

INDIAN INSTITUTE OF TECHNOLOGY KANPUR

DEPARTMENT OF INDUSTRIAL

AND

MANAGEMENT ENGINEERING

MBA BROCHURE 2020-22

MBA PROGRAM HIGHLIGHTS

1988

Establishment of the "Department of Industrial and Management Engineering" after an elaborate need-demand analysis for the requirement of the industry

2001

Establishment of the MBA Program focused on the unique brand of techno-management

Rank 16th

MBA Program ranked 16th by MHRD, India's NIRF Management Institute Rankings

20+

Years of the program mentoring individuals in the areas of Finance, Marketing, Consulting, Analytics, Operations and Human Resources

450+

MBA program alumini in respectable positions across various industries

The Department of IME was established with the aim to combine the strength of technology and management. This synergy is the bedrock of all IME Programs-MBA, M.Tech and PHD. Keeping up with this tradition of innovation, the 2-year MBA Program aims at creating business leaders and entrepreneurs by leveraging its strengths on technology, computing and social sciences.



CURRICULUM

CORE COURSES

- 1. Marketing Management
- 2. Accounting & Finance
- 3. Quantitative Methods for Decision Making
- 4. Economic Analysis for Management
- 5. Organisation Structure & Design
- 6. Production & Operations

 Management
- 7. Socio-Political & Ethical Aspects of Business

FINANCE

- 1. Security Analysis & Portfolio Management
- 2. Adavnce Corporate Finance
- 3. Advance Financial Modeling
- 4. Mergers & Acquisitions
- 5. Financial Intermediation & Commerical Banking
- 6. Derivative Contracts
- 7. Project Financing & Management
- 8. Credit Risk Management & Modeling
- 9. PPP in Infrastructure
- 10. Investment Valuation
- 11. Financial Engineering
- 12. Renewable Energy Economics,
 Policy & Regulation

HUMAN RESOURCES

- 1. Human Resource Management
- 2. Organisational Staffing
- 3. Performance Management
- 4. Employee Relations Management
- 5. Introduction to Corporations
- 6. Governance of Global Value
 Chains
- 7. Change Management & Organisational Development

OPERATIONS

- 1. Manufacturing Planning & Control
- 2. Total Quality Management
- 3. Manufacturing Strategy
- 4. Supply Chain Management
- 5. Business Process Management
- 6. Management of Service Operations
- 7. Project Management

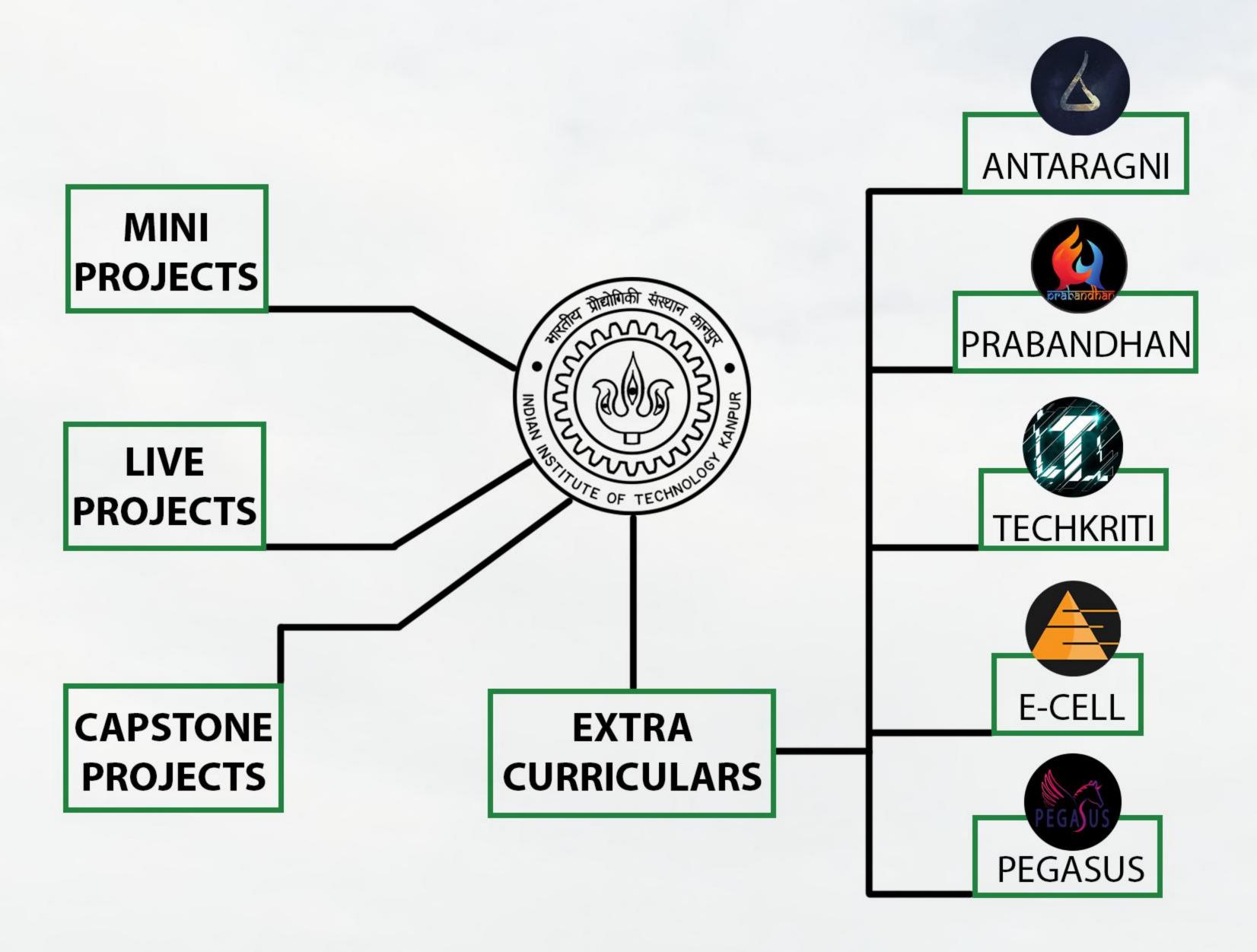
IT | ANALYTICS | STRATEGY

- Macro-Economic Analysis for Management
- 2. Statistical Modeling for Business Analytics
- 3. Time Series Modeling for Business Analytics
- 4. Simulation of Business
 Systems
- 5. Enterprise Integration with IT
- 6. Business Management using Cloud
- 7. E-supply Chain Management
- 8. Strategic Management
- 9. Advanced Statistical Methods for Business Analytics
- 10. Social Media Analytics
- 11. Management of Technology
- 12. E-commerce & Big Data for Management
- 13. Strategic Management
- 14. Data Mining for Knowledge
 Discovery

MARKETING

- 1. Marketing Research
- 2. Business to Business Marketing
- 3. Product Strategy & Management
- 4. Product & Brand Management
- 5. Consumer Behaviour
- 6. Marketing of Services

CURRICULUM



FINANCE

MBA at IIT Kanpur offers various courses in the domain of finance to help students to get an understanding of the future of money and markets. The program is designed to enable students to straddle the fields of management with its applications in the areas of banking, finance and insurance, who'll be in great demand by banks, wealth management entities, brokerage firms, etc.

MARKETING

MBA at IIT Kanpur opens up a plethora of opportunities for graduates in the field of marketing. The program helps students gain skills to create or be part of a customer-centric market. Students gain cutting-edge insights about various aspects of marketing like advertising, analytics, consumer behavior, marketing research and social media, which equip them to adapt to and handle the ever-changing and ever-evolving needs of the market and consumers.

IT & ANALYTICS

Business Analytics students are in high demand as organizations strive to reach their goals with data-driven decision-making and strategies. Analytics is a rapidly changing industry in the modern world, leading to a competency gap in today's professionals. MBA at IIT Kanpur addresses the issue by honing the students' skills with competitive real-life cases and projects to work on.

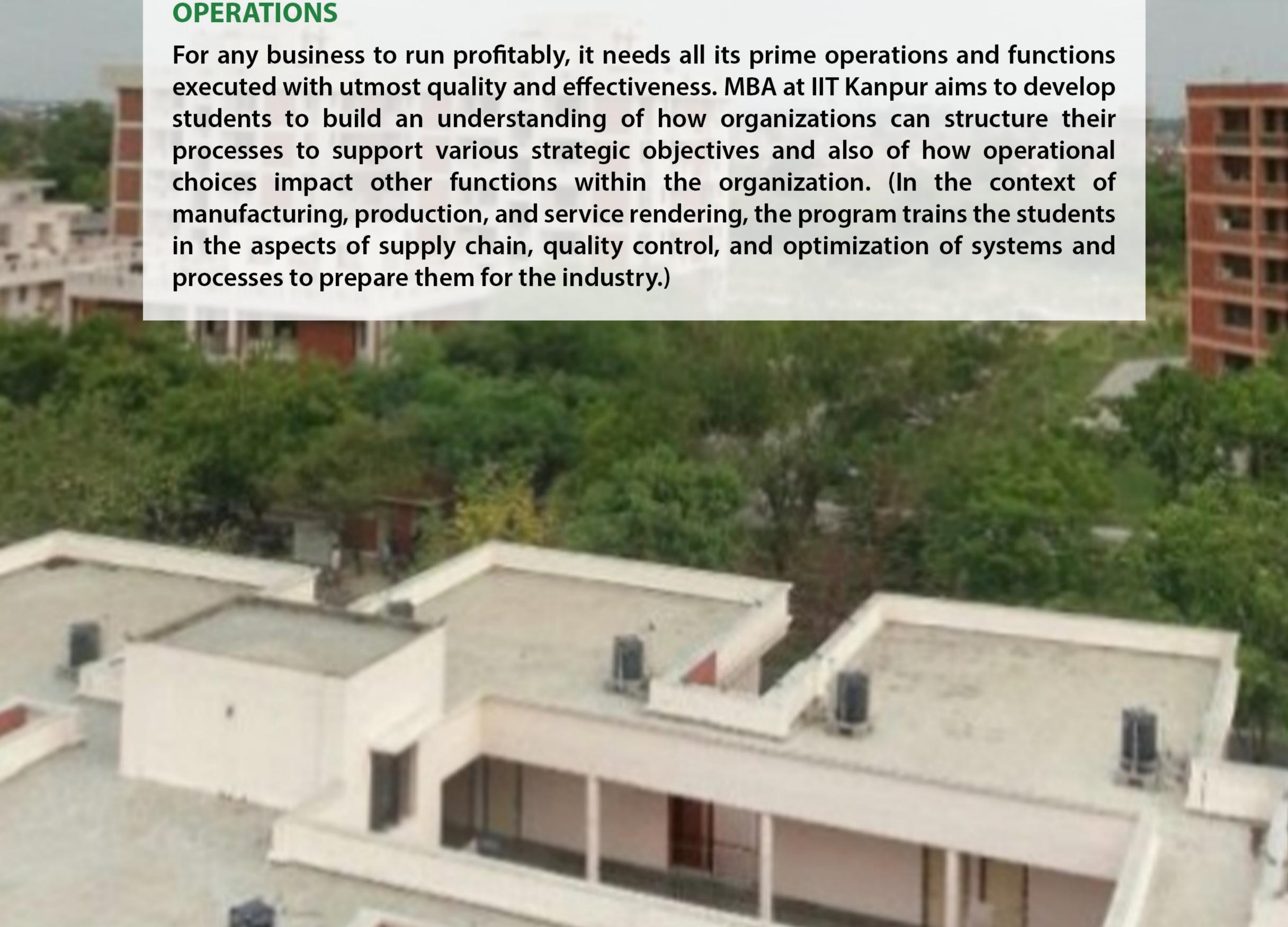
CURRICULUM

GENERAL MANAGEMENT

Working professionals today are expected to deliver quicker results while managing various business processes across multiple departments. It is imperative that one gains an in-depth understanding of the workings of business across disciplines. MBA at IIT Kanpur prepares one for the same with a flexible structure to explore various interests and disciplines. Students are made industry-ready in theory and practice with a project and case-focused approach.

HUMAN RESOURCES

Organizations today face the challenge of acquiring, training, retaining, reskilling, motivating, and managing their people. HR indeed is the key to maintaining the right mix of talent needed for an organization to grow and reach its goals. MBA at IIT Kanpur provides its students with an opportunity to develop deep insights and expertise in the core and advanced HRM and the integration of technology into it.



FACULTY PROFILES

Dr. Amit Shukla FPM, IIM Lucknow

Emerging Employment
Relationship | Citizenship
Behaviour | Psychological
Ownership | Positive OB |
Academic Excellence | Staffing |
Performance & Talent
Management

Dr. Avijit Khanra FPM, IIM Ahmedabad

Inventory Control and Supply Chain Management | Analysis of Queues | Modelling and Optimization| Scheduling

Dr. Anoop Singh PhD., IGIDR Mumbai

Power / Energy Sector Regulation | Policy & Finance | Renewable Energy Policy & Regulation | Energy Pricing | Tariff Design | Energy Economics

Dr. Subhankar Mukherjee PhD., IIM Calcutta

Development Economics, | Applied Microeconomics

Dr. Jitender Kumar PhD., IIT Roorkee

Brand Management | Consumer Psychology | Brand Communities

Dr. Faiz Hamid FPM, IIM Lucknow

Decision Sciences | Information Technology & Systems

Dr. Rahul Varman FPM, IIM Ahmedabad Organization Theory

Dr. Raghu Nandan Sengupta FPM, IIM Calcutta

Operations Management (Major) | Finance (Minor)

Dr. Suman Saurabh FPM, IIM Ahmedabad

Payout Policy & investments | Corporate Finance

Dr. Devlina Chatterjee PhD., IISc Bangalore

Managerial Economics | Applied Econometrics | Data Analytics | Empirical Finance

Dr. B V Phani PhD., IIM Calcutta

Financial Intermediation
| Market Valuation and
Microstructure | Entrepreneurial
Finance | Credit Risk
Modeling | Securitization

Dr. Deepu Philip PhD., MSU Bozeman

Production and operations management | Systems Engineering and Simulation | Local Search and Optimization

Dr. R R K Sharma FPM, IIM Ahmedabad

Operations Research | Operations Management | Strategy

Dr. Vipin B PhD., IIT Madras

Decision Theory | Inventory Theory | Supply Chain

Dr. Shankar Prawesh PhD., University of South Florida

Social Media | Agent-Based Simulation | Data-driven Decision Making

Dr. Veena Bansal PhD., IIT Kanpur

Information Technology | Image Processing

Dr. Sri Vanamalla V PhD., IISc Bangalore

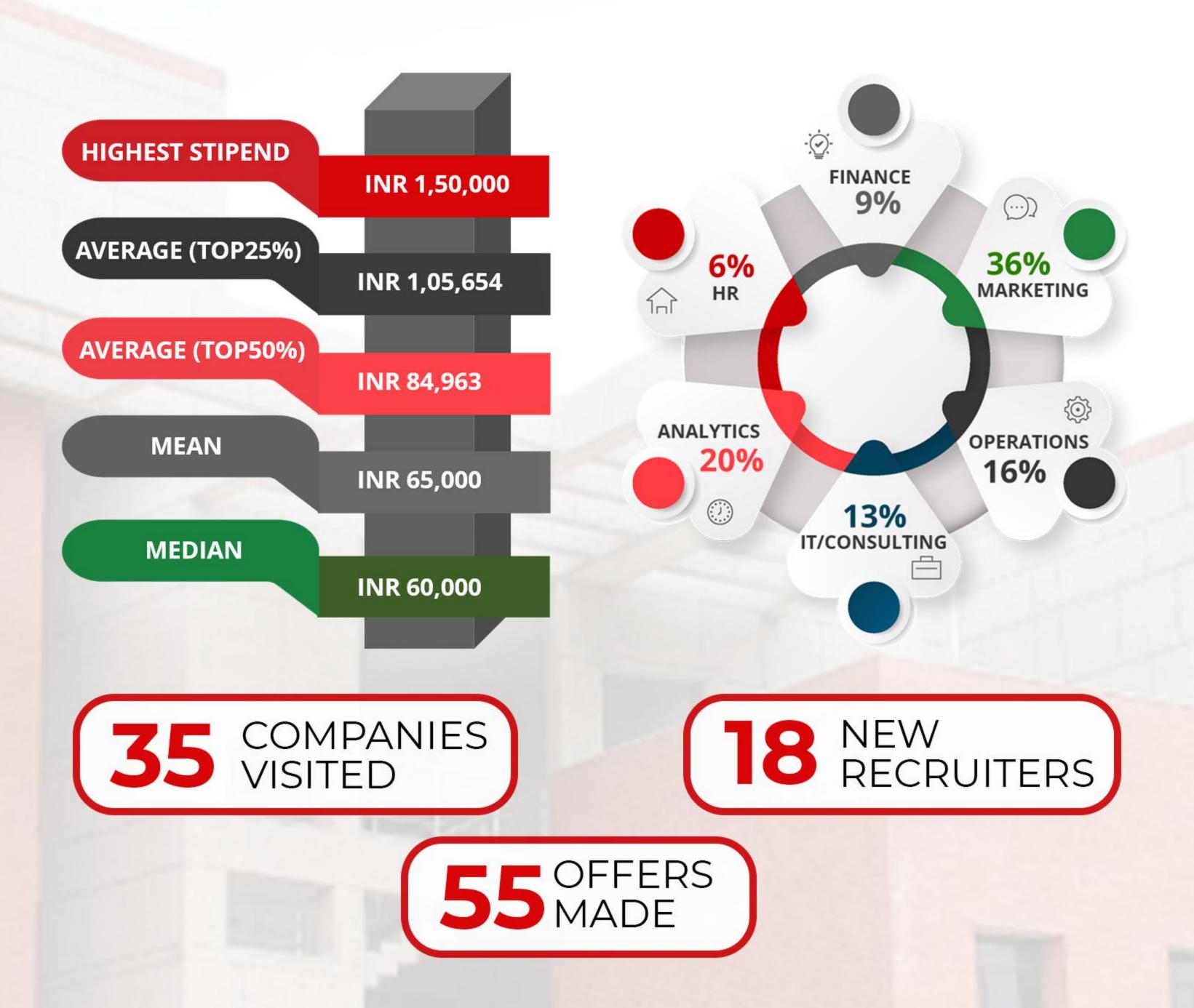
Applied Operations Research | Optimization | Game Theory

Dr. Subhas Chandra Misra PhD., Carleton University

Business Process Management | Project Management | E-Governance |Enterprise Resource Planning

SUMMER PLACEMENT STATISTICS

BATCH 2020 - 2022

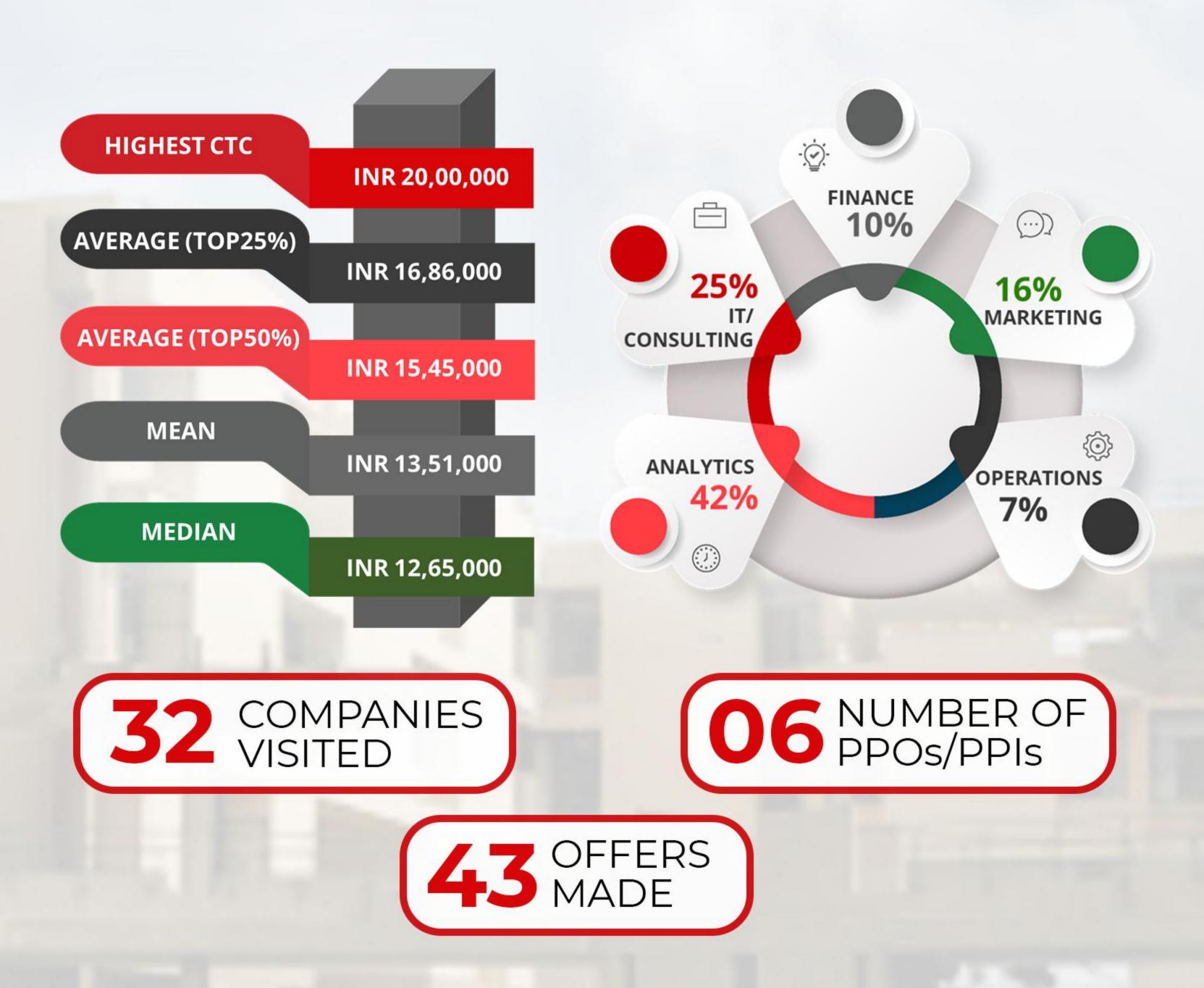


The Summer placement process at MBA IIT Kanpur is conducted every year on a rolling basis commencing from the first week of September.

The Summer placement process is premeditated and facilitated by the MBA Placement Committee, ushered by the Faculty Placement Advisor. The MBA program at IIT Kanpur has always had an excellent placement record and has performed consistently in this area. Continuing the trend, the successful completion of summer placement season for the MBA batch of 2020-22 stands witness to the flourishing faith and confidence of the corporate world in the MBA program at IIT Kanpur.

We had a vast diversity in terms of roles offered by companies in various sectors representing the spectrum from MNCs to the Start-Ups offering a myriad of roles in Analytics, IT/Consulting, Marketing, Finance, HR and Operations domain. We were able to forge new relationships with companies such as KPIT, Dalmia Group, Bosch, Bajaj Finserv, The Outlook Group, etc., along with edification of our existing engagements.

BATCH 2019 - 2021



The placement process at MBA IIT Kanpur is conducted every year by the MBA Placement Committee under the guidance of Faculty placement advisor along with the support of the Students' Placement Office of IIT Kanpur.

The successful placement season for the MBA batch of 2019-21 stands witness to the flourishing faith and confidence of the corporate world in the MBA program at IIT Kanpur. The students were offered profiles in the domains such as Analytics, Consulting, IT, Operations, Finance and Marketing. Our regular recruiters such as Axtria, Ford, ICICI Bank, IndiaMart, Infosys, ITH, Optum, Wipro continued their relationship with our program this year as well. In addition, MBA IIT Kanpur was able to forge bonds with many new recruiters, including Avery Dennison, Berger Paints, Digit Insurance, Juspay, Oxane Partners, Wells Fargo, etc.

PROMINENT ASSOCIATIONS



















































































Petroleum























Pnb MetLife







DCB BANK



Business-friendly Solutions

BROWSE OUR REPORTS

Summer Placement Batch 2020 - 22

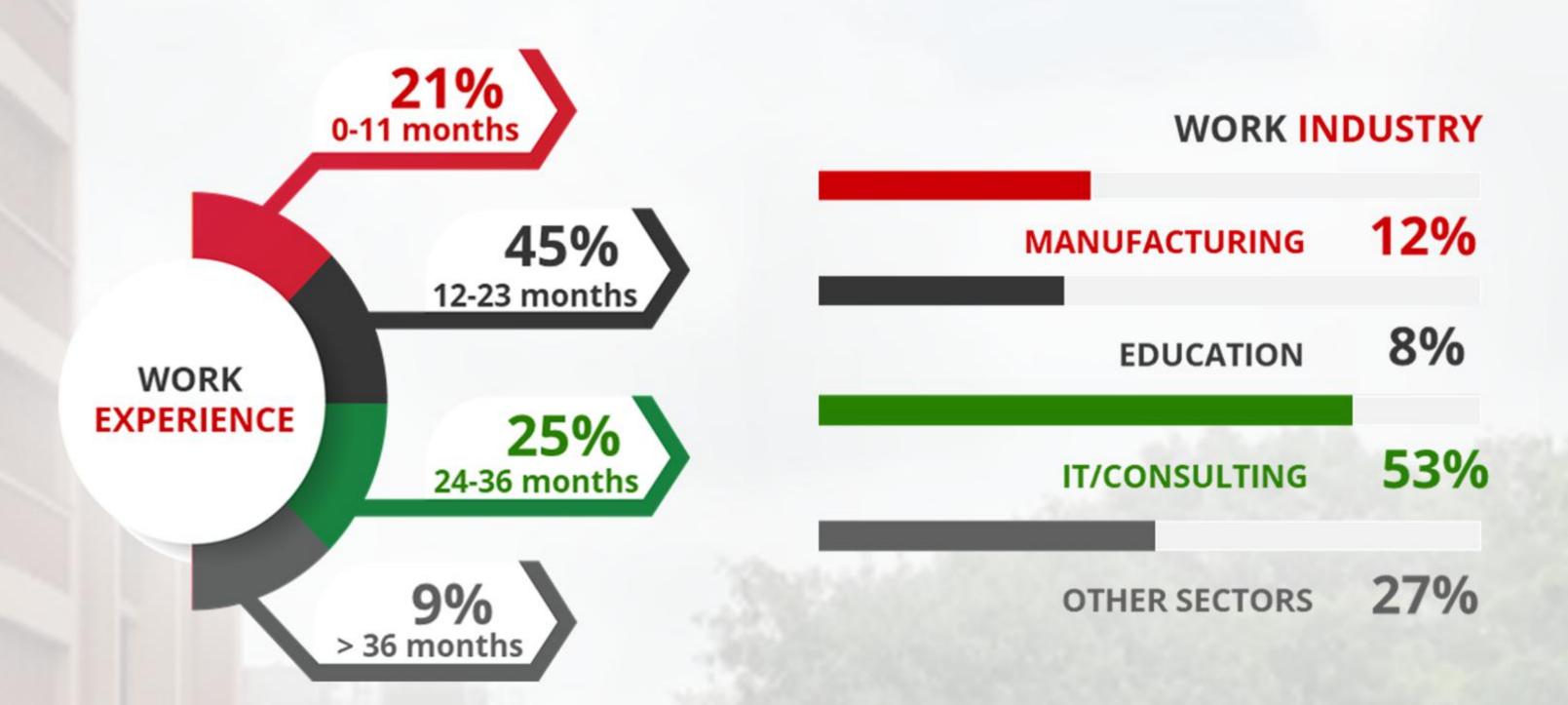


Final Placement Batch 2019 - 21

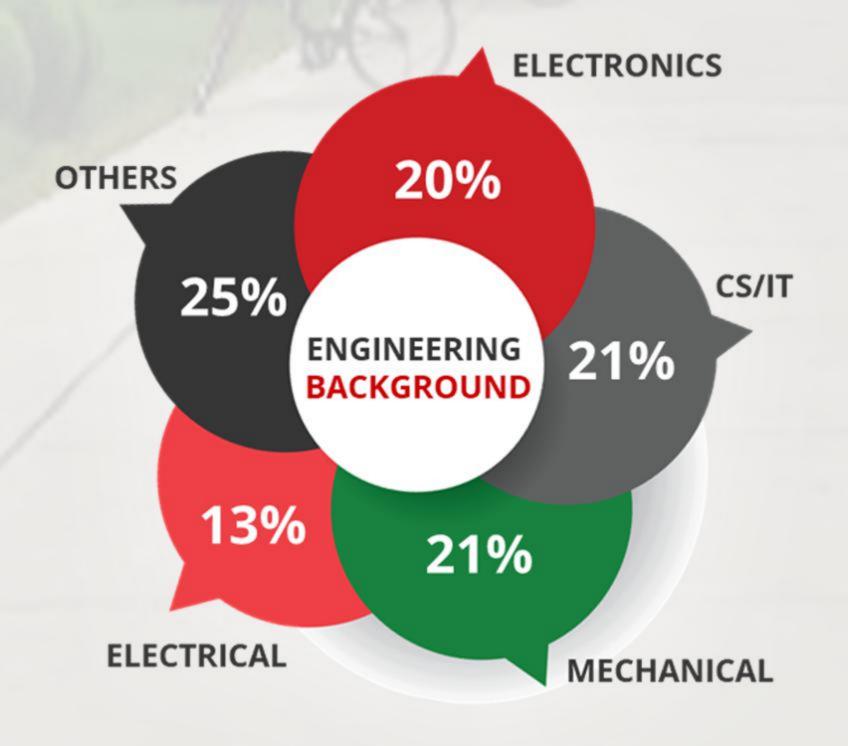


BATCH PROFILE

MBA IIT Kanpur maintained its legacy of being one of the top choices for MBA aspirants and attracted the best minds from around the country. The batch of 2020-22 comprises students with an excellent academic record from top-notch institutions in the country. It is a fine blend of students with an average of 19 months of work experience from companies of repute, including Amazon, Deloitte, Mahindra & Mahindra, Reliance Industries Limited, UST Global etc.









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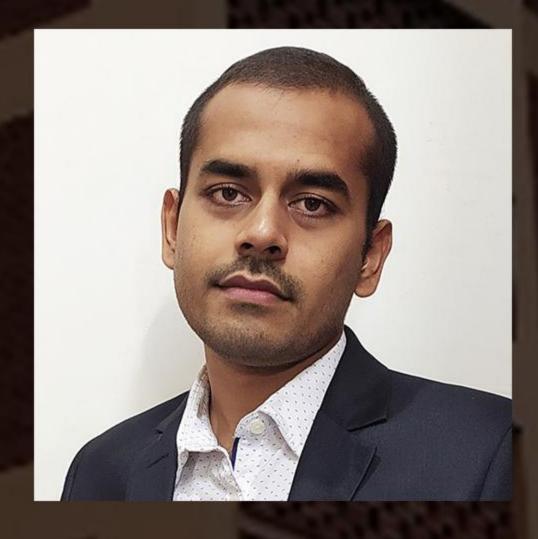
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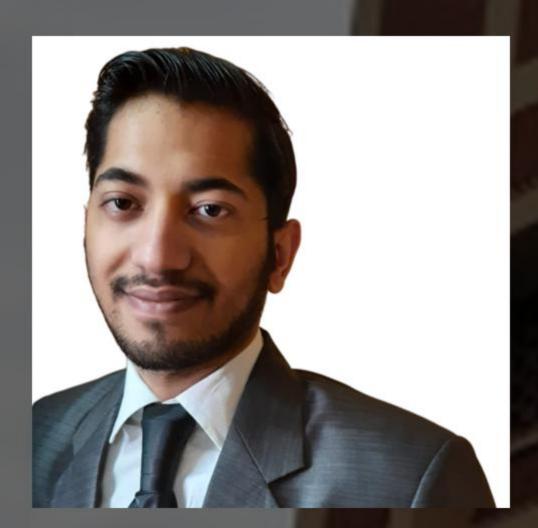
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