

Institute of Management Studies
Kurukshetra University Kurukshetra
INFORMATION ABOUT ACADEMIC DEPARTMENT FOR WEB PORTAL

Department Profile:

The Institute has MBA-5 Year Integrated Practice Oriented Programme as one of its core activities. This programme is composed of 10 semesters with provision of awarding the BBA degree at the end to 6th semester. The programme is unique, innovative and first of its kind in the sense that it incorporates the students in early age when they are in their best to learn and mould. All aspects of management are taught comprehensively. Another unique feature of the course is that it has strong practice orientation as at the end of each semester (except 10th semester) the students are required to under go four weeks training in Corporate Sector. This is done with the intent that students are imbued with right blend of practical exposure and theoretical academic enrichment.

The course further emphasizes active interaction of students by regularly inviting corporates in the Institution and through coordinated industry visits.

Director : *Dr. D. D. Arora*
Professor in Management
 Contact Information : *Institute of Management Studies,*
Kurukshetra University, Kurukshetra,
01744-238258

Faculty Information:

| | Joining Date | Specialization | Qualification | Contact Information /E-mail |
|------------------------|--------------------------------|--|--|---|
| Director | 1 st Sept., 2005 | Marketing, Total Quality Mgt., and Accounting | M.Com, M. Phil, LLB, PhD | 98963-92006 |
| LECTURERS | | | | |
| Dr. Mahavir Sehrawet | 19 th June, 2006 | Marketing, Human Resource | MBA, MPM, PGDEM, PhD | 94163-45701 msehrawet@rediffmail.com |
| Ms. Divya Malhan | 8 th January, 2007 | Human Resource, Marketing | MBA, PGDCA, PhD(Pursuing) | 94160-47200 divyagrewal@rediffmail.com |
| Sh. Rajan Sharma | 8 th January, 2007 | Marketing, Finance | M.Com, MBA | 98160-55116 rajseesqc@yahoo.com rajsee001@rediffmail.com |
| Sh. Anil Kumar | 9 th January, 2007 | Marketing, Management Science, and Business Statistics | MBA, PGDCA Diploma in Statistics (Pursuing) | 92558-33899 94161-78136 akk_kaim@yahoo.co.in |
| Sh. Jai Kishan Chandel | 9 th January, 2007 | Finance and Marketing | MBA, PGDRD | 93541-66872 chandel.gk@gmail.com |
| Sh. Rajneesh Ahlawat | 24 th January, 2007 | Marketing, Human Resource, Information Tech. | MBA, Ph.D. (Pursuing) | 94165-14527 ahlawat123@rediffmail.com |

Courses offered: MBA -5 Year (Integrated Practice Oriented Programme)

| Type of Course (Postgraduate & others) | System of Examination |
|---|-----------------------|
| <i>MBA-5 Year (after 3 years provision of BBA degree)</i> | <i>Semester</i> |

Profile of different courses offered: MBA-5 year Integrated Practice Oriented Programme

| Degree Type | Course Duration | No. of sanctioned seats | Scheme of Exam. (Annual/Semester) |
|--|-----------------|--|-----------------------------------|
| <i>MBA-5 year with termination point after 3 years (6 Semesters) for BBA Degree</i> | <i>5 Year</i> | <i>40 + 10 (Industry Sponsored seats) = 50</i> | <i>Semester</i> |

Detail of Different Course:

Course Name : *MBA -5 Year Integrated Practice Oriented Programme
(with Termination point after 3 year (6 Semesters)for BBA Degree.*

Course Type : *Post graduate (Professional)*

Exam. Scheme : *Semester*

Duration : *5 year*

Semester-wise/ Year-wise details:

| Paper Code | Paper Name | Paper Type | Paper Remarks | Max. Marks | Internal Marks | External Marks |
|--------------------------------------|---|------------|---------------|------------|----------------|----------------|
| First Semester (Total = 600) | | | | | | |
| mba-801 | Conceptual Foundations of Management | Compulsory | | 100 | 30 | 70 |
| mba-802 | Understanding Human Behaviour | Compulsory | | 100 | 30 | 70 |
| mba-803 | Executive Communication | Compulsory | | 100 | 30 | 70 |
| mba-804 | Fundamentals of Accounting | Compulsory | | 100 | 30 | 70 |
| mba-805 | Fundamentals of Sociology | Compulsory | | 100 | 30 | 70 |
| mba-806 | Computer Fundamentals | Compulsory | | 100 | 30 | 70 |
| Second Semester (Total = 550) | | | | | | |
| mba-811 | Business Statistics | Compulsory | | 100 | 30 | 70 |
| mba-812 | Business Mathematics | Compulsory | | 100 | 30 | 70 |
| mba-813 | Business Laws | Compulsory | | 100 | 30 | 70 |
| mba-814 | Business Economics | Compulsory | | 100 | 30 | 70 |
| mba-815 | Database Management System | Compulsory | | 100 | 30 | 70 |
| mba-816 | Term Paper Presentation (Based on 'On- Job Training') | Compulsory | | 50 | | 50 |
| Third Semester (Total = 550) | | | | | | |
| mba-821 | Environment Management and Law | Compulsory | | 100 | 30 | 70 |
| mba-822 | Cost Accounting | Compulsory | | 100 | 30 | 70 |
| mba-823 | Indian Macro Economic Environment | Compulsory | | 100 | 30 | 70 |
| mba-824 | Corporate Law | Compulsory | | 100 | 30 | 70 |
| mba-825 | Elements of Marketing | Compulsory | | 100 | 30 | 70 |
| mba-826 | Term Paper Presentation (Based on 'On-Job Training') | Compulsory | | 50 | | 50 |
| Fourth Semester (Total = 550) | | | | | | |
| mba-831 | Basics of Finance | Compulsory | | 100 | 30 | 70 |
| mba-832 | Management Accounting | Compulsory | | 100 | 30 | 70 |

| | | | | | | |
|---------------------------------------|--|------------|--|-----|----|----|
| mba-833 | Production Management | Compulsory | | 100 | 30 | 70 |
| mba-834 | Management Information System | Compulsory | | 100 | 30 | 70 |
| mba-835 | Basics of HRM | Compulsory | | 100 | 30 | 70 |
| mba-836 | Term Paper Presentation (Based on 'On-Job Training') | Compulsory | | 50 | | 50 |
| Fifth Semester (Total = 650) | | | | | | |
| mba-841 | Purchase & Materials Mgt. | Compulsory | | 100 | 30 | 70 |
| mba-842 | Quantitative Techniques For Business Mgt. | Compulsory | | 100 | 30 | 70 |
| mba-843 | Entrepreneurship Development | Compulsory | | 100 | 30 | 70 |
| mba-844 | Business Research | Compulsory | | 100 | 30 | 70 |
| mba-845 | Service Marketing | Compulsory | | 100 | 30 | 70 |
| mba-846 | International Business | Compulsory | | 100 | 30 | 70 |
| mba-847 | Term Paper Presentation (Based on 'On-Job Training') | Compulsory | | 50 | | 50 |
| Sixth Semester (Total = 700) | | | | | | |
| mba-851 | Project Management | Compulsory | | 100 | 30 | 70 |
| mba-852 | Marketing Communication | Compulsory | | 100 | 30 | 70 |
| mba-853 | Export Documentation and Procedures | Compulsory | | 100 | 30 | 70 |
| mba-854 | Total Quality Management | Compulsory | | 100 | 30 | 70 |
| mba-855 | Human Resource Development | Compulsory | | 100 | 30 | 70 |
| mba-856 | Vyavharik Hindi | Compulsory | | 100 | 30 | 70 |
| mba-857 | Term Paper Presentation (Based on 'On-Job Training') | Compulsory | | 50 | | 50 |
| mba-858 | Comprehensive Viva-Voce | Compulsory | | 50 | | 50 |
| Seventh Semester (Total = 700) | | | | | | |
| mba-861 | Strategic Management | Compulsory | | 100 | 30 | 70 |
| mba-862 | Economic Aspects of Indian Constitution | Compulsory | | 100 | 30 | 70 |
| mba-863 | Term Paper Presentation (Based on 'On-Job | Compulsory | | 50 | | 50 |

| | | | | | | |
|--|--|----------|--|-----|----|----|
| | Training') | | | | | |
| OPTIONAL PAPERS: | | | | | | |
| The student are required to opt for 4 theory and a Practical-cum-Viva-Voce papers in all from one functional area Viz., Marketing, Finance and Human Resources. First 3 Theory Papers in each functional areas are compulsory besides Practical-cum-Viva-Voce. | | | | | | |
| Marketing : | | | | | | |
| mba-864 | Consumer Behaviour | Optional | | 100 | 30 | 70 |
| mba-865 | Sales and Distribution Management | Optional | | 100 | 30 | 70 |
| mba-866 | International Marketing Management | Optional | | 100 | 30 | 70 |
| mba-867 | Practical -cum- viva-voce based on paper mba 864, mba-865 & mba-870 | Optional | | 50 | | 50 |
| mba-868 | Working Capital Management | Optional | | 100 | 30 | 70 |
| OR mba-873 | Industrial Psychology | Optional | | 100 | 30 | 70 |
| Finance : | | | | | | |
| mba-868 | Working Capital Management | Optional | | 100 | 30 | 70 |
| mba-869 | Foreign Exchange Management | Optional | | 100 | 30 | 70 |
| mba-870 | Security Analysis and Investment Management | Optional | | 100 | 30 | 70 |
| mba-871 | Practical-cum- Viva-Voce based on paper mba-868, mba-869 & mba-870 | Optional | | 50 | | 50 |
| mba-864 OR mba - 873 | Consumer Behaviour | Optional | | 100 | 30 | 70 |
| | Industrial Psychology | Optional | | 100 | 30 | 70 |
| Human Resources : | | | | | | |
| mba-872 | Industrial Relations | Optional | | 100 | 30 | 70 |
| mba-873 | Industrial Psychology | Optional | | 100 | 30 | 70 |
| mba-874 | Managing Interpersonal Group Processes | Optional | | 100 | 30 | 70 |
| mba-875 | Practical-cum- Viva-Voce based on paper mba-872, mba-873 & , mba-874 | Optional | | 50 | | 50 |
| mba-868 OR mba - 864 | Working Capital Management | Optional | | 100 | 30 | 70 |
| | Consumer Behaviour | Optional | | 100 | 30 | 70 |

| Eighth Semester (Total = 700) | | | | | | |
|---|---|------------|--|-----|----|----|
| mba-881 | Organizational Behaviour | Compulsory | | 100 | 30 | 70 |
| mba-882 | E-Commerce | Compulsory | | 100 | 30 | 70 |
| mba-883 | Term Paper Presentation Based on Job Training | Compulsory | | 50 | | 50 |
| OPTIONAL PAPERS | | | | | | |
| The student are required to opt for 4 theory and a Practical-cum-Viva-Voce papers in all from one functional area Viz., Marketing, Finance and Human Resources. First 3 Theory Papers in each functional areas are compulsory | | | | | | |
| Marketing: | | | | | | |
| mba-885 | Strategic Marketing Mg | Optional | | 100 | 30 | 70 |
| mba-886 | Advertising Management | Optional | | 100 | 30 | 70 |
| mba-887 | Industrial Marketing | Optional | | 100 | 30 | 70 |
| mba-888 | Practical-cum-Viva-Voce based on paper mba-885, mba-886 & mba-887 | Optional | | 50 | | 50 |
| mba-890 OR mba-895 | Indian Financial System | Optional | | 100 | 30 | 70 |
| | International Human Resource Mgt. | Optional | | 100 | 30 | 70 |
| Finance: | | | | | | |
| mba-889 | Multinational Financial Management | Optional | | 100 | 30 | 70 |
| mba-890 | Indian Financial System | Optional | | 100 | 30 | 70 |
| mba-891 | Portfolio Management | Optional | | 100 | 30 | 70 |
| mba-892 | Practical-cum-Viva-Voce based on paper mba-889, mba-890 & mba-891 | Optional | | 50 | | 50 |
| mba-895 OR mba-887 | International Human Resource Mgt. | Optional | | 100 | 30 | 70 |
| | Industrial Marketing | Optional | | 100 | 30 | 70 |
| Human Resource: | | | | | | |
| mba-893 | Compensation Management | Optional | | 100 | 30 | 70 |
| mba-894 | Labour Legislation in India | Optional | | 100 | 30 | 70 |
| mba-895 | International Human Resource Management | Optional | | 100 | 30 | 70 |
| mba-896 | Practical-cum-Viva-Voce based on paper mba-891, | Optional | | 50 | | 50 |

| | | | | | | |
|---------------|-------------------------|----------|--|-----|----|----|
| | mba-892 & mba-893 | | | | | |
| mba-887 | Industrial Marketing | Optional | | 100 | 30 | 70 |
| OR mba-891 | Indian Financial System | Optional | | 100 | 30 | 70 |

Facilities :

Library : *One*
 Others facilities : *Computer Lab, Internet*

Placement Cell:

Placement information for the year 2005-06. *1st Batch will pass out in 2008.*

Information on Seminar and Conferences : NIL

Seminar/conference organized by the Department (2006-07):

- *One event "The Prologue" was organized by the Institute in September, 2006.*
- *Number of externals experts from Corporate Sector and other field visited the Institute and enlightened the students on various topics.*

Information on Research Activities (Projects)

| Topic Name | In charge | Date From | Date To |
|------------|-----------|-----------|---------|
| NA | | | |

Information on Achievement: *The Institute is very Young*

| Achievement Area | Achievement Details |
|------------------|---------------------|
| NA | |