

राष्ट्रीय प्रौद्योगिकी संस्थान कुरुक्षेत्र

National Institute Of Technology Kurukshetra

www.nitkkr.ac.in



MBA ADMISSION BROCHURE (2023-25)



Vision of Department

“To be a role model in technical education and research responsive to global challenges.”

Mission of Department

- M1-** To impart quality management education
- M2-** To develop Innovative professionals, entrepreneurs and researchers.
- M3-** To generate prime knowledge resources for the growth of industry, society and futuristic knowledge focusing on the socio-economic need.

Objectives of Department

- PEO1-** To attain managerial position in organizations.
- PEO2-** To inculcate innovative and sustainable solution to accomplish the dynamic socio economic needs.
- PEO3-** To enhance research acumen for the growth of industry and society
- PEO4-** To develop entrepreneurial spirit.

Kurukshetra



Kurukshetra, steeped in history and mythology, is a place of great spiritual significance, where Lord Krishna, delivered the divine message of “Shrimad Bhagwad Gita”.

The place from where knowledge spread far and wide was chosen as his capital by King Harshwardhana. It is one of the premier centres of pilgrimage attracting devotees in a steady stream all-round the year.

Markanda and Saraswati are the important rivers of the district. According to Manu, the tract between the old sacred rivers Saraswati and Drishadvati in Kurukshetra was known as Brahmavarta. Kurukshetra along with Karnal and Kaithal districts is known as the ‘Rice Bowl of India’ and famous for Basmati Rice.



About NIT Kurukshetra



NIT Kurukshetra is one of the premier technical institutes of the country. Founded in 1963 as Regional Engineering College Kurukshetra, the institute was rechristened as National Institute of Technology Kurukshetra on June 26, 2002. The institute offers 4-year B. Tech degree courses in seven engineering streams, 2-year M. Tech degree courses in 22 areas of specialization of science & technology, and post graduate courses leading to the degree in MBA and MCA. The infrastructure is geared to enable the institute to run out technical personnel of high quality. In addition to providing knowledge in various disciplines of engineering and technology at the undergraduate and post-graduate levels, the institute is actively engaged in research activities in the emerging areas including Nanotechnology, Ergonomics, Robotics, CAD/CAM, Energy and Environment. The placement record of the institute has been commendable and consistent due to strong vigour and commitment to generate talent.

From Director's Desk



His vision for NIT KKR that he is focused on implementing NEP 2020 in toto at NIT Kurukshetra. He further wants to change the curriculum from an outcome-based education model to a value-based education model from the coming academic session 2022-23. The intent is to transform NIT KKR as the Takshashila of yesteryears and bring back India as Vishvaguru and put NIT KKR on the World map as a leading educational institute offering holistic personalities to the World and produce leaders from NIT Kurukshetra. We are entering into 60th year of our existence and are upbeat.



Prof. B.V. Ramana

From HOD'S Desk

I am pleased to convey that a batch of highly talented students is ready to take up the challenging responsibilities of the dynamic corporate world. Our students are selected through rigorous process and the curriculum has been designed based on the industry requirements. Besides intensive effort in classroom, students also learn from the participation in various extra- curricular activities namely management fest, participation in business plan, debate, expert talks and community outreach program. The holistic approach of learning of our students make them best suited to work effectively in the demanding environment of corporate.

Greetings from NIT Kurukshetra!

I am sure that our students would excel in their task and prove asset in any organization.

I invite you to be part of this esteemed institution and look forward for a long-lasting and mutually beneficial relationship. Looking forward to meet you at our Campus!



Dr. Neeraj Kaushik

Introduction to MBA



The Department of Business Administration is accredited by the **NBA** which is the **National Board of Accreditation** is one of the two major bodies responsible for accreditation of higher education institutions in India, along with the National Assessment and Accreditation Council. The purpose of the accreditation by the NBA is to promote and recognize excellence in technical education in colleges and universities - at both the undergraduate and postgraduate levels. In an era where new and innovative business practices dictate how the future is written by oneself, staying current with the most dynamic industry-related skills and knowledge is the best way to build a successful career.



ARE YOU READY TO LEAD THE WORLD WITH NIT?



The MBA Program at NITK is the Institute's response to the ever increasing demand for management professionals, both at the national and international levels. This program leads the way in preparing its students to respond to the new challenges, by drawing on the varied intellectual resources of the institute and providing a well-structured, innovative program in management education.

The two years program has been developed as a blend of management theory, practice, and real world issues and problems, is an effort to groom competent managers capable of devising globally optimized solutions.

Faculties at Department of Business Administration



Prof. Rajender Kumar



Dr. Neeraj Kaushik



Dr. Mohammad Firoz



Dr. Chandra Sekhar



Dr. Rachin Suri



Mrs. Gaganpreet Kaur

Courses Offered

CORE COURSES BATCH 2023-2025

SEMESTER I

- Business Statistics
- Business Environment
- Management Accounting
- Organization Behaviour
- Principle & Practices of Management
- Managerial Economics
- Computer Application in management

SEMESTER II

- Production & Operation Management
- Research Methodology
- Total Quality Management
- Human Resource Management
- Marketing Management
- Business Ethics
- Fundamental of Financial Managers
- Management Information System

MARKETING MANAGEMENT

SEMESTER III

- Integrated Marketing Communication
- Sales & Distribution Management
- Product & Brand Management
- Consumer Behaviour
- Emerging Concept in Marketing
- International Business
- Business Law & Corporate Taxation
- Entrepreneurship Development

SEMESTER IV

- Retail Management
- Relationship Marketing
- Marketing of Services
- Supply Chain Management
- Emerging Concepts in Management-II
- Strategic Management
- Digital Management & E-Commerce

Financial Management



SEMESTER III

- Financial Institution & Markets
- Merchant Banking & Financial Services
- Security Analysis & Portfolio Management
- Insurance & Risk Management
- Project Finance
- International Business
- Business Law & Corporate Taxation
- Entrepreneurship Development

SEMESTER IV

- International Financial Management
- Working Capital Management
- Derivatives Management
- Microfinance
- Commercial Bank Management
- Strategic Management
- Digital Management &
- E-Commerce



Human Resource Management

SEMESTER III

- Labor Laws
- Organizational Change & Development
- Management Training & Development
- Counselling Skills for Managers
- Performance Management
- International Business
- Business Law & Corporate Taxation
- Entrepreneurship Development

SEMESTER IV

- HRD: Strategies & Systems
- Dynamics of Industrial Relations
- Interpersonal & Groups Dynamics
- Compensation Management
- Cross Cultural Management
- Strategic Management
- Digital Marketing &
- E-Commerce

ADMISSION PROCEDURE



What we are looking for:

- The gap between the finishing line at a B-school and entry to a management position is wider now than ever. The problem is only compounding with institutions mushrooming all around. We have a different approach as you would learn during your stay at NITK.
- It is life skills that we focus on.
- We need thought-leaders driven by passion and determination, backed by intellectual abilities, who are independent, authentic and immensely creative, whose imagination is not a slave to fear of failures.
- If you can re-engineer the solutions to conventional problems and think out of the box, yet be humble and uphold your integrity you probably fit the bill best!
- We are looking for excellence and perfection!

You would get sufficient opportunities at NITK if your personal characteristics suggest that you would be able to extract the very best from the system, both in academics and extra-curricular and should your presence enhance the experience for those around, then you are definitely in.



Essential Qualification

THE ELIGIBILITY CRITERION IS AS UNDER:

- Candidates must hold a Bachelor's Degree or equivalent qualification of any of the Universities incorporated by an act of the central or state legislatures in India or other educational institutions established by an act of Parliament or declared to be deemed as a University under section 3 of UGC Act, 1956, or possess an equivalent qualification recognized by the Ministry of HRD, Government of India / AIU. This degree must entail a minimum of three years of education after completing higher secondary schooling [Class 12 or equivalent] 10+2+3 system.
- The minimum percentage requirement in Bachelor's Degree or equivalent qualification is 50% (45% for SC/ST applicants).

A valid CAT/CMAT/MAT or any other National level test score.	70 Marks
Performance in Group Discussion	20 Marks
Performance in Personal Interview	10 Marks

* The candidate must obtain a minimum of 50% marks in each GD & PI in order to qualify for further process.





Number of Seats

THE SANCTIONED INTAKE OF THIS PROGRAM FOR 2023-2025 ARE AS BELOW: MBA (REGULAR SEATS)

Quota	OP	OP PWD	EWS	EWS PWD	OBC	OBC PWD	SC	SC PWD	ST	ST PWD	Total
Regular Seats	21	1	5	0	13	1	7	1	4	0	53
OP-Open, EWS- Economical SC-Scheduled Caste, ST- Schedule Tribes				EWS-Economically Weaker Section, OBC-Other Backward Class scheduled Tribe, PWD- Persons with Disabilities							

MBA SUPERNUMERARY SEATS

DASA	ICCR	MEA	MEA (NSS)	TOTAL
1	1	1	1	4

IMPORTANT POINTS:

- In case OP PWD Candidates will not be available, the seats will be opened for Open category Candidates.
- In case EWS Candidates are unavailable, the seats will be opened for Open category Candidates.
- MBA Supernumerary Seats (DASA/ICCR/MEA/MEA (NSS))
- Nepal Scholarship Scheme of MEA from Academic Year 2023-24 onwards.

Sponsored Seats

Quota	OP	OP PWD	EWS	EWS PWD	OBC	OBC PW D	SC	SC PWD	ST	ST PWD	Total
Sponsored seats	3	0	1	0	1	1	1	0	0	0	7

IMPORTANT POINTS:

- There is no CAT/MAT/CMAT or any other national-level test is required for admission to the sponsored candidate
- Regular employees of Defence Sector Undertakings/Public Sector Undertakings/Autonomous Bodies (Central & State Government)/Private Industry incorporated in the Indian Companies Act of 1956, with two years of experience are eligible to apply for the MBA programme.
- Two times of existing 2-Year MBA fees

HOW TO APPLY



Download the Application Form from the website	nitkkr.ac.in
Submit the application form complete in all respects along with all relevant documents and application fee	June 12, 2023
The shortlisted Candidate's List and the schedule for Group Discussion & Personal Interviews	to be held at NIT Kurukshetra on June 22, 2023

- Based on the performance in Group Discussions and Personal Interviews and CAT/CMAT/MAT/Any other National Level Test Score, a merit list will be prepared and displayed on the notice board of the department and the institute's website.
- Waitlisted candidates will be offered admission if seats stay vacant.

*** NO SEPARATE INTIMATION WILL BE GIVEN FOR GROUP**

*** Note: Fee Refund issues will be dealt according to prevalent NIT Rules.**

Application Fees



An application fee (non-refundable) of Rs.1000/- for General/OBC/EWS Category and 500/- for SC/ST Category is to be deposited through Online payment in State Bank of India only. The steps are given as under:

Go to <https://www.onlinesbi.com/sbicollect/icollecthome.htm>

Click on Proceed after ticking on check box: I have read and accepted the terms and conditions stated above.

- State of Corporate/Institution *: Select Haryana
- Type of Corporate/Institution: Educational Institutes Click on GO
- Educational Institutions Name: Director, NIT Kurukshetra Click on Submit
- Select Payment Category *: MBA ADMISSIONS APPLICATION FEES 2023

Fill in your details and make the payment.

14. Aadhar Number: _____
15. CAT/CMAT//MAT/Other National level test Registration No. _____
16. Date of Test: _____
17. Parent's Mobile Number: _____
18. Whether the applicant has ever been disqualified or debarred from appearing in any examination conducted by a University/Board. If yes, give particulars _____

DECLARATION BY THE APPLICANT

It is declared that all the entries made in this form are correct. I further declare that I fulfill the minimum eligibility conditions laid down for admission to MBA. In case of detection of any false entry, especially in respect of degree examinations, my admission be treated as cancelled any time during the course of my study and I will have no claim whatsoever.

Signature of the Applicant

Date

DECLARATION BY THE PARENTS/GUARDIAN

I hereby certify that my son/daughter/ward submits this application with my knowledge and consent and that I hold myself responsible for his/her good conduct and for his/her maintenance and payment of fees during the period he/she is on the Institute rolls.

Date

Signature of Parents/Guardian

LIST OF ENCLOSURES

Attested copy each of:

- I. Graduation Examination Detailed Marks/ Provisional certificate from the Institution for those passing out in 2023.
- II. Category Certificate (if applicable)
- III. Valid CAT/CMAT/MAT or any other National level test 2022 & 2023 Score Card (photo copy)
- IV. Online payment receipt of Rs.1000/- Rs 500/- (For SC/ST candidates)

IMPORTANT:

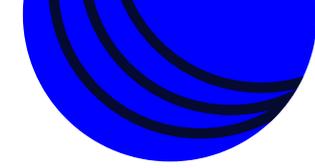
The application should be addressed to
CHAIRPERSON
MBA Admission Committee,
Department of Business Administration,
National Institute of Technology,

Important Dates to Remember



Last date of receiving applications	12th June, 2023
Display of List eligible for Group Discussion and Personal Interview	16th June, 2023
Group Discussion and Personal Interview	22nd June, 2023
Display of Merit List	26th June, 2023
Admission Counseling	29-30th June, 2023
Display of Second List	4th July, 2023
Second Round Admission Counseling	7th July, 2023

Clubs & Committees



Amit Rana
Vice president

MEXPERTS is just not any other society holding two totally different department with two different expertise but one common thing 'Masters'. Working with people having Managerial skills and Technical skills & channelizing these skills towards the common goals is all together a different TASK BUT THAT'S WHAT MEXPERTS IS KNOWN FOR.



Ayushman Shukla
Secretary

The Post Graduate's Club is one of the official clubs of NIT Kurukshetra. We a team of post graduation students, help and guide the students the on-going events in the premises and outsides as well. PG club helps you to interact with other branches of the institute and to develop in all aspects.



Alok Kumar
Secretary

The Innovation & Incubation Centre (IIC) believes that emerging like India need the drive and innovation of young entrepreneurs. The IIC, therefore aims at manifesting the latent entrepreneurial traits among the students and helping budding entrepreneur's achieve their goals. This promises to help students to open up be more confident.

Co-Curricular Activities



EXTRA-CURRICULAR ACTIVITIES



Workshops



Thank you Nit for the lovely memories and learnings that you gave me during my PGP to cherish for lifetime. The opportunities that I got here both curricular and extra-curricular gave me an experience of truly the best years of my life.



2023-24
Digital
Marketing

Farheen Rahman

MBA, for me, isn't only a Two-year rigorous programme to learn the necessary theoretical and practical aspects of a business environment, it's a process to make one a much more informed, matured and stable version of oneself.



2023-24
Skill
Development

Madhu Ramona

A fabulous place to learn, innovate, develop and contribute not just to the careers of fellow batchmates but also to the institute's success stories. For me, it became extra special as the entire market was hit by covid and with a forward-looking philosophy.



2023-24
Personality
Development

Puja Khatri

Speaker Series

Farheen Rahman, XLRI, IIM-R alum and a stellar Digital Marketer, shared her insights about the various types of digital marketing techniques are used by Industry



Ms. Arundhati Kulshreshtha, Advocate, Punjab & Haryana High Court conducted a workshop on "Prevention of violence against women" at which various issues about violence against women were discussed.



Dr. Mohammad Firoz, Assistant Professor, Department of Business Administration, NIT Kurukshetra, conducted a workshop on "Personal Finance"



Management Games

Department of Business Administration, NIT Kurukshetra organises a session on management games with the goal of helping students to develop variety of skills. Students experience and learn team building, leadership qualities, coordination and concentration, managerial skills and critical thinking. This experience gives students lifetime memories and also helps them to nurture their skills



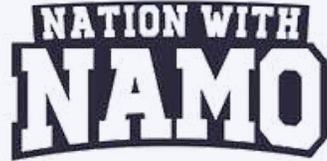
Industrial Visit



- Yakult India, Sonipat
- Parle, Bahadurgarh
- Swaraj Division Mahindra and Mahindra, Mohali Punjab
- Auro Spinning Mills in Vardhmaan Textile Ltd, Himachal Pradesh
- Ind-Sphinx Precision Ltd, Parwanoo, Himachal Pradesh
- R.C. Industries Ludhiana, Punjab
- Mohan Meakin Ltd, Himachal Pradesh
- Prime Steel Processor, Ludhiana , Punjab



Our Leading Recruiters



and many other

Testimonials



Deepak Yadav
(Class of 2020-22)

**HR Business Partner,
Flipkart**

As an alumnus, I can say with pride that the opportunities and experience that NIT KURUKSHETRA has offered are unparalleled. It has provided me with the best platform and infrastructure to excel in my career. My stint at NIT KURUKSHETRA inculcated in me great values which helped me get placed in FLIPKART.



Archana Saini
(Class of 2018-20)
**Senior Netsuit Functional
Consultant, Crowe**

“I’m into consulting profession which includes clients facing role and presentation every other day. DBA at NIT Kurukshetra has been instrumental in advancing my career from day 1 at my job. The world class faculty and rigorous curriculum have equipped me with the knowledge and skills needed to excel in today’s competition business landscape”



Silvia Sachdeva
(Class of 2020-22)
**Management Trainee, Tata
Autocomp**

In 2022, I completed my MBA from NIT Kurukshetra and it has been a memorable learning experience. Time to cherish memories of sleepless nights, submitting assignments & group projects, solving case studies, attending seminars and leadership talks. The pandemic brought its own challenges with a virtual setting and a difficult job market to navigate but it has only made us more resilient.



Vipul Sen
(Class of 2017-19)
**State head Procurement,
FarMart**

NIT Kurukshetra is not just about classes and projects, it's much more. There are ample opportunities for a singer, an athlete, and a manager or anything you wanna be. You just need to get out of the comfort zone and engage in the activities on offer around the year..

Life at NIT



FEST & FUNCTIONS



Photo Gallery





NIT, Kurukshetra



The nearest Airports are at Delhi and Chandigarh, which are connected to Kurukshetra by road and rail. Taxi services are also available from the airports.



The Institute campus is about 10 kms from Pipli, a well known road junction on the Sher Shah Suri Marg



Kurukshetra is a railway junction on the Delhi-Karnal-Ambala section of the Northern Railway. It is about 160 kms from Delhi and about 5km from Kurukshetra Railway station.



Distance between Delhi to Kurukshetra by Road is 167 kms and time taken is 2.50 hours.

Reach us

Visit our website:



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