

2009

# School of Management Studies

Motilal Nehru National  
Institute of Technology,  
Allahabad  
(Deemed University)



**Placement Brochure**



## Placement Brochure (2009-2010)

### VISION

- ☞ To be a provider of globally competitive, high quality technical human resource
- ☞ To promote and significantly contribute towards development of technologies and innovation appropriate to sustainable economic growth and enrichment of quality of life

### MISSION

- ☞ To create managers who have the competence to operate efficiently at the domestic and global level through their knowledge, skill and creativity, to manage our nation and global enterprise competently and confidently with personal integrity and social responsibility

### ABOUT THE INSTITUTE



- ☞ Established in 1961 as Motilal Nehru Regional Engineering College (MNREC), a joint venture of Government of India and Government of Uttar Pradesh
- ☞ Transformed as NIT in 2002
- ☞ Awarded the status of Institute of National Importance by the Government of India in 2007
- ☞ Admits nearly 600 students to nine Undergraduate programmes and another 250 students to nineteen Postgraduate programmes, including MBA and MCA

### ABOUT SCHOOL OF MANAGEMENT STUDIES

- ☞ Established in 1996
- ☞ Provides education with a global perspective with extensive application of modern technology, training and pedagogy
- ☞ Runs MBA Programme with an intake of 80 students

### Pedagogy

- ☞ A blend of pedagogical tools used to nurture high quality management skills amongst students
- ☞ Special emphasis given to group discussions, student's presentations, quizzes, role plays, colloquiums, round tables, workshops, computer based projects, real life surveys and term papers
- ☞ Case analysis and case preparation individually as well as in groups



- ☞ Regular guest lectures, seminars and conferences with eminent speakers from industrial and academic backgrounds
- ☞ Minor Project as an essential part of the course content wherein students have to undertake research on a topic of current interest and put forth their own findings
- ☞ Behavioural Dynamics Lab
  - Dedicated to activities like conducting market surveys, organizing management games, role plays, quizzes and debates
  - Also telecasts shows of important events like the Annual Budget with the help of audio-visual aids
- ☞ Digital Management Laboratory

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### MBA PROGRAMME

☛ SMS offers a full time Post Graduate Degree programme, Master of Business Administration (MBA), duly approved by AICTE and MHRD, Govt. of India

☛ Students get the advantage of dual specialization in the following areas with equal weightage in each:

- Finance
- Human Resource Management
- International Business
- Marketing Management
- Operations Management
- Systems Management

### Admissions

☛ On the basis of CAT score and performance in GD/PI

☛ Entry requirement Bachelor's Degree in Engineering/Technology/Science/Commerce/Arts or an equivalent degree with Mathematics/Economics as one of the subjects in the qualifying examination

### Course Outline

#### First Semester

Fundamentals of Management & Communication  
Economic Analysis  
Business Environment & International Perspective  
Operations Research & Quantitative Techniques  
Accounting for Management Decisions  
Computer Applications for Business  
Open Elective I (Foreign Language)  
Minor Project I (Field survey)  
Managerial Skill Development

#### Second Semester

Financial Management  
Human Resource Management  
Operations Management  
Marketing Management  
Business Information System  
Research Methodology  
Organizational Behaviour  
Minor Project II (Industrial Survey)  
Comprehensive Viva Voce

#### Third Semester

Strategic Management  
Open Elective II  
Open Elective III  
Summer Internship Examination  
Minor Project III (Macro Analysis)  
Elective I  
Elective II  
Elective III  
Elective IV

#### Fourth Semester

Entrepreneurship and Project Management  
Major Research Project Thesis  
Open Elective IV  
Elective V  
Elective VI  
Elective VII  
Elective VIII

### Specialisation Streams

#### *Management of Finances*

Financial Engineering and Portfolio Management  
Multinational Finance and Forex Management  
Derivatives and Future Markets  
Management of Financial Services and Operations

#### *Management of Human Resource*

Strategic HRM  
Training and Development for International Business  
Industrial Relations  
HR Planning and Contemporary Practices

#### *Management of International Business*

International Logistics and Trade Practices  
Global Systems of Trade and Finance  
Technology Policy and International Competitiveness  
International Business Strategy and Country Risk Management

#### *Management of Marketing*

Brand Management  
Advertising and Sales Management  
Consumer Behaviour  
Strategic International Marketing

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### *Management of Systems*

Business System Analysis and Design  
DBMS  
Electronic Commerce Technology and Applications  
Telecommunications for Business Management

### **Open Basket**

Leadership and Group Process  
Knowledge Management  
Electronic Governance  
Public System Management  
Information Security Laws and Practices  
Intellectual Property Rights  
Cross-cultural Management  
Retail Management  
Marketing of Concepts and Services  
Rural Marketing: Micro  
Financing/Transfer of Income  
Business Ethics and Corporate Governance  
Quality Management  
Business Intelligence  
Organizational Development and Change  
Relationship Marketing and Supply Chain Management  
Mergers & Acquisitions  
Project Appraisal and Financing  
Tax Planning and Management  
Equity Research and International Capital Market

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### **Permanent Faculty**

<b>Name</b>	<b>Designation</b>
Dr. A. B. Samaddar	Professor and Head (Director )
Dr. Peeush Ranjan Agrawal	Professor
Dr. Geetika	Professor
Dr. Tanuj Nandan	Assistant Professor
Dr. G. P. Sahu	Assistant Professor
Dr. Tripti Singh	Lecturer
Dr. Piyali Ghosh	Lecturer
Dr. Vibhuti Tripathi	Lecturer

### **Visiting Faculty**

Dr. Shefali Nandan  
Mr. Subroto Biswas

### **RESEARCH & DEVELOPMENT**

- ☛ SMS offers Ph.D. Programmes on stipendiary as well as non stipendiary basis
- ☛ A number of scholars are presently enrolled in varied fields of management
- ☛ Eleven candidates have already earned their Doctoral Degree

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### **INDUSTRY-INSTITUTE INTERFACE**

- ☛ Industrial tours are organized in each semester of MBA across major industrial destinations, to see firsthand how world class organizations operate
- ☛ Interaction with industry experts and touring of factories and facilities help students to relate the theories they have learnt to practice
- ☛ Students of MBA Batch 2007-09 went on a tour to Gujarat and Rajasthan and visited Arvind Mills at Ahmedabad, Amul in Anand, and Export Promotion Industrial Park, RIICO, Jaipur

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### **PLACEMENTS**

It is the right blend of strong academic foundation and leadership skills, coupled with the ability to work in teams, urge to handle details, and capability of taking the rough-with-the-smooth, which has endeared the SMS alumni to the corporate world over the years. A clear testimony to this is the increasing number of corporate houses associating themselves with SMS placements every year. A focus on both theoretical concepts, along with their practical applications throughout the program enables these students to develop a real-life perspective of business. Placements of SMS students over the years, Summer Internship as well as Final Placement, indicate that offers have been coming in from a wide range of industries.

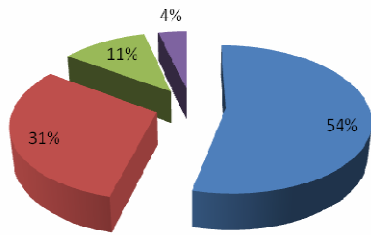
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## Placement Brochure (2009-2010)

### FACTS & FIGURES

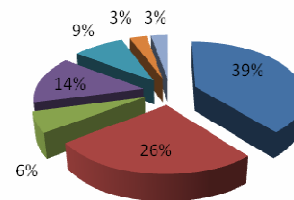
**Placement of Batch 2006-08**

■ BANKING ■ MANUFACTURING ■ SOFTWARE ■ ACADEMICS



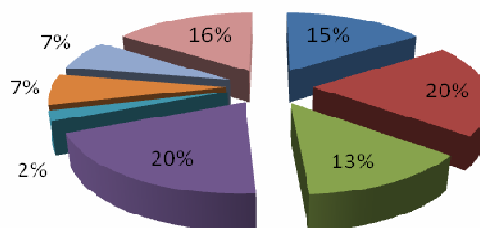
**Placement of Batch 2007-09**

■ BANKING ■ MANUFACTURING ■ SOFTWARE  
■ ACADEMICS ■ FINANCIAL SERVICES ■ INSURANCE  
■ TELECOM



**Internship of Batch 2008-10**

■ Banking ■ Insurance ■ Telecom ■ Manufacturing  
■ Financial ■ Infrastructure ■ Service ■ Power



### Our Prized Recruiters

Alstom India Ltd	HDFC Bank	Karvy Consultants Ltd
Areva T&D	HINDALCO	NEI Bearing
Avery Dennison	ICICI Bank	Reuters Trade & Risk Management
Axis Bank	ICICI Direct	TATA Teleservices
Bank of Baroda	ICICI Prudential	TATA Bluescope Steel
BHEL	GLA Institute of Technology	TATA Motors
Cipla ltd	Indiamart	Titagarh Wagons Ltd
Dabur Ltd	IMRB	Tractors India Ltd.
FINO	Ispat industries	Unicon Investments
HDFC Standard Life	Jaypee Associates Ltd.	Unitech
IDBI Bank	JK Cements Ltd.	Vodafone
IDBI Capital Market	Kajiva Constructions	Yash Papers
HCL Infosystems	Mesco Steel	...and many more!

## **ACADEMIC AMBIENCE**

### **Central Library**

- ☛ Spreads over an area of 2455.49 square metres in two floors
- ☛ Collection of nearly 1,02,950 books and periodicals on diverse subjects
- ☛ Subscribes to 68 Indian and 200 international technical periodicals

### **Computational Facilities**

- ☛ One of the four institutions in India to have its own super computer PARAM 10000
- ☛ 600 computers in low, medium and high-end performance range with the latest software
- ☛ Institute is connected by 100 mbps LAN

### **Hostels**

- ☛ Eight boys' hostels, two girls' hostels and one international hostel
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## **CONTACT DETAILS**

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