

PROSPECTUS



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**

NAAC Accredited with B++ (1st Cycle)

Our Inspiration

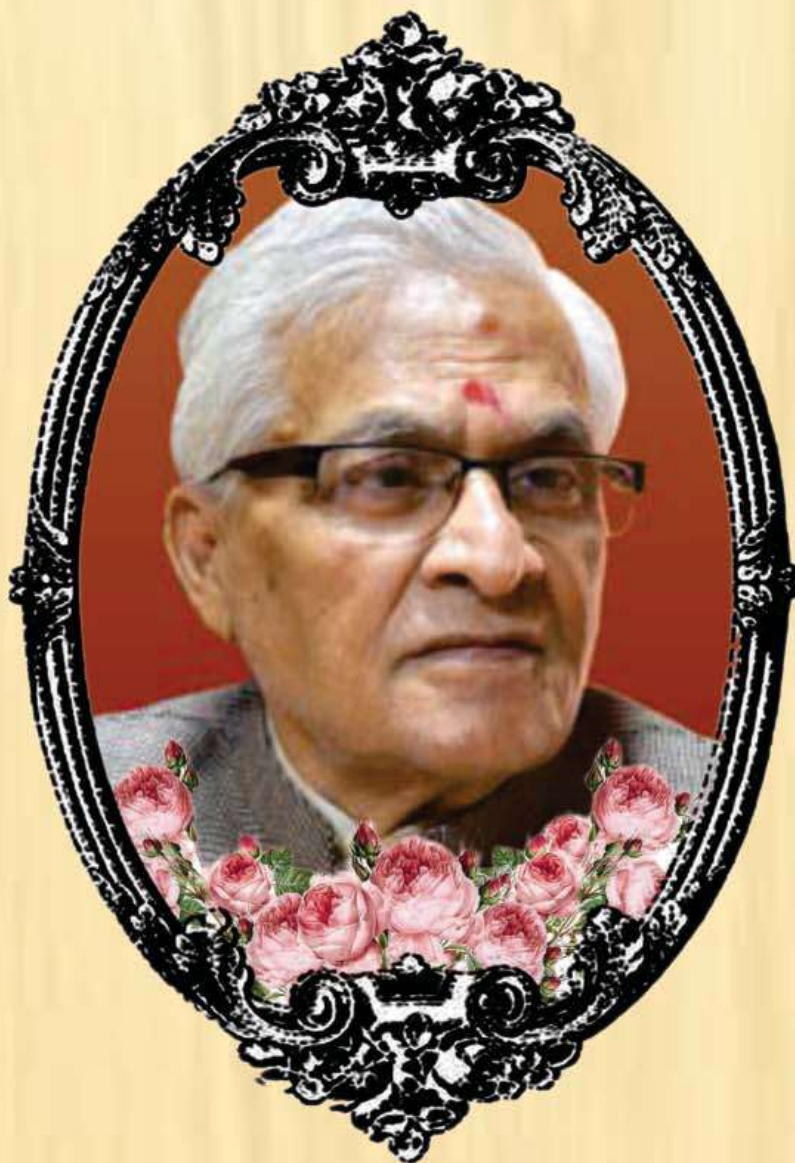


Pt. Lalit Narayan Mishra

(2nd February 1923 - 3rd January 1975)

Former Minister, Government of India

Our Founder Chairman



Dr. Jagannath Mishra

(24th June 1937 – 19th August 2019)

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

In the Memory of



Late Veena Mishra

(08th January 1946 – 22nd January 2018)

Founder Member

L. N. Mishra College of Business Management



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 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 in the 21st century when the world is changing at the supersonic speed and revolution in IT and Telecommunication is consequentially influencing the strategic and operational dimensions of organizations in every sector of life 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 accredited by NAAC with B+ + grade while the college has been rated a B+ School 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

The College



Positioning the youth to realize the benefits of the rapidly changing economic environment and growing industrialization, L.N.Mishra College of Business Management (LNMCBM) was established in the year 1973 by Late Dr. Jagannath Mishra to accomplish the shared vision of Late Lalit Narayan Mishra, former Railway Minister, Government of India. In 1985 the State government conferred "Autonomous" Status, to the College.

In 1994, LNMCBM obtained approval from ACITE for MBA and subsequently in 2002 for MCA. Later the State government granted permission for commencement of BBA and BCA course in 2023 under B.R.A Bihar University. In 2023, LNMCBM became the first Management College in Bihar to be awarded B++ rating by NAAC according to the revised guidelines.

Vision

LNMCBM, a pioneering institute imparting Management and Technical education par excellence striving to instil the spirit of entrepreneurial leadership, cultivating next gen business leaders, IT professionals and educators.

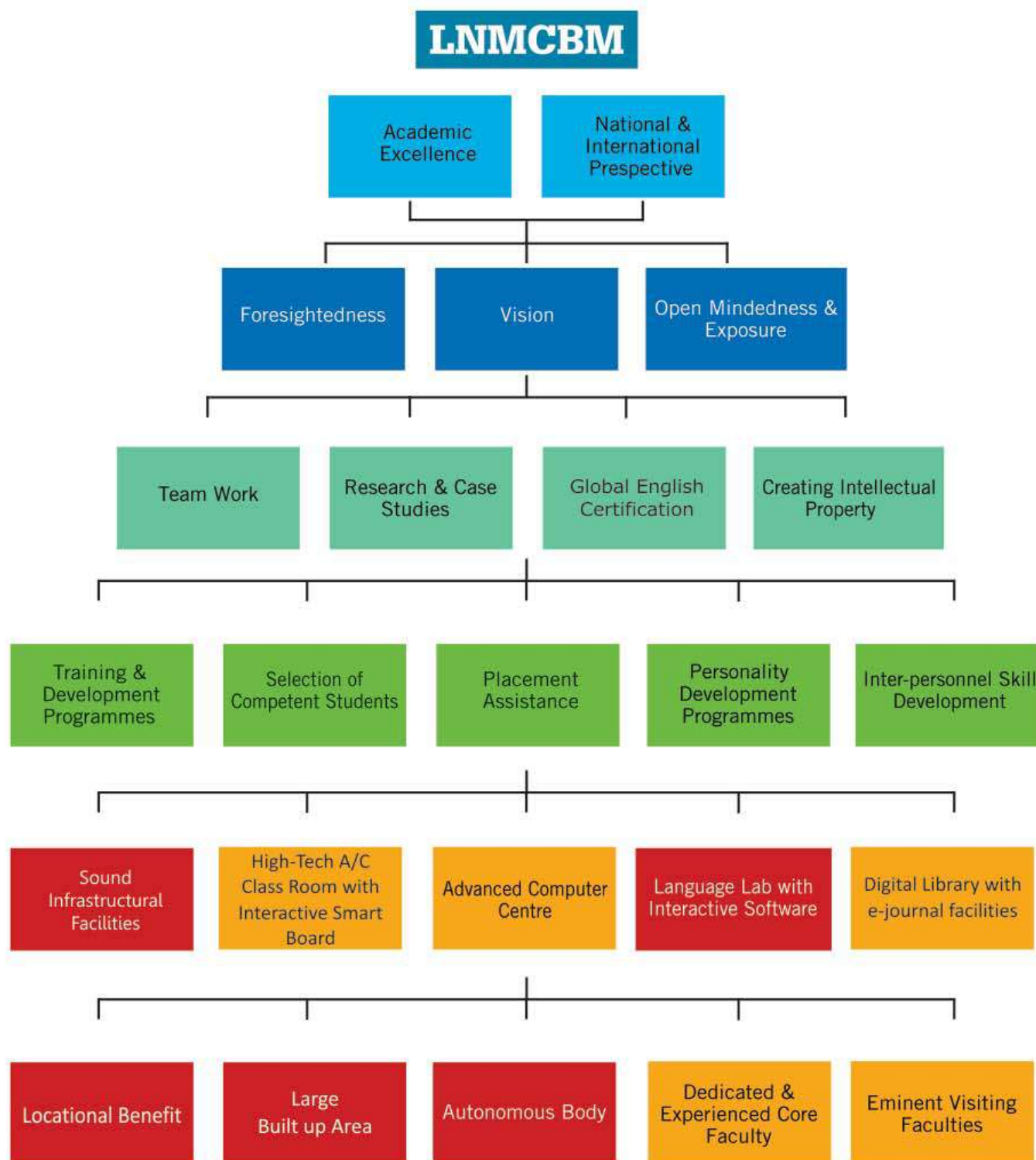
Mission

- Offer affordable education at par with Global Standards.
- To continuously upgrade the quality of academic programmes in accordance with changing times.
- Actively contribute towards making a developed Nation through nurturing, guiding and mentoring the youth.

Campus

The College is spread over six acres of greenland with total built-up area of 82,000 Sq.ft. The whole campus is full of dense trees and plants making it a lush green eco-friendly environment, accompanied by a beautiful pond, a huge water reservoir, rainwater harvesting system and solar energy equipped "Green building". For closer monitoring and control of student activity, the entire campus is under CCTV surveillance with 24 x 7 security. The college has provided Wi-Fi Connectivity and State-of-the-Art infrastructure.

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 four 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 Wi-Fi 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 reading rooms 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

In the age of Information Revolution the entire world has transformed from "Labour-intensive" to "Knowledge-society". Today, knowledge and information have been realised as the "Power". Understanding this, the college also focusses on library. The College library is a power house of knowledge and 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 more than 50,000 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 annual reports, newsletters, research publications, Ph.D. thesis, and project reports in hard-bound and digital forms for the benefit of the researchers. The automated '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 and inter-personal skills. 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. Tie-up 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/tresspassers 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.

Most Promising Management Institute in Bihar



Asia today research & media, a leading dynamic global media & analytical company honoured L. N. Mishra College of Business Management, Muzaffarpur with "Most Promising Management Institute in Bihar" award on 3rd April 2023 in "Asia Education Summit & Awards 2023 in Hotel The Ashok, New Delhi. Dr. S. K. S. Jha from the college received the award from the hands of Dr. Rajkumar Ranjan Singh, Hon'ble Minister of State for Education of External Affairs, GoI, Shri Ramesh Pokhriyal "Nishank", Former Education Minister, GoI in the August presence of Shri Faggan Singh Kulaste, Hon'ble Minister of State for Rural Development & Steel, GoI, Shri Ramdas Athawale, Hon'ble Minister of State of Social Justice & Empowerment GoI and Lord (Dr.) Diljit Rana, MBE OBE - Hon'ble member of House of Lords, London.

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) and All India Management Association (AIMA).

Student Support

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 Student 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.

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.

Grievance Redressal Mechanism

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

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 looks after different activities held 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.

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.

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.

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.

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.

Alumni

The college has established an active linkage with its alumni who 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. The alumni of the college time to time feel pleasure students to take pains in counselling and giving tips to students to grow to their future career.





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. Considering that, the college arranges sessions and invites experts of repute.



Students Participation in State level Start up Conclave



Student Development Programmes



Dexterity CEO – Mr. Sharad Sagar, an Indian Youth Icon and a globally renowned entrepreneur having immense experience of work in the field of education and public services visited the College Campus to have inspirational talk with the students. Advising students to identify opportunities through independent thinking, he talked about changes in goals and success. He quoted “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.”



Mr. Rakesh Shandilya, India's Favourite Motivational Speaker, Corporate Trainer, Keynote Speaker and Life Coach who has successfully benefited more than 3 lakh people of all age group delivered his great motivational speech to the students in L.N.Mishra Memorial Lecture Series organized on the occasion of Lalit Jayant and Annual Day of the college. He guided the students to be energetic, skilled and hardworking with goal oriented approach in making their professional career successful in a very short period.

Industry – Academia Interface (Wipro Work Integrated Learning Programme) was conducted on 14th February, 2023 in the college with the main speaker as Mr. Anurag Kirti, Campus Lead (E&W), Global Campus Hiring, Wipro Ltd. to provide useful tips and guidelines to students as per placement activities and get themselves Industry – ready with Zero- Lead time of placement after completing the course/programme.



Shri J.K.P. Singh, Principal Chief Personnel officer, East Central Railway delivered a CAREER TALK on “Shifting Paradigm of HRM in present Scenario” on 1st April, 2023.

At L N Mishra College of Business Management, we are dedicated to empowering our learners with the right skills to excel in their future careers and contribute to society's welfare. To further this commitment, we are thrilled to announce the adoption of Linguaskill by Cambridge to enhance our students' English language skills as per international standards.

Linguaskill 
from **Cambridge**

Linguaskill is a cutting-edge AI-powered online test that assesses language proficiency in all four skills - speaking, writing, reading, and listening. It is aligned with the Common European Framework of Reference (CEFR), which is an internationally recognized standard for language proficiency. With Linguaskill, our students will have the opportunity to develop real-life language skills through familiar topics and engaging activities, helping them build confidence in using English and preparing them for the future workplace environment.

One of the unique features of Linguaskill is its adaptability, allowing it to deliver highly accurate results at a fast pace, whether for individuals or large groups. The test will be administered within our institution's premises, providing a convenient and secure testing environment for our students.

By taking Linguaskill and achieving the minimum qualifying mark, every student will receive a test report from Cambridge, which can serve as a valuable credential to enhance their employability skills, leading to better job opportunities and career growth. Additionally, Linguaskill will also expose our students to international English and testing methods, further enriching their language learning experience.

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. Our teachers are in line with AICTE directives and upgrade themselves with various faculty development and quality improvement courses.

Learning Techniques

The college is ready to adopt the National Education Policy (NEP-2020). 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.
- The college learnt a lot to meet the challenges of teaching-learning during the pandemic lockdown of COVID in 2020 & 2021 and developed its own mechanism of online class management.



Webinar/Seminar/Career Talk and Conferences

Seminars and conferences are important and beneficial to overcome the barriers of learning in a typical classroom environment. Seminars and Conferences are periodically organised on the issues of contemporary relevance. The students are encouraged to actively participate and present articles.



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 Former 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, the then 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.

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 Shri 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 youths 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 youths to opt for game-changing pursuits.



Institutional Social Responsibilities

The college has contributed its role in Pandemics as and when needed. recently 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.

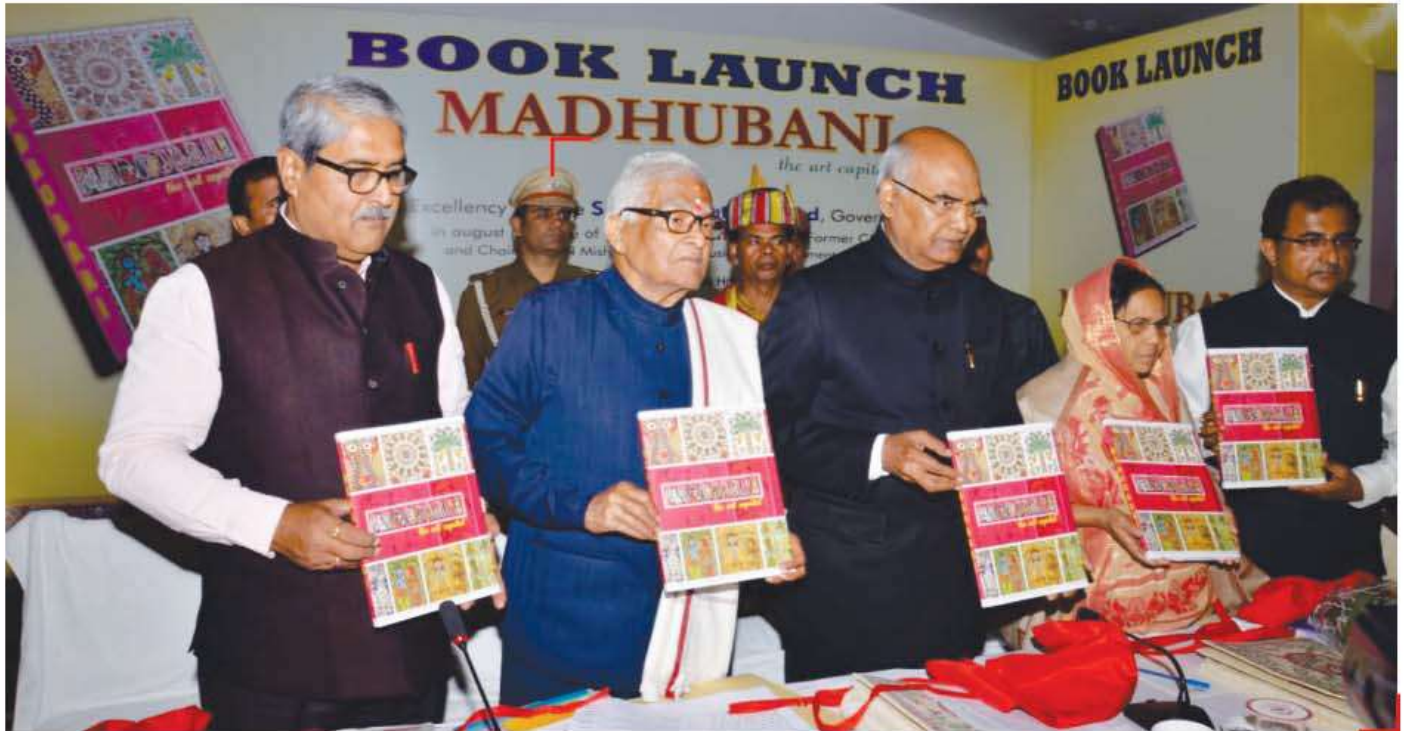
Blood Donation Camps

Understanding the critically of even a single life and our ISR, we at times organise Blood Donation Camps in our college campus in collaboration with Indian Red Cross Society, Advanced Transfusion Medicine Research Foundation (ATMRF) and other reputed organisations.



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



Industry 4.0 Innovation & 21st Century Skills



Young people across the globe are regarded as having a more innovative mindset in addition to their desire to adopt advanced technologies to make work more convenient and efficient. The Y20 engagement provides a space for young people to express their opinions on global challenges through informed discussion and collaboration. This will drive the incorporation of youthful perspectives into the global agenda, with the aim of being promoted and acted upon by the G20 members.

The Y20 Talk on Industry 4.0 Innovation & 21st century Skills was organised by the college on 17th of April 2023. The Event was attended by students, academicians and eminent dignitaries. His excellency Hon'ble Governor of Bihar Shri Rajendra Vishwanath Arlekar graced the occasion as chief guest. Prof. Shailendra Kumar Chaturvedi Hon'ble Vice Chancellor of B. R. Ambedkar Bihar University, Muzaffarpur gave valuable insights into the perspective of young people on the role of youth in nation building.

Energy Literacy Training Program

Our college has always been sensitive towards pro-environmental activities and mitigation of carbon footprints. We are committed to limit the fast paced climate change occurring due to inappropriate use of conventional forms of energy. In this regard, we acknowledge the recommendation of AICTE regarding the energy literacy training program conducted by Energy Swaraj Foundation. A large number of our students, teachers as well as non-teaching staff had participated in this endeavour. A voluminous number of registrations in this undeferrable energy literacy program fetched the college the prestigious Silver Certificate.

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 – Samvrudhhi 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 2022, 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.



Unveiling the statue of Founder Member Late Veena Mishra Ji

The College welcomed Late Dr. Mridula Sinha, the then 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

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.

Payment Schedule MBA

At the Time of Admission	₹ 75000	At the Time of submission of Examination form of 1 st sem	₹ 39,000
At the Time of submission of Examination form of 2 nd sem	₹ 39,000	At the Time of submission of Examination form of 3 rd sem	₹ 39,000
At the Time of submission of Examination form of 4 th sem	₹ 39,000		

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 th 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	₹ 50,000
At the time of submission of examination form of 2nd Sem.	₹ 40,000
At the time of submission of examination form of 4th Sem.	₹ 40,000
At the time of submission of examination form of 1st Sem.	₹ 40,000
At the time of submission of examination form of 3rd Sem.	₹ 40,000
At the time of submission of examination form of 5th Sem.	₹ 40,000

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	
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 and 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. The college has established Rozgar Srijan Kendra at its campus to facilitate the young entrepreneurs; A separate start up cell is also working independently in collaboration with Chandragupta Institute of Management, Patna.

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.

Some of our Placement Partners



Core Faculty

Dr. Shyam Anand Jha

MBA, M.Sc., Ph.D.

Dr. Shankar Kumar Singh Jha

MBA, Ph.D.

Dr. Vibhawendra Pathak

M.A. (LSW), Ph.D.
Diploma in RWMA (PU)

Dr. Vipin Kumar

MBA, Ph.D.

Dr. Mrinalinee

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

Dr. Purnima Sinha

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

Dr. Deepak Kumar

MBA, Ph.D.

Dr. Amarnath

MBA, Ph.D.

Dr. Ajay Kumar

MCA, MBA, Ph.D.

Dr. Manoj Kumar Yadav

MA (Eco.), Ph.D., NET

Dr. Bhanu Pratap

B.E., MBA, Ph.D.

Dr. Manoj Kumar Singh

MBA, Ph.D., NET

Dr. Sharda Kumari

MBA, NET

Dr. Budhi Sagar Mishra

MBA, Ph.D., LLB, PG in MLPM,
Ph.D.

Ms. Indu Vasudev

M.Com.

Dr. Kishore Parth

MBA, PGDMC, NET, Ph.D.

Sri Neeraj Kumar

M.Sc., M. Com., MBA, NET

Dr. Aditya Kumar Jha

M.Com., MBA, Ph.D.

Dr. Rashmi Kumari

MA, MBA, Ph.D., LLB

Dr. Fahim Iqbal

B. Tech, MBA, Ph.D.

Dr. I. B. Lal

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

Dr. Sah Salamat Ali Rizvi

MCA, MBA, Ph.D.

Dr. Shivkant Kumar

MCA, M.Sc. Ph.D.

Dr. Sandeep Kaushik

MCA, LLB, Ph.D.

Dr. Vijay Kumar Singh

MCA, Ph.D.

Mr. Suket Jha

B. Tech

Dr. Radhe Shyam Soni

MCA, Ph.D.

Dr. Savyaachi

B.Tech., M. Tech., Ph.D.

Ms. Atmaprabha

MCA

Visiting Faculty

Dr. S. M. Jha

Former Vice - Chancellor
L. N. Mithila University
Darbhanga

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

Dr. R. N. Singh

Deptt. of Economics
Govt. Women's Polytechnic
Muzaffarpur

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

Former Director
Institute of Business Management
Darbhanga

Dr. Manish Kumar

Principal Vidya Vihar
Institute of Technology
Purnea

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

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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		7542023050			