



# PG Management Admission Guidelines

## 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 IIMs, the department has been actively assisting and supporting other institutions in the field of business education. The department having more than 2000 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.

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 Choice based Credit System. 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 and International business.

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. Mandatory summer internship helps students to learn the application of principles, theories and frameworks in complex business situations. In the last semester, every student is required to present a comprehensive business plan/project displaying all the skills and competencies developed through the MBA Programme



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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 endeavour 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)/LUMET 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 upon 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 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)

The MBA (Marketing) Programme develops students for careers in marketing of goods as well as services provided by any industry. 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 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 first course of its kind in India introduced by MBA (Marketing) Programme. Rural Marketing, Industrial Marketing, Services Marketing and International Marketing are some of the subjects covered in 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 markets. 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 and retention of right kind of personnel required for performing various types of functions essential for ensuring capability and competitiveness of the organisation. Human resource management being a key area requires careful attention and handling of issues in an organisational set-up and its effective management provides competitive advantage to companies. Human resource management course strives to blend organizational needs on 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 masters 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 posture and position in the international arena. Different companies use different routes to enter foreign countries starting with exports, franchise operations, overseas manufacturing, joint ventures and setting foreign subsidiaries. Operating in International environment requires understanding of International economy, cross cultural issues and global business environment. Amidst globalization and liberalization, 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 ports, export exhibitions and learning of foreign languages as well.