

# **INFORMATION BROCHURE**

*Two years full time*

*Master of Business Administration Programme- 2015-17*



**DEPARTMENT OF MANAGEMENT STUDIES  
NATIONAL INSTITUTE OF TECHNOLOGY SILCHAR**  
*(An Institute of National Importance under MHRD, Government of India)*

## **Preamble:**

In this era of cut throat competition, any organization cannot become a global leader by virtue of mere products and services which it offers to the market. It is perhaps the human capital which has evolved as the single most strategic component for sustainable growth and leadership. There has been a significant dearth of managerial capacity across the industries which have become a matter of concern for economic growth. Master of Business Administration (MBA) Programme is designed to impart not only knowledge and skills in the complex and dynamic areas of management but also provides practical exposure in a rigorous learning environment. The unique pedagogy of case based teaching, combined with multiple assignments and presentations enhances the problem solving skills of students which enable them to take better decisions in real life business scenario. India, known for decades lacking in entrepreneurial accomplishments, poses a wonderful opportunity for management graduates to acumen the art and science of complete business dynamics and become employment generator rather than employment seeker. Further, the highly diversified backgrounds of students provide the management graduates an opportunity to explore the skill of team work.

Apart from this, the North Eastern Region lacks managerial skills at all levels including trade, commerce, industry, institution and social and political organization. There is a lack of quality management curricula and the choices set before the prospective management trainees are extremely limited. Hence it is felt that there is an urgent need to create complementarities within NIT Silchar by way of offering MBA programme alongside its flagship Engineering programs so that the future prospect of placement of our graduates is enhanced.

Keeping in view all these aspects, the MBA programme of NIT Silchar was launched on 21<sup>st</sup> August 2012.

## **MBA at NIT Silchar**

After pioneering in engineering and science education for over three decades, NIT Silchar has today distinguished itself from its peers by way of not only producing the brightest minds but also the future business leaders.

NIT Silchar is recognized nationwide as one of the leaders of engineering and research institutes. The developments over the years speak volumes about the quality of education imparted in the institute. This is also well reflected in the faith the companies have reposed on the students as they keep on visiting the institute for recruitment.

Starting its journey from 1967 as Regional Engineering College in the year 2002 it was transformed into a National Institute of Technology with the status of Deemed University and subsequently in 2007, it was upgraded to *An Institute of National Importance*. The sprawling lush and opulent campus covering an area of 600 acres, state of the art support system accompanied by an excellent infrastructure add up to its reputation.

The Department of Management Studies in its journey of only three (3) years, has established its name and reputation in the entire region. The Department runs in a separate building with smart-classrooms,

full-fledged library, computer labs, seminar halls, and above all a team of dedicated Faculty. The performance of the students is monitored regularly. The student has regular interaction with personalities from various Industries/ Academia and also undergoes frequent industrial visits. The Placement Cell is actively working for Summer Internship Project (SIP) and placement assistance of final year students. The Cell has provided SIPs to every student for the last two batches and expecting to place all the final semester students through campus selection. During the month of January 9<sup>th</sup>-12<sup>th</sup> -2014, the Department has organized the Annual Management Festival- **Paarbon'14** at NIT Silchar with events of different tests which was attended by many dignitaries including Mr. Pradyut Bordoloi, Minister of Industries and Power, Government of Assam.

### **Location:**

NITS is located on the Silchar-Hailakandi road, is just 8 Kms away from the southern outskirts of Silchar town. Silchar is the headquarter of Cachar district in the state of Assam in India. It is 343 Kms South East of Guwahati. It is the second-largest town of the state in terms of population and municipal area.

To reach NIT Silchar campus, one has to first reach Silchar town which is the headquarter of Cachar district of Assam and is connected to the rest of the country by road, rail and air.

### **By Air**

There are daily direct flights to Silchar from Kolkata and Guwahati. Air India and Jet Airways operate flights from Kolkata/Guwahati to Silchar. From airport, the Institute campus is approximately 35 Kms. Hired private taxi service is available from the airport.

### **By Rail**

Silchar is going to connect to Kolkata/Guwahati by rail and expected to resume its services during the month of April 2015. The campus is around 10 Kms from the railway station.

### **By Road**

Silchar is well connected with various cities through road. A 340 Kms long NH connects Silchar and Guwahati. (*From Guwahati railway station, head towards ISBT through Paltan Bazar side exit of the railway station*) A large number of day/night bus services between Guwahati and Silchar in the morning and evening every day.

### **Self-Contained Residential Campus:**

The Institute is a residential Institution with adequate hostel facilities for boys and girls. There are 8 Hostel blocks for boys, 2 Hostel blocks for girls and a separate Hostel for the Post Graduate students (boys) with all basic amenities. A good number of faculty quarters provide ample opportunity to draw upon benefits of corporate life. International standard measurement sport complex: for outdoor games like football, cricket, basketball, lawn tennis, indoor games like table tennis, badminton, separate gymnasium for boys and girls. A central library, a well equipped Health Center, Post Office, branches of State Bank of India with ATM facilities and a Punjab National Bank's ATM, a shopping complex and a canteen are the amenities available.

N.C.C and N.S.S constitute two more extra-curricular activities in addition to Innovation, music, photography, and dramatic clubs of the Institute.

### **Computing Facilities and Campus Network:**

NIT Silchar has a Wi-Fi campus which includes Hostels and faculty quarters. The Institute computing facility is maintained by the Central Computer Centre (CCC) which includes high-end servers and Intel Core-i5 & i7 based personal Computers. Each Department has its own LAN connection. These LANs have adequate number of computers to cater to the needs of the Department with high speed Fiber Optic cables (10 Gbps). The Institute has 24 x 7 Internet services. The journals subscribed through INDEST and many other e-source consortiums are available throughout the campus Wi-Fi and LAN. In addition to these NITS is the First Institution to have a C-DAC (Center for Development of Advance Computing) centre in the Northeast region of India.

### **Library Facilities:**

The Central Library which is the heart of the Institute provides one of the important academic services to the Institute. It provides right impetus for the intellectual growth of the students, teachers, research scholars and other around. It has 85,000 collections of documents. The Library holds knowledge resources predominantly related to Science and Technology, Social Science, Management Studies and other allied Subjects. The Library is fully computerized with an integrated system connected to the Campus Network providing e-resource facilities to the institutional community. The entire Library collection including the CD-ROM databases and the online databases are made available through Institute's network. OPAC (On-line Public Access Catalogue) facility is available at the ground Floor of the Library. The Library is holding membership of DELNET, New Delhi for inter library loan. NITS Library is an active member of INDEST Consortium through which online full text journals can be accessed. The Library is also a member of ACL (American Centre Library) for inter-library loan as was resource sharing purpose. In addition to that, Department of Management Studies has a fully fledged Library that hold knowledge resources predominantly related to Marketing, Human Resource, Finance, Operations Resource, Information Technology, Economics and other allied subjects.

### **Programme Structure:**

The MBA programme is designed with a well balanced theory-practical orientation. First two semesters are intended to impart foundation knowledge about the various facets of management field and the subsequent two semesters are to be used for imparting domain specific knowledge in the area in which one student opts to specialize. The course is blended with various other pedagogical tools like case studies, presentations, group discussions, seminars, live projects, field visits etc. Additionally, in order to enable the student to acumen the real life management scenario, the course also requires a student to undertake a compulsory industrial training of minimum forty five days in the area in which one specializes.

## Stages of Progression:

Semester	Milestones
First (July-December)	Foundation courses on different aspects of management along with sharp focus on communication skill and personality development
Second (January-May )	
May-June (at list 6-8 week duration)	Mandatory Summer Internship Training (SIP) at reputed Public/Private Industries across the country.
Third (July-December)	Deep understanding of area specific specialized courses and practical projects
Fourth (January-May)	

## Fee Structure:

Semester	Total Fee Structure INR (Without Hostel)	Total Fee Structure INR (With Hostel)
First semester	46,570	68,970
Second semester	42,550	52,670
Third Semester	43,070	55,470
Fourth Semester	42,550	52,670

The aforesaid fees are subject to revision by the Institute from time to time. Although, the fees are usually not changed in the mid of the semester, however if any such changes are implemented, students shall be required to abide by the new fee structure.

All the fees are to be paid before the beginning of new semester and fees once paid cannot be refunded under any circumstance. If a student is removed or he/she withdraws/leaves the Institute in the mid-session without completing the entire programme, all fees paid including the caution deposit will be forfeited by the Institute.

### **Note: Refund of Fees:**

*Any student who withdraws admission (with valid reason) before the closing date of admission is eligible for the refund of all the fees and deposits, after deduction of a processing fee of Rs. 1000/- (Rupees One Thousand Only)*

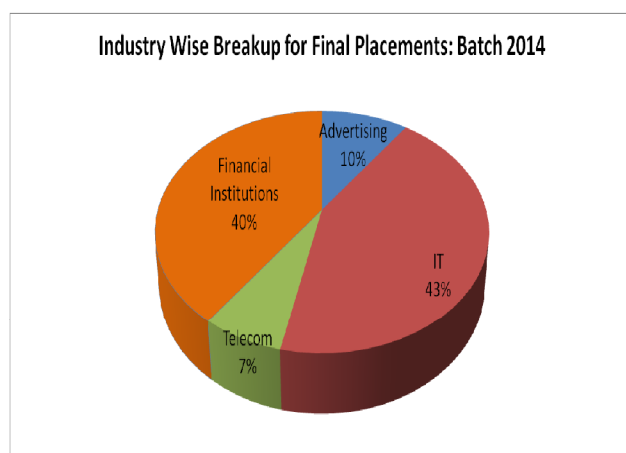
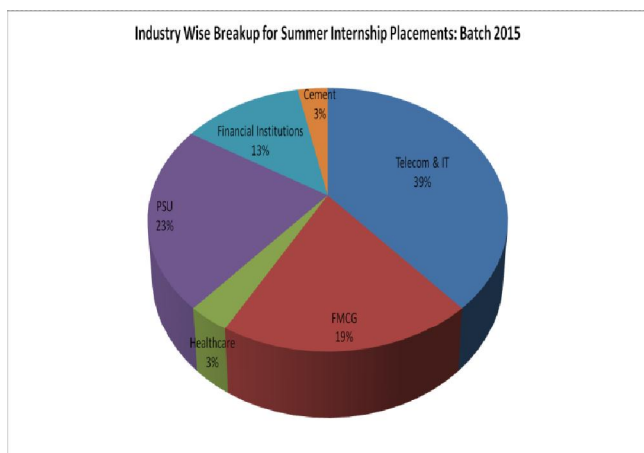
## Courses Offered:

### SPECIALIZATIONS & SUBJECTS

- ✓ **MARKETING**
- ✓ **FINANCE**
- ✓ **HUMAN RESOURCE**

<b>Core Subjects</b>	<b>Elective Subjects</b>
<ul style="list-style-type: none"><li>• Management Practice &amp; Organizational Behaviour</li><li>• Managerial Economics</li><li>• Accounting for Managers &amp; Control</li><li>• Marketing Management</li><li>• Quantitative techniques</li><li>• Human Resource Management</li><li>• Business Communication</li><li>• Business research methods</li><li>• Production &amp; Operation Management</li><li>• Economic &amp; Legal Environment</li><li>• Management Information System</li><li>• Financial Management</li><li>• Strategic Management</li><li>• Business law &amp; Corporate Taxation</li><li>• Supply Chain Management</li><li>• Technology &amp; Innovation Management</li><li>• International Business &amp; E-Commerce</li><li>• Entrepreneurship &amp; Project Management</li><li>• Business Ethics &amp; Corporate Governance</li></ul>	<p style="text-align: center;"><b>MARKETING</b></p> <ul style="list-style-type: none"><li>a. Product &amp; Brand Management</li><li>b. Sales &amp; Distribution Management</li><li>c. Consumer Behaviour</li><li>d. Integrated Marketing Communication</li><li>e. Rural Marketing</li><li>f. Marketing of Services</li><li>g. Strategic Marketing</li></ul>
	<p style="text-align: center;"><b>FINANCE</b></p> <ul style="list-style-type: none"><li>a. Security Analysis &amp; Portfolio Management</li><li>b. Personal Financial Planning</li><li>c. Financial Markets &amp; Services</li><li>d. Derivative &amp; Risk Management</li><li>e. Banking &amp; Financial Institutions</li><li>f. Insurance Management</li><li>g. Forex Management</li></ul>
	<p style="text-align: center;"><b>HUMAN RESOURCE</b></p> <ul style="list-style-type: none"><li>a. Training &amp; Development</li><li>b. Industrial Relation &amp; Labour Laws</li><li>c. Strategic HRM</li><li>d. Performance Management System</li><li>e. Organisational Change &amp; Development</li><li>f. Conflict Management &amp; Negotiation Skill</li><li>g. Global HRM</li></ul>

## INDUSTRY WISE DISTRIBUTION OF PLACEMENTS



### OUR CORPORATE PATRONS SUMMER INTERNSHIPS PROJECT (SIP) AND FINAL PLACEMENTS

- NEDFi
- Vodafone
- Airtel
- HCL
- Godrej
- Kotak Securities
- Coca-Cola
- Topcem Cement
- Dalmia Cement
- Reinspire Tech
- Allied Blenders & Distillers
- ONGC
- Capital Via
- Indian Oil
- Aircel
- Bandhan
- Hindustan Paper Corporation Ltd
- Way2Capital
- Amul
- Jio
- Star Union Dai-ichi Life Insurance
- Futurefirst

And many moreí í í

# Highest salary offered in final placements 2014: Rs 7.2 lakhs per annum

# Average salary offered in final placements 2014: Rs 3.085 lakhs per annum

# Number of Jobs offered per student in final placements 2014: 1.27 jobs per student

(N.B. Statistic is of 1<sup>st</sup> Batch i.e. Class of 2012-14)

## Total Number of Seats Available: 60 (Sixty)

### Seat matrix

Open	OBC	SC	ST	SC-PWD	OP-PWD	Total	Remarks
29	16	8	5	1	1	60	PWD will be merged to parent category in the absence of application

Open- Open/General Category

OBC-Other Backward Community (Non-Creamy Layer only)

SC-Scheduled Caste

ST-Scheduled Tribe

OP-PWD- Persons with Disabilities from Open Category

SC-PWD- Persons with Disabilities from SC Category

### Eligibility for Admission:

- Bachelor's degree in Science/Humanities/Technology or equivalent in an appropriate area, with at least **50% marks or 5.5 in CPI/CGPA** for MBA programme.
- A relaxation of 5% or 0.5 in CGPA/CPI on a 10 point scale may be extended to the candidates belonging to SC/ST/PWD category.
- A valid CAT/MAT/CMAT score (i.e. tests held from November, 2014 onwards) with minimum cut-off **40 percentile** for CAT/MAT/CMAT.
- Students appearing at their final year graduation examination may also apply. Such candidates, if selected, will be admitted provisionally, on the condition that they complete all requirements for the qualifying degree with minimum marks stipulated above, before the commencement of the programme and produce provisional certificate of completion within 15<sup>th</sup> September 2015, failing which their admission will stand cancelled.
- The aspirants shall be ranked based on their performance in CAT/MAT/CMAT, Group Discussion and Personal Interview to be conducted as a part of selection procedure for admission.
- Department may specify additional requirement over and above these, minimum requirements.

### Selection Process:

The selection will be based on score obtain in CAT/MAT/CMAT and creditable performance in Group Discussion and Personal Interview to be held at NIT Silchar campus.

The Weightage Table for CAT/MAT/CMAT, Group Discussion and Personal Interview are given in Table (A), (B) and (C) respectively



### Admission Procedure:

The Department shall carry a three step process to admit students into MBA programme:

Step 1: Screening of applications on the basis of Academic Performance and Performance of the Student in the Entrance Examination (CAT/MAT/CMAT)

Step 2: Performance in Group Discussion

Step 3: Performance in Personal Interview

Applicants satisfying minimum eligibility criteria will be called for Group Discussion and Personal Interview. If the number of applicants are found reasonably high, Department may increase the eligibility criteria. In all other cases, final selection will be based on academic career and score of prescribed Entrance Examination, performance in Group Discussion and Personal Interview.

### Following are the Weightage allotted for different stages of selection process:

Sl. No.	Particular	Weightage
1	Performance (Percentile) in National Level Competitive Examinations. (CAT/CMAT/MAT)	50
2	Performance in Group Discussion	20
3	Performance in Personal Interview	30
<b>Total</b>		<b>100</b>

### Table (A): Weightage for Entrance Examinations

Exam.	Percentile					
	40-49	50-59	60-69	70-79	80-89	90 & Above
CAT	10	15	25	35	45	50
MAT/CMAT	5	10	15	25	35	50

### Table (B): Relative Weightage of various components of Group Discussion

Performance in Group Discussion	Components	Weightage
	Topic knowledge	10
	Co-ordination skill	5
	Leadership skill	5
	<b>Total</b>	<b>20</b>

### Table (C): Relative Weightage of various components of Personal Interview

Performance in Personal Interview	Components	Weightage
	Communication skill	10
	Personality	10
	Knowledge	10
	<b>Total</b>	<b>30</b>

Based on the number of eligible candidates, the Department shall fix a minimum cut off mark combining all the three aforesaid components, i.e. Entrance Examination score, Performance in Group Discussion and Performance in Personal Interview.

**Note:**

- **If two or more candidates obtain the same marks, then the aggregate percentage of marks obtained at their qualifying degree examination will be the criterion for preference. If the aggregate marks scored by two or more candidates are same, then the following tie-break policy will be used for awarding ranks: Higher rank will be assigned to the candidate who has obtained higher marks in Mathematics. If this does not break the tie, higher rank will be assigned to the candidate who has obtained higher marks in Economics. If there is a tie even after this, candidates are assigned the same rank.**

**How to apply:**

1. Interested candidates satisfying the eligibility criteria are required to submit their application in the prescribed format only. The prescribed format of application can be downloaded from the institute's website ([www.nits.ac.in](http://www.nits.ac.in)).
2. Applicants are advised to go through the Application Form thoroughly and attach all the required documents, DD, certificates etc. as indicated therein. Incomplete applications, applications not duly filled in or applications not accompanied by the prescribed testimonials / documents and DD, certificates etc. will be summarily rejected.
3. Applicants are required to send the duly filled application form along with self attested copies of all testimonials and a **DD of Rs 500/-for General/OBC and Rs 300/- for SC/ST** in favor of the Director, NIT Silchar, payable at State Bank of India, NIT Silchar Branch (Branch Code: 7061).
  - Candidates should send their applications by Speed Post / Registered Post super scribing **"Application for Admission in MBA programme – 2015-17"** on the envelope **to The Head, Department of Management Studies, National Institute of Technology, Silchar, Assam-788010.**

Last date of receiving of completed application form at NIT Silchar: **6<sup>th</sup> June 2015.**

## CHECK LIST:

Application forms duly filled in must be accompanied by the following documents:

- **Photocopies of Marks Sheets of all the examinations from class 10 standard onward** leading to the qualifying degree.
- **Photocopy of the CAT/MAT/CMAT rank card with valid score**
- **Proof of date of birth**
- **Photocopy of Integrated Community Certificate** (in the prescribed Pro-forma), if applicable. (Candidate can download prescribed format for the NIT Silchar website as per Annexure III).
- **Photocopy of OBC certificate**, issued on or after 01-04-2015 will only be accepted, if applicable. (Candidate can download prescribed format for the NIT Silchar website as per Annexure I/II).
- **Photocopy of PWD**, if applicable. (Candidate can download prescribed format for the NIT Silchar website as per Annexure IV).
- **Photocopy of the Degree / Provisional Pass Certificate of the qualifying examination.** In case, final result is awaited, **provisional pass certificate should be submitted at the time of Personal Interview or before the date given by the Institute, failing which the admission shall be cancelled.** (Candidate can download prescribed format for the NIT Silchar website as per Annexure V).
- **Photocopy of the Conduct Certificate** from the Head of the Institution last attended.
- ***Applications without these documents shall be deemed to be incomplete and shall be rejected.***

## IMPORTANT INFORMATION:

1. Applications submitted in any Pro forma other than the one provided in the Institute web site ([www.nits.ac.in](http://www.nits.ac.in) under admissions) or those received after the due date or those, which are incomplete in any respect, will not be considered
2. Applicant should be a citizen of India. Admission of foreign nationals, if any, shall be governed by the rules stipulated by the Government of India from time to time
3. Candidates awaiting the results of the final semester/year may also apply. But they should submit the final marks list before **15<sup>th</sup> September, 2015** in case they are selected. Failing to submit all required certificates before due date, admission shall be cancelled.
4. **No employee shall be admitted as a regular full time student of any full time Post Graduate course; unless he is released from his duties by his/her employer** and unless a proper release certificate is produced to that effect. Such candidates should also obtain a release certificate from the Institute/organisation before joining duty in their parent

organization, failing which no credit will be given to any of the courses passed by the candidates at the Post-Graduate level at this Institute.

5. Candidates who are provisionally selected for admission will be examined by the Institute Medical Officer and those who fail to satisfy the physical fitness standard prescribed by the Institute will not be admitted.
6. Candidates name will be provisionally included in the rolls only when the selected candidate reports at the Institute for admission, submits all the required certificates, in original, found to be medically fit and pay all the fees and deposits prescribed.
7. The selected candidates are to take admission after depositing requisite fees and completing necessary procedures. Any delay or non compliance of necessary procedure would lead to cancellation of the allotted seat and subsequently the seat shall be offered to the waiting list candidates for admission

## GENERAL GUIDELINES

1. The **Institute reserves the right to cancel the admission** of any candidate at any stage (even after admission) if any error or defect is detected.
2. **Fees paid to the Institute and hostel is not refundable under any circumstances**, if the Candidate chooses to leave the Institute after admission
3. If it is found that any of the applicants **admitted to the Institute has either furnished wrong information or tampered with the records, his/her seat is liable to be cancelled at any stage.**
4. If it is detected that a candidate has been admitted due to any mistake committed inadvertently in the processing of the application, **the Institute reserves the right to cancel the seat before admission is made final**, without payment of any compensation for the inconvenience caused.
5. The list of short-listed candidates shall be notified in the institute website and no separate call letters will be sent to the candidates. The short-listed candidates are to appear for Group Discussion and Personal Interview to be taken place at the **Department of Management Studies, NIT Silchar.**
8. Candidates should note that the **Institute will neither make any allowances for postal delays and irregularities in submitting application / in receipt of interview call letters nor entertain any correspondence in respect of such cases.**
9. The **Institute reserves the right to cancel the admission of any candidate on the basis of adverse remarks in the Conduct Certificate.**
10. Wherever doubts or ambiguities arise in the interpretation of Admission Rules, **the decision of the Director of this Institute in the matter shall be final.**
11. The **Director is authorized to take appropriate decision** with regard to any other details of admission not covered by the rules listed above.

## IMPORTANT DATES:

Application Form and Information Brochure will be available from:	<b>1<sup>st</sup> week of March'2015</b>
Last date of receiving of completed application form at NIT Silchar:	<b>6<sup>th</sup> June'2015</b>
List of eligible candidates for Group Discussion & Personal Interview to be notified on institute website :	<b>2<sup>nd</sup> week of June'2015</b>
Date of Group Discussion & Personal Interview ( 1 <sup>st</sup> day for GD & 2 <sup>nd</sup> , 3 <sup>rd</sup> days are allotted for PI)	<b>26<sup>th</sup> to 28<sup>th</sup> June'2015</b>
List of selected candidate's name for admission on Institute website:	<b>Within 1<sup>st</sup> week of July'2015</b>
Date of Admission (tentative)	<b>6 &amp; 7 July'2015</b>
Date of Registration	<b>20-21 July'2015</b>
Session begins	<b>22<sup>nd</sup> July'2015</b>

*\*Dates may change due to unavoidable circumstances.*

### **Contact Details:**

Head of the Department,  
Department of Management Studies,  
National Institute of Technology,  
Silchar, Assam-788010  
Contact No. Department: - 03842- 240337  
Contact No. Institute: - 03842-224879  
Fax: - 03842-224797  
Email: [ashimkdnits@gmail.com](mailto:ashimkdnits@gmail.com)  
Website: [www.nits.ac.in](http://www.nits.ac.in)