

MASTER OF BUSINESS ADMINISTRATION (ENGINEERING)

College of Technology and Engineering
Maharana Pratap University of Agriculture and Technology, UDAIPUR - 313001



DEAN'S MESSAGE



In India, Technical and Higher Education has been the prime focus of the Government and a considerable progress has been made in this field in the last two decades. Maharana Pratap University of Agriculture & Technology, Udaipur is a leading State Agricultural University providing higher education in the field of Agriculture, Engineering & related disciplines. College of Technology & Engineering has been a pioneering institution providing technical education in the region from 1964. Considerable progress has been made during the period. We are committed to excellence in education & our students today are working at the highest positions in best Indian & Multinational companies. I wish our students a very bright future ahead and look forward for your partnership & cooperation in our endeavour to success.

Dr. Narendra S. Rathore
Dean, CTAE

COORDINATOR'S MESSAGE



In the present era of Liberalization, Privatization & Globalisation, there is an acute dearth of entrepreneurs and professional managers with technical knowledge. To fill this gap, the course of Master of Business Administration, specially designed for graduates in engineering disciplines and post graduates from the sciences has been launched in the college. The objective of this course is to develop techno-professional managers and entrepreneurs having technical expertise in their discipline & better management acumen to achieve the business goals. This course will provide the engineering graduates deeper insights into the management arena with knowledge about the requirements of the business world through a practical & industry-based approach with regular industry interactions & live projects.

Dr. S. Jindal
Coordinator, MBA (Engineering)

MAHARANA PRATAP UNIVERSITY OF AGRICULTURE & TECHNOLOGY

Maharana Pratap University of Agriculture and Technology, Udaipur (MPUAT) is a government aided State Agricultural University (initially named as Agricultural University, Udaipur). The university is offering courses in Engineering, Agriculture and allied disciplines and its jurisdiction extends to over 12 districts of South and South-East Rajasthan.

The University presently consists of 6 constituent colleges, 46 departments, and is offering 16 UG, 30 PG courses and Ph.D. in 20 disciplines. It has separate directorates for research, extension and student welfare activities. The University is having MoU for student exchange programme with Kansas City University, USA and is also having MoU with IIT - Delhi, Monsanto, Jain Irrigations, Mahindra Samriddhi, etc.

COLLEGE OF TECHNOLOGY & ENGINEERING

College of Technology and Engineering (CTAE) was established in 1964. The college is offering bachelor degree programmes (B.Tech.) in Agriculture, Electrical, Mechanical, Mining, Computer Science, Electronics & Communication, Information Technology and Civil Engineering and also offers post graduate programme leading to M.Tech., MBA (Engineering) & Ph.D. in Engineering disciplines. The college is sprawled out in 174 hectares area with 21,500 sq. m. constructed floor space. It has state-of-the-art infrastructural facilities with Assembly halls, Conference halls, well-equipped departments, bank, post office, library, canteen, sports grounds, 5 boys & 2 girls hostels. The Central Library has an area of 1100 Sq. Meter with more than 150 seats for its readers. It has rich collection of about 53000 Volumes of Books, Bound Periodicals, Reference collection, Ph.D. thesis, ME/ BE Project Reports, Standards and CD-ROMs.

MASTER OF BUSINESS ADMINISTRATION (ENGINEERING)

Master of Business Administration (Engineering) course is a 4 semester (2 Years) full-time AICTE approved post-graduate course. The course has been specially designed for technocrats (engineers & science post-graduates). The objective of this course is to develop techno-professional managers, having technical expertise in their discipline, with better management acumen & insights to achieve the business goals. This course involves special emphasis on providing practical & industry-related knowledge to students through regular industry interactions and live industrial projects. The course, one of its kind, is designed in tune with the similar courses being offered in IIT's and NIT's in the country offering specialisations in areas of business operations, communication and technology management. A very unique feature of this programme is to equip the students with entrepreneurial orientation so that they have the necessary skills required not only as job seekers but also as job creators by setting up engineering enterprises.

VISION

To create a centre for developing entrepreneurship and imparting business skills to the technical manpower to meet the current and future challenges of techno-economic development

MISSION

To create technical manpower with managerial skills for better absorption in the challenging business environment to make them ready for higher managerial responsibilities and to train them to integrate technical knowledge with business objectives

ADMISSION

No. of seats for the course is 40. The minimum qualification for admission to the programme is Bachelor's Degree in Engineering/Technology/ Architecture/Pharmacy or M.Sc. in Physics/Chemistry/Mathematics/Statistics. Candidates of general category/OBC must have at least 55% while SC/ST category candidates must have 50% marks or equivalent at the qualifying degree level.

INFRASTRUCTURE

The unit of management studies is operating in a separate dedicated building of the college situated in a serene environment and is fully equipped with all necessary infrastructural facilities - seminar hall, departmental library, computer lab, fully equipped class rooms with LCD projector, whiteboard, DVD/VCD player and other modern AV aids.

PEDAGOGY

The college has highly qualified & experienced engineer-management faculties. Extension lectures from faculties of top B-schools of the country & IIM's, special lectures from top industry professionals & management gurus, regular industrial visits, case studies, problem solving, brainstorming, seminars, presentations & discussions by students on contemporary issues, management games, industrial training & major research project are the major highlights of the teaching pedagogy. The major emphasis of the course is on live industrial projects and practical industry-based teaching to students. The students also have access to case studies & latest management concepts from reputed international management institutes.

PLACEMENT & TRAINING

The college has a full-fledged placement cell proactively and continuously striving for the placements & summer training of all the students. The cell is headed by a senior faculty member and is equipped with required infrastructure facilities. Companies like Ambuja Cement Ltd., HCL Technologies, Infosys Technologies Ltd., J K Laxmi Cement Ltd., Jain Irrigations Pvt Ltd., John Deere Equipment Pvt Ltd., L&T Infotech, Mahindra and Mahindra, Reliance Petro-Chemicals, Secure Meters Ltd., Shree Cement Ltd., Syntel, Tata Consultancy Services, Uttam Galva Steels, Wolkem Industries Ltd., Ashok Leyland, R. K. Marble Pvt. Ltd., etc. are our regular recruiters.

Brief resume of our students (2011-13)



AFZAL BEG MIRZA

DOB 23/10/1989
Graduation B. Tech. (Electronics and Comm.)
e-mail id afzalmirza10@gmail.com
Proficiency Windows 95/98/XP/2000/Vista, Microsoft Office, C, C++, P-SPIICE, MATLAB
Training BSNL Exchange, Udaipur

AKHIL OJHA

DOB 18/04/1988
Graduation B. Tech. (Electronics and Comm.)
e-mail id akhilojha1804@gmail.com
Proficiency Windows 95/98/XP/2000/Vista, Microsoft Office, C, P-SPIICE, PLC
Training BSNL Exchange, Udaipur
Work Experience Graduate Engineer Trainee, Instrumentation Department, Star Cement, Meghalaya (4 months)





ANKITA PANERI

DOB	19/09/1988
Graduation	B. Tech. (Electronics and Comm.)
e-mail id	paneri19@yahoo.co.in
Proficiency	Windows 95/98/XP/2000/Vista, Microsoft Office, C, C++, Data Structure, Linux, MATLAB, P-SPICE
Training	Lipidata Systems, Udaipur

BRIJESH AMETA

DOB	27/03/1985
Graduation	B. Tech. (Electronics and Comm.)
e-mail id	erameta.brijesh@gmail.com
Proficiency	Windows 95/98/XP/2000/Vista, Microsoft Office, C, C++
Work Experience	Trainee Engineer, Zain Information Systems, Pune (6 months) Embedded Engineer, CMC Private Ltd., Pune (8 months) Pyrotech Electronics Pvt. Ltd. Unit #1, Udaipur (2 years 4 months)





DESHRAJ SHARMA

DOB 20/08/1989

Graduation B. Tech. (Electronics and Comm.)

e-mail id deshrajudr@gmail.com

Proficiency Visual C++, Visual Basic Studio, Javacore, dot net, HTML, MATLAB, Serenade, PUFF, Express PCB, AUTOCAD, ModalSIM, ?P, P-SPICE, Micro Controller Simulator, IntelliCAD, Multisim, MICROWIND, Circuit Maker, ERP DBMS, Corel Draw, LINUX, Networking

Training BSNL Exchange, Udaipur
Lipidata Systems, Udaipur
ISO Audit (9001:2000 & 14001:2004)

Work Experience Sr. Production Engineer, Lipi Data Systems Ltd. (9 months); Worked as Team Leader

DILPREET SINGH OSAN

DOB 20/10/1988

Graduation B. Tech. (Electronics and Comm.)

e-mail id osandilpreet@yahoo.com

Proficiency Windows 95/98/XP/2000/Vista, C, C++

Training Xtreme Infosoftware, Jaipur





DIVYA AGARWAL

DOB 16/04/1988
Graduation B. Tech. (Electronics and Comm.)
e-mail id divya_agarwal07@rediffmail.com
Proficiency C, C++, Javacore, VB.NET, P-SPICE, MATLAB, Multisim, Modelsim, Microwind, PUFF, PCB, Micro Processor, IntelliCAD
Training Lipidata Systems, Udaipur
NIIT, Udaipur
Work Experience Technical Engg., Accurate Sensing Technologies, Udaipur (10 months)

HEMENDRA SINGH

DOB 12/05/1989
Graduation B.Tech. (Computer Sc. and Engg.)
e-mail id hemendrasingh12589@gmail.com
Proficiency Windows 95/98/XP/2000/Vista, C, C++, SQL basics, db2 basics
Training BSNL Exchange, Udaipur
NIIT Ltd., Udaipur





HIMANGINI DENDOR

DOB	31/10/1988
Graduation	B.E. (Information Technology)
e-mail id	hina_soni2000@yahoo.com
Proficiency	Windows 95/98/XP/2000/Vista, Microsoft Office, C, C++, Java
Training	BSNL Exchange, Udaipur Hindustan Zinc Ltd., Debari, Udaipur

KUNAL KHAMESRA

DOB	30/08/1986
Graduation	B.E. (MECHANICAL ENGINEERING.)
e-mail id	kunal_dilvil@yahoo.com
Proficiency	Windows 95/98/XP/2000/Vista, Microsoft Office, C,C++, AutoCAD
Training	Bharat Heavy Electricals Ltd., Bhopal Rajasthan State Mines & Minerals, Udaipur
Work Experience	Engineer, Binani Cement Limited (2 years)



**NIYATI KHAZANCHI**

DOB 20/03/1988
Graduation B. Tech. (Electronics and Comm.)
e-mail id niyatikhazanchi@gmail.com
Proficiency Windows 95/98/XP/2000/Vista, C, C++, Java, P-SPIICE, Xilling
Training Hindustan Zinc Limited, Debari, Udaipur
NIIT, Udaipur
Work Experience Creative Head, Desert Pearl Entertainment Pvt. Ltd., Udaipur (1 year)

PANKAJ UPADHYAYA

DOB 09/02/1986
Graduation B. Tech. (Electrical Engineering)
e-mail id pankaj86upadhyaya@yahoo.com, pankaju86@gmail.com
Proficiency WindowsXP/98/95/2000/Vista, Microsoft Office
Training Rajasthan State Mines & Minerals, Udaipur ; Rajasthan State Electricity Board, Udaipur
Work Experience Client Engineer. (Inspection), M/s. Simplex Infrastructures Ltd. (ISO-9001:2000) at Udaipur Airport for AAI (1year 11 months)
Site Engineer, Air Conditioning Division, ACBD Project, Voltas Ltd., Jaipur (2 years 3 months)
Quality Engineer, Pyrotech Electronics (P) Ltd., Unit #2, Udaipur (2 years 2 months)





PUSPANDER KUMAR

DOB 20/07/1987
Graduation B. Tech. (Computer Science & Engineering)
e-mail id pky2005@indiatimes.com, pky2005@yahoo.in
Proficiency Windows 95/98/XP/2000/Vista, C, C++, dot net 2005, PHP, VB.NET
Training Harsh Infosys, Sector-15, Noida
Work Experience RF/Microwave Engineer, Bhartimaxtel, West Bengal (1 year 4 months)

SHALINI CHITTORA

DOB 23/04/1990
Graduation B. Tech. (Electronics and Comm.)
e-mail id chittora_shalini@yahoo.co.in
Proficiency C, C++, Data Structure & Algorithms, UNIX, P-SPICE, MATLAB, PROTEL, Modelsim, EDA Client, MS Project, MS Office Suite, Adobe Photoshop, MS Live Meeting, Illustrator, LINUX
Training Pyrotech Electronics Pvt. Ltd. Unit #1, Udaipur



Brief resume of our students (2011-13)



VARUNA SACHETI

DOB 05/02/1988
Graduation B. Tech. (Electronics and Comm.)
e-mail id varuna.sacheti@gmail.com
Proficiency Windows 95/98/XP/2000/Vista, C, C++, P-SPICE, MATLAB, Micro Processor
Training BSNL, Udaipur
Work Experience Assistant Programmer, Newline Infotech Pvt. Ltd., Udaipur (6 months)

VINOD KUMAR KUSHWAHA

DOB 03/03/1989
Graduation B. Tech. (Information Technology)
e-mail id vinodkushwaha@hotmail.com
Proficiency Windows 7, Configure Web Server, DNS, DHCP, FTP, SMTP, POP3 and VPN; Work on Cisco Routers and Switches, Microsoft Wind One, Server 2k3, IBM, TDS
Training Microsystems, Udaipur



INDUSTRIAL VISITS & TOURS

Frequent visits & tours to industries are the highlight of the course. Industries from different sectors like manufacturing, electronics, electrical equipments, information technology, steel, automobiles, cement, textiles, etc. have been visited by the students for better management acumen and practical exposure to real life business operations.

INDUSTRIAL-LIVE PROJECTS

The students are involved in live-industrial projects with the local corporates & business houses. They are undertaking these live-projects in close association with Udaipur Chamber of Commerce & Industry, Udaipur, to enhance their knowledge and learning to tackle the real-life problems more effectively.

STUDENT ACTIVITIES

The students are engaged in various activities like presentations on various management topics, group discussions, role plays, quizzes, etc. on a regular basis. They are also involved in various other activities like publishing newsletter, and actively participating in literacy & cultural activities, etc.

KAIZEN – NEWSLETTER

A weekly newsletter “Kaizen” has been initiated by the students. Kaizen, a Japanese word meaning Continuous Learning is meant to improve the knowledge and awareness of the students on the various management facets. A team of student editors prepare a round-up of the major international and national business news, an article on contemporary issues in management, contribution of a management thinker, a book review, review of week’s college activities and an editorial article on selected theme.

COURSE CURRICULUM

The courses in the programme are divided into core-, compulsory- and elective- courses. All the students are required to study the fundamental management subjects as core and compulsory during first year of study and electives in second year. The programme offers three major electives and three minor electives. A student has to select four courses from major focus group and two from minor focus group. During the intervening summer, the students will undergo industrial training of 45 days and a live industrial project is to be done in end semester. The students will be evaluated regularly through seminars, presentations, quiz, a mid-term exam and the end term exam. A comprehensive exam at the end of coursework will be used to assess the overall performance of the students. The courses are continuously updated & reviewed with inputs from the industry on the basis of the needs & developments of modern-day business operations.

FIRST SEMESTER

- Business Organisation & Management
- Management Accounting
- Marketing Management
- Operations & Production Management
- Quantitative Techniques for Management
- Project Management
- Business Communication

THIRD SEMESTER

Optional Major Courses {Any Four from Focus

Module-I elective (A, B, C)}

- Elective-Major-I
- Elective-Major-II
- Elective-Major-III
- Elective-Major-IV

Optional Minor Courses {Any Two from Focus

Module-II elective (D, E, F)}

- Elective-Minor-I
- Elective-Minor-II
- Comprehensive Viva
- Summer Training

SECOND SEMESTER

- Managerial Economics
- Financial Management
- Human Resource Management
- Business Policy & Strategic Management
- Legal Aspects of Business
- Open Elective*
- Management Information System

FOURTH SEMESTER

- Seminar
- Project

Open Elective (Any One)

- Computer Applications in Management
- Business Statistics
- Entrepreneurship Development
- International Business

ELECTIVES

FOCUS MODULE –I

Group A: Production and Operations Management

- Strategic Oriented Production Management System
- Computer Integrated Manufacturing System
- Total Quality Management
- World Class Manufacturing System
- Logistics and Supply Chain Management
- Business Processing Simulation
- Manufacturing Strategy
- Business Process Re-Engineering

Group B: Information Technology Management

- Business and Data Communication Network
- Object Relation Data Base Management System
- Decision Support System
- Advanced Software Development Tool
- E-Business Strategy and Implementation
- Enterprise Resource Planning
- Object Oriented Development Methodologies
- Intelligent Systems in Management
- Information Security and Risk Management

Group C: Technology Management

- Management of Technology Transfer
- Management of Innovation
- Design Management
- Technology Management: Strategic Perspective
- R&D Management
- Technology Forecasting and Assessment
- Management of New Venture

FOCUS MODULE –II

Group D: Marketing Management

- Marketing Research
- Sales and Distribution Management
- Advertising Management & Sales Promotion
- Product and Brand Management
- International Marketing
- Marketing of Services
- Rural Marketing
- Consumer Behaviour

Group E: Financial Management

- International Trade & Finance
- Managing Banks and Financial Institution
- Financial Engineering
- Management Control System
- Valuation, Mergers, Acquisition & Corporate control
- Management of New Venture
- Portfolio Management and Security Analysis
- Commodity Markets & Financial Derivatives

Group F: Human Resource Management

- Decision Making and Conflict Management
- Training and Development
- Industrial and Labour Legislation
- Strategic Human Resource Planning India
- Performance appraisal and Employees Compensation
- Industrial Psychology
- Managing across Culture
- Negotiation Management
- International Human Resource Management

CORE FACULTY

S.N.	NAME	Qualifications	DESIGNATION
1.	Dr. N.S.Rathore	Ph.D., M.Tech.	Professor and Dean
2.	Dr. S. Jindal	Ph.D., M.E. (Mech), MBA	MBA Coordinator
3.	Mr. P.C. Bapna	MBA, BE.	Associate Professor
4.	Dr. Navneet Kumar Agrawal	Ph.D., M.Tech., MBA	Assistant Professor

EMINENT SPEAKERS

S.N.	NAME	AFFILIATION
1.	Dr. Janat Shah	Director, Indian Institute of Management, Udaipur
2.	Mr. Vinod Kumat	Managing Director, Corporate Channels India Pvt. Ltd., Udaipur & Hony. Secretary General, Udaipur Chamber of Commerce & Industry, Udaipur
3.	Prof. Karunesh Saxena	Ex-Director & Faculty Chairman, Faculty of Management Studies & Director, College Development Cell, M.L. Sukhadia University, Udaipur
4.	Prof. P.K. Jain	Director & Faculty Chairman, Faculty of Management Studies, M.L. Sukhadia University, Udaipur
5.	Mr. K.S. Sardalia	AGM - IT (SAP), Hindustan Zinc Limited, Vedanta Group, Chanderiya
6.	Prof. N.S. Rao	Director, Faculty of Management Studies, J.R.N. Vidyapith University , Udaipur
7.	Prof. V. Narendaran	Professor & Director, Delhi School of Professional Studies & Research, Delhi
8.	Mr. K.S. Mogra	Chairman, Shilpa Trade Links Pvt. Ltd., Udaipur & Advisor, Udaipur Chamber of Commerce & Industry, Udaipur
9.	Dr. H.K. Mittal	Associate Professor, College of Technology & Engineering, Udaipur
10.	Dr. Karun Chandalia	Dy. Manager (Quality Control), Udaipur Dairy, Udaipur
11.	Dr. Anil Kothari	Associate Professor, Faculty of Management Studies, M.L. Sukhadia University, Udaipur
12.	Dr. Sunil Asopa	Assistant Professor, Faculty of Law, M.L. Sukhadia University, Udaipur
13.	Dr. S. D. Purohit	Assistant Professor, College of Technology & Engineering, Udaipur
14.	Mr. P.K. Varshney	Marketing Business Associate, GlaxoSmithKline Pharmaceuticals Limited, Udaipur
15.	Ms. Megha Bhatnagar	Faculty (Communication), College of Technology & Engineering, Udaipur
16.	Mr. Anshul Rathi	Sr. Research Fellow- TePP, College of Technology & Engineering, Udaipur





Contact details:

Dr. S. Jindal, Coordinator

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