



## SCHOOL OF MANAGEMENT STUDIES



# MBA

**Masters of  
Business  
Administration**

### Dual Specialization

- Marketing
- Finance
- Human Resources
- Information Technology
- International Business
- Operation

**I.T.S ENGINEERING COLLEGE, GREATER NOIDA**

Affiliated to AKTU, Lucknow

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# MBA

Masters of  
Business  
Administration

## HIGHLIGHTS

- Value for money MBA having Excellent ROI.
- Two-Year Full time course consisting of four semesters.
- Dual Specialization in HR, Marketing, Finance, International Business, Information Technology and Operations.
- The fee for the MBA programme is INR 2,56,500/- for two years, payable in four installments.
- Global Exposure for summer Internships through International tie-ups with Synergy University Russia.
- Outstanding placement record in reputed companies, such as HDB Financial, ICICI Bank, Puma, Lenskart, Zycus, HDFC, and many more.
- MBA Program at SOMS, prepares students with practical skills as well as theoretical knowledge that helps one to further his or her business aspirations.
- Regular Expert Talks, National & International Seminars and Conferences with renowned speakers from industry and academia.
- Professional Development Program including Soft Skills development & analysis skills development classes, in addition to existing curriculum, to make the student industry-ready.
- Customized programs to enhance competitive learning in students through events like marketing quiz, brand hunt etc. at intra and inter college level.
- ITSEC is ranked among the top 151-300 band in NIRF Innovation ranking 2023 across pan India.
- ITSEC is honored with the Collegedunia Excellence Award 2023 for its outstanding contributions to "Excellence in Engineering and Management Education".
- Entrepreneurial sensitization with dedicated Entrepreneurship Development Cell, Start-Up cell and Govt. supported incubation centers of DST, MSME and Start in UP.
- Pan India highest rating by Institute's Innovation Council (IIC), Ministry of Education, Govt. of India in last 5 years.
  - \* 4 Star rating in 2023   4 Star rating in 2022   4 Star in 2021.
  - \* 5 Star rating in 2020   3 Star in 2019.
- Pool of illustrious faculty with Doctorates.
- Strong and resourceful network of over 5000 alumni.

## EXCEPTIONAL INFRASTRUCTURAL FACILITIES

- Lush green 15 acres campus with perfectly manicured lawns, gardens, fountains, plantations give a perfect setting for learning and living.
- Wi-Fi enabled campus with connectivity throughout.
- State-of-the-art auditorium with 750+ seating capacity. It is well-resourced, well-lit and spacious with modern visual and interactive aids.
- Fully air conditioned lecture halls with state-of-the-art audio and visual facilities.
- Scintillating sports facilities including lawn tennis court, cricket and football grounds.





# STUDENT CENTRIC POLICIES

At the time of admission and during study in the college scholarships based on cultural, sports & defence category are as mentioned below:

- 30%, 20% & 10% Scholarship to Sports & Cultural National/ State/Zonal level Competitions respectively
- 30% Scholarship to Defence Category Dependent of Serving Personnel/Ex-Servicemen/retired personnel
- 70% Scholarship to Defence Category Dependent of recipient of any of the gallantry awards

- MSME Incubation Center
- NewGen IEDC Innovation and Incubation support
- Start in UP PIT Incubation Center
- Problem solving & design thinking
- Selection of mini projects and project on realistic problems
- Supporting and hand holdings for research publications, product development and IPRs
- Guidance and support for Entrepreneurship
- Spreading innovation culture

- Student Committees and Clubs work under college management; funds are allocated to the committees. Students work for the College activities and organizes Events.

- Literary Events
- Cultural Events
- Sports Event
- Technical Events



At the time of admission and during study in the college, merit based scholarships are provided as mentioned below:  
\* Based on Graduation %, CAT & MAT scholarship from 30%-55% are awarded.

\* Special scholarship scheme for students scoring more than 70% in Graduation.

- Proper Curriculum planning and delivery, Curriculum Enrichment and Quality Assurance

- Regular Guest Lectures

- Identification of Slow & Fast Learner:

- Reward and Appreciation for meritorious students.  
2019-20 - 48 Students Rs. 2,25,000/-  
2020-21 - 73 students, Rs. 3,40,000/-  
2021-22 - 67 Students Rs. 3,20,000/-

- Special labs with 24x7 availability
- Accessibility to Laboratories, Workshops and Library beyond working hours
- Financial and Non-Financial support (Equipment, software, Raw material, Travel Grants, Logistics, incentives etc.)

- Mandatory Industry Ready Skill Enhancement Trainings
- Technological Industry Ready Skill Enhancement Trainings
- Aptitude, Reasoning, Group Discussion & Mock Interview

## EVENTS @ I.T.S





## Learning // // // // // Beyond Syllabus

School of Management Studies enriches the curriculum by conducting the following sessions / training / workshop.

- The VAPS (Value Added Practice Sessions) in the form of Workshops, Seminars, Brainstorming Sessions and Quizzes.
- Sessions on Digital Marketing, Business Analytics Tools (SPSS, Power BI, Tableau and Python).
- Hands-on training on Social Media Analytics, Facebook Ads Analytics, Data Mining for Analytics, Text and Sentiment Analytics (NVivo Software).
- SPSS Lab exercise.
- MOOCs and Free ONLINE COURSES from SWAYAM, Coursera, edX, Future learn and other top providers in a wide range of subjects.
- Industry visits to reputed organizations such as Coca-Cola, Yamaha, Container Corporation of India, Bisleri, Parle and Haier.
- Value added certification from industry experts.
- Expert talks by industry professionals.
- Alumni talks by notable alumni professionals.
- Professors of Practice from IIT's & IIM's.

## Innovative // // // // // Teaching Learning

- Innovative Learning Strategies using Modern Pedagogies such as Case Study, Role Play/Theater Techniques, Live Projects and Peer Group projects for the benefit of students.
- Distinguished faculty with industrial exposure: MBA Department @SOMS has full time faculty with strong academic background, significant exposure to industry and with a PhD qualification.

## Continuous Employability // // // // Enhancement Program (CEEP)

CEEP is designed to bridge the gap between skill set desired by the corporate and the skill set of a management graduate. We train and hone the individual personality traits and abilities in order to get optimum results. To enhance corporate readiness of a student, a student undergoes various activities viz., Boot Camp, Mock Interviews, Group Discussions, Industry Internship, Seminars and Workshops.



### INDUSTRIAL VISITS@ I.T.S





# Value Added Certifications



## PROFESSOR OF PRACTICE



**Prof. Arjun J. Chaudhuri**  
LLB University of Delhi,  
MBA Durham University  
Advocate, Delhi High Court



**Prof. Vipul Mehta**  
B.Tech IIT-D,  
PDGM IIM-K  
Co-Founder SUN  
Photonics Pvt Ltd., Noida



**Prof. Vivek Gupta**  
MBA, Pune University  
Senior Certified SHRM Professional  
Director, PossiblGlobal,  
Greater Noida, [possiblglobal.com](http://possiblglobal.com)



**Prof. Sushil Pashricha**  
MBA FMS, University of Delhi  
IIM-Kashipur Visiting Faculty



**Prof. Shivam Pitaria**  
B.Tech IIT-BHU, PDGM IIM-C,  
Co-Founder BIZFINN, Gurugram

### MBA Academic Schedule





# MAJOR RECRUITERS @ I.T.S SOMS



## CELEBRITIES @ I.T.S

## COURSES OFFERED BY I.T.S. - THE EDUCATION GROUP

<b>CAMPUS-I</b> Mohan Nagar (ESTD. 1995)  <b>PGDM/ MBA/ MCA</b> / BBA/ BCA/ Ph. D 	<b>CAMPUS-II</b> Murad Nagar (ESTD. 2000)  Ph.D(Pharmaceutical Science)/ MDS/ BDS/ M.Sc(Biotch) B.Sc(Biotch)/ BPT/ MPT D. Pharma/B.Pharm/M.Pharm 	<b>CAMPUS-III</b> Greater Noida (ESTD. 2006)  <b>MBA, B.Tech- CSE, CSE</b> (AI&ML), CSE(DS), CE, ME, ECE, E&CE, EE(VLSI- D&T) BBA, BCA, BPT 	<b>CAMPUS-IV</b> Greater Noida (ESTD. 2006)  <b>MDS/BDS</b> 	<b>CAMPUS -V</b>  <b>CHADHA PUBLIC SCHOOL</b> Village Nangla Kumbha, Post: Sivalkhas Via Jani, Meerut-250501 
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**ITS ENGINEERING COLLEGE**  
GREATER NOIDA | SINCE 2006

### SCHOOL OF MANAGEMENT STUDIES

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### Admission Helpline

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VISIT US AT

