

MBA Admission Information Brochure 2021
Department of Business Administration
Assam University, Silchar

About 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 endeavors 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.

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 Northeast 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 year's 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 socioeconomic, 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 organizational growth in a fast-changing borderless world, and also
- d] develop values and sensitivity towards societal problems and the urge to promote human wellbeing.

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 specialized components. DBA offers to its students the opportunity to specialize in two select areas of their interest under the scheme of dual specialization.

The four specialization / optional areas open to MBA Students are-

- § Marketing
- § Finance
- § Human Resource Management
- § Operations Management

Admission Eligibility

Candidates seeking admission to the MBA Programme, 2021 must be either –

a) a graduate from any relevant discipline having a minimum of 60 percentile in CAT 2020 [Relaxation of minimum percentile for reserved category candidates will be as per the GOI rules];

b) 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, 2021 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 2020 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 2020 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 2020 Percentiles, if any [20% weight]; [iii] GD Scores [20% weight]; and (iv) PI Scores [30 % weight].

**MBA Admission
Programme Calendar 2021**

Activity Details	Date
Application Form and Information Brochure will be available online from	5th February 2021
Last date of receiving of completed application form online	5th March 2021
List of eligible candidates for Written Skill Assessment Test (WSAT)	5th March 2021
Date of Written Skill Assessment Test (WSAT)	9th March 2021
Date of Group Discussion & Personal Interview	10th & 11th March 2021
Notification of list of selected candidates for MBA	12th March 2021
Date of Admission (tentative)	15th to 23rd March 2021

*Dates may change due to unavoidable circumstances.

Fees Payable by MBA Students

Sl. No	Particulars Amount	(Rs.)
1	Admission Fee (one time)	1,500.00
2	Tuition Fee (monthly)	2400.00
3	Identity Card (one time)	75.00
4	University Registration Fee (one time)	300.00
5	University Development Fund (annual)	1,500.00
6	Library Fee (annual)	500.00
7	Sports Fee (annual)	100.00
8	Basic Primary Health Services (annual)	200.00
9	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
16	Knowledge Center & Internet Usage Fee (annual)	1000
17	Internship & Placement Information and Brochure Fees (annual)	2000
18	Management Fest Fee (Annual)	1000
19	Industry Interface & Corporate Relation (Annual)	4000
20	MBA Alumni Fee (one time)	300
21	Examination Fee (per semester)	800
22	Transportation Fee (annual) (maximum)	2800
23	Marksheet Fee (per marksheet)	75
24	Centre Fee (per semester)	300

- Subject to notifications issued by the University / Department from time to time, fees payable for 2021-2022 are to be paid at the time of admission and fees payable for 2021-22 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 cannot claim any return of fees except the amount paid by him / her as caution deposit.
- Once the classes for the 1st semester are commenced, claim for fees refunding will not be entertained.

Total Approximate fees during 1st Semester: Rs 79455.

Total Approximate fees during 3rd Semester: Rs 75000.

Placement

The Placement Cell in the Department of Business Administration (DBA) extends counseling services to all placement aspirants. The Cell's activities include organization 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 organizations and alumni are found to be in:

Power Grid Corporation	Kotak Mahindra Life Insurance Co. Ltd.	Bharti Tele Soft
Unisys Technologies Ltd.	ONGC	Stock Holding Corporation of India Ltd.
TCS	MMFSL	Reliance Telecommunications Ltd
HSBC Global Outsourcing	IOCL	Berger Paints
J.K. Cements Ltd.	Hindalco	ICICI Prudential Life Insurance Co. Ltd.
SBI	ICICI Bank	Bank of Baroda
Havells	Bharti AXA	Axis Bank
HDFC Bank	Tata Motors Finance	IDBI Bank
NEDFi	CAPART	Thyrocare laboratories Ltd.
Reserve Bank of India	HPC	Amul
Vodafone	Taj Group of Hotels	
Reliance Communications Ltd	NEEPCO	

Faculty Profiles

<p>Prof. Apurbananda Mazumdar M. Com, Ph. D Areas of interest: Strategic Management, Heritage & Business History.</p>	<p>Prof Amrit Lal Ghosh Dean, J.N School of Management Studies M. Com, PGDBIO, ICWA, LL.B., Ph.D. Areas of interest: Finance and Accounting.</p>	<p>Prof. H.Ramananda Singh HOD, Department of Business Administration M.Sc, MBA, PGDCA, PhD Area of Interest: Marketing</p>
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<p>Prof. Arup Barman M. Com (G. U.), PGDipTD, Ph. D., Post Doc. Areas of interest: Human Resource Management and Organizational Behavior.</p>	<p>Dr. Debomalya Ghose BE, MBA, EWT, Ph.D Areas of interest: Operations Management and Information System</p>
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<p>Dr. Joyeeta Deb M.Com, Ph.D. Areas of interest: Accounting & Finance</p>	<p>Dr.Habibur Rehman Laskar MBA, Ph.D Areas of Interest: Finance and Accounting</p>	<p>Dr. Juthika Konwar MBA, Ph.D Areas of interest: Human Resource Management, Communication & Soft Skills.</p>	<p>Dr. Amit Kumar Das MBA, Ph.D. Areas of interest: Finance and Accounting, Environment & Disaster Management, Corporate Social Responsibility</p>
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<p>Dr. Deepjyoti Choudhury MBA, Ph.D. Areas of interest: Marketing and Information System</p>	<p>Ms. Lurai Rongmei MBA, LL.B Areas of interest: Finance and Accounting.</p>	<p>Dr. Nilanjana Chakraborty MBA, Ph.D. Areas of interest: Marketing.</p>
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<p>Mr. Saurav Dey B. Tech, MBA Areas of interest: Operations Management</p>	<p>Dr. Kalyan Das M.Com, Ph.D., Areas of interest: Finance and Accounting</p>
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<p>Dr. Samit Chowdhury M.com, MPhil, PhD</p>	<p>Mr. Dhritiman Chanda BE, MBA.</p>
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Address for Communication

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