



TEZPUR UNIVERSITY

(A Central University)

Master of Business Administration (Full Time)

**PROSPECTUS
2012**





PROSPECTUS 2012

MBA (FULL TIME)



TEZPUR UNIVERSITY

(A Central University)

Napaam, Tezpur, Assam 784 028

www.tezu.ernet.in

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TEZPUR UNIVERSITY

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SECTION ONE

THE UNIVERSITY

ABOUT THE UNIVERSITY

Tezpur University was established on 21st January in 1994 by an Act. of Parliament as a teaching and residential Central University. The University conducts under graduate, post-graduate and research programmes in the areas of Science and Engineering, Management, Humanities and Social Sciences. The University is situated in a sprawling campus located in a lush green serene environment and is at a distance of about 200 km from Guwahati. Direct flights are available from Kolkata to Tezpur thrice a week. The Department of Business Administration has a well-qualified faculty, with rich experience in academic and industry. Industry-Academia interaction is an ongoing process, culminating in an annual event “*Sampark... the interface*”

Apart from fulfilling the traditional role of the University, that is, to create and disseminate new knowledge in diverse fields, it has been striving to keep pace with the developments that are taking place in a rapidly changing world. Accordingly its systems are modernized as per contemporary requirements through constant upgradation of the syllabi ; ever innovative teaching pedagogy, with transparent and scientific evaluation system and curriculum modernization .

Since its inception the University has been trying to provide facilities for carrying out meaningful and socially relevant research. Faculty members are thus awarded prestigious research projects from funding agencies like ONGC, UGC, AICTE, MS & PI, ICSSR, DRDO, CSIR, ISRO, NSC, MNCE, MTA, IGNOU-NECRD, IFMR, SSA, World Bank etc. and prestigious National and International Fellowships.

FACILITIES AND SERVICES

The University has the following facilities and services for the students and scholars.

University Library

The University has a Central Library with a rapidly increasing collection of books and journals in printed and in electronic format. The Library can be accessed through our website. The library holds 47755 volumes of print documents and subscribed 1011 titles of current journals (print 233, online 778) and databases through INDEST-AICTE Consortium and other publishers. The UGC-Infonet Consortia of INFLIBNET Center is providing access facility to 7167 e-journals and ten databases. The library also holds 81 VCDs and more then 1200 CDs catering to different thought contents. Library users can access book database, theses database, journal database, e-journals and other e-resources from any terminal within the University campus The library has INFLIBNET connectivity to facilitate access to other libraries. Most of the necessary books are available. Besides the Central Library, Departments also have their Departmental Libraries. The catalogue of books and journals is available for online access by users within the campus network .A number of leading journals are subscribed by the Central library for use of students of the Department of Business Administration.

Computing Facilities

The University has elaborate computing facilities accessible to the students. There is a modern state-of-the-art Central Computer Centre for use by the students and scholars of Tezpur University in addition to the Departmental computer laboratories. Apart from a large number of PCs and several servers, all connected to the campus LAN, the Centre also has a 4-processor SGI ALTIX-350 servers. There are also high quality laser printers, scanners, multimedia accessories, etc. Various software systems are available that run in environments such as UNIX/LINUX, MS-Windows-2000/NT/XP, and Novell Intra Netware. The campus LAN is connected to the Internet through its 512 kbps SCPC VSAT station of the ERNET, and BSNL leased line. Wireless LAN has also been set up in the Campus.

Hostel Accommodation

The University has ten separate hostels for boys and girls adequate to accommodate all students and scholars. The Hostels are equipped with state-of-the-art facilities like washing machine, ultra modern kitchen with hot and cold air ventilation, 24hr water supply with aqua guard facility, musical instruments, music systems, wireless internet connection, badminton ground, indoor games (Table-tennis, Carom etc ..), common room with color television and cable connection, newspapers and magazines etc. SC/ST students are exempted from paying hostel seat rent.

Scholarships

A limited number of scholarships are offered to Tezpur University students by various Government / semi-Government organizations such as NEC, DBT, ITDP, MNES, DTE, AICTE, other State Governments, etc. Free studentships are also provided to a limited number of meritorious students belonging to economically weak families.

Health Services

The University has a Health Centre with its own medical and para-medical staff, to provide basic medical services. Each student (below the age of 35 years) is compulsorily put under a health insurance coverage of Rs. 50,000/-.

Games and Sports

The University provides opportunities for students to excel in various games and sports. The University has basketball, volley ball and tennis courts, cricket and football grounds with flood light facilities. The university takes pride in a well equipped multi gymnasium too.

Students Discipline

Students shall abide by the Statutes, Ordinances, Rules and Regulations of the University that are in force. They shall give due respect to the teachers and staff of the University and shall display decent and cordial behaviour to fellow students.

Students must strictly follow the discipline as prescribed in the Regulations on Maintenance of Discipline of the University. Violation of any clause by any student will be subjected to disciplinary action as per the regulations.

Ragging in any form is strictly prohibited inside or outside the University. Students found indulging in ragging will be subjected to punishment as per rule.

Tezpur University Alumni Association (TUAA)

TUAA was formed in 2000 to create a network of the alumni of the University. The web-site of the association provides full listing of events, news and other relevant information. The Department has also a strong alumni network and there are chapter of TUMBA Alumni in various corners of the country.

Teaching Pedagogy

In framing the courses, care has been taken to see that they are not burdened with formal lectures only. There is adequate provision for seminars, tutorials, case studies, guided field work, lab work etc., whatever necessary, to promote the habit of independent thinking and to relate theoretical knowledge to the practical field. Group Discussion is an integral part of teaching pedagogy to help the students in increasing their analytical capability and creativity.

Academic Calendar

The university strictly adheres to a well planned academic calendar specifying the schedule of academic activities. Detailed academic calendar for the current Academic Year is available in the University Website.

SECTION TWO

**THE DEPARTMENT OF
BUSINESS ADMINISTRATION**

UNIVERSITY AT A GLANCE.....



Academic Building of School of Management Sciences



Central Library



Auditorium



Students' Activity Centre



Men's Hostel



Women's Hostel



Vice Chancellor Prof. Mihir K. Chaudhuri receiving Dewang Mehta B-School Leadership Award, 2010



Board Room



Digitized Library



Class Room



Gaining Knowledge in Class Room



Campus Interview



Badminton meet final



University Cricket Champion (Business Administration Team)
awarded by Kapil Dev



Indoor facility



Multi-gym



Cultural Activities



Night sports facility



Vice Chancellor's Address



CMD of GMCH, Dr. Nimal Chandra Bora delivering a speech at MCB Memorial Day



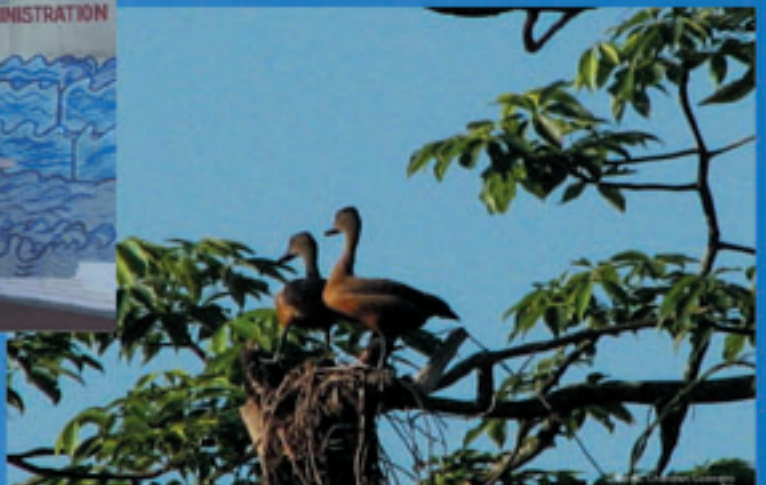
Prof. Ashoke Dutta, Director, IIM Shillong, delivering a speech at Formex



Students Taking Oath



Mr. Kashinath Hazarika of NEDFI delivering a speech at World Tourism Day at the department



Campus Biodiversity

THE DEPARTMENT OF BUSINESS ADMINISTRATION

Department of Business Administration, under the School of Management Sciences started functioning from January 18, 1995 with its first batch of MBA students. Currently it offers Masters in Business Administration Full Time (4 Semesters) and Part Time (6 Semesters), Post Graduate Diploma in Tourism Management (2 Semesters) and Ph. D. programmes. So far it has produced 15 batches of Full Time, 3 batches of Part Time MBA Graduates and 9 batches of Post Graduate Diploma Holders in Tourism Management. The Department offers dual specialization in the areas of Marketing Management, Human Resource Management, Financial Management, Production and Operations Management, and Systems Management. Faculty and students with interdisciplinary background are drawn from the premier institutes of the country.

Several major industry oriented research projects sponsored by IGIDR, AICTE, MS & PI, MHRD, NEDFi, MAKAIAS, ICSSR have been carried out by the faculty in thrust areas such as: Entrepreneurship, Small Enterprise Management, Tourism Management, Rural Development, Organizational Development, Value-Added Tax Management, Micro Finance etc.

The Department has been organizing a series of programmes like Refresher Courses as well as Management Development Programmes for Executives of reputed organizations. Besides, industry-institute interaction is being organized as an annual event (*Sampark*) since 1998 with active collaboration of industries.

The Department not only has a computer lab and a case study room but also has the latest software packages like SPSS (Software Package for Social Sciences), Operation Research Packages, Accounting and Project Management packages, DBMS packages etc.

It is ensured that the students not only get theoretical knowledge but also extensive practical exposure on latest management concepts like E-commerce, Knowledge Management and many more through real life projects. Most of the faculty members have been associated with various national and international Institutes of repute. Accordingly the latest trends in Management education are incorporated in our teaching methodology.

The Faculty Members

| Faculty | Area(s) of Specialization / Secondments / Scholarship |
|---|---|
| Dr. M. K. Sarma, MBA, Ph.D. Professor & Dean School of Management Sciences <i>Visiting faculty at Asian Institute of Technology, Bangkok</i> Email: mrinmoy@tezu.ernet.in | Marketing and Business Research |
| Dr.(Mrs) Chandana Goswami, MBA, Ph.D. FDP (IIM_-A), British Chevening Scholar (2004) Professor Email: cg1@tezu.ernet.in | Financial Management & General Management |

| Faculty | Area(s) of Specialization / Secondments / Scholarship |
|--|--|
| Dr. Subhrangshu Sekhar Sarkar , M.Com, Ph.D, FDP(XLRI, Jamshedpur), CPET (ISB, Hyderabad), Trained in Case Pedagogy (Harvard Business School, USA) Professor & Head Email: subh@tezu.ernet.in | Accounting and Taxation |
| Dr. Debabrata Das , M.Com, Ph.D Professor Email: ddas09@tezu.ernet.in | Finance |
| Dr. Chandan Goswami , MBA, Ph.D, Associate Professor Email: chand@tezu.ernet.in | Marketing and Promotional Strategies |
| Dr.(Mrs) Papori Baruah , MBA, Ph.D. Associate Professor Email: papori@tezu.ernet.in | Change Management and Human Resource Development |
| Dr. T. R. Sarma , BE (Mech.), DCSA, MBA, Ph.D Associate Professor Email: tridib@tezu.ernet.in | Systems Management |
| Dr. Anjan Bhuyan , M A(Eco), Ph.D Associate Professor Email: anjanb@tezu.ernet.in | Economics, Entrepreneurship and Tourism |
| Ms. Heera Barpujary , MCA, LLB, Assistant Professor Email: heera@tezu.ernet.in | Systems Management and E-Commerce |
| Mr. Arup Roy , MBA Assistant Professor Email: arup@tezu.ernet.in | Finance, Investment Management |
| Mrs. Kakali Mahanta , MBA, Ph..D Assistant Professor Email: kakali@tezu.ernet.in | HRM |
| Dr.Runumi Das , MBA, Ph.D Assistant Professor Email: runumi@tezu.ernet.in | Marketing |
| Mr. Mridul Dutta , MBA Assistant Professor Email: mridul@tezu.ernet.in | Tourism, Marketing |

Placement Scenario

Tezpur University has an active Training and Placement Cell to facilitate Final Placements as well as Summer Placements, and other related activities.

There exists a high degree of emphasis on maintaining close liaison with the Industry and other employers. Interaction of the students with professionals from Industry is arranged regularly. This is apart from the regular training and mock interview sessions arranged for grooming up the students for the big day.

Special efforts are made to attract the best of employers-MNCs, Public Sector, Private Sectors, NGOs, etc. - to pick up our graduates. Over the years such efforts have paid rich dividends as excellent set of recruiters have selected our students both via on-campus and off-campus recruitment process. The increasing number of visiting recruiters, the uptrend in the initial packages offered and the repeat visits for more recruitment indicates the upswing in the confidence our recruiters place on us. The pleasant result of that is a healthy growth of the number of our students finally placed.

A good majority of our students receive their offer letters even before the final semester examinations. The active follow-up efforts made by the Training and Placement Cell as well as the Department with the recruiters network makes it possible that each one of our graduates are suitably placed within a couple of months, of completing the course. Notable visitors to the campus for placements during 2010-11 include EXIM Bank, Reserve Bank of India, State Bank of India, Oil India Limited etc.

Students' Activities

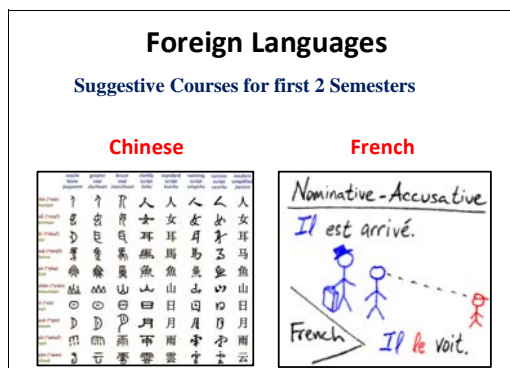
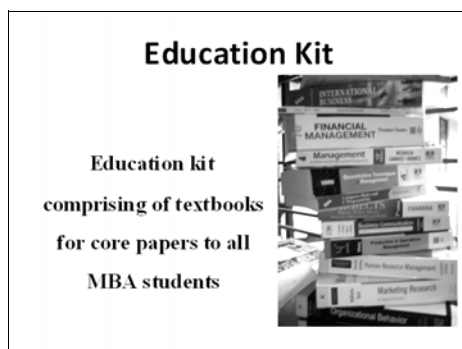
Sampark.... *the Interface* is the benchmark event of the Department of Business Administration, Tezpur University, organized mainly by the students with active and unparalleled support from the faculty members. Sampark aims at establishing a synergic relationship and interface platform where the management fraternity from both the corporate and academic world can share their experience, thereby, enriching the students who are supposedly the measure of a nation's future development. This in turn helps promote and propagate culture of a management consciousness among the people of North-East in particular.

Our students regularly prove their mettle in **B-School Meets**. Be it a case study, making a business plan or developing conceptual advertisements, our students have always been ahead of their competition.

There is a strong alumni base spread all across the country (and beyond). The **Alumni Association** has a very active **Mumbai Chapter**. For a detailed list one may visit our Departmental website (www.tezu.ernet.in/dba/).

Forum for Managerial Excellence (FORMEX) is a voluntary body of the Department of Business Administration, Tezpur University, constituted by the faculty members as well as the students. The forum undertakes activities like organizing seminars— both in-house and out-house, popular talks, guest lectures, management games etc. All the students and the faculties are members of the forum. The forum has organized various such sessions in the department so far. The forum is headed by the Head of the Department in his capacity as President.

All students in their First Semester have to undergo a foreign language course (either French or Chinese) as an add-on suggestive course. This provides an added qualification for the students of the Department of Business Administration, Tezpur University to have an edge over others.



ADMISSION DETAIL

MBA (Full Time, 4 Semesters) Programme

Eligibility

A Bachelor's degree in any discipline from a recognized Indian or foreign University/Institution (foreign degree must have UGC approval) with a minimum of 50 % of Marks (or equivalent Grade) in Major subject or in aggregate. Relaxation of 5 % of the minimum percentage will be applicable to the reserved categories as per Govt. of India rules.

Selection of Candidate

A. Eligible candidates desirous of seeking admission to the MBA (Full time) programme are to appear in the

(i) Common Admission Test (**CAT**) conducted by the IIMs to be held during the window of **Saturday, 22 October 2011 - Friday, 18 November 2011**. (For further information please visit www.catiim.in.)

OR

(ii) In the Management Aptitude test (**MAT**) conducted by AIMA-CMS New Delhi to be held on **Sunday 4 December 2011** throughout the country. Only December 2011 MAT score will be considered.

A candidate can apply through CAT or MAT or both.

B. Based on their performance in the CAT / MAT, short-listed applicants will be called for Group Discussion (GD) and Personal Interview (PI) as per the schedule provided in *Annexure I*. The GD and PI will be held in the University Campus at Napaam, Tezpur. The candidates will have to arrange for travel and stay (if necessary) in Tezpur on their own. The Final list of selected candidates is prepared taking into account their performance in CAT / MAT, GD & PI, past academic performance, extra curricular activities, work experience etc.

C. The list of selected candidates for admission including a waiting list along with the date and time of admission shall be notified in the University website and the selected candidates will be intimated individually through letter.

Canvassing by any quarters to obtain a seat is considered as a disqualification.

Intake

The present intake is 46. There will be a provision for an additional 4 seats on payment of additional amount (not exceeding 5 times the normal fees) under Self Supported Scheme (SSS) of the University. Those who wish to opt for SSS must mention their option at the appropriate place of the application form. For details regarding the rules for SSS, please visit university web-site. The intake may be revised at the discretion of the University authority.

How to Apply

Eligible candidates seeking admission to the MBA programme at Tezpur University are required to fill

in the **Tezpur University application form** apart from the CAT / MAT form. The **CAT voucher / MAT Registration form (not the University form)**, is to be submitted to the concerned testing authorities, but a copy of proof of application must be retained and submitted with the **Tezpur University application form**. The University form should reach the Head, Department of Business Administration, Tezpur University within the last date i.e, **15.11.2011**. However, the University form is available after the last date with a late fee, which will be accepted in the Department till **10.01.2012 (only for MAT applicants)**

It is to be noted that duly filled in Tezpur University application form submission is mandatory for all candidates. **They are also to tick in the option TEZPUR UNIVERSITY in the MAT form and 'Non-IIM Institutes' in the CAT form**, without which the candidates' scores will not be sent to the University and thus it will not be possible to shortlist such candidates.

Students are advised to go through the prospectus carefully before filling in the application form.

They are also requested to maintain a valid e-mail account and contact numbers throughout the selection process.

Enclosures

Enclosures to be attached along with the Tezpur University application:

1. The proof of application for the MAT/CAT examination
2. Category proof, if applying for reserved seat.
3. NCL certificate (in University format, pl refer to the University web-site) if applying against OBC quota
4. Physically Handicapped Certificate, if applying against such quota.

Candidates shall have to produce the original of all documents at the time of personal interview and during the admission. They are required to submit a set of attested photocopies of the same at the time of admission.

Reservation:

As per Government of India Rules. Candidates applying for reserved seats must submit documents in proper format, otherwise their claims for reserved seats will not be entertained and they will be considered as general candidates.

Provisional Admission:

Applicants who are going to appear in the qualifying examination (like final Degree exam.) of 2012 will also be provisionally admitted if otherwise found eligible at the Admission Test / Interview on the conditions that -

1. They have passed all the earlier examinations held for the same degree **without any carry over of subject** and
2. They must produce the evidence of passing the qualifying examinations with eligible norms before 31-10-2012, failing which such admission will automatically stand cancelled.

3. All academic works including theory and practical of the qualifying examinations are completed before the scheduled date of admission.

Admission

Selected candidates are to get themselves admitted on the stipulated date and time (which will be notified) by paying all dues failing which they will forfeit the seat. The seats so available shall immediately be allotted to the candidates from the waiting list and they shall also have to take admission on a specified date, which will be notified in due course of time. Admission to seats under SSS will be as per the University notification which will be available at the University web-site in due course. Admission Schedule is given in *Annexure – I (page 15)*. The fee structure of the MBA (Full time) Programme is given in *Annexure-II (page 16)*.

Syllabi

The inherent managerial qualities of the students are further groomed and harnessed by our qualified faculty members with their up to date pedagogy. Term papers, regular class tests, group discussions, case studies comprise the bulk of the evaluation process. This process is carried throughout the entire semester. Care is taken that the students are evaluated not only on the theoretical contents but also on the practical aspect of the course. Students are also encouraged to participate in various extra curricular activities in addition to their classroom coaching. The Department is well equipped with library and modern teaching aids.

Tezpur University has adopted a unique scheme of Inter Disciplinary Courses (IDC) whereby each student of the Department is required to go thorough courses offered by other Departments. As such, a minimum number of courses must be opted by the students of the MBA programme from the inter-disciplinary courses offered by other departments of the University.

The full syllabi will be made available to the students at the time of admission.

Tezpur University MBA students are also exposed to one foreign language (either French or Chinese) and to the basics of yoga.

The MBA Programme of the Department of Business Administration of Tezpur University is spread over four semesters. In the first semester, all core papers are offered from different functional areas like Finance, Human Resource, Marketing, Information Technology, Economics and Quantitative Techniques. In the second and third semester, all the specialization courses are offered along with a few core papers viz. Research Methodology, Management Information System, Legal Environment, and Organizational Change. The students are given the opportunity to specialize their knowledge in any two functional areas. After the second semester, students need to complete a Summer Internship Project (SIP) of 8 weeks in an organization. Placement assistance is given to the students from the department for their summer training. In the fourth semester, core courses in the areas of Ethics, Corporate Social Responsibility, Strategic Management, Entrepreneurship Development, Legal Environment of Business, Supply Chain Management, anagement Accounting, and Managerial Communication are offered.

ANNEXURE - I

ADMISSION SCHEDULE

- | | |
|---|-------------------------|
| 1. Issue of T.U. prospectus & Application Form | From September 19, 2011 |
| 2. Last date of submission TU form (without late fees) | November 15, 2011 |
| 3. Late submission w.e.f 16.11.2011 to 10.01.2012 for only MAT applicants (TU forms will be available with a late fee of Rs. 200/-, separately payable by bank draft) if it is not collected through designated bank. | |

Note: In case of downloaded application late fee of Rs. 200/- will have to be added with the application fee i.e. Rs. 900/- for Gen/OBC/MOBC/PH/PWD candidate and Rs. 550/- for SC/ST candidate.

- | | |
|---|---|
| A) Last date of receipt of TU forms with late fine (for MAT applicants only) | From November 16, 2011 to January 10, 2012 |
| 4. Group Discussion & Personal Interview | Februaury 24, 25, 2012 |
| 5. Announcement of selection results (Will be available at website: www.tezu.ernet.in) | 1 st week of March 2012 |
| 6. Date of Admission | <i>to be notified later</i> |

- | | |
|--------------------------------------|---|
| ● CAT Advertisement : | August 07, 2011 |
| ● Sale of CAT Vouchers : | From August 17 to September 26, 2011 |
| ● Registration for CAT 2011 : | From August 17 to September 28, 2011 |
| ● CAT Test Dates : | From October 22 to November 18, 2011 |
| ● MAT Test date | December 4, 2011 |

ANNEXURE – II
FEE STRUCTURE
FOR MBA (FULL TIME) PROGRAMME

| | | |
|-------------------------------------|--------------------------------------|-----------------------|
| Amount Payable in First Semester | Development Fee Rs. 25,000 | Rs. 45,050/- |
| | Educational Kit Rs. 5,000 | |
| | Other Fees Rs. 11,550 | |
| | Refundable Deposit Rs. 3,500 | |
| Amount payable in Second Semester | Other Fees | Rs. 11,750/- |
| Amount Payable in Third Semester | Development Fee Rs. 25,000 | Rs. 36750/- |
| | Other Fees Rs. 11,750 | |
| Amount Payable in Fourth Semester | Other Fees Rs. 11,750 | Rs. 11,750/- |
| | Total | Rs. 1,05,300/- |

* Fee structure is subject to change

** *This fee includes hostel seat rent but not mess dues*

1. This fee structure may be modified from time to time and shall be binding.
2. The above fee structure is not applicable to foreign students.
3. Fees for duplicate certificate/ Identity Cards/ Grade Cards will be double of the normal fee



Administrative building



Computer Lab



Auditorium



Library

CONTACT PHONE NUMBERS

For general information on admission :

Controller of Examinations

Ph. : 03712 - 267114

For MBA Programme :

Head, Department of Business Administration

Ph. 03712 - 267128

E-mail : hod_ba@tezu.ernet.in

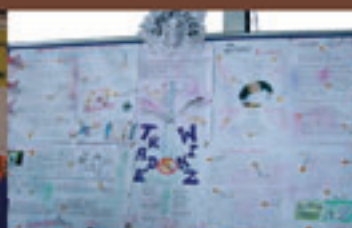
For details visit www.tezu.ernet.in



Convocation



Sampark, an industry academia
interactive event



"Trade Winz" the wall magazine of
Dept. of Business Administration



Industrial trip

This document does not create a binding contract between the University and the student / scholar. The information in this Prospectus is subject to change.

TEZPUR UNIVERSITY

(A Central University)
www.tezu.ernet.in
Napaam, Tezpur, Assam



Playing Field at TU Campus