



The MBA Programme

The Full Time MBA Programme of the institute was launched in the year 1980. It is a two year programme accredited by the National Board of Accreditation, All India Council of Technical Education and the institute is accredited by NAAC, UGC. The culture of the programme is characterized by academic excellence, networking with the corporate world and emphasis on ethics and social responsibility. The MBA programme prepares the students with the requisite skills to make a successful career as a business professional in the globally competitive environment. The Institute uses the All India CAT (Common Admission Test) scores for short-listing candidates for the MBA Programme.

The core, adjunct and visiting faculty for the programme are balanced combination of members with highest academic qualifications, research experience and industry exposure. The teaching-learning infrastructure of the institute is among the finest in the country. Technology is increasingly finding utilization towards effective pedagogy as well as networking between campuses through initiatives including Smart Classrooms, Virtual Labs, Video Conferencing facility etc. The technology enabled teaching learning infrastructure of the institute coupled with the excellent campus amenities present a setting that perfectly balances learning with extra & Co-curricular activities so as to ensure a memorable and fulfilling experience for the students. Specializations offered are Marketing, Finance, Systems and HR.

BIT MBA Alumni are well placed in leading organisations across the country and beyond.

The Curriculum

The MBA curriculum which is updated at least once every year is designed to offer opportunity for gaining adequate exposure to the core subjects along with in-depth knowledge in the chosen areas of specialization. The course structure is uniquely designed for Dual functional specialization along with a Sectoral specialization by each student. The department has been continually upgrading the pedagogy by supplementing the traditional methods of case analysis, lectures, presentations, projects, management games with the use of contemporary tools of technology enhanced learning.

Course Structure

The MBA course structure is carefully planned so as to facilitate learning in theory & practice of all aspects of the discipline of management. The curriculum offers 28 courses which includes core courses along with Functional Specialization and a Sectoral Specialization.

Core Courses:

- Management Principles & Practices
- Financial Management & Accounting
- Organizational Behavior
- Marketing Management
- Quantitative Management
- E-Business
- Management of Manufacturing System
- Business Communication
- Human Resource Management
- Business Research
- IT for Managers
- Operations Research
- Strategic Management
- Managerial Economics
- Foreign Language(French, German)

Functional Specialization

Marketing

- Services Marketing
- Brand Management
- Consumer Behavior
- Marketing Research
- Industrial Marketing
- International Marketing
- Sales & Distribution Management
- Advertising & Integrated Marketing Communication

Finance

- Corporate Finance
- Corporate Taxation
- International Finance
- Corporate Accounting
- Management of Financial Services
- Cost & Management Accounting
- Management of Financial Derivatives
- Investment and Portfolio Management

Human Resource Management

- Human Resource Planning
- Industrial Relation & Labor Laws
- Recruitment, Selection & Training
- Organizational Change & Development
- Organizational Theory & Design
- Compensation and Rewards
- Performance Management System
- Individual and Group Behavior

Systems

- R.D.B.M.S
- Business Data Communication
- Enterprise Resource Planning
- Software Engineering
- Programming Technology-I (C++)
- Programming Technology-II (Java)
- Multimedia and Web Designing



Sectoral Specializations

Operation and Manufacturing

Management

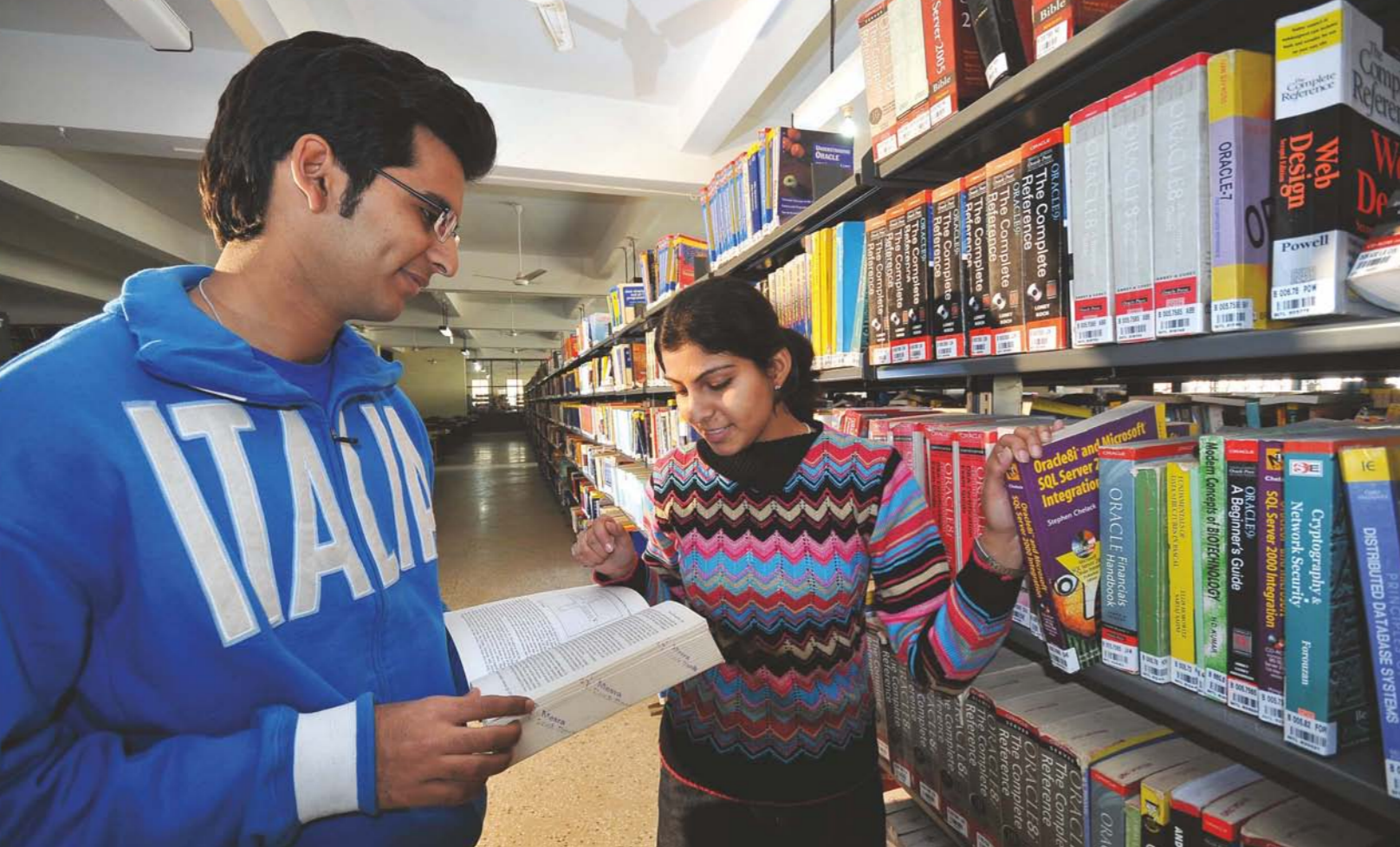
- Technology management
- Supply Chain Management

Hospitality Management

- Hotel Management
- Tourism Management

Insurance and Bank Management

- Bank Management
- Insurance Management



Student Activities

Students Clubs and Societies constitute the core of BIT's campus experience and reflect the quality of excellence outside academic spheres. They serve as common forums to share and promote resources in diverse areas of interest. The Executive Club of the Department of Management plays a vital role in enhancing the efficiency of the department and sharpening the managerial skills of the students. This is a students' body that organizes the Annual All India Management Schools Festival "SAMAAGAM", and manages the publication of "MANAGE-A-BIT", the quarterly newsletter of the department. The Executive Club also coordinates guest lectures, student workshops and seminars. There are different student societies which manages specialization specific activities.



The BBA Programme

The BBA programme of the Institute introduces and exposes the student to various industry-specified management functions such as those in the areas of marketing, finance, human resource and system. This enables a student to get attuned to the expectations of corporate culture. The BBA course structure is spread across six semesters in three years. Each semester comprises of seven papers.

The course content is regularly updated to keep pace with changes in the business environment. The BBA programme provides an ideal platform for pursuing higher studies in Management leading to an MBA.

5-Year Integrated MBA Programme

The Integrated 5-Year MBA Programme has been introduced by the institute from the year 2011. Students having successfully completed their Higher Secondary level are enrolled for the course after a thorough screening. The programme involves 5 year intensive training for the overall development of the managerial skills of the students. The focus is on giving the widest possible exposure to diverse disciplines in management during the initial semesters followed by in-depth exposure in the chosen area of functional specialization in the later semesters. The training will inculcate the requisite skills among students to join the corporate world as specialist practicing managers or apply the skill set of a generalist as innovative entrepreneurs.

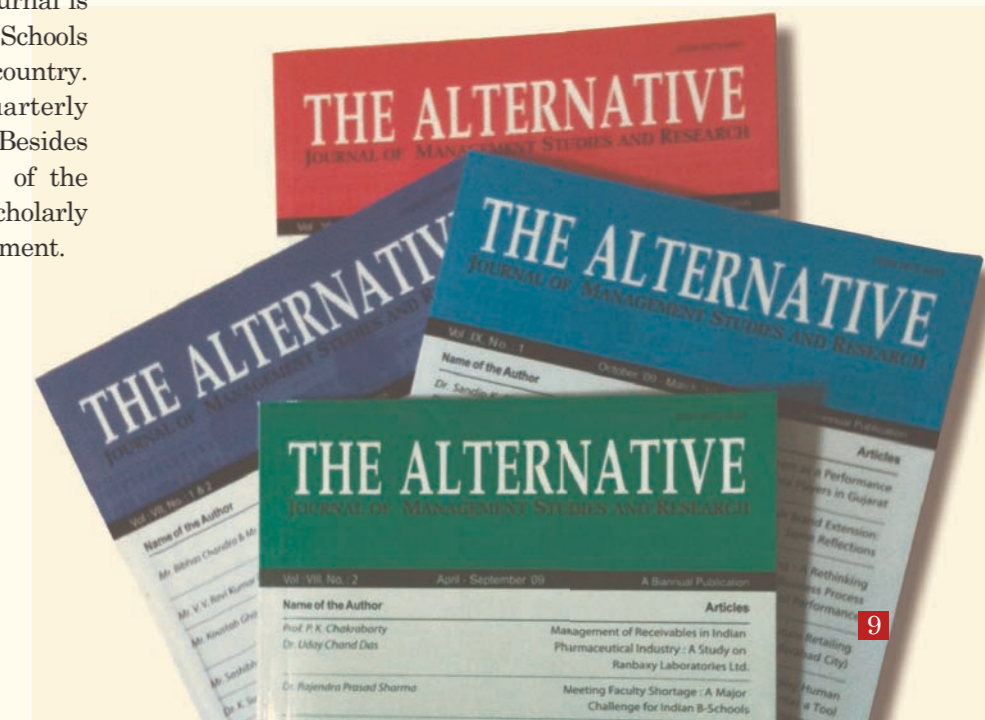
The course structure is uniquely designed for Dual functional specialization along with a Sectoral specialization by each student. The curriculum lays special emphasis on providing exposure to socially and economically relevant, interdisciplinary emerging areas like Disaster Management, Infrastructure Management, Safety management, CSR, Human Values, Agro Business Management, Actuarial Sciences and Entrepreneurship Development. This will lead to initiation of research projects and development of scarce faculty resource in these areas of national and international interest.

The traditional pedagogical methods used in management education, like case analysis, lectures, presentations, projects, management games will be supplemented with the use of contemporary tools of technology enhanced learning.

The integrated 5 year MBA programme will lead to more focused learning by the students as they will save the effort of preparing for and then appearing in a series of entrance exams in the final year of their UG programme for gaining a seat in a post graduate programme.

Publication

The department of Management publishes a biannual Journal, 'The Alternative'. The Journal is peer reviewed and is widely subscribed by B- Schools and other academic institutions across the country. The department also publishes a quarterly newsletter entitled 'Manage- a BIT'. Besides reporting the activities and achievements of the department the news letter also includes scholarly contributions from the students of the department.





Corporate Relations & Campus Placements

Over the last three decades the institute has been the chosen destination in this region for MBA campus recruitment by leading organizations across industrial sectors. Relationships with several top organizations have grown over the years and have matured into areas beyond just the recruitment visits. These associations have resulted in effective Summer Placements of the MBA students in leading organizations across the country. This has also facilitated the necessary industry interface for the students in the form of Guest lectures, Panel Discussions, Live projects etc. The alumni of the programme have made their mark within India and overseas. Their contributions to the corporate world and to society have been acknowledged through numerous accolades and recognitions. The institute is proud of its alumni who through commitment and merit occupy leadership position in their chosen field of employment.

Facilities

The Institute's auditorium is well equipped with the audio-visual facilities for presentations the visiting Company needs to make. More than adequate space is provided for the written tests that are a part of the selection process. Large halls with every convenience are kept ready solely for this purpose. Arrangement for stay are made on request at the Institute's well appointed guesthouses that are equipped to provide for every requirement of BIT's guests. The Institute arranges for Airport/Railway Station pick-up, if required. Facilities are available for an online test for more than 150 students at one time. The Placement block holds air-conditioned facilities for conducting GD's & Interviews.

The Training & Placement Department is equipped with Video Conferencing facilities, which are utilized during presentations and interviews as well as during training sessions.

Placement Procedure

The Placement Office at BIT Mesra maintains a steady rapport with partnering organizations. Several organizations also prefer to contact through the online registration module on the Institute's website.

The different stages involved are:

The visiting organization's date of visit: Once the date of visit has been mutually finalized; it is displayed on the notice board of the Institute in addition to being made on-line.

Interested students are asked to submit their names to the Placement office.

The details/résumés of students may then be sent to the Organization as per their requirement, as communicated to the Institute.

Our Valued Recruiters





BIRLA INSTITUTE OF TECHNOLOGY
(Deemed University under section 3 of UGC ACT, 1956)

Contact Details

BIT MESRA CAMPUS

Training & Placement Officer
Birla Institute of Technology
Mesra, Ranchi-835215
Phone: 0651 2275566
E-mail: placement@bitmesra.ac.in

BIT NOIDA CAMPUS

Placement Officer
Phone: 0120 2443943
E-mail: tponoida@bitmesra.ac.in

BIT KOLKATA CAMPUS

Placement Officer
Phone: 033 24414542 / 24414456
E-mail: tpokolkata@bitmesra.ac.in

BIT JAIPUR CAMPUS

Placement Officer
Phone: 0141 4019798
E-mail: tpojaipur@bitmesra.ac.in

BIT RANCHI CITY (LALPUR) CAMPUS

Placement Officer
Phone: 0651 2532495 / 2531679
E-mail: tpolalpur@bitmesra.ac.in

