



KIIT UNIVERSITY

(Declared U/S 3 of UGC Act, 1956)
Bhubaneswar, Odisha, India

KIIT **EDGE**

**A Comprehensive
MBA Preparatory Programme**



Overview



KIIT EDGE is an earnest attempt by Dr. Achyuta Samanta (founder of KISS and KIIT Group of Institutions), who analyzed the education scenario in KIIT and felt that it is imperative to dispel the myths pertaining to entrance exam preparation from the minds of students. He realized that only through proper inhouse mentoring and world-class pedagogy can the kiitians get an edge to be successful.

Objective

Kiit started successfully training and mentoring students from different branches with the help of a unique pedagogy, indigenously designed course structure and an exhaustive test series. At its core is a very dedicated and driven faculty team chosen from amongst the best in the industry who would be instrumental in successfully shaping the career of students.

It is rightly said, "If you dream it, you can achieve it". Along with the right combination of interest and positive attitude, one also needs to develop the right aptitude to be successful in these tests. That's where the importance of KIIT Edge come into play.

The sincere effort of KIIT Edge is to implement innovative methods of preparation and instruction. The focus is on understanding the aspirations of students and guiding them to realize their dreams.

Why do an MBA?

"I want to be an MBA," is probably one of the most common statements you would hear from the graduating youth of the recent times. For a successful corporate career in India or abroad, an MBA from a leading B-School provides the right platform. With the changing dynamics of the economic scenario, a large number of corporates prefer MBAs with a B-Tech or a BBA degree for the managerial positions.

MBA is not an end in itself, but a means to an end. It is a degree designed to develop one's career to its fullest potential, at an accelerated pace. Apart from a powerful life experience at the campus, an MBA degree also supplies three vital value propositions: Skill, Network and Brand.

An MBA gives you the flexibility to specialise in various functional areas of management like Marketing, Finance, HR, Operations, Systems etc. One can specialize in more than one stream at a number of B-Schools. One may also choose to focus on a specific industry segment like Banking, Media, Computers and Information Technology, Telecom, Health, Hospitality, Forestry, Geo-informatics etc. With the Indian economy in a buoyant state, the IIMs and other B-Schools like XLRI, MDI, SP JAIN, Jamanlal Bajaj and FMS have gained global acceptance.

How do you get into the B-Schools of India?

An online entrance examination CAT (Common Admission Test) is conducted for admission to the postgraduate programmes at the 13 IIMs (Ahmedabad, Bengaluru, Kolkata, Lucknow, Indore, Kozhikode, Shilong, Ranchi, Rhotak, Raipur, Trichy, Kashipur, Udaipur) and more than 150 other B-Schools making it the most important Entrance Test for any MBA aspirant. A B-school may use more than one entrance test to shortlist the candidates. Some major entrance tests are:

- **Common Admission Test (CAT) :** Conducted by IIMs. Prominent B-Schools those use CAT scores are the thirteen IIMs, MDI - Gurgaon, SP JAIN, NITIE- Mumbai, MICA, IMT-Ghaziabad etc.
- **Xavier Admission Test (XAT) :** Conducted by XLRI. Used by XLRI –Jamshedpur, Xavier Institute of Management – Bhubaneswar (XIMB), Goa Institute of Management (GIM), SP Jain etc.
- **Symbiosis National Aptitude Test (SNAP) :** Conducted by Symbiosis group of Institutes including Symbiosis Institute of Business Management (SIBM), Symbiosis Centre of Management & Human Resources Development (SCMHRD), Symbiosis Institute of International Business (SIIB), Symbiosis Institute of Telecom Management (SITM), Symbiosis Institute of Management Studies (SIMS) etc.
- **Narsee Monjee Aptitude Test:** Conducted by Narsee Monjee Institute of Management for its MBA Programme.
- **Management Aptitude Test (MAT):** Conducted by All India Management Association (AIMA). A large number of B-Schools across the country accepts the MAT score.
- Some of the B-Schools conduct their own Test, viz. Indian institute of Foreign Trade (IIFT) – New Delhi & Kolkata. Institute of Rural Management (IRMA) - Anand, Tata Institute for social Science (TISS) etc.

N B : The government of India is planning to conduct a single Management Aptitude Test for all the B-schools apart from CAT.

What do Management Exams Test?

Most of the B-Schools follow a similar selection procedure. It includes a written Test of around 2 to 2 ½ hours duration with multiple choice questions (MCQ).

Most tests also have negative marking for the incorrect answers.

The key areas included in these tests are:

- **Verbal Ability:** Tests your vocabulary, word usage, grammar and verbal reasoning.
- **Reading Comprehension:** Tests your ability to assimilate and comprehend formal written English.
- **Quantitative Ability:** Tests your fundamental understanding of the Mathematics that one has studied up to 10th standard many questions asked are application based.
- **Data Interpretation:** Tests your ability to identify, understand and interpret relevant information from various forms of data like graphs and charts.
- **Data Sufficiency:** Tests your ability to examine available data and determine whether it is sufficient to answer the question posed. A good performance in this section is largely dependent on your understanding of mathematics and reasoning ability.
- **Analytical and Critical Reasoning:** Assesses your ability to process data and arrive at logical conclusions.
- **General / Business Awareness:** While CAT doesn't have any questions on General / Business Awareness and GK, most other management entrance tests like SNAP, IIFT, IRMA, TISS, MAT do. Some B-Schools like XLRI, SP JAIN and TAPMI may also ask you to write an essay or undergo a Psychometric Test.

Our Key Strength

Faculty

The faculty at KIIT Edge work as facilitators rather than just teachers. KIIT Edge is delivered by a team of highly qualified professionals, with an exposure in the field of MBA test preparation, mentoring students to get into the best B-schools in India and abroad.

With years of training experience, our faculty has mastered the skill of bringing out the best in each and every student. Throughout the course they help students identify their weaknesses, strengthen the fundamentals and constantly improve upon their performances. A thorough approach ensures that the quality of inputs provided to the students at KIIT Edge is nothing short of the best.

Our Courseware

Our courseware ensures a comprehensive coverage of each of the test areas which are part of CAT and entrance exams of the other top B-Schools. Well-researched material covers all the basic concepts, short-cuts and strategies and includes a lot of solved examples to help you understand the basics of each of the tests areas. A large number of sectional tests helps you evaluate your learning, conceptual clarity and performance across the topics.

Our study material and Mock Test Papers are prepared with a careful and in-depth analysis of test patterns of the different entrance exams.

Course Structure

The course structure comprises of seven modules:

Basic Training : This module helps you develop basic knowledge and skills for all the areas that are tested in CAT and other management entrance tests. The fundamental concepts for each topic are taught at length. This is followed by practice exercise to deeply integrate fundamental concepts and help you quickly approach and tackle difficult questions.

Area-wise Testing : This module tests your skills through individual test papers in each area. This enables you to identify the sections and areas of your strengths and weaknesses.

Comprehensive Tests : These tests help you to build stamina, learn time management and build the key strategic skill to attempt the easier questions and leave out the more difficult ones. These also include test papers modeled along the lines of recent CAT papers.

Online Sectional Tests : These tests are designed to familiarise the student with online tests. This gives the students the flexibility to take the tests any time they want from the student home page.

All India Mock CATs : A series of tests is conducted on an All India basis, replicating the format and the environment of the actual CAT. Most of these tests are in the online format where the student is exposed to all the possible formats of a computer-based test. Taken by a large number of students, our Test Series is the right forum for judging the national percentile of a student.

Analysis and Feedback

The feedback and analysis of the All India Mock CATs cover the following in a comprehensive manner:

- A. Performance in each section and each test area with percentage and percentile score and All India Rank.
- B. Question-wise analysis including time spent and feedback on the difficulty level of each question.
- C. All India Comprehensive Performance and Toppers List.
- D. Comparison of your performance across all All India Mock Tests.
- E. A snapshot page that gives you a complete picture of your performance in the questions of various levels of difficulty.
- F. Qualitative and Quantitative Analysis of the test papers including cut-off marks is provided by an expert team of faculties.

Other Management Entrance Tests:

Our course also prepares you thoroughly for other MBA Entrance Exams like XAT, FMS, IIFT, SNAP, Maharashtra CET, MAT etc. through a series of test papers along the patterns of these examinations. Special classes are conducted to help you tackle some of the test questions that are different from CAT.

KIIT EDGE CAT training also offers you 20 Mock Tests for the following MBA entrance exams so that you are completely familiar with the pattern of the tests.

- A. Xavier Admission Test (XAT) organized by XLRI, Jamshedpur
- B. Symbiosis National Aptitude Test (SNAP) conducted by Symbiosis Group of Institutes, Pune
- C. Narsee Monjee Aptitude Test: Conducted by Narsee Monjee Institute of Management, Mumbai
- D. Institute of Rural Management (IRMA), Anand
- E. Indian Institute of Foreign Trade (IIFT), Delhi

GD and Interview

The module prepares you for the final stage in the selection process of Management Institutes. You will go through a large number of Mock GDs and interview including video –GDs to give you ample practice. You will also receive professional guidance and extensive feedback from our panel of experts on your performance in these mock GDs and interviews.

Special workshop will be organized each year to fine-tune the skill set required to succeed in the top 15 B-Schools.



The KIIT Edge Advantage

- 01 INDIVIDUAL ATTENTION :** You will be able to clear your doubts on an individual basis. You can also discuss your performance and preparation plan with faculty members.
- 02 DOUBT CLEARING SESSIONS :** Regular doubt clearing sessions will be conducted to address the common doubts of the students.
- 03 PERSONAL COUNSELLING AND GUIDANCE :** One-on-one sessions are held to help you finetune your approach and strategy. You will also be assisted in selecting the management Institutes you wish to apply to and the filling of application forms.

STRATEGY SESSIONS AND INSTITUTE SELECTION

- 01 Test-taking Strategy :** This session will help you to build a successful strategy for tackling any entrance exam and maximize your score in the given duration of the exam.
- 02 Institute Selection :** This session deals with selecting the management institutes that you would want to apply to within your budget.

For Details Contact

Prof. Deepak Raut
Ph: 9040995030

Prof. R Rajguru
Ph: 9040089890