

Information Brochure  
& Application Form 2011-2012

MBA



**MASTER OF BUSINESS ADMINISTRATION**



**Department of Business Administration**  
University of Kalyani, Kalyani, Nadia

## □ The University :

The University of Kalyani is situated at Kalyani Township, West Bengal, India. The Township is located at a distance of 50 K.M. away from Kolkata with National Highway on one side and the river Ganga on the other. Kalyani is gradually emerging as a moment's center of Higher Education in the state. In an around Kalyani, Township, four Universities namely, Bidhan Chandra Krishi Viswa Vidyalaya, West Bengal University of Animal and Fisheries Science, Netajee Subhas Open University, and West Bengal University of Technology have been set up beside the University of Kalyani. The University started its journey in the year 1960 with a vast campus area of 325 acres in eco-friendly set up. The University is playing a significant role in expanding the horizon of applied sciences and Technical Education (professional studies) in the State. Presently the University is offering advanced facilities for post-graduate education and research in 36 different subjects/disciplines in Management, Science, Engineering & Technology, Arts & Commerce and Education, Under 4 Faculty Councils. The University is providing academic guidance and leadership to more than 40 affiliated degree colleges.

## □ The Department :

Department of Business Administration is under the faculty of Engineering, Technology & Management and offering.

(i) Master of Business Administration (MBA), the post-graduate degree course (AICTE approved) with specialization in Marketing, Finance, Human Resource and Information Technology, from the session 2001-2002.

(ii) Ph. D Programme.

## □ About this Course :

MBA course covers contemporary and emerging fields of wide-ranging interests. The curriculum covers a wide spectrum of Business Administration subject and is revised continuously to meet the growing needs of the corporate sector. The department has a team of committed faculty members, who inculcate in the students conceptual foundations coupled with practical insights. The width and depth of the courses is complemented by academia-industry interface imparting uniqueness to post-graduate programme. Duration of the Course will be of 2 academic years consisting of 4 semesters, each of six month duration. At the end of each semester an examination of the courses covered in the semester will be held.


## □ Eligibility :

Honours Graduate in Science / Arts / Commerce or Graduate in Management / Engineering or 5 years Law. Those who have appeared in the final examination of 2011 may be selected but their admission will be provisional till the publication of result and submission of proof to the effect. Candidates appearing in MAT should have a valid score and score of MAT Examinations before September 2010, will not be considered. Graduate (other than in Management / Engineering / Law) not having honours degree and having 'major' in any subject are not eligible to appear GD & Interview.

## □ Course fees :

Rs. 35,000/- per year for India National and US \$ 3000/- for Foreign candidates.

## Course Structure



Semester	No. of Paper	Marks
First Semester	8 Compulsory Papers	800
Second Semester	8 Compulsory Papers	800
Third Semester	1 Compulsory Paper	100
	4 Optional Papers	400
	Summer Project	100
<b>Total</b>		<b>600</b>
Fourth Semester	1 Compulsory Paper	100
	4 Optional Papers	400
	Project Study	100
<b>Total</b>		<b>600</b>
<b>Grand Total</b>		<b>2800</b>

**Note :** Grading System with appropriate credit point for each subject is followed.

### □ Attendance and Examination :

In order to become eligible for appearing in a semester examination a candidate shall have to pursue a regular course of studies in the subject and attend at least 75% of the theoretical and practical classes separately during each semester.

### □ Placement Facility :

Since placement of successful students constitute an important aspect of the responsibility of the institutions offering professional course, such as MBA, the University takes necessary steps for the students' exposure and healthy interaction with the problems of industry. Placement is done under the leadership placement officer.

### □ Library & Computer Facilities :

In addition to the Central Library of the University, the departmental library is also providing easier borrowing and reading facilities to the students. This department has a well equipped computer Lab with Internet facility.

### □ Hostel Facilities :

Accommodation in the University hostels shall be available to the students taking admission to the course as per the University rule. Students have to bear the hostel charges and rent as per University rules.

### □ Student Strength and Selection Procedure :

Admission of 15 candidates through state level Examination (JEMAT) conducted by West Bengal University of Technology and 10 candidates through MAT Examination conducted by the AIMA followed by Personal Interview and Group Discussion. Information Brochure along with Application Form for admission can be obtained from the Admission Section of Kalyani University during 11.00 am to 3.00 pm on all working days excepting Saturday, Sunday and Holidays from 8th May 2011 to 31st May 2011 on payment of Rs. 300/- by cash or DD drawn in favour of "University of Kalyani", Nadia, West Bengal, Pin - 741235, payable at Kalyani. Candidates can also download the Form from the website : [www.kly\\_univ.ac.in](http://www.kly_univ.ac.in) and send the duly filled Application Form along with demand draft of Rs. 300/- drawn in favour of "University of Kalyani", payable at Kalyani to the following address - Admission section, University of Kalyani, Kalyani - 741235, Nadia, West Bengal, India.

The filled Application Form shall have to be submitted during the working hours by May 31, 2011 by person or by post. Publication of the list of candidates eligible for Interview and Group Discussion : June 22, 2011. Date of Interview : June 28, 2011. Publication of the list of selected candidates : July 04, 2011 (after 2.00 p.m.). Admission from the first list : July 07, 2011 to July 13, 2011. Publication of waiting list (if any) : July 15, 2011. Commencement of classes : August 01, 2011. Candidates appearing interview should bring valid MAT Score card along with their original credentials.

**Note :** In matters other than those mentioned above, the rules, practices prevailing in the University shall be applied.

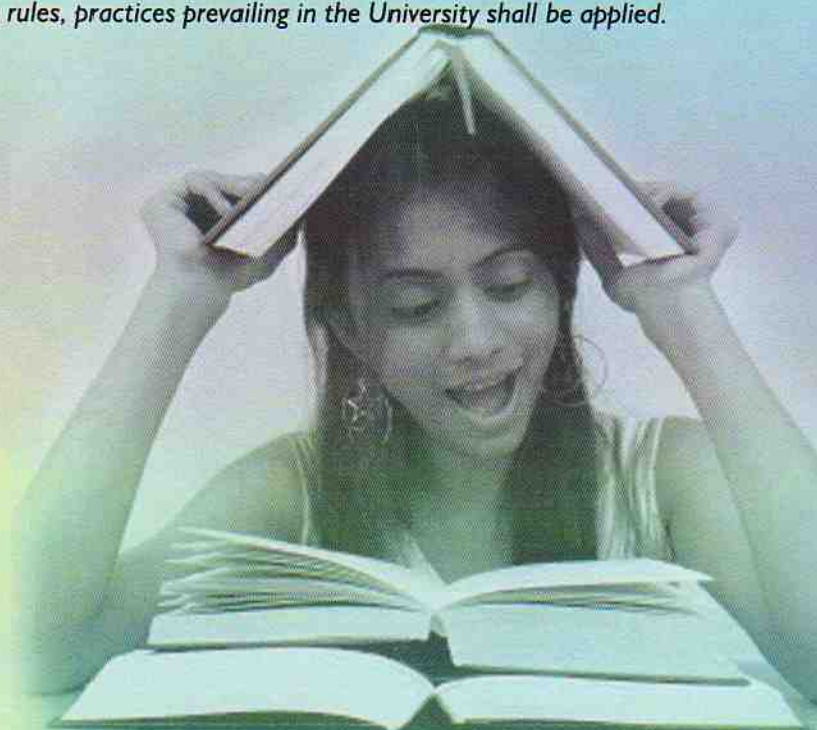
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Kalyani  
April, 2011



# MWU MBA

## MASTER OF BUSINESS ADMINISTRATION

