

Information Brochure

**Department of Business Administration
University of Lucknow**

2018-19

Mission to be a leading institution in the field of management education and research, engaged in providing contemporary management knowledge, development of business skills and inculcating professional attitudes among motivated individuals for preparing them to assume positions of responsibility and leadership in all field of management endeavour."



Message from HOD

Knowledge gives humility, humility leads to character; Character leads to wealth; Wealth to good deeds (righteousness) and that leads to happiness.

The Department of Business Administration seeks to inculcate these values by imparting management education to its students. The spirit of innovation and inclusion lies at the heart of all endeavours undertaken by the department. As we charter our future course in this dynamic business environment we draw upon our legacy of talented alumni and distinguished teachers along with leaders from corporate world.

Our basic objective is to not only make the students grasp fundamental knowledge about management concepts but also understand the practical nuances of business world so that they are able to take up responsibility in nation building exercise. This is ensured through adoption of a pedagogy that entails classroom learning along with real life case discussions and preparation of practical projects. Summer training projects and interaction with industry experts helps the students to broaden their perspectives. Participation in extra-curricular activities accelerates the sharpening of their decision making and interpersonal skills.

I invite all those students who wish to acquire management education and skills through experiential learning to join our department.

Prof. J.K. Sharma

THE DEPARTMENT

The University of Lucknow, founded in 1921, has emerged one of the largest and most well-known centres of education and research in India.

Established in 1956, the Department of Business Administration, University of Lucknow is grooming young people with professional, managerial, entrepreneurial aspirations and talents. It is committed to enable every batch of MBAs to be forerunners, leaders, innovators, challenge seekers, risk takers, change managers and entrepreneurs.

Over the years, the department has been engaged in the field of management education and research. It has an expertise in transforming ordinary people into dynamic managers through continuous efforts. The department has made good progress and evolved as a place where students acquire the requisite skills and knowledge to be successful managers. The pedagogy makes students self-reliant and analytical, with a desire to excel. This enables them to face the challenges of the business environment.

Programmes offered

Apart from MBA, the department offers Ph.D. and D.Litt. programmes.

DISTINGUISHING FEATURES

The department has been a pioneer in the field of management education and research.

- Department has been offering MBA Programme since 1974. Prior to 1974, the degree of M.Com (Business Administration) used to be awarded. Forty three batches of MBA have graduated from the Department since its inception.
- Initial faculty members were trained through International Training Programme (ITM) at Stanford University, USA and IIM Ahmedabad.
- Current faculty members have international teaching and research experience particularly in USA, Finland, China and Kenya.
- Pioneer in launching new management programmes which are the backbone of self-financing courses in the University.
- Department has the distinction of being ranked within the top ten business departments in the University system in India. Was conferred Bloomberg B-School Excellence Award in 2012.
- Strong research focus with more than 35 JRFs enrolled for Ph.D.
- Numbers of students of the department have been awarded Chancellor's Medal during Convocations.
- Choice based credit system incorporating Model UGC curriculum for MBA programme has been adopted. The curriculum is reviewed every year.
- Admissions process is through IIM CAT.



- Strong alumni base of more than 3000 pass outs occupy senior positions in industry and business.
- A large number of students and PhD. pass- outs are faculty members in leading B-Schools including IIMs, Indian School of Business and many Universities in India and abroad.

Infrastructure

The Department possesses rich and updated infrastructural facilities where students work enthusiastically in an aesthetic environment facilitated by a computer centre, library resources and other support facilities.

Computing Facilities

The Department has a computer centre equipped with the latest hardware and software. The students learn in a networked environment with internet facility through leased line. There are separate dedicated servers for windows as well as Linux. The focus is on integration of technology in curriculum through exposure to specialized software such as SPSS and Prowess etc.

Library

The central library of the University (Tagore Library) provides the learning resources at the University campus. It has a rich and growing collection of 5,50,000 titles in diverse fields including management. It subscribes to 407 journals annually and has 50, journals, and thesis and 4,000 manuscripts. In addition, the library of the department is endowed with business magazines, leading dailies, management journals and reference books which help to upgrade the knowledge of the faculty and the students. The library facilities are further augmented by access to online journals through JSTOR, EBSCO, JGATE, EMERALD and INFLIBNET subscription.

Skill Developers

The driving force in our endeavour to promote quality management education is our faculty. The contributions of our award winning faculty who have to research journals and publications are well appreciated. The core faculty is complemented by business experts, visiting faculty, consultants and senior managers. Throughout the period of two years the faculty plays a vital role as mentors in grooming students into managers and entrepreneurs.

Department's research driven faculty members play a major role in developing various skills among students to not just become better managers in corporate but also become good humans across globe. It's the innovative mix of faculty's teaching pedagogy and practical exposure that lends LUMBAans a winning edge.

THE PROGRAMMES

PhD. Programme

The PhD. Programme of the department is among the reputed research programmes in India. It is held in accordance with UGC Regulations. The admissions are done according to the University's central process.

MBA Programme

We believe in grooming students to become self- driven, proactive value oriented achievers. We emphasize upon education rather than qualification, collaboration rather than competition and learning rather than examination. In an endeavour to capture the creative vibe of students and prevent them from being caged in a merely instruction based curriculum, we focus on creating an activity centred, experimental and self- discovering environment.

The MBA curriculum is designed to sharpen the mental and intellectual acumen of the students. It seeks to encourage students to participate in on/off campus activities like seminars, projects, presentations, quizzes, workshops, business plans, case studies and term papers, cultural activities, etc.

The summer training enables students to apply theoretical principles learnt through classroom teaching in complex business situations. In the last semester the students are required to submit a comprehensive project in the form of a business plan. This business plan is meant for implementation of business theories and concepts that they acquired over a period of two years.

Taking cognizance of the importance of having an experience of the corporate environment, our students undergo On-the-Job Trainings (OJTs). It provides them with an opportunity to apply their skills and knowledge to gain experience.

Globalisation has led to an increase in the demand for multilingual cross-cultural managers. The teaching of foreign languages in the department goes a long way in making students global business leaders, ready to face international challenges.

LUMBA has adopted the UGC model curriculum. The existing curriculum is continuously updated to stay abreast of developments in the industry. The curriculum consists of compulsory and elective courses for specializing in the area of Market Finance, Human Resources, International Business and Information Technology.





Dr. J. K. Sharma
MBA, M.Com, Ph. D
Professor & HEAD



Mr. Sanjay Medhavi
MBA, M.Com, PGDCA, NET
Associate Professor



Dr. Himanshu Mohan
B.Tech.(Electronics)
MIBM, Ph.D
Associate Professor



Dr. Sangeeta Sahu
Ph.D, M.Phil, MIPM & IR,
UGC-NET [JRF], FDP-IIM Ahmedabad
Associate Professor



Dr. Ritu Narang
MBA, Ph.D , D.Litt.
Assistant Professor



Dr. Ajai Prakash
MBA, LLB, Ph.D.
Assistant Professor



Dr. Mohd. Anees
M.Com, MFC, Ph.D
Assistant Professor



Dr. Shailesh Kumar Kaushal
BE, MBA, Ph.D.
Assistant Professor



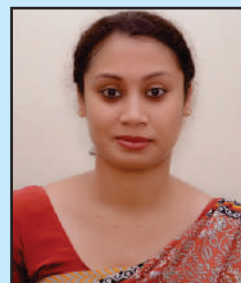
Dr. Nishant Kumar
MA (Eco.), MBA, Ph.D.
Assistant Professor



Dr. Anu Kohli
B.I.T., MBA, Ph.D.
Assistant Professor



Mr. Ved Srivastava
MBA, UGC-NET
Assistant Professor
(Contractual)



Ms. Richa Banerjee
B.COM, MBA, UGC-NET
Assistant Professor (Contractual)

Course Structure under CBCS

The subjects offered in the MBA programme are as follows:

Semester -I

Generic Core Courses (GC) - 3 Credits each

- GC 101 Principles of Management
- GC 102 Global Business Environment
- GC 103 Accounting for Business
- GC 104 Quantitative Techniques for Business
- GC 105 Organisational Behaviour
- GC 106 Managerial Economics

Generic Elective Courses (GE) (Opt any two) - 3 Credits each

- GE 101 Legal Framework for Business
- GE 102 IT Skills for Managers
- GE 103 Managerial Skills
- GE 104 Foreign Languages
- GE 105 Interdisciplinary elective

Semester -II

Generic Core Courses (GC) - 3 Credits each

- GC 201 Marketing Management
- GC 202 Financial Management
- GC 203 Human Resource Management
- GC 204 Information Systems Management
- GC 205 Operations Management
- GC 206 Research Methods for Business

Generic Elective Courses (GE) (Opt any two) - 3 Credits each

- GC 201 Managing for Business Sustainability
- GE 202 Decision Sciences
- GE 203 E-Business
- GE 204 Management of Public Enterprises
- GE 205 Interdisciplinary elective

Semester -III

Generic Core Course (GC)

- GC 301 Business Policy and Strategic Analysis - 3 Credits
- GC 302 Entrepreneurship and Project Planning - 3 Credits
- GC 303 Summer Internship Project (SIP) - 4 Credits

Generic Elective Course (GE) (Opt any one) - 3 Credits each

- GE 301 Corporate Governance and Ethics
- GE 302 Agri-Business Management
- GE 303 Innovations and Technology Management

Specialisation Subject Core Courses (SC) - 3 Credits each Two Courses
Specialisation Subject Elective Courses (SE)- 2 Credits each Opt any two Courses

Semester -IV

Generic Core Course (GC)

GC 401 Corporate Evaluation and Strategic Implementation - 3 Credits
GC 402 Research Project /Business Plan - 4 Credits
GC 403 Comprehensive Viva Voce - 4 Credits

Generic Elective Course (GE) (Opt any one) - 3 Credits each

GE 401 Enterprise Performance Management
GE 402 Management of Family Business
GE 403 Social Entrepreneurship

Specialisation Subject Core Courses (SC) - 3 Credits each Two Courses

Specialisation Subject Elective Courses (SE) - 2 Credits each Opt any two Courses

Specialisation - Marketing

Semester -III

Specialisation Subject Core Courses (SC) - 3 Credits each

SC 311 Integrated Marketing Communication
SC 312 Consumer Behaviour

Specialisation Subject Elective Courses (SE) (Opt any two) - 2 Credits each

SE 311 Marketing to Bottom of Pyramid
SE 312 (SE 342) International Marketing
SE 313 (SE 343 / SE 353) E-Marketing and CRM
SE 314 Social Marketing
SE 315 Product and Brand Management

Semester -IV

Specialisation Subject Core Courses (SC) - 3 Credits each

SC 411 (SE 441) Sales and Distribution Management
SC 412 Services and Relationship Marketing

Specialisation Subject Elective Courses (SE) (Opt any two) - 2 Credits each

SE 411 Managing Retail Business
SE 412 Industrial Marketing
SE 413 Rural Marketing
SE 414 (SE 454) Supply Chain and Vendor Management
SE 415 Event Management

Specialisation - Finance

Semester -III

Specialisation Subject Core Courses (SC) - 3 Credits each

SC 321 Financial Systems and Institutions
SC 322 Security Analysis and Portfolio Management

Specialisation Subject Elective Courses (SE) (Opt any two) - 2 Credits each

- SE 321 Banking Services
- SE 322 Financial Services
- SE 323 Marketing of Financial Services
- SE 324 Corporate Tax Planning
- SE 325 Advanced Accounting for Managers

Semester -IV

Specialisation Subject Core Courses (SC) - 3 Credits each

- SC 421 Working Capital Management
- SC 422 Financial Decisions and Analysis

Specialisation Subject Elective Courses (SE) (Opt any two) - 2 Credits each

- SE 421 Insurance Services
- SE 422 (SE 442) International Financial Management
- SE 423 Equity Research & Derivatives
- SE 424 Business Valuations and Investment Banking
- SE 425 Corporate Financial Reporting and Analysis

Specialisation - Human Resource

Semester -III

Specialisation Subject Core Courses (SC) - 3 Credits each

- SC 331 Organisational Change and Development
- SC 332 Industrial and Managerial Psychology

Specialisation Subject Elective Courses (SE) (Opt any two) - 2 Credits each

- SE 331 Human Resource Training and Development
- SE 332 Negotiation and Counselling Skills
- SE 333 Compensation Management
- SE 334 Industrial Relations and Social Security

Semester -IV

Specialisation Subject Core Courses (SC) - 3 Credits each

- SC 431 Talent Acquisitions and Performance Management
- SC 432 Cross Cultural Management

Specialisation Subject Elective Courses (SE) (Opt any two) - 2 Credits each

- SE 431 Leadership Influence and Power in Organisations
- SE 432 Legal Framework for HRM
- SE 433 Technology and HRM
- SE 434 Human Resource Audit

Specialisation - International Business

Semester -III

Specialisation Subject Core Courses (SC) - 3 Credits each

SC 341 International Business Management

SC 342 Export Import Procedures and Documentation

Specialisation Subject Elective Courses (SE) (Opt any two) - 2 Credits each

SE 341 Emerging Economies and Markets

SE 342 (SE 312) International Marketing

SE 343 (SE 313 / SE 353) E-Marketing and CRM

SE 344 Global Outsourcing

Semester - IV

Specialisation Subject Core Courses (SC) - 3 Credits each

SC 441 Management of Global Companies

SC 442 International Logistics Management

Specialisation Subject Elective Courses (SE) (Opt any two) - 2 Credits each

SE 441 (SC 411) Sales and Distribution Management

SE 442 (SE 422) International Financial Management

SE 443 International Trade and Geo-politics

SE 444 International Business Strategy

Specialisation - Information Systems and E-Business

Semester -III

Specialisation Subject Core Courses (SC) - 3 Credits each

SC 351 Database Management System

SC 352 Networks and Telecommunications

Specialisation Subject Elective Courses (SE) (Opt any two) - 2 Credits each

SE 351 Business Intelligence and Analytics

SE 352 Software Engineering

SE 353 (SE 313 / SE 343) E-Marketing and CRM

SE 354 Software Quality and IT Project management

Semester -IV

Specialisation Subject Core Courses (SC) - 3 Credits each

SC 451 Enterprise Applications

SC 452 Security and Control of Information

Specialisation Subject Elective Courses (SE) (Opt any two) - 2 Credits each

SE 451 Business Transformation and E-Strategy

SE 452 Enterprise Knowledge Management

SE 453 Data Warehousing and Data Mining

SE 454 (SE 414) Supply Chain and Vendor Management

BEYOND ACADEMICS...

Do we just study??? No, not at all!!!

LUMBA believes in overall development of students allowing them to face and win situations in this dynamic and competitive world with their sense of humour, creativity, stamina etc. along with academic excellence.

The activities pursued within the department are extremely popular among the students as they provide opportunities for acquiring and applying knowledge and displaying their skills and talents.

The department promotes activities such as case study analysis, seminars,

power-point presentations, debates, management games, quizzes, alumni meets, etc. The department is a regular venue for many events such as management corporate colloquiums, debates and business quizzes. The students are motivated to participate in social activities of the University and society. They are also encouraged to plant saplings every year for the departmental lawns and to imbibe the importance of conservation.

The department is involved in an array of activities and participates in the events organized by other institutions. The performances of the students have been exemplary in events organized by IITs, IIMs, and other management institutes and professionals associations. The students have won a number of trophies and prizes for the Departments. They have been a source pride and glory.



ALUMNI RELATIONS

The alumni of the department, now numbering 3000, have always been a source of inspiration and support for the students.

Our alumni enhance our reputation as a training ground for global business leaders. Working both in India and abroad, they prove the high standards of LU-MBA. Each graduating batch automatically becomes a part of an increasingly powerful network. Their contribution and support to the department in its various endeavours and activities is vital.

Through the alumni association we draw upon the experience, expertise and advice on a range of departmental issues from curriculum design, development of soft skills and infrastructural development. Our alumni play a pivotal role through their association with university.

They enthusiastically devote their time in helping students develop and nurture their skills.



REPRESENTATIVE LIST OF ALUMNI

Mr. Jayant Krishna

ED and COO,
NSDC

Mr. Amitabh Srivastava

CEO, Hallmark Channel
India Ltd.,
New Delhi

Mr. Rohit Gothi

CEO, Airtel

Mr. Shashank Naharas

Head- Pricing, Reliance Retail

Mr. Mudit Swaroop

GM, Reliance Life insurance
Noida

Mr. Neeraj Bajpai

Vice President, JP
Morgan, United Kingdom

Mr. Anant Johri

State Co-ordinator, U.P
Reliance Industries,
Lucknow

Mr. Pradeep Gairola

COO, Meritnation.com
New Delhi

Mr. Nusrat Durrani

GM, MTV Networks,
New York

Mr. Venkat Garigipati

Senior technical Leader
CISCO
San Francisco

Mr. Amiket Singh

GM, Indian Oil,
Chandigarh

Mr. Pankaj S.

Vice President, IBM, India

Mrs. Saru Sharma

Director- Human Resource,
Barclays, Noida

Mr. Sushanto Mitra

Venture Capitalist
Mumbai

Mr. Pradeep Narula

VP-HR & Corporate affairs,
RICOH, India

Mr. Sanjeev Rastogi

Group Marketing Manager,
OEM Worldwide Marketing,
Microsoft, USA

Mr. Ajay Mehra

CEO- Planet M (Bennet& Coleman), India

Mr. Mal K. Das

MD, Ab -Initio, HR Solutions Pvt. Ltd.

Mr. Kapil Bali

CEO, Reliance Spot Exchange

Mr. Shashi K. Nayar

Director Modi Enterprises
New Delhi

Mr. Santosh Mehra

IG of Police, Gwalior

Mr. Sudipta K. Sen

CEO & MD,
SAS Institute India Pvt. Ltd.
Mumbai

Mr. Vishal Tikku

Head Market Research
Uni Liver Arabia, Saudi Arabia

Mr. Sanjay Gupta

General Manger
HDFC- New Delhi

Mr. Arvind Saxena

MD Volkswagen Passenger car, India

Mrs. Ruchi Chojer

General Manager
SEBI- Mumbai

Mrs. Aparna Chaturvedi

Sr. Vice President,
UTI- Mutual Fund
Mumbai

Mr. Pratap Ghosh

Vice President- Treasury, Axis Bank- Mumbai

Mr. Rajeev Kumar

CEO, MOdi Paints

Modi Nagar

Mr. Sudhakar Sinha

Global Demand and Supply Manager

Givaudan, Netherlands.

Mrs. Smita Banerjee

GM, SAIL

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