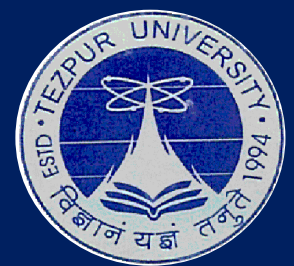


PROSPECTUS 2016



MBA PROGRAMME

Department of Business Administration
School of Management Sciences



Tezpur University
(A Central University)

www.tezu.ernet.in

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SECTION ONE
THE UNIVERSITY

About the University

Tezpur University was established on 21st of January in 1994 by an Act of Parliament as a unitary university. The University conducts under-graduate, post-graduate, and research programmes in the areas of Science, Engineering, Management, and 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. The Department of Business Administration has a well-qualified faculty, with rich experience in academic and industry. The Department has an innovative teaching pedagogy, transparent and scientific evaluation system, and a modern and constantly updated curriculum. Since its inception, the Department has been producing managers who are presently in prominent positions in India as well as abroad.

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 as well as infrastructure.

The University has been trying to provide facilities for carrying out meaningful and socially relevant research. Faculty members have been successful in generating research funds from funding agencies like ONGC, UGC, AICTE, MS & PI, ICSSR, DRDO, CSIR, ISRO, NSC, MNCE, MTA, IGNOU-NECRD, IFMR, SSA, World Bank etc.

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 vast collection of books and prominent journals in both printed and electronic formats. The Library can be accessed through the University's website. The library holds 47755 volumes of print documents and subscribes 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 than 1200 CDs catering to different thought contents. Library users can access book 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. 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 international 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.

Hostel Accommodation

The University has twelve separate hostels for boys and girls adequate to accommodate all students and research scholars. The Hostels are equipped with state-of-the-art facilities like Wi-Fi connectivity, washing machine, ultra-modern kitchen with hot and cold air ventilation, 24hr water supply with water purifying system, musical instruments, music systems, badminton court, indoor games, common room with color television and DTH connection, newspapers and magazines etc.

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, ONGC and by other agencies. Scholarships are also provided to a limited number of meritorious students with weak economic background.

Health Services

The University has a Health Centre with its own medical and para-medical staff, to provide basic medical services. The health centre is equipped with many modern medical technologies. 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 ground 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 behavior 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 website of the association provides full listing of events, news and other relevant information. The Department also has 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 the students 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.

The University Gallery



University Main Gate



Daily Needs



Night play ground



Hostel



Gymnasium



Sampark-industry academia meets



Sports Activity



Central Library



Award of Degree



Class in Progress





SECTION TWO
THE DEPARTMENT OF BUSINESS ADMINISTRATION

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 (4 Semesters), Post Graduate Diploma in Tourism Management (2 Semesters), Certificate Course in Air Ticketing & Computerized Reservation System (CRS), & Ph. D. programmes. Besides, Post Graduate Diploma in Human Resource Management, Retail Management and Investment Management are also on offer under the distance mode. So far the Department has produced 18 batches of Full Time, 4 batches of Part Time MBA Graduates and 11 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, 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 GOI, MHRD, NEDFI, MAKAIAS and ICSSR have been carried out by the faculty in thrust areas 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.

The Department has a well-equipped computer lab and a few case study rooms. It also has the latest software packages like SPSS (Software Package for Social Sciences), Operation Research Packages, Accounting & 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, mock selling exercises, visiting market with real life sales executives and many more through real life projects.

The Faculty Members

Faculty	Area(s) of Specialization/ Secondments/ Scholarship
<p>Dr. Subhrangshu Sekhar Sarkar M. Com, Ph.D, FDP (XLRI, Jamshedpur), CPET (ISB, Hyderabad), Trained in Case Pedagogy (Harvard Business School, USA) Professor & Dean, School of Management Sciences E-Mail: subh@tezu.ernet.in</p>	<p>Accounting & Taxation</p>

<p>Dr. Debabrata Das M.Com, Ph.D., Professor & Head, Department of Business Administration E-Mail: ddas09@tezu.ernet.in</p>	<p>Financial Institutions and Markets, International finance , Accounting</p>
<p>Dr. M.K. Sharma MBA, Ph.D., Professor (Visiting Faculty at Asian Institute of Technology, Bangkok) E-Mail: mrinmoy@tezu.ernet.in</p>	<p>Research Methodology, Services Marketing, Tourism Marketing</p>
<p>Dr. (Mrs) Chandana Goswami MBA, Ph.D., Professor, FDP (IIM-A) British Chevening Scholar E-Mail: cg1@tezu.ernet.in</p>	<p>General Management, Financial Management, Communication</p>
<p>Dr. Chandan Goswami MBA, Ph.D Professor & Coordinator, Tourism Programme E-Mail: chand@tezu.ernet.in</p>	<p>Marketing, Consumer Behavior, Promotional Strategies</p>
<p>Dr. (Mrs) Papori Baruah MBA, Ph.D Professor & Coordinator, Yoga Programme, Department Placement Committee E-Mail: papori@tezu.ernet.in</p>	<p>Human Resource Management, Organizational Behaviour</p>
<p>Dr. Tridib Ranjan Sarma BE, MBA, DCSA, Ph.D., Associate Professor E-Mail: tridib@tezu.ernet.in</p>	<p>Operations Management, Operations Research, Project Management</p>
<p>Dr. Anjan Bhuyan MA, Ph.D. Associate Professor E-Mail: anjanb@tezu.ernet.in</p>	<p>Economics, Tourism, Entrepreneurship</p>
<p>Dr. Heera Barpujary MCA, LL B, Ph.D. Assistant Professor E-Mail: heera@tezu.ernet.in</p>	<p>Knowledge Management, Web Technology, MIS</p>
<p>Dr. Arup Roy MBA, Ph.D Associate Professor E-Mail: arup@tezu.ernet.in</p>	<p>Stock Market, Portfolio Management, Supply Chain Management</p>

<p>Dr. Kakali Mahanta MBA, Ph.D. Assistant Professor E-Mail: kakali@tezu.ernet.in</p>	<p>Human Resource Management, Social & Industrial Psychology</p>
<p>Dr. Runumi Das MBA, Ph.D. Assistant Professor E-Mail: runumi@tezu.ernet.in</p>	<p>Marketing & Human Resource Management</p>
<p>Dr. Mridul Dutta MBA, Ph.D. Assistant Professor E-Mail: mridul@tezu.ernet.in</p>	<p>Tourism, Marketing</p>

Placement Scenario

Tezpur University has an active Training & 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 & other employers. Interaction of the students with professionals from Industry is arranged regularly. This is apart from the regular training & mock interview sessions arranged for grooming up the students for the big day.

Special efforts are made to attract the best of employers 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 number of our students receive their offer letters even before the final semester examinations. The active follow-up efforts made by the Training & Placement Cell as well as the Department with the recruiters network makes it possible that each one of our graduates are suitably placed.

Students' Activities

Seminars and workshops are organized by the students with active and unparalleled support from the faculty members. These activities aim 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 & propagate a culture of 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.

Our students also publish a quarterly business e-magazine “**Uttaran**”, which is well appreciated in the corporate world.

There is a strong alumni base spread all across the country (and beyond). For a detailed list one may visit our Departmental website (www.tezu.ernet.in/dba/new/).

Forum for Managerial Excellence (FORMEX) is a voluntary forum of the Department of Business Administration, Tezpur University, constituted and run by the students. The forum undertakes activities like organizing seminars — both in-house & outside the University, popular talks, guest lectures, management games etc. It also organizes MCB Memorial Quiz competition and Oration. All the students and faculties are members of the forum.

ADMISSION DETAIL **MBA (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.

Candidates in the last year of Bachelor’s degree and expecting results on or before 14 November 2016 are also eligible to apply.

Selection of Candidate

A. Eligible candidates desirous of seeking admission to the MBA programme are to appear in the:

- (i) Common Admission Test (**CAT**) conducted by the IIMs to be held on 29 November 2015. (For further information please visit www.iimcat.ac.in)

OR

- (iii) Management Aptitude test (**MAT**) conducted by AIMA-CMS New Delhi to be held during December 2015. Only December 2015 MAT score will be considered. (For further information please visit www.aima.in)

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) & Personal Interview (PI) as per the schedule provided in *Annexure-I*. The GD & PI will be held in the University Campus at Napaam, Tezpur. The Final list of selected candidates is prepared taking into account their performance in CAT/MAT, GD & PI, past academic performance, extracurricular activities and work experience.

C. The list of selected candidates for admission including a waiting list along with the date & time of admission shall be notified in the University website and the selected candidates will be intimated individually. Reservation policy of Government of India is followed in the selection of candidates.

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 3 times the normal fees) under Self Supported Scheme (SSS) of the University. The seats under the SSS shall be filled on the basis of merit from the waiting list.

How to Apply

Eligible candidates seeking admission to the MBA programme at Tezpur University are required to fill in the **Tezpur University online application form** apart from the CAT/ MAT form. The **CAT/ 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 uploaded with the Tezpur University online application form** along with other documents. **Tezpur University online application for MBA will start from 6 October and will be open till 20 December for CAT applicant and 20th January 2016 for MAT applicants(with a late fee of Rs.200/-)**

How to apply through online:

Online submission of Tezpur University application form is mandatory for all candidates. **They are also need to tick in the option TEZPUR UNIVERSITY in the MAT form & ‘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.

Eligible candidates are required to **apply online** through the University website (www.tezu.ernet.in) by paying application fee of **Rs 500/-** (for SC, ST and PWD categories)

and Rs **1000/-** (for other categories). Payment of the fee may be made through net banking / Debit card or Credit card within the last date i.e, **20th December 2015**. However, Last Date of online application is **20th January 2016 for MAT applicant only with an additional late fee of Rs. 200/-**

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

Enclosures

Enclosures to be uploaded (scan copy) along with the Tezpur University application:

1. The proof of application for the MAT/CAT examination
2. Category proof, if applying for reserved seat including Physically Handicapped Certificate, if applying against such quota. NCL certificate (in University format) has to be uploaded for OBC quota
3. Age proof
4. Photo

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 self- 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

Candidates who have appeared/are appearing in the qualifying examination before the date of Admission in the year 2016 may be admitted provisionally if otherwise found eligible at MAT/ CAT and/or interview, provided that

1. They have passed all the earlier examinations held for the same degree without any carryover of subject satisfying the eligibility criteria;
2. All academic works including theory and practical of qualifying examinations should be completed before the admission.
3. They must produce the evidence of passing the qualifying examination with requisite qualification on or before 14 November, 2016 failing which they will be debarred from

appearing the semester end examination. The date is however subject to change as per University norms.

4. The provisionally admitted students shall have to discontinue their studies if they fail to submit the documents within the specified period.

5. Candidates must submit a proof of completing all the examinations at the time of admission duly certified by the Principal/ Head of the Institution last attended.

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 & 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 the *Annexure-I*.

Syllabi

The inherent managerial qualities of the students are further groomed & 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 extracurricular activities in addition to their classroom coaching.

Tezpur University has adopted a unique scheme of Choice Based Credit System (CBCS), whereby each student of the Department is required to take up courses offered by other Departments also. The full syllabi will be made available to the students at the time of admission. 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 Financial Management, Human Resource, Marketing, Information Technology, Economics and Quantitative Techniques. In the second and third semesters, 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. 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, Management Accounting, & Managerial Communication are offered. Tezpur University MBA students also undergo at least one foreign language (French, German or Chinese) and to the basics of Yoga.

The MBA Gallery



Achievements



National Seminar



Convocation



Ready for Corporate

ANNEXURE-I
IMPORTANT DATES

1. Online registration starts from 6th October, 2015
2. Last date of online registration (without late fees) 20th December, 2015
3. *Last date of online registration for only MAT applicants up to 20th January 2016 with a late fee of Rs. 200/- additional payable through Net Banking/Debit Card or Credit Card.*
4. Group Discussion & Personal Interview February 2016
(Dates to be notified in website)
5. Announcement of selection results 1st week of March 2016
(Will be notified at University website)
6. Date of Admission July, 2016
(Dates to be notified)
7. Registration window for CAT 2015
(www.iimcat.ac.in) from 6th August to
20th September, 2015
8. CAT 2015 Test Dates 29th November, 2015
9. Registration window for December MAT 2015 visits at ***www.aima.in***
10. MAT 2015 Test Dates (Paper/ Computer Based) 06 December 2015 (Sunday)
Paper Based Test
12 December 2015 (Saturday)
Computer Based Test

ANNEXURE-II

FEE STRUCTURE

Amount payable in First Semester	Development Fee Rs. 25,000	Rs. 56,537/-
	Educational Kit Rs.10,000	
	Other Fees Rs. 15,037	
	Refundable Deposit Rs 6,500	
Amount payable in Second Semester	Other Fees Rs. 15,507	Rs. 15,507/-
Amount payable in Third Semester	Development Fees Rs. 25,000 Other Fees Rs.15,507	Rs. 40,507/-
Amount payable in Fourth Semester	Other Fees Rs. 15,507	Rs. 15,507/-
	Total	Rs. 1,28,058/-

FEE STRUCTURE FOR SSS (SELF SUPPORTED SCHEME)

Amount payable in First Semester	Development Fee Rs. 25,000	Rs. 93,423/-
	Educational Kit Rs.10,000	
	Other Fees Rs. 51,923	
	Refundable Deposit Rs 6,500	
Amount payable in Second Semester	Other Fees Rs. 58,373	Rs. 58,373/-
Amount payable in Third Semester	Development Fees Rs. 25,000 Other Fees Rs.58,373	Rs. 83,373/-
Amount payable in Fourth Semester	Other Fees Rs. 58,373	Rs. 58,373/-
	Total	Rs. 2,93,542/-

* 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 & 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.

BEYOND BEING BETTER



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