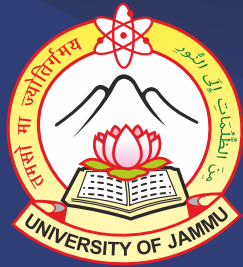


# The Business School

## University of Jammu

# EXECUTIVE MBA

(IN BLENDED MODE)



ADMISSION  
BROCHURE  
2023



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# MESSAGE FROM THE VICE CHANCELLOR

I am delighted to extend my warm greetings on the launch of our new MBA Executive Development Programme by The Business School, University of Jammu.

The Business School is one of the leading departments of the University, with a legacy of initiating management education in the region, while maintaining high standards, which is evident in its rankings & recognitions. Being a pioneer in management education in the region demonstrates that the Business School has likely played a significant role in nurturing professionals who can drive economic growth.

The Executive MBA Programme has been meticulously crafted to cater to the needs of working professionals, who are eager to elevate their careers and enhance their leadership skills while juggling their existing commitments. Whether you are a mid-career professional looking to take the next step in your managerial journey or an entrepreneur aiming to expand your business acumen, this programme is tailored to equip you with the knowledge, skills, and mindset necessary to thrive in today's competitive global landscape.



The University of Jammu prides itself on excellence and a commitment to shaping the leaders of tomorrow. The MBA Executive Development Programme reflects this dedication, and we are confident that it will empower you to drive positive change, embrace challenges, and lead with integrity.

I look forward to welcoming you to our vibrant campus and witnessing your growth as an accomplished business leader.

**With best wishes.**

*Umesh Rai*

**Prof. Umesh Rai**  
Vice Chancellor  
University of Jammu

## MESSAGE FROM THE DEAN ACADEMIC AFFAIRS

experienced and dedicated faculty of TBS will provide you with a unique opportunity to nurture your ideas and to mature as a thought leader in the management domain.

I congratulate The Business School for offering a platform to you executives to become a nation builder who would continually strive to build a better and more inclusive society. At TBS, you will learn from the best, with the best. I hope your experience with TBS will be a transformative one.

I wish you all the best in your new professional endeavour.



**Prof. Anju Bhasin**  
Dean Academic Affairs  
University of Jammu



I am happy to know that The Business School, University of Jammu has taken up new and innovative academic initiative by starting two year Executive MBA (EMBA) Programme. Over the past thirty seven years, The Business School has continuously enriched academically its faculty and students, modernized its curriculum with evolving times, strengthened its linkages with industry and corporate world, and built strong ties with its well-heeled and thriving alumni.

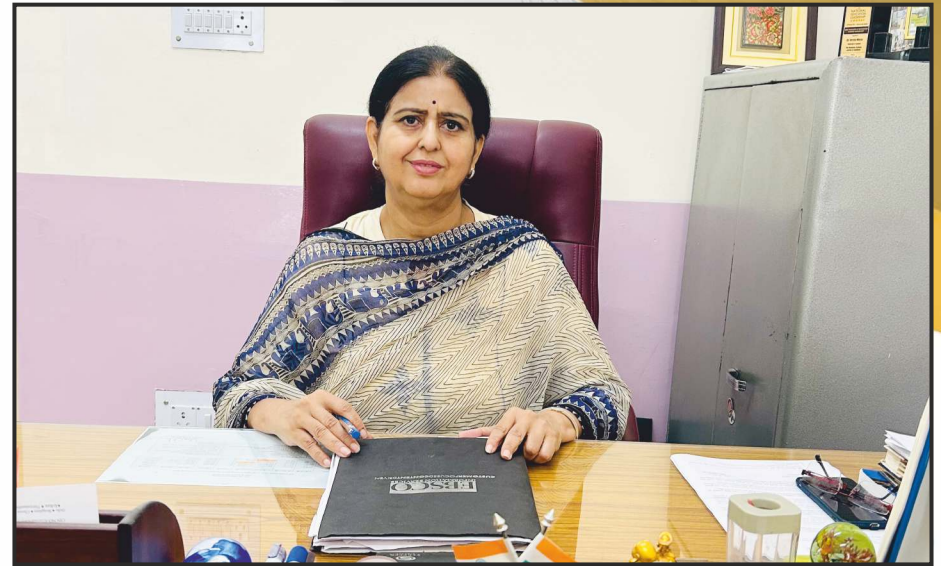
The changing paradigms have demanded academic institutions to foster a new skilling levels of the competent professionals – equipped with the right kind of knowledge, technical skills, ability to think out of box and be innovative. The two year EMBA programme with its flexible curriculum and the highly qualified,

# MESSAGE FROM THE DEAN BUSINESS STUDIES

It gives immense pleasure that The Business School has introduced an innovative Executive MBA program of the University of Jammu. I am sure that the program is going to be of immense value for busy managers and executives by way of benefitting from their professional experience as well the best in Management Education.

The business schools has secured a prominent position both in its student satisfaction and teaching quality, and has a long tradition of developing innovative curricula, influential and impactful research, and a collaborations. I am sure that the prospective participants will find our Executive MBA program innovative and interactive with a much needed global-local perspective in Business education.

The Executive MBA Program of the University of Jammu shall surely enhance your business skills, leadership



potential and career prospects and surely be the best investment that one can make towards career progression.

**Prof. Versha Mehta**

Dean Business Studies  
University of Jammu

## MESSAGE FROM THE DIRECTOR

EMBA offered by TBS focuses on case and project based teaching learning pedagogy empowering executives for enhancing their strategic leadership skills, while developing a mindset for innovative application of management principles and practices for entrepreneurial development and business transformation.

Multiple Entry and Exit System (MEES) in line with NEP 2020 is embedded in the programme to facilitate the career growth of the working professionals.

I welcome you to our academic milieu to have a unique educational experience.



**Prof. Vinay Chauhan**

Director

The Business School



It gives me immense pleasure to introduce the innovative academic initiative, an “Executive MBA (EMBA) programme” for working professionals in blended mode. EMBA seeks to expand your business acumen and fine-tune your leadership skills that would enable you to confidently find solutions to toughest business problems.

We have been providing quality education in management for more than three decades and management graduates of TBS are holding key strategic positions at corporate houses of repute. The consistent academic quality, research focus, and strong industry linkages have placed TBS amongst the premier management institutions of the country. The credentials have been validated by the survey conducted by Business Today (2023) which has ranked TBS at 11th place in terms of Value for Money and 33rd amongst the government B-schools.

# ABOUT UNIVERSITY OF JAMMU

Recognized as one of the premier institutions of the country, the University of Jammu, accredited as 'A+' Grade University by the National Assessment and Accreditation Council of India (NAAC), ranked 63rd in the University category under NIRF-2023. University of Jammu has also been granted autonomy by the UGC and in terms of this graded autonomy it is Category-I University. It came into existence in 1969 vide Kashmir and Jammu Universities Act 1969 following the bifurcation of the erstwhile University of Jammu and Kashmir by an ordinance promulgated by the Governor on September 5, 1969 and was subsequently adopted as an Act of the State Legislature.

- Hon'ble Lieutenant Governor of the J&K Union Territory is the Chancellor of the University. Apart from its main campus, an old campus in Jammu, the University has eleven Offsite Campuses, out of which seven campuses located at Bhaderwah, Kathua, Kishtwar, Poonch, Ramnagar, Reasi and Udhampur are functional. Teaching-learning and research are being carried out by 43 departments and one hundred sixty-three affiliated Govt./Non-Govt. colleges,



awarding degrees in more than fifty programmes at the postgraduate and undergraduate levels. With the area of 118.78 acres, the university is currently located at the foothills of Trikuta on the banks of the Tawi River.

The University of Jammu aims to achieve world-class excellence in teaching, research, and knowledge transfer, making valuable contributions to the socioeconomic development of the region and country. It provides quality education, fosters all-round student development through sports, extracurricular, and socially relevant activities, and promotes decision-making skills and democratic values.

The university offers state-of-the-art facilities and opportunities for academic growth, focusing on research in modern applied areas and technology. It also encourages the preservation and integration of the region's cultural diversity.

It conducts examinations, grants degrees, and generates knowledge, with a commitment to advancing society's welfare. The university is open to all, with the mission of enlightening and empowering people.



# University of Jammu

# The Business School



## ABOUT THE BUSINESS SCHOOL

The Business School (TBS), University of Jammu earlier known as Department of Management Studies started its two-year full time Master Degree Programme in Business Administration (MBA) in the year 1986. Since the past more than 37 years, TBS has successfully made its mark in the field of management education and has earned prestigious credentials from various pioneer agencies like Association of Indian Management School (AIMS), The Week Hansa Research, Marketing and Development Research Associates (MDRA), India Today, Business Today, Dewang Mehta etc. These awards and recognitions constantly strengthen the acknowledgement of the department's constant endeavour of building up its capabilities to generate and share knowledge that contributes significantly towards the institution building. The faculty members of TBS have also played an important role in the acclamations as they have internationally published research to their credit. The Business School has also focused attention on programmes like Management Development Programme for management executive in various corporates, Entrepreneurship Development Programme amongst the students and budding entrepreneurs and Social Immersion Programme as an extension activity. Continuing with the tradition of striving for excellence, The Business School has achieved various awards and recognitions where the most recent one is 11th in Return On Investment (ROI) and 33rd among top Government B-Schools across India (Business Today, November 2023).



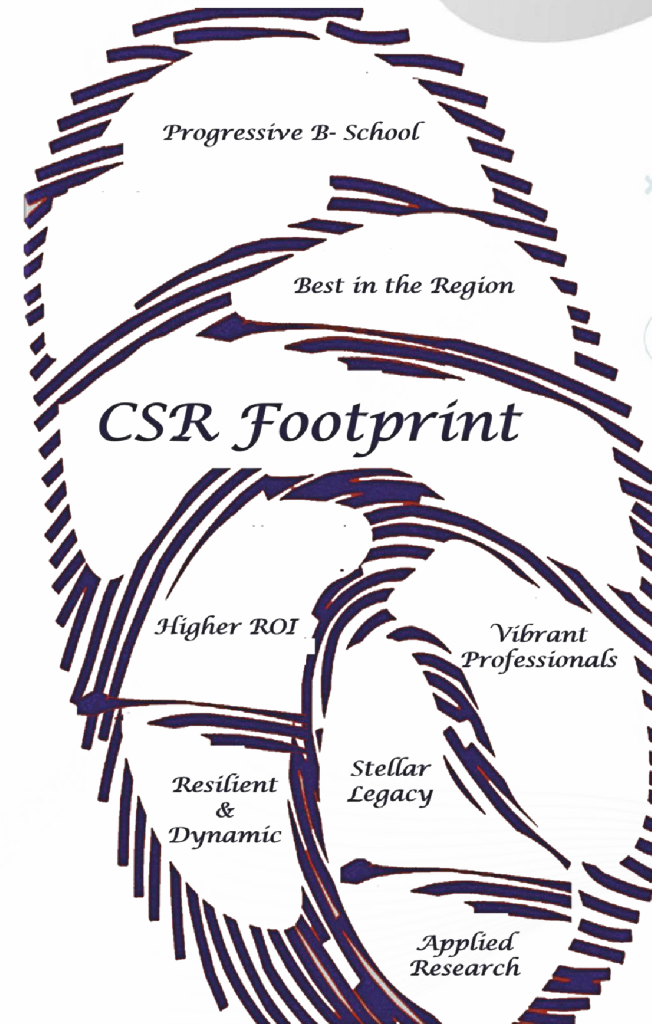
## VISION

*"To emerge as a Centre of Excellence in Management Education, Teaching and Research"*

## MISSION

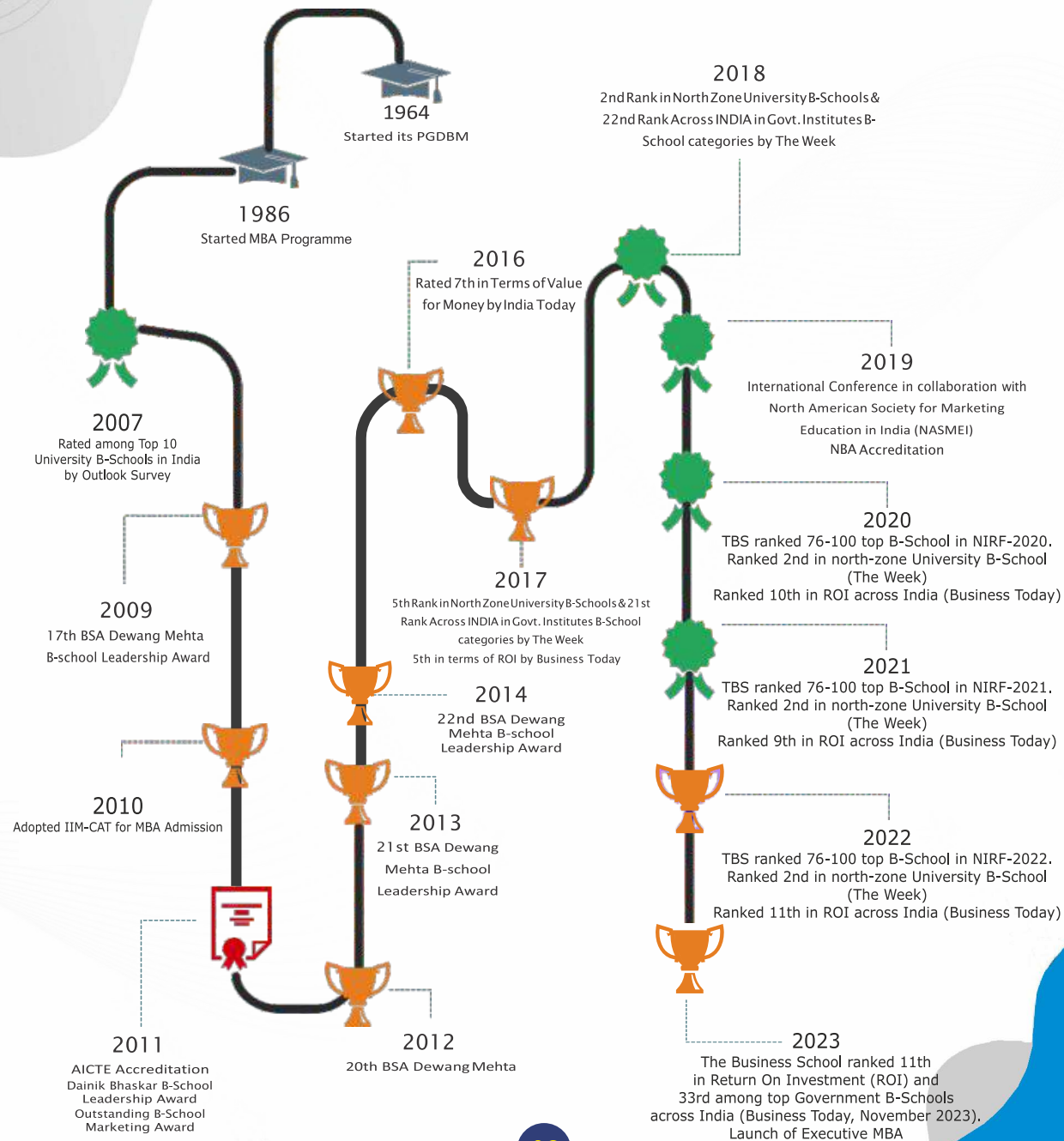
- ❖ TBS is committed to train young professionals to inculcate command as well as ability to shoulder corporate responsibilities and excellence with humility and sense of ownership.
- ❖ TBS is devoted to harness the potential to take initiatives, think out of the box, evaluate critically, undertake diagnosis and provide enlightened leadership.
- ❖ TBS is dedicated to develop research programmes in Management to be able to make useful contribution to the existing body of business and academic knowledge.
- ❖ TBS collaborates with Government, Industry and Academia for the larger benefit of all the stakeholders in the process.

University of Jammu  
**The Business School**



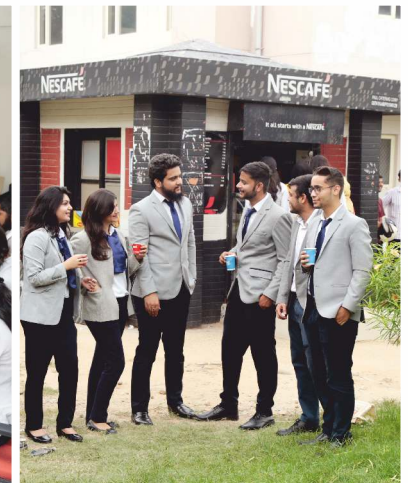
**"Progressive Leadership in Quality Management Education for developing Ethical Professionals."**

# TBS FROM THE KALEIDOSCOPE



# INFRASTRUCTURE

- ❖ Class Rooms are fully air-conditioned having ICT facilities.
- ❖ Library at TBS acts as an integrated resource center, having a collection of 17000+ books.
- ❖ TBS being a part of Jammu University offers in-house hostel facility for both boys and girls, ensuring pleasant and secure stay.
- ❖ Nutrition is a key for all round performance, hence café around the Department serves healthy food to the students.
- ❖ Focusing on wellbeing of the students, Jammu University ensures full medical facility at the Health Centre with a team of professionals.
- ❖ Provides facilities to students for physical and sports activities.
- ❖ IT-Lab in the department hosts computer facility with high speed internet making it a space of e-learning for students.
- ❖ The Business School has a state-of-art Convention Hall with a sitting capacity of 170 & latest ICT facilities.



# FACULTY

One of the key benefits of our Executive MBA programme is gaining access to our qualified faculty and research-led teaching. Our faculty brings incisive knowledge and practical relevance to the classroom.



**Prof. Neelu Rohmetra**

M.Com., Ph.D., Post Doc. (UK); IVLP (USA);  
Fulbright Fellow (USA); ITP (LBS-UK)  
Human Resource Development,  
OB and Cross-Cultural Management



**Prof. Versha Mehta**

M.C.A., Ph.D.,  
Post Doc. (UK), CEP (France)  
Systems and Operations



**Prof. Alka Sharma**

MBA, Ph.D.  
Marketing



**Prof. Sameer Gupta**

MBA, Ph.D.  
Finance



**Prof. Vinay Chauhan**

Ph.D., SCHE -Switzerland  
Marketing, Tourism &  
Research Methods



**Prof. Rajendra Mishra**

M.Com., Ph.D., CAIIB  
Tourism Management &  
Entrepreneurship Development



**Dr. Amisha Gupta**

(Associate Professor)  
MBA, Ph.D.  
Finance



**Dr. Komal Nagar**

(Associate Professor)  
MBA, Ph.D.  
Marketing



**Dr. Rachna Mahajan**

(Associate Professor)  
MBA, Ph.D., GNIIT  
Marketing and Operation



**Dr. Saloni Devi**

(Assistant Professor)  
MBA, Ph.D.  
Human Resource Management



**Dr. Farah Choudhary**

(Assistant Professor)  
MBA, Ph.D.  
Finance and Marketing



**Dr. Aubid Hussain Parrey**

(Assistant Professor)  
MBA, Ph.D.  
Human Resource Management



**Dr. Shelleka Gupta**

(Assistant Professor)  
MBA, Ph.D.  
Marketing

# ABOUT EXECUTIVE MBA PROGRAMME

Business leaders must be able to articulate a long-term strategy that involves identification of opportunities and potential risks to an organisation. They must have the ability to lead their teams in harmony with a chosen strategy. But strategy is only part of the equation; that's why The Business School, University of Jammu designed a programme specifically for working executives who want to build their potential in both strategy and leadership. Through this Executive MBA programme the aspirants will gain an

- in-depth understanding of the nature of strategy, the strategic
- planning process and how to critically analyze an organizations' strengths and weaknesses. The candidate will learn about
- disciplined attention to resource allocation, establishing effective
- practices, developing intra- and inter organisational relationships, and communicating effectively with stakeholders.

This skills-based element of our programme will help executives to enhance their leadership and professional competence as well as ability to successfully pitch for promotion or apply to new senior executive roles. A personalized approach takes the lead as we support them to build their own self-awareness and confidence. The Professional Development course offers the executives an opportunity to reflect upon and develop a deeper sense of self-



awareness (both intellectually and emotionally) to help better understand their personal strengths and development needs. This is achieved by combining the use of leading-edge diagnostic tools with one-to-one feedback sessions, providing access to personal development coaching and offering a range of skills development workshops. These are designed and delivered with input from expert industry practitioners. The professional development element of the programme focuses on building skills and confidence.

Our programme is designed specifically for working professionals looking to progress to more senior positions of responsibility and leadership. A modular structure ensures the programme can be easily accommodated alongside existing full-time careers.

With a convenient format to meet the needs of working professionals, the programme is made up of a combination of short intensive bursts of classroom interaction and online support. The programme is set up to be highly effective for participants so that through reflection and classroom discourses can be applied immediately within existing roles, evaluated and adjusted, if required.

# PROGRAMME DETAILS

Executive Master's in Business Administration (EMBA) in The Business School, University of Jammu, Jammu is a two year degree programme will be conducted in a **blended mode with both offline as well as online classes** in the ratio of 60:40 as permissible under UGC regulations.

## Duration:

The duration of the EMBA Programme is Two years, which is divided into Four (4) semesters, based on Choice Based Credit System. The number of Credit Hours for Executive MBA programme shall be 10 hours per credit.

A candidate must complete the programme within maximum 4 years. The candidate will have an exit option at the end of first semester and second semester as under:

- ❖ Executive Certificate in Management will be awarded after first semester.
- ❖ Executive Diploma in Management will be awarded after second semester.

## Provision of Lateral Entry:

The candidates taking exit at Executive Certificate in Management or Executive Diploma in Management will have option to join back through lateral entry mode to complete Executive MBA programme within the period permissible under rules i.e. 4 years.

## Intake Capacity:

The number of seats in EMBA programme in a given academic year shall be 20.

## Fee Structure:

Semester I	:	INR 75,000
Semester II	:	INR 75,000
Semester III	:	INR 75,000
Semester IV	:	INR 75,000

\*This fee includes the University fee component.

### Refund of Fee:

The refund shall be as per the following formula detailed in the UGC notification (October, 2018) published on 02.11.2018 and University of Jammu notification no. 21/Jan/Gen/07:

S.No.	Percentage of Refund Fee	Point of time when notice of withdrawal of admission is received in the HEI
1.	100%	15 days or more before the formally notified last date of admission.
2.	90%	Less than 15 days before the formally notified last date of admission.
3.	80%	15 days or less after the formally notified last date of admission.
4.	50%	30 days or less, but more than 15 days after the formally notified last date of admission.
5.	0%	More than 30 days after the formally notified last date of admission.

- a) In case of (1) in the table above, the university shall deduct an amount not more than 5% of the fees paid by the students, subject to a maximum of Rs. 5000/- as processing charges from the refundable amount.
- b) Fees shall be refunded to an eligible student within fifteen days from the date of receiving a written application from him/her in this regard.

**Cancellation of Admission:** The Admission Committee, with the approval of the Dean Academic Affairs, shall have the authority to refuse or cancel admission of candidate who:-

- i) either fails to produce the requisite certificate in original within the time prescribed by the Director, The Business School, suppresses/conceals any relevant information/provides information in his/her application which is found incorrect or produces a certificate which is not genuine; or
- ii) fails to pay the fee and/or charges within the time prescribed by the Director, TBS.

# COURSE STRUCTURE

The Two Year EMBA Programme shall have a Total of 106 Credits built into 11 Core Courses, 4 Elective Courses, 4 Value Added Courses (VAC), 4 Online MOOCS and 4 Viva Voce.

## Semester - 1

- Management Principles & Organizational Behaviour
- Economics for Managers
- Marketing for Executives
- Financial and Management Accounting
- Viva Voce
- Fundamentals of Research and Report Writing (VAC)

## Semester - 3

In addition to Two Core Course, One VAC and One MOOC the candidate shall have to choose Two Courses from the list of elective papers announced in the beginning of the semester.

- Strategic Management
- Viva Voce
- Indian Ethos in Business Ethics (VAC)

### ELECTIVES

- Strategic Brand Management
- Digital Marketing
- Investment and Portfolio Management
- Risk Management and Insurance
- Organization Change and Strategy
- Leadership and Decision Making
- Logistics and Supply Chain Management
- Quality Management

## Semester - 2

- Corporate Finance
- Managing Human Resource and Employee Relations
- Production and Operations Management
- Consumer Behaviour
- Viva Voce
- Optimization Techniques for Business Decision Making (VAC)

## Semester - 4

In addition to Three Core Course, One VAC and One MOOC the candidate shall have to choose Two Elective Courses from the list of elective papers announced in the beginning of the semester.

- Project Management
- Project Work
- Viva Voce
- Innovation and Business Creation (VAC)

### ELECTIVES

- Retail Management
- Services Marketing
- International Corporate Finance
- Financial Derivatives
- Global Human Resource Management
- Diversity, Ethnicity and Inclusive Management
- International Trade Logistics
- Customer Relationship Management and Business Intelligence



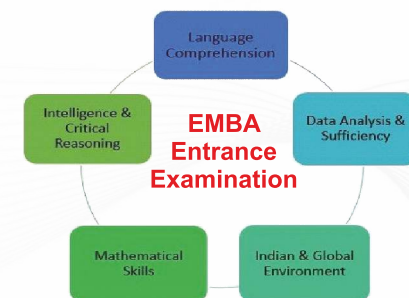
# ELIGIBILITY & SELECTION PROCESS

- Eligibility Conditions:** Bachelor's Degree from any recognized & Statutory University with at least 50 percent marks & minimum 3 years of managerial/supervisory experience in government/semi-government/ autonomous bodies and/or self-employed.
- Admission Process:** Applicants can register themselves for admission to EMBA programme by filling up online application form and by paying the requisite fee of Rs. 1000. The eligible candidates shall be selected for admission to programme on the basis of following components:

S.No.	Components	Maximum Points	Explanatory Remarks
1	Academic – 10 <sup>th</sup> /12 <sup>th</sup> Graduation	<b>10</b> <b>10</b>	Percentage 50-60      60-70      70-80      80 and above (Points Earned) 4                  6                  8                  10
2	Executive Experience	<b>30</b>	5 marks for every one year of completed experience beyond 3 years of experience subject to a maximum of 30 points.
3	EMBA Entrance Test	<b>30</b>	A candidate is required to take EMBA Entrance test on Management Aptitude and General Awareness to be conducted by TBS, JU
4	Personal Interview	<b>20</b>	To be conducted individually for each Candidate.

The merit for admission purpose shall be calculated on the basis of the composite score obtained by the candidate in Written Entrance Test, Academic component (10th/12th and Graduation), Executive Experience and Personal Interview which shall be displayed on the TBS website as well as in the department.

- E-MBA Entrance Examination:** E-MBA Entrance Examination will be based on five sections namely: Mathematical Skills; Data Analysis & Sufficiency; Language Comprehension; Intelligence & Critical Reasoning and Indian & Global Environment. The entrance examination for E-MBA will consist of 60 MCQs with equal weightage. There shall be no negative marking and duration of entrance examination will be 1 hour.



- Application Forms:** Application Forms prescribed by the department complete in all respects must be submitted online by the candidate within the dates notified by the department.

# CORPORATE FEEDBACK



I am yet again pleased to write a note for the placement brochure of THE BUSINESS SCHOOL (TBS), Jammu. The graduates have the responsibility of keeping the department's flag flying high as they have to live up a legacy. I have been personally involved in recruiting and training over 50 students from the TBS over the last decade and it has always been an interesting experience dealing with those graduates. Like always I hope that the current batch of students receive admirable placement options and that they do make the Department proud.

**VIKAS SHAH** (Vector Innovative Growth Options)

I take this opportunity to wish everyone at 'THE BUSINESS SCHOOL' a bright and rewarding future ahead which should enable each student to not only be a successful professional in his/her chosen held but also become a good human being with deep rooted respect for human values.

**AJAY KHAJURIA** (BHARTI AIRTEL)



The education in The Business School strongly epitomises this in simplicity with learned faculty emphasising the same which cannot be taught in management school. It is something which I have carried with me and has surely helped in building bridges across the world for Indian exports. This is an attribute which business graduates are attuned to fight out in adversity with core strength being integrity so as to be an asset to any organization.

**AJAY WALI** (Legrand)

"The quality of teaching at TBS is superbly high and of interactive nature which creates wonderful learning environment . the two years in TBS gave me access to the best learning environment and top notch facilities , a student could want and the most amazing experiences, which helped me learn and grow as a professional . The learning which began from the day one was carried on throughout the two years during my stay at TBS. I recall those moments with passion and wish more heights to all of you at TBS, Jammu. Tons of thanks to our Alma mater!"

**PUNEET KUMAR** (Jio Platforms Ltd.)



Akshay Bali (Assistant Manager Operation & channel relation – Amazon Glad to be a part of TBS (2014-16 Batch) TBS for me is a platform that enabled me to innovate, experiment & utilized my analytical & managerial skillset due to which I am able to succeed in my professional carrier day in & day out.

**AKASH BALI** (Amazon)

# CORPORATE PARTNERS





## **Director**

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