

**BROCHURE FOR THE
MASTER OF BUSINESS ADMINISTRATION
(MBA)**

PROGRAMME 2012 - 2014



UNIVERSITY DEPARTMENT OF MANAGEMENT
Vinoba Bhave University, HAZARIBAG—825301, JHARKHAND, INDIA
(A State University Under Section 2 (F) & 12-B of the U.G.C. Act)

Website : www.vbu.co.in, www.vbuhazaribag.org

Features



- ✘ Own Business Administration Block / Building
- ✘ Well Furnished Modern Class Rooms, Lecture Theater & Seminar Hall
- ✘ Computer Labs with Modern Teaching Aids
- ✘ Well-equipped Central Library and Departmental Library
- ✘ Excellent Faculty
- ✘ Updated Course Curriculum
- ✘ Dual Specialization
- ✘ Monthly Seminar
- ✘ Summer Training
- ✘ Regular Counselling and Pre-placement Training,
- ✘ Exclusive Placement Cell
- ✘ In Campus : Canteen, Gymnasium, Medical, Bank facility etc.
- ✘ Support Services in the Department and Campus
- ✘ Personality Development and Communicative English Lab
- ✘ Research, Development and Consultancy facilities,





From the Vice-Chancellor Desk ...



It gives me immense pleasure to learn that University Department of Management is giving a lift to the prospectus.

We are living in a seamless global village where every thing including, business landscape, have changed. Business management skills are essential to work in a globalized multicultural environment. It necessitates constant refinement of curriculum to ensure state of the art knowledge to students so as to equip them with foundation of management. The motto should be to nurture and sustain academic excellence, programmed to promote innovation and equip the management students with enhanced leadership and management skills.

I am confident that the Department of Management is striving hard to develop as a provider of globally competitive proficient professionals.

With all my good wishes.

(Rabindra Nath Bhagat)
Vice-Chancellor

From the Pro-Vice-Chancellor's Desk ...



The University Department of Management of Vinoba Bhave University under the capable leadership of its Director, Dr. M. K. Singh, is flourishing at a very fast pace. In a short span of two years it has invited the attention of academia and industries alike. The faculty members are thorough and equipped with latest knowledge of developments in the field of Management. Regular Seminars/Symposia, Quiz Contest, Fests, Blood Donation Camps and Social Audits by students from time to time indicate that academic atmosphere of the Department of Management is vibrant.

The interaction of the Department of Management with industries is praiseworthy. Campus selection of students till date, by various industrial houses is encouraging and we all hope that by end of the academic session 2009-11 placements will be 100%

I wish that University Department of Management, will soon make its presence felt in all parts of the globe.

Yours Faithfully,

Anjani Kumar Srivastava

(Dr. Anjani Kumar Srivastava)
Pro-Vice-Chancellor



From the Registrar's Desk ...



The market scenario has become much more complex, multilayered and multidimensional. The University Department of Management is keeping no stones unturned to inculcate in the students all the qualities so that they become an effective and efficient manager.

I wish the department a grand success in the campus selection which is going on at present for the first batch.

I appreciate the response by the industrial houses for the campus selection.

Yours Faithfully,

E.N. Siddiqui

(Dr. E. N. Siddiqui)
Registrar



From the Finance Officer's Desk ...



VBU has achieved another milestone by running the department of management successfully. It has done well to satisfy the aspiration of many students who otherwise had to go to other places for management education. The rapid strides which the department has made in the field of management education is worth appreciating.

I wish the department all the best.

A handwritten signature in black ink, appearing to read 'S. S. Sanyal'.

Finance Officer
VBU, Hazaribag



From the Director's Desk ...



The vision that drives us is clear. We aim to create a unique and dynamic learning environment so as to optimize the student's strength and energy system. We have laid emphasis on the human system by offering a host of opportunities to students so that optimum development takes place.

We are Committed to focus in the right direction by continually striving to give the students the right micro as well as the macro environment. We give utmost importance to the fact that our students attain their highest potential. Inculcating the right attitude to succeed in the competitive corporate world in which we equally vouch for.

We have a responsibility to march onwards to emerge as a centre of excellence, a progressive business school with a difference. To enact the real of humanities at its highest level. It will be a centre of learning to know you self to add value to yourself to myself.

(Dr. M. K. Singh)
Director





Visionary - A Global Reach

The World is now a Global Village which is moving towards a new vision of "Holistic globalization" driven by four Fundamental FORCES; Force of Market, Force of State, Force of People and force of Self. In addition to the above forces, a new corporate model has also been emerging where there is an integration of profit approach with social contribution of the corporations, coupled with good governance. The new holistic vision of the global village and the new corporate requirement needs a new breed of global managers who would not only contribute to the development of their organization with a global idea and approach but also provide leadership to society to make the world a better place for living.

VBU was founded on the promise of this vision by its founders and has significantly contributed in this direction through several creative and innovative ideas.

"In an era of stiff competition, success can only be achieved if one moves in the right direction."

विनोबा भावे विश्वविद्यालय, हजारीबाग

19 वीं स्थापना दिवस समारोह

17 सितम्बर 2010

मुख्य अतिथि :- डा० अजय चक्रवर्ती

कुलपति, बी.आई.टी. मेसरा, रॉन्डी

अध्यक्ष :- डा० रवीन्द्र नाथ भगत

कुलपति, विनोबा भावे विश्वविद्यालय



MASTER OF BUSINESS ADMINISTRATION (MBA)



University Profile

Vinoba Bhave University, Hazaribag, was established as a State University vide Act - 3 of 1990 by the Legislative Assembly of Bihar with the jurisdiction of North Chotanagpur Division after the name of the great saint Vinoba Bhave. Its Headquarters Hazaribag is located 100 Km. North of Ranchi, the capital of Jharkhand State, on National Highway No. - 33. The University is recognized by U.G.C. and is registered under Section 2(f) and 12-B of the U.G.C. Act-1956. This university is permanent member of the Association of Indian Universities, New Delhi, and Association of Commonwealth Universities, London. The University receives grant from the Jharkhand State Govt. and University Grant Commission and other central funding agencies. The Hon'ble Governor of Jharkhand State is the Chancellor of the university.

The University has its own lush green campus spread over 67.17 acres of land in Sindoor, 3 Km. from Hazaribag town. The university offers teaching and research in different subjects under faculties such as Humanities, Social Sciences, Science, Commerce, Engineering, Law, Education, Medicine, Ayurved and Homeopathy. In the Sindoor campus, teaching of MCA was started from the academic session i.e. 2007-08. The University college of Engineering and Technology, University Department of Management and M.Ed. have also been established in the year 2009. The MBA programme is running under the faculty of Management.

The University has a central library apart from departmental libraries with a large number of books, journals and periodicals. This fast developing university under the dynamic leadership of Hon'ble Vice Chancellor Professor (Dr.) R.N. Bhagat and learned faculty members is striving hard for all round development of youth. Its mission is to develop human potentials to its fullest extent so that intellectually capable and imaginatively gifted leaders can emerge in a range of professions.

MOTTO OF VBU :

The University has got a crest and motto - an extract from Vinoba jee's cauplet - **JEEWANAM SATYA SODHANAM** and an emblem consisting of a Mandala or Astamandala, and ancient Vedic and Tantrik symbol for equanimity and enlightenment - a transuniversal expression of human attempt to understand the unknown in which he finds himself. At the centre of the Astamandala is a lamp with the flame representing the light of learning that dispels the darkness of ignorance and prejudice. The base of the circle holding the Astamandal and the lamp, again is rooted in ancient Indian culture depicting the contours of Mauryan sculpture and thus projecting nativeness in consonance with the letter in the Pali style.



The Department

The University department of Management, Vinoba Bhave University, Hazaribag was established in the year 2008 and MBA programme (Two year full time) has been started from the session 2009-10 as per the approval of AICTE, New Delhi and HRD, Govt. of Jharkhand State. A double storeyed building has been constructed in the Sindoor campus to run the MBA courses by the University from the funds provided by the University Grant Commission for the purpose. It has the potential of wide support form the corporate world in terms of training and final placement of the students, apart from the corporate - university interface.

The department has an intake of 60 (sixty) students now. The department has regular as well as visiting faculty members.

The Department is located in a sprawling, lush green campus. It has an excellent ambience, and a panoramic landscape suited ideally to a modern B-School endeavouring to produce goal oriented and value committed managers.

The Department has well furnished class rooms, auditorium, meeting hall, computer lab, library-cum-reading room, gymnasium apart from facilities shared by the students of other faculties in the campus.



MASTER OF BUSINESS ADMINISTRATION (MBA)



Extra Curricular Activities :

- Events : Every alternate Saturday in each month, students in groups are required to prepare and manage self developed events.
- Cultural Programme : To nourish the inner qualities/talent of the students, they are required to participate in the university organized cultural programme.
- Sports : Students are required to participate in different sports event organized by the MBA department.

Achievement :

Some of the achievement by MBA Students are :-

- Blood Donation Camp by MBA Students (Session 09-11) that helped in the collection of 69 units of blood for Red Cross Society.
- Awarded for Outstanding contribution in Voluntary Blood Donation by JSACS, 2010.
- Blood Donation Camp by MBA Students (Session 10-12) that helped in the collection of 89 units of blood for R. C. Society.
- MBA Idol : A concept by MBA students to bring forward the singing talents on stage.
- Ad feast Organized for the MBA Students to promote the marketing genius among the students.
- Award winning performances by MBA Students in the cultural programme.

Summer Internship Programme :

In the month of June, the students upgrade their industry knowledge by attending 6-8 week summer internship programme in some reputed industries as guided by the department in :-

- (1) NTPC, Hazaribag
- (2) TATA STEEL, Jamshedpur
- (3) BCCL
- (4) ACC Cement
- (5) Bank of India, Hazaribag
- (6) Swastic Group, Ranchi
- (7) BSNL, Hazaribag
- (8) Bokaro Steel Plant
- (9) HDFC Bank

Financial Aid to Students :

- Scholarship by Jharkhand Welfare Department
- Scholarship by District Welfare Department
- Scholarship by University Welfare Department (Proposed).
- Loan Facility for personal Laptop.





MBA Programme - The Focus

The four-semester full-time Master of Business Administration course is a post-graduate course designed to provide an advanced course in management for those seeking managerial positions in industry, trade and Commerce services. The core subjects of the MBA are aimed at developing knowledge and skills in fundamental management disciplines. The course involves participation in group work with faculty from various industrial, banking, commercial and cultural backgrounds, and is aimed at improving the decision-making capabilities of participants and producing managers of highest quality. The MBA programme is designed :-

- ✈ to impart knowledge in management through lectures, seminars, case studies and seminal discussions.
- ✈ to provide educational aid for a glorious career in management.
- ✈ to undertake action research to demonstrate and replicate better management techniques.
- ✈ to inculcate decision-making skills and promote managerial effectiveness through a close interaction with prominent business houses, reputed management institutions and leading practitioners in the management world and to help develop professional excellence by inculcating values, ethics and attitudes which pave way for profit generation vis-a-vis social orientation in the corporate policy decision-making process.

ELIGIBILITY

A graduate with not less than 50% marks in aggregate in any faculty and good percentile in MAT/CAT/XAT/ATMA examination. Candidates appearing in the final graduation exams are also eligible to apply subject to condition that they submit their final results latest by 31st Aug. 2011. Relaxation of 5% marks in Bachelors degree examination will be allowed to SC/ST/VH/PH candidates only.





How to Apply

Candidates seeking admission may get the application form and brochure by submitting a demand draft of Rs. 750/- (Rs. 500/- for SC/ST/VH/PH candidates) in favour of Registrar, Vinoba Bhave University, Hazaribag, payable at Hazaribag by hand from Department of Management, Vinoba Bhave University or by sending demand draft of Rs. 850/- (Rs. 600 in case of SC/ST/VH/PH candidates) for obtaining it by post. Forms can also be downloaded from the website www.vbu.co.in, www.vbuhazaribag.org of the university. The downloaded forms have to be sent to the Director, University Department of Management, Vinoba Bhave University, Hazaribag, 825301, along with a Demand Draft of Rs. 750/- (500/- in case of SC/ST/VH/PH candidates) payable in favour of the Registrar, Vinoba Bhave University, Hazaribag.

ADMISSION PROCEDURE : IN TAKE : 60

First Stage : The submitted applications of eligible candidates shall be scrutinised. Short listed candidates would be invited for group discussion and interview.

Second Stage : The short listed candidates will have to appear in group discussion and personal interview to be conducted by the Department at Sindur Campus, Hazaribag. Final selection will be made taking into account the MAT/CAT/XAT/ATMA score, group discussion, interview and academic career.

NOTE : All the original certificates including the domicile certificates of the state will be verified at the time of counselling.

RESERVATION

- i) 15% of total seats shall be reserved for students passing from states outside Jharkhand 5% of these seats shall be reserved for NRI categories.
- ii) Reservation rules for admission to professional courses of Jharkhand state Govt. for different categories of students such as SC/ST/PH/VH/OBC shall apply. Benefit of caste reservation will be extended only to those who produce certificates issued by a competent authority of Jharkhand State.

Fee Structure and Mode of Payment	
Tuition Fee	19,500
Seminar Symposia Fee	1,500
General Maintenance Fee and Electricity Fee	1,000
Internal Examination Fee	1,500
Library Teaching and Students Facility Fee	1,000
University Examination Fee	2,500

Additional Amount to be paid at the time of Admission	
Development Fee	3,000
Contingency	2,000
Registration and Admission Fee	5,000
Total Rupees	10,000
Grand Total	37,000

At the time of admn. (with 1st Semester fee) Rs. 37,000/-

Fee in other semester (2nd Semester to 4th) Rs. 27,000/- (in each Semester)

Fee for NRI quota : \$1500 per semester.

NB-All the fees must be deposited by DD in favour of Registrar, VBU, payable at Hazaribag.



ORGANISATIONAL STRUCTURE OF DEPARTMENT OF MANAGEMENT (FACULTY OF MANAGEMENT)



The Advisory Council	
1. Hon'ble Vice Chancellor, V.B.U., Hazaribag	- Chariman
2. Pro-Vice Chancellor, V.B.U., Hazaribag	- Member
3. Dean of Student's Welfare, V.B.U., Hazaribag	- Member
4. Registrar, V.B.U., Hazaribag	- Member
5. Dr. M. K. Singh, Director MBA course, Faculty of Management, V.B.U., Hazaribag	- Member Secretary
6. Head & Dean, Faculty of Commerce, V.B.U., Hazaribag	- Member
7. Dr. K. K. Srivastava, Dept. of Chemistry, V.B.U., Hazaribag	- Member
8. Ajay Ram, F. O., V.B.U., Hazaribag	- Member
9. Head, MBA Course ISM, (Deemed University) Dhanbad (Jharkhand)	- Member
10. Head and Director, MBA Course, BIT Mesra, Ranchi	- Member
11. Director, MBA course, Ranchi University, Ranchi	- Member
12. Dr. M. Alam, Faculty of Commerce, V.B.U., Hazaribag	- Member
13. Dr. A. K. Choudhary, Faculty of Commerce, V.B.U., Hazaribag	- Member

Course Module

There will be four semesters in total course module comprising the following basic structure

Semester - I

Code No.	Subject
Paper 101	Management Process & Perspective
Paper 102	Managerial Economics
Paper 103	Financial & Cost A/c
Paper 104	Operations Research for Management
Paper 105	Business Environment
Paper 106	Fundamentals of Computer Applications

Semester - II

Code No.	Subject
Paper 201	Organisational Analysis and Behaviour
Paper 202	Strategic Marketing Management
Paper 203	Managing people at work
Paper 204	Corporate Financial Management
Paper 205	Accounting for Management
Paper 206	Research methodology and statistical method

Semester - III

Code No.	Subject
Paper 301	Production and Material Management
Paper 302	Corporate legal Environment
Paper 303	Management Information and Control System
Optional/Elective	3 Papers
Paper G-4/G-5/G-6	Optional papers to the selected from a group I,II,III ect.

Semester - IV

Code No.	Subject
Paper 401	Technology and Innovation Management
Paper 402	Entrepreneurship & Small Enterprises Management
Optional/Elective	2 Papers for single specialisation from the same group & 3 papers for dual specialisation from the other group
Paper G-3	-----
Paper G-4	-----
Paper-Project Work	Project 200 marks

1. Finance

Code No.	Subject
Paper 311	Investment Management
Paper 312	Working Capital Management
Paper 313	Financial Markets & Institution
Paper 314	Financial Decision Analysis
Paper 315	Corporate Tax Analysis
Paper 316	Security Analysis & Port. folio Management

2. Marketing

Code No.	Subject
Paper 321	Advertising Management
Paper 322	Sales & Distribution Management
Paper 323	Marketing Research
Paper 324	Marketing of Service
Paper 325	Industrial And Rural Marketing
Paper 326	Consumer Behaviour

3. Production Management

Code No.	Subject
Paper 331	Production/Operation Policy & Control
Paper 332	Material Management
Paper 333	Total Quantity Management
Paper 334	Logistic Management
Paper 335	Goal Programming in Management
Paper 336	Service Operations Management

4. Human Resource Management (HRM)

Code No.	Subject
Paper 341	HRD - Strategies & System
Paper 342	Industrial Relation Management
Paper 343	Labour Legislation & Welfare
Paper 344	Corporation Management
Paper 345	Group Dynamics & Development
Paper 346	Training & Development

5. Information Technology

Code No.	Subject
Paper 351	Computer Programming and Object Oriented Language
Paper 352	e-Commerce
Paper 353	Software Project Management
Paper 354	Structured System Analysis and Design
Paper 355	Computer Networks
Paper 356	Database Management System

6. International Business

Code No.	Subject
Paper 361	Management of International Business
Paper 362	International Business Environment
Paper 363	International Trade & Finance
Paper 364	International Business Law
Paper 365	Management of Multinational Corporate
Paper 366	International Financial Market & Institutions

Our Recruiters



Faculty Members



Mr. Sanjiv Kr. Sharma
Faculty (Marketing)



DR. A.K. Choudhary
Joint Co-ordinator



Mrs. Kanupriya Gupta
Faculty (H.R.)



Mrs. Pooja Pathak
Faculty (Finance)



Mr. Inder M.B. Kujur
Faculty (H.R./I.T.)

Supporting Staff



Mr. Jay Prakash Singh
Technical Assistant



Mr. Ganta Prasad Singh
Office Assistant



Miss Ranjita Ekka
Technical Assistant

List of Resource Faculty for MBA Classes:-

Internal/Local Resource persons :- (Guest faculty for part time)

1. Dr. R.K.Dwedi M.Sc (Math), VBU, Hazaribag
2. Dr. Amitabh Samanta M.Com, MCC Hazaribag (Statistics.)
3. Dr. Rajesh Kumar, VBU, English Department Communications.
4. Ms. Aaradhana Priyadashnai MBA (Marketing/HR)
5. Mr.Harsh Vardhan, Asstt. Prof.(Mech.), UCET, VBU, Hazaribag.

External Resource Faculty :- (Guest faculty for Part time)

1. Dr. Sunit Kumar, M.Sc. (Statistic), Central University, Jharkhand & Now Co-operative College, Jamshedpur.
2. Prof.(Dr.) Pramod Pathak, Dept of Management ISM, University, Dhanbad Management & Marketing.
3. Mrs. Mrinalini Pandey Dept. of Management, ISM, Dhanbad.(Finance & Marketing)
4. Mrs. Mitali Sen Dept. of Management, ISM, Dhanbad (Finance & Marketing).
5. Dr. L.K.Shukla Dept. of Commerce & Management, LNMU, Darbhanga (Finance)
6. Prof.(Dr.) Raj Kumar, Dept. of Management, BHU Management practise.
7. Prof. Kshama Agarwal Department of Economic Admn.& Fin.Mgt.(EAFM), University of Rajasthan.
8. Prof.(Dr.) Parimal H.Vyas, HOD, Department of Commerce & Business Admn., The Maharaja Sayajirao University of Baroda.
9. Dr.L.P.Singh, University Dept. of Commerce & Business Admn., L.N.Mithila University, Darbhanga.
10. Prof.Pawan Kumar Singh, Indian Institute of Management Indore.
11. Dr.Prashant Mishra, Indian Institute of Management, Calcutta.
12. Mr.Jagnoor Singh, Zonal Sales Manager (Mobile Services), Airtel
13. Mr.Ritesh Kumar Verma, Business consultant, Fujitsu, America.





Spring Festival : Chief Guest :Mr. Gunwant Singh Saluja, CMD, Mongia Steel



Seminar by Mr. Ritesh Kr. Verma, Business Consultant, Fujitsu America



External Resource Person : Dr. Sunit Kr., Co-operative College, Jamshedpur



Blood Donation Camp 2011



19th Establishment Day 2010
Chief Guest : Dr. Ajay Chakraborty, V.C.,
BIT, Mesra, Ranchi

walk in with your dream

walk out with a future

For admission & other details, please contact

Ph. : 06546-261922, Mob. : 94313 32889

e.mail : mksingh16@yahoo.com

UNIVERSITY DEPARTMENT OF MANAGEMENT

VINOBA BHAVE UNIVERSITY

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