



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

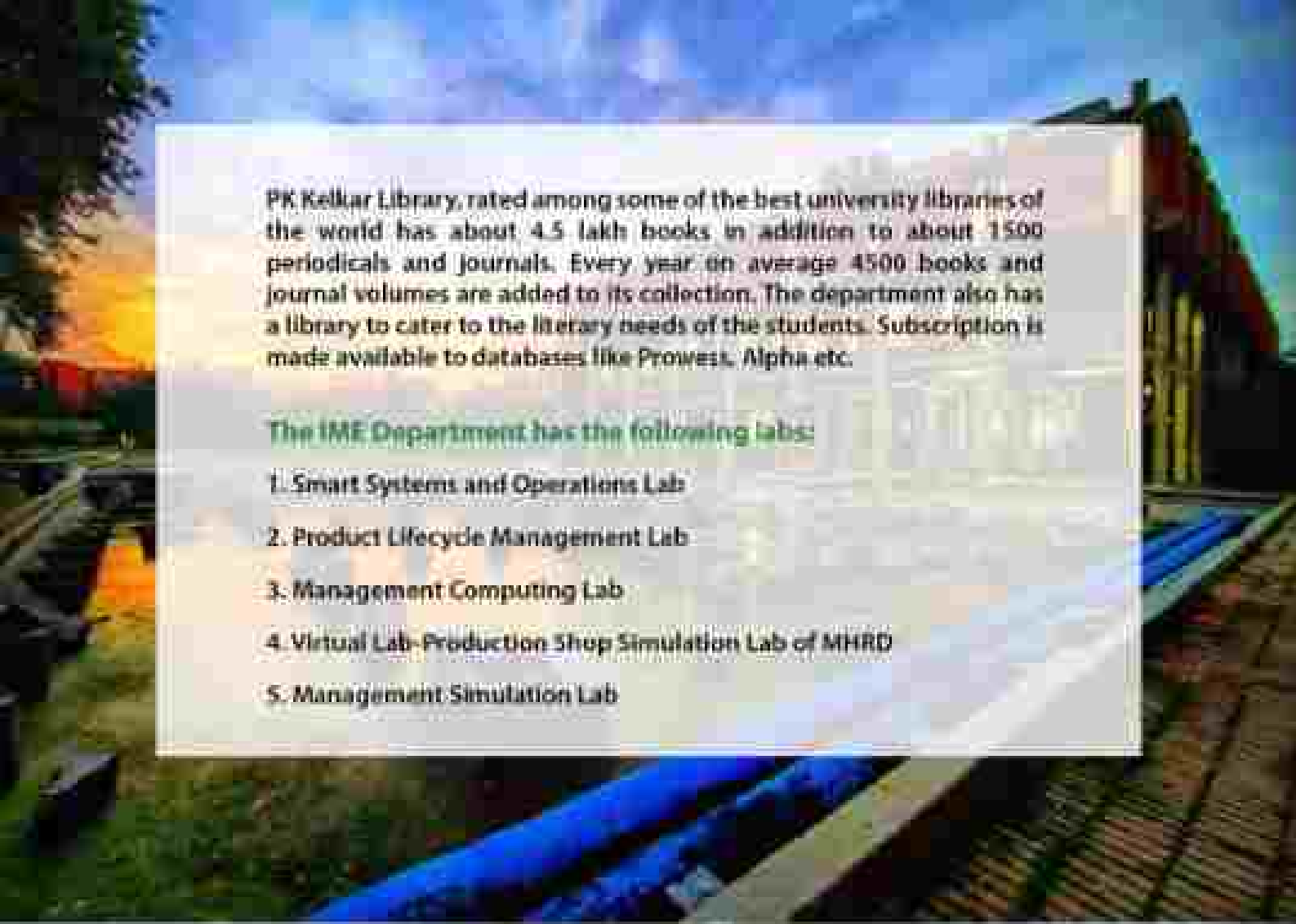
23+

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 Kellkar 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 Proquest, 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

(IDEA 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. Advance Corporate Finance
3. Advance Financial Modeling
4. Mergers & Acquisitions
5. Financial Intermediation & Commercial 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. Organizational 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

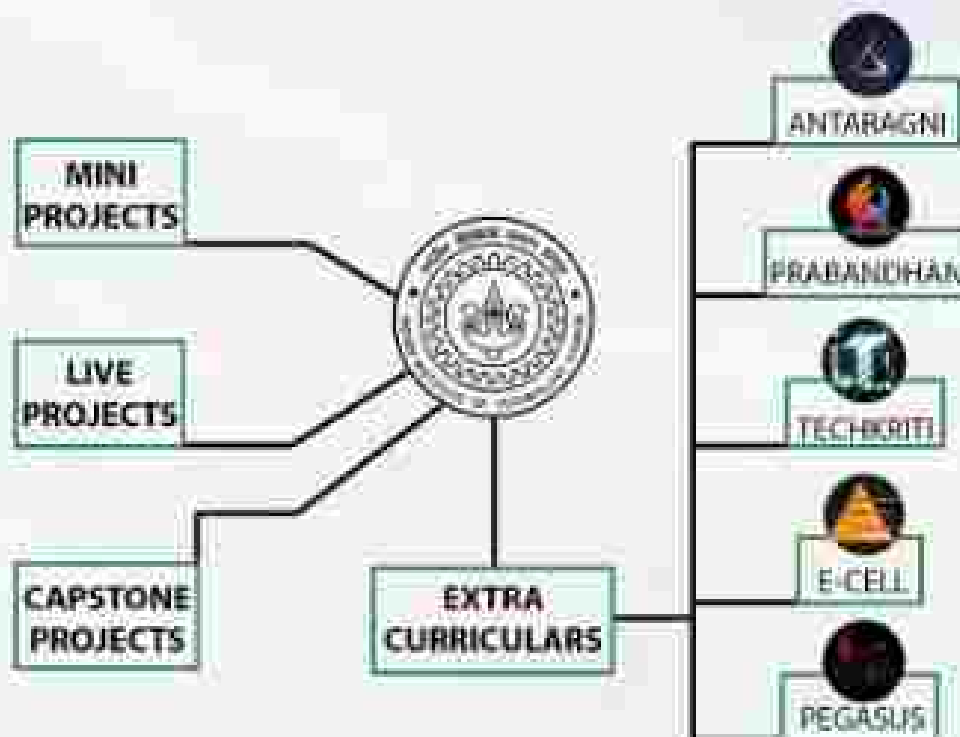
IT | ANALYTICS | STRATEGY

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, which will 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 Khanna
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. Raghunandan 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 Praveesh
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 Vanamala 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 Atria, 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

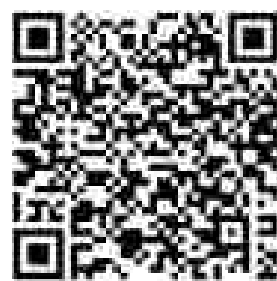


BROWSE OUR REPORTS

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

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