

JAWAHARLAL NEHRU SCHOOL OF MANAGEMENT STUDIES  
ASSAM UNIVERSITY, SILCHAR



**MASTER OF BUSINESS  
ADMINISTRATION (MBA)  
PROGRAMME 2019 - 21**

**PROSPECTUS 2019**

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## Visitor

Sri Ramnath Kovind  
His Excellency, The President of India

## Chief Rector

Prof. Jagdish Mukhi  
The Governor of Assam

## Chancellor

Sri Gulzar, Padma Bhushan  
Eminent Poet, Film Producer  
Director & Lyricist

## Vice Chancellor

Professor Dilip Chandra Nath

## Dean J N School of Management Studies

Professor A. Mazumder

## Head Deptt. of Business Administration

Professor A. L. Ghosh



प्रोफेसर दिलीप चन्द्र नाथ  
Professor Dilip Chandra Nath



कुलपति

Vice-Chancellor

असम विश्वविद्यालय  
(एक केंद्रीय विश्वविद्यालय)  
सिलचर 788011 असम, भारत  
**ASSAM UNIVERSITY**  
(A Central University)  
Silchar 788011, Assam, India



## FROM THE DESK OF VICE-CHANCELLOR

The MBA Prospectus 2019 initiates the process of Admission to MBA-Programme 2019-21 in Assam University. The Prospectus highlights the Programme features and the eligibility and other requirements of MBA Admission in 2019.

The Jawaharlal Nehru School of Management Studies, Assam University meanwhile has emerged as an outstanding B-School in eastern and north-eastern parts of India. The School offers quality management education duly supported by enabling learning ambience, state-of-the-art infrastructure, competent core Faculty and excellent corporate partnership. While preparing within the framework of the MBA Programme “the managers for tomorrow”, this school endeavours throughout to promote in students a deep bond with their Indian roots and inculcate in them a global vision as well as the competency of a global scale.

I am sure that the tireless efforts of the Faculty, the Consultants and the staffs in Jawaharlal Nehru School of Management Studies and in the Department of Business Administration would match the aspirations of the students and of their guardians.

I welcome all eligible aspirants to the Assam University MBA Programme 2019-21.

Professor Dilip Chandra Nath  
Vice Chancellor



# THE UNIVERSITY

Assam University, Silchar was established in 1994 as a Central University by an Act of Parliament enforced through Notification of the Government of India.

The University over the years has made impressive strides in establishing itself as a premier institution of learning in North East India where emphasis persistently has been on the blending of quality education, socially relevant endeavours and scientific pursuits with mission-orientation and tireless striving for excellence.

The sprawling University Campus is spread over an area of about 600 acres where 41 Departments under sixteen Schools of Studies of the University function. The institution provides state-of-the-art facilities to students who come from different parts of the country and abroad.

The Campus is 23 km off Silchar city. Silchar being the gateway to the southern part of North-east India is the hub of commercial activities and is known for its history as the Tea Capital of South Assam.

Away from the humdrum of the busy city-life of Silchar and set amidst its sylvan surroundings, the University community engages itself in academic pursuits.

With the mystique Bhuban and Barail ranges of hills as backdrop, Assam University Campus is surrounded by lush green hillocks, natural lakes and picturesque tea gardens of South Assam. The serene setting together with exquisite natural beauty in and around the Campus adds uniqueness to the University's ambience capturing viewers' imagination and providing an ideal atmosphere for study and research.

# JAWAHARLAL NEHRU SCHOOL OF MANAGEMENT STUDIES & THE DEPARTMENT OF BUSINESS ADMINISTRATION

Established in 1997, the Jawaharlal Nehru School of Management Studies, Assam University (JNSMS-AU) has consolidated its position over the years as one of the premier B-Schools in this country. During the three years 2013-15, JNSMS-AU has been accredited consecutively by national rating agencies as the **Outstanding B-School** in Eastern and North-east India.

The central focus in JNSMS-AU has been on developing in students a strong bond with their **Indian roots** while persistently inspiring and enabling these learners to acquire **global vision** and **competency of a global scale**. The processes, systems and modules in the School are so designed that the students' can acquire mastery over the diverse functional areas of Management and are empowered simultaneously with improved analytical & soft skills, intellectual prowess and creative imagination.

The enabling academic ambience & state-of-the art teaching-learning infrastructure, the continually-updated learning modules and teaching pedagogy and above all the careful nurturing by a competent and dedicated core Faculty go hand in hand in JNSMS in ensuring that the MBAs coming out from this B-School are culturally sensible and fine-tuned and are mission-focused and value driven. They are trained to negotiate with challenging situations. Thanks to the tireless efforts by the JNSMS Faculty; the students here develop in themselves an insatiable urge for striving continually for excellence and the capability for translating their individual excellence into organizational & team-excellence.

JNSMS offers at present (i) Full-time Master of Business Administration (MBA) programme, (ii) Master of Business Administration in Hospitality & Tourism (MBA-HT) and (iii) Full Time research programme in Management leading to the Degree of Doctor of Philosophy (Ph.D.). All the three academic programmes are administered by the School's Department of Business Administration (DBA-JNSMS). The programmes are handled by a competent Core DBA Faculty whose efforts are supplemented by a team of Jr. Consultants and Visiting Faculty.

The DBA-Faculty has developed over the years competency in select areas of Business Administration. These range from conventional functional areas like Finance, Marketing Management, HRM and Operations Management to such emerging areas as IT Management and Hospitality and Tourism Management.



# 2-YEAR FULL TIME MBA PROGRAMME

The Master of Business Administration (MBA) is a two year full-time programme. The programme aims at equipping the students with a comprehensive set of skills and in-depth understanding of the theory and practice of real-life-management within the framework of a multi-disciplinary and multi-cultural setting.

The specific objectives of MBA programme is to enable the graduates to–

- a] understand and be able to analyze the socio-economic, political, technological and ecological environment of businesses and their interfaces with the society;
- b] acquire state-of-the-art knowledge and skills in the basic disciplines and functional areas of management;
- c] develop positive, dynamic and innovative attitudes so as to be able to manage change and contribute meaningfully to organisational growth in a fast-changing borderless world, and also
- d] develop values and sensitivity towards societal problems and the urge to promote human well-being.

The course-structure for the programme has been designed keeping in view the immediate on-the-job requirements as well as the long-term career-needs of the young professionals. Proper balance is maintained between the general foundation component of the course and its specialised components.

DBA offers to its students the opportunity to specialise in two select areas of their interest under the scheme of **dual specialisation**.

The five specialisation / optional areas open to MBA Students are-

- Marketing
- Finance
- Human Resource Management
- Operations Management and
- Information Technology Management



# PROGRAMME STRUCTURE

## FIRST YEAR:

Paper Code	Name of the Paper	Credit	Remarks
<b>Semester-I</b>			
CP-101	Management Process and Principles	4	40% weight to Case Studies
CP-102	Managerial Economics	4	
CP-103	Accounting & Financial Analysis	4	
CP-104	Organizational Behaviour	4	40% weight to Case Studies
CP-105	Environment Management & Corporate Social Responsibility	3	40% weight to Case Studies
CP-106	Statistical Methods for Decision Making	4	
CP-107	Business Communication & Soft Skills	4	50% Practical
CP-108	Indian Cultural Heritage & Business History	3	
<b>Semester-I Total</b>		<b>30</b>	

<b>Semester-II</b>			
CP-201	Management Information System	4	
CP-202 (A)	Management Accounting & Control	4	
	OR		
CP-202 (B)	Hospitality and Tourism Management	4	
CP-203	To be offered by other Deptt under CBCS	6	
CP-204	Information Technology Management	6	
CP-205	Human Resource Management	4	40% weight on Case Studies
CP-206	Operations Management	4	40% weight on Case Studies
CP-207	Research methods in Management	3	
CP- 208	Financial Management	4	
CP- 209	Marketing Management	4	40% weight on Case Studies
<b>Semester-II Total</b>		<b>39</b>	

## SECOND YEAR:

Paper Code	Name of the Paper	Credit	Remarks
<b>Semester-III</b>			
CP-301	Analysis of Business Environment - Indian & Global	3	40% weight to Case Studies
CP-302	Legal Environment of Business	3	do
CP-303 (A)	Entrepreneurship & Small Business Management or	3	do
CP-303 (B)	International Tourism	3	
CP-304	Summer Internship & Report	4	<b>Internship based</b>
Elective: A-I	Two Core Elective Papers of any one group of the student's choice (1st Group)	4	**
Elective: A-II		4	**
Elective: B-I	Two Core Elective Papers of any one group of the student's choice (2nd Group)	4	**
Elective: B-II		4	**
<b>Semester-III Total</b>		<b>29</b>	
<b>Semester-IV</b>			
CP-401	Strategic Management	4	40% weight to Case Studies
CP-402	Dissertation & Viva-voce	4	<b>Project-study based</b>
Elective: A-III	Third Core Elective Papers of the 1st group	4	**
Elective: B-III	Third Core Elective Papers of the 2nd group	4	**
Elective: A-IV	Two paper from among the set of Open Electives of the 1st group	3	**
Elective: A-V		3	**
<b>Semester-IV Total</b>		<b>22</b>	
<b>GRAND TOTAL</b>		<b>120</b>	

\*\* 33% of total weight in elective papers will have to be assigned to practical contents/ case studies.

Elective papers in the 3rd and the 4th semesters

During 3rd semester, in addition to the compulsory papers, a student shall have to choose four elective courses (pertaining to two functional areas of management by taking two Elective Core Courses pertaining to each functional area) from the list of elective courses announced at the beginning of the Semester.

Likewise, during the 4th semester, in addition to the compulsory papers, a student shall have to choose four elective courses (taking one Elective Core Course and two Elective Optional Courses pertaining to one of the two chosen functional areas and one Elective Core Course only from the other chosen functional area) from the list of elective courses announced at the beginning of the Semester.

# LIST OF ELECTIVE COURSES

## FINANCE

Paper Code	Paper Category & Name
	<b>Core Elective</b>
FM-3101	Corporate Financial Decisions
FM-3102	Security Analysis And Portfolio Management
FM-3103	International Financial Management
	<b>Open Elective</b>
FM-3104	Capital Markets and Derivatives
FM-3105	Insurance and Risk Management
FM-3106	Banking and Financial Services
FM-3107	Corporate Tax Planning and Management
FM-3108	Working Capital Management
FM-3109	Financial Reporting

## MARKETING MANAGEMENT

Paper Code	Paper Category & Name
	<b>Core Elective</b>
MM-3201	Sales and Distribution Management
MM-3202	Consumer Behaviour
MM-3203	Services Marketing
	<b>Open Elective</b>
MM-3204	Customer Relationship Management
MM-3205	Retail Marketing
MM-3206	Advanced Marketing Research
MM-3207	Rural Marketing
MM-3208	Strategic Marketing
MM-3209	Product and Brand Management
MM-3210	Competitive Marketing
MM-3211	Integrated Marketing Communication
MM-3212	International Marketing

## HUMAN RESOURCE MANAGEMENT

Paper Code	Paper Category & Name
	<b>Core Elective</b>
HR-3301	Human Resource Development
HR -3302	Management of Industrial Relations
HR -3303	Legal Framework Governing HRM
	<b>Open Elective</b>
HR -3304	Training and Management Development
HR -3305	Cross Cultural Management
HR -3306	Learning Organisation & HR Analytics
HR -3307	Employee Welfare and Compensation Management
HR -3308	Organization Development & Change Management
HR -3309	Performance Management

## OPERATIONS MANAGEMENT

Paper Code	Paper Category & Name
	<b>Core Elective</b>
OM-3401	Production Planning and Control
OM-3402	Materials Management
OM-3403	Logistics and Supply Chain Management
	<b>Open Elective</b>
OM-3404	Total Quality Management
OM-3405	Decision Models and Optimization
OM-3406	Business Process Reengineering
OM-3407	Enterprise Resource Planning
OM-3408	Managing Technology and Innovation
OM-3409	Maintenance Management

## INFORMATION TECHNOLOGY MANAGEMENT

Paper Code	Paper Category & Name
	<b>Core Elective</b>
IT-3501	Database Management System
IT-3502	Business Intelligence and Data Mining
IT-3503	Software Project Management
	<b>Open Elective</b>
IT-3504	e-Governance
IT-3505	Digital Inclusion for Development
IT-3506	Information Security and Cyber Laws in Business
IT-3507	Artificial Intelligence for Business Applications
IT-3508	e-Business
IT-3509	Information Systems Analysis and Design

## 1. Distribution of credits between the Compulsory & the Elective papers:

i. Credits (in 4 Semesters) to Compulsory (Foundation & Core) papers	65%	78*
ii. Credits assigned to Summer Internship & Project (Dissertaion)	10%	12*
Total of I & II	75%	90*
iii. Credits assigned to Elective Papers	25%	30**
<b>TOTAL CREDITS (in 4 Semesters)</b>	<b>100%</b>	<b>120</b>

\*Weights to be assigned to Practical/Field/ Case Study elements in I & II (combined): **33%**

\*\*The same weight (33%) to practical elements is maintained in Elective Papers as well.

**The ratio between the weights of the Theoretical & those of the Practical components** **2:1**



## 2. CBCS Courses:

Within the framework of the Assam University Regulations, MBA students will have to compulsorily pursue courses to be offered by other Department (s) under the CBCS Scheme.

## 3. Summer Internship:

All MBA students, after their 2nd End-Semester Examination is over and before the commencement of the third semester in the second year, will have to undergo summer internship of preferably of eight weeks duration. On completion of his/her internship, every MBA student will submit to the department a Internship-completion certificate issued by the organization where he/she underwent the internship. A report highlighting his / her activities / findings / experience during the internship shall be submitted by the concerned student within four weeks from the date of commencement of the third semester. The Internship Project will carry a total of 4 credits. 70% of the total weight in of it will be assigned to satisfactory completion of the Summer Internship as evidenced from the Project report and 30% on due completion of all formalities, timely submission and presentation of the Report. The submitted report and the presentation will be evaluated by an Expert Committee consisting normally of One Professor of the School, One Associate professor, Two External Experts and the Dean/HOD as Chairperson.

## 4. Dissertation:

Within six weeks of commencement of the 3rd Semester classes, the Department will notify the names of the Faculty assigning thereby the supervision-responsibility for students' project-study. Every student within 30 days of the said notification will finalise in consultation with his/her supervisor his/her topic for the Project Work and shall submit a brief research proposal in writing. The department immediately thereafter will arrange a Seminar where every student will have to specify his/her objectives of enquiry and the methodology of investigation. Necessary improvements in proposals will have to be made as per opinions of the Experts/Faculty present during the presentation.

Project Work/Field study pertaining to the approved project-proposal will have to be completed during the six weeks immediately following the completion of the 3rd Semester Examination. These six weeks will be reserved exclusively for students' Project Work/Field study when no teaching session for other papers will be provided in the Departmental Routine. On completion of the Field Study, every student will have to submit to the department a Field-Study Completion certificate from his/her respective Supervisor, based on which the name of the student will be enlisted for presentation. Non-submission of the Field-study Completion certificate in due time will be treated as a breach of discipline and will disqualify a student for submission of his/her dissertation.

The schedule for submission of dissertation and presentation will be notified by the Department. The process will have to be completed preferably within 10 weeks from the date of completion of the 3rd semester Examination, i.e., well before the commencement of the process of Mid-term review in the 4th semester.

The Project Study and Dissertation will carry a total of 4 credits. 70% of the total weight of it will be assigned to satisfactory completion of the Study as evidenced from the Dissertation and 30% of it on due completion of all formalities and on presentation.

Evaluation of the submitted Dissertation and the viva-voce (forming a part of the evaluation process) will be conducted by an Expert Committee consisting normally of One Professor of the School, One Associate Professor, Two External Experts and the Dean/HOD as Chairperson.

## 5. Evaluation Scheme:

The distribution of marks in each of the Compulsory and Elective Papers between Sessional Evaluation and End-Semester Examination will be as follows:

Element of Evaluation	Marks
<b>I. Sessional Assessment:</b>	
<b>Mid-Semester Evaluation</b>	
(a) Mid-semester Test (one)	10
(b) Assignment-paper & Viva-Voce (one time in mid-semester)	10
<b>Overall Assessment</b>	
(to be done by the concerned teacher as per framework to be notified by the School based on Classroom Attendance [5 marks] and & Participation in case studies/ discussion, seminars, group activities/events and MLQ [5 marks])	10
<b>Sessional Assessment: Total</b>	<b>30</b>
<b>II. End-Semester Examination</b>	<b>70</b>
<b>Grand Total</b>	<b>100</b>

\*\* 33% of total weight in Elective Papers will be assigned to practical contents/case studies

The regulations with regard to (i) students' compulsorily pursuing two CBCS Courses in II<sup>nd</sup> Semester, (ii) students' participation in Summer Internship, (iii) Project Work & Dissertation; and (iv) the Evaluation Scheme for the MBA (Hospitality and Tourism) programme will be same as the Full time Master of Business Administration Programme (MBA) programme.

Name & Qualification	Academic Group	Contact
Professor Apurbananda Mazumdar	Strategic Management, Heritage & Business History	apurbamazumdar@gmail.com
Professor A. L. Ghosh	Finance and Accounting	ghosh.amritlal@gmail.com
Professor. Arup Barman	Human Resource Management, Organizational Behaviour	arupgeet@rediffmail.com
Dr. D. Ghosh	Operations Management, Information Systems	operationsdghosh@gmail.com
Dr. J. Konwar	Human Resource Management, Communication & Soft Skills	juthikakonwar@gmail.com
Dr. A.K. Das	Finance & Accounting, Environment & Disaster Management	amitdas.au@gmail.com
Dr. D. Choudhury	Information Systems and Marketing	choudhurydeepjyoti@gmail.com
Ms. L. Rongmei	Marketing	lurai79@gmail.com
Dr. N. Chakraborty	Marketing	debnilanjana12@gmail.com
Dr. S. Chowdhury**	Hospitality and Tourism Management	samit.chowdhury@rediffmail.com

In addition to the above Prof. H.R. Singh and Dr. H.R. Laskar are also in the Faculty, they are now on leave with lien.

Professor A. Mazumdar  
Professor A.L. Ghosh

Dean, Jawaharlal Nehru School of Management Studies  
Head, Department of Business Administration

# ADMISSION

## Eligibility

Candidates seeking admission to the MBA Programme, 2019 must be either –

- a) a graduate from any relevant discipline having a minimum of 60 percentile in CAT 2018 [Relaxation of minimum percentile for reserved category candidates will be as per the GOI rules];

OR

- b) a candidate having a Bachelor's Degree in any discipline (Science, Commerce, Arts, Mass Communication, Computer Science, Engineering, Technology, Pharmacy, Medical Science or any other relevant field) with at least 60 % marks or equivalent CGPA [relaxation of marks or equivalent CGPA in case of the candidates belonging to reserved categories will be as per GOI rules] in aggregate in either Honours or Pass course awarded by any of the Universities incorporated by an act of the Central or State legislature in India or other educational institutions established by an act of Parliament or declared to be deemed as a University under Section 3 of the UGC Act, 1956.

A candidates who has already appeared or would be appearing in the Final Semester Examination of a Bachelor's Degree programme before 31st May, 2019 may also apply for admission if he/she has already cleared all the earlier Semester Examinations of the said Degree programme by securing the minimum qualifying marks as mentioned under the regulations for CAT 2018 or under (b) above, as the case may be, subject to the conditions that, such candidates if selected will have to submit to the Department their Degree Final Mark-sheet positively on or before such date as would be notified by the University for this purpose and that in the event of the failure of the candidate either to qualify himself/herself in the said Degree Examination by securing the notified minimum percentage, or to submit the Degree Final Mark-sheet within the notified date, his/her admission to the MBA programme shall automatically stand forfeited and in such case no claim for refund of the Fees deposited by the student shall be entertained.

It is to be noted that the candidates who are not covered by (a) above [i.e., all those candidates who are not coming through CAT 2018] for

appearing in the GD & PI will have to first qualify themselves in the Written Test to be conducted by the Department of Business Administration, Assam University on the date as notified below in the Admission Calendar.

Candidates duly qualified as above (either in terms of the CAT 2018 percentile or in terms of the Written Test score) for being eligible for admission shall have to successfully clear the Group Discussion and Personal Interview (GD & PI) conducted by the Department by securing a minimum score of 50 % in both the segments.

Final selection from amongst the eligible candidates will be based on Composite Scores of candidates as decided by their (i) Past academic records [30 % weight]; (ii) CAT 2018 Percentiles, if any [20% weight]; [iii] GD Scores [20% weight]; and (iv) PI Scores [30 % weight].

## How to apply

Eligible candidates are advised to download the prospectus and to fill the online form given in the Assam University website.  
[www.ausadmission.in/mba](http://www.ausadmission.in/mba) or  
[www.aus.ac.in](http://www.aus.ac.in)

## Intake

The approved intake in the MBA Programme (covering both the Full Time 2-year MBA Programme and MBA in Hospitality and Tourism Management Programme) is 115.

### MBA Admission Programme Calendar 2019

Last date for submission of on-line application	30th of June, 2019
Written Skill Assessment Test (WSAT)	7th of July, 2019
GD & PI	8th and 9th of July, 2019
Display of Merit List	10th of July, 2019
Admission to MBA Programme 2019 (tentative)	11th to 15th July, 2019



# FEES PAYABLE BY MBA STUDENTS

Sl. No.	Particulars	Amount (Rs.)
01	Admission Fee (one time)	1,500.00
02	Tuition Fee (monthly) @ 200/-	2400.00
03	Identity Card (one time)	75.00
04	University Registration Fee (one time)	300.00
05	University Development Fund (annual)	1,500.00
06	Library Fee (annual)	500.00
07	Sports Fee (annual)	100.00
08	Basic Primary Health Services (annual)	200.00
09	Medical Insurance (annual)	300.00
10	Students Co Curricular Fund (annual)	200.00
11	Students Aid Fund (annual)	150.00
12	Magazine Fee (annual)	100.00
13	Computer Laboratory Fee (refundable)	500.00
14	Library Caution Money (refundable)	500.00
15	Course Fee (per semester)	30,000.00
16	Knowledge Center & Internet Usage Fee (annual)	1000.00
17	Internship & Placement Information and Brochure Fees (annual)	2000.00
18	Management Fest Fee (Annual)	1000.00
19	Industry Interface & Corporate Relation (Annual)	4000.00
20	MBA Alumni Fee (one time)	300.00
21	Examination Fee (per semester)	800.00
22	Transportation Fee (annual) (maximum)	2800.00
23	Marksheet Fee (per marksheet)	75.00
24	Centre Fee (per semester)	300.00

- Subject to notifications issued by the University / Department from time to time, fees payable for 2019-20 are to be paid at the time of admission and fees payable for 2020-21 at the time of enrollment in 2nd year classes.
- Fees shall be payable in cash to bank or by online payment.
- A student who after taking admission is found disqualified or desires to withdraw his / her name from the roll of University can not claim any return of fees except the amount paid by him / her as caution deposit.

**Total Approximate fees during 1st Semester: Rs 79455.**  
**Total Approximate fees during 3rd Semester: Rs 75000.**

# Academic Calendar 2019-20

Item	For Students of 2019-20 batch
Admission of new students	28th February to 11th March, 2019
<b>ODD SEMESTER</b>	
Induction Programme	16th of July, 2019
Classes start	16th of July, 2019
* Mid-term Tests	Sep 10 to Sep 14, 2019
Autumn Break	As per University Calender
Odd Semester Examination	November 20 to December 01, 2019
Mini Project Study	December 04 to December 20, 2019
Winter Break	December 25 to December 30, 2019
<b>EVEN SEMESTER</b>	
Classes start	January 02, 2020
University Foundation Day	January 21, 2020
National Management Day and Management Fest	February 21, 2020
Mid-term tests	Feb 18, 19, 20 & Feb 22, 24, 2020
Submission of Project Dissertation	February 29, 2020
Even Semester Exam	April 16 to 24, 2020
Transit Period (for summer Internship)	April 29 to 30, 2020
Summer Internship	May 01 to June 30, 2020

\*\* Examination dates are tentative. The final dates and schedule will be notified by the Controller of Examination, Assam University.

@At the end of Second Semester, all students will have to undergo Summer Internship of 8 (eight) weeks duration with an industrial, business or service organization.

N.B.: The dates mentioned in the Calendar may be revised by the University / Department, whenever necessary.





## PLACEMENT

The Placement Cell in the Department of Business Administration (DBA) extends counselling services to all placement aspirants. The Cell's activities include organisation of workshops and lectures by corporate professionals and placement consultants and preparation of students' resume/ bio-data / curriculum vitae and placement brochure. The Cell is also developing a detailed Employers' Database that would help the students to trace out employment opportunities in India and abroad.

### Campus Recruiters

Berger paints, Thyrocare Laboratories Ltd., Taj Group of Hotels, Unisys Technologies, Reliance Telecommunications Ltd., Bank of Baroda, HDFC Bank, Bharti AXA, MMFSL, Berger Paints, Peerless Investment, HB Entertainment, PRADAN, Bank of India, ABCI, AXIS Bank, ICICI Bank, Vodafone, Indian Tea Association, Dalmia Cements, Bandhan Bank, Airtel, Cholamandalam Finance, Merico, Karvy Stock, Max Cement, Marico, Nestle.

The Pre Placement Offer (PPO) from the Country's best managed organisations and alumni are found to be in

Power Grid Corporation  
Unisys Technologies Ltd.  
TCS  
HSBC Global Outsourcing  
J.K. Cements Ltd.  
SBI  
Havells  
HDFC Bank  
NEDFi  
Reserve Bank of India  
Vodafone  
Reliance Communications Ltd.

Kotak Mahindra Life Insurance Co. Ltd.  
ONGC  
MMFSL  
IOCL  
Hindalco  
ICICI Bank  
Bharti AXA  
Tata Motors Finance  
CAPART  
HPC  
Taj Group of Hotels  
NEEPCO

Bharti Tele Soft  
Stock Holding Corporation of India Ltd.  
Reliance Telecommunications Ltd  
Berger Paints  
ICICI Prudential Life Insurance Co. Ltd.  
Bank of Baroda  
Axis Bank  
IDBI Bank  
Thyrocare laboratories Ltd.  
Amul

## Student Activities

The inputs provided through the curriculum are complemented by the diverse range of activities that the MBA students undertake outside their class rooms. Students are encouraged to voluntarily associate themselves and participate in both co-curricular and extra-curricular activities.

Management Club serves as the vibrant and active body of the MBA students and an integral part of the Department of Business Administration. The declared objectives of the Club are: *to create for the executives-of-tomorrow a right platform for promoting and nurturing their own creative talent and Endeavour, and thereby generate an enabling ambience which would permit the members of the Club to inculcate in themselves the 'Corporate Spirit' and a sense of responsibility and dedication.* The club has made great strides and is currently organizing its activities through the following eight interdependent divisions :



The students through the Management Club are called upon to appreciate their forthcoming roles as the architects of the corporate future of the nation. The 2-year MBA programme is the stage when the students must develop their skills of articulation and communication and at the same time prepare themselves for taking up challenging assignments in future. Keeping this in view, Management Club through a variety of events and programmes endeavours to develop in the budding future-executives corporate spirit as well as the spirit of thrill and adventure.



## ACADEMIC AND STUDENT SERVICES

### ASSAM UNIVERSITY CENTRAL LIBRARY

The University Central Library has a collection of more than 1,20,000 books and it subscribes to about 400 Indian and foreign journals. Facilities provided by the Library include reading / lending services, reference service, reprint service, literature search, photocopying, CD-ROM search, internet-services and on line search facility, access to IFLIBNET Database service, access to DELNET Database and Services and OPAC.

### DBA KNOWLEDGE CENTRE

The Knowledge Centre in the Department of Business Administration makes available to the faculty and students the knowledge resources for ready reference purpose. The Centre has been so designed as would provide to the MBA students state of the art facilities with regard to library access and also access to a sizeable collection of diverse learning resources covering the following:(i) Books (ii) Journals & Magazines; and (iii) Online learning resources.

### COMPUTER LAB

The System of teaching-learning in the Department of Business Administration is backed by a Computer Lab designed specially to cater to the specific needs of the MBA students. Built in strict accordance with AICTE's specification, the Lab provides to the students state-of-the-art computational environment and also facilities for instant access to Information highways through Internet.

### CAFETERIA

Set amidst a sylvan landscape, the DBA Cafeteria takes care of the food and nutritional requirements of the MBA students and faculty and provides them with moments of relief within the hectic day-schedules. The Cafeteria is managed by the students themselves through the Cafeteria Cell of the Management Club.

### CORPORATE RELATION CELL

The DBA Corporate Cell is a vibrant body of the MBA faculty, Research associates and Students, where the prime focus is on developing close linkages with the industries and the Corporate Sector. The Cell's activities are coordinated by the JC (Corporate Relations) apart from looking after the Placement related affairs, the cell also arranges industry visits, professionals meet and institute-industry interfaces.

### HOSTEL ACCOMMODATION

At present there are nine hostels in the University campus and the Hostels are well-furnished with common room, recreation facilities, provisions for indoor and outdoor games, PCO, Internet and First Aid arrangements.

### HEALTH CARE

The University Health Centre, managed by a doctor and supported by para-medical staff, caters to the medical needs of the University-community. Expenses related to medical emergencies and hospitalization shall be borne by the parents/guardians of the student concerned.

### NSS ACTIVITY

Students are encouraged in participating in NSS (National Service Scheme) activities organised by the Programme Officer and Coordinator, NSS Unit of Assam University. NSS is sponsored by the Ministry of Human Resource Development (MHRD) to train the youths in community services.

### NCC TRAINING

The NCC Units in Assam University arrange NCC training for the students of the University - both boys and girls. For enlisting names for NCC training, contacts may be made with the Dean, Students' Welfare, Assam University.

### GAMES AND SPORTS

Since its inception in 1994, games and sports have been one of the important foci of Assam University's endeavour to facilitate all-round development of students' physical and mental abilities. Every year, an Annual Social Meet is organized in the University where along with cultural activities indoor and outdoor sports are organized.

The University is currently a member of the Inter-University Sports Board of India and its teams participate in Zonal and all-India University tournaments bringing laurels and prizes and medals for the University.

The Central Sports-complex which is in the process of coming up is expected to give a major boost to games and sports and to related extra curricular activities of the students in Assam University.

## STUDENTS WELFARE

The office of the Dean of Students Welfare looks after the welfare of the students with active support of the representatives of the students, faculty and administration.

For benefit of the needy and deserving students, the University maintains and operates a Fund called the Assam University Students' Aid Fund which is instituted out of the contribution from the students of the University and collections from other sources. The main objective of the Fund is to render financial assistance to poor and deserving students for payment of tuition fees, examination fees, purchase of text books, stationery etc. A student requiring financial assistance from the Fund shall have to apply in the prescribed form through the concerned Head of the Department.

There is a Students' Council in the University which caters to the students' interests and contributes towards the promotion of students' extra-curricular activities.

## THE UNIVERSITY MAGAZINE

The Assam University Magazine – *Prachi Prangan* is published annually. The Magazine offers to the University Students a medium to give expression to their literary and intellectual endeavours.

## STUDENTS' DISCIPLINE

Each student with respect to his/her work in the course (P.G./Integrated course/M.Phil./Ph.D./Certificate/Diploma) as well as his/her general conduct in the University, shall remain under the control of the respective School and the Department and shall be guided by the disciplinary code of the University.

A student must have attended a minimum of 75% of the lectures, seminars and tutorials organized by the Department during a semester to be eligible to appear at the end-semester examination.

It is mandatory for the students to keep their respective photo identity card with them while moving within the university campus.

*There is complete ban on ragging in the campus.*

## COMPUTER CENTRE

The Computer Centre in Assam University functions as a central facility to facilitate, foster and support the essential teaching and research goals of the University by arranging computing and communication services for the University's faculty, students, officers and staff. Students have access to the computers for their course or project work. To assist research, there is a range of computing environment available, backed by staff with considerable expertise.

## INTERNAL QUALITY ASSURANCE CELL

To act as a nodal agency for coordinating quality related activities, the Assam University has established Internal Quality Assurance Cell (IQAC) as per UGC-NAAC guidelines in 2008.

Some Responsibilities that IQAC has been entrusted which include

1. Development and application of quality benchmarks/ parameters for various academic and administrative activities of Assam University
2. Facilitating the creation of a learner - centric environment conducive for quality education and faculty maturation to adopt the required knowledge and technology for participatory teaching and learning process.
3. Arrangement for feedback responses from students, parents, and other stakeholders on quality related institutional process.
4. Dissemination of information on the various quality parameters of higher education.

# IMPORTANT RULES FOR STUDENTS

### Conduct, Discipline, Attendance and Evaluation of students of PG / Integrated courses

- Each student, with respect to his/her work in the Course as well as his/her general conduct in the University, shall remain under the control of the respective School and the Department and shall be guided by the disciplinary code of the University.
- A student must have attended a minimum of 75% of the lectures, seminars, and tutorials organized by the Department during a semester to be eligible to appear at the end-semester examination.
- There shall be an end-semester examination and also continuous sessional evaluation for each course of study. Unless otherwise notified by the University / Department, 70% of the total weightage of marks in each course will be assigned to end-semester examination and 30% will be reserved for continuous sessional assessments during the semester. A student shall be required to qualify himself / herself in terms of the sessional assessment criterion to be eligible for end-semester examination in each subject.
- The marks awarded for sessional test as moderated and approved by the Departmental Examination Committee, shall be made known to the students within 10 days of the conduct of the test. Students may discuss and seek clarification, if any, about their performance in Sessional Tests from the Head of the Department, who shall be the ex-officio Chairman of the Departmental Examination Committee, after the declaration of the test results.
- A student, who does not clear a course, owing to failure to pass or to appear in sessional work and/or end-semester examination, will have to clear the Course in the immediate next opportunity. Under no circumstances will a student be allowed to carry more than three backlog courses to the next opportunity. A student has to get minimum of 40% of sessional marks in each course to be eligible for appearing in the end-semester examination.
- Ordinarily a Post-Graduate student should complete all courses during the period of four semesters. However, a student may be allowed to participate in the academic programme up to a maximum of eight semesters.
- No candidate shall normally be allowed to appear in any course examination more than twice and no candidate shall be allowed to appear in any course examination beyond the permitted number of semesters, stated hereinbefore, counted from his / her first admission to the programme.
- In order to qualify for the Master's degree, a candidate must have secured at least 4 grade points in each course as per CBCS system.
- A successful candidate shall be placed in First Division, if he/she obtains at least 60% marks and shall be placed in Second Division if he/she obtains 50% or more but less than 60% marks in the aggregate calculated on the basis of all examinations and sessional tests pertaining to the course.



# UNIVERSITY ADMINISTRATION

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