ADMISSION BROCHURE
MBA PROGRAM
(TWO YEARS FULL TIME COURSE)
Session 2022-23
CONTENTS

1. Message from the Director
2. Message from the HOD
3. Mission, Vision & Values
4. Introduction
5. MBA Programme
6. Infrastructures
7. Admission
8. Internship
9. Placement
MESSAGE FROM THE DIRECTOR
National Institute of Technology, Agartala

Prof. H.K Sharma

Dear Applicants,

Greetings! National Institute of Technology Agartala is an institute of national importance, transformed by MHRD, Government of India, in the year of 2006 from a state level technical institute. The institute is formally known as Tripura Engineering College (TEC) and it was established in the year of 1965. At present, the institute is offering higher educational degrees like PhD, M.Tech, M. Sc, MCA, MBA, B.Tech. etc. in the fields of Technology, Science and Management with a world class campus of all kind of facility and it is a matter of great pride that the institute is now recognized for its excellent academic and extra-curricular standard. The students are actively engaged in research, consultancy and developmental activities. The School of Management has started its journey in July 2012. It was established to meet the growing demand of management aspirants of north-east region as well as India. Since July, 2019 the department of Humanities & Social Sciences and the School of Management merged and now they are functioning as a single department. A blend of industry and academic faculty members nurtures the budding leaders of tomorrow. Industry-Institute interface is strengthened when students undergo six to eight weeks summer internship. The focus of the Dept. of MHSS, is to provide an all round development of the management students with high standard of professional ethics and value system. I am confident that with the concentrated efforts of all stakeholders, the Department of MHSS will scale new heights of excellence in the years to come.
MESSAGE FROM THE HOD

NIT Agartala, an Institution of National Importance, is a centrally funded Institution, setup to impart quality technical education into various levels of higher learning. MBA programme at NIT Agartala commenced from the academic session of 2012-13. It is a privilege of the Department of Management, Humanities & Social Sciences (MHSS) to offer the programme. While NIT Agartala, initially envisaged as a pioneering Institute for imparting engineering education in the country, the courses on Humanities and Social Sciences have been recognized as an integral part of engineering education. Along with diverse academic subjects, the department is home to a wide variety of interdisciplinary collaborations, path-breaking research projects, and unique areas of study.

Today’s engineering students find their studies incomplete without getting a fair knowledge of Business Management. It is on this premise, most of the prominent engineering institutes have started to offer MBA programmes. NIT Agartala is also no exception to that. Moreover, unlike many other institutions, NIT Agartala does not confine itself to training the engineering graduates only in its MBA programme. Infact, equal opportunity of growth is given to students from non-engineering background also. Currently, the department is offering two years (four semesters) full time MBA Programme with different elective areas like Financial Management, Human Resource Management and Marketing management, Operations & Analytics, General Electives(Open electives), Entrepreneurship Development(Open electives). The students may also opt for a combination of specialisation during 3rd and 4th semester of the programme.

The compulsory summer internship of one and half months’ duration in various corporate houses at the end of 1st year makes the student familiar with the real corporate environment. The internship programme, in conjugation with industry visits and various interactive sessions with corporate personalities help the students understand the current business scenarios more effectively. All these are duly supplemented by a well thought of course curriculum. The computer lab of the Department equips the students with necessary skills of using software and understanding its business applications, while the language lab helps to nurture the communication skill of the students. Our MBA program is designed to equip our student with analytical, conceptual, functional and leadership skills with strong foundation in human values. Experimental learning with the help of case studies, projects and industrial interaction make our students motivated high performers and handle responsibilities in a challenging business effectively.

I extend my best wishes to all the aspirants and assure that under the mentor-ship of dedicated faculties of this department they shall be able to take full advantage of opportunities offered to them.
MISSION, VISION & VALUES

**Mission**
Committed to serve the global society by nurturing and fostering the human intellectuality with distinct skills and knowledge by cutting edge technology, innovation and research in the field of management, humanities and social sciences.”

**Vision**
To emerge as a center of excellence in creating human capital with social ethos that has potential to become assets in corporate world contributing to the economic development of the society.”

**Objective**
a) To impart cutting edge knowledge and skills in the field of management, social sciences and humanities and to prepare global leaders and technocrats.
b) To achieve global excellence in education, research and training through innovation and technology.
c) To collaborate with national and international institutions, the government, industries and other counterpart organizations in the application of knowledge for sustainable development and betterment of the society.
d) To serve the society for social and economic development with integrity and commitment.
INTRODUCTION

About NIT Agartala

The National Institute of Technology Agartala is a technology-oriented institute of higher education established by India's Ministry of Human Resource Development in Agartala, India. It was founded as Tripura Engineering College in 1965 and declared a National Institute of Technology (NIT) in 2006. It is a technical institute in India along with all other NITs and IITs. It is recognized as an Institute of national Importance, by an act of the Parliament of India. NIT Agartala is a prestigious institute of higher education producing meritorious students, those are coming from all over India, with excellent growth and universal recognition since its inception in the year 2006. The institute has carried out the dispersion of quality education and pioneering research in the field of science and technology, management, and also provided Social upliftments and rural developments in the remote region of the North East India. The Institute is located in the midst serene greenery having picturesque natural beauty. The Institute is 4 km away from National Highway (NH-44) and about 24 km away from Agartala, the capital city of Tripura. Agartala is linked with the rest of the country by road and also by railway line via Silchar and Guwahati. It has got direct Air Link with Kolkata, Delhi, Chennai, Bangalore, Hyderabad, Guwahati, Silchar and Imphal. The nearest rail station from the institute campus is about 2 km away (Jirania). The Institute campus is connected with the national highway by an all-weather metallic road. Regular transport facilities are available from and to Agartala.

About Department of MHSS

The School of Management started its operation since July 2012. It has been established to meet the growing aspirants of Techno Managers in the country specially to meet the demand of North Eastern Region of the country. Looking at the economic potential of the North-Eastern states, a management school was a logical extension to National Institute of Technology, Agartala. Masters of Business Administration (Full Time) programme was started with the purpose of administering quality management education to aspiring managers to mould them as competent professionals and good human beings equipped with social ethics. The Department of Humanities & Social Sciences was established with an objective of making an engineer enlightened with adequate knowledge of his/her surroundings. The Department offers undergraduate courses in Economics, Costing, Management Principles and Communicative Skill Development. Besides that, it encourages the students to actively take up research in various fields of Humanities and Social Sciences. The School of Management and the Department of Humanities & Social Sciences have merged into Department of Management, Humanities & Social Sciences with effect from the academic session 2019-2020. Currently the Department is offering Masters of Business Administration (Full Time) Programme and Ph.D. (Full Time/Part Time) in Management, Humanities & Social Sciences.
MBA PROGRAMME

This Program is aimed at providing in–depth understanding to students in technical, human and conceptual skills necessary for a successful manager with specialization in different functional areas like Financial Management, Marketing Management, Human Resource and Operations & Analytics, General Electives (Open electives), Entrepreneurship Development (Open electives). The teaching strategy for this program oriented towards the application of knowledge with live cases and teaching aids. There is a six weeks summer internship programme for students, after completion of first year course to develop business acumen.

The two years' programme leading to the Masters in Business Administration comprises of the following core areas:
1. General Management
2. Organization Theory and Practices along with Human Resources Management skills
3. Accounting and Financial Management
4. Operations Research and Information Technology Management
5. Marketing Management
6. Entrepreneurship Development
7. Operations Management

MBA Course Curriculum

<table>
<thead>
<tr>
<th>SEMESTERS</th>
<th>MILESTONES</th>
</tr>
</thead>
<tbody>
<tr>
<td>First (July–December)</td>
<td>Foundation courses on different aspects of management along with focus on communication skill and personality development</td>
</tr>
<tr>
<td>Second (January–May)</td>
<td></td>
</tr>
<tr>
<td>May - June</td>
<td>Mandatory Summer Internship Program (SIP)</td>
</tr>
<tr>
<td>(at least 6-8 weeks duration)</td>
<td></td>
</tr>
<tr>
<td>Third (July - December)</td>
<td>Deep understanding of area specific specialized courses and practical projects</td>
</tr>
<tr>
<td>Fourth (January - May)</td>
<td></td>
</tr>
</tbody>
</table>
## COURSE STRUCTURE

### FIRST SEMESTER
1. Quantitative Techniques
2. Accounting for Managerial Decisions
3. Organizational Behaviour
4. Managerial Economics
5. Business & Environmental Law
6. Marketing Management
7. Systems Lab

### SECOND SEMESTER
1. Human Resource Management
2. Business Communication
3. Business Research
4. Financial Management
5. Macroeconomic Environment & Policy
6. Operation Research
7. Business Information System
8. Seminar

**Note:** Compulsary Summer Internship Programme after second semester

### THIRD SEMESTER
1. International Economics & Global Business Management
2. Strategic Management
3. Production & Operations Management
4. Elective 1
5. Elective 2
6. Elective 3
7. Elective 4 (Open Elective)
8. Summer Internship
9. Seminar

### FOURTH SEMESTER
1. Business Ethics and Corporate Governance
2. Project Management and Entrepreneurship
3. Elective 5
4. Elective 6
5. Elective 7
6. Elective 8 (Open Elective)
7. Dissertation
8. Grand Viva
## Specializations

<table>
<thead>
<tr>
<th>THIRD SEMESTER</th>
<th>FOURTH SEMESTER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sales and Marketing Management</strong></td>
<td><strong>Financial Management</strong></td>
</tr>
<tr>
<td>1. Advertising &amp; Sales Promotion</td>
<td>1. International Marketing</td>
</tr>
<tr>
<td>2. Business to Business Marketing</td>
<td>2. Consumer Marketing</td>
</tr>
<tr>
<td>3. Services Marketing</td>
<td>3. Rural Marketing</td>
</tr>
<tr>
<td>4. Brand &amp; Product Management</td>
<td>4. Retail Marketing</td>
</tr>
<tr>
<td>5. Sales &amp; Distribution Management</td>
<td>5. Digital Marketing</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Human Resource Management</strong></th>
<th><strong>Operations and Analytics</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Training &amp; Development</td>
<td>1. Production and Inventory</td>
</tr>
<tr>
<td>4. Organizational Development and Management of Change</td>
<td>4. Logistics and Supply Chain Management</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Financial Management</strong></th>
<th><strong>Human Resource Management</strong></th>
<th><strong>Operations and Analytics</strong></th>
</tr>
</thead>
</table>
## Specializations

<table>
<thead>
<tr>
<th>THIRD SEMESTER</th>
<th>FOURTH SEMESTER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>General Electives</strong></td>
<td><strong>Entrepreneurship Development</strong></td>
</tr>
<tr>
<td>2. Enterprise Risk Management</td>
<td>2. Financing the Entrepreneurial Business</td>
</tr>
</tbody>
</table>

### Note:

1. The Department will decide the course and elective areas to be offered depending upon, number of student register in a particular course and availability of the faculty.
2. Combination of LTP may change depending upon the finalization of the course contents.
3. Student shall select total 4 electives from any one group of specialization (for Major) and two electives from rest of the groups (as one electives from one group).
4. Elective-IV and Elective –VIII (Open Electives) may be selected from any elective group except major and minor or from SWAYAM COURSES (Credit 3).
5. At least, one month internship will be completed by the students within 3rd Semester of the MBA program. Student may undertake the internship during summer vacation, winter vacation, other holiday period and week end period.
OUR FACULTY MEMBERS

The Department has a balanced strength of faculty resources having rich experience in academic & industry. These highly skilled, qualified members come from several interdisciplinary thrust areas to impact quality teaching and undertake research & development consultancy which caters to the ongoing business and industry needs.

Core Faculty Members

Dr. Debasis Neogi  
Professor & HoD  
M.Sc (Economics), Ph.D., Jadavpur University, UGC-NET-JRF (Economics), PGDBM

Dr. Gyanabati Khuraijam  
Assistant Professor Grade 1  
M.A., Ph.D (Manipur University)

Dr. Anirban Dutta  
Assistant Professor Grade 1  
M.Sc in Economics(BU), MBA(BESU),Ph.D(NITID)

Dr. Rajib Mallik  
Assistant Professor  
PGDBM(RPI), MBA(TU), Ph.D.(SU)

Dr. Sonit Dutta  
Assistant Professor, MBA (AUS), BLIS(IGNOU), Ph.D.(AUS)

Dr. Amlanbrata Chakraborty  
Assistant Professor  
MBA (CCSU), LLM(KSOU), Ph.D.(TU)

Dr. Kaju Nath  
Assistant Professor  
Ph.D.(Rajib Gandhi University)

Dr. Anuradha Nongmaithem  
Assistant Professor  
M.Phil, Ph.D.(Madras Univ)

Dr. Amit Bikram Chowdhury  
Assistant Professor  
M.Sc(Economics), Ph.D.(NIT A)

Mr. Bidyasagar Debnath  
Teaching Assistant  
M.Com (Calcutta University)

Mr. Nabendu Debnath  
Teaching Assistant  
M. Com. (Tripura University) UGC NET

Ms. Jayasree Tripura  
Teaching Assistant  
BA (DELHI UNIVERSITY), MA (AMITY UNIVERSITY, NOIDA), PH.D (PERSUING)

Faculty Members from Allied Dept.

Dr. Mantu Das,  
Assistant Professor

Mr. Dhrubajyoti Bhowmik  
Assistant Professor

Visiting Faculty Members

Dr. Tridib Chakaborty  
Professor(Rtd.),IIM-Kolkata

Dr. Pankaj Dutta  
Associate Professor,SJM-SOM  
IIT Mumbai

Dr. K. Chakaborty  
Professor, Emporia State Univ- USA

Dr. A. Dutta  
Associate Professor, NIT-Duragapur

Dr. A. Banik  
Professor, IMI – New Delhi

Mr. Tamal De  
Vice President, Deutsche Bank

Mr. R.K. Banerjee  
Ex-Under secretary, Govt. Of India

Mr. Praveen L Agarwal  
Director of Industry and Commerce, Govt of Tripura

Mr. P.P. Sengupta  
Professor, NIT-Durgapur

Dr. S.K. Dey  
Professor(Rtd), VGSOM-IIT Kgp

Dr. S.K. Panda (IAS)  
Ex-Chief Secretary to Govt of

Mr. Pratap Kumar Garg, IA&AS

Mr. Syamantak Chatterjee  
Branch Manager, Axis Bank

Mr. S.K. Roy  
GM, PRAN Beverages India Pvt. Ltd.

Mr. N.P. Topno  
GM & I-O-C, Reserve Bank Of India

Mr. G. Bandyopadhyay  
Associate Professor, NIT-Duragapur

Mr. Satish Kumar Garg, IA&AS

Dr. Ranjan Chaudhuri  
Associate Professor, NITIE- Mumbai
The campus of NIT Agartala is supported by a number of facilities and infrastructures.

Also we have
- Cafeteria
- ATMs
- Banks
- Post Office
- Market & Shops
- Gym
- Sports Complex
OUR EVENTS

In the era of Globalization the focus of Management Programmes is to deliver socio-economic & socio-cultural sensitivity and global relevance to the management education through innovative learning, exposure & a series of related initiatives. This is why, Dept. of MHSS, NIT Agartala has created an opportunity to undertake various co-curricular activities like “Moksha” & “Aayam” and the objectives are to create dynamic managers for tomorrow.

M-Matrix (Marketing Event)
It is an event based on business simulation concept. Since its inception it has been very popular and that is why every year new things are being added to develop this concept.

Apogee (Business Event)
Creativity and innovation and capacity of analysis is necessary for business managers. Keeping this thing in mind students are required to develop business plans. The plans are analyzed by experts and the plan which is finally selected is placed for presentation.

e-BAAT (2021)
An electronic banking awareness and training program organised by the collaboration of RBI(Reserve Bank of India) and NITA. The session was an interactive as the speakers and students discussed many topics of the future.
OUR EVENTS

Lecture Series

Even when the classes were held in online mode, the Department arranged lecture series with experienced faculties, alumnies, senior officials from corporate sector. This helped the students to interact with the speakers and throw their questions.

Celebration of International Women’s Day

After a long break from the physical classes, the Department of MHSS again came to life with the celebration of International Women’s Day on 8th March. The event was organised by the students of 1st year 2021 batch. Our respected faculty took part with their whole heart and helped the team to complete the event successfully,
ADMISSION PROCEDURE

Eligibility Criteria

Graduates of fulltime regular course in Engineering discipline with 60% of marks [CGPA/CPI of 6.0 in 10 point scale] and for any other disciplines with 55% of marks[CGPA/CPI of 5.5 in 10 point scale] with a valid CAT/CMAT/GMAT/MAT/Institute level test score. A relaxation of 5% or 0.5 in CGPA/CPI in a 10 point scale on graduation marks maybe extended to the SC/ST candidates.

Final year appearing candidates may also apply.
1. A valid GMAT score will be applicable for foreign students only.
2. Students appearing at their final year graduation examination may also apply (with eligibility criteria up to last completed semester). Such candidates, if selected, will be admitted provisionally and candidates have to submit certificate of completion of the graduation degree within 30th September, 2022. If they are not able to fulfil the eligibility criteria or unable to submit certificate of completion of the graduation degree, their admission will stand cancelled.

Application Fee (Non-refundable)
Rs. 1000/- for OP/OBC candidates.
Rs. 500 for SC and ST candidates.

Intake: 38 (Reservations as per the rules of Government of India).

Selection Process:
The steps involved in MBA Admission are as follows :-

**Step 1:** Screening of applications on the basis of performance in entrance (CAT/CMAT/GMAT/MAT/Institute level) examination.

**Step 2:** Performance in Group Discussion (GD) and Personal Interview (PI)

**Step 3:** Profile of the Candidate.

Selection Criteria:
The following are the weightage allotted for different stages of selection process:

- Personal Interview: 25%
- CAT/MAT/GMAT or Institute level exam: 50%
- Profile: 10%
- Group Discussion: 15%
ADMISSION PROCEDURE

Tuition Fee Structure

<table>
<thead>
<tr>
<th>Semester</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Semester</td>
<td>Rs. 41325</td>
</tr>
<tr>
<td>2nd Semester</td>
<td>Rs. 28925</td>
</tr>
<tr>
<td>3rd Semester</td>
<td>Rs. 30900</td>
</tr>
<tr>
<td>4th Semester</td>
<td>Rs. 28700</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>Rs. 1,30,200</td>
</tr>
</tbody>
</table>

Hostel Fee Structure

- **Per Semester**
  - Rs. 25,200

**Note**: Fees may change time to time

Important Dates related to MBA Admission:-

<table>
<thead>
<tr>
<th>Activity</th>
<th>Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Publication of Newspaper Advertisement</td>
<td><strong>20th March, 2022</strong></td>
</tr>
<tr>
<td></td>
<td>(Sunday)</td>
</tr>
<tr>
<td>2. Last date of receiving the Application from</td>
<td><strong>19th April, 2022</strong></td>
</tr>
<tr>
<td></td>
<td>(Tuesday)</td>
</tr>
<tr>
<td>3. Uploading the name of short listed &amp; eligible candidates for PA</td>
<td><strong>9th May, 2022</strong></td>
</tr>
<tr>
<td>based on CAT/MAT/GMAT,etc and uploading the name of short listed</td>
<td>(Tentative)</td>
</tr>
<tr>
<td>candidates for Institute level written test on the institute website.</td>
<td>(Monday)</td>
</tr>
<tr>
<td><a href="http://www.nita.ac.in">www.nita.ac.in</a></td>
<td></td>
</tr>
<tr>
<td>4. Institute level written test for <strong>MBA Admission</strong></td>
<td></td>
</tr>
<tr>
<td>5. Result of short listed and eligible candidates for PA process</td>
<td>To be Notified</td>
</tr>
<tr>
<td>for GD &amp; PI from institute level test</td>
<td></td>
</tr>
<tr>
<td>6. Personal Appearance(PA) for GD &amp; PI with original documents for</td>
<td></td>
</tr>
<tr>
<td>verification.</td>
<td></td>
</tr>
<tr>
<td>7. Uploading the list of selected candidates.</td>
<td></td>
</tr>
<tr>
<td>8. Submission of admission fee for provisional admission through</td>
<td></td>
</tr>
<tr>
<td>online transfer to A/C</td>
<td></td>
</tr>
<tr>
<td>9. Notification of Vacent Seats if available</td>
<td></td>
</tr>
<tr>
<td>10. Provisional admission from waiting list.</td>
<td></td>
</tr>
</tbody>
</table>
DEPT OF MHSS

Internship Placement:

- Assam Power Distribution Company: 2 students
- Big Bazar/Future Group: 1 student
- Indian Tobacco Company: 5 students
- JK MOTORS: 1 student
- Peacock Solar: 3 students
- Ramakrishna Forgings Ltd: 1 student
- Ramky Enviro Engineers Ltd: 1 student
- Shriram Life Insurance Company: 6 students
- Study Table: 1 student
- Tripura State Co-operative bank: 13 students
- Yotta Infrastructure Solutions: 1 student
PLACEMENT STATISTICS

FOR THE SCHOOL OF MANAGEMENT

Placements from 2013-2019

Average and Highest CTC 2013-2019
PLACEMENT STATISTICS

FOR THE DEPARTMENT OF MHSS

Placements from 2019-2022

Average and Highest CTC 2019-2022
PLACEMENT

OUR ACADEMIC PARTNERS
FOR ENQUIRY

FACULTY CO-ORDINATORS

Dr. Sonit Dutta  
Assistant Professor, Department of MHSS  
sonit_dutta@yahoo.co.in  
9859186648

Dr. Amit Bikram Chowdhury  
Assistant Professor, Department of MHSS  
amitphd12@gmail.com  
8787363757

DEPARTMENT OF MANAGEMENT, HUMANITIES & SOCIAL SCIENCES  
NATIONAL INSTITUTE OF TECHNOLOGY AGARTALA

Barjala, Jirania  
Agartala-799046  
Tripura West  
E-mail: admission.mhss.nita@gmail.com  

Visit: https://www.nita.ac.in/  
or  
scan

ADMISSION BROCHURE | MHSS | 18
FOR ENQUIRY

STUDENT CO-ORDINATORS

Mr. Uddesh Roy
1st Year  MBA, Department of MHSS
uddeshroy77@gmail.com
9362744933

Mr. Gourab Majumder
1st Year  MBA, Department of MHSS
gourab.btvm@gmail.com
8837245928

DEPARTMENT OF MANAGEMENT, HUMANITIES & SOCIAL SCIENCES
NATIONAL INSTITUTE OF TECHNOLOGY AGARTALA

Barjala, Jirania
Agartala-799046
Tripura West
E-mail: admission.mhss.nita@gmail.com

Visit : https://www.nita.ac.in/
or
scan