



UNIVERSITY DEPARTMENT OF MANAGEMENT PROSPECTUS (2017 – 18)



VINOBA BHAVE UNIVERSITY NAAC 'B' Accredited University

Post Box No. : 31, HAZARIBAG (JHARKHAND) 825301
Telephone no.- 06546- 261922 (O), Fax No.-261922 , Contact No.: 09431332889
Website: www.vbu.ac.in

Vision

To be globally acknowledged Management department with social relevance.

Mission

To develop managers and entrepreneurs of essence and excellence and to enrich the society through education, research and consultancy.





Message

The University Department of Management is unique as it provides a blend of rural environment with modern technology .Since inception in the year 2009 it has moved forward towards fulfilling its goal of excellence .Choice Based Credit System has been introduced in the curriculum to move forward with changing demand .Any organization's growth will depend on three factor of Creativity, Innovation and Sustainability. These three factors generate conducive environment and provides ample opportunity for growth.

I wish the Department reaps more success with endeavor.

(Gurdeep Singh)
Vice Chancellor



Message

In the era of skill upgradation the University Department of Management has positioned itself enviably .It has helped the students in nurturing and discovering their potential. Discovering the attitude apart from managerial skills soft skill and communication skill, a good institution is one which inspires students to become leaders with ideas to bring about transformation. Transformation is a must for sustainability. The Department of Management is definitely working towards transforming its students by inculcating in them different skills along with imparting quality education.

I am happy to see the Department fulfilling its objectives towards stakeholder. I wish the Department success in their journey towards excellence.

(M.P.Sinha)
Pro-Vice Chancellor

From the Director's Desk

Since the last seven years the Department has worked relentlessly to achieve success .We achieved a milestone when we successfully organized along with Department of Commerce the All India Commerce Conference in the year 2015.



Prof. (Dr.) M. K. Singh
Director

“The goal of education is the advancement of knowledge & dissemination of truth”. Welcome to the University Department of Management, VBU where academics and activities never end and the students are molded as future business tycoon & business leaders’ .Today, we stand at a unique scenario of competition and we are compelled to understand the challenges and opportunity that be ahead of us. By providing Management education with quality we try to equip leaders of tomorrow with the competence ability, potential & character to address emerging global business challenges.

We are standing in the scenario of competition ,unpredictable environment with liberalization ,privatization & Globalization .So the role of today’s Manager is beyond his managerial boundaries .Our Department not only making students competent enough to face the challenges but also making them enough efficient to get the competence advantage in the world of competition .

I, on behalf of the Department, welcome you to the Department of Management.

University Profile

(NAAC 'B' Accredited University)

Vinoba Bhave University (VBU) was established at Hazaribag, the heartland of North Chotanagpur Divisions of Jharkhand, on 17th September, 1992, as a State University vide Act-3 of 1990 by the Legislative Assembly of Bihar, comprising the North Chotanagpur Division, after the name of the great saint, Acharya Vinoba Bhave. Its headquarters, Hazaribag, is located 100 km north of



Ranchi, the capital of Jharkhand State, on National Highway 33. The university is recognized by the UGC and is registered under sections 2 (f) and 12 (b) of the UGC Act 1956. VBU is a permanent member of the AIU, New Delhi, Association of Commonwealth Universities, London, and Erasmus Mundus. The University receives grants from the Jharkhand State Government, the UGC and other central funding agencies. The Hon'ble Governor of Jharkhand state, Smt. Droupadi Murmu, is the Chancellor of the University. Prof. (Dr.) Gurdeep Singh joined as Vice-Chancellor of VBU on May 26; 2014. The University is located in Sindoor on a sprawling, lush green campus, 3 km from Hazaribag town. Separate premises are provided for different disciplines. The University offers teaching and research in different subjects under the faculties of Humanities, Social Science, Science, Commerce, Management, MCA, Engineering, Law, Education and Medicine in the districts of Hazaribag, Ramgarh, Bokaro, Dhanbad, Giridih, Koderma and Chatra. However, all the Ayurveda and Homoeopathy colleges in the entire state of Jharkhand fall within its jurisdiction. Apart from this, vocational courses like BBA, BCA, Taxation and Law Practices, Journalism, Nursing, Floriculture and Apiculture, Fashion Designing, CND, Biotechnology, Environmental Science, Forestry, etc. are being run in 22 different colleges of the University.

Motto of VBU

The University has a crest and motto – an extract from Vinoba ji's couplet – **JEEVANAM SATYA SHODHANAM** and an emblem consisting of a Mandala or Astamandala, an Ancient, Vedic and Tantrik symbol for equanimity and enlightenment – a transuniversal expression of human attempt to understand the unknown in which he finds himself. At the centre of the astamandala is a lamp with the flame representing the light of learning that dispels the darkness of ignorance and prejudice. The base of the circle holding the astamandala and the lamp, again is rooted in the ancient Indian culture depicting the contours of Mauryan sculpture and thus projecting nativeness in consonance with the letter in the Pali style

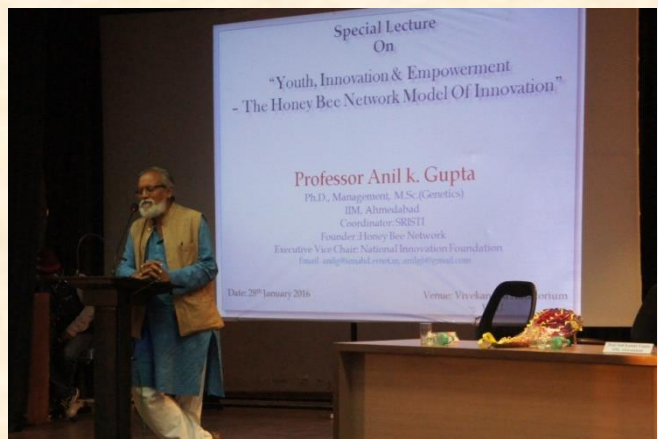
Departmental Profile

The University Department of Management, Vinoba Bhave University, Hazaribag, established in the year 2008 & started its Management Programme (Two years Full time) from the session 2009-11 as per the approval of AICTE, New Delhi and HRD, Govt. of Jharkhand State.



The Department runs in a well-equipped infrastructure, constructed from the funds provided by the University Grant Commission. The faculty is dedicated to produce goal oriented and value committed managers who are highly qualified and well deserving.

A fully Wi-Fi campus and a highly equipped SMART CLASS here sprawl for its technological advancement. Including well-furnished classrooms, auditorium, meeting hall, computer lab, library cum reading room, students club, yoga & meditation centre, Health care centre, gymnasium apart from facilities shared by the students of other faculties in the campus.



About the Programme

MBA PROGRAMME: THE FOCUS

The Four Semester Full Time Master of Business Administration Course is a Post Graduate course designed to provide an advanced course in management for those seeking managerial positions in industry, trade and Commerce services. The core subjects of MBA Programme are aimed at developing knowledge and skills in fundamental management disciplines. The course involves participation in group work with faculty from various industrial, banking, commercial and Cultural backgrounds and is aimed at improving decision making capabilities of participants and producing managers of highest quality. It is designed:

- ❖ To impart knowledge and management through lectures, seminars, case-studies and seminal discussions.

- ❖ To provide educational aid for a glorious career in management.
- ❖ To undertake action research too demonstrate and replicate better management techniques.

To inculcate decision making skills and promote managerial effectiveness through a close interaction with prominent business houses, reputed management institutions and leading practitioners in the management world and to help develop professional excellence by inculcating values, ethics and attitudes which pave way for profit generation vis-à-vis social orientation in the corporate policy decision making process.

The Department offers specialization in – Human Resource, Marketing, Finance, Production, IT and International Business.

Extra-Curricular Activities

Events: Every alternate Saturday in each month, students in groups are required to prepare and manage self developed events.

Cultural Programme: To nourish the inner qualities/talents of the students, they are required to participate in the university organized cultural programmes.

Sports: Students are required to participate in different sports events organized by the Management Department.

MBA Idol: A Concept by Management students to bring forward the singing talent.

AD Fest: Organized for the Management Students to promote the Marketing Genius among the students.



Achievements

- Awarded for 'Outstanding Contribution in Voluntary Blood Donation' by JSACS, 2010.
- Regularly Blood Donation Camp organized by MBA Students club, Department of Management Since 2011 & gets appreciation certificates of highest donor in the state from the JSACS, Government of Jharkhand, under the Red Cross Society, Hazaribag.
- Awarded for Best Marching in the Youth Fest of VBU, 2012.
- Award winning performances by the MBA Students in the cultural programmes.

Infrastructure



Departmental Library



Departmental Library



Computer Lab



Health Care Centre



Students Club

Choice Based Credit System (CBCS)

Choice Based Credit System(CBCS) Provides choice for students to select from the prescribe the courses that is core elective foundation .Under the CBCS the requirement for avoiding the degree is prescribed in terms of number of credits to be completed by the students . The CBCS adopts an interdisciplinary approach to learning and provides flexibility in Designing curriculum and assigning credit based on course contents and hours of teaching .The credit of the paper also determines the number of hours of instructions required per week.

	NATURE	CODE	PAPER/COURSE
I st SEMESTER	CORE	MBA411	MANAGEMENT & BUSINESS COMMUNICATION
	CORE	MBA412	MANAGERIAL ECONOMICS
	CORE	MBA413	FINANCIAL ACCOUNTING
	ELECTIVE	MBA414	OPERATION RESEARCH
	ELECTIVE	MBA415	BUSINESS ENVIROMENT
	FOUNDATION	MBA416	FUNDAMENTAL OF COMPUTER APPLICATION
II nd SEMESTER	CORE	MBA421	ORGANISATION THEORY & BEHAVIOUR
	CORE	MBA422	MARKETING MANAGEMENT
	CORE	MBA423	HUMAN RESOURCE MANAGEMENT
	ELECTIVE	MBA424	CORPORATE FINANCIAL MANAGEMENT
	ELECTIVE	MBA425	ACCOUNTING FOR MANAGERS
	FOUNDATION	MBA426	RESEARCH METHODOLOGY & STATICAL METHODS
III rd SEM + SPECIALIZ ATION	CORE	MBA431	PRODUCTION & MATERIAL MANAGEMENT
	CORE	MBA432	CORPORATE LEGAL ENVIROMENT
	CORE	MBA433	MICS
IV th SEM + SPECIALIZ ATION	CORE	MBA441	STRATEGIC & INNOVATION MANAGEMENT
	CORE	MBA442	ENTERPRENUERSHIP & SMALL ENTERPRISE MANAGEMENT

FINANCIAL MANAGEMENT	ELECTIVE	MBAF01	INVESTMENT MANAGEMENT
	ELECTIVE	MBAF02	WORKING CAPITAL MANAGEMENT
	ELECTIVE	MBAF03	FINANCIAL MARKET & INSTITUTION
	ELECTIVE	MBAF04	FINANCIAL DECISION ANALYSIS
	ELECTIVE	MBAF05	CORPORATE TAX ANALYSIS
	ELECTIVE	MBAF06	SAPM
MARKETING MANAGEMENT	ELECTIVE	MBAM01	ADVERTISING MANAGEMENT
	ELECTIVE	MBAM02	SALES & DISTRIBUTION MANAGEMENT
	ELECTIVE	MBAM03	MARKETING RESEARCH
	ELECTIVE	MBAM04	MARKETING OF SERVICES
	ELECTIVE	MBAM05	INDUSTRIAL & RURAL MARKETING
	ELECTIVE	MBAM06	CONSUMER BEHAVIOUR
PRODUCTION MANAGEMENT	ELECTIVE	MBAP01	PRODUCTION/OPERATION POLICY CONTROL
	ELECTIVE	MBAP02	MATERIAL MANAGEMENT
	ELECTIVE	MBAP03	TOTAL QUALITY MANAGEMENT
	ELECTIVE	MBAP04	LOGISTICS MANAGEMENT
	ELECTIVE	MBAP05	GOAL PROGRAMMING IN MANAGEMENT
	ELECTIVE	MBAP06	SERVICE OPERATION MANAGEMENT
HUMAN RESOURCE MANAGEMENT	ELECTIVE	MBAH01	HRD-STRATEGIES & SYSTEM
	ELECTIVE	MBAH02	INDUSTRIAL RELATION MANAGEMENT
	ELECTIVE	MBAH03	LABOUR LEGISLATION & WELFARE
	ELECTIVE	MBAH04	CORPORATION MANAGEMENT
	ELECTIVE	MBAH05	GROUP DYNAMICS & DEVELOPMENT
	ELECTIVE	MBAH06	TRAINING & DEVELOPMENT
INFORMATION TECHNOLOGY	ELECTIVE	MBAIT1	COMPUTER PROGRAMMING & TOOL
	ELECTIVE	MBAIT2	E-COMMERCE
	ELECTIVE	MBAIT3	SOFTWARE PROJECT MANAGEMENT
	ELECTIVE	MBAIT4	STRUCTURED SYSTEM ANALYSIS
	ELECTIVE	MBAIT5	COMPUTER NETWORK
	ELECTIVE	MBAIT6	DBMS
INTERNATIONAL BUSINESS	ELECTIVE	MBAIB1	MANAGEMENT OF INTERNATIONAL BUSINESS
	ELECTIVE	MBAIB2	INTERNATIONAL BUSINESS ENVIRONMENT
	ELECTIVE	MBAIB3	INTERNATIONAL TRADE & FINANCE
	ELECTIVE	MBAIB4	INTERNATIONAL BUSINESS LAW
	ELECTIVE	MBAIB5	MANAGEMENT OF MULTINATIONAL CORPORATES
	ELECTIVE	MBAIB6	INTERNATIONAL FINANCIAL MARKETS

Eligibility

A graduate with not less than 50 % marks in aggregate in any faculty and good percentile in CMAT/MAT/CAT/XAT/ATMA examination. Candidates appearing in the final graduation exam 2017 are also eligible to apply subject to condition that they submit their final results as decided by the Department. Relaxation of 5% marks in Bachelor degree examination will be allowed to SC/ST/VH/PH candidates only.

HOW TO APPLY

Candidates seeking admission may get the application form and brochure by submitting **a demand draft of Rs. 750/- (Rs.500/- for SC/ST/VH/PH candidates) in favour of Registrar, Vinoba Bhave University, Hazaribag, payable at Hazaribag**, by hand from Department of Management, Vinoba Bhave University, Hazaribag. By sending a **Demand Draft of Rs.850/- (Rs.600/- in case of SC/ST/VH/PH candidates)** for obtaining it by post. Forms can also be downloaded from the **website: www.vbu.ac.in** of the university. The downloaded forms have to be sent to **"The Director, University Department of Management, Vinoba Bhave University, Hazaribag, Pin: 825301"**, along with a **Demand Draft of Rs.750/-(Rs.500/- in case of SC/ST/VH/PH candidates)** payable in favour of the Registrar, Vinoba Bhave University, Hazaribag.

Admission Procedure: - In Take:-60

First stage: - The submitted application of eligible candidates shall be scrutinised and short listed candidate would be invited for group discussion and interview.

Second Stage: - The short listed candidates will have to appear in group discussion and personal interview to be conducted by the University Department of Management, VBU, Hazaribag. Final selection will be made taking into account the CMAT /MAT /CAT /XAT /ATMA score, group discussion, interview and academic career.

Graduates who have not appeared in CMAT/MAT/CAT/XAT can also apply and will have to appear in Common Entrance Test (CET) conducted by the University Department of Management. Preference will be given to those who have appeared in CMAT/MAT/CAT/XAT.

Note: - The entire original certificate including the domicile certificate of the state will be verified at the time of counselling.

RESERVATION

- i. 15 % of total seats shall be reserved for students passing from states outside Jharkhand 5 % of these seats shall be reserved for NRI categories.
- ii. Reservation rules for admission to professional courses of Jharkhand state Govt. for different categories of students such as SC/ST/PH/VH/OBC shall apply. Benefits of caste reservations will be extended only to those who produce certificates issued by a competent authority of Jharkhand state.

Fee structure and Mode of Payment	
Tuition Fee	21,500
Seminar Symposia Fee	1,500
General Maintenance Fee & Electricity Fee	1,000
Internal Examination Fee	1,500
Library Teaching and Students Facility Fee	1,000
University Examination Fee	2,500

Additional Amount to be paid at the time of Admission	
Development Fee	5,000
Contingency	5,000
Registration and Admission fee	5,000
Total Rupees	15,000
Grand Total	44,000

At the time of admission (with 1st Semester fee) Rs.44, 000/-

Fee in other Semester (2nd to 4th Semester each) Rs. 29,000/-

Fee for NRI quota (per Semester) \$ 1,500/-

NB –All the fees must be deposited by DD in favour of Registrar, VBU, payable at Hazaribag.

One Year Certificate Courses

- **Post Graduate Diploma in Rural Development and Marketing Management.**
- **Post Graduate Diploma in Entrepreneurship Development.**
- **Post Graduate Diploma in Tourism Development and Travel Management.**

Duration of courses:-The full time self-financed one year certificate courses shall comprise of one academic year. The academic session shall commence from July, each year. Each course will be of one year duration.

1. All these courses and programmes shall be Job oriented.
2. Medium of instruction: - English.

Eligibility criteria and procedure for admission of one year certificate programme:-

1. A person holding Bachelor's Degree (10+2+3) in any discipline of this university or other university of Jharkhand state & others with 50% marks is only eligible to apply for this certificate courses.
2. The selection will be made on the basis of Percentage of marks obtained at the Degree level and pre –entrance test (written and Group discussion & personal Interview)
3. Reservation rules for admission to professional / Job oriented courses applicable for different categories of candidates on the basis of Jharkhand state Govt.
4. In case a candidate of particular category is not available adequacy than the reserve seats will be treated as general seat.
5. Relaxation of 5% marks in Bachelor's degree examination will be allowed for SC/ST/VH/PH candidate.
6. Total number of seats in each certificate course will have maximum 30(Thirty) only.

ENTRANCE TEST:-

1. The pre-entrance test will be based on the following criteria:-
 - A. Written Test:- 150 marks
It will be divided into two papers
 - (i) English
 - (ii) Aptitude test(Reasoning Analytical Exercise+ General Knowledge with more emphasis on the subject concern)
 - B. Personality test - 50 marks
 - (i) Group Discussion - 25 marks
 - (ii) Interview - 25 marks.

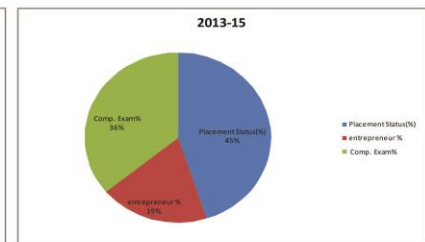
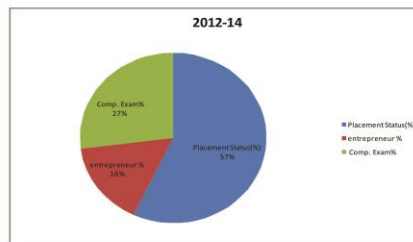
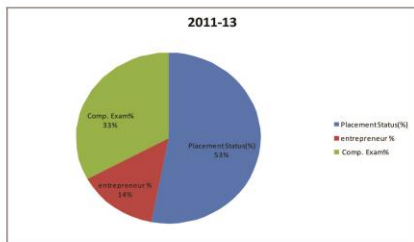
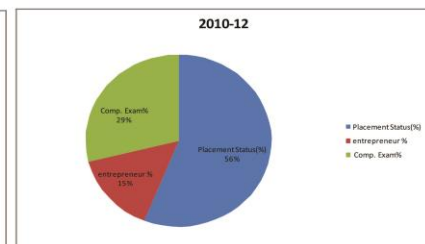
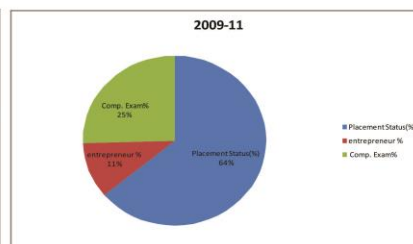
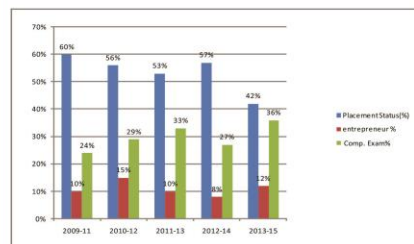
FEE

The prescribed tuitions and other fees (excluded examination fee) fixed for the courses of will be Rs.30, 000/-(Thirty thousand) only.

Placement at a Glance

Placement Status From 2009-15

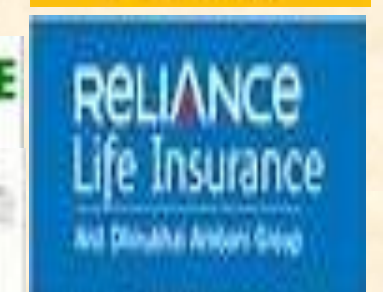
Session	Admitted	Appeared	Pass Out	Placement	Placement (%)	Entrepreneur%	Comp. Exam%
2009-11	60	60	60	36	60%	16%	24%
2010-12	59	52	52	29	56%	15%	29%
2011-13	59	47	47	25	53%	14%	33%
2012-14	52	52	49	28	57%	16%	27%
2013-15	45	42	42	18	45%	19%	36%
2014-16	58	Appearing	10	Still going on



Placement Interface



Our Recruiters



Proposed Recruiters



Internship Partners

NTPC, Tata Steel, BCCL, ACC, SBI, Bank of India, Swastika Group, BSNL, SAIL, HDFC Bank, Hindustan Media Ven. DVC, IOCL, TATA Motors, Bharti Airtel, IDBI Bank, Sudha Dairy, Reliance Telecom, SBI, IDEA Cellular, Mahindra & Mahindra, SAIL, Bharti AXA, TATA AIG, BIG Bazar, Reliance Life Insurance, Mahindra Finance, etc.

ALUMNI AT A GLANCE



Affix your recent
passport size
photograph here

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✓ Category	Gen	SC	ST	OBC	PH	NRI	FN	Gen-General SC-Schedule Caste ST- Schedule Tribe OBC-Other Backward Classes	PH-Physically Handicapped NRI-Non –resident Indian FN-Foreign National
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Your Academic Background

Exam	Year of Passing	Board /University	School/College	Subject	% of Marks
Matric					
Intermediate/ 10 +2					
Graduation					
P.G.					
Others					
Others					

Details of Qualifying Examination (Attach photo copy /printout of valid score card)

Test	Date of Examination	Percentage /Percentile Obtained
CMAT/MAT/CAT/XAT/ATMA/CET		

Extra-Curricular Activities: _____

Note: All the original certificate including the domicile certificate of the state will be verified at the time of counseling

DECLARATION: I hereby declare that the information given above or contained in the documents attached is complete and accurate. I understand that concealment or willful omission of facts will lead to cancellation of my admission or expulsion by University Department of Management, Vinoba Bhave University, Hazaribag.

(Parent /Guardian Signature)

(Candidate's Signature)

Examination Report (For Office Use Only)

Group Discussion /PI

Merit list

Date.....

Date.....

Conducted by

Conducted by

.....

.....

Remarks.....

Verified Original Documents.....

Date of Birth Certificate ☐ Yes ☐ No.

Mark sheet ☐ 10th ☐ 12th ☐ Graduation

Qualifying Exam Result ☐ Yes ☐ No.

Transfer /Migration Certificate ☐ Yes ☐ No.

Registration Details:

Batch CodePayment Type.....Net Fees.....

Signature of the Director
University Department of Management
Vinoba Bhave University, Hazaribag

Extra-Curricular Activities: _____

Note: All the original certificate including the domicile certificate of the state will be verified at the time of counseling

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Conducted by

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Remarks.....

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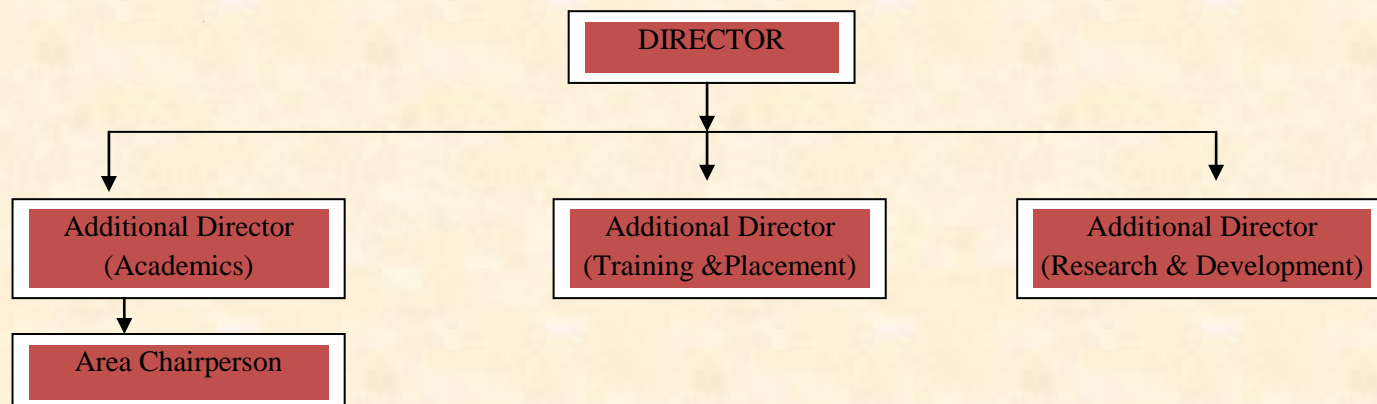
Registration Details:

Batch CodePayment Type.....Net Fees.....

 Signature of the course Co-ordinator
 Post Graduate Diploma Course
 U.D.M., V.B.U. Hazaribag

 Signature of the Director
 University Department of Management
 Vinoba Bhave University, Hazaribag

ORGANISATIONAL STURCTURE OF DEPARTMENT OF MANAGEMENT (FACULTY OF COMMERCE)



1. Finance
2. Marketing
3. HRM
4. Production and Operation
5. Information Technology
6. International Business
7. Energy Management
8. Disaster Management

The Advisory Council	
1.Hon'ble Vice Chancellor, V.B.U., Hazaribag	- Chairman
2. Pro- Vice Chancellor, V.B.U., Hazaribag	-Member
3.Prof. E. Nixon Singh, Head, Dept of Mgt.Studies, CUM, Mizoram	-Member
4.Dean of Student's Welfare, V.B.U., Hazaribag	-Member
5.Registrar, V.B.U., Hazaribag	-Member
6.Finance Officer, V.B.U., Hazaribag	-Member
7.Prof.(Dr.)M.K.Singh, Director, University Department of Management, V.B.U., Hazaribag	-Member Secretary
8.Head & Dean , Faculty of Commerce, V.B.U., Hazaribag	-Member
9.Prof.(Dr.) Rajkumar ,BHU, Varanasi	-Member
10.Prof.(Dr.) Pramod Pathak, Department of Management ,ISM , Dhanbad	-Member
11.Dr. Prashant Mishra ,IIM , Kolkata	-Member
12.Prof.(Dr.) Pawan Kumar Singh, IIM, Indore	-Member
13.Head, Department of Management ,BIT ,Messra,Ranchi	-Member
14. Director, MBA course ,Ranchi University, Ranchi	-Member
15. Dr.M.Alam ,Faculty of Commerce, V.B.U., Hazaribag	-Member

Faculty



Prof. M. K. Singh
Director
M.Com, Ph.D., Bhagalpur University



Dr. Saroj Ranjan
Associate Professor
MBA (LNMI), Ph.D., Magadh University



Sanjiv Kumar Sharma
Assistant Professor, NET
PGDBA, Vellore Institute of
Technology, Vellore



Inder M. B. Kujur
Assistant Professor, NET
MBA, AAI-DU, Allahabad



Ashesh Anand
Assistant Professor
CFA, MBA, Ranchi University



Pooja Pathak
Assistant Professor
PGDBA, ICCMRT, Lucknow



Kanupriya Gupta
Assistant Professor
MBA, IGNOU, New Delhi



Mita Rani Singh
Training & Placement Officer
MBA, BIT Mesra Ranchi

Important Dates

Sale of admission form	: 10 th April 2017
Last date for submission of form	: 17 th June '17
GD/PI	: 28 th -29 th June '17
Result	: 01 st July '17
Counselling and admission	: 3 rd and 4 th July '17
Induction Meet	: 10 th July '17

For any inquiry/communication please contact:-

- Phone:- 06546-261922 Mob:- 943132889/ 8298001875/ 9430350034/
8084496651
- Email id: directormba@vbu.ac.in
- MBA Blog - www.vbumba.blogspot.com
- Tele/ Fax: 06546-261922

List of Visiting/ Resource Faculty for Management Classes

1. Prof. (Dr.) Pramod Pathak, Department of Management Studies, ISM, Dhanbad
2. Dr. Dinesh Mishra, (Retd. Director Finance), BCCL, Dhanbad.
3. Dr. S. C. Mishra, XLRI, MBA, Jamshedpur.
4. Dr. Sunit Kumar, Asst Prof., Jamshedpur Co-operative College, Jamshedpur.
5. Mr. Rajesh Chandra Jha, XLRI, MBA, Jamshedpur.
6. Dr. Utpal Baul, Professor & Head, BIT Mesra, Ranchi.
7. Dr.S.K.Bose, Professor & Dean (A & IR) BIT Mesra, Ranchi.
8. Dr. Manju Bhagat , Professor. Department of Management, BIT Mesra, Ranchi.
9. Dr.Shardha Shivani, Professor. Department of Management BIT Mesra, Ranchi.
- 10.Dr.Pawan Kumar Mishra, Ph.D. (Tourism Management), VBU, Hazaribag.
- 11.Mr. Sachin Kumar, MBA, Marketing, Hazaribag.