

# राष्ट्रीय प्रौद्योगिकी संस्थान कुरुक्षेत्र

National Institute Of Technology Kurukshetra

[www.nitkkr.ac.in](http://www.nitkkr.ac.in)



## MBA Spot Round 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.



# 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. BOMMAREDDY  
VENKATA RAMANA REDDY**

# 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.





# Faculties at Department of Business Administration



Dr. Neeraj Kaushik



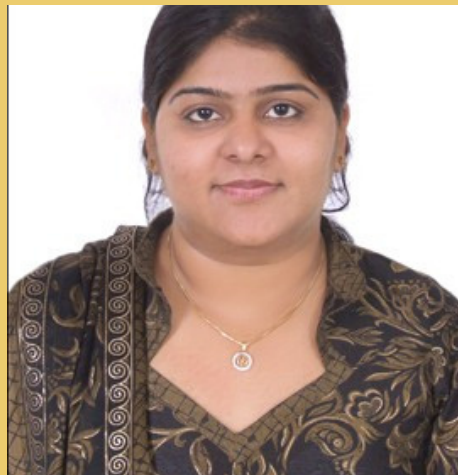
Dr. Mohammad Firoz



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
- HR Analytics
- Performance Management
- International Business
- Business Law & Corporate Taxation
- Entrepreneurship Development

## Semester IV

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



# 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 (VACANT SEATS)\*

Quota	OP	EWS	OBC	SC	ST	Total
Vacant Seats*	0	2	6	7	4	19
OP-Open, EWS- Economical SC-Scheduled Caste, ST- Schedule Tribes			EWS-Economically Weaker Section, OBC-Other Backward Class scheduled Tribe, PWD- Persons with Disabilities			

- if there are any changes in the above given position on the day of Spot Round Admissions, the same will be considered for the Spot Round Admissions on August 19th,2023

# HOW TO APPLY FOR THE SPOT ROUND



Download the Application Form from the website	<a href="http://nitkkr.ac.in">nitkkr.ac.in</a>
Submit the application form complete in all respects along with all relevant documents and application fee	August 19 , 2023
The shortlisted Candidate's List and the schedule for Group Discussion & Personal Interviews	to be held at NIT Kurukshetra on August 19, 2023
Reporting time	9:00AM and no entry allowed after 11:00AM

- 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.

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

**NOTE: FEE REFUND ISSUES WILL BE DEALT ACCORDING TO PREVALENT NIT RULES.**



# Application Fees



An application fee (non-refundable) of Rs.1000/- for the General/OBC/EWS Category and 500/- for the 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.sbi/sbicollect/icollecthome.htm>

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

The candidates who applied & were considered for the First Counseling of MBA Admission-2023-2025 in the month of July 2023, are exempted from the application fees.

- 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

# Important Note



## Schedule for August 19th-

1. Physical Reporting between 9 AM - 11AM
2. Group Discussion
3. Personal Interview
4. Display of the list of Candidates Shortlisted for Admission
5. Verification of documents
6. Allotment of the Roll Number by the Academic Section
7. Deposit of Complete Fees
8. Award of Admission Letter
9. Hostel Allocation

### Note:

1. The candidate must send the scanned copy of the filled application form along with self-attested copies of all academic credentials to [mba@nitkkr.ac.in](mailto:mba@nitkkr.ac.in) on or before **August 18, 2023**.
2. Physical presence of the candidate is **MUST**.
3. The shortlisted Candidates must deposit the complete fees on Aug 19th failing which they will lose their respective seat and the same will be given to the next candidate on the basis of merit list.
4. The Candidate must carry their original documents for physical verification of the same.

# Hostel Charges for New Applicants



The Candidates will be allotted a hostel at the time of physical reporting and will be required to deposit hostel charges as per the details below:

## HOSTEL CHARGES

Hostel Mess and other charges (to be deposited in the hostel account through SBI collect link which soon will be activated).

- Hostel Mess Advance per Semester **Rs.30000** (to be adjusted against actual Mess Bill and Misc. Charges on monthly basis)
- Hostel development and maintenance fund (HMDF) (Non refundable) **Rs.6000** (one time only)
- Electricity advance per semester **Rs.4500** (to be adjusted as per actual electricity charges on monthly basis)

**Total charges = Rs.30000 (Hostel mess charges) + Rs.6000 (HMDF) + Rs.4500 (Electricity advance) = Rs.40500**






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,

**KURUKSHETRA-136119**  
**Email : MBA@NITKKR ,Phone: 01744-233524(O)**

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# 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:



[www.nitkkr.ac.in](http://www.nitkkr.ac.in)



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