



# School of Management Studies

Motilal Nehru National Institute of Technology Allahabad, Prayagraj - 211004  
Information Brochure 2021-2022





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## Message from the Director



The landscape of digitalisation is being drawn by breakthroughs in e-communication, e-commerce, and the ever-increasing deployment of the information & communication technology. The new world economic order is based on high-speed networks, technological innovations and knowledge driven production. MNNIT Allahabad has developed an ecosystem through continued commitment towards improvement in teaching-learning process, value-oriented education and advances in the emerging domains of technology and management.

Our School of Management Studies is educating and training management aspirants for last 25 years with a proactive approach towards the changing needs of the business world. Every effort is made by dedicated faculty of the department to equip the students with the requisite individual, interpersonal, and academic excellence. Our alumni have also created a coveted niche in the industry and made their Alma Mater proud.

With immense pleasure I acknowledge the faith of the industry in us, which is evident by their visit to our campus for recruitment year after year.

I am confident that current batch of MBA students will continue to live the legacy of the Institute by playing a significant role in growth of knowledge driven organizations.

**Prof. Rajeev Tripathi**  
Director, MNNIT Allahabad

## Message from the Head of the Department



Present situations have impelled the academic institutions to turn over a new leaf and foster a hybrid culture laced with technology to enable learning and student engagement remotely. We at SMS have kept pace with the changing times to incorporate blended mode of teaching, learning, industry interactions and research.

Aligning with the vision of the department to foster technically trained and managerially apt workforce, SMS has drawn strategies of developing substantial understanding of the core management subjects, providing flexibility of dual specialization & open electives; exposing students to field surveys & industry internship; and lastly providing students an opportunity to submit dissertations on real life project works involving field surveys and desktop research as part of the curriculum. Constant blend of academic excellence and industry interface enables the students to hone skills which prove to be an asset for any organization.

There are ample opportunities for the students to coordinate and participate in a variety of co-curricular and extra curricular activities taking place at department and institute level. Emphasis at SMS is on developing versatile individuals grounded with the values of collectiveness and integrity. Our faculty is highly motivated and skilled to provide rigorous professional education and explore innovative venues for research and creative inquiry.

It is our pleasure to present to you the batch of (21-22) SMS. Enthusiastically I invite the industry fraternity to our placement process. I wish our MBA students all the best for their future endeavors.

**Dr. Vibhuti Tripathi**  
Head of the Department



# The Institute



Motilal Nehru National Institute of Technology Allahabad, Prayagraj is a pace setting institution with deep commitment to quality and excellence in education. Established in 1961, presently MNNIT is proud to offer 09 B.Tech., 25 M.Tech. MCA, MBA, MSc and doctoral programs in all disciplines of engineering, applied sciences, social sciences and management, to around 4000 undergraduate, 2000 post graduate and 200 doctoral students, through fourteen academic departments/ schools/ cells. The students take admission, in this Institute not only from different states in India, but also from many foreign countries including SAARC countries, middle east, Asia, Europe, USA and New Zealand. The infrastructure of the Institute is at par with the best Institutions in the country. The Computer Centre has state-of-the-art computing facilities, departments have modern laboratories and the library houses print as well digital learning resources. Most of the class rooms are air conditioned and equipped with multimedia pedagogical tools. The entire campus, including hostels, executive development centre and residential area is connected with 1.25 Gbps internet connectivity. The Institute is spread over in an area of 222 acres on Lucknow-Allahabad highway near the banks of the river Ganga in Teliarganj locality. The campus is divided into three parts: (i) Academic Campus housing, Academic and Administrative Building, Bank, Sports field, Tennis Court and Gymnasium, Hostel for U.G. first year students, P.G. Students and Multipurpose Hall. (ii) Hostel area housing, hostels for male students, Student Activity Centre and Industrial Estate. (iii) Residential area housing, faculty and staff quarters, Executive Development Centre, Girls' hostel, International hostel and Health Centre. A quiet and congenial atmosphere for studies and research at the highest level prevails in the campus.



## INFRASTRUCTURE

### Conference Halls :

There are multiple fully air conditioned halls with different seating capacity such as Institute Seminar Hall, Multi Purpose Hall with a seating capacity of 2000, each department has a seminar hall to conduct departmental activities.



### Central Library :

It contains a Reading Hall in which 175 readers can be accommodated at a time, a Stack-room of 470.42 sq.m having a collection of about 1,05,157 (approx) books. A Bound Periodical section is also having a collection of 17,651 (approx) volumes thousands of e-Journals and 15,064 e-Books can be accessed 24X7. through e-Shodhsindhu Consortium. A dedicated facility in the form of e-Resources Access Room with 15 computer terminals is also available for accessing the e-resources.

### Computer Centre :

Computer centre is equipped with 300 state of the art machines with Windows and LINUX environment. The Centre provides Email, Web, DNS, FTP, Internet access, HPC and other services 24 hours and 365 days a year. Various advanced and special purpose software for all the campus users are provided by the centre. 24x7 internet connectivity with 1200 Mbps [1000 Mbps(1:1) from NKN (through Railtel), 200 Mbps (1:1) from BSNL] is provided using optical fiber backbone covering departments, student hostels and residential areas.



### Hostels :

Eight hostels for boys, including two separate hostels for MBA students & other PG students.

Four hostels for girls including one hostel separately for MBA student & other PG students.



## Extra Curricular Activities :

The Institute provides ample avenues for the development and nurturing of creative and other talents in the students through the Student Activity Centre (SAC).

- 12 student clubs and two Gymkhana one each for girls and boys
- Fully furnished Basket Ball, Volley Ball, Badminton, Tennis Courts
- Skating Rink; Athletics Ground; A variety of indoor games.

## Amenities :

### Canteens

- There is one air conditioned canteen and two open air canteens on the campus
- Each hostel has one canteen besides its own mess and common room

### Banks

- There are full branches of State Bank of India and Bank of Baroda. Number of ATMs are installed across the campus by both the banks.

### Health Centre

- Full time doctors and a large number of visiting specialists from different medical fields are available in Health Centre. It is an out-patient centre catering the medical need of approximately 5000 students and all members of faculty and staff & their dependents. A number of hospitals and pathologies are empanelled with the Institute where students can avail Cashless facilities/treatment.





# SCHOOL OF MANAGEMENT STUDIES

School of Management Studies is among the most emerging management institutions in the country, engaged in preparing the students to face the challenges in their careers. The guiding philosophy behind all academic activities of the department has been to inculcate professionalism in management teaching by interweaving global perspective, application of modern technology, training and state-of-the-art pedagogy. SMS has embarked upon new initiatives, linkages with corporate world and the international academic community, improving the quality of the programmes offered, international recognition, intellectual wealth creation and ability to attract quality resources, clients and constituents.

Established in the year 1996, School of Management Studies offers Two-years Full-time Master of Business Administration (MBA); Executive MBA program and PhD in various disciplines of management. The faculty is highly qualified and motivated to charge the students with true spirit of enthusiasm and affirmative attitude to adapt to changing exigencies. Many faculty of the department have international exposure in teaching and post doctoral research.

## Department Vision :

To foster globally competitive, quality human resource and to nurture excellence for achieving sustainable development and enrichment of life.

## Department Mission :

1. To inculcate and promote knowledge, skills and creativity among future managers to excel with competence, integrity and social responsibility.
2. To create and disseminate novel research in the areas of social and economic relevance.

## Ranking :

The department has grown many folds and acquired a position of reverence among business schools of repute.

- Ranked 6th in BT-MDRA 2020 Best B School (Government) with Best Value for Money
- Ranked 70th in BT-MDRA 2020 Best B School Ranking
- Ranked 71th in BT-MDRA 2019 Best B School Ranking
- Ranked 3rd among India's Top 100 B-Schools in terms of RoI for 2015 by Outlook Drshti
- Awarded Outstanding Engineering Institute in the North in the National B-Schools Awards by ABP News in 2013



## FACULTY

### Prof. Geetika Professor

B.A., M.A., PhD  
Dean Resource  
Generation & International Affairs  
**Area of Interest** - Strategic  
Management; International  
Business,  
Multinational Finance,  
Managerial Economics,  
Entrepreneurship & Small Business



### Prof. Tanuj Nandan Professor

B.Sc., MBA, PhD  
Associate Dean, Academic  
**Area of Interest:** Financial  
Derivatives, Risk Management,  
International Financial  
Management, Investment Analysis  
and Portfolio Management,  
Corporate Finance



### Prof G. P. Sahu Professor

B.E., MMS (MBA), PhD (IITD),  
PDF(California State University,  
USA)  
**Area of Interest:** Management  
Information Systems, E-  
government, IS/IT Planning, E-  
business, Digital Marketing,  
Supply Chain Management



### Dr. Tripti Singh Associate Professor

B.Sc., MBA, D.Phil  
**Area of Interest:** Human Resource  
Management, Strategic HRM,  
Training and Development,  
Entrepreneurship



### Dr. Vibhuti Tripathi Associate Professor

B.A., MBA, PhD  
**Area of Interest:** Marketing  
Management, Consumer Behavior,  
Brand Management, Retail  
Management



### Dr. Yatish Joshi Assistant Professor

MBA, UGC-JRF (NET),  
PhD (IIT Roorkee)  
**Area of Interest:** Marketing  
Management, Marketing Research,  
Business Analytics, Services  
Marketing



### Dr. Rakesh Kumar Assistant Professor

B.Sc., MBA, PhD  
**Area of Interest:** Marketing  
Management, Retail Management,  
Consumer Behavior, International  
Marketing & Entrepreneurship



### Dr. Somen Dey Assistant Professor

B.Tech (Hons.), M.E., PhD (IIT  
Kanpur)  
**Area of Interest:** Operation  
Management, Manufacturing  
Strategy, Data Mining



## Programmes Offered :

Master of Business Administration (MBA): Two-year Full-time with Dual Specialisation

Executive MBA: Three-years Part time with Dual Specialisation

Doctoral Program (PhD) in Management

## Master of Business Administration (MBA)

SMS offers a Two-year Full-time Post Graduate Degree Program in Master of Business Administration (MBA), providing the advantage of dual specialisation with equal weightage to each. The specialisations offered are marketing, finance, human resource, operations and systems management.

The total current intake is 77. Aspiring candidates are short listed on the basis of CAT percentile and Group Discussion and Personal Interviews are conducted for selection.

## Program Highlights

**Dynamic Curriculum:** The curriculum at SMS is constantly updated in tandem with the changing business scenario and constant interactions with experts from the industry.

**Group Learning:** Dedicated sessions in behavioral dynamic laboratory, along with discussions and presentations provide free exchange of ideas among students.

**Project Work:** Project work is under taken in every semester as a group activity in three semesters and individually in the fourth semester. Projects are research based with a focus on various social issues, market survey, in-depth industry analysis and application of management concepts and principles.

**Research & Analysis:** Students are exposed to a number of widely known research database of the Center for Monitoring Indian Economy (CMIE), EBSCO and software like Statistical Package for Social Science (SPSS).





## Course Structure

Semester I	Semester II	Semester III	Semester IV
Management Principles and Communication Skill Development	Financial Management	Strategic Management	Entrepreneurship and Innovation Management
Managerial Economics	Human Resource Management	Professional Elective I	Professional Elective III
Business Environment and International Perspective	Operations Management	Professional Elective II	Professional Elective IV
Operation Research	Marketing Management	Open Elective I	Open Elective II
Accounting for Management Decisions	Management Information Systems	Industry Survey and Analysis (Research Based)	Major Research Project
Research Methodologies and Statistical Packages	Organizational Behavior	Summer Internship Project Evaluation	
Computer Application for Business	Management Information Systems and Application Development (Practical)		
Rural Survey (Research Based)	Market Survey (Research Based)		





## Professional Electives

Marketing	Human Resource	Finance	Operations	System Management
Consumer Behaviour & Advertising	Industrial Relation & Labor Legislation	Investment Analysis and Portfolio Management	Quality Management	Business system Analysis & Design
Retail Management	Human Resource Planning & Development	Financial Service Operation	Project Management	Database Management System
International Marketing	Strategic Human Resource Management	Financial Derivatives	Professional Decision Modeling & Quantitative Analysis	Data Analysis
Product and Brand Management	International Human Resource Management	Multinational Finance	Logistics and Supply Chain Management	E-Business

## List of Open Electives

Open Elective I	Open Elective II
Rural Marketing	Tax Planning & Management
Leadership & Group Processes	Project Appraisal & Financing
Business Ethics & Corporate Governance	Marketing of Services & Concepts
Intellectual Property Rights	Organizational Development & Change
Business Intelligence	Electronic Governance
Corporate Restructuring	Business to Business Marketing
Social Marketing	Sustainable Business Development
Behavioral Finance	Cross Culture Management



## Projects

Some of the Projects Undertaken by our MBA students as a part of courses on Rural Survey, Market Survey, Industry Survey, Summer Internship Project and Major Research Projects.

Sl No	Title of the Project
1	An analysis of the customer preference of marketing between social media marketing and email marketing.
2	A study on the relationship of work- role ambiguity on job stress and employee attrition.
3	Application of Artificial Intelligence in Human Resource Management (HRM).
4	Supply chain management in Agriculture Sector (Agri-Supply Chain and Logistics), Reverse Supply chain for agri-based products
6	Adoption of ERP System : Factors Influencing its Usage and Impact on End Users
7	The Impact of Green Marketing on Consumer Purchase Behaviour
8	Inventory Management of Small Scale Enterprises
9	Market research and Promotion of "Continual Learning Path" program of Image Consulting Group.
10	Leveraging digital channels for enhancing customer experience and analysis of Micro market (ICICI Bank)

### Executive MBA (Part Time)

The School of Management Studies also offers Executive MBA (Part Time) for Industry Professionals. The program has an intake of 30. Admission is done on the basis of marks earned through Written Test, Interview, Academic Qualification and Work Experience.

### Doctoral Program (PhD) in Management

The School of Management Studies offers Doctor of Philosophy (Ph.D) degree on stipendiary and non-stipendiary basis for fulltime candidates in different areas of management. Aspirants from Industry can also pursue under the Industry sponsored category. Till date 53 students have been awarded PhD degree and currently 25 research scholars are registered in the Ph.D program.



## Research Areas

Sl No	Specialization	Research Areas
1	Finance	Financial Derivatives, Investment Analysis, Risk Management, Investor Behaviour
2	Marketing	Digital Marketing, Relationship Marketing, Consumer Behaviour, Social Marketing, Advertising, Ethical Marketing, Brand Management, Retail Management, Sustainability Marketing, Green Consumption, Customer engagement, Social Media Marketing, Behavioral Studies, Consumer Psychology, Sustainable Consumption, Green Business Practices, Green Marketing
3	Human Resources	Human Resource Management, Organizational Behaviour, Entrepreneurship and Innovation
4	Operations	Operations Management, Supply Chain Management, Manufacturing Strategy
5	Information Systems	Management Information Systems, E-governance, IS/IT Planning, E-business, Green IT, Digital Marketing

## Recently awarded PhDs

Sl No	Title	Name of the Scholar	Faculty
1	Inter-dynamics of Macro and Micro Determinants of Entrepreneurship Development: A Case Study of Mizoram State (2021)	Dr. Rosangpuui Hmar	Prof. Geetika
2	Impact of social media usage on employee's well-being and job performance in IT industries in India (2021)	Dr. Rahul Bodhi	Dr. Tripti Singh
3	A Study on Causal Relationships Between Banking Sector Growth, Stock Market Development and Economic Growth in India (2020)	Dr. Nivedita Srivastava	Prof. Tanuj Nandan
4	Effect of Ownership Structure on the Financial Performance of the Firm (2020)	Dr. Ashutosh P. Singh	Prof. Tanuj Nandan
5	Impact of Quality of Work Life (QWL) on Turnover Intention of Ground Staff of Airlines in India (2020)	Dr. Vibha Yadav	Dr. Vibhuti Tripathi
6	Developing a Model for Behavioral Intention to Adopt Green Information Systems: A Study of Indian Banking and Information Technology Industries (2019)	Dr. Monika Singh	Prof. G. P. Sahu



## Courses offered to other programs of the Institute

In addition to the post graduate programs (i.e. MBA and PhD), the School of Management Studies also offers a number of courses as Open Electives catering to the needs of undergraduate students (B.Tech) and post graduate (M.Tech/MCA) students of different engineering departments of the Institute.

### List of Courses offered to Under Graduate Students

Sustainable Business Development	Management of IT Industries (For CSE & IT)
Leadership and Group Processes	Business Intelligence
Business Ethics and Corporate Governance	Rural Marketing

## Faculty Development Programs (FDPs)

School of Management Studies also organizes a number of Short Term Courses/Workshops in various emerging areas of management (Research Methodology, Digital Marketing, Emotional Intelligence, Artificial Intelligence, Data Analytics, Block Chain, Econometrics) with participation from students and faculty members from different academic Institutions across the country and abroad.

## International Conference

The department organized 3rd International Conference on Advances in Management and Technological Innovations Impacting Industries (ICAMT-III) dated 20th -22nd April, 2021 under the aegis of IPR Cell and III Cell MNNIT Allahabad and IEEE (UP Chapter) which saw a participation of over 120 delegates from India and Abroad.



## Sponsored Research Projects

With a strong foundation for research environment, the faculty of the department has undertaken various sponsored research and consultancy projects.

### Sponsored Research Projects

Sl No.	Project Description	Funding Agency
1	Multi-partnership Model of Self-sustainable Shelters for Urban Homeless Poor (Principle Investigator: Prof. Geetika)	HUDCO, New Delhi
2	Antecedents and Predictors of Investment Behaviour amongst Urban Poor: A study of Uttar Pradesh (Principle Investigator: Prof. Tanuj Nandan)	ICSSR, New Delhi
3	Global Initiative of Academic Networks (GIAN) Phase I and II (Coordinator: Prof. G. P. Sahu)	MHRD, New Delhi
4	Teach 10000 Teachers (T10KT) NME-ICT Remote Centre (Principal Investigator: Prof. G. P. Sahu)	NME-ICT, MHRG (Through IIT Bombay)
5	National Mission Project on Pedagogy (Principal Investigator: Prof. G. P. Sahu)	NME-ICT, MHRG (Through IIT Kharagpur)
6	Developing a Model for Effective Adoption of Solar Energy Systems in India (Principal Investigator: Prof. G. P. Sahu)	IMPRESS, ICSSR New Delhi
7	Coordinator, National Resource Centre, SWAYAM (Prof. G. P. Sahu)	MoE, Govt of India





## Industry Connect

With a continuous endeavor to bridge the gap between Industry and Academia, School of Management Studies periodically organizes different events so that students get industrial exposure and experience corporate learning.

## Summer Internships

The department offers compulsory (6-8) weeks summer internship program as a part of the curriculum which provides a unique opportunity to students to get deeper insights and understanding about organizations and their management practices under the expert guidance of industry mentors.

**Some of the organizations offering Summer Internships to our MBA students.**

Organization	Summer Internship Project
Sangrur Agro Limited, Sangrur (Pb)	Marketing Strategy of Shagun edible oil brand
Pioneer Management Consultant Pvt Ltd	Market Research & Business Development
Super 77	Marketing and Business Development Intern
Career acceleration masterminds	Marketing and business development
Reliance Cement company private limited	A study on financial performance and analysis at rccpl Rbl
i-SmokeStack - Startup Specialist	Human Resources Internship - Admin & Operations/HR Recruitment Specialist
WhiteHat Jr.	Pre-sales user engagement intern
Princeton & Company, London	Strategy Consulting Intern
BigBasket	BBDaily Servicescape BDE
Super77	Business Development Intern
DBS Bank Ltd	Relationship Assistant Intern
Friends Tea Industries	General Management
The leading solutions	Marketing and Finance
Tata Steel Downstream Products limited	Management Intern
IFORTIS WORLDWIDE	Sales and marketing strategies of IFORTIS WORLDWIDE



Organization	Summer Internship Project
Ifortis Worldwide	Sales & marketing strategies of Ifortis Worldwide
Career acceleration masterminds	Marketing and business development
Collabgenics consulting	A study of technical analysis in Indian Stock market
Anteelo Design Private Limited	Role of Digital Marketing in Effective Business Growth
Peacock Solar	Recruitment and Selection process in peacock solar
VCE	Financial Modeling
AIM India	Sales and marketing strategy of AIM India
The Leading Solution	e- Marketing impact on Insurance Sector
TATA MOTORS	Marketing Intern and project on Market Research and Analysis
Big Basket	Business Development Intern
Super 77	Business Development Intern
The Leading Solution	Marketing, Sales and Financial Analysis in Insurance Sector
The leading solutions	sales and marketing strategy of The leading solutions
AIM India	Marketing and Finance Intern
Career Acceleration Mastermind	Marketing and Business Development Intern
Peacock Solar	Employment Life Cycle
Career Acceleration Masterminds	Marketing and Business Development
Edvantic Services Private Limited	A study of financial qualification in private Equity and Investment Banking
Brand Samosa	Social Media Marketing
Vardhan Consulting Engineers (VCE)	marketing plan for an e-learning platform of Vardhan Consulting Engineers
Recruiting Genie LLP, Noida	Recruitment Specialist
The Leading Solutions (TLS)	Consumer Perspective Towards Various Investment Sectors with special reference to India First Life Insurance
The leading Solutions(TLS Pvt Ltd)	A study on various investment sector in India
AIM India	Sales and marketing intern of AIM India
Recruiting Genie LLP, Noida	Recruitment Specialist
Anteelo Design Private Limited	Role of Digital Marketing in Effective Business Growth
Super 77	Marketing and Business Development Intern



### Internship of MBA Batch 2020 - 22



## Industrial Tours

To integrate interactive learning in the curriculum and bridge the widening gap between theoretical learning and practical exposure, School of Management Studies organizes annual Industrial Tour. Variety of industries in different sectors including manufacturing and services are visited by MBA students every year. These visits contribute towards analytical development of the students, they are exposed to current trends in the market, future scenario of the industry and adoption of new technologies in the industry. As a means of experiential learning students are exposed to corporate environment and get an opportunity to learn internal practical working methods and employment practices.

## Industry Survey and Guest Lectures from Industry Professionals

A course on Industry Survey and Analysis (Research Based) is a part of the MBA curriculum in which students carry in-depth analysis of a selected industrial sector of their interest. In addition, the department also organizes guest lectures of Industry Professionals for the MBA students throughout the academic year.





## Guest Lectures

NAME	ORGANIZATION	TOPIC
Mr. Manoj Paliwal	Wipro Limited	Management Skills & Time Utilization
Dr. Vinod Kumar	IIT Lucknow	Website Analytics
Mr. Manish Mishra	LeEco	Programmatic Buying
Mr. Partha Sen	Avyay	AI in Digital Marketing
Mr. Mehul Shah	Salesmate	Search Engine Optimization
Dr. Arun Kumar Kaushik	IIM Amritsar	Scale Development in Management Science Research
Dr. Amit Kumar Agarwal	IIT Naya Raipur	Systematic Literature Review in Management Science Research
Dr. Rambalak Yadav	IMT Hyderabad	Editors Perspective
Dr. Deepak Sangroya	Jindal Global Business School	Digital Business Model
Mr. Dhananjay Singh (IRS)	Asst Commissioner, Vadodra	Thoughts on Public Finance, Trade & Technology during COVID-19 Pandemic
Dr. Ashutosh Pandey	Tays Private Limited	Mobile Marketing
Dr Rameshwar Dubey	Liverpool Business School, Liverpool John Moores University	Big Data and Predictive Analytics
Dr Gary Graham	Leeds University Business School, University of Leeds	Big Data and Predictive Analytics
Mr. Nitin Kalara	ALQIMI	Business Analytics
Prof. Yogesh Dwivedi	Professor, Swansea University UK	Block Chain, Case study on Block chain
Prof. Ravi Srivastava	JNU New Delhi	Indian economy reform packages and its implication for the industry
Prof. Kishore Kumar Das	Dept. of Statistics, Assam University	Application of Statistics in Management
Dr. Priyanka Sharma	IIM Lucknow	Marketing Analytics
Dr. Gaurav Kabra	NITIE Mumbai	Analytics in Supply Chain Management



Mr. Pritam Dutta	Anheuser-In Bev, Bangalore	Digital Transformation its challenges and application
Mr. Dheer Singh	Bharti Airtel UP East Lucknow	Marketing through Telecom Lens
Mr. Dhananjay Singh	IRS Asst. Commissioner GST Ministry of Finance	Thoughts on public finance trade in technology during Covid 19 pandemic
Mr. Rakesh Chopra Mentor & Director	ICON Techno Cloud Pvt. Ltd.	Business Analytics and Its Application in Management
Abha Uday Sawant	Sameer Telang	Mutual Fund Expert Speak
Darshana Rampuria	Mr. Mukul Mishra	Awareness Program in Money Management
Lakhpatt Singh	EBSCO	EBSCO Workshop





## Our Recruiters



TATA CONSULTANCY SERVICES

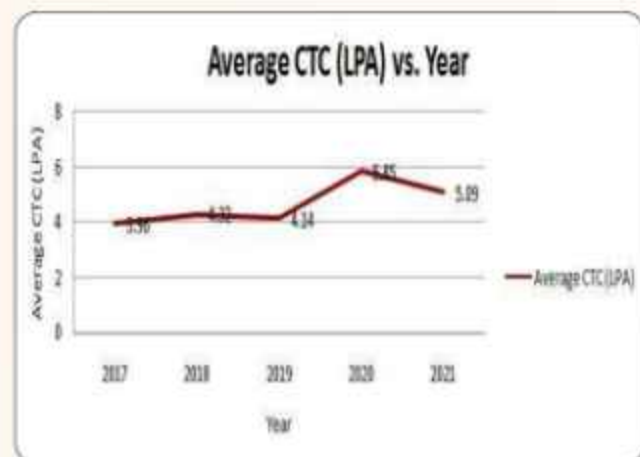
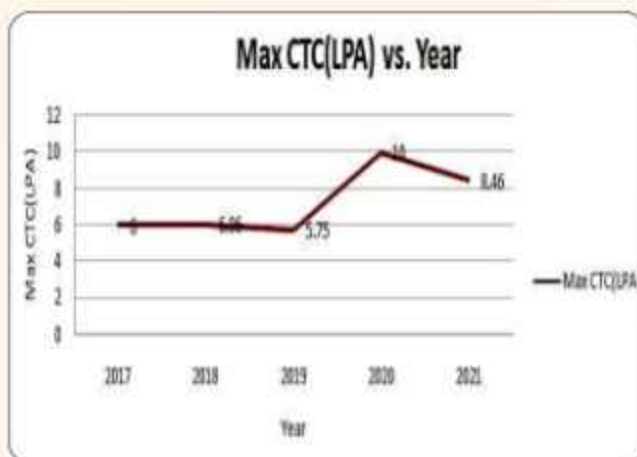
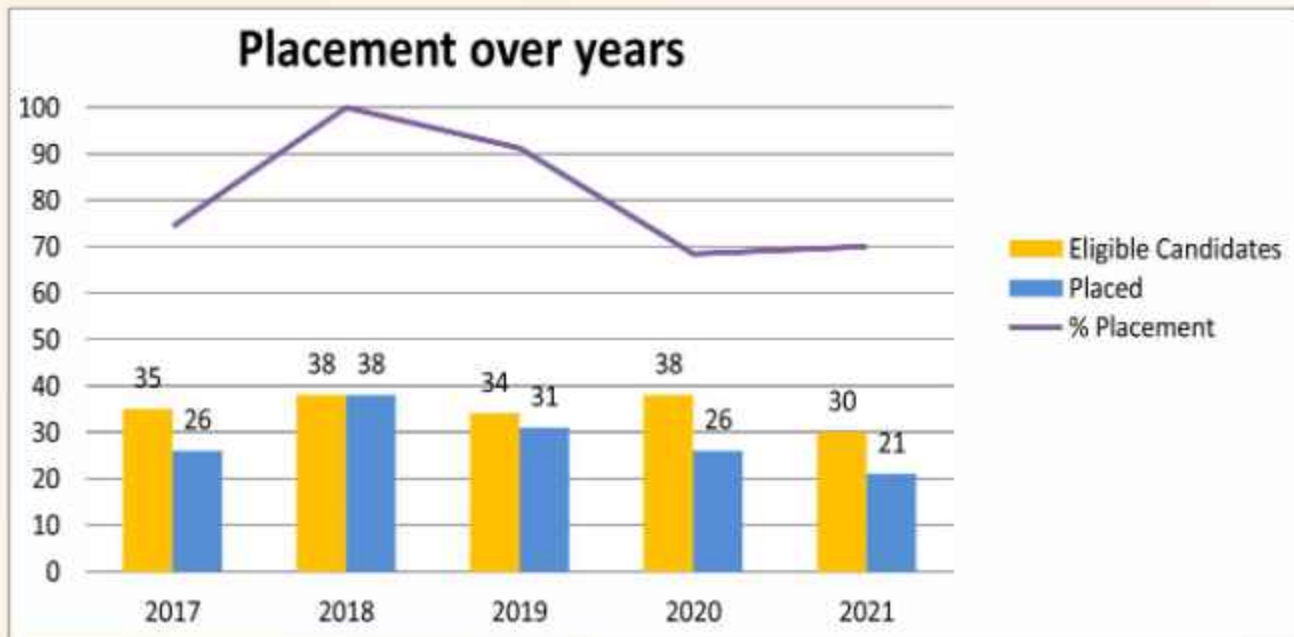






## Placement Statistics for the last 5 years (MBA)

Year	Eligible Candidates	Placed	%Placement	Average CTC (LPA)	Max CTC (LPA)
2021	30	21	70	5.09	8.46
2020	38	26	68.42	5.85	10
2019	34	31	91.18	4.14	5.75
2018	38	38	100	4.32	6.06
2017	35	26	74.29	3.96	6.00

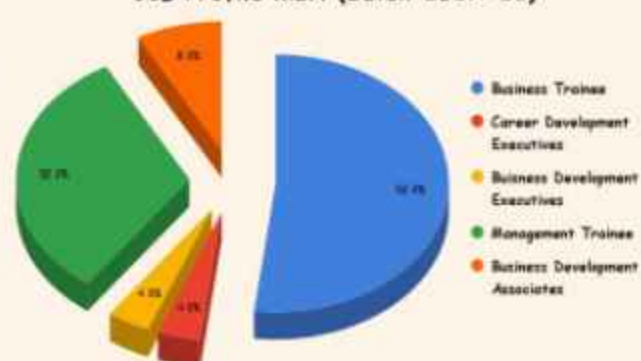




Job Profile MBA (Batch 2018-20)



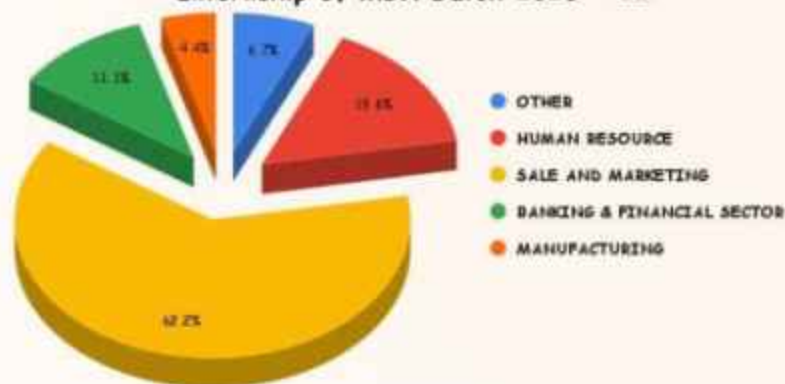
Job Profile MBA (Batch 2019-21)



### Organizations offering Summer Internship (with Stipend) to our MBA Students

Sangrur Agro Limited	Pioneer Management Consultant Pvt Ltd	WhiteHat Jr.	Career acceleration masterminds
Reliance Cement company private limited	i-SmokeStack - Startup Specialist	DBS Bank Ltd	Princeton & Company, London
BigBasket	Tata Steel Downstream Products limited	IFORTIS WORLDWIDE	Friends Tea Industries
Career acceleration masterminds	Collabgenics consulting	Anteelo Design Private Limited	Ifortis Worldwide
The Leading Solution	Peacock Solar	VCE	AIM India
TATA MOTORS			

Internship of MBA Batch 2020 - 22





## Alumni Connect





## Student Profile : Batch 2020-22



**Aditya Gupta**  
B.Tech (EC)  
Shri Ramswaroop Memorial  
University, Lucknow  
MBA Specialization:  
Marketing, Finance  
Internship: Aim India Pvt. Ltd.

### Akash Doliya

B.Tech  
Guru Jambheshwar University Of  
Science And Technology  
MBA Specialization: Marketing,  
Operations  
Internship: Pioneer Management  
Consultant Pvt Ltd.  
Work Ex.: 26 Months



**Aditya Katiyar**  
B.Tech  
Punjabi University  
MBA Specialization:  
Marketing, Human Resource  
Internship: Sangrur Agro Ltd.  
Work Ex.: 36 Months

### Akash Kumar

B.Tech  
Uttar Pradesh Textile Technology  
Institute, Kanpur  
MBA Specialization: Marketing,  
Operations  
Internship: Super 77



**Aishwarya**  
BCA  
Lovely Professional Universal,  
Punjab  
MBA Specialization:  
Marketing, Human Resource  
Internship: Recruiting Genie  
LLP

### Amritesh Mishra

B.Com  
University Of Allahabad, Prayagraj  
MBA Specialization: Marketing,  
Finance  
Internship: Career Acceleration  
Masterminds  
Work Ex.: 15 Months



**Ajaj Khan**  
B.Tech  
Guru Jambheshwar University  
Of Science And Technology,  
Hisar  
MBA Specialization: Human  
Resource, Operations  
Internship: TLS Pvt. Ltd.  
Work Ex.: 26

### Ankesh Raj

B.B.A.  
GLA University Mathura  
MBA Specialization: Marketing,  
Finance  
Internship: Reliance Cement  
Industry Private Limited  
Work Ex.: 2 Month



**Anushka Dwivedi**  
B.Sc (Hons.) Microbiology  
SHUATS, Prayagraj  
MBA Specialization:  
Marketing, Human Resource  
Internship: I-smokestack, Made  
Differently ByDivangian

### Aparajita Raj

BA English Literature (Hons.)  
SS Degree College, Dhanbad  
MBA Specialization : Marketing,  
Human Resource  
Internship: WhiteHat Jr.





## Student Profile : Batch 2020-22



**Chandak Abhishek Sanjay**  
B.Com  
Dhanwate National College,  
Nagpur  
MBA Specialization:  
Marketing, Finance  
Internship: Vardhan Consulting  
Engineers

**Hardik Kaushal**

B.Tech  
Uttar Pradesh Textile Technology  
Institute Kanpur  
MBA Specialization: Marketing,  
Operations  
Internship: The Leading Solutions



**Chandra Shekhar Sharma**  
B.E.  
Lakshmi Chand Institute of  
Technology, Bilaspur  
MBA Specialization:  
Marketing, Operations  
Internship: Bigbasket  
Work Ex.: 54 Months

**Harshit Jain**

B.Com  
University Of Allahabad,  
Allahabad  
MBA Specialization: Marketing,  
Finance  
Internship: The Leading Solutions



**Divya Shukla**  
B.A. (Political Science Honors)  
Banaras Hindu University,  
Varanasi  
MBA Specialization:  
Marketing, Human Resource  
Internship: Recruiting Genie  
LLP

**Himanshu Shekhar**

B. Sc. [Hons]  
S. P. Jain College  
MBA Specialization: Finance,  
Human Resource  
Internship: Tata Steel Downstream  
Products Ltd  
Work Ex.: 40 Months



**Fariz Amaan**  
B.Tech (Chemical)  
Zakir Husain College Of  
Engineering And Technology,  
AMU, Aligarh  
MBA Specialization:  
Marketing, Operations  
Internship: Super77

**Himanshu Singh**

B.Tech  
IMS Engineering College,  
Ghaziabad  
MBA Specialization: Human  
Resource, Operations  
Internship: Peacock Solar



**Girish Dhawan**  
B.Tech  
National Institute of Technology,  
Raipur  
MBA Specialization: Marketing,  
Operations  
Internship: DBS Bank Ltd  
Work Ex.: 110 Months

**Iztaba Ur Rahman**

B.Tech  
Amity University  
MBA Specialization:  
Marketing, Finance  
Internship: Ifortis  
Work Ex.: 12 Month



**Gourab Gogoi**  
BBA  
Centre For Management Studies,  
Dibrugarh University  
MBA Specialization: Marketing,  
Human Resource  
Internship: Friends Tea Industries

**Jyoti Kushwaha**

B.Tech  
United College Of Engineering &  
Management, Allahabad  
MBA Specialization: Finance,  
Human Resource  
Internship: Ifortis





## Student Profile : Batch 2020-22



**Kritika Rao**  
B.Sc (Mathematics)  
Mahatma Gandhi Chitrakoot  
Gramoday University, Chitrakoot  
MBA Specialization: Marketing,  
Human Resource  
Internship: Career Acceleration  
Masterminds

### Pragati Singh

B.com. (Honors)  
Lal Bahadur Shastri Girls  
College Of Management,  
Lucknow University  
MBA Specialization: Finance,  
Human Resource  
Internship: AIM India Pvt. Ltd.



**Lokesh Gupta**  
B.Com (Hons.) Finance  
Banaras Hindu University,  
Varanasi  
MBA Specialization: Finance,  
Marketing  
Internship: Collabgenics  
Consulting

### Rahul Kumar

B.Sc.  
D.N. College  
MBA Specialization: Marketing,  
Operations  
Internship: The Leading Solution



**Megha Makheja**  
B.Com  
University Of Allahabad,  
Prayagraj  
MBA Specialization: Marketing,  
Finance  
Internship: Antecelo Design  
Private Limited

### Raj Shubham

B.Com  
Swami Vivekananda Subharti  
University  
MBA Specialization:  
Marketing, Human Resource  
Internship: Tata Motors



**Misbah Azam**  
B.Com  
University Of Allahabad,  
Prayagraj  
MBA Specialization: Finance,  
Human Resource  
Internship: Peacock Solar

### Sachin Tripathi

BBA  
United Institute Of  
Management (FUGS)  
MBA Specialization:  
Marketing, Finance  
Internship: Bigbasket



**Nishi Yadav**  
BCA  
University Of Allahabad, Prayagraj  
MBA Specialization: Marketing,  
Operations  
Internship: AIM India Pvt. Ltd.

### Sakshi Gupta

B.Tech  
B.I.T Sindri  
MBA Specialization: Human  
Resource, Operations  
Internship: Amanat Foundation  
Work Ex.: 17 Months



**Pardeep Yadav**  
BBA  
Kurukshetra University, Kurukshetra  
MBA Specialization: Marketing,  
Finance  
Internship: VCE (Vardhan Consulting  
Engineers)

### Sanchit Srivastava

B.Tech  
FET College  
MBA Specialization: Marketing,  
Human Resource  
Internship: Super 77





## Student Profile : Batch 2020-22



**Satyam Yadav**  
B.Sc  
Ewing Christian College  
MBA Specialization: Marketing,  
Operations  
Internship: Ifortis Corporate

**Vaibhav Chaturvedi**  
B.Com (Hons)  
Banaras Hindu University,  
Varanasi  
MBA Specialization: Marketing,  
Finance  
Internship: Edvantic Services Pvt.  
Ltd.



**Saurabh Kumar**  
B.Sc  
Indian Maritime University  
MBA Specialization: Marketing,  
Operations  
Internship: The Leading Solution

**Vidhi Anand**  
B.Com  
University Of Allahabad, Prayagraj  
MBA Specialization: Marketing,  
Finance  
Internship: Anteelo Design Pvt. Ltd.



**Shubhi Jain**  
B. Com  
Mata Gujri Mahila Mahavidyalaya  
MBA Specialization: Finance,  
Operations  
Internship: AIM Pvt. Ltd.

**Vikas Kumar**  
B.Com  
University Of Lucknow  
MBA Specialization: Marketing,  
Finance  
Internship: Super 77



**Sneha Tripathi**  
BBA  
United Institute Of Management  
MBA Specialization: Marketing,  
Finance  
Internship: Bigbasket

**Vikas Tripathi**  
B.Tech  
United College Of Engineering  
And Research, Allahabad  
MBA Specialization: Marketing,  
Human Resource  
Internship: Brand Samosa  
Work Ex.: 7 Months



**Subrat Rai**  
B. Tech  
Graphic Era (Deemed To Be)  
University, Dehradun  
MBA Specialization: Finance,  
Human Resource  
Internship: Peacock Solar  
Work Ex.: 11 Months

**Vishal Kumar**  
B.Sc  
Gaya College, Gaya  
MBA Specialization: Marketing,  
Human Resource  
Internship: Vardhan Consulting  
Engineers

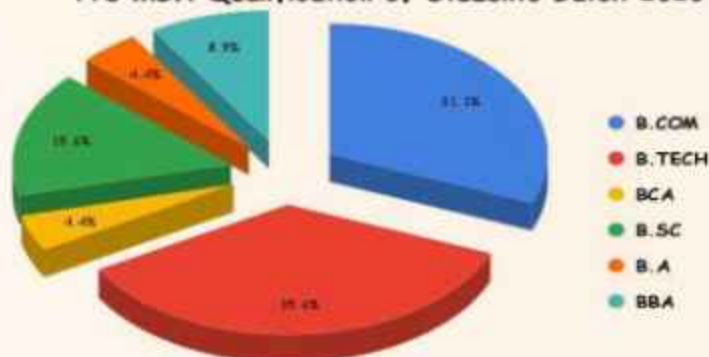


**Utkarsh Sharma**  
B.Tech  
AKS University  
MBA Specialization: Marketing,  
Human Resource  
Internship: Career Acceleration

**Vishnu Shankar Pandey**  
B.Voc (Food Processing And  
Technology)  
University Of Allahabad  
MBA Specialization: Marketing,  
Operations  
Internship: The Leading Solution  
Work Ex.: 11 Months



## Pre MBA Qualification of Students Batch 2020-22



## Batch 2021-23

**Abhay Kumar Anand**

Graduation Stream: (B.Eng.)  
 Graduation College: RKDF University  
 Area of Interest: Operations  
 Email ID: [Abhayanand9970@gmail.com](mailto:Abhayanand9970@gmail.com)

**Mayank Sharma**

Graduation Stream: B. Com  
 Graduation College: Banaras Hindu University  
 Area of Interest: Finance, technology  
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**Amisha Raghuvanshi**

Graduation Stream: BBA  
 Graduation College: Galgotias University  
 Area of Interest: Marketing, Human Resources  
 Work Exp.: 6 months  
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**P Biswaraj**

Graduation Stream: B.Sc. (Zoology Hons)  
 Graduation College: NSM City College, Utkal University  
 Area of Interest: Marketing  
 Work Exp.: 35 Months  
 Email ID: [biswarajp8@gmail.com](mailto:biswarajp8@gmail.com)

**Ankit Mishra**

Graduation Stream: B. Com  
 Graduation College: University of Allahabad  
 Area of Interest: Finance  
 Email ID: [Ankitmishra8737@gmail.com](mailto:Ankitmishra8737@gmail.com)

**Pawan Upadhyay**

Graduation Stream: B.Tech ECE  
 Graduation College: AIACTR  
 Area of Interest: Operations  
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**Ashish Kumar Yadav**

Graduation Stream: BCA  
 Graduation College: Kalinga University Raipur Chhattisgarh  
 Area of Interest: Human Resources  
 Email ID: [ashishsa08@rediffmail.com](mailto:ashishsa08@rediffmail.com)

**Pranjali Narayan**

Graduation Stream: B.Tech Computer Science  
 Graduation College: United College of Engineering and Research  
 Area of Interest: Data Science, Digital Marketing, Operations  
 Email ID: [pnsvpranjali@gmail.com](mailto:pnsvpranjali@gmail.com)

**Balbir Jha**

Graduation Stream: (B.Sc.-Stats)  
 Graduation College: Hindu College, Delhi University  
 Area of Interest: Finance  
 Work Exp.: 264 Months (Served in army)  
 Email ID: [jhabalbir20@gmail.com](mailto:jhabalbir20@gmail.com)

**Prashant Mishra**

Graduation Stream: B.Tech - Petroleum Engineering  
 Graduation College: Rajiv Gandhi Institute of Petroleum Technology  
 Area of Interest: Finance and Marketing  
 Email ID: [prashant3cool@gmail.com](mailto:prashant3cool@gmail.com)

**Gaurika Sharma**

Graduation Stream: B. A. (Hons.) Geography  
 Graduation College: Miranda House, University Of Delhi  
 Area of Interest: Human Resource & Marketing  
 Email ID: [gaurikasharma2001@gmail.com](mailto:gaurikasharma2001@gmail.com)

**Pravisha Jaiswal**

Graduation Stream: BBA  
 Graduation College: United Institute of Management  
 Area of Interest: Finance, Operations  
 Work Exp.: 6 Months  
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## Batch 2021-23

### Harshit Kumar Singh

Graduation Stream: B. Com  
Graduation College: Mahatma Gandhi Kashi Vidyapith,  
Varanasi  
Area of Interest: Finance, Accounting & Marketing  
Email ID: [sharshitikumar378@gmail.com](mailto:sharshitikumar378@gmail.com)

### Ravi Prakash Mishra

Graduation Stream: BBA  
Graduation College: Sherwood College Of Professional  
Management, LU Area of Interest: Marketing and Finance  
Email ID: [raviprakash.mishra169@gmail.com](mailto:raviprakash.mishra169@gmail.com)

### Jyoti Singh

Graduation Stream: Bachelor of Science  
Graduation College: Siddharth University  
Area of Interest: 11 months  
Area of Interest: Marketing  
Email ID: [jyoti404singh@gmail.com](mailto:jyoti404singh@gmail.com)

### Rishabh Srivastava

Graduation Stream: B. Tech.  
Graduation College: SIET Allahabad  
Area of Interest: Finance  
Work Exp.: 26 Months  
Email ID: [rishabhsriv6195@gmail.com](mailto:rishabhsriv6195@gmail.com)

### Kaushiki Dixit

Graduation Stream: B. Tech.  
Graduation College: Pranveer Singh Institute Of Technology,  
Kanpur  
Area of Interest: Marketing  
Email ID: [kaushikidixit70@gmail.com](mailto:kaushikidixit70@gmail.com)

### Roohul Qamar Ansari

Graduation Stream: BBA  
Graduation College: UIM (Fugs)  
Area of Interest: Finance  
Email ID: [8564roohulq@gmail.com](mailto:8564roohulq@gmail.com)

### Kumar Sambhav

Graduation Stream: B.B.A.(Hons.)  
Graduation College: Lalit Narayan Mithila University,  
Darbhanga  
Area of Interest: Accounting & Finance  
Email ID: [sambhav840karn@gmail.com](mailto:sambhav840karn@gmail.com)

### Sarthak Jaiswal

Graduation Stream: BBA  
Graduation College: LITTM  
Area of Interest: Travel trade  
Email ID: [jaiswalsarthak39@gmail.com](mailto:jaiswalsarthak39@gmail.com)

### Kushagra Srivastava

Graduation Stream: B.Tech.  
Graduation College: United College Of Engineering And  
Management  
Area of Interest: Operations, Digital Marketing  
Email ID: [kush.srivast7388@gmail.com](mailto:kush.srivast7388@gmail.com)

### Shivi Srivastava

Graduation Stream: Bachelor of Science  
Graduation College: University of Allahabad  
Area of Interest: Marketing, Advertising & Project  
Management  
Email ID: [shivishiv001@gmail.com](mailto:shivishiv001@gmail.com)

### Shriyansh Srivastava

Graduation Stream: B. Tech.  
Graduation College: Dr. A.P.J. Abdul Kalam Technical  
University  
Area of Interest: Analytics, Operations, Marketing  
Email ID: [shriyansh.shivam112@gmail.com](mailto:shriyansh.shivam112@gmail.com)

### Subhjit Ghosh

Graduation Stream: BBA  
Graduation College: The University Of Burdwan  
Area of Interest: Marketing  
Email ID: [realfriend022@gmail.com](mailto:realfriend022@gmail.com)

### Siddharth Dubey

Graduation Stream: B.Com. (Hons.)  
Graduation College: Banaras Hindu University  
Area of Interest: Finance  
Email ID: [mesiddubey@gmail.com](mailto:mesiddubey@gmail.com)

### Sujal Srivastav

Graduation Stream: BBA  
Graduation College: Jeevandeep Mahavidyalaya  
Area of Interest: Marketing, Finance  
Work Exp.: 11 Months  
Email ID: [sujal9099@gmail.com](mailto:sujal9099@gmail.com)



## Batch 2021-23

### Siddharth Guatam Pandey

Graduation Stream: B. Tech  
 Graduation College: I.E.R.T Allahabad (Prayagraj)  
 Area of Interest: Marketing  
 Email ID: [siddharthpandey13091997@gmail.com](mailto:siddharthpandey13091997@gmail.com)

### Swati Kumari

Graduation Stream: B.Sc.  
 Graduation College: Vinobhabhave University Hazaribagh  
 Area of Interest: Marketing, Human Resources  
 Email ID: [swati72310@gmail.com](mailto:swati72310@gmail.com)

### Sona Verma

Graduation Stream: B.Sc (in Hospitality and Hotel Administration)  
 Graduation College: IHM Mumbai  
 Area of Interest: Marketing, Human Resources, Operations  
 Email ID: [sonaverma1206@gmail.com](mailto:sonaverma1206@gmail.com)

### Yashraj Agarwal

Graduation Stream: B. Tech.  
 Graduation College: Jaypee Institute Of Information Technology  
 Area of Interest: Finance  
 Work Exp.: 17 Months  
 Email ID: [yash.agw1335@gmail.com](mailto:yash.agw1335@gmail.com)

## Pre MBA Qualification of Students Batch 2021-23





## CSR Activities of the SMS

### SATYAVIJAY Scholarship

Prof Geetika, the founder Head of SMS, has instituted a Merit cum Means scholarship in the name of her parents. The scholarship has commenced from 2021-22.

The scholarship (Rs 50,000 per year) shall be awarded to the most meritorious and needy student of MBA second year.



Prof Geetika donated an automatic wheel chair to a differently abled student of BTech, in order to enable him to be self dependent. She has named this scheme as SAKSHAM, meaning capable. Donations may be made through Dean student Welfare office.



Students of MBA and faculty of the department participated in a unique activity to help poor villagers fight with hunger under United Nations MDG No. 2 'Zero Hunger'. A unique bank named 'Anaj Bank' was created.



# School of Management Studies

Motilal Nehru National Institute of Technology Allahabad

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## HOW TO REACH US

### Bus

Prayagraj is approximately 665 km away from Delhi making it 16 hrs journey by road

### Train

Prayagraj is approximately 634 km away from Delhi making it 8 hrs journey by Train

### Air

Prayagraj is approximately 580 km away from Delhi making it 2 hrs journey by Air

