

# **ADMISSION BROCHURE**

## **MBA PROGRAMME 2021-2022**

**Department of Management Studies**  
**Guru Ghasidas Vishwavidyalaya**  
(A Central University established by The Central Universities Act, 2009)  
**Bilaspur, Chhattisgarh**

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## **About The University**

Guru Ghasidas Vishwavidyalaya (GGV), established by The Central Universities Act, 2009, is an active member of the Association of Indian Universities and Association of Commonwealth Universities. The National Assessment & Accreditation Council (NAAC) has accredited the University with B grade.

Situated in a socially and economically challenged area, the University is appropriately named to honor the Great Satnami Saint Guru Ghasidas (born in 17th Century), who championed the cause of the downtrodden and waged a relentless struggle against all forms of social evils and injustice prevailing in the society.

GGV offers various Under Graduate, Post Graduate and Ph. D. courses in the areas of Arts, Commerce, Engineering & Technology, Law and Humanities, Life Sciences, Management, Pharmacy, Physical Sciences and Social Sciences.

## **About The Department**

Responding to the changing and increasing needs for professional education and training in management, the Department of Management Studies was established in 1988. The Department prepares students to become effective managers in the new economic era, and the emphasis is always on quality education and promoting a culture of enquiry and enterprise.

## **The Vision**

The Department strives to carve out a niche for itself to be amongst the leading management schools in India.

Students have successfully been educated and trained by the Department and have been placed in reputed business houses in India and abroad, in the fields of banking and finance, marketing, general management, and academics. Many are successfully managing their own business establishments.

The Department offers Master of Business Administration program and Doctoral Research in Management.

## **The MBA Programme**

The Master of Business Administration (MBA) is a two-year Full-Time programme;

### **Objectives of the program are**

- To train and develop students for careers in management;
- To develop analytical, communicative and creative decision making skills to match the requirements of modern competitive world;
- To inculcate in the students values and attitudes necessary to become socially responsible managers;
- To improve the managerial competence of practicing managers/executives and
- To explore new horizons in various functional areas of management through research.

**COURSE STRUCTURE\***  
**MASTER OF BUSINESS ADMINISTRATION (MBA)**

**CORE COURSES**

**FIRST YEAR**

Semester-I

CP-101 Management Process and Organizational Behaviour

CP-102 Quantitative Methods

CP-103 Managerial Economics

CP-104 Business Environment

CP-105 Managerial Skill Development

CP-106 Indian Ethos and Values

CP-107 Accounting for Managers

CP-108 International Environment and Management

Semester- II

CP-201 Organizational Effectiveness and Change

CP-202 Operations Research

CP-203 Human Resource Management

CP-204 Financial Management

CP-205 Marketing Management

CP-206 Production and Operations Management

CP-207 Research Methodology

CP-208 Computer Application in Management

**SECOND YEAR**

Semester - III

CP-301 Decision Support System and Management Information System

CP-302 Corporate Legal Frame Work

CP-303 Summer Training Project

Plus Five optional Papers.

Semester – IV

CP-401 Strategic Management

CP-402 Project Report

Plus Three optional Papers.

**OPTIONAL PAPERS**

<b>FINANCE</b>	<b>MARKETING</b>	<b>O.B. &amp; H.R.D.</b>
<b>Management Control System</b>	<b>Consumer Behaviour</b>	<b>Management of Industrial Relations</b>
<b>Security Analysis and Portfolio Management</b>	<b>Advertising and Sales Promotion Management</b>	<b>Legal Framework Governing Human Relations</b>
<b>Management of Financial Institution</b>	<b>International Marketing</b>	<b>Management Training and Development</b>
<b>Management of Financial Services</b>	<b>Sales and Distribution Management</b>	<b>Human Resource Planning and Development</b>
<b>International Financial Management</b>	<b>Marketing of Services</b>	<b>Organizational Change and Intervention Strategies</b>

\*Course structure likely to be changed as per the policy of the University.

## **CORE FACULTY (As on 31-07-2021)**



### **Dr. B.D. Mishra**

Associate Professor & Head  
M.B.A.; Ph.D.; FDP  
Financial Management and  
Business Policy & Strategic Management.



### **Dr. Harish Kumar**

Professor  
M.Com (Bus.Admn.);Ph.D.;FDP; (IIM –A)D.Litt.  
Human Resource Management, Organisational Behaviour and General  
Management.



### **Dr. L.P. Pateriya**

Professor (On Extra-Ordinary Leave)  
M.Sc. (Maths);M.B.A.;LL.B.;ACTE(Tourism);Ph.D.  
Quantitative Techniques & Operations Research, Marketing Management and  
Business Law.



### **Dr. (Mrs.) Bobby B. Pandey**

Assistant Professor (Sr.Scale)  
M.A. (Eco.);M.B.A.;Ph.D.  
Business Economics and Marketing Management.

## ACADEMIC ACTIVITIES

### GUEST FACULTY WHO VISITED THE DEPARTMENT IN THE RECENT PAST

- **Mr. C.K.Poddar** Former Director, Industrial Relations, Neelachal Ispat Nigam, Bhubneshwar
- **Prof. Sitikantha Mishra** Former Director, Indian Institute of Tourism & Travel Management, Gwalior
- **Prof. G. Anjaneya Swamy** Dean School Of Management Pondicherry University
- **Shri N.K. Mishra** Retired Manager, SBI Bilaspur
- **Shri Harish Kedia** President, Chhattisgarh Laghu and Sahayak Udyog Mahasangh
- **Shri.OmModi** President, Bilaspur Chapter of Chartered Accountants of India
- **Shri Sameer Singh** Chartered Accountant, Bilaspur
- **Prof. B. S. Sahay** Ex- Director IIM, Raipur (Chhattisgarh)
- **Dr. Krish K. Dubey** Management Consultant and International Faculty, Honolulu, USA
- **Prof. Subash Sharma** Dean, Indus Business Academy, Bangalore, Former Director, Indian Institute of Plantation Management, Bangalore
- **Dr. R.K. Saxena** Ex-Head, Dept. of Business Administration, Bundelkhand University, Jhansi (U.P.).
- **Prof. R.P. Das** Professor, Dept. of Management, Pt. Ravishankar Shukla, University, Raipur and Vice Chancellor Berhampur University, Berhampur (Odisha).
- **Dr. T.K. Das** Director, Medical Services, TRLKrosaki Refractories Ltd. Jharsuguda.
- **Mr. Chandras Behar** IAS Officer (Retired). Govt. of Chhattisgarh
- **Mr. S. Gagarian** Ex- Chief Commercial Manager, SECR, Bilaspur
- **Mr. Prakash Rao** Ex- Chief Commercial Manager, SECR, Bilaspur
- **Mr. S.K. Jena** Senior Manager Safety & Rescue SECL Bilaspur
- **Shri S.C. Mishra** Deputy General Manager, HRDBhilai Steel Plant, Bhilai
- **Mr. B.S. Pani** Span Resources Management Services, Bhubaneswar
- **Mr. Y. Shrinivas** Group Captain (Rtd.) Indian Airforce
- **Prof. A. K. Sinha** Prof. of Anthropology, Deptt. of Anthropology Punjab University, Chandigarh.

### SEMINAR, WORKSHOP & LECTURE SERIES

Apart from guest lectures, the Department has taken steps to boost the academic activities by organizing lecture series, conferences, workshops and training programme for corporate executives.

Following conferences, seminars workshop & training programme were organized by the Department in past.

- Two Days National Seminar on Development of Tourism Industry in India-Issues & Challenges Sponsored by Ministry of Tourism, Government of India, New Delhi
- Panel Discussion on GST: Issues and Challenges
- National Convention on *Global Leadership - Strategies and Challenges for Indian Business.*
- National Colloquium on *Leadership and the Future: The Art of Managing Change.*
- First Annual Conference of Chhattisgarh Economic Association on *Economic Development of Chhattisgarh: Opportunities and Challenges.*
- A regional seminar on *Financing of Panchayati Raj Institution.*
- Workshop on *Research Methodology in Social Sciences.*
- Training programme for Executives of Apollo Hospital, Bilaspur.

- One Day interactive session on Employability Skills with Iron Mountain ,Mumbai
- One day webinar on “How to write Research Paper and Publish”

### **REWARDS & SCHOLARSHIPS**

The topper of each batch is awarded a Gold Medal and Merit Certificate in the convocation of the University. The girl student securing highest marks in the final examination is awarded the Late Shrimati Sumitra Devi and Late Shri Damroo Lal Pateriya Memorial Medal.

### **FACILITIES IN THE CAMPUS**

**Hostel:** Hostel facility for boys and girls are available in the campus.

**Computer Lab:** Students of the Department are eligible to avail the centralized computer facility. The Department has fully air-conditioned computer lab with internet facilities well connected with LAN networking and necessary software for management students.

**Library:** The University has a well stocked up-to-date library containing large number of books, back volumes of journals and projects / Ph.D. thesis. Presently, it subscribes about 150 Indian and foreign journals in various disciplines. The reprographic facility on subsidized rate is provided to the users along with other library services. The library has internet facility and library automation with INFLIBNET link is under progress. Besides the central library, students can also use the departmental library. Departmental library mainly provides Text books on various functional area of Management.

**National Service Scheme:** The University has a unit of National Service Scheme (NSS). The aim of NSS is to provide an opportunity and working experience for social services. The students of the department participate in various activities like plantation, blood donation, seminar, essay writing, quiz, and debate etc., organized by the NSS unit of the university.

**Proctorial Board:** The University has constituted a Proctorial Board for keeping its campus disciplined. The board takes prompt action in case of any misconduct if occurs in the campus and recommends appropriate punishment for student found guilty. It also takes all the preventive measures against ragging and examines the cases of alleged ragging (if any).

**Post Office and Bank:** The residents and students in the campus are provided with Banking & Communication facilities. Punjab National Bank(PNB), Bank of India(BOI) and Post Office are rendering their services in the campus. ATM (24 hours) facilities as well as online banking facilities are provided by PNB and BOI. Also an ATM (24 hours) facility by State Bank of India is available in the campus. A new electronic telephone exchange is also established in the campus.

**Health Centre:** Health and ambulance facilities to the students and residents are available in the Health Centre located near the University Computer Centre. One medical officer with other staffs are available to take care of the Primary Health problems of the students and residents.

**SC/ST Cell:** University has a separate SC/ST cell. The cell processes and provides assistance to the SC/ST students to get scholarships as per the Government rules and deals with all the problems of the SC/ST students.

**Sports:** The University has a well-equipped physical education Centre with grounds to play various sports. There is one sports complex to improve the athletic skills of youth.

**Canteen Facility:** The University has a canteen in the campus, near the administrative building. The canteen provides snacks, tea, coffee, cold-drink; etc. during office hours as well as working lunch. It operates from 10 am to 5 pm on all working days. Canteen committee appointed by the Vishwavidyalaya monitors the quality, rates and standard.

**Auditorium:** One state of art Auditorium with a sitting capacity of about 800 audiences has recently been constructed near administrative block.

### **Cultural Activities:**

**GGV Young Manager's Club (GYMC):** GGV Young Manager's Club came into existence in 2006. All the current students of the MBA programme are the members club.

GYMC organizes various cultural and extracurricular activities in the Department. The club also organizes guest lectures, seminars and other campus development activities.

**GGV Management Alumni Association (GMAA):** Provisions for formation of GGV Management Alumni Association (GMAA) were passed by the Executive Council in 2006. The objectives of the GMAA are to develop continuous relationship with the alumni of the Department and to build a progressive corporate interface and to transform the Department into one of the leading management schools in the country. All students who successfully complete the programme and pay the membership fee, become the member of the club. Major activities of GMAA include publishing and updating the alumni directory, organize alumni meet, organize seminars, workshops and talks of eminent business executives and academicians from time to time. First alumni meet is organized at the department on 12-04-2014. Alumni placed across the India participated with zeal and enthusiasm. They addressed the students of current batch and extended commitment to support the pass out of the department.

**Campus Development:** Students and faculty of the Department are actively involved in developing the area surrounding the Department.

### **INDUSTRY-ACADEMIA INTERACTION**

The Department strives to establish a strong relationship with the industry through invited talks, meetings and training programmes for the students. Industrialists are also invited to participate in the admission process of the students.

### **CENTRAL PLACEMENT CELL**

Central Placement Cell in collaboration with the Department organizes industrial visits, summer placements and campus recruitment. Some of the companies which visited the Department for campus recruitment are Magma Shracchi Finance Ltd., 2 COMS Consulting Pvt. Ltd., Kolkata (selection for ICICI Prudential Life insurance), Bajaj Allianz life insurance, Magma Shracchi Finance Ltd, Madhya Pradesh District Poverty Initiatives project (MP-DPIP) funded by World Bank and SpandanaSphoorth Financials, Hyderabad, HDFC Standard Life. Apart from the above our students are working in prestigious business organizations like:- (The List is indicative)

- Accenture
- Airtel
- Asian Paints
- AXIS Bank
- BALCO



- Bhilai Steel Plant, Bhilai (C.G.)
- Canara Bank
- Central Bank of India
- CIL
- CGPSC
- Corporation Bank
- Ethix Pharmaceutical Pvt. Ltd.
- Future Group (Big Bazar)
- HDFC Bank
- ICICI Bank
- ICICI Prudential Life Insurance
- Indus Land Bank
- Iron Mountain(Multi-National)
- Jindal Steel and Power Ltd
- JSW Steel Ltd., Mumbai
- LupinPharma Limited
- Monnet Ispat&Engg. Limited
- Muthoot Finance
- Pantaloon Retail India Limited
- Pradan
- Promt Times
- PowerGrid Corporation of India
- Punjilloyd Steel
- Religare
- SBI
- Sepco Electric Power construction Corporation (Multi-National)
- Sony Entertainment
- Star News
- Syntel
- Tata Power Company Ltd., Jamshedpur
- Visa Steel Limited
- Vogue India Ltd.
- Woodland
- Yes Bank

#### **CODE OF CONDUCT FOR STUDENTS**

Students are admitted to the university to achieve academic excellence and shape their character to become responsible citizens. They must realize their responsibility towards the university and to its components like the faculty, staff & fellow students. Failure to maintain a good code of conduct shall result in disciplinary action.

#### **DRESS CODE**

Candidates admitted to the department are required to follow the dress code of the Department. The students are supposed to come to the Department in the prescribed dress code as given below:

#### **Normal Days:**

Boys- Formal full sleeve shirt with dark colour trousers and black shoes with lace.

Girls – Salwar -Kurti with dupatta

#### **Special Occasion & Functions:**

Boys- White Full Sleeve shirts with Black trousers and Black shoes with lace.

Girls – White Kurtee and Black Salwar with Black dupatta

### **MISCONDUCT**

Any of the following activities (but not limited to these only) will be termed as misconduct:

1. Disruption of teaching activities or disturbing the learning process of other students in the campus.
2. Any act on the part of the students, which disrupts the functioning of the university, endangers health & safety of campus residents & damages the university properties.
3. Cheating in the examination & supplying false documents /information in order to seek any consideration/favor from the university.
4. Possession or consumption of intoxicating beverages on the campus.
5. Failure to return back the loaned material, settle university dues.
6. Possession of weapons.
7. Use of unparliamentarily language while in conversation with university staff & fellow students.

### **Disciplinary Actions:**

Failure to adhere to good conduct may result in disciplinary actions like:

1. A warning by the authorities.
2. Suspension from the particular class.
3. Suspension/Expulsion from the university.
4. Suspension of campus privileges e.g. hostel, accommodation, etc.
5. Withholding of examination results or withdrawal of awarded diploma/ degree certificate.
6. Any other disciplinary action deemed appropriate by the university authorities.

### **RAGGING**

It is observed that perverse form of ragging is prevalent in institutions of higher learning. The Government and the apex courts of the country have taken very serious view to combat the menace of ragging in universities and other educational institutions. Ragging has been recognized as the “Cognizable offence” and is punishable under law. The following could be the possible punishments for those who are found guilty of participation in or abetment of ragging. The quantum of punishment shall, naturally depend upon the nature and gravity of the offence as established by disciplinary committee or the court of law.

### **Punishments:**

1. Cancellation of admission;
2. Suspension from attending the classes;
3. Withholding/withdrawing scholarships/fellowships & other benefits;
4. Debarring from appearing in any tests / examination or other evaluation process;
5. Withholding results;
6. Debarring from representing the institution in any national meet, tournament, youth festival, etc.;
7. Suspension / Expulsion from the hostel;
8. Rustication from the institution for period varying from 1 to 4 semesters;
9. Expulsion from the institution & consequent debarring from admission to any other institution;
10. Fine up to Rs. 25000/-and
11. Rigorous imprisonment up to three years.

While the first ten types of punishment can be awarded by the appropriate authority of the institution itself, the last punishment can be awarded by a court of law. The candidates admitted to the Department and their parents/guardian are required to submit undertakings in the form of affidavits at the time of admission.

**The other details contained in the admission brochure of the University for this session shall also be applicable *mutatis-mutandis*.**

## **ADMISSION PROCESS**

Applications are invited for admission into the two year MBA programme of the Department.

**No of Seats:** 50 (UR-22, OBC-13, SC-07, ST-03, EWS-05)

**Fees:-**

I Year		II Year	
I Semester	II Semester	III Semester	IV Semester
Rs. 15200	Rs. 11650	Rs.13900	Rs. 11950

Besides, any other fees as determined by the Competent Authority, from time to time, shall also be payable.

**Eligibility:-**

1. Graduates from all disciplines with 50 % marks in aggregate (45% for SC/ST candidates) or above in aggregate at the First Graduate or Post Graduate Degree Examination
2. Final selection of the candidates will be based on the scores of CMAT (Conducted by NTA). Written Test is compulsory for Admission to the course. Candidates failing to appear in the test will not be admitted to the course.
3. Valid Score of CMAT held, after **1<sup>st</sup> July 2020 and before 31<sup>st</sup> May 2021**, will only be considered. Candidates having more than one valid CMAT score card (if any) can submit CMAT score card of his/her choice, which will not be changed under any circumstances.
4. Those awaiting the qualifying examination results and having CMAT score can also apply, but they will have to submit the attested copy of the mark sheet of qualifying examination at the time of Admission.
5. The minimum qualification for admission to the MBA programme shall be as per the Ordinance No. 72 of the University, and other rules of the University as applicable to MBA Programme.
6. Reservation- As per University Rules.

**HOW TO APPLY**

**Steps**

1. **Download the application form the University website [www.ggu.ac.in](http://www.ggu.ac.in).**
2. **Pay the applicable application fees online through the link provided on the university website.**
3. **Fill up the application form and send the scanned copy of the application form along with scanned copies of all the required documents including the copy of application fee through the email: [ggymbaadmission2021@gmail.com](mailto:ggymbaadmission2021@gmail.com) within the stipulated time period.**
4. **Send the hard copy of the application form along with all the required documents by registered/speed post on the address given below within the time limit.**

**Application fee is Rs 500/- for GEN/OBC/EWS category and Rs.300/- for SC/ST Category applicants.**

**IMPORTANT DATES:**

1. *Start of application process / availability of Application forms :11/08/2021*
2. *Last date for submission of application forms through email; 08/09/2021*
3. *Last date for submission of hard copy by post: 08/09/2021*
4. *Declaration of merit list : 17/09/2021*

**Address for correspondence:**

**Head, Department of Management Studies, Guru Ghasidas Vishwavidyalaya, Koni, Bilaspur, 495009, Chhattisgarh**

**No separate letters will be issued for Admission.**

Applicants are advised to visit the University website ([www.ggu.ac.in](http://www.ggu.ac.in)) and Department Notice Board if possible for further details. The applicants are also advised to continuously check their email/sms for admission related information.

*It may be noted that admission in MBA program is subject to verification of documents and understanding that you have already verified your eligibility and declaration given by you in the admission form.*

Sl. No.	Documents required
1.	Online Payment Receipt of Application fee of Rs. 500/- or Rs. 300 /-as applicable
2.	Valid CMAT score card(Conducted by NTA)
3.	10 <sup>th</sup> Marks sheet
4.	12 <sup>th</sup> Marks sheet
5.	Graduation Marks sheet
6.	Post Graduation Marks sheet (if any)
7.	Transfer Certificate
8.	Character Certificate
9.	Valid Caste certificate issued in the prescribed Central Government format (For reserved category candidates if applicable))
10.	Valid Income Certificate for OBC candidates issued <b>within one year up to the date of admission.(If required)</b>
11.	Gap certificate ( If required)
12.	Migration Certificate ( If required)
13.	Undertaking in the form of Affidavits ( if required )
14.	Medical Certificate from competent authority for claiming reservation under physically challenged quota ( if required )

Note:

1. If a candidate fails to produce any of the above mentioned documents in the required format she/he may not be given a chance for admission.

### **ADDRESS FOR COMMUNICATION:**

#### **The Head**

Department of Management Studies  
Guru Ghasidas Vishwavidyalaya, Bilaspur- 495 009  
Phone: 07752- 260025,260460

### **ADMISSION COMMITTEE**

Dr. B D Mishra	Head of the Department & Chairman
Prof. Harish Kumar	Member
Dr. (Mrs.) B. B Pandey	Member & Coordinator
Dr. S.Y.Khan	Member
Dr. B. P. Singraul	Member
Dr. B.R.Rawtey	Member