

DEPARTMENT OF INDUSTRIAL AND MANAGEMENT ENGINEERING



MBA IIT KANPUR

INFORMATION BROCHURE 2020-21

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Director's Message

Innovation in management is as important as the science and technology of any Engineering practice. MBA students of IIT Kanpur have been exhibiting leadership qualities and passion to serve the society as responsible managers of the corporate world, true to the IIT tradition.



Dr. Abhay Karandikar

The MBA programme at IIT Kanpur was initiated with the guiding principle that a sound technical expertise coupled with right management acumen, is the key to survival in a contemporary competitive environment. In fact, the programme is a testimony to one of the key strengths of IIT Kanpur, which is its articulate understanding of the existing and future needs of the corporate world. This inherent dynamism is expressed through path-breaking innovations in both its programmes and its research to keep abreast with the latest.

Globally accepted as a vibrant seat of academic and professional excellence, IIT Kanpur is known for its innovative approach, participative culture and academic rigour. Over eighteen thousand engineers, technologists, scientists, managers and entrepreneurs from IIT Kanpur are today active across the globe.

The MBA programme offered by the IME department retains a strong interaction with the industry or account of its courses in Industrial Management. The strong industry linkages ultimately go a long way in providing a holistic approach to research and education. Special efforts to recruit talented faculty on a global basis and stringent admission procedures to select brilliant students across the country, ensures a pool of formidable intellectual capital at any given time in the campus. This helps in a healthy and dynamic exchange of ideas which incubates leaders for the corporate world. No wonder that IIT is perhaps, India's most recognized brand the world over.

Needless to say that the MBA students of IIT Kanpur have been exhibiting leadership qualities and passion to serve the society as responsible managers of the corporate world, true to IIT tradition. Students of the earlier batches have carved out a niche for themselves as assets to the organizations. This fact is reinforced by enthusiastic response from the corporate world in the form of placements. I feel confident that this pool of professionals will be another feather in the glorious crown of IIT Kanpur. I wish them all the very best in all their future endeavours.



Message from HOD



Dr. R.N. Sengupta

The world is going through a tremendous positive transformation, and in education its effects are clearly discernible. We, in IME, want to be part of this positive change utilizing our core strengths in Industrial Engineering, Operations Research, Operations Management, Data Analytics and Management Science.

Our tryst with Industrial & Management Engineering started way back in 1974, when the Industrial & Management Engineering (IME) programme was initiated to teach methods to plan, design, implement and manage production and services. Starting 1988, the IME department began the PhD and the M Tech program and since 2001 it incorporated the MBA programme in its curriculum also. Being an integral part of an institution of the stature of IIT Kanpur naturally helps the department and its programmes imbibe all the values and ethos that have made the institute an epitome of excellence.

Starting 2001, IME started the MBA program, along with another two unique Masters program which trains students, who are selected through CAT and other selection norms set by the Institute/Department, to be techno-managers in industry. The program is practically training based and trains students in a variety of courses where seven are compulsory and rest are all different selective and specialized courses in areas of OM, OR, SCM, Economics, Finance, IT, MIS, OB/HR, Marketing, Strategy, etc. As required, Summer Internship is encouraged and mandated for the students. Furthermore, to bring the flavor of the more hands-on experience based learning process in the MBA curriculum, there is a concept of Capstone Project which is expected to be an extended industry based interaction, and this is something which is unique in India. During the Capstone Project, the student gets associated with an industry's life project or assignment or genuine futuristic problem in which he/she tries to learn as well as implement different concepts he/she has studied in his/her MBA program during the first year. With this proper training our MBA students have made their mark in companies like ITC, Barclays, Nomura, CITI, HSBC, HUL, Amazon, etc.

We are supremely confident that in years to come, IME department with its rigorous and regularly updated syllabus, top notch research, innovative teaching techniques and active participation with industry will enforce the reputation of itself as well as that of IIT Kanpur as an enviable seat of higher learning.



THE INSTITUTE

IIT Kanpur is one of the premier institutes established by the Government of India in 1959. Since its inception, IIT Kanpur has been striving to develop into an institution of excellence in education and research in consonance with the contemporary and future needs of India. The combined record of its faculty and students along with the alumni spread across the world is awe inspiring.

With path-breaking innovations in both curriculum and research, the institute has carved an exclusive name for itself. The Institute offers its students an outstanding academic environment coupled with world-class infrastructure. Not only does it celebrate freedom of thought, cultivate vision and encourage growth, but it also inculcates human values and concern for the environment and the society. The special efforts to recruit talented faculty on a global basis and stringent admission procedures to select brilliant students across the country, ensures a pool of formidable intellectual capital at any given time in the campus. This helps in healthy and dynamic exchange of ideas which incubates leaders for the corporate world.



THE DEPARTMENT

With the establishment of the Department of Industrial and Management Engineering (IME) in 1974, IIT Kanpur extended its technical supremacy to managerial disciplines. The IME department was established with the aim of combining the strength of technology and management. This synergy is the foundational bedrock of all IME programs - MBA, M.Tech and PhD. Keeping up with the tradition of innovation, the 2-year MBA program aims at creating business leaders and entrepreneurs by leveraging on its strengths in technology, computing and social sciences.

The department is currently engaged in a diverse set of activities including teaching, academic research, industry consulting, management development programmes, and public sector projects. The curriculum of the department is constantly updated based on the changing needs of the industry. Emphasis is given to industry interaction by means of academic means of academic projects, internships and capstone projects.



FACULTY PROFILES

Dr. Amit Shukla

FPM, IIM Lucknow

Emerging Employment
Relationship | Citizenship
Behavior | Psychological
Ownership | Positive OB |
Academic Excellence | Staffing |
Performance and Talent
Management

Dr. Anoop Singh

Ph.D., IGIDR Mumbai

Power / Energy Sector
Regulation | Policy & Finance |
Renewable Energy Policy &
Regulation | Energy Pricing |
Tariff Design
| Energy Economics

Dr. Avijit Khanra

FPM, IIM Ahmedabad

Inventory Control and Supply
Chain Management | Analysis
of Queues | Modeling and
Optimization | Scheduling

Dr. B V Phani

FPM, IIM Calcutta

Financial Intermediation |
Market Valuation and
Microstructure |
Entrepreneurial Finance |
Credit Risk Modeling |
Securitization

Dr. R.N. Sengupta

FPM, IIM Calcutta

Statistical Analysis | Risk
Management | Quantitative
Decision Techniques |
Optimization | Meta-
heuristics Techniques.

Dr. Faiz Hamid

FPM, IIM Lucknow

Combinatorial Optimization
| Network Optimization |
Fuzzy Logic | Data Mining |
Recommender Systems

FACULTY PROFILES

Dr. Devlina Chatterjee

Ph.D., IISc Bangalore

Business Economics |
Applied Economics |
Empirical Finance | Rural
Economics

Dr. Shankar Prawesh

Ph.D., University of South Florida

Social Media Recommender
Systems | Data Mining |
Evolutionary Computation
and Agent Based Modeling

Dr. R.R.K. Sharma

FPM, IIM Ahmedabad

Quantitative Methods for
Management |
Manufacturing Policy |
Strategic Management

Dr. Sri Vanamalla

Ph.D., IISc Bangalore

Applied Operations
Research | Optimization and
Game Theory

Dr. Subhas Chandra Misra

Ph.D., Carleton University

Business Process Management |
Project Management | Supply Chain
Management | Quality Management |
Enterprise Resource Planning (ERP)
| Business Analytics/Data Analysis |
E-Governance, and Information
Systems

Dr. Vipin B

Ph.D., IIT Madras

Decision Theory | Inventory
Theory | and Supply Chain
Management

FACULTY PROFILES

Dr. Rahul Varman

FPM, IIM Ahmedabad
Personnel Management
and Industrial Relations |
Organizational Theory and
Social, Political, Legal
issues in Business

Dr. Suman Saurabh

FPM, IIM Ahmedabad
Corporate Finance |
Financial Derivatives |
Mergers and Acquisition |
Behavioral Finance

Dr. Deepu Philip

Ph.D., MSU Bozeman
Operations Management |
Decision Sciences | System
Simulation | Systems
Engineering | Defense
Systems

Dr. Subhankar Mukherjee

FPM, IIM Calcutta
Development Economics
| Applied Microeconomics

Dr. Veena Bansal

Ph.D., IIT Kanpur
Information Technology and
Management | ERP systems
| E-Commerce

INFRASTRUCTURE



PK Kelkar Library, rated among some of the best university libraries of the world has about 4.5 lakh books in addition to about 1500 periodicals and journals. Every year on an average 4500 books and journal volumes are added to its collection. The department also has a library to cater to the literary needs of the students. Subscription is made available to databases like Prowess, Alpha, EBSCO, EMERALD, Indiatat, Proquest, JSTOR, Capitaline, INDEST.

The IME Department has the following labs:

- Smart Systems and Operations Lab
- Product Lifecycle Management Lab
- Management Computing Lab
- Virtual Lab – Production Shop Simulation Lab of MHRD
- Management Simulation Lab

Tools Available:

Finance Software:

- Primavera • Project Finance International
- Risk Simulator

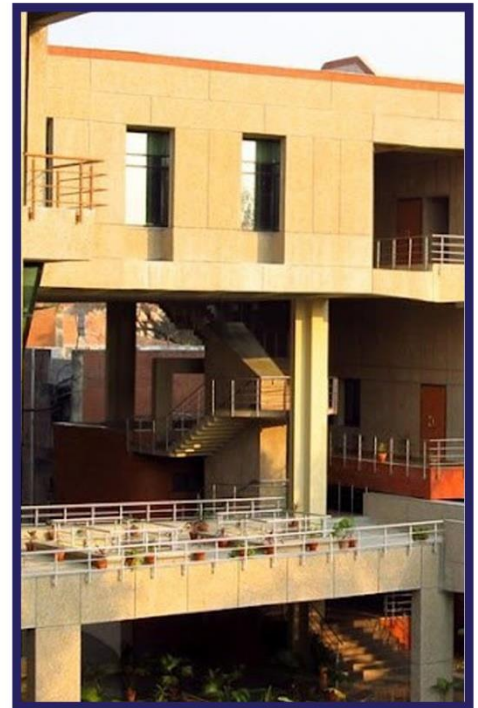
Operations Software:

- DEA Solver Pro 8.0 • PLM Software • NX Unigraphics Automation and Strategy:
- Arena 13 • Stella 9.1 • Data Transformation Service

Business Statistics Software:

- SPSS • SAS • MATLAB • MINITAB • R • ArgoUM

Besides this, there are regular subscriptions to a gamut of reputed management journals on Marketing, Strategic Management, Manufacturing Systems and Financial Economics apart from Harvard Business Review, Sloan Management Review etc.



CURRICULUM

The curriculum comprises of course work imparting state-of-art business knowledge coupled with emphasis on experiential learning achieved through summer internship and special studies research projects.

SUMMER INTERNSHIP

The two year MBA program requires students to do summer internship at the end of first year between May-July for a period of two months. To assimilate the business concepts summer internship are encouraged in a wide array of business setting that include private industries, government institutions, start-ups and NGOs.

CAPSTONE PROJECT

The Capstone project has been implemented after rigorous feedback from industry, faculty and our alumni. The broad objectives of the Capstone project are to:

- Inculcate the understanding of sustainability and innovation to bring the students in tune with the changing times and future requirements.
- Enable the students to not only implement function specific techniques and knowledge but also learn about the integrative skills where knowledge across specific streams can be applied to a real life problem.
- Enable the companies to benefit from the insights and solutions provided by the students while working on the Capstone project.

WINTER INTERNSHIP

As engineers, it is important for students to develop relevant work experience in the business domain of their interest. To facilitate learning from gaining practical experience, the students are allowed on an optional one month internship in the month of December.



CURRICULUM

CORE COURSES

- Marketing Management
- Accounting and Finance
- Organisation Structure and Design
- Economic Analysis for Management
- Quantitative Methods for Decision Making
- Production and Operations Management System
- Socio-Political and Ethical Aspects of Business

FINANCE

- Portfolio Management
- Corporate Finance
- Commercial Banking, Risk Modelling and Management
- PPP in Infrastructure
- Project Financing and Management
- Renewable Energy – Economics and Policy
- Energy and Carbon Markets

HUMAN RESOURCES

- Human Resource Management (HRM)
- Organizational Staffing
- Performance Management
- Employee Relations Management

OPERATIONS

- Management of Service Operations
- Total Quality Management (TQM)
- Strategic Issues in Manufacturing
- Supply Chain Management
- Project Management

MARKETING

- Marketing Research
- Business to Business Marketing
- Consumer Behaviour
- Marketing of Services
- Product Strategy and Brand Management

IT | ANALYTICS | STRATEGY

- Economic Analysis for Management
- Statistical Modelling for Business Analysis
- Management Information Systems
- Global Sourcing of IT
- Business Process Modelling
- E-supply Chain Management
- Strategic Management
- Social Media Analytics
- Management of Technology
- E-commerce and Big Data for Management
- Strategy Management
- Intellectual Property Rights, Value Creation and Capture



EVENTS AND ACTIVITIES



PRABANDHAN

Prabandhan provides a common platform interaction and sharing of knowledge and experiences among corporate professionals, academicians and students. As a part of the platform the following are the key events held focussing on problem solving via case studies in different domains:

ACCS: Analytics Case Study and Competition and Symposium

Consulere: Consulting Event

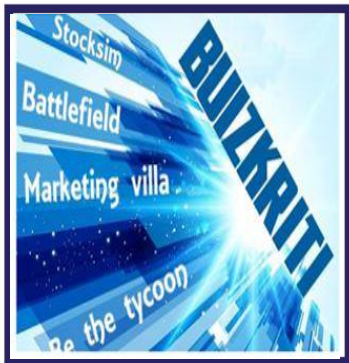
Markovista: Marketing Event

Regnant populi: Human Resources Event

Sanchalan: Operations Event

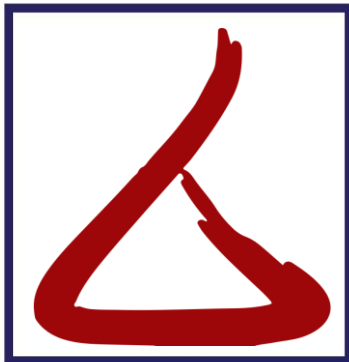
Vittraj: Finance Event

Karobaar: Business Event



BUIZKRITI

Buizkriti is an integral part of the annual technical festival of IIT Kanpur. Techkriti and it captures a number of business events covering various facets of management. MBA students actively take part in Organizing these events with an immense participation from the students of prestigious B- Schools of India.



ANTARAGNI

Antaragni is an all-India intercollege cultural festival hosted by the Students' Gymkhana. Notwithstanding the academic rigor at IIT Kanpur, Antaragni serves to fuel the mettle in students. Over the years the festival has earned a reputation of being a complete "cult-fest" as it offers the participants a plethora of contests and professional performances by artists renowned worldwide.

EVENTS AND ACTIVITIES



ENTREPRENEURSHIP CELL

The E- Cell at IIT Kanpur envisions a time, when youth will look up to the new generation of CEO's and entrepreneurs as their modern day rock. The Students of MBA programme actively coordinate and head various divisions of E-Cell, IIT Kanpur.



AVANT GARDE

A biannual business magazine & e-newsletter was started by the MBA students at IIT Kanpur to serve as a platform for them to express their views on the major business events happening around the world, from the latest disruptive start-up to IPOs, to M&A's, to new legislation, the students give their point of view on how these affect the global business environment.



TIPS FROM TOP

The Tips from Top initiative by the corporate relations committee is aimed at providing the right amount of industry exposure to the students of MBA, IIT Kanpur by organizing seminars and guest lectures by industry stalwarts.

ADMISSION CRITERIA & ELIGIBILITY

Eligibility Criteria for Applying to the Program:

Qualifying Examination

To apply for the academic session of 2020-2021, an applicant must appear for the CAT 2019 examination conducted by IIMs.

For GN, EWS and OBC(NCL) applicants

- Overall CAT-2019 score of 85 percentile and above.
- 65% and above in Class X and Class XII examinations.
- B. Tech. or B.E. or B. Arch. (with Mathematics as one of the subjects in Class XII), or four year degree program leading to B. Sc. Engineering (with Mathematics as one of the subjects in the UG program), or four year degree program leading to Bachelor of Science degree (with Mathematics as one of the subjects in the UG program), or Master of Science (with Mathematics as one of the subjects in the UG program), or Master of Arts in Economics (with Mathematics as one of the subjects in the UG program) with aggregate of 65% or a CPI of 6.5 on a scale of 10 from any AICTE recognized institute/university, IITs, NITs, and IIITs.

For SC and ST applicants

- Overall CAT-2019 score of 75 percentile and above.
- 55% and above in Class X and Class XII examinations.
- B. Tech. or B.E. or B. Arch. (with Mathematics as one of the subjects in Class XII), or four year degree program leading to B. Sc. Engineering (with Mathematics as one of the subjects in the UG program), or four year degree program leading to Bachelor of Science degree (with Mathematics as one of the subjects in the UG program), or Master of Science (with Mathematics as one of the subjects in the UG program), or Master of Arts in Economics (with Mathematics as one of the subjects in the UG program) with aggregate of 55% or a CPI of 5.5 on a scale of 10 from any AICTE recognized institute/university, IITs, NITs, and IIITs.

Candidates appearing for the final degree examination can also apply. Such candidates, if selected, will be admitted provisionally. They have to complete all the requirements of the qualifying degree at the time of joining the course.

For more information on EWS: <http://www.iitk.ac.in/doaa/data/GOI-OM-on-EWS.pdf>

ADMISSION CRITERIA & ELIGIBILITY

Note:

Online application process is likely to start from the next day of announcement of CAT 2019 results.

The following stages are involved in the admissions process for the M.B.A. program, IME Department, IIT Kanpur.

STAGE 1:

Apply through the online form, if you meet the eligibility criteria

STAGE 2:

Shortlisting of the applicants on the basis of forms

STAGE 3:

Group Discussion and Personal Interview

Group Discussion and Personal Interview will be conducted for all the short listed applicants. Cut-off marks will be different for each category.

A committee-in-charge for M.B.A. admissions will conduct the personal interview to evaluate the suitability of the candidate for the program based on academic background of the applicant, his/her general academic proficiency, etc.

STAGE 4:

Merit List Preparation

Applicants belonging to different categories (GN, EWS, OBC(NCL), SC, ST, DAP(Differently Abled Person)) will be separately merit listed. The cut offs for different categories will be decided by the committee-in-charge for M.B.A. admissions of the IME department of IIT Kanpur. The approved norms on reservation (EWS:10%, OBC(NCL): 27%, SC: 15%, ST: 7.5% and DAP(Differently Abled Person): 3% horizontal across GN, EWS, SC, ST and OBC(NCL)) will be observed. Please check the latest approved norms of eligibility for reservation.

How to Apply:

Candidates who fulfill the above stated eligibility criteria can apply to the MBA program at IIT Kanpur by filling an online application form. The application fees for General and OBC(NCL) candidates is INR 1600/- and for EWS/SC/ST/DAP(Differently Abled Person) is INR 800/-. A candidate can apply to the MBA program only through online application process after CAT results are declared.

STUDENTS AND PLACEMENTS



For Detailed Placement Reports

Visit: <https://www.iitk.ac.in/ime/mba-placement-process>



For Detailed Students Profile

Visit: <https://www.iitk.ac.in/ime/mba-program-students>

