

PROSPECTUS



L. N. MISHRA COLLEGE OF BUSINESS MANAGEMENT

An autonomous College under

**B. R. AMBEDKAR BIHAR UNIVERSITY
MUZAFFARPUR**

Post Graduate Programmes

"Where dream gets wings to fly"



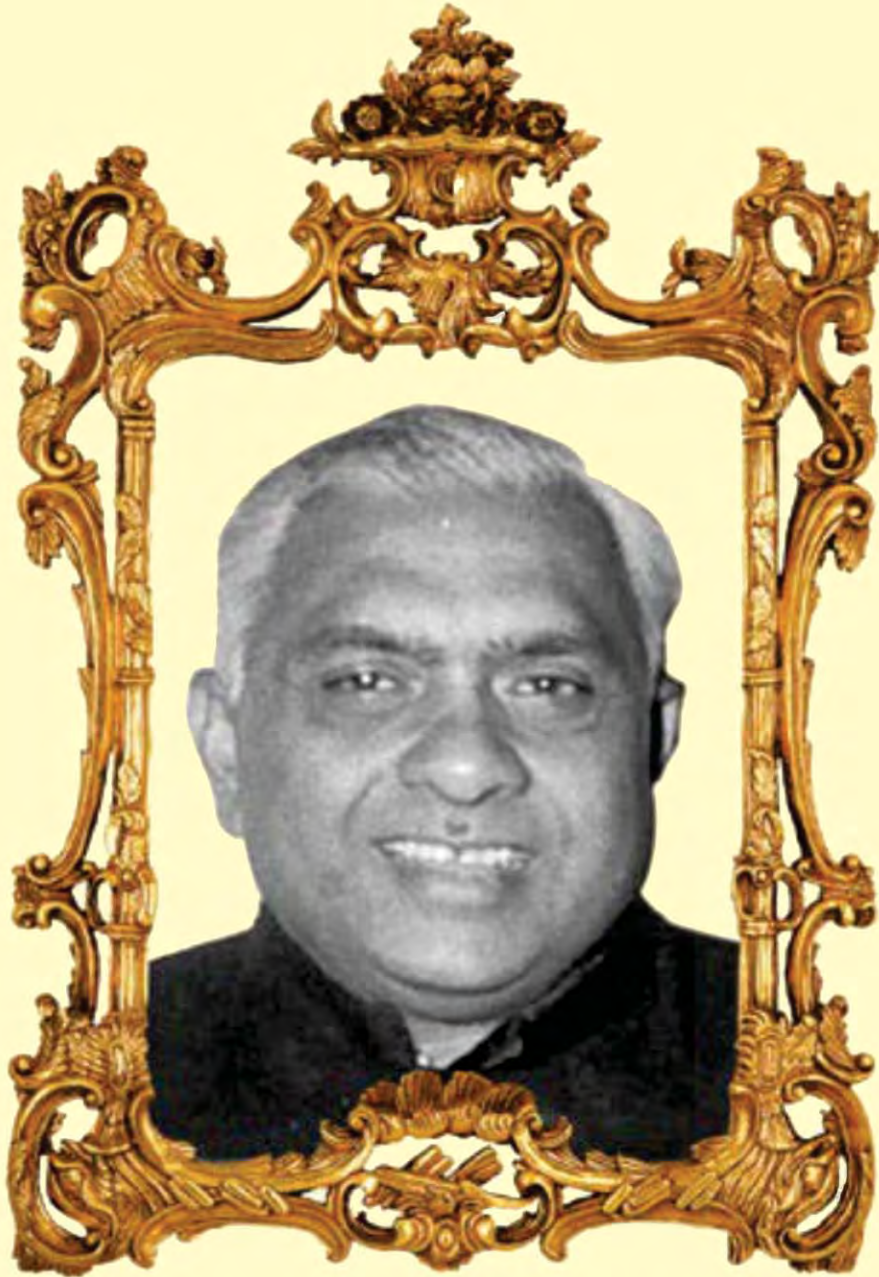
Cambridge Assessment
English

Authorised Exam Centre

(A Part of University of Cambridge, UK)

Affiliated to UGC, Approved by AICTE and
Department of Higher Education, Govt. of Bihar

Our Inspiration



Pt. LALIT NARAYAN MISHRA

2nd February 1922 - 3rd January 1975

(Former Railway Minister, Government of India)



Message from Founder Chairman

Founded in 1973, Lalit Narayan Mishra College of Business Management, Muzaffarpur (Bihar), has established itself as a top class Professional College and succeeded in carving a niche for itself among the well positioned institutions in the country. Under the active mentorship of dedicated faculty and students follow a cutting-edge curriculum to keep pace with the changing business realities. World-class academic resources are drawn upon to impart students with analytical and problem solving approach through the pedagogy with methods ranging from quantitative analytics to a more qualitative and holistic case analyses.

College is deeply involved in Research and Consultancy. The teaching methods are planned to be pertinent and modern with

regular association with industries. It constantly evaluates the developments in the business world and in the society at large, and tries to be pro active in meeting the challenges. The College aspires to imbibe the culture of excellence and value and serve the students and industry with great dedication. Over the years our academic programmes have enabled our students to update their knowledge and their skills and climb the career ladder while serving many sections of society. L. N. Mishra College is acknowledged as a centre of academic excellence, offering IT, Management and Education faculty at par with the best in the country.

Dr. Jagannath Mishra

Former Chief Minister, Bihar
and

Former Minister, Govt. of India



From Director's Desk

L. N. Mishra College of Business Management is spread over a majestic six acres of land with a built up area of 60,000 Sq. ft., having about 1500 under graduate and 330 post graduate students on rolls. The college works with the holistic purpose of providing world class curriculum, reputed faculty and modern facilities for aspiring business leaders. The achievement ratio of its excellent pedagogy has led to placement of its students at leading corporate houses all over the country as well as overseas. In a survey Conducted by Competition Success Review (CSR), the College has been declared as a Centre of Excellence for learning. The college has been successfully producing about 600 professionals, both men and women from Bihar on a yearly basis, all of them simultaneously contributing to the ever growing reputation of the college throughout the country and abroad.

We at L. N. Mishra College constantly encourage our students to have a holistic view of situations and approach them with open minds, and in achieving this we take them through an engaging learning method coupled with high ethical standards. We are committed to offer highest quality training in business education in India. We are also deeply focused to place equal prominence in research and knowledge creation. The college diligently prepares its students to be tomorrow's leaders, management thinkers and entrepreneurs.

The college provides facilities to take up innovative methods of teaching in accordance with the developments in the academic world and also take care of the developments in industry and commerce. In our pursuit to remain a leader in the creation, synthesis and spread of knowledge beneficial to the current and forthcoming generations, we are constantly striving to improve the quality of our academic programmes. Our endeavour is to optimize the usage of resources and infrastructure in an integrated fashion to improvise, augment and reinforce the students' relationship. The college puts special emphasis in building mutually beneficial relationships with communities, government and private organizations for the sound placements of students.

Over the years we have worked towards establishing a vibrant foundation that would install a spirit of entrepreneurial leadership, attitude to create innovative resources and aptitude for their application toward global prosperity. We are committed to offer affordable education of international standard, improve the quality of academic activities and support programmes continuously. We zealously partake in "Making and Maintaining India Strong" through fostering its talented youth with a global orientation that cares and contributing towards building a 'New India'.

Dr Kameshwar Mishra



Vision

The vision of LNMCBM is to accomplish and approve excellence in every sphere of its teaching, maintaining and developing its position as a world-class College to enrich international, national and regional communities through the expertise of its graduates.

Mission

The mission is to offer affordable and quality education to all students, develop the quality of academic activities and implement the best of academic practices.

Campus

Spread over a majestic six acres of land with the total built - up area of 60,000 Sq. ft, L. N. Mishra College of Business Management, Muzaffarpur, was established in 1973. For more than four decades, the college established itself as a centre of excellence imparting professional courses. The college has lush green campus, solar energy, wi-fi connectivity and state of the art infrastructures. The campus is under CCTV surveillance with 24 x 7 security.



Hon'ble His Excellency Shri Ram Nath Kovind visiting the campus on the eve of Annual Day Celebration, February 2016



Classroom

Our class rooms are equipped with constant, ubiquitous connectivity and are updated with technology so that learners may be able to adjust as early as possible with the changes happening now a days. The College has well designed and equipped air conditioned classrooms having adequate space. Bespoke audio/visual aids, LCD projectors, interactive board, laptop, portable sound system make the learning experience a world class one. Class tests on weekly or fortnightly pattern, quizzes, presentation etc. are some regular features of our classrooms. Both theoretical and practical centric classroom teachings are encouraged to ensure better learning experience.

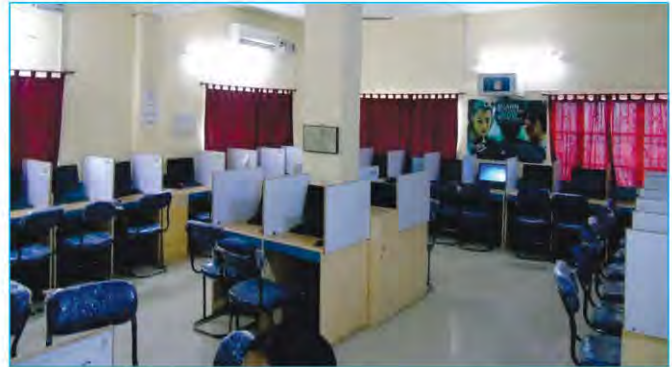


IT Centre

The use of technology in the classroom can enhance learning. There's a whole world of tools online that allow teachers to provide more skill-building knowledge than ever before. Keeping this view the college management pays keen interest on practical exposure to students with information technology.

The college houses three extra large state of the art computer labs equipped with modern technical aids, having more than 300 computers, interconnected over

LAN through Lenovo server. The computers are connected to WIFI connectivity. All three labs are sufficient to provide one to one sitting/usage facility on computers for unlimited duration. The students are given 'free hours on computer for open exercise of their knowledge'. There are additional Computer Organisation Lab for practical exposure on hardware, its organisation and architecture.



Language lab

To address the basic shortfall of language teaching/ learning a standard and premium edition of digital language lab with extensive study material has been set up in the college. It encourages cooperative and collective learning through its interactive and live sessions. Practice sessions with instant scoring facility enable the learners to asses and review their individual development. The target is to facilitate proficiency in four basic skills of language learning i.e. Listening, speaking, Reading and writing (LSRW) which ensures the ability to communicate effectively at workplace.



Reading Room

The College has a reading room where students can browse through relevant reference books, journals, national and international weekly, fortnightly, monthly and annual magazines, leading national dailies, newsletters, and project-reports. It remains open for 12 hours from 7am to 7 pm and is supervised by a team of active and efficient support staff.



Library

The college library is a power house of information for faculty members, students, reserchers and anyone associated with the institution. Accessibility to knowledge resources from diverse sources, countries and authors facilitate better learning environment. Keeping this in view the library of the college under the guidance of a professor in- charge has been made well furnished and attempts are taken rigorously to achieve excellence. The library subscribes to 52 Indian and 21 foreign journals and has got 65,000 volumes. The library also have e-books and e-journals of national and International repute. A large number of volumes of current publications are added every year. It also boasts of housing back volumes of elite publications including Harvard Business Review etc. The library has more than 200 CDs and VCDs, annual reports, newsletters, research publications, Ph.D., thesis, and project reports for the benefit of the researchers. The 'open access system' facilitates free accessibility to books on the shelf in contrast to off the shelf accessibility. The library has been modernised by installing Computerised Library Information System for faster access to information.



Cafeteria

The cafeteria comes live with ideas and innovation as students throng the space after classes and spend time conversing with peers, seniors and juniors. This is also the place that builds inter-personnel skills through interdisciplinary and inter-curriculum conversations. This brings freshness to the beleaguered brains and prepares them for the next set of classes. Hot snacks and soft drinks served in the cafe offer delightful company to the students.

Coffee Corner



Bankers

The College is armed with "in-house" service of UCO Bank, a nationalised bank, to ease money matters of the students. Syndicate Bank located 350 metres away from the college also serves the needs of students. Alliance with the University Branch of State Bank of India is another advantage. The Banks provide educational loan to the students.





BEC (Business English Certificate) Certificate Distribution Ceremony

Cambridge Assessment English is a part of the University of Cambridge, United Kingdom (UK) a not-for-profit organization involved in developing and producing the most valuable range of qualifications for learners as well as teachers of English, worldwide. Over 5 million Cambridge English exams are taken each year in more than 130 countries and more than 20,000 universities, employers, government ministries and other organizations rely on Cambridge English exams and qualifications as proof of English language ability. Cambridge English Qualifications are in-depth exams that make learning English enjoyable, effective and rewarding. CAE qualifications are based on research into effective teaching and learning. They motivate people of all ages and abilities to learn English and develop practical skills for the real world. CAE unique approach encourages continuous progression with a clear path to improving language skills. Each of CAE qualifications focuses on a level of the Common European Framework of Reference (CEFR), enabling learners to develop and build speaking, writing, reading and listening skills.

Cambridge Assessment English also provides the world's most comprehensive range of English language teaching qualifications and courses. CAE also provide a range of free resources and support materials to help teachers in the classroom. CAE work with teachers every step of the way to give learners the practical English language skills to succeed in the real world.

The students of LNMCBM have to take BEC (Business English Certificate) which is tailored to meet the workplace language proficiency of a professional graduate. It focuses on the usage of English in real world business situations e.g. meetings, presentations, tele conferences etc. The students are imparted training during the college hours by the trained teachers of the respected exams. It is a two stage examination and has three levels (Preliminary, Vantage and Higher) varying in the level of complexity. LNMCBM is the only authorised Exam Centre for Cambridge Assessment English (CAE) in Bihar.

Students' Welfare

Scholarship

Veena Mishra Medha Chhatravrithi

As a tribute to our Former Member of Governing Body and an eminent educationalist late Veena Mishra Ji, the College has decided to felicitate two students (Girls) having highest marks obtained in their final semester of BBA and BCA courses by paying **Rs.25000/-** (Twenty five thousand) respectively for their higher studies through "Veena Mishra Medha Chhatravrithi" scheme from the year 2018 onwards .

Madan Mohan Jha Memorial Merit Scholarship

In the memorable honour of Late Madan Mohan Jha, Former Principal Secretary, Education Department, Govt. of Bihar for his contribution in the field of education, the college is awarding Merit Scholarship of Rs. 24,000 (twenty four thousand) since 2008 to the students who have been admitted in MBA with highest MAT score.

Other Scholarships

The students of this college are being given scholarship from Govt. of Bihar and Bihar State Minorities Corporation as per their rules.

In addition Mahindra Finance has also awarded Scholarship to some students selected on the basis of their performance in selection test conducted by them.



Sports

For well grounded all round personality development, the College, in addition to academic pursuits also pays full attention to games and sports. The College has Football, Cricket, Volleyball Grounds, a Gym facility and Indoor Games facilities.



Common Room

The College provides co-educational learning programme. A modern common room armed with modern amenities has been created for students to spend leisure/off classes timings.

Medical Facilities

To meet any eventuality, the College provides first aid medical support to students, faculty and staff. The College has tie-up with medical practitioners/consultants to provide free medical care to students as when required.

Students Safety Package Insurance

All the admitted students in the College are covered under "Students Safety Package Insurance" from The New India Assurance Co. Ltd. Premium amount is paid by the College which covers the accidental insurance during their studentship at this College alongwith the facility of payment of the remaining course fee of the students in case of accidental death of their parents.



Cultural Activities

Cultural programmes are organised by students with support from faculty members in pursuit of multidisciplinary connect and exploration of talents.

Students' Committee

To make the students creative, innovative, and to develop and expedite their managerial skills, the College constitutes a number of committees of students who operate under the guidance of experienced faculties. This helps to integrate the students to the College system. The committees look after different activities of the college held at regular intervals.

Administrative Support

The College has a team of administrative support offices headed by Director, and Additional Director (Administration) and supported by Administrative Officer cum Registrar. The team works on a modular basis, each module/team being governed by an officer supported by work staff. Staff members are always ready for providing active support to students' affairs and for addressing their issues and seeking solutions. The structure works for the welfare of students and for facilitating thriving college activities.

Anti-Ragging Policy

Ragging is a penal offence in the eyes of law. Students involved in harassing juniors physically or mentally would be booked by the police, expelled from the college and denied future admissions.

Residential Accommodation

Hostel facilities for boys and girls are offered to out of the town students. A large number of private houses and well equipped lodges located in the vicinity offers residential accommodation to out-station students. Some seats are reserved for girls in the University's PG girl's hoste.

Alumni

The alumni of this college have adorned a number of important posts in leading business houses of the country including MNCs while some have opted to start ventures of their own. To facilitate knowledge sharing on industry trends the college organises alumni meet at regular intervals.



Grievance Redressal Mechanism

The college has facility for on-line grievance redressal mechanism as per AICTE norms.

Gender Biases and Sexual Harassments Cell

The college recognises the importance of gender equality in education and employment. A special cell has formed to deal with incidents of gender biases and sexual harassments, if any. The college assure "no tolerance" towards such social odds by adapting infrastructural support system, surveillance and family-friendly working policies. All the members of the college are committed to prevent such circumstances for attaining actual progress through education.

Learning Techniques

The innovative and practical learning and teaching methodologies are aimed at providing students a real feel of the working world. The pedagogy at LNMCBM includes lectures presented in the faculty, and interactive case studies. The learning designs enable the students to grasp the core concepts of business in real world. The basic feature of our learning and teaching methodologies include-

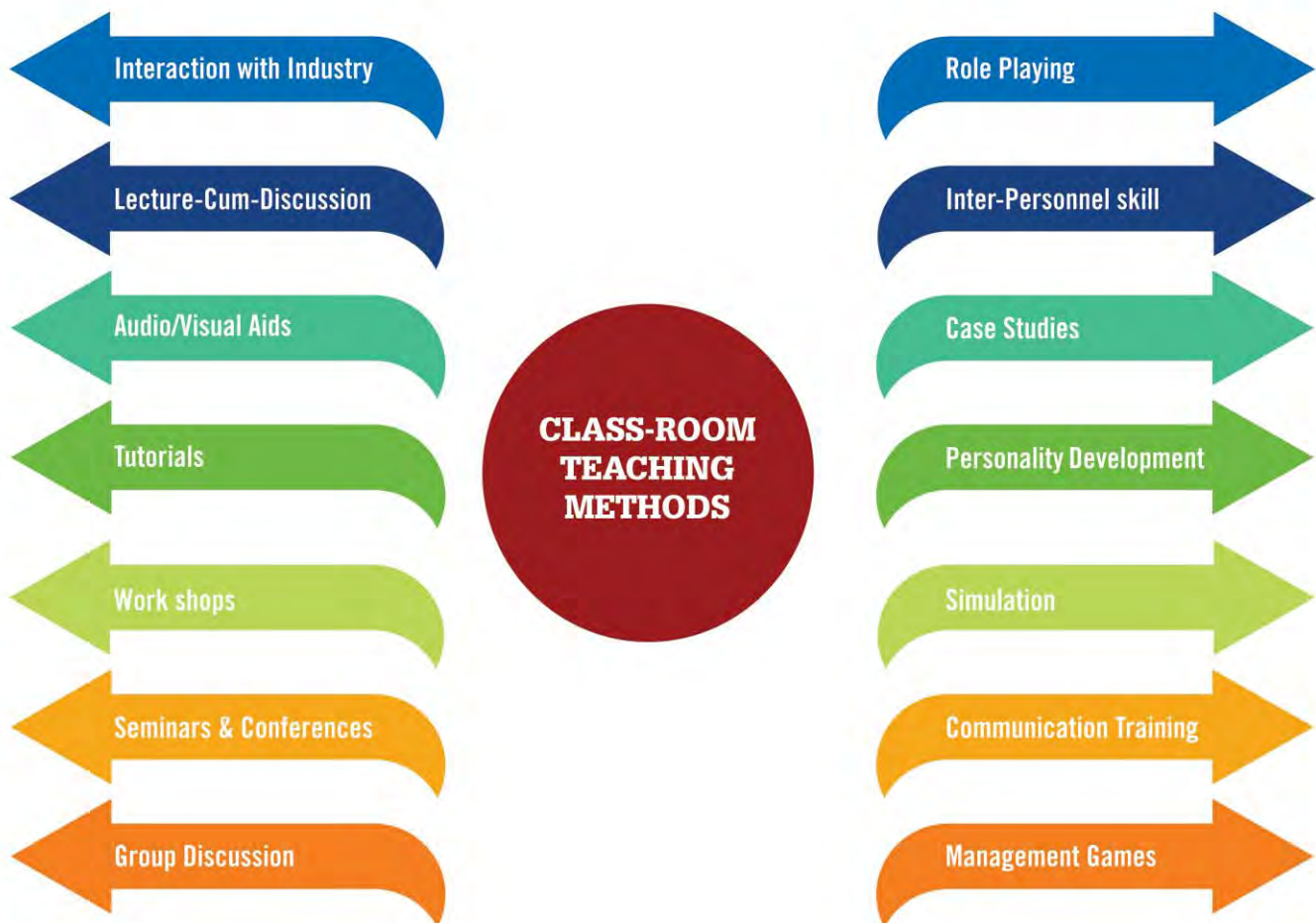
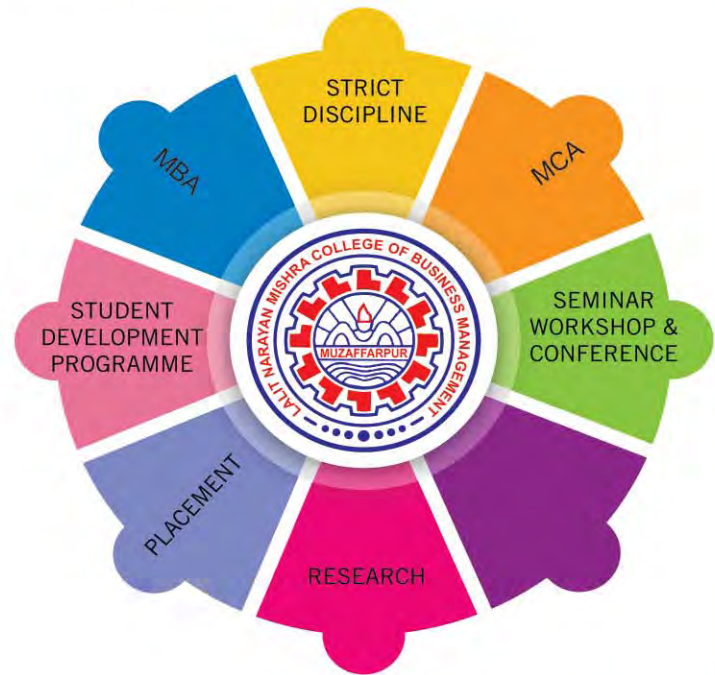
The faculty assigns individual and group assignment to students to be completed within specified deadlines.

The College offers state of the art computer facilities and students are encouraged to complete assignments and projects with the help of these facilities.

The students are require to deliver class presentation under the supervision of the faculty.

The College organises personality development programmes, management quizzes, seminars, conferences and guest lectures fo the overall development of the students.

Evaluation of students is base on internal tests, class presentation, and semester end examination.



Seminars and Conferences

Acquiring knowledge is a continuous process. The College has been organising seminars and conferences on regular basis. Unlike lectures, where a speaker will address the audience, seminars and workshops allow for opening up the floor for discussion pertaining to the business world and hearing about other ideas on the topic – in a setting that encourages conversation. Workshops and seminars address common problems or issues that business professionals may face on a regular basis. Participants also share their insights and thoughts on how to resolve the problem, which often offer a fresh perspective when dealing with the problem. Listening to other people's ideas, one can find solution that can be of help in the workplace. Seminars and workshops often help develop new skills that can be extremely helpful in future.

L. N. Mishra

Memorial Lecture

The College celebrates on 2nd February every year being the Birth Anniversary of Late Pt. Lalit Narayan Mishra, Former Railway Minister Govt. of India as its annual day. Alongwith other programmes, the College organises L. N. Mishra Memorial Lecture which is delivered by eminent speakers from Academia and the Industries.



Skill India to Skilled India

Knowledge is intellectual wealth and skill is the technique to utilize the knowledge in the right direction. To fulfil the dreams of Hon'ble PM Shri Narendra Modi ji towards Skill India, L.N.Mishra College of Business Management organised A Summit on "Skill India to Skilled India" for Knowledge Integration, Language and Livelihood on 3rd February, 2016. The event was glorified by the august presence of the then Hon'ble Governor of Bihar and the present President of India Hon'ble Shri Ram Nath Kovind ji.



National Seminar on "Transforming India - Vision for New India through Sustainable Rural Livelihood "



The College Organised a National Seminar on "Transforming India - Vision for New India through Sustainable Rural Livelihood" on 7th September 2017 in association with Indian Chamber of Commerce, which was inaugurated by Hon'ble Shri Giriraj Singh Ji, Minister of State (Independent Charge) Ministry of MSME, Govt. of India.

Symposium on 100 Years of Champaran Satyagrah



Gandhi Ji started his journey of Independence struggle from the famous and pious land of Motihari in 1917. To celebrate the 100th year of Gandhi Ji's Champaran Satyagrah the College Organised a Symposium on 30th March, 2017, inviting eminent personalities from the field of Khadi Movement, Academics, Farmers and Gandhian Thinkers.

National Seminar on "Transforming India – Developing to Developed through Startup India & Digital India Initiatives"

India, has been a developing nation since long. Our dream has been to become a developed nation. Understanding its responsibility as a professional institute of repute, the college offered a platform for learned discourse and debate by organising a National Seminar on "Transforming India – Developing to Developed through Startup India & Digital India Initiatives" on 25th March, 2017 in association with Indian Chamber of Commerce.



National Seminar on "Challenges in Building Human Capital – Skilling"



Understanding the importance of Human Capital the College stresses on to building Human Capital Skilling so as to prepare Human Human capital – future ready. To meet the PM's Make-in-India dream and goal, the College organised a UGC Sponsored National Seminar on "Challenges in Building Human Capital – Skilling" on March 4-5, 2017 in association with National HRD Networks.

Lalit Narayan Mishra New India Change-Maker Award



Lalit Narayan Mishra
New India
Change-maker
Award



On Hon'ble Prime Minister Shri Narendra Modi Ji's call to build a New India in his Independence Day speech on 15th August, 2017 at Red Fort, Delhi, the College has decided to initiate L. N. Mishra New India Change Maker Award to recognize an individual who is committed to and engaged in creating positive change in different dimensions of the society and contributing towards making a New India.

In this endeavors young change-makers from different walks of life including entrepreneurs, civil society, public service, academicians play an important and significant role. Being the

game-changer, the ideas, innovation and activities they are incorporating in the areas of knowledge disruption, technology innovation, poverty alleviation, socio-economic upliftment, livelihood generation and community development are of paramount importance. The award comprises of a citation and ₹ 5,00,000/-

STARTUP

Vault

Startup Vault is a platform focused towards fostering and promoting the entrepreneurial spirit of students by providing a healthy ecosystem to promote their ideas, startups and researches into successful entrepreneurial ventures.

Institutional Social Responsibility (ISR)

We acknowledge our responsibility towards society and proactively encourage activities to benefit individual and community development.



महिलाओं के लिए निःशुल्क
डिजिटल एवं वित्तीय साक्षरता अभियान

To provide Digital Literacy and Digital Financial Literacy among the Women, the College has started free Digital Literacy and Digital Financial Literacy programme. The programme has been designed for the rural women to promote Digital Literacy among them.



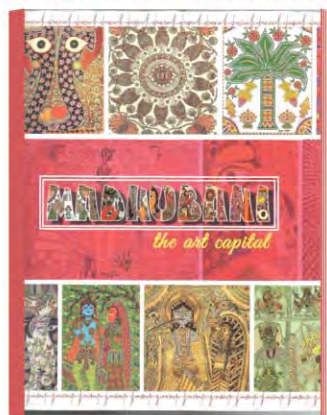
Sewing machine donated by the College to the beneficiaries trained under Pradhan Mantri Kaushal Vikash Yojna.



Students participating in "Swaksha Bharat Abhiyan"

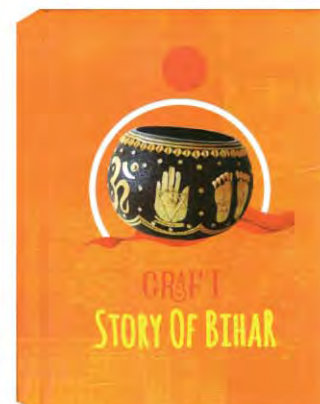
Contribution of College to Promote Art & Culture of Bihar

A Coffee Table book "**Madhubani—the Art Capital**" was prepared by the research team of the College which was released by **Hon'ble Shri Ram Nath Kovind**, the then His Excellency Governor of Bihar in February 2017. The team is working on another Coffee Table Book; "**Craft Story of Bihar**". This particular research and publication of the book is being sponsored by the Development Commissioner Handicrafts, Ministry of Textiles, Govt. of India. An attempt has been thoroughly made to explore the heritage of Bihar as well as potential for future growth of Bihar's economy.



"Madhubani—the Art Capital"

"Craft Story of Bihar"



Madhubani – The Art Capital

'Madhubani – The Art Capital' is an attempt to preserve the rich cultural heritage of the Land. It is a detailed vibrant photo – documentation tale spread over hundred pages. The idea is to create a narrative around hard facts but without making it lengthy and boring read. Madhubani is a centre of cultural cohesion and existence where different social identities live together in absolute peace and harmony. A trait which reflects the maturity of tradition, legacy and history of the region.



Research Activities

The College is deeply involved in research and consultancy. To update with contemporary issues, a vibrant and vigilant Research Cell comprising of senior faculty members pertaining to different knowledge dimensions are continuously working to observe, analyze and conclude with consequences of various socio- economic issues. The recent achievement of the Research Team is **An Impact assessment Study of the Solar Charkha Project** being successfully implemented in the Nawada district of Bihar. The report submitted to the Ministry of Micro, Small and Medium Enterprises, Govt. of India. The Research Team also carried out **An Impact Study of the Prime Minister Ujjwala Scheme** and submitted the report to the Ministry of Petroleum and Natural Gas, Govt. of India. The College has also conducted **A Diagnostic study of English Language Proficiency in Government Engineering Colleges & Polytechnics in Bihar**, and the report submitted to Department of Science and Technology, Govt. Of Bihar. As a part of economic concern towards the society the research team of the college has also carried out **An analytical Study of MUDRA yojna in Bihar**. In furtherance to these studies the college has also taken up **Bihar Right to Public Grievance Redressal Act, 2015: An impact assessment study in Bihar** and the report has been submitted to the Government of Bihar. These studies were self financed.



CII conducting CEOs' meet

Associations and Linkages

The emerging economic scenario, open markets, globalisation of business, liberalisation of market, integration of world markets, have made it obligatory for the professional institutions to have important forward and backward linkages. Understanding the need, the college has established important linkages with universities and associations such as Confederations of Indian Industry (CII), Indian chamber of Commerce (ICC), All India Management Association, New Delhi and Bihar Institute of Economic Studies, Patna.

Skilling Rural Youth

The Bihar Skill Development Mission (BSDM), Govt. of Bihar, has launched a unique skill training programme "Kushal Yuva Program" which would enhance the employability Skills of all aspirants in the age group of 15-25 years. The College is proud to be associated with BSDM as its partner and successfully running a centre at Lakhnaur, Madhubani.



ACCA

L N Mishra College of Business Management has entered into an MOU with The Association of Chartered Certified Accountants (ACCA). Thus, becoming the first College to be authorised by the ACCA in the state of Bihar to offer preparatory classes to students who wish to acquire the ACCA qualification. The approval of LNMCBM computer lab as an authorised Examination Center for

conducting ACCA online examinations has added to its credibility.

Founded by the royal charter in the year 1904, ACCA is the global body producing professional accountants. Headquartered in London (UK), ACCA – a world's most forward thinking professional accountancy body, aims to offer business - relevant, first-choice qualification over application, ability and ambition around the world who seek a rewarding career in Accountancy, Finance and Management. ACCA's core offering, Chartered Certified Accountant (CCA) qualification enables professionals to seek employment opportunities not only in India but in over 170 countries worldwide. The relevance of ACCA qualification in India has grown manifold since India emerged as the hub of shared financial services.



Faculty Development



Faculty development has become a priority at academic institutions as a way to improve the quality of academic programs and to respond to emerging faculty, student, program, and industry needs. To create effective faculty development programs, we understand the roles and expectations of our faculty, review a wide perspective for consistent new abilities that addresses all the aspects that impact faculty success in each setting. our programmes focuses on enhancing functional area expertise, improving one's classroom delivery both as a teacher and trainer and enhancing abilities for conducting meaningful research.

The essence of faculty development is not in the quantity of activities but in open dialogue, the celebration of successes, and the analysis of the failures in learning processes to improve future development activities. Our teachers regularly attend Management Development Programme, Faculty Development Programmes, Quality Improvement Programmes and other Self Development Programmes. Attending Orientation Programme and Refresher course for teachers are now made mandatory under the guidance of UGC.



Student Development Programmes

During the programme, the students are introduced to the ideas of leadership and personality development trainings and emotional intelligence. The programme is designed to have a mix of training methods: classroom teaching, high fidelity business simulations and one-to-one coaching sessions. These methods are used to sensitise and develop essential skills for leadership such as effective listening and communication, presentation, team building, assertiveness and

problem solving skills. We focus on two basic elements to foster development, including evaluation to help students identify their strengths, and developmental needs and challenges in the form of one of a kind experience to build up new potentials. We use an authenticated personality appraisal and a 360-degree feedback evaluation tool, built on cautiously prepared questionnaires to thoroughly accumulate opinions about a student's personality and behaviour.



How to Apply

Candidates are required to apply on the prescribed Application Form. The complete Information Package and Application Form may be obtained from College counter. Candidates can also apply online through the college website www.lnmcbm.org. The cost of the form for different courses are as under-

Course Name	From Counter	Downloaded online Form
MBA	Rs. 1000.00	Rs. 1100.00
MCA	Rs. 1000.00	Rs. 1100.00

The DD should be drawn in favour of "Registrar, L.N. Mishra College of Business Management" payable at Muzaffarpur.

Enclosures :

The duly filled up Application Form
 Attested copies of Mark Sheets & Certificates
 Photocopy of Aadhar
 Photocopy of CMAT/MAT/CAT and other National Level Admission score card for seeking Admission in MBA
 Three copies of photographs, carrying Name, Form No. and Signature of candidate on its back.

Reservation

The College strictly follows reservation policy as per Govt. of Bihar Rules.

Admission Formalities

Candidates selected for admission shall have to submit the following documents in Original along with an attested copy of each at the time of admission along with the prescribed fee:

1. College/Department Leaving Certificate (CLC/DLC) issued from the College/Department last attended;
2. Mark sheet/Certificate of Matriculation/Secondary examination.
3. Marks Sheet(s) of Qualifying Examination;
4. Two Character Certificate one from the Head of the Institution last attended, and another from a Gazetted Officer; and
5. Photocopy of Registration Card Issued by B.R. Ambedkar Bihar University or Migration Certificate in case student is from other university along with Registration fee.

Particulars (All Fees in Rs)	MBA	MCA
Admission Fee	15000.00	15000.00
Tuition Fee	132000.00	126000.00
Library Fee	10000.00	9000.00
Computer Lab Fee	10000.00	15000.00
Maintenance Charge	10000.00	9000.00
*Miscellaneous	30000.00	40000.00
Total	2,07,000.00*	2,14,000.00

* Includes Cambridge Examination Fee, Associate Membership Fee of different Institutions.

* Subject to final decision to be taken by Hon'ble Chancellor's office.

MBA

Programme

The programme is designed to develop professional leaders ready to work at responsible positions in a global business scene. The objective is to foster students and assist them build and enhance their managerial skills. The painstakingly planned programme helps students become successful leaders, who can attain results beyond expectations and transform organizations, think out of the box and come out with innovative answers, create alternative solutions, and develop entrepreneurial skills. The programme also aims at developing a global approach so that as future leaders they can meet the challenges from international arena.

Streams

Marketing Management
 Human Resource Management
 Financial Management
 Production & Materials Management
 Information Technology
 Rural Management
 Retail Management
 Transport Management
 Supply Chain Management
 Total Quality Management

Objectives

Impart knowledge in core business areas current, business topics and specialisation in the field chosen by the student

Development of students in analytical, communication, team working, leadership and decision making skills

Making student able to work in a competitive national and international business environment and organisations

Assist students for placement in various national and international organisations

Eligibility

Candidates seeking admission to this programme must possess a graduate degree from any recognized university with minimum 50% marks (45% for Reserved Category). Appearing candidates may also apply.

Admission Procedure

MAT/CAT/CMAT or other National Level Aptitude test score followed by Group Discussion and Personal Interview.

Programme Structure

1st Sem		2nd Sem	
Code	Paper Name	Code	Paper Name
101	Management Concepts & Practices	201	Production Management
102	Organisational Behaviour	202	Marketing Management
103	Management Accounting	203	Human Resource Management
104	Managerial Economics	204	Financial Management
105	Quantitative Techniques	205	Research Methodology
106	Management Information System	206	Operation Research
107	Business Ethics and Governance	207	Legal Aspects of Business

3rd Sem		(Group - B) Human Resource Management	
Code	Paper Name	Code	Paper Name
311	Marketing Research and Consumer Behaviour	321	Management of Industrial Relations
312	Integrated Marketing Communication	321	Management of Industrial Relations
313	Sales and Distribution Management	323	Organisational Development and Management of Discipline
314	International Marketing	324	Labour Welfare and Social Security
315	Rural Marketing	325	Compensation & Reward Management
316	Industrial & Service Marketing	326	Negotiation and Counselling

3rd Sem		(Group - D) Production & Materials Management	
Code	Paper Name	Code	Paper Name
331	Financial Control & Reporting	341	Production Planning & Control
332	Security Analysis & Portfolio Management	342	Operation Planning & Control
333	Risk Management & Derivatives	343	Purchase Management
334	Management of Project Financial Services	344	Materials Management
335	Corporate Finance	345	Logistics & Supply Chain Management
336	International Finance	346	Total Quality Management

3rd Sem		(Group - F) Rural Management	
Code	Paper Name	Code	Paper Name
351	Information Technology Fundamentals	361	Rural Marketing
352	Database Management System	362	Co-operative Sector-Management
353	System Analysis & Design	363	Rural Development & Agricultural Economics
354	Electronic Customer Relationship Management (ECRM)	364	Rural Entrepreneurship & Micro Finance
355	Management Support System	365	Management of Agri-Business
356	Data Communication & Electronic Commerce	346	Social Entrepreneurship

3rd Sem Code	(Group - G) Retail Management Paper Name	(Group - H) Transport Management Code	(Group - H) Transport Management Paper Name
371	Consumer Buyer Behaviour	381	Transport Sector - Macro & Micro Economics
372	Mall Management	382	Logistic & Supply Chain Management
373	Services Marketing	383	Organisation & Legal Aspect of Transport Modes
374	Logistic & Supply Chain Management	384	Concept of Multi-Model Transport
375	E-Commerce	385	Port Logistics & Connectivity
376	Retail Brand Management	386	Cargo & Container Handling

3rd Sem Code	(Group - I) Supply Chain Management Paper Name	(Group - J) Total Quality Management Code	(Group - J) Total Quality Management Paper Name
391	Supply Chain Management	3101	Total Quality Management
392	Facilities Management	3102	Principles & Approaches of Total Quality Management
393	Freight Transport System	3103	Strategic Tools & Techniques of TQM
394	Inventory Management	3104	Statistical Tools & Techniques in TQM
395	Procurement & Quality Management	3105	Quality & Customer Satisfaction
396	Physical Distribution Management	3106	Tools for Radical Performance

4 th Sem Code	(Group - A) Marketing Management Paper Name	(Group - B) Human Resource Management Code	(Group - B) Human Resource Management Paper Name
411	Integrated Marketing Communication	421	Management of Industrial Relations
412	Sales and Distribution Management	422	Human Resource Development
413	Industrial & Services Marketing	423	Negotiation and Counselling

4 th Sem Code	(Group - C) Financial Management		(Group - D) Production & Materials Management	
	Paper Name		Code	Paper Name
431	Financial Control & Reporting		441	Production Planning & Control
432	Security Analysis & Portfolio Management		442	Materials Management
433	Risk Management & Derivatives		443	Logistics & Supply Chain Management

4 th Sem Code	(Group - E) Information Technology		(Group - F) Rural Management	
	Paper Name		Code	Paper Name
451	Information Technology Fundamentals		461	Rural Marketing
452	System Analysis & Design		462	Co-operative Sector Management
453	Data Communication & Electronic Commerce		463	Management of Agri-Business

4 th Sem Code	(Group - G) Retail Management		(Group - H) Transport Management	
	Paper Name		Code	Paper Name
471	Consumer Buyer Behaviour		481	Transport Sector-Macro & Micro Economics
472	Services Marketing		482	Logistic & Supply Chain Management
473	Retail Brand Management		483	Organisation & Legal Aspect of Transport Modes

4 th Sem Code	(Group - I) Supply Chain Management		(Group - J) Total Quality Management	
	Paper Name		Code	Paper Name
491	Supply Chain Management		4101	Total Quality Management
492	Freight Transport System		4102	Strategic Total & Techniques of TQM
493	Physical Distribution Management		4103	Quality & Customer Satisfaction

4 th Sem Code	Paper Name
401	Business Environment Entrepreneurship
402	Business Policy
403	Project Report & Viva-Voice

MCA

Programme

The programme imparts comprehensive knowledge of computer science and information technology with equal emphasis on theory, practical and industrial exposure.

Eligibility

Graduation from a recognized University with Maths as one of the subjects at +2 / Inter level.

Admission Process

All India Entrance Test followed by Group Discussion and Personal Interview.

MCA 1st Semester

CS - 101 : Introduction to Computing and It's Applications

CS - 102 : Mathematical Foundation

CS - 103 Programming in Language

CS - 104: Statistical Techniques

CS - 105 :Business Data Processing and File Systems

MCA 2nd Semester

CS - 201 : Computer Architecture

CS - 202 : Data Structure and Program Design

CS - 203 : Object Oriented Programming

CS - 204 : Database Management System

CS - 205 : Object Oriented Analysis and Design

MCA 3rd Semester

CS - 301 : Operating System

CS - 302 : Computer Networks

CS - 303 : Design and Analysis of Algorithm

MCA 4th Semester

CS - 401 : Web Technology

CS - 402 : Cryptography and Network Security

CS - 403 : Soft Computing

CS - 404 : Computer graphics & Multimedia Applications

CS - 405 : Management & Information System

MCA 5th Semester

CS - 501 : Wireless Networks

CS - 502 : Distributed System

CS - 503 : Data and Web Mining

CS - 504 : Parallel Computing

CS - 505 : .NET

CS - 506 : Colloquial

MCA 6th Semester

Project & Viva-voce

Campus to Corporate

Placement Cell

A placement cell is a classical need of any professional institutions to assist students in finding job of their suitability at grass root level. Therefore the College is committed to help students placing them in organisations of repute throughout the country. A separate placement cell has been set up, governed by a team of experts to look after the activities of the placement cell. The team established corporate linkage and coordinates campus recruitment programmes in and off the campus.

Activities

Arranging job oriented training programme	Career counseling
Summer training programme	Job market survey
Organising campus interview	Industrial visits for visual insights
Entrepreneurship development programme	Organising job fairs

Placement Overview

For decades now, the Campus Recruitment Programme of the College has been an example for several other institutions by catering well to the demands of the industry. With their depth professional knowledge and well rounded soft skills, LNMCBM students have been known for their healthy contribution to any firm they have become a part of. They have, with dazzling confidence added to the success of their organisations and made them proud. Whether a firm requires candidates for internship or fresh talent for recruitments, the LNMCBM Placement Office is always ready to facilitate their search through the well structured Campus Recruitment Programme. Training and Placement Cell (TPC) of the College handles all aspects of placement for the graduating students of all courses. Right from contacting companies to managing all logistics, arranging the tests, pre-placement talks and conducting final interviews. TPC provides the best possible assistance to the recruiters. TPC comprising of student placement coordinators who facilitate the interaction between students and organizations to find their best matches in terms of their expectation, aspirations and requirements.

our students are working in...

ITC LTD.	Tata Consultancy Services Ltd.	HDFC Bank Ltd.	Karvy Stock Broking Ltd.
Adani Power Ltd	ACC Ltd.	Kotak Bank Ltd.	ICICI Prudential Life Insurance Ltd.
Reliance Jio Infocomm Ltd.	Berger Paints India Ltd.	Indusind Bank Ltd.	Usha International Ltd.
NHPC Ltd.	JK Cement Ltd.	Federal Bank Ltd.	Mahindra & Mahindra Financial Services Ltd.
Idea Cellular Ltd.	Ambuja Cement Ltd.	PNB Metlife Insurance	Apollo Munics Health Insurance
DARCL Logistics Ltd.	Kajaria Ceramics Ltd.	General Electric	Bajaj Corp. Ltd.
A2Z Group	Kansai Nerolac Paints Ltd.	Samsung Electronics Co. Ltd.	Anand Rathi Ltd.
Gati Ltd.	Somany Ceramics Ltd.	The Smart Shop	Dainik Bhaskar
HPCL Mittal Energy Ltd.	Wipro Consumer Care & Lighting	Birla Corporation Ltd.	SBI Mutual Fund
Cipla Ltd.	Pepsico India Holdings Pvt. Ltd.	Lava International Ltd.	L&T Finance Ltd.
Tirhut Dugdh Utpadak Sahkari Sangh Ltd.	Crystal Sanitary Fittings Pvt. Ltd.	Oppo Mobile	Relaxo Footwears Ltd.

Core Faculty

Dr. Shankar Kr. Singh Jha

MBA, Ph.D.

Dr. S. A. Jha

MBA, M.Sc., Ph.D.

Dr. Mrinalini

MBA, MA (Eco.), Ph.D., D.Litt.

Dr. V. Pathak

MA (LSW), Ph.D.

Dr. Bhanu Pratap

B.E. (Prod.), MBA (Mkt.), Ph.D.

Dr. Vipin Kumar

MBA, Ph.D.

Ms. Kumari Sharda

MBA, UGC NET

Mr. Sandeep Kaushik

MCA

Dr. Purnima Sinha

M.A. (O.R.), Ph.D.

Dr. Deepak Kumar

MBA (Finance), Ph.D.

Dr. Manoj Kumar Yadav

M.A. (Economics), Ph.D.

Mr. Amarnath

MBA

Dr. Manoj Kumar Singh

MBA, UGC-NET

Mr. Niraj Kumar

MBA, UGC-NET

Mr. Ajay Kumar

MBA, MCA

Mr. Suket Jha

M. Tech.

Dr. Budhi Sagar Mishra

M.L.P.M., Ph.D.

Dr. Fahim Iqbal

B.Tech (C&E), MBA, Ph.D.

Dr. Indu Bhushan Lal

M.Sc. (IT), Ph.D.

Dr. Shivkant Kumar

M.Sc. (Math), MCA, Ph.D.

Dr. Vijay Kumar Singh

MCA, Ph.D.

Dr. Sah Salamat Ali Rizvi

MCA, MBA, Ph.D.

Dr. Radhe Shyam Soni

MCA, Ph.D.

Visiting Faculty

Dr. A. Thakur

M.Com., Ph.D.

Former Dean (Faculty of Management)

B.R.A. Bihar University

Muzaffarpur

Dr. Umesh Mishra

Former Principal

Vanijya Mahavidyalaya

Patna University

Prof. (Dr.) S. N. Jha

Prof. & Head (Retd.)

PG Deptt. of Mathematics

B. R. A. Bihar University

Muzaffarpur

Dr. R. N. Singh

Deptt. of Economics

Govt. Women's Polytechnic

Muzaffarpur

Dr. S. K. Sinha

HOD of Business Finance

B.B.S. Poorvanchal University

Jaunpur

Prof. Shaileshwar Sati Prasad

Prof. & Head (Retd.)

Deptt. of English

Patna University, Patna

Dr. Sanjeev Kumar

AS & FA, CRPF / NSG

Ministry of Home

New Delhi

Prof. Rakesh Raman

Deptt. of Economics

B. H. U., Varanasi

Prof. A. K. Saha

Head & Dean

Deptt. of Management

TMU, Bhagalpur

Mr. A. M. Thakur

CEO, Sterlite Info. & Inv. Centre

Bhagalpur

Prof. Nawal Kishor

Director, School of Management Science

IGNOU, New Delhi.

Prof. Nawal Kishore

School of Management Studies

Indira Gandhi National Open

University

New Delhi

Dr. P. C. Tripathy

P.G. Deptt. of Business Administration

Sambalpur University

Sambalpur

Dr. L. P. Singh

Former Director, IBM

L. N. Mithila University

Dearbhanga

Dr. S. M. Jha

Director, IBM

L. N. Mithila University

Darbhanga

Dr. Manju Bhagat

Prof. & Head

Deptt. of Management

BIT, Meshra

Campus at a Glance



The administration of L. N. Mishra College of Business Management, Muzaffarpur reserves the right to make changes in the requirement for admission, for continuing the course, in the content of courses, the fees charged, regulations affecting students, or make any other suitable modifications without prior notice deemed necessary in the interest of the student, college and the profession.

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