

Placement & Information Brochure 2023-24

(MBA, MBA (Marketing), MBA (Executive), BMS)



महात्मा ज्योतिबा फुले
रुहेलखण्ड विश्वविद्यालय, बरेली

Placement and Information Brochure
Department of Business Administration
(Faculty of Management)

M. J. P. Rohilkhand University
Bareilly (UP) 243006

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All ways lead to Bareilly





A Word from **VICE CHANCELLOR**

It gives me immense pleasure to express my thoughts in the Placement Brochure of the Department of Business Administration. It has been one of the leading management departments in the country in providing students with the latest knowledge, skills and abilities, to deal successfully with this ever changing corporate world. The last few years have been a roller coaster for educational institutes all across the world but the department emerged unscathed due to its highly experienced and qualified faculty members and student-centric learning environment.

The department is religiously involved, day in and day out, in polishing its students and make them industry ready by revising its curriculum, organizing seminars, workshops, field visits, internships, experiential learning projects, expert talks, CEO connect, etc. I am positive that these students will add tremendous value and will prove to be asset for your organization if given a chance.

I take this opportunity to wish a very successful careers to the students of management and extend a warm welcome to the recruiters in the Department of Business Administration.

We look forward to developing a long lasting mutually beneficial relationship in the interest of society, in general, and country, in particular.

Professor K.P. Singh
Vice-Chancellor

A Word from HEAD & DEAN



विद्या ददाति विनयं विनयाद्याति पात्रताम्। पात्रत्वाद्धनमाप्नोति धनाद्धर्मं ततः सुखम् ॥

(Knowledge gives humility, from humility, one attains character; from character, one acquires wealth; from wealth good deeds (righteousness) follow and then happiness)

The Department of Business Administration, MJP Rohilkhand University, Bareilly, since its inception in 1987, has played a pioneering role in providing quality management education to the aspiring talent of Northern India, in particular, and country, in general. It is striving to impart efficient professional practices, essential in today's globalized world, and high ethical standards into the students. It has been able to carve out a niche for itself in the field of grooming socially conscious leaders, managers and entrepreneurs.

The Department enjoys the privilege of selecting brightest brains and talents of the country, in its flagship programmes include Master of Business Administration: Two Years (Full Time), Master of Business Administration (Marketing): Two Years (Full Time), Master of Business Administration (Executive Programme): Two years (For Working Executives), Bachelor of Management Studies (BMS): Three Years (Full Time), Doctoral Programme (Ph.D.) and D.Litt. The students at all levels are not only given theoretical academic inputs but they are also given industry exposure. The participant-centric pedagogy adopted is in coherence with the times that brings out the best in the students with diverse backgrounds and determined to give a holistic view of problems and challenges through a participative learning process.

Taking into consideration expanded horizons and the concept of 'Global Village', the Department has tie-ups with many prestigious Institutes, universities and corporates which gives strong exposure to the students and enables students to compete globally with action-centric research, MDPs, PDPs, EDPs and Value-Added Consulting.

We are committed towards creating a vibrant community of value creators for our country with wholehearted support and necessary feedback from all involved in this noble mission. The Department aspires to imbibe human values across its various stakeholders through creation and dissemination of knowledge, quality management education, from well qualified and experienced faculty members at university campus, which is equipped with the state of art infrastructure.

Prof. Tulika Saxena
Head & Dean

Mahatma Jyotiba Phule Rohilkhand University, Bareilly

M.J.P.Rohilkhand University came into existence with its headquarter at Bareilly (U.P.) on February 15th, 1975 by U.P. Government's notification No. 10-1035/15-46(II)-74.. Its status was upgraded to affiliating-cum-residential university in 1985 when four teaching Departments were established in the campus. In 1987 three more Departments were added. In August 1997 Rohilkhand University was renamed as Mahatma Jyotiba Phule

Rohilkhand University. The University has taken an overall perspective of development plan and thereby modified University status by including new Faculties of Engineering and Technology, Management, Applied Sciences, Education and Allied Sciences etc. At present, the following Post-Graduate teaching Faculties are functioning in the residential campus of the University.

1. Faculty of Management

2. Faculty of Engineering and Technology

3. Faculty of Education & Allied Sciences

4. Faculty of Law

5. Faculty of Applied Sciences

6. Faculty of Social Sciences

The University headquarter is located at Bareilly with its territorial jurisdiction extending over the districts of Bareilly, Moradabad, Rampur, Sambhal, Bijnor, Jyotiba Phule Nagar, Badaun, Pilibhit and Shahjahanpur. The University campus spreads over 206 acres of Land. The Campus possesses Administrative Building, Faculty Buildings, Central Library, Multipurpose hall, Hostels for boys & girls,

Residence for Vice-Chancellor, Faculty Members, University officials, Non-teaching staff, Guest houses, Sports complex and medical center - all equipped with Modern amenities. The campus is fast coming up with the teaching departments, housing with all the modern facilities for education and research in the mentioned fields.



Department of Business Administration

(Faculty of Management)

The Department of Business administration under the Faculty of Management is located in the residential campus of the University. The State Government of Uttar Pradesh vide its G.O.No. 2818/15 (15) 86-44(3)/84 accorded its approval for commencement of the MBA Programme. The Department of Business Administration was created in 1986-87 on the recommendation of the academic bodies of the University and approval of the Government.

The basic objective behind all our endeavors is:

- Influencing management practice.
- Advocating the need of value-based material growth.
- Emphasizing the need of co-operation with competition.
- Equipping students with the required conceptual, inter-personnel and team skills for managerial decision making & implementation.

Mission

To develop future managers equipped with thorough professionalism, managerial skills, knowledge, wisdom and values to serve the mankind.

Vision

To develop the Department as an International Centre of Excellence for imparting Value-based Management Education.

Pedagogy

Besides class room teaching, management games, case studies, industrial tours, seminars, paper reading and regular surprise tests are part of the curriculum. Industry interaction with students undertaking project for industries is a regular feature in order to make students well versed with contemporary business environment. Interdepartmental debates and quizzes help the students acquire multifarious knowledge of all aspects of business.



The Edge

INFRASTRUCTURE

- ✓ Auditorium
- ✓ Computer Lab
- ✓ Syndicate Hall
- ✓ Smart Classrooms
- ✓ Library & Sports Complex

TEACHING PEDAGOGY

- ✓ Flipped Classes
- ✓ Continuous Low Stake Assessment
- ✓ Case Study
- ✓ Projects

EXPERIENTIAL LEARNING

- ✓ Live projects
- ✓ Field Work
- ✓ Detailed Project Reports
- ✓ Experience Sharing

INSTITUTE INDUSTRY INTERACTION

- ✓ Corporate Experts Talks
- ✓ Webinars/Seminars
- ✓ Industry Specific Value-Added Programs
- ✓ Industrial Visits
- ✓ Corporate Lab

VALUE INCULCATION

- ✓ Lectures on Values & Ethics
- ✓ Yoga Camps
- ✓ Blood Donation
- ✓ Village Visits

MULTIFACETED DEVELOPMENT

- ✓ Personality Development & Training
- ✓ Gymnasium
- ✓ Synthetic Track
- ✓ Shooting Range

Faculty Members

At Mahatma Jyotiba Phule Rohilkhand University faculty members are inspired with passion for teaching that makes them outstanding. They invest their time, effort and enthusiasm because of shared passion for teaching. They love teaching and Mahatma Jyotiba Phule university provides a way for them to extend that love into their academic lives. They use innovative teaching methods in synergy with research knowledge and corporate experience to make the curriculum contemporary, thought provoking and global in perspective. Their teaching methods include case study, field study, seminars, simulations and independent work. etc. They choose the method that is most appropriate to the material and their individual styles. The faculty members at Mahatma

Jyotiba Phule Rohilkhand University, Bareilly also function as mentors and facilitators which makes the learning for students interactive and enriching. When the students describe their favorite aspects of the B-School they often cite the quality and accessibility of the faculty. At Mahatma Jyotiba Phule Rohilkhand University, faculty members have diverse interest and expertise in the field of Management Science. The University also invites internationally acclaimed and experienced Management Gurus, Consultants, Entrepreneurs and Managers as Industry Expert. Their competency and specialization in their respective fields enrich the students with the most updated academic resources and give them insight into the corporate world by sharing first hand experience.



CORE FACULTY

**Prof. (Dr) Tulika Saxena**

Professor (Head & Dean)

Area of Interest: Organizational Behaviour
& Human Resource Management**E-mail:** tulika_28@yahoo.com**Prof. (Dr.) P. B. Singh**

Professor

Area of Interest: Sales and
Distribution Management; Consumer
Behavior; Organizational Behavior**E-mail:** pbsingh1967@gmail.com**Prof. (Dr.) Sanjay Mishra**

Professor

Area of Interest: International Business,
Business Analytics; Strategy**E-mail:** mishra_sanju5@yahoo.com**Prof. (Dr.) Trilochan Sharma**

Professor

Area of Interest: Finance, Accounting,
Human Resource Management**E-mail:** drlochan@gmail.com**Dr. Saurabh Verma**

Asso. Professor

Area of Interest : Marketing, Finance**E-mail:** saurabhverma3507@gmail.com**Mr. Alok Saxena**

Computer programmer 1

Area of Interest : Computer Science**E-mail:** alokcccmjpru@yahoo.com

PROFESSOR OF EMINENCE

**Prof. (Dr.) A. K. Sarkar**

Professor of Eminence

Area of interest: Management of Financial
Services, Strategic Financial Management, Corporate
Restructuring**E-mail:** aksarkar1957@yahoo.co.in**Prof. (Dr.) Raj Kamal**

Professor of Eminence

Area of interest: International Marketing,
Production and Operations
Management, Services Marketing**E-mail:** dr.rkamal@gmail.com

CONTRACTUAL FACULTY



Dr. Namrata Yadav Das

Assistant Professor (Contract)
Area of interest: Marketing and Advertising
E-mail: dasnam69@gmail.com



Dr. Manjula Singh

Assistant Professor (Contract)
Area of interest: Managerial Economics, Research Methodology, HRM
E-mail: manjuladevoo@gmail.com



Dr. Bhawna Saxena

Assistant Professor (Contract)
Area of interest: HRM, Industrial and Labour Laws, Compensation Management
E-mail: drbhawnasaxena12@gmail.com



Dr. Priyanka Rastogi

Assistant Professor (Contract)
Area of interest: Marketing Research and General Management
E-mail: dr.priyanka831@gmail.com



Ms. Varsha

Assistant Professor (Contract)
Area of interest: Accounting and Retailing
E-mail: vrsh04@gmail.com



Dr. Romita Khurana

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Mr. Rahul Kumar

Assistant Professor (Contract)
Area of interest: Financial Management, Security Analysis & Portfolio Management
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Ms Richa Singh

Assistant Professor (Contract)
Area of interest: Human Resource Management, Marketing, Industrial and Labour Laws
E-mail: richa485@gmail.com



Mr. Bala Pratap Singh

Assistant Professor (Contract)
Area of interest: Accounting, Business Environment
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Dr. Nandita Sharma

Assistant Professor (Contract)
Area of interest: HRM, Organizational Behaviour, Industrial and Labour Laws
E-mail: nandita.sharma2009@gmail.com



Dr. Sunil Kumar

Assistant Professor (Contract)
Area of interest: Economics, Rural Development, HR & Marketing
E-mail: sunil9259108991@gmail.com



Ms. Shraddha Pandey

Assistant Professor (Contract)
Area of interest: Human Resource Management & IT
E-mail: sraddhapandey@gmail.com



Mr. Raghvendra

Assistant Professor (Contract)
Area of interest: Finance
E-mail: raghvendra.sign@gmail.com



Ms. Vaishali Vishwakarma

Assistant Professor (Contract)
Area of interest: Human Resource Management and Marketing
E-mail: vaishalivishwakarma0914@gmail.com

Visiting Faculty

The department takes care to maintain a rich panel of visiting faculty who cater to the knowledge upgradation of the students from time to time.

Prof. A.R. Tripathi

Faculty of Commerce,
Banaras Hindu University

Prof. R.C. Dangwal

HNB Garhwal University

Prof. Y.P. Singh

Delhi School of Economics
University of Delhi, Delhi

Dr. K.K. Agarwal

Department of Commerce and Management
M.G. Kashi Vidyapeeth, Varanasi

Dr. M.C. Garg

Deptt. of Business Management
G.J. University, Hisar

Prof. C.L. Chandan

Institute of Management Studies
H.P. University, Himachal

Prof. H.C. Chaudhary

Faculty of Management Studies
Banaras Hindu University, Varanasi

Prof. Yashwant Gupta

Institute of Management Study
Department of Management
H.P. University, Shimla

Prof. R. Vinayak

Former Dean, Faculty of Commerce,
MDU University, Rohtak

Prof. V.K. Singh

Head & Dean FMS,
Gurukul Kangri Vishwavidyalaya, Haridwar

Prof. Vinay Sharma

Department of Management Studies
IIT Roorkee.

Prof. Ashish K Srivastava

Director Institute of Management, FOM
Pt. Ravi Shankar Shukla University, Chattisgarh.

Prof. P. C. Kavi Dayal

Head, Deptt. of Management Studies
Kumaun University, Nainital

Prof. L.K. Singh

Deptt. of Management Studies
Kumaun University, Nainital

Prof. Gurucharan Singh

School of Management Studies
Punjabi University, Patiala

Prof. Pankaj Madan

FMS, Gurukul Kangri Vishwavidyalaya, Haridwar

Prof. S.P. Singh

FMS, Gurukul Kangri Vishwavidyalaya, Haridwar

Prof. P.N. Mishra

Former Head, Deptt. of Business Administration
Gwalior

Dr. Shailendra Kumar

Deptt. of Management Studies (IIT), Prayagraj

Prof. Nagendra Yadav

Deptt. of Management
Dr. Shakuntala Mishra National Rehabilitation University,
Lucknow

Prof. Amit Joshi

Dean, Faculty of Management,
Kumaun University, Bhimtal Campus, Nainital

Prof. A.K. Shukla

Ex- Head & Dean, Dept. Of Business Management &
Entrepreneurship, Dr. RML, Avadh University, Ayodhya

Dr. H.S. Singh

Professor & Head, Dept. of Business Management &
Entrepreneurship Dr. RML, Avadh University, Ayodhya

Dr. Murad Ali

Head, Department of Business Management, VBS Purvanchal
University, Jaunpur

Dr. Munish Kumar

Dean College of Forestry, Professor and Head, Soil
Conservation and water management, C.S. Azad University of
Agriculture & Technology, Kanpur

Prof. Amit Singh

Head Management, BBAU, Lucknow

Prof. Sumita Shrivastav

Dayalbagh Educational Institute, Agra

Prof F.B Singh

Faculty of Commerce BHU, Varanasi

Prof. Archana Chandra

Head & Dean commerce Department Allahabad state
University Prayagraj

Computer Centre

The department has equipped computer lab to cater to the needs of the academic as well as administrative activities of the department. The students have access to the multimedia and Internet. The computer lab provides hands on experience to the user while keeping pace with the advancement of the technology. There are adequate number of computer systems in proportion to the number of students and all the terminals have latest configuration and software.



Library

The library is the nerve center and the heart of University, which is well-stocked and equipped with Approx. 8000 volumes on management and allied areas. A subscription of a wide range of periodicals, journals, E-journals, newspapers and magazines provides a vast dimension of knowledge for academic and research activities. In the library student also have access to the non-document archival such as recorded class presentations on audio and video tapes, CDs, project reports, Industry and company information sources etc. Library also has a Case bank where more than 500 cases are housed on various areas of management for offering the real-life situation and preparing the students to meet the challenges of futures.



Audio-Visual Aids

The department comprises of equipped classrooms, smart classrooms and Syndicate rooms with modern audio-visual teaching aids like Over Head Projectors, LCDs, TV, DVD Player and Audio Systems. In tandem with our general focus on overall Personality Development, we encourage our students to take initiative and to participate in a number of co-curricular activities throughout their stay in the campus.



Swayam Online Class Room

SWAYAM is a programme initiated by Government of India and designed to achieve the three cardinal principles of Education Policy viz., access, equity and quality. The objective of this effort is to take the best teaching learning resources to all, including the most underprivileged. SWAYAM seeks to bridge the digital divide for students who have hitherto remained untouched by the digital revolution and have not been able to join the mainstream of the knowledge economy. The audio-visual facility available in the department is used for this purpose.



Sports Activities

"All work and no play makes Jack a dull boy" with this belief the department has established the sports cell to inspire our students to be physically and mentally fit. The department has well equipped sports cell where students have access to indoor and outdoor games which include badminton, table tennis, volleyball, cricket, football and many other activities. The cell ensures that students actively participate in various sports activities and competitions that are being organized at various levels- department, university, inter university tournaments, district and state level tournaments.



Programmes

Vision:

To develop the Department as an International Centre of Excellence for imparting Value-Based Management Education.

Mission:

To develop future managers equipped with thorough professionalism, managerial skills, knowledge, wisdom and values to serve the mankind.

Objectives:

- ✓ To Train and develop students for careers in professional management.
- ✓ To Develop the analytical, communicative and decision-making skills to match the requirements of the modern corporate world.
- ✓ To Inculcate in the student-values and attitudes necessary to become socially responsible managers.
- ✓ To Improve the managerial competence of the practicing executives.
- ✓ To explore new horizons in various areas of management through research.

Post Graduate Programmes for Bachelors:

- ✓ Master of Business Administration (General)
- ✓ Master of Business Administration (Marketing)

Post Graduate Programmes for Working Professionals:

- ✓ Master of Business Administration (Executive)

Under Graduate Programmes:

- ✓ Bachelor of Management Studies (BMS)

Doctoral Programmes

- ✓ Ph.D Programme
- ✓ D.Litt Programme

Comprehensive Course Curriculum

MBA (General)

At present, the Department offers a full-time twoyear M.B.A. programme, spread over four semesters. The course has been approved by the All India Council for Technical Education (Ministry of Human Resource Development, Government of India) and meets the needs of today's fiercely competitive and challenging business environment. The emphasis is on developing group interaction, decision making and conceptual & analytical abilities. The total number of students inducted is 60. The students are admitted through CUET(PG) consisting of written test, group discussions and

personal interviews. The programme strikes an effective balance between theory and practice by combining conceptual classes with guest lectures from renowned professors and business experts core studies, group discussions, role play, seminars, conferences, quiz contests and workshops. It also aims at developing leadership skills through work assignments. The diversity of students representing various cultural, academic, social and geographical backgrounds creates an exciting atmosphere that fosters creativity and interaction. The faculty also has a unique record of excellent placement of its students in the past years.

Course Curriculum

| I Semester | II Semester |
|--|---|
| <ul style="list-style-type: none"> • Management Concepts and Skill Development • Statistics for Business Decisions • Managerial Economics • Human Resource Management • Marketing Management • Business Ethics • Financial Accounting and Reporting • Computer Applications in Management • Viva- Voce | <ul style="list-style-type: none"> • Organizational Behavior • International Business • Quantitative Techniques • Accounting for Decision Making • Financial Management • Business Environment • Research Methodology • Production & Operations Management • Viva- Voce |
| III Semester | IV Semester |
| <ul style="list-style-type: none"> • Strategic Management • Project Management • Management Information System • In Industry Training Report • Specialisation Area I - Part A Elective Paper I • Specialisation Area I - Part A Elective Paper II • Specialisation Area II - Part A Elective Paper I • Specialisation Area II - Part A Elective Paper II | <ul style="list-style-type: none"> • Business Analytics • Dissertation - Evaluation & Viva Voce • Specialisation Area-I- Part B Elective Paper-III • Specialisation Area-I- Part B Elective Paper-IV • Specialisation Area-II- Part B Elective Paper-III • Specialisation Area-II- Part B Elective Paper-IV |

Specialization / Elective Groups

Finance

Part A

- Security Analysis and Portfolio Management
- Corporate Restructuring
- International Financial Management

Part B

- Financial Derivatives
- Management of Financial Services
- Strategic Financial Management

Marketing

Part A

- Marketing Research
- Service Marketing & CRM
- Consumer Behaviour

Part B

- International Marketing
- Sales & Distribution Management
- Advertising & Product Management

Human Resource Management

Part A

- Labour Welfare and Social Security
- Organizational Change and Intervention Strategies
- Management Interpersonal and Group Processes

Part B

- Management of Industrial Relations
- Compensation Management
- Cross Cultural and Global HRM

Production & Operations Management

Part A

- Purchasing and Material Management
- Total Quality Management
- Production Planning and Control

Part B

- Advance Operations Research
- Logistics & Supply Chain Management
- Service Operations Management

Information Technology Management

Part A

- Management Support System
- Business Process Re-engineering
- System Analysis and Design

Part B

- Strategic Management of Information Technology
- Data Base Management
- Telecommunication for Business

International Business

Part A

- Export Procedure and Documentation
- Comparative International Management
- International Marketing Management

Part B

- Globalization and Sustainable Development
- International Human Resource Management
- International Financial Management

MBA (Marketing)

In today's post-liberalisation era owing to fast pace changes and growing market competitiveness, perfection is the call of time. Realising this need, the Department of Business Administration regularly makes changes to the structure and Syllabi of MBA (Marketing) programme which has been specially designed to cater to the needs of marketing functions of the industry. This programme is designed exclusively for the field of Marketing & IT and was the first of its kind in U.P. way back in 1996. The most attractive feature of this programme is its refined and advanced course curriculum with subjects like Consumer Behaviour, Product and Brand Management, Sales and Distribution Management, Service Marketing, Marketing for Non-Profit Organisation etc. which give thorough insight to students of this programme and provide necessary armour for marketing war. The computer

course has been designed keeping in mind the everyday challenges of market activities and lays emphasis on internet, multimedia, office automation, tally ERP etc. Subjects like Finance & Accounting for Marketing Decisions Corporate Policy, International Business and Agriculture and Rural Marketing, forms the part of the curriculum to provide a holistic and integrative approach to marketing functions. Distinguished guests from eminent universities and industries are regularly invited for expert lectures on subjects so as to keep the students abreast of the latest trends in the corporate world. Special emphasis is laid on enhancing communication, decision making and leadership skills by organising industrial tours, workshops, seminars, role-play case studies, presentations, cultural and sport activities, etc., where students take the initiative to organize the events.

Course Curriculum

| I Semester | II Semester |
|--|---|
| <ul style="list-style-type: none"> Management Concepts and Skill Development Statistics for Business Decisions Managerial Economics Human Resource Management Marketing Management Business Ethics Financial & Cost Accounting Financial Management Viva- Voce | <ul style="list-style-type: none"> Organizational Behavior International Business Quantitative Techniques Accounting For Decision Making Financial Management Business Environment Research Methodology Production & Operations Management Viva-Voce |
| III Semester | IV Semester |
| <ul style="list-style-type: none"> Strategic Management Project Management Management Information System In Industry Training Report – Evaluation & Viva-Voce MBA – Specialization Area I (Marketing) - Part A Elective MBA – Specialization Area I (Marketing) - Part A Elective Specialization Area II- Part A Elective Paper - I Specialization Area II- Part A Elective Paper-II | <ul style="list-style-type: none"> Business Analytics Dissertation- Evaluation & Viva Voce MBA- Specialization Area - I (Marketing) Part B Elective Paper-III MBA - Specialization Area I - (Marketing) Part B Elective Paper-IV MBA – Specialization Area II - Part B Elective Paper-III MBA – Specialization Area II - Part B Elective Paper-IV |

Elective Groups

| Part A | Part B |
|--|--|
| <ul style="list-style-type: none"> • Agriculture & Rural Marketing • Service Marketing & CRM • Consumer Behaviour | <ul style="list-style-type: none"> • International Marketing • Sales & Distribution Management • Advertising & Product management |

M.B.A. (Executive)

Master of Business Administration (MBA) Executive (Exec.) is a Two-Year Programme for working executives.

Course Structure

The M.B.A. (EXEC.) program shall be of two years duration i.e. first year and second year, each year consisting of two semesters. The first two semesters, each shall consist of seven core theory papers and viva-voce. The third and fourth semesters shall contain a combination of core papers and discipline specific elective papers. There shall be a system of dual specialization.

| I Semester | II Semester |
|--|--|
| <ul style="list-style-type: none"> • Management Concepts and Skill Development • Statistics for Business Decisions • Managerial Economics • Human Resource Management • Marketing Management • Business Ethics • Financial & Cost Accounting • Financial Management • Viva- Voce | <ul style="list-style-type: none"> • Organizational Behavior • International Business • Quantitative Techniques • Accounting For Decision Making • Financial Management • Business Environment • Research Methodology • Production & Operations Management • Viva-Voce |
| III Semester | IV Semester |
| <ul style="list-style-type: none"> • Strategic Management • Project Management • Management Information System • Project/ Market Survey Report- Evaluation & Viva-Voce • Specialisation Area I - Part A Elective Paper I • Specialisation Area I - Part A Elective Paper II • Specialisation Area II - Part A Elective Paper I • Specialisation Area II - Part A Elective Paper II | <ul style="list-style-type: none"> • Business Analytics • Capstone / Dissertation Project-Evaluation & Viva Voce • Specialisation Area-I- Part B Elective Paper-III • Specialisation Area-I- Part B Elective Paper-IV • Specialisation Area-II- Part B Elective PaperIII • Specialisation Area-II- Part B Elective PaperIV |

Doctoral Programme in Business Administration

The department is actively involved in research work in the various areas of management for Ph.D programme.

| Name of the Faculty Member | Awarded |
|----------------------------|---------|
| Prof. P.B. Singh | 11 |
| Prof. Sanjay Mishra | 10 |
| Prof. Tulika Saxena | 04 |
| Dr. Trilochan Sharma | 05 |
| Dr. Saurabh Verma | 01 |
| Prof. A.K. Sarkar | 26 |
| Prof. Raj Kamal | 23 |

Bachelor of Management Studies (BMS)

The programme commenced from academic session 2021-22. The total number of students inducted is 40 and programme duration is 03 years. The programme aims to provide a platform to aspiring graduates for enhancing their managerial and entrepreneurial skills by providing state of the art infrastructure. During the course the students are given hands on experience by working on various case studies, projects and presentations. Students are also motivated to go for summer internship to gain practical insights from industry which makes their course content more meaningful. This way, the students will not only be prepared well for jobs but they will also be able to take specialized masters courses with better understanding. The overarching academic environment of faculty adds a unique opportunity for overall development of students.

Course Structure

The B.M.S. Programme shall be of three years duration i.e. first, second and third year, each consisting of two semesters. However, after successful completion of First Year a Certificate can be awarded, Second Year a Diploma can be awarded and Third Year a Degree will be awarded.

| I Semester | II Semester | III Semester |
|---|--|--|
| <ul style="list-style-type: none"> • Micro Economics • Communication & Presentation Skills (English) • Business Organization • Book Keeping & Accounting • Elective -I- Part A - Optional Paper • Vocational Paper-1 | <ul style="list-style-type: none"> • Macro Economics • Business Mathematics • General Management • Critical Thinking & Writing • Elective -I- Part B - Optional Paper • Vocational Paper-2 | <ul style="list-style-type: none"> • Indian Banking System • Business Laws • Introduction to Information Technology & Systems Statistical Methods • Elective -II- Part A - Optional Paper 4 • Vocational Paper-3 |
| IV Semester | V Semester | VI Semester |
| <ul style="list-style-type: none"> • Company Law • Company Accounting • Business Ethics • Data Structures • Rural Immersion Project-Report Presentation & Viva-Voce • Elective -II- Part B - Optional Paper • Vocational Paper-4 | <ul style="list-style-type: none"> • Cost Accounting • Industrial Law • Entrepreneurship • Indian Value system • Foreign Language • Elective -III- Part A - Introduction To Programming • Elective -III- Part A - Web Development • Capstone Project-I | <ul style="list-style-type: none"> • Auditing • Goods & Service Tax • Environmental Science • Business Analytics • Foreign Trade • Elective -III- Part B - Language For Data Analytics (R & Python) • Elective -III- Part B - Cyber Law & Security • Capstone Project-II |

Institute Industry Interaction

To actively maintain the liaison and interaction between the institute and industry, an Institute- Industry Cell was constituted on 16-11-2020 vide office order number MJPRU/FOM/DBA/IIC/20-21/11/16. Keeping in mind that the students must get acclimatized with the ground work of the corporate world, the department on a regular basis arranges workshops and talks with the stalwarts of the industry.

Industrial Visit

Industrial visit as part of the curriculum intends to get the first hand feel of the working in the corporate sector. In this session the students visited the B.L.Agro Pvt. Ltd, Bareilly.



Live Projects

Considering the need of today's competitive environment, the department provides an opportunity to students of MBA second year to interact with industry people through live projects which includes summer training and dissertation. Live projects are remote micro internship opportunity away from university where students work in an organization. Collaboration like these not only help our students in bridging the learning gap between theoretical knowledge and the practical exposure but also provide valuable insights regarding current scenario. This creates a win-win situation for both organizations and students as they can leverage this opportunity to choose from the talented pool in the campus and vice-versa. Also the department welcomes all the organizations (startups or established ones, for-profit or not-for-profit or any kind of venture) to

come up with live project opportunities for our students as we believe that our students can bring in fresh perspectives to business problems.

Students can do live projects in any of the following areas:

- ▼ Finance
- ▼ Marketing
- ▼ Human Resource Management
- ▼ Information Technology

Apart from this the department ensures that students do assignments which require them to collect the data from different organizations regarding a particular business problem or to develop a business model. Also there are case studies and simulated business games for our students which have become a part of day to day curriculum

Events

Training Session on CMIE's Database Services



Speaker: Mr. Saurabh Goswami, Business Relationship Manager at Centre for Monitoring Indian Economy.

Online Faculty Development Programme



Speaker: Dr. Rakesh Kumar Srivastava, Gautam Buddha University, Noida

Prof. A.K. Shukla, Avadh University, Ayodhya

Prof. Syed Haider Ali, Khwaja Moinuddin Chishti Language University, Lucknow

Dr. Neeraj Shukla, Khwaja Moinuddin Chishti Language University, Lucknow

Prof. Amit Joshi, Kumaun University, Bhimtal Campus, Nainital

Dr. H.S. Singh Avadh University, Ayodhya

"Effective Soft Skills required to Fast track your career in Corporate & Business fit"



Speaker: Dr. Charu Modi, Training Senior Analyst, NTTDATA Hyderabad

Emerging Agri-Business Potential Agriculture Sector



Speaker: Prof.(Dr.)Munish Kumar: HoD, Department of Soil Conservation & Water Management, Nodal officer, ICAR-Chandra Shekhar Azad University of Agriculture & Technology, Kanpur

International Value-Added Programme

"Transforming India: Entrepreneurial Evolution for Viksit Bharat @ 2047"



Speakers

| |
|---|
| Mr. Yasir Parvez, Entrepreneur, Kiroto |
| Prof. Murad Ali, Head, Dept. of Business Management VBS Purvanchal University, Jaunpur |
| Mr. Kush Ujjivan Bank, Bareilly |
| Prof. Ashutosh Priya, Head, Dept. of Regional Economics, MJPRU, Bareilly |
| Dr. Doa Naqvi, Faculty, KMCLU, Lucknow |
| Prof. A.P.S. Bhadouria, Dean, PSIT College of Higher Education, Kanpur |
| Dr. Devraj Paneru, Director & Faculty Global College of Management, Kathmandu, Nepal |
| Mr. Nakul Mehrotra, Founder and CEO-TAM Enterprise |
| Mr. Harish Chandra Pathak, Co-Founder, Exhima |
| Prof. Munish Gangwar, Dean, ABM, Forestry CSA, University of Agriculture & Technology, Kanpur |
| Prof. Shwani Kapoor, Director, Management Allen house Group of Institutions, Kanpur |
| Dr. Suchi Dubey, Asso. Professor, MAHE Campus Dubai |
| Prof. Anurag Singh, Faculty BITS Pilani, Dubai |
| Prof. Amit Singh, Dean, Dept. of Law, MJPRU, Bareilly |
| Dr. Meenakshi Prabhat, Faculty Westford University College, Sharjah UAE |
| Ms. Richa Gupta, Design Thinking, Service Design Branding, Multimedia Digital Marketing, Blockchain |
| Mr. Lhato Jamba, President, University Association Doteng, Bhutan |
| Dr. Rohit Dron, National Power Grid Corporation, UK, Dr. Smita Dron, Faculty, STEP-HBTI, Kanpur |
| Dr. Rashmi Saxena B.Sc MBA, Ph.d Faculty HBTU Department of Management Studies Kanpur |

One Day National Workshop on
"Preventive Vigilance in Context of Health, Wealth, Social and National Issues of Concern"

Speaker: Shri AK Agarwal Ex IAF and SBI Personnel.

International Webinar "Entrepreneurship: From Job Seeker to Job Creator"



Speaker: Dr. Simran Kahaj, Associate Professor of Economics, Blvd. John Carroll University, USA
 Dr. Steve Dean, Owner-operator of Melymbrosia Associates, Canton Faculty of Global Business Culture and Entrepreneurship Program (GBCEP), USA

Training session on "Corporate Styling and Presentation"



Speaker: Ms. Shivani Bedi, Director, International School of Design

Investor Awareness Program on Commodity Derivatives Market



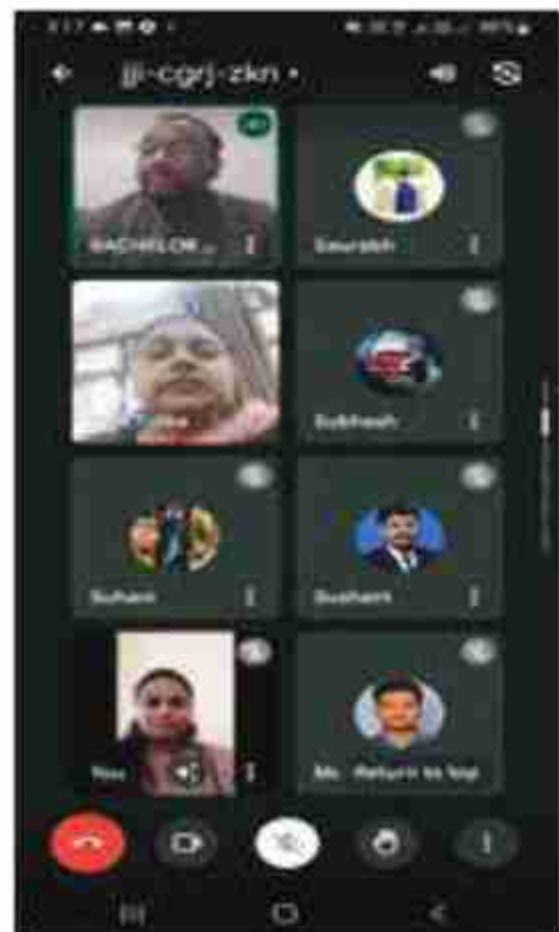
Speaker: Prof. Uttam Kumar, CFF

Women Cancer Awareness Session



Speaker: Mr. Jagjot Singh

E- workshop on career counselling for employability & skill development



Speaker: Dr. Shilpi Dixit, Director, Dizital Mantras

SUMMER TRAINING

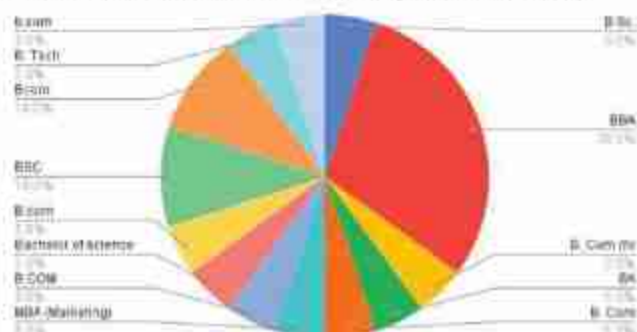
It is the responsibility of the Placement Bureau is to arrange industry training for the student, which is an essential part of MBA (Full time) & MBA Marketing (Full Time) Programme. Each student is required to undergo industry training in an organization for a period of six to eight weeks after completion of his/her second semester. There is proper marking criteria for summer internship. Each Student completes their internship under the supervision of Company Personnel. Each student has to prepare their project report regarding their

summer training topic and also present their report in form of a presentation. As per the rule of the academic program, viva voce is conducted for the project report. Internships are a key to building experience and also the gateway to future career prospects. Employers are much more likely to hire someone with internship and work experience rather than someone with a generic resume, or lacking experience. Many internship opportunities help set the foundation of a career.

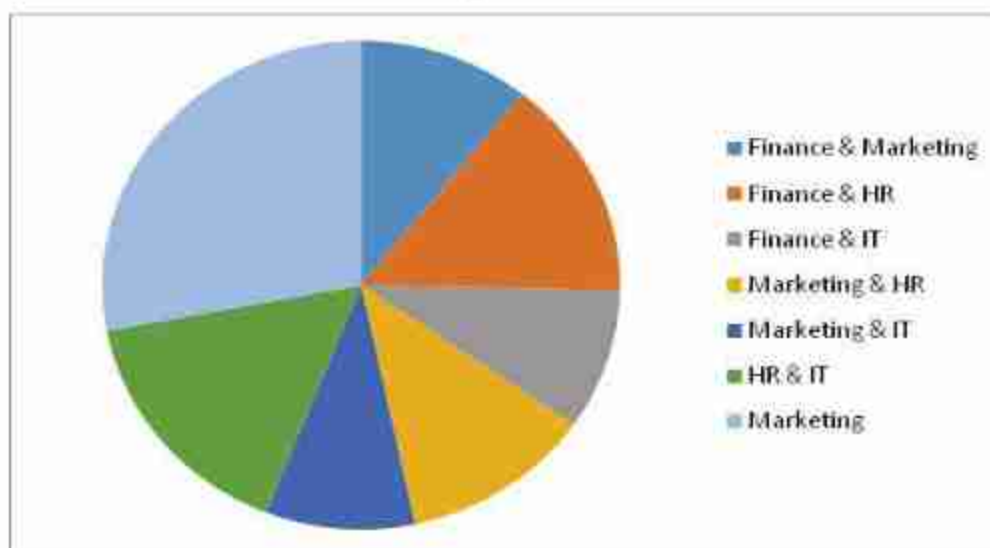
Count of GENDER



Count of EDUCATION BACKGROUND (IN GRADUATION)



MBA Specialisation

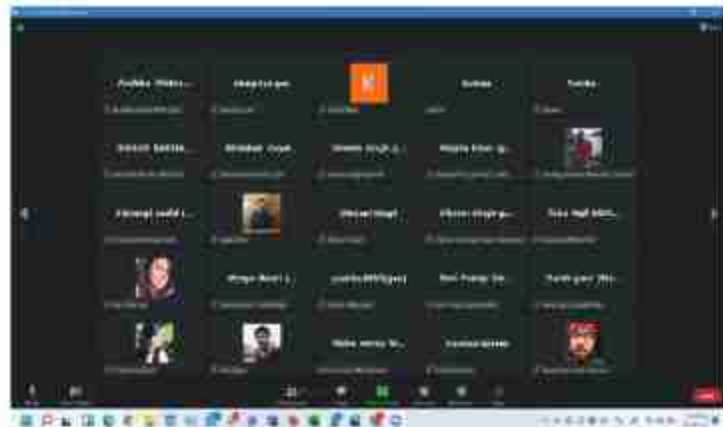
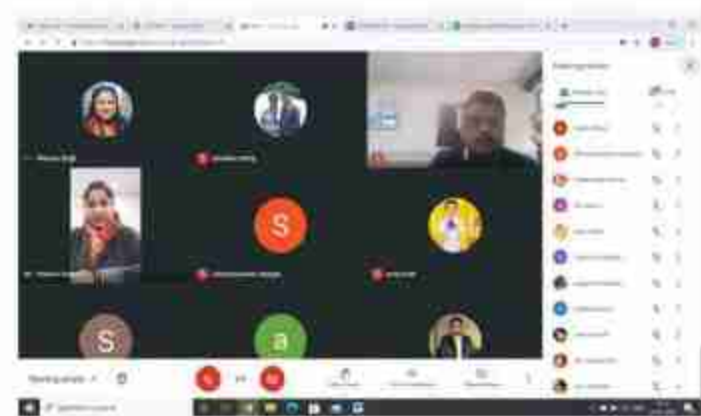


MoUs



Mentor - Mentee

Mentor-Mentee meetings are a regular feature in the department. The emphasis and significance of the mentor-mentee interaction is to get to know their concerns and provide solutions to the student's queries and make their stay in the department, comfortable and stress free. These interactions include matters related to academics, syllabus, availability of books, infrastructural discrepancies, curricular projects, remedial classes if required or any kind of problems they might face during their stay in the department. The department makes special efforts to give a patient hearing and effective results to their issues.



Clubs & Committees

Clubs

Sports Club (Sankalap-Determination) (Atulya-nothing Compares) (Spardha)

The Sports club is committed to provide a healthy sporting habit among the students. It helps to learn teamwork coordination among diverse cultural and ethnic groups and mainly infuses discipline and instills the value system in an individual

Cultural Club (Abhinaya) Expression

Cultural club is dedicated to spreading awareness, understanding, and appreciation of a particular culture, its people, diversity, and values. The cultural activities enhance the confidence level of the students thereby allowing them to perform better

Marketing Club (Spartan/Sangyan) Jannayasamajhna)(influencers- Prabhavit)

Marketing club aims to provide a platform for experiencing marketing practically. It conducts activity on a weekly basis to encourage students to learn marketing. Club aims to conduct competitions to motivate young minds and prepare them for the job market. Marketing club constantly updates the recent happenings in the global arena of business.

HR Club (Niyokta)

The HR club is created to help students exhibit their theoretical knowledge in practice and explore the domains of human resource professionals in corporates. The club promotes active participation of students and arrange events tailor made for the future HR professional. The club provide knowledge about the current and future trends in HR. It produces more employable and efficient HR students of MBA.

Finance Club (Pragati/Tarakki/ Utthan) Samraddhi)

Finance Club helps in understanding the interconnected structure of the financial concepts and operations of the financial markets. Financial Club makes the students strong in the fundamentals and clear in the broad structural view of the financial system. It helps students in the areas of banking, share markets, insurance, corporate finance and to keep the members updated with the financial concepts and news.

Go Green Club (Samarpan)

'Go Green Club' which is dedicated to spread awareness among the students regarding conservation and protection of the environment by organizing green events. The club also promotes green lifestyle among the students by making them aware about the importance and necessity of green environment.

Committees

Academic Committee

"Everyone sees the glory moments, but they don't see what happens behind the scenes." – Allyson Felix

The Academic Committee works closely with the administration to provide a healthy academic atmosphere and enhance the learning experience. Primary responsibility of this committee is to represent the student cohort in academia. The Committee undertakes both intra and inter-college events. The Academic Committee endeavours to leverage its three most significant assets, namely, our People, our Processes, and our Performance, to fulfil our objectives.

Hostel and Mess Committee

The Hostel and Mess Committee is a student-run body which constitutes members from both 1st and 2nd year students of the department. It is responsible for managing the food and hostel infrastructure. We believe that hostel should be a 'Home away from Home' for all students and thus strive to improve various aspects related to food and hostel issues are resolved at the earliest.

Student Affairs Committee

The Student Affairs Committee contributes to the improvement of student learning and the quality of educational experience as related to co-curricular programs and student support services. The Committee serves as the final locus of dialogue in the formulation and recommendation of major policies and program initiatives that affect student life and that contribute to student satisfaction and success.

Admission Committee

The Admissions Committee is responsible for the graduate student admissions in the program. This committee tracks the success of the admissions process each year by maintaining a database of pertinent requirements for the program annually.

CR

Class Representatives 'Lead, Protect and Negotiate'

Class representative acts as an interface between students, faculty and administration. Working with the faculty and administration, we strive to make the learning experience engaging and enjoyable for the students. We lend our voices to the students' concerns and opinions; play an active role in resolving any issues with the faculty and administration in the day-to-day academic activities.

Alumni Committee

Alumni Committee is an active body that maintains the alumni relations and interaction with the alumni of the college. Alumni Committee is responsible for organizing guest lectures, chapter meets (domestic and international), silver jubilee reunion, grand alumni meet and maintaining alumni database.

Training & Placement Committee

Training & Placement Committee has an important role to play in students' future. This Committee continuously strives to help students in pursuing their career goals by acquiring employment-seeking skills and ultimately to attain desired employment. This is accomplished through building a strong partnership amongst students, alumni, faculty members and industries.

Social Outreach Extension Activities

The department puts emphasis on co-curricular activities on a regular basis for the general awareness and overall development of the students. Various activities are undertaken such as:

Road Safety Awareness



No To Domestic Violence



Environment Sustainability Program (Plantation Drive, No plastic usage)



Orientation Programme



Health & Hygiene Awareness Camps (Blood Donation, Swacch Bharat Abhiyan)



Placement Bureau

The Placement Bureau is Chaired by Prof. (Dr) Tulika Saxena and coordinated by Prof. Trilochan Sharma and other faculty members. These coordinators are assisted by 05 and more student representatives. The role of the coordinators is to provide the counsel & guidance to students regarding the suitable employment opportunities & maintain close liaison with the industry. It provides information about the students through its placement

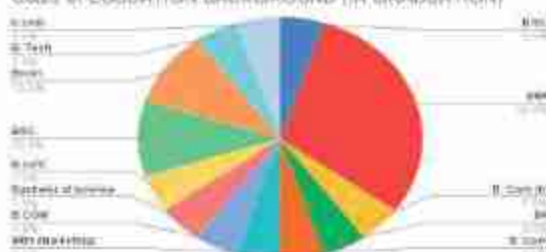
brochure to all organization who search for young, dynamic and skilled candidates who are able to manage, challenging and responsible positions which involve special managerial competence. The purpose of this training is to expose the students to the practical aspects of Management & Corporate World. During the training period, student undertake project specific to the problem under the guidance of faculty members

Final Placement at a Glance BATCH PROFILE

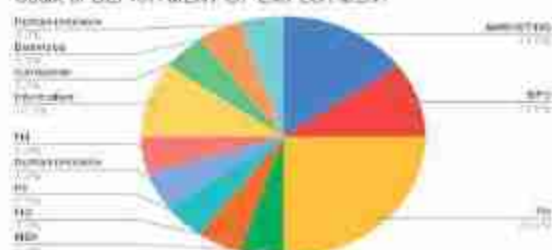
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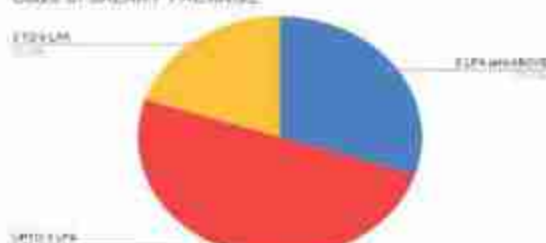
Count of EDUCATION BACKGROUND (IN GRADUATION)



Count of DEPARTMENT OF EMPLOYMENT



Count of SALARY PACKAGE



Partners – In Journey of Excellence

Some of the organization that have offered final placement to our students in the past.



MBA (General) Students Profile (Dual Specialization)



Dual Specialization in Finance and Marketing (Page: 30-32)

Dual Specialization in Finance and Human Resource (Page: 32-34)

Dual Specialization in Finance and Information Technology (Page: 35-36)

Dual specialization in Marketing and HR (Page: 36-38)

Dual Specialization in Marketing and Information Technology (Page: 39-40)

Dual Specialization in HR and Information Technology (Page: 41-43)

Dual Specialization in Finance and Marketing



Avneesh Kumar

| | |
|---|--|
| Email id | avneeshgangwar2002@gmail.com |
| Student Mobile No. | 9758628744 |
| Education Qualification | BBA |
| Summer Training Organization | Brindavan Beverages Private Limited (Coca Cola) |
| Summer Training Organization Full Address | Plot no.B-54-58 Parsakhera Industrial Estate Parsakhera, Bareilly, Uttar Pradesh 243502 |
| Full Research Topic of Summer Training | Recruitment & Retention Process in Coca-Cola |
| Specialization Areas | Finance and Marketing |



Bhanendra Singh

| | |
|---|---|
| Email id | bhanendrsingh@gmail.com |
| Student Mobile No. | 9411401456 |
| Education Qualification | B. com |
| Summer Training Organization | Brindavan Beverages Private Limited (Coca Cola) |
| Summer Training Organization Full Address | Plot no. B-54-58 Parsakhera Industrial Estate Parsakhera Bareilly Uttar Pradesh 243502 |
| Full Research Topic of Summer Training | Marketing Strategy of Coca Cola |
| Specialization Areas | Finance and Marketing |



Kamal Sharma

| | |
|---|-----------------------------|
| Email id | ks8462819@gmail.com |
| Student Mobile No. | 7017716941 |
| Education Qualification | BBA |
| Summer Training Organization | Patanjali |
| Summer Training Organization Full Address | Haridwar |
| Full Research Topic of Summer Training | Analysis Marketing Research |
| Specialization Areas | Finance and Marketing |



Krishna Kumar Singh

| | |
|---|------------------------------------|
| Email id | sai9675840567@gmail.com |
| Student Mobile No. | 9675840567 |
| Education Qualification | BA |
| Summer Training Organization | Kotak Mutual Fund |
| Summer Training Organization Full Address | Varanasi |
| Full Research Topic of Summer Training | Behavioural Finance in Mutual Fund |
| Specialization Areas | Finance and Marketing |



Manjeet Pushkar

| | |
|---|---|
| Email id | mcpushkar0949@gmail.com |
| Student Mobile No. | 6307556933 |
| Education Qualification | BBA |
| Summer Training Organization | Hero Motor Corp. |
| Summer Training Organization Full Address | Varanasi |
| Full Research Topic of Summer Training | Marketing and Sales on Hero Motor Corp. |
| Specialization Areas | Finance and Marketing |



Mansi Saxena

| | |
|---|--|
| Email id | mansi5678.saxena@gmail.com |
| Student Mobile No. | 8755036094 |
| Education Qualification | B. com |
| Summer Training Organization | Motilal Oswal Financial Services Ltd |
| Summer Training Organization Full Address | CP 107 OLD Avas Vikas Krishna Tower, Rampur 244901 |
| Full Research Topic of Summer Training | Financial Advisor and Portfolio Manage for Clients |
| Specialization Areas | Finance and Marketing |



Prashant Gangwar

| | |
|---|--|
| Email id | Prashanrgangwarmba@gmail.com |
| Student Mobile No. | 70178400828 |
| Education Qualification | B. Com (H) |
| Summer Training Organization | Universal Tribe |
| Summer Training Organization Full Address | Bareilly |
| Full Research Topic of Summer Training | Sales and Promotion Analysing Consumer Behaviour |
| Specialization Areas | Finance and Marketing |



Prateek Patel

| | |
|---|------------------------|
| Email id | kurmi9211@gmail.com |
| Student Mobile No. | 9368725621 |
| Education Qualification | B.Com |
| Summer Training Organization | Kotak Life Insurance |
| Summer Training Organization Full Address | Nehru Nagar, Ghaziabad |
| Full Research Topic of Summer Training | Sales |
| Specialization Areas | Finance and Marketing |



Samarth Agarwal

| | |
|---|--|
| Email id | samarthagarwal7055@gmail.com |
| Student Mobile No. | 8979079514 |
| Education Qualification | B.Com |
| Summer Training Organization | Kotak Mutual Fund |
| Summer Training Organization Full Address | Mini Bypass Rampur Road, Bareilly |
| Full Research Topic of Summer Training | Fundamental Analysis in Mutual Funds as a Retail Investors |
| Specialization Areas | Finance and Marketing |

Dual Specialization in Finance and Human Resource



Arshib Malik

| | |
|---|---------------------------------------|
| Email id | arshibmalik50@gmail.com |
| Student Mobile No. | 6396804927 |
| Education Qualification | B.Com(H) |
| Summer Training Organization | Recruzant HR Solutions LLP |
| Summer Training Organization Full Address | Gurgaon |
| Full Research Topic of Summer Training | Recruitment |
| Specialization Areas | Finance and Human Resource Management |



Ashra Fatima

| | |
|---|---|
| Email id | ashramalik08@gamil.com |
| Student Mobile No. | 86505 87423 |
| Education Qualification | B.COM |
| Summer Training Organization | Vega Auto Accessories Private Ltd. Company |
| Summer Training Organization Full Address | Plot no. 22 Sec-4, lie, Pantnagar, Rudrapur, U.S. Nagar (Uttarakhand) |
| Full Research Topic of Summer Training | Work Culture & Its Impact on Performance |
| Specialization Areas | Finance and Human Resource Management |



Faeka Ziya

| | |
|---|--|
| Email id | faekamalik01@gmail.com |
| Student Mobile No. | 8937945260 |
| Education Qualification | B. Com(H) |
| Summer Training Organization | Vega Auto Accessories |
| Summer Training Organization Full Address | Pant Nagar, Dist- Udham Singh Nagar, - 263153, Rudrapur, Uttarakhand |
| Full Research Topic of Summer Training | Employees Satisfaction and Quality of Work Life |
| Specialization Areas | Finance and Human Resource Management |



Hera Fatima

| | |
|---|---|
| Email id | herafatima0107@gmail.com |
| Student Mobile No. | 9870751430 |
| Education Qualification | B.Com |
| Summer Training Organization | Cyberware |
| Summer Training Organization Full Address | Cyberware Global Pvt. Ltd, T3-305 Exotica Dreamville Greater Noida West UP-201308 |
| Full Research Topic of Summer Training | Recruitment and Selection Process |
| Specialization Areas | Finance and Human Resource Management |



Isha Saxena

| | |
|---|---------------------------------------|
| Email id | ishasaxena455@gmail.com |
| Student Mobile No. | 8126425533 |
| Education Qualification | B.Com |
| Summer Training Organization | Vadilal Pvt. Ltd |
| Summer Training Organization Full Address | Persakhera, Bareilly |
| Full Research Topic of Summer Training | Recruitment and Selection Process |
| Specialization Areas | Finance and Human Resource Management |



Kartik Saxena

| | |
|---|---------------------------------------|
| Email id | kartiksaxena512@gmail.com |
| Student Mobile No. | 7905896243 |
| Education Qualification | B. Com |
| Summer Training Organization | HDFC Bank Ltd. |
| Summer Training Organization Full Address | HDFC Bank Ltd. Bareilly |
| Full Research Topic of Summer Training | Technical Analysis |
| Specialization Areas | Finance and Human Resource Management |



Mahek Bedi

| | |
|---|---|
| Email id | Mahekbedi8@gmail.com |
| Student Mobile No. | 9634350428 |
| Education Qualification | B.SC |
| Summer Training Organization | Motilal Oswal Investment Services |
| Summer Training Organization Full Address | 107 Krishna Tower old Awas Vikas Colony, Rampur |
| Full Research Topic of Summer Training | Finance Adviser |
| Specialization Areas | Finance and Human Resource Management |



Nishat Fatima

| | |
|---|---|
| Email id | Nishat Fatima |
| Student Mobile No. | itsmenishu786@gmail.com |
| Education Qualification | 7818808070 |
| Summer Training Organization | B. Com(H) |
| Summer Training Organization Full Address | Vega Auto Accessories |
| Full Research Topic of Summer Training | Sidkul, Pantnagar road, Rudrapur, U.S. Nagar Uttarakhand |
| Specialization Areas | Finance and Human Resource Management |



Sanchit Chaudhary

| | |
|---|--|
| Email id | chaudharysanchit@gmail.com |
| Student Mobile No. | 7253004272 |
| Education Qualification | B.Com |
| Summer Training Organization | VASA Event & Hospitality |
| Summer Training Organization Full Address | Kotak Mutual Fund near junction road, Bareilly |
| Full Research Topic of Summer Training | Analysis of Tour and Travels and Event Management |
| Specialization Areas | Finance and Human Resource Management |



Sidra Malik

| | |
|---|---|
| Email id | maliksidra1235@gmail.com |
| Student Mobile No. | 7078820977 |
| Education Qualification | B. Com |
| Summer Training Organization | Vega Auto Accessories Pvt Ltd |
| Summer Training Organization Full Address | Rudrapur (Pant Nagar) |
| Full Research Topic of Summer Training | Role of Emotional Intelligence on Employee Performance |
| Specialization Areas | Finance and Human Resource Management |



Vaishnavi Vaish

| | |
|---|---------------------------------------|
| Email id | vaishkajal0@gmail.com |
| Student Mobile No. | 7452887553 |
| Education Qualification | BBA |
| Summer Training Organization | PS Pharmaceutical |
| Summer Training Organization Full Address | Gangapur, Bareilly |
| Full Research Topic of Summer Training | ESI benefits |
| Specialization Areas | Finance and Human Resource Management |

Dual Specialization in Finance and Information Technology



Karan Rastogi

| | |
|---|------------------------------------|
| Email id | karanrastogi099@gmail.com |
| Student Mobile No. | 9536121389 |
| Education Qualification | B.Com |
| Summer Training Organization | Bajaj Capital Ltd |
| Summer Training Organization Full Address | New Delhi |
| Full Research Topic of Summer Training | "Customer KYC Guidelines" |
| Specialization Areas | Finance and Information Technology |



Mohd Salman Rehman

| | |
|---|------------------------------------|
| Email id | salmanrehman418@gmail.com |
| Student Mobile No. | 7668768617 |
| Education Qualification | B.Tech |
| Summer Training Organization | Recruzant HR Solutions LLP |
| Summer Training Organization Full Address | Civil Lines Kacheri Bareilly |
| Full Research Topic of Summer Training | Recruitment and Selection |
| Specialization Areas | Finance and Information Technology |



Mohd Shadab

| | |
|---|------------------------------------|
| Email id | shadabkh7868@gmail.com |
| Student Mobile No. | 7906922304 |
| Education Qualification | BBA |
| Summer Training Organization | State Bank of India |
| Summer Training Organization Full Address | Civil Lines Bareilly |
| Full Research Topic of Summer Training | Core Financial Activities of SBI |
| Specialization Areas | Finance and Information Technology |



Naina Fatma

| | |
|---|------------------------------------|
| Email id | fatima786naina@gmail.com |
| Student Mobile No. | 7417100811 |
| Education Qualification | BBA |
| Summer Training Organization | AM Builders |
| Summer Training Organization Full Address | Bareilly |
| Full Research Topic of Summer Training | Working Capital Management |
| Specialization Areas | Finance and Information Technology |



Sanaul

| | |
|---|------------------------------------|
| Email id | Sanaulislamsajid47@gmail.com |
| Student Mobile No. | 7500347864 |
| Education Qualification | BA |
| Summer Training Organization | Recruzant HR Solutions LLP |
| Summer Training Organization Full Address | Bareilly |
| Full Research Topic of Summer Training | Recruitment and Selection |
| Specialization Areas | Finance and Information Technology |



Sanskar Mishra

| | |
|---|---|
| Email id | sanskarmishra17@gmail.com |
| Student Mobile No. | 7505169630 |
| Education Qualification | BBA |
| Summer Training Organization | Coca-Cola |
| Summer Training Organization Full Address | Parsakhera, Bareilly |
| Full Research Topic of Summer Training | Customer Satisfaction regarding Coca Cola |
| Specialization Areas | Finance and Information Technology |



Shazeb Hasan

| | |
|---|------------------------------------|
| Email id | Shazebhasan721@gmail.com |
| Student Mobile No. | 9045700692 |
| Education Qualification | B. Com |
| Summer Training Organization | Lumax Industries |
| Summer Training Organization Full Address | Ahemdabad |
| Full Research Topic of Summer Training | Finance |
| Specialization Areas | Finance and Information Technology |

Dual specialization in Marketing and HR



Akanksha Upadhyaya

| | |
|---|---|
| Email id | upadhyayakanksha72@gmail.com |
| Student Mobile No. | 9027188008 |
| Education Qualification | B.Com |
| Summer Training Organization | Taj Hospitality Pvt. Ltd. |
| Summer Training Organization Full Address | Golden Palm Society 168, Noida (U.P.) |
| Full Research Topic of Summer Training | Recruitment and Selection |
| Specialization Areas | Marketing and Human Resource Management |



Akash Bharti

| | |
|---|---|
| Email id | Bhartiakash143@gmail.com |
| Student Mobile No. | 82731 48876 |
| Education Qualification | BBA |
| Summer Training Organization | Brindavan Beverages Pvt. Ltd. |
| Summer Training Organization Full Address | Bareilly |
| Full Research Topic of Summer Training | Consumer Behaviour |
| Specialization Areas | Marketing and Human Resource Management |



Hira

| | |
|---|---|
| Email id | hiramjpru@gmail.com |
| Student Mobile No. | 8171694629 |
| Education Qualification | B.Com(H) |
| Summer Training Organization | Holostik India Ltd. |
| Summer Training Organization Full Address | 117,sector-2, Noida -201301 (UP) |
| Full Research Topic of Summer Training | HR Recruitment in Holostik India Ltd. |
| Specialization Areas | Marketing and Human Resource Management |



Kamlesh Kumar

| | |
|---|---|
| Email id | Kamleshsamrat25@gmail.com |
| Student Mobile No. | 8279624675 |
| Education Qualification | BSC |
| Summer Training Organization | Brindavan Beverages Private Ltd |
| Summer Training Organization Full Address | Bareilly |
| Full Research Topic of Summer Training | Marketing Strategy |
| Specialization Areas | Marketing and Human Resource Management |



Neeraj Divakar

| | |
|---|---|
| Email id | bly.neerajdivakar@gmail.com |
| Student Mobile No. | 6397197282 |
| Education Qualification | BSC |
| Summer Training Organization | Kotak Mahindra |
| Summer Training Organization Full Address | Ghaziabad |
| Full Research Topic of Summer Training | Recruitment and Selection Process |
| Specialization Areas | Marketing and Human Resource Management |



Saurabh Singh

| | |
|---|---|
| Email id | singhsaub639@gmail.com |
| Student Mobile No. | 7464890101 |
| Education Qualification | BHM&CT |
| Summer Training Organization | Kotak Mahindra |
| Summer Training Organization Full Address | Ghaziabad |
| Full Research Topic of Summer Training | Recruitment and Selection in Kotak Mahindra |
| Specialization Areas | Marketing and Human Resource Management |



Shubhra Dubey

| | |
|---|---|
| Email id | shubhrad840@gmail.com |
| Student Mobile No. | 8755326112 |
| Education Qualification | BBA |
| Summer Training Organization | IFFCO Aonla, Bareilly |
| Summer Training Organization Full Address | IFFCO Aonla Unit, Bareilly |
| Full Research Topic of Summer Training | Good Human Relations in Organization |
| Specialization Areas | Marketing and Human Resource Management |



Vaibhav Raj

| | |
|---|---|
| Email id | vaibhav1123raj@gmail.com |
| Student Mobile No. | 9119963001 |
| Education Qualification | B.SC |
| Summer Training Organization | Kotak Mahindra Life Insurance |
| Summer Training Organization Full Address | Ghaziabad |
| Full Research Topic of Summer Training | Recruitment and Selection |
| Specialization Areas | Marketing and Human Resource Management |



Yash Johri

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| Student Mobile No. | 7906560179 |
| Education Qualification | B. Tech |
| Summer Training Organization | Maruti Suzuki Ltd. |
| Summer Training Organization Full Address | Bareilly |
| Full Research Topic of Summer Training | Consumer Satisfaction |
| Specialization Areas | Marketing and Human Resource Management |

Dual Specialization in Marketing and Information Technology



Anshika Gupta

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| Education Qualification | B.COM |
| Summer Training Organization | State Bank of India |
| Summer Training Organization Full Address | State Bank of India Green Park Branch, Bareilly Uttar Pradesh |
| Full Research Topic of Summer Training | Comparative Analysis of State Bank of India with its Competitors |
| Specialization Areas | Marketing and Information Technology |



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| Summer Training Organization | Phoenix Mills Ltd |
| Summer Training Organization Full Address | Bareilly |
| Full Research Topic of Summer Training | Consumer Behaviour |
| Specialization Areas | Marketing and Information Technology |



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| Summer Training Organization | Universal Tribe |
| Summer Training Organization Full Address | Bareilly |
| Full Research Topic of Summer Training | Sales and Promotion |
| Specialization Areas | Marketing and Information Technology |



Ritik Shukla

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| Email id | ritikshukla172002@gmail.com |
| Student Mobile No. | 9084999890 |
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| Summer Training Organization | Kotak Life Insurance |
| Summer Training Organization Full Address | Kotak Mutual Funds, Station Road, Opposite to Hotel D Grand, Bareilly |
| Full Research Topic of Summer Training | Fundamental Analysis in Mutual Funds |
| Specialization Areas | Marketing and Information Technology |



Sanskar Rawat

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| Summer Training Organization | IFFCO |
| Summer Training Organization Full Address | F88, 2nd floor, Rakesh Marg Nehru Nagar, Ghaziabad -201001 |
| Full Research Topic of Summer Training | Marketing |
| Specialization Areas | Marketing and Information Technology |



Shivam Gangwar

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| Student Mobile No. | 9759280074 |
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| Summer Training Organization | Coca Cola |
| Summer Training Organization Full Address | Persakhera Bareilly |
| Full Research Topic of Summer Training | Sales & Marketing |
| Specialization Areas | Marketing and Information Technology |



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| Education Qualification | BA |
| Summer Training Organization | Coca Cola |
| Summer Training Organization Full Address | Persakhera, Bareilly (U.P.) |
| Full Research Topic of Summer Training | Marketing Strategy of Coca-Cola |
| Specialization Areas | Marketing and Information Technology |

Dual Specialization in HR and Information Technology



Abhinav Bhatnagar

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| Education Qualification | B.Sc. |
| Summer Training Organization | Jainsons Health Care |
| Summer Training Organization Full Address | Plot No.32, Udham Singh Nagar (Uttarakhand) |
| Full Research Topic of Summer Training | ESI Benefits |
| Specialization Areas | Human Resource Management and Information Technology |



Afsheen

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| Student Mobile No. | 08445924631 |
| Education Qualification | B.Sc. Biotech |
| Summer Training Organization | Vinlab Export Pvt. Ltd. |
| Summer Training Organization Full Address | Lucknow |
| Full Research Topic of Summer Training | Handling and dealing with Labour at Firm and Market Clients (Floriculture) |
| Specialization Areas | Human Resource Management and Information Technology |



Arun Mishra

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| Education Qualification | BBA |
| Summer Training Organization | Brindavan Beverages (Coca-Cola) |
| Summer Training Organization Full Address | Plot no. B-54-58, Parsakhera, Bareilly |
| Full Research Topic of Summer Training | Quality Service of HDFC Bank |
| Specialization Areas | Human Resource Management and Information Technology |



Garima Gangwar

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| Summer Training Organization | Maruti Suzuki |
| Summer Training Organization Full Address | Bareilly |
| Full Research Topic of Summer Training | Recruitment and Selection Process |
| Specialization Areas | Human Resource Management and Information Technology |



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| Summer Training Organization | Parsons Nutritionals Pvt Ltd |
| Summer Training Organization Full Address | Bhiwadi Rajasthan, Pin code-301737 |
| Full Research Topic of Summer Training | Quality of Work Life among Employees |
| Specialization Areas | Human Resource Management and Information Technology |



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| Summer Training Organization Full Address | Bareilly |
| Full Research Topic of Summer Training | HRM |
| Specialization Areas | Human Resource Management and Information Technology |



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| Summer Training Organization | Link Management Solutions Pvt Ltd |
| Summer Training Organization Full Address | 309 rectangle one, behind Sheraton Hotel, Saket New Delhi |
| Full Research Topic of Summer Training | Performance Appraisal |
| Specialization Areas | Human Resource Management and Information Technology |



Sadhna Gangwar

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| Education Qualification | BA |
| Summer Training Organization | Skanem India Private Limited |
| Summer Training Organization Full Address | NH-105, Near Chikni Bridge, Nalagarh-Swarghat Road, Vill. Plasra- Nihla, Nalagarh, Himachal Pradesh - 174101 |
| Full Research Topic of Summer Training | Recruitment and Selection Process |
| Specialization Areas | Human Resource Management and Information Technology |



Shubhi Chandra

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| Education Qualification | B.Sc |
| Summer Training Organization | Employment Mantras |
| Summer Training Organization Full Address | Jawahar nagar colony, opposite Tribati Naath Mandir gate, Bareilly (U.P) |
| Full Research Topic of Summer Training | Recruitment and Selection |
| Specialization Areas | Human Resource Management and Information Technology |



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| Education Qualification | B.Com (H) |
| Summer Training Organization | IFFCO Aonla, Bareilly |
| Summer Training Organization Full Address | Bareilly |
| Full Research Topic of Summer Training | Performance Appraisal |
| Specialization Areas | Human Resource Management and Information Technology |



Vardan Pushkar

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| Education Qualification | BBA |
| Summer Training Organization | Brindavan Beverages Persakhera |
| Summer Training Organization Full Address | Persakhera, Bareilly |
| Full Research Topic of Summer Training | Employee Retention |
| Specialization Areas | Human Resource Management and Information Technology |



Vinay Singh Bisht

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| Student Mobile No. | 8650874819 |
| Education Qualification | BBA |
| Summer Training Organization | Jainsons Health Care |
| Summer Training Organization Full Address | Rudrapur (Uttarakhand) |
| Full Research Topic of Summer Training | Awareness and Effective Utilization of ESI |
| Specialization Areas | Human Resource Management and Information Technology |



MBA (Marketing) Students Profile



MARKETING AS A AREA OF SPECIALIZATION (Page: 46-50)

MBA PART TIME (NOW EXECUTIVE) (Page: 50)

MBA (Marketing)**Abhay Srivastava**

| | |
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| Summer Training Organization | BL Agro Ltd Bareilly |
| Summer Training Organization Full Address | Parsakhera Bareilly |
| Full Research Topic of Summer Training | Sales and Marketing |

**Rohit Kumar**

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| Summer Training Organization | Dabur India Ltd |
| Summer Training Organization Full Address | Bareilly |
| Full Research Topic of Summer Training | Sales, Marketing, Distributor Handling |

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| Summer Training Organization | Fundtrendz India Pvt Ltd |
| Summer Training Organization Full Address | Kacheri near Grand Hotel, Bareilly |
| Full Research Topic of Summer Training | Loan Department |

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| Summer Training Organization | Shaheen Tour & Travels |
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| Full Research Topic of Summer Training | Consumer behaviour |

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| Summer Training Organization | Coco Cola |
| Summer Training Organization Full Address | Bareilly |
| Full Research Topic of Summer Training | Marketing Research |



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| Summer Training Organization Full Address | Kailash Colony, New Delhi |
| Full Research Topic of Summer Training | General Insurance |



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| Full Research Topic of Summer Training | Marketing Strategy |



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| Summer Training Organization | All India ITR |
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| Full Research Topic of Summer Training | ITR Marketing Intern |



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| Summer Training Organization | Coca Cola |
| Summer Training Organization Full Address | E-11 Parsa Khara Industrial area Parsa Khara Uttar Pradesh 243502 |
| Full Research Topic of Summer Training | Customer Satisfaction towards Coca Cola |



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| Summer Training Organization | Coco Cola Pvt. Ltd. |
| Summer Training Organization Full Address | Bareilly |
| Full Research Topic of Summer Training | Loan Finance Department |



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| Education Qualification | BA |
| Summer Training Organization | IFFCO |
| Summer Training Organization Full Address | IFFCO, Aonla |
| Full Research Topic of Summer Training | Promotions and Advertising in IFFCO. |



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| Education Qualification | B.Com |
| Summer Training Organization | Phoenix Mills Limited |
| Summer Training Organization Full Address | Phoenix United Mall, Bareilly |
| Full Research Topic of Summer Training | Consumer Behaviour towards Pheonix Mall |



Jawahar Singh

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| Education Qualification | BBA |
| Summer Training Organization | BPO Sector |
| Summer Training Organization Full Address | Eogent E-Service Private (Ltd) Bareilly, Uttar Pradesh |
| Full Research Topic of Summer Training | Marketing Strategies |



Kaushal Singh

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| Education Qualification | BBA |
| Summer Training Organization | Praveen Electrical Appliances |
| Summer Training Organization Full Address | G-1 Industrial Area, Persakhera, Bareilly U.P 24352 |
| Full Research Topic of Summer Training | Marketing Strategy of Praveen Electrical Appliances |



Kuldeep Jaiswal

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| Education Qualification | BBA |
| Summer Training Organization | Coco-Cola Brindavan Beverages Pvt. Ltd |
| Summer Training Organization Full Address | E-11 Industrial area, Parskhera Uttar Pradesh 243502 |
| Full Research Topic of Summer Training | Customer Satisfaction towards Coco Cola |



Kunal Gupta

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| Email id | kg6765441@gmail.com |
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| Education Qualification | BBA |
| Summer Training Organization | Coca Cola |
| Summer Training Organization Full Address | E - 11 Parsa Khera Industrial area Parsa khera Uttar Pradesh 243502 |
| Full Research Topic of Summer Training | Customer satisfaction towards Coca Cola |



Mohd Rashid Ansari

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| Education Qualification | B.COM |
| Summer Training Organization | Coca-Cola |
| Summer Training Organization Full Address | E - 11 Parsa Khera Industrial area Parsa Khera Uttar pradesh 243502 |
| Full Research Topic of Summer Training | Customer Satisfaction towards Coca Cola |



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| Summer Training Organization | Coca Cola |
| Summer Training Organization Full Address | E - 11 Parsa Khera Industrial area Parsa Khera Uttar Pradesh 24350 |
| Full Research Topic of Summer Training | Marketing Strategies |



Rajesh Gangwar

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| Summer Training Organization | The Grand Nirvana Hotel and Resort, Bareilly |
| Summer Training Organization Full Address | Karampur Chaudhary Nainital road, Bareilly, Uttar Pradesh 243122(Aero City) |
| Full Research Topic of Summer Training | Marketing Strategies |



Saad Alam

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| Summer Training Organization | Coca Cola |
| Summer Training Organization Full Address | Parsakhera |
| Full Research Topic of Summer Training | Marketing Strategies |

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| Summer Training Organization | Career Ladder (Bankedge) |
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| Full Research Topic of Summer Training | Banking and Finance |

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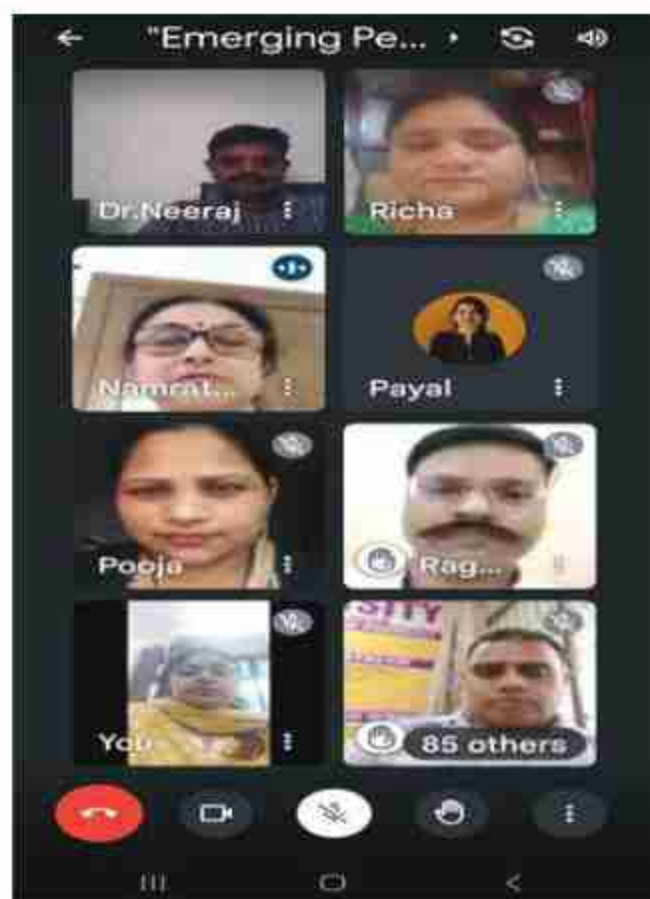


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Events At A Glance







All Ways Lead to Bareilly

Bareilly Airport

Address: Pilibhit Road, Mudiya Ahmad Nagar, Airport Area, Bareilly, Uttar Pradesh 243002
<https://www.aai.aero/>



Bareilly Junction Railway Station

Address: Station Road, Civil Lines, Bareilly, Uttar Pradesh 243001
<https://www.irctc.co.in/nget/train-search>



Satellite Bus Station

Address: Pilibhit Bypass Rd, Sindhu Nagar, Bareilly, Uttar Pradesh 243005
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<https://www.onlineupstrtc.co.in/#/home>



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