

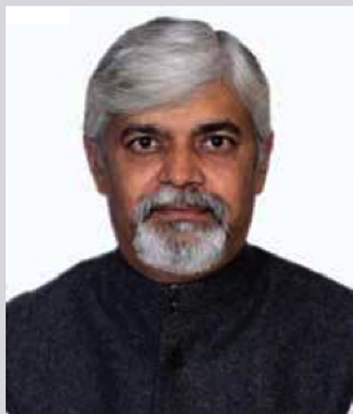
BIKANER TECHNICAL UNIVERSITY

ALIGNING WITH 21ST CENTURY: THE CENTURY OF CONSCIOUSNESS



MASTER OF BUSINESS ADMINISTRATION (MBA)

DEPARTMENT OF MANAGEMENT STUDIES
UNIVERSITY COLLEGE OF ENGINEERING AND TECHNOLOGY, BIKANER



PROF. AMBARISH S. VIDYARTHI

VICE CHANCELLOR

Dear Parents and Prospective students

A warm welcome to University College of Engineering & Technology (UCET), a constituent college of Bikaner Technical University (BTU). The institute has established itself as one of the premier institutes of Rajasthan. Here the students are equipped with necessary skills and knowledge that creates successful technologists and global leaders who can steer the world in the direction of growth and development. Institutes academic programmes provide an optimum mix of theory and practical, with strong focus on industrial and managerial applications. In more recent years, introduction of modern computational tools and digital equipment have further improved the programme. The institute has been very well focusing on the quality of its students and their ability to adapt to challenging business environments the world over.

The MBA program is grounded on the global standards and therefore quite different from other institutes. The institutes strong focus and commitment on integrating information technology with all functional areas of business

management, makes it probably one of its kind.

I am happy to appreciate that the Department of Management Studies provides greater extent, wisdom in its curriculum and caters permeability to young minds. The programme is we facilitated with best infrastructure, faculty members and learning environment. During the course of two years you will learn the underlying forces of business in wide range of sectors, with comprehensive exposure, from faculty members with strong domain expertise in their fields. The programme is bundled with the options of corporate exposure at premier organizations.

I look forward to welcoming young, bright minds who are eager to explore new vistas of knowledge.

BELIEVE AND THRUST WITH US

DR. Y.N. SINGH

PRINCIPAL



Dear Parents and Prospective students

On behalf of the members of the Faculty, Staff, and Administration of University College of Engineering & Technology (UCET), a constituent college of Bikaner Technical University (BTU), it is with pleasure that I extend the heartiest welcome to you to explore our institute. The mission of all our programs in the institute is to prepare our students to be life-long learners. The valuable contribution of our faculty towards the generation of knowledge, their dedication to providing par excellence learning eco-system, delivery of quality teaching, thoughtful mentoring ensure the future success of our students.

The exceptional vision of our Vice Chancellor Prof Ambarish S. Vidyarthi and his outstanding leadership has helped the University to implement the strategic agenda focused on realizing the ambitious goals. The guidance provided by him has laid down the roadmap of comprehensive initiatives aiming at elevating every aspect of the institute. In these years, since its inception UCET has transformed itself to a multidisciplinary institute. The institute having started its journey in 2007, today proudly encompasses a vast array of programs.

I am happy to inform that MBA Admission for the current academic session has commenced. I take the privilege to introduce the Department of Management studies, UCET, Bikaner. The department has produced successful batches of MBA since its initiation. Emphasis is laid on enhancement of students knowledge base and sharpening their profession skills through various curricular, co-curricular activities. The curriculum being offered, constantly upgraded to meet the industry requirements. The faculty members of the department are highly qualified and they maintain high standards of teaching and constantly sharpen their knowledge and skills through research publications, seminars, conferences, etc., at national and international levels

With great pleasure I invite you all to be associated with our institute as a prospective student and explore different specializations available to you in our academic programmes.

BELIEVE AND THRUST WITH US



BIKANER TECHNICAL UNIVERSITY

ONE OF THE FASTEST GROWING UNIVERSITY

Bikaner Technical University was established in 2017, covering half of the Rajasthan's Technical Education with a mission of imparting value-based education to its students. In its two & half year journey, university has crossed many mile stones and made national identity in terms of education with difference and fastest implementor of value based technical education. This has also been appreciated by AICTE New Delhi at many platforms.

OUR INTELLECTUAL CAPITAL

- Being a technical university, it has well-equipped Research laboratories with advanced research softwares, technologically enabled manpower, and Highly qualified faculties from IITs, NITs and institutes of national importance.
- Faculties working with Various Government projects and National Level Bodies Like AICTE.

PRESTIGIOUS MOUS WITH VARIOUS UNIVERSITIES

- University has number of MOUs with other world renowned Universities and Institutes like IIT Mumbai, Shri Shri University, Cuttak, Orissa; Dev Sanskriti University Haridwar (Gayatri Pariwar); SKRAU Bikaner; World Piece University Pune; IIMT University Meerut, UP; Bhartiya Skill Development University, Jaipur, Gujrat VidhyaPeeth Ahmedabad, Mahatma Gandhi National Council of Rural Education, Ministry of Education, MSME Bhiwadi to cooperate in exchange of information relating to their activities in Teaching and Research Fields, Joint research Projects and Joint Courses of Study, Conduct Expert Talks, Study Tours, Innovation and Projects and Faculty and Students Exchange.
- A number of MOUs are also Proposed with some more prestigious institutes like

PRESTIGIOUS TIE UPS WITH INDUSTRY AND ORGANIZATIONS

- MOU with "Honey Bee Network, Ahmedabad" to promote innovation and research environment.
- Tie ups with AICTE, New Delhi and Companies like Oracle Spoken Tutorial (IIT Bombay), Core Techies, India Pvt Ltd Ceramond, India Pvt Ltd Acecone, Ceramics Pvt. Ltd, Kamtech Associates Pvt Ltd and many more.
- Proposed Tie ups with international renowned brands in the agri sector.

STEPS TOWARDS HUMAN VALUE EDUCATION

- Bikaner Technical University, first time ever in Rajasthan established a separate "Faculty for Human Value Education & its 5 Nodal Centers and Value Cell at each college level" for students to learn to live a happy and prosperous life.

PRESTIGIOUS MOMENTS AT UNIVERSITY GOVERNANCE

- First Time ever in the Country during the lockdown, university has organised a series of workshops for the students on "Human Values" and "Sukhi Jivan Anandam" in which many dignitaries have appeared like His Excellency Governor Sh. Kalraj Mishra, Honorable Chief Minister Sh. Ashok Gehlot, Technical Education Minister of Rajasthan Sh. Subhash Garg, Higher Education Minister Sh. Bhanwar Singh Bhati, AICTE Chairman Prof. Anil D. Sahastrabudhe, Vice-chairman of AICTE Prof. M.P. Poonia, Member Secretary of AICTE Secretary Sh. Rajeev Kumar, UGC Chairman Prof. DP Singh, Technical Education Secretary, Rajasthan Smt. Suchi Sharma ji, Sister etc.

Industry

- Prof. Devendra Sharma, Prof. Bhagwati Prasad Sharma, Prof. Raj Nehru, Chief Editor of Rajasthan Patrika Shri Gulab Kothari, Ashish Agarwal from Bikaji Group.... From Bhikha ram Chandmal Humanitarians

- Sister B K Shivani from Brahamkumaris from World Spiritual University, Prof. Ajay Kumar Singh Vice Chancellor Shri Shri University Cuttak, Orissa, Prof. Chinmay Pandey from Dev Sanskriti University Haridwar (Gayatri Pariwar)



STEPS TOWARDS INNOVATION AND RESEARCH AND INDUSTRIAL EXPOSURE

- University has a separate cell named “KHOJ” under Patronage of Padma Shree Prof. Anil K Gupta Visiting faculty IIM A and IIM B, Founder Honey Bee Network, GIAN SRISTI, Known as Father of Grassroot Innovation for doing research on Social Projects live projects to inculcate research acumen in the students and faculty.
- University also has IIC, Startup Cell, IIR Cell, Rural entrepreneurship Development Cell.
- University also has a very active “Social Responsibility Cell” for discharging its duties towards society. A number of successful programs have been conducted to make students aware about their responsibilities towards society.

COCURRICULAR ACTIVITIES

- University conduct a very fabulous “Tech-fest”, “Cultural Events”, “Management Fest” and “Sports activities” every year for the overall development of the students.

PROJECT TEQIP -III

- One World Bank Project “TEQIP -III” is going on in University College of Engineering & Technology for the development of faculty, student and institutional infrastructure, the College has performed very well in this project at national level and develop a multi-facet facility for the institution as a whole.



ABOUT THE COLLEGE

University College of Engineering and Technology (UCET) Bikaner is constituent college of Bikaner Technical University (BTU). Before becoming constituent college of BTU it was known as Govt. College of Engineering and Technology (GCET). It was established in 2007, as an autonomous body of Govt. of Rajasthan, amidst the brown blooms of desert island, Bikaner.

Bikaner Technical University was established in 2017 and soon after that UCET became its constituent college. It has made its mark by inspiring quality education.

Total intake of College

is 540 students of which 360 students in 6 branches of B. Tech. (CSE, ECE, EE, ME, CE, CRE), 90 students in 5 Branches of M. Tech. (CSE, ECE, ME, CE, CRE), 90 students in MBA (MBA - 30 and MBA Agri Business Management – 60) and Ph.D. (Management) per year

Over the years, the intake of students increased and as of now with fourteen full-fledged departments offering six undergraduate, two postgraduate MBA and five M. Tech. and one doctoral programme in Management under Bikaner Technical University, Bikaner. The College has around 1000 students in B. Tech., M. Tech., MBA and Ph.D. courses.



DEPARTMENT OF MANAGEMENT STUDIES
UNIVERSITY COLLEGE OF ENGINEERING AND TECHNOLOGY, BIKANER

ABOUT THE DEPARTMENT

Department of Management studies at University College of Engineering & Technology Bikaner was inceptioned in 2008. The department always strive to impart the Education which makes student skillful and develop them in a complete personality for the industry.

With competent faculties and innovative pedagogy, department strive to impart best knowledge in most conducive environment where budding managers can flourish to their full potential. Regular industry-academia interaction, expert lectures, industrial visits, working on live projects etc. enhances the business acumen of the students.

The alumni of the department passed in these years are working in renowned organizations national wide.

ALUMNI WORKING IN VARIOUS FIELDS

AMAN SHARMA
KAJARIA CERAMICS



DR. SHILPA JOSHI
ASSISTANT PROFESSOR, MANIPAL
UNIVERSITY



SWATI PANWAR
CO-FOUNDER, KHUSHI KI PATHSHALA
(A COUNSELLING CENTER)



ANKIT KHURANA
C-DEC, NEW DELHI



JAI PRAKASH RAJPUROHIT,
LECTURER, GOVT. OF RAJ.



SHRIVATS,
ENTREPRENEUR



DEPARTMENT OF MANAGEMENT STUDIES
UNIVERSITY COLLEGE OF ENGINEERING AND TECHNOLOGY, BIKANER



DR. RUMA BHADURIA
ASSISTANT PROFESSOR

CURRENT RESPONSIBILITIES:

- Head, Department of Management Studies (MBA)
- Associate Dean, Academics Affairs, BTU
- Member Human Values Nodal Center, BTU
- Faculty Coordinator – MBA Training & Placement

QUALIFICATION:

- Ph.D., MBA (HR and Marketing)
- MA (English)

AREAS OF EXPERTISE:

- Human Resource & Organisational Behaviour, Marketing, Human Values

WORK EXPERIENCE: OVER 14 YEARS OF TEACHING AND RESEARCH EXPERIENCE
RESOURCE PERSON FOR HUMAN VALUES



DR. HEM AHUJA
ASSISTANT PROFESSOR

CURRENT RESPONSIBILITIES:

- Data Statistical officer
- Nodal officer AISHE & NIRF
- Incharge, AICTE/RTU UCET/BTU Affiliation Process

QUALIFICATION:

- Ph.D.
- UGC-NET (Management),
- M.C.M., M.Com. (EAFM), B.Com.

AREAS OF EXPERTISE:

- Banking and Finance & Computers

WORK EXPERIENCE: OVER 15 YEARS OF TEACHING AND RESEARCH



DR. ALKA SWAMI
ASSISTANT PROFESSOR

CURRENT RESPONSIBILITIES:

- Dean, Human Values Education BTU,
- Chairman BOS, Management, Ph. D. Research Coordinator
- Member of AICTE Sub-committee of NCC IP
- AICTE New Delhi Regional Coordinator of Human Values for the state of Rajasthan

QUALIFICATION:

- Ph.D., MBA (Gold Medalist),
- M. Sc. (Plant Breeding & genetics) (Gold Medalist)
- UGC NET (Management), B.Sc. (Hons) Agriculture

AREAS OF EXPERTISE:

- AGRI BUSINESS MANAGEMENT
- Quantitative Techniques & Research Methodology
- Business Policy & Strategic Management & Human Values

WORK EXPERIENCE: 19 YEARS (CORPORATE, RESEARCH, TEACHING AND CONSULTANCY)

- Worked with IIM Ahmedabad on a UNITED NATIONS on Agriculture commercialization in India
- Project on Worked on Many Govt & Pvt. Projects
- Resource Person for Human Values



DR. MAMTA SHARMA PAREEK
ASSISTANT PROFESSOR

CURRENT RESPONSIBILITIES:

- Convener Social Responsibility Cell BTU
- Convener KHOJ
- Advisor Atma Nirbhar Bharat Mission: Rural Entrepreneurship Development Cell
- Officer Incharge-VC Secretariat
- Associate Dean, IIR Cell, BTU

QUALIFICATION:

- PhD, MBA (Finance), M.Com (EAFM)
- MS Finance & Chartered Financial Analyst
- UGC NET (Management & Commerce)
- Diploma in Business Finance
- Advanced Diploma in Finance

AREAS OF EXPERTISE:

- Finance
- Banking & Insurance

WORK EXPERIENCE: OVER 15 YEARS OF TEACHING AND INDUSTRIAL EXPERIENCE

- Empaneled as Resource Person by SEBI for Financial spreading Awareness
- Worked with UTI as Resource person to Spread Financial Awareness



MR. ALOK ACHARYA
ASSISTANT PROFESSOR

CURRENT RESPONSIBILITIES:

- Co-Coordinator Exam Qualification:
- Pursuing Ph.D. from IIT, Roorkee,
- MBA (Marketing)
- MA (Public Adm. & Pol. Science) Areas of Expertise:
- Marketing & Branding
- Managerial Economics

WORK EXPERIENCE: OVER 19 YEARS OF TEACHING AND RESEARCH EXPERIENCE

The Department of Management Studies offers **THREE YEARS FULLTIME POST GRADUATE PROGRAM** leading to the award of M.B.A degree (Master of Business Administration) spread over four semesters approved by AICTE and affiliated to Eikanar Technical University, Eikanar. (E.T.U), with an intake capacity of 30 students per year in:

1. MBA – Agri Business Management – 20 Seats
2. Masters of Business Administration (MBA) - 20 Seats
3. Doctoral Programme (Ph.D.)

1. MBA - AGRIBUSINESS MANAGEMENT NEWLY IN - REDUCED COURSE: The Master of Business Administration (Agri-Business) is a two-year full time Master's degree programme which grooms students into professional managers for core areas of agribusiness and allied sectors. The programme aims at providing a comprehensive coverage incorporating the foundation, functional and elective courses relevant to management discipline, in general and agri business management, in particular.

PROGRAM OBJECTIVES

The objective of the Post-graduate Programme in Agri-business Management is to transform young man and woman into competent professional managers for the agriculture, food, agri-business, rural and allied sectors. The programme caters the needs of enterprises serving these sectors, both domestic and international. The programme will build sensitivity to domestic and international market needs span and the entire agricultural value chain. The programme specifically attempts to:

Equip the participants with the requisite knowledge, skills and attitudes for managerial decision making and implementation in the unique context of agribusiness.

Encourage entrepreneurial capabilities in participants to make them effective change agents in agri-business.

Develop participants' capabilities to become leaders and nurture in them a commitment for integrity ethics and social purpose.



WHAT IS AGRIBUSINESS MANAGEMENT

Agribusiness management is a growing industry, not just in India but across the globe. Management graduates can have a positive impact in this industry, and make it one of the most profitable businesses. We all know the condition of farmers and hence, we need experts who can usher them into the new age of technology and smart products, so their businesses can do well.

Currently, the agricultural sector is of high commercial importance and has evolved from low-level farming to commercial farming.

This led to the growth of a new sector called Agribusiness which has generated the need for skilled agribusiness professionals. It has made Agribusiness management a hot career option for the youth.

CAREER OF THIS AGRIBUSINESS MANAGEMENT

A career in Agribusiness can open doors to a plethora of industries such as farming, real-estate, retail marketing and food processing and food production. From livestock, farming to human nutrition, food production, Agribusiness covers a significant number of careers globally.

ROLES IN AGRIBUSINESS INDUSTRY

1. Crop Producer
2. Agricultural Analyst
2. Market Analyst
4. Agribusiness Marketing Coordinator
5. Quality Controller
6. Farm Appraiser

INDUSTRIES THAT HIRE THESE PROFESSIONALS

1. Food Production Companies
2. Farming Industries
2. Public & Private Sector
4. Marketing Industries



2. MASTERS OF BUSINESS ADMINISTRATION (MBA)

The most notable features of MBA program are its flexibility and objectives of providing a genuinely broad based education. Students are given an opportunity to improve their communication skills in a well-equipped, modern language lab with computers and projector. Seminars on a frequent basis, guest lectures by industry experts, business simulation games, personality development workshops consequently creating an all-round development of the students. Final year students have a variety of specializations to choose from, depending on their aptitude and preferences and have the freedom to choose any two electives leading to dual degree specialization.

The Department of Management Studies offers specialization in the field of:

1. **MARKETING**
2. **FINANCE**
3. **HUMAN RESOURCE**
4. **BUSINESS ANALYTICS**
5. **AGRI BUSINESS**
6. **ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT.**

PROGRAM OBJECTIVES

The program seeks to train students to become decision makers with social sensitivity, broad strategic vision, and capability of assuming higher corporate responsibility and marked degree of flexibility in interpersonal relations.

ADMISSION PROCESS & ELIGIBILITY CRITERIA

The Institute has an intake of 90 students each year. The admission to the two-year program is through RMAP, conducted by the Centre for Electronic Governance, Jaipur.

Students having 10+2+3 degree in any branch of study or equivalent pattern recognized by the UGC & AIU with minimum 50% marks in aggregate at degree level.(45 % for SC, ST, OBC.).

3. DOCTORAL PROGRAMME (PH. D.)

The Doctoral Programme at University College of Engineering and Technology, Bikaner was started in 2013. It is a full-time doctoral programme that offers students opportunities for advanced studies and research in different specializations related to Management. The Programme aims to prepare students for careers in teaching and research in management studies and in related disciplines, and for careers in the government, in industry, and in other organizations that require advanced analytical and research capabilities.

The Doctoral Programme in Management includes the following specializations:

1. **HUMAN RESOURCE MANAGEMENT**
2. **FINANCIAL MANAGEMENT**

On successful completion of the Programme, a student is awarded the Ph.D degree, in his/her area of specialization.

ADMISSION PROCESS & ELIGIBILITY CRITERIA

The admission in Ph. D. Programme at University College of Engineering and Technology, Bikaner is taken on the basis of pre-Ph.D. RTU-DAT examination conducted by RTU, Kota. Students having Master's degree in the appropriate discipline of any recognized University/Institute or equivalent, with a minimum of 55 % marks in aggregate (50 % for SC, ST, OBC - Non

SPHERES OF INFLUENCE

FINANCE

- Security Analysis and Portfolio Management
- International Financial Management
- Indian Financial Markets and Services
- Strategic Cost Management and Control
- Mergers, Acquisitions and Corporate Restructuring
- Financial Derivatives and Risk Management
- Working Capital Management
- Management of Banking and Insurance
- Behavioral Finance
- International Regulatory Framework for Banks

MARKETING

- Integrated Marketing Communication
- Retail Management
- Sales Distribution and Logistics Management
- Product & Brand management
- Advertising and Sales promotion Sales Management
- Business to Business Marketing
- Strategic Marketing
- Consumer Behavior and Marketing Research
- Marketing of Services
- International Marketing Management and Communication
- Rural Marketing
- Strategic Brand Management

BUSINESS ANALYTICS

- Basics of Data
- Marketing Analytics

- Predictive Analytics
- Human Resource Analytics
- Simulation Modelling
- System Analysis and Design
- Big Data Analytics
- Ethical and Legal Aspects of Analytics
- Data Cleaning, Normalization and Data Mining

HUMAN RESOURCE

- Training & Organizational Development
- Strategic Human Resource Management
- Leadership, Change Management and Managerial Effectiveness
- Human Resource Planning and Compensation Management
- Psychological, Psychometric testing & Self-Assessment
- Recruitment and Selection
- Personality Development and business Etiquette
- Human Resource Development
- Employment Laws
- Performance Management & Retention Strategies
- Stress Management
- International Human Resource Management
- Management of Conflict and Collaboration
- Transactional Analysis
- Development of Management

AGRI BUSINESS

- Introduction to Agri Business Management
- Agri Business Environment in India
- Food Retail Management
- Agri Supply Chain Management
- Agriculture Marketing
- Management of Farm Inputs
- Post-Harvest Management of Agriculture Produce
- Agriculture Finance Management and Commodity Markets
- Farm Business Management
- Agri Export Management

ENTREPRENEURSHIP AND SMALL BUSINESS

- Entrepreneurship - Theory & Practice
- Innovation and Creativity
- New Enterprise Creation & Start-Up
- Family Business Management
- Business Plan Preparation
- Dynamics of family business governance
- Small Business Promotion
- Entrepreneurial Finance
- Social Entrepreneurship
- Technology Innovation and Sustainable Enterpri

SNAP SHOTS OF STUDENTS' ACTIVITIES





शिक्षा के साथ हो विद्यार्थियों का चरित्र निर्माण-मुख्यमंत्री

आजकल जमाने के तर्जुमे

जयपुर: मुख्यमंत्री अशोक गेहलोत ने कहा कि शिक्षा के साथ ही विद्यार्थियों के चरित्र निर्माण होना चाहिए। उन्होंने कहा कि शिक्षा के माध्यम से ही हम अपने देश को एक बेहतर बना सकते हैं। उन्होंने कहा कि शिक्षा के माध्यम से ही हम अपने देश को एक बेहतर बना सकते हैं।



मुख्यमंत्री अशोक गेहलोत ने कहा कि शिक्षा के साथ ही विद्यार्थियों के चरित्र निर्माण होना चाहिए। उन्होंने कहा कि शिक्षा के माध्यम से ही हम अपने देश को एक बेहतर बना सकते हैं। उन्होंने कहा कि शिक्षा के माध्यम से ही हम अपने देश को एक बेहतर बना सकते हैं।

Corona changed our view on life: CM Ashok Gehlot

Harsh Sharma

Jaipur: Chief Minister Ashok Gehlot has said that the Corona pandemic has changed our thinking about life and has stopped our forced paced movement towards modernisation. "It is high time that we discuss topics that can lead to a happy and prosperous life and make us adopt a new life values, our life comes to progress. Therefore, it is necessary that along with providing education to the students, their character should also be built," Gehlot said.

CM addressed 5-day workshop on happy and prosperous life of Bikaner Technical University and distributed e-certificates



Minister of State for Technical Education, Dr. Subhash Garg said that in this hour of crisis, Rajasthan has tried to fulfill the hopes of the people by presenting a new model of governance. "The essence of a happy and prosperous life should start from educational institutions. If the teachers themselves attach it, then the students will also be motivated for it," the minister said.

Meanwhile, Minister of State for Higher Education Bhawar Singh I said, "Our education should be inspired by human

'Vocal for local campaign will strengthen economy'

First India Bureau

Jaipur: Congress MP (Rajya Sabha) Shri. K. K. Mishra said the Corona pandemic has proved the importance of local goods among all. He said the time has come to help people, who produce goods at the local level.



the deterioration and corruption of 180 crore people of the country that 'Vocal for Local' campaign can be a success and local can be the best into global. He also said that the 'Vocal for Local' campaign will strengthen the sense of pride in the local companies of the

संवेदनशीलता ही नवसृजन की जड़

पत्रिका न्यूज नेटवर्क
patrika.com

बोकारो, बीकानेर, ठाकुराई विद्यापीठ की ओर से रुनिवार

कि अक्सर एक छोटी रचनात्मकता से बड़ा विचार और उसका व्यवसायिकरण दुनिया को अद्भुत अविष्कार दे सकता है। समग्र



For more Information: Scan and inquire



Registration Form: <https://forms.gle/8EL7DykvmbaCjt2q6>

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