School of Management Studies
Motilal Nehru National Institute of Technology Allahabad
Information Brochure 2018

22 years of Nurturing Managerial Excellence
Vision & Mission

Department’s Vision

To create managers who have the competence to operate efficiently at the domestic and global levels through their knowledge, skills and creativity, with personal integrity and social responsibility.

Department’s Mission

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.
Director’s Message

It is my pleasure and privilege to place before you the Information Brochure for year 2018-19 for the Master’s in Business Administration program. I am honoured to present a group of young vibrant potential managers who would prove to be an important asset to your organization.

The School of Management Studies at MNNIT Allahabad strives to groom prospective managers with higher degree of specialized knowledge and inculcate in them industry oriented competitive mind-set. We not only train the students to become excellent managers and leaders but also help them to mould themselves into better human beings. Our teaching methodology based on extensive case studies, presentations, daily business and current affairs update sessions, group discussions, and regular industrial visits give our students the appropriate environment to build on their creative and management skills.

Prof. Rajeev Tripathi
Welcome to the School of Management Studies, MNNIT Allahabad. This Department started its journey in the year of 1996. Over the last 22 years, this department has grown its competence and expertise in the core management curriculum and research. The Department has state-of-the-art infrastructure and research facilities to support various academic programs and research. The department has a distinguished record in both teaching and research. Faculty members of the department have excellent academic credentials & are highly acknowledged in their respective areas of specialization. The faculty members serve on the editorial board of national and international journals, review technical articles for journals on a regular basis. Our faculty members have also served as Visiting Professor in reputed foreign universities. We have designed our syllabus to strike a balance between professional knowledge and personal skills. During the study at the Department, the students are encouraged to get hands on experience in the corporate world through internship projects with reputed organizations. In their curriculum, they are encouraged to take up mini projects to supplement theoretical knowledge with practical experience. The excellent placement record of 100% placement reinforces our belief in the effectiveness of our curriculum and its suitability to the dynamic corporate world. We are confident that these managers would value towards a democratic and a morally oriented knowledge society.

Prof. G. P. Sahu
About MNNIT

Motilal Nehru National Institute of Technology Allahabad is an Institute with total commitment to quality and excellence in academic pursuits. It was established as one of the seventeen Regional Engineering Colleges of India in the year 1961 as a joint enterprise of Government of India and Government of Uttar Pradesh, and was an associated college of University of Allahabad, which is the third oldest university in India.

For a short duration of two years (2000-2002), the Institute was affiliated to U.P. Technical University. With over 45 years of experience and achievements in the field of technical education, having traversed a long way, on June 26, 2002 MNREC was transformed into National Institute of Technology and Deemed University fully funded by Government of India. With the enactment of National Institutes of Technology Act-2007 (2007), the Institute has been granted the status of institution of national importance w.e.f. 15.08.2007.

The Institute had begun with offering Bachelor Degree Programmes in Civil, Electrical and Mechanical Engineering. It was the first in the country to start an undergraduate programme in Computer Science & Engineering in 1976-77. Subsequently, in the year 1982-83 undergraduate programmes in Electronics Engineering and Production & Industrial Engineering were started. The first Master’s Programme of the Institute was introduced by the Mechanical Engineering Department in the year 1966. In all other Engineering Departments, Master’s Programmes were introduced in the 1970-71. To add a new dimension to itself the Institute established School of Management studies in 1996, which offers a two year/four semesters post graduate degree programme in Management (MBA).

The Institute now offers nine B.Tech. and twenty-four M.Tech. Degree Programmes (including part-time), MCA, MBA, M.Sc. (Mathematics and Scientific Computing) programmes and also registers candidates for the Ph.D.
degree. The Institute has been recognized by the Government of India as one of the centres for the Quality Improvement Programme for M.Tech. and Ph.D. The Institute has a very progressive policy towards extending all possible facilities to its faculty members to acquire higher degrees and receive advanced training. As a result, majority of the faculty members possess Ph.D. degrees. The entire campus is networked with 1.35 GBPS lease line.

In the year 1972, the Institute initiated a self employment project and established an industrial estate with 68 sheds with the objective of encouraging entrepreneurs and creating additional employment avenues. The Institute was selected as a lead institution in the Design theme under Indo-UK REC Project (1994-99). Under this scheme a Design Centre was established. The Institute has been selected as a Lead Institution under World Bank funded Government of India Project on Technical Education Quality Improvement Programme (TEQIP) (2002-2007). Two state level institutions are networked with MNNIT under the project.
Introduction

SMS was established in the year 1996, with a vision to be a provider of globally competitive, technically and managerially skilled corporate leaders for a vibrant India, and to enrich the lives of MBA aspirants for a better foothold in the corporate world. The affordable fee structure, numerous scholarships, the facility of a book bank enabling students to get all text books throughout their curriculum free of cost, etc. are few distinctive features aimed for assisting the students at every level.

SMS offers a full time Post Graduate Degree Programme (MBA), providing the advantage of dual specialization with equal weightage to each. The present intake of students is 62, selected through a rigorous admission process. CAT score are used for short listing and rounds of group discussions and personal interviews are held to finally select the candidates.

Programme Objectives

- Guided by the philosophy that excellence is achieved through performance and perseverance.
- Aims to
  - Create globally competitive, high quality, competent managers to operate efficiently at global and domestic levels through their knowledge, skills and creativity with personal integrity and social responsibility.
Promote and significantly contribute towards development of technologies and innovation appropriate to sustainable economic growth and enrichment of quality of life.

Programme Highlights

- **Dynamic curriculum**: The curriculum at SMS is constantly updated in tandem with the changing business scenario and constant interactions with experts from the industry.
- **Group learning**: Dedicated sessions in the Behavioural Dynamics Laboratory, along with discussions and presentations provide free exchange of ideas among students.
- **Project work**: Project work forms an integral part of the two years of MBA at SMS. Projects are research-based with a focus on various social issues, market surveys, and in-depth industry analysis.
- **Computer sessions**: Students are exposed to a number of widely known software like database of the Centre for Monitoring Indian Economy (CMIE) and Statistical Package for Social Sciences (SPSS).
- **Electives**: The course structure at SMS comprises professional as well as open electives. The professional electives focus on the areas in which a student wants to specialize, whereas the basket of open electives expands their knowledge-base in other fields as well.

Main Theme of MBA Programme

- Education with a global perspective.
- Extensive application of modern technology in training and pedagogy.
- Emphasis on practical knowledge and experiential learning.
- Blend of case-based teaching, quizzes, group discussions, presentations, role plays, workshops and field surveys.
Course Outline

First Semester
In the first Semester, students are given an overview of the general management courses in order to build a basic platform of the curriculum. The Behavioural Dynamics Laboratory of SMS serves as a vital catalyst in honing their communication, leadership and decision making skills. In addition, the rural survey dealing with various social ethos related to business introduces the students to different aspects of social responsibility.

Second Semester
In this semester, students get acquainted with strong conceptual base in all traditional management disciplines, with an emphasis on analytical rigor. This assists them in identifying their areas of interest in terms of specialization. A market survey is conducted during the semester, which is based on business models, dealing with various factors affecting the market.

Third Semester
The focus is on specialization areas, analytical skills and strategic management. Besides the advantage of dual streams of professional electives, students are exposed to industry analysis as well as open elective streams.

Fourth Semester
Highlights of the semester include a course on Entrepreneurship and a major research project, besides the chosen stream of professional and open electives.
<table>
<thead>
<tr>
<th>Marketing</th>
<th>Human Resources</th>
<th>Finance</th>
<th>Operations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer Behaviour and</td>
<td>Industrial Relations and Labour</td>
<td>Financial Engineering and</td>
<td>Total Quality Management</td>
</tr>
<tr>
<td>Marketing Research</td>
<td>Legislations</td>
<td>Portfolio Management</td>
<td></td>
</tr>
<tr>
<td>Retail Management and</td>
<td>HR Planning and Development</td>
<td>Financial Service Operations</td>
<td>Project Management</td>
</tr>
<tr>
<td>Supply Chain Management</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rural Marketing</td>
<td>Strategic Human Resource</td>
<td>Financial Derivatives</td>
<td>Professional Decision</td>
</tr>
<tr>
<td></td>
<td>Management</td>
<td></td>
<td>Modeling and Quantitative</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Analysis Management</td>
</tr>
<tr>
<td>Brand Management and</td>
<td>International Human Resource</td>
<td>Multinational Finance and</td>
<td>Management of Technology and</td>
</tr>
<tr>
<td>Advertising</td>
<td>Management</td>
<td>FOREX Management</td>
<td>Innovations</td>
</tr>
<tr>
<td>International Marketing</td>
<td>Organisational Behaviour</td>
<td>Accounting for Management</td>
<td>Operations - Research</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Decisions</td>
<td>&amp; Quantitative Technique</td>
</tr>
</tbody>
</table>

### Semester I

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Subject</th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MS4101</td>
<td>Management Principles and Communication Skill</td>
<td>2</td>
<td>1</td>
<td></td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Development</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MS4102</td>
<td>Managerial Economics</td>
<td>3</td>
<td></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>MS4103</td>
<td>Business Environment and International Perspective</td>
<td>3</td>
<td></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>MS4104</td>
<td>Operations Research</td>
<td>3</td>
<td></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>MS4105</td>
<td>Accounting for Management Decisions</td>
<td>3</td>
<td></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>MS4106</td>
<td>Research Methodology and Statistical Packages</td>
<td>1</td>
<td>2</td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>MS4107</td>
<td>Computer Application for Business</td>
<td>1</td>
<td>2</td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>MS41601</td>
<td>Rural Survey (Research Based)</td>
<td>1</td>
<td>2</td>
<td></td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td>20</td>
</tr>
</tbody>
</table>
### Semester II

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Subject</th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MS42101</td>
<td>Financial Management</td>
<td>3</td>
<td></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>MS42102</td>
<td>Human Resource Management</td>
<td>3</td>
<td></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>MS42103</td>
<td>Operations Management</td>
<td>3</td>
<td></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>MS42104</td>
<td>Marketing Management</td>
<td>3</td>
<td></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>MS42105</td>
<td>Management Information Systems</td>
<td>2</td>
<td></td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>MS42106</td>
<td>Organizational Behaviour</td>
<td>3</td>
<td></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>MS42201</td>
<td>Management Information Systems and</td>
<td></td>
<td></td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Application Development (Practical)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MS42601</td>
<td>Market Survey (Research Based)</td>
<td>1</td>
<td>2</td>
<td></td>
<td>2</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
<td><strong>20</strong></td>
</tr>
</tbody>
</table>

### Semester III

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Subject</th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MS 43101</td>
<td>Strategic Management</td>
<td>3</td>
<td></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>MS 43301 – 99</td>
<td>Professional Electives I</td>
<td>3</td>
<td></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Professional Electives II</td>
<td>3</td>
<td></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Professional Electives III</td>
<td>3</td>
<td></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Professional Electives IV</td>
<td>3</td>
<td></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>MS 43501 – 99</td>
<td>Open Elective I</td>
<td>3</td>
<td></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>MS43601</td>
<td>Industry Survey (Research Based)</td>
<td>1</td>
<td>2</td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>MS43602</td>
<td>Summer Internship Project Evaluation (6-8</td>
<td></td>
<td></td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>weeks of Internship at Industry Location)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
<td><strong>24</strong></td>
</tr>
</tbody>
</table>

### Professional Electives

- MS43301: Consumer Behaviour and Advertising
- MS43302: Retail Management
- MS43311: Quality Management
- MS43312: Project Management
- MS43321: Financial Service Operations
- MS43322: Investment Analysis and Portfolio Management
- MS43331: Industrial Relations and Labour Legislations
- MS43332: Human Resource Planning and Development
- MS43341: Business System Analysis and Design
- MS43342: Database Management System
## Open Elective I

- MS43501 Rural Marketing
- MS43502 Leadership and Group Processes
- MS43503 Business Ethics and Corporate Governance
- MS43504 Intellectual Property Rights
- MS43505 Business Intelligence
- MS43506 Corporate Restructuring
- MS43507 Social Marketing
- MS43508 Behavioural Finance

## Semester IV

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Subject</th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MS441D1</td>
<td>Entrepreneurship and Innovation Management</td>
<td>3</td>
<td></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>MS 44301 – 99</td>
<td>Professional Electives V</td>
<td>3</td>
<td></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Professional Electives VI</td>
<td>3</td>
<td></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Professional Electives VII</td>
<td>3</td>
<td></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Professional Electives VIII</td>
<td>3</td>
<td></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>MS44501 – 99</td>
<td>Open Elective II</td>
<td>3</td>
<td></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>MS44601</td>
<td>Research Projects</td>
<td>2</td>
<td>8</td>
<td></td>
<td>6</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
<td><strong>24</strong></td>
</tr>
</tbody>
</table>

## Professional Electives

- MS44301 International Marketing
- MS44302 Product and Brand Management
- MS44311 Professional Decision Modeling and Quantitative Analysis
- MS44312 Logistics and Supply Chain Management
- MS44321 Financial Derivatives
- MS44322 Multinational Finance
- MS44331 Strategic Human Resource Management
- MS44332 International Human Resource Management
- MS44341 Data Analysis
- MS44342 E-Business
**Open Electives II (Theory & Research)**

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MS44501</td>
<td>Tax Planning and Management</td>
</tr>
<tr>
<td>MS44502</td>
<td>Project Appraisal and Financing</td>
</tr>
<tr>
<td>MS44503</td>
<td>Marketing of Services and Concepts</td>
</tr>
<tr>
<td>MS44504</td>
<td>Organizational Development and Change</td>
</tr>
<tr>
<td>MS44505</td>
<td>Electronic Governance</td>
</tr>
<tr>
<td>MS44506</td>
<td>Business to Business Marketing</td>
</tr>
<tr>
<td>MS44507</td>
<td>Sustainable Business Development</td>
</tr>
<tr>
<td>MS44508</td>
<td>Cross Culture Management</td>
</tr>
</tbody>
</table>

**B. Tech. and MCA Courses offered by the Department**

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
<th>Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>MSI301</td>
<td>IT Industry Management</td>
<td>B.Tech III Semester (CSED)</td>
</tr>
<tr>
<td>MSI781</td>
<td>Managing International Business</td>
<td>B.Tech VII Semester (All Branches)</td>
</tr>
<tr>
<td>MSI881</td>
<td>International Financial Management</td>
<td>B.Tech VIII Semester (All Branches)</td>
</tr>
<tr>
<td>CA3102</td>
<td>IT Industry Management</td>
<td>MCA I Semester</td>
</tr>
</tbody>
</table>
Infrastructure

Conference Halls
- Three institute Seminar Halls.
- Fully air-conditioned Multi Purpose hall with a seating capacity of 2000.
- Seminar Halls for each department.

Central Library
- Spread over an area of 2455.49 square metres in two floors.
- Collection of over 2,00,000 books and periodicals on diverse subjects.
- Subscribes to 68 Indian and 200 Industrial and technical periodicals.
- Member of INDEST Consortium.
- EBSCO, Emerald and other databases subscribed to on regular basis.

Computer Facilities
- One of the four institutions in India to have its own super computer PARAM 10000.
- 600 computers with latest software.
- 24x7 internet connectivity.

Hostels
- Eight Hostels for boys, including two PG hostels.
- Four hostels for girls.
- One International House.

Student Activity Centre (SAC)
- Provides avenues for the development and nurturing of creative and other talents in students.
- Prime bodies under SAC include Gymkhana and Students’ Club.
Banks
- State Bank of India and Vijaya Bank.

Canteen
- Caters to the refreshment needs of the faculty, students and staff.
- Each hostel has its own mess, common room and canteen.

Health Centre
- Two full time doctors and a large number of visiting specialists, and an outpatient dispensary catering to the needs of students, staff and their dependents.

Digital Management Laboratory
- 60 computers equipped with the latest software like Prowess, Business Beacon, SPSS 20, AMOS 16 and CMIE.

Behavioural Dynamics Lab
- Developed to enhance the overall personality of students.
- Dedicated to activities like conducting market surveys, organising management games, role plays, quizzes and debates.
- Tele shows of important economic and business events like Annual budget with the help of audio-visual aids.

Department Library
- A hub of an impressive collection of more than 1000 books as part of book bank, over 450 references, books, DVDs and CDs on management, journals, magazines etc.
Faculty Profile

Prof. Peeush Ranjan Agrawal has an experience of over 38 years in teaching and research. He is also the Dean, Faculty Welfare and a member of Board of Governors and Finance Committee at Motilal Nehru National Institute of Technology. He has served as Vice Chancellor, VBS Purvanchal University, Jaunpur, Uttar Pradesh. He has been a faculty member in the University of Allahabad and Professor, Head at School of Management Studies and Department of Humanities and Social Sciences, MNNIT and also at Faculty of Management Studies, Dr. H. S. Gour University, Sagar, Madhya Pradesh. Prof. Agrawal did his PhD in Finance from University of Allahabad, and has also completed three Post-Doctoral Research Projects of University Grants Commission, including career award. He has been a Visiting Associate to UTI Institute of Capital Market; Visiting Professor to Luigi Bocconi University, Milan, Italy; School of Management, Asian Institute of Technology, Thailand and visited USA, Canada, UK, France, Italy and Japan to participate in International Events. He has written and edited 6 books and authored number of research papers and guided 10 PhD theses. Prof. Agrawal has research interest in Equity Research, Portfolio Management and International Finance. His book “A Comprehensive Approach to Mutual Fund” has been acclaimed enormously and also released and commented upon by Dr. Manmohan Singh.
Prof. Geetika has thirty years of teaching experience at graduate and post graduate levels and twenty years of experience of guiding and examining doctoral and post-doctoral theses in India and abroad. Fifteen students have received their PhD degrees under her supervision, including one international student from Asian Institute of Technology, Thailand. Her areas of interest include Strategic Management, Entrepreneurship and Managerial Economics. Prof. Geetika has held many strategic positions at the Institute; presently she is the Dean Research and Consultancy, Chairperson IPR Standing Committee and Chairperson Women Advisory Cell at Motilal Nehru National Institute of Technology Allahabad. She is the founder Head of School of Management Studies and has successfully served for four terms as Head, School of Management Studies. She was nominated by Government of India as visiting faculty to Asian Institute of Technology Thailand; where she continued to be associated as an Adjunct Professor from 2012 to 2016. She has also been Dean Academic Affairs at Motilal Nehru National Institute of Technology Allahabad. Prof. Geetika has credit many research projects, including two international projects. She has published eight books and more than eighty papers in international and national journals and conference proceedings.
Prof. Tanuj Nandan is a Professor at School of Management Studies, Motilal Nehru National Institute of Technology Allahabad, Uttar Pradesh, India. His areas of interest include Financial Derivatives, Risk Management and Corporate Finance. He possesses twenty-two years of research and teaching experience. He participates regularly in several national and international conferences and seminars, and contributes research articles, papers to journals of repute and is also a reviewer to several journals. He conducts management development programs and training programs, and is invited to speak at various forums. He also renders consultancy services to corporate organizations, and is actively involved in engaging sessions at various training programs, talk shows and radio programs.

In addition to his academic responsibilities, Dr. Nandan presently looks after other administrative positions at the Institute level, notably as Faculty In-charge, Training and Placement and Member, Public and Media Relations Cell, MNNIT.

He has represented India under Rotary International’s Group Study Exchange Programme to Indiana, U.S.A., and delivered lectures on International Business at Purdue University’s Calumet Campus. He has undertaken several industrial visits in the US, UK and Western Europe.
Prof. G. P. Sahu is Professor and Head, School of Management Studies, Motilal Nehru National Institute of Technology Allahabad, India. He has more than 20 years of teaching and research experience. He has received “Raman Fellowship for Post-Doctoral Research” and completed his one-year Post-Doctoral Fellowship program from California State University Monterey Bay, California, USA. He was Visiting Professor at California State University Monterey Bay, US during year 2014-2015 for one year. Dr. Sahu holds PhD in Management from Indian Institute of Technology Delhi, India. His research interests are in the areas of MIS, E-governance, Green Information Systems, etc. Dr. Sahu has published around 90 research papers in international journals and conferences. He has coordinated a few international conferences. He has also edited eight books in the area of MIS and E-governance. Dr. Sahu has acted as a reviewer for international journals. He is also a Guest Editor with International Journal of Electronic Governance. Dr. Sahu has been on the jury for the CSI-Nihilent E-governance National Awards, India.

In addition being a supervisor, Prof. Sahu has supervised one M.phil., two M.Tech., and more than sixty-five MBA students. Eight students have received their PhD degrees under his supervision, and five are ongoing.
Dr. Tripti Singh is working as an Associate Professor at the School of Management Studies, Motilal Nehru National Institute of Technology Allahabad. Her interest areas are Strategic Human Resource Management and supply chain networks. She has credit around 45 research papers in international and national journals and 22 papers in various international conferences in India and abroad. She has guided eight PhD scholars and two are under progress. She is a recipient of Best Woman Researcher Award in 2011, conferred by IJSTD. She is a reviewer of TQM Journal, Emerald Publishing, Journal of Humanitarian Logistics and Supply Chain Management, Emerald Publishing Journal of the International Academy for Case Studies (JIACS).

Dr. Vibhuti Tripathi is Associate Professor at School of Management Studies, Motilal Nehru National Institute of Technology Allahabad. Prior to joining academics she has worked in retail industry in various capacities for 6 years. Dr. Tripathi has earned her MBA degree from DAVV, Indore and her PhD. from MNNIT Allahabad in the area of Organized Retail. Her interest area includes Retail Management, Consumer Behaviour, Brand Management, Social Marketing and Digital Marketing. With over 12 years of experience in teaching and research, she has around 40 research papers to her credit in both national and international journals and conference proceedings. Her list of publication includes Scopus and SSCI indexed list of journals. Four PhD degrees have been awarded under her supervision in the areas of Retail Management, Brand Architecture and Service Quality. One PhD thesis is submitted in the area of Social Marketing and three are underway. She has delivered many invited talks in management colleges along with in All India Radio on varied topics of marketing and management.
Dr. Piyali Ghosh (Retention on lien) working as Assistant Professor at School of Management Studies, Motilal Nehru National Institute of Technology Allahabad. Her interest area includes HR strategies; Entrepreneurship; HR in IT industry; and Economics.

Institute – Industry Interface

Along with invaluable academic inputs, SMS strives to give its students extensive practical learning, which leads to their holistic development. It ensures a perfect mix of business acumen and academic intellect. Corporate exposure includes a host of planned activities with and within the industry, including guest lectures by industry experts, seminars, workshops and a two month long summer internship at an organisation. These apart, industrial tours are organised across major industrial destinations, with the motive of giving the students a taste of real time working of organisations.

Distinguished Visitors

Focus on application is an inherent part of SMS culture. Round the year SMS plays host to distinguished academicians and corporate executives, who share their experiences with both the faculty and the students. Their knowledge and expertise broaden the perspective of the audience, thus enriching and supplementing theory-practice blend. The list of distinguished academicians who have visited SMS, MNNIT in 2017-18 is given below

- Dr. Amandep Dhir, University of Helsinki, Finland.
- Ms. Aparna K. Ranjan, University of Allahabad.
• Mr. Ashok Kumar, Former Deputy Director-General, Skill Development, Government of India.
• Prof. Babita Gupta, College of Business, California State University, Monterey Bay, USA.
• Brigadier A. K. Tripathi, Indian Army.
• Prof. Deepa Punetha, Department of Psychology, University of Allahabad.
• Mr. Dinesh Dixit, IGRD, Securities Exchange Board of India.
• Ms. Iti Atri, Placementors Ltd.
• Prof. K. K. Shukla, Director, NIT Jamshedpur.
• Mr. K. Rashi Kumar, Institute of Professional Studies, University of Allahabad.
• Dr. Nripendra P. Rana, School of Management at Swansea University, UK.
• Dr. Rameshwar Dubey, Montpellier Business School, France.
• Mr. Ravi Prakash, Director/Academics, High Powered Personality plus Program.
• Mr. Rohan Kundra, Managing Director, Triveni Electroplast Pvt. Ltd.
• Ms. Samreen, MD, Placementors Ltd.
• Mr. Shailesh K. Gupta, One Day Workshop on Personality Development and Interview Effectiveness.
• Mr. Shri Prakash Chandra Shukla, Deputy Director (Raj Bhasha), Income Tax Department.
• Prof. Yogesh K. Dwivedi, School of Management, Swansea University, UK.
Awards and Recognitions

• Ranked 28th in Top 100 B-schools in India by “Careers 360” in 2018.
• Ranked 32nd in Top 100 B-schools in India by “Careers 360” in 2017.
• Ranked 4th in top 100 B-Schools for Living Experience by Business Today in 2017.
• Ranked 3rd in the country in terms of return on investment for 2015 by Outlook “Drishti”.
• Awarded Outstanding Engineering Institute in the North in the National B-Schools Awards by “ABP News” in 2013.
• Ranked 42nd among top 75 B-Schools of the country and 8th among the top 15 B-Schools in terms of return on investment by Outlook-MDRA Survey 2012.
• Ranked 17th among 113 top B-Schools in the country by Careers 360 Survey in 2011.
• Ranked 30th among the top 50 B-Schools in the country and 6th among best B-Schools in North Zone by Careers 360 in 2010.
Research at SMS

Ph.D. Awarded

1. Dr. Amit Gautam on "Strategic Investment Decisions of MNCs and Indian IT Industries" under Prof. Geetika (2004).
2. Dr. Dharambir Singh on "The Development and Marketing of Application Softwares" under Prof. Geetika (2005).
5. Dr. Uroos F. Rizvi on "Management of Change in Indian Organizations" under Prof. Geetika (2007).
6. Dr. Shweta Anand on "Planning and Meeting Personal Financial Goals" under Prof. Peeush Ranjan Agrawal (2007).
7. Dr. Vibhuti Tripathi on "An Institutional Approach to Evaluation and Development of mega Retail Outlets in India" under Prof. Peeush Ranjan Agrawal (2007).
8. Dr. Sakshi Mishra, on "Role of Foreign Banks in Indian Market: A Technological Shift in offering Value Added Services" under Prof. Peeush Ranjan Agrawal (2008).
11. Dr. Alpa Markandey on "Foreign Direct Investment in India- A Critical Analysis in China’s Perspective" under Prof. Peeush Ranjan Agrawal (2010).

12. Dr. Prabhudatt Dwivedi on "Usage of Information and Communication Technology for the Growth of Export Oriented Small and Medium Enterprises: A Study of Select Indian SMEs" under Prof. G. P. Sahu (2011).


14. Dr. Vibhav Srivastava on "Relationship Marketing across Value Delivery Network" under Dr. Tripti Singh (2011).

15. Dr. Rajesh Tripathi on "Strategic Thinking for Technology Adoption and Competence Building: A Mapping of Indian Newspaper Industry Growth" under Prof. Geetika (2012).


22. Dr. Prabir Panda on "E-Government Procurement Implementation in India: Decision Matrix for Project Success" under Prof. G. P. Sahu (2014).
26. Dr. Ginni Chawla on "Role of Union Participation and Its Antecedents in Worker Behaviour Effectiveness: A Study of Selected Manufacturing Units in India" under Dr. Tripti Singh (2015).
27. Dr. Rupali Singh on "Identification of Factors Leading to Teacher's Retention and Development of Talent Quotient in Management Education" under Dr. Tripti Singh (2015).
31. Dr. Pooja Dwivedi on "Determinants of Brand Extension Success and Its Relation with Brand Architecture: A Study of Personal Care Brands in India" under Dr. Vibhuti Tripathi (2015).


34. Dr. Tanu Agrawal on "An Analysis of Cause and Effect Relationship between Foreign Institutional Investment and Select Variables in India during Pre and Post Sub Prime Crisis" under Prof. Peeush Ranjan Agrawal and Prof. Geetika (2016).

35. Dr. Alka Rai on "Job-related Antecedents of Employee Engagement and Job Satisfaction: A Study of Public Sector Banks in India" under Dr. Piyali Ghosh (2016).

36. Dr. Priyanka Kochhar on "Technology Application in Effective Merchandise Management d: A Study of Semi Organised Consumer Durable Retail Stores in India" under Dr. Vibhuti Tripathi (2016).

37. Dr. Ashish Kumar Srivastava on "Supplier Development in Heavy Electrical Industry in India (Case Study of A Public Sector and Private Sector Firm" under Prof. Geetika (2016).

38. Dr. Deepak Kumar Singh on "Towards a Model for Enhancing e-Procurement Usage: An Empirical Study of Indian Manufacturing Firms" under Prof. G. P. Sahu (2017).

39. Dr. Alok Agrawal on "Identifying Leaders’ Competencies for Organisational Performance with reference to Micro, Small and Medium Enterprises in India” under Dr. Tripti Singh (2017).


42. Dr. Mohit Kumar Ojha on “Priority Matrix for Amenities at Next-Generation Railway Stations: A Study of North Central Railway Zone of Indian Railways” under Prof. Geetika (2017).

**Thesis Submitted for Evaluation**

1. Mr. Kumar Saurabh on “A Study of factors Influencing Financial Satisfaction of Individuals” under Prof. Tanuj Nandan.

2. Mr. Suresh Kumar on “Role of Social Marketing Interventions by Government of India in Sanitation Adoption-A Study of Rural India” under Dr. Vibhuti Tripathi.

**Ongoing PhD**

1. Ms. Vibha Yadav on “Impact of Quality of work Life (QWL) on job, involvement and turnover Intention in Women Workforce” under Dr. Vibhuti Tripathi.

2. Mr. Ashutosh Pratap Singh on “Impact of Ownership Structure of financial performance of Firms” under Prof. Tanuj Nandan.


5. Ms. Subiya Rehman on “Compensation related factors, organizational justice and their effect on employee performance” under Dr. Tripti Singh.


8. Mr. Naveen Kumar Singh on “Developing a model for effective adoption of Mobile Payment Systems: A Study on Uttar Pradesh” under Prof. G. P. Sahu.

9. Ms. Ankita Khare on “Factors influencing Continuance intention of mobile apps: A Study in India” under Dr. Vibhuti Tripathi.

10. Mr. Rahul Bodhi on “A perspective of the multigenerational workforce on Social Media and its impact on Job Performance” under Dr. Tripti Singh.

11. Mr. Abhinav Anand on “Role of Technology interventions in Financial Inclusion of Urban Poor: A study of Uttar Pradesh” under Prof. Tanuj Nandan.

12. Ms. Shobha Mishra in the area of Human Resource under Dr. Vibhuti Tripathi.

13. Ms. Yogita Dwivedi on in the area of Finance under Prof. Peeush Ranjan Agrawal.


**International Exposure to Students**

1. Mr. Naveen Kumar Singh PhD research scholar visited National Taiwan University of Science and Technology, Taipei, Taiwan from 1st April to 31st May, 2018.

2. Mr. Rahul Bodhi PhD research scholar visited National Taiwan University of Science and Technology, Taipei, Taiwan from 1st April to 31st May, 2018.
Student Research Projects

Projects are undertaken by students (both at individual and group level) as a part of the curriculum, keeping in perspective the recent and emerging issues in business and management environment. These projects are research-based and help in developing the analytical skills of the students.

Major Projects
4. Acceptability of Information and Communication Technology (ICT) in Agriculture – Prof. G. P. Sahu.
5. Relationship between online trading website attributes and customer satisfaction – Dr. Tripti Singh.

Minor Projects
Field Survey: The Study of Supply Chain Management of Vegetables in Allahabad District.
Events, Seminars and Workshops in 2017-18

- Student Orientation Program on July 17th, 2017
- Teacher’s Day celebration on September 5th, 2017
- GIAN Course on “Managing Information Technology (IT) Outsourcing”
  during November 13th to 17th, 2017.
- STTP on “Publishing Research in High Quality International Journals”
  during November 24th to 28th, 2017.
- Rajbhasha Karyagosthi on December 29th, 2017.
- Alumni Meet on April 22nd, 2018.

Upcoming Events

- Short Term Training Program on “Publishing Research in High Value
  Journals” from July, 16th to 21st, 2018.
## A few SMS Alumni

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
<th>Designation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mr. Achyut Mishra</td>
<td>NEI (NBC Bearings)</td>
<td>Head, International Sales and Marketing</td>
</tr>
<tr>
<td>Mr. Alkesh Mishra</td>
<td>Icon Resources &amp; Technology Ltd</td>
<td>Senior Manager</td>
</tr>
<tr>
<td>Mr. Amit Kumar</td>
<td>DCM Shriram Ltd</td>
<td>Senior Executive HR</td>
</tr>
<tr>
<td>Mr. Amit Mishra</td>
<td>Reliance Industries Ltd</td>
<td>Senior Manager</td>
</tr>
<tr>
<td>Prof. G. P. Sahu</td>
<td>MNNIT Allahabad</td>
<td>Professor and Head of Department</td>
</tr>
<tr>
<td>Mrs. Gunjan Dixit</td>
<td>Moody's UK</td>
<td>VP</td>
</tr>
<tr>
<td>Mrs. Happy Guptan</td>
<td>GOI</td>
<td>Indian Police Services</td>
</tr>
<tr>
<td>Mr. Amit Kumar</td>
<td>DCM Shriram Ltd</td>
<td>Senior Executive HR</td>
</tr>
<tr>
<td>Mr. Alkesh Mishra</td>
<td>Icon Resources &amp; Technology Ltd</td>
<td>Senior Manager</td>
</tr>
<tr>
<td>Mr. Amit Kumar</td>
<td>DCM Shriram Ltd</td>
<td>Senior Executive HR</td>
</tr>
<tr>
<td>Prof. G. P. Sahu</td>
<td>MNNIT Allahabad</td>
<td>Professor and Head of Department</td>
</tr>
<tr>
<td>Mrs. Gunjan Dixit</td>
<td>Moody’s UK</td>
<td>VP</td>
</tr>
<tr>
<td>Mrs. Happy Guptan</td>
<td>GOI</td>
<td>Indian Police Services</td>
</tr>
<tr>
<td>Mr. HR Prakash</td>
<td>GOI</td>
<td>Indian Administrative Services</td>
</tr>
<tr>
<td>Mr. Kumar Ashutosh</td>
<td>HCL Technologies Limited</td>
<td>Project Manager</td>
</tr>
<tr>
<td>Dr. Manish K. Srivastava</td>
<td>Michigan Tech University, USA</td>
<td>Associate Professor</td>
</tr>
<tr>
<td>Mr. Mragendra Tomar</td>
<td>Max Life Insurance Company Ltd</td>
<td>Assistant VP</td>
</tr>
<tr>
<td>Mrs. Niti Mishra</td>
<td>Neilson India</td>
<td>Senior Manager</td>
</tr>
<tr>
<td>Mr. Piyush Sahai</td>
<td>HDFC Bank</td>
<td>Assistant VP</td>
</tr>
<tr>
<td>Mr. Pritam Dutta</td>
<td>Hindustan Unilever Limited</td>
<td>Global IT Business Partner</td>
</tr>
<tr>
<td>Mr. Rajesh Kumar Bhagat</td>
<td>The New India Assurance Co. Ltd.</td>
<td>Dy. Manager</td>
</tr>
<tr>
<td>Dr. Rameshwar Dubey</td>
<td>Montpellier Business School, France</td>
<td>Associate Professor</td>
</tr>
<tr>
<td>Mr. Randhir Kumar</td>
<td>Axis Bank</td>
<td>Zonal Head</td>
</tr>
<tr>
<td>Mrs. Sanchita Kapoor</td>
<td>Genpact</td>
<td>HR Consultant</td>
</tr>
<tr>
<td>Mr. Shailendra Voleti</td>
<td>GAIL (India) Ltd.</td>
<td>CEA to CMD</td>
</tr>
<tr>
<td>Mr. Vipin Singh Chowdhury</td>
<td>Idea Cellular Ltd</td>
<td>Senior GM</td>
</tr>
<tr>
<td>Mr. Vishal Parashar</td>
<td>Ernst &amp; Young</td>
<td>Associate VP</td>
</tr>
</tbody>
</table>
Placement Data

It is the right blend of academic clarity, leadership skills coupled with ability to work in teams, willingness 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 associating themselves with SMS placements every year. The rigorous selection process ensures only those having the potential to develop into capable business managers get into the program. 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. As a result, their expectations are realistic and they start contributing to their organizations from day one. **100% Placements** of SMS for last year indicates that offers have been coming in from a wide range of industries.

Placement Details of SMS 2016-18 Batch:

<table>
<thead>
<tr>
<th>Eligible</th>
<th>Placed</th>
<th>Offers</th>
</tr>
</thead>
<tbody>
<tr>
<td>38</td>
<td>38</td>
<td>42</td>
</tr>
</tbody>
</table>
Companies Associated for Placement

AXIS BANK
AazKart
Berger
CEASE FIRE
G
HDFC Asset Management Company Limited
HDFC Mutual Fund
HDFC BANK
KENT Health Care PRODUCTS
Ujjivan
inbound mantra
infoedge
pnb Housing Finance Limited
XL Dynamics
jaro education®
MyOperator
icon resources & technologies
Simplifying business through innovative IT empowerment
Transform Solutions. Simplified
Build a Better Life
Pre - MBA Qualification Breakup

Educational Background
- Engineering - 55%
- Commerce - 21%
- Science - 13%
- Law & Arts - 11%

Experience
- Experienced: 21%
- Fresher: 79%

Specialization Breakup
- Operations: 44%
- Marketing: 26%
- HR: 16%
- Finance: 14%
Student Activities

AVISHKAR (Technical Event)

CULRAV (Cultural Event)

JOSH (Annual Sports Meet)
Campus Reachability

Allahabad city, on National Highways 2 and 27, is connected to all parts of the country by good roads and easily available transport. The important neighboring cities to Allahabad are:
- Kanpur - 193 kms
- Lucknow - 198 kms
- Varanasi - 124 kms

By Road:

By Train:
Being the headquarters of the North Central Railway Zone, the city is well connected by trains with all major cities, namely, Kolkata, Delhi, Mumbai, Chennai, Hyderabad, Indore, Lucknow, Bengaluru.

By Air:
Allahabad is served by the Allahabad Airport (Bamrauli Air Force Base) and is inked to Delhi and Mumbai by JetLite and Air India. Other larger airports in the vicinity are at Varanasi (Varanasi Airport) and Lucknow (Amausi International Airport).
Glimpses
School of Management Studies
Motilal Nehru National Institute of Technology Allahabad
Allahabad - 211004, INDIA
Telephone No.: 0532 - 2271551, 2271550, 9415016060
Fax No.: 0532-2545341
Email: hsms@mnnit.ac.in
Website: www.mnnit.ac.in