

LU-IMS PROSPECTUS

2015-16

Vision: Forge global partnerships with the Industry and Academia and evolve continually through teaching, research and innovations, in order to develop responsible and successful managers for the corporate across the world and for our nation in particular.



LU-IMS

University of Lucknow

Admission Brochure

THREE YEAR FULL-TIME

UNDERGRADUATE MANAGEMENT

PROGRAMMES

SESSION 2015 - 16

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University of Lucknow

The University of Lucknow was founded in 1920 on the principle that “higher education must be made accessible to every deserving person”. The University has emerged as one of the largest and most important centers of education & research in India. The University aims to impart skillful guidance, conduct researches in various fields of knowledge and provide consultancy on several aspects benefiting society at large. ‘Light and learning’ is its motto. The continuing endeavor of the University is to evolve itself as an institute that provides sound and progressive knowledge base and skilled manpower to cater to the needs of the nation.

The University today imparts education in eight faculties of Arts, Science, Commerce, Management, Ayurved, Education, Law, Fine Arts and Physical Education to over 35000 students. It has under its ambit 70 Associated Colleges, which impart teaching at both undergraduate and postgraduate levels to approximately 100,000 students.

The University has been awarded a four star rating by the NAAC team sent by the UGC in 2002. It is heartening to mention that the University has set a high benchmark in academic standards, because of which it hosted the National Science Congress in 2002 and was attended by Bharat Ratna Shri APJ Abdul Kalam, now the President of India, the Prime Minister and leading scientists from world over.

The University is endowed with fairly large infrastructural facilities. It has a fully networked campus. All the academic and administrative offices are networked through a ‘fiber optic’ based wide area network. The second campus of the University is located on 75 acres of land on Sitapur Road and surrounded by lush greenery and serenity and houses the Faculty of Law and the Institute of Management Sciences. Six new institutes have come into existence namely –

- (I) Institute of Rural Development
- (II) Institute of Environment and Ecology
- (III) Dr. Girilal Gupta Institute of Public Health
- (IV) Dr. Shankar Dayal Sharma Institute of Democracy
- (V) Institute of Human Consciousness and Yogic Science and
- (VI) Institute of Material Science.

International donors like UN agencies, World Bank, Action Aid, Oxfam, Government of India, American British, Iranian and German Embassies have been supporting the activities of the University.

LU-IMS

Institute of Management Sciences

The Institute of Management Sciences, University of Lucknow is a pioneering Institute in the field of modern management education. It was established in 2001 as an umbrella institute for self – financing management programmes approved by AICTE/UGC /University of Lucknow. The Institute is located in the second campus of the University .The continuing endeavor of IMS is to evolve itself as an Institute that can provide skilled professionals to various sectors of the economy. The Institute takes pride in introducing and successfully running contemporary programmes catering to the changing requirements of the business and industry. With globalization of the Indian economy, there is a tremendous demand for personnel with managerial skills. Keeping in view the potential requirements for competent human resources for managing and running different types of profit and non- profit organizations , the Institute offers ten MBA Programmes, two PG Diploma Programmes and four Undergraduate Management Programmes catering to different functional areas and sectoral requirements.

The student body of IMS for Post Graduate Programmes is meticulously selected through IIM (CAT) and carefully nurtured in an atmosphere that is creative, harmonizing and yet challenging. The intake for undergraduate programmes is from all disciplines. These programmes provide opportunities for future preparation, attitudinal fine tuning and personality development for higher courses, apart from providing self- employment or engagement with business and industry.Heavy emphasis is placed on developing real managers through continuous interaction with industry. Besides focusing on general management skills, the Institute through its different programmes provides specialization in functional areas such as marketing, finance, human or sectoral specialization in retail, tourism and international business. These programmes sensitize the students to changes in business environment and provide conceptual and analytical skill to formulate business plans and strategies for successful implementation. The integrated learning approach includes seminars, project work, industrial tour, case studies, summer internships, business games and presentations and guest lectures from corporate sector. The interactive nature of programmes helps to develop interpersonal skill and prepare students for handling organizational challenges and assuming leadership position in all fields of management endeavour.

Over the years the placement of students of IMS has been improving. Large number of reputed companies have continuously patronized the campus and provided career opportunities. The institute has contributed towards meeting the specialized manpower requirements of industry in India and abroad. The number of IMS students selected by foreign universities for pursuing advanced degree after their graduation has been increasing over the years indicating the international acceptance of their professional background. The Institute’s future focus is on further strengthening its intellectual capital, promoting increased industry-institute partnership, contributing to management research through Ph.D Programme and facilitating foreign tie-up with reputed universities for exchange programmes.

TEACHING CULTURE OF IMS

Class room teaching: Students have to take forty to fifty credit courses supplemented with one viva-voce exams in the three-year duration. Class-room learning is consolidated by combining lectures with case studies and presentations.

Non-class-room learning: The students are exposed to the practical corporate world through a part-time on-the-job Training (OJT), Summer Training which is encouraged for even undergraduate students, practical assignments, projects and seminars. Knowledge gained in the class-room needs to be reinforced by the right attitudes and proper skills to complete the triad of managerial capability development.

INFRASTRUCTURE

Library

The Institute has a well-stocked library of its own. The Library comprises of an extensive collection of books on all areas of management. The library subscribes to a number of reputed international and Indian journals and periodicals. Besides, Institute's students have easy access to the University central library, viz., Tagore Library which is one of the biggest libraries of the country with 25,000 e-journals.

Teaching Pedagogy

The teaching pedagogy involves lectures and seminars, case discussions and students' presentations. Quality study material is also supplied to students in plenty. Experience brought through summer training, projects and assignments, etc., supplements the theory with practical.

Computer Centre

IMS students have elaborate arrangements for using computer facility at the Institute. The Institute's Computer lab has latest hardware, licensed software and qualified staff. Internet connectivity between Main and Second Campus is on the cards.

Hostel Accommodation

The University has earmarked separate hostel accommodation for boys and girls pursuing management programmes. The allotment of seats in hostel is strictly based on merit. In addition to exclusive hostel facility, management students, can also get hostel facility in other hostels of the university subject to availability.

INDUSTRIAL VISITS

In order to apprise the students of the various acts and statutes applicable to the industries, students of the programme are required to visit two-three industries of repute each year. It provides an opportunity to get first-hand information as also the feel of the industrial environment. Senior HR executives address and interact with the students and encourage them for their future assignments and also brief them about the challenges which they would be facing as HR managers.

PLACEMENT FACILITIES

A dedicated Placement Cell functions out of LU-IMS which works at providing both summer internships as well as final placements to the students.

UNDER GRADUATE PROGRAMMES OF IMS

There are four undergraduate programmes being run at the Institute of Management Sciences. All are focused on specific dimensions and lead to MBA in the respective field upon graduating.

BBA

COURSE OBJECTIVE-

The aim of BBA course is to make the students aware of the various aspects of business and its management. The bachelor of business administration (BBA) program of the institute is a premiere program of the University. It aims to create graduates who could serve as critical manpower in manning the corporate of the world. Equally the emphasis is also on generating the future industry leaders who could drive India's future.

COURSE DETAIL-

The course will provide exposure to different aspect of business environment, finance, marketing, quantitative and qualitative techniques/ methods, computer applications, etc. The course offers a wide ambit of business management subjects to derive knowledge and learn from. Being a professional program it prepares students for learning and knowing about the basic principles of management as well. The course is an exhaustive one and prepares students for a professional life. Students from any stream Commerce/ Sciences/ Arts/ and any other (10 + 2) can apply (refer to eligibility criteria in Important Instructions).

BBA (INTERNATIONAL BUSINESS)

COURSE OBJECTIVE-

The objective of this course is to help the students acquire an understanding of various business activities having an international exposure and a slightly broader outlook. The BBA (IB) program of the institute aims to create graduates who could serve as critical manpower in manning the corporate of the world.

COURSE DETAIL-

This particular course of BBA (International business) focuses on making students aware of various international trade activities, the role of business regulatory bodies in our country and the functioning of entities like WTO, NAFTA, AFTA among others. This course accompanies with itself international exposure and understanding of various subjects like marketing, accounting, etc. It is a comprehensive course providing a broad outlook of domestic market scenario as well as global orientation. The course prepares students for the professional life. The course is an exhaustive and prepares students for a professional life. Students from any stream Commerce/

Sciences/ Arts/ and any other (10 + 2) can apply(refer to eligibility criteria in Important Instructions).

BBA (MANAGEMENT SCIENCE)

COURSE OBJECTIVE-

This course provides to the students an understanding of different management subjects that help the students to elevate their management quotient. The BBA (MS) program of the institute is a leading program of the University. It aims to create graduates who could serve as critical manpower in manning the corporate of the world. Equally the emphasis is also on generating the future industry leaders.

COURSE DETAIL:

This course exposes students to the refinements of various subjects like income tax laws, strategic management, project management etc. The course attracts substantial number of students from across the country. It enables students to understand the various aspects of management thereby leading to development of well-informed professional. The course is an exhaustive one and prepares students for a professional life. Students from any stream Commerce/ Sciences/ Arts/ and any other (10 + 2) can apply(refer to eligibility criteria in Important Instructions).

B.COM (HONS)

COURSE OBJECTIVE-

The course aims to develop students' understanding and increasing their pool of knowledge with an improved focus on different aspects of commerce and allied subjects.

COURSE DETAIL-

The course is an integrative one and attracts students from various areas of academic life. It seeks to empower students on parameters that matter the most in professional lives. It is more of a specialized course with an improved focus on financial accounting, financial management, Indian economy and the allied subjects. It is a premiere program and attracts meritorious students from various reputed schools of the country. The course, by imparting an in depth knowledge through its subjects, prepares the students on having a broad overview of things, be it market understanding, professional dealings, etc. Students with Intermediate/Higher Secondary (i.e. 10+2) or its equivalent examination with commerce or Intermediate with economics or mathematics as one of the subjects of study can apply (refer to eligibility criteria in Important Instructions).

INDUSTRY ADVISORY BOARD

Name	Designation	Organization
Mr. Alok Saxena	Plant Head & VP	Tata Motors Ltd.
Mr. Sudeep Bannerjee	MD	Eveready Industries Ltd
Mr. Jayant Krishna	Regional Head	TCS Ltd
Mr. Sanju John	Branch Manager	L & T
Mr. Anant Jauhari	Vice President	Reliance Industries
Mr. Kiran Chopra	MD	Chopra Retec Rubber Products Ltd
Mr. Sachin Agarwal	MD	PTC Industries Ltd
Mr. Anil Malik	State Coordinator	Jubilant
Mr. Vinamra Agarwal	MD	Technical Associates Infrapower Ltd
Mr. O.P. Srivastava	Dypt. Managing Worker	SAHARA
Ms. Sehba Hussain	Civil Society	Beti Foundation & Member NAC, GOI.
Mr. Chandra Prakash	Civil Society	Universal Books



MENTORS

Mentors	Designation, Organization	Mentee Programs
Mr. Anant Jauhari	Vice President ,Reliance , Lucknow	MBA (Retail Management)
Mr Anil Malik	State Coordinator, Jubilant	
Mr. Rajat Mehra	MD, Rajat Chemical Ind.	MBA (Management Sciences) BBA (Management Sciences)
Mr. Sudeep Bannerjee	MD, Eveready Industries India Ltd	
Mr .Sachin Agarwal	MD, PTC Industries Ltd.	MBA (Finance & Control)
Mr. Sanju John	Branch Head, L&T	
Mr. Anant Jauhari	Vice President ,Reliance , Lucknow	MBA (Marketing)
Mr. Hitesh Jain	Branch Manager, ITC Lucknow	
Mr. Kiran Chopra	MD, Chopra Rubber Tech	MBA (International Business) BBA (International Business)
Mr. Yash Nagar	MD, Yash Paper Mills	
Mr. Vinamra Agarwal	Technical Associates Ltd.	MBA (Corporate Management)
Mr. Anil Gupta	Ex-President STAI	
Dr. Vishwajeet Kumar	Community Empowerment Lab	MBA (Human Resource & Industrial Relations)
Ms. Sehba Hussain	BETI Foundation & Ex-Chief UNICEF	
Mr. Muzzafar Ali	Filmmaker	BBA

GLOBAL ACADEMIC INTERACTIONS

LU-IMS has been active on the International front as well. Over the past year, LU-IMS has been vigorously forging and consolidating connections with University of Nebraska, Harvard Business School and the others in a bid to bring international exposure to its faculty and students. A few efforts in this direction are highlighted below:

- Interactive session with **Mr. Onno Ruhl**, the Country Director – India, World Bank
- **Prof. Patrick McNamara**, University of Nebraska at Omaha, visited to discuss the possibility for start-up of collaborative 'E-Executive MBA' for working professionals.
- **Prof. Akshay Mangla** of Harvard Business School collaborated on research with Prof. Arvind Mohan, University of Lucknow and Shri Alok Ranjan, APC&IIDC, Govt. Of UP.
- **Prof. Jacqueline Bhabha**, Harvard University, explored possibilities of research projects at LU-IMS



Director/OSD, IMS Prof. Arvind Mohan in deliberations with Prof. Akshay Mangla. Prof. Mohan is seen with his team of faculty members of LU-IMS

World Bank (India) Country Director, Mr. Onno Ruhl inaugurating the interaction session organised by LU-IMS. He is seen with the hon'ble Vice-Chancellor (University of Lucknow) Dr. S B Nimse and Director/OSD LU-IMS, Prof. Arvind Mohan.



CEOs CONCLAVE

LU-IMS focusses on providing its students with an enriching experience by interacting with industry stalwarts. In keeping with this spirit, the CEOs Conclave is organised where students of LU-IMS get an opportunity of guidance and insights from leading business luminaries. A snapshot of the Conclave CEOs:

Dr. C N Kuchroo (MD, KK Fresh Milk Foods Limited): Post Doctoral fellow from University College, Cork (Ireland), Ph.D. (Foods) and M.Sc. (Food Chemistry) has keen involvement in dairy research and development. He has worked in various capacities i.e. Member of core committee, management committee on the board, Steering Committees for Job evaluation and SAP and as top executive in a leading giant MNC.

Mr. Amal K Das (Managing Partner and CEO, Good People Consulting): Works in the area of talent acquisition and assessment with partners like White Spaces Consulting, TEAM Consulting (UK), Fish people Consulting (Dubai) and Think Talent Services. He has previously been associated with Good People(HR Services) Pvt Ltd, CHR Global and Shalimar Paints/Jindal Organisation in various capacities.

Mr. S Venkatesh (CEO, Svanisht and former Global HR Head of Vedanta Resources Plc.): Venkatesh runs a unique end-to-end HR Advisory business, and has worked with companies in sectors as diverse as HealthCare, Textiles, Auto components, Chemicals, IT Services, helping design and execute organizational transformational initiatives and HR processes. He has held leadership positions at Arvind Ltd, Vedanta Resources Plc. and PowerGen Plc.

Mr. Partho P Dasgupta (CEO-Apogee Leads and Advisor—IIM, Kashipur): Handling Mergers & Acquisitions and Greenfield Projects are the forte of Mr. DasGupta which he combines with consulting and strategic research. His previous exposure has been in leading the human resource initiatives at Welspun Corp. Limited, Beiqi Foton Group - Beijing , China, Escorts Limited, Raymond Limited, LML Vespa Group and JK Synthetics.

Mr. S K Dutt (President, Group HR—Aditya Birla Group): An HR generalist with close to 30 years of industry experience in Indian Corporates, Mr. Dutt has previous experience with an erstwhile subsidiary of Brook Bond, a South Korean J V & a Japanese MNC. He has Headed the HR functions at Larsen & Toubro Ltd and prior to that was the Senior Vice President – Group HR and Head, in Welspun Group of Companies

Mr. Sachin Agarwal (MD—PTC Industries Limited): Mr. Agarwal joined PTC Industries in 1998 and successfully implemented positive changes in the company. He then became the single most powerful force in introducing new technologies like Replicast and bringing automation and robotics to the company. Mr. Sachin Agarwal is an MBA in Finance and has a M.S. in Finance from Boston College, USA.



INDUSTRY INCUBATION CENTER

Institute of Management Sciences has started an incubation centre in partnership with Fifth Estate. This aims at encouraging students to become successful entrepreneurs of tomorrow. Going forward this incubation centre will also include all the affiliated Lucknow university colleges with an aim to encourage state wide entrepreneurship.

Incubation Centre-IMS: Activities

- Providing incubations space and infrastructure to successful ideas.
- Provide help in creating business model, revenue model, marketing strategy, roadmap and strategy.
- Connecting successful ideas to the industry for investment and funding support
- Providing sector specific guidance and one to one mentorship.
- Socially impactful organization will be provided support by Fifth Estate for state wide scaling support.

AWARDS AND ACHIEVEMENTS

AT INSTITUTE LEVEL

- Won Prestigious Dewang Mehta Award
- IMS JOURNAL
- IMS NEWSLETTER
- IMS Week
- CEOs Conclave
- IMS Alumni Meet

AT FACULTY LEVEL

- Consultant World Bank
- Consultant UN
- Consultant USAID
- Consultant Government of UP
- Paper Converted into Health Chapter of UP Five Year Plan
- Midterm Evaluation of NRHM (Planning Commission Government of India)
- Report on Restructuring State Financial Institutions (PICUP & UPFC), Institutions valued at several thousand crores accepted and implemented by Government
- 4 Faculties Awarded with Ph.D. Degree
- Best Paper Awards: 4
- One International Journal Reviewer In Elsevier (AI)



Inaugural Meeting of Incubation Center



LU-IMS Nostalgia being inaugurated

UG PROGRAMME DETAILS AT A GLANCE

S. No.	Name of Program	Seats	Department	Fees Per Semester (Rs.)	One Time Caution Money /Refundable(Rs.)
1.	BBA	60			
2.	BBA (IB)	60	IMS, Second Campus		
3.	BBA (MS)	60	IMS, Second Campus		
4.	B.COM (HONS)				

NUMBER OF SEATS: 240

ELIGIBILITY FOR ADMISSION

See the **BBA/BBA(IB)/BBA(MS)/B.COM(HONS) Admission 2015 Announcement (Information)**

RESERVATION AND FEES

Reservation shall be applied in each programme as per University / U.P. Government rules. The fee structure is subject to revision and the revised fee shall be applicable.



COURSE OUTLINE

BBA

I SEM

- Business mathematics
- Computer fundamentals
- Financial accounting
- Managerial economics
- Marketing fundamentals
- Principles of management

II SEM

- Business communication
- Business statistics
- Consumer behavior
- Environmental studies
- Financial mathematics
- Indian value system

III SEM

- Advertising management
- Banking and insurance
- Business environment
- Management accounting
- Organizational behavior
- Research methodology

IV SEM

- Business laws
- Financial management
- Human resource management
- Information management
- Operation management
- Retail management

V SEM

- E-commerce
- Financial services
- Healthcare management
- Rural marketing
- Taxation laws
- Managing personal finance

VI SEM

- Business policy
- Company law
- Entrepreneurship
- International business
- Marketing of service
- Project management

BBA(IB)

I SEM

- Business Economics
- Essentials of Management
- Financial Accounting
- Business Communication

II SEM

- Economics for Management
- Statistics for Business Decisions
- Business Laws
- Cost Accounting
- Introduction to Computers
- Business Environment

III SEM

- Management Accounting
- Organization Behavior
- Computer Application-1
- Company Law and Secretarial Practice
- Financial Markets and Institutions
- Government and Business

IV SEM

- Financial Management
- Foreign Exchange Economics
- Marketing Management
- Computer Application-II
- Taxation Laws & Accounts

V SEM

- Strategic Management
- International Finance
- Production Management
- Project Planning and Infrastructure Finance
- Computer Application-III
- International Marketing

VI SEM

- Computer Application
- Personnel Management
- International Accounting
- French Language
- International Business Environment
- Export Import Procedures and Documentation

BBA (MS)

I SEM

- Business Mathematics
- Computer Fundamentals
- Financial Accounting
- Principles of Economics
- Marketing Fundamentals
- Business Communication

II SEM

- Managerial Economics
- Business Statistics
- Essentials of Management
- Cost Accounting
- Financial Mathematics
- Business Organizations and Entrepreneurship

III SEM

- International Business
- Banking and Insurance
- Business Environment
- Management Accounting
- Individual and Interpersonal Behavior
- Personnel Management

IV SEM

- Financial Management
- Business Law
- Export Import Procedure and Documentation
- Introduction to E-commerce
- Research Methodology
- Consumer Behavior

V SEM

- Organizational Behavior
- Management Information System
- Operations Management
- Advertising & Sales Promotion
- Operations Research
- Retail Management

VI SEM

- Business Policy
- Company Laws
- Taxation Laws
- Supply Chain Management
- Mathematical Modeling
- Project Management

B.COM (HONS)

I SEM

- Financial Accounting
- Financial Mathematics
- Office Management
- Principles of Economics
- Essentials of Management
- Indian Economy

II SEM

- Specialized Accounting
- Public Finance
- Industrial Psychology
- Business Communication
- Business Statistics
- Business Environment

III SEM

- Cost Accounting
- Business Laws
- Operations Management
- Marketing Management
- Human Resource Management
- Computer Applications

IV SEM

- Corporate Accounting
- Direct Tax Laws and Accounts
- Corporate Laws
- Business Economics
- Banking Operations Management
- Secretarial Practices

V SEM

- Management Accounting
- Foreign Trade Procedures and Documentation
- Industrial Laws
- Insurance and Risk Management
- Entrepreneurship
- Business Finance
- Foreign Language

VI SEM

- Operations Research
- Business Policy
- Tax Planning and Management
- Management Information System
- Auditing-Principles & Practice
- Organizational Behavior

(DATE OF ONLINE SUBMISSION OF FORM:)

Candidates are required to print two copies of their submitted form and carry one to the following address, when directed:

Institute of Management Sciences

University of Lucknow

Lucknow-226 021 (India)

Tel: 0522-2730650