



# PG Management Admission Guidelines 2017 – 18

## 5 MBA Programs

### 5.1 Department of Business Administration

#### About the Department

The Department of Business Administration is a pioneer in the field of Management Education. Established in 1956, as a full-fledged department under the Faculty of Commerce, the Department has the proud distinction of having its faculty trained at the Center for Advancement of Management Education, Stanford University, California (USA). The faculty of the department has a combination of academic, research, business and international teaching experience.

Besides maintaining close interaction with other leading Management institutes such as IIM's, the department has been actively assisting and supporting other institutions in the field of business education. The department having more than 1800 alumni dominating the corporate scene in India has successfully created popular LUMBA brand.

**MISSION:** To be a leading institution on the field of management education and research engaged in providing contemporary management knowledge, development of business skills and inculcating professional attitudes among motivated individuals for preparing them to assume positions of responsibility and leadership in the fields of management endeavor.

**LEARNING ENVIRONMENT:** A global perspective in terms of course structure, teaching methods, technology integration, emphasis on leadership, human values and team skills are some of the unique features of the programs offered by the department. Exposures to practical applications and industry interaction to develop insights into contemporary industry practices are integral parts of the curriculum. Case discussions are extensively used to develop analytical and decision making skills of the managers. The objective is to develop problem-solving skills in complex business situations, apply management concepts in real life situations and exhibit leadership traits. Great emphasis is laid on presentation skills of students. Organizational based studies, industry reports, Internet based assignments, and summer internship as well as comprehensive projects are facilitated. In order to foster all round development of the prospective managers, the department always promotes participation in competitions, cultural events, and students' publications.

#### 5.1.1 MBA (Regular and Self Financed seats)

MBA Program is the flagship program of the University of Lucknow and is being offered since 1975 and has wide acceptance in the corporate sectors in India and abroad. We believe in grooming students to become self driven, proactive, value oriented and achievers. We emphasize on education rather than qualification, collaboration rather than competition and therefore, learning rather than on examination.

The MBA curriculum is designed to sharpen the mental and intellectual acumen and to encourage student's participation in on/off campus activities like seminars, projects, presentations, quizzes, workshops, business plans, case studies and term papers etc. besides cultural activities.

LUMBA has adopted the UGC model curriculum. The existing curriculum is continuously updated to incorporate changes. The curriculum consists of compulsory and elective courses for specializing in the area of Marketing, Finance & Human Resources.

Taking cognizance of the weight age given to work experience, a large number of students undergo on-the-job training (OJT). It provides them with an opportunity to apply their skills and knowledge to gain experience. Globalization has led to an increase in demand for multilingual cross-cultural managers. The teaching of foreign languages in the Department goes a long way in making students global business leaders, ready to face international challenges. The summer training helps students to learn the application of principles, theories and framework in complex business situations. In the last semester the students submit a comprehensive project by way of a business plan displaying all the skills acquired over the two years.



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## 5.2 Institute of Management Studies

### About IMS

The Institute of Management Sciences, University of Lucknow is a pioneering Institute in the field of modern management education. It was established in 2001 as an umbrella institute for self – financing management programmes approved by UGC /University of Lucknow. The Institute is located in the second campus of the University .The continuing endeavor of IMS is to evolve itself as an Institute that can provide skilled professionals to various sectors of the economy. The Institute takes pride in introducing and successfully running contemporary programmes catering to the changing requirements of the business and industry. With globalization of the Indian economy, there is a tremendous demand for personnel with managerial skills. Keeping in view the potential requirements for competent human resources for managing and running different types of profit and non- profit organizations , the Institute offers four MBA Programmes, and four Undergraduate Management Programmes catering to different functional areas and sectoral requirements.

The student body of IMS for Post Graduate Programmes is meticulously selected through IIM (CAT) and carefully nurtured in an atmosphere that is creative, harmonizing and yet challenging. The intake for undergraduate programmes is from all disciplines. These programmes provide opportunities for future preparation, attitudinal fine tuning and personality development for higher courses, apart from providing self- employment or engagement with business and industry.Heavy emphasis is placed on developing real managers through continuous interaction with industry. Besides focusing on general management skills, the Institute through its different programmes provides specialization in functional areas such as marketing, finance, human or sectoral specialization in retail, tourism and international business. These programmes sensitize the students to changes in business environment and provide conceptual and analytical skill to formulate business plans and strategies for successful implementation. The integrated learning approach includes seminars, project work, industrial tour, case studies, summer internships, business games and presentations and guest lectures from corporate sector. The interactive nature of programmes helps to develop interpersonal skill and prepare students for handling organizational challenges and assuming leadership position in all fields of management endeavour.

Over the years the placement of students of IMS has been improving. Large number of reputed companies have continuously patronized the campus and provided career opportunities. The institute has contributed towards meeting the specialized manpower requirements of industry in India and abroad. The number of IMS students selected by foreign universities for pursuing advanced degree after their graduation has been increasing over the years indicating the international acceptance of their professional background.The Institute's future focus is on further strengthening its intellectual capital, promoting increased industry-institute partnership, contributing to management research through Ph.D Programme and facilitating foreign tie-up with reputed universities for exchange programmes.

### 5.2.1 MBA (MARKETING)

Few people would like to enter an organization as a CEO with general responsibilities. Rather, they would prefer entering a particular management function such as Finance, Production, Personnel and of course marketing where they are valued primarily for their in-depth knowledge and skills in specific areas. It was in recognition of this prime requisite for expertise that the MBA(Marketing) Programme was developed. The aim was to design various marketing courses so that our students stand out from the very large and growing number of people with general management qualification. The MBA (Marketing) Programme is an answer to the potentials and challenges unleashed by Liberalization, Mercerization and Globalisation.

The thrust areas in its course structure are Marketing Research, all disciplines of Marketing Management and Quantitative Analysis including Econometrics. The paper on Econometrics, which examines the interaction and interconnection between Economic Analysis and Marketing Research, is the firstcourse of its kind in India introduced by MBA (Marketing) Programme. Rural Marketing, Industrial Marketing, Services Marketing and International Marketing are some of the major attributes of the programme.



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### 5.2.2 MBA (FINANCE & CONTROL)

The two-year (four-semester) full-time programme leading to the award of MBA (Finance & Control) degree is a post graduate highly professional course for career opportunities in the key areas of Finance. With globalisation of Indian economy, organisations need professionals who understand international finance and international capital-market. These developments place a premium on well trained young men and women possessing superior professional skills in financial analysis and management. Hence this programme aims at developing such skills in students so as to handle the challenges in the area of finance in a complex business environment.

### 5.2.3 MBA (HR & IR)

The aim of the Course is to impart knowledge and develop skills in various areas of Human Resource Management and Industrial Relations. Human resource management is an all pervasive process beginning from procurement of right kind of personnel required for performing various types of functions essential for attainment of stipulated objectives up to their separation from organization. Human resource is very delicate and complex and its management obviously requires very sophisticated and careful handling. Human resource management course strives to blend organizational needs on the one hand and satisfaction of employee's needs on the other. Realizing the vital need for selection of adequately trained human resource managers in organisations, University of Lucknow started a two-year self financing master's course in Human Resource management and Industrial Relations which is based on the assessment of varied kinds of roles and responsibilities which human resource managers would be required to shoulder.

### 5.2.4 MBA (INTERNATIONAL BUSINESS)

The contribution of the external sectors of the economy is very crucial for country's growth and prosperity. Foreign earnings of companies indicate their competitive position in the international arena. Different companies use different routes to enter foreign countries starting with exports, franchise operations, overseas manufacturing, and joint ventures and setting foreign subsidiaries. Operating in International environment requires understanding of International economy, cross-cultural issues and global business environment. With concepts like globalization and liberalization ruling the roost, radical changes in the world economic scenario, changes in Indian economy like rupee convertibility and increased Foreign Direct Investments, there is a lot of scope for professionals to handle international financial, marketing, operations and trade transactions. The programme exposes students to port visits and facilitates learning of foreign languages as well.



## 5.3 Institute of Tourism Studies

### About ITS

Institute of Tourism Studies (I.T.S.) is a premiere institute providing high-quality education in the field of tourism management and providing consultancy to the industry. The Institute was established in the year 1994. Equipped with a mix of young and experienced professionals, the Institute is churning out enthusiastic and efficient young professionals every year to serve the ever-growing tourism industry; the industry, which is poised to be *numero uno* in the 21<sup>st</sup> century. Twenty one dynamic batches of “Masters of Tourism Management (M.T.M.)/MBA (Tourism)/ MTA/ MTTM” and Fifteen batches each of Bachelor of Tourism Administration (BTA)/ BBA (Tourism) and Post Graduate Diploma in Travel Management (PGDTM) are already serving the industry in high recognition. Besides, two batches of DIAT & CRS (Diploma in International Airline Ticketing & Computerized Reservation System), Diploma of Food Production and Master of Event Management (MEM)/ MTTM-EM and Bachelor of Hotel Management (BHM) have also been well received by the tourism industry.

The last twenty-three years have seen the ITS grow steadily in terms of quality education. Today, the ITS enjoys a high degree of repute by esteemed organisations of the tourism industry.

Currently the ITS is located in a new building with an independent premises within the Lucknow University, New Campus and provides the state of art facilities to its students that include a rich library with an exhaustive collection of books, functional modern kitchen and bakery, audio-visual aids etc. Regular seminars (National and International), symposia, workshops, case studies, trade fair, cultural events etc. are a part of various activities organised by ITS to give students an in depth exposure and enhance their overall personality and capabilities.

### 5.3.1 Master of Travel and Tourism Administration (MTTM)

Master of Travel and Tourism Administration (MTTM) is a two-year (4 Semester) full time job-oriented programme, which provides a comprehensive understanding of tourism and travel industry. Objective of this course is to develop professionally trained manpower for the tourism industry and allied industries like cargo. The career is dynamic, vibrant, growth oriented with a lot of potential.