



MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF BUSINESS ADMINISTRATION
JAWAHARLAL NEHRU SCHOOL OF
MANAGEMENT STUDIES
ASSAM UNIVERSITY SILCHAR



PROSPECTUS

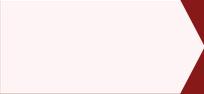
MBA, DBA, JNSMS 2026-2028

ASSAM UNIVERSITY SILCHAR

CONTENT

 **FROM THE DESK OF VICE-CHANCELLOR**

 **FROM THE DEAN'S DESK**

 **FROM THE HOD'S DESK**

 **ABOUT THE UNIVERSITY**

 **THE DEPARTMENT OF BUSINESS
ADMINISTRATION**

 **2-YEAR FULL TIME MBA PROGRAMME**

 **ADMISSION ELIGIBILITY**

 **MBA ADMISSION PROGRAMME CALENDAR
2026**

 **ADMISSION ELIGIBILITY**

 **FEES PAYABLE BY MBA STUDENTS**

 **PLACEMENT**

 **CAMPUS RECRUITERS**

 **FACULTY PROFILES**

FROM THE VICE CHANCELLOR'S DESK



The MBA Prospectus initiates the process of admission to MBA-Programme 2024-26 in Assam University. The Prospectus highlights the Programme features and the eligibility and other requirements of MBA Admission in 2026.

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.

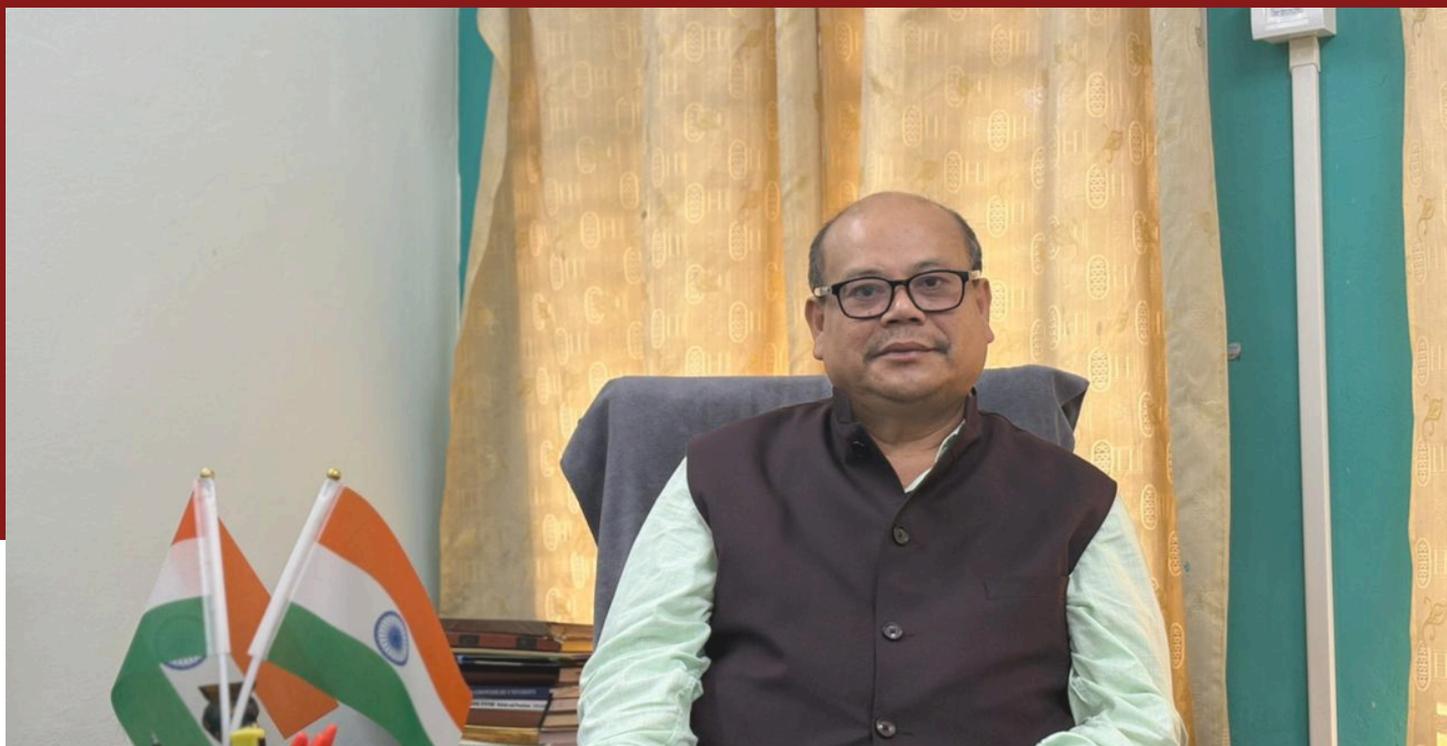
The School offers quality management education duly supported by enabling learning ambience, state-of-the-art architecture, competent core faculty and excellent corporate partnership. While preparing within the framework of the MBA programme, “the managers for tomorrow”, this school endeavors throughout 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 2026-28.

Prof. Rajive Mohan Pant
Vice-Chancellor
Assam University, Silchar

FROM THE DEAN'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 2026.

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 2026-28.

Prof. H. Ramananda Singh
J.N. School of Management Studies,
Assam University, Silchar

LETTER FROM THE HEAD



It gives me great pleasure to welcome you to the Department of Business Administration, Jawaharlal Nehru School of Management Studies (JNSMS). Our department is dedicated to creating a supportive academic environment that encourages learning, innovation, and overall development of students. We aim to develop students into confident professionals, critical thinkers, and responsible leaders who are ready to meet the challenges of the professional world. With the guidance of our experienced faculty, a well-structured curriculum, and strong industry-academia connections, we ensure that our students gain both sound theoretical knowledge and practical exposure. The department offers BBA, MBA and EMBA programs, approved by AICTE, with specializations in Marketing, Operations, Human Resource Management, and Finance. Along with academics, we place strong emphasis on values, ethics, and social responsibility as essential parts of professional growth. Through seminars, workshops, industry interactions, and various co-curricular activities, we provide students with opportunities to enhance their skills, discover their strengths, and prepare themselves for future careers. I encourage all our students to make the best use of the facilities and opportunities available to them. Your time here will not only help shape your career but also prepare you to contribute positively to society. I would also like to express my sincere appreciation to our faculty members for their continuous dedication to teaching and mentoring. Together, let us continue to build a learning environment that inspires excellence and innovation. I warmly welcome ideas and collaborations from all stakeholders as we work towards achieving greater success and recognition.

Warm regards

Prof. Dr. Debomalya Ghosh

Head of the Department Business Administration,

J.N. School of Management Studies, Assam University, Silchar



ABOUT ASSAM UNIVERSITY

Assam University, Silchar was established in 1994 as a Central University through an Act of Parliament, as notified by the Government of India. Since its inception, the University has made remarkable progress in carving a distinct identity as a premier institution of higher learning in North-East India. It has consistently emphasized the harmonious integration of quality education, socially relevant initiatives, and scientific pursuits, guided by a strong sense of mission and an unwavering commitment to academic excellence.

The University is set on a sprawling campus covering approximately 600 acres, housing 41 academic departments functioning under sixteen Schools of Studies. It offers state-of-the-art academic, research, and residential facilities, catering to a diverse student community drawn from various parts of India as well as from abroad. The institution provides a vibrant and inclusive learning environment that supports intellectual growth, innovation, and holistic development.

Located about 23 kilometers from Silchar city, the University enjoys a tranquil setting away from urban congestion. Silchar, often referred to as the gateway to southern North-East India, serves as a major commercial hub and is historically renowned as the Tea Capital of South Assam. Nestled amidst serene and sylvan surroundings, the University campus offers an ideal atmosphere for focused academic engagement.

With the majestic Bhuban and Barail hill ranges forming a picturesque backdrop, the campus is surrounded by lush green hillocks, natural lakes, and sprawling tea gardens of South Assam. The serene environment, coupled with the region's exquisite natural beauty, lends a distinctive charm to the University's ambience, inspiring creativity, capturing the imagination of visitors, and providing an ideal setting for higher learning and research.

THE DEPARTMENT OF BUSINESS ADMINISTRATION

AICTE APPROVED

The Department of Business Administration, Jawaharlal Nehru School of Management Studies (DBA-JNSMS), Assam University, has been functioning since July 1997. The Department is committed to excellence in management education, research, consultancy, and training, with the objective of developing competent managerial and human resources for national development.

DBA-JNSMS offers diverse academic programs aimed at nurturing future management professionals, supported by a qualified faculty selected through national-level processes. The Department emphasizes contemporary, industry-relevant issues through seminars, workshops, industry interfaces, training programs, and study tours. Faculty expertise spans core functional areas such as Finance, Marketing, Operations, and HRM, along with specialized areas including Entrepreneurship Development and Information Technology.

Research activities cover socially relevant themes, with thrust areas focusing on East Asian economy and business, and Indian values in management. The Department's strengths include a robust teaching-learning environment, strong industry linkages, global exposure through the Centre for East Asian Business Studies, a well-equipped Learning Resource Centre, and an excellent placement record.

Accreditations & Rankings:

- Grade A Certification by International Accreditation Quality Management Council
- ISO 21001:2018 Educational Organizations Management System
- Ranked 20th among Government B-Schools in India (HANSA-WEEK Survey 2023)

Programs Offered:

- MBA (2-Year Full-Time)
- Executive MBA (1-Year)
- BBA
- Ph.D. (Course Work)

Admission to the MBA program requires a valid score in CAT/CUET/ATMA/MAT/XAT.

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 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.

While selecting optional/ elective papers, a student will be guided by the criteria notified for the purpose by the Department. In the matter of allocation of major/ minor electives, the Departments decision will always be final.

THE FOUR SPECIALIZATION / OPTIONAL AREAS OPEN TO MBA STUDENTS ARE



MARKETING



FINANCE



HUMAN RESOURCE
MANAGEMENT



OPERATIONS
MANAGEMENT

PROGRAMME STRUCTURE

FIRST YEAR

Semester-I

Paper Code	Name of the Paper	Credits
CP-101	Management Process & Principles**	4
CP-102	Managerial Economics	4
CP-103	Financial Accounting and Analysis**	5
CP-104	Marketing Management**	4
CP-105	Data Analysis and Decision Tools**	5
CP-106	Business Ethics and Sustainability	3
CP-107	Information Technology Management**	4
CP-108	India's Cultural Heritage & Management Traditions / Swayam Course-Management Area of 3 credits Monitored by Department	3
	Total Credit	32

* Each 4 credit course must have minimum 40 classes, each 5 credit course must have minimum 50 classes and each 3 credit course must have minimum of 30 classes.

Semester-II

Paper Code	Name of the Paper	Credits
CP201	Human Resource Management**	4
CP202	Financial Management and Planning**	4
CP203	CBCS / Two Swayam Courses-Management Area of 3 credits each Monitored by the Department	3
CP204	Business Research (Open Course)	3
CP205	Production and Operations Management**	4
CP206	Business Analytics and Information System**	4
CP207	Management Accounting & Control**	4
CP208	Organizational Behaviour	3
	Total Credit	32

** Minimum 40% weight to be assigned in the paper to case-studies/practical/numerical.

* MBA CBCS is to be offered by the Department of Business Administration to the students of other Departments of Assam University under the CBCS Scheme.

* Each 4-credit course will have minimum 40 classes.

PROGRAMME STRUCTURE

SECOND YEAR

Semester-III

Paper Code	Name of the Paper	Credits
CP301	Analysis of Business Environment – Indian & Global	4
CP302	Business Communication & Soft skills**	4
CP303	Business Laws / Swayam Course-Management Area of 3 credits each Monitored by the Department	4
CP304	Operation Research and Business Analysis**	4
CP305	Summer Internship Project(SIP)	4
MAJ-I	Core Elective I Major	4
MAJ-II	Core Elective II Major	4
	Total Credit	32

* Each 4-credit course must have minimum 40 classes.

Semester-IV

Paper Code	Name of the Paper	Credits
CP401	Project Work: Dissertation & Viva	4
CP402	Strategic Management**	4
CP403	Entrepreneurship and Start-up Management** (Skill enhancement paper)	4
CP404	E-Business, Financial and other Services**	4
MAJ-III	Core Elective III Major	4
MAJ-IV	Core Elective IV Major	4
MIN-II	Open Elective II Minor	4
	Total Credit	32

** Minimum 40% weight to be assigned in the paper/papers to case-studies/practical/numerical.

- Each 4-credit course must have minimum 40 classes.
- Minimum 60 hours to be allotted for Dissertation Project work. Dissertation work may be started immediately after the 3rd Semester ends.
- All classes will be of one-hour duration. Each paper, **except SIP**, will be of 100 marks. Total Credits for the 2 years MBA Programme is 128 and Total Marks will be 3200 (Two thousand five hundred).
- The ratio between the weights of the Theoretical & those of the Practical (Case/numerical) components: **60:40**.

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 taking two Elective Core Courses pertaining to each functional area) from the list of optional papers 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 optional papers announced at the beginning of the Semester.

SPECIALIZATIONS:

- Financial Management
- Marketing Management
- Human Resource Management
- Operations Management

LIST OF ELECTIVE COURSES

FINANCIAL MANAGEMENT: (PAPERS)

Paper Code	Paper Category & Name
	Core Elective
FM 01:	Financial Markets and Corporate Financial Decision
FM 02:	Security Analysis and Portfolio Management
FM 03:	International Financial Management
	Open Elective
FM 04:	Project Planning, Analysis and Management
FM 05:	Analysis of Corporate Financial Reports
FM 06:	Financial and Commodity Derivatives
FM 07:	Banking and Insurance Management
FM 08:	Corporate Tax Planning and Management

MARKETING MANAGEMENT : (PAPERS)

Paper Code	Paper Category & Name
	Core Elective
MM 01:	Consumer Behaviour
MM 02:	Sales Management
MM 03:	Advertising and Sales Promotion Management
	Open Elective
MM 04:	Services Marketing
MM 05:	International Marketing
MM 06:	Customer Relationship Management
MM 07:	Marketing Analytics
MM 08:	Retailing Marketing
MM 09:	Digital Marketing

Human Resource Management (Papers):

Paper Code	Paper Category & Name
	Core Elective
HR 01:	Management of Change and Organizational Development
HR 02:	Cross Cultural and Global Management
HR 03:	Talent Management & Analytics for Human Resource Management
	Open Elective
HR 04:	Managing Training, Learning and Development
HR 05:	Management of Industrial Relations
HR 06:	Employee Welfare and Compensation Management
HR 07:	Counseling Skills for Managers
HR 08:	Leadership, Power and Politics

Operations Management (Papers):

Paper Code	Paper Category & Name
	Core Elective
OM 01:	Total Quality Management for Business Excellence
OM 02:	Logistics and Supply Chain Management
OM 03:	Operations Strategy
	Open Elective
OM 04:	Services Operation Management
OM 05:	Technology, Innovation and New Product Management
OM 06:	Supply Chain Analytics
OM 07:	Systems Optimization and Management Science
OM 08:	Manufacturing Management
OM 09:	Materials Management
OM 10:	Production Planning & Control

1. CBCS COURSES:

Within the framework of the Assam University Regulations, MBA students will have to compulsorily pursue one course to be offered by other Department/s or in NPTEL (National Programme on Technology Enhanced Learning) under the CBCS Scheme.

The Department of Business Administration will offer the following course under the CBCS scheme which can be pursued by 2nd Semester students of other Departments in the University:

CBCS : Management Process and Principle and Organisational behaviour : 6 credit

2. EVALUATION SCHEME:

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

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

** The Student who secured Zero (0) mark in the mid-term exam will be debarred from appearing in the end semester examination even if the students qualifies, assignment, attendance and Managerial Like Qualities (MLQ).

3. SUMMER INTERNSHIP:

All MBA students, after their 2nd end-Semester Examination is over and before the commencement of the third semester in the second year, will have to compulsorily undergo summer internship of preferably of eight weeks duration. On completion of his/her internship, every MBA student will submit to the department an Internship-completion certificate issued by the organization where he/she underwent the internship. A brief report highlighting his/her activities/ experience during the internship shall be submitted by the concerned student within four weeks from the date of commencement of the third semester. A student who fails to submit the Internship-completion certificate along with his/her report as stated above within four weeks from the date of commencement of the third semester and also a student whose performance during the period of his/her internship is reported (by the organization where he/she underwent the internship) as "not satisfactory" shall be treated as having backlog paper and shall have to undergo summer internship again in the next summer after the completion of the 4th semester. The third semester results of such a candidate will be kept withheld. ** Students need to go to the compulsory Summer Internship as assigned by the Department

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. 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 project study will carry a total of 4 credits. 70% of the total weight of it will be assigned to the Dissertation and Viva-voce; 30% weight will be assigned to the presentation based on field study. 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 Department, One Associate Professor, Two External Experts and the Dean/HOD as Chairperson.

MANAGEMENT CLUB ACTIVITIES

The inputs provided through the curriculum are complemented by the diverse range of activities that the MBA students undertake outside their class rooms. Students are encouraged to voluntarily associate themselves and participate in both cocurricular and extra- curricular activities like industry visits in and around the city. Management Club which serves as the vibrant and active body of the MBA students is seen as an integral part of the Department of Business Administration. The declared objectives of the Club are: to create for the executives-of tomorrow a right platform for promoting and nurturing their own creative talent and endeavour, and thereby generate an enabling ambience which would permit the members of the Club to inculcate in themselves the „corporate spirit" and a sense of responsibility and dedication. The club has made great strides and is currently organizing its activities through the following six interdependent divisions: The MBA students through the Management Club are called upon to appreciate their forthcoming roles as the architects of the corporate future of the nation. The 2-year MBA programme is the stage when the students must develop their skills of articulation and communication and at the same time prepare them-selves for taking up challenging assignments in future. Keeping this in view, Management Club through a variety of events and programme endeavours to develop in the budding future-executives the corporate spirit as well as the spirit of thrill and adventure. NB: The students coordinator for management club and different wings shall be decided by the Department and the Department's decision shall be final.



ADMISSION ELIGIBILITY

Eligibility Candidates seeking admission to the MBA Programme, 2026 must be having-

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 (55 % marks or equivalent CGPA in case of the candidates belonging to Scheduled Caste (SC), Scheduled Tribe (ST) and OBC-NCL categories) in aggregate in either Honours or Pass course awarded by any of the Universities incorporated by an act of the central or state legislature in 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, and also must have already cleared *CAT/XAT/CMAT/CUCET 2025/ATMA/MAT and is having the cut-off score of 50 percentile/percentage in CAT/XAT/CMAT/CUET 2025/ATMA/MAT [(45 percentile/percentage in case of the candidates belonging to Scheduled Caste (SC), Scheduled Tribe (ST) and OBC-NCL categories). The result dates of the tests should not be older than one year on the last date of application.

NB:(In case of foreign University the Foreign University/Institution -foreign degree must have UGC approval) Students in their final year of degree programme and expecting to submit the proof of passing the qualifying examination with required percentage of marks by October 31, 2024 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 to cancel and in such case, no claim for refund of the Fees deposited by the student shall be entertained.

Based on the cutoff score in the * CAT/XAT/CMAT/CUCET 2025/ATMA/MAT, short-listed candidates will be called for Group Discussion and Personal Interview. Candidates duly qualified as above for being eligible for admission test shall have to successfully clear the Group Discussion and Personal Interview (GD & PI) conducted by the Department by securing a minimum score of 50 % in both the segments.

The final selection from amongst the eligible candidates will be based on Composite Scores of candidates in
(i) Past academic records [30 % weight];
(ii) GD Scores [30% weight];
(iii) PI Scores [40% weight] and other admissible weightage of the Assam University as per the rules governing Admission. Reservation of seats and relaxation in marks will be as per GOI Rules.



MBA ADMISSION PROGRAMME CALENDAR 2026

The inputs provided through the curriculum are complemented by the diverse range of activities that the MBA students undertake outside their class rooms. Students are encouraged to voluntarily associate themselves and participate in both cocurricular and extra- curricular activities like industry visits in and around the city. Management Club which serves as the vibrant and active body of the MBA students is seen as an integral part of the Department of Business Administration. The declared objectives of the Club are: to create for the executives-of tomorrow a right platform for promoting and nurturing their own creative talent and endeavour, and thereby generate an enabling ambience which would permit the members of the Club to inculcate in themselves the „corporate spirit" and a sense of responsibility and dedication. The club has made great strides and is currently organizing its activities through the following six interdependent divisions: The MBA students through the Management Club are called upon to appreciate their forthcoming roles as the architects of the corporate future of the nation. The 2-year MBA programme is the stage when the students must develop their skills of articulation and communication and at the same time prepare them-selves for taking up challenging assignments in future. Keeping this in view, Management Club through a variety of events and programme endeavours to develop in the budding future-executives the corporate spirit as well as the spirit of thrill and adventure. NB: The students coordinator for management club and different wings shall be decided by the Department and the Department's decision shall be final.

	1 ST DRIVE	2 ND DRIVE
ACTIVITY DETAILS	DATE	DATE
DATE OF OPENING & CLOSING OF APPLICATIONS PORTAL	15 TH JANUARY 2026 TO 10 TH FEBRUARY 2026	TO BE ANNOUNCED IN THE PORTAL (IF ANY)
LIST OF ELIGIBLE CANDIDATES	11TH FEB, 2026	TO BE ANNOUNCED IN THE PORTAL (IF ANY)
GROUP DISCUSSION & PERSONAL INTERVIEW	12TH – 13TH FEB 2026	TO BE ANNOUNCED IN THE PORTAL (IF ANY)
MERIT LIST FOR ADMISSION	16TH FEBRUARY 2026	TO BE ANNOUNCED IN THE PORTAL (IF ANY)
ADMISSION	16TH FEB TO 27TH FEB, 2026	

FEES PAYABLE BY MBA 1ST YEAR STUDENTS

Sl. No	Particulars	Amount (Rs.)
1	Admission Fee (monthly)	1,500.00
2	Tuition Fee (monthly) @300/-	3600.00
3	Identity Card (one time)	100.00
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)	150.00
8	Basic Primary Health Services (annual)	250.00
9	Medical Insurance (annual)	320.00
10	Students Co Curricular Fund (annual)	350.00
11	Students Aid Fund (annual)	300.00
12	Magazine Fee (annual)	150.00
13	Computer Laboratory Fee (refundable)	500.00
14	Library Caution Money (refundable)	500.00
15	Course Fee (annual)	60,000
16	Knowledge Center & Data Bank (annual)	1000.00
17	Internship & Placement Information and Brochure Fees (annual)	2000.00
18	Management Fest Fee (Annual)	1000.00
19	Industry Interface & Corporate Relation (Annual)	4000.00
20	MBA Alumni Fee (one time)	300.00
21	Examination Fee two semester)	-
22	Transportation Fee (annual) (maximum)	3000
23	Marksheet Fee (two Semesters)	-
24	Centre Fee (two semester)	-
		81,320.00

Subject to notifications issued by the University / Department from time to time, fees payable for 2026-2027 are to be paid at the time of admission and fees payable for 2027-28 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 YEAR**

RS. 81,320/-

**TOTAL APPROXIMATE
FEES DURING 2ND YEAR**

RS 78,120/-

100 % PLACEMENT SINCE A DECADE

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.

CAREER COUNSELLING & PLACEMENT CELL AND CORPORATE RELATIONS CELL, DEPARTMENT OF BUSINESS ADMINISTRATION

Congratulations
MBA 2024-2026

PLACED AT

BAJAJ AUTO CREDIT

Arijit Dutta Sandipon Roy Arnab Deb Arup Kumar Das Abhoy Kumar Gupta

SUNDROP BRANDS LTD

MBA BATCH 2024-2026

Sundrop BRANDS

Deboshmita Nath Kritish Bhattacharjee

DEPARTMENT OF BUSINESS ADMINISTRATION
ASSAM UNIVERSITY, SILCHAR

CONGRATULATIONS TO ALL THE STUDENTS FOR BEING SELECTED BY ICICI BANK LTD.

BIBHABASU BARMAN NIVEDITA CHAKRABORTY MOUSHAM DAS MANISHA DEBNATH

SUNANDA BANIK ANUSMITA SARMA RATUL BARBHUIYA ADRITA CHOUDHURY

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: Aditya Birla, HDFC Bank, ITC Limited, Airtel, Bandhan Bank, Bandhan Microfinance, ICICI Bank, ICICI Prudential, NESTE, Jio Mart, CDAC, KENT Mineral RO, Berger Paint, MAX, Intellipaat...

FACULTY PROFILES



PROF. AMRIT LAL GHOSH

(M. COM, PGDBIO, ICWA, LL.B., PH.D)
AREAS OF INTEREST:
FINANCE AND ACCOUNTING.



PROF. H. RAMANANDA SINGH

(M.SC (MATHEMATICS), MBA, PGDCA, PHD)
AREA OF INTEREST: MARKETING, GENERAL
MANAGEMENT AND RESEARCH
METHODOLOGY



PROF. ARUP BARMAN

(M. COM (G. U.), PGDIPTD, PH. D., POST
DOC.)
AREAS OF INTEREST: HUMAN RESOURCE
MANAGEMENT AND ORGANIZATIONAL
BEHAVIOR



PROF. DEBOMALYA GHOSE

(BE, MBA, EWT, PH.D)
AREAS OF INTEREST: OPERATIONS
MANAGEMENT AND INFORMATION SYSTEM



PROF. JOYEETA DEB

(M.COM, PH.D.)
AREAS OF INTEREST: ACCOUNTING &
FINANCE



DR. JUTHIKA KONWAR

(MBA, PH.D.)
AREAS OF INTEREST: HUMAN RESOURCE
MANAGEMENT, COMMUNICATION & SOFT
SKILLS.



DR. AMIT KUMAR DAS

(MBA, PH.D.)
AREAS OF INTEREST: FINANCE AND
ACCOUNTING, ENVIRONMENT & DISASTER
MANAGEMENT, CORPORATE SOCIAL
RESPONSIBILITY



DR. DEEPIJYOTI CHOUDHURY

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