



# ***PROSPECTUS***

**2020-21**



## **FACULTY OF MANAGEMENT STUDIES**

**Janardan Rai Nagar Rajasthan Vidyapeeth (Deemed-To-Be University), Udaipur**

**(NAAC Accredited 'A' Grade)**

**Website : [www.jrnrvu.edu.in](http://www.jrnrvu.edu.in)**

## FOUNDER OF THE UNIVERSITY



**Manishi Pandit Janardan Rai Nagar**

1911 - 1997

“ *Education is the strongest tool of social transformation. The weaker section of the society can be empowered only through advanced education. It is my faith that education is the most virtuous path of emancipation.* ”

Chief Patron  
**Prof. Balwant S. Jani**  
Chancellor

Patron  
**Col. Prof. S. S. Sarangdevot**  
Hon'ble Vice-Chancellor

Director  
**Prof. Anita Shukla**

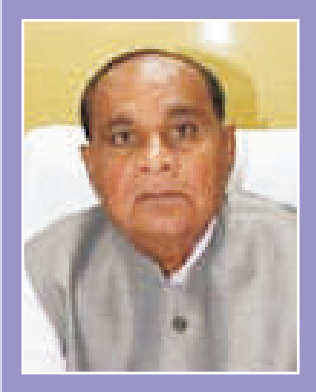
## **VISION OF THE UNIVERSITY**

**"Equitable knowledge empowerment of masses by blending the modern means with conventional values, execution of problem oriented research leading to policy interventions and extension services linked with quality improvement in life of the deprived classes and marginalized group, especially tribal population."**

### **STERN WARNING**

As per the Supreme Court Order and UGC Guidelines, if any student is found to be involved in ragging activities, the anti-ragging squad will take punitive measures against such student/students.

# Chancellor's Message



Dear Students,

A very rousing and affable welcome to all the students who nurture a desire to be the part of this coveted university.

For past few years the university has gained a state of being widely honored and acclaimed . It warms my soul when I hear people say the university is steering it's way through the conglomerate of learning to make it an epitome of quality learning. We have been relentlessly evolving methodologies which not only make students comparable to the best anywhere professionally ; but also make them an adorable human being by nurturing positive attitude in our students and make them worthy of soaking up extra ordinary soft skills there by enabling them to adapt and, adjust in societies and cultures.

The ever evolving and fast paced world throws us a challenge to stay life long learners and Karma yogis. Our departments are fully geared and motivated to succeed in this direction. As a Chancellor, I'm most convinced that efforts to excel in the field of higher education and the infusion of moral values in the students at the university campus will continue to be the norm in the future and hit the ground running even more until we succeed and achieve excellence.

I am sure you will be proud to be associated with our university and make us equally proud with your abilities & potential.

with best wishes

**Prof. Balvant Shantilal Jani**

# Vice Chancellor's Message



During these times of unprecedented crisis brought on humanity by covid-19 pandemic, we hope to find you in best of health and spirit .

Though normal academic activities mainly classroom teaching ,have suffered owing to the distancing mandate, we have not allowed these constraints to hamper our pursuit of knowledge , research, innovations and social outreach .

Indeed the pandemic has forced us to rethink the way we work and deliver. Our faculty members have successfully explored virtual classrooms and other digital aids to ensure continuity in the teaching learning process.

We are contemplating to conduct the exams also, we feel confident our students will have fruitful new session. The University has responded promptly to the call for national service the faculty and staff members of all departments and constituents colleges of the university are contributing financially and manually both.

None of us would have imagined that we will pass through such a awful crisis caused by pandemic. Time is testing us, it has changed the fundamental of our daily lives , Including the way we communicate, socialise, work and support dear ones. However, I must say the way our colleagues and students have adapted to new vogue and methods in a very short space of time, has fully restored our confidence and enhanced resilience . We are close on heels with the best of universities, in using modern teaching learning aids in time of constraints around the world.

I appreciate each one of you for your patience and heeding the advice over recent days as stake holders, and ensure everyone to provide an excellent learning experience in the weeks and months ahead.

With best wishes.

**Col. Prof. S. S. Sarangdevot**



## From the Director's Desk



On behalf of faculty of Management studies, a distinct constituent of JRN Rajasthan Vidyapeeth (Deemed to be University) it's our pleasure to extend a cheerful welcome to you all! Your presence and zest for academic excellence and professional learning makes us very happy.

Astute decisions and effective life management helps in sorting out situations of resource scarcities in the physical, technical or human aspects through optimum deployment by using appropriate systems, procedures and processes to achieve desired results in the present time.

Management education is at inflection point. Continuous changes in business, political and social environment has made business more challenging and unpredictable. The main aim of the management school is to develop knowledgeable employable and suitable students with socially responsible attitude and practices. Our general curriculum sharpens your understanding of business fundamentals while specialisations offer you flexibility to gain insights into advanced topics in a specific discipline. To drive you towards success, the FMS is dedicated to help in identifying your career goals, make job seeking plans and develop interview skills through various workshops and counseling services. We believe in preparing our students for their future challenges by grooming them and developing their personality.

We look forward to welcome you to Faculty of Management Studies on your journey to MBA program, and wish you to begin with your best today to have excellent tomorrow .

**Prof. Anita Shukla**

# CONTENTS

S.No.	Particular	Page No.
1.	The University	08
2.	Staff	09
3.	The Campus	10
4.	FMS Guiding Philosophy	11
5.	Student Support Services	12
6.	The Pedagogy	13
7.	Master of Business Administration (MBA)	14
8.	Admission Procedure for MBA	22
9.	Fee Structure - MBA	23
10.	Master Human Resource Management (MHRM)	24
11.	Admission Procedure & Fee Structure MHRM	27
12.	P.G. Diploma in Election Strategy and Political Leadership	28
13.	Beyond Classroom	29
14.	Fresher & Farewell	30
15.	Extension Lectures and Corporate Interaction	31
16.	FMS in News	32
17.	Industrial Visits	33
18.	Workshop & Seminars	34
19.	Placement Cell	35
20.	The Alumni	36
21.	Journal Publication	37
22.	Certificate	38
23.	Academic Calendar	38

# THE UNIVERSITY

Janardan Rai Nagar Rajasthan Vidyapeeth (Deemed-to-be University) founded on August 21, 1937 by Late Pt. Janardan Rai Nagar, has over the years developed into an educational centre of excellence. The prestige enjoyed by it during all these years is reflected in the fact that eminent personalities like Late Shri Bhopal Singh, Maharana of Mewar, Dr. Karan Singh of Kashmir, Late Shriyut Srimannarian, Late Shri Rahul Sankratayan, Late Shri Janardan Rai Nagar etc. have graced the chair of Kulpati of Vidyapeeth.

The GOI/UGC granted it the status of Deemed-to-be University in 1987. Since then it has been spreading the fragrance of a number of courses, including professional ones, for the benefit of our society. It offers undergraduate, post-graduate and research courses in the areas of Humanities, Commerce, Social Sciences, Management, Social work, Teachers' Education, Medicine, Computer Application and others besides being actively involved in Adult & Continuing Education, Community Work and Archaeological Excavations. Its guiding objectives have invariably been to provide research based qualitative education through preservation of our rich socio-cultural values.

While maintaining its presence through its constituent units in the distant rural areas of this western part of the country, Janardan Rai Nagar Rajasthan Vidyapeeth (Deemed-to-be University) (JRNRVU) has always kept pace with the global developments. It has collaborated with Slippery Rock University, USA and University of South Carolina, Columbia, USA for research, faculty and students exchange programme. What initially started as a little flame of hope for educating the citizens of India during the pre-independence era, has today emerged as a bright sun illuminating the students and scholars from different parts of the country and the world through wisdom and knowledge and shaping their future.

In recognition of its excellent services in the field of education, especially that for the economically poor, adult, rural and the deprived strata of society, JRNRVU has been honoured by some prestigious national awards including Nehru Literacy Award, Lok Culture & Art Award, FICCI Award and National Child Development Award amongst others.





# STAFF

## TEACHING STAFF

S.N.	NAME	DESIGNATION	QUALIFICATION	Experience (Years)
1	Prof. Anita Shukla	Professor	Ph.D., M.Phil, M.Com (ABST)	34
2	Dr. Hina Khan	Associate Professor	Ph.D., MIB, M.Sc. (Gold Medalist), M.Com	21
3	Dr. Neeru Rathore	Asst. Professor	Ph.D., M.Phil, (Gold Medalist), MBA	13
4	Dr. Shilpa Kanthalia	Asst. Professor	Ph.D., MBA (Gold Medalist)	17
5	Dr. Bharat Kumar Sukhwal	Asst. Professor	Ph.D., M.Phil., MBA, M.Sc (CS)	15
6	Dr. Vineet Kumar Jain	Asst. Professor	Ph.D., MBA, M.A. (Economics)	16
7	Mr. Navin Mathur	Asst. Professor	NET, MBA	14
8	Mr. Vivek Sharma	Asst. Professor	MBA, PGDM	34
9	Dr. Usha Chouhan	Asst. Professor	Ph.D., NET, MHRM	8

## NON - TEACHING STAFF

S.No	NAME	DESIGNATION
1.	Mr. Bhupesh Dixit	Section Officer
2.	Mr. Ratan Lal Dangi	UDC
3.	Mr. Harsh Narayan Dadheech	LDC (MHRM)
4.	Ms. Payal Doshi	Librarian
5.	Mr. Dalchand Mali	LDC
6.	Ms. Durgawati Sharma	LDC
7.	Mr. Jodh Singh Ranawat	LDC
8.	Ms. Kavisha Sen	Accounts
9.	Mr. Radhakishan Prajapat	Sahayak
10.	Mr. Raju Singh Rawat	Sahayak
11.	Mr. Unkar Singh Rajput	Sahayak



## THE CAMPUS

### **FACULTY OF MANAGEMENT STUDIES (FMS)**

FMS is a constituent Management Department of the University. Following are the regular activities of this department:

- \* Two years full time AICTE approved Master of Business Administration (MBA).
- \* Two years full time Master of Human Resource Management (MHRM).
- \* Management Research, Consultancy and Corporate Training.
- \* The Business Clinic to help the local entrepreneurs to deal with local Business and related problems.

The Faculty of Management Studies (FMS) is one of the constituent Management Departments of JRN Rajasthan Vidyapeeth (Deemed-to-be University). It is one of the premier institutes in the field of Management Education, Research and Consultancy and Management Development Programme of various Corporates. FMS was established by the University, as an important organ of the management faculty, with a view of providing excellent education

to the aspiring managers. It offers Two Years Master of Business Administration (MBA) and Two years full time Master of Human Resource Management (MHRM).

The programme is duly approved by the All India Council for Technical Education (AICTE) New Delhi. The department is consistently engaged in moving ahead with a view to revamping and reorienting the curriculum, the teaching pedagogy as well as the examination system. The department is well equipped with the latest teaching methodologies, audio-visual equipment including Smart Class Room and LCD Projector, a rich library with a reading room facility and a computer lab. It has an excellent rapport with industry/business houses which exposes the students to the complex problems of the real world faced by the business executives.

FMS prepares students for their challenging new role in management. It employs a broad range of teaching methods, maintaining proper balance between lecture and case study and between individual and team approaches to the management. Studies are given flexibility to explore areas of special

# FMS GUIDING PHILOSOPHY

interest by offering them a variety of program opportunities along with dual specialisation.

With definite purpose and mission, FMS marches ahead. To achieve this, the department strives to provide a supportive and stimulating environment essential for the intellectual and personal growth of its students.

## Vision of FMS

To develop an educational system based on ethical values resulting in practical knowledge and skills valued by industry and leading to employability in dynamic environment.

## Mission of FMS

To offer Quality Education that enables students to meet the challenges and demands of a complex competitive world, leading to a successful life.

## Goals of FMS

- \* To develop and execute management programmes bringing out students with professionalism, competence and values.
- \* To promote Research in Management Discipline.
- \* To continuously enrich our programmes and revamp our practices to best suit the contemporary and future scenario.
- \* Awaken the spirit of creative and critical thinking.
- \* Encourage ethical behavior with the sense of human touch.
- \* Create an understanding to exhibit maturity.
- \* Appreciate difficulties and solve problems calmly.
- \* Instill a feeling that learning is a way of life.
- \* Concentrate on building a positive frame of mind with a 'win win' attitude.
- \* Imbibe a sense of professionalism.
- \* Encourage taking calculated risks and learning from failures.
- \* Create a feeling of respect for our rich and diverse socio-cultural heritage.



## SALIENT FEATURES OF FMS

- \* Dedicated and experienced team of core faculty members.
- \* Well established placement cell offering 100 percent placement assistance.
- \* Modern teaching pedagogy with all teaching gadgets.
- \* Emphasis on real life management cases, personality development and communication skills.
- \* Wi-Fi Campus and regular academic sessions.
- \* Timely Exams and Timely Results.
- \* Exposure through industry executives on various areas of Management and Industrial Visit.
- \* E-library and E-Journal
- \* Air conditioned Computer Lab, Library & Smart Class Room



# STUDENT SUPPORT SERVICES

## The Campus

The University has earmarked a separate area for Faculty of Management Studies at its Pratap Nagar campus. The total built up areas of the Faculty premises is 2146 sq.mtrs. which includes smart class room and four class rooms, three tutorial halls, one girls common room, store room, faculty chambers, two office rooms, director's chamber, placement room, seminar hall, library hall and computer lab for the use of the students, faculty and staff members.



## The Computer Lab

The Faculty has set up a well equipped computer lab with an intake capacity of 60 computers at a time. Blending knowledge with technology is our mantra of success. Our students are provided with the best of IT facilities. The internet facility has been provided for the academic use of the students and faculty members. The Campus is connected through Wi-Fi.

## The Seminar Hall

FMS has introduced extension lecture series to acquire the practical exposure from reputed academicians and executives from industry. In this era of the latest gadgets, our infrastructure has been catering to our students with the contemporary equipments during various academic happenings. The seminar hall equipped with latest technologies has a capacity to accommodate about 300 participants and is especially utilized for seminars, extension lectures and students project presentations.



## Library and Reading Rooms

FMS has a rich library and reading room with exhaustive number of books and journals, both national and international management and related subjects. The FMS library is working from morning 10:00 hrs to 17:00 hrs for the use of students, faculty and outsiders. The total area of the library is about 350 sq.mtrs.

- Safety Insurance Scheme Provided by the department for Students
- Special Provision for ST/SC/OBC/ Minority students (Scholarship, Reservation)
- Recently the department has also registered with Rover / Scout Unit.



# THE PEDAGOGY

FMS focuses on latest pedagogy for grooming its budding students. Each one of us has the ability but few get the opportunity to prove themselves. FMS as management institution has always endeavored to shape individuals into professionals of repute. It is our strong belief that our students should have the much-needed professional edge over their contemporaries.

## The Tools

A judicious blend of concepts, theory and practice prepare the students to function in a dynamic environment. The Institute recognizes that a careful application of fundamental concepts requires rigorous training and conscious effort to generate an ambience, which encourages individual initiative and in the process provides students with incisive business acumen.

## Live Projects

Every successful organization in today's world is known by its individuals of repute. These individuals are the torch bearers for the success of the organization. Yet, no single entity can claim to be the only determining factor towards a company's success. It is rather the 'not so visible' team effort, which acts as a pillar of strength for every organization. It's our faith in the group effort that we, at FMS have students working on live projects. These live projects are assigned through various course modules. The cross functional projects which are assigned to the students help in sharpening their knowledge base through the interaction of issues within the class. Moreover, these group projects are evaluated on the basis of the co-ordination, the presentations as well as the efforts put in by the group in their respective projects.

## Case Preparation and Analysis

Cases are a source of exposure to practical and live examples and so the department not only believes in inducing its students to analyze prominent cases but also in visiting corporate offices and chart a case on their own. This in turn gives the students a chance to understand the various pros and cons of organizations and they can overcome these impediments.

## Extension Lectures

Extension lecture is one of the important pedagogy and technique adopted by FMS since inception. The Seminar

committee acknowledges the students zeal for learning from the experts of the corporate world and thus, arranges lectures and seminars from time to time. These eminent personalities are invited to the campus to share their knowledge with the students and in a way guide the students to learn from their knowledge and experiences. In the previous year many resource people were called from various industries like HZL, RSM, Wolkem India, Birla Cement, Secure Meters. These interactions help the students to gain an insight into various subjects.

## Project Report Presentation

FMS faculty at the Institute emphasizes on developing presentation skills of every students using audio-visual aid to convey ideas and plans in organized and cogent fashion. It helps the students to build up confidence in expressing themselves at varied occasions.

## Industry Interface

Travelling and learning in a peer group is a great experience. To acquaint FMSians first hand with the working and operations and to familiarize them with the real environment and problems of the organizations, FMS has organized various Industrial Visits. To name a few of our industrial cum Leisure tours, FMSians have recently visited Birla Cement Works, Chittorgarh and Saras Dairy, Udaipur; J.K. Tyres, R.K. Marbles, Rajsamand, Vimal Industries, Ahmedabad.

As an important constituent of the Industry-Interface programme of FMS Industrial Tour is a regular feature of FMS. FMS organizes the industrial cum excursion tour to various industries. In last academic session the students visited Modern Insulators Ltd., Abu Road and Binani Cement Ltd., Pindwara (Sirohi) Jim Corbett, HMT tractors along with other tourist destinations in the tour. The tour proved to be a great combination of education and fun rolled together in one.

## Simulation Techniques

To update the latest knowledge of the management students, FMS has introduced various management activities at the department. This includes business games, in-basket exercises, role-plays, extempore, debate competitions and quizzes. The various simulation techniques are used to enhance the learning process besides complementing it.

# Master of Business Administration (MBA) Programme

The Master of Business Administration Programme is divided into two parts as under. Each part will consist of semesters to be known as Semester - I, Semester- II and Semester - III, Semester-IV.

		Semester- Odd	Semester- Even
<b>Part I</b>	<b>First Year</b>	<b>Semester- I</b>	<b>Semester- II</b>
<b>Part II</b>	<b>Second Year</b>	<b>Semester- III</b>	<b>Semester- IV</b>

## Programme Objectives

The students develop an outlook towards the functional areas of management with an ability to critically analyse the various operational facts of an organisation. The programme aims to :

1. Strive for excellence by instilling in our students the attitude to lead and change through the ability of continuous learning;
2. Develop business perspectives for analyzing contemporary business practices;
3. Develop competencies for inquiring into business structure, culture and values existing in Indian society;
4. Develop sensitivity to business issues and their educational implications;
5. Develop critical thinking skills and inculcate spirit of life-long learning.

## Scheme of Examinations

1. English shall be the medium of instruction and examination.
2. Written Examinations shall be conducted at the end of each Semester as per the Academic Calendar notified in advance.
3. Each course will carry 100 marks of which 30 marks shall be reserved for internal assessment and the remaining 70 marks for written examination to be held at the end of each semester.
4. The duration of written examination for each paper shall be three hours.
5. The internal assessment marks shall be based on factors such as :
  - a. Participation in case studies /discussion, presantation seminars and group activities.
  - b. Class tests, quizzes and mid- term tests.

- c. Submission of written assignments , term papers and viva-voce.
- d. Class Attendance.
- e. The weightage given to each of these factors is as follows :

Components	Internal Assessment					External Assessment	Total
	Mid Term	Presentation / Quiz	Assignment / Case Study	Attendance	Total		
Weightage (%)	15	5	5	5	30	70	100

6. A candidate is required to obtain at least 40% marks in each theory paper and 40% in practical and 50% marks in total aggregate wherever prescribed for the scheme of the examination.
7. Candidates who have been declared failed in the previous examination but have passed in at least 50% of the total papers, obtaining marks in each paper in accordance with the rules given herein under shall be eligible to reappear in failing paper along with the higher class or in the subsequent examination as the case may be.
  - a) A candidate failing either in written paper or in dissertation or viva-voce shall be required to reappear in a subsequent year only that part in which he/she has failed.
  - b) A candidate, who does not get covered under above rules, will be deemed to have failed in the examination and can repeat the examination as per the scheme of the examination in force.
8. There will be no provision for re-evaluation of the answer books, however, re totaling is permitted as per university rules.

Application for scrutiny of marks or re-totaling should be submitted to the controller of exams on plain paper along with the requisite fees according to the university rules within 20 days from the date of declaration of the result .It is permissible in theory paper only. Original mark sheet should be enclosed with application.

9. University will have the right to change the rules without any prior information.

In case any mistake is detected in the mark sheet, after it has been issued, the university will have right to call it back and issue a fresh one in its place.

10. No candidate shall be considered to have pursued a regular course of study unless he/she has attended 75 % of the total number of class room sessions conducted in each semester during his/her course of study. Any student not complying with this requirement shall not be allowed to appear in the examinations. However, the Dean may condone the required percentage of attendance by not more than 10 percent during a semester.

**PAPER PATTERN**

There shall be three sections in the question paper (70 Marks)

Section - A : 10 questions one line (10\*1=10 Marks) Word Limit 25 words.

Section - B : 4 out of 6 questions (4\*10=40 Marks) Word Limit 250 words

Section - C: Case Study (20 Marks)

**Choice Based Credit System :**

The CBCS provides choice for students to select from the prescribed courses (core, elective or minor or soft skill courses). In CBCS system there is a shift in focus from teacher-centric to learner-centric education. Emphasis is on studying/learning and not on teaching, with the learner being at the centre stage of academic transactions.

**The norms for course credits are as follows:**

Lectures/Tutorials - One hour per week is assigned one credit  
 Practical - 02 hour session per week is assigned one credit

For example: A Theory course with a L-T-P schedule of 2-1-0 will be assigned 3 credits

L	T	P	C
2	1	0	3

A laboratory practical course with a L-T-P schedule of 0-0-2 will be assigned 1 credits

L	T	P	C
0	0	2	1

**Outline of Choice Based Credit System:**

1. Generic Core Course: This is the course which is to be compulsorily studied by a student as a core requirement to complete the requirement of a programme.
2. Generic Elective Course: Generally a course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or

supportive to the discipline/ subject of study or which provides an extended scope or which enables an exposure to some other discipline/subject/domain or nurtures the candidate's proficiency/skill is called an Elective Course.

2.1 Discipline Specific Elective (DSE) Course: Elective courses may be offered by the main discipline/subject of study is referred to as Discipline Specific Elective. The University/Institute may also offer discipline related Elective courses of interdisciplinary nature (to be offered by main discipline/subject of study).

2.2 Dissertation/Project: An elective course designed to acquire special/advanced knowledge, such as supplement study/support study to a project work, and a candidate studies such a course on his own with an advisory support by a teacher/faculty member is called dissertation/project.

Dissertation offers an opportunity to a student to explore a topic in depth in an area of special interest to the student. The dissertation comprises an investigation together with written report and interpretation thereof, of a subject accepted and approved by a member of the faculty. It may be a case study, a study of policy problem, a historic study, development of new method, comparison of two or more methods, formulation and creating a hypothesis. It may be field/ Library based or both.

A broad framework for Dissertation report is suggested below:

- (I) Problem formulation
- (II) Literature Survey
- (III) Research Methodology
- (IV) Sample frame and surveys (where applicable)
- (V) Analysis of the problem (Data)
- (VI) Recommendation and implication with justification (where applicable)
- (VII) Limitations and scope for future research.
- (VIII) Bibliography and citations
- (IX) Annexure

Two copies of the dissertation must be submitted to the office. The students are required to make a presentation on their dissertation report in a seminar. Dissertation has to be done under the supervision of faculty member.

2.3 Open Elective Course (OEC) : An elective course chosen generally from an unrelated discipline/subject,

with an intention to seek exposure is called a Generic Elective. A core course offered in a discipline/subject may be treated as an elective by other discipline/subject and vice versa and such electives may also be referred to as Open Elective.

**Credit:** A unit by which the course work is measured. It determines the number of hours of instructions required per week. One credit is equivalent to one hour of teaching (lecture or tutorial) or two hours of practical work per week.

A candidate has to acquire a minimum of 27 credits

per semester to complete one semester.

Maximum Credits shall not exceed 31 per semester i.e. total 124 for full MBA programme.

**Additional Course:** A Student is allowed to take additional elective course(s) up to a maximum of 4 credits. These courses will be over and above the minimum requirement of 27 credits and shall be mentioned in grade sheet.

The grade obtained in additional course will not be used for the purpose of award of degree and will not be included in CGPA.

## Framework of Programme Structure SEMESTER- I

S. No	Generic Core Courses	L	T	P	Credit Units	Max. Marks
MBA- 101	Principles and Practice of Management	3	1	0	4	100
MBA- 102	Accounting for Managers	3	1	0	4	100
MBA- 103	Managerial Economics	3	1	0	4	100
MBA- 104	Statistical Methods for Management	3	1	0	4	100
MBA- 105	Marketing Management	3	1	0	4	100
MBA- 106	Computer Applications in Management	2	0	2	3	100
MBA- 107	Indian Ethos and Values	2	1	0	3	100
MBA- 108	Case Analysis Of a Company : Project Report Preparation and Viva-Voce	0	0	0	1	100
	Total Credits				27	
<b>Generic Elective Courses</b>						
MBA -109	MS Office Lab	0	0	2	1	50
MBA- 110	Business, Government and Society	0	0	2	1	50
MBA- 111	English Communication	1	1	0	2	50
<b>Open Elective Courses</b>						
MSW-103	Personality Development and Human Behavior	3	1	0	4	100
MCA-PG-13	Internet and Web Programming	3	1	0	4	100
MH- 103	Business Communication	3	1	0	4	100



## SEMESTER- II

Course Code	Generic Core Courses	L	T	P	Credit Units	Max Marks
MBA- 201	Organisational Behaviour	3	1	0	4	100
MBA- 202	Quantitative Techniques in Management	3	1	0	4	100
MBA- 203	Financial Management	3	1	0	4	100
MBA- 204	Production and Operations Management	2	1	0	3	100
MBA- 205	Research Methodology	3	1	0	4	100
MBA- 206	Human Resource Management	3	1	0	4	100
MBA- 207	Macro Economic Environment & Business Management	2	1	0	3	100
MBA- 208	Balance Sheet Analysis : Project Report Preparation Project Viva	0	0	0	1	100
	Total Credits				27	
<b>Generic Elective Courses</b>						
MBA- 209	Statistical Software Lab	0	0	4	2	50
MBA- 210	Macro Economics	2	0	0	2	50
MBA- 211	Business Mathematics	2	0	0	2	50
<b>Open Elective Courses</b>						
MSW202	Administration of social Welfare Organization and Social Policy	3	1	0	4	100
MCA-PGD-21	Data Base Management System	3	1	0	4	100
MBA- 212	Fundamentals of Entrepreneurship and New VentuFre planning	2	0	0	2	50

## SEMESTER III

	PAPER CODE	Generic Core Courses	L	T	P	Credit Units	Max Marks
Comp. Paper	MBA- 301	Business Policy and Strategic Analysis	3	1	0	4	100
Comp. Paper	MBA- 302	Management Information System	3	1	0	4	100
Comp. Paper	MBA- 303	Business Legislation	3	1	0	4	100

	MBA-313	Summer Internship Project : Report Preparation Report Viva Voce	0	0	0	3	200
<b>Subject Elective Courses</b>							
Electives		SPECIALIZATION - I (Major)	3	1	0	4	100
Electives		SPECIALIZATION - II (Major)	3	1	0	4	100
Electives		Subject Elective -III (Minor)	3	1	0	4	100
		Total Credits				27	

### Specializations Offered (Subject Electives):-

1. Marketing Specialization		2. Human Resource Management		3. Finance	
Course Code	Subject Title	Course Code	Subject Title	Course Code	Subject Title
MBA- 304-A	International Marketing	MBA-305-A	Management of Industrial Relations	MBA-306-A	Management of Financial Services
MBA- 304-B	Sales and Distribution Management	MBA-305-B	Organisation Development	MBA-306-B	Security Analysis & Investment Management
4. Information Technology		5. Production & Operations Management		6. Retail Management	
Course Code	Subject Title	Course Code	Subject Title	Course Code	Subject Title
MBA-307-A	Security and Control Information System	MBA-308-A	Logistics Management	MBA-309-A	Supply Chain Management
MBA-307-B	Enterprise Resource Planning	MBA-309-B	Production Planning & Control	MBA-309-B	Retail Management
7. International Business		8. Agri. - Business		9. Family Business Management	
Course Code	Subject Title	Course Code	Subject Title	Course Code	Subject Title
MBA-310-A	Global dimensions and Logistic Management	MBA- 311-A	Environment & Agri Business Management	MBA – 312-A	Fundamental of Entrepreneurship
MBA-310-A	International Business – Theory and Practice	MBA – 311-B	Agriculture & Rural Marketing	MBA – 312-B	Succession Planning and Management

Specialization	Course Code	Subject Elective Courses	L	T	P	Credit Units	Max Marks
Marketing	MBA 304-A	International Marketing	3	1	0	4	100
	MBA 304-B	Sales and Distribution Management	3	1	0	4	100
Human Resource Mngt.	MBA 305-A	Management of Industrial Relations	3	1	0	4	100
	MBA 305-B	Organisation Development	3	1	0	4	100
Finance	MBA 306-A	Management of Financial Services	3	1	0	4	100
	MBA 306-B	Security Analysis & Investment Management	3	1	0	4	100
Information Technology	MBA 307-A	Security and Control Information System	3	0	2	4	100
	MBA 307-B	Enterprise Resource Planning	3	1	0	4	100
Production & Operations Mngt.	MBA 308-A	Logistics Management	3	1	0	4	100
	MBA 308-B	Production Planning & Control	3	1	0	4	100
Retail Management	MBA 309-A	Supply Chain Management	3	1	0	4	100
	MBA 309-B	Retail Management	3	1	0	4	100
International Business	MBA 310-A	Global dimensions and Logistic Management	3	1	0	4	100
	MBA 310-B	International Business – Theory and Practice	3	1	0	4	100
Agri Business	MBA 311-A	Environment & Agri Business Management	3	1	0	4	100
	MBA 311-B	Agri Business & Rural Marketing	3	1	0	4	100
Family Business Management	MBA 312-A	Fundamental of Entrepreneurship	3	1	0	4	100
	MBA 312-B	Succession Planning and Management	3	1	0	4	100
<b>Open Elective Courses</b>							
	MSW-306	Gender Studies	3	1	0	4	100
	MCA-34	Data Communications and Networks	3	1	0	4	100
	MH-304	Training and Development	3	1	0	4	100

## SEMESTER- IV

	Course Code	Generic Core Courses	L	T	P	Credit Units	Max Marks
Comp. Paper	MBA- 401	Corporate Planning and Strategic Management	3	1	0	4	100
	MBA-402	Startup & New Venture Management	4	1	0	5	100

	MBA-412	Sectorial Research Project : Project Report Preparation Project Presentation Viva-Voce	0	0	0	6	200
<b>Subject Elective Courses</b>							
Electives		SPECIALIZATION - I (Major)	3	1	0	4	100
Electives		SPECIALIZATION - II (Major)	3	1	0	4	100
Electives		Subject Elective -III (Minor)	3	1	0	4	100
		Total Credits				27	

### **Specializations Offered (Subject Electives):-**

1. Marketing Specialization		2. Finance		3. Human Resource Management	
Course Code	Subject Title	Course Code	Subject Title	Course Code	Subject Title
MBA- 403- A	Advertising & Brand Management	MBA- 404-A	Derivative Securities and Regulatory Framework	MBA- 405- A	Compensation & Labour Welfare
MBA-403- B	Marketing Channels	MBA- 404-B	Project Planning, Analysis & Management	MBA- 405- B	HRD (Approaches & Strategies)
4. Information Technology		5. Production & Operations Management		6. Retail Management	
Course Code	Subject Title	Course Code	Subject Title	Course Code	Subject Title
MBA-406- A	Application Development Using Oracle	MBA-407- A	Total Quality Management	MBA- 408-A	Space & Brand Management
MBA-406- B	System Analysis and Design	MBA-407- B	Material Management	MBA- 408-B	E-Commerce & E-Retailing
7. International Business		8. Agri. - Business		9. Family Business Management	
Course Code	Subject Title	Course Code	Subject Title	Course Code	Subject Title
MBA-409-A	International Business Environment	MBA-410-A	Financial Management for Agri Business	MBA- 411-A	Government & Business
MBA-409-B	Global Trade: Procedures & Documentation	MBA-410-B	Food Process Management	MBA- 411-B	COMPETITIVE STRATEGY AND MANAGEMENT OF FAMILY BUSINESS PORTFOLIO



Specialization	Course Code	Subject Elective Courses	L	T	P	Credit Units	Max Marks
Marketing	MBA- 403-A	Advertising & Brand Management	3	1	0	4	100
	MBA-403-B	Marketing Channels	3	1	0	4	100
Finance	MBA- 404-A	Derivative Securities and Regulatory Framework	3	1	0	4	100
	MBA- 404-B	Project Planning, Analysis & Management	3	1	0	4	100
Human Resource Mngt.	MBA- 405-A	Compensation & Labour Welfare	3	1	0	4	100
	MBA- 405-B	HRD: Approaches and Strategies	3	1	0	4	100
Information Technology	MBA-406-A	Application Development Using Oracle	3	1	0	4	100
	MBA-406-B	System Analysis and Design	3	1	0	4	100
Production & Operations Mngt.	MBA-407-A	Total Quality Management	3	1	0	4	100
	MBA-407-B	Material Management	3	1	0	4	100
Retail Management	MBA- 408-A	Space & Brand Management	3	1	0	4	100
	MBA-408-B	E-Commerce & E-Retailing	3	1	0	4	100
International Business	MBA-409-A	International Business Environment	3	1	0	4	100
	MBA-409-B	Global Trade: Procedures & Documentation	3	1	0	4	100
Agri Business	MBA-410-A	Financial Management for Agri Business	3	1	0	4	100
	MBA-410-B	Food Process Management	3	1	0	4	100
Family Business Mgmt.	MBA-411-A	Government & Business	3	1	0	4	100
	MBA-411-B	Competitive Strategy and Management of Family Business Portfolio	3	1	0	4	100
		<b>Open Elective Course</b>					
	MSW-434	Management of Human Service Organization	3	1	0	4	100
	MCA-42	ERP and E Business	3	1	0	4	100
	MH-404	Cross Cultural and Diversity Management	3	1	0	4	100

# ADMISSION PROCEDURE FOR MBA

## Number of Seats

Total Intake 60

### ELIGIBILITY

- (i) Bachelor's Degree from a recognized University in any discipline, with at least 50% marks in the aggregate, under 10+2+3 Scheme and 45% for SC/ST/OBC candidates.
- (ii) A candidate who is appearing at the Final Year Bachelor's Degree Examination / whose result of Final Year Bachelor's Degree Examination has not been declared, can also apply subject to the condition that he/she will be required to submit the mark sheet of the qualifying examination at the time of personal interview, failing which his/her candidature shall ipso facto stand cancelled.
- (iii) Reservation on SC/ST & OBC candidates will be given on the basis of direction of the state government.

Selection process comprises of the following :

#### (i) WRITTEN ENTRANCE TEST (Weightage : 120 Marks) (02 hrs. Duration)

1. English Language (30 Marks each)
2. General Awareness (30 Marks each)
3. Logical Reasoning (30 Marks each)
4. Quantitative Aptitude (30 Marks each)

NOTE : Candidates having passed the CAT/MAT /CMAT and other All India Management Entrance Tests recognized by the University with a minimum of score will be eligible to seek exemption from the written examination. Marks secured at such tests will be counted as marks secured at the written test.

#### (ii) GROUP DISCUSSION / CREATIVE WRITING (Weightage : 80 Marks)

The GD/CW measures the communication ability, social behaviour, leadership and persuasiveness of the candidate.

#### (iii) PERSONAL INTERVIEW (Weightage : 100 Marks)

The PI aims at measuring the aptitude, subject knowledge, business awareness, communication and

problem solving ability of the candidate.

A committee consisting of experts will evaluate the candidate's performance at the time of GD and PI. They will award marks separately and the average will be taken of marks secured out of 80 and 100 marks respectively.

#### (iv) ADDITIONAL WEIGHTAGE :

In addition to the above, the following Additional Weightage would be given to the deserving candidates for their past academic records.

#### PAST ACADEMIC RECORD (Weightage : 25 Marks)

Examination Passed	75% and above	60%-75%
1. High School/Secondary level	5	3
2. Senior Higher Secondary / Intermediate	5	3
3. Graduate Level	5	3
4. Post Graduate Level	5	3
5. Recognized one year PGDBA	5	3

#### CALL LETTERS

All applicants seeking admission to the Department will be sent the call letters for GD/CW and PI. Written test, GD/CW and PI are three simultaneously placed stages of admission process i.e. written test is not a qualifying criterion for GD/CW and PI.

#### FINAL SELECTION

Final selection will be based on the overall merit of the candidates i.e. a merit list will be prepared on the basis of marks secured out of total 325 marks comprising different stages of the admission procedure.

**For NRI and Company sponsored Seats students will be exempted from written entrance test.**

All eligible candidates will be called for PI and a separate merit list will be prepared on the basis of combined marks secured by them in Written Test, Group Discussion / Creative Writing.

#### NOTE :

1. Knowledge of computers, though not essential but is desirable.

2. If a candidate has received letter grades/grade points instead of marks, he/she should submit a certificate from the Registrar of his/her University certifying equivalence of his letter grades/grade points in terms of percentage of marks.
3. If the Bachelor's Degree is of a foreign University, the candidate should provide proof of its recognition by the Government of India or any other authority appointed by the Government for this purpose.
4. For a sponsored candidate, sponsorship of only a company registered as limited/private limited company or by NRI, etc will be considered.
5. NRI/Foreign candidates should produce their Passport, Student Visa, AIDS Certificate, etc. at the time of GD & PI.
6. Any student pursuing any other course/undertaking full or part-time employment shall ipso facto disqualified to continue the course.
7. 75% attendance in class is the minimum requirement for appearing in the semester examination.

### Important

1. Fee is to be remitted through demand draft/pay order or through Bank Challan at Allahabad Bank, J R N R V U Campus, Pratap Nagar, Udaipur favouring "Director, FMS" Payable at Udaipur.
2. Students desiring to offer Information Technology as a major specialization will have to pay additional Rs.5,000/- towards computer lab fee in second year.
3. Fee is payable semester wise on admission.
4. Fee once deposited shall be refunded as per UGC norms.
5. The University has full right to change the examination fee & the examination schedule.
6. Dress Code as decided by the Department would be compulsory for all students.

## FEE STRUCTURE - MBA

Category	Particulars	I SEM	II SEM	III SEM	IV SEM
Open/Merit	Course Fee	26000	26000	26000	26000
	Student Welfare Fund	1500	1500	1500	1500
	Research & Development Fund	500	500	500	500
	<b>TOTAL</b>	<b>28000</b>	<b>28000</b>	<b>28000</b>	<b>28000</b>
Foreign / NRI Students	Course Fee	38000	38000	38000	38000
	Student Welfare Fund	1500	1500	1500	1500
	University Development Fund	500	500	500	500
	<b>TOTAL</b>	<b>40000</b>	<b>40000</b>	<b>40000</b>	<b>40000</b>

# Master of Human Resource Management (MHRM) Programme

The Master of Human Resource Management (MHRM) Programme is divided into two parts as under. Each part will consist of semesters to be known as Semester - I, Semester-II and Semester - III, Semester-IV.

		Semester- Odd	Semester- Even
Part I	First Year	Semester- I	Semester- II
Part II	Second Year	Semester- III	Semester- IV

## FRAMEWORK FOR PROGRAMME STRUCTURE

### SEMESTER- I

Course Code	Generic Core Courses	L	T	P	Credit Units	Max. Marks
MH 101	Fundamentals of Management	3	1	0	4	100
MH 102	Quantitative Methods	3	1	0	4	100
MH 103	Business Communication	3	1	0	4	100
MH 104	HRM Functions	3	1	0	4	100
MH 105	Industrial Relations	3	1	0	4	100
MH 106	Computer Applications in Management	2	0	2	3	100
MH 107	<b>Swot Analysis of a Company</b> 1. Project Report Preparation 2. Project Viva-Voce 3. Comprehensive Viva Voce	0	0		4	100
	Total Credits				27	
<b>Generic Elective Courses</b>						
MBA - 109	MS Office Lab	0	0	2	1	50
MBA- 110	Business, Government and Society	0	0	2	1	50
MBA- 111	English Communication	1	1	0	2	50
<b>Open Elective Courses</b>						
MSW-103	Personality Development and Human Behavior	3	1	0	4	100
MCA-PG-13	Internet and Web Programming	3	1	0	4	100
MBA- 103	Managerial Economics	3	1	0	4	100



## SEMESTER- II

Course Code	Generic Core Courses	L	T	P	Credit Units	Max. Marks
MH 201	Human Resource Development	3	1	0	4	100
MH 202	Organizational Behaviour	3	1	0	4	100
MH 203	Research Methodology	3	1	0	4	100
MH 204	Business Environment	3	1	0	4	100
MH 205	Business Policy & Strategic Analysis	3	1	0	4	100
MH 206	Management Information System	2	0	2	3	100
MH 207	Balance Sheet Analysis 1. Project Report Preparation 2. Project Viva-Voce 3. Comprehensive Viva-Voce	0	0	0	4	100
	Total Credits				27	
<b>Generic Elective Courses</b>						
MBA- 209	Statistical Software Lab	0	0	4	2	50
MBA- 210	Macro Economics	2	0	0	2	50
MBA- 211	Business Mathematics	2	0	0	2	50
<b>Open Elective Courses</b>						
MSW202	Administration of social Welfare Organization and Social Policy	3	1	0	4	100
MCA- PGD-21	Data Base Management System	3	1	0	4	100
MBA- 212	Fundamentals of Entrepreneurship and New Venture planning	2	0	0	2	50

## SEMESTER- III

Course Code	Generic Core Courses	L	T	P	Credit Units	Max. Marks
MH 301	Functional Areas of Management	3	1	0	4	100
MH 302	Labour Legislation	3	1	0	4	100
MH 303	Industrial Psychology	3	1	0	4	100
MH 304	Training and Development	3	1	0	4	100
MH 305	Compensation & Labour Welfare	4	1	0	5	100

MH 306	<b>Summer Internship Report</b> 1. Report Preparation 2. Report Presentation 3. Report Viva -Voce 4. Comprehensive Viva-Voce	0	0	0	6	200
	Total Credits				27	
<b>Open Elective Courses</b>						
MSW306	Gender Studies	3	1	0	4	100
MCA34	Data Communications and Networks	3	1	0	4	100
MBA-304 A	International Marketing	3	1	0	4	100

## SEMESTER- IV

Course Code	Generic Core Courses	L	T	P	Credit Units	Max. Marks
MH 401	Organization Development	3	1	0	4	100
MH 402	Counseling Skills for Managers	3	1	0	4	100
MH 403	Advanced techniques for training & development	4	1	0	5	100
MH404	Cross Cultural and Diversity Management	3	1	0	4	100
MH405	Corporate Governance , Ethics and Social Responsibility	3	1	0	4	100
MH 406	Sectoral Research Project 1. Report Preparation 2. Report Presentation 3. Report Viva -Voce 4. Comprehensive Viva-Voce	0	0	0	6	200
	Total Credits				27	
<b>Open Elective Courses</b>						
MSW434	Management of Human Service Organization	3	1	0	4	100
MCA42	ERP and E Business	3	1	0	4	100
MBA-403	Advertising & Brand Management	3	1	0	4	100

## Admission Procedure For MHRM

### Number of Seats

Total Seats 30

### ELIGIBILITY

Bachelor's degree from a recognized University in any discipline with at least 48% marks in the aggregate, under 10+2+3 scheme and 43% for SC/ST/OBC Candidates.

A candidate who is appearing at the Final Year Bachelor's Degree Examination/whose result of the Final Year Bachelor's Degree Examination has not yet been declared, can also apply subject to the condition that he/she will be required to submit the marks sheet of the qualifying examination at the time of Personal Interview, failing which his/her candidature shall ipso facto stand cancelled.

### Disclaimer

The University reserves the right to make any modification, alteration, also add or delete anything contained in the existing rules including curriculum. Legal jurisdiction of the University is Udaipur.

### Important Points to Note

1. Knowledge of computers, though not essential but is desirable.

2. If a candidate has received letter grades/grade points instead of marks, he/she should submit a certificate from the Registrar of his/her University certifying equivalence of his letter grades/grade points in terms of percentage of marks.
3. If the Bachelor's Degree is of a foreign University, the candidate should provide proof of its recognition by the Government of India or any other authority appointed by the Government for this purpose.
4. For a sponsored candidate, sponsorship of only a company registered as limited/private limited company or by NRI, etc. will be considered.
5. NRI/Foreign candidates should produce their Passport, Student Visa and AIDS Certificate, etc. at the time of GD and PI.
6. Any student pursuing any other course/undertaking full or part-time employment shall ipso facto become disqualified to continue the course.
7. 75% attendance in classes is the minimum requirement for appearing in the semester examination.

## FEE STRUCTURE - MHRM

Category	Particulars	I SEM	II SEM	III SEM	IV SEM
Open/Merit	Course Fee	12000	12000	12000	12000
	Student Welfare Fund	1500	1500	1500	1500
	Research & Development Fund	500	500	500	500
	<b>TOTAL</b>	<b>14000</b>	<b>14000</b>	<b>14000</b>	<b>14000</b>
Foreign / NRI Students	Course Fee	17000	17000	17000	17000
	Student Welfare Fund	1500	1500	1500	1500
	Research & Development Fund	500	500	500	500
	<b>TOTAL</b>	<b>19000</b>	<b>19000</b>	<b>19000</b>	<b>19000</b>

# P.G. Diploma in Election Strategy and Political Leadership

**Number of Seats** : 30      **Course Fee** : 25000/- Annualy

**ELIGIBILITY** : Bachelor's degree from a recognized University in any discipline with at least 48% marks in the aggregate, under 10+2+3 scheme and 43% for SC/ST/OBC Candidates.

## SEMESTER- I

Course Code	Course Name	Credit
<b>Core Courses (Compulsory)</b>		
DEP 501	Introduction to Political Leadership	3
DEP 502	Governance System	3
DEP 503	Political Communication, Public Policy and Advocacy	3
DEP 504	Election Strategy and Management	3
<b>Optional Courses (Any one of the Following)</b>		
DEP 508	International Relations	3
DEP 509	Human Resource Management	3
<b>Minor Courses (Any one of the Following)</b>		
DEP 512	Personality Development	3
DEP 513	Communication Skill	3

## SEMESTER- II

Course Code	Course Name	Credit
<b>Core Courses (Compulsory)</b>		
DEP 505	Election Laws and Ethics	3
DEP 506	Financial Provisions in Elections	3
DEP 507	Election Communication	3
<b>Optional Courses (Any one of the Following)</b>		
DEP 510	History of Political Parties in India	3
DEP 511	Developing Systematic Capacity	3
<b>Minor Courses (Any one of the Following)</b>		
DEP 514	Election Data Base	3
DEP 515	Media and Management	3
<b>Not included in CGPA</b>		
DEP 516	Seminar	1
DEP 517	Visit to Political Institutions	1
<b>Summer Internship</b>		
DEP 518	Internship Programme	10
<b>TOTAL</b>		<b>45</b>



# BEYOND CLASSROOM





# FRESHER & FAREWELL





# EXTENSION LECTURES AND CORPORATE INTERACTION



INDUCTION Programme : Mr Kostub Bhattacharya, COO, UCCI, Udaipur delivered lecture on Entrepreneurship Development Dated 07<sup>th</sup> August, 2020.



Retired IAS Dr Shyam Agrawal on Current Economic Policies of Indian Government Dated 22<sup>nd</sup>-23<sup>rd</sup> August, 2020



Motivational Seminar on Karlo Duniya Mutthi me by Gillete India and Rajasthan Patirka on 10<sup>th</sup> August 2019



Business Clinic on 6<sup>th</sup> August 2019



## यूनी रैंक सर्वे में राजस्थान विद्यापीठ 7वें स्थान पर

**पत्रिका न्यूज नेटवर्क**  
rajasthannews.com

उदयपुर, राजस्थान में उदय शिक्षा के क्षेत्र में बढ़ते हुए विश्वविद्यालयों के कार्यक्षेत्रों को लेकर 'यूनी रैंक' की जीए 2020 में विश्व सर्वे में जगतदीन नगर राजस्थान विद्यापीठ (एनएच 7 वीं) विश्वविद्यालय) ने सातवां व उदयपुर में प्रथम स्थान प्राप्त किया है। भारत में विश्व 872 विश्वविद्यालयों को यूनी रैंक लिस्ट 142वें स्थान पर रखा है। मोहनलाल सुखाड़िया विश्वविद्यालय उदयपुर में दूसरे स्थान पर रहा।

राजस्थान विश्वविद्यालय वर्ष 1957 में संसदीय कानूनी प्राधिकार के अधीन बनाया गया और अधिकांशता से उच्च शिक्षा के क्षेत्र में कार्य कर रहा है। 1987 में विश्वविद्यालय अनुदान आयोग की ओर से दृष्टि विश्वविद्यालय का दर्जा दिया गया।



**विद्यापीठ को अंतरराष्ट्रीय स्तर पर ख्याति प्राप्त**

कुलपति श्री एन. एच. शर्मा का कहना है कि वर्तमान में विश्वविद्यालय में राष्ट्रीय स्तर की अंतरराष्ट्रीय स्तर पर 35वीं स्थिति प्राप्त की है। यह गौरवपूर्ण है और यह दर्शाता है कि विश्वविद्यालय अंतरराष्ट्रीय स्तर पर ख्याति प्राप्त है।

**उदयपुर में पहला स्थान, दूसरे स्थान पर सुखाड़िया विवि**

राजस्थान विश्वविद्यालय उदयपुर में दूसरे स्थान पर रहा।

## वार्षिक पत्रिका निर्णय का विमोचन



उदयपुर। जगतदीन नगर राजस्थान विद्यापीठ (एनएच 7 वीं) विश्वविद्यालय के संघटक प्रबंध अध्यक्ष संकाय की 10वीं वार्षिक पियर रिव्यू पत्रिका निर्णय (द जनरल ऑफ डिजिटल साइंस) का विमोचन सोमवार को कल्पति प्रो. एस.एस. सारंगदेवत, निदेशक, प्रो. अनिता शुक्ला, डॉ. शोभा खा, डॉ. नीरू राठोड, डॉ. शिल्पा कटालिया, एयू बैंक के प्रबंधक विकास गुप्ता, डॉ. भरत सुखवाल, डॉ. विनित जैन ने किया। प्रो. शुक्ला ने शोध पत्रिका की जानकारी देते हुए बताया कि जर्मनी में शोध पत्रों का प्रकाशन किया गया। पत्रिका का अंतिम संस्करण भी संस्थान द्वारा किया जाएगा। पत्रिका का आगामी कोविड 19 विषय पर प्रकाशित की जायेगी।

## प्रातःकाल

उदयपुर, बुधवार 24 अगस्त 2019

**शिक्षा को संस्कार व जीवन मूल्यों से जोड़ें : सारंगदेवतो**

उदयपुर (वि.)। उदयपुर का राजस्थान विश्वविद्यालय (एनएच 7 वीं) विश्वविद्यालय के संघटक प्रबंध अध्यक्ष संकाय के सारंगदेवतो ने कहा कि शिक्षा को संस्कार व जीवन मूल्यों से जोड़ें। उन्होंने कहा कि शिक्षा के माध्यम से जीवन को संस्कार व जीवन मूल्यों से जोड़ें। उन्होंने कहा कि शिक्षा के माध्यम से जीवन को संस्कार व जीवन मूल्यों से जोड़ें।

## दैनिक नवज्योति

उदयपुर, बुधवार 20 अगस्त 2019

**डिजिटल व्यवसाय में आर्थिक रूप से सक्षम बनाने की क्षमता : प्रो. सेरेमी**

उदयपुर। राजस्थान विश्वविद्यालय के संघटक प्रबंध अध्यक्ष संकाय के प्रो. सेरेमी ने कहा कि डिजिटल व्यवसाय में आर्थिक रूप से सक्षम बनाने की क्षमता है। उन्होंने कहा कि डिजिटल व्यवसाय में आर्थिक रूप से सक्षम बनाने की क्षमता है। उन्होंने कहा कि डिजिटल व्यवसाय में आर्थिक रूप से सक्षम बनाने की क्षमता है।

## दैनिक नवज्योति

उदयपुर, बुधवार 20 अगस्त 2019

**आईटी के इस दौर में प्रबंधन की पुनर्रचना आवश्यक : प्रो. चौहान**

उदयपुर। आईटी के इस दौर में प्रबंधन की पुनर्रचना आवश्यक है। प्रो. चौहान ने कहा कि आईटी के इस दौर में प्रबंधन की पुनर्रचना आवश्यक है। प्रो. चौहान ने कहा कि आईटी के इस दौर में प्रबंधन की पुनर्रचना आवश्यक है।

## दैनिक भास्कर

उदयपुर, शनिवार 24 अगस्त, 2019

**सरकार की आर्थिक नीतियों और बदलाव पर समीक्षा**

उदयपुर। राजस्थान विद्यापीठ के संघटक प्रबंध अध्यक्ष संकाय में दो दिवसीय व्याख्यान शृंखला शुरू करा गया है। प्रो. सुखवाल ने कहा कि सरकार की आर्थिक नीतियों और बदलाव पर समीक्षा की जायेगी।

## प्रातःकाल

उदयपुर, बुधवार 7 अगस्त 2019

**आर्थिक और सामाजिक विकास का कारक बनी डिजिटल क्रांति : प्रो. सेरेमी**

उदयपुर। आर्थिक और सामाजिक विकास का कारक बनी डिजिटल क्रांति है। प्रो. सेरेमी ने कहा कि आर्थिक और सामाजिक विकास का कारक बनी डिजिटल क्रांति है। प्रो. सेरेमी ने कहा कि आर्थिक और सामाजिक विकास का कारक बनी डिजिटल क्रांति है।

## प्रातःकाल

उदयपुर, बुधवार 7 अगस्त 2019

**मेहनत के साथ साथ निरंतरता भी जरूरी : प्रो. सारंगदेवतो**

उदयपुर। मेहनत के साथ साथ निरंतरता भी जरूरी है। प्रो. सारंगदेवतो ने कहा कि मेहनत के साथ साथ निरंतरता भी जरूरी है। प्रो. सारंगदेवतो ने कहा कि मेहनत के साथ साथ निरंतरता भी जरूरी है।

## दैनिक नवज्योति

उदयपुर, बुधवार 24 अगस्त 2019

**प्रबंधन के लिए भाषा, ज्ञान एवं कौशल जरूरी**

उदयपुर। प्रबंधन के लिए भाषा, ज्ञान एवं कौशल जरूरी है। प्रो. सेरेमी ने कहा कि प्रबंधन के लिए भाषा, ज्ञान एवं कौशल जरूरी है। प्रो. सेरेमी ने कहा कि प्रबंधन के लिए भाषा, ज्ञान एवं कौशल जरूरी है।

## दैनिक नवज्योति

उदयपुर, बुधवार 24 अगस्त 2019

**बदलाव रहा है बिजनेस मॉड**

उदयपुर। बदलाव रहा है बिजनेस मॉड। प्रो. सेरेमी ने कहा कि बदलाव रहा है बिजनेस मॉड। प्रो. सेरेमी ने कहा कि बदलाव रहा है बिजनेस मॉड।

**राजस्थान पत्रिका** | उदयपुर, बुधवार, 07 अगस्त, 2019

**मैनेजमेंट का आधार है टीम वर्क**

उदयपुर। मैनेजमेंट का आधार है टीम वर्क। प्रो. सेरेमी ने कहा कि मैनेजमेंट का आधार है टीम वर्क। प्रो. सेरेमी ने कहा कि मैनेजमेंट का आधार है टीम वर्क।

**राजस्थान पत्रिका** | उदयपुर, शनिवार, 24 अगस्त, 2019

**बदलाव विषय पर समीक्षा**

उदयपुर। बदलाव विषय पर समीक्षा। प्रो. सेरेमी ने कहा कि बदलाव विषय पर समीक्षा। प्रो. सेरेमी ने कहा कि बदलाव विषय पर समीक्षा।



# INDUSTRIAL VISITS



Industrial tour of six days was organised from 18<sup>th</sup> to 23<sup>rd</sup> February, 2020. The tour included Nainital, Jim Corbet, Pantnagar. The students visited Ashok Leyland Ltd and Parle Biscuits Pvt Ltd, Pantnagar Plant in Uttarakhand.



Industrial Visit to IEXO Pvt. Ltd., Sukher, Udaipur on 13<sup>th</sup> September 2019



## WORKSHOP & SEMINARS



A National Seminar on Digital Business Transformation Strategy was organised by Faculty of Management Studies, JRN Rajasthan Vidyapeeth( Deemed to- be University) Udaipur on 29th August, 2019.

# PLACEMENT CELL

One question that scintillates the mind of every student when entering Institution for the first time is "What is the kind of job I shall get when I complete my degree?" Although to guarantee a job is not possible nevertheless, we at FMS are proud to state that our students have got more than what they hoped for Our placement process is very systematic and highly organized, consisting of the various activities such as : Personality Analysis, Gap Identifications, Personality Development Programmes & Grooming of Personality & Skill Development. The training and placement cell invites companies and faculties from various areas to give pre-placement presentation to students. These presentations are aimed at grooming the students for their future responsibilities and enhancing their skills. The placement cell at FMS works closely with the company that wishes to follow the final placements. An effort is made to create a balance between the students expectations and the company requirements. The procedure for final placement is very simple. Interested students are asked to register and submit their CVs to Training and Placement Cell which are then forwarded to the organizations. No student is allowed to contact directly the invited companies for job. Once a student opts for a company, he/she is not allowed to withdraw the same.

## Our Achievers



**Bhanu Pratap S. Rao**  
Credit Adjudication Office  
Toronto, Canada



**Digant Dave**  
Sales & Mkts. Officer  
AEGON Life Insur. Co. Ltd.



**Vaibhav Srivastav**  
Sales & Mkts. Officer  
AEGON Life Insur. Co. Ltd.



**Dishu Jain**  
Mkts. Officer  
Urban Square Mall



**Jaywanti Panwar**  
Sales & Mkts. Officer  
ICICI Bank Ltd.



**Ankit Sanwariya**  
Area Sales Manager  
Airtel



**Vaishali Vajpayee**  
Senior Research Analyst  
Arcgate



**Deepesh Chaturvedi**  
Development officer  
LIC



**Krishna Kumar Sharma**  
Senior Manger  
EDGE Telecom



**Divya Sharma**  
Senior Fin. Ser. Manager  
ICICI Prud. Ltd.



**Jaswant Singh**  
Sales Consultant  
Volkswagen Automotive



**Christopher Patrick**  
Finance Executive  
Fair Mont Hotel



**Nishant Sukhwai**  
Senior Officer  
ICICI Bank Limited



**Jayesh Jain**  
Sr. Manger  
Prism Ltd.



**Ayushi Choudhary**  
Customer Ser. Executive  
SBI Mutual Fund



**Ankit Jain**  
Asst. Manager  
BISLP



**Prakash Tailor**  
Asst. Manager  
HDFC



**S. Anjali**  
HR Admin Coordinator  
Toyota Kirloskar Auto Part Pvt. Ltd.



**Ranjeet Joshi**  
Jr. Manager- Admin  
Suzuki Motors Pvt. Ltd.



**Mahendra Dangi**  
HR Executive  
Hotel Ramada, Kumbalgarh



**Praveen Kumar**  
HR Executive  
Amazon, Delhi



**Amandeep kaur**  
Team Leader  
Indira IVF, Udaipur



**Badoni Ganeshprasad**  
Store Keeper  
Choksi Heraeus Ltd.





# THE ALUMNI



**Yogesh Maheshwari**  
Professor  
IIM Indore



**Rishi Bhargava**  
Head - Product and Programs  
Capital First Limited  
Mumbai



**Manish Gupta**  
DGM- Sourcing & Trading  
Gulf Petrochem  
New Delhi



**Yogesh Sharma**  
Manager  
HRH Group, Udaipur



**Vinod Purohit**  
Vice President  
Expanded Polymer Sys. Pvt. Ltd.  
Mumbai Area, India



**Arvind Jonalgadda**  
AVP-HR  
Aegon Life Insu. Comp. Ltd.  
Mumbai



**Alpesh Lodha**  
Manager (Sub Office Head)  
Bennett Coleman & Co. Ltd.  
Udaipur



**Rahul Kumar Mishra**  
Assistant Manager  
Overseas Bank  
Chennai



**Guneet Monga**  
Owner  
Dynamic Yoga Studio, HOD  
Dept. of Yoga Pacific Uni. Udaipur



**Aneesa Shabbir Hussain**  
HR Manager  
Div. of Stanford Consultancy  
UAE - Dubai



**Dr. Deepika Chplot**  
Principal  
Inst. of Hotel Mgmt. Catering  
& Toursim Udaipur



**Abbas Ali**  
Manager  
Unimax, Dubai



**Dr. Rashi Garg**  
Trainer  
LBSNNA, Mussoorie



**Neelam Solanki**  
Assistant Mgr. Hr & Admin  
Hyper City Retail (India) Ltd.  
Ahmedabad, Gujarat



**Shalini Sauda**  
Asst. Manager  
Human Resources  
Kapoor Group, Gurugram



**Ankit Mathur**  
Area Sales Manger  
Rajasthan 2  
Axis Bank



**Akhilesh Shaktwippe**  
Sr. Manager Admin  
Wonder Cement  
Nimbahera



**Shilpi Arora**  
HR MI Analyst  
Yorkshire Water  
Halifax, West Yorkshire



**Dr Payal Upadhyay**  
Principal  
Poddar Management and  
Technical Campus, Jaipur



**Dr Anindita Chatterjee Rao**  
Associate Professor  
FMS, Manav Rachna International  
University Faridabad (Haryana),



**Amar Gomber**  
Manager (Operations)  
Transport Corp. India Limited  
Gurgaon, Haryana



**Dr. Priya Rao**  
Asst. Professor  
Finance & Accounting  
Abo Arish University  
Jazan, UAE



**Biju Nair**  
Associate Vice President  
Sales - Strategic Key Acc. Mgmt.  
Tata Business Support Services  
Mumbai



**Dr. Santosh K. Agrawal**  
(Padmshree Nominated)  
Ex Banker  
HBF Faculty

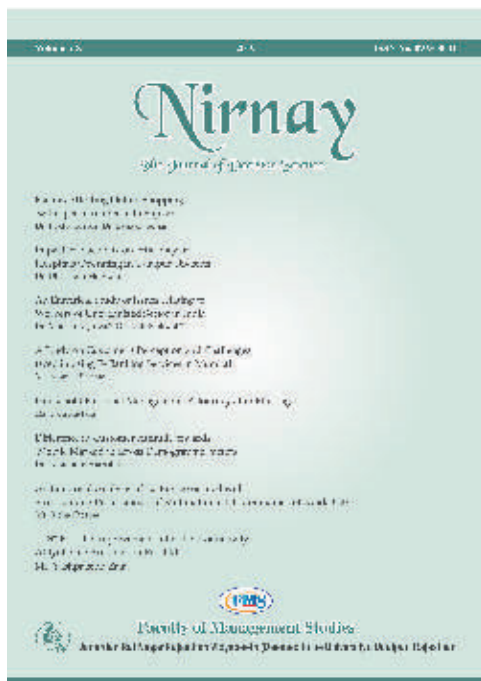


**Ajay Shrivastav**  
Partner  
Prince Enterprise  
Udaipur



# JOURNAL PUBLICATION

FMS is publishing management research journal **NIRNAY**, The Journal of Decision Science, since 2008. In-exchange of which faculty is obtaining 15 journals from different Management Institutions from all over India



## ISO : 9001 : 2008 CERTIFICATE



## ALUMNI CERTIFICATE



## TENTATIVE ACADEMIC CALENDAR

Commencement of New Academic Session	:	August, 2020
Induction Programme	:	September, 2020
Fresher's Party	:	(As per Govt. Guidelines)
Cultural & Literary Activities	:	October, 2020
Mid Semester Exams	:	November, 2020
Industrial Visit	:	February, 2021
Winter Break	:	Last Week of December, 2020
Odd Semester Exams	:	1st Week of January, 2021
Teaching Commencement for 2nd Semester	:	February, 2021
Mid Semester Exam	:	April, 2021
Farewell Party	:	(As per Govt. Guidelines)
Even Semester Exams	:	May, 2021
Summer Training	:	1st June 2021 onwards



No. F.9-5/84-U.3  
Government of India

## Ministry of Human Resource Development

(Deptt. of Education)

New Delhi, the 12th January, 1987

### NOTIFICATION

In exercise of the powers conferred by Section 3 of the University Grants Commission Act, 1956 (3 of 1956), the Central Government on the advice of the Commission, hereby declare that the Rajasthan Vidyapeeth, Udaipur shall be deemed to be a University for the purpose of the aforesaid Act.

Sd/-  
(J.D. Gupta)

Joint Secretary of the Government of India



## संस्था गीत

ज्योतिर्मय यह देश हमारा।  
धवल हिमालय के ललाट पर अरुण-तिलक अति न्यारा-ज्योति,  
कोटि-कोटि संवत्सर से यह  
चलता पथिक सनातन।  
अब्धकारमय पतन-निशा में,  
दीप्तिमान सपनों से पावन॥  
पुण्य श्लोक यह श्रेय पंथ का कोटि-कोटि, जनगण का प्यारा-ज्योति,  
महिमामय स्मृतियों से जगमग  
अजर-अमर यह चिर-चिर सुन्दर।  
जगतबंध विश्रुत गरिमामय,  
अगणित गुण गाथा से मनहर।  
यह पुराण नित नूतन गतिमय, जीवन-मरण सहारा-ज्योति,  
घोर मूर्छना में स्पन्दनमय,  
जागृति में कम्पित पीड़ामय।  
प्रतिभामय संघर्ष काल में,  
आलोकित निर्माण काल में॥  
सिंधु तरंगों सा गुंजनमय भारतवर्ष हमारा-ज्योति,  
उद्यत एक अखण्ड तेजमय,  
अमित ओज में सदा शीलमय।  
नित ही मति, धृति, कृति में प्रभुमय,  
गहन निराशा में आशामय॥  
स्वर्ग-भूमि से भी बढ़कर यह नन्दन विपिन हमारा-ज्योति,

- मनीषी पं. जनार्दनराय नागर



Contact :

### **FACULTY OF MANAGEMENT STUDIES (FMS)**

**Janardan Rai Nagar Rajasthan Vidyapeeth (Deemed-to-be University)**

(Established under section 3 of the UGC Act. 1956 vide Notification No. F 9-5/84-U-3, January 12, 1987 of the Government of India)

(NAAC Accredited with 'A' Grade)

Pratap Nagar, Udaipur 313003 (Rajasthan) INDIA

Phone : +91 294 2490632, 9461260408, 9001556306

Website : [www.jrnrvu.edu.in / deptFMS](http://www.jrnrvu.edu.in/deptFMS)