

# MBA PROGRAMME



**DEPARTMENT OF BUSINESS ADMINISTRATION  
SCHOOL OF MANAGEMENT SCIENCES**



## PROSPECTUS 2020

### TEZPUR UNIVERSITY

(A CENTRAL UNIVERSITY)

NAAC ACCREDITED WITH "A" GRADE

[www.tezu.ernet.in](http://www.tezu.ernet.in)





# AWARDS & ACHIEVEMENTS

**A**

NAAC  
University  
Grading  
2016

**1**

Visitor's Best  
University  
Award  
2016

**5**

NIRF  
MHRD  
Ranking  
2016

**34**

Times Higher  
Education  
World  
University  
Ranking under  
Established  
Between  
1986-1999  
category  
2017

**20**

Times Higher  
Education  
Small  
(< 5000  
students)  
University  
Global Rank  
2018





## **Vision of Tezpur University**

To develop human excellence and inculcate leadership through hard work and creativity.

## **Mission of Tezpur University**

To render Tezpur University as one of the most preferred destinations of students, faculty and scholars and employees. To be in the Top 50 Universities of the world...





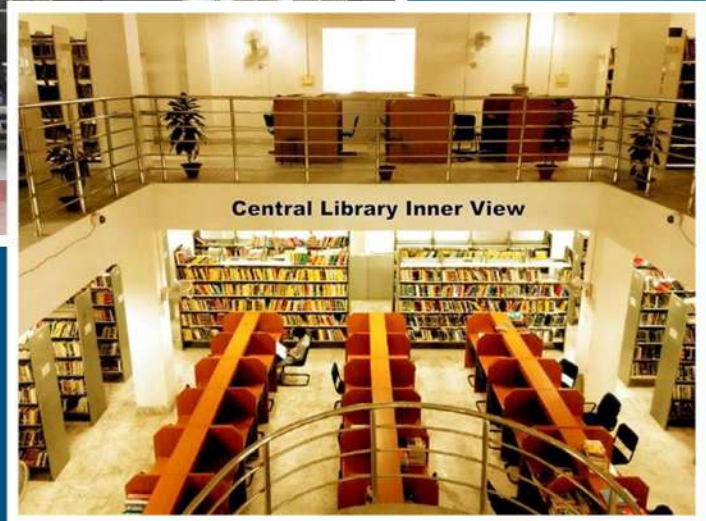
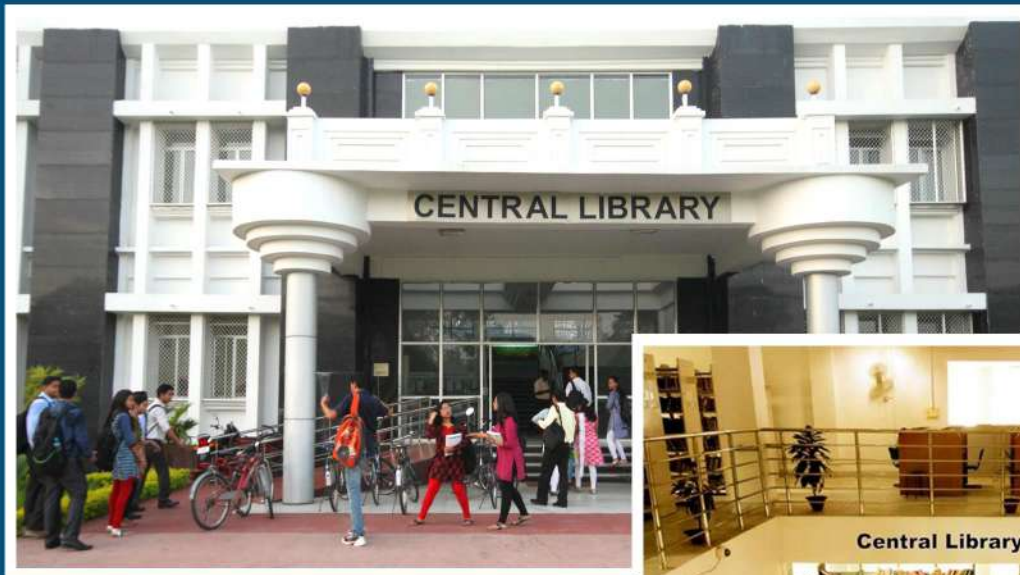
# THE UNIVERSITY

**Tezpur University** was established on 21<sup>st</sup> 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.





### University Library

The University has a Central Library with a vast collection of books and prominent journals in both print and electronic formats. The Library can be accessed through the University's website. The library holds more than 86654 books, more than 10360 e-journals and 9661 back volumes of journals. Apart from the online journals and database provided by e-ShodhSindhu consortium and DeLCON consortium, the library also holds more than 2622 CDs scattering 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.

The whole campus is Wi-Fi enabled with OFC backbone.



**\*Ragging Free Campus\***





### **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, 24hr water supply and electricity with state-of-the-art water purifying system, musical instruments, music systems, badminton court, indoor games (Table-tennis, Carrom etc.), common room with colour television and DTH connection, newspapers and magazines etc.



### **Games and Sports**

The University provides opportunities for students to excel in various games and sports. The University has basketball, volley ball, badminton and tennis courts, table tennis boards, cricket and football ground with flood light facilities. The University takes pride in a well-equipped multi gymnasium, swimming pool and a mini indoor stadium too.



### **Scholarships**

A limited number of scholarships are offered to Tezpur University students by various Government / Semi-Government organizations such as NEC, BT, ITDP, MNES, DTE, AICTE, ONGC, EXIM and by other agencies. Scholarships 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. The Health Centre is equipped with many modern medical equipment. Each student (below the age of 35 years) is compulsorily put under a Health Insurance coverage of Rs. 50,000/-

### **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 chapters of TUMBA Alumni in various corners of the country.

### **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.

### **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, workshops, tutorials, case studies, guided field work, lab work etc., that are 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. Apart from this, the department may have special training/lecture sessions that would be announced in advance.



## 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), Master in Tourism and Travel Management (4 Semesters), Certificate Course in National Stock Exchange Certified Capital Market Professional (NCCMP) & Ph.D. Programme. 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 23 batches of Full Time, 4 batches of Part Time MBA Graduates, 14 batches of Post Graduate Diploma Holders in Tourism Management and 2 batches of Master of Tourism and Travel 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. The Department is also witnessing presence of international students.

Several major industry oriented research projects sponsored by IGIDR, AICTE, Planning Commission 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, Tax Management, Micro Finance etc. The Department has been organizing Refresher Courses, Faculty Development Programme as well as Management Development Programmes for Executives of reputed organizations and offers consultancy services to organizations.

The Department has a well-equipped computer lab with latest software. Classrooms are ICT enabled. It is ensured that the students not only get theoretical knowledge but also extensive practical exposure through field and Industry Visits. Most of the faculty members have been associated with various national & international Institutes of repute. Accordingly the latest trends in Management education are incorporated in our teaching methodology. All students undergo a foreign language course (French, German or Chinese) under Choice Based Credit System.





### **Vision of the Department**

To be a coveted knowledge hub of management education for creating socially responsible global citizens.

### **Mission of the Department**

Educating manpower to meet global managerial requirements, and promote entrepreneurial culture and sustainable development.



### **Objectives of the Department**

- ◆ To offer academic and research programmes in management and allied disciplines.
- ◆ To offer continuing education programmes at different levels in the field of management.
- ◆ To provide opportunity to students to acquire skills for improving employability and entrepreneurial abilities.
- ◆ To engage in collaborative academic and research activities with domestic and international partners.
- ◆ To undertake consultancy, research and extension activities with a focus on sustainable development.



# Faculty Profile



**Prof. Chandana Goswami, MBA, PhD**  
FDP (IIM-A), British Chevening Scholar (2004)  
Email: cg1@tezu.ernet.in  
Specialization: General Management, Financial Management, Communication



**Prof. Papori Baruah, MBA, Ph.D.**  
Dean, School of Management Sciences  
Email: papori@tezu.ernet.in  
Specialization: Human Resource Management, Organizational Behaviour, Change Management



**Prof. Mrinmoy Kr. Sarma, MBA, Ph.D.**  
Visiting Faculty at AIT, Bangkok (2005, Autumn Term)  
Director Teaching Learning Centre, Coordinator MTTM  
Email: mrinmoy@tezu.ernet.in  
Specialization: Research Methodology, Services Marketing, Tourism Marketing



**Prof. Subhrangshu Sekhar Sarkar, M. Com, Ph.D.**  
FDP (XLRI, Jamshedpur), CPET (ISB, Hyderabad), Trained in (Harvard Business School, USA)  
Head (i/c), Department of Commerce  
Email : subh@tezu.ernet.in  
Specialization: Accounting and Taxation



**Prof. Debabrata Das, M. Com, Ph.D., A.I.I.I. (Mumbai)**  
Director CODL  
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Specialization: Finance



**Prof. Chandan Goswami, MBA, Ph.D.**  
Head, Department of Business Administration  
Coordinator, UGC-SAP  
Email : chand@tezu.ernet.in  
Specialization: Marketing, Consumer Behaviour, Promotional Strategies



**Dr. Tridib Ranjan Sarma, BE, MBA, DCSA, Ph.D.**  
Associate Professor  
Email: tridib@tezu.ernet.in  
Specialization: Operations Management, Operations Research, Project Management



# Faculty Profile



**Dr. Anjan Bhuyan, MA, Ph.D.**  
Associate Professor  
Email: [anjanb@tezu.ernet.in](mailto:anjanb@tezu.ernet.in)  
Specialization: Economics, Tourism, Entrepreneurship



**Dr. Arup Roy, MBA, Ph.D.**  
Associate Professor  
Email: [arup@tezu.ernet.in](mailto:arup@tezu.ernet.in)  
Specialization: Stock Market, Financial Derivatives, Supply Chain Management, Microfinance



**Dr. Heera Barpujary, MCA, LLB, Ph.D.**  
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Specialization: Knowledge Management, Web Technology



**Dr. Kakali Mahanta, MBA, Ph.D.**  
Assistant Professor  
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Specialization: Human Resource Management, Social and Industrial Psychology



**Dr. Runumi Das, MBA, Ph.D.**  
Assistant Professor  
Email: [runumi@tezu.ernet.in](mailto:runumi@tezu.ernet.in)  
Specialization: Marketing, Interpersonal Relationship



**Dr. Mridul Dutta, MBA, MIPL, Ph.D.**  
Assistant Professor  
Email: [mridul@tezu.ernet.in](mailto:mridul@tezu.ernet.in)  
Specialization: Community Based Tourism, Intellectual Property and Assets



**Mr. Prayash Baruah, B. Tech, MBA**  
Assistant Professor  
Email: [prayashb@tezu.ernet.in](mailto:prayashb@tezu.ernet.in)  
Specialization: Supply Chain Management, Logistics, Transportation



# Faculty Profile



**Mr. Amlan Borah, MBA (AIT)**  
Adjunct Professor  
Trade and Investment Commissioner, NBSO  
Specialization: Brand Management



**Dr. Niranjana Das, M.A., M. Phil., Ph.D., Post-Doc**  
Guest Faculty  
Specialization: Tourism in North East India

In addition, persons of repute from Academic and Industry are engaged as Visiting Faculty





# Placement



## Placement Scenario

Tezpur University has an active Training & Placement Cell to facilitate the Final Placements as well as Summer Internship Placements . There exists a high degree of emphasis on maintaining close liaison with the Industry. Interaction of the students with professionals from Industry is arranged regularly. This is apart from the regular training & mock interview sessions arranged for grooming the students for the big day.

Special efforts are made to attract the best of employers such as MNCs, Public Sector, Private Sectors, NGOs, etc. to pick up our students. 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 recruiters visiting the department and the repeat visits , the uptrend in the initial packages offered indicates the upswing in the confidence that 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 ensures that each one of our graduates are suitably placed.





# Our Recruiters





# Student Activities'



Seminars and workshops are conducted and organized by the students with active support from the faculty members. These activities aim at establishing a synergistic 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 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.

**ISR Club** The Department has an active Institutional Social Responsibility Club SPARSH that works towards bringing to the fore the awareness on social issues and working for the underprivileged.



Alumni is our strength. 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/](http://www.tezu.ernet.in/dba/new/)).

Regular "Alumni Speak" sessions are conducted, where Alumni are invited to share their experiences with the juniors.

**Forum for Managerial Excellence (FORMEX)** is a voluntary body of the Department of Business Administration, Tezpur University. The forum undertakes activities like organizing seminars both in-house & outside the University, popular talks, guest lectures, management games etc. All the students and faculties are members of the forum.



The Department conducts *i-connect* programme on a regular basis specially focused on industry academia participation by live interaction and through video conferencing facility of the Department.

Our students publish an e-magazine "Uttaran", which is well appreciated in the corporate world.

Department signed a **MoU with Federation of Industries & Commerce of North Eastern Region (FINER)** in order to enhance industry-academia experience, research activity and to promote first generation entrepreneurs in the Northeastern region



# Sampark



**Sampark**... the interface is the most notable event of the School of Management Sciences organized in the first quarter of every year by the students of the Department of Business Administration, backed by the guidance of the faculty. Sampark intends to be a platform for sharing thoughts and experiences between the management fraternity from both the academic and corporate world. It is a rostrum where leaders from the corporate world interact with the bright malleable minds of the students, who, in turn, get an exposure and insight into the current corporate scenario through thought leaders of the industry.

This event helps promote and propagate a culture of management consciousness among the people of the North East. Events like panel discussions meant for bridging the gap between reputed academicians and corporate, webinars with reputed industry personality. **Business Idea challenge** is the most coveted competition held at the event that witness participants from all over the country.





# 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.

### Selection of Candidate

**A.** Eligible candidates desirous of seeking admission to the MBA programme are to appear in the MAT/CAT/XAT/ATMA/GMAT/CMAT.

Scores of the above exams must be received before the final closing date of online application. Results declared after the last date will not be entertained.

Applicants should possess valid score of MAT / CAT / XAT / ATMA / GMAT / CMAT, on the day of Personal Interaction, in order to be eligible for Personal Interaction. This score is only an eligibility criteria and the actual score thereof shall have no bearing in the selection process.

**B.** Based on their performance in the MAT/CAT/XAT/ATMA/GMAT/CMAT, short-listed applicants will be called for Personal Interaction (Group Discussion, Micro Presentation, Interview) as per the schedule provided in

*Annexure-I.* The Personal Interaction 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 the different assessment tests including Personal Interaction, past academic performance, extracurricular activities, work experience etc.

**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.

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

### Intake

The present intake is 51. Foreign candidates may be enrolled on supernumerary basis and their admissions would be as per guidelines and regulations of Government of India.



## 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 **MAT/CAT/XAT/ATMA/GMAT/CMAT form**. The **MAT/CAT/XAT/ATMA/GMAT/CMAT 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 at the time of applying online through Tezpur University website.**

**How to apply through online:** The eligible candidates are required to **apply online** through the University website ([www.tezu.ernet.in](http://www.tezu.ernet.in)) by paying application fee of **Rs 500/-** (for SC, ST and PWD categories) and **Rs 1000/-** (for other categories). Bank charges will be extra. Payment of the fee may be made through Net banking / Debit card or Credit card within the last date i.e, **15<sup>th</sup> January 2020**. Last Date of online application is **15<sup>th</sup> February, 2020** with an additional late fee of **Rs. 200/-**. Detailed procedure is available in the University website. Candidates should read and follow the instructions carefully while filling up the relevant columns of the online application form. **No printed application form will be issued separately. Application fees is not refundable.**

It is to be noted that duly filled in Tezpur University application form online submission is mandatory for all candidates. Students are advised to go through the prospectus carefully before filling in the online application form.

**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 Score Card for the MAT/CAT/XAT/ATMA/GMAT/CMAT examination.
3. Digital Passport size Photograph and Signature.

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



## Reservation

Reservation is 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 2020 may be admitted provisionally if otherwise found eligible during the selection process, provided that

1. They have passed all the earlier examinations held for the same degree without any carryover of subject and 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 30 October, 2020. 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 Schedule is given in *Annexure-I*. **The overseas students can get in touch with the International Office of the University for admission related matters. (e-mail : [io@tezu.ernet.in](mailto:io@tezu.ernet.in))**



## ANNEXURE-I

### IMPORTANT DATES

1. Online registration starts from **15<sup>th</sup> October, 2019**
2. Last date of online registration (without late fees) **15<sup>st</sup> January, 2020**
3. Last date of online registration with an additional late fee of Rs. 200/- **15<sup>th</sup> February, 2020**
4. Announcement of Shortlisted Candidate for Personal Interaction **Last week of February, 2020**  
To be notified in the University website  
([www.tezu.ernet.in](http://www.tezu.ernet.in))
5. Announcement of Selection Results *(Will be notified in the University website)*
6. Date of Admission To be notified
7. Registration for MAT/CAT/XAT/ATMA/GMAT/CMAT and Test Dates: Please visit relevant websites/contact examining bodies directly.

## ANNEXURE-II

### FEE STRUCTURE

Amount payable in First Semester	Development Fee Rs. 25,000	Rs. 70,587/-
	**Educational Kit Rs.10,000	
	Other Fees Rs. 29,087	
	Refundable Deposit Rs 6,500	
Amount payable in Second Semester	Other Fees Rs. 15,557	Rs. 15,557/-
Amount payable in Third Semester	Development Fees Rs. 25,000 Other Fees Rs.29,557	Rs. 54,557/-
Amount payable in Fourth Semester	Other Fees Rs. 15,557	Rs. 15,557/-
	<b>Total</b>	<b>*Rs. 1,56,258/-</b>


\*This fee structure may be modified from time to time & shall be binding.

\* This fees does not include monthly mess dues of hostels.

\*\* Students are provided with an Educational Kit of essential study materials for the programme.

Separate fee structure is applicable for international students.





# TUMBA...

## ... BEYOND BEING BETTER

Contact:

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School of Management Sciences  
Tezpur University  
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