



MASTER OF BUSINESS ADMINISTRATION (MBA) PROSPECTUS 2022-2024

DEPARTMENT OF BUSINESS ADMINISTRATION
JAWAHARLAL NEHRU SCHOOL OF MANAGEMENT STUDIES
Assam University, Silchar

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FROM THE DESK OF VICE-CHANCELLOR

The MBA Prospectus initiates the process of admission to MBA-Programme 2022-24 in Assam University. The Prospectus highlights the Programme features and the eligibility and other requirements of MBA Admission in 2022.

The Jawaharlal Nehru School of Management Studies, Assam University meanwhile has emerged as an outstanding B school in eastern and north eastern part of India.

The School offers quality management education duly supported by enabling learning ambience, state-of-the-art architecture, competent core faculty and excellent corporate partnership. While preparing within the framework of the MBA programme, "the managers for tomorrow", this school endeavors throughout to promote in students a deep bond with their Indian roots and inculcate in them a global vision as well as the competency of a global scale.

I am sure that the tireless efforts of the Faculty, the Consultants and the staffs in Jawaharlal Nehru School of Management Studies and in the Department of Business Administration would match the aspiration of the students and of their guardians.

I welcome all the eligible aspirants to the Assam University MBA Programme 2022-24.

Prof. Rajive Mohan Pant
Vice Chancellor



FROM THE DEAN'S DESK

We are immensely pleased to present before you, the Admission prospectus 2021 for Jawaharlal Nehru School of Management Studies (JNSMS).

Over the years the JNSMS, Assam University has made significant strides in establishing itself as one of the premier institutions of management education in East and North East India. We are happy to inform that in this pandemic situation also the MBA pass out students of 2020-21, were recruited by many good organizations and our valued recruiters, across the country and they are now well placed. They are recruited in different management positions, and posted in different parts of the country.

Our School has added another feather in it's cap. From the session 2020-21, another department was launched in the School. The Department of Hospitality and Tourism Management is started to meet the requirement of the skilled people in the sector.

As India is positioning itself as 'self-reliant India', every organization would naturally be in search of skilled personnel, who will be assets for the organization and will put forward their invaluable services to the organization to achieve its goal.

We look forward to receiving good aspirants to the Assam University MBA Programme 2022-24. We would be happy to provide our warm hospitality to our corporate stakeholders in the Department.

Prof. A. L. Ghosh
Dean,
J.N. School of Management Studies,
Assam University, Silchar



FROM THE HOD'S DESK

I on behalf of the Department of Business Administration, Jawaharlal Nehru School of Management Studies (JNSMS), Assam University have the pleasure of presenting the Admission Prospectus 2022.

DBA-JNSMS has been imparting Management Education since 1997 to the MBA aspirants not only of North -Eastern part of India but also of other parts of India.

Management education can be considered as the process of transforming individuals into potential managers, by making them realise the essential requirements (or capabilities) of a manager and helping them in the development of those capacities which will enable them to control their environment and fulfil their responsibilities of rendering selfless service to the organisation in particular and society in general, thereby, shaping the destiny of the entire nation and of the nations which make up the whole world.

DBA-JNSMS offers an environment for moulding individuals into capable managers who can render selfless service to the organization and society. The curriculum inputs in DBA-JNSMS have been designed given the emerging business dynamics. While administering the modules, our focus throughout has been on developing in students the analytical skills, the soft skills, ethical approach along with positive attitudes that together can prepare them to become leaders of organizations.

We extend our welcome to all the eligible and committed MBA aspirants to the Assam University MBA Programme 2022-24.

Prof. H. Ramananda Singh
Head of the Department,
Business Administration,
J.N. School of Management Studies,
Assam University, Silchar



About the University

Assam University, Silchar was established in 1994 as a Central University by an Act of Parliament enforced through Notification of the Government of India.

The University over the years has made impressive strides in establishing itself as a premier institution of learning in North East India where emphasis persistently has been on the blending of quality education, socially relevant endeavors and scientific pursuits with mission-orientation and tireless striving for excellence.

The sprawling University Campus is spread over an area of about 600 acres where 41 Departments under sixteen Schools of Studies of the University function. The institution provides state-of-the-art facilities to students who come from different parts of the country and abroad.

The Campus is 23 km off Silchar city. Silchar being the gateway to the southern part of North-east India is the hub of commercial activities and is known for its history as the Tea Capital of South Assam.

Away from the humdrum of the busy city-life of Silchar and set amidst its sylvan surroundings, the University community engages itself in academic pursuits.

With the mystique Bhuban and Barail ranges of hills as backdrop, Assam University Campus is surrounded by lush green hillocks, natural lakes and picturesque tea gardens of South Assam. The serene setting together with exquisite natural beauty in and around the Campus adds uniqueness to the University's ambience capturing viewers' imagination and providing an ideal atmosphere for study and research.

The Department of Business Administration

Established in 1997, the Jawaharlal Nehru School of Management Studies, Assam University (JNSMS-AU) has consolidated its position over the years as one of the premier BSchools in this country. During the three years 2013-15, JNSMS-AU has been accredited consecutively by national rating agencies as the Outstanding B-School in Eastern and Northeast India.

The central focus in JNSMS-AU has been on developing in students a strong bond with their Indian roots while persistently inspiring and enabling these learners to acquire global vision and competency of a global scale. The processes, systems and modules in the School are so designed that the students' can acquire mastery over the diverse functional areas of Management and are empowered simultaneously with improved analytical & soft skills, intellectual prowess and creative imagination.

The enabling academic ambience & state-of-the art teaching-learning infrastructure, the continually-updated learning modules and teaching pedagogy and above all the careful nurturing by a competent and dedicated core Faculty go hand in hand in JNSMS in ensuring that the MBAs coming out from this B-School are culturally sensible and fine-tuned and are mission focused and value driven. They are trained to negotiate with challenging situations. Thanks to the tireless efforts by the JNSMS Faculty; the students here develop in themselves an insatiable urge for striving continually for excellence and the capability for translating their individual excellence into organizational & team-excellence.

JNSMS offers at present (i) Full-time Master of Business Administration (MBA) programme and (ii) Full Time Research Programme in Management leading to the Degree of Doctor of Philosophy (Ph.D.). All the three academic programmes are administered by the School's Department of Business Administration (DBA-JNSMS). The programmes are handled by a competent Core DBA Faculty whose efforts are supplemented by a team of Jr. Consultants and Visiting Faculty.

The DBA-Faculty has developed over the year's competency in select areas of Business Administration. These range from conventional functional areas like Finance, Marketing Management, HRM and Operations Management to such emerging areas as IT Management.



The specific objectives of MBA programme is to enable the graduates to—

- understand and be able to analyze the socioeconomic, political, technological and ecological environment of businesses and their interfaces with the society;
- acquire state-of-the-art knowledge and skills in the basic disciplines and functional areas of management;
- develop positive, dynamic and innovative attitudes so as to be able to manage change and contribute meaningfully to organizational growth in a fast-changing borderless world, and also
- develop values and sensitivity towards societal problems and the urge to promote human wellbeing.

The course-structure for the programme has been designed keeping in view the immediate on-the-job requirements as well as the long-term career-needs of the young professionals. Proper balance is maintained between the general foundation component of the course and its specialized components. DBA offers to its students the opportunity to specialize in two select areas of their interest under the scheme of dual specialization.

2-Year Full Time MBA Programme

The Master of Business Administration (MBA) is a two year full-time programme. The programme aims at equipping the students with a comprehensive set of skills and in-depth understanding of the theory and practice of real-life-management within the framework of a multi-disciplinary and multi-cultural setting.

The four specialization / optional areas open to MBA Students are-



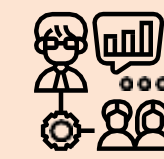
Marketing



Finance



Human Resource
Management



Operations
Management

PROGRAMME STRUCTURE

First Year:

Paper Code	Name of the Paper	Credit	Remarks
Semester-I			
CP-101	Management Process and Principles	4	40% weight to Case Studies
CP-102	Managerial Economics	4	
CP-103	Accounting & Financial Analysis	4	
CP-104	Organizational Behaviour	4	40% weight to Case Studies
CP-105	Environment Management & CorporateSocial Responsibility	3	40% weight to Case Studies
CP-106	Statistical Methods for Decision Making	4	
CP-107	Business Communication & Soft Skills	4	50% Practical
CP-108	Indian Cultural Heritage & Business History	3	
Semester-I Total		30	

Semester-II			
CP-201	Management Information System	4	
CP-202 (A)	Management Accounting & Control	4	
CP-203	To be offered by other Deptt under CBCS	6	
CP-204	Information Technology Management	6	
CP-205	Human Resource Management	4	40% weight on Case Studies
CP-206	Operations Management	4	40% weight on Case Studies
CP-207	Research methods in Management	3	
CP- 208	Financial Management	4	
CP- 209	Marketing Management	4	40% weight on Case Studies
Semester-II Total		39	

Second Year:

Paper Code	Name of the Paper	Credit	Remarks
Semester-III			
CP-301	Analysis of Business Environment - Indian & Global	3	40% weight to Case Studies
CP-302	Legal Environment of Business	3	do
CP-303 (A)	Entrepreneurship & Small Business Management	3	
	or		do
CP-303 (B)	International Tourism	3	
CP-304	Summer Internship & Report	4	Internship based
Elective: A-I	Two Core Elective Papers of any one group of the student's choice (1st Group)	4	**
Elective: A-II		4	**
Elective: B-I	Two Core Elective Papers of any one group of the student's choice (2nd Group)	4	**
Elective: B-II		4	**
Semester-III Total		29	
Semester-IV			
CP-401	Strategic Management	4	40% weight to Case Studies
CP-402	Dissertation & Viva-voce	4	Project-study based
Elective: A-III	Third Core Elective Papers of the 1st group	4	**
Elective: B-III	Third Core Elective Papers of the 2nd group	4	**
Elective: A-IV	Two paper from among the set of Open Electives of the 1st group	3	**
Elective: A-V		3	**
Semester-IV Total		22	
GRAND TOTAL		120	

** 33% of total weight in elective papers will have to be assigned to practical contents/ case studies.

Elective papers in the 3rd and the 4th semesters

During 3rd semester, in addition to the compulsory papers, a student shall have to choose four elective courses (pertaining to two functional areas of management by taking two Elective Core Courses pertaining to each functional area) from the list of elective courses announced at the beginning of the Semester.

Likewise, during the 4th semester, in addition to the compulsory papers, a student shall have to choose four elective courses (taking one Elective Core Course and two Elective Optional Courses pertaining to one of the two chosen functional areas and one Elective Core Course only from the other chosen functional area) from the list of elective courses announced at the beginning of the Semester.

4. Dissertation:

Within six weeks of commencement of the 3rd Semester classes, the Department will notify the names of the Faculty assigning thereby the supervision-responsibility for students’ project-study. Every student within 30 days of the said notification will finalise in consultation with his/her supervisor his/her topic for the Project Work and shall submit a brief research proposal in writing. The department immediately thereafter will arrange a Seminar where every student will have to specify his/her objectives of enquiry and the methodology of investigation. Necessary improvements in proposals will have to be made as per opinions of the Experts/Faculty present during the presentation.

Project Work/Field study pertaining to the approved project-proposal will have to be completed during the six weeks immediately following the completion of the 3rd Semester Examination. These six weeks will be reserved exclusively for students’ Project Work/Field study when no teaching session for other papers will be provided in the Departmental Routine. On completion of the Field Study, every student will have to submit to the department a Field-Study Completion certificate from his/her respective Supervisor, based on which the name of the student will be enlisted for presentation. Non-submission of the Field-study Completion certificate in due time will be treated as a breach of discipline and will disqualify a student for submission of his/her dissertation.

The schedule for submission of dissertation and presentation will be notified by the Department. The process will have to be completed preferably within 10 weeks from the date of completion of the 3rd semester Examination, i.e., well before the commencement of the process of Mid-term review in the 4th semester.

The Project Study and Dissertation will carry a total of 4 credits. 70% of the total weight of it will be assigned to satisfactory completion of the Study as evidenced from the Dissertation and 30% of it on due completion of all formalities and on presentation.

Evaluation of the submitted Dissertation and the viva-voce (forming a part of the evaluation process) will be conducted by an Expert Committee consisting normally of One Professor of the School, One Associate Professor, Two External Experts and the Dean/HOD as Chairperson.

5. Evaluation Scheme:

The distribution of marks in each of the Compulsory and Elective Papers between Sessional Evaluation and End-Semester Examination will be as follows:

Element of Evaluation	Marks
I. Sessional Assessment:	
Mid-Semester Evaluation	
(a) Mid-semester Test (one)	10
(b) Assignment-paper & Viva-Voce (one time in mid-semester)	10
Overall Assessment	
(to be done by the concerned teacher as per framework to be notified by the School based on Classroom Attendance [5 marks] and & Participation in case studies/ discussion,seminars, group activities/events and MLQ [5 marks])	10
Sessional Assessment: Total	30
II. End-Semester Examination	70
Grand Total	100

** 33% of total weight in Elective Papers will be assigned to practical contents/case studies

The regulations with regard to (i) students’ compulsorily pursuing two CBCS Courses in IInd Semester, (ii) students’ participation in Summer Internship, (iii) Project Work & Dissertation;



Admission Eligibility

Candidates seeking admission to the MBA Programme, 2022 must be either –
A Bachelor's Degree in any discipline (Science, Engineering, Technology, Commerce, Arts, Mass Communication, Computer Science, Pharmacy, Medical Science or any other relevant field) with at least 60 % marks or equivalent CGPA. In the case of the candidates belonging to Scheduled Caste (SC), Scheduled Tribe (ST) and OBC-NCL categories, the required marks are at least 55 % or equivalent CGPA in aggregate either in Honours or Pass course awarded by any of the Universities incorporated by an act of the central or state legislature of India or other educational institutions established by an act of Parliament or declared to be deemed as a University under Section 3 of the UGC Act, 1956. The candidates must also have cleared *CAT/ XAT / CMAT / CUCET with the required cut off score.*

NB:(In case of foreign University the Foreign University / Institution -foreign degree must have UGC approval)

Students in their final year of a degree programme who can submit the proof of passing the qualifying examination with the required percentage of marks by October 31, 2022, may also apply subject to the conditions that, such candidates if selected will have to submit to the Department their Degree Final Mark-sheet positively on or before the date or as would be notified by the University for this purpose and that in the event of the failure of the candidate either to qualify himself/herself in the said Degree Examination by securing the notified minimum percentage or to submit the Degree Final Mark-sheet within the notified date, his/her admission to the MBA programme shall automatically stand cancelled and in such case, no claim for refund of the Fees deposited by the student shall be entertained.

Based on their performance in the *CAT/ XAT / CMAT / CUCET, short-listed candidates will be called for Group Discussion and Personal Interview, which they have to appear at the centres to be announced by the university or at Assam University, Silchar at their own cost.

The short listed candidates for Group Discussion(GD) and Personal Interview(PI) shall have to successfully clear the GD and PI conducted by the Department by securing a minimum score of 50 % in both the segments.

It is to be noted that the candidates who are not covered by the above [i.e., for candidates who are not coming through *CAT/ XAT / CMAT / CUCET] will have to first qualify themselves in the Written Skill Assessment Test (WSAT) to be conducted by the Department of Business Administration, Assam University then to appear at GD and PI.

Final selection from amongst the eligible candidates will be based on Composite Scores of candidates as decided by their (i) Past academic records [30 % weight]; (ii) *CAT/ XAT/ CMAT / CUCET Percentiles/WSAT [20% weight]; [iii] GD Scores [20% weight]; and (iv) PI Scores [30 % weight].

Reservation of seats and relaxation in marks will be as per GoI Rules.

Cut off score*60 percentile (or 60 % of Maximum marks) in CAT / XAT/ CMAT/ CUCET. The scores of the Test should be valid for one year from the date of declaration of the results.

Cut off score of WSAT is 60 percentile (or 60% of Maximum marks)



MBA Admission Programme Calendar 2022

Activity Details	Dates
Last Date of Online Form Submission	15 th March 2022
Display List of Eligible Candidates for Written Skill Assessment Test(WSAT)	18 th March 2022
Date of Written Skill Assessment Test(WSAT)	21 st March 2022
Date of Group Discussion and Personal Interview	22 nd and 23 rd March 2022
Notification of List of Selected Candidates for MBA	25 th March 2022
Date of Admission	25 th March 2022 - 31 st March 2022

Fees Payable by MBA Students

Sl. No	Particulars Amount	(Rs.)
1	Admission Fee (one time)	1,500.00
2	Tuition Fee (monthly)	2400.00
3	Identity Card (one time)	75.00
4	University Registration Fee (one time)	300.00
5	University Development Fund (annual)	1,500.00
6	Library Fee (annual)	500.00
7	Sports Fee (annual)	100.00
8	Basic Primary Health Services (annual)	200.00
9	Medical Insurance (annual)	320.00
10	Students Co Curricular Fund (annual)	200.00
11	Students Aid Fund (annual)	150.00
12	Magazine Fee (annual)	100.00
13	Computer Laboratory Fee (refundable)	500.00
14	Library Caution Money (refundable)	500.00
15	Course Fee (per semester)	30,000
16	Knowledge Center & Internet Usage Fee (annual)	1000
17	Internship & Placement Information and Brochure Fees (annual)	2000
18	Management Fest Fee (Annual)	1000
19	Industry Interface & Corporate Relation (Annual)	4000
20	MBA Alumni Fee (one time)	300
21	Examination Fee (per semester)	-
22	Transportation Fee (annual) (maximum)	2000
23	Marksheet Fee (per marksheet)	-
24	Centre Fee (per semester)	-

- Subject to notifications issued by the University / Department from time to time, fees payable for 2021-2022 are to be paid at the time of admission and fees payable for 2021-22 at the time of enrollment in 2nd year classes.
- Fees shall be payable in cash to bank or by online payment.
- A student who after taking admission is found disqualified or desires to withdraw his / her name from the roll of University cannot claim any return of fees except the amount paid by him / her as caution deposit.
- Once the classes for the 1st semester are commenced, claim for fees refunding will not be entertained.

Total Approximate fees during
1st Semester:

Rs 78645

Total Approximate fees during 3rd
Semester:

Rs 75470



Placement

The Placement Cell in the Department of Business Administration (DBA) extends counseling services to all placement aspirants. The Cell's activities include organization of workshops and lectures by corporate professionals and placement consultants and preparation of students' resume/ bio-data / curriculum vitae and placement brochure. The Cell is also developing a detailed Employers' Database that would help the students to trace out employment opportunities in India and abroad.

Campus Recruiters

Berger paints, Thyrocare Laboratories Ltd., Taj Group of Hotels, Unisys Technologies, Reliance Telecommunications Ltd., Bank of Baroda, HDFC Bank, Bharti AXA, MMFSL, Berger Paints, Peerless Investment, HB Entertainment, PRADAN, Bank of India, ABCI, AXIS Bank, ICICI Bank, Vodafone, Indian Tea Association, Dalmia Cements, Bandhan Bank, Airtel, Cholamandalam Finance, Merico, Karvy Stock, Max Cement, Marico, Nestle.

The Pre Placement Offer (PPO) from the Country's best managed organizations and alumni are found to be in:

Power Grid Corporation	Kotak Mahindra Life Insurance Co. Ltd.	Bharti Tele Soft
Unisys Technologies Ltd.	ONGC	Stock Holding Corporation of India Ltd.
TCS	MMFSL	Reliance Telecommunications Ltd.
HSBC Global Outsourcing	IOCL	Berger Paints
J.K. Cements Ltd.	Hindalco	ICICI Prudential Life Insurance Co. Ltd.
SBI	ICICI Bank	Bank of Baroda
Havells	Bharti AXA	Axis Bank
HDFC Bank	Tata Motors Finance	IDBI Bank
NEDFi	CAPART	Thyrocare laboratories Ltd.
Reserve Bank of India	HPC	Amul
Vodafone	Taj Group of Hotels	ICICI Bank
Reliance Communications Ltd	NEEPCO	CRTD Technologies
ICICI Securities	ITC	

Faculty Profiles



Prof. Apurbananda Mazumdar
M. Com, Ph. D
Areas of interest: Strategic
Management, Heritage &
Business History.



Prof Amrit Lal Ghosh
Dean,
J.N School of Management Studies
M. Com, PGDBIO, ICWA, LL.B., Ph.D.
Areas of interest: Finance and
Accounting.



Prof. H.Ramananda Singh
HOD,
Department of Business Administration
M.Sc (Mathematics), MBA, PGDCA, PhD
Area of Interest: Marketing, General
Management and Research Methodology



Dr. Amit Kumar Das
MBA, Ph.D.
Areas of interest: Finance and
Accounting, Environment &
Disaster Management,
Corporate Social Responsibility



Dr. Deepjyoti Choudhury
MBA, Ph.D.
Areas of interest: Marketing
and Information System



Ms. Lurai Rongmei
MBA, LL.B
Areas of interest: Finance and
Accounting.



Prof. Arup Barman
M. Com (G. U.), PGDipTD,
Ph. D., Post Doc.
Areas of interest: Human
Resource Management and
Organizational Behavior



Dr. Debomalya Ghose
BE, MBA, EWT, Ph.D
Areas of interest: Operations
Management and Information
System



Dr. Nilanjana Chakraborty
MBA, Ph.D.
Areas of interest: Marketing.



Mr. Saurav Dey
B. Tech, MBA
Areas of interest: Operations
Management and
Information System



Dr. Kalyan Das
M.Com, Ph.D.,
Areas of interest: Finance
and Accounting



Dr. Joyeeta Deb
M.Com, Ph.D.
Areas of interest: Accounting
& Finance



Dr. Habibur Rehman Laskar
MBA, Ph.D
Areas of Interest: Finance
and Accounting



Dr. Juthika Konwar
MBA, Ph.D
Areas of interest: Human Resource
Management, Communication & Soft Skills.



DEPARTMENT OF BUSINESS ADMINISTRATION

Jawaharlal Nehru School of Management Studies

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