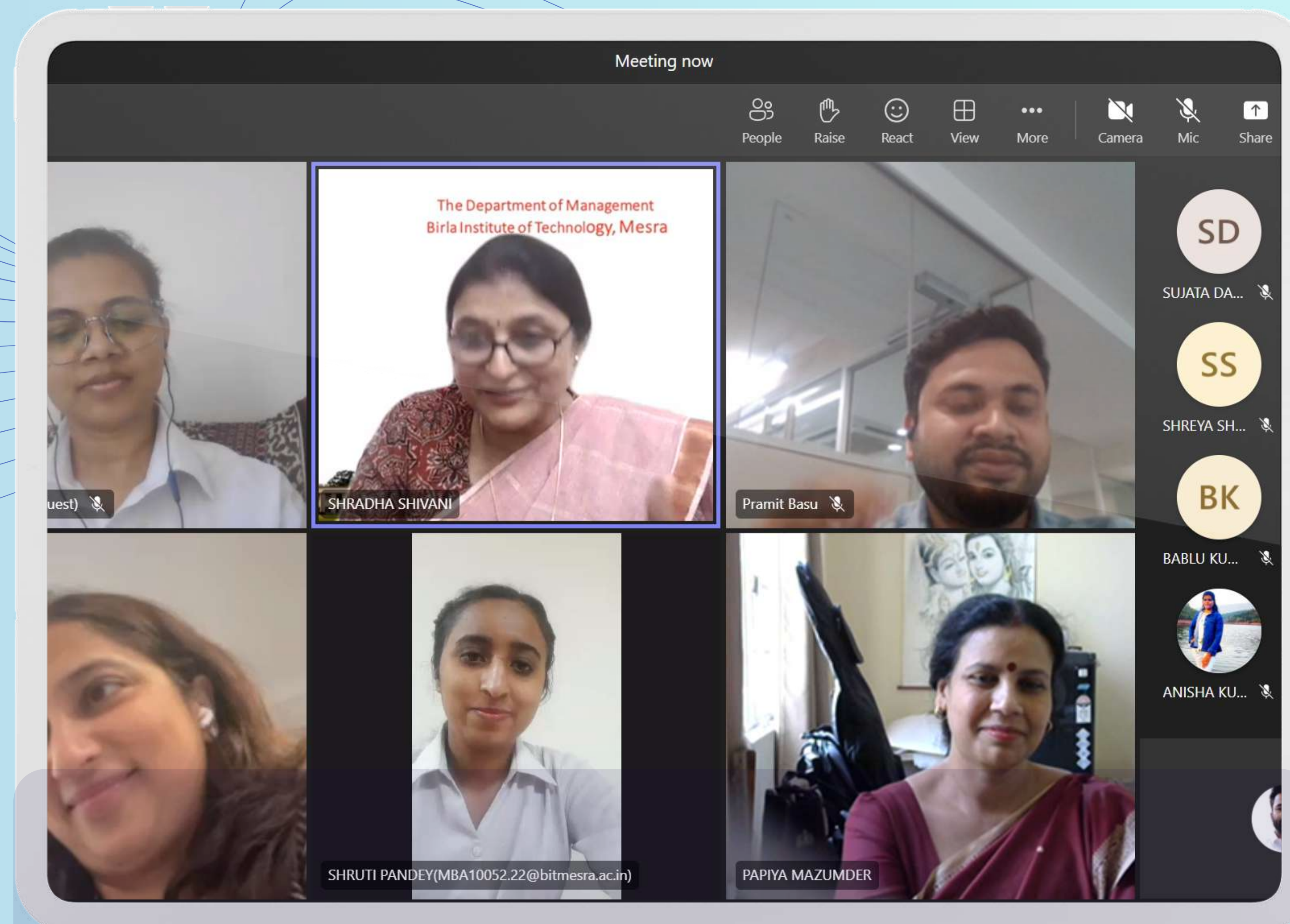
**Launching a company is like planting a tree. It requires time, money and reasonable care without anticipating anything. Once the business flourish all the perseverance and effort gets justified.**

**Jharkhand Small Industries Association' JSIA' in collaboration with Department of Management, BIT Mesra organised the second edition of "Abhyudaya 2022- All India Business Plan Competition on 18th September 2022", the motive was to promote, safeguard and create Jharkhand State as a centre point of MSME units with greatness inside the functioning environment.**

**Abhyudaya collaboration with JSIA (B-Plan Competition)**



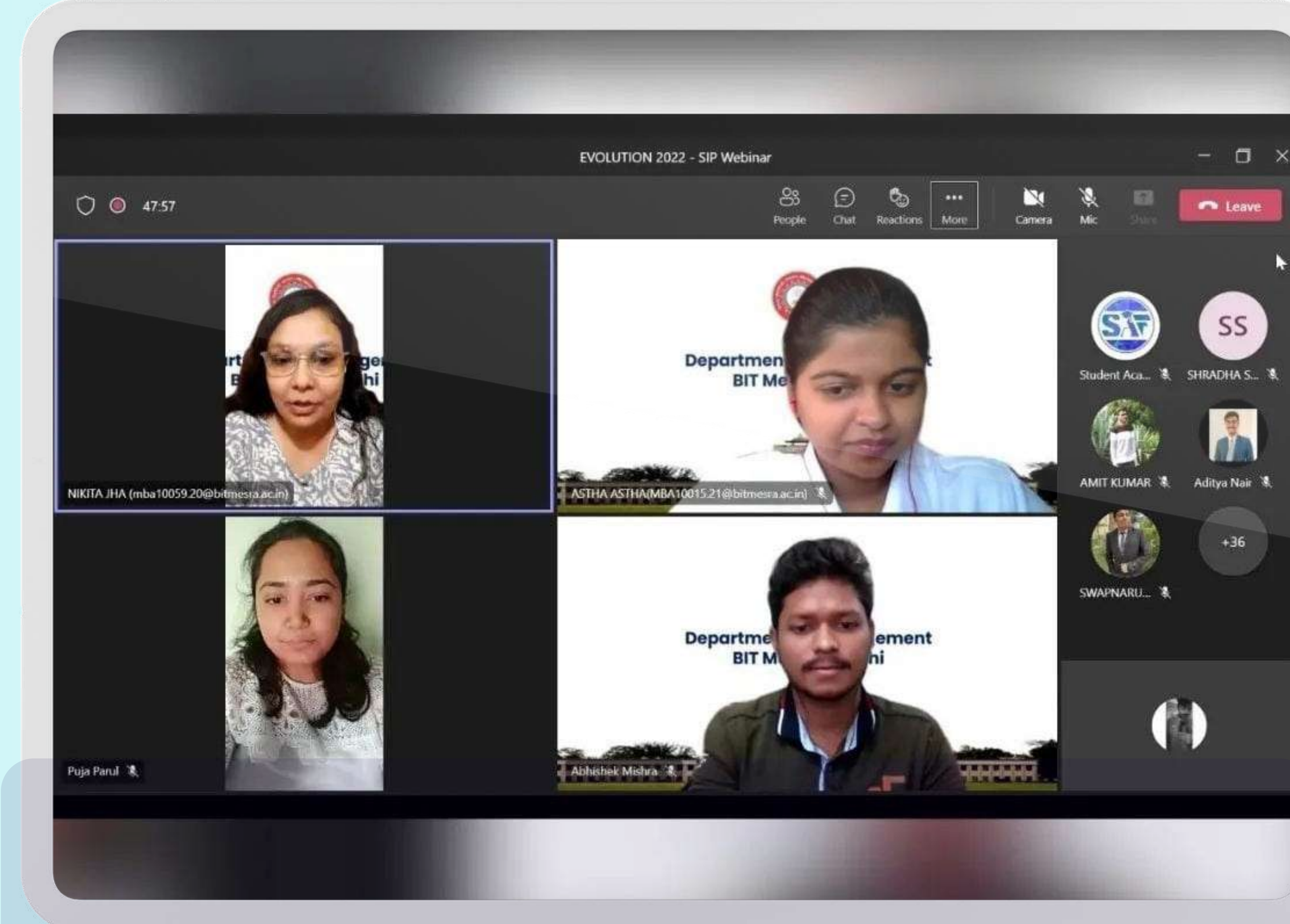
# Some Annual Intra Departmental Activities



## Thought leadership programme

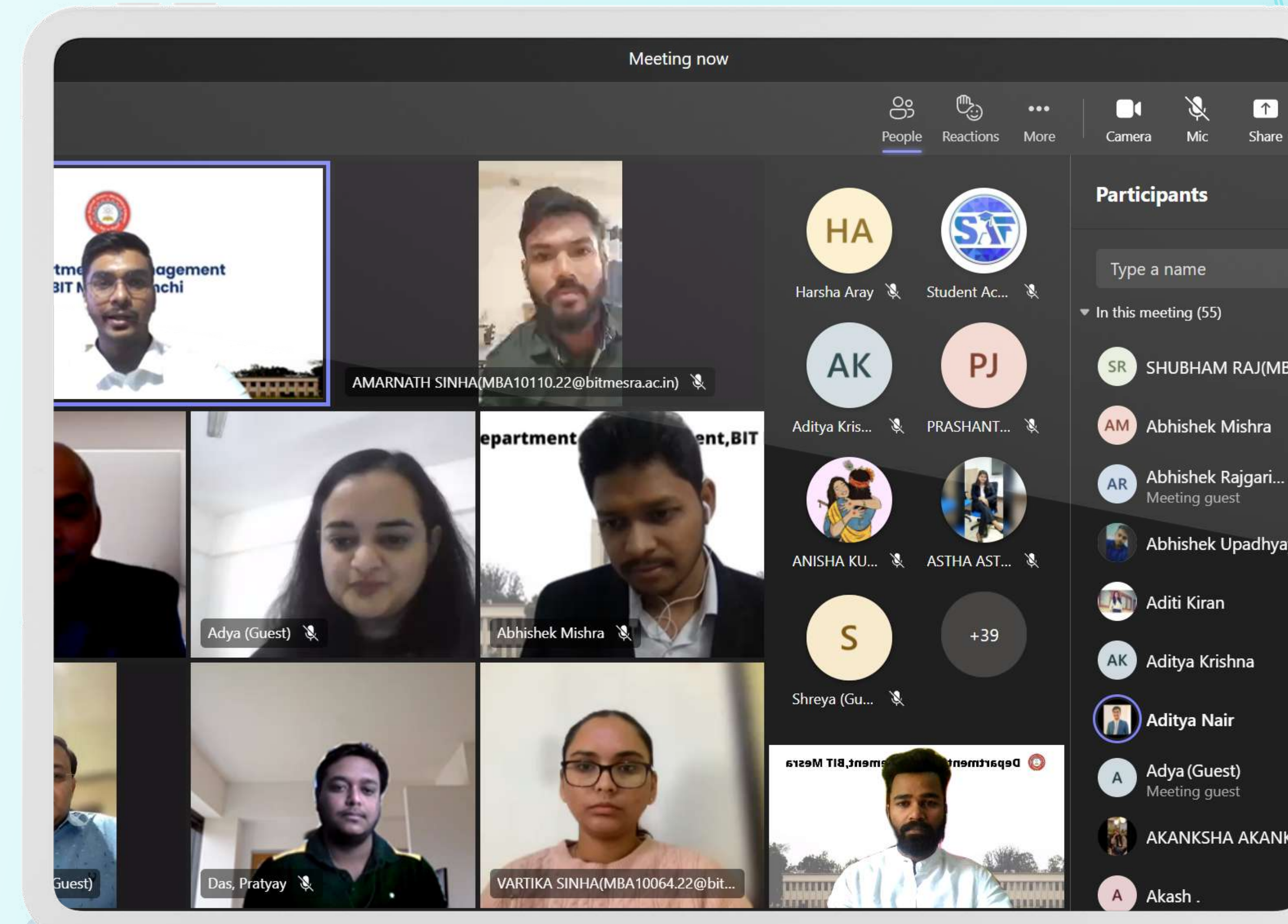
The Department of Management, BIT Mesra organized a webinar on 10th March 2023 to commemorate International Women's Day.

The event's theme was "Breaking Barriers: Empowering Women to Lead and succeed in a Changing World."



## Evolution 22

Workshops on how to make best use of summer internships program taken by our alumni and seniors.



## Kartavya 2022

The inter-departmental GD competitions sponsored by premsons honda. It is a premier college competition for building capacities.



## Quizzard

The high-stakes Corporate Quiz at the Annual Management Fest saw intense competition among a talented pool of contestants. This intellectual battle tested participants' knowledge across various business domains.



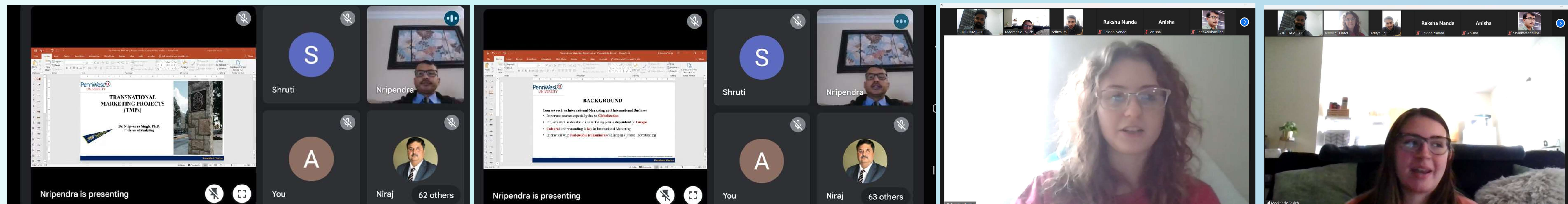


# INTERNATIONAL COLLABORATION

**“COMING TOGETHER IS A BEGINNING; KEEPING TOGETHER IS PROGRESS; WORKING TOGETHER IS SUCCESS.” – HENRY FORD**

Technology, Mesra joined hands with Pennsylvania Western University (PennWest), California, United States, for an academic project to add international exposure for the students of both institutes. This collaboration was under the supervision of Dr. Neeraj Mishra, Associate Professor, BIT MESRA, and Dr. Nipendra Singh, Professor, PennWest University.

The objective of this alliance was to study and plan a business that shall have a potential market in both India and the United States. For the purpose mentioned, the students from both institutes were divided into equal groups and asked to propose a B-plan. This association brought the notion of global participation for the students and expanded their intellect into foreign markets. The collaboration was a wonderful initiative by the Department of Management for the excellence and global exposure of the students, which helped them to understand the international market, their demands, and expectations. It also enabled them to analyze the differences between domestic and foreign markets. We invite such collaborations for the students in the future, which will help them to grow and develop worldwide.





# CORPORATE COMMITTEES



## THE ACTIVITY FORUM

To strengthen classroom learning and complement the objectives of the courses, The Academic Forum in coordination with the faculty members, keeps organizing various events throughout the year. These events include guest lectures, panel discussions, industrial visits, sessions for technical skill improvement, soft skills classes and pre-placement training.



## TEAM SUSTAINABILITY

Professionalism infused with humility. This is what makes a successful leader. And thus, Team Sustainability came into existence with its motto to infuse humility into the budding manager through various activities that it plans out to uphold the essence of CSR in professional way. IT was associated with prestigious UNESCO MGIEP DICE program this year.



## TEAM MEDIA AND PR

A new body established with the motive to reach out to our alumni and create a platform where everyone can join us. Media & PR is tasked with quarterly publication of departmental newsletter and magazine and to build a platform where everyone can join us, managing sustainable relations with alumni and liaison work of department. It is also tasked with to build the brand image of department along with handling of departmental social media pages and website.



## STUDENT ACTIVITY FORUM

The key to a successful Management programme is through practical implementation of the theoretical learning. This student body contributes to achieving this goal. SAF organizes a series of innovative extracurricular intra-college and intercollege events throughout the year. It provides a platform to the students to inculcate a practical approach to solving management problems.



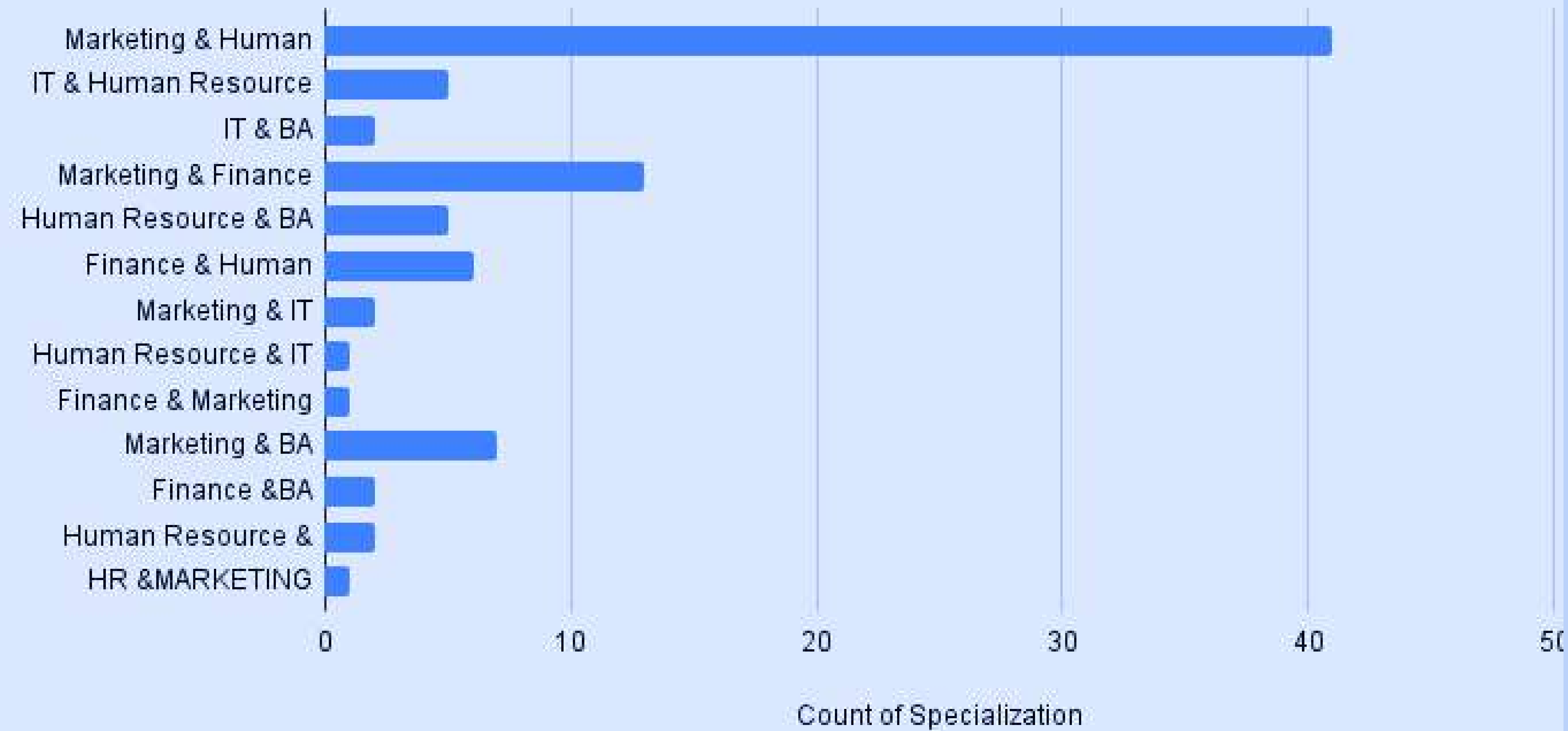
## DEPARTMENTAL PLACEMENT UNIT

It is an effort towards building a confident aspirant and acts as a catalyst to enable students to prepare for a holistic career. It is an effort towards building a confident aspirant and acts as a catalyst to enable students to prepare for a holistic career.

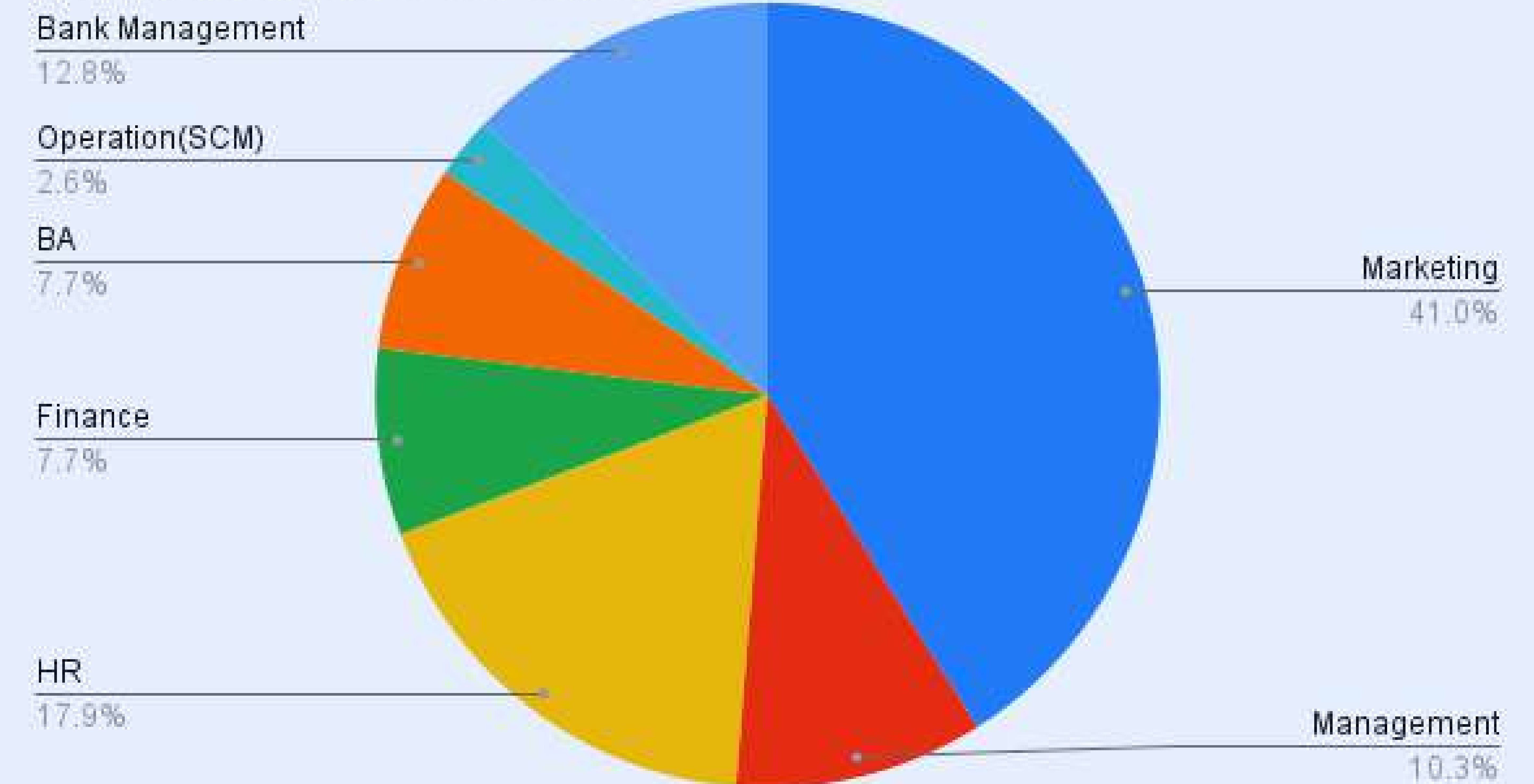


# BATCH PROFILE OF 2021-23

## SPECIALISATION COUNT



## DOMAIN HIRING OF STUDENTS

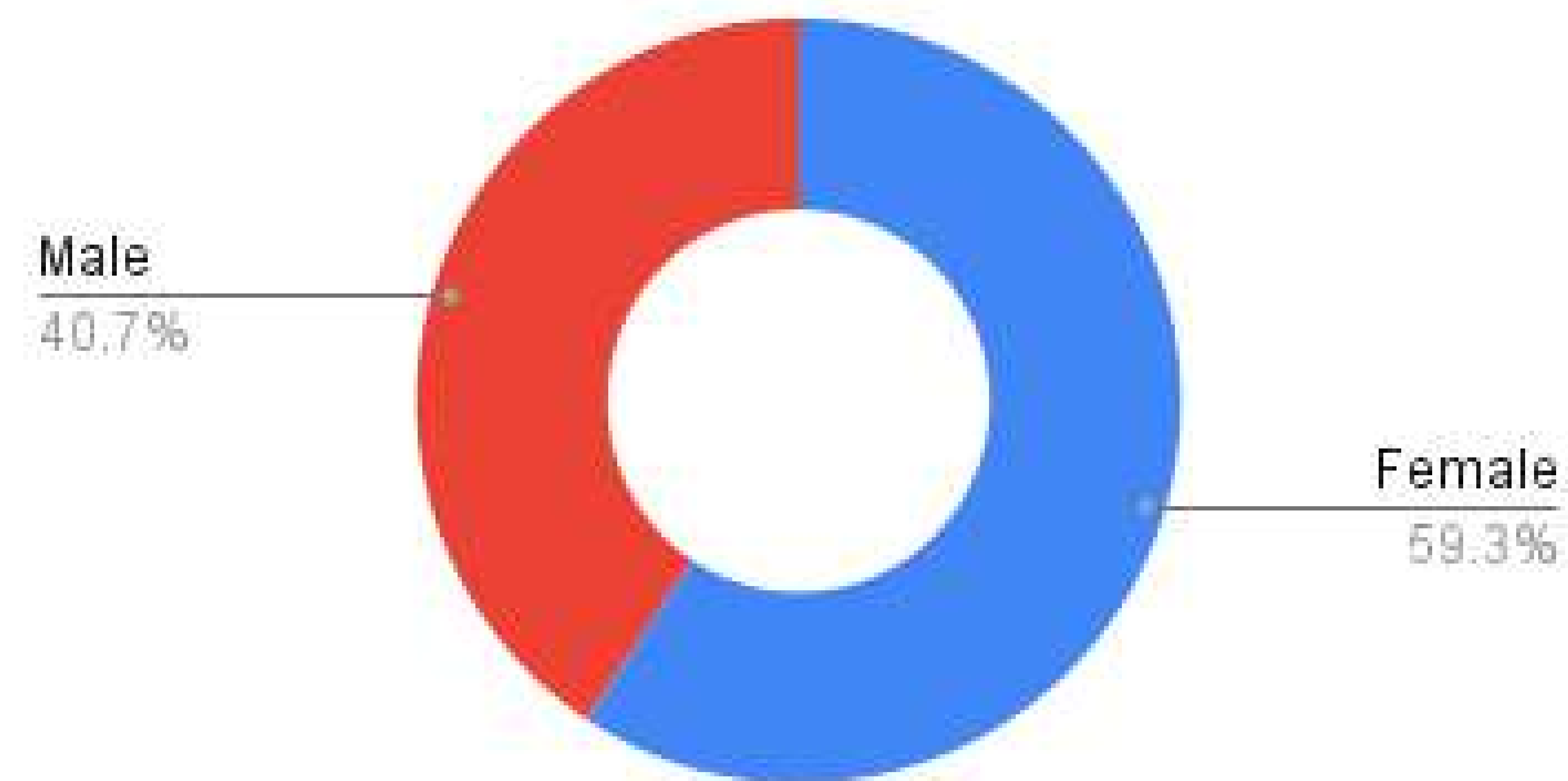




# OUR PROMINENT RECRUITERS OF 2021-23



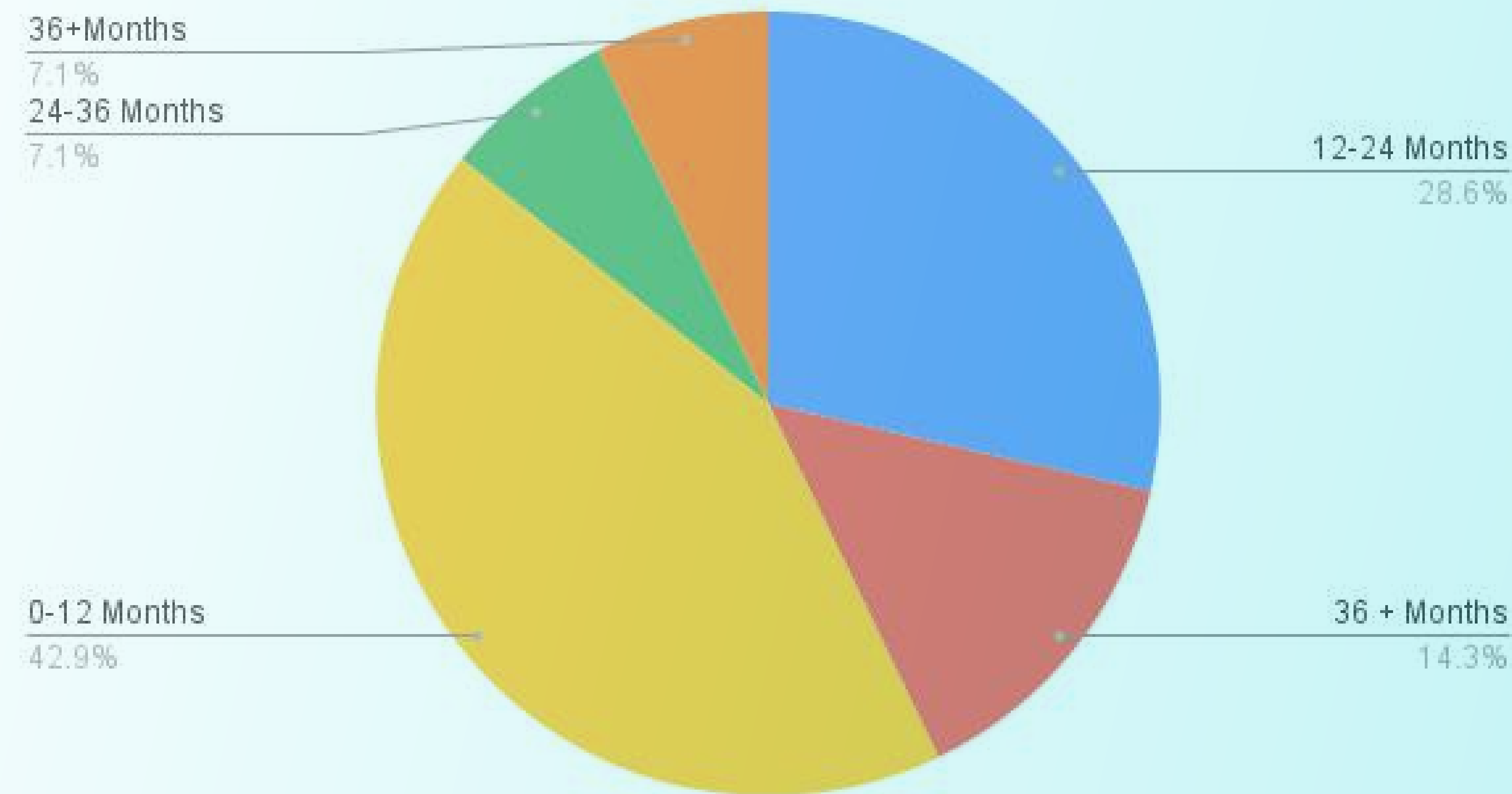
## GENDER RATIO OF PLACED



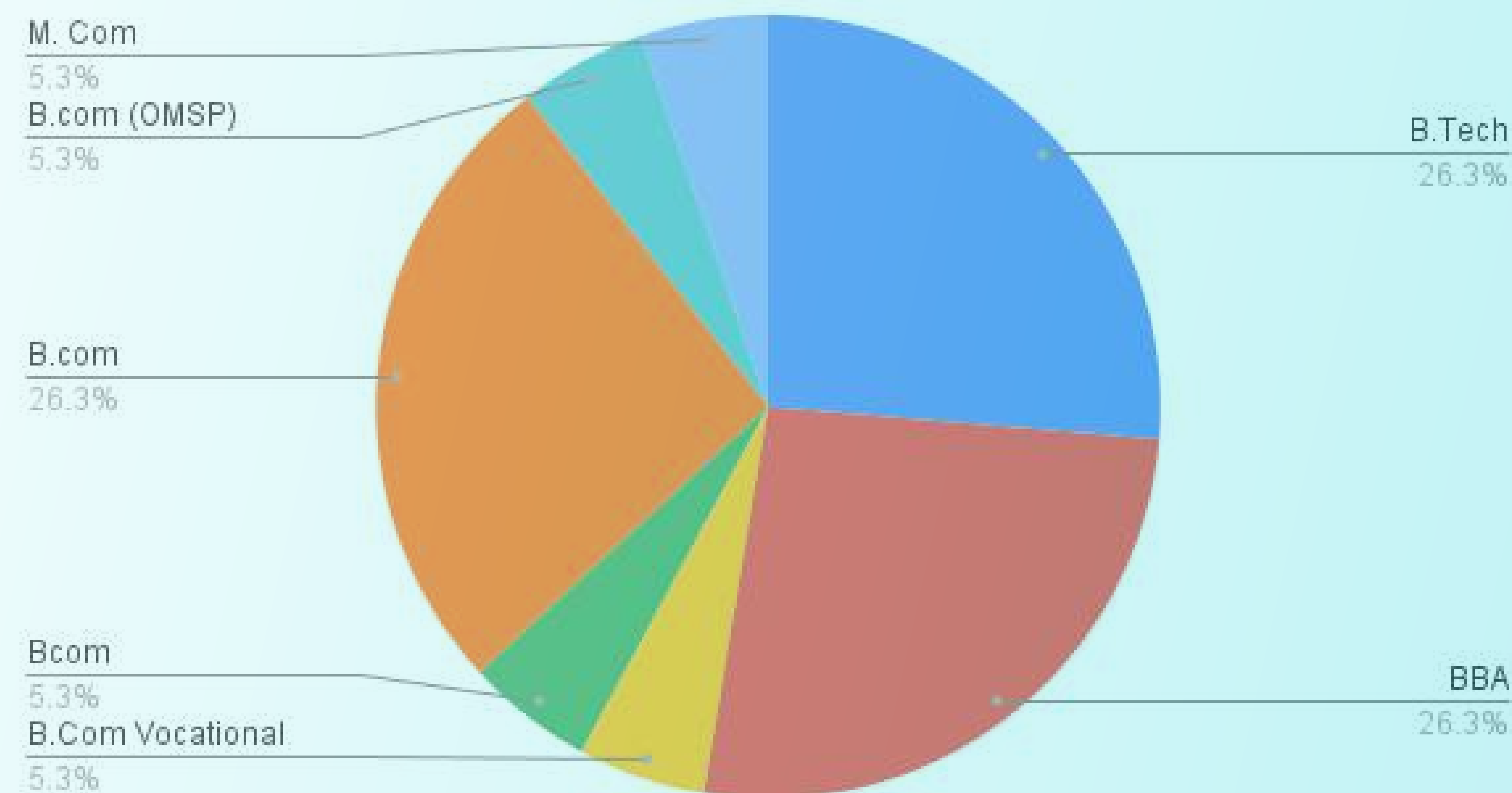


# BATCH PROFILE OF INCUBMENT BATCH 2022-24

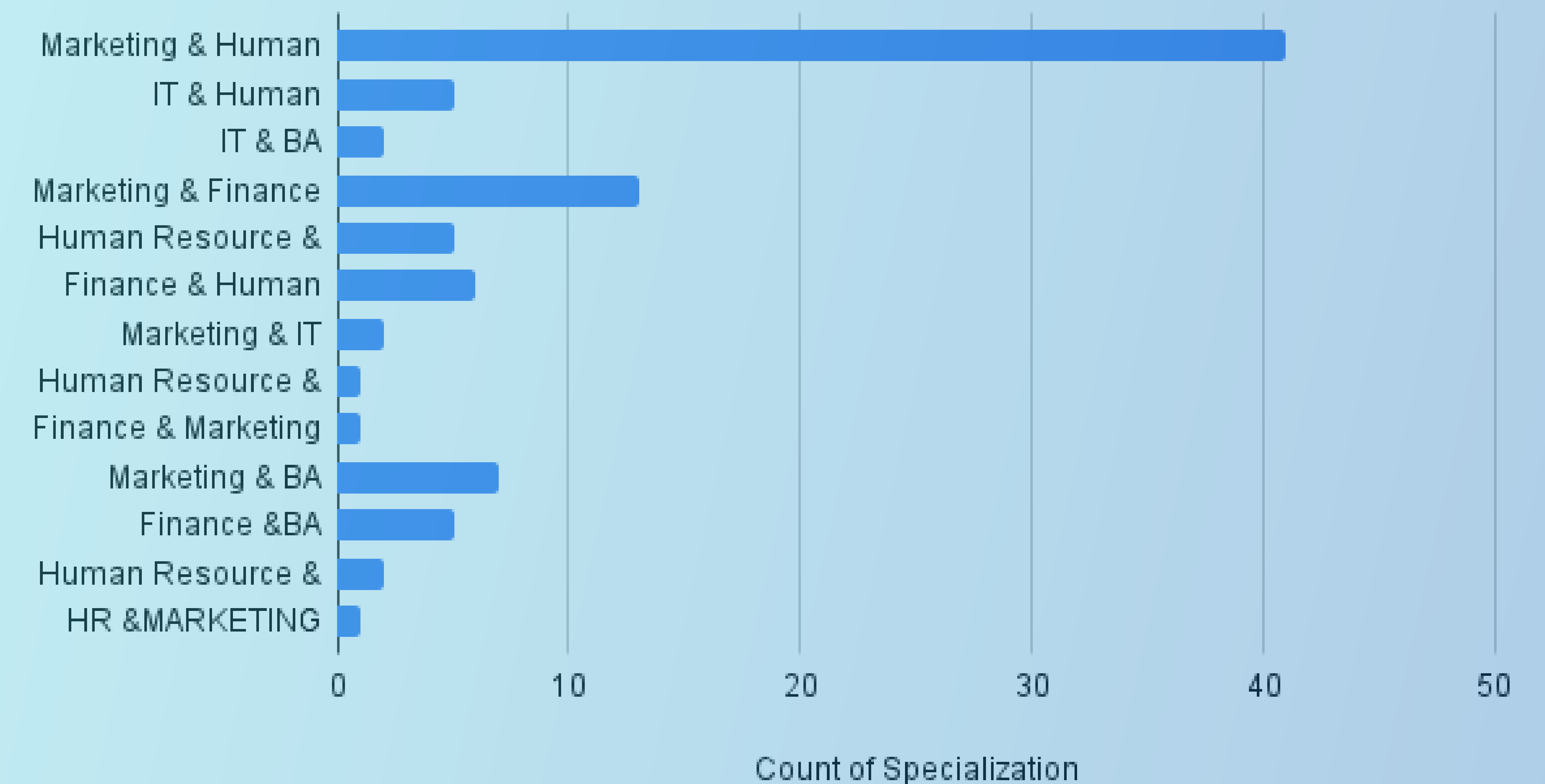
## STUDENTS WITH WORK EXPERIENCE



## Academic Background of Students with Work EX



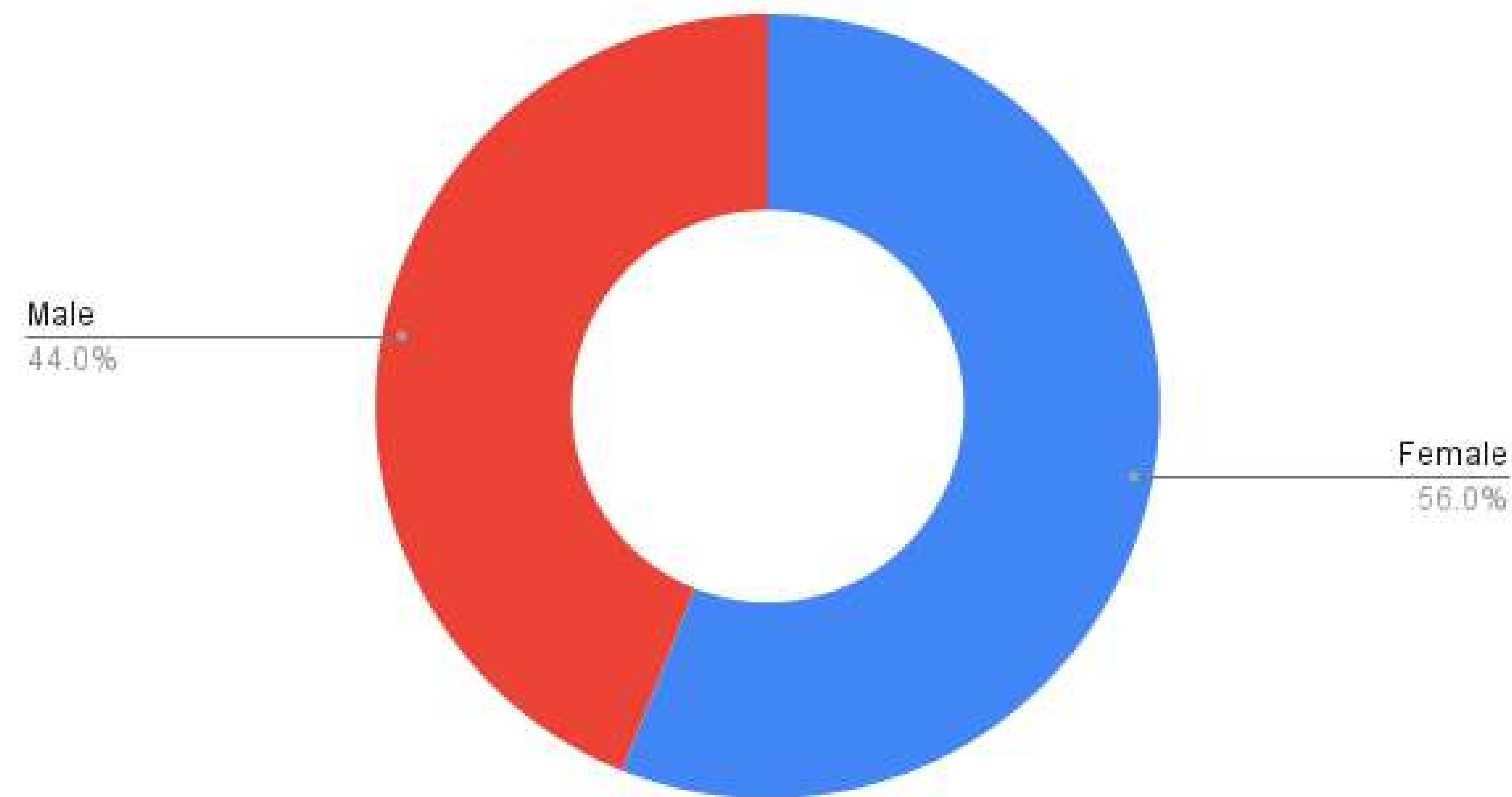
## COUNT OF SPECIALISATION





# SIP COMPANIES OF BATCH (2022-24)

GENDER RATIO





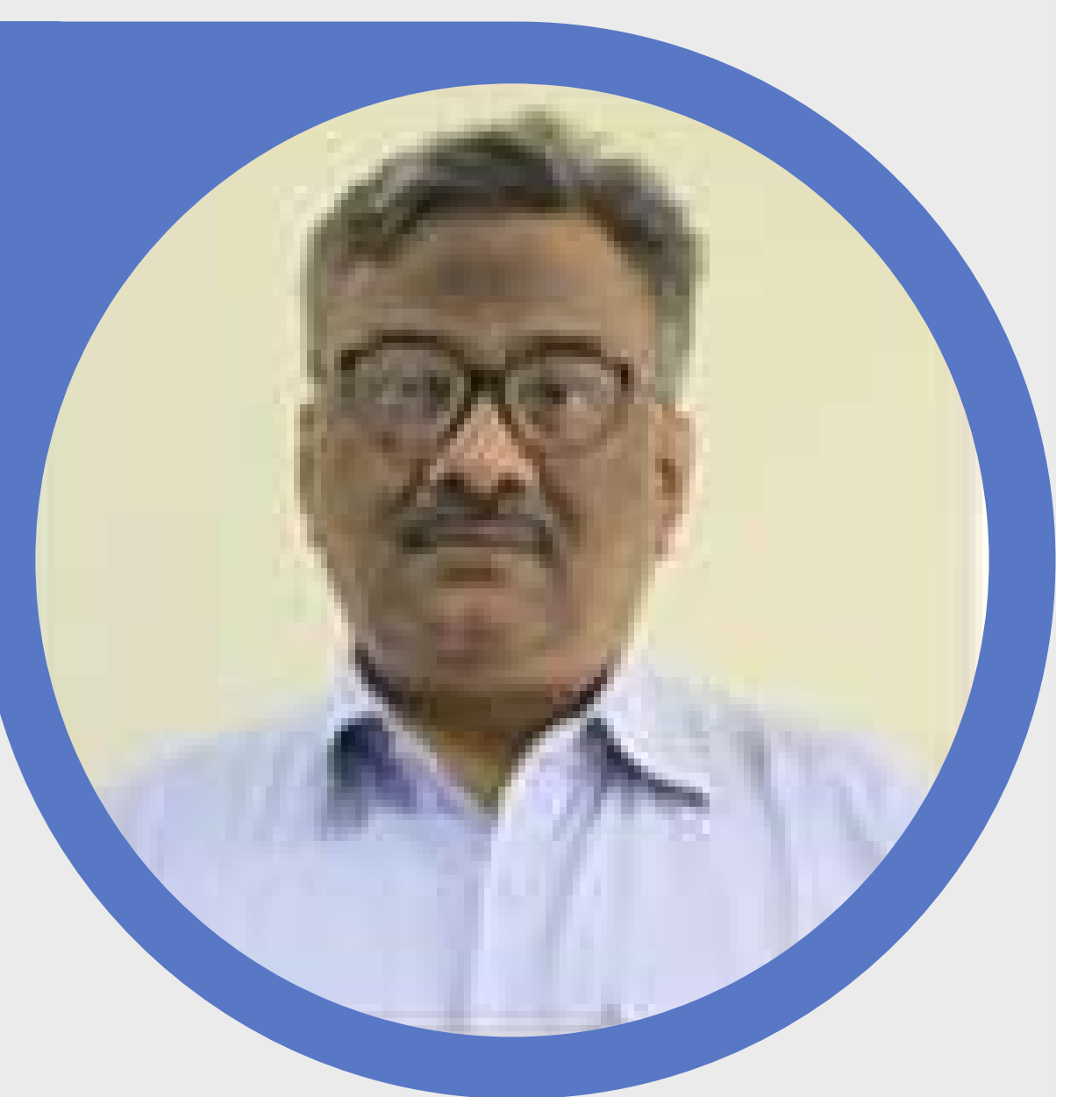
# CORE FACULTIES







**Dr. Shradha Shivani**  
**Professor and Head, Management**  
**Ph.D., MBA**



**Dr. Utpal Baul**  
**Professor and Dean, Management**  
**Ph.D, M.B.A., B.E.(Mech)**  
**Former Dean of Alumni Relations**



**Dr. R.N. Bhagat**  
**Professor , Management**  
**Ph.D., MBA, M. Com.**



**Dr. Dharmendra Kumar Chand**  
**Assistant Professor, Management**  
**Ph. D. Head of Career Development Cell if BIT MESRA**



**Dr. Manju Bhagat**  
**Professor, Management**  
**Ph.D., LLB, MA**



**Dr. Anupam Ghosh**  
**Assistant Professor, Management**  
**Ph.D. (I.I.T Kharagpur)**





**Dr. Sujata Priyambada Dash**  
**Assistant Professor, Management**  
**Ph.D. (HR), MBA (HR), B.Com (H)**



**Dr. Supriyo Roy**  
**Associate Professor, Management**  
**D. Litt. (Business Management), Post Doc.Fellow - AIRBUS**  
**center for Supply Chain- IIM Bangalore, Ph.D (Management**  
**Science), M.Tech (Op.Res.& Bus.Mgmt.), Masters in Statistics**



**Dr. Anand Kumar**  
**Assistant Professor, Management**  
**Ph.D., M.M.S., M.Sc.(Chem.)**



**Dr. Niraj Mishra**  
**Assistant Professor, Management**  
**PhD**



**Dr. Mrs Rohini Jha**  
**Assistant Professor, Management**  
**Ph.D, MBA (IT) Faculty Co-ordinator of**  
**Entrepreneurship Development Cell**



**Dr. Shelly Srivastava**  
**Assistant Professor, Management**  
**Ph.D., MBA,PG Diploma in Mass Communication and Journalism,**  
**B.Com**





**Prof. (Dr.) Amar Nath Jha**  
**,Management**  
**PhD, M.Com**



**Dr. Shailendra Kumar Singh**  
**Assistant Professor, Management**  
**Ph.D., MA (German), MBA (International Business)**



**Dr. Anand Prasad Sinha**  
**Assistant Professor, Management**  
**Ph.D, MBA, B.ScF**  
**Faculty Co-ordinator of Finance Club of our**  
**College**



**Dr. Satyajit Mahato**  
**, Management**  
**Ph.D.**



**Dr. P. C. Jha**  
**Assistant Professor, Management**  
**Ph.D., M.A**



**Dr. Rohit Kumar Pandey**  
**Assistant Professor, Management**  
**Ph.D, MA, MBA , PGDPM**



# ADJUNCT FACULTIES



**Prof. Kripa Shanker**

**Vice Chancellor, UP Technical University  
Lucknow Deputy Director, IIT Kanpur  
Former Head, Visionary Leadership in  
Manufacturing (VLFM) Programme  
Former Secretary, Alumni Association  
Indian Institute of Technology Kanpur**



**Prof. Purusottam Sen**

**Retired as Professor, Finance & Control - Indian Institute  
of Management, Calcutta  
Former Associate Dean & Professor (Finance), School of  
Business & Management  
Former Visiting Professor & Consultant Independent  
Professional  
Former Board Member - Cascade Bank**



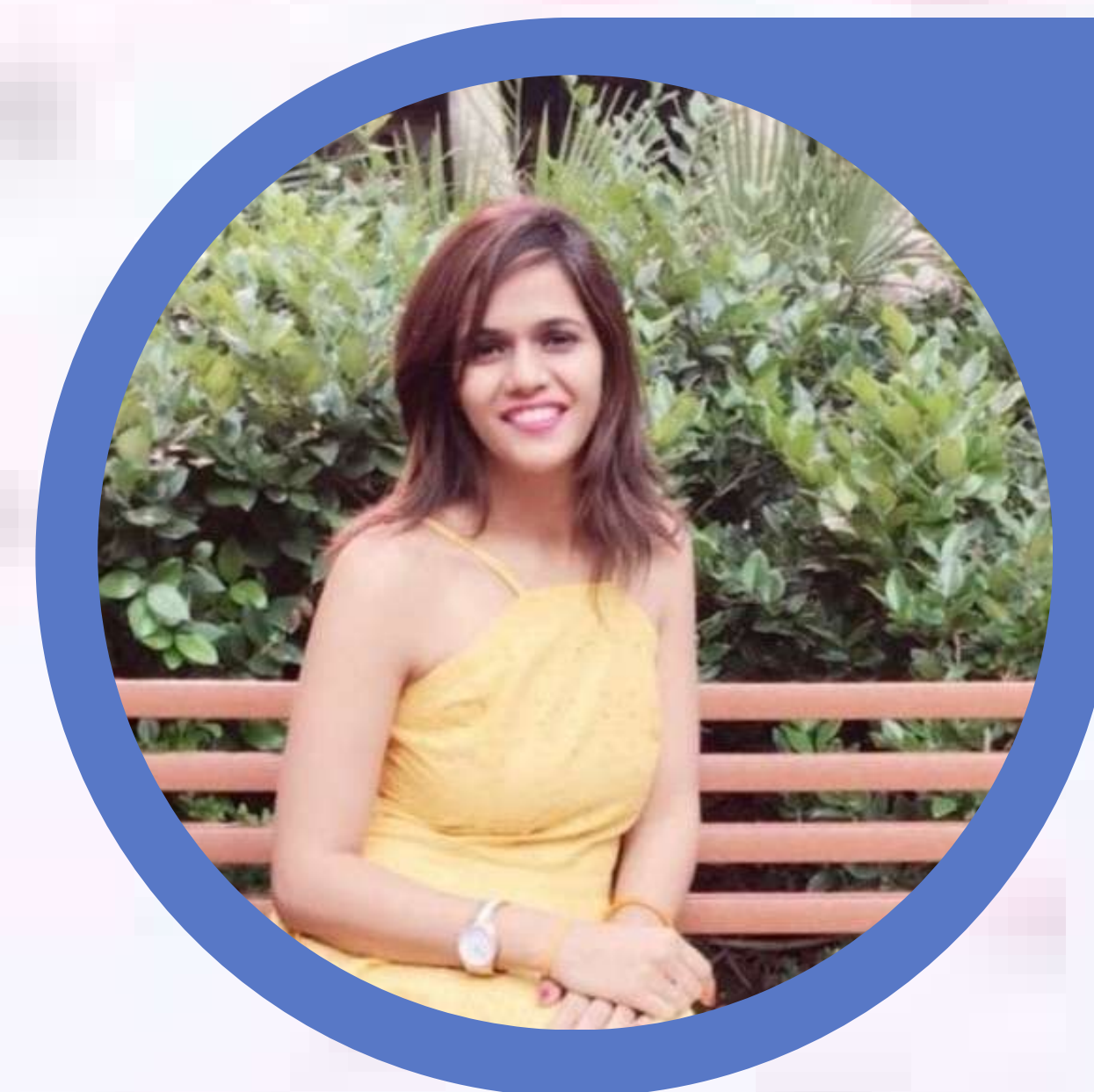
**Prof. Nripendra Singh**

**Professor of Marketing at Pennsylvania  
Western University  
Clarion Campus Graduate Instructor - Iowa  
State University  
Former Global Institute of Flexible Systems  
& Technology - Member**



• • • • • • • • • •  
• • • • • • • • • •

# DISTINGUISHED ALUMNI



And many more...

• • • • • • • • • •  
• • • • • • • • • •

• • • • • • • • • •  
• • • • • • • • • •

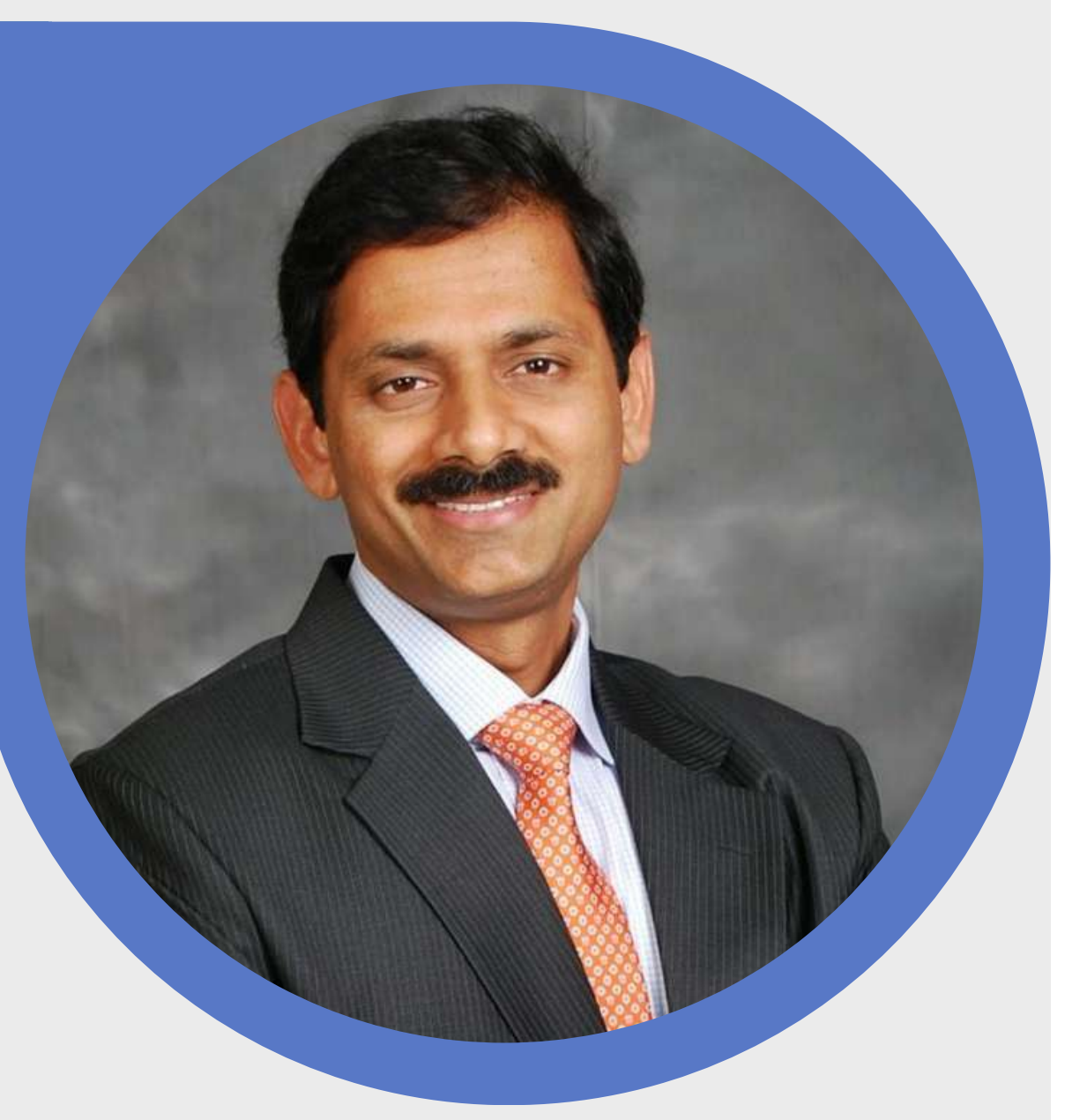




**Mr. Pulkrit Trivedi**

**MBA Batch 1998-2000**

**Director, Google Pay – India Former  
Director at Facebook (2016-2019)**



**Mr. Vaidyanathan V**

**MBA Batch 1988-1990**

**Managing director and CEO, IDFC First Bank,  
Founder and Chairman, Capital First Limited**

**Mr. Mukesh Katotra**

**MBA Batch 2011-2013**

**Director at Wendy's India and Jamie Oliver  
Group India.**



**Mr. Pankaj Sinha**

**MBA Batch 1996-1998**

**Managing director at Coca-Cola  
company, Sri Lanka and Maldives.**



**Ms. Jayita Sarkar**

**MBA Batch 2004-2006**

**Director, HR Business Partner at  
PayPal**



**Ms. Mridula Shekhar**

**MBA Batch 1999- 2001**

**Head Of Marketing, JCB India Ltd. Former Chief Marketing  
Officer, Tata AIA Life Insurance (2017-2021)**





**Mr. Pritam Pritu**

**MBA Batch 1997-1999**

**Global IP CoC Leader at IBM Japan**

**Mr. Alope Singh**

**MBA Batch 1985-1987**

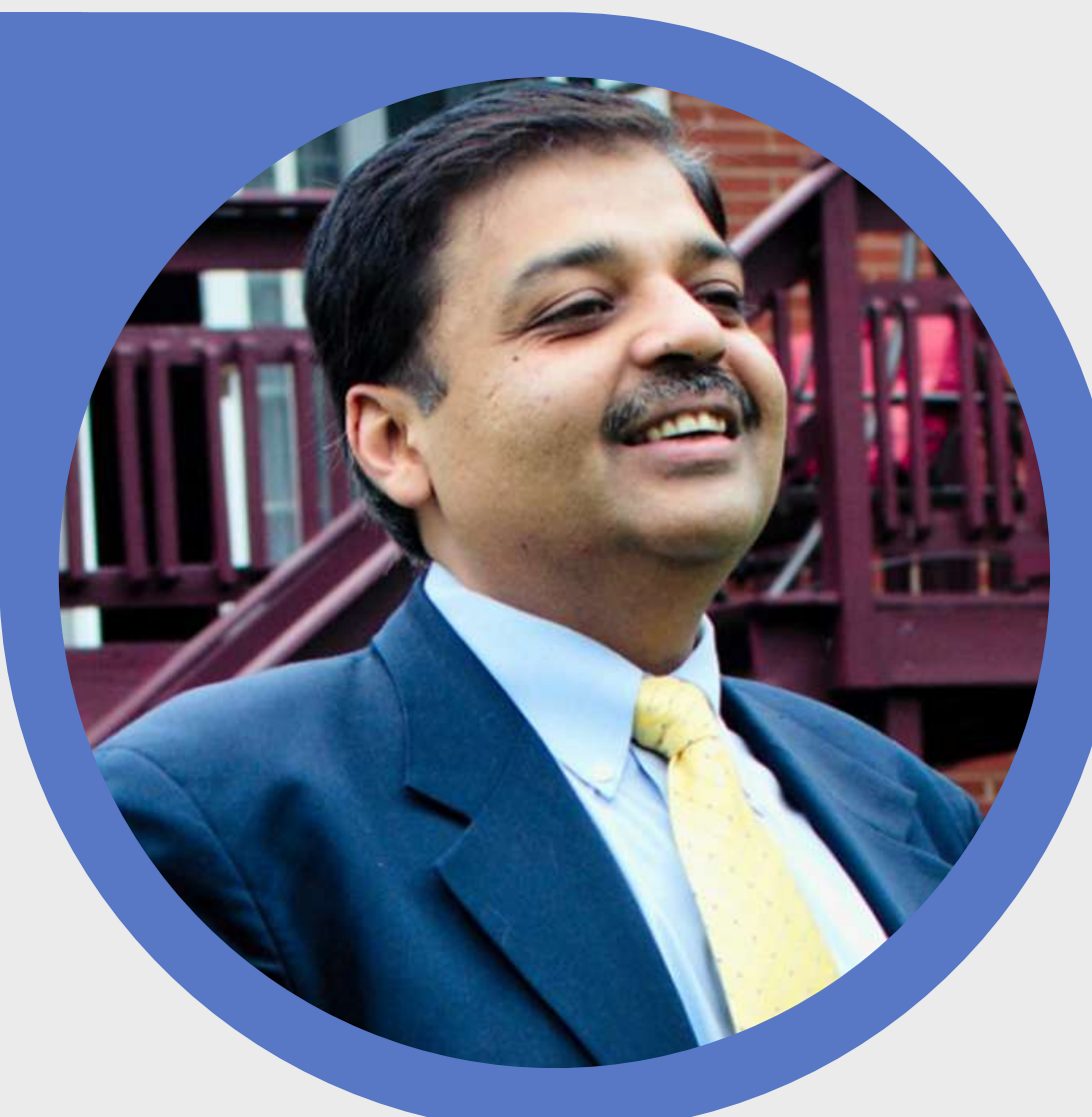
**CEO Air India Express**



**Mr. Pranay Mittal**

**MBA Batch 1991-1993**

**Chief Operating Officer, Global Midmarket & SME  
Business at SAP Global Vice President, SAP SE  
(2015-2020)**



**Mr. Rahul Bhattacharya**

**MBA Batch 1992-1994**

**Sr. Vice President Operations at Analytix  
Solutions**



**Himanshu Shekhar,  
MBA Batch 2020-2022  
Finance HDFC**

**Vidisha Priya**

**MBA Batch 2020-2022**

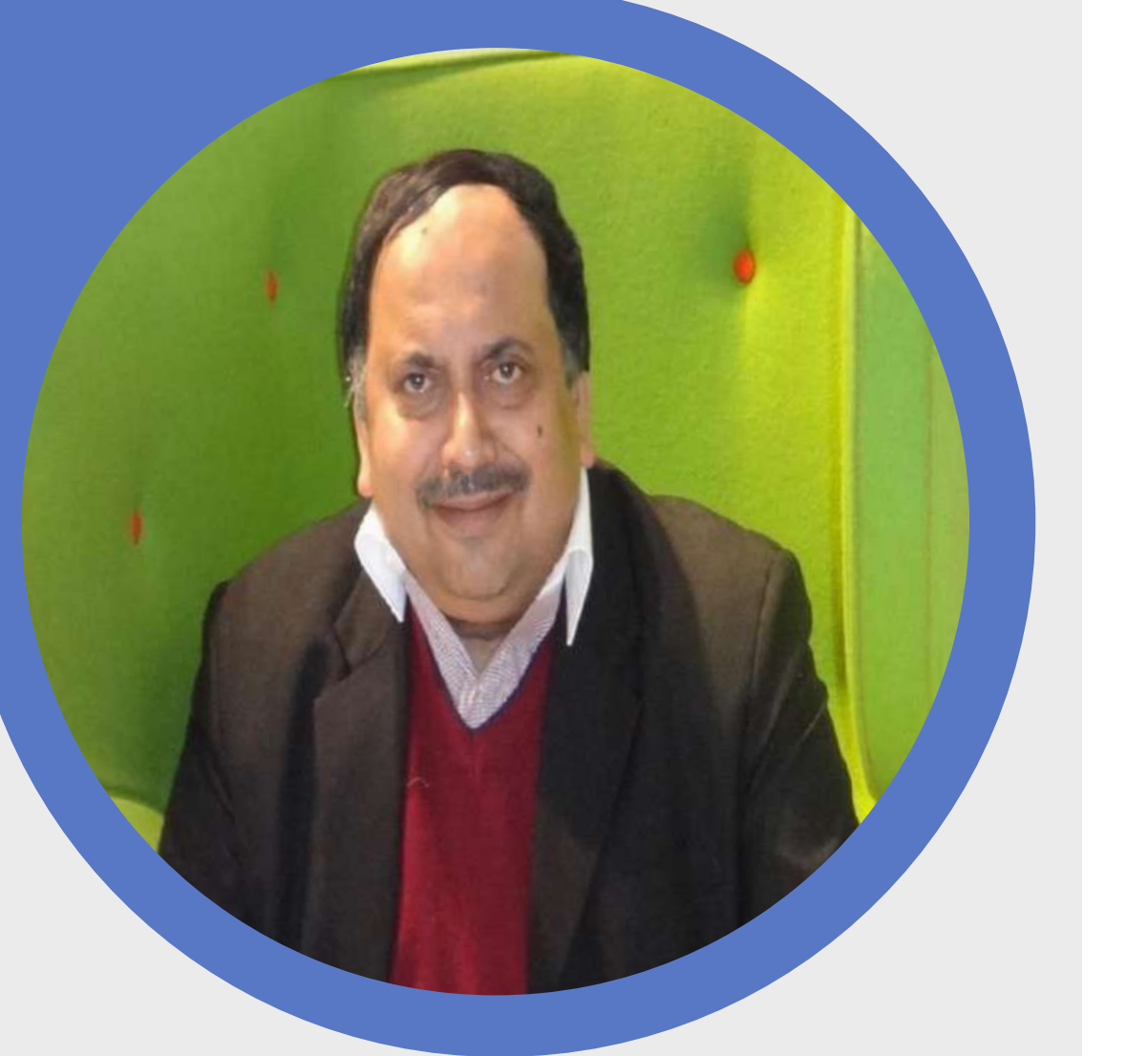
**Infosys-Business Consultant**







**Sanket Ghosh**  
**MBA Batch 2020-2022**  
**Barclays-Business Analyst**



**Subir Palit**  
**Chief Strategist,**  
**Member Management Committee**  
**Director. Member -IOD.**

**Ripudaman Magon**  
**MBA Batch 1989-1991**  
**Director at Natural Group,**  
**ConServe Infotech (P) Ltd.**



**Madhumita Pathak**  
**MBA Batch**  
**Financial services at Meta**  
**I Ex Glance I Ola I Freecharge**



**Nikita Jha**  
**MBA 2020-2022**  
**Xiaomi- Marketing Specialised**  
**Product Manager at Xiaomi**



# BIT MESRA CAMPUS

## CONTACT DETAILS

**TRAINING &  
PLACEMENT OFFICER**  
BIRLA INSTITUTE OF  
TECHNOLOGY MESRA,  
RANCHI – 835215

Phone – 0651-2275566  
E-mail – [placement@bitmesra.ac.in](mailto:placement@bitmesra.ac.in)

DEPARTMENT OF MANAGEMENT

Phone – **0651 2275233, 9431161402**

E-mail – [hod.mngt@bitmesra.ac.in](mailto:hod.mngt@bitmesra.ac.in)

