

**Admission Application Material for
The 2-Year (4-Semester)
Full-Time MBA Programme 2009-2011**

at
Birla Institute of Technology, Mesra, and
Birla Institute of Technology Extension Centres
at
Jaipur, Lalpur and Noida



BIRLA INSTITUTE OF TECHNOLOGY

Deemed University under section 3 of UGC Act 1956

Mesra, Ranchi – 835215, Jharkhand, India

Website: <http://www.bitmesra.ac.in>

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Instructions for filling the online form are given on our website

Option A : IMPORTANT DATES FOR ONLINE APPLICATIONS	
Filling of online form commences from 9 am on	27 February 2009
Filling of online form closes at 4 pm on	21 April 2009
Last date for receipt of printouts of duly completed online forms + Demand Drafts:	24 April 2009

Option B : IMPORTANT DATES FOR APPLICATIONS ON PRINTED FORMS	
Sale of application material commences from:	2 March 2009
Last date for counter sale:	21 April 2009
Last date for receipt of postal requests:	15 April 2009
Last date for receipt of completed forms:	24 April 2009

Candidates in their own interest should send their completed application forms by appropriate means well in advance of the last dates mentioned.

Enclosures:

1. Application form which must be completed and submitted as described, to apply for admission
2. Acknowledgement card
3. Envelope for sending the completed form and other documents
4. Information Brochure 2009

Notes:

1. Candidates may use the single application form enclosed to apply for the MBA programme of the Institute at any 1 or 2 or 3 or all 4 choices of Place for Study (Centre), by ticking the appropriate circles [✓] against the names of the Centres. However, ALL these Choices must be clearly marked before the form is submitted. No changes will be allowed after submission of the form.
2. Send the completed form and filled acknowledgement card with ALL required enclosures in the envelope provided to Dean Admissions, Birla Institute of Technology, Mesra, Ranchi – 835215 by the due date
3. Photocopies of forms will not be accepted
4. Candidates should keep photocopies of their completed forms for reference
5. Although the Institute will use scores in CAT- 2008 to shortlist candidates for its two-year full time Post-Graduate Programme in Management, the IIM's have no role in the selection process or in the conduct of the programme

1. Admission to MBA 2009 - an Introduction

This information booklet - MBA 2009 Application Material - covers admissions to the 2-year (4-semester) full-time MBA 2009 programme offered at the Birla Institute of Technology, Mesra, and our Extension Centres at Jaipur, Lalpur and Noida. The programme will commence in July 2009.

Selection will be based on:

- The total percentile obtained by a candidate in CAT 2008, provided he/she also attains a certain minimum verbal percentile in CAT 2008 (see below).
- The Institute will not use group discussions or personal interviews in the selection process
- However, candidates must meet the minimum academic requirements (see minimum eligibility criteria - Sec 3)

To apply for the programme, eligible candidates must EITHER

A) Complete the online application form on our website, and send a printout of the completed form with 2 recent colour photographs (one pasted on the form and one attached by clip to the form), along with photocopies of all certificates (see Sec 2), and a crossed Demand Draft for Rs. 1,200/- in favour of Birla Institute of Technology, payable at Ranchi, to the office of **Dean Admissions, Birla Institute of Technology, Mesra, Ranchi – 835215** **positively by the due date**

OR

B) Complete the printed application form provided with the MBA 2009 Application Material, and send the duly completed form with 2 recent colour photographs (one pasted on the form and one attached by clip to the form), along with photocopies of all certificates (see Sec 2), to the above address by the due date.

❖ **Candidates applying online will have the option to select any 1 or any 2 or any 3 or all 4 Choices of Place for Study (Centres) – Jaipur, Lalpur, Mesra and Noida– by clicking a “check-box” against the name of each Centre in the online form. However, they MUST exercise ALL their Choices online before they click the “SUBMIT” button to take a printout of the form.**

❖ **Candidates may similarly use the printed application form to apply for the MBA programme of the Institute at any 1 or any 2 or any 3 or all 4 choices of Place for Study (Centre) by ticking [] the appropriate circles against the names of the Centres. However, ALL these Choices must be clearly marked before the form is submitted. No changes will be allowed after submission of the form. Candidates must send the completed form and filled acknowledgement card(s) with ALL required enclosures in the envelope provided, by reliable courier or Speed Post or Registered Post, to the above address, positively by the due date.**

Notes:

- In the case of online applicants, on receipt of the printout of the completed form and Demand Draft, a copy of the MBA 2009 Application Material and Information Brochure 2009 will be sent by courier / Speedpost / registered post to the candidates who fulfill the eligibility criteria.

Form Numbers

The Form Numbers on each online / printed application form may be noted and cited in correspondence if required. All candidates should keep photocopies of their completed forms for their own reference.

Acknowledgement Cards

An acknowledgement card / postal intimation with a registration number will be sent to all eligible candidates whose properly completed application forms have been received within the stipulated time.

Registration Numbers

All eligible applicants will be allotted 6-digit registration numbers and the same will be intimated to them by post / notified on our website. Thus, candidates who use printed application forms will be allotted 6-digit registration numbers starting with 150001 onwards and the same will be intimated to them by post via their acknowledgement cards / notified on our website. Similarly after receipt of the printout of their duly completed form and crossed bank draft for Rs. 1,200/-, eligible online applicants will be allotted 6-digit registration numbers starting with 250001 onwards, and the same will be notified on our website / intimated to them by post. Candidates must make a note of their registration numbers carefully, as the same will be used in future notifications for counselling, selections etc.

Please preserve the acknowledgement card / postal intimation which will be required if you are called for counselling. Please quote the registration number in any correspondence regarding your application. If you do not receive the acknowledgement card / postal intimation with registration number within a reasonable date after dispatch of your completed form, please contact the Admissions Office at Mesra by telephone or fax.

Sponsored candidates

A few seats in the full-time MBA programme at each Centre may be allotted to "Sponsored Candidates", from reputed organizations in the Government / Private sector. Such candidates should normally have at least two years of executive / professional experience. They must also submit their applications in prescribed format, along with which they must also submit a letter of sponsorship from their organization. They must also go through the counselling procedures.

Candidates will be called for counselling as per schedules to be notified in due course.

Candidates who appear for counselling must carry the following to their Counselling Centre:

1. A photocopy of their duly completed online form / printed form
2. Originals of all certificates (see Sec 4), and
3. A recent colour photograph, identical to that enclosed with their form

Candidates may appear for counselling at Jaipur or Mesra or Noida as per their choice given in their application form.

For queries about the MBA programme, please contact the Head, Department of Management, on 0651-2275444, Extn 436 or by fax on 0651-2275401. For queries about any Centre, please contact the Centre (contact details on back cover). For queries about admission related procedures, please contact the Admissions Office, at Mesra, by telephone or fax (contact details on back cover).



2. Instructions for filling the printed Application Form **

General Instructions

1. **Before filling and submitting your application form, you are advised to carefully read the eligibility conditions for admission to the programme (Sec 3) and satisfy yourself that you fulfill all the eligibility conditions.**
2. Use a black ballpoint pen to fill in the form. Clearly fill all items that are relevant to you in capitals letters or numbers or tick (✓) the box / circle as required. Do not fold, tear or mutilate the form in any way.
3. All items are mandatory and must be filled in. Else the form may be rejected when it is processed.
4. A recent colour photograph of good quality of size 3.5 x 4.5 cm must be pasted firmly in the box provided. If required cut the photograph to fit in the box. Do not get the photograph attested. Do not pin or staple the photograph to the form. Please sign with a black ball pen in the boxed space below your photograph.
5. **Attach one extra photograph to the form using a clean paper clip.** Do not get the photograph attested. Do not pin or staple the photograph to the form.
6. Please ensure that all information provided is correct and accurate. Admission on false information will be ipso facto null and void
7. The completed application form should be sent by reliable courier or Speed Post or Registered Post to reach the Office of the Dean Admissions, Birla Institute of Technology, Mesra, Ranchi 835215, latest by the due date positively.
8. Applications reaching us beyond the deadline may not be processed.
9. **Enclose photocopies of pass certificate of Class 10, marksheets of Class 10, Class 12, Graduation (if available), or marksheets upto pre-final year for candidates graduating in 2009, as well as Caste / Special Category certificates, CAT 2008 Admit Card and CAT 2008 Score Card.** If original CAT Score Card is not available at the time of application, please enclose internet printout. Write your Name, your Application Form No, your telephone number and "MBA 2009", on the back of each of these papers.
10. **All candidates belonging to the SC, ST, or OBC categories must obtain caste certificates which should be in proper format, and which should be signed by appropriate authority of rank not less than SDO.**

(Note : However the final reservation proportion will depend on notification, if any, issued by competent authority and as accepted by the Institute).
11. Candidates belonging to other special categories mentioned in Sec 7 (Physically Handicapped / Ward of defence personnel killed or disabled in service / National level sportsperson / Current student of BIT / Ward of BIT employee) must provide photocopy of certificate in proper format from appropriate authority.
12. **Do not enclose any original certificates with your application.**
13. **The Admissions Office may not undertake detailed scrutiny of applications before counselling, and all shortlisted applicants called for counselling, except those whose applications are summarily rejected, are allowed to appear at counselling on purely provisional basis, subject to their eligibility being verified at the time of counselling. Merely being allowed to appear at the counselling will not be considered as a ground for being eligible for admission.**
14. Please return the completed application form only in the envelope provided for the purpose.

**Instructions for filling the Online Form are provided on the website and may be downloaded or printed for your own convenience and easy reference.

Specific Instructions

15. **Name:** Write your name as in your **Class 10 certificate**, as follows: - First Name, Middle Name(s) and Surname. Write one letter in one block, and leave one block blank between parts of the name. Do not write MR / MS / SHRI / SMT, etc. If space is insufficient, use initials for middle name(s). Thus Hari Krishna Shiv Prasad Shrivastava may be written as HARI K S P SHRIVASTAVA
16. **Father's Name & Mother's Name :** Write similarly. Do not write MR / SHRI, MRS / SMT, etc.
17. **Date of Birth:** Use dd-mm-yyyy format. Thus if your date of birth is 14 April 1987, you should fill in 14 04 1987
18. **State of Eligibility for Qualifying Examination:** Write the code JH if you are appearing for / have passed the qualifying graduate examination from Jharkhand. Else write code NJ if you are appearing for / have passed the qualifying graduate examination from other States (see Sec 7).
19. **Place of Study:** Candidates may select any 1 or any 2 or any 3 or all 4 choices of Place for Study (Centre) by putting bold tick mark on the circles against the names of the Centres. However, please ensure all Choices are clearly marked at the time when form is submitted. Correct way to tick : [✓]
20. **Choice of Counselling Centre:** Select any ONE and delete the others.
21. **Caste:** Tick the box for General / SC / ST / OBC as the case may be. If you belong to the SC, ST or OBC category, enclose photocopy of caste certificate in proper format **signed by appropriate authority of rank not less than SDO**. (See also Note after instruction 10 above).
22. **Other Category:** Select the appropriate special reservation category if applying under any such category (Sec 7). Candidates applying under the Physically Handicapped category must provide photocopy of disability certificate in proper format from appropriate authority. Candidates applying under the Defence / Sportsperson category must provide photocopy of certificate in proper format from appropriate authority. Current students of BIT and wards of BIT employees must provide proper proof / certificates from appropriate authority.
23. **Please ensure that your CAT Test Registration No of 7- digits, CAT Center Code, Verbal Percentile Score and Total Percentile Score in CAT-2008 are filled accurately in the appropriate spaces.** The Institute will shortlist candidates for counselling on the basis of verbal percentile score and total percentile score in CAT-2008.
24. **Educational Record:**
 - a) Percentage Marks in graduation: Please calculate as mentioned under eligibility criteria
 - b) No. of attempts: If you are in final year of the graduation course / qualifying examination, write "APP" under column for "No. of attempts". Enclose photocopy of certificate from Principal of your Institute stating that by 30 June 2009, you will have appeared for examinations in all subjects required for obtaining your bachelor's degree.
 - c) Subjects: Use abbreviations - Phys, Math, Stat, Eng, Eco, etc
 - d) Certificates: See also instructions 9, 10 and 21 above.
25. **Complete Postal Address:** Write clearly in capital letters, provide pincode, STD code and telephone number, mobile number and e-mail id
26. **Declaration and Undertakings:** The candidate must sign the declaration, and also the undertaking after reading them. A parent or legal guardian should sign the second undertaking.
27. **Acknowledgement Cards:** Write your name and address clearly, with pin code and enclose the card with your completed application.

3. Eligibility Criteria for the full-time MBA programme

- 1) **Candidates must have appeared in CAT – 2008**
- 2) **In addition, candidates should have secured Verbal Percentile Scores and Total Percentile Scores which conform to the requirements prescribed in our relevant announcements, that is, they should have secured Verbal Percentile Scores and Total Percentile Scores which are at least equal to the cut-offs given in our notifications**
- 3) 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 (10+2+3 system) after completing higher secondary schooling (Class 12 or equivalent).
- 4) Candidates of B.Sc. / B.A. / B. Com. Honours must have minimum 55% marks in average (45% for SC/ST) in their Honours subject. Candidates of BBA and other graduate courses must have minimum 55% marks in average (45% for SC/ST) in graduation, marks to be computed as average of marks obtained in ALL subjects in which candidate has appeared (excluding optional subjects).
- 5) Candidates with qualifications acquired through correspondence or distance-learning programmes are eligible only if they acquired such qualifications as working professionals / while in employment.
- 6) Candidates appearing for final examinations of their Bachelor's programme in 2009 can also apply, and if selected can join the programme provisionally. At the time of the counselling they must bring a certificate in original from the Principal of their Institute certifying that:
 - a) By 30 June 2009, they will have appeared for examination in all subjects required for obtaining their bachelor's degree.
 - b) They have obtained requisite marks as per item (4) above, based on latest available grades / marks.

Selection Procedure: Based on Total Percentile Scores in CAT-2008

Their admission will be confirmed only when they submit the mark sheet and a certificate of having passed the Bachelor's degree / equivalent qualification with requisite marks as per item (4) above. They must submit proof of passing their final examinations with requisite marks by 31 October 2009. Non-fulfillment of this condition will automatically result in the cancellation of the provisional admission.

Notes:

- (1) Candidates with foreign diplomas should see the EdCIL website for equivalence (<http://www.edcil.co.in>), and if required should obtain an equivalence certificate well in advance from the evaluation division of the AIU (website <http://www.aiuweb.org>).
- (2) In case any Board / University awards grades instead of marks, the calculation of equivalent marks would be based on the procedure prescribed by the Board / University. In case a University does not have any scheme for converting CGPA into equivalent marks, the equivalence would be established by dividing obtained CGPA with the maximum possible CGPA and multiplying the resultant with 100.

4. How to Apply, Expected Dates of Counselling and Selection Procedure

How to Apply:

The MBA 2009 Application Material may be obtained in person from Accounts Office at Mesra or any of our Extension Centres during working hours on all working days, from 2 March 2009 up to 21 April 2009, on payment by crossed Demand Draft for Rs. 1,200/- in favor of Birla Institute of Technology, payable at Ranchi. See back cover for addresses and contact details.

To obtain the MBA 2009 Application Material by post, send a crossed demand draft for Rs. 1,250/- in favor of Birla Institute of Technology, payable at Ranchi, along with a covering letter and two slips of paper of size 10 x 10 cm with your name and address clearly written in block capitals, and telephone number, to Dean Admissions at Mesra or Director of any of our Extension Centres. See back cover for addresses. Write MBA - 2009 on the envelope. **Postal requests must be received by 15 April 2009.**

To apply for the programme, eligible candidates must EITHER

- A) Complete the online application form on our website, and send a printout of the completed form with 2 recent colour photographs (one pasted on the form and one attached by clip to the form), along with photocopies of all certificates (see Sec 2), and a crossed Demand Draft for Rs. 1,200/- in favour of Birla Institute of Technology, payable at Ranchi, to the office of **Dean Admissions, Birla Institute of Technology, Mesra, Ranchi – 835215 positively by the due date**

OR

- B) Complete the printed application form provided with the MBA 2009 Application Material, and send the duly completed form with 2 recent colour photographs (one pasted on the form and one attached by clip to the form), along with photocopies of all certificates (see Sec 2), to the above address by the due date.

Notes:

1. The Institute will use CAT-2008 to shortlist candidates for the two-year full time Post-Graduate Programme in Management commencing in July 2009. The CAT is the Common Admission Test, conducted jointly by the Indian Institutes of Management each year. Candidates must have appeared in CAT-2008. Only then should they obtain the MBA 2009 Application Material to apply for admission to the Post-Graduate Programme in Management (MBA) at BIT Mesra or its Extension Centres at Jaipur, Lalpur and Noida. **Candidates must provide their CAT- 2008 details when they fill their application forms.**
2. Although the Institute will use scores in CAT- 2008 to shortlist candidates for its two-year full time Post-Graduate Programme in Management, the IIM's have no role in the selection process or in the conduct of the programme.
3. **The last date for receipt of completed applications is 24 April 2009.**

Expected Dates of Counselling:

Based on the choices given in their forms, the list of candidates for each Centre will be notified on our website and updated regularly. Each Centre will shortlist candidates for counselling on the basis of their Total Percentile Scores in CAT-2008, provided they have applied for that Centre, and fulfill the eligibility criteria mentioned in the preceding pages and our advertisement / notification(s) on our website. Counselling schedules for each Centre, based on these scores, will be displayed by 7 May 2009 on the Institute website and Notice Boards at Mesra and concerned Extension Centres only. **No separate intimation will be sent to candidates.**

The counselling process will be held tentatively between 13 to 22 May 2009 at Jaipur, Mesra and Noida, at the addresses given on the back cover of this booklet.

Candidates may appear for counselling at Jaipur or Mesra or Noida as per their choice indicated in their application form.

Selection Procedure:

Provisional selections for the MBA programme will be based on:

- The total percentile obtained by a candidate in CAT 2008, provided he/she also attains a certain minimum verbal percentile in CAT 2008
- The Institute will not use group discussions or personal interviews in the selection process
- However, candidates must meet the minimum academic requirements (see minimum eligibility criteria)

Each Centre will make its own lists of provisionally selected candidates and waitlisted candidates after the counselling. Provisional selection lists, along with procedures for admissions, will be notified the day after the counselling, on the Institute website <http://www.bitmesra.ac.in> and Notice Boards of the Institute / concerned Extension Centres only. **No separate intimation will be sent to candidates.** Provisionally selected candidates will be required to take admission by the dates given. Seats remaining vacant will be allotted to waitlisted candidates. The list of waitlisted candidates will also be announced on the Institute website and Notice Boards of the Institute / concerned Extension Centres only. **No separate intimation will be sent to candidates.** Candidates must therefore see our website occasionally for updates or any other matters related to the admission procedures.

Documents required at the time of counselling:

Candidates must carry the originals of the following documents at the time of counselling, as well as one set of photocopies:

1. Pass certificate of Class 10
2. Marksheet of Class 10
3. Marksheet of Class 12 / Intermediate or equivalent
4. Marksheets of Graduation for graduates
5. Marksheets upto pre-final year for candidates graduating in 2009. They must also bring the following:
 - a) A certificate in original from the Principal of their Institute stating that by 30 June 2009, they will have appeared for examination in all subjects required for obtaining their Bachelor's degree.
 - b) A certificate from the Principal certifying that they have obtained 55% marks or equivalent (45% marks in case of SC/ST candidates) based on latest available grades / marks.
6. Candidates with qualifications acquired through correspondence or distance-learning programmes must carry proof that they have acquired such qualifications as working professionals / while in employment.
7. Admit Card of CAT-2008
8. Score Card of CAT-2008
9. Caste certificate / special category certificate (if applicable)
10. Two passport size photographs, identical to the photograph affixed in the application form

Documents required at the time of admission:

If provisionally selected, candidates will be required to submit all the above documents in original at the time of admission, along with the requisite fees.

Provisionally selected candidates appearing for final examinations in 2009 will be required to sign an undertaking at the time of admission on Non-Judicial Stamp Paper to the effect that if they fail to obtain the requisite marks in their qualifying examination (graduation) their admission will be cancelled. The deadline for submission of the marksheet / degree certificate is 31 October 2009, failing which the provisional admission will be cancelled. (Please see page 15 of this booklet for the format of the above undertaking).

Classes will commence from 24 July 2009 at all Centres.

5. The Master of Business Administration Programme

The 2-year (4- semester) Master of Business Administration (MBA) programme of the Institute is approved by the All India Council of Technical Education (AICTE).

The programme prepares students with requisite skills to make successful careers as business professionals in competitive situations. The course structure and contents are regularly updated to keep pace with changing business environments.

The programme helps students to develop the following talents:

- ❖ Strong analytical, problem solving and decision-making skills
- ❖ Global competencies and the ability to perform in cross-cultural environments
- ❖ The highest standards of integrity, ethics and social consciousness
- ❖ Communication, team building and other soft skills to become effective and industry ready managers
- ❖ Awareness of the socio-economic environment
- ❖ Personalities with socially desirable values and attitudes

The teaching methodology is practical, hands on and real time, rather than merely theoretical. Case studies, problem solving exercises, role-playing, management games and presentations are extensively used. The curriculum is planned so as to facilitate learning in theory and practice of all aspects of the discipline of management.

The MBA programme comprises of 4 semesters. The curriculum of the first two semesters provides the foundations in “basic management” courses. The curriculum of third and fourth semesters focuses on in-depth training in conceptual and practical aspects of functional and sectoral specialization and integrating courses.

The curriculum offers dual Functional Specialization along with Sectoral Specialization. Functional Specializations courses are offered in the broad areas of Finance, Human Resource Management, Marketing and System Management. The Sectoral Specialization courses equip a student with specialized competencies for a particular sector of industry. However, the final decision as to what Functional Specializations and Sectoral Specializations will actually be offered depends on the number of students opting for them.

Each student undertakes two projects during the tenure of the programme under the guidance of faculty members. The projects facilitate learning through practical application of the concepts.

One foreign language is included as a core subject in curriculum to fulfill the objective of developing global competencies in students. Currently the foreign language being taught by the experts is French.



6. The Course Structure for the MBA Programme

The total number of units required for an MBA degree is 28, of which all students must take 17 units of Core Courses (theory), 6 units from one group of Functional Specialization Courses (theory), 2 units from another group of Functional Specialization Courses (theory), 2 units from any one Sectoral Specialization (theory) and 1 unit Project (Sessional).

In Semester-I & Semester II all students will be offered 7 units of Core Courses (theory) per semester as given below:

Semester - I			Semester - II		
Code	Subject	Units	Code	Subject	Units
MB 701	Management Principles & Practices	1.0	MB 708	Business Communication	1.0
MB 702	Financial Management and Accounting	1.0	MB 709	Human Resource Management	1.0
MB 703	Organizational Behaviour	1.0	MB 710	Business Research	1.0
MB 704	Marketing Management	1.0	MB 711	Managerial Economics	1.0
MB 705	Quantitative Techniques for Management	1.0	MB 712	IT for Managers	0.5
MB 706	E-Business	1.0	MB 713	Operations Research	1.0
MB 707	Management of Manufacturing Systems	1.0	MB 714	Strategic Management	1.0
			MB 715	Foreign Language (French)	0.5
	Total	7.0		Total	7.0

Functional Specialization and Sectoral Specialization:

Students will be offered dual Functional Specialization. They will study 8 courses in any 2 areas of Functional Specialization, that is, 6 electives from any one Functional Specialization area below and 2 electives from any other Functional Specialization area. In addition to that, students will opt for 2 units from any of the Sectoral Specialization areas.

In Semester-III (total 7 units) students will be offered 6 units from any two Functional Specialization areas of their choice, and 1 unit from any one of the Sectoral Specialization areas.

In Semester IV (total 7 Units), students will be offered 2 units from their Functional Specialization areas, 1 unit from their Sectoral Specialization area, 3 units of core courses, and 1 unit of Project.

Semester - III		Semester - IV		
Subject	Units	Code	Subject	Units
Functional Specialization Courses	6.0		Functional Specialization Courses	2.0
Sectoral Specialization Course	1.0		Sectoral Specialization Course	1.0
		MB 761	Management Information System	1.0
		MB 762	Business Ethics	1.0
		MB 763	Business Environment and Law	1.0
		MB 764	Project (Field Assignment)	1.0
Total	7.0		Total	7.0

The Functional Specialization Areas and Courses are:

Finance Management Area (MB 716 to MB 723)		Marketing Management Area (MB 724 to MB 732)	
Code	Subject	Code	Subject
MB 716	Management of Financial Services	MB 724	Consumer Behavior
MB 717	Investment and Portfolio Management	MB 725	Marketing Research
MB 718	Corporate Finance	MB 726	International Marketing
MB 719	International Finance	MB 727	Industrial Marketing
MB 720	Corporate Taxation	MB 728	Advertising and Integrated Marketing Communication
MB 721	Management of Financial Derivatives	MB 729	Retail Management
MB 722	Corporate Accounting	MB 730	Services Marketing
MB 723	Cost and Management Accounting	MB 731	Sales and Distribution Management
		MB 732	Brand Management

Human Resource Management Area (MB 733 to MB 740)		System Management Area (MB 741 to MB 748)	
Code	Subject	Code	Subject
MB 733	Human Resource Planning	MB 741	R.D.B.M.S.
MB 734	Industrial Relations & Labor Laws	MB 742	Business Data Communication
MB 735	Recruitment, Selection and Training	MB 743	Enterprise Resource Planning
MB 736	Organizational Change and Development	MB 744	Programming Technology – I (C++)
MB 737	Organizational Theory and Design	MB 745	Programming Technology –II (Java Application)
MB 738	Compensation and Rewards	MB 746	Software Engineering
MB 739	Performance Management Systems	MB 747	Multimedia and Web Designing
MB 740	Individual and Group Behavior	MB 748	System Analysis and Design

The Sectoral Specialization Areas are:

Health Care Management (MB 749 and MB 750)		Operations and Manufacturing Management (MB 751 and MB 752)	
Code	Subject	Code	Subject
MB 749	Management of Medical and Health Services	MB 751	Technology Management
MB 750	Hospital Planning	MB 752	Supply Chain Management

Insurance and Bank Management (MB 755 and MB 756)		Hospitality Management (MB 753 and MB 754)	
Code	Subject	Code	Subject
MB 753	Bank Management	MB 755	Hotel Management
MB 754	Insurance Management	MB 756	Tourism Management

Agro –Business Management (MB 757 and MB 758)		Safety Management (MB 759 and MB 760)	
Code	Subject	Code	Subject
MB 757	Agro and Cooperative Management	MB 759	Safety Organization and Management
MB 758	Rural Marketing	MB 760	Accidents Prevention and Safety Acts

7. Total Number of Seats, Reservations and Seat Distribution

The number of seats offered in the MBA programme 2009 at various Centres is as given below:

Centre	Mesra		Lalpur		Noida	Jaipur
	JH	NJ	JH	NJ		
Number of seats	50	50	30	30	60	60

Reservations: Currently the Institute follows reservations as given below for its MBA programme.

- For all programmes at the Institute which are supported by the State Govt., the reservation criteria for SC & ST are as per the norms of the State Govt.
- For all other programmes the reservation criteria for SC & ST are as per the statutory norms of Central Govt. (SC -15% & ST - 7.5%)
- The Institute observes statutory reservation for physically handicapped persons (3%) at all its Centres in India.
- Upto 1% of the seats may be allotted to sons and daughters of defence personnel who have lost their lives or been disabled in service, who otherwise have qualified for admissions.
- Upto 1% of the seats may be allotted to candidates who are sportspersons and have represented their states at National level sports competitions, who otherwise have qualified for admissions.
- Subject to eligibility and availability of candidates, 20% of the seats may be allotted to girl candidates.
- Subject to eligibility and availability of candidates, 20% of the seats may be offered to candidates obtaining first degree of BIT during the year of admission desired.
- Some seats at the Extension Centres are reserved for candidates who are sons and daughters of serving employees of BIT, who otherwise have qualified for admissions.
- For Lalpur & Mesra, 50% of seats are reserved for candidates who have passed their qualifying examination from Jharkhand*.

However the final reservation proportion will depend on notification, if any, issued by competent authority and as accepted by the Institute.

*At Lalpur & Mesra 50% of the total seats are reserved for candidates who have passed / are appearing for their qualifying examination (graduation) from Jharkhand State, taking it as one zone and the remaining 50% for candidates who have passed / are appearing for their qualifying examination (graduation) from other states of the country. (The "State of Eligibility" of a candidate for the purpose will be determined on the basis of location of his/her College where he/she has passed/is appearing for the qualifying examination / graduation).

Codes of Zones

State of Eligibility	Code
Qualifying examination (graduation) from Jharkhand	JH
Qualifying examination (graduation) from other states	NJ

8. Financial Information for full-time MBA programme

Fees payable for the full-time MBA programme at various Centres

Fees Payable at a Glance		
Particulars	Mesra	Extension Centres
Total fees payable at the time of admission, including the fees for first semester	47000	46000
Fees payable for each subsequent semester	40000	40000

Details of Fees Payable for each subsequent semester		
Particulars	Mesra	Extension Centres
Tuition Fee, Registration Fee, Institute Examination, Library, Teaching Aids and other Student Facilities	37000	37000
Hostel Room Rent, General Maintenance & Electricity	3000	-
Off Campus Charges	-	3000
(A) Sub Total	40000	40000

Additional amount to be paid at the time of admission	Mesra	Extension Centres
University Enrollment Fee	1000	1000
Hostel Mess Deposit	1000	-
(B) Sub Total	2000	1000
(C) Caution Money (Refundable)	5000	5000
Grand Total (A + B + C)	47000	46000

Notes:

1. Hostel facilities are provided only at the Main Campus at Mesra.
2. Hostel mess charges at Mesra will be approximately Rs.1,700/- per month
3. Students will be expected to provide themselves with stationery and textbooks, etc, as prescribed for different subjects.
4. The Institute reserves the right to revise the fees and other charges at any stage.
5. For rules regarding refund of fees on withdrawal, please see separate Notice on Notice Boards.

9. Undertaking for candidates appearing for final examinations in 2009

Format of Undertaking to be typed and submitted on Non- Judicial stamp Paper, signed by Public Notary, at the time of admission by those candidates who are provisionally selected for the MBA Programme of the Institute, and who are appearing for their final examinations in 2009.

Please fill in all blanks, select relevant items and delete what is not applicable.

1. I, _____ S/o _____
resident of _____ P.S. _____
Dist. _____ hereby declare that I am fully aware that minimum marks for admission to MBA Programme of the Birla Institute of Technology is 55% (45% for SC/ST) in Honours / aggregate of all subjects in all years in graduate level and therefore I shall be disqualified for admission to MBA Programme of Birla Institute of Technology, if I do not secure minimum 55% marks (45 % for SC/ST) in Honours / aggregate of all subjects in all years in graduate level or equivalent eligibility qualification.
2. I belong to SC / ST / OBC / General category (strike out whichever is not applicable)
3. I do hereby undertake that since I have been provisionally allowed to appear in the selection procedure to MBA Programme although my graduation / equivalent eligibility qualifying examination has not yet been published, I shall not insist on extension / conversion of the provisional admission, if
 - i. I fail to secure minimum 55% marks (45% for SC/ST) in Honours / aggregate in all subjects in all the years in such graduation or equivalent eligibility qualifying examination, or
 - ii. I fail to produce the official result by the 31st October 2009.
4. I undertake that all the certificates / documents submitted by me are authentic and are issued by competent authority.
5. I undertake that if at any time during the programme I am found not to be eligible for admission for not having required marks in graduation, my admission shall be cancelled.

Counter Signed

(Guardian)

(Applicant)

Name & Address in Block Capitals

Name & Address in Block Capitals

Name _____

Name _____

Address _____

Address _____

The MBA 2009 Application Material along with the Information Brochure 2009 can be obtained in person or by post from Mesra and all our Extension Centres in India at the addresses given below, as per the schedules in our advertisements / notifications.

The MBA 2009 Application Material covers admission to the 2-year (4-semester) full-time MBA programme offered at the Birla Institute of Technology, Mesra, and our Extension Centres at Jaipur, Lalpur and Noida, which will commence in July 2009, (admission based on total percentile in CAT 2008).

Candidates interested in admissions to the MBA and Executive MBA programmes at our International Centres at Bahrain, Muscat and Ras Al Khaimah may contact the concerned International Centre for details at the addresses given below.

Centre	Addresses and contact details
Mesra	Dean Admissions, Birla Institute of Technology, Mesra, Ranchi 835215 Phone: PBX: 0651-2275444 / 896, 2276249 / 267 / 432 - Extn 469, & 2275868 (D) Fax: 0651- 2275401, 2276007, e-mail: admissions@bitmesra.ac.in
Allahabad	Director, Birla Institute of Technology Extension Centre B-7, Industrial Area, P.O. TSL Naini, Allahabad 211010 Phone: 0532- 2686668 / 2687363, Fax: 2687554 City Office: 14 Tagore Town, Allahabad 211002, Phone: 2465518 http://www.bitallahabad.ac.in, e-mail: bitecald@dataone.in / bitecald@bitallahabad.ac.in
Deoghar	Director, Birla Institute of Technology Extension Centre P.O. – Ratanpur, Jasidih, Dist. Deoghar, 814142, Jharkhand Phone: 9334654856 / 9308139037, Telefax: 06432-292565, e-mail: bitdeoghar@bitmesra.ac.in
Jaipur	Director, Birla Institute of Technology Extension Centre 27, Malviya Industrial Area, Jaipur 302017 Phone: 0141- 4019798 / 4019812, Fax: 2751601, e-mail: bitjaipur@bitmesra.ac.in
Kolkata	Director, Birla Institute of Technology Extension Centre Southend Conclave, 1582, Rajdanga Main Road, 4th Floor (On Gariahat - E M bypass Connector, opposite Siemens Building) Kolkata 700107, Phone: 033 – 24414542 / 24414456, Fax: 24414299 e-mail: bitkolkata@bitmesra.ac.in
Lalpur	Director, Birla Institute of Technology Extension Centre Lalpur, Ranchi 834001, Phone: 0651-2531817 / 2531676, Fax: 2531658 / 2531676 http://www.biteclalpur.ac.in, e-mail: bitlalpur@bitmesra.ac.in
Noida	Director, Birla Institute of Technology Extension Centre A-7 Sector-1, Noida 201301, Phone: 0120 – 2543484 / 2553661 / 3662, Fax: 2554146 http://www.bitnoida.in, e-mail: webmaster@bitnoida.in
Patna	Director, Birla Institute of Technology Extension Centre Near Patna Airport, P.O. Bihar Veterinary College, Patna 800014 Phone: 0612- 2223545, 3200853, Fax: 2223545, e-mail: bitpatna@bitmesra.ac.in

For admission to academic programmes at our International Centres, please contact the concerned Centre directly at the Addresses and Contact Details given below

BITIC Bahrain http://www.bitic.edu.bh	Director, BITIC, P.O. Box 31320, Budaiya, Kingdom of Bahrain Phone: +973- 17690025, Fax: +973- 17692879, e-mail biticadm@batelco.com.bh
BITEC Muscat http://waljatcolleges.edu.om	Director, BITEC, P.O. Box 197: Rusayl, Muscat, Postal Code: 124, Sultanate of Oman Phone: +968- 24446660, 24449194, 24449155, 24446899, 24446337 Fax: +968- 24449196/97, e-mail waljatcm@omantel.net.om info@waljatcolleges.edu.om, dean@waljatcolleges.edu.om
BITIC RAK UAE http://www.biticrak.ae http://rcast.org/bitcentre.htm	Director, BITIC, Knowledge Centre, RAK Free Trade Zone, P.O. Box 10141, Ras Al Khaimah, United Arab Emirates Phone: +971-7- 2274406, 2272203, 2274403; Fax: +971-7- 2284003, e-mail director@royalbit.ae