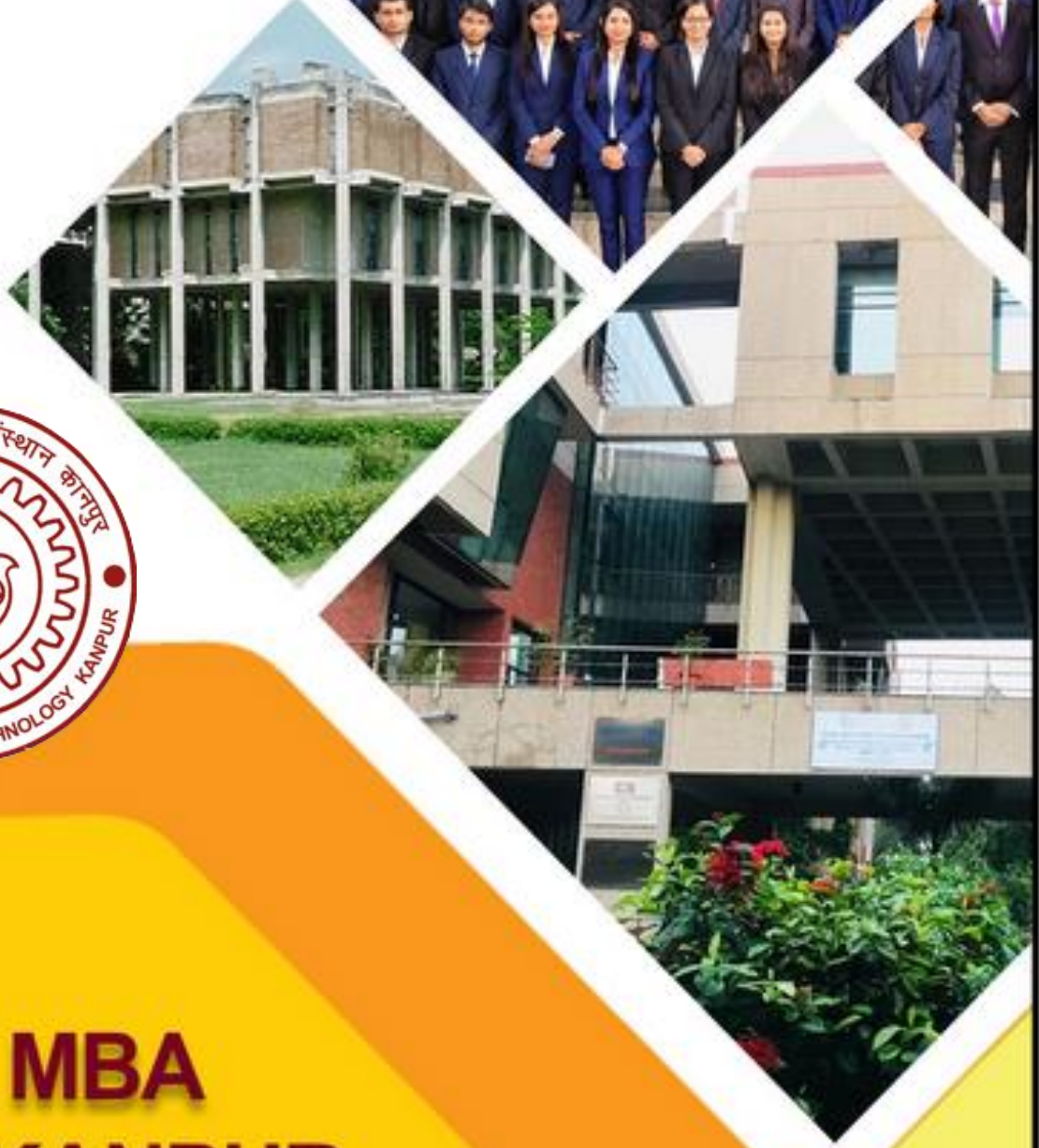


**DEPARTMENT OF INDUSTRIAL
AND MANAGEMENT
ENGINEERING**



**MBA
IIT KANPUR**

**INFORMATION BROCHURE
2021-22**

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Director's Message



Innovation in management is as important as the science and technology of any Engineering practice. MBA students of IIT Kanpur have been exhibiting leadership qualities and passion to serve the society as responsible managers of the corporate world, true to the IIT tradition.

Dr. Abhay Karandikar



Message from HOD



We are supremely confident that in years to come IME department with its rigorous and regularly updated syllabus, top notch research, innovative teaching techniques and active participation with industry will enforce the reputation of itself as well as that of IIT Kanpur as an enviable seat of higher learning.

Dr. B. V. Phani



THE INSTITUTE

IIT Kanpur is one of the premier institutes established by the Government of India in 1959. Since its inception, IIT Kanpur has been striving to develop into an institution of excellence in education and research in consonance with the contemporary and future needs of India. The combined record of its faculty and students along with the alumni spread across the world is awe inspiring.

With path-breaking innovations in both curriculum and research, the institute has carved an exclusive name for itself. The Institute offers its students an outstanding academic environment coupled with world-class infrastructure. Not only does it celebrate freedom of thought, cultivate vision and encourage growth, but it also inculcates human values and concern for the environment and the society. The special efforts to recruit talented faculty on a global basis and stringent admission procedures to select brilliant students across the country, ensures a pool of formidable intellectual capital at any given time in the campus. This helps in healthy and dynamic exchange of ideas which incubates leaders for the corporate world.



IME DEPARTMENT

Set up in 1974, the Department of Industrial and Management Engineering (IME) at IIT Kanpur is one of the first in the country to recognize the strength of combining the training of engineers with management education. The class being a heterogeneous mix of engineers from diverse fields naturally enriches the learning environment, turning it into a fountain head of vibrant ideas.



The program focuses on developing expertise in Analytics and Operations fields. It covers diverse topics from both the management and engineering paradigms. Statistical modeling, improvement of productivity, quality and profitability in the manufacturing sector, supply chain management and application of optimization techniques and Business Intelligence tools in economics, finance, marketing and IT are some of the areas to which students are exposed.



FACULTY PROFILES

Prof. Amit Shukla

FPM, IIM Lucknow
Emerging Employment
Relationship | Citizenship
Behavior | Psychological
Ownership

Prof. Anoop Singh

Ph.D., IGIDR Mumbai
Power / Energy Sector
Regulation | Policy & Finance
| Renewable Energy Policy &
Regulation

Prof. Avijit Khanra

FPM, IIM Ahmedabad
Inventory Control and Supply
Chain Management | Analysis
of Queues | Modeling and
Optimization

Prof. B.V. Phani

FPM, IIM Calcutta
Financial Intermediation
| Market Valuation and
Microstructure
| Entrepreneurial Finance

Prof. R.N. Sengupta

FPM, IIM Calcutta
Statistical Analysis | Risk
Management | Quantitative
Decision Techniques | Meta-
heuristics Techniques

Prof. Faiz Hamid

FPM, IIM Lucknow
Combinatorial Optimization
| Network Optimization
| Fuzzy Logic

FACULTY PROFILES

Prof. Devlina Chatterjee

Ph.D., IISc Bangalore
Business Economics
| Applied Economics
| Rural Economics

Prof. Shankar Prawesh

Ph.D., University of South Florida
Social Media Recommender Systems | Data Mining
| Evolutionary Computation and Agent Based Modeling

Prof. R.R.K. Sharma

FPM, IIM Ahmedabad
Quantitative Methods for Management
| Manufacturing Policy
| Strategic Management

Prof. Sri Vanamalla

Ph.D., IISc Bangalore
Applied Operations Research
| Optimization and Game Theory

Prof. S.C. Misra

Ph.D., Carleton University
Business Process Management
| Project Management | Supply Chain Management | Quality Management

Prof. Vipin B

Ph.D., IIT Madras
Decision Theory | Inventory Theory | Supply Chain Management

FACULTY PROFILES

Prof. Rahul Varman

FPM, IIM Ahmedabad
Personnel Management and
Industrial Relations
| Organizational Theory and
Social, Political, Legal
issues in Business

Prof. Suman Saurabh

FPM, IIM Ahmedabad
Corporate Finance | Financial
Derivatives | Mergers and
Acquisition

Prof. Deepu Philip

Ph.D., MSU Bozeman
Operations Management
| Decision Sciences | System
Simulation

Prof. Subhankar Mukherjee

FPM, IIM Calcutta
Development Economics
| Applied Microeconomics

Prof. Veena Bansal

Ph.D., IIT Kanpur
Information Technology and
Management | ERP systems
| E-Commerce

Prof. Jitendra Kumar

Ph.D., IIT Roorkee
Product & Brand
Management | Consumer
Behaviour

And many more Adjunct Faculty...

INFRASTRUCTURE

IIT Kanpur boasts of world-class infrastructure facilities. The IME department has been endowed with excellent computational facilities. Also, the department is equipped with the latest tools and systems used in the industries for the students to obtain hands-on experience. Having some of the most complicated software like product life cycle management, simulation, statistical analysis, financial modeling, process design, and control, etc. in the well-equipped laboratories allow the students to learn the vital skills enabling them to succeed in the future; both in industry and academia.



The IME department has the following facilities -



- Energy Analytics Lab
- Smart Systems and Operations Lab
- Product Lifecycle Management Lab
- Management Computing Lab
- Virtual Lab– Production Shop
- Simulation Lab of MHRD
- Management Simulation Lab
- Departmental Library

CURRICULUM

The curriculum comprises of course work imparting state-of-art business knowledge coupled with emphasis on experiential learning achieved through summer internship and special studies research and live projects.

SUMMER INTERNSHIP

The two year MBA program requires students to do summer internship at the end of first year between May-July for a period of two months. To assimilate the business concepts summer internship are encouraged in a wide array of business setting that include private industries, government institutions, start-ups and NGOs.

WINTER INTERNSHIP

As engineers, it is important for students to develop relevant work experience in the business domain of their interest. To facilitate learning from gaining practical experience, the students are allowed on an optional one month internship in the month of December.

CAPSTONE PROJECT (iitk.ac.in/ime/capstone/)

The Capstone project has been implemented after rigorous feedback from industry, faculty and our alumni. The broad objectives of the Capstone project are to:

- Inculcate the understanding of sustainability and innovation to bring the students in tune with the changing times and future requirements.
- Enable the students to not only implement function specific techniques and knowledge but also learn about the integrative skills where knowledge across specific streams can be applied to a real life problem.
- Enable the companies to benefit from the insights and solutions provided by the students while working on the Capstone project.

CURRICULUM

Courses offered by the MBA Program

Core Courses

- Marketing Management
- Accounting and Finance
- Organisation Structure and Design
- Economic Analysis for Management
- Quantitative Methods for Decision Making
- Production and Operations Management System
- Socio-Political and Ethical Aspects of Business

Finance

- Security Analysis and Portfolio Management
- Advanced Corporate Finance
- Advanced Financial Modelling
- Derivative Contracts
- Mergers and Acquisitions
- Financial Intermediation and Commercial Banking
- Project Financing and Management
- Credit Risk Management and Modelling
- Renewable Energy – Economics, Policy and Regulation
- PPP in Infrastructure

Human Resources

- Human Resource Management (HRM)
- Organizational Staffing
- Performance Management
- Employee Relations Management
- Introduction to Corporations
- Governance of Global Value Chains

Operations

- Manufacturing planning and Control
- Total Quality Management (TQM)
- Manufacturing Strategy
- Supply Chain Management
- Business Process Management
- Managing Service Operations
- Project Management
- Manufacturing Strategy
- Manufacturing Planning and Control
- Power Sector Reform & Regulation: Theory and Practice

CURRICULUM

Courses offered by the MBA Program

IT | Analytics | Strategy

- Macro-Economic Analysis for Management
- Statistical Modelling for Business Analytics
- Simulation of Business Systems
- Enterprise Integration with IT
- Business Management using Cloud
- E-supply Chain Management
- Strategic Management
- Social Media Analytics
- Management of Technology
- E-commerce and Big Data for Management
- Strategic Management

IME Department Courses

- Data Mining and Knowledge Discovery
- Advanced Statistical Methods for Business Analytics
- Introduction to game theory
- Probability and Statistics
- Introduction to Computing
- Stochastic Processes and Their Applications
- Computer Aided Decision Systems
- Analytics in Transport and Telecom
- Software Project Management
- Advanced decision models
- Applied Machine Learning
- Financial Engineering

Marketing

- Marketing Research
- Business to Business Marketing
- Consumer Behaviour
- Product Strategy and Management
- Brand Management

EVENTS AND ACTIVITIES



PRABHANDHAN

Prabandhan is the official management fest of IIT Kanpur. The objective of the conclave is to provide a common platform for academicians, industrialists, corporate professionals, research scholars, and young management students to share their knowledge and experiences and to discuss and solve the problems faced by the 21st-century businesses

ACCS: Analytics Event

Markovista : Marketing Event

Sanchalan : Operations Event

Karobaar : Business Event

Consulere : Consulting Event

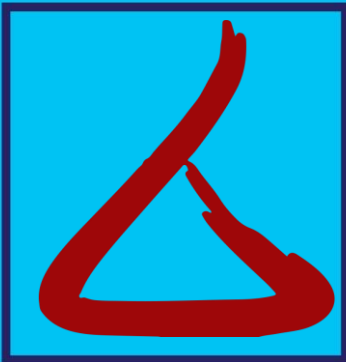
Regnant populi : HR Event

Vittraj : Finance Event



BUIZKRITI

Buizkriti is an integral part of the annual technical festival of IIT Kanpur. Techkriti and it captures a number of business events covering various facets of management. MBA students actively take part in Organizing these events with an immense participation from the students of prestigious B- Schools of India.



ANTARAGNI

Antaragni is an all-India intercollege cultural festival hosted by the Students' Gymkhana. Notwithstanding the academic rigor at IIT Kanpur, Antaragni serves to fuel the mettle in students. Over the years the festival has earned a reputation of being a complete "cult-fest" as it offers the participants a plethora of contests and professional performances by artists renowned worldwide.



REFLEXIONS

A confluence of who's who of the industry, Reflexions, will play host to Business Leaders from various industrial backgrounds to share their views and insights with the attendees.

EVENTS AND ACTIVITIES



ENTREPRENEURSHIP CELL

The E-Cell at IIT Kanpur envisions a time, when youth will look up to the new generation of CEO's and entrepreneurs as their modern day rock. The Students of MBA programme actively coordinate and head various divisions of E-Cell, IIT Kanpur.



AVANT GARDE

A biannual business magazine & e-newsletter was started by the MBA students at IIT Kanpur to serve as a platform for them to express their views on the major business events happening around the world, from the latest disruptive start-up to IPOs, to M&A's, to new legislation, the students give their point of view on how these affect the global business environment.

Extra Curricular Activities

Apart from Academics, students of MBA IIT Kanpur are engaged in one or the other events of IIT Kanpur. IIT Kanpur also provides many sports facilities for Cricket, Football, Hockey, Lawn Tennis, Badminton, Squash, Table Tennis, Basketball, Swimming, etc.,

Along with the Sports activities, there are also many clubs and hobby groups like Adventure Club, Chess Club, Skating Club, Dramatics Club, Tae-kwon-do club, Music Club, Quiz Club, Fine Arts Club, Literary Club, Opinion Society, Jogger's Group, Cycling Group and many more.

On the one hand, you can be incubating your startup, and on the other hand, you can be acting your heart out in Nukkad Natak.



LIFE @ IIT KANPUR

At IIT Kanpur, a typical day starts as you head with sleepy eyes dressed in your shorts to your morning class to be greeted by an enthusiastic professor. It only gets livelier as the evening dusks out into the night. From the 5 a.m. tea at MT to the 3.30 a.m. snacks at ChinaTown the campus is full of food and buzz throughout the day.

Each hall of residence has many facilities like a reading room, TV room, computer room, gymnasium which are open 24x7! So, all the bibliophiles, sports and movie buffs, and computer geeks can have the time of their life. Every room has a LAN connection with internet facility along with High-Speed Wi-Fi round the clock. The canteen in each hall is open from 2 pm to 2 am. Each hostel emphatically celebrates its Hall Day, and the event is fun-filled with delicious food and DJ night.

Fine art exhibitions, late-night acoustic performances, and general body meetings are among the many activities carried out in the open spaces of New SAC. The campus offers a big load of cultural, sports, and informal, fun events.

Amidst all this, you can be sure of adding some moments to the best times of your life.

ADMISSION CRITERIA & ELIGIBILITY

Eligibility Criteria for Applying to the Program:

Qualifying Examination

To apply for the academic session of 2021-2022, an applicant must appear for the CAT 2020 examination conducted by IIMs.

For GN, EWS and OBC(NCL) applicants

- Overall CAT-2020 score of 85 percentile and above.
- 65% and above in Class X and Class XII examinations.
- B. Tech. or B.E. or B. Arch. (with Mathematics as one of the subjects in Class XII), or four year degree program leading to B. Sc. Engineering (with Mathematics as one of the subjects in the UG program), or four year degree program leading to Bachelor of Science degree (with Mathematics as one of the subjects in the UG program), or Master of Science (with Mathematics as one of the subjects in the UG program), or Master of Arts in Economics (with Mathematics as one of the subjects in the UG program) with aggregate of 65% or a CPI of 6.5 on a scale of 10 from any AICTE recognized institute/university, IITs, NITs, and IIITs.

For SC and ST applicants

- Overall CAT-2020 score of 75 percentile and above.
- 55% and above in Class X and Class XII examinations.
- B. Tech. or B.E. or B. Arch. (with Mathematics as one of the subjects in Class XII), or four year degree program leading to B. Sc. Engineering (with Mathematics as one of the subjects in the UG program), or four year degree program leading to Bachelor of Science degree (with Mathematics as one of the subjects in the UG program), or Master of Science (with Mathematics as one of the subjects in the UG program), or Master of Arts in Economics (with Mathematics as one of the subjects in the UG program) with aggregate of 55% or a CPI of 5.5 on a scale of 10 from any AICTE recognized institute/university, IITs, NITs, and IIITs.

Candidates appearing for the final degree examination can also apply. Such candidates, if selected, will be admitted provisionally. They have to complete all the requirements of the qualifying degree at the time of joining the course.

For more information on EWS: <http://www.iitk.ac.in/doaa/data/GOI-OM-on-EWS.pdf>

ADMISSION CRITERIA & ELIGIBILITY

Note:

Online application process is likely to start from the next day of announcement of CAT 2020 results.

The following stages are involved in the admissions process for the M.B.A. program, IME Department, IIT Kanpur.

STAGE 1:

Apply through the online form, if you meet the eligibility criteria

STAGE 2:

Shortlisting of the applicants based on forms

STAGE 3:

Given the circumstances arising out of COVID-19 pandemic, IIT Kanpur would not be conducting a GD and interview process for the shortlisted candidates. Instead, the shortlisted candidates would be evaluated on the basis of their CAT Percentile Scores, Academic Background and Work Experience.

STAGE 4:

Merit List Preparation

Applicants belonging to different categories (GN, EWS, OBC(NCL), SC, ST, DAP(Differently Abled Person)) will be separately merit listed. The cut offs for different categories will be decided by the committee-in-charge for M.B.A. admissions of the IME department of IIT Kanpur. The approved norms on reservation (EWS:10%, OBC(NCL): 27%, SC: 15%, ST: 7.5% and DAP(Differently Abled Person): 3% horizontal across GN, EWS, SC, ST and OBC(NCL)) will be observed. Please check the latest approved norms of eligibility for reservation.

How to Apply:

Candidates who fulfill the above stated eligibility criteria can apply to the MBA program at IIT Kanpur by filling an online application form. The application fees for General and OBC(NCL) candidates is INR 1600/- and for EWS/SC/ST/DAP(Differently Abled Person) is INR 800/-. A candidate can apply to the MBA program only through online application process after CAT results are declared.

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Integration & Migration Solutions



GAIL (India) Limited



 Sapient®

HSBC 



Ecom
Express



 JUSPAY

 ZIRCA

 OPTUM™

 Mphasis
The Next Applied

For Detailed Placement Reports

Visit: <https://www.iitk.ac.in/ime/mba-placement-process>



For Detailed Students Profile

Visit: <https://www.iitk.ac.in/ime/mba-program-students>



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