



INDIAN INSTITUTE OF TECHNOLOGY KANPUR

Globally accepted as a vibrant seat of academic and professional excellence, IIT Kanpur is known for its innovative approaches, participative culture, and academic rigour. It is recognized as a world class teaching and research institution in technology, science, and interdisciplinary programmes.

THE MBA PROGRAMME : A Collective Endeavor of IIT Kanpur

This MBA programme addresses the emergent complexion of how business is managed, in the context of remarkable changes of the last three decades. The rising complexity of the marketplace, a relentless pace of competition through newer technologies, increased globalisation of business operations, declining barriers to trade, and unprecedented changes in the information and communication technologies have all made a **technologically-endowed MBA** essential to the modern enterprise. True to its tradition of innovation, IIT Kanpur introduced its two-year MBA (Master of Business Administration) programme. This programme aims at creating business leaders and entrepreneurs by taking advantage of its strengths in technology, computing, & social science. The IIT Kanpur MBA has accordingly been crafted to build on the technological strengths and the strong base in humanities & social sciences existing in the Institute.

PROGRAMME STRUCTURE

The IIT Kanpur MBA programme comprises six distinct aspects:

- Twelve foundation courses, covered during the first year of the programme, are compulsory for all students. These courses cover the basic skills and knowledge required of any business manager in the contemporary world.
- The student spends the following summer to complete a management project in an intern manager's role pre-arranged by the institute at a host enterprise.
- The 2nd year opens up the programme to specialisation and elective courses. Students have a choice of six specialisation courses focussed either on Manufacturing or Service sector.
- A wide choice of electives is also offered to the students in 2nd year, in order to broaden their areas of familiarity. Electives are offered in Marketing, Finance, IT & Systems, Operations and in General Management.
- Students are also required to do a Special Study or Project in each semester of the 2nd year.
- Concurrently, the student attends a series of departmental seminars and participates in discussions and critiques—a compulsory part of the programme.

COURSE OVERVIEW

First Semester

MBA 601: Accounting for Management
MBA 611: Organization Structure and Behaviour
MBA 606: Economic Analysis for Mgmt
MBA 651: Quantitative Methods
MBA 641: Computing for Management
MBA 621: Managerial Communication

MBA 698: Management Seminars

MBA 697: Summer Project

Second Semester

MBA 631: Marketing Mgmt
MBA 607: Financial Mgmt
MBA 661: Production/Operations Mgmt
MBA 616: Human Resource Mgmt
MBA 617: Social, Political & Legal
Environment of Business

Specialization I

MBA 698: Management Seminars

Third Semester

MBA 623: Strategic Management Elective III

Elective I

Elective II

Specialization II

Specialization III

MBA 699: Special Studies/Project

MBA 698: Management Seminars

Fourth Semester

Elective III, Elective IV

Specialization IV

Specialization V

Specialization VI

MBA 699: Special Studies/Project

MBA 698: Management Seminars

Specialization Courses

MBA 663: Total Quality Management

MBA 675: Infrastructure Regulation, Policy,
and Finance

MBA 665: Manufacturing Planning and Control

MBA 626: Management of Technology

MBA 635: Marketing of Services

MBA 633: Marketing Research

MBA 671: Managing Service Operations

MBA 664: Supply Chain Mgmt

MBA 672: Advanced Manufacturing Systems

MBA 622: Manufacturing Policy

MBA 613: Organizing for Services

Elective Courses

(This list of elective courses is only indicative . Some of them may not be offered or available for a batch).

Knowledge Strategies & Knowledge Systems

Corporate Innovation & Entrepreneurship

Project Management

E-Marketing

Advertising and Marketing Strategy

Consumer Behaviour

Management Information Systems

Data Base Management Systems

Security Analysis, Derivatives, Portfolio Mgmt

Financial Intermediaries, Financial Institutions, & Regulators

Risk Management in Financial Systems

Measuring & Driving Corporate Performance

Managing Change in Organizations

Management of High Technology

International Business

Business to Business Marketing

Enterprise Integration with IT

Software Project management

Simulation of Business Systems

Project Finance and Management

Globalisation state ad corporations

Courses of other Departments: Students can also take courses from other departments of the Institute as electives.

FACILITIES

The MBA programme at IIT Kanpur has state of the art interactive teaching facilities that help to augment the endeavor of the faculty in creating both knowledge and opinion leaders. Classrooms, labs and hostel rooms are provided with continuous connectivity through the LAN and Internet facilities. SIIC (SIDBI Innovation and Incubation Centre) is a live management laboratory where MBA students have opportunities to convert their theoretical understanding to solutions for problems faced by the start-up firms. Facilities like lecture halls, seminar rooms and audio-visual aids have been designed to promote learning and interaction.

Excellent recreational and sporting facilities further enrich the environment. The campus has all the amenities for developing the personal, social and academic skills of the community. The institute boasts of an Olympic size swimming pool, tennis courts, basketball courts, football and hockey stadium and various other athletics facilities which help in overall development of the personality. IITK also provides opportunity to learn foreign languages such as French, Japanese and German through the language laboratory. There is also the Students

Activities Centre which supports and houses more than 35 hobby clubs including Fine Arts, Photography, Astronomy, Debate, Music, Theatre Workshop and others which allow students to pursue their hobbies, and interests in extra-curricular activities. Gliding and Soaring Centre provides an opportunity for learning gliding.

KNOWLEDGE RESOURCE

It is necessary to supplement and support the students and faculty with knowledge resources in order to keep themselves abreast of thoughts and latest developments in the corporate field. MBA programme provides its students with a vast database of information in the form of periodicals, journals, CDs, magazines, machine readable databases, technical reports and books in the central as well as departmental library. The P.K. Kelkar library, rated among the best libraries in the nation, has about 3,80,000 books that deal with the various aspects and intricacies of science and management. In addition to this, the library subscribes to about 1500 periodicals and journals thus fortifying its existing setup with a vast repertoire of current knowledge base.

E-resources like online databases and archives of journals have also been provided to facilitate easier access to knowledge. The IME department subscribes to all major online databases like Prowess, Infraline, Alpha, EBSCO, EMERALD, Indiatat, Proquest, Capitaline etc. and is part of INDEST consortium.

In addition, the department subscribes to a gamut of reputed management journals and magazines some of which are:

- ☐ Harvard Business Review
- ☐ Sloan Management Review
- ☐ California Management Review
- ☐ Journal of Marketing
- ☐ Strategic Management journal
- ☐ Journal of Financial Economics
- ☐ The McKinsey Quarterly
- ☐ Journal of Small Business Management

ACCOMMODATION

IIT Kanpur is a residential campus and students are required to stay on campus. There are eight halls of residences for the male students and two for female students. Networking facilities have now reached the desks of students in their rooms in the halls. A few single bed room apartments for married students are also available and are allocated on the basis of seniority of the students.

COURSE FEES

Students of MBA programme are required to pay tuition fee of Rs.25,000/- per Semester. In addition the student has to pay other fees and charges which include hostel room rent, electricity charges, Gymkhana fees etc. which are likely to be approximately Rs.8000/- per Semester. Mess charges are payable on actuals. SC/ST students are exempted from paying tuition fee but are required to pay other fees. Foreign and Non Resident Indians are required to pay tuition fee of US\$ 6,000 per semester. Fees for the year 2009 are subject to revision.

ELIGIBILITY

A Bachelor's degree in any branch of engineering or technology (AICTE approved) from a University/ Institute with at least 60% of marks or grade point average of 6.0 on a scale of 10.0 in aggregate based on average over the whole programme. Candidates with AMIE or similar distance learning qualification are not eligible for this programme. Candidates with Architecture degree can apply provided they have taken Mathematics at 10+2 level.

Candidates will be selected on the basis of nationally-administered JMET, a group discussion and a personal interview.

Candidates from outside India (foreign nationals and non-resident Indians) will be selected on the basis of academic background and work experience.

Reservation for SC/ST Candidates

In this programme, 15% seats are reserved for SC candidates, and 7.5% seats for ST candidates. Such candidates who have passed the basic qualifying degree as stated above are eligible to apply irrespective of marks/ grade

point average but should satisfy the eligibility requirement of qualifying in JMET. However, while considering their cases only their suitability for the programme is ensured and they are not compared with the candidates belonging to other categories.

Reservation for OBC (Not belonging to the Creamy Layer) Candidates

For the year 2010, 27% seats are reserved for those OBC candidates who qualify JMET and who do not belong to the Creamy Layer according to the criteria laid down by the Central Government.

Reservation for Candidates with Physical Disability

Up to 3% seats are reserved for candidates with physical disability (PD). The reservation to PD category will be applicable to all categories (including General) horizontally.

FACULTY

Veena Bansal, PhD (IIT Kanpur) - Information Technology, Document Processing. (ON LEAVE)

Jayanta Chatterjee, PhD (IIT Delhi) - Knowledge Management, Entrepreneurship, Service Management (ON LEAVE)

Peeyush Mehta, Fellow in Management (IIM Ahmedabad) - Operations management, Supply Chain Management

Ashok K Mittal, PhD (Case Western) - Operations Research, Operations Management, TQM, IPR.

B.V. Phani, Fellow in Management (IIM Calcutta) - Accounting and Finance

Runa Sarkar, Fellow in Management (IIM Calcutta) - Environmental and Managerial Economics (ON LEAVE)

R.N. Sengupta, Fellow in Management (IIM Calcutta) - Computational finance, Risk Management, Operations Management

Kripa Shanker, PhD (Cornell) - Operations Management, CIMS, Quantitative Decision Modelling.

Narendra K Sharma PhD (Delhi) - Marketing, Consumer Behaviour.

RRK Sharma, Fellow in Management (IIM Ahmedabad) - Quantitative Methods, Manufacturing Policy

Anoop Singh, PhD (IGIDR, Mumbai) - Infrastructure Finance & Regulation, Energy & Environment, Managerial Economics

Arun P Sinha, Fellow in Management (IIM Ahmedabad) - Strategic Management, International Business, Service Marketing.

Rahul Varman, Fellow in Management (IIM Ahmedabad) - Human Resource Management & Industrial Relations, Organisation Theory, Globalisation.

VISITING FACULTY

Subhash C Misra, PhD (Carleton) – Information systems analysis and design, software project management, enterprise resource planning

FACULTY FROM OTHER DEPARTMENTS IITK/ADJUNCT/GUEST FACULTY

Subir Raha, Executive Vice Chairman, Hinduja Group (Distinguished Honorary Professor)

A K Sharma, PhD (IIT Bombay) - Social Systems

Dipankar Ganguli, Chartered Accountant - Corporate law & Taxation

Jayant Krishna - TCS Lukhnow

THE CAMPUS

Preserving its park-like mettle in the cradle of the Gangetic plains, IIT Kanpur is now home to 3000 undergraduate and postgraduate students and a 300-strong faculty. The Institute has a modern library and state-of-art computing facilities. A self-contained community, it has its own shopping complex, two banks, a hospital, four schools, a new auditorium, and a swimming pool. Some can be found to have developed colossal fascination with peacocks, migrating birds and greenery on the campus.

PLACEMENT

Institute has a placement office to facilitate placement of students. Students from the graduating batches have been fully placed. Some of the companies who have recruited from our campus are:

ABN Amro	Amul	Accenture	Airtight Network
Alstom	Amsoft	Arvind Mills	Ashok Leyland
B&K Securities	Bajaj Auto	Bharati Televentures	BHEL
BPCL	Bristlecone	Boston Analytics	Citibank
Crisil	Eicher	E-serve	ESSAR
GAIL	Genpact	GSPL	HCL Tech
Hero Group	Hexaware	Honda	Hyundai
HSBC Analytics	IBM Global Service	ICICI Lombard	ICICI Securities
ICICI Bank	ICRA	Infosys Technologies	Ingersoll Rand
International Tractors	Kotak Mahindra Bank	KPMG	MarketRx
Maruti	Motilal Oswal Securities	Nestle	Pantaloon Retail
Pepsi	Perot Systems	PWC	Reliance Energy
RBI	Satyam Computers	SBI Capital Markets	SBI Mutual Funds
Schlumberger	Siemens	Synnovate India	Tata Motors
TCS	Vedanta Resources	IL&FS	

HOW TO APPLY

After qualifying in the JMET 2009 the following procedure is required to be completed by the candidates interested in seeking admission to the Master of Business Administration (MBA) Programme of IIT Kanpur.

Step 1: Qualified candidates can download the application form from www.iitk.ac.in/ime and send it to, Convener DPGC IME Department IIT Kanpur 208016 along with a DD of Rs 500/- (Rs 250/- for SC/ ST) payable to Registrar IIT Kanpur at Kanpur. Last date of receiving application at IIT Kanpur is January 29, 2010.

Step 2: Short listed candidates will be called for GD/ Interview at Kanpur.

CONTACT ADDRESS:

For any further information about the MBA programme of IIT Kanpur, contact:

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