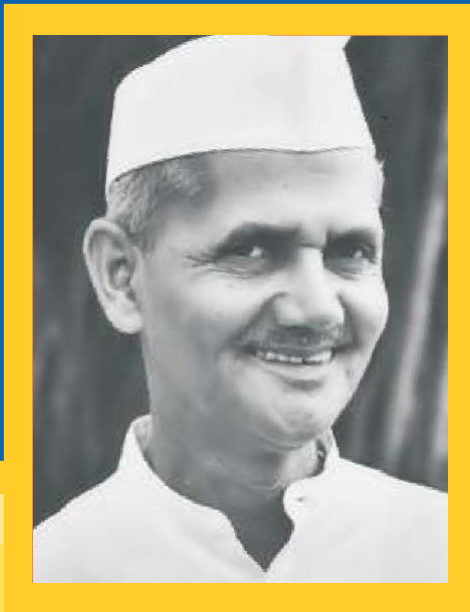


2022

MASTER OF BUSINESS
ADMINISTRATION



LAL BAHADUR SHASTRI
INSTITUTE OF TECHNOLOGY & MANAGEMENT, INDORE



“Too often the community views the businessmen’s aims as a means of selfish gain rather than a step towards advancement of general welfare. That impression can be removed only if business becomes fully alive to its social responsibilities and helps our society to function in harmony as one organic whole”

Lal Bahadur Shastri

"Prime Minister of India"

(October 2, 1904-January 11, 1966)



Shri Anil Shastri
Chairman, LBSITM, Indore



Dr. Alok Mittal
Director, LBSITM, Indore

Shri Lal Bahadur Shastri

A pragmatic and down to earth leader of the people of India, a fine statesman and an able administrator, with the moral and ethical attributes of a 'Mahatma' and a person of impeccable integrity, Shastri Ji was a inspiring leader dedicated do the welfare of the common man. He was deeply patriotic and courageous, having dedicated his life to the service of the nation. His commitment to the people of India was exemplary.

Shri Lal Bahadur Shastri was born on October 2, 1904 and was from a humble background. He rose to become the Prime Minister of India because of his grit, determination and honesty. A firm believer in the social responsibilities of business enterprises, he looked at the economic and social realities of Indian life with a clear vision, never allowing his judgment to be influenced by doctrine or ideological preconceptions. In the administrative sphere, he had original ideas, and was an innovator with a determination to give effect to new ideas. Shastriji's tireless dedication, to the cause of improving the welfare of the Indian people, is an inspiration to all those who look to the future with hope and confidence.

Shastri Ji felt the need for responsive and agile administration during his tenure as the Prime Minister of India. The appointment of an Administrative Reforms Commission to streamline Public Administration was one among many steps he took to make administration quick and responsive. Central Vigilance Commission was also set up by Shri Lal Bahadur Shastri to deal with corruption among government employees. He simultaneously realized the importance of developing high quality institutions, which could provide highly efficient administrators and managers according to future prospectus. His vision was later translated into reality when the Lal Bahadur Shastri National Academy of Administration was set up in Mussoorie, which was inaugurated by the then Hon'ble Prime Minister of India, Smt. Indira Gandhi. Shastri Ji passed away in Tashkent, the capital of Uzbekistan on January 11, 1966 after signing the famous Tashkent Declaration. In order to uphold his vision, Lal Bahadur Shastri Institute of Management (LBSIM), Delhi in 1995 by Lal Bahadur Shastri Educational Society and Lal Bahadur Shastri Institute of Technology & Management (LBSITM), Indore have been established in 2014 by Lal Bahadur Shastri Sewa Niketan, Delhi.



Vision

To become one of the top management and technology institution in the country known for its value based and accessible educational services, with focus on corporate excellence.

Mission

LBSITM's mission is to be a centre of excellence for value based management education and research, through continuous learning, societal responsiveness and strategic partnerships.

Value Proposition

Students : Follow Shastrivian ethics & moral values that reflect the realities of the marketplace.

Faculty : As intellectual property, industry advisors, capacity builders, facilitators, and entrepreneurial mentors.

Content of work : Work with social sensitivity; and for employment generation & corporate growth.

Transparency : Reflected in governance & principle based administration.

Work Culture : Value for values.

Collaboration : Strong collaborative relationships with corporate alumni, government and society.

Admission Procedure

Admission Eligibility Criteria : MBA

The candidate must hold a bachelor's degree of any university incorporated by an Act of the Central or State legislature 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. The bachelor degree or equivalent qualification obtained by the candidate must entail a minimum of three years of education after completing, schooling (10+2) or equivalent.

Candidates appearing for the final bachelor's degree/equivalent qualification examination can also apply. Deadline for submission of the mark sheet and certificate is December 15, 2020 and will be governed by admission score card of any one of the Nationally recognized Management Entrance exams like – CAT/ XAT/ MAT/ GMAT/ GRE/ CMAT/ CET/ LBSMAT or any other recognized test.

Step I- Registration at LBSITM

1. Application form can be downloaded from our website www.lbsitm.ac.in
2. No fee is charged by LBSITM towards application form for MBA program.
3. Filled in application form has to be sent to Admission Coordinator, Lal Bahadur Shastri Institute of Technology & Management, 409/3, Village- Solsinda, P.O.- Dharampuri, Tehsil Sanwer, District - Indore- 453551 (M.P.) or emailed to admissionlbsitm@gmail.com
4. Registration at LBSITM will be considered confirmed only if a token amount towards 'acceptance of seat' is submitted along with the following documents for academic year 2020-21 (Do not submit originals, only photocopies required)
 - 4.1) You are requested to send scanned copy of original documents on our e- mail id: admissionlbsitmindore@gmail.com with cc to yashinlbsitm@gmail.com .
 - 4.2) An early reply will enable confirmation of participation in the admission process as per university norms.
 - 4.3) Photocopy of documents required:-
 - a) 10th marksheet
 - b) 12th marksheet
 - c) Final semester Graduation marksheet & degree certificate
 - d) Samagra-ID
 - e) Domicile certificate
 - f) Income certificate [if you belong to sc/st/obc category]
 - g) Adhaar card
 - h) Score card of any national level recognized management entrance test viz CAT/ XAT/ MAT/ GMAT/ GRE/ CMAT/ CET/ LBSMAT
 - i) Cast certificate [if you belong to sc/st/obc category]
 - j) Transfer certificate
 - k) Passport size photograph - 5 copies
 - l) Migration certificate - if applicable
 - m) GAP certificate - if applicable
 - n) Blood group details

Step II - Registration & Enrolment at DTE Bhopal & DAVV Indore:-

MBA program is approved by AICTE, Ministry of HRD, Government of India & recognised by Directorate of Technical Education (DTE) Bhopal, Government of MP. All admission related registration formalities announced by AICTE/DTE & DAVV from time to time & within the dates declared on their websites will be final & binding on the candidate.

Course Curriculum

MBA (Full Time) 2 Years Programme



First Year MBA (Full - Time) First Semester

S.No.	Subject Code	Subject Name	Credit Hours	Cumulative Credit Hours
1	FT101C	PRINCIPLES AND PRACTICE OF MANAGEMENT	3	3
2	FT102C	QUANTITATIVE TECHNIQUES	3	6
3	FT103C	ACCOUNTING FOR MANAGERS	3	9
4	FT104C	IT & E-BUSINESS FUNDAMENTALS	3	12
5	FT105C	BUSINESS ENVIRONMENT	3	15
6	FT106C	ORGANIZATION BEHAVIOUR	3	18
7	FT107C	BUSINESS COMMUNICATION	3	21
8	FT108C	MANAGERIAL ECONOMICS	3	24
TOTAL CREDITS OF MBA 1 Sem.				24

MBA (Full - Time) Second Semester

S.No.	Subject Code	Subject Name	Credit Hours	Cumulative Credit Hours
1	FT201	OPERATIONS RESEARCH	3	27
2	FT202	OPERATIONS MANAGEMENT	3	30
3	FT203	ENTREPRENEURSHIP	3	33
4	FT04C	FINANCIAL MANAGEMENT	3	36
5	FT205C	MARKETING MANAGEMENT	3	39
6	FT06C	HUMAN RESOURCE MANAGEMENT	3	42
7	FT07C	BUSINESS ETHICS AND INDIAN ETHOS IN MANAGEMENT	3	45
8	FT208C	BUSINESS RESEARCH METHODS	3	48
TOTAL credits for MBA I & II Semester				48

Second Year MBA (Full - Time) Third Semester

Subject Code	Subject Name	Credit Hours	Cumulative Credit Hours
FT301C	SUPPLY CHAIN MANAGEMENT	3	51
FT302C	PROJECT MANAGEMENT	3	54

ELECTIVES COURSES (SELECT ANY TWO ELECTIVES GROUPS)				
ELECTIVES GROUPS -I: MARKETING MANAGEMENT				
Subject Code	Subject Name	Credit Hours	Cumulative Credit Hours	
FT303M	PRODUCT AND BRAND MANAGEMENT	3		
FT304M	ADVERTISING AND DIGITAL MARKETING	3		
FT305M	SALES & DISTRIBUTION MANAGEMENT	3		
ELECTIVES GROUPS -II: FINANCIAL MANAGEMENT				
Subject Code	Subject Name	Credit Hours	Credit for core Subjects upto III Sem.: 54	
FT303F	TAX PLANNING AND MANAGEMENT	3		
FT304F	INDIANA FINANCIAL SYSTEMS	3		
FT305F	BANK AND INSURANCE MANAGEMENT	3	Credits for Electives in III.Sem.: 18	
ELECTIVES GROUPS -III: HUMAN RESOURCE MANAGEMENT				
Subject Code	Subject Name	Credit Hours		
FT303H	INDUSTRIAL RELATIONS AND LEGISLATIONS	3		
FT304H	HUMAN RESOURCE DEVELOPMENT AND AUDIT	3		
FT305H	SOCIAL PSYCHOLOGY	3	Credits for Internship/fieldwork MRP: 04 Total Credits Upto III Sem.: 76	
ELECTIVES GROUPS -IV: INFORMATION TECHNOLOGY				
Subject Code	Subject Name	Credit Hours		
FT303I	WEB DESIGN AND TECHNOLOGY	3		
FT304I	MANAGEMENT INFORMATION SYSTEM	3		
FT305I	RDBMS USING ORACLE	3		
ELECTIVES GROUPS -V: PRODUCTION AND OPERATIONS MANAGEMENT				
Subject Code	Subject Name	Credit Hours		
FT303P	TECHNOLOGY MANAGEMENT	3		
FT304P	PRODUCT INNOVATION AND OPERATIONS PLANNING	3		
FT305P	PURCHASE AND MATERIAL MANAGEMENT	3		
ELECTIVES GROUPS -IV: BUSINESS ANALYTICS				
Subject Code	Subject Name	Credit Hours		
FT303B	INTRODUCTION TO BUSINESS ANALYTICS	3		
FT304B	PREDICTIVE MODELING	3		
FT305B	STATISTICAL PROGRAMMING IN 'R'	3		
FT306	MRP/INTERNSHIP/FIELD WORK	4		

Fourth Semester

Subject Code	Subject Name	Credit Hours	Cumulative Credit Hours
COMPULSORY SUBJECTS			
ET401C	BUSINESS LEGISLATION	3	57
ET402C	STRATEGIC MANAGEMENT	3	60

Advantage @ LBSITM Indore

- ❑ Excellent placement with multiple offers
- ❑ Strong Industry Connects. Winter, Summer and final Placement in leading organisations and final placements in Blue Chip Companies .
- ❑ Very affordable fees as compared to leading management Institutes. High Return on Investment.
- ❑ Chairman's Scholarship upto 25% of Program fees based on Merit-cum-Need of the student will be awarded to a max. of 15 students.
- ❑ 100 % assistance by Corporate Interface Cell of LBSIM, Delhi for Placements and Internships.
- ❑ Hostel facility available for all outstation students at "SELECT" locations in Indore City (with decent Amenities), separately for boys and girls.
- ❑ Complimentary pick and drop facility by Institute Bus on predetermined route.
- ❑ Global tie-ups with Foreign Business Schools/Universities; Optional One week International Immersion tour on changeable basis.
- ❑ Mandatory Regular attendance, Project Reports, Company Visits, Participation in Conferences, seminars & Workshops, winter and Summer Internships etc.
- ❑ Pedagogy includes Class Room Lectures, Case Studies, Role Plays, Quizzes, Presentations-individual & Group presentations.
- ❑ Students are evaluated continuously on the strength of above , besides mid/end term examinations and unannounced tests.
- ❑ Renowned Faculty having experience from IITs, IIMs, Business , Industry & Government.

Industry Institute Interaction

We live in a dynamic world where the industry keeps changing and evolving. To keep pace with these changes and to make sure that students get the right corporate exposure, we have the industry institute partnership cell. The key responsibilities of the cell are:

(a) Annual Outreach Programme

Annual Outreach is a week-long programme where students visit various industrial hubs across the country including Mumbai, Chennai, Delhi, Ahemdabad, Pune, Noida, Gurgaon and Hyderabad. LBSITM follows foot steps of it's mentor, LBSIM, Delhi, who has been the pioneer of the programme since 1997, which encourages and facilitates direct interaction with industry heads and corporate HRs. This activity allow students to understand the challenges and opportunities that exist in the corporate world.

(b) Industry Visit

LBSITM regularly organizes industry and factory visits for the students, so as to have a feel for operational production line as well as learn by observing different processes.

Lal Bahadur Shastri National Award For Excellence in Public Administration, Academics and Management 2019

Vice President M. Venkaiah Naidu honoured Former Secretary of Biotechnology Distinguished Women Scientist Chair (NASI) Dr. (Mrs.) Manju Sharma with the Lal Bahadur Shastri National Award for Excellence in Public Administration. A memento was presented to Shri Venkaiah Naidu. This was followed by a lamp lighting ceremony in front of Late Shri Lal Bahadur Shastri Ji's portrait in remembrance of his courage, honesty and sacrifices in the service of the nation. Shri Anil Shastri, Chairman: Board of Directors gave a warm welcome address to the esteemed guests.



Corporate Interface



As a part of Institute Industry Interface the students visited Panasonic Energy India Company Limited, at Pithampur, District Dhar (M.P.)



Selected students were taken for an industrial visit to Madhya Pradesh State Cooperative Dairy Federation Ltd plant, Indore in 2019. Students saw the state-of-the-art automated manufacturing processes following strict quality control measures.



Dr. Alok Mittal, Director, LBSITM, Indore addressing the gathering during Convocation - 2018.



Dr. Alok Mittal, Director LBSITM Indore (standing in 1st Row, Third from Right), amongst the Galaxy of Dignitaries, including His Holiness Shri Dalai Lama, Chairman, Shri Anil Shastri, Members- Board of Governors and Faculty at the glittering ceremony of Convocation-2018.



Students of LBSITM visited M/s Caparo Engineering India Ltd (Stamping Division) Pithampur Dhar (M.P.)



Audience in National summit on "Make in India" organized by LBSITM Indore



Member BOG Shri Adarsh Shastri, former country head M/s Apple Inc. and son of Shri Anil Shastri addressing enthusiastic students of Indore during marketing conclave organized in Auditorium LBSITM Indore.



National Summit in progress chaired by Shri Anil Shastri, Chairman LBSITM along with plant Head VECV and plant Head Case Construction Ltd. Pithampur

Campus Infrastructure

LIBRARY : The Learning Resource Centre

The library at LBSITM is one of the well-equipped libraries in terms of resources, services and infrastructural facilities. It offers a congenial learning environment for education and research. The Library acts as the main learning resource center of the institute. State-of-the-art Information Technology (IT) enabled services are in place to modernize its operations and services. The Library has acquired a collection of about 974 select documents in the form of books/reports and 447 non-book materials in different areas Online access to over 3,335 periodicals / journals. It has a dedicated E-Resource Centre for accessing electronic databases of journals and reference sources. Library has been subscribing prestigious J-Gate Social & Management Sciences Portal.



Computer Centre

The computer centre is equipped with latest hardware and software facilities to handle the requirements of the course curricula, students and faculty. The entire campus is having Wi-Fi connectivity. The centre has one server room, one computer lab and one language lab. The Computer labs have a total capacity of sixty students.



Institute Bus

Complimentary pick & drop facility by institute Bus on predetermined route.



Faculty

Core Faculty-

Prof. Dr. Alok Mittal

Professor & Director
B.E. (Mechanical), MBA (Marketing), PGDOM, M.Com (IB), Ph.D. (Management)

Prof. Dinesh Wadhwa

Project Incharge, Chair Placements & Industry Institute Interface
BE (Hons) (BITS Pilani), PGDSM (Hons) (JBIMS Bombay), MBA (OPR), AMIE, Chartered Engr.

Prof. Sumit Chopra

Assistant Professor & Exam Coordinator
B.Com, M.A. (Eco.), PGDM (Marketing), MBA (HRM), Pursuing PhD (Management)

Dr. G. L. Sharma

Professor
M.Com, Ph.D. (University of Rajasthan)

Dr. Gauri Chauhan

Assistant Professor & In-charge Academics
BBA, MBA (Finance and Operations), PhD (Management)

Dr. Praveen Gupta

Associate Professor
M.Sc. (Physics), MBA (FMS, Delhi), PhD.

Dr. Anuj Verma

Associate Professor
B.Com (Hons.), MBA, PhD.

Dr. Sushil Kr. Dixit

Assistant Professor (Sr.)
LL.B., MBA, PhD

Dr. Gaurav Joshi

Assistant Professor (Sr.)
MBA (Marketing/Finance)
PhD (Management/ Agribusiness Management)

Prof. Raj Goswami

Asst. Professor & Admission Coordinator
B.Com, M.Com, MBA (Finance)

Dr. Sheetal Chhabra

Assistant Professor and Placement Coordinator
B.Sc, MCM, MBA, PhD (Management)

Visiting Faculty-

Prof (Dr) Anant Gwal,
MBA (Eco) , Ph.D

Prof. Rajiv Gupta,
B.E.(PE), PGDFM, PGDCM, MBA (Fin)

Prof. Harshwardhan Pathak,
B.E.(Mech), PGDIM, UGC (NET)

Prof Akhilesh Dubey,
B.Sc (IT), MBA (HR & MKT)

Prof. Ujjesh Sinha,
M.Sc (Hons), CAIIB

Prof. Neal Jain,
B.Com., Master of Tourism Administration

Prof. Anamika Sisodia,
Academic Associate -IIM INDORE,
MBA (HR & MKT), B.Sc.(Bio)

Prof. Siddharth Bajpai
ADCA, B.Sc. (Electronics),
MBA (Marketing & Production)

Dr. Ram Krishna Vyas
B.E. (Mechanical), MBA, PhD

Dr Jyoti Gaur
M.A. (Yoga, pursuing), MBA (HR),
MSW, MA (Rural Development),
M.Phil (Rural Mgmt), Ph.D

Prof. Prabir Kumar Bose
B.Sc. (Hons), B.Ed & CAIIB

Prof. Sonal Goyal
B.Sc , MBA (HRM)

Prof. Ritu Tiwari
Practicing Company Secretary

Dr. Sachidanand Pachori
B.Com, M.Com, MBA (Finance)
Ph.D(Management) & CA

Prof. Ravindra Pujari
B.Com, M.Com & MBA (Marketing)

Prof. Mayank Sharma
B.Sc(CS), M.Sc(CS), Advance Certificate in IT Mgmt
& B.Ed (Pursuing)

Dr. Vishwas Sharma
BA, MBA, NET, JRF
& Ph.D (Management)

Prof. Rachit Sharma
BBA & MBA (Marketing)

Prof. P.K. Banerjee
B.E. (Mechanical) & MBA (Human Resource
Management)

International Guest Faculty

Prof. (Dr.) Kanika Gandhi
Doctoral Fellow
School of Engineering Sciences,
University of Skovede, SWEDEN,
Data Mining & Decision Sciences

Advisory Body

Mr. Anil Shastri

Chairman
Lal Bahadur Shastri Institute of Management, Delhi

Mr. Vijay Deshpande

Vice President – HR
JK Tyre & Industries Ltd., Delhi

Dr. Ram Krishna Vyas

Former Dean, FMS
Devi Ahilya University, Indore

Prof. Madhu Vij

Professor
Faculty of Management Studies
University of Delhi

Dr. D.P. Goyal

Professor
Information Management
Management Development Institute, Gurgaon

Mr. Vijay Tuli

Vice President (Operations) &
Plant Head, Mahindra & Mahindra
2 Wheeler Division, Pithampur, MP

Mr. Manoj Goyal

Former-Vice President (Procurement & Logistics)
Volvo-Eicher Commercial Vehicles Ltd., Pithampur, MP

Mr. Shrenik M. Khasgiwala

Founder - Laniäkéa Holdings
Tower 5, Planet Godrej, Mumbai

Dr. Jayasimha K.R.

Associate Professor & Chair EPGP
Indian Institute of Management, Indore

CA C.P. Gupta

Chairman
Kach Motors Pvt. Ltd., Indore

Dr. D.K. Srivastava

Director
LBSIM, Delhi

Dr. G.L. Sharma

Head: New Projects
LBSIM, Delhi

Dr. Alok Mittal

Director
LBSITM Indore

Mr. Dinesh Wadhwa

Member-Secretary
LBSITM Indore

Board of Governors

- **Shri Anil Shastri** - Chairman
Former Union Minister & Chairman,
Lal Bahadur Shastri Institute of
Management, Delhi
- **Shri Sunil Shastri** - Member
President, Lal Bahadur Shastri
Seva Niketan
- **Dr. Deepak Shrivastava** - Member
Director, LBSIM, Delhi
- **Prof. G.L. Sharma** - Member
Head: New Projects,
Lal Bahadur Shastri Institute of
Management, Delhi
- **Prof Ram Krishna Vyas** - Member
Former Dean, Faculty of
Management, DAVV, Indore
- **Dr. Ritu Bhargava** - Member
Advocate, Indore
- **Shri Mudit Shastri** - Member
Deputy General Manger,
Dish TV, Delhi
- **Prof. S.N. Naik** - Member
Professor, IIT - Delhi
- **Prof. S.K. Mishra** - Member
Associate Professor, IIM, Indore
- **Mr. Jimmy Anklesaria** - Member
Management Consultant
- **Mr. Sanjay Nath Singh** - Member
- **Dr. Alok Mittal** - Member
Director, LBSITM, Indore Secretary

Prominent Recruiters



Shri Anil Shastri, Chairman LBSITM, Inaugurating National Seminar



LAL BAHADUR SHASTRI INSTITUTE OF TECHNOLOGY & MANAGEMENT, INDORE

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