

INFORMATION BROCHURE

ENTRANCE EXAM -2010

INSTITUTE OF BUSINESS MANAGEMENT

ACADEMIC PROGRAMMES

- **B.B.A (BACHELOR OF BUSINESS ADMINISTRATION)**
- **M.B.A (PART TIME)**



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THE INSTITUTE OF BUSINESS MANAGEMENT : A PROFILE

THE GENESIS

The key to a country's economic and industrial success lies with the highly trained managers in both the public as well as the private sector. To meet the demand of trained management graduates in the light of ongoing liberalization and globalization, Institute of Business Management was founded in the year 1991. The Institute has been conducting two year full time post graduate programme of Master of Business Administration (MBA) since 1991. Since July 1996, the Institute has also been conducting three year part time MBA Programme for working executives. Our faculty is offering specialization for MBA students in the fields of marketing, Finance and Human Resource Management in tandem with the growing demand in the business organizations for professionals with right aptitude and skills in these areas. From the session 1999-2000, B.B.A programme has also been started at the Institute to provide strong foundation to budding managers and serve as a stepping stone for advanced MBA programme.

The programme of M.B.A (Tourism Management) has been commenced in the Institute from July 2001. The Institute has started 2 new post graduate programmes from July 2004 namely M.B.A(Finance and Control) and M.B.A(Business Economics).The Institute of Business Management is situated in the green locales at the outskirts of Kanpur City in the pleasant campus of Chhatrapati Shahu Ji Maharaj University (formerly Kanpur University).

THE MISSION

Institute of Business Management commits itself

“ to prepare socially responsible managers with strong ethical values, global vision, a high degree of competence and innovative acumen to excel in the competitive and dynamic business environment”

OUR FOCUS

Holistic management education through intellectual and informational inputs and activities centered at experimental and self discovering processes to embolden the students to assume responsibility, take charge and lead effectively.

OUR APPROACH

The approach at our institute is transformational in nature. The faculty seeks to dismantle the acquired mindsets and unleash the innate potentials and talents of students. The Institute wants its students to become aware of the true meaning of life and how to live happily, to think right and also how to think rightly.

INFRASTRUCTURE

LEARNING AIDS

The Institute is well equipped with enhanced audio-visual facilities such as overhead projectors, T.V and V.C.R, Slide Projectors etc. to help the students during their seminars and presentations making them more effective and interesting.

For enabling our students to confront the challenges posed by the stiff competition in the highly dynamic global business environment, we at IBM regularly invite eminent personalities from diverse areas of the corporate world to share their experience with the students and keep them aware of the prevailing business scenario.

The Institute also consists of a number of lecture halls, seminar halls and an auditorium which has capacity of 350 people and is a witness to a number of panel discussions and seminars while also being the venue of our annual cultural feast.

HOSTEL FACILITIES

The Institute provides residential accommodation for girls and boys separately within the campus. The homely atmosphere provides for greater interaction among the students of different cultural backgrounds and enhances the scope of learning at the institute.

LIBRARY

Well stocked and equipped with over 3500 volumes on management and allied areas, the library of IBM is the nerve center and the heart of the Institute.

A subscription of a wide range of periodicals, journals, newspapers and magazines provide a vast dimension of knowledge for academic and research activities. At the Institute's library, the students also have an access to the non-documental archival such as recorded class presentation on audio and video cassettes, project reports, industry and company information sources etc. Apart from the Institute's departmental library, students have access to the university's central library which stocks books well over the number of 1,00,000. The central library also provides a conducive atmosphere for learning with subscriptions to several periodicals of national and international journals.

COMPUTER LAB

The Institute has a state of art computer lab which is well equipped with resources to cater to the academic needs of the Institute. The computer lab provides hands on experience to the user while keeping pace with the advancement of technology. Besides this, the students have free access to the university's computer centre.

AUDIOVISUAL AND SEMINAR FACILITIES

The seminars and panel discussions take place in the spacious auditorium and conference halls of the institute. Besides, the Senate Hall and Lecture hall Complex of the university are readily available for different academic and cultural activities. The Institute is well equipped with various audio visual aids such as overhead projectors, slide projector , T.V and V.C.R

CO-CURRICULAR ACTIVITIES

In tandem with our general focus on an overall personality development at I.B.M , the students are encouraged to initiate and participate in a variety of co-curricular activities throughout their stay. From time to time, the students organize and participate in different seminars, symposia and workshops. The Institute encourages the students to be involved in different administrative activities in order to provide them with opportunities for the development of their organizational capabilities. With the cooperation of faculty members, the student forum runs successfully different cells viz. placement cell, cultural cell etc. in a democratic way. The students keep organizing various cultural events like fashion show, musical nights, plays and various competitions from time to time

SEMINARS IN THE PAST ORGANISED BY I.B.M.

The Institute has a student organization namely Forum of Business Management. With the close association with this wing of our students, The Institute has successfully organized seminars on “Stability of Indian Economy in Global Meltdown”, “Branding Issues in India” and “Managing across cultures “in recent years.

PEDAGOGY

At I.B.M, we envisage the management education to be holistic in nature. We believe that the objective of management education should not be merely restricted to the enhancement of theoretical knowledge but should encompass on overall personality development programme to transform students into responsible functionaries of the corporate world.

STUDENTS' ACTIVITIES

Only theory is not all; it is a proper mix of theory and practical exposure that makes a person capable of making his/her own niche in an organization. So keeping this objective in mind a Forum of Business Management (FBM) has been constituted. It is chaired by the Dean and consists of nominated members from the students.

ACDEMIC PROGRAMMES

1. Bachelor of Business Administration (B.B.A) Three Year full Time Programme.
2. Master of Business Administration(M.B.A) Three Year Part Time (Evening) Programme for Working Executives.

BACHELOR OF BUSINESS ADMINISTRATION(BBA) PROGRAMME

The B.B.A course is very useful for young boys and girls who have passed 10+2 or equivalent examination in arts, Commerce, Science etc. and are interested in entering a management career. The course contents are designed in such a way that the BBA programme provides strong foundation for advanced MBA programme.

COURSE STRUCTURE

The schedule of papers prescribed for BBA examination is as follows :

B.B.A Part-I

Semester-I	Semester-II
Principles of Management Business Statistics Economic Theory & Practice Introduction to Computer Principles of Accountancy	Business Mathematics Indian Economy Business Communication Company Law Cost Accounting Viva Voce

B.B.A Part-II

Semester-III	Semester-IV
Human Psychology Government & Business Commercial Law Company Accounts Principles of Marketing	Human Resource in Business Business Finance Management of Operations Computer Aided Information Systems Advertising & Sales Promotion Viva Voce

B.B.A Part-III

Semester-V	Semester-VI
Industrial Laws Computer Application in Business Marketing Research Direct Taxes Financial Mathematics	Entrepreneurship International Business Management Accounting Indirect Taxes Marketing of Services Project Report Viva Voce

Each paper in B.B.A is of three hours duration and carries a maximum of 75 marks besides 25 marks for Internal Assessment. The minimum pass marks in each individual paper (end semester and internal assessment combined) is 35% and in aggregate 45%.

TOTAL NUMBER OF SEATS

The total number of seats available in BBA programme in the Institute are 180.

BASIS OF SELECTION

The students in BBA course are selected from a Joint Entrance Examination conducted by C.S.J.M.University .

ELIGIBILITY FOR BBA COURSE

Intermediate or 10+2 from U.P Board or other equivalent examination of Arts, Science, Commerce etc. Students appearing in Intermediate may also apply subject to production of evidence of passing the examination at the time of admission.

M.B.A THREE YEAR PART-TIME (EVENING) PROGRAMME FOR WORKING EXECUTIVES

The three year M.B.A Part Time Programme is designed to develop conceptual knowledge and behavioral skills in students who continue to work in industry, government, financial institutions or other organizations. The modular design of the course divided into 6 semesters builds a strong foundation in the basic areas of management and allows the students to specialize in their areas of interest. The programme offers specialization in Finance, Marketing and Human Resource Management.

COURSE STRUCTURE

The schedule of papers for M.B.A Part Time Programme is as follows :

M.B.A PART-I

Semester-I	Semester-II
Management Concepts and Processes Managerial Economics Environment & Management Human Resource Management Financial Accounting Business Legislation Indian Ethos and Values	Quantitative Methods Computer Application In Management Accounting for Managers Communication Skills International Business Environment and Management Research Methodology Viva-Voce

M.B.A PART-II

Semester-III	Semester-IV
Marketing Management Financial Management Production & Material Management Human Resource Management Organizational Behaviour Operations Research	Management Information System Project Management & Entrepreneurship Specialization A Specialization A Specialization B Specialization B Viva-Voce

M.B.A PART-III

Semester-V	Semester-VI
Business Policy & Strategic Management Specialization A Specialization A Specialization B	Specialization A Specialization A Specialization B Specialization B Viva-Voce

The Institute follows the system of dual specialization in M.B.A Part Time Programme spread over a period of one and half year commencing from 4th semester.

TOTAL NUMBER OF SEATS

The total number of seats in M.B.A Part Time Programme are 30. There is written entrance test for admission conducted by C.S.J.M.University, Kanpur which will comprise of objective type questions on General Knowledge, General English, arithmetic and Reasoning. Group Discussion and Personal Interview will also be held.

ELIGIBILITY

A Bachelor's degree is required in any discipline from a recognized University/Institute. In addition the candidate must possess two years full time work experience at management level after graduation.

SCHEME OF EXAMINATION FOR M.B.A PART TIME PROGRAMME

The scheme of examination in each paper consists of the following:

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|-----------------------------|-----------|
| 1. End-Semester Examination | 100 marks |
| 2. Internal Assessment | 50 marks |

The minimum pass marks in each individual paper and internal assessment is 40% and in aggregate 50%.

The system of internal evaluation in each subject is designed to keep students constantly alert and at work round the year and motivate them towards better performance.

A comprehensive viva-voce examination is held at the end of second, fourth and sixth semester in M.B.A Part Time Programme.

NO OBJECTION CERTIFICATE OF THE PRESENT EMPLOYER

The eligibility for candidates applying for admission in MBA Part Time Programme is Bachelor's degree in any discipline from a recognized University/ Institute. In addition the candidate must possess two years full time work experience at management level after graduation .

The admission of candidates in MBA Part Time Programme (Evening Course) shall be finalized only on the submission of a "No Objection Certificate(NOC)" from the employers by the candidates stating categorically that they are permitted to join the three year Part Time MBA Programme of CSJM University, Kanpur and that their duties shall be adjusted as per time table of MBA Part Time (Evening) Programme and that they will be allowed to attend their classes at IBM regularly in the evening maintaining a minimum of 75% attendance in each class.

[For further information on B.B.A Joint Entrance Examination-2010 and M.B.A \(Part Time\) Entrance Examination-2010 , Click here](#)