

Department of Management

Department Profile

The need to provide management education was identified by the university way back in 1973 when the department of Commerce was born. In 1976 the department of management developed into a full-fledged independent department. The department has now blossomed from humble start in 1976 to a full fledged education center providing three major courses i.e. MBA-2 Years, MBA –5 Years and MBA (Hons.) and doctoral research in all major areas of management as per the requirements of the industry.

Over the last 33 Years the department has scale rather enviable heights. Many of our students are working with the multinationals. They have done the alma mater proud by earning name and fame abroad by providing their mettle while working for transnational grants. While keeping in the view the ever changing dynamic scenario of the industry, the Department has decided to overhaul itself to get lead in increasing competition among the business schools & for this purpose department has introduce a new MBA-2 Years (Hons.) program from the session 2004 in which focus will be on imparting management education fabricated with ethics and human values.

Chairperson

Prof. D.D. Arora

Contact Information

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FACULTY INFORMATION

Annexure-I

DEPARTMENT OF MANAGEMENT KURUKSHETRA UNIVERSITY KURUKSHETRA

Sr. No.	Name of the Faculty	Designation	Qualifications/specializations	Date of Joining
1.	Dr. S.L. Gupta	Professor	M.Com., Ph.D./Finance & Accounting, International Finance, Foreign Exchange Management	06.01.1975
2.	Dr. M.K. Jain	Professor	Finance & Marketing Area	09.03.1994
3.	Dr. D.D. Arora	Professor	Total Quality & Accounting	09.12.1981
4.	Dr. Naresh Kumar	Reader	Organization Behaviour HRD/HRM (Ph.D. Psychology)	25.04.1994
5.	Dr. (Mrs.) Sudesh	Reader	Managerial Economics/Institutional Finance	Dec. 1988
6.	Dr. (Mrs.) Nirmla Chaudhary	Reader	Organization Behaviour & HRM (Ph.D.)	19.10.1990
7.	Dr. Anand Sharma	Lecturer	International Marketing./ International Business/Strategic Mgt. (Ph.D.)	02.07.1990
8.	Dr. Sushil Sharma	Lecturer	Marketing, Rural and Agricul. Marketing (Ph.D.)	03.03.1994
9.	Dr. Anil Mittal	Lecturer	Finance and Quantitative Techniques	25.07.1997
10.	Mr. Anil Kundu	Lecturer		On Leave
11.	Dr. Siddharatha Shankar	Lecturer	Marketing/International Behaviour (Ph.D.)	30.09.2003
12.	Ms. Pardeepika	Lecturer	Human Resource & Marketing (MBA)	20.06.2006
13.	Ms. Saloni Pawan Diwan	Lecturer	Marketing & International Business (MBA)	19.06.2006
14.	Ms. Divya	Lecturer	DOEACC-a Level/Finance, Marketing, IT (MBA)	19.06.2006
15.	Mr. Ajay Solkhe	Lecturer	PG Diploma in Lab. Development, HR and Org. Behaviour (MBA)	23.06.2006

Courses Offered

The department was established in 1976, is one of the premier centers to spearhead, the development of Management Education. It imparts solution oriented management education and aims at developing Global Managers with requisite vision, innovations, dedication and knowledge. The department offers the following courses:

Sr. No.	Courses	Student Intake	Duration
1.	MBA (General)*	60	2 Years
2.	MBA (Honours)*	30+5	2 Years
3.	PhD	----	--

Course Curriculum of MBA (Gen.)

Semester I

Semester II

CP-101 Management Process & Organizational Behaviour.
 CP-102 Business Statistics
 CP-103 Management Economics
 CP-104 Business Environment
 CP-105 Business Communication
 CP-106 Accounting for Managers
 CP-107 Computers Applications in Management

CP-201 Management Science
 CP-202 Marketing Management
 CP-203 Human Resources
 CP-204 Financial Management
 CP-205 Business Research Methodology
 CP-206 Production and Operation Management
 CP-207 E-Commerce
 CP-208 Comprehensive Viva-voce.

6-8 Weeks SUMMER TRAINING

Semester III

Compulsory Subjects: -

MBA-301 Business Policy & Strategic Management
 MBA-302 Business Legislation
 MBA-303 Summer Training Report

Elective Subjects: - (Any of Six of following)

Marketing: -

MM-301 Advertising Management
 MM-302 Sales Management
 MM-303 Product & Brand Management
 MM-304 Consumer Behaviour
 MM-305 Distribution and Logistics Management
 MM-306 Retailing Management
 MM-307 Marketing Research

International Business: -

IB-301 International Accounting
 IB-302 Foreign Exchange Management
 IB-303 Export-import Procedure & Documentation
 IB-304 India's Foreign Trade & Policy
 IB-305 International Business Environment
 IB-306 International Logistics

Finance: -

FM-301 Financial Decision Analysis
 FM-302 Foreign Exchange Management
 FM-303 International Accounting
 FM-304 Corporate Taxation
 FM-305 Working Capital Management
 FM-306 Management of Financial Institutions
 FM-307 Security Analysis & Investment Management.

HRM: -

HRM-301 Management of Industrial Relation
 HRM-302 Management of Comparative Industrial Relation
 HRM-303 Manpower Development for Technological Change
 HRM-304 Compensation Management
 HRM-305 Managing International Group Process
 HRM-306 Human Resources Planning & Development

Semester IV

Compulsory Subjects: -

MBA-401 Entrepreneurship Development
 MBA-402 Research Project
 MBA-403 Viva-Voce

Elective Subjects: - (Any three of Following)

Marketing: -

MM-401 International Marketing
 MM-402 Industrial Marketing
 MM-403 Service Marketing
 MM-404 Direct Marketing
 MM-405 Rural and Agricultural Marketing
 MM-406 Marketing Communication Strategy

International Business: -

IB-401 International Financial Markets
 IB-402 International Marketing
 IB-403 International Financial Management
 IB-404 International Strategic Management
 IB-405 Cross Culture & Global Management
 IB-406 Regional Economic Blocks

Finance: -

FM-401 Principles of Insurance and Banking
 FM-402 International Financial Management
 FM-403 Management Control System
 FM-404 Financial Derivatives
 FM-405 Management of Financial Services
 FM-406 Project Management
 FM-407 Portfolio Management

HRM: -

HRM-401 Counselling Skills for Managers
 HRM-402 Legal Framework Governing Human Relation.
 HRM-403 Management Training and Development Strategies
 HRM-404 Organizational Change & Intervention Strategies.
 HRM-405 HRM: Strategies & Systems
 HRM-406 Global Human Resources Management

Course Curriculum of MBA (Hons.)

Semester I

MBA-101 Management Concepts
MBA-102 Economics for Management
MBA-103 Quantitative Techniques
MBA-104 Accounting for Managers
MBA-105 Business Environment
MBA-106 Marketing Management
MBA-107 Fundamental of Computer and IT

Semester II

MBA-201 Organizational Behavior
MBA-202 International Business
MBA-203 Financial Management
MBA-204 Operation & Material Management
MBA-205 Business Research Methods &
Communication Skills
MBA-206 Human Resource Management
MBA-207 Database Management &
Informative Networking.
MBA-208 Viva-Voice

6-8 Weeks SUMMER TRAINING

Semester III

Compulsory Subjects: -

MBA-301 Corporate Planning and Policy
MBA-302 Business Laws
MBA-303 Summer Training Projects
Elective Subjects: - (Any Six of Following)

Marketing: -

MBA-311 Consumer Behaviour
MBA-312 Marketing Research
MBA-313 Sales Management
MBA-314 Marketing Planning and Control
MBA-315 Retailing Management
MBA-316 Product Management
MBA-317 Brand Management
MBA-318 International Marketing Management
MBA-319 E-Commerce

Finance: -

MBA-321 Financial Decision Analysis
MBA-322 Security Analysis
MBA-323 Indian Financial System
MBA-324 Cost Analysis and Control
MBA-325 Foreign Exchange Management
MBA-326 Bank Management
MBA-327 Working Capital Management
MBA-329 Project Management

HRM: -

MBA-341 Labour Legislation in India
MBA-342 Industrial Psychology
MBA-343 Compensation Management
MBA-344 Counseling Skill for Managers
MBA-345 Management of Industrial Relations
MBA-346 Management Training & Development
MBA-347 Indian Ethos and Values
MBA-348 Managing Interpersonal Group
Processes

Semester IV

Compulsory Subjects: -

MBA-401 Total Quality Management
MBA-402 Project Report
MBA-403 Viva-Voice
Elective Subjects: - (Any Three of Following)

Marketing: -

MBA-411 Advertising Management
MBA-412 Rural & Agricultural Management
MBA-413 Industrial Marketing
MBA-414 Export Management
MBA-415 Marketing of Services
MBA-416 Marketing Strategy & Competency
MBA-417 Sales Promotion Management

Finance: -

MBA-421 Management Control System
MBA-422 Portfolio Management
MBA-423 Multinational Financial Management
MBA-424 Management of Financial Services
MBA-425 Financial derivatives
MBA-426 International Accounting
MBA-427 Infrastructural Finance

HRM: -

MBA-441 Labour Welfare & Social Security
MBA-443 Human Resources Development
MBA-444 Human Resources Planning &
Competency
MBA-445 Management of Industrial Relations
MBA-446 Organisation Culture &
Intervention Strategies.

Facilities

Computer Facilities

The department boasts of a well-equipped Computer Lab, with 94 state of the art computers. A vast array of specialized package likes ORACLE, D2K, MS-OFFICE & developing platforms like C++ and COBOL are available.

Library Facilities

The department has its own library well stocked with 4590 management books, 7 journals and 7 newspapers covering exhaustively the various functional area of management. Besides it, department has access to university central library with 'ERNET' facilities which is powered by 264501 volumes and subscribes to about 460 journals of national and international repute.

Placements

The department has ensured 100% placement of the students through campus in the last three years. Some of the companies visiting the Department were:

- ICICI Bank, Mumbai,
- HDFC Bank,
- International Tractor Ltd.,
- India Bulls,
- ICICI Prudential,
- Om Kotak Mahindra,
- Videocon,
- Onida .
- Nestle India Limited
- Dabur India Limited
- Eicher Tractor Limited
- Bank of Punjab
- Britannia IND. LTD. CO.
- Hero Honda
- Citi Bank
- Hyundai Motors India Ltd.
- BPL Ltd.
- Tata Infomedia Ltd.
- Indian Airlines
- Shriram Cement
- Oswal Spinning and Weaving
- Hindustan

Seminars & Research Activities

Seminar/ conferences Organized by the Department

Nil

List of participates for various Seminar / Conferences

Participate Name	Type	Seminar Title	Organized By
Prof. S.L. Gupta	Speaker	Challenges & Opportunities For Future managers	Tilak Raj Chadha Institute of Management & Technology Yamunanagar. On 15 th April 2001
Prof. D.D. Arora		Calamity Relief Fund Policy: Financing and working Review	National Center for Disaster Management Indian Institute of Public Administration, New Delhi. 6 th -8 th March 2002.
		Volunteerism: Dimensions, Direction, and Opportunities	Gandhi Peace Foundation, Department of Social Work, University of Delhi.
		AICTE- Funded Quality Improvement on Financial Analysis as a Commitment to Managerial Decision Making	Quality Improvement Center, Faculty of Management Studies, Banaras Hindu University Varanasi.
		Total Quality and International Business	Deptt. of Business Management, Guru Jambheshwar University Hisar.
Dr. Sudesh		Capacity Building Workshop For women Managers in Higher Education,	25 th to 30 th Nov 2006.
Dr. Nirmala Chaudhary		Creating Performance Culture Through Team Building	Faculty of Management Studies, Banaras Hindu University, Banaras,

Information on Research Activities

Topic Name	Incharge	Date From	Date to	Status
Consultancy Project with Indian Oil Corporation	Dr. Siddharath Bhardwaj			Completed
UGC Sponsored projects	Dr. Nirmala Chaudhary			Ongoing
UGC Sponsored projects	Dr. Anil Mittal			Ongoing
UGC Sponsored projects	Dr. Naresh Kumar			Ongoing

Achievements

Achievement Area

Achievements Details

Academic

Prof S L Gupta have written 2 books "Financial Derivatives" by Pearson Education India, New Delhi, "Contemporary Issues In Corporate Restructuring In India" (ED) published by Anmol Publication Pvt. Ltd., New Delhi, 2001.

Prof D D Arora have authored book titled as "Business Journalism", 2002 Saloni Publications, New Delhi

Management Control - Nirmal Publications, Shahadra, Delhi-94, 1994.

Business Journalism - Saloni Publishing House, New Delhi-2.

Total Quality Management - Saloni Publishing House, New Delhi-2.

Emerging Issues in Modern Marketing – UDH Pvt. Ltd., New Delhi.

Fellowship

Dr. (Mrs.) Sudesh has been Awarded *Common Wealth Fellowship 2002-03.*

Consultancy Project

Dr. Siddharatha Shankar has undertaken consultancy Project with IOCL, only fortune 500 Corporation of India in 2005.

Best Research Paper

Dr. Siddharatha Shankar Have won the best Research Paper award in a National Seminar in 2004.

Mr. Ajay Solkhe won 2nd Best Paper Award Paper at Forum of Free Enterprise, Bombay in 2005.