

# भारतीय प्रौद्योगिकी संस्थान रुड़की

## Indian Institute of Technology Roorkee

### INFORMATION BROCHURE-2010

(M.B.A.)

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#### IMPORTANT DATES

Last date for receipt of completed Application Form at PG Admission Office, IIT Roorkee	January 29, 2010 (Friday)
Date of Group discussion and Interview	February 19, 2010 to February 22, 2010

#### CONTACT DETAILS

Chairman PG Admission-10  
PG Admission Office  
Indian Institute of Technology Roorkee  
Roorkee-247 667, Uttarakhand, INDIA  
Phone: 91-1332-285875 Fax: 91-1332-285874  
E-mail: [pgadm@iitr.ernet.in](mailto:pgadm@iitr.ernet.in)  
<http://www.iitr.ac.in> OR [www.iitr.ernet.in](http://www.iitr.ernet.in)

## INTRODUCTION

### IIT ROORKEE

Indian Institute of Technology Roorkee is a premier institution of engineering and technology in India. The first engineering institution set up in India in 1847, IIT Roorkee has acquired a world-wide reputation of being among the foremost centres of excellence. In recognition of its distinguished record in imparting quality education, it was elevated to the position of the first autonomous University of Independent India in 1949. In the year 2001, it was rechristened as Indian Institute of Technology Roorkee. The Institute has about 5500 students in 19 academic departments/centres of Engineering and Technology, Sciences, Humanities & Social Sciences and Management.

### DEPARTMENT OF MANAGEMENT STUDIES

In the contemporary environment of rapidly evolving global business and commerce, a new knowledge driven society is emerging and revolutionising the acumen needed for managers. Recognising this, the then University of Roorkee established the Department of Management Studies in 1998 to impart high quality formal education in management science through a comprehensive 2 year regular MBA programme.

The Department of Management Studies has, over a short period, acquired and developed adequate infrastructure, expertise and resources to excel in imparting management education. The Department is housed in an exquisitely designed double storeyed building with four spacious lecture rooms, a large computer laboratory, a double storeyed library over 6200 books, syndicate and committee halls, auditorium with teaching aids and a large central atrium. An excellent departmental library and a state of the art computer laboratory augment the centralised resources available to students at the Institute level. The Department is Wi-Fi enabled.



# MBA PROGRAMME

## PROGRAMME AND COURSE CONTENT

MBA at IIT Roorkee is a 4 semester residential regular programme spread over two academic years. The course structure is designed so as to impart knowledge of the core management concepts and techniques in the first year which are, thereafter, upgraded to advanced knowledge and practising skills in the areas of specialisation opted for by the students in the final year.

### SPECIALIZATIONS

Presently, the department enables dual specialisation in any two of the following:

- |                              |                 |
|------------------------------|-----------------|
| (i) Marketing                | (ii) Finance    |
| (iii) Information Technology | (iv) Operations |

### SUMMER TRAINING & PROJECTS

At the end of the first academic year, the students take up summer training in professionally managed organisations to get exposure to real life situations which provides them an opportunity to apply their newly acquired skills in a practical environment.

Thereafter, in the fourth semester, students take up a comprehensive project in the area of their choice in which they are required to apply their expertise in a simulated environment under the guidance of a faculty member who specialises in that field.

### COURSE CONTENT

#### First Semester

Quantitative Methods in Management  
Operations Research  
Management Processes &  
Organisational Behaviour  
Managerial Economics I  
Managerial Economics II  
Computer Applications in Management  
Business Communications  
Financial Accounting  
Marketing Management I

#### Third Semester

Strategic Management  
Legal Aspects of Business  
Computer Systems II  
Summer Training  
Six Courses in Area of Specialization/  
Open Electives

#### Second Semester

Management Accounting  
Financial Management  
Business Environment  
Business Statistics  
Human Resource Management  
Management Information Systems  
Marketing Management II  
Operations Management I  
Operations Management II  
Technology Management

#### Fourth Semester

Six Courses in Area of Specialization/Open Electives  
Project Work

## **LIST OF ELECTIVES**

### **Marketing**

Consumer Behaviour Analysis  
Sales & Distribution Management  
International Marketing  
Advanced Marketing Research  
Advertising Management  
Industrial Marketing Management  
Service Marketing  
Product Management  
Internet Marketing

### **Information Technology**

Database Systems Management  
Object Oriented Programming  
Distributed Computing & Managing Networks  
Management of Information Technology  
Software Engineering & Management  
Design of Online Systems  
Decision Support & Expert Systems  
E-Commerce

### **Open Electives**

Management of Self & Interpersonal Dynamics  
Industrial Waste Management  
Entrepreneurship Development  
Management of Large Systems  
Environment Management  
Management of Change  
Managing Innovation & Creativity  
Organisation Development  
Labour Legislation & Industrial Relations  
Career Planning & Performance Audit  
International Business  
Knowledge Management

### **Finance**

Working Capital Management  
Security Analysis & Portfolio Management  
Taxation & Tax Planning  
Quantitative Analysis in Financial Management  
Indian Financial System  
International Financial Management  
Financial Management Control Systems  
E-Commerce  
Merchant Banking & Financial Services

### **Operations Management**

Supply Chain & Logistics Management  
Project Management  
Systems Reliability, Safety & Maintenance Management  
Manufacturing Strategy  
Operations Planning & Control Systems  
Quality Management  
Computer Integrated Manufacturing Systems  
Productivity Management

## **RESEARCH AND DOCTORAL PROGRAMME**

In addition to the MBA program, the Department has facilities for Doctoral research for aspiring and meritorious students both under full time and part time modes. Fellowships are available in line with the Institute norms. Faculty members are actively engaged in research in the contemporary areas of management science like Corporate Restructuring, Accounting Systems, Financial Regulations, Business Excellence, Emerging Markets, Financial Derivatives & Risk Management, Portfolio Theory, Marketing, Knowledge Management and Human Capital Creation, Human Resource Management & Organizational Behaviour, International Business, Supply Chain, etc.

## **FACULTY**

### **Core Faculty**

**Nangia, V. K.** Professor & Head

General Management, Finance

**Singh, J. P.**, Professor

Finance, Fuzzy Sets and Systems, Chaos and Nonlinear Dynamics

**Rangnekar, Santosh**, Associate Professor

Human Resources Management, Organization Behavior, Knowledge Management

**Rahman, Zillur**, Associate Professor

International Business, Marketing, Services Management, Strategic Management

**Sharma, Anil K.**, Associate Professor

Finance and Accounting, General Management

**Agarwal, Rajat**, Assistant Professor

Operations and General Management

**Sharma, Vinay**, Assistant Professor

Marketing, Strategic Management, Business Opportunity Development, Rural Markets, e-Governance

**Barua, M.K.** , Assistant Professor

Operation Management

### **Joint Faculty**

**Gulati, T.R.** Professor, Department of Mathematics

Operations Research

**Kumar, Pradeep**, Professor, Department of Mechanical & Industrial Engineering

Quality Management, Supply Chain Management, Operations Management

**Rastogi, Renu**, Professor, Department of Humanities and Social Sciences

Organization Behavior, Women Studies

### **Institute Faculty**

**Sinvhal, H.**, Professor, Department of Earth Sciences

**Kumar, Nagendra**, Associate Professor, Department of Humanities and Social Sciences

**Sinha, Babita** Assistant Professor, Department of Humanities and Social Sciences

Additionally, the visiting / adjunct / guest faculty regularly offer unique, value laden lectures, workshops and courses.

## PLACEMENT

IIT Roorkee has a proven track record of placing its students in the best of organizations. Students' Placement Committee under the guidance of concerned faculty member, HOD and in association with the Professor-in-Charge, Training, Placement and Industrial Liaison of the Institute is responsible for establishing contact with various organizations. The Placement Cell arranges interview for students on the campus by the prospective employers, and monitors on-job training. Selection teams from a number of Private Industries, Public Sector and Government Establishment/Industries visit the Institute annually for 'On-Campus Recruitment' and a majority of students get proper and satisfying placements. The placement for the past batch was completed in time.

### Our Major Recruiters in the past

A C Neilsen	ICICI Lombard	HCL Technologies
A F Ferguson	ICICI Prudential	HP
Apollo Health & Lifestyle	IMRB	Newgen
Aranca	Infosys Technologies	TNS Global
Avalon Consultancy	International Tractors	TCS
Bajaj Auto	Invensys	BPCL
Balmer Lawrie Co.	ISPAT	IBP
Biological E.	Jones Lang Lasalle	IndiaBulls
Bristlecone India	Kale Consultants	BHEL
Cognizant Technology Solutions	KPMG	SIDBI
Caritor	Kotak Mahindra Bank	IDEA
DCM Shriram Consolidated Limited	Ramco Systems	CitiBank
e-Valueserve	Market Rx	Frost & Sullivan
ESAB India	McKinsey Knowledge Centre	Trident
Eicher Motors	Oracle	Honeywell
Gallup India	Reliance Energy Limited	ICICI Bank
Genpact	SBI Caps	IBM India
Grail Research	Satyam Computers	Thermax
HDFC Bank	Solutions Integrated	Hero Honda
WNS Global Services	Honda Siel Cars	Usha International
HSBC Global Sourcing	Uttaranchal Infrastructure Dev. Co.	Shipping Corp. of India
ABB		

## RESOURCES

The department is housed in an exclusively designed double storeyed structure and has an excellent infrastructure to provide students with necessary requisites to experience maximum learning and development. An exclusive library houses some of the most cherished literature of the corporate world and state-of-the-art class rooms boast of having some of the best learning aids. Classrooms coupled with modern infrastructure provide a stimulating academic environment and an effective pedagogy further sets a platform conducive to nurturing the best breed of managerial talent.

## IT INFRASTRUCTURE

- ❖ Over 50 networked nodes through TCP/IP based high speed LAN
- ❖ 45 Mbps leased line, 5.2 VSAT line with internet connectivity in a distributed environment
- ❖ All nodes connected through 10/100 Ethernet LAN SCO UNIX open server, which includes licenses for software (SCO Xvision 97, Sun JAVA, JDK, Netscape Enterprise Server etc.)
- ❖ Application Development Software (Visual Basic 6.0, Power Builder 6.0, Visual C++ 5.0, Designer/Developer 2000 and Visual J++)
- ❖ All Hostels are Wi-fi enabled for internet and intranet connectivity. In addition Cyber Cafe equipped with 20 computers are functional in all hostels
- ❖ Library & Information Centre, E-Notice Board, online registration and online placement portals

## LIBRARY COMPUTER & INFORMATION CENTRE

- ❖ Latest books and journals
- ❖ Extensive Internet surfing facility
- ❖ Access to over 1000 journals, updated monthly
- ❖ Online access to Capitaline database
- ❖ CD ROMS of reputed national and international journals and class lectures
- ❖ Access to the Institute's computerized Central Library, equipped with over 2,75,000 titles and thousands of national and international journals
- ❖ The Information Super Highway Centre provides an exclusive communication platform for students of the institute with distinctive features viz. Internet and Intranet connectivity
- ❖ ATM based optical fiber WAN, comprehensive voice, video and data connectivity through NICNET and ERNET, PARAM 10000 super computer for parallel computing
- ❖ Well equipped reading room in the department

## SPORTS FACILITIES

Trekking	Gymnasium	Hockey
Rafting	Himalayan Explorers Club	Cricket
Billiards	Hobbies Club	Football
Table Tennis	Boat Club	
Squash	Swimming Pool	
Basket Ball	Sports Stadium	
Lawn Tennis	Volleyball	

## STUDENTS PROFILE AND ACTIVITIES

A large number of the students joining the MBA course have work experience and they come from diverse background having served with multinationals and government organizations like HCL, Honeywell, Patni Computers, Tech Mahindra, TCS, DMRC, DRDO, Indian Army, Maritime Industry etc. Students display team spirit, entrepreneurship and spirit of adventure during events like Exuberance-a sports festival, Ethnic day- a cultural extravaganza and excursion trips in mountainous wilderness of Uttarakhand.

## ADMISSIONS ELIGIBILITY CRITERIA

Bachelor's degree in any discipline of Engineering/Technology with first class or its equivalent, or a Master's degree with first class or equivalent in any discipline from a recognised Institution or University. Final year students are also eligible to apply. Such candidates, if selected, will be admitted provisionally, provided they complete all requirements for the qualifying degree with minimum percentage and CGPA or its equivalent by the specified date.

Candidates of General/OBC category seeking admission to the PG program must have at least 60% (SC/ST/PD 55%) marks or 6.00 (SC/ST/PD 5.50) CGPA on a 10 point scale at qualifying degree level. The percentage will be considered on the basis of aggregate marks/CGPA awarded in qualifying degree examination.

The OBC/SC/ST Category candidates must submit the requisite certificate from a competent authority as given in Annexure-1 on prescribed format by Govt. of India at the time of Interview/GD. The photocopies of the same be sent alongwith Completed Application Form.

Initial short listing of candidates, for sending invitation letters for Interview/GD, shall be done on the basis of their performance in JMET 2010. The final merit for making offers of admission to the Program will be on the basis of their aggregate performance in the Written Test (JMET 2010) followed by Group Discussion, Interview and their Work Experience as per respective weightages given below:-

JMET 65%; Group Discussions 10%; Interview 20%; Work Experience 5%.

Candidates will have to appear for Interview/GD at IIT R at their own expense.

These essential eligibility requirements are applicable to all categories of candidates, viz. regular, full-time sponsored and foreign candidates. Other conditions for these categories are as follows :

### A. Regular Candidates

Final year students of relevant undergraduate programs who have completed the requirements of qualifying examination can also apply. Such candidates will be required to submit a certificate as per the Performa given in Annexure-2A & 2B at the time of Interview/GD. In case of non-availability of the marks of final examination at the time of the Interview/GD due to delay in the announcement of their results, candidates may be allowed to appear in the Interview/GD on the basis of their aggregate results upto pre-final year in which the percentage should not be less than as specified above under essential requirements. However, they will be required to submit the proof of having passed the qualifying examination with the required percentage or CGPA latest by September 30, 2010.

## B. Full-Time Sponsored Candidates

The candidates must have a minimum of two years of full-time work experience in responsible capacity in a Registered Firm/Company/Industry/Educational and Research Institution/Govt./Quasi Govt./Autonomous Organisation in the relevant field in which admission is being sought. The Firm/Company/Industry shall either be a public sector undertaking or a public limited company registered in a stock exchange or a private concern whose annual turnover during the past two years exceeds Rs. 5 crores. The Educational Institution should be recognized by AICTE. The candidate shall submit a duly filled up Annexure-3 by the sponsoring institution.

### NUMBER OF SEATS

The number of seats available in the MBA Program is presently 95.

### RESERVATIONS

As per Government of India rules.

### APPLICATION PROCEDURE

Copies of the Information Brochure & Application Form may be obtained by sending a request in writing on a plain paper along with a self addressed stamped (Rs. 10/-) envelope (size 9" x 4") to "**Chairman, PG Admission-10, PG Admission Office, Indian Institute of Technology Roorkee, Roorkee – 247 667**". The application form can also be downloaded from <http://www.iitr.ac.in>

The completed application form together with the relevant documents and a Demand Draft for **Rs. 500/- (Rs. 250/- for SC/ST/PD)** made in favour of "**Chairman, PG Admission, Indian Institute of Technology, Roorkee**" payable at Roorkee may be sent by registered post / speed post to "**Chairman, PG Admission-10, PG Admission Office, Indian Institute of Technology Roorkee, Roorkee – 247 667**".

### LAST DATE FOR RECEIPT OF APPLICATION FORM

The last date for receipt of completed Application Forms in the office of the "**Chairman, PG Admission-10, PG Admission Office, Indian Institute of Technology Roorkee, Roorkee – 247 667**" is **January 29, 2010 (Friday)**. Application Forms received after this date will not be accepted under any circumstances. The Institute will not be responsible for any delay either on the part of the post office or for any other reason, whatsoever. Completed Application Forms in the envelope marked '**Application Form**' can also be submitted personally in the office of the PG Admission-2010, on any working day on or before **January 29, 2010 (Friday)**.

Applicants may note that GD/Interview will be conducted during **February 19-22, 2010**. Candidates short listed for GD/Interview will be intimated by registered post/courier/e-mail. Individual regret letters will not be sent to applicants who are not called for GD/Interview.

### PROGRAM FEE\*

For Regular Students **Rs. 35,000 per Semester**

For Sponsored Students **Rs. 60,000 per Semester**

For International Students As may be decided by the Institute

The above fee does not include security, mess charges, mess security and other Institute charges.

*Tuition fees shall not be charged from SC/ST/PD students.*

*\* The above fees are subject to change and the exact amount payable by the students shall be communicated at the time of admission.*

## ADMISSION PROCEDURE & CANCELLATION OF ADMISSION

As mentioned above, initial short listing of the candidates who have applied for admission to IITR shall be done on the basis of their performance in the JMET 2010 Examination and a certain number of candidates shall be invited for Interview/GD. Invitation letters shall be sent to the candidates short listed for interview at their respective mailing addresses indicated in the application form. This information will also be available on the Institute website. The Institute will not be responsible for non/delayed delivery of intimation letters or for any postal delay.

**At the time of interview/GD, candidates must bring with them the originals and one set of attested copies of the following documents:-**

- (i) Admit card and result card of JMET 2010;
- (ii) Certificates & mark sheets of all years / semesters of the qualifying examination;
- (iii) Certificate & mark sheets of High School, Secondary School Certificate or equivalent examination;
- (iv) Category certificate of OBC/SC/ST/PD issued by competent authority on prescribed format by Govt. of India and medical certificate to support the physically handicapped status, if applicable;
- (v) Certificate in respect of work experience, if any

Based on their aggregate performance in JMET, Interview, Group Discussion and Work Experience, a merit list shall be drawn for offering provisional admission to the Program. Provisional admission offers shall be sent by post at the respective mailing addresses of successful candidates as indicated in the application form. This information will also be available on the Institute website. The Institute will not be responsible for non/delayed delivery of offer letters or for any postal delay.

The candidates offered provisional admission should deposit full fee latest by the date specified in the provisional admission offer letter failing which their candidature for admission may stand cancelled. The fee is to be paid in the form of Crossed Demand Draft in favour of “**Chairman, PG Admission, Indian Institute of Technology, Roorkee**” payable at Roorkee to be sent to the “**Chairman, PG Admission-10, PG Admission Office, Indian Institute of Technology Roorkee, Roorkee – 247 667**”. A system of registration is followed for all the students joining the Institute. The selected candidates will have to register personally on such date as may be intimated in this regard. At the time of registration, the candidate is required to fill up registration cards and get himself/herself registered. After registration, students should report to the concerned Heads of the Department and submit the joining report. The proof of joining the Institute shall be the registration card and the fee receipt. Regular classes will start as per the time schedule declared by the Institute.

Candidates are required to submit the following documents at the time of registration:

1. Admission Offer;
2. Medical Certificate of Fitness in the prescribed proforma;
3. Fifteen recent photographs (12 passport size and 3 stamp size);
4. Transfer Certificate/ Migration Certificate;
5. Reserved Category Certificate on prescribed format by Govt. of India, if applicable;
6. Attested copies of mark sheets of all years/semesters and degree certificate in respect of qualifying examinations;
7. JMET/GMAT Scorecard;
8. Relevant Certificate given in Annexure-2A/2B or 3, if applicable;
9. Certificate of Character & Good Conduct from the Head of the Institution last attended;
10. Certificate of physical disability, if required.

No refund of fees will be permissible to the students who have registered for the Program but did not join subsequently or who leave the Program after joining. In such cases, only security and mess balance will be refunded.

If any seats remain vacant for admission at the end of registration on date of registration, the same may be offered to the wait listed candidates in order of merit on the date decided by the institute but before close of admission. Wait listed candidates desirous of availing this opportunity should report in person at the Institute at such date as may be intimated to them for the purpose. They should come prepared with the requisite fee and all necessary documents (listed above) and be able to register themselves depositing full fee in case the admission is of offered and start attending classes as per schedule.

The Institute has the right to cancel at any stage the admission of a candidate who is admitted to a course to which he or she is not entitled being unqualified or ineligible in accordance with the statutes and regulations in force.

Disputes, if any, arising out of or relating to any matter whatsoever concerning admissions to the MBA Program at IITR shall be subject to exclusive jurisdiction of Roorkee courts.