

Atal Bihari Vajpayee School of Management and Entrepreneurship (ABVSME)

Jawaharlal Nehru University

offers admissions

to

MBA Program for the session 2021-23

The **Jawaharlal Nehru University (JNU)** established in 1969. The University has identified and is concentrating upon some major academic programmes, which are of relevance to national progress and development. The basic academic units of the University are not single discipline departments but multi-disciplinary Schools of Studies.

Awards and Rankings

- **Visitor's Award** for "Best University" in 2017.
- **UGC** granted JNU as **Graded Autonomy (Category-I)**.
- JNU ranked **#2** by **NIRF 2017-2020**.
- **NAAC** Accredited JNU **A++** grade (**Highest grade by NAAC**).

Atal Bihari Vajpayee School of Management and Entrepreneurship (ABVSME), Management education plays a key role in most of the systems and institutions, whether related to education, health, hospitality, and like manufacturing. In the fast-moving and technology-driven world of today, even religious and family affairs need management consultation on various occasions. However, to meet the existing and emerging challenges, the management education has to be designed innovatively and in consonance with the dynamics of the field. At present, most of the management schools are either standalone educational institutions or are part of a university system.

A management institute based in a university like JNU has the advantage of offering a more comprehensive understanding of management and entrepreneurial principles. The Atal Bihari Vajpayee School of Management and Entrepreneurship (ABVSME), is a new school (centre) in JNU. Today when our nation is putting every effort to empower its youth, management skills and entrepreneurship assume immense significance. ABVSME aims to carve out a niche for itself and providing opportunities to our youth to get quality education and training in the field of management and entrepreneurship. A number of factors are likely to contribute to the success of ABVSME. JNU has strong national and international credentials and an enviable brand image; it has also earned its reputation for its multi-disciplinary tradition of teaching and research. The addition of ABVSME to its existing schools will further enhance its image as a centre of excellence. JNU is located close to the industry in Delhi and the National Capital region. This locational advantage would facilitate its placement programme.

ABVSME began its journey in 2018, and in July 2019 the first batch of Masters of Business Administration (MBA) students joined the School. The teachers and the students have made their unique contribution to this first step of ABVSME, and the School's foundation has been soundly built. The School is now ready to welcome its third batch of MBA as well as the second batch of PhD for the year 2021-2022.



Our Vision

Business Education and training in entrepreneurial skills for the youth of the country for building a Sustainable Nation.

Our Mission

Empowerment of Youth through imparting excellence in education, training and research. Promoting innovation in Teaching, Learning, Research and Consultancy services. Making India a better place based on Quality Education & Entrepreneurial knowledge creation and building the ecosystem.

The following are various academic programmes of the School:

Existing Programmes

- Master of Business Administration (MBA)
- Doctoral Programmes (PhD)

Proposed Programmes

- Diploma in Entrepreneurship

Other Programmes

- MS in Management (with School of Engineering)
- Management Development Programme (MDP)
- Faculty Development Programme (FDP)
- Quality Improvement Programmes (QIP)

Pedagogy

Computational Thinking, Structured lectures and teaching with high modern methodology, Guest lectures by the master in the field, Panel discussions involving eminent academics and industry leaders, Workshops & seminars, Case studies & hands-on training sessions, Project assignments, Role playing, Business games, Industry visits.

Areas of Elective Courses

Accounting and Finance, Marketing, Organizational Behavior and Human Resource Management, Entrepreneurship, Information Technology Management, Data Science and Business Analytics, Operation Management and Quantitative Techniques, Strategic Management, Economics and Public Policy, Contemporary issues in Management

Beyond the Class Room

The school believes in a holistic approach to inculcate and fine-tune management and entrepreneurial skills and therefore its learning activities go beyond the classroom. The school organizes guest lectures on a regular basis by inviting corporate professionals, ministry personnel and civil servants which helps in bridging the gap between the industry and the academia. Students also engage in fruitful extra-curricular activities by organizing competitions and film screening in areas such as business analytics, marketing, finance as well as cultural and sports events are also organized by them. Student also participate in various competitions held at other premier Business School across the country and have earned laurels for ABV-SME.

Corporate Connections

The Atal Bihari Vajpayee School of Management and Entrepreneurship (ABVSME) has a strong link with the Corporate world. Senior executives from the industry have shown keen interest in the various academic events organized by the School viz. lecture series, Seminars, Conferences, Workshops, Brain Storming Sessions, FDPs and MDPs.

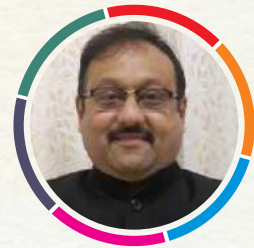
The students interned/ got placements with organisations/companies such as, NABARD, Axis Corp., GE Healthcare, ITC Ltd, KPMG, E&Y, Petronet LNG Ltd, IndusInd Bank, Siterecon, Naukri.com, Somany Ceramics, Axis Bank.

Our Core Faculty



Prof. Arvind Kumar

Dean
HRM/CSR & Business Ethics/
Social Entrepreneurship



Prof. Rajeev Sijariya

Management Consulting/HR-Corporate Training & Development/
Marketing/Sales/Service/Consumer Behaviour



Dr. Arvind Arahant

Economics/Management/Philosophy/
Agri-Rural Development/Administration/
Financial Operations.



Dr. Lokesh Jindal

Sales/Marketing



Dr. Priya Gupta

Information Technology/Data Science/
Quantitative Methods/Marketing



Dr. Brajesh K. Tiwari

Banking/Accounting/Corporate Strategy



Dr. Geetanjali Batra

HR/Organization Behaviour/
Corporate Social Responsibility/Economics



Dr. Vaniki Joshi Lohani

Financial Management/Green Banking/
General Strategic Management



Dr. Sakshi Sharma

Quantitative Methods/Investment/
Finance



Dr. Vikram Bansal

Marketing Management/Entrepreneurship
Development



Dr. Shachi Yadav

Organisational Behaviour/Human Resources/
Management Consulting/Business Communications/
Low and Corporate Governance/Ethics

Former Dean & Concurrent Professor



Prof. Heeraman Tiwari

Philosophy & Ethics



Prof. Unnat Pandit

Innovation & Entrepreneurship/Management, Business Strategy/
Intellectual Property Rights/CSR/Startup Mentoring



Academic Eligibility Criteria for admission in the MBA programme:

The candidates having the following qualifications are eligible to apply for admission to the "Master of Business Administration" (MBA) programme.

- A Bachelor's degree or equivalent awarded by any of the universities incorporated by an act of the central or state legislature in India or other educational institutions established by an act of Parliament or declared to be deemed as a University under Section 3 of the UGC Act, 1956, or possess an equivalent qualification recognized by the Ministry of HRD, Government of India. The Bachelor's degree or equivalent qualification obtained by the candidate must entail a minimum of three years of education after completing higher secondary schooling (10+2) or equivalent.

For General category, OBC and EWS candidates, a minimum of 50% marks in aggregate (of all the years/semesters) or equivalent CGPA in the qualifying degree is required.

- For SC/ST/PWD candidates, a minimum of **45%** marks in aggregate (of all the years/semesters) or equivalent CGPA in the qualifying degree is required.
- Candidates appearing for the final year of bachelor's degree/equivalent qualification examination, and those who have completed degree requirements and are awaiting results, can also apply. If selected, such candidates will be allowed to join as per the University Rules, only if she/he submits the documentary evidence of having qualified the eligibility requirements by certain date (to be decided by the University in due course)

Admission process

All applicants seeking admission in the MBA programme must have appeared in the Common Admission Test (CAT) in 2020 conducted by IIMs. Each applicant applying for admission in the MBA programme must submit his/her CAT Registration Number and CAT Score. JNU will use CAT score for short-listing the applicants for GD and PI for the MBA programme. Based on the CAT score merit, the number of applicants shortlisted for GD and PI will be at least seven times the number of seats in each category. The final list of selected candidates will be based on aggregate of the following:

CAT Score	70% weightage
Group Discussion	10% weightage
Personal Interview	20% weightage

For Foreign National

The eligibility for admission in MBA programme for Foreign National will be valid GMAT Score (minimum 500) and a Bachelor's degree.

Number of Seats and Reservation Policy

In MBA admissions, the reservation policy as per Government of India rules will be strictly followed. As MBA programme is a professional programme, no additional deprivation points (as it may be the case in some other JNU courses) will be taken into consideration for admission. Intake in the MBA programme of ABVSME will be 75 students.

Application Fee for Indian Nationals

Applicants for the MBA programme at ABVSME, JNU, have to pay the following application fees (Non-refundable). INR. 2000 (Rs. Two Thousand only) for General Category/EWS/OBC applicants, INR. 1000 (Rs. One Thousand only) for SC/ST/PWD applicants.

Fee Structure for MBA (Tuition Fee)

For Indian Students:

- For general category students: Rs 12 Lakhs for the entire MBA full time Programme payable in 4 equal instalments
- For OBC students: Rs 8 Lakhs for the entire MBA full time Programme payable in 4 equal instalments
- For SC/ST/DA students: Rs 6 Lakhs for the entire MBA full time Programme payable in 4 equal instalments
- Other charges as per University norms.

For Foreign Students:

- The Tuition fees for foreign students in the MBA programme will be: \$ 32000 for 2 years (@ \$ 8000 per semester, payable at the beginning of the semester as per the notification).
- For the SAARC Nationals the Tuition Fee will be US \$5,000 (USD Five Thousand) per Semester.
- Other charges as per University norms.

Important Dates

Application Last Date: 30.06.2021

Link for application

<https://jnuee.jnu.ac.in/JNUREGMBA2021/Regprocess.aspx>

Please see JNU E-Prospectus for further information.

Contact Details

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