



MASTER OF BUSINESS ADMINISTRATION (MBA)



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interactions with the leading brands, entrepreneurs, internships, and student exchange programs. GIET University puts in a great deal of hard work, infrastructure, and faculty profile, imbuing crucial skills to achieve this and accelerating the success rate, amenities, resources, one to one mentorship, and leadership qualities. At the end of it, the students need backing by the support and necessary placements for all. At GIETU, it does it all and more!

Why choose the Management course at GIETU?

- SMS has various associations and network links with the national & international leaders in management & Business. To quote some associations, they are – All India Management Association, NASSCOM, ASSOCHAM, Business & Management chronicles & so on.
- SMS is accredited by AICTE & NAAC
- GIETU has an excellent placement track record among the top MNCs from India and in the world. Coca Cola, Tech Mahindra, Axis Bank, SBI, Accenture, Jindal steels, Berger Paints are some of the companies where our alumni are proudly proving their worth and contributions.
- Campus infrastructure at SMS is unmatched. We proudly invite you to visit the campus once to check the same for yourself and decide. GIETU has excellent computer labs, multiple floor libraries open for students 24X7, well-equipped smart classrooms, 24X7 Wi-Fi, cafeteria, sports complex, and theater. Visit once and gauge the amount of effort put into it.

For these and many other reasons, GIETU ranks as the premier in management and business. Visit GIETU to experience and build a future leader out of yourself at GIETU's School of Management Studies.

COURSES OFFERED UNDER SCHOOL OF MANAGEMENT STUDIES AT GIET UNIVERSITY

FINANCIAL MANAGEMENT

Financial Management is the dimension wherein students get to learn the effectiveness of financial knowledge and management processes. Financial management is all about planning, organizing, and controlling the financial processes of an organization. It is, in short, fiscal management! Additionally, it also applies to learning financial management principles that adhere to financial assets. The course of financial management includes the primary aspects of

- Financial planning
- Investment planning
- Fund management
- Cash control

The objectives of financial management include:

- To streamline regular funds to the organization.
- To streamline adequate funds to shareholders.
- To ensure optimum utilization of funds.
- To protect investments
- To offer a sound capitalization plan.

HUMAN RESOURCES MANAGEMENT

Human Resources Management is the dimension wherein students learn the art of recruiting, choosing, and inducting employees for an organization. It also includes providing training and development processes to the new employees, offering compensation and benefits, and ensuring a well-coordination between the



- Employee and Employer relations
- Organizational development

The objectives of human resources management include the following:

- Create a structural organization system that ensures productivity
- Maintaining efficient coordination and communication in an organization.
- Recruit the right and efficient staff and enhance their skills.
- Introducing ethical policies in an organization.

MARKETING MANAGEMENT

Marketing management is a dimension wherein students learn about the planning and execution of marketing and the pricing and distribution of goods and services for an organization. Marketing management is primarily based on the concept of exchange. The marketing management includes the primary aspects of

- Market Penetration
- Market Development
- Product Development
- Product Diversification

The objectives of marketing management include:

- Creating demand in the market through different means
- Analyze the demand of the customers and work on fulfilling them
- Profit generation of organizations through customer satisfaction
- Creating goodwill of the organization and public image through efficient services

OPERATION MANAGEMENT

Operation management is a dimension wherein student learns about planning and supervising the aspects of production and manufacturing. Operation management is primarily delivery-focused and ensures that the company diversifies inputs to outputs efficiently through control of the production process's resources. The operation management includes the primary aspects of

- Product selection and design
- Production Planning and Process
- Capacity Planning
- Production, Planning, and Control
- Inventory Control
- Assurance and Quality Control

The objectives of operation management include:

- Plan and efficiently implement manufacturing plants
- Manage production projects
- Plan diversified information systems.
- Design and develop products and services
- Manage inventory efficiently through the supply chain
- Manage product delivery to customers within timelines
- Optimize product quality control

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E-COMMERCE



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- Business to Consumer e-commerce
- Business to Business e-commerce
- Consumer to Business e-commerce
- Consumer to Consumer e-commerce
- Product branding
- Customer Management
- Online Branding and Advertisements

The objectives of e-commerce management include:

- Creating and enhancing business relations
- Creating a unique customer experience
- Increasing customer base
- Improving the efficiency of products and services
- Develop leads and targets
- Create a responsive e-commerce platform

SYSTEM/IT

System management is a dimension wherein students learn the administration and handling of an organization's information technology systems. An efficient systems/IT management ensures IT's efficient delivery as a service for customers and enables the employees to adhere to the changing tech requirements easily. The system/IT management includes the primary aspects of:

- Information Security
- Database and Network Management
- Computer Technical Support
- Business Software Development

The objectives of the system/IT management program include:

- To facilitate employees in making informed decisions and boost the strategies of the organization.
- Ensure the delivery of high-quality systems of an organization
- Boost robust management control over different projects
- Maximize the productivity of systems and IT solutions

RURAL MANAGEMENT

Rural management is the dimension wherein students learn about planning, organizing, and controlling the rural area and related fields. It is the management and developmental studies incorporated in rural areas. The rural management includes the primary aspects of:

- Rural Economy
- Agribusiness
- Co-operatives
- Rural infrastructural development
- Poverty alleviation
- Land reforms

The objectives of rural management include:

- Eradication of poverty and unemployment in rural areas
- Provide social and economic infrastructure to rural areas for the overall development
- Providing training to rural unemployed youth
- Employing marginal farmers and laborers.

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Admissions

Happenings

and ways to utilize it to enhance new businesses' effectiveness. The course provides a solid background for budding entrepreneurs to handle each aspect of starting an entrepreneur. Entrepreneurship management includes the primary aspects of:

- Risk bearing
- Innovative
- Managerial Skills
- Creative and Leadership
- High Achievement Capacity
- Professional Concepts
- Organization and Coordination Concept

The objectives of entrepreneurship management include:

- Help to create an effective business plan.
- Ensure financial stability for budding entrepreneurs
- Efficient online positioning
- Guarantee efficiency across all sectors
- Help entrepreneurs hire a skilled workforce.

DATA ANALYTICS

Data analytics management is the dimension wherein students learn analytics and use logical reasoning to earn knowledge from data. Data is the most powerful tool in the present world. With data management, a person learns to analyze and find value in data to make value-based decisions. The data analytics management include the primary aspects of:

- Data acquisition
- Data security
- Data governance
- Data insights and analysis
- Data storage
- Data visualization
- Data optimization

The objectives of data analytics management include:

- To derive solutions to problems through effective data analysis techniques.
- To communicate the findings through data visualizations to businesses.
- Offer statistical data information and techniques to corporations to make informed decisions.

DIGITAL MARKETING

Digital marketing management is a dimension wherein students learn about online marketing strategies and implement them efficiently and productively. The management program teaches how to create structured digital marketing campaigns for the profits of corporations. Digital marketing management includes the primary aspects of

- Search Engine Optimization
- Pay-per-click Advertising
- Website Designing
- Content Marketing
- Social Media Marketing
- Email Marketing

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- Increase the percentage of online visitors

AGRIBUSINESS

Agribusiness is emerging as a popular choice among students to tap the benefits of this sector. India is primarily a rural economy with a dependence on agriculture and the allied industries. In 2018, agriculture employed more than 50% of the workforce. Agriculture and allied sectors like fisheries and animal husbandry accounted for around 15% of the Gross Domestic Product (GDP). India ranks second in the world in terms of agricultural output. Even in 2021, agriculture continues to be the mainstay of the Indian economy.

The Agribusiness course's goal is to create well-qualified and trained professionals to cater to the various needs of the agribusiness sector. It incorporates developing, sourcing, assembling, marketing, and distributing food across regions and countries.

Elements

- Agriculture management principles and values
- Rural marketing
- Agribusiness marketing management
- Entrepreneurship and project management
- Food businesses management
- Food technology and processing management

Objectives

- To create business leaders and entrepreneurs in the food and agribusiness sector.
- To develop students into competent professionals with skills, knowledge, and attitude to develop India's agriculture and allied sectors.
- To make agriculture a profitable business not just for a handful of people but all the stakeholders involved with this sector.

SUPPLY CHAIN MANAGEMENT

Supply Chain Management is an aspect of business concerned with developing and delivering the final product to the consumer. Resource acquisition, manufacturing, inventory management, supply management, sales, and operations planning are the core components of supply chain management. In today's globalized world, the supply chain has become more automated, making it more complicated. So, businesses need skilled managers aware of the supply chain field specifics like operations, logistics, and analytics.

Elements

- Financial and Management Accounting
- Principles of Logistics
- Managerial Economics
- Modern Logistics Management

Objectives

- To improve the efficiency of products and supply chain by reducing waste.
- To improve the quality of products and services.
- To ensure stability in supply chain processes and efficient running of a corporation.
- To achieve demand and improve the response capability of an organization.
- To bring in financial successes.

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students to become managers in industrial supply and chain management. Managers in this field are required to ensure that products and services reach the consumers. They deal with all the operations related to keeping track of inventory and accounting of products an organization is dealing with.

Students with an MBA in Logistics will deal with goods handling, controlling services, client relationships, transportation, customs regulation, product supervision, and sales. Logistics Management is an integral part of Supply Chain Management, and all companies that deal with goods depend on Logistics management. So, it is an emerging field of study with ample scope for the future.

Elements

- Managerial Economics
- Human Resource Management
- Marketing Management
- Operations Management
- Business Environment and Ethics
- Retail Marketing.

Objectives

- To focus on building skills of the students in tackling issues like customer requirements, supply-side innovation, and quality management.
- To fill the need of professionals who would reduce any companies' expenses by handling most of the operations, from planning, delivery to the distribution of products.
- To ensure a supply chain efficiency effectively at all ends.
- To ensure rapid response of product deliveries.
- To maintain inventory efficiently and effortlessly.

MBA	INTAKE
MASTER OF BUSINESS ADMINISTRATION	120

ELIGIBILITY

Course offered	Duration	Eligibility	Qualifying Exam(s)
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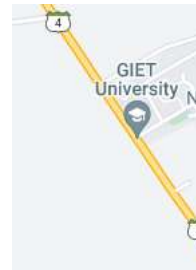
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		marks (45% marks in case of candidates belonging to reserved category) in the qualifying Examination.	<ul style="list-style-type: none"> • 50% seats are reserved for the OJEE counselling process and rest 50% seats will be filled up by counseling by GIET University on the rank obtained in GIETEE.
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