



## SCHOOL OF MANAGEMENT STUDIES



# BBA

## 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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## 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, Zucus, 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.



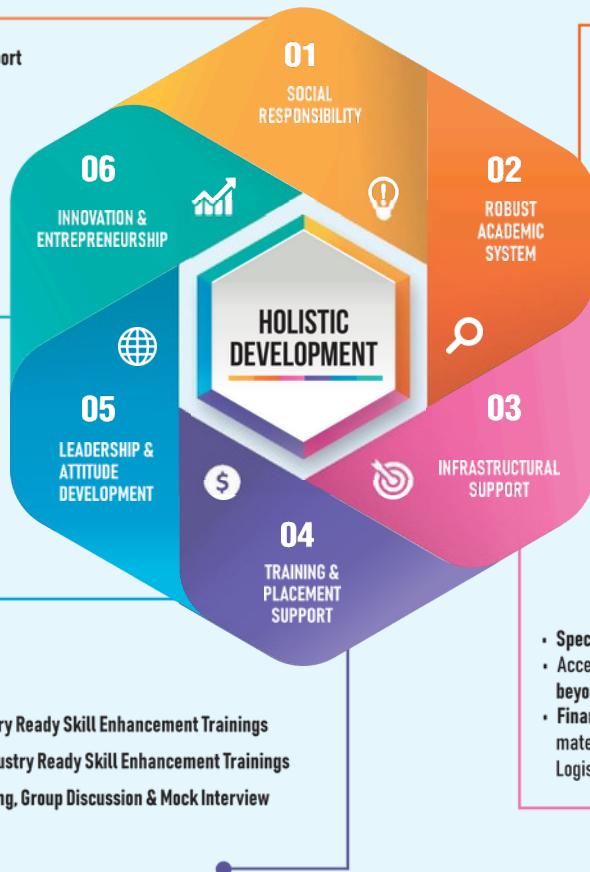
# STUDENT CENTRIC POLICIES

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 UPI 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 works for the College activities and organizes Events.
- Literary Events
- Cultural Events
- Sports Event
- Technical Events



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

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. 2,25000/-  
2020-21 - 73 students, Rs. 3,40000/-  
2021-22 - 67 Students Rs. 3,20000/-

- 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.)

## 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.



# Value Added Certifications

Certificate

Digital Marketing

Certificate

Financial Investment Analysis

Certificate

Talent Acquisition

## 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



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

### CAMPUS-I Mohan Nagar (ESTD. 1995)

PGDM/ MBA/ MCA  
/ BBA/ BCA/ Ph. D



### CAMPUS-II Murad Nagar (ESTD. 2000)

Ph.D(Pharmaceutical Science)/  
MDS/ BDS/ M.Sc(Biotech)  
B.Sc(Biotech)/ BPT/ MPT  
D. Pharma/B.Pharma/M.Pharma



### CAMPUS-III Greater Noida (ESTD. 2006)

MBA, B.Tech- CSE, CSE  
(AI&ML), CSE(DS), CE,  
ME, ECE, E&CE, EE(VLSI-  
D&T) BBA, BCA, BPT

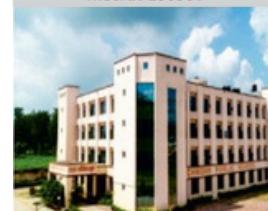


### CAMPUS-IV Greater Noida (ESTD. 2006)

MDS/BDS



### CAMPUS - V CHADHA PUBLIC SCHOOL Village Nangla Kumbha, Post: Sivalkhas Via Jani, Meerut-250501



GREATER NOIDA | SINCE 2006

## SCHOOL OF MANAGEMENT STUDIES

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VISIT US AT



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