

MASTER OF BUSINESS ADMINISTRATION

NIIS INSTITUTE OF
BUSINESS ADMINISTRATION



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ABOUT NIIS GROUP OF INSTITUTIONS

NIIS Group of Institutions is one of the premier education groups dedicated to impart world-class education in the fields of IT services, management, pure sciences, commerce and humanities. Our group comprises prestigious colleges offering postgraduate, undergraduate and higher secondary degrees. We are also awarded **UGC autonomy status U/S 2(f) by University Grants Commission Govt. of India.**

NIIS Institute of Business Administration, established in the year 2008, is dedicated to excel in innovation, research, multidisciplinary education, and the active development of the promising youth community pursuing their higher studies.



ACHIEVEMENTS AT A GLANCE

1. Best Management Institute in Odisha by Pride of Indian Education Awards, 2016.
2. Best management College of the Year by Higher Education Review, Bangalore
3. Student Choice Award 2017 by collegesearch.in, a premier college search website in India.
4. Rising Management Institute of Odisha Award 2018 by World Wide Impact
5. Best Institute for Placement Support in Odisha 2019 by Iconic Education Summit Awards
6. International Education Pride Awards 2022 by Topnotch Foundation, Delhi.



MESSAGE FROM CHAIRMAN

NIIS Group was founded with the goal of improving professional and higher education in the region. During these 22 years, we have been able to win the support, trust, and appreciation of all stakeholders, making us one of India's most prestigious professional organizations. In the fields of PG management and computer science education, the institution has created a strong brand reputation for quality in current teaching-learning paradigms, innovation, and community involvement.

When you first start your academic career, you should look for an institution that will take you on an exciting trip that will help you to grow and emerge as a leader. To better prepare you for future difficulties and disruptions, and to serve as a pillar in the progress of our great country. The NIIS Group is the perfect place to begin your career because of its academic brilliance and philanthropic mission to develop global leaders. We are committed to making a difference in professional and higher education in India, and we are taking steps to develop a model that recognises and meets the requirements of students. We believe that, in light of the growth of disruptive technologies and shifting global circumstances, it is critical to adapt to these situations and educate our students for the future.

The NIIS Group of Institutions is dedicated to developing a system that can meet the needs of students while also providing them with numerous prospects for the future. We inspire our students to push themselves, travel the globe beyond their own backyards, discover new cultures and talents, and eventually take the leap to become global leaders.



Dr. Subhash Chandra Nayak

Chairman

NIIS Group of Institutions,
Bhubaneswar, Odisha



MESSAGE FROM JOINT MANAGING TRUSTEE

At NIS, we aspire to develop future leaders who are innovative, adaptable, and exceptionally skilled in the application of tools and concepts while relying on their real-world knowledge and global awareness. We are honored that you are considering us for your educational journey. For more than two decades, this institution has polished and fine-tuned a learning and life-skills system that has been admired and benchmarked throughout India and the region.

We take pride in providing a first-rate educational experience, utilizing the skills of our very gifted professors. We also have high hopes for our Industry Interface Center, which has been giving career possibilities to our students and has had a 100% placement rate since its inception.

Our cutting-edge curriculum and cutting-edge infrastructure ensure that students get a competitive edge not just in their subject of study, but also in crucial managerial and global skills.

We also provide you with an exceptional opportunity to push yourself to new heights while also creating an environment that fosters interactive learning and life skills. If any of this rings true for you, and you're dedicated to achieving success in your chosen industry, we look forward to meeting you on our bustling campus!



Prof. Smruti Sudha Nayak

Joint Managing Trustee
NIS Group of Institutions,
Bhubaneswar, Odisha



WHY GO FOR A MBA

“Skilled management professionals are changing the way we think about business!”

Management students spend significant time in analyzing businesses, developing a broad understanding of the industrial and competitive environment and understanding what has worked and what has not. As a result the graduate with up-to-date knowledge of business will be a valuable resource for a company.

1. Learn the fundamentals of business, including finance, marketing, and organizational management.
2. To resolve business issues, practise decision-making and problem-solving strategies.
3. Possibility of obtaining a higher-ranking position in work. Create a network of management pros to help you accelerate your future growth.
4. Expand your area of expertise to increase your chances of being employed by a multinational corporation or a Fortune 500 organization.

MANAGEMENT DEGREE FACTS

3,60,000 students graduate every year from B-schools in India.

76% Companies are looking to hire management graduates

Sectors preferred by management graduates



OUR INDUSTRY INTERFACE CENTER

Since the last 14 years, our Industry Interface Center has a proven track record. Our centre is linked to over **1000+ MNCs** and large industries in several core sectors, including IT, management consulting, NBFCs, and investment banking, as well as over **200 startups**, including several unicorns in emerging technologies like PayTM, Square Yards, BJJYU's, and Zomato.

Our super-specialized training provides students with a comprehensive understanding as well as the industry's required skills and expertise, ensuring that they are prepared to begin their promising career. In turn, candidates gain industry-based analytical knowledge and soft skills related to specific fields of expertise.



FINANCE



MARKETING



DIGITAL MARKETING
PROFILES



BUSINESS
ANALYTICS



HUMAN
RESOURCES

OUR HIRING PARTNERS



CURRICULUM AT A GLANCE



Credibility

AICTE & BPUT recognised PG degree program.



Global Curriculum

Students can choose from a variety of electives. Exposure to a variety of new topics and interests.



Instruction Methodologies

To aid autonomous learning, self-contained and directed learning material is provided. A variety of self-study and group discussion activities that promote learning and peer interaction.



Personalized Assistance

Our mentors provide dedicated student assistance. Our Industry Interface Cell provides career promotion services.

SEMESTER 1

PROPOSED CURRICULUM	THEORY/PRACTICAL/PROJECT	Credit
Managerial Economics	THEORY	3
Marketing Management	THEORY	3
Organizational Behaviour	THEORY	3
Management Principles	THEORY	3
Decision Science	THEORY	3
Business Communication	THEORY	3
Financial Accounting and Analysis	THEORY	3
Business Communication	THEORY	3
Financial Accounting and Analysis	THEORY	3
TOTAL	9	27

SEMESTER 2

PROPOSED CURRICULUM	THEORY/PRACTICAL/PROJECT	Credit
Corporate Finance	THEORY	3
Indian Financial Systems and Services	THEORY	3
Human Resources Management	THEORY	3
Business Research	THEORY	3
Operations Management	THEORY	3
International Business	THEORY	3
Fundamentals of IT & ERP	THEORY	3
Corporate Strategy	THEORY	3
Entrepreneurship	THEORY	3
TOTAL	9	27

SECOND YEAR OF MBA

1. ELECTIVES:

a) FUNCTIONAL AREA : MARKETING

Elective Papers	THEORY/PRACTICAL/PROJECT	Credit
Consumer Behaviour	THEORY	3
Sales & Distribution Management	THEORY	3
Digital Marketing	THEORY	3
Service Marketing	THEORY	3
Retail Management	THEORY	3
Product & Branding Management	THEORY	3
B2B Marketing	THEORY	3
TOTAL	7	21

b) FUNCTIONAL AREA : FINANCE

Elective Papers	THEORY/PRACTICAL/PROJECT	Credit
Security Analysis & Portfolio Management	THEORY	3
Financial Derivatives	THEORY	3
Advanced Management Accounting	THEORY	3
Project Appraisal and Financing	THEORY	3
Business Taxation	THEORY	3
Behavioural Finance	THEORY	3
Mergers and Corporate Restructuring	THEORY	3
TOTAL	7	21

c) FUNCTIONAL AREA: HUMAN RESOURCES

Elective Papers	THEORY/PRACTICAL/PROJECT	Credit
Manpower Planning	THEORY	3
Employee Relations	THEORY	3
Compensation and Benefit Management	THEORY	3
Performance Management System	THEORY	3
Team Dynamics at work	THEORY	3
Strategic HRM	THEORY	3
Industrial Legislations	THEORY	3
TOTAL	7	21

d) FUNCTIONAL AREA: OPERATIONS MANAGEMENT

Elective Papers	THEORY/PRACTICAL/PROJECT	Credit
Supply Chain Management & Logistics	THEORY	3
Pricing and Revenue Management	THEORY	3
Operations Strategy	THEORY	3
Sales and Operation Planning	THEORY	3
Management of Manufacturing System	THEORY	3
Sourcing Management	THEORY	3
Operations Research Applications	THEORY	3
TOTAL	7	21

e) FUNCTIONAL AREA: SYSTEMS MANAGEMENT

Elective Papers	THEORY/PRACTICAL/PROJECT	Credit
Data Mining for Business Decisions	THEORY	3
Business Analytics	THEORY	3
E-Commerce and Digital Markets	THEORY	3
Managing Digital Platforms	THEORY	3
Strategic Management of IT	THEORY	3
Managing Digital Innovation and Transformation	THEORY	3
Managing Software Projects	THEORY	3
TOTAL	7	21

f) FUNCTIONAL AREA: RURAL MANAGEMENT

Elective Papers	THEORY/PRACTICAL/PROJECT	Credit
Agribusiness	THEORY	3
Rural Marketing	THEORY	3
Rural Development	THEORY	3
Livelihood and Development Management	THEORY	3
Rural Credit and Micro Finance	THEORY	3
Cooperative Management	THEORY	3
Strategies for Smart Villages	THEORY	3
TOTAL	7	21

g) FUNCTIONAL AREA: AGRIBUSINESS MANAGEMENT

Elective Papers	THEORY/PRACTICAL/PROJECT	Credit
Agribusiness Management	THEORY	3
Agricultural Commodity Trading	THEORY	3
Agricultural Marketing Management	THEORY	3
Agricultural Input Management	THEORY	3
Agricultural Supply Chain Management	THEORY	3
Agri-food Processing Management	THEORY	3
International Trade in Agriculture	THEORY	3
TOTAL	7	21

Elective Papers & Semester	THEORY/PRACTICAL/PROJECT	Credit
Internship * - 3rd Semester	PROJECT	4
Seminar Presentation * - 4th Semester	PROJECT	2
TOTAL	7	21

* The assessment may be carried out weekly at college end.

A TYPICAL WEEK AT NIIS



Classroom Lectures



Live Sessions With
Industry Experts



Assignments



Doubt Solving Sessions



Networking sessions
and engagement
activities with peers.



Personality Coaching

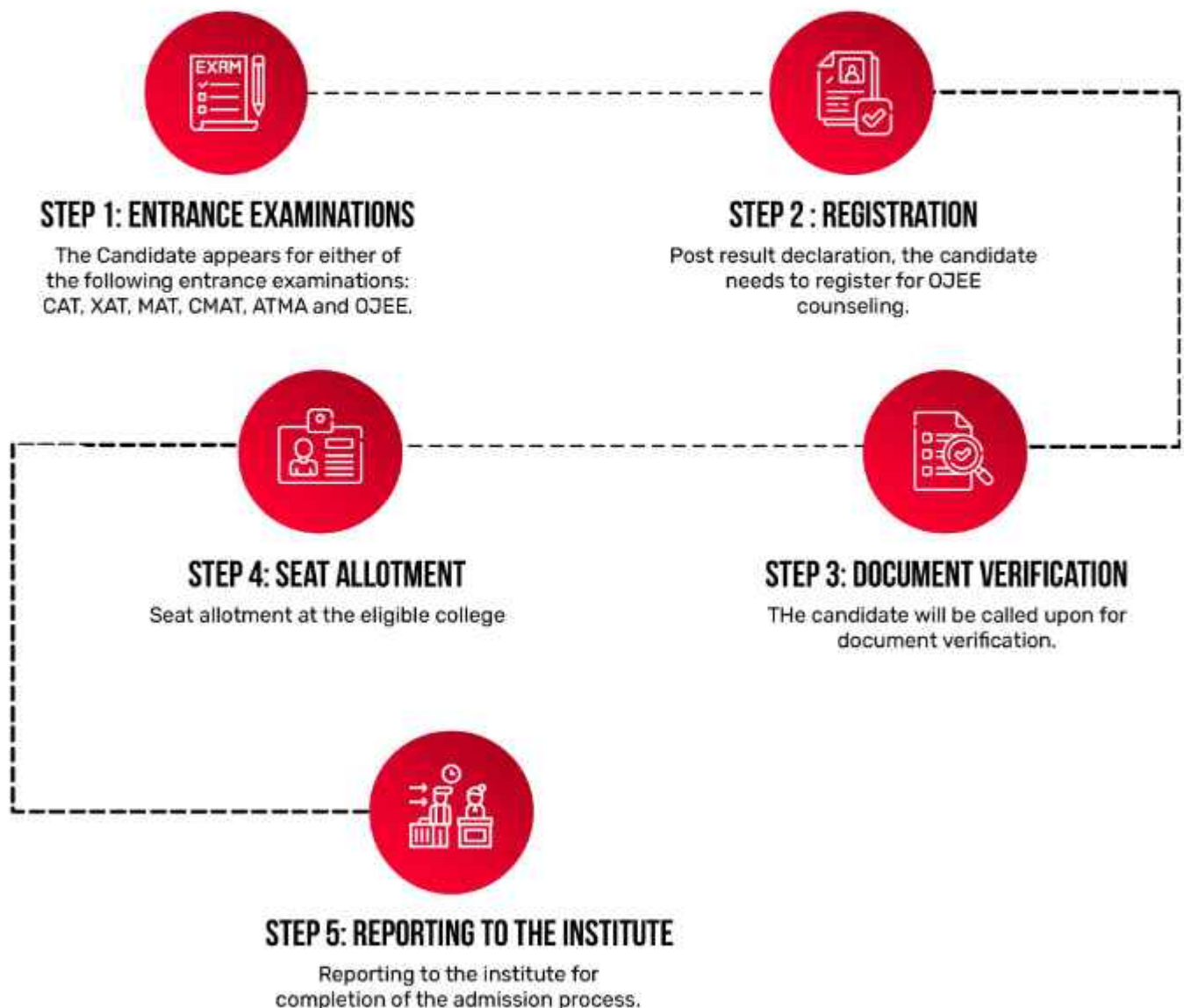


Seminars and information
sessions on
emerging technologies
and businesses.



HOW TO APPLY & ELIGIBILITY CRITERIA

ADMISSION PROCESS



ELIGIBILITY

Candidates with 50% aggregate marks in their graduation degree for GENERAL category & 45% for SC/ST candidates.

FOR ANY FURTHER QUERIES, CONTACT

contactus@niisgroup.org
9437008930, 9778899990
or visit us on <https://niisinstitute.edu.in/>



Scan The QR Code
For More Details

FEEL FREE TO CONTACT US AND TAKE YOUR FIRST STEP TOWARDS SUCCESS



NIIS INSTITUTE OF BUSINESS ADMINISTRATION

Sarada Vihar, Madanpur, BBSR - 54,