

## Department of Management

The Department of Management (formerly Department of Business Administration) in the University of Lucknow, a 104 year old university, has a long-standing tradition of nurturing young professionals with managerial, entrepreneurial, and leadership aspirations. Over the years, the department has honed its expertise in management education and research, transforming ordinary individuals into dynamic managers equipped to tackle the challenges of the corporate world. The department has been running its MBA programme since 1956, which is commonly known as LUMBA.

The department emphasizes a holistic approach to student development, integrating advanced technology through state-of-the-art computing facilities and an extensive library, while fostering a spirit of free enterprise through various student-led clubs and activities. With a rich history of academic excellence and a commitment to cultivating self-reliant, analytically adept leaders, the department continues to be a beacon of knowledge and innovation in the field of management education.

### Core Courses

Business Environment  
Organisational Behaviour  
Principles of Management & Business Ethics  
Marketing Management  
Financial Management  
Human Resource Management  
Information Systems Management  
Entrepreneurship  
Business Analytics  
Managing Digital Business  
Managing for Sustainability  
Innovation and Design Thinking

### Marketing Courses

Customer Relationship Management  
Sales & Sales Force management  
Brand Management  
Consumer Behaviour  
Digital Marketing  
Industrial Marketing  
Marketing of Services  
Distribution Management  
Managing Retail Business  
Rural Marketing

### Human Resource Courses

Organisational Change management  
Talent Management  
Performance Management  
Industrial Relations and Dispute Settlement  
Training & Development  
Cross-Cultural Management  
Negotiation and Compensation Management  
Team Work and Leadership  
Strategic HRM and HR Analytics  
Employee Welfare and Social Security

### Finance Courses

Security Analysis and Portfolio Management  
Financial Systems and Institutions  
Working Capital Management  
Corporate Tax Planning  
Management of BFSI  
Mergers & Acquisitions  
International Financial Management  
Financial Decision Analysis  
Derivatives and Risk Management  
Corporate Reporting and Governance

### International Business Courses

Export Import Procedures and Documentation  
International Business Management  
International Marketing  
Emerging Economies and Markets  
Foreign Exchange Management  
Cross-Cultural Management  
Sales and Sales Force Management  
International Logistics Management  
International Financial Management  
Global Outsourcing

For further information please contact:-

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# UNIVERSITY OF LUCKNOW

## Faculty of Management Studies

## Department of Management

# Executive MBA Programme

(In Blended Mode)

# Admission 2024-25



## Message from Vice Chancellor

The E-MBA program of Department of Management, Faculty of Management Studies of our University of Lucknow has been especially designed for working professionals and Entrepreneurs, to support and facilitate their pursuit of development and adaptation to the dynamic business landscape and further their career. University of Lucknow with NAAC A++ accreditation, Category I status by UGC, and ranked among 100 University by NIRF offers unique opportunity to deliver distinguishing dimensions of management as a function and also as an education for superior decision making. I extend my sincere wishes to the candidates for treading a learning and rewarding journey towards accomplishment of their career goals and evolve as business leaders.



**Prof. Alok Kumar Rai**  
Vice Chancellor  
University of Lucknow

## Message from Head & Dean

In the changing business environment, to survive and thrive one needs to be well equipped with knowledge and techniques for strategic decision making and implementation. Department of Management in Faculty of Management Studies strives to educate, train and nurture future managers, business leaders and entrepreneurs in tune with the growing global economy. Popularly known by LUMBA, the MBA programme in department has been a success. Further our Ph.D. program has been contributing to Management research at corporate and social levels. Taking a step forward, our EMBA programme is an endeavour to provide an opportunity to working professionals to learn and lead their career aspirations. The programme offers core courses in Management as well as a choice of electives in Finance, Marketing, Human Resource Management and International Business through dual mode (online and offline classes). We welcome the aspirants to apply and be part of this journey.



**Prof. Sangeeta Sahu**  
Head & Dean  
Faculty of Management  
Studies

Highlights  
Experiential learning  
Industry linkage  
Skill development  
Flexibility  
Blended mode of learning

**NAAC A++**  
**UGC Category I Institute**  
**QS South Asia University Ranking 238**  
**NIRF Ranking (All Indian Universities) 97**  
**Times Higher Education (Asia) 401-500**



**Vice Chancellor, Prof. Alok Kumar Rai,**  
along with the faculty members of  
the Department of Management



**Dr Sandeep Goyal,**  
Chairman & Managing Director,  
Rediffusion Advertising Agency,  
Mumbai



**Dr. P K Singh,**  
Director,  
IIM Trichy

## About the Program

The Executive MBA Programme is designed to equip participants with the skills and knowledge to become leaders in their specific domains. It will help participants to achieve exponential growth in their respective careers and management roles. Candidates acquire a comprehensive foundation in the fundamentals of business, the environment in which they function, and the analytical tools for intelligent decision-making and problem-solving. Specifically:

- To enable the students to develop comprehensive strategic and leadership insights.
- To provide a learning environment for candidates to pursue careers in different fields of management
- To develop the right attitude and increase the problem-solving, conceptual and decision-making skills of practising managers.
- To promote the development of a holistic approach among candidates by stimulating them to undergo the process of experiential learning.

### Eligibility:

**Bachelor degree from any recognized university/institute with at least 50% marks**  
**A minimum two years industry/ professional/ self-employed experience after graduation.**

### Admission Process:

**The admission shall be based on academic performance (weightage for X, XII & under graduate marks/grade) and personal interview.**

### Duration:

**The duration of the Executive MBA programme shall be 2 years divided into 4 semesters based on the Choice Based Credit System (CBCS).**

### Fees:

**The semester fee shall be Rs. 99080 for the session 2024-26.**

### Pedagogy:

**The Pedagogy shall include Case Studies, Lecture-based Learning, Class Discussions, Field Visits, PowerPoint Presentations, Term papers, Projects etc.**

### Modalities:

**The Executive MBA Programme shall be conducted in a blended mode with both offline and online classes and interaction.**

**The program will be taught by faculty members and subject/industry experts.**



## Our Recruiters