

# **ADMISSION BROCHURE**

**MBA PROGRAMME**  
**2012-13**

**Department of Management Studies**  
**Guru Ghasidas Vishwavidyalaya, Bilaspur,**  
(A Central University established by the Central Universities Act, 2009)  
**Chhattisgarh 495009**

### **About The University**

Guru Ghasidas Vishwavidyalaya (GGV), established by The Central Universities Act, 2009, is an active member of the Association of Indian Universities and Association of Commonwealth Universities. The National Assessment & Accreditation Council (NAAC) has accredited the University as B+.

Situated in a socially and economically challenged area, the University is appropriately named to honour the Great Satnami Saint Guru Ghasidas (born in 17th Century), who championed the cause of the downtrodden and waged a relentless struggle against all forms of social evils and injustice prevailing in the society.

GGV offers various under Graduate, Post Graduate and Ph. D. courses in the areas of Arts, Commerce, Engineering & Technology, Law and Humanities, Life Sciences, Management, Pharmacy, Physical Sciences and Social Sciences.

### **About The Department**

Responding to the changing and increasing needs for professional education and training in Management, the Department of Management Studies was established in 1988. The Department prepares students to become effective managers in the new economic era, and the emphasis is always on quality education and promoting a culture of enquiry and enterprise.

### **The Vision**

The Department strives to carve out a niche for itself to be amongst the leading management schools in India.

Students have successfully been educated and trained by the Department and have been placed in reputed business houses in India and abroad, in the fields of banking and finance, marketing, general management, and academics. Many are successfully managing their own business establishments.

The Department offers Master of Business Administration program and Doctoral Research in Management.

### **The MBA Programme**

The Master of Business Administration (MBA) is a two-year Full-Time programme.

#### **Objectives of the program are**

- To train and develop students for careers in management.
- To develop analytical, communicative and creative decision making skills to match the requirements of modern competitive world.
- To inculcate in the students values and attitudes necessary to become socially responsible managers.
- To improve the managerial competence of practicing managers/executives.
- To explore new horizons in various functional areas of management through research.

**COURSE STRUCTURE**  
**MASTER OF BUSINESS ADMINISTRATION (MBA)**

**CORE COURSES**

**FIRST YEAR**

**Semester-I**

CP-101 Management Process and Organizational Behaviour

CP-102 Quantitative Methods

CP-103 Managerial Economics

CP-104 Business Environment

CP-105 Managerial Skill Development

CP-106 Indian Ethos and Values

CP-107 Accounting for Managers

CP-108 International Environment and Management

**Semester- II**

CP-201 Organizational Effectiveness and Change

CP-202 Operations Research

CP-203 Human Resource Management

CP-204 Financial Management

CP-205 Marketing Management

CP-206 Production and Operations Management

CP-207 Research Methodology

CP-208 Computer Application in Management

**SECOND YEAR**

**Semester - III**

CP-301 Decision Support System and Management Information System

CP-302 Corporate Legal Frame Work

CP-303 Summer Training Project

Plus Five optional Papers.

**Semester – IV**

CP-401 Strategic Management

CP-402 Project Report

Plus Three optional Papers.

**OPTIONAL PAPERS**

<b>FINANCE</b>	<b>MARKETING</b>	<b>O.B. &amp; H.R.D.</b>
<b>Management of Control System</b>	<b>Consumer Behaviour</b>	<b>Management of Industrial Relations</b>
<b>Security Analysis and Portfolio Management</b>	<b>Advertising and Sales Promotion Management</b>	<b>Legal Framework Governing Human Relations</b>
<b>Management of Financial Institution</b>	<b>International Marketing</b>	<b>Management Training and Development</b>
<b>Management of Financial Services</b>	<b>Sales and Distribution Management</b>	<b>Human Resource Planning and Development</b>
<b>International Financial Management</b>	<b>Marketing of Services</b>	<b>Organizational Change and Intervention Strategies</b>

## CORE FACULTY



**Dr. S.V.S. Chauhan**

Professor & Head

M.Sc.; M.S.W.;M.B.A.;Ph.D.

Human Resource Management, Marketing Management and Research Methodology.



**Dr. Harish Kumar**

Professor

M.Com(Bus.Admn.);Ph.D.;FDP;D.Litt.

Human Resource Management, Organisational Behaviour and General Management.



**Dr. L.P. Pateriya**

Professor

M.Sc.(Maths);M.B.A.;L.L.B.;ACTE(Tourism);Ph.D.

Quantitative Techniques & Operations Research, Marketing Management and Business Law.



**Dr. B.D. Mishra**

Associate Professor

M.B.A.;Ph.D.;FDP

Financial Management and Business Policy & strategic Management.



**Dr.(Mrs.) Bobby B. Pandey**

Assistant Professor (Sr.Scale)

M.A.(Eco.);M.B.A.;Ph.D.

Business Economics and Marketing Management.



**Mr. H.L. Yadav**

Assistant Professor

M.B.A., B.E.

Financial Management



**Dr. R.K. Chaturvedi**

Assistant Professor

M.B.A.;M.A.(Public Admn.);Ph.D.;MDP

Strategic Management and Marketing Research.

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## ACADEMIC ACTIVITIES

### GUEST FACULTY

- **Prof. Subas Sharma** - Dean, Indua Business Academy, Bangalore, Former Director, Indian Institute of Plantation Management
- **Dr. R.K. Saxena** - Head, Deptt. of Business administration, Bundelkhand Uni., Jhansi(U.P.).
- **Dr. G.S. Panda** - Prof. of Management Berhampur University Berhampur (Orissa).
- **Prof. P.K. Sahu** - Head, Deptt. of Business Administration, Utkal University, Bhuvneshwar(Orissa).
- **Shri Anil Kumar** - Head, Deptt. of Commerce, Shriram College of Commerce, New Delhi.
- **Prof. S.K. Chaudhari** - Shriram College of Commerce, New Delhi.
- **Prof. Pramod K. Sahu** - Deptt. of Management Studies, Berhampur University (Orissa).
- **Prof. R.P. Das** - Head, Deptt. of Management, Pt. RSU, Raipur.
- **Prof. Girijesh Pant** - Prof. of Economics, JNU, New Delhi.
- **Mr. Virendar Pratap Singh** - Officer HR , NTPC Ltd., Sipat, Bilaspur
- **Dr. T.K. Das** - Director, Medical Services, TRL Krosaki Refractories Ltd.,Jharsuguda.
- **Mr. Chandrahas Behar** - IAS Officer (Retired).
- **Mr. S. Gagarian** - Chief Commercial Manager, SECR, Bilaspur

### Seminar, Workshop & Lecture Series

Apart from guest lectures, the Department has taken steps to boost the academic activities by organizing lecture series, conferences, workshops and training programme for corporate executives.

Following conferences, seminars workshop & training programme were organized by the Department in past..

- National Convention on *Global Leadership - Strategies and Challenges for Indian Business*.
- National Colloquium on *Leadership and the Future: The Art of Managing Change*.
- First Annual Conference of Chhattisgarh Economic Association on *Economic Development of Chhattisgarh: Opportunities and Challenges*.
- A regional seminar on *Financing of Panchayati Raj Institution*.
- Workshop on *Research Methodology in Social Sciences*.
- Training programme for Executives of Apollo Hospital, Bilaspur.

### REWARDS & SCHOLARSHIPS

The topper of each batch is awarded a Gold Medal and Merit Certificate in the convocation of the University. The girl student securing highest marks in the final examination is awarded the Late Shrimati Sumitra Devi and Late Shri Damroo Lal Pateriya Memorial Medal.

## FACILITIES IN THE CAMPUS

**Hostel:** Hostel facility for boys and girls are available in the campus.

**Computer Centre:** The University has a sophisticated computer centre equipped with latest versions of hardware and software. The centre has appropriate statistical, scientific and simulation packages to cater to the educational and managerial needs. The Centre has installed one VSNL based leased line with 64 Kbps capacity. Students of the Department are eligible to avail the centralized computer facility. The Department has fully air-conditioned computer lab with WiFi facilities well connected with LAN networking and necessary software for management students.

**Library :** The University has a well stocked up-to-date library containing about 86,000 books, 1650 back volumes of journals and five thousand projects / Ph.D thesis. Presently, it subscribes about 150 Indian and foreign journals in various disciplines. The reprographic facility on subsidized rate is provided to the users along with other library services. The library has internet facility and library automation with INFLIBNET link is under progress. Besides the central library, students can also use the departmental library.

**National Service Scheme:** The University has a unit of National Service Scheme (NSS) having a total strength of 100 students from the University Teaching Departments. The aim of NSS is to provide an opportunity and working experience for social services. The students participate in various activities like plantation, blood donation, seminar, essay writing, quiz, debate etc..

**Post Office and Bank:** The residents and students on the Campus are provided with Banking & Communication facilities. Punjab National Bank, Extension Counter (PNB) and Post Office are rendering their services in the campus. ATM (24 hours) facilities as well as online banking have been recently introduced by the PNB. Also an ATM (24 hours) facility by State Bank of India is available in the campus. A new electronic telephone exchange is also established in the campus.

**Health Centre:** Health and ambulance facilities to the students and residents are available in the Health Centre located near the University Computer Centre. One Medical officer with other staff is posted to take care of the Centre.

**SC/ST Cell:** University has a separate SC/ST cell. The cell processes and provides assistance to the SC/ST students to get scholarships as per the Government rules and deals with all the problems of the SC/ST students.

**Conference Hall:** The Department has a fully air conditioned state of the art conference hall with a seating capacity of 120 participants. The Hall is well equipped with modern audio visual gadgets including facility for power-point presentations.

### **Cultural Activities:**

***GGU Young Manager's Club (GYMC) :*** GGU Young Manager's Club came into existence in 2006. All the current students of the MBA programme are the members club.

GYMC organises various cultural and extracurricular activities in the Department. The club also organises guest lectures, seminars and other campus development activities.

***GGU Management Alumni Association (GMAA):*** Provisions for formation of GGU Management Alumni Association (GMAA) were passed by the Executive Council in 2006. The objectives of the GMAA are to develop continuous relationship with the alumni of the Department and to build a progressive corporate interface and to transform the Department into one of the leading management schools in the country. All students who successfully complete the programme and pay the membership fee, become the member of the club. Major activities of GMAA include publishing and updating the alumni directory, organize alumni meet, organise seminars, workshops and talks of eminent business executives and academicians from time to time.

**Campus Development:** Students and faculty of the Department are actively involved in developing the area surrounding the Department.

## INDUSTRY-ACADEMIA INTERACTION

The Department strives to establish a strong relationship with the industry through invited talks, meetings and training programmes for the students. Industrialists are also invited to participate in the admission process of the students.

### PLACEMENT CELL

Department has a placement cell which organizes industrial visits, summer placements and campus recruitment. Placement Brochure is brought out every year since the year 2006-07 for the summer training and final placement of students

Some of the companies which visited the Department for campus recruitment are Magma Shracchi Finance Ltd, 2 COMS Consulting Pvt Ltd, Kolkata (selection for ICICI Prudential Life insurance), Bajaj Allianz life insurance, Magma Shracchi Finance Ltd, Madhya Pradesh district poverty Initiatives project (MP-DPIP) funded by World Bank and Spandana Sphoorth Financials , Hyderabad, HDFC Standard Life.

Apart from the above our students are working in prestigious business organizations like:-  
(The List is indicative)

- Star News
- Jindal Steel and Power Ltd
- ICICI Bank
- CII
- AXIS Bank
- HDFC Bank
- ICICI Prudential Life Insurance
- Indus Land Bank
- BALCO
- Bhilai Steel Plant, Bhilai (C.G.)
- JSW Steel Ltd., Mumbai
- Tata Power Company Ltd., Jamshedpur
- Vogue India Ltd.
- Punjilloyd Steel
- Monnet Ispat & Engg. Limited
- Sepco Electric Power construction Corporation (Multi-National)
- SBI
- Ralligare
- Lupin Pharma Limited
- Airtel
- Visa Steel Limited

### CODE OF CONDUCT FOR STUDENTS

Students are admitted to the university to achieve academic excellence and shape their character to become responsible citizens. They must realize their responsibility towards the university and to its components like the faculty, staff & fellow students. Failure to maintain a good code of conduct shall result in disciplinary action.

#### DRESS CODE

Candidates admitted to the department are required to follow the dress code of the Department. The students are supposed to come to the Department in the prescribed dress code as given below:

##### Normal Days :

Boys- Formal full sleeve shirt with dark colour trousers and black shoes with lace.

Girls – Salwar-Kurtee with dupatta

##### Special Occasion & Functions:

Boys- White Full Sleeve shirts with Black trousers and Black shoes with lace.

Girls – White Kurtee and Black Salwar with Black dupatta

## **MISCONDUCT**

Any of the following activities (but not limited to these only) will be termed as misconduct:

1. Disruption of teaching activities or disturbing the learning process of other students in the campus.
2. Any act on the part of the students, which disrupts the functioning of the university, endangers health & safety of campus residents & damages the university properties.
3. Cheating in the examination & supplying false documents /information in order to seek any consideration/favour from the university.
4. Possession or consumption of intoxicating beverages on the campus.
5. Failure to return back the loaned material, settle university dues.
6. Possession of weapons.
7. Use of unparliamentary language while in conversation with university staff & fellow students.

### **Disciplinary Actions:**

Failure to adhere to good conduct may result in disciplinary actions like:

1. A warning by the authorities.
2. Suspension from the particular class.
3. Suspension/Expulsion from the university.
4. Suspension of campus privileges e.g. hostel, accommodation, etc.
5. Withholding of examination results or withdrawal of awarded diploma/ degree certificate.
6. Any other disciplinary action deemed appropriate by the university authorities.

## **RAGGING**

It is observed that perverse form of ragging is prevalent in institutions of higher learning. The Government and the apex courts of the country have taken very serious view to combat the menace of ragging in universities and other educational institutions. Ragging has been recognized as the “Cognizable offence” and is punishable under law. The following could be the possible punishments for those who are found guilty of participation in or abetment of ragging. The quantum of punishment shall, naturally depend upon the nature and gravity of the offence as established by disciplinary committee or the court of law.

### **Punishments:**

1. Cancellation of admission;
2. Suspension from attending the classes;
3. Withholding/withdrawing scholarships/fellowships & other benefits;
4. Debarring from appearing in any tests / examination or other evaluation process; withholding results;
5. Debarring from representing the institution in any national meet, tournament, youth festival, etc.;
6. Suspension / Expulsion from the hostel;
7. Rustication from the institution for period varying from 1 to 4 semesters;
8. Expulsion from the institution & consequent debarring from admission to any other institution;
9. Fine up to Rs. 25000/-and
10. Rigorous imprisonment up to three years.

While the first ten types of punishment can be awarded by the appropriate authority of the institution itself, the last punishment can be awarded by a court of law.



## ADMISSION PROCESS

Applications are invited for admission into the MBA programme for the session 2012-13

Course		
Course	Seats	Duration
M.B.A	60	2 years/4 Semesters

### FEES

Rs. 15,000/- (Rs. Fifteen Thousand only) per year plus fees for GGU Young Managers' Club, GGU Management Alumni Association and Examination Fee.

### ELIGIBILITY:-

1. Graduates from all disciplines with 50 % marks in aggregate (45% for SC/ST candidates) or above in aggregate at the first Graduate or Post Graduate Degree Examination
2. Final selection of the candidates will be based on multi step selection process consisting of the scores of MAT, group discussion and personal interview.
3. Valid Score of MAT conducted by AIMA, New Delhi held during September 2011 to May 2012 will only be considered. Candidates having more than one valid MAT score card can submit MAT score card of his/her choice, which will be not be changed on under any circumstances.
4. Those awaiting the qualifying examination results and having MAT score can also apply, but they will have to submit the attested copy of the mark sheet of qualifying examination at the time of GD/PI.
5. The minimum qualification for admission to the MBA programme shall be as per the Ordinance no. 44 of the University.
6. Reservation- As per University Rules.

### HOW TO APPLY

Application form and prospectus can be down loaded from the Vishwavidyalaya website ([www.ggu.ac.in](http://www.ggu.ac.in)). Down loaded forms will be accepted in the department after 1<sup>st</sup> June 2012 only when accompanied with a Demand Draft of Rs. 400/- (Rs.200/- for SC/ST applicants) drawn in favor of Registrar, Guru Ghasidas Vishwavidyalaya Bilaspur (C. G.) and payable at Bilaspur, (C.G.). Duly filled in forms along with the required documents should reach the Department of Management Studies on or before the last date of submission of application form.

## Important Instructions

### I. IMPORTANT DATES:-

- |   |  |
|---|--|
| 1. Application forms will be available from   | <b>01 June, 2012, Friday</b>   |
| 2. Last Date for submission of filled in Application form                                     | <b>16 July, 2012, Monday up to 1700 hrs.</b>   |
| 3. Group Discussion & Personal Interview  | <b>18<sup>th</sup> July, 2012, Wednesday and<br/>(19 July, 2012, Thursday if required)</b> |
| 4. Declaration of Merit List  | <b>23 July, 2012, Monday, 1700 Hrs</b>   |
| 5. Counseling   | <b>26 July, 2012, Thursday</b>   |
| Reporting Time for:   |  |
| Main listed candidates  | <b>: 0900 Hours</b>  |
| First fifteen Waitlisted candidates from different<br>categories to take chance for admission | <b>: 1400 Hours</b>  |
| 6. Commencement of classes  | <b>01 August 2012, Wednesday, at 1030 Hrs</b>  |

*No separate information will be sent to selected candidates. The candidates are therefore advised to find out their result on 23<sup>rd</sup> July, 2012 from the Department Notice Board or the University website ([www.ggu.ac.in](http://www.ggu.ac.in)) on their own and attend counseling personally for admission on the specific dates. Failure to do so will be the sole responsibility of the candidates. It may be noted that admission in MBA program is subject to verification of documents and understanding that you have already verified your eligibility and declaration given by you in the admission form.*

**II. Documents required (in original and one set of self attested Photo copies) for attending the counseling and taking admission if candidates name is in main list or in wait listed candidates for vacant seats if any.**

Sl. No.	Documents required
1.	Bank Draft of Rs. 15500/- in favor of Registrar, Guru Ghasidas Vishwavidyalaya, Bilaspur C.G., Payable at Bilaspur (CG)
2.	Valid MAT score card
3.	10 <sup>th</sup> Marks sheet
4.	12 <sup>th</sup> Marks sheet
5.	Graduation Marks sheet
6.	Post Graduation Marks sheet (if any)
7.	Transfer Certificate
8.	Character Certificate
9.	Valid Caste certificate issued in the prescribed Central Government format (For reserved category candidates if applicable))
10.	Valid Income Certificate for OBC candidates issued within one year from date of admission.
11.	Gap certificate ( If required)
12.	Migration Certificate ( If required)

#### **ADDRESS FOR COMMUNICATION**

##### **The Head**

Department of Management Studies  
Guru Ghasidas Vishwavidyalaya, Bilaspur- 495 009  
Phone: 07752- 260025,260204,

#### **ADMISSION COMMITTEE**

Prof. S V S Chauhan  
Prof. L P Pateriya  
Dr. B D Mishra  
Dr.(Mrs.) B. B Pandey

Head of the Department & Chairman  
Member  
Member  
Member & Coordinator