



THE BUSINESS SCHOOL
UNIVERSITY OF JAMMU

MBA MASTER OF BUSINESS
ADMINISTRATION



**INFORMATION
BROCHURE**

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FROM THE DESK OF THE VICE CHANCELLOR

It is a matter of great satisfaction and privilege that The Business School (TBS), University of Jammu is coming out with its Information Brochure for Masters' of Business Administration (MBA) program for the academic session 2018-2019.

The University of Jammu has been at forefront of creating a new paradigm of management education that combines rigor and relevance to achieve the twin objectives of "influencing practice" and "promoting value based growth". The University has been accredited as an 'A+' Grade University by National Assessment and Accreditation Council (NAAC) and is ranked among Top 100 Universities across the country, under the National Institutional Ranking Framework 2017 (NIRF) by the Ministry of Human Resource Development, Government of India.

The Business School, University of Jammu, is one of the leading departments of the University and has been successful in imparting the subject oriented knowledge and training by developing an inclusive course curriculum that prepares students to be the leaders in corporate sector. The students from our previous batches are working in some of the best known national and multinational corporations. Our MBA program is grounded on the global standards and therefore quite different from other business schools. Thus, our academic curriculum is designed to ensure continued teaching, learning, research and innovation.

We welcome all our partners to a journey of learning, exposure and innovation with The Business School.

(Manoj K. Dhar)
Vice Chancellor



FROM THE DESK OF THE DEAN

Management Education in India is undergoing transformation. The thrust of business is shifting from expansion of the business world to the growth of leadership and towards a system where the future managers are trained to be team players rather than individuals seeking the fulfilment of their own goals. The Journey towards excellence always begin with self discovery. The Business School, University of Jammu has been accepted by the Industries as an active and vibrant business education institution which is closely aligned with the corporate practices.

With another year of successful advancement towards the achievement of Excellence in Management Education, The Business School (TBS) has added accolades to its credit. TBS has nurtured its students not only for the corporate opportunities but also sensitized them to the important global trends. We have a strong foundation of Management Education and Training built over the years, and, hence stands committed to produce and disseminate business knowledge which has a contemporary relevance and reach. We train participants to challenge assumptions and think out-of-the-box. Recently, TBS has been accredited as an A++ Business School as per AIMA(2017) and has successfully made its mark in the field of Management Education having earned prestigious credentials from the various pioneer agencies.

We take this opportunity to welcome all our stakeholders to support The Business School, University of Jammu, in its accomplishments and wish the student's professional success.

Prof. Keshav Sharma
Dean Academic Affairs
University of Jammu



FROM THE DESK OF DIRECTOR

Since its inception, The Business School (TBS) has exemplified excellence in management education and is known for its academic worth and industry exposure. TBS provides an enriching learning environment in a university set-up that nurtures expertise and leads to holistic development. Over the past thirty-two years, the School has continuously enriched its faculty and student base, modernized its curriculum with evolving times, strengthened its linkages with industry and corporate world, and built strong ties with its well-heeled and thriving alumni.

TBS was founded in the year 1986; since then 32 batches of MBA program have successfully passed out and are well placed in the corporate world, working as entrepreneurs and also in civil administration. TBS is one of the leading B-Schools of North India, an A++ Business school as per AIMA (2017) and has successfully made its mark in the field of management education. It has earned a number of prestigious credentials and Rankings. TBS is among top 5 University B schools in North India & Top 20 University B schools PAN India (The Week, October 2017), Also TBS is among Top 10 University B schools in Return on Investment (Business Today, November 2017). Further, it has collaborations with various pioneer agencies including NASMEI, CII, NHRD Network (life member). TBS has also signed MOUs with HDFC, IIMs, AIMA and AICTE.

We encourage our students to participate in seminars, business plan competitions, branding exercises, career advancement workshops, sports and cultural activities which will prepare them for the challenges of senior management. Many of our alumni work in senior leadership positions in industry, government and non-profit organizations in India and abroad. Many are also in academics making valuable contributions in the areas of teaching, research and management consultancy. The rigorous two-year MBA programme and the highly qualified, experienced and dedicated faculty provide a unique opportunity to nurture ideas.

We take this opportunity to invite all the stakeholders to be the part of The Business School, University of Jammu in carrying forward the legacy of Management Excellency.

Professor Alka Sharma

Director, The Business School
University of Jammu



ABOUT THE BUSINESS SCHOOL

University of Jammu is one of India's prestigious universities with its commitment and focus on the core functions of teaching, research, publication, examination and extension.

Accredited with A+ grade by National Assessment and Accreditation Council (NAAC) and ranked amongst top 100 universities of the country by NIRF-HRD, 2017.

The university embraces various departments with The Business School as one of the leading departments. The Business School (TBS), University of Jammu (SAP DRS-II Department) earlier known as Department of Management Studies started its two-year full time Master Degree Programme in Business Administration (MBA) in the year 1986. Since the past 30 years, TBS has successfully made its mark in the field of management education and has earned prestigious credentials from various pioneer agencies like Association of Indian Management School (AIMS), The Week Hansa Research, Marketing and Development Research Associates (MDRA), India Today, Business Today, Dewang Mehta etc.

These awards and recognitions constantly strengthen the acknowledgment of the department's constant endeavor of building up its capabilities to generate and share knowledge that contributes significantly towards the institution building. The faculty members of TBS have also played an important role in the acclamations as they have internationally published research to their credit. The Business School has also focused attention on programmes like Management Development Programmes for management executive in various corporates, Entrepreneurship Development Programme amongst the students and budding entrepreneurs and Social Immersion Programme as an extension activity. Continuing with the tradition of striving for excellence, The Business School has achieved various awards and recognitions where the most recent ones are 5th in government institutes in North and 21st across India (The Week, October 2017) and 9th in ROI across India (Business Today, November 2017).



VISION:

To be the centre of excellence in business management, developing transformative knowledge leadership.

Our vision is supported by two-fold mission statements:

1. We are committed provide quality and accessible management education to a diverse community; we accomplish this through continuous upgradation of curriculum along with adoption of latest teaching-learning pedagogy.
2. To train and develop a pool of competent management professionals with applied focus on business growth and societal development; we accomplish this through industry academic societal linkages and cutting edge applicative research.

OBJECTIVES:

1. To be among the top league in University B-Schools in India.
2. To develop state of the art infrastructure including digital academic and research resources for achieving excellence in management education.
3. To catalyze research for building excellence in the area of management by collaborating with Government, Industry and academia for the larger benefit of all the stakeholders in the process.
4. To design and develop innovative strategies for effective teaching- learning pedagogy in management.
5. To train young professionals to inculcate command as well as ability to shoulder corporate responsibilities and excellence with humility and sense of ownership and be socially relevant.



COURSES OFFERED

MBA Course is designed with the objective of evolving young men and women in to highly skillful professional managers, capable of working in varied sectors, continually striving for excellence, while propagating core leadership and contributing to the welfare of the society at large. The curriculum of the continuously evolving MBA-two year full time programme rests on two basics: one, providing a strong analytical plinth in key functional areas and the other, enabling a high degree of academic flexibility, thereby allowing students to customize their MBA experience.

The first year introduces students to the essential models and tools, with a focus on rigorous training in the diverse disciplines in management and the development of a strong foundation of business knowledge and management theory. The year concludes with a rigorous Summer Internship Programme which allows students to explore practical application of the management concepts. In the second year, the students decide on their professional development plans by reflecting on their first year's learning and Summer Internship experiences.

1. MBA with an intake capacity of 60 students plus 9 Self Financing seats

Open Seats	Category Seats	Self Financed	Total Seats
40	20	09	69

2. PGDBM with an intake capacity of 45 students plus 15% Self Financing seats .

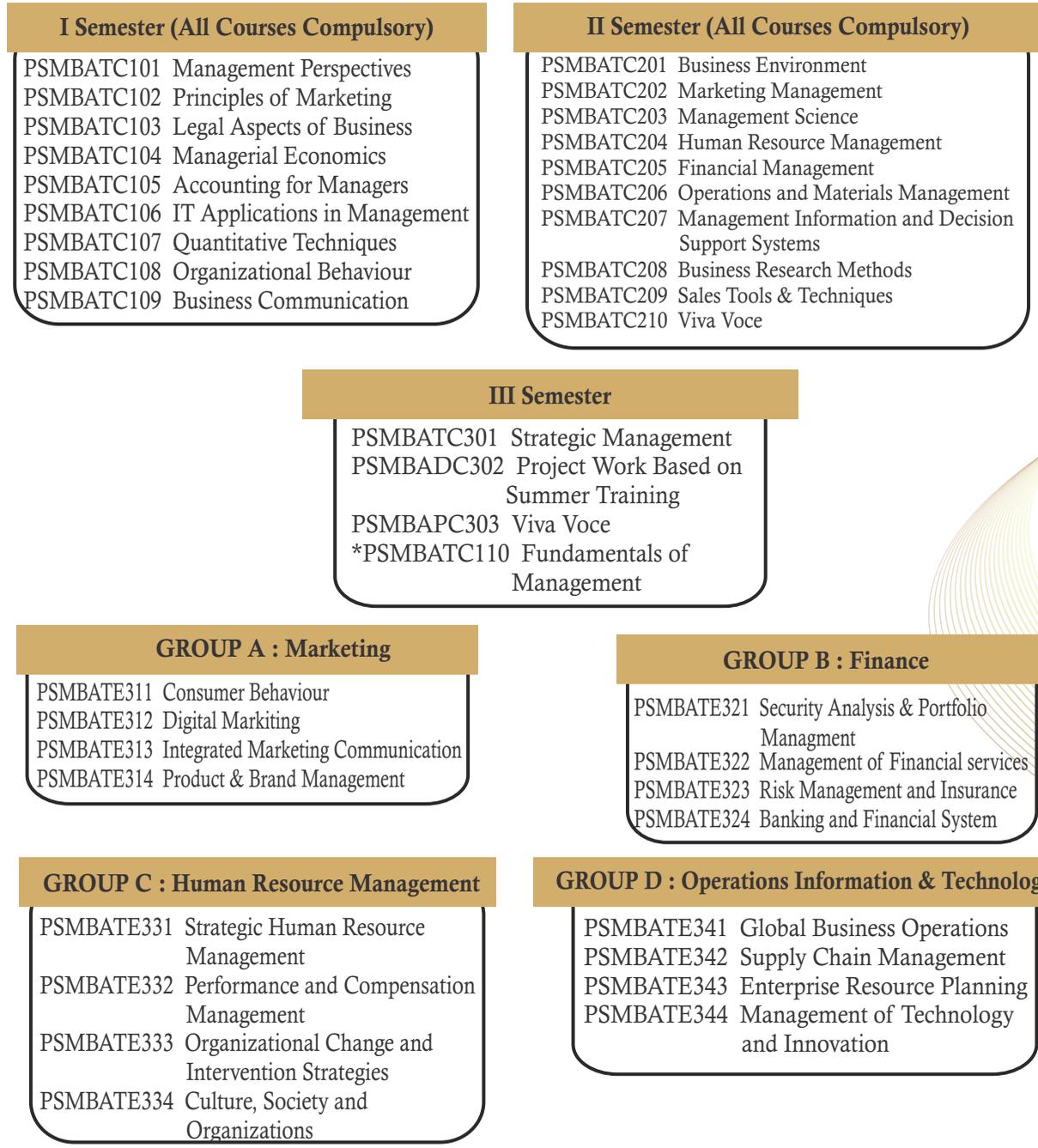
Open Seats	Category Seats	Self Financed	Total Seats
45	7	7	52

3. Ph.D (Scholars pursuing Doctoral Programme upto 2017-18)

Full Time	Part Time	Total
31	12	43

COURSE STRUCTURE

The curriculum of the MBA Programme of University of Jammu is planned in such a way that the students are exposed to the basic management concepts in the 1st and 2nd Semesters and are taught advanced managerial techniques in the 3rd and 4th Semesters. An overview of the course structure is as follows:



*Optional for outside department students, not available for departmental students.

* The students will also have to earn 8 (Eight) credits by pursuing two courses outside the department as per Choice Based Credit System (CBCS)

IV Semester

PSMBATC401 Project Management
PSMBATC402 Seminar Course (Ethics
and Corporate Governance)
PSMBATF403 Viva Voce
*PSMBATC211 Innovation &
Entrepreneurship

OPTIONS (Four optional papers out of which minimum two courses from Major group and minimum one from Minor group)

GROUP A: Marketing

PSMBATE411 International Marketing
PSMBATE412 Services Marketing
PSMBATE413 Retail Management
PSMBATE414 Strategic Marketing
PSMBATE415 Social and Interactive
Marketing

GROUP B: Finance

PSMBATE421 International Financial
Management
PSMBATE422 Financial Derivatives
PSMBATE424 Corporate Restructuring
PSMBATE425 Financial Decision Analysis

GROUP C: Human Resource Management

PSMBATE431 Human Resource Development:
Systems and Strategies.
PSMBATE432 Cross- Cultural Management
PSMBATE433 Industrial relations and
Labour laws.
PSMBATE434 Expatriate Management.

GROUP D : Operations Information & Technology

PSMBATE441 E-Commerce : Strategies and
Applications
PSMBATE442 Customer Relationship Management
and Business Intelligence
PSMBATE443 Knowledge Management and
Strategic Systems
PSMBATE444 Global Logistics Management

*Optional for outside department students, not available for departmental students.

ACHIEVEMENTS OF THE BUSINESS SCHOOL

2018: 2nd Rank in north-zone University
B- School Category Conducted by
"The Week"
& 22nd Rank in Government
B-School Category across
India survey conducted by "The Week"

2017: Rated 5th in terms of
Return on Investment in a
Survey conducted by Business Today

2017: 5th Rank in north-zone University B- School Category &
21st Rank across all B-School in India in
Govt. Institute Category in a survey conducted by "The Week".

2016: Rated 7th in terms of Value for
Money in a survey conducted by India Today

2014: 22nd BSA Dewang Mehta B-School Leadership Award

2013: 21st BSA Dewang Mehta B-School Leadership Award

2012: 20th BSA Dewang Mehta B-School Leadership Award

2011: Outstanding B-School Marketing Award

2011: AICTE Accreditation

2011: Dainik Bhaskar B-School Leadership Award

2010: Memorial Trophy for all round Best Performance in Theatricals

2009: 17th BSA Dewang Mehta B-School Leadership Award

SELECT RECRUITERS @ TBS



PLACEMENTS @TBS 2018

Name of the company / institution	No. of Students placed	CTC (Approx.) In Lakhs.
WaterHealth	05	4.54
HDFC Bank	06	4.32
Axis Bank	08	3.48
ITC	01	4.00
ICICI Prudential	01	4.00
Just Dial	14	3.08
Trigent	04	3.25
Indo Asian	01	4.00
OYO	01	5.00
Havells	01	3.50

MANAGEMENT CLUB TEAM



“Do something today that your future self will thank you for” The Business School professes in developing ardent managers for contemporary organizations who are competent and well accomplished to deal with all challenges and hence with this perspective in mind and a view to forge in managerial capabilities in the students The Business School has constituted an independently operating management club. The management club is responsible for overall supervision and facilitation of all the academics and events conducted within the school. The Management club is entirely managed by our students under the professional guidance of the faculty members of TBS.

There are eight members with different responsibilities in the club who are elected by the students themselves. The objective of management club is to bridge the gap between the students intellect and Requisite management skills which benefit them in practical life and creates and innovates based on all aspects of the administrative process.

Management club conduct events bearing on every functional area of management such as invited lectures, quizzes, ad mad , brand war etc in every semester. These activities encourage students to manage things on their own and supplements their professional development in understanding the subjects involved with better clarity. The club endeavors, providing maximum management exposure to every student of TBS to help them become the best in their domain.

FACULTY

Prof. Alka Sharma	9419140828
Dr. Komal Nagar	9419194664
Dr. Shelleka Gupta	8803010608

STUDENTS

Digvijay Singh Charak	9419279343
Gunjika Gandotra	9622199199
Sunanjita Mahajan	9419260049
Shumalini Goswami	9697379196
Rahul Mahajan	9469551314
Parmanyu Sarkhandia	9622223575
Samridhi Jain	7051107009
Niharika Sharma	9622040905

“YOUTHARVA” 2018



Essential dais for students to bring their talent in the limelight and has participants comprising of students from colleges sprawling all over J&K and beyond. This management festival brings out the management maestro in young students thereby highlighting the inner strengths of our future Business Leaders. The Business school organized “YOUTHARVA” on 11th-12th April, 2018 unleashing the young and creative minds amidst high spirits of the students and the institutions. YOUTHARVA is organized by the management club under the able guidance of renowned faculty and students take the responsibility of gathering required funds through sponsorships. The fest is a high profile event hosting dignitaries and scouts talented students from various reputed colleges of north India to compete on a big scale and showcase their skills and talents. The fest also covered by various local media outlets. The various events included different aspects of business ranging from AAGHAZ, INQUIZITIVE, BULL OR BEAR, CLICK & CAPTURE, EARN YOUR MONEY, SOCH, SNEAK YOUR POCKETS, AD-MANIA, OFFICE-OFFICE and a CULTURAL FEST.





SOCIAL IMMERSION PROGRAMME

The Business School envisions all its prospects as future leaders with a strong sense of responsibility towards social issues. We aspire to achieve all round development of the students by involving them in making the society a better place to live in. Therefore, a team of 4 members has been constituted that understand the social realities in the society and work towards the change that they would like to see in the world.

The Business School has organized various events under the Social Immersion programme:

- ✦ The Business School in association with National Federation for blind organized a fund raising drive as a contribution towards their objective of building a Skill Development Centre for the blind. We have been associated with the organization persistently and will always be ready to contribute in future as well.
- ✦ The Business School & Health Care Centre, University of Jammu in collaboration with Thalassemia Welfare Society organized a blood donation camp and contributed a drop in the ocean of noble deeds.



EVENTS OF THE DEPARTMENT 2017-18

ACTIVITIES/ EVENTS/ INITIATIVES/ ACHIEVEMENTS OF THE DEPARTMENT

COMPREHENSIVE CAREER PLANNING & DEVELOPMENT WORKSHOP IN COUNTRY INN, KATRA:

The workshop, conducted every year for the 3rd semester students under the guidance of Mr. Manjot K S Gill, MD, Mind Ridge, Professional Studies Pvt. Ltd, is entirely focused on rules and techniques of participating in Group Discussion, developing soft skills required for a Personal Interview and building effective CV, so as to groom our students for the Placement process. The location is so chosen in order to give tranquil ambiance to students and the trainer. The workshop generally starts at 9:30 am and goes up to 7:30 pm. The students and trainer interact all day long and assignments are given at the end of the day which is to be submitted the very next day.



BUSINESS SIMULATION WORKSHOP (UNDER SAP-DRS-II)



A Two day, Business Simulation Workshop was conducted by "The Business School", University of Jammu, in association with AIMA. Mr. D.K. Gupta, Deputy Director, Business Simulation AIMA and Mr. Vinay Singh, Faculty AIMA conducted the workshop using Software which simulated the exact Business Environment in the participants' laptop. The teams were formed and the aim was to earn highest profits. Business

instructions were given from time to time and the teams had to keep in mind the existing situations as well as the dynamic business environment in order to take calculated risk to achieve the goal of earning highest profit.

BUSINESS SIMULATION WORKSHOP (JK- EDI)

The Business School, in association with JK EDI conducted a 1-day business simulation workshop. Dr. Vinod Kumar Sharma and Mr Veer Pratap Singh Slathia formed teams (multiple manufacturers and single retailer) and the virtual business situations were given from time to time. The goal was to earn profits and the team with highest profit was the ultimate winner.



EVENTS OF THE DEPARTMENT 2017-18

ACTIVITIES/ EVENTS/ INITIATIVES/ ACHIEVEMENTS OF THE DEPARTMENT

Events	Date	Collaboration / Resource Person
Export Awareness Programme First Generation Entrepreneurs Niryat Bandhu Scheme	Nov 13, 2018	Joint Director General of Foreign Trade, Ministry of Commerce & Industries Government
Diwali Pooja	Nov 03, 2018	Management Club
Blood Donation Camp	Nov 02, 2018	Management Club & J&K Thalassemia Welfare Society
Sneak your pockets	Oct 22, 2018	Management Club
Fund Raising for the blinds	Oct 11, 2018	Management Club
Guest Lecture	Oct 05, 2018	HDFC-AMC
Comprehensive career planning & development workshop in Country Inn, Katra	Sep 29-Oct 01, 2018	Manjot K.S. Gill, MD, Mind Ridge, Professional Studies Pvt. Ltd.
CEO Connect Interaction	Sep 14, 2018	Sujiv Jain, CEO, Kanamhans Foods Pvt. Ltd.
Stress Management Interaction	Sep 06, 2018	Dr. Manmeet Singh, Neuro Psychiatrist, SMVD Narayana, Super Speciality Hospital
Kite Flying Competition	Aug 31, 2018	Management Club
Business Simulation Workshop- JK EDI	Aug 29, 2018	Dr. Vinod Kumar Sharma Mr. Veer Pratap Singh Slathia
Workshop on Rural Management and Rural Community Engagement	May 3, 2018	Dr. Y.P.Singh , Senior Consultant, NCRI
Business Simulation Workshop (under SAP-DRS-II)	22-23 March 2018	Mr. D.K. Gupta, Deputy Director, Business Simulation AIMA and Mr. Vinay Singh, Faculty AIMA
Lecture Series on 'Project management'	22nd- 25th Jan. 2018	Prof. Mahesh Chander Gupta College of Business and Public Administration Louisville, University of Louisville
Alumni Meet	23rd December 2017	-
Workshop on Digital Marketing & Entrepreneurship	27th-28th October	Mr. Kartik Mehta, IIM Calcutta Certified mentor
Comprehensive career planning & development workshop in Country Inn, Katra	1st- 3rd October	Manjot K.S. Gill, MD, Mind Ridge, Professional Studies Pvt. Ltd.
Introductory session on GST	28th September	CA Rishu Kawatra, CA Akash Mahajan
J&K first stem cell donor drive with DATRI	26th September	Ms. Shweta Singh
Social Immersion program	11th September	Bal Niketan, Amphalla
Corporate guest lecture on rural Entrepreneurship	8th September	Ms. Pragati Gokhle, DGM Mahatma Gandhi Institute for Rural Industrialization
Corporate guest lecture on 'Digital Marketing'	22nd August, 2017	Mr. R.K. Gupta
Corporate guest lecture	18th August, 2017	Prof. Prakash, P.G.P, Chair in Accounting and Finance, IIM, Lucknow
Guest lecture	3rd, August, 2017	Ashish Dubey, Professor of Marketing, IIM, Lucknow
Corporate guest lecture	24th July, 2017	Zubair Iqbal, Vice President, HDFC Bank
Business Fest	11th – 12th April, 2017	Youtharva
Corporate guest lecture	27th February, 2017	Mr. Vikas Shah, COO Water Health
Corporate guest lecture on 'HR in Knowledge Organisations'	9th February, 2017	Ms. Preeti Jain, Senior HR Executive, Microsoft, USA
Corporate guest lecture	20th January, 2017	Sh. Sunil Suri, Senior Vice President, MerryI Lynch

FACULTY



Prof. Keshav Sharma
M.Com., Ph.D. (Marketing)
FDP (Kellogg School, USA),
Post Doc. (USA)
General Management and OB;
Marketing



Prof. Neelu Rohmetra (On Lien)
M.Com., Ph.D., Post Doc. (UK); IVLP (USA);
Fulbright Fellow (USA)
Human Resource Development,
OB and Cross-Cultural Management



Prof. Versha Mehta
M.C.A., Ph.D.,
Post Doc. (UK), CEP (France)
Systems and Operations



Prof. Alka Sharma
MBA, Ph.D.
Marketing



Prof. Sameer Gupta
MBA, Ph.D.
Finance



**Prof. Vinay Chauhan
(On Deputation)**
Ph.D., SCHE -Switzerland
Marketing, Tourism &
Research Methods



Dr. Rajendra Mishra
(Associate Professor)
M.Com., Ph.D., CAIB
Tourism Management &
Entrepreneurship Development



Dr. Amisha Gupta
(Assistant Professor)
MBA, Ph.D.
Finance



Dr. Komal Nagar
(Assistant Professor)
MBA, Ph.D.
Marketing



Dr. Rachna
(Assistant Professor)
MBA, Ph.D., GNIIT
Marketing and Operation



Ms. Saloni Devi
(Assistant Professor)
MBA
Human Resource Management



Dr. Farah Choudhary
(Assistant Professor)
MBA, PhD
Finance and Marketing



Dr. Aubid Hussain Parrey
(Assistant Professor)
MBA, Ph.D.
Human Resource Management



Dr. Shelleka Gupta
(Assistant Professor)
MBA, Ph.D.
Marketing



MRS. ISHWINDER MAHAJAN MEMORIAL GOLD MEDALS

Two gold medals namely; Mrs. Ishwinder Mahajan Memorial MBA Topper Gold Medal (Male) and Mrs. Ishwinder Mahajan Memorial MBA Topper Gold Medal (Female) have been instituted in the fond memory of Mrs. Ishwinder Mahajan, as a tribute to the valuable and selfless services rendered by her while working as an Assistant Professor in The Business School, University of Jammu, Jammu. Mrs. Ishwinder Mahajan passed away, at an early age of thirty-five (1967-2002) while in service, in the tragic Kolkata Rajdhani Train accident near Gaya (Patna) while on her way back from Kolkata to Jammu on September 09, 2002.

KATHUA CAMPUS THE MANAGEMENT SCHOOL

Rector : Prof. Meena Sharma

Academic Co-ordinator : Dr. Vivek Sharma

Kathua Campus is fast emerging as a technical Campus of the University. Currently MBA and MCA programmes are being offered. The other programmes like B. Pharma, Five-Year integrated MBA and the various Engineering Programmes through the UIET are in the pipeline, for augmenting quality and technical education and research. Kathua Campus is working with technological focus, futuristic outlook and social sensitivity.



The MBA programme at Kathua Campus commenced in the year 2006 in The Management School at the Campus. The MBA admissions are made on the basis of Common Admission Test (CAT)/ AIMA-MAT score as one of the parameters of selection process through centralized process at The Business School at the main campus. The in-take in a batch is 30 seats (including the reserved category seats). There is also a provision of 5 seats under self-financed category, which are over and above the number of 30 seats. Personality and Skill Development Workshops, Industry-academia interactions as well as extensions and special sessions are regularly organized at the campus for facilitating placement process. Interactive teaching-learning, carrier counseling and mentoring, extension and outreach are seen as the prime concerns at the Campus. Student's needs, aspirations and interests are addressed on one-to-one basis by the committed facility and the staff. The use of ICT is encouraged at the Campus. The continuous evaluation system throughout the Semester, gears up the learning skills with a desired pace. Sports and Cultural activities are promoted at the Campus for the overall development of students.

About 372 kanals of Kathua Campus land has been acquired at Village Jangalote, Kathua. At Kathua Campus separate hostels for boys and girls, academic and administrative blocks are in completion stage in the 372 kanals of land at Village Jangalote, Kathua. Efforts are on to ensure that the campus moves to the newly constructed Academic block (G plus 3) as soon as possible. All the buildings coming up are environment friendly and equipped with modern facilities. Ministry of HRD has sanctioned the University Institute of Engineering and Technology (UIET) at Kathua Campus under Rashtriya Uchcharat Shiksha Abhiyan (RUSA) with the financial support of 26 crores. The buildings of UIET are housed at Kathua Campus at village Jangalote, Kathua. Admissions under UIET are being made for two streams; Computer Science & Technology and Civil Engineering from this session (2017-2018).

DEPARTMENT OF MANAGEMENT STUDIES

UNIVERSITY OF JAMMU AT BHADERWAH

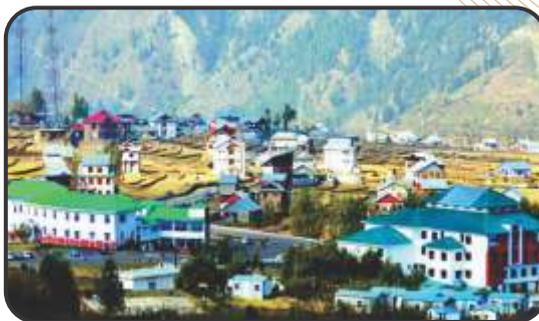
Rector : Prof. Anil Raina

Academic Co-ordinator : Mr. Kuljit Singh

The Business School, Bhaderwah Campus: Bhaderwah Campus started imparting education in year 2006 with three courses i.e. MBA, MCA and MA (English). The Business School, Bhaderwah Campus is one of the most premier department of the campus which has started B.Com (honours) and BBA from year 2015 in order to attract young talent from the state.

Course offered by the Department:

1. The MBA Programme at the Bhaderwah Campus, University of Jammu has been designed to give the students a practical perspective in addition to in depth understanding of different theoretical aspects of management. The course is of four semesters with eight papers in each semester. The students undergo 6-8 weeks training after the second semester in different organizations to get an exposure of the actual working environment.
2. BBA: The BBA is three year full time course. BBA courses offer an opportunity to acquire professional skills in the early stage of their career as a management professional.
3. B. Com. Hons: The B.Com Hons is full time three year course. A Bachelor's degree in Commerce has gained importance over the years and has become an essential qualification for graduate to pursue a career in Business. B.Com (Hons) is also an important educational landmark and prerequisite for a graduate as it opens up opportunities in higher education in the fields of commerce and Business such as Master of Commerce, Master of Financial Management and Master of Business Administration degree courses as well as Professional courses such as Company Secretaryship, Chartered Accountancy and Cost Accountancy.



ADMISSION DETAILS & ELIGIBILITY

The minimum qualification required for admission to the Course is as follows:

A Bachelor's Degree of 10+2+3 pattern in any discipline from the University of Jammu or any other University recognized by the University of Jammu or any other qualification recognized as equivalent thereto by the University of Jammu with at least 50% of the aggregate marks (40% for the candidates belonging to the Scheduled Castes / Scheduled Tribes);

OR

A pass in the final examination of the Institute of Chartered Accountants; Cost and Works Accountants; Company Secretaries.

OR

A.M.I.E. (Engineering) with at least 50% of the aggregate number of marks (40% for Scheduled Castes / Scheduled Tribes).

Notwithstanding anything contained in the Statutes, a candidate who has appeared or is appearing in the final year of the qualifying examination and is expecting to pass with the requisite percentage of aggregate number of marks in the said examination is also eligible to apply. In case such a candidate is called for the Group Discussion and Personal Interview, the permission to appear in these shall be granted only if he / she produces a certificate from the Head of the Institution last attended, if he / she is a regular candidate, and from the Controller of Examinations, if he / she is a private candidate, testifying that he / she has appeared in full at least in the written part of the final year of the qualifying examination.

ADMISSION PROCESS

The candidates have to appear in CAT-2018/AIMA/ MAT 2018-19 (Common Admission Test)* conducted by the IIMs on November 25, 2018. The candidates are expected to fulfil all eligibility requirements, failing which the School shall not be held responsible. For admission process, the candidates are also required to apply on the link of The Business School which is available on the University Website : www.tbsju.in / www.jammuuniversity.in. Selection for admission to the course shall be made on the basis of :

- (a) Written Entrance Test i.e. CAT-2018/AIMA/ MAT ;
- (b) Weightage of the Academic Record; and
- (c) Group Discussion and Personal Interview to be conducted by the Admission Committee duly constituted and approved by the University of Jammu.

University of Jammu uses CAT score for short-listing the candidates for Post-Graduate Programme in Management (MBA). IIMs have no role either in the selection process or in the conduct of the Programme.

Also, IIMs reserve the right to change or cancel any test centre/venue and/or change the CAT Test Window time and dates at their own discretion.

* If the seats remain vacant in The Business School, Baderwah and Kathua Campuses of University of Jammu and private colleges affiliated to University of Jammu, AIMA-MAT 2018 would be considered for admission.

The evaluation criteria and the weightage thereof for the purpose of selection of a candidate to the course shall be:

(i)	Marks secured in the Written Entrance Test	70%
(ii)	Personal Interview	10%
(iii)	Group Discussion	10%
(iv)	Academic Record	10%

The admission of a candidate in the open merit and the reserved categories as also for the self-financing seats shall be made strictly in order of merit and as per the Statutes of the University.

All admissions shall be made as per the prescribed Statutes governing the Master Degree Programme in Business Administration (MBA).

No admission shall be made after five days of the decision of the Appellate Committee or after fifteen days from the commencement of the class work whichever is later. All appeals whatsoever relating to admission shall be entertained within one week of the closing of the admission process. Name/s of the candidate/s provisionally selected for admission shall be notified from time to time on the notice board of the School.

The candidates in their own interest are required to keep in touch with the School and comply with the instructions issued from time to time vide various admission notices in this regard. The selection shall be cancelled and no complaint shall be entertained in case of non-compliance to such admission notice (s).

INTAKE FOR THE MBA COURSE

Sixty seven per cent (67%) of the total seats in The Business School and the Offsite Campuses shall be filled in the open merit category. Thirty three percent (33%) of the total seats shall be filled in the reserved categories as per the norms and the statutes governing the MBA programme of the University.

Besides the open and reserved category seats, University of Jammu also admits candidates against self - financing seats.

The amount realized from the candidates seeking admission against the self - financing seats shall be Rupees Three Lac (Two Lacs in case of Kathua/ Bhaderwah Campus) in addition to the normal fee or as notified by the University from time to time. The payment made against a self - financing seat is non-refundable.

The candidate opting for the self-financing seat may exercise his/her option in writing in this respect at the time of the submission of the Application Form. The seat under this category shall be allotted strictly on the basis of merit-cum-choice and as per the Statutes governing the Course .

The University may , subject to fulfilment of eligibility conditions, consider the admission of one candidate in the MBA Course belonging to Kashmiri Migrant families , in order of merit, not exceeding one in a particular course provided that such a candidate produces documentary evidence of belonging to a family registered as a Kashmiri Migrant subject to production of the said Certificate from the Relief Commissioner . Such admission may be authorized by the Dean Academic Affairs against a seat which shall be supernumerary in the programme .

The University may , subject to fulfilment of eligibility conditions consider the admission of one candidate in the MBA Course to the wards of permanent employees of the University of Jammu (Teaching / Non Teaching), in order of merit, not exceeding one in the particular Course. Such admission may be authorized by the Dean Academic Affairs against a seat which shall be supernumerary in the course .

RESERVED CATEGORY SEATS

After selection of candidates is made on the basis of the Open Merit i.e ., 67% of the total number of seats available in the course , the remaining 33% seats notwithstanding anything contrary to as contained in any law, S.R.O. or regulation in force in the State shall be filled up in accordance with the criterion as under:

Category	Description	%age	Category	Description	%age
(i)	Scheduled Castes	8%	(v)	Candidates belonging to the areas adjoining the Actual Line of Control	2%
(ii)	a) Sports person b) Persons who have excelled in Cultural/Literary Activities	4% 2% } 6%	(vi)	Candidates belonging to Scheduled Tribes (Gujjar, Bakerwals, Gaddies, Baltis)	5%
(iii)	a) Persons who have participated with distinction in NCC activities b) Persons who have participated with distinction in NSS/Bharat Scouts and Guides Activity	2% 4% 2% } 6%	(vii)	Candidates belonging to S.T. (Resident of the Districts of Leh & Kargil)	2%
(iv)	Defence Services Personnel including Ex-Servicemen and their children who are permanent residents of the state and have had a satisfactory service record	2%	(viii)	Candidates belonging to Backward Areas other than that of the Districts of Leh and Kargil	2%
			(ix)	Candidates belonging to the Weak and Under-privileged Classes as notified in S.R.O. by the State from time to time	2%

Note :To be a beneficiary of reservation, the candidate must be a permanent resident of J&K State, except when applying under categories(ii) i.e. Sports / Cultural and Literary activities and (iii) i.e. NCC/NSS/ Bharat Scouts and Guides activity, for which the candidate must have passed the qualifying examination from the University of Jammu.

REFUND RULES

Sr. No.	Percentage of Refund of Aggregate fees*	Point of time when notice of withdrawal of admission is served to HEI
(1)	100%	15 days before the formally-notified last date of admission
(2)	80%	Not more than 15 days after the formally-notified last date of admission
(3)	50%	More than 15 days but less than 30 days after formally-notified last date of admission
(4)	00%	More than 30 days after formally-notified last date of admission

CALCULATION OF MARKS FOR ACADEMIC RECORD

Academic record shall be determined on the basis of performance in the following examinations:

- | | |
|--|----------|
| a) 10th & 12th Class examination whichever is most advantageous to the candidate - | 5 marks |
| b) Qualifying examination - | 5 marks |
| Total - | 10 marks |

The calculation of the marks for the academic record shall be as under:

Examination Passed	Percentage of marks obtained				
	upto 60%	upto 65%	upto 70%	upto 75%	Above 75%
(a) 10th, 11th or 12th	01	02	03	04	05
(b) Qualifying Examination	01	02	03	04	05

EXPLANATION

(a) Credit shall be given for the examination in which the candidate has secured the highest marks provided the examination is conducted by a Board / University.

(b) (i) For the candidates who have passed the final examination of the Bachelor's Degree, aggregate marks of all the years / semesters obtained by them shall be taken into account for the purpose of evaluation as above; and

(ii) For the candidates who have not passed the final examination at the time of Application/Group Discussion and Personal Interview, aggregate marks obtained by them in all the University Examinations prior to the final year/semester examination shall be taken into account for the purpose of evaluation as above.

FEE STRUCTURE

Semester	Amount, (In Rupees)
MBA SEMESTER I	₹ 57,530
MBA SEMESTER II	₹ 7,970
MBA SEMESTER III	₹ 16,450
MBA SEMESTER IV	₹ 7,970

*In Self-Financing Category the candidate has to pay Rs. 3,00,000 over & above the normal fee.

THE BUSINESS SCHOOL

VISITORS

1. Prof Satya Bushan Dash
IIM Lucknow
2. Mr. Nirmal K. Bhardwaj
CEO, Resurgent India, Bangalore
3. Prof. Rajiv Thakur
BIM Tech. Noida
4. Dr. Ashok Bhan
IPS (Retd. DGP)
5. Prof. Ashish Dubey
IIM Lucknow
6. Mr. Rahul Jain
GM-HR, Uflex
7. Dr. Prakash Singh
IIM Lucknow
8. Prof. Mahesh Chander Gupta
University of Louisville
9. Mr. Vikas Shah
COO, Water Health
10. Mr. Zubair Iqbal
Vice-President, HDFC Bank
11. Mr. Sunil Suri
Sr. Vice- President, Meryl Lynch
12. Ms. Preeti Jain
Sr. HR Executive Microsoft, USA
13. Mr. Vikram Gupta
CEO, Airmesh
14. Mr. Sujiv jain
CEO, Karamhans Foods Pvt. Ltd.
15. Prof. Yogesh Upadhay
Dean, Jiwaji University, Gwalior
16. Prof. Nimit Choudhary
Head, Tourism Department,
Jamia Mila Islamia University



AFFIDAVIT*

(For Candidates with GAP)

(a) I.....Son/Daughter of..... Resident of hereby solemnly declare that I have passed/appeared in the final year of my qualifying examination, in the year From the University of I further declare that I have neither been admitted to any course/programme of study of this University/any other University nor have passed any post graduate examination as a private candidate, after passing my graduation examination in the previous year, except as provided in explanation.

(I) of Statute 15 of the Statutes governing admissions to the University of Jammu. The above statement made by me is true to the best of my knowledge and belief and in the event of this having been proved otherwise, my admission shall stand automatically cancelled besides any other action that may be taken against me under law for my civil or criminal liability.

(b) I further hereby solemnly declare that I was not involved in any criminal/antisocial activities prior to submission of this application form.

DEPONENT

*For candidates applying for admission after a lapse of time following graduation.

AFFIDAVIT

(For Candidates Seeking Admission under Reserved Category)

(a)I.....Son/Daughter of..... Resident of..... hereby solemnly declare that I am seeking admission in the course/programme of study namely..... in the Department of..... University of Jammu on the basis of Reserved Category. I further declare that Reserved Category Certificate submitted by me is genuine and in the event of this having been proved otherwise, my admission shall stand automatically cancelled, besides any other action may be taken against me under law for my civil or criminal liability.

(b) I further hereby solemnly declare that I was not involved in any criminal/ antisocial activities prior to the submission of application form.

DEPONENT

FORM OF CERTIFICATE TO BE PRODUCED BY A CANDIDATE BELONGING TO SCHEDULED CASTE IN SUPPORT OF HIS/HER CLAIM

This is to certify that Mr./Ms./Mrs.....Son /Daughter of of Village/Town..... District/Divisionof the State.....belongs to the Caste which is recognised as Scheduled Caste under the constitution (Jammu & Kashmir) Scheduled Caste Order, 1956.

SIGNATURE.....
DESIGNATION.....
(with seal of the Officer)

(Competent authority for issuing of Certificate is Revenue Officer not below the rank of Tehsildar)

Date.....

FORM OF CERTIFICATE TO BE PRODUCED BY A CANDIDATE BELONGING TO SCHEDULED TRIBES IN SUPPORT OF HIS/HER CLAIM

This is to certify that Mr./Ms./Mrs.....Son /Daughter ofof Village/Town..... District/Division..... of the State.....belongs to the..... Tribes which is specified as a Scheduled Tribes under the constitution (Jammu & Kashmir) Scheduled Tribes Order, 1989 as amended from time to time.

SIGNATURE.....
DESIGNATION.....
(with seal of the Officer)

(Competent authority for issuing of Certificate is Revenue Officer not below the rank of Tehsildar)
Date.....

CERTIFICATE OF BEING A MEMBER OF THE SOCIALLY AND EDUCATIONALLY BACKWARD CLASS

This is to certify that Mr./Ms./Mrs..... Son/Daughter of of Village/Town..... District/Division..... of the State..... belongs to the is a member of the Socially and Educationally Backward Class, falling under the category

- i) Resident of Backward Areas;
- ii) Resident of area adjoining Line of Actual Control;
- iii) Weak and Under privileged class (Social Caste)

This is also certified that the said Mr./Ms./Mrs..... (on behalf of applicant) submittedh is application for grant of this certificate to th is Office on and the certificate has been delivered to him under my hand and seal today on the.....

SIGNATURE.....
DESIGNATION.....
Name in Block Letters.....
Authorised Officer
(with seal)

*(Competent authority for issuing of Certificate is Revenue Officer not below the rank of Tehsildar)
* No certificate other than the competent authority shall be entertained/ considered.

CERTIFICATE TO BEING CHILD OF DEFENCE PERSONNEL

This is to certify that Mr./Ms./Mrs Son /Daughter ofofof Village/Town..... District/Division..... of the State served as member of Army/Navy/Air Force.

Authorised Officer
(with seal)

*(Competent authority for issuing of Certificate is authorised Officer of Zila Sainik Board/Commanding Officer of the Unit where serving or served)

* No certificate other than the competent authority shall be entertained/ considered.

CERTIFICATE TO BEING AN EX-SERVICEMAN

This is to certify that Mr./Ms./Mrs.....
Son/Daughter of.....
Village/Town.....
District/Division..... of the State.....
is an ex-serviceman of the..... Force and has been
honourably discharged from the service of the said Force on.....

Signature of the Authorised Officer
(with seal)

*(Competent authority for issuing of Certificate is authorised Officer of Zila Sainik Board/Commanding

Officer of the Unit where serving or served)

* No certificate other than the competent authority shall be entertained/ considered.

AFFIDAVIT*

(For appearing in final year examination)

I,.....
D/o, S/o
Resident of..... do hereby solemnly
affirm and declare as under:

- 1. That I am applicant for admission to MBA Programme in the University of Jammu for the session 2019-2020.
- 2. That I am appearing in the final year of the qualifying examination in April/May.
- 3. That I am seeking Provisional Admission to MBA Programme for the session 2019-2020.
- 4. That I will submit/furnish the documentary evidence of having passed my qualifying examination in full with the requisite percentage of marks within 21 days of the commencement of the class work of MBA programme failing which my provisional admission to the said programme shall automatically stand cancelled.

DEPONENT

Verification :-

Verified at Jammu on the date _____ that the averments made by me in this affidavit are true and correct to the best of my knowledge and belief and nothing has been concealed therefrom.

DEPONENT

AFFIDAVIT
(For All Candidates)

I.....
Son/Daughter of.....
Resident of.....
have solemnly declare that -

- a) I have passed/appeared in the final year of my last qualifying examination from.....
- b) I have gone through the contents of the Brochure-cum-Application Form, published by the University of Jammu and read the Statutes thoroughly. I shall abide by the instructions mentioned therein.
- c) I have personally filled in the Admission Form.
- d) I shall attend the Department concerned as per the schedule to be notified separately by the University of Jammu.
- e) If I fail to attend the Department concerned as per the notified date, I shall automatically lose the right of admission to the course/courses for which I have applied.
- f) I have not been debarred/disqualified by the University of Jammu or any other University.
- g) I have applied for admission in open category/reserved category/payment seat category (mention whichever are applicable)

- 1. _____
- 2. _____
- 3. _____

I declare that the certificates submitted by me are genuine and the above statements made by me are true to the best of my knowledge and belief. In the event of this being proved otherwise, my admission shall stand automatically cancelled; besides, I shall be responsible for any other action that may be taken against me under law.

h) I shall not indulge in Ragging: In case of any violation, I shall be liable to any action under law, including cancellation of my admission.

WITNESSES :

DEPONENT

- 1.
- 2.

TESTIMONIALS

Comments
 Excellent Institutions. Very dedicated faculty, smart students and a very cooperative staff. I wish everyone best of everything for the success.
 Dima Sar
 6.1.17
 It is nice experience to be here in School of Mgt, Jamna Un. Second time.

Comments
 It was pleasure to visit TBS for the first time. We look forward for more interaction, mixing of business industrial visits, internship locally. I am confident students will be equally keen to join "UPlex".

Comments
 I have been part of the Alumni and therefore have a soft corner for the institute. But the biggest issue is that my HR team also believes that students from TBS are far better than other B-School students. Keep it up and all the very best.

Comments
 Excellent experience of interacting with the representatives of Jamna University TBS. Very vibrant campus and enthusiastic very interesting students, good questions and very useful discussions with faculty including HOD mba and BCom.
 It was a nice experience to be here in School of Mgt, Jamna Un. Second time.
 Thank You for giving us a chance to suggest students for a better future.
 Excellent organised event. Keep it up!!
 Well organized show but more interaction should have been done. Feeling nostalgic after meeting all friends/old faculty.
 Very well organized event. Really enjoyed - Best.

Comments
 Well organised. It has been better if they would have been a better attendance.
 Very well organized. Splendid. Keep the tradition alive.
 Spectacular event / happening children.
 Very well organized. We really enjoyed our student era. Thanks for the same to TBS.
 Spectacular event - well managed GREAT.
 Event beyond expectations. Nice arrangement and excellent managed.
 WOW - This is what I was looking for. PROUD

LIFE @ TBS



LIFE @ TBS





TBS

Professor Alka Sharma

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