

مولا نا آزاد نیشنل اردو یونیورسٹی
MAULANA AZAD NATIONAL URDU UNIVERSITY

(A Central University established by an Act of Parliament in 1998)
(Re-Accredited with 'A' Grade by NAAC)



MASTER OF BUSINESS ADMINISTRATION (MBA)
DEPARTMENT OF MANAGEMENT STUDIES

Placement Brochure 2016-17



Vision:

To be a Top-tier Business School that continually strives to create Leaders in Business who are committed to achieve Excellence in their Professional and Personal endeavour imbued with social consciousness and ethical values.



Mission:

Providing high Quality Education, continuous industry- Institution interaction for enhancing Leadership, Entrepreneurship and Managerial Qualities, through Development and Application of Knowledge.

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MESSAGE FROM THE VICE-CHANCELLOR



I am delighted to present the Management graduates of 2015-17 Batch of Maulana Azad National Urdu University. MBA programme was started from the academic year 2004–05 with an aim to impart Management Education to Urdu knowing section of the society. The purpose of starting MBA Programme on campus was to promote and mould prospective managers to synergize with the changing environment by providing them a holistic view of modern Management education and making them employable.

The Department has made its niche by providing quality innovative Program in an industry oriented, professional learning, competent and competitive mindset to fulfill the aspirations of the students and to blend the work experiences with updated news based curriculum in Management. Apart from the regular Management Subjects which are an integral part of any Management programme emphasis is laid upon other areas such as Personality Development Guest Lectures by inviting industry practitioners, Seminars on wide ranging topics, Management Games, Industrial visits which help the Students in understanding the Industry and work environment to help adapt to their Careers. I am proud of what the Department of Management has achieved within a short span of time and look at the future with optimism and confidence.

I wish a very successful career ahead to all the students of Management and extend a very warm welcome to the prospective recruiters to include the Department of Management Studies in the list of prominent institutions to be visited for campus placements. We look forward to build long lasting and mutually beneficial relationship with you.

Dr. M. Aslam Parvaiz
Vice-Chancellor

MESSAGE FROM THE PRO VICE-CHANCELLOR



It is a great pleasure for me to welcome you to the placement activities of the Department of Management studies, Maulana Azad National Urdu University. The Department has produced dynamic managers who are now holding important position in reputed business organizations across the globe since inception from the academic year 2004-05. The entrants to the Management programme reflect the best of our youth and cultural diversity of this nation.

The campus provides an encouraging learning environment for the business leaders of tomorrow who need to acquire a different set of knowledge, attitude and skill with a social conscience and to attain excellence. The Department has been venturing into various academics activities like organizing Seminars, Conference, Workshops, skill development training to enhance their acceptability in the corporate world.

The Unique endeavour of the university is to nurture and train manager from Urdu background and connect them with employability. Further, the University nurture create talent, manage and participate in a number of extracurricular activities which provides them opportunities to grow beyond classroom education. The current batch of Management graduates have gone through rigorous academics inputs and are value added products ready to enter the corporate arena and make a difference to the organizations they join.

I invite you to interact with these young managers to identify appropriate human resources who will prove to be an asset to your organization.

Dr. Shakeel Ahmad
Pro Vice-Chancellor

MESSAGE FROM THE DEAN

Greetings from School of Commerce & Business Management & Department of Management Studies



It is a great pleasure for me to introduce the current batch of MBA students of Maulana Azad National Urdu University to the competitive world of business and industry.

Today's business world is characterised by complexity, competitiveness, dynamism, diversity and dedication. This has resulted in increased awareness of human capital as one of the driving forces in economic development in recent years. Considering this fact, we at Department of Management Studies continuously attempting to equip the Management Graduates with the requisite skills and to make them industry ready.

The course structure of MBA program is well designed to provide our students with conceptual, technical and leadership skills with due emphasis on ethical and human Values. We have also emphasized on exposing students to practical situations through industry visits, seminars, conferences and trained them to possess employability skills.

The Department of Management Studies has a team of highly qualified, experience and dedicated faculty, having rich academic and industry background. We follow the teaching-learning model in curriculum, which helps in creating business leaders who have analytical and creative as well as effective team players.

I seek your participation and suggestions in making MBA Program still better and more relevant to the contemporary business world at the same time. I earnestly solicit your co-operation in placing our outgoing students in your esteemed organisation.

We look forward to your favourable response.

Sincerely,
Prof. Mohammed Abdul Azeem
Dean, SC & BM
& Head, Dept. of Management Studies.

MESSAGE FROM I/C TRAINING & PLACEMENT



I am pleased to introduce you to the enthusiastic, talented and committed group of future managers of the Department of Management Studies, Maulana Azad National Urdu University. Their diverse backgrounds will provide you with varied needs of Human resources of your organizations. The current batch of Management graduates is capable, diligent and adaptable to the take up the challenges of corporate life.

The Programme structure and pedagogy are designed to provide the students with the best of Management education and practical experience. Apart from classroom training,

emphasis is on Case Analysis, Assignments, Simulations, Industrial Visits and Group discussions. Soft skill development is an ongoing process happening via presentations, report writing, event Management and insistence on a formal dress code.

The faculty members come from a rich academic and research background giving them an enriching experience, in the process making them fit for the dynamic global business environment.

I take pride in inviting you to our Campus for final placements and Summer internships and look forward for a long lasting association.

I am confident that our students will be of great value to your organization and recommend them for your consideration.

Prof. Saneem Fatima
I/C Training & Placement
Department of Management Studies

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BATCH 2015-17



6th Convocation, BATCH 2014-16



BATCH 2016-18

Department of Management Studies

The DMS has been growing year after year, since its inception in 2004-05. The program offers solid ground for those high achievers who wish to accelerate their careers. In order to mould future managers into truly global leaders, DMS believes in sensitizing and exposing them to different cultures, economies and markets. The big differential point of DMS is its in depth research in emerging markets with brilliance in dual language.



The Department of Management studies was established under the School of Commerce and Business Management with the introduction of MBA program in the academic year 2004-05. Apart from the regular Management subjects which are an integral part of any Management course emphasis is laid upon Case studies in the respective functional areas, Personality development sessions, Guest lectures by experts from industry, Seminars by the students on various topics, Management games and industrial visits. The students also undergo internship at the end of II Semester which gives opportunity to work closely with professionals in business field and to develop knowledge, competencies and experience related to their career goals. The program is intended to develop and understanding of industry and acquires skills for career development of students. The Department also offers research programs in Management Studies i.e., M.Phil. and Ph.D. The research program promotes innovation, focuses on activities that can make difference to problems that matter to industry and society and has a business-friendly attitude to foster external collaborations. The Department has highly supportive research environment that nurtures and develops future generations of young researchers. The faculty of the Department is well experienced in facilitating the students with strong academic and research background.

Programme Structure

Semester - I

Course Code	Title
101	Management Theory and Organizational Behavior (MTOB)
102	Statistics for Management (SFM)
103	Managerial Economics (ME)
104	Accounting For Management (AFM)
105	Marketing Management (MM)
106	Information Technology for Business (ITFB)
107	ITFB Practicals (MS – Office)

Semester - II

Course Code	Title
201	Human Resources Management (HRM)
202	Business Communication & Correspondence (BCC)
203	Business Environment & Law (BEL)
204	Financial Management (FM)
205	Business Research Methods (BRM)
206	Database Management System (DBMS)
207	Oracle Practicals
208	General Viva - Voce

Semester - III

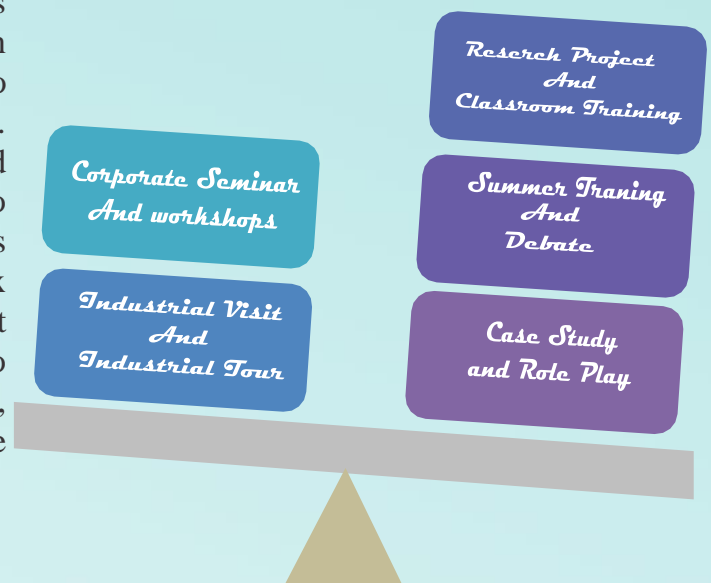
Course Code	Title
301	Production and Operation Management (POM)
302	International Business (IB)
303	Management Information System (MIS)
304	Consumer Behavior (CB)
304	Performance Management & Leadership (PML)
304	Strategic Financial Management (SFM)
305 & 306	Financial Institution And Markets (FIM)
305 & 306	Industrial Relation Management & Law (IRML)
305 & 306	Marketing Of Services (MOS)
307	MIS Practical – V B Reports Lab

Semester - IV

Course Code	Title
401	Entrepreneurship Develop & Management of small Enterprise (EDMSE)
402	Strategic Management (SM)
403	Islamic Banking and Finance (IBF)
404	International Human Resource Management (IHRM)
404	Retail Management (RM)
404	Security Analysis & Portfolio Management(SAPM)
405-406	International Finance Management (IFM)
405-406	Human Resource Development (HRD)
405-406	Sales and Advertisement Management (SAM)
407	Project Report
408	Project Viva – Voce

PEDAGOGY

A variety of teaching / learning techniques including lectures, case analysis, simulation Management games and exercises are employed to impart knowledge and skills to the students. Syndicates and Small Group Discussions and practical project work are frequently used to develop analytical and decision making abilities needed to face the challenges of the complex business and organizational environment. At DMS, both students and faculty work together to facilitate and accomplish its major objective, which is to help the students experience the realistic approaches to decision-making.



The approach includes the following steps:

Classroom Training: The state-of-the-art theoretical inputs are provided by the faculty of the institute.

Self-Study: To get the feel of changing business environment, the future managers are required to visit industries and call out information from newspapers, magazines, journals and reference books.

Case Method: To expose the budding managers to (i) Real life situations (ii) Develop analytical abilities and (ii) Improve communication skills, the case method is extensively used in the pedagogy.

Research Project: The curriculum requires the student to undertake comprehensive projects. These projects required the students to deal with specific topics by intensive discussion with industry personnel supplemented by library work so as to collect and analyze primary data. On completion the faculty and external examiner evaluate the projects.

Summer Training: Though classroom learning is given emphasis, students are required to take up a number of practical projects in different courses of the programme in which information gathered from the business / industry are analyzed and presented in the form of reports. While exposing the students to the theories and concepts of modern Management, no efforts are spared to develop practical orientation in them. After completing the first two semesters of instruction during the first year, all students are required to undergo practical training in an organization for a period of six weeks (45 days) during the summer months. Each student is selected by a reputed company and given a practical assignment. The student works under the guidance of a senior manager in the organization and submits a report to the organization. The performance of the student is also evaluated by the organization and communicated to the University in confidence.

Evaluation: Students' performance is assessed through a continuous system of tests, quizzes, class participation, midterm evaluation and semester-end examination to ensure highest academic standards as well as practical orientation.

INFRASTRUCTURE @ DEPARTMENT OF MANAGEMENT STUDIES

SYED HAMID LIBRARY

Established in 1998, the Central Library is one of the important facilities of the University catering to the information needs of faculty, research scholars and students. The Library holds knowledge resources predominantly related to Urdu, Arabic, Persian, Hindi, Management, Engineering & Technology and allied subjects. The Library aims to provide proactive and innovative information services to the academic community of Maulana Azad National Urdu University. The Library building is totally Wi-Fi with an area of 3300 sq. mts has a state-of-the-art auditorium and furnished to enhance academic ambience. The Library has about 59,000 books, 373 MPhil dissertations and 66 PhD theses in its collection. Apart from subscribing to magazines, periodicals and journals, the Library has access to various e-journals and e-books databases. The Library subscribes Journals, Popular Magazines and Newspapers.



CPDUMT AUDITORIUM

The CPDUMT Auditorium is MANUU's one-stop destination for all cultural activities. With a seating capacity of more than 150, the CPDUMT Auditorium has played host to a myriad of lectures by eminent speakers, annual fests, theatrical performances and film festivals.

COMPUTING FACILITIES

Centre for Information Technology (CIT)

The University CIT caters to the ICT requirements of the University with the objective of providing basic computing facilities to the students and teachers. During the past few years, the centre has evolved from a very small computing facility to a critical central facility of the University. Keeping its ethos of refurbishing education and research with modernization, the Maulana Azad National Urdu University has been leveraging the ICT as a tool to induce strategic improvement and changes in the system. The CIT has thus taken on an important role of IT enabler for the University. The centre today offers essential ICT services including Internet Access, Emailing of staffs, IT security, Wi Fi, University Portal development and maintenance, problem diagnostics and troubleshooting through network. To provide Internet facility and access to online learning material, the Centre administers a 1-Gbps link to National Knowledge Network.

HOSTEL FACILITIES

The university has 4 hostels for boys and 2 hostels for girls. The hostel rooms are fully furnished. The hostels provide facilities such as 24 hour internet facility, Library-cum-Reading Room, Common Room, Recreation Room, playground, RO Purifiers, Dining Hall, 24 hour Power Backup etc.



BATCH 2015-17



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BATCH 2015-17



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BATCH 2015-17



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BATCH 2016-18



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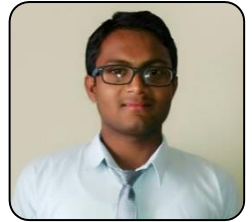
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ALUMNI REFLECTIONS





Shahadat Hussain
Quality Specialist




Mohammad Imran
Marketing Executive





Md Aqib Nazer
Administration Executive

Md Nehal
Process Specialist
(Sub Matter Expert)




Md Salam
AR Analyst




Amir Hussain
Senior Analyst





Md. Shahbaz Ahmad
Product Executive




Faizur Rahman
Team Leader






Ashad Mohasin
Sales Officer






Salik Tauseef
Process Executive




Mustafiz Ahmad Khan
Sales Officer



Khalid Husain
Process Executive

Chand Alam
Process Associate




Md Sharique Rahmani
Associate

Md Mowassir Khan
Marketing Executive





Md Ghulam Jahangir
Process Associate




Shuaib Ahmad
Analyst




Masroof Alam
Assistant Manager-Digital Sales




Abdul Khader Mak
HR Specialist




Mohd Asif
Bilingual Customer Service Representative




Md Zeeshan Alam
Account Executive




Md Sahbaz Ahmad
Sales Officer




Zafar Sultan
Team Leader




Md Shadman Ali
Assistant Sales Manager




Md Zahid
Process Associate

EVENTS @ DMS



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