

INDIAN INSTITUTE OF TECHNOLOGY
KANPUR

DEPARTMENT OF MANAGEMENT SCIENCES

MBA | BROCHURE 2023-24

MBA PROGRAM HIGHLIGHTS

1988

Establishment of the "**Department of Industrial and Management Engineering**" after an elaborate need-demand analysis for the requirement of the industry

2001

The establishment of the **MBA Program** focused on the unique brand of **techno-management**

RANK 23rd

MBA Program ranked 23rd by MHRD, India's **NIRF Management Institute Rankings**

23+

Years of the program mentoring individuals in the areas of **Finance, Marketing, Consulting, Analytics, Operations and Human Resources**

450+

MBA Program alumni in **respectable positions** across various industries

The Department of Management Sciences (DoMS) was established with the aim to combine the strength of technology and management. This synergy is the bedrock of all DoMS Programs- MBA, M.Tech and PHD. Keeping up with this tradition of innovation, the 2-year MBA Program aims at creating business leaders and entrepreneurs by leveraging its strength on technology, computing and social sciences.



PK Kelkar Library, rated among some of the best university libraries of the world has about 4.5 lakh books in addition to about 1500 periodicals and journals. Every year on average 4500 books and journal volumes are added to its collection. The department also has a library to cater to the literary needs of the students. Subscription is made available to databases like Prowess, Alpha etc.

The IME Department has the following labs:

- 1. Smart Systems and Operations Lab**
- 2. Product Lifecycle Management Lab**
- 3. Management Computing Lab**
- 4. Virtual Lab-Production Shop Simulation Lab of MHRD**
- 5. Management Simulation Lab**

TOOLS AVAILABLE:

Finance Software

(Primavera, Project Finance International, Risk Simulator)

Operations Software

(DEA Solver Pro 8.0, PLM Software, NX Unigraphics Automation and Strategy,
Arena 13, Stella 9.1, Data Transformation service)

Business Statistics Software

(SPSS, SAS, MATLAB, MINITAB, R, ARGOUM)

CURRICULUM

CORE COURSES

1. Marketing Management
2. Accounting & Finance
3. Quantitative Methods for Decision Making
4. Economic Analysis for Management
5. Organisation Structure & Design
6. Production & Operations Management
7. Socio-Political & Ethical Aspects of Business

FINANCE

1. Security Analysis & Portfolio Management
2. Adavnce Corporate Finance
3. Advance Financial Modeling
4. Mergers & Acquisitions
5. Financial Intermediation & Commerical Banking
6. Derivative Contracts
7. Project Financing & Management
8. Credit Risk Management & Modeling
9. PPP in Infrastructure
10. Investment Valuation
11. Financial Engineering
12. Renewable Energy - Economics, Policy & Regulation

HUMAN RESOURCES

1. Human Resource Management
2. Organisational Staffing
3. Performance Management
4. Employee Relations Management
5. Introduction to Corporations
6. Governance of Global Value Chains
7. Change Management & Organisational Development

OPERATIONS

1. Manufacturing Planning & Control
2. Total Quality Management
3. Manufacturing Strategy
4. Supply Chain Management
5. Business Process Management
6. Management of Service Operations
7. Project Management

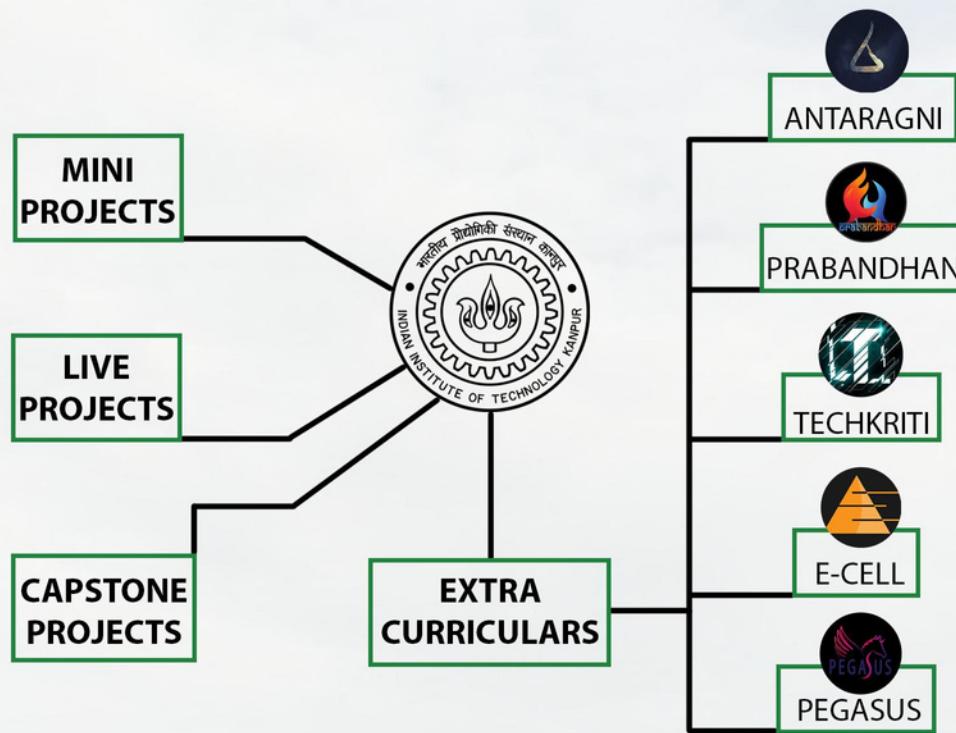
IT | ANALYTICS | STRATEGY

1. Macro-Economic Analysis for Management
2. Statistical Modeling for Business Analytics
3. Time Series Modeling for Business Analytics
4. Simulation of Business Systems
5. Enterprise Integration with IT
6. Business Management using Cloud
7. E-supply Chain Management
8. Strategic Management
9. Advanced Statistical Methods for Business Analytics
10. Social Media Analytics
11. Management of Technology
12. E-commerce & Big Data for Management
13. Strategic Management
14. Data Mining for Knowledge Discovery

MARKETING

1. Marketing Research
2. Business to Business Marketing
3. Product Strategy & Management
4. Product & Brand Management
5. Consumer Behaviour
6. Marketing of Services

CURRICULUM



FINANCE

MBA at IIT Kanpur offers various courses in the domain of finance to help students to get an understanding of the future of money and markets. The program is designed to enable students to straddle the fields of management with its applications in the areas of banking, finance and insurance, who'll be in great demand by banks, wealth management entities, brokerage firms, etc.

MARKETING

MBA at IIT Kanpur opens up a plethora of opportunities for graduates in the field of marketing. The program helps students gain skills to create or be part of a customer-centric market. Students gain cutting-edge insights about various aspects of marketing like advertising, analytics, consumer behavior, marketing research and social media, which equip them to adapt to and handle the ever-changing and ever-evolving needs of the market and consumers.

IT & ANALYTICS

Business Analytics students are in high demand as organizations strive to reach their goals with data-driven decision-making and strategies. Analytics is a rapidly changing industry in the modern world, leading to a competency gap in today's professionals. MBA at IIT Kanpur addresses the issue by honing the students' skills with competitive real-life cases and projects to work on.

CURRICULUM

GENERAL MANAGEMENT

Working professionals today are expected to deliver quicker results while managing various business processes across multiple departments. It is imperative that one gains an in-depth understanding of the workings of business across disciplines. MBA at IIT Kanpur prepares one for the same with a flexible structure to explore various interests and disciplines. Students are made industry-ready in theory and practice with a project and case-focused approach.

HUMAN RESOURCES

Organizations today face the challenge of acquiring, training, retaining, reskilling, motivating, and managing their people. HR indeed is the key to maintaining the right mix of talent needed for an organization to grow and reach its goals. MBA at IIT Kanpur provides its students with an opportunity to develop deep insights and expertise in the core and advanced HRM and the integration of technology into it.

OPERATIONS

For any business to run profitably, it needs all its prime operations and functions executed with utmost quality and effectiveness. MBA at IIT Kanpur aims to develop students to build an understanding of how organizations can structure their processes to support various strategic objectives and also of how operational choices impact other functions within the organization. (In the context of manufacturing, production, and service rendering, the program trains the students in the aspects of supply chain, quality control, and optimization of systems and processes to prepare them for the industry.)

FACULTY PROFILES

Dr. Amit Shukla

FPM, IIM Lucknow

Emerging Employment Relationship | Citizenship Behaviour | Psychological Ownership | Positive OB | Academic Excellence | Staffing | Performance & Talent Management

Dr. Avijit Khanra

FPM, IIM Ahmedabad

Inventory Control and Supply Chain Management | Analysis of Queues | Modelling and Optimization| Scheduling

Dr. Anoop Singh

PhD., IGIDR Mumbai

Power / Energy Sector Regulation | Policy & Finance | Renewable Energy Policy & Regulation | Energy Pricing | Tariff Design | Energy Economics

Dr. Subhankar Mukherjee

PhD., IIM Calcutta

Development Economics, | Applied Microeconomics

Dr. Jitender Kumar

PhD., IIT Roorkee

Brand Management | Consumer Psychology | Brand Communities

Dr. Faiz Hamid

FPM, IIM Lucknow

Decision Sciences | Information Technology & Systems

Dr. Rahul Varman

FPM, IIM Ahmedabad

Organization Theory

Dr. Raghu Nandan Sengupta

FPM, IIM Calcutta

Operations Management (Major) | Finance (Minor)

Dr. Suman Saurabh

FPM, IIM Ahmedabad

Payout Policy & investments | Corporate Finance

Dr. Devlina Chatterjee

PhD., IISc Bangalore

Managerial Economics | Applied Econometrics |Data Analytics | Empirical Finance

Dr. B V Phani

PhD., IIM Calcutta

Financial Intermediation | Market Valuation and Microstructure | Entrepreneurial Finance | Credit Risk Modeling | Securitization

Dr. Deepu Philip

PhD., MSU Bozeman

Production and operations management | Systems Engineering and Simulation | Local Search and Optimization

Dr. R R K Sharma

FPM, IIM Ahmedabad

Operations Research | Operations Management | Strategy

Dr. Vipin B

PhD., IIT Madras

Decision Theory | Inventory Theory | Supply Chain

Dr. Shankar Prawesh

PhD., University of South Florida

Social Media | Agent-Based Simulation | Data-driven Decision Making

Dr. Veena Bansal

PhD., IIT Kanpur

Information Technology | Image Processing

Dr. Sri Vanamalla V

PhD., IISc Bangalore

Applied Operations Research | Optimization | Game Theory

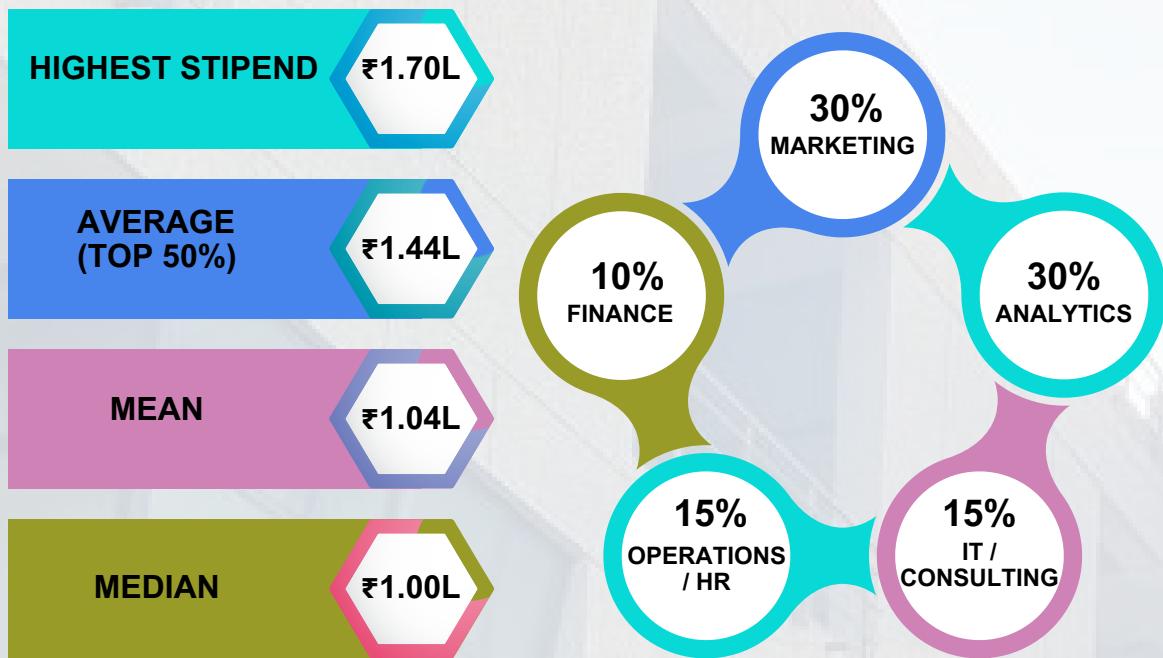
Dr. Subhas Chandra Misra

PhD., Carleton University

Business Process Management | Project Management | E-Governance |Enterprise Resource Planning

SUMMER PLACEMENTS STATISTICS

BATCH 2022-2024



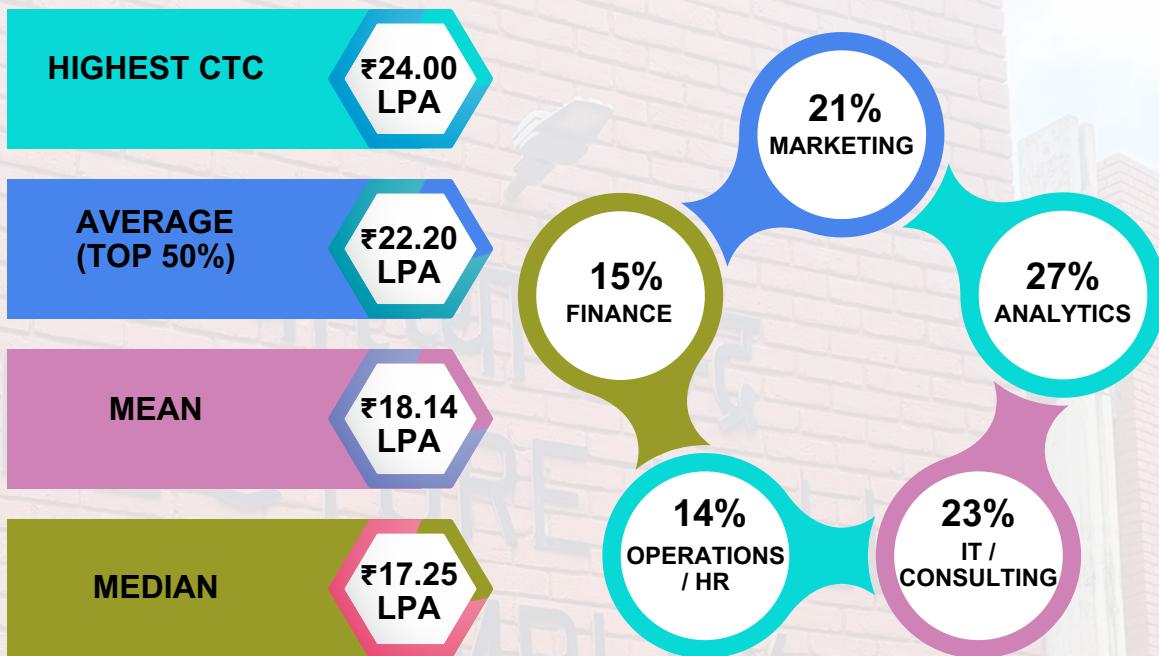
The Summer placement process at MBA IIT Kanpur is conducted every year on a rolling basis commencing from the first week of September.

The Summer placement process is premeditated and facilitated by the MBA Placement Committee, ushered by the Faculty Placement Advisor. The MBA program at IIT Kanpur has always had an excellent placement record and has performed consistently in this area. Continuing the trend, the successful completion of summer placement season for the MBA batch of 2022-24 stands witness to the flourishing faith and confidence of the corporate world in the MBA program at IIT Kanpur.

We had a vast diversity in terms of roles offered by companies in various sectors representing the spectrum from MNCs to Start-Ups offering a myriad of roles in Analytics, IT/Consulting, Marketing, Finance, HR and Operations domains. We were able to forge new relationships with companies such as Desynova, Pramiti, AG Hotels, Dentalkart etc., along with edification of our existing engagements.

FINAL PLACEMENTS STATISTICS

BATCH 2021-2023



The placement process at MBA IIT Kanpur is conducted every year by the MBA Placement Committee under the guidance of the Faculty placement advisor along with the support of the Students Placement Office of IIT Kanpur.

The successful placement season for the MBA batch of 2021-23 stands witness to the flourishing faith and confidence of the corporate world in the MBA program at IIT Kanpur. The students were offered profiles in the domains such as Analytics, Consulting, IT, Operations, Finance and Marketing. Our regular recruiters such as Axtria, Ford, ICICI Bank, IndiaMart, Infosys, ITH, Optum, Wipro, Mphasis continued their relationship with our program this year as well.

In addition, MBA IIT Kanpur was able to forge bonds with many new recruiters, including Neenopal, Haber, Pramiti, McKinsey & Company, Oxane Partners and Wells Fargo etc.

PROMINENT ASSOCIATIONS



BROWSE OUR REPORTS

Summer Placement
Batch 2022-2024



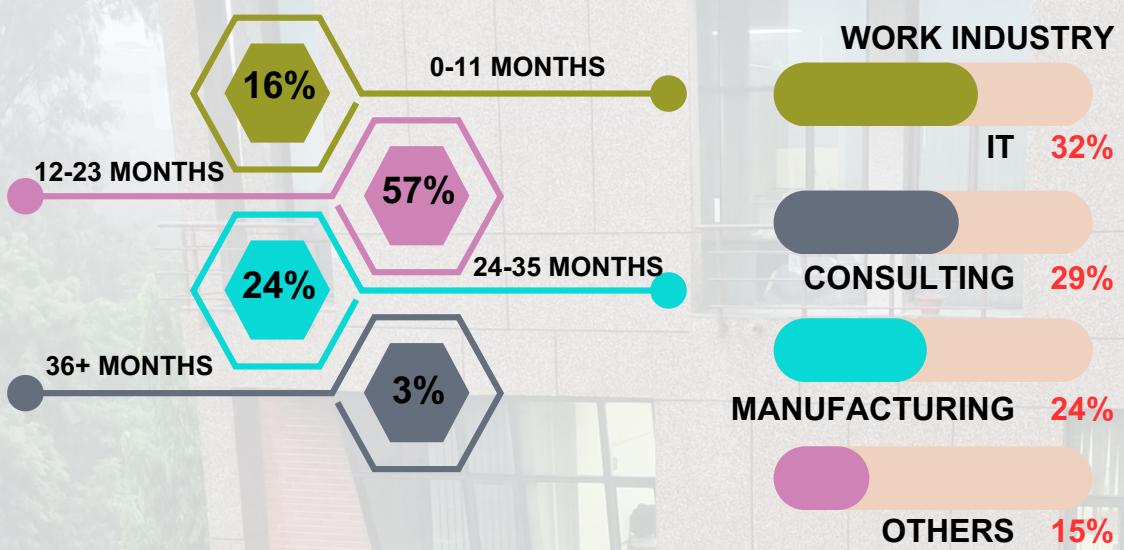
Final Placement
Batch 2021-2023



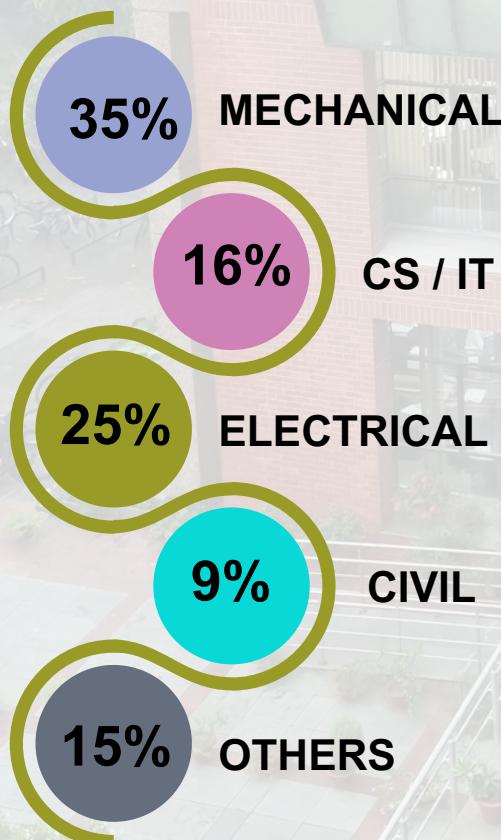
BATCH PROFILE

MBA IIT Kanpur maintained its legacy of being one of the top choices for MBA aspirants and attracted the best minds from around the country.

The batch 2022-24 comprises of students with an excellent academic record from top-notch institutions in the country. It is a fine blend of students with an average of 18 months of work experience from companies of repute, including Amazon, Deloitte, Mahindra & Mahindra, Reliance Industries Limited, Vedanta etc.



EDUCATIONAL BACKGROUND



SCAN TO SEE BATCH PROFILE OF 2022-2024



CONTACT US

Student Placement Office

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