

# Birla Institute of Management, Mesra, Ranchi

**PLACEMENT  
BROCHURE  
22-23**



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# DEPARTMENT OF MANAGEMENT BIT MESRA

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## OVERVIEW:

The Department of Management at BIT Mesra was established in the year 1979 with an aim to serve the growing need for qualified professionals who could harness the resources of the country to achieve its developmental goals. The department has continuously strived to achieve this aim by maintaining the highest standards in the post graduate (MBA) and Doctoral Programs offered since its inception.

## VISION:

To be recognized as a frontrunner 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 industry as a leader and achieve excellence as Entrepreneurs and Researchers.

- To provide excellent research and development facilities for faculty and students to undertake path breaking theoretical and applied research.
- To 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.

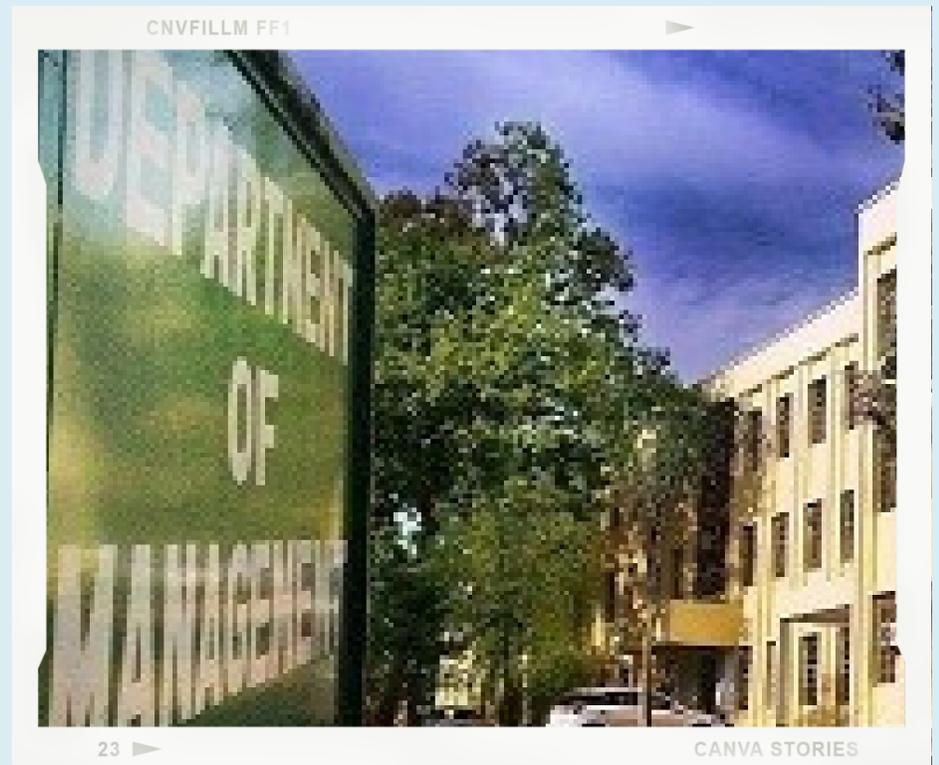
The department follows the philosophy of Outcome Based Education. Therefore, the teaching – Learning process is student centric. The pedagogy is practical, hands-on and real time. Case studies, Problem Solving Exercises, Role Plays, Management Games and Presentations are extensively used. The curriculum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

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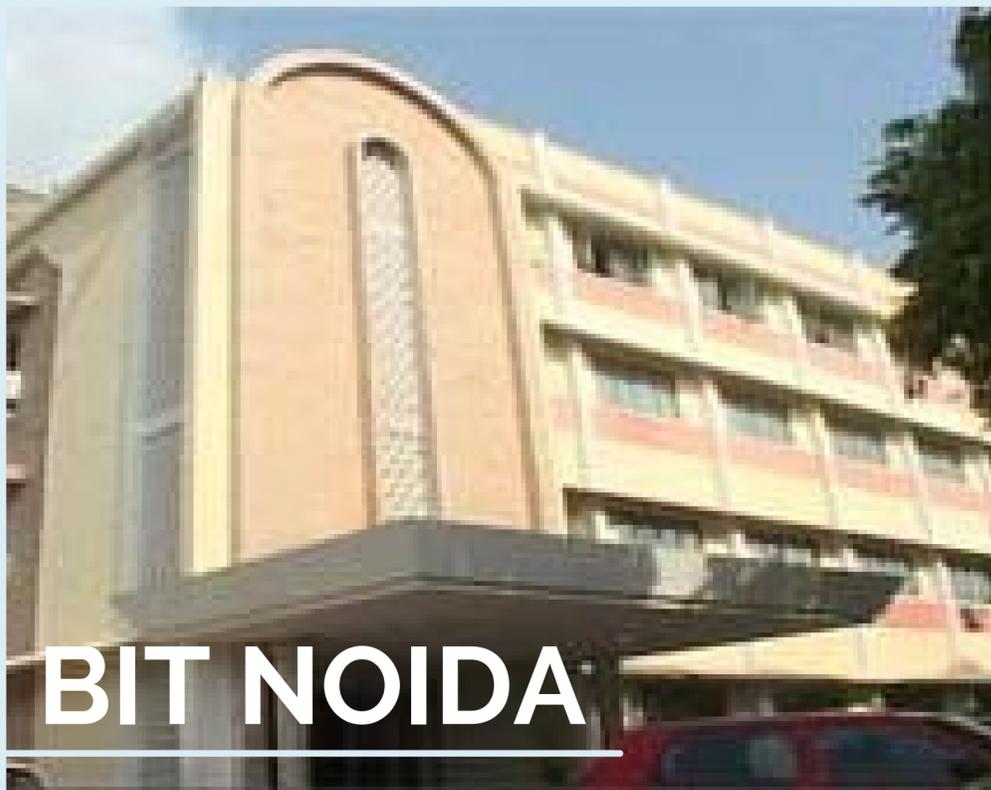
# ACADEMIC PROGRAMMES OFFERED

- **MBA/Ph.D. in Management**

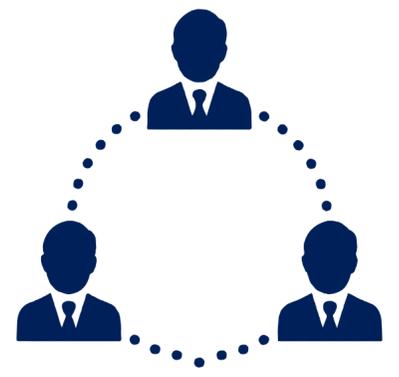
The 2-Year (4 Semester) Master of Business Administration (MBA) Program of the Institute was launched in the year 1980. The program is an elite professional course which prepares students with leadership, innovative and individual excellence required for high-flying careers in management and entrepreneurship. 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.



- **OFF CAMPUSES OFFERING THE PROGRAMMES**



# COURSES AND SPECIALIZATIONS



## 01 FOUNDATION COURSES

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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

## 02 SECTORAL SPECIALIZATIONS

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### • 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

## 03 SPECIALIZATION COURSES

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Marketing

Finance

Information Technology & Operations

Human Resource Management

Business Analytics



## COLLEGE RANKING

Birla Institute of Technology, Mesra was ranked 8th by Outlook- ICARE (Indian Centre for Academic Rankings and excellence) India in the top B-schools in East Zone and 30th among the top 150 private MBA Institutes.

It was ranked 58 in India by the National Institutional Ranking Framework (NIRF).

## SELECTION PROCESS

The institute follows a three-stage admission process:  
Shortlisting based on All India Management Aptitude Tests (XAT/ CAT/ CMAT/ MAT) ranking.  
Group Discussion of shortlisted applicants  
Personal Interview

# STUDENT BODIES

## Students Activity Forum (SAF)



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.

## The Academic Forum (TAF)



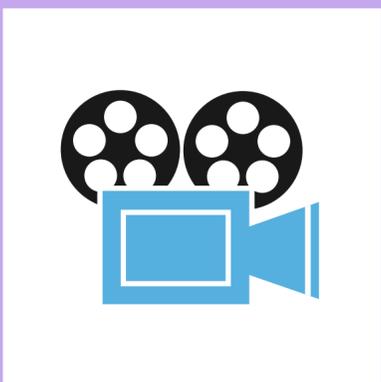
To strengthen classroom learning and complement the objectives of the courses, The Academic Forum in coordination with the faculty members, keeps organizing various events throughout the year. These events include guest lectures, panel discussions, industrial visits, sessions for technical skill improvement,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

## 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.

# EVENTS & ACTIVITIES

## INTERNICO 2021

INTERNICO is designed in an innovative, interactive program to facilitate a copious flow of knowledge and ideas. It provides a grandstand to the participants where they share the learning from corporate geniuses. The latest edition of INTERNICO invited students from all over B-Schools to share their internship learning.

Mr. Ripudaman Magon (Director of Natural Group and Conserve Infotech ) and Ms. Tuhina Roy (HR manager at Mahindra Finance) were the industry experts who spiced up the event with their question and answer round. The head of department, Dr. Shraddha Shivani graced the event with her presence.



## DAKSHAM 2022: BUILD THE CHANGE

DAKSHAM- Build the change 2022 by the Team sustainability of Birla Institute of technology, Mesra in collaboration with Made Differently by Divyangjan, a Social Entrepreneurship Firm that helps in marketing and selling of products made by people with special needs, the revenue generated goes into their welfare.

Dr. Rohit Pandey Sir, assistant professor, BIT Mesra was the judge for the event. Students from various institutes participated in the event.



# BTRIX 2022

Btrix is the annual management fest of BIT Mesra which is a 2-day program inviting students from across the country to exhibit their managerial skills and imply their thoughts to a constructive business idea. Btrix 2022 aims to incorporate everything varying from innovation to planning and strategy.

Day 1 started with the Symposium on Unleashing Entrepreneurial Energy In The Times of Adversity which aims to provide a platform for the young and enthusiastic entrepreneurs, industry experts, and academicians to discuss their works with the future workforce. Symposium was followed up by panel discussion 1 and 2 on the topics sustainable entrepreneurial energy and startup India, standup India.

Towards the end of the day, we had paper presentation where in accordance with the theme, the synopses of papers were presented by the participants. Based on the synopsis, the finalists were selected, presented their work in front of the jury. Btrix day 2 was completely packed with corporate events including Bplan, branding rebranding, and prachaar.



The poster features the BIT Mesra logo and the BTRIX logo at the top. Below them are icons representing sustainability (recycling symbol), a calendar, a globe, a key, a clock, and a document. The central text reads 'Topic: Sustainable Entrepreneurial Energy' and 'PANELISTS'. Below this, there are six circular portraits of the panelists, each with their name and a brief description of their role or expertise.

**DEPARTMENT OF MANAGEMENT**  
BIRLA INSTITUTE OF TECHNOLOGY, MESRA

**Topic: Sustainable Entrepreneurial Energy**  
**PANELISTS**

- Purna Prasad**  
Founder & CEO of Ecoplore
- Saloni Sacheti**  
Founder of Baansuli  
Forbes 30 under 30 Asia 2021
- Neerja Palisetty**  
Founder of Sutrakaar Creations
- Dr. Sudipto Bhattacharya**  
National Expert on Entrepreneurship @APO, Tokyo
- Shailesh Awate**  
Founder of OOO Farms
- Dr. Satyajit Mahato**  
Assistant Professor  
Department of Management  
BIT MESRA  
(Moderator)

# WEBINAR ON DIGITAL MARKETING BY MRIDULA SHEKHAR

The Department of Management, BIT Mesra, was delighted to host Mrs. Mridula Shekhar who conducted a webinar on the concept of "Digital Marketing." She is one of the most eminent alumni (1999-2000) of the Department of Management BIT Mesra, Ranchi. Having 18 years of rich & insightful experience spread across the Insurance & Steel businesses of TATA group and currently working as a head of marketing at JCB India shared the core digital marketing values and the crux required to gain a competitive advantage over our competitors by using digital marketing tools.

# ATAL FDP

The Department of Management, BIT MESRA organized a five-day (29.11.2021 – 3.12.2021), online faculty development program on " Design Thinking for Excellence in outcome-based Education & Digital Learning". The Faculty Development Programme aimed to empower faculty for achieving goals of Higher Education. Faculty Development Programme has been designed to fulfill the need to train the young generation in the skill sector and have faculty & technicians to be trained in their respective disciplines.

The session ended with a vote of appreciation by Dr. Shradha Shivani, Professor, and Head, Management, BIT Mesra.

**DEPARTMENT OF MANAGEMENT**  
**BIRLA INSTITUTE OF TECHNOLOGY,**  
**MESRA**

**ATAL**

“ ATAL FDP on Design Thinking for Excellence in Outcome Based Education & Digital Learning ”

📅 | 29th Nov - 3rd Dec, 2021

**RESOURCE PERSONS :**

 <b>Dr. Ramakrishnan R.</b> Assistant Vice President , Intellect Design Arena, School of Design Thinking, Chennai	 <b>Dr. Prassana Kumar David</b> Faculty, Art of Living and Director, Government Executive Program, Jharkhand	 <b>Dr. Sudipto Bhattacharya</b> Certified entrepreneurship Educator & Professor, VIT Business School.	 <b>Mr. Sathianathan A.L.</b> Senior Manager, Intellect Design Arena Ltd, School of Design Thinking, Chennai
 <b>Mr. Ramnath Prabhu</b> Assistant Manager, Intellect Design Arena Ltd, School of Design Thinking, Chennai	 <b>Mr. Rohit Swarup</b> Founder Director Explorra Education Pvt. Ltd.	 <b>Dr. Manik Ghosh</b> Associate Professor Department of Pharmaceutical Science & Technology, BIT Mesra.	 <b>Dr. Juthika Banerjee David</b> Faculty, Art of Living

**Dr. Shradha Shivani**  
(Coordinator)  
Professor and Head  
Department of Management, BIT Mesra.  
✉ [hod.mgt@bitmesra.ac.in](mailto:hod.mgt@bitmesra.ac.in)

**Dr. Praveen Srivastava**  
(Co-coordinator)  
Assistant professor  
Department of HMCT, BIT MESRA  
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Visit us at : [www.bitmesra.ac.in](http://www.bitmesra.ac.in)

# MANAGEMENT DEVELOPMENT PROGRAMME

The Department of Management, BIT Mesra, organized a three-day Management Development Program that started on December 07th, 2021. The program mainly focused on providing petroleum dealers knowledge and skills required to cope with the business innovations that are taking place and help the management face, adapt, and thrive to these challenges.

The first session of the day was addressed by Mr. Roshan Rana, Senior Manager- Sales, BPCL Ranchi, who has rich experience of 16 years in the supply chain, marketing, and sales of fuel and on-fuel propositions. The second session was conducted by Mr. Sanjay Singh, alumnus (Batch 1987) and Founder of Strategic Concepts (I) Pvt. Ltd. The third session was addressed by Dr. Hari Haran, Management Consultant, Trainer, and Former GM (HRD) of SAIL Management Training Institute.



## PROJECT SANSHRAY

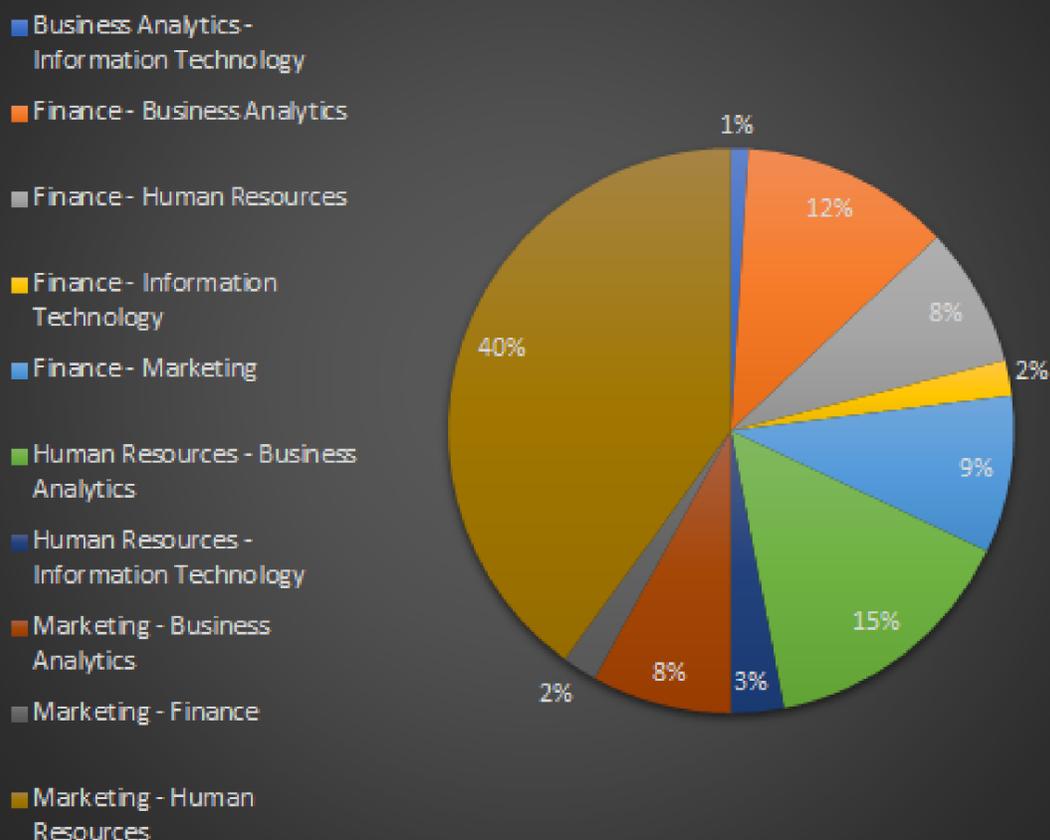
On January 16th, 2022, the Department of Management, BIT Mesra, virtually met with NHRDN Ranchi to discuss Project Sanshray, a project dealing with the young generation by providing them with the best possible employment advice available so that they can make better-educated career decisions.

The Department of Management's Team Sustainability has been working on the project with Pratigya and NHRDN, Ranchi, since The primary purpose of counselling was to make the students aware of their ability, potentiality, and personal prerequisites. They communicated with the team regularly and provided effective and optimal solutions to their problems. The team spent a significant amount of time exploring potential work opportunities for the children.



# BATCH PROFILE

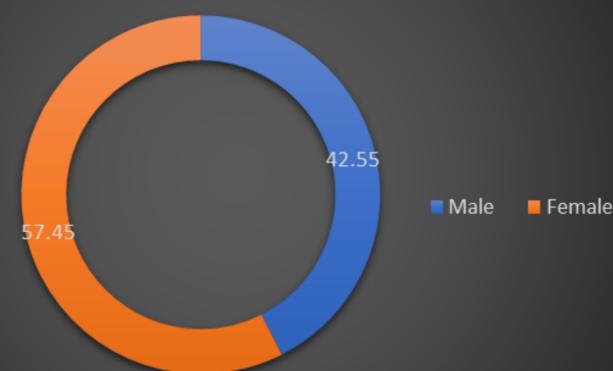
## Specialization Distribution



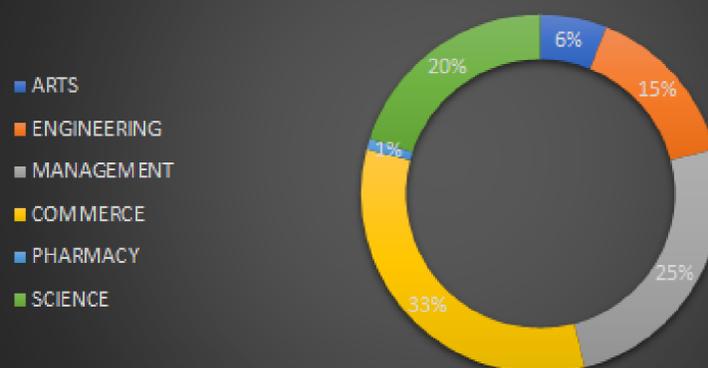
## Internship by function



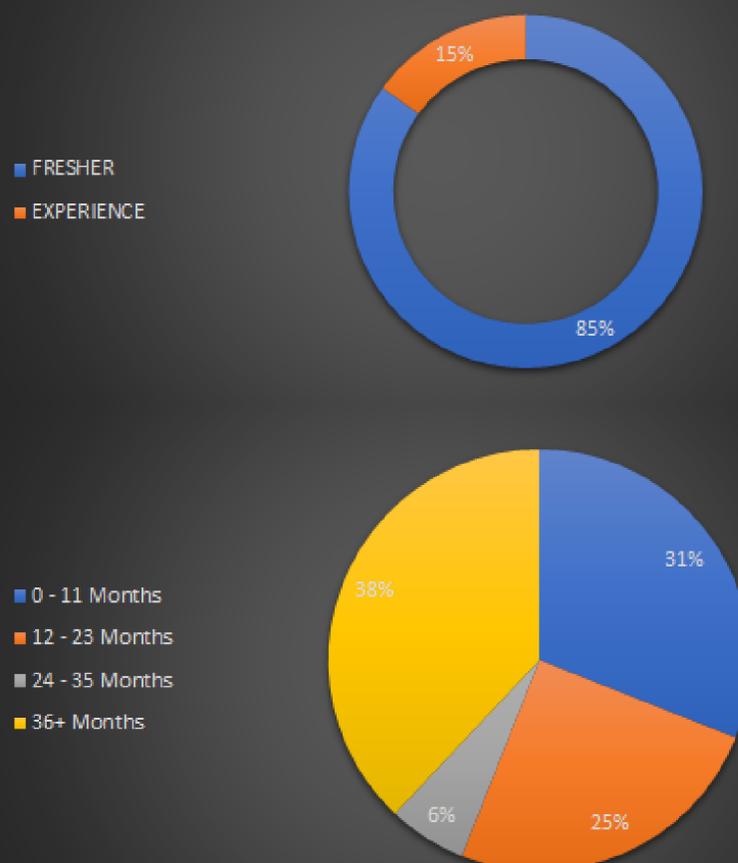
## Gender Ratio



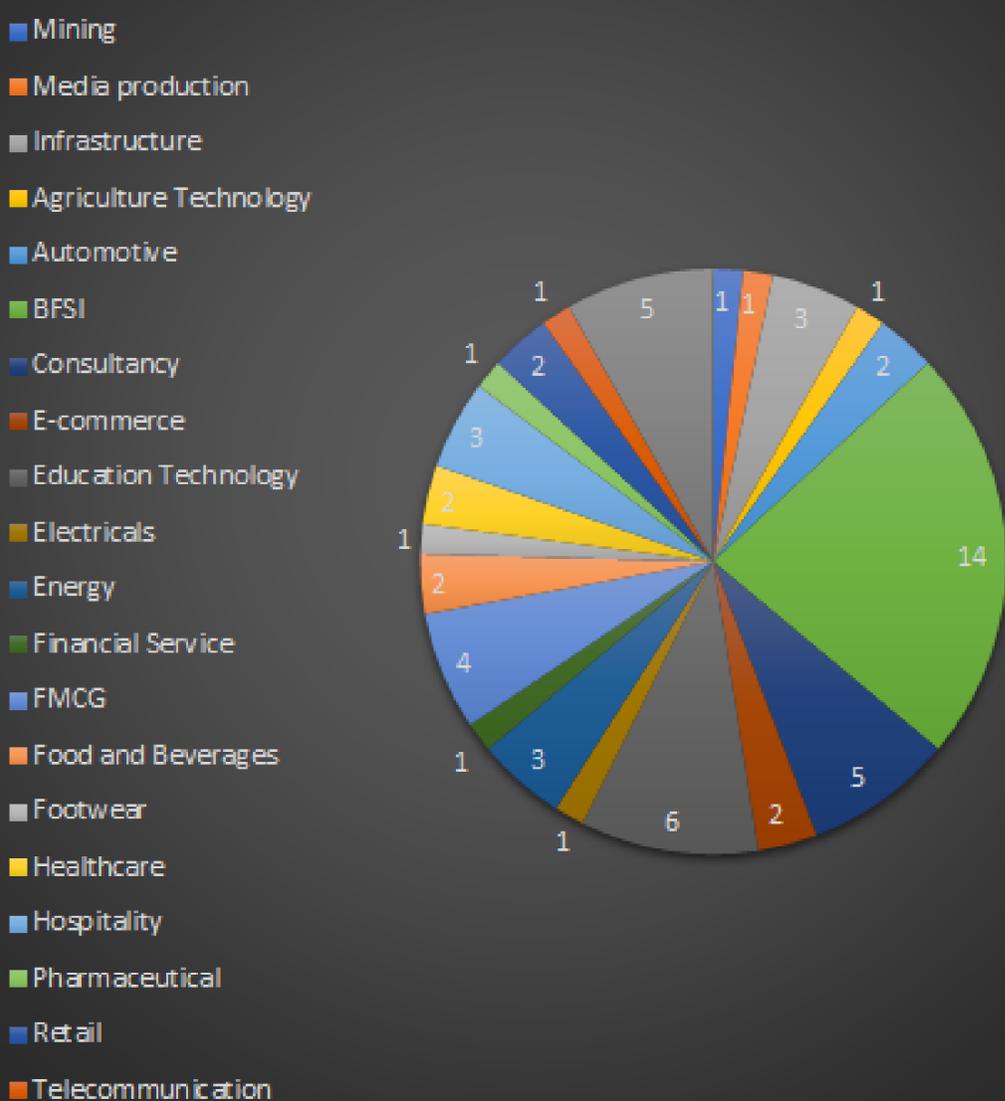
## Academic Background



## Work Experience



## Sector Wise Distribution of Recruiters





BIRLA INSTITUTE OF TECHNOLOGY, MESRA

# PLACEMENT OFFERS





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# PLACEMENT OFFERS





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# SUMMER INTERNSHIP PROGRAM





## CONTACT DETAILS

# BIT MESRA CAMPUS

**TRAINING & PLACEMENT OFFICER**

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