



# L. N. MISHRA COLLEGE OF BUSINESS MANAGEMENT

An Autonomous College under

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

We care. We carve. We create.  
Shaping Young Professionals since 1973

## Postgraduate Programmes



**Affiliated to UGC and Approved by  
Department of Higher Education, Government of Bihar**

# *Our Inspiration*



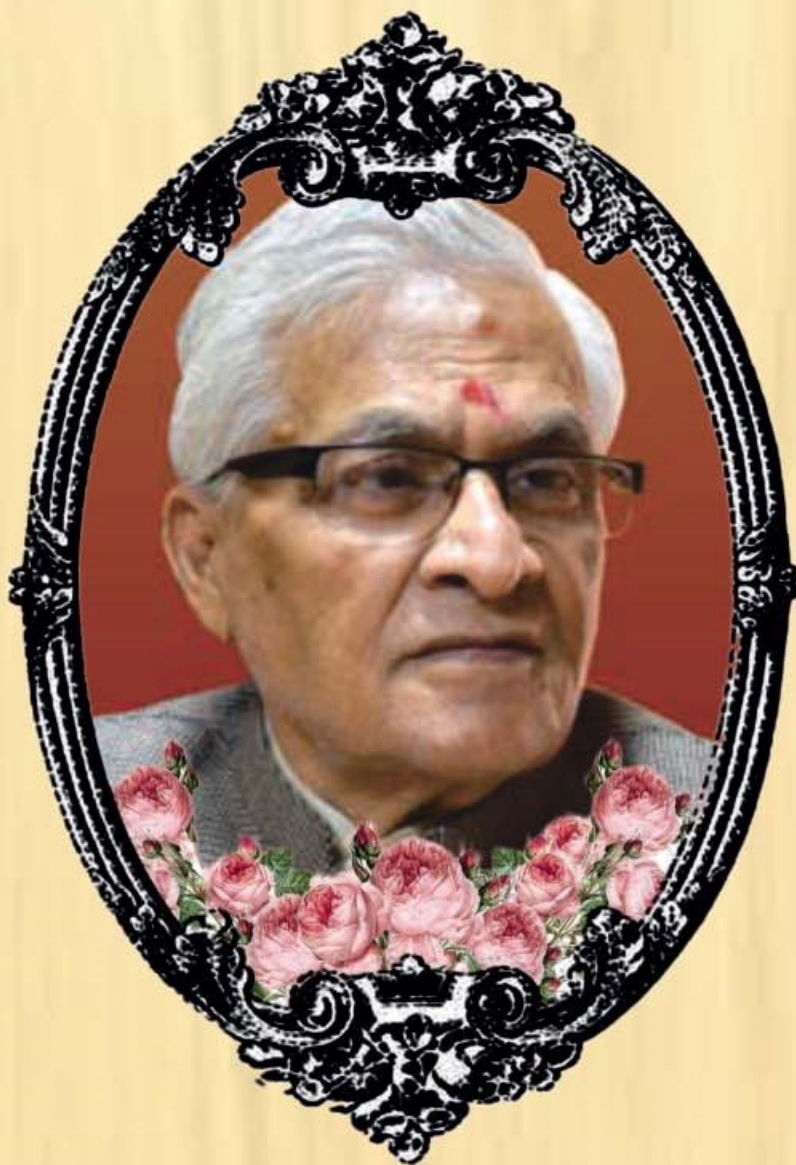
**Pt. Lalit Narayan Mishra**

(2<sup>nd</sup> February 1922 - 3<sup>rd</sup> January 1975)

**Former Minister, Government of India**



# *Our Founder Chairman*



**Dr. Jagannath Mishra**

(24<sup>th</sup> June 1937 – 19<sup>th</sup> August 2019)

**Former Chief Minister, Bihar  
and  
Former Minister, Government of India**

**In the Memory of**



**Late Veena Mishra**

**(08<sup>th</sup> January 1946 – 22<sup>nd</sup> January 2018)**

**Founder Member**

**L. N. Mishra College of Business Management**





## From The Desk of Professor-Incharge

Education is the growth engine for any nation and a stimulant in the stabilization of volatile, uncertain, complex and ambiguous environment affecting every dimensions of the nation. In this pursuit of herculean task, L.N. Mishra College of Business Management is contributing its indispensable part.

L.N. Mishra College of Business Management is spread over a majestic six acres of land with a built up area of 60,00 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 endeavor 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 instill 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 and nurturing its talented youth with a global orientation that cares and contributes towards building a 'New India' with the approach of Global leadership and Education hub.

**Dr. Shyam Anand Jha**





# The College in Pursuit of Excellence

Since its inception in 1973 on a solid foundation, the college has traversed a long and momentous journey of challenges, perturbation and astounding accomplishments. The college shall endeavor to promote the principles for which Late Lalit Narayan Mishra, the illustrious and worthy son of North Bihar, worked during his life-time for National integration, Social Justice, Secularism, Democratic way of life, International Understanding and scientific approach to the problems of the whole society at large. The acuity and fidelity of the founder to the great cause of seeing the emergence of a truly great institution, the grit and determination of the management and the hard work, expertise and virtuosity exhibited by the learned

faculty, have all seen the college come out triumphant against all odds and grow from strength to the strength. It was exactly two years after its formation that the college was granted permanent affiliation by the Bihar University. The University grants commission empanelled the college under Section 2F to receive the grants for the different developmental activities in 1982. In the year 1983 the University granted it Autonomous status and as a token of recognition of the college's excellent performance; approval was accorded by the All India Council for Technical Education, New Delhi in 1994.

Today on the 21<sup>st</sup> century when the world is changing at the supersonic speed and revolution in IT and Telecommunication the world over is consequentially influencing the strategic and operational dimensions of organizations in every sector of life and organizations are compelled to adopt the changes for enhanced and effective control over operation and improving productivity index; the job of a management school has become very demanding and difficult. The college believing in the aphorism. "If a thing is worth doing it is worth doing well" has been able to take up the challenges well and by adopting new tools, technology, teaching methods and courses from time to time whenever required, it has proved itself the true leader. In pursuit of Quality Improvement and Quality Assurance, the college has been steadily achieving excellence in management education and bringing up professionalism in management thought and practices. Observing its efforts and excellence in the field of management education, the apex body of technical education, AICTE accorded the approval and opened the gate to start IT Programme- MCA. The parent University and the Bihar Government were also not far behind, they granted permission to undertake Undergraduate Programmes in Management and IT (BBA & BCA Course) in 2003.

The College has completed five decades of its excellence and has emerged as a dream institution for every aspirant of Management and IT Education in Bihar. It can today boast of a well structured, admirably equipped infrastructure with modern teaching aids, infotainment aids, a select band of highly qualified and experienced faculty, a versatile campus buzzing with students activity and above all an envious band of disciplined, highly talented, motivated and indefatigable learners. These are the basic reasons that could lead it to be rated B+ after a survey made by Business India. The College is at the threshold of becoming a World-class Management and IT education center making its presence felt at National and International level.

**Dr. K. S. Shekhar**  
Registrar





## 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 our students, develop the quality of academic activities and implement the best of academic practices.

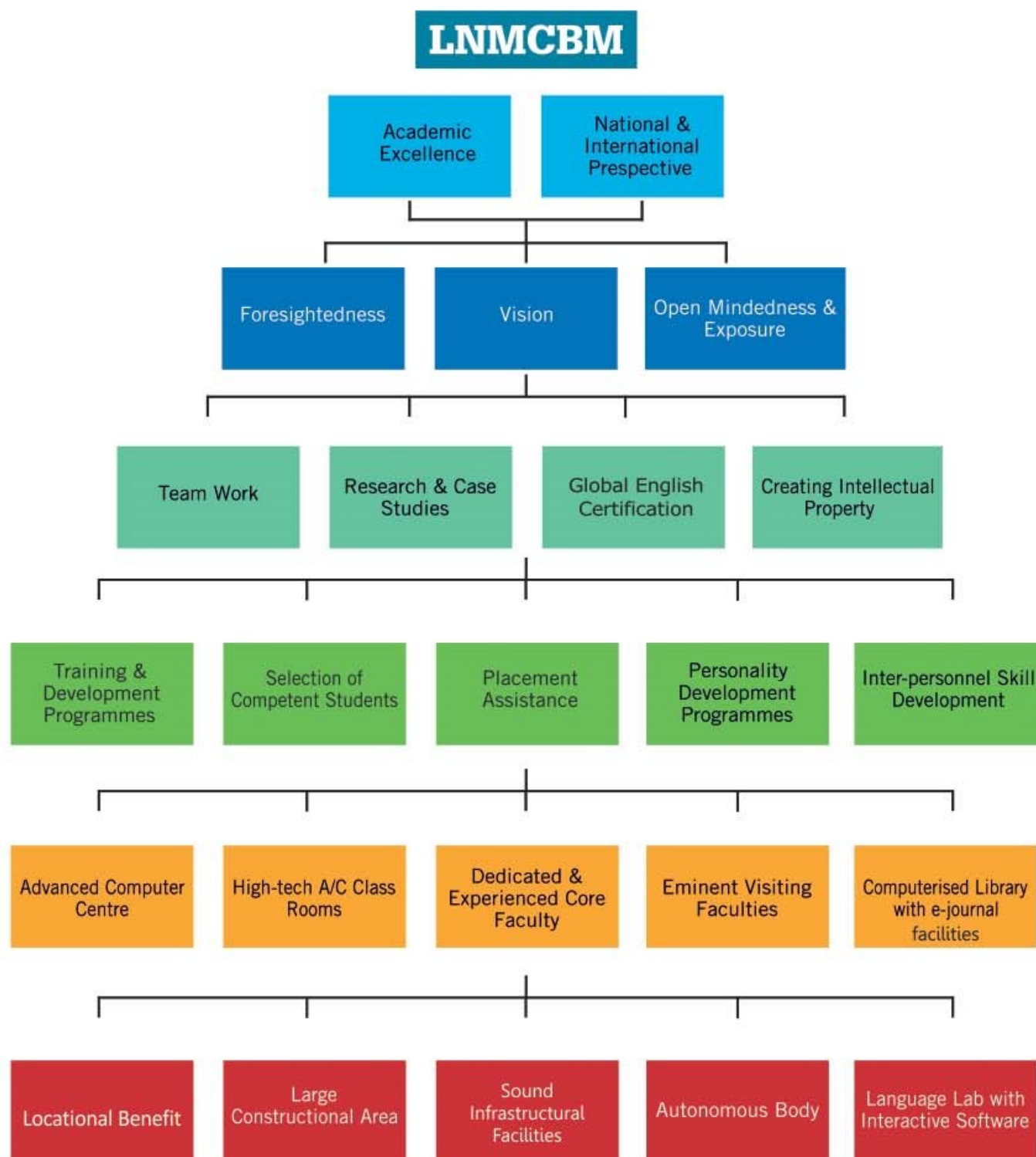
## Campus

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 eco-friendly 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 Ji visiting the campus on the eve of Annual Day Celebration, February 2016

## LNMCBM with solid foundation... Moving Ahead....



**....Fostering excellence In education**





## 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 in 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. The

students are given 'free hours on computer for open exercise of their knowledge'. There is 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 assess 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 7pm and 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 Academicians. 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 of books. 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-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 café offer delightful company to the students.

## Bankers

The College is armed with "in-house" service of UCO Bank, a nationalised bank, to ease money matters of the students. State Bank of India located 250 meters away from the college also serves the needs of students. Alliance with the Axis Bank, Maripur branch is another advantage. These banks provide educational loans and other banking benefits to our students.

## Security

The Campus of the College is protected from unauthorized persons/invaders by Security Guards to provide fearless vibrant campus to students, particularly Girls, by hiring a security service company. For close monitoring of students' activities, entire campus including class rooms is equipped with CCTV camera.



# Students' Welfare

## Scholarship

### Veena Mishra Medha Chhatravriti

As a tribute to our Former Member of Governing Body and an eminent educationalist Hon'ble Late Veena Mishra Ji, the college felicitates two Girl students 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 Chhatravritti" 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 has been 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 and Credit Card

Our college is registered on National Scholarship Portal (NSP 2.0) which enlists multiple scholarships offered by the central Government, State Government, and other government institutions like AICTE, UGC, etc. for students to enable them to complete their education. Students of this college who are socially and economically weak (SC/ST/OBC/Minority) get scholarship from time to time through this Portal. Students of our college also get benefitted from Bihar Student Credit Card Scheme that provides funding to students who require financial assistance for their education.

### 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 medical care to students as and 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.



## Student's Committee

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



## Administrative Support

The College has a team of administrative support offices headed by Director, 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 working 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 faculty thriving College activities.

## Anti-Ragging Policy

Ragging is a penal offence in the eyes of law. A student involved in harassing juniors physically or mentally is a punishable offence, and hence followed by expulsion from the college and denied future admissions.

## Startup Vault

Startup Vault is a platform focussed 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.

## Grievance Redressal Mechanism

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

## Residential Accommodation

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

## 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.



## Gender Biases and Sexual Harassment Cell

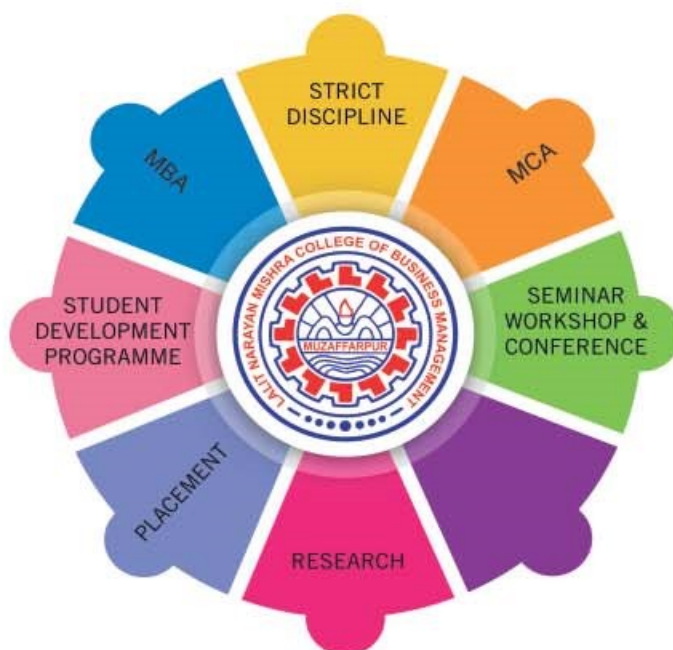
The College recognises the importance of gender equality in education and employment. A special cell has been formed to deal with incidents of gender biases and sexual harassments, if any. The College assures "No Tolerance" towards such social evils by adopting infrastructural support system, surveillance 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 delivered by faculty and interactive case studies. The learning designs enable the students to grasp the core concepts of business in real world. The basic features of our learning and teaching methodologies includes :

- 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 required to deliver class presentation under the supervision of the faculty.
- The College organises personality development programmes, management quizzes, seminars, webinars, conferences and guest lectures of the overall development of the students.
- Evaluation of students is based on internal tests, class presentations, and semester end examinations.





## Webinar Seminar Conferences

Advancement in ICT has improved access to information and interaction even at distant locations. Webinars, web based multimedia application facilitate people to tap into the treasure of information and share knowledge with latest technologies without physical movement, even being in home, with greater flexibility and convenience. It encourages interaction through anonymity. Webinars are easy to use and offer educators a wider reach. The college encourages students to participate regularly in webinars organised world-wide, and therefore, students have done so with the help of the



college. Seminars and conferences are important and beneficial to remove difficulties of learning in a typical classroom setting. A sense of friendship associated with seminar attendance develops, because everyone is attending with a like interest in learning about a subject important to them. Improved access to information is quite special in the education sector. Therefore, the college regularly at times organises webinars in association with prestigious organizations like TCS, SEBI and experts of communication technology. In parallel, Seminars and Conferences are periodically organised on the issues of contemporary relevance. The College regularly organises seminars and conferences. The students are encouraged to actively participate and present articles.



## 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 3<sup>rd</sup> February, 2016. The event was glorified by the august presence of the then Hon'ble Governor of Bihar and the present President of India His Excellency 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, then the 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 100<sup>th</sup> year of Gandhi Ji's Champaran Satyagrah the College Organised a Symposium on 30<sup>th</sup> 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" 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 capital – future ready. To meet the Prime Minister's Make-in-India dream and goal, the College organised a UGC Sponsored National Seminar on "Challenges in Building Human Capital – Skilling" in association with National HRD Networks.



## Lalit Narayan Mishra New India Change-Maker Award



On the call of Hon'ble Prime Minister Shri Narendra Modi to build a New India in his speech on 15th August, 2017 at Red Fort, New Delhi, the college has started L.N.Mishra New India Change Maker Award. The initiative is to recognize an individual committed in creating positive change in the society and thereby contribute towards making a New India through socio-economic upliftment, livelihood generation and community development etc. The Award comprises of a Citation and Rs. 5 Lakhs.

The recipient of L.N.Mishra New India Change Maker Award, 2018, Dr. Prahlathan K.K. of Chennai was overwhelmed to receive the award from Hon'ble Former President of India Sri Pranab Mukherjee. On the occasion, he said to the youth *"to innovate ways for bringing positive changes in the society and ensure all-round development of the country."* He further advised that *"the youth to be Change makers and serve the country with utmost sincerity and dedication"*. Reminding them of Mahatma Gandhi's message, he said *"Be the change that you wish to see in the world"*. He quoted that such awards would inspire more and more youth to opt for game-changing pursuits.





# Institutional Social Responsibilities

## LNMCBM Fights Corona

LNMCBM joined the hand in fighting against Corona along with students, Swachhata Mitra and Police Force. The college has felicitated those students who have been deeply involved in social welfare activities during lockdown voluntarily. The college has distributed Corona Prevention Kit to Corona Warriors including Police Forces & Swachhata Mitra.



## Serving Humanity

The College adopted Shubham Viklanga Kendra, Patahi, Muzaffarpur and donated 24 beds and fans. To empower the Trainees under PM Skill Development Programme, the College gladly distributed Sewing Machines to all the trainees of the centre facilitating them to become self employed.



## Contribution in CM's Relief Fund

In 2019, when almost half of the state was dwelling in the flood, the welfare of rehabilitants emerged as crucial issue, the entire College including students contributed Rs. 2,51,000 (Two Lakhs Fifty one Thousand) to CM's Relief Fund.



## Contribution in PM CARES FUND

The College has always been sincere in dispensing social responsibilities along with academic curricula. Maintaining the tradition, in the wake of national fight against COVID-19, the College has made a donation of Rs. 1,00,000 (One Lakh) to PM CARES FUND. The teachers and staff members have also donated the similar amount for such noble welfare.



## Promoting Art and 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 Ji**, the then His Excellency Governor of Bihar in February 2017. The team has also prepared **"Craft Story of Bihar"**. This particular research and publication of the book was sponsored by the Development Commissioner, Handicrafts, Ministry of Textiles, Govt. of India. It was released by Hon'ble Union Minister, Govt. of India Sri Raj Kumar Singh Ji.



### 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.



### Craft Story of Bihar



An endeavour with the Coffee Table Book : "Crafts Story of Bihar". This particular research and publication was sponsored by the Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India. An attempt has been made to explore the heritage of Bihar as well as potential for future growth of Bihar's economy



## Faculty Development Programme



The College encourages in-house and outside campus group workshops and individual consultations for the faculty to develop and explore creative pedagogic methods. The latest hosting in this connection was based on the theme of "classroom management and creating interest among students towards learning". Mrs. Smitha Purohit, an eminent counsellor-cum-trainer widely explained the technique and shared tips to use resources for different settings and outcomes.

The faculty members are encouraged to participate in different Seminars/ Webinars/Conferences and workshops organised at various institutions and Universities of the country. The aim of the faculty development programmes is to promote campus-wide excellence in teaching which supports the nurturing of new students and foster professional development of students.

## Students Support During Lockdown

The College has been very much curious about its students. During 'Lockdown' in the corona pandemic situation in the country, the classes of the Universities and colleges were announced to be suspended till further notification. To keep on continuing study habits of students and to maintain the syllabus, the college feels pride to be first in the University to start on-line classes of students immediately after the announcement of class suspension. This also helped students come out of boredom mental state of Lockdown. The faculty members of the college have been consistently conducting online classes during Lockdown period using different digital platforms. In addition to e-contents as ppt, pdf, audio, question-answer sessions, online tests, etc. to provide seamless learning to our students. They have been also attending their own self development programmes online viz. webinars, short-term advanced courses for the sake of benefits to the students. The college also organised online classes from the College by hiring a third party for conducting and recording the online classes, so that the recorded classes be remain available off-line for our students.





## Student Development Programmes

Events & activities are organized by the college for students which provide them an opportunity to learn ideation, planning & execution. It has direct impact on team building & resource management, sense of urgency etc. Such traits also help them develop life skills. The two recent interactions in this regard were with Mrs. Smitha Purohit, an eminent counsellor-cum-trainer and motivator who interacted students for different spheres of goals. She educated and trained students through creative learning, knowledge games, role playing and Personality development.

### Career Counselling

After education, every student faces a question 'what next.' Human capacities are infinite and can never be measured. But everyone has unique characteristics. The key to identify these unique qualities is career counselling. It involves scientifically developed aptitude and personality tests that help give the best suited career advice to the students. Such career itself translates into professional success and popularity. The main aim of career counselling is to help students choose a field that is in tune with their skills and their job expectations.



Students Participation in State level Start up Conclave





## Student Development Programmes



### Dextirity CEO visit to campus

Sharad Sagar is an Indian youth icon, a globally renowned entrepreneur and a 21st century leader whose words and work in the field of education and public service are noticeable. Ex-US President Barack Obama invited him to the White House, Forbes listed him on the global Forbes 30 under 30 List, the Rockefeller Foundation inducted him in the list of 100 Next Century Innovators, the Nobel Peace Center invited him to the Nobel Peace Prize Ceremony and India's leading media house Divya Bhaskar called him *"the Vivekananda of 21st Century"*. Sharad Sagar was kind enough to accept the college invitation and visited the campus. The gracious presence inspired the students. He often quoted "My story is not just my story, it's our story, the great Indian story; the story of all things being possible no matter who you are, where you were born and what your parents did; the story of your hard work and dreams and merit dictating your destiny not your inheritance or zip codes or family incomes." He talked about the changes in goals and success. He added "Very often we sit back thinking good things will happen, knowing that good things take time and hoping that someone else will do it. The world needs you. Change needs you." He advised the students to identify opportunities through independent thinking. Further, to develop research approach, communication skill and leadership qualities.

### Tie-ups, Associations and Linkages

The college distinctly recognises power of efficient teamwork through Tie-up. It extends leverage to the process and fueling the success. The success lies in sparkling career of the students. The college has established notable and strong tie-up with Tata Consultancy Services (TCS). TCS is recognized for Fourth consecutive year as a Global Top Employer for its world-class workplace and culture. It is the only company among the top 10 IT services brands to receive the certification. Moreover, TCS is now ranked as the top Employer in 16 countries including India. Further, to be in tune with the global developments, the college has established notable linkages with universities and association with Confederation of Indian Industry (CII), Indian Chamber of Commerce ((ICC), All India Management Association (AIMA) and Bihar Institute of Economic Studies (BIES). [Besides, the college has tie-ups with the organisations for developing communication skill and personality development. In this connection, the college is an authorised centre of University of Cambridge, UK for improving English language of the students to make them job-ready internationally. After successful completion, the students are awarded with Certification of completion from University of Cambridge.



## Events

### Tech Exhibition

As a part of learning through doing, a group of students from the Department of IT organised Tech Exhibition in which models, processing and usage of digital aid and equipment significant in the different walk of life were displayed. Under the mentorship of IT faculties, the exhibition could become centre of attraction. The official comment of viewers mirrored as "It is the social commitment of young IT aspirants and donation before their journey as professionals."

### IT Fest

In February, 2019 the students of IT Department organised IT Fest and the moment became more fabulous by the august presence of Hon'ble Union Minister, Govt. of India, Mr. R.K.Singh. The students indigenously developed software which were on display and the guest appreciated their effort.

The college has environmental concern too. As contribution to the pollution free world, college constructed Green Building – Sambruddhi supplied with solar energy having its own solar panel on roof top.

### Fun and Food Fest

To engage students and prepare them for the real world, the college organizes fests and encourages students to participate and showcase their latent talent. Students put in their best efforts to make college fests entertaining, exciting and partying with friends make them confident and job ready. These kinds of events also help develop various management skills like planning, organising, coordination, leadership, team building, and cohesiveness with a place of amusement.

### Quiz and Debate

The college encourages students for critical thinking, communication, delivering arguments, developing logical ability, leadership quality and personality development through regularly organizing the events like quiz, debate and panel discussion. It offers tremendous academic benefit and professional attitude to them. Apart from routine activity, the contest is also organised with bonanza for their attentive participation.





## Events

### International Women's Day

To celebrate the socio-economic development, cultural retainment and political achievement of women, International Women's Day is observed on March 8 every year. In 2019, the theme "Balance for Better" was taken for world-wide celebration aiming gender equality, greater awareness of discrimination and celebration of women's achievement. The objective was to reduce the global pay gap between men and women. The day was celebrated with great enthusiasm by all the members of the college. Students of Undergraduate Programme had shown their proactiveness by submitting a report on "A Comparative Study of Digital Landscape of Male and Female undergraduate students". Under the mentorship of IT faculties, BCA students came forward for presentation of software developed by them which is helpful in establishment contact with peers when a woman finds herself in unwanted situation.

### Sports Fest

Sports play a vital role in strengthening the physical and mental health. Beyond that teamwork, strategy, competitiveness and sense of urgency are few usual lessons which a student may learn through sports to flourish their career. Considering these benefits, a facility of Indoor and Outdoor games is available and encouraged. Volleyball, Basketball, Badminton, Chess, Table Tennis, Carrom practice sessions and Inter-Faculty competitions are organised. The winners are awarded with lucrative prizes also. Hon'ble Union Minister, Govt. of India, Mr. R.K.Singh, visited the Sports Fest at Sports Ground of the college on 2nd February, 2019 and boost up the morale of students for active participation. He further advised for skill development besides their normal studies. In his inaugural speech, he opined that since inception the college has widely contributed to contemporary needs of the society.

### Cultural Activities

Culture unfolds joy, emotion and passion too through various expressions. Music and Performing art is a language which involves both the artist and the listeners so deep that they forget their surroundings. A person cannot be judged by his skills only but his cultural expressions also show mannerism. Therefore, the college premises transformed vibrants through cultural activities participated by our students.





## Events

### Founder's Day:

We stay committed to walk the path shown by our Founder Chairman Late Dr. Jagannath Mishra Jee who had envisioned an educated Bihar contributing to India's growth story through a generation of young professionals and started this college in the year 1973. The college celebrates its founders day on 24th June every year, on the birth anniversary of its founder chairman Hon'ble Dr. Jagannath Mishra Jee, Former Chief Minister of Bihar and former Union Minister.

**"Bihar Ki Peeda Se Judiye"** a Webinar was organized by Faculty of Education and Faculty of Management on 24th June 2021, the auspicious occasion of Founder's day. In which various academicians of the country gave their perspective on the contemporary subjects of the state during the global pandemic period.



### Value Enrichment by Her Excellency Governor of Goa

The College welcomed Mrs. Mridula Sinha Ji, Former Her-Excellency Governor of Goa in the campus to unveil the statue of affectionate founder member Late Veena Mishra Ji. She also graced the prize distribution ceremony by her august presence. In her address, Her-Excellency quoted "achieve the peak but do not forget your motherland, family and values. It extends the basic lessons of life to realize the dreams". She delivered motivational address to students and faculty members.



### Yoga Day

Yoga is a way of living, with the aim being "healthy mind in a healthy body". Man is a physical, mental, and spiritual being. Yoga helps in balanced development of the three. It helps regulating the vital energies in the body. It brings together physical and mental disciplines to attain peaceful body and mind. It helps manage stress, anxiety and brings in relaxation. Understanding this need for a person of academic pursuit, the college organises and celebrates International Yoga Diwas on 21st June every year in the college campus. All the teaching and non-teaching staff actively participates in this camp.



# 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

### Payment Schedule MBA

At the Time of Admission	₹ 75000	At the Time of submission of Examination form of 1 <sup>st</sup> sem	₹ 35000
At the Time of submission of Examination form of 2 <sup>nd</sup> sem	₹ 35000	At the Time of submission of Examination form of 3 <sup>rd</sup> sem	₹ 35000
At the Time of submission of Examination form of 4 <sup>th</sup> sem	₹ 27000		

## ADMISSION PROCEDURE

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

### 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.



## Programme Structure

1st Sem		2nd Sem	
Code	Paper Name	Code	Paper Name
MB 101	Principles and Practices of Management	MB 201	Organisational Behaviour
MB 102	Managerial Economics	MB 202	Business Research Methods
MB 103	Statistical Methods for Decision Making	MB 203	Operations Research
MB 104	Accounting and Financial Analysis	MB 204	Management Accounting and Control
MB 105	Marketing Management	MB 205	Financial Management
MB 106	Human Resource Management	MB 206	Project Management

3rd Sem		(Finance)	
Code	Paper Name	Code	Paper Name
MB 301	Strategic Management	MB-FC-01	Security Analysis and Portfolio Management
MB 302	Legal Aspects of Business		
MB 303	Project Study	MB-FC-02	Corporate Tax Planning and Management
MB 304	Summer Internship		

3rd Sem	(Human Resource Management)	(Marketing)	
Code	Paper Name	Code	Paper Name
MB-HC-01	Labour and Employment Laws in India	MB-MC-01	Consumer Behaviour
MB-HC-02	Industrial Relations	MB-MC-02	Services Marketing

4 <sup>th</sup> Sem		(Finance)	
Code	Paper Name	Code	Paper Name
MB 401	Corporate Governance and Business Ethics	MB-FC-41	Banking and Financial Services
MB 402	Computer Application and Management Information System	MB-FC-44	Financial Derivatives
MB 403	Comprehensive Viva-Voce		
MB 404	Business Communication		

3rd Sem	(Human Resource Management)	(Marketing)	
Code	Paper Name	Code	Paper Name
MB-HC-41	Management of Change	MB-MC-41	Sales & Distribution Management
MB-HC-44	Group Dynamics	MB-MC-45	Strategic Marketing



# 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 PROCEDURE

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

### Payment Schedule MCA

At the time of admission	₹ 36500
At the time of submission of examination form of 2nd Sem.	₹ 35500
At the time of submission of examination form of 4th Sem.	₹ 35500
At the time of submission of examination form of 1st Sem.	₹ 35500
At the time of submission of examination form of 3rd Sem.	₹ 35500
At the time of submission of examination form of 5th Sem.	₹ 35500



## 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.lnmcmbm.org](http://www.lnmcmbm.org). The cost of the form for different courses are as under-

Course Name	
MBA	₹ 1500/-
MCA	₹ 1500/-

## 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, with Name, Form No. and Signature of candidate on its back.

## Reservation

The College strictly follows Reservation Policy as per Government of Bihar Rules.

## Admission Formalities

Candidates selected for admission shall have to submit the following documents in Original alongwith 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. Mark Sheet(s) of Qualifying Examination.
4. Two Character Certificate one from the Head of the Institution last attended, and another from Local Representative.
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/-	₹ 15000/-
Tuition Fee	₹ 132000/-	₹ 126000/-
Library Fee	₹ 10000/-	₹ 9000/-
Computer Lab Fee	₹ 10000/-	₹ 15000/-
Maintenance Charges	₹ 10000/-	₹ 9000/-
*Miscellaneous	₹ 30000/-	₹ 40000/-
Total	₹ 2,07,000/-*	₹ 2,14,000/-

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



# Campus to Corporate

## Placement Cell

The Placement Cell of LNMCBM serves as an interface between the students and the recruiters. The college is committed to help students, placing them in reputed organizations throughout the country. A separate full-fledged placement cell has been set up governed by a team of experts to look after the activities of the placement cell. The team establishes corporate linkage and coordinates campus placement programme in-the campus and off-the campus.

### Objectives/Activities

- To create awareness amongst students about job recruitment of various companies.
- To organize workshops and seminars to generate confidence among students before campus placement.
- To encourage the students to take up industry related projects independently.
- To achieve maximum placement of students in reputed companies.

### Placement Overview

Our college has always realized the need for effective interface with Corporate and has undertaken the task of strengthening the linkages with them. The Campus Recruitment Programme of the college caters to the needs of the industry. With their in-depth professional knowledge and well versed soft skills, LNMCBM students have been known for their healthy contribution to any corporate they have become a part of. They have, with dazzling confidence, added to the success of their organizations and made them proud. Whether a corporate requires candidates for internship or fresh talent for recruitments, Placement Cell is always ready to facilitate their search through the well structured Campus Recruitment Programme. Placement Cell handles all aspects of placement for the graduate and postgraduate students of all courses. Right from approaching companies to managing all logistics, arranging the written test, pre-placement talks and conducting final interview in the best possible manner to the recruiters. Placement Cell interacts with the corporate to understand the realities requires in the corporate world. It assists students with career counseling, mentoring, final placements and internships, in addition to managing alumni and corporate relations. Wipro Limited (Wipro), a global information technology (IT), consulting and business process service provider has started its campus recruitment process in LNMCBM campus. It is the single recruitment campus in North Bihar and proud for us.

### *Our students are working in...*

Federal Bank Ltd.	Dainik Bhaskar	Adani Power Ltd.	HDFC Bank Ltd.
PepsiCo India Holding Pvt.Ltd.	Idea Cellular Ltd.	Tirhut Dugdh Utpadak sahkari Sangh Ltd.	Ambuja Cement Ltd
Bajaj Corp.Ltd.	Karvy Stock Broking Ltd.	ICICI Prudential Life Insurance Ltd.	Bandhan Bank Ltd.
Wipro Ltd.	JK Cement Ltd.	Reliance Jio Infocomm Ltd.	Kotak Bank Ltd.
TATA Consultancy Services Ltd.	Berger Paints India Ltd.	Shriram General Insurance	Lava International Ltd.
Kansai Nerolac Paints Ltd.	L&T Finance Ltd.	ITC Ltd.	Kajaria Ceramics Ltd.
Apollo Munich Health Insurance	Birla Corporation Ltd.	SBI Mutual Fund	IndusInd Bank Ltd.
The Smart Shop	PNB Metlife Insurance	Samsung Electronics Co.Ltd.	Iffco Tokio General Insurance
A2Z Group	Somany Ceramics Ltd.	DARCL Logistics Ltd	GATI Ltd.
Usha International Ltd.	Oppo Mobile	Mahindra & Mahindra Financial Services Ltd	HPCL Mittal Energy Ltd
ACC Ltd	NHPC Ltd	CIPLA Ltd	Relaxo Footwear's Ltd.



## Core Faculty



**Dr. Shyam Anand Jha**  
MBA, M.Sc., LLB, Ph.D.



**Dr. Shankar Kumar Singh Jha**  
MBA, Ph.D.



**Dr. Vibhawendra Pathak**  
M.A. (LSW), Ph.D.



**Dr. Mrinalinee**  
M.A. (Eco), MBA, Ph.D., D.Lit.



**Dr. Vipin Kumar**  
MBA, Ph.D.



**Dr. Amar Nath**  
MBA, Ph.D.



**Dr. Deepak Kumar**  
MBA, Ph.D.



**Dr. Ajay Kumar**  
MBA, MCA, Ph.D.



**Dr. Bhanu Pratap**  
B.E., MBA, Ph.D.





**Dr. Purnima Sinha**  
M.A. (OR), Ph.D.



**Dr. Manoj Kumar Yadav**  
M.A. (Eco), Ph.D., UGC-NET.



**Dr. Aditya Kumar Jha**  
M.Com. MBA, Ph.D.



**Dr. B.S. Mishra**  
MBA, LLB, MLPM, Ph.D.



**Mr. Neeraj Kumar**  
M.Sc., M.Com. M.B.A., UGC-NET.



**Dr. Manoj Kumar Singh**  
MBA, Ph.D., UGC-NET.



**Dr. Sharda Kumari**  
MBA, Ph.D., UGC-NET



**Dr. Kishore Parth**  
M.B.A., PGDMC, Ph.D., UGC-NET.



**Dr. Shweta Dipti**  
M.B.A., Ph.D., UGC-NET.





**Dr. Rashmi Kumari**  
M.A., MBA, LLB, Ph.D.



**Md. Mobashshir Iqbal**  
M.A. (Eng.)



**Ms. Indu Vasudev**  
M.Com.



**Dr. I. B. Lal**  
M.Sc. (IT), Ph.D.



**Dr. Fahim Iqbal**  
B.Tech, M.B.A., Ph.D.



**Dr. Vijay Kumar Singh**  
M.C.A., Ph.D.



**Dr. Shiv Kant Kumar**  
M.Sc. (Math), Ph.D.



**Dr. S.S.A. Rizvi**  
M.C.A., M.B.A., Ph.D.



**Dr. Radhe Shyam Soni**  
M.C.A., Ph.D.





**Dr. Sandeep Kaushik**  
M.C.A., LLB, Ph.D.



**Mr. Suket Jha**  
B.Tech, M.Tech



**Ms. Atmaprabha**  
B.C.A., M.C.A.



**Dr. Savyasachi**  
B.Tech, M. Tech, Ph.D.

## Visiting Faculty

### **Dr. S. M. Jha**

Former Vice-Chancellor  
L. N. Mithila University  
Darbhanga

### **Dr. A. Thakur**

Former Dean (Faculty of Management)  
B.R.A. Bihar University, Muzaffarpur

### **Dr. Pramod Kumar**

Asso. Prof. Dept. of Economics  
Tagore Govt. Arts & Science College  
Central University, Pondicherry

### **Dr. R. N. Singh**

Deptt. of Economics  
Govt. Women's Polytechnic  
Muzaffarpur

### **Dr. Umesh Mishra**

Former Principal  
Vanijya Mahavidyalaya  
Patna University

### **Dr. S. P. Verma**

Associate Professor (Retd.)  
University Deptt. of Mathematics  
B.R.A. Bihar University, Muzaffarpur

### **Sr. S. K. Sinha**

HOD of Business Finance  
B.B.S., Poorvanchal University

### **Dr. Rakesh Raman**

Professor of Economics  
B.H.U., Varanasi

### **Prof. Nawal Kishore**

School of Management Studies  
Indira Gandhi National Open  
University, New Delhi

### **Dr. Manju Bhagat**

Prof. Deptt. of Management  
BIT, Mishra Ranchi

### **Dr. L. P. Singh**

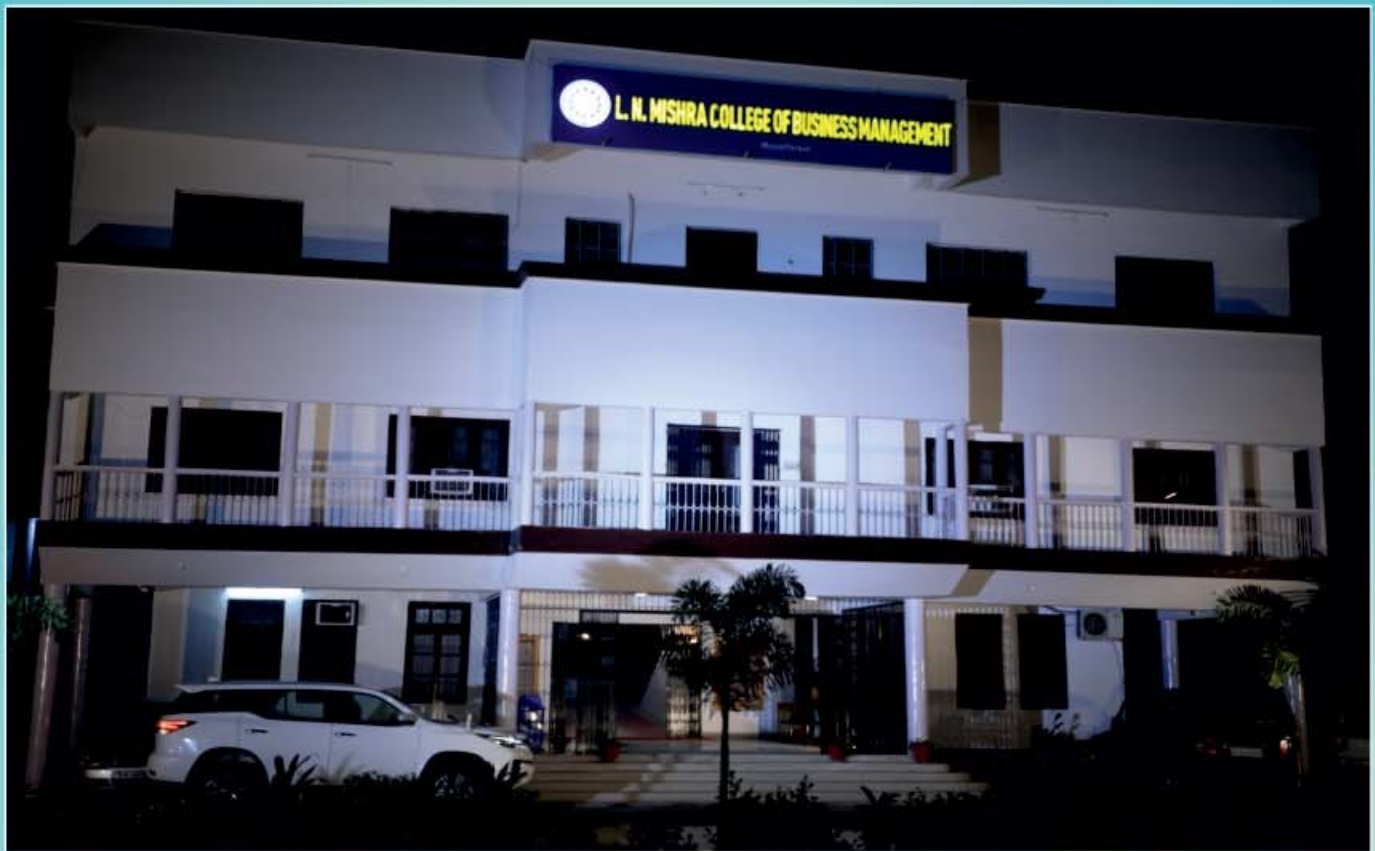
Director, IBM,  
L. N. Mishra University  
Darbhanga

### **Dr. Manish Kumar**

Principal Vidya Vihar  
Institute of Technology  
Purnea



## 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.



## **L. N. Mishra College of Business Management**

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