

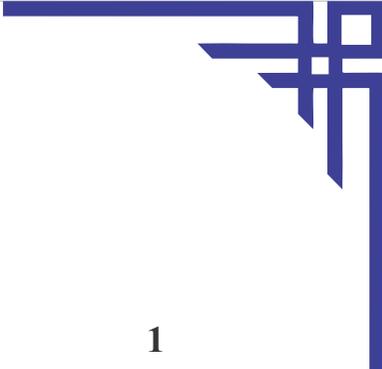


THE BUSINESS SCHOOL
UNIVERSITY OF JAMMU
NBA ACCREDITED

Information Brochure 2018-20



MBA MASTER OF BUSINESS ADMINISTRATION



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FROM THE DESK OF THE VICE CHANCELLOR

I am happy to learn that the Business School, University of Jammu is bringing out its Information Brochure for Master of Business Administration (MBA) program for the academic session 2019-20.

With another year of successful advancement towards the achievements of excellence in research, academic and extra-curricular activities, the University of Jammu has added accolades to it. The University of Jammu is committed to promote excellence through holistic teaching-learning and research processes aimed at unleashing the creative potential of every student, thus enabling them to become catalysts of social and economic transformation for a just, humane and peaceful world. Aligning with the requirements of the global market where right set of knowledge, skills and attitudes is the key to meet the requirements of the globalized economy and the opportunities across the globe, the University of Jammu has nurtured its students not only for the corporate opportunities but also sensitized them to the important issues of the global research. The Business School, University of Jammu has been at the forefront of creating a new paradigm of management education that combines rigour and relevance to achieve the objectives of the “influencing practice” and “promoting value” based growth.

The MBA program of the school is guided by the highly professional teaching faculty, which includes the best minds in the management education and visiting faculty from the corporate world. The students from our previous batches are working in some of the best known national and international corporations.

I wish the students of the batch 2019-20 a great success for their future. We are sure that they will prove to be an asset to the institution they are likely to be associated with, by ensuring sustainable gain to all the stakeholders involved, We welcome all our partners to the journey of learning, exposure and innovation with The Business School.

Manoj Dhar
Vice Chancellor
University of Jammu



FROM THE DESK OF THE DEAN

The edifice of The Business School, University of Jammu stands on strong foundations of exemplary faculty, eminent alumni and talented students. Each individual associated with TBS has contributed to its academic spirit and reputation of professional excellence the institution enjoys. One of the oldest Business School in the region, with its rich heritage, TBS has stood the test of time with great aplomb.

Since its inception, The Business School (TBS) has exemplified excellence in Management Education and is known for its academic merit and industry exposure. With Management Education at an inflection point, we at TBS are conscious of our responsibility as a premier Business School of the region and, therefore, groom future business leaders by following a judicious blend of theory and practice, using highly innovative teaching pedagogy. Our endeavor is to produce system thinkers and problem solvers, who go on to make this world a better place to live. Our alumni, who are one of the strategic assets, are a testimony to the fact.

Driven by the relentless efforts of the years that have gone by, we symbolize leadership equipped with latest technology and a global outlook which is chose to the Best Schools in Management. TBS is working hard towards being a centre of excellence for Research and Management education. TBS aims to provide its students with an excellent learning opportunity and a remarkable industry exposure to shape an exciting career. We welcome all stakeholders to support The Business School in its endeavors and also wish the students professional success.

Best wishes

Prof. Keshav Sharma
Dean Academic Affairs
University of Jammu



FROM THE DESK OF THE DIRECTOR

The world is navigating through the tumultuous beginning of the 21st century. The changing paradigms have made it mandatory for an academic institution to foster a new breed of professionals – individuals equipped with the right kind of knowledge, technical skills, ability to think out of the box and innovations. The industry expectations have gone higher and only those sustain who have the right attitude & skills to accept challenges and increase the performance ladder each day.

The Business School at University of Jammu nurtures its students to develop their qualities of character, competence and enthusiasm. The performance of our students in all the key areas of innovation and transformation, has been considerable. Our strong and experienced faculty, who have taught and consulted across the world, help guide and shape these students through a curriculum that has been built after through regular interaction with the Industry. All along, the focus on building leaders with a strong character remains paramount. These qualities in our students, have ensured a firm and lasting bond between TBS and a large number of Corporates that regularly recruit from us every year. Our large Alumni base spreads out across major companies in India and across the globe, providing ample testimony of strong relationships. They are consistently delivering value to the organizations they work for.

Our Business School follows a twin-fold focus, i.e. augmenting internal competencies by fostering contemporary grooming of students and enabling industry to identify and absorb intellectuals with requisite technical & managerial skills. The NBA recognition earned by us in the course of our journey along with all other existing recognitions and accreditations is a testimony to our efforts. We look forward to work with you and appreciate the support from all our stakeholders.

Professor Alka Sharma
Director, The Business School
University of Jammu



ABOUT THE BUSINESS SCHOOL

University of Jammu is one of India's prestigious universities with its commitment and focus on the core functions of teaching, research, publication, examination and extension; accredited with A+ grade by National Assessment and Accreditation Council (NAAC) and ranked amongst top 100 universities of the country by NIRF-HRD, 2017.

The University embraces various departments with The Business School as one of the leading departments. The Business School (TBS), University of Jammu (SAP DRS-II Department) earlier known as Department of Management Studies started its two-year full time Master Degree Programme in Business Administration (MBA) in the year 1986. Since the past 33 years, TBS has successfully made its mark in the field of management education and has earned prestigious credentials from various pioneer agencies like Association of Indian Management Schools (AIMS), The Week Hansa Research, Marketing and Development Research Associates (MDRA), India Today, Business Today, Dewang Mehta etc.

These awards and recognitions constantly strengthen the acknowledgment of the department's constant endeavour of building up its capabilities to generate and share knowledge that contributes significantly towards the institution building. The faculty members of TBS have also played an important role in the acclamations as they have internationally published research to their credit. The Business School has also focused attention on programmes like Management Development Programmes for management executives in various corporates, Entrepreneurship Development Programme amongst the students and budding entrepreneurs and Social Immersion Programme as an extension activity. Continuing with the tradition of striving for excellence, The Business School has achieved various awards and recognitions where the most recent ones are 5th in government institutes in North and 21st across India (The Week, October 2017) and 9th in ROI across India (Business Today, November 2017).

Recently TBS has been accredited by National Board of Accreditation (NBA) 2019.

TBS VISION

**“To be an Aspirational
B- School
in Management
Education for
Developing
Transformational Leaders.”**

TBS MISSION

**“Committed to Quality
Management Education
synchronized with
Industry and Societal
aspirations.”**



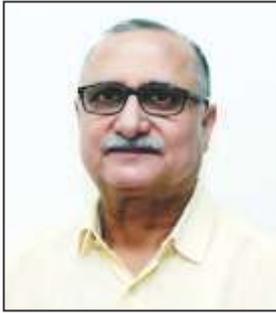
THUMBPRINT

University of Jammu
The Business School



“Progressive Leadership in Quality Management Education for developing Ethical Professionals.”

INTELLECTUAL CAPITAL



Prof. Keshav Sharma
M.Com., Ph.D. (Marketing)
FDP (Kellogg School, USA),
Post Doc. (USA)
General Management and OB;
Marketing



Prof. Neelu Rohmetra (On Lien)
M.Com., Ph.D., Post Doc. (UK); IVLP (USA);
Fulbright Fellow (USA)
Human Resource Development,
OB and Cross-Cultural Management



Prof. Versha Mehta
M.C.A., Ph.D.,
Post Doc. (UK), CEP (France)
Systems and Operations



Prof. Alka Sharma
MBA, Ph.D.
Marketing



Prof. Sameer Gupta
MBA, Ph.D.
Finance



Prof. Vinay Chauhan
Ph.D., SCHE -Switzerland
Marketing, Tourism &
Research Methods



Dr. Rajendra Mishra
(Associate Professor)
M.Com., Ph.D., CAIB
Tourism Management &
Entrepreneurship Development



Dr. Amisha Gupta
(Assistant Professor)
MBA, Ph.D.
Finance



Dr. Komal Nagar
(Assistant Professor)
MBA, Ph.D.
Marketing



Dr. Rachna
(Assistant Professor)
MBA, Ph.D., GNIIT
Marketing and Operation



Ms. Saloni Devi
(Assistant Professor)
MBA
Human Resource Management



Dr. Farah Choudhary
(Assistant Professor)
MBA, PhD
Finance and Marketing



Dr. Aubid Hussain Parrey
(Assistant Professor)
MBA, Ph.D.
Human Resource Management



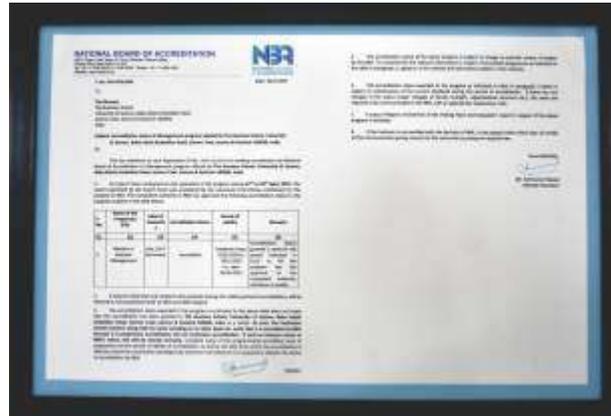
Dr. Shelleka Gupta
(Assistant Professor)
MBA, Ph.D.
Marketing



MRS. ISHWINDER MAHAJAN MEMORIAL GOLD MEDALS

Two gold medals namely; Mrs. Ishwinder Mahajan Memorial MBA Topper Gold Medal (Male) and Mrs. Ishwinder Mahajan Memorial MBA Topper Gold Medal (Female) have been instituted in the fond memory of Mrs. Ishwinder Mahajan, as a tribute to the valuable and selfless services rendered by her while working as an Assistant Professor in The Business School, University of Jammu, Jammu. Mrs. Ishwinder Mahajan passed away, at an early age of thirty-five (1967-2002) while in service, in the tragic Kolkata Rajdhani Train accident near Gaya (Patna) while on her way back from Kolkata to Jammu on September 09, 2002.

ACHIEVEMENTS@TBS



INFRASTRUCTURE



INFRASTRUCTURE

- Class Rooms at TBS are fully air-conditioned having ICT facilities.
- Library at TBS acts as an integrated resource center, having a collection of 17000+ books.
- TBS being a part of Jammu University offers in-house hostel facility for both boys and girls, ensuring pleasant and secure stay.
- Nutrition is a key for all round performance, hence café around the Department serves healthy food to the students.
- Focusing on wellbeing of the students, Jammu University ensures full medical facility at the Health Centre with a team of professionals.
- Following the footpath of the University, TBS provides facilities to students for regular workout and active sports.
- IT-Lab in the department hosts computer facility with high speed internet making it a space of e-learning for students.
- The Business school has a state of the art auditorium with a sitting capacity of 170 & latest ICT facilities.

COURSES OFFERED

1 MBA

MBA Course is designed with the objective of transforming young men and women into highly skillful professional managers, capable of working in varied sectors, continually striving for excellence, while propagating core leadership and contributing to the welfare of the society at large. The curriculum of the continuously evolving MBA-two year full time programme rests on two basics: one, providing a strong analytical plinth in key functional areas and the other, enabling a high degree of academic flexibility, thereby allowing students to customize their MBA experience.

The first year introduces students to the essential models and tools, with a focus on rigorous training in the diverse disciplines in management and the development of a strong foundation of business knowledge and management theory. The year concludes with a rigorous Summer Internship Programme which allows students to explore practical application of the management concepts. In the second year, the students decide on their professional development plans by reflecting on their first year's learning and Summer Internship experiences.

MBA intake capacity of 60 students plus 9 Self Financing seats

Open Seats	Category Seats	Self Financed	Total Seats
40	20	09	69

2 PGDBM

Post Graduate Diploma in Business Management provides students with knowledge, skills and competencies in the key functional areas of management. This course ensures that students are able to apply their management competencies to the complex and the changing business environment to drive organizational growth.

The Business School started the Post Graduate Diploma in Business Management (PGDBM) course in the year 1964. The course focuses on the importance of management as one of the most relevant elements in ensuring business success.

PGDBM intake capacity of 45 students plus 15% Self Financing seats .

Open Seats	Category Seats	Self Financed	Total Seats
45	7	7	52

3 Ph.D

Ph.D. in business management prepares the candidates to assume a leadership role as a business professional. Designed for students who wish to become scholars—with the skills and knowledge to teach, consult or lead—this program focuses on business theory, research, and practice. At TBS, we develop an environment of research that can build sound theory for analyzing complex managerial problems.

Ph.D (Scholars pursuing Doctoral Programme upto 2018-19)

Full Time	Part Time	Total
23	18	41

COURSE STRUCTURE

The curriculum of the MBA Programme of University of Jammu is planned in such a way that the students are exposed to the basic management concepts in the 1st and 2nd Semesters and are taught advanced managerial techniques in the 3rd and 4th Semesters. An overview of the course structure is as follows:

I Semester (All Courses Compulsory)

PSMBATC101 Management Perspectives
PSMBATC102 Principles of Marketing
PSMBATC103 Legal Aspects of Business
PSMBATC104 Managerial Economics
PSMBATC105 Accounting for Managers
PSMBATC106 IT Applications in Management
PSMBATC107 Quantitative Techniques
PSMBATC108 Organizational Behaviour
PSMBATC109 Business Communication

II Semester (All Courses Compulsory)

PSMBATC201 Business Environment
PSMBATC202 Marketing Management
PSMBATC203 Management Science
PSMBATC204 Human Resource Management
PSMBATC205 Financial Management
PSMBATC206 Operations and Materials Management
PSMBATC207 Management Information and Decision Support Systems
PSMBATC208 Business Research Methods
PSMBATC209 Sales Tools & Techniques
PSMBATC210 Viva Voce

III Semester

PSMBATC301 Strategic Management
PSMBADC302 Project Work Based on Summer Training
PSMBAPC303 Viva Voce
*PSMBATC110 Fundamentals of Management

GROUP A : Marketing

PSMBATE311 Consumer Behaviour
PSMBATE312 Digital Marketing
PSMBATE313 Integrated Marketing Communication
PSMBATE314 Product & Brand Management

GROUP B : Finance

PSMBATE321 Security Analysis & Portfolio Management
PSMBATE322 Management of Financial services
PSMBATE323 Risk Management and Insurance
PSMBATE324 Banking and Financial System

GROUP C : Human Resource Management

PSMBATE331 Strategic Human Resource Management
PSMBATE332 Performance and Compensation Management
PSMBATE333 Organizational Change and Intervention Strategies
PSMBATE334 Culture, Society and Organizations

GROUP D : Operations Information & Technology

PSMBATE341 Global Business Operations
PSMBATE342 Supply Chain Management
PSMBATE343 Enterprise Resource Planning
PSMBATE344 Management of Technology and Innovation

* Optional for outside department students, not available for departmental students.

* The students will also have to earn 8 (Eight) credits by pursuing two courses outside the department as per Choice Based Credit System (CBCS)

IV Semester

PSMBATC401 Project Management
PSMBATC402 Seminar Course (Ethics
and Corporate Governance)
PSMBATF403 Viva Voce
*PSMBATC211 Innovation &
Entrepreneurship

OPTIONS (Four optional papers out of which minimum two courses from Major group and minimum one from Minor group)

GROUP A: Marketing

PSMBATE411 International Marketing
PSMBATE412 Services Marketing
PSMBATE413 Retail Management
PSMBATE414 Strategic Marketing
PSMBATE415 Social and Interactive
Marketing

GROUP B: Finance

PSMBATE421 International Financial
Management
PSMBATE422 Financial Derivatives
PSMBATE424 Corporate Restructuring
PSMBATE425 Financial Decision Analysis

GROUP C: Human Resource Management

PSMBATE431 Human Resource Development:
Systems and Strategies.
PSMBATE432 Cross- Cultural Management
PSMBATE433 Industrial Relations and
Labour laws.
PSMBATE434 Expatriate Management.

GROUP D : Operations Information & Technology

PSMBATE441 E-Commerce : Strategies and
Applications
PSMBATE442 Customer Relationship Management
and Business Intelligence
PSMBATE443 Knowledge Management and
Strategic Systems
PSMBATE444 Global Logistics Management

*Optional for outside department students, not available for departmental students.

LIST OF ACTIVITIES/EVENTS ORGANIZED BY STUDENTS FOR 2018-19

ACTIVITY/ EVENT	DATE	RESOURCE PERSON/ COLLABORATION
Debate Competition on 'Integrity-a way of life'	30th Oct. 2019	In collaboration with Reserve Bank of India (RBI)
Diwali Pooja	24th Oct. 2019	Management Club
Guest Lecture on Brand Management	23rd Oct, 2019	Ms. Monika Razdan (Strategic Marketing Consultanat)
Reserve Bank of India (RBI) Visit	21st Oct. 2019	
Creating TBS-Thumbprint for key Stake holders	16th - 17th Oct, 2019	Manjot K.S. Gill, MD, Mind Ridge, Professional Studies Pvt. Ltd
Psychometric Test & Counseling Cum Mentoring Session	15th – 17th Oct, 2019	Manjot K.S. Gill, MD, Mind Ridge, Professional Studies Pvt. Ltd
Guest Lecture on Stock Markets	26th Sept., 2019	Raghav Gupta, Chartered Accountant
Wall of Mercy (Social Immersion)	23rd -25th Sept, 2019	Management Club
Share Khan- a stock broker company Visit	26th Aug. 2019	
Plantation Drive	22nd Aug., 2019	Management Club
Outcome Based Learning and Self Awareness – Its Relevance and Impact on Current Scenario of Education	19th -20th July, 2019	In collaboration with IQAC by Dr Raj Singh, Vice Chancellor, Ansal University, Gurugram.
Workshop on Outcome Based Learning	24th May, 2019	Dr. Samar Sarabhai , Manipal University, Jaipur
International Conference on the Marketing Initiatives in Emerging Markets" (SMIEM)	14th – 16th March, 2019	North American Society for Marketing Education in India (NASMEI)
Simulation Workshop	11th -12th March, 2019	AIMA
Alumni Meet	22th Dec., 2018	
Export Awareness Programme First Generation Entrepreneurs Niryat Bandhu Scheme	13th Nov, 2018	Joint Director General of Foreign Trade, Ministry of Commerce & Industries, Government of India.
Diwali Pooja	03rd Nov, 2018	Management Club
Blood Donation Camp	02nd Nov, 2018	In collaboration with J&K Thalassemia Welfare Society
Fund Raising for the blinds	11th Oct, 2018	Management Club
Comprehensive career planning & development workshop.	1st – 4th Oct, 2019	Manjot K.S. Gill, MD, Mind Ridge, Professional Studies Pvt. Ltd
CEO Connect Interaction	14th Sep, 2018	Sujiv Jain, CEO, Karamhans Foods Pvt. Ltd.
Stress Management Interaction	06th Sep, 2018	Dr. Manmeet Singh, Neuro Psychiatrist, SMVD Narayana, Super Speciality Hospital
Workshop on Rural Management and Rural Community Engagement	3rd May, 2018	Dr. Y.P.Singh , Senior Consultant, NCRI
Business Simulation Workshop (under SAP-DRS-II)	22nd -23rd March 2018	Mr. D.K. Gupta, Deputy Director, Business Simulation AIMA and
Lecture Series on 'Project management'	22nd - 25th Jan. 2018	Mr. Vinay Singh, Faculty AIMA

MAJOR EVENTS OF THE DEPARTMENT 2018-19

COMPREHENSIVE CAREER PLANNING & DEVELOPMENT WORKSHOP

The workshop, conducted every year for the 3rd semester students under the guidance of Mr. Manjot K S Gill, MD, Mind Ridge, Professional Studies Pvt. Ltd, is entirely focused on rules and techniques of participating in Group Discussion, developing soft skills required for a Personal Interview and building effective CV, so as to groom our students for the Placement process. The workshop generally starts at 9:30 am and goes up to 7:30 pm. The students and trainer interact all day long and assignments are given at the end of the day which are to be submitted the very next day.



BUSINESS SIMULATION WORKSHOP (UNDER SAP-DRS-II)



A Two day, Business Simulation Workshop was conducted by "The Business School", University of Jammu, in association with AIMA. Mr. D.K. Gupta, Deputy Director, Business Simulation, AIMA and Mr. Vijay Singh, Faculty members AIMA conducted the workshop using Software which simulated the exact Business Environment in the participants' laptops. The teams were formed and the aim was to earn highest

profits. Business instructions were given from time to time and the teams had to keep in mind the existing situations as well as the dynamic business environment in order to take calculated risk to achieve the goal of earning highest profit.

"CORPORATE VISITS"

The Business School has organized educational houses priests to various corporates to enhance the practical knowledge experience and to provide out of class room to student for effective learning. A visit to RBI Jammu was conducted wherein the students were made aware about the process of currency circulation and the core functions of RBI. Another visit was organized to SHAREKHAN to get practical knowledge about trading on stock exchange.



INTERNATIONAL CONFERENCE

International Conference on “Strategic Marketing Initiatives in Emerging Markets” (SMIEM) in collaboration with NASMEI (North American Society for Marketing Education in India)

The Business School, University of Jammu in collaboration with NASMEI (North American Society for Marketing Education in India), organized a 2-day International Conference on “Strategic Marketing Initiatives in Emerging Markets” on March 15-16, 2019. The conference was an endeavor to bring together all stakeholders including academicians, researchers, policy makers, scientists, entrepreneurs, students, civil society, rural change makers and interested individuals to one platform for sharing their experiences, ideas, viewpoints and collective intellect.

The key speakers for the event were Prof. Vijay Mahajan, McCombs School of Business, The University of Texas, USA, Prof. Dipak C. Jain president, CEIBS, Shanghai, Prof. Arvind Rangaswamy, The Smeal College of Business, Penn State University, Pennsylvania, Prof. Raghunath Rao, McCombs School of Business, The University of Texas, USA and Prof. Mithaleshwar Jha, IIM, Bengaluru. The conference also consisted of a doctoral consortium that aimed to have research scholars and academicians from different arenas of management and allied disciplines to present their respective dissertation related work in the form of a research paper. The Conference had two plenary sessions, which were attended and chaired by distinguished speakers from across the globe.





MANAGEMENT CLUB TEAM

“Do something today that your future self will thank you for”.

The Business School professes in developing ardent managers for contemporary organizations who are competent and well accomplished to deal with all challenges. Hence with this perspective in mind, The Business School has constituted an independently operating management club. The Management Club is responsible for overall supervision and facilitation of all the academics and social events conducted within the School. The management club is entirely managed by our students under the guidance of the faculty members of TBS.

There are seven members with different responsibilities in the club, who are elected by the students themselves. Students being part of the club learn management skills by organizing events themselves that help them to enhance their management skills. This helps the students in shaping their personalities a way desired by the contemporary corporate world. Management Club conducts events such as invited lectures, quizzes, AD MAD, brand wars and other social immersion programmes in every semester.

These activities encourage students to manage things on their own and supplement their professional development in understanding the subjects involved with better clarity. The club endeavor, providing maximum management exposure to every student of TBS to help him/her become the best in his/her domain.

FACULTY

Prof. Alka Sharma	9419140828
Dr. Komal Nagar	9419194664
Dr. Shellika Gupta	8803010608

STUDENTS

Sanam Thakur	7006731230
Rupal Thapa	7006859954
Sachin Shawney	7006616857
Shubham Sharma	9622436363
Aashna Duby	8716895327
Shreyas Gupta	9419267799

SOCIAL IMMERSION PROGRAMME

Management Club, The Business School under the overall supervision of The director (The Business School) , the guidance of the faculty members and with the cooperation of the students organized a social immersion event named Wall of Mercy from 23rd to 25th September 2019. In this event the things of everyday necessities were raised to be distributed among poor and needy people. The club collected various items like clothes, groceries, blankets, footwears , stationery and medicines. All the items were then distributed among poor and homeless on the streets of the city.

Also The Club, visited the Old Age Home Amphalla where the students interacted with the elderly people and distributed blankets and medicines among them.

Management Club, The Business School also paid a visit to "Ball Shishu Kendra", an orphanage; and the members of the club interacted & spent quality time with the children. The children were also provided with stationery, eatables and clothes.



KATHUA CAMPUS THE MANAGEMENT SCHOOL

Rector : Prof. Meena Sharma

Academic Co-ordinator : Dr. Vivek Sharma

Kathua Campus is fast emerging as a professional Campus of the University. Currently MBA, MCA and UIET programmes are being offered. The other programmes like B. Pharma, Five-Year integrated MBA are in pipeline, for augmenting quality and technical education and research. Kathua Campus has working ideology towards technological focus, futuristic outlook and social sensitivity. The MBA programme at Kathua Campus commenced in the year 2006 in The Management School at the Campus. The MBA admissions are made on the basis of Common Admission Test (CAT)/ AIMA-MAT score as one of the parameters of selection process through centralized process at The Business School at the main campus.



The in-take in a batch is 30 seats (including the reserved category seats). There is also a provision of 5 seats under self-financed category, which are over and above the number of 30 seats. Personality and skill development workshop, Industry-academia interactions as well as extensions and special sessions are regularly organized at the campus for facilitating placement process. interactive teaching-learning, career counseling and mentoring, extension and outreach are seen as the prime concerns at the Campus. The Campus strives to develop as knowledge creation hub in academia. Student's need, aspirations and interests are addressed on one-to-one basis by the committed faculty and the staff. The use of ICT is encouraged at the Campus. The continuous evaluation system throughout the semester, gears up the learning skills with a desired pace. Sports and Cultural activities are promoted at the campus for the overall development of student. The teaching pedagogies are structured as prototype of real world, to equip and inspire students to become future leaders who create values for society.

DEPARTMENT OF MANAGEMENT STUDIES UNIVERSITY OF JAMMU AT BHADERWAH

Rector : Prof. Anil Raina

Academic Co-ordinator : Mr. Kuljit Singh

The Business School, Bhaderwah Campus is one of prestigious institutions in The UT of Jammu and Kashmir with its focus on academics and research besides its core objective of holistic development of students. The Business School, Bhaderwah Campus was started in 2006 and is a sister concern of The Business School, University of Jammu. The name The



Business School emerged with the inclusion of more courses like BBA and B.Com Hon's in 2015 where the department started flexing its muscles beyond Masters in Business Administration. Presently, The Business School is running undergraduate courses like BBA and B.Com Hon's besides Masters in Business Administration and Ph.D. Programme.

Learning at TBS include integrated approach of formal lectures, group discussions, presentations, simulation exercises, case study, project work, group assignments, management games, industrial visits and seminars. The lectures are mostly delivered with the help of overhead projector (OHP) and Liquefied Crystal Display (LCD) projector by experienced faculty members. The continuous evaluation system throughout the semester gears up the learning skill with a better pace. To bridge the gap between theoretical concepts and the latest industry requirements, guest speakers from corporate and academia are involved on a regular basis.

ADMISSION DETAILS & ELIGIBILITY

The minimum qualification required for admission to the Course is as follows:

A Bachelor's Degree of 10+2+3 pattern in any discipline from the University of Jammu or any other University recognized by the University of Jammu or any other qualification recognized as equivalent thereto by the University of Jammu with at least 50% of the aggregate marks (40% for the candidates belonging to the Scheduled Castes / Scheduled Tribes);

OR

A pass in the final examination of the Institute of Chartered Accountants; Cost and Works Accountants; Company Secretaries.

OR

A.M.I.E. (Engineering) with at least 50% of the aggregate number of marks (40% for Scheduled Castes / Scheduled Tribes).

Notwithstanding anything contained in the Statutes, a candidate who has appeared or is appearing in the final year of the qualifying examination and is expecting to pass with the requisite percentage of aggregate number of marks in the said examination is also eligible to apply. In case such a candidate is called for the Group Discussion and Personal Interview, the permission to appear in these shall be granted only if he / she produces a certificate from the Head of the Institution last attended, if he / she is a regular candidate; and from the Controller of Examinations, if he / she is a private candidate, testifying that he / she has appeared in full at least in the written part of the final year of the qualifying examination.

ADMISSION PROCESS

The candidates have to appear in CAT-2020 (Common Admission Test)* conducted by the IIMs on **November 24, 2019** or AIMA-MAT 2020-21. The candidates are expected to fulfil all eligibility requirements, failing which the School shall not be held responsible. For admission process, the candidates are also required to apply on the link of The Business School which is available on the University Website : www.tbsju.in / www.jammuuniversity.in. Selection for admission to the course shall be made on the basis of :

- Written Entrance Test i.e. CAT-2010/AIMA-MAT ;
- Weightage of the Academic Record; and
- Group Discussion and Personal Interview to be conducted by the Admission Committee duly constituted and approved by the University of Jammu.

University of Jammu uses CAT score for short-listing the candidates for Post-Graduate Programme in Management (MBA). IIMs have no role either in the selection process or in the conduct of the Programme.

Also, IIMs reserve the right to change or cancel any test centre/ venue and/or change the CAT Test Window, time and dates at their own discretion.

* If the seats remain vacant in The Business School, Bhandarwah and Kathua Campuses of University of Jammu and private colleges affiliated to University of Jammu, AIMA-MAT 2019-20 scores would be considered for admission.

The evaluation criteria and the weightage thereof for the purpose of selection of a candidate to the course shall be:

(I)	Marks secured in the Written Entrance Test	70%
(ii)	Personal Interview	10%
(iii)	Group Discussion	10%
(iv)	Academic Record	10%

The admission of a candidate in the open merit and the reserved categories as also for the self-financing seats shall be made strictly in order of merit and as per the Statutes of the University.

All admissions shall be made as per the prescribed Statutes governing the Master Degree Programme in Business Administration (MBA).

No admission shall be made after five days of the decision of the Appellate Committee or after fifteen days from the commencement of the class work whichever is later. All appeals whatsoever relating to admission shall be entertained within one week of the closing of the admission process. Name(s) of the candidate(s) provisionally selected for admission shall be notified from time to time on the notice board of the School.

The candidates in their own interest are required to keep in touch with the School and comply with the instructions issued from time to time vide various admission notices in this regard. The selection shall be cancelled and no complaint entertained in case of non-compliance to such admission notice (s).

INTAKE FOR THE MBA COURSE

Sixty seven per cent (67%) of the total number of seats in The Business School and the Offsite Campuses shall be filled in the open merit category. Thirty three percent (33%) of the total seats shall be filled in the reserved categories as per the norms and the Statutes governing the MBA programme of the University.

Besides the open and reserved category seats, University of Jammu also admits candidates against self - financing seats.

The amount realized from the candidates seeking admission against the self - financing seats shall be Rupees Three Lac (Two Lacs in case of Kathua/ Bhaderwah Campus) in addition to the normal fee as notified by the University from time to time. The payment made against a self - financing seat is non-refundable.

The candidate opting for the self-financing seat may exercise his/her option in writing in this respect at the time of the submission of the Application Form. The seat under this category shall be allotted strictly on the basis of merit-cum-choice and as per the Statutes governing the Course .

The University may, (subject to fulfilment of eligibility conditions,) consider the admission of one candidate in the Kashmiri Migrant category, in order of merit, subject to the condition that such a candidate produces a certificate of belonging to a Kashmiri Migrant family, issued by The Relief Commissioner. Such admission may be authorized by the Dean Academic Affairs against a seat which shall be supernumerary in the programme .

The University may , (subject to fulfilment of eligibility conditions) consider the admission of one candidate in the MBA Course for the wards of permanent employees of the University of Jammu (Teaching / Non Teaching), in order of merit. Such admission may be authorized by the Dean Academic Affairs against a seat which shall be supernumerary in the course .

RESERVED CATEGORY SEATS

After selection of candidates is made on the basis of the Open Merit i.e ., 67% of the total number of seats available in the course , the remaining 33% seats notwithstanding anything contrary to as contained in any law, S.R.O. or regulation in force in the State shall be filled up in accordance with the criterion as under:

Category	Description	%age	Category	Description	%age
(i)	Scheduled Castes	8%	(v)	Candidates belonging to the areas adjoining the Actual Line of Control	2%
(ii)	a) Sports person b) Persons who have excelled in Cultural/Literary Activities	4% 2% } 6%	(vi)	Candidates belonging to Scheduled Tribes (Gujjar, Bakerwals, Gaddies, Baltis)	5%
(iii)	a) Persons who have participated with distinction in NCC activities b) Persons who have participated with distinction in NSS/Bharat Scouts and Guides Activity	2% 2% } 4%	(vii)	Candidates belonging to S.T. (Resident of the Districts of Leh & Kargil)	2%
(iv)	Defence Services Personnel including Ex-Servicemen and their children who are permanent residents of the state and have had a satisfactory service record	2%	(viii)	Candidates belonging to Backward Areas other than that of the Districts of Leh and Kargil	2%
			(ix)	Candidates belonging to the Weak and Under-privileged Classes as notified in S.R.O. by the State from time to time	2%

Note :To be a beneficiary of reservation, the candidate must be a permanent resident of J&K State, except when applying under categories(ii) i.e. Sports / Cultural and Literary activities and (iii) i.e. NCC/NSS/ Bharat Scouts and Guides activity, for which the candidate must have passed the qualifying examination from the University of Jammu.

The distribution of reserved seats will be applicable as per the rules & regulations at the time of admissions.

REFUND RULES

Sr. No.	Percentage of Refund of Aggregate fees*	Point of time when notice of withdrawal of admission is served to HEI
(1)	100%	15 days before the formally-notified last date of admission
(2)	80%	Not more than 15 days after the formally-notified last date of admission
(3)	50%	More than 15 days but less than 30 days after formally-notified last date of admission
(4)	00%	More than 30 days after formally-notified last date of admission

CALCULATION OF MARKS FOR ACADEMIC RECORD

Academic record shall be determined on the basis of performance in the following examinations:

- a) 10th or 12th Class examination whichever is most advantageous to the candidate - 5 marks
 b) Qualifying examination - 5 marks
 Total - 10 marks

The calculation of the marks for the academic record shall be as under:

Examination Passed	Percentage of marks obtained				
	upto 60%	upto 65%	upto 70%	upto 75%	Above 75%
(a) 10th or 12th	01	02	03	04	05
(b) Qualifying Examination	01	02	03	04	05

EXPLANATION

- (a) Credit shall be given for the examination in which the candidate has secured the highest marks provided the examination is conducted by a Board / University.
- (b) (i) For the candidates who have passed the final examination of the Bachelor's Degree, aggregate marks of all the years / semesters obtained by them shall be taken into account for the purpose of evaluation as above; and
 (ii) For the candidates who have not passed the final examination at the time of Application/Group Discussion and Personal Interview, aggregate marks obtained by them in all the University Examinations prior to the final year/semester examination shall be taken into account for the purpose of evaluation as above.

FEE STRUCTURE

Semester	Amount, (In Rupees)
MBA SEMESTER I	₹ 63,558
MBA SEMESTER II	₹ 8,943
MBA SEMESTER III	₹ 20,097
MBA SEMESTER IV	₹ 8,943

*In Self-Financing Category the candidate has to pay Rs. 3,00,000 over & above the normal fee.

THE BUSINESS SCHOOL VISITORS

- 1 Prof. Vijay Mahajan
(McCombs School of Business The University of Texas, Austin, U. S)
- 2 Prof. Deepak Jain
(President, China Europe International Business School (CEIBS), Shanghai)
- 3 Prof. Arvind Rangaswamy
(The Smeal College of Business, Penn State University, Pennsylvania)
- 4 Prof. Raghunath Rao
(McCombs School of Business The University of Texas, Austin, U.S)
- 5 Prof. Mithaleshwar Jha
(IIM Bengaluru)
- 6 Prof. Nimit Choudhary
Jamia Milia Islamia University, New Delhi
- 7 Dr. Dinesh Shama
SJM School of Management, IITB, Mumbai, India
8. Prof Satya Bushan Dash
IIM Lucknow.
9. Mr. Nirmal K. Bhardwaj
CEO, Resurgent India, Bangalore .
10. Prof. Rajiv Thakur
BIM Tech. Noida.
11. Dr. Ashok Bhan
IPS (Retd. DGP).
12. Prof. Ashish Dubey
IIM Lucknow.
13. Mr. Rahul Jain
GM-HR, Uflex.
14. Prof. Mahesh Chander Gupta
University of Louisville.
15. Mr. Vikas Shah
COO, Water Health.
16. Mr. Zubair Iqbal
Vice-President, HDFC Bank.
17. Mr. Sunil Suri
Sr. Vice- President, Meryl Lynch.
18. Ms. Preeti Jain
Sr. HR Executive Microsoft, USA.
19. Mr. Vikram Gupta
CEO, Airmesh
20. Prof. Yogesh Upadhyay
Dean, Jiwaji University, Gwalior.



ALUMNI SPEAK



I am yet again pleased to write a note for the placement brochure of THE BUSINESS SCHOOL (TBS), Jammu. The graduates have the responsibility of keeping the department's flag flying high as they have to live up a legacy. I have been personally involved in recruiting and training over 50 students from the TBS over the last decade and it has always been an interesting experience dealing with those graduates. Like always I hope that the current batch of students receive admirable placement options and that they do make the Department proud; I wish all of you the very best 2019.

VIKAS SHAH

(WATERHEALTH PVT. LTD.)

The education in The Business School strongly epitomises this in simplicity with learned faculty emphasising the same which cannot be taught in management school. It is something which I have carried with me and has surely helped in building bridges across the world for Indian exports. This is an attribute which business graduates are attuned to fight out in adversity with core strength being integrity so as to be an asset to any organization.



AJAY WALI

(INDO ASIAN PVT. LTD.)



"The quality of teaching at TBS is superbly high and of interactive nature which creates wonderful learning environment . the two years in TBS gave me access to the best learning environment and top notch facilities , a student could want and the most amazing experiences, which helped me learn and grow as a professional . The learning which began from the day one war carried on throughout the two years during my stay at TBS. I recall those moments with passion and wish more heights to all of you at TBS, Jammu. Tons of thanks to our Alma mater!"

PUNEET KUMAR

REGIONAL SEGMENT HEAD

(SIFTY TECHNOLOGIES LTD.)

I was the part of TBS (2015 - 2017) batch and these two years have been the best phase in my learning curve. There are endless opportunities to grasp at TBS as this institute has a wonderful faculty sharing a cordial relationship with the students and hence giving us an opportunity to excel further. The time spent here was splendid with a lot of developments and other curricular activities helping us focus on our studies as well as showcase our other interests. This approach not only widens our horizon of knowledge on Business and Management but also helps us discover more about our self. TBS provides various engaging activities such as Sports tournaments, Cultural events, Group assignments/tasks, Mock interviews and Employability development classes etc. to ensure equal growth in all aspects. Another important thing about TBS is that the University helps us in securing our future by providing extended support to find a place in the corporate world by organizing various personality development classes, guest lectures, & industry-oriented trainings. Finally, a big thank you to the outstanding Faculty members who have helped me in my journey by nurturing both my professional and personal skills. I'm proud to say that I'm a TBS pass out.



ABHISHEK ARORA

FINANCIAL ANALYST

DELOITTE INDIA (OFFICES OF THE US)

CORPORATE FEEDBACK

It was pleasure to visit TBS for the first time. We look forward for more interactions , hiring of trainees , industrial visits, internship locally . I am confident that students will be equally keen to join "uflex"

RAHUL JAIN
(UFLEX)



I have been part of the alumni and therefore have a soft corner for the institute . but the bigger issue is that my HR team also believe that students from TBS are far better than other B-School students keep it up and all the very best.

VIKAS SHAH
(WATERHEALTH)

My association with The Business School dates back to the time when I had finished my studies and had just entered the corporate world with big dream in my eyes. we have been regularly interacting with the summer trainees from The Business School who are selected for summer internship with us and it has always been quite satisfying indeed judging from their caliber. I take this opportunity to wish everyone at 'THE BUSINESS SCHOOL' a bright and rewarding future ahead which should enable each student to not only be a successful professional in his/her chosen field but also become a good human being with deep rooted respect for human values

AJAY KHAJURIA
(BHARTI AIRTEL)



It was a wonderful experience working with the dynamic batch of the business school 2019. All the students were very enthusiastic, hard working and competitive. I am glad that the best of the lot got a chance to work with ITC LTD. . I am looking forward for other such projects in TBS.

ASHWINI KUMAR KASHYAP
(ITC. LIMITED)

SUCCESS STORIES



ASHWANI (Byju's)

TBS for me is penocity, Boldness & sanguine. TBS made me who I am today, the tenacity I got here made me sanguine enough to make bold dession.

SATYAM GUPTA (Nestle India Ltd.)

Stepping out of our comfort zone trying to achieve & create great things is the best way to grow. TBS gave a direction to my career & led me to this position.



DIVANSHU GUPTA (ITC)

In order to succeed, your desire to success should be greater than you fear of failure TBS showed me the path to hard work & teaches me to get success wherever you are in your life.

AKASH (Amazon)

Akshay Bali (Assistant Manager Operation & channel relation – Amazon
Glad to be a part of TBS (2014-16 Batch) TBS for me is a platform that enabled me to innovate, experiment & utilized my analytical & managerial skillset due to which I am able to succeed in my professional carrier day in & day out.



TANUSHREE KHAJURIA (American Oncology Institute Precision Cancer Care)

It has been a privilege to have studied in TBS Jammu. TBS has one of the best faculty in entire North Region. Whatever I am today I owe it to the teachers of TBS.

PLACEMENT TBS@ 2018

Name of the company	Number of students placed	CTC (Approx.) in Lakhs
Byjus	01	10.00
TCS	03	6.30
EBIX	02	5.00
Water Health	04	4.50
HDFC Bank	04	4.50
ICICI Prudential	05	4.00
SBI Life Insurance	04	3.75
AXIS BANK	02	3.20
IXFI	04	4.00
Yes Bank	04	4.00
Black Trunk Logistics	02	4.50
Total placements = 35		

SELECT RECRUITERS @ TBS



Deutsche Bank





TBS

Professor Alka Sharma

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