

Ambition - Ability - Achievement



MBA PROSPECTUS 2016



**DEPARTMENT OF MANAGEMENT STUDIES
CENTRAL UNIVERSITY OF KASHMIR**



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Message from the Vice Chancellor

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Dear Students

At Central University of Kashmir, our perseverance and endeavour are guided by our vision to transform the lives of our students, through exemplary education and training, in their journey of discovery, understanding, awareness and perfection of cutting edge knowledge, skills and competencies. Since its inception the University has particularly carved a niche in the cutting edge era of management education. The liberalization, privatization and globalization spree that engulfed the entire world over the last two decades not only made the competition more severe but also posed an immediate threat to the traditional ways of doing business. In this completely changed business scenario, management education needed an altogether fresh perspective



In response to this paradigm shift in the tenets of business administration, we at the CUK equip our MBA students with cross functional expertise and global outlook. Regular student interaction with the captains of the corporate world, frequent industrial visits and internships go a long way in transforming our students not just into managers but also the leaders suitable for the contemporary business milieu. While focusing on knowledge, skill and professional competence of students, adequate care is taken to ensure their ethical, human and societal orientation. This all-round development of students becomes possible through their participation in various extra and co-curricular activities.

At CUK, we encourage and value faculty efforts to constantly revise the course curricula in tune with the changing requirements and engage into continuous research to enhance pedagogy and instructional design and delivery. Given the two-year rigorous grooming process, I sincerely believe that our management graduates are comparable with the best in the country and have the competence to rub shoulders with the alumni of the leading management institutes.

We look forward to welcoming you to our campus and are confident that CUK will be your stepping stone to a successful professional career.

. With Best Wishes

Prof. Mehrajuddin Mir



From the Desk of Head & Dean

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Dear Candidates,

I have great pleasure in welcoming you to the Central University of Kashmir for pursuit of the two year MBA Programme, the prestigious and most cherished professional degree in the contemporary corporate world. We at CUK continuously attempt to equip our management graduates with the requisite knowledge, skills and attitude. These attributes are fostered among the students through a blend of well-structured course structure, effective pedagogy and adequate practical exposure to the real business situations. The curriculum of the programme is designed to provide our students with technical, conceptual and leadership skills with due emphasis on human and ethical values. The course contents are continually upgraded to suit the changing industry requirements, as suggested by the emerging developments in the highly vibrant field of management.



The Department of Management Studies at CUK is manned with highly qualified, experienced and dedicated faculty having rich academic, research and professional background. Our dedicated teams of faculty are committed to the task of ensuring that our students are well trained to meet the demanding challenges of their chosen profession in the competitive business world. The classroom teaching emphasizes on experimental learning with the help of case and project studies. The in-house teaching is supplemented by regular interaction of students with the champions of industry who familiarize these prospective executives with the real business scenario. The comprehensive teaching-learning system makes our students competent, proficient and confident to take up their roles as business leaders effectively. By joining our MBA programme, I believe that you would optimally realize your executive and managerial potentialities during your two year stay with us.

Join our prestigious MBA Programme and enjoy being a part of this excellent pool of prospective entrepreneurs and business leaders

With Best Wishes

Prof. Abdul Gani



About the University

Central University of Kashmir (CUK) is one of the 12 new universities established by an Act of Parliament in 2009 by the Government of India to provide equitable access to relevant and good quality higher education. Hon'ble President of India is the Visitor of the University. At present this Unitary University operates from three temporary campuses in and around Srinagar. The permanent campus of the University is being set up at a sprawling area of over 500 acres of land at Ganderbal, which is about 30 kilometers from Srinagar city. The campus, coming up in the lap of nature and flanked by world famous Manasbal Lake on one side and the Holy shrines at Hazratbal and Khirbhavani on the other, would offer an ideal ambience for teaching and learning.



The focus of this young, vibrant and futuristic University is on academic excellence and cutting edge technologies. Apart from fulfilling the traditional role of a University, that is, to create and disseminate new knowledge in diverse fields, it has been striving to keep pace with the developments that are taking place in a rapidly changing world. Accordingly its systems are modernized as per contemporary requirements through constant up gradation of the syllabi as well as infrastructure. The University has been trying to provide facilities for carrying out meaningful and socially relevant research. The University recognizes the importance of sustainable and affordable high quality interdisciplinary educational programmes to meet the capacity building and public service needs of our youth. It values the use of appropriate innovative educational technologies and is committed to provide quality education, teaching and capacity building through multimode pedagogy. The University is conscious of its responsibilities of maintaining the highest possible standards in academics by providing competent faculty, world class infrastructure and the most conducive learning environment. It has taken all necessary measures to promote and maintain an All India character.

The University has, so far, established seven schools of studies which offer PG programmes in Management, Tourism Studies, English, IT, Economics, Convergent Journalism, Mathematics, Urdu, Education, Political Science ; 5 year Integrated programmes in Law, Physics, Zoology, Biotechnology and Mathematics; besides a comprehensive research programme in various disciplines catering to the emerging aspirations and career opportunities of students. It plans to offer a wide range of innovative, responsive and high quality academic programmes in a phased manner.



Department of Management Studies

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The Department of Management Studies(BMS), under the School of Business Studies, started functioning from July 2010 session with its first batch of MBA students. DMS is one of the first departments established by the University. Currently the Department offers a full time MBA Programme, BVoc Programme in Retail and Logistics Management and an Integrated M. Phil/ Ph. D Programme and is on way to add more demand driven and job oriented courses to its portfolio to meet the emerging needs of the industry. Its MBA programme offers dual specialization in the areas of Marketing Management, Human Resource Management, Financial Management, Operations Management, and Systems Management.

The Department has a well-equipped computer lab. It also has the latest software packages like SPSS , Research Packages, Accounting & Project Management packages, etc. It has highly trained faculty with extensive business and professional experience. In addition to providing management education based on industry driven curricula, the Department has a thriving research culture. The Department strives to fulfil its mission to provide educational opportunities to the aspiring business leaders to excel in life by educating, equipping and empowering them with relevant managerial skills, fostering values, creating social responsibility and global competence to meet the requirements of the changing and challenging business world. We encourage continuous quality interface with industry through internships, industrial and business tours, project work, participation in business fests, group discussions, workshops, seminars, etc. It is ensured that the students not only get theoretical knowledge but also extensive practical exposure on latest management concepts like E-commerce, Knowledge Management, mock selling exercises and real life projects. It aims to develop the budding managers with a sense of initiative and accountability that ensures their holistic development thereby making them intellectually, socially, physically and spiritually balanced human beings.

The Department's collaboration with leading management institutions and business houses in the country has gone a long way in broadening the students' exposure to the best in management education, practice and research. Their constant interaction with visiting academia and corporate professionals brings them closer to the requirements of the corporate world. The vision of the University authorities, commitment of the faculty, creativity and competence of the students, trust and cooperation of the parents and responsiveness of the society are the main impetus for the success of the Department.



Our Business School

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- Vision** ▶ Building careers of global business leaders through innovative and research driven curriculum
- Mission** ▶ To build business leaders by fostering a culture of excellence in teaching, learning and research in order to develop a positive and healthy influence in the Corporate World
- Values** ▶
 - Result oriented learning environment
 - Integrity
 - Quest for Excellence
- Curriculum** ▶
 - Articulately Designed Modules for Global Exposure
 - Industry focused pedagogy
 - Personality Enrichers
- Faculty** ▶
 - Faculty Par Excellence
 - Eminent Visiting Faculty
 - Interaction with Industry Experts
- Pedagogy:** ▶
 - Case Study
 - Mentorship
 - Internship
 - Industrial Visits
 - Projects
- Placements** ▶
 - Full Fledged Placement and Training Centre
 - Strong Placement Assistance
 - Decent Placement in MNCs



The MBA Programme

The Master of Business Administration Programme (MBA) programme is one of the flagship programmes of the University. It has become a much sought after course for the best and brightest brains as it offers lucrative and challenging career opportunities. Our MBA programme is characterised by a unique blend of rigorous core management courses and specialised functional training in finance and accounting, marketing, HR and operations. It is designed to train the students to take up the administrative, managerial and entrepreneurial challenges of the industry and the emerging service sector. The programme, based on industry driven curricula, aims to prepare and equip the students with analytical, strategic and policy making skills in a collaborative learning environment through interactive classroom sessions, case presentations, group discussions and exposure to real life situations. Admission to the programme is based on the score of the students obtained in the CMAT (Common Management Admission Test) conducted by the All India Council for Technical Education (AICTE), merit in the qualifying examination and performance in GD and personal interview.

As a part of the programme, the students are required to undergo an internship training programme of eight to ten weeks with an industrial, business or service organization under the supervision of a professional / practicing executive. Each student is required to submit a project report on the basis of the work undertaken during internship training. The project study, ordinarily in the area of students' specialization, is prepared and submitted under the joint supervision of a guide in the organization where the student is placed for internship and a faculty member of the department. The project report demonstrates the capability of the student for creative potential and original approach to solve the practical problems in business and industry. The conditions of successfully completing MBA Programme are deemed to have been satisfied only after a student undergoes summer training, submits the internship report for evaluation and successfully qualifies it.



Programme Structure of MBA

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SEMESTER- I

MBA-C101 Management Process and OB
MBA-C102 Quantitative Methods
MBA-C103 Managerial Economics
MBA-C104 Business Communications
MBA-C105 Accounting for Managers
MBA-C106 Information Technology for Business
MBA-C107 Business Environment

SEMESTER- III

MBA-C301 Legal Aspects of Business
MBA-C302 Research Methods in Business
MBA-C303 Entrepreneurship Development

- Functional Elective 1
- Functional Elective 2
- Functional Elective 3
- Functional Elective 4

SEMESTER- II

MBA-C201 Organizational Effective & Change
MBA-C202 International Business
MBA-C203 Marketing Management
MBA-C204 Human Resource Management
MBA-C205 Financial Management
MBA-C206 Operations Management
MBA-C207 Management Science

SEMESTER- IV

MBA-C401 Business Ethics and Corporate Governance
MBA-C402 Business Policy & Strategic Management
MBA-C403 Internship Project Report

- Functional Elective 5
- Functional Elective 6
- Functional Elective 7
- Functional Elective 8

The MBA Programme at present offers dual specialization. A student shall have to choose four elective courses each in the 3rd and 4th semesters from the list of elective courses announced at the beginning of these semesters. Functional electives 1 and 2 in 3rd semester, and 5 and 6 in 4th semester to be selected from only one specialization basket. Functional electives 3 and 4 in 3rd Semester and 7 and 8 in 4th semester to be selected from another specialization basket.



Functional Electives

MARKETING

- Services Marketing
- Consumer Behavior
- Brand Management
- Sales and Distribution Management
- Integrated Marketing Communications
- Retail Marketing
- Marketing Research
- International Marketing
- Customer Relationship Management
- E-Marketing

HUMAN RESOURCE MANAGEMENT

- Training and Development
- International Human Resources Management
- Strategic Human Resources Management
- Management of Industrial Relations
- Cross Cultural and Global Management
- Performance and Compensation Management
- Human Resource Development
- Creativity and Competency Management
- Human Resource Information System

FINANCE

- Security Analysis & Portfolio Management
- Financial Derivatives
- Indian Financial System
- International Financial Management
- Management of Financial Institutions
- Project Appraisal & Management
- Computational Finance
- Management Control Systems
- Financial Services and Wealth Management
- Tax Planning Management

OPERATIONS MANAGEMENT

- Quality Management
- Supply Chain Management
- Project Management
- Innovation & Technology Management
- Product Planning and Control
- Environment and Safety Management
- Decision Sciences
- Applied Operations Research
- New Product Development & Management



The Faculty

Prof. Abdul Gani Head & Dean



Qualification: M.Com; PGDE, MADE, Ph.D.

Experience: 30 years of teaching, research and administration.

Publications: 1 book, 60 papers, presented 50 papers in conferences worldwide.

Dr. Farooq Ahmad Shah Associate Professor



Qualification: M.Com; M.Phil; Ph.D

Experience: 28 years of teaching and Research

Publications: 7 books and more than 34 research papers, 30 papers presented in conferences.

Dr. Fayaz Ahmad Nika Associate Professor



Qualification: M.Com; M.Phil; Ph.D; CS (Executive)

Experience: 30 years of Industry and Higher Education

Publications: 1 book, several research papers and conference presentations.

Research Interest: HR & OB

Miss. Insha Faqoor Assistant Professor



Qualification: MBA (Gold Medalist); UGC- NET

Experience: 5 years of Teaching experience

Publications: Several research papers published in various national journals

Research Interest: Marketing and Operations



The Faculty



Dr. Mushtaq Ahmad
Assistant Professor

Qualifications: M.Com, Ph.D
UGC-NET.
Experience: 8 years of
academic experience
Publications: Several research
papers
Research Interest: HR, OB,
Organizational Culture



Mr. Hasnain Baber
Assistant Professor

Qualifications: MBA,
MPA
UGC-NET,
Experience: 4 years
Publications: 1 book
and several research
papers.
Research Interest:
Operations
Management



Dr. Zia ul Haq
Assistant Professor

Qualifications: MBA, PGDTM,
Ph.D. FDP-IIM (Ahmedabad)
UGC-NET.
Experience: 10 years
Publications: 3 books and
dozens of research papers in
journals of international repute.
Research Interest: Advertising,
Affiliate marketing, Strategic
Management.



Dr. Ashiq Hussain
Assistant Professor

Qualifications: M.Com;
Ph.D
SLET, UGC-NET/JRF
Experience: 3 years
Publications: 6
research papers
Research Interest:
Entrepreneurship,
Operations Research



Mr. Rahul Rangotra
Assistant Professor

Qualifications: M.Com; MBA
(Finance)
SLET, UGC-NET, Passed
Level-I of CFA Examination,
CFA- USA
Experience: 6 years
Research Interest: Financial
Derivatives and Fixed Income
Analysis

The Department engages visiting faculty from amongst academia, management practitioners and consultants. Experts from IIMs, Business Schools and corporate world across India are invited to deliver special lecture. Some of the recent lectures/interactions held are as under:

Prof. Agha Iqbal Ali, Chairman, Department of Finance and Operations Research, University of Massachusetts, USA, delivered an extension lecture on the theme **“Business Process Optimization and Supply Chain Management”**.



Mr. Khursheed A. Ganai (IAS), delivering a lecture on Management in Practice.

Prof. Imran Saleem of AMU delivering a lecture on Human Capital Management.





Prof. Luigi Vittorio Tava, Distinguished Professor, SDA Bacconi, Italy delivering a lecture on Operations Management.



Prof. Aashish Kumar from IIM-Kashipur delivering a lecture on Current Trend in Business.



Prof. Israrul Haq from Aligarh Muslim University & the Built Environment, University, Aligarh, delivering an extension lecture on HRM in Indian Context.



Dr. Sharad Singh, Corporate Trainer, delivering a talk on Practical Aspects of HRM at DMS, Nowgam.





Internship and Placements

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Internship

The University has an active Training & Placement Cell to facilitate placements internships and other related activities. Internship of students with the corporate houses is one of the important components of the course curriculum of MBA at DMS. Such internship not only exposes the students to the real business situations but also provide them with an opportunity to deal with the selected business projects that warrant scholarly analysis and investigation. Immediately after completing their 3rd semester, the students are placed with various reputed business houses across the country where they carry out typical research projects allotted to them by the respective organizations. During the 4th semester, the interns are required to write the project report under the joint supervision of the mentor from the relevant organization and a faculty from the Department. The internship is for a period of 6-8 weeks and begins in the first week of January every year. The Department has a rich pool of reputed organizations and management institutes, including IIMs, where the students are placed for internship. The selection of organizations and the placement of students is a meticulous process and is done by the well-established Placement Centre at DMS. The Placement Centre is headed by an experienced Placement Officer who is assisted by a team of students. The internship placement also promotes liaison between the company on the one hand and the DMS and its students on the other and therefore sets the stage for the final placement of students.

Placement

There exists a high degree of emphasis on maintaining close liaison with the Industry & other employers. Interaction of the students with professionals from Industry is arranged regularly. This is apart from the regular training & mock interview sessions arranged for grooming up the students for final placements. The Department has an impressive placement record as a good number of the maiden batch of its outgoing students have been placed in various business houses of national repute. We believe in our huge talent pool of young potential managers equipped with sharp analytical and problem-solving abilities, impeccable attitude, and a capability to manage and lead change. As we move into the current phase of consolidation and growth, DMS is surely going to find itself amongst the preferred destinations for recruiters. The prominent names of the recruiters of our MBA pass outs include Tata Motors, iYogi, Carwale, ITC etc.



Some of our Recruiters for Internship & Placement



future group
india tomorrow



Smart solutions.
Strong relationships.



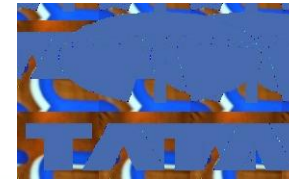
IndianOil



SONY

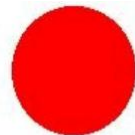


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tausch
technologies

foresight opticals



CMIE Centre for Monitoring Indian Economy Pvt. Ltd.



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Student Support Services

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Library

The University has a Central Library with a vast collection of books and prominent journals in management in both printed and electronic formats. The Library can be accessed through the University's website. The library holds 10,000 volumes of print documents and subscribes to many print and online journals and databases through various Consortium and publishers. The UGC-Info net Consortia of INFLIBNET Centre is also providing access facility to many e-journals and databases. CUK is an institutional member of Allama Iqbal Library, University of Kashmir and the students, scholars and the faculty have access to the knowledge treasure available in that university.



Hostel

The University has separate hostels for boys and girls adjacent to the campus adequate enough to accommodate students and research scholars in need of accommodation. The Hostels are equipped with state-of-the-art facilities. All resident students are required to become members of hostel mess and abide by the rules and code of conduct of the hostel.

Browsing Centre

The Browsing Centre has been established with a view to facilitate and foster the teaching and research goals of the university by making available computer and internet facilities to the university faculty, staff and students. As an important support service, all students have access to computers and ICT for their course or project work



Academic Calendar

The university strictly adheres to a well-planned academic calendar specifying the schedule of academic activities. Detailed academic calendar for the current Academic Year is available in the University Website.



Student Support Services...

Transport

To facilitate the commutation to and from university, the university has put in place transport facility for its students. The facility is made available to the students at subsidized rates.

Merit Scholarships

The university has instituted “Merit Scholarship” which is awarded to two meritorious students of each semester. The amount of scholarship is Rs 1000/= p.m.

Students Aid Fund

The students from marginalized sections of society are provided with financial aid with a view to enhance their accessibility to pursue higher education. The deserving students from Schedule Caste/Scheduled Tribe/OBC and BPL can avail of financial assistance to meet the expenditure on their education.

Student Safety Insurance Scheme

The university subscribes to “Students Safety Insurance Policy” with a Nationalized Insurance Company for all its students at the commencement of each academic year. The insured student is required to contribute a small amount as token money towards the Policy premium. Under the scheme, the insured can claim reimbursement up to Rs One Lakh in case of hospitalization or accidental death.

Special Provisions for SCs/ST/OBCs

To promote accessibility for the weaker sections of the society to higher education, the university is providing special facilities for SCs/STs and differently abled students. The university provides reservation to SCs/ST/OBC as per the Government of India/UGC norms. SC/ST candidates are also exempted from payment of registration fee while applying for admission. SC/ST/OBC and other underprivileged students are also provided assistance in obtaining scholarships from various government agencies.





Life beyond Classroom..





Admission Process

Online applications are invited from eligible candidates for admission to the MBA Programme of the University for the academic session commencing **July, 2016**.

Eligibility

Candidates with CMAT score and Bachelors Degree in any discipline with at least 50% marks (45% for SC/ST candidates) are eligible to apply for admission to the MBA Programme.

Selection Criteria

Admission to the MBA programme shall be made on the basis of the aggregate merit in the qualifying examination (Bachelors Degree), score in the Common Management Admission Test (CMAT) conducted by AICTE, Group Discussion (GD) and Personal Interview (PI). Candidates shall be shortlisted for GD & PI on the basis of their merit in the qualifying examination and the CMAT score as per the following weightage:

- Qualifying Examination: 30%
- CMAT Score: 70%

Group Discussion & Personal Interview of the shortlisted candidates shall be conducted on **14th and 15th July 2016** at Nowgam Campus 1 of the University.

The final selection of the candidates shall be made on the basis of their aggregate merit in qualifying examination, score in CMAT, GD and PI as per the following weightage:

- Qualifying Examination: 30%
- CMAT Score, GD and PI: 70%

Weightage for CMAT score, GD and PI in the final selection shall be as under:

- CMAT Score: 75%
- Group Discussion (GD): 15%
- Personal Interview (PI): 10%

Number of Seats: 30 (reservation to SC, ST and OBC as per Government of India norms)

Group Discussion & Personal Interview of the short-listed candidates shall be conducted on **15th and 16th July 2016** at the Nowgam Campus 1 of the University.

Application Procedure

Prospectus, Application Form and Guidelines for Online Submission of Forms are available on the University Website: www.cukashmir.ac.in.

The last date for submitting online Application Forms is 30th of June, 2016.



How to Apply

The candidates are advised to follow the following steps for filling their On-Line Application Forms.

Step-1: Visit <http://www.cukashmir.ac.in> and click on Link **MBA Admissions 2016**

Read Important Instructions for Registration and Submission of Form carefully before proceeding further.

Step-2: Register yourself before submitting the Online Application Form by Clicking on **Proceed To Register** button. Remember your Username and Password for future reference.

Step-3: After successful Registration, Login into the system for submitting On-line Application Form.

After entering your Personal details; click on **Save & Next Button** to proceed further.

Step-4: Enter your correspondence details; click on **Save & Next Button** to proceed further.

Step-5: Enter your Qualifying Exam details; click on **Save & Next Button** to proceed further.

Step-6: Enter your CMAT Exam details; click on **Save & Next Button** to proceed further.

Step-7: Upload your latest passport size photograph and click on **Save & Next Button** to proceed further for taking print out of the "Application Form" or Paying the application fee online or offline through SBI-Collect account.

Step-8: After depositing the **Fee online or offline**(in any of the State Bank of India Branches), Login again for submission of the fee deposited details like State Bank Collect Reference, Branch Code, Branch Name, Date of Payment. Make sure to enter fee details very carefully as after submission of fee details you won't be able to update any information. The last date for submission of the form is **30th June**

