

MBA Hons.– Highlights and Deliverables

Highlight/Parameter	Details		
Programme Name	MBA (Hons.)	MBA	Perceived Benefit (Hons.)
Eligibility and Admission Criteria	<p>Eligibility: Pass with 55% aggregate marks in Bachelor's degree (any discipline) or equivalent, subject to qualifying LPUNEST or CAT or MAT or XAT or NMAT or CMAT and Interview</p> <p>Admission Criteria:</p> <p>(a) Qualify LPUNEST</p> <p>(b) Final Selection to be based on following:</p> <p style="padding-left: 20px;">(i) Write Essays (20% weightage) - 2 Essays</p> <p style="padding-left: 20px;">(ii) Personal Interview (60% weightage)</p> <p style="padding-left: 20px;">(iii) Work Experience (20% weightage) - Work experience is preferred but students fresh out of their graduation can also apply. Full marks for experience of 24 months or more, proportionate marks will be given for less than 24 months of work experience (rounded-up). For eg. If a candidate has 2 years of work experience, he/she will get full marks for experience. If another candidate has 11 months of work experience, he/she will get 10 marks for experience ($11/24 \times 20 = 9.17$ marks, rounded-up to 10)</p> <p>Essay 1: "Think Big" is LPU's mantra for impactful life. Tell us about your BIG IDEA which can solve a real-life problem. (Minimum 250 words - Maximum 300 words)</p> <p>Essay 2: Describe at least one failure/challenge and one achievement of yours. What have you learned from both these experiences? (Minimum 300 words - Maximum 500 words)</p>	<p>Pass with 55% aggregate marks in Bachelor's degree (any discipline) or equivalent, subject to qualifying LPUNEST or CAT or MAT or XAT or NMAT or CMAT and Interview</p>	<p>Being among the high achievers, you will be able to take advantage of the peer-to-peer learning</p>
Seed Money	<p>A. Investment Seed Grant: Rs. 20000/- (maximum) will be given to each student at the start of the programme for trading in stocks. Health of the student portfolio will be evaluated by a panel of experts at the end of each term.</p>	<p>Selected students may be given seed money to start an entrepreneurial venture.</p>	<p>To encourage and support students in entrepreneurship and research activities, various types of seed money</p>

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	<p>B. StartUp/Entrepreneurial Venture Seed Fund: Students individually or in a group can pitch their business ideas to experts and avail chance to win seed money of Rs. 2 lakhs to Rs. 5 lakhs to start, run and grow their business along with their MBA. The performance of the StartUp will be evaluated carrying additional credit.</p> <p>C. Innovation/Research Seed Grant: Rs. 10000/- (Maximum) will be provided for avenues for innovations depending upon the quality of proposal submitted by the students and approval of Mentor/HoD. Some examples of activities are:</p> <ul style="list-style-type: none"> (a) research projects (b) patents (c) publication (d) copyrights 		funding are granted.
<p>Professional / Industry Certifications (may be offered as specialization)</p>	<ul style="list-style-type: none"> ● Student can choose two specialization areas with one each from two categories: (1) Specializations with Outsourced Certification (2) In House Specialization. ● Psychometric testing to assess the suitability of the area of specialization. <p>Category – 1: Specializations with Professional / Industry Certification (6 courses)with 100% delivery by Industry experts (Subject to minimum 20 students in an area)</p> <p>Illustrative specialization areas with certifications:</p> <ol style="list-style-type: none"> 1. Financial Consulting - KPMG 2. Digital Marketing - Digital Marketing Institute, Ireland 3. Financial Analytics – Grant Thornton 4. Artificial Intelligence, Machine Learning & Analytics - 3AI 5. Technology Product Management - Wiley 6. Securities and Investments – CISI 7. Banking & Financial Services 	<ul style="list-style-type: none"> ● Student can choose two specialization areas with one each from two categories: (1) Specializations with Outsourced Certification (2) In House Specialization. ● Psychometric testing to assess the suitability of the area of specialization. <p>Category – 1: Specializations with Professional / Industry Certification (4-6 courses) with partial delivery by industry experts (Subject to minimum 20 students in an area)</p>	More industry aligned innovative courses to equip students with updated inputs.

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	<p>Category - 2 In House Specialization (4-6 courses) (Subject to minimum 20 students in an area)</p> <p>Illustrative specialization areas:</p> <ol style="list-style-type: none"> 1. Business Analytics 2. Marketing 3. Finance 4. HR 5. Operations 6. International Business 7. Entrepreneurship 8. Investment Banking 9. Retail Management 10. Strategy 	<p>Illustrative specialization areas with certifications:</p> <ol style="list-style-type: none"> 1. Artificial Intelligence, Machine Learning & Analytics 2. Technology Product Management - Wiley 3. Digital Marketing - Digital Marketing Institute, Ireland 4. Financial Consulting - KPMG <p>Category - 2 In House Specialization (4-6 courses) (Subject to minimum 20 students in an area) Refer website for details of specialisations being offered</p>	
Courses by Industry experts (Blended Mode)	3-4 courses to be taught in online/blended mode by senior Industry experts.	Will get chance to interact will industry experts as per the availability of the opportunity	Teaching by Industry experts will bring varied experiences, deliberations on real life industry problems and global perspective in teaching
International Immersion	<ul style="list-style-type: none"> • 05 - 07 days after 1st year to Singapore/Dubai or any other similar country. • Cost of air travel, stay, airport transfer in host country to be part of fee. • Visa fee and food cost etc. will have to be borne by the students. 	Students will be provided with international opportunities as per the availability.	
Industry Live Projects	01-02 live projects with Industry (On-campus or Off-campus)	Students will get opportunity to do live projects as per availability.	Guided projects to give hand-on exposure to the students on

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			Industry problems
Industry Mentor	University may provide Industry mentor to each student for professional guidance The program offers students an opportunity to learn about the way business is practiced, under the guidance of senior executives.	Faculty mentors will be appointed for the students	The program offers students an opportunity to learn about the way Industry operates under the guidance of professionals.
Simulation	10 simulations including 3-4 of Harvard Business Publishing Simulations	10 Simulations	
Induction Programme (1 Week)	Experiential activities, interactions with industry experts and one week pre-term for courses like Accounting, Statistics, Economics etc. to bring all students at the same level.	2-3 days induction programme on university systems, rules, regulations, experiential and fun activities.	Elaborate induction programme to enable students
Competitions	Student can enter a competition on an individual basis or assemble a team for participation in business competitions. Well-structured short term, intense training sessions designed to prepare students to participate in Business Competitions to test their mettle against other top management students at national/international level. The competitions can be of following types: <ul style="list-style-type: none"> ● Case Study Competitions ● Ideations based competitions ● Quiz Competitions ● Hackathons 	Student will get opportunity to take part in various business clubs and competitions organised at university, national and international platforms as per the availability of opportunity	Will enhance analytical and competitive skills of the students and will be a great help for better placements.
Field Visits	Field visits may be planned to different companies, events etc. like <ul style="list-style-type: none"> ● Consumer Goods industry ● Financial Institution (Bank/NBFC etc) ● Consultancy firms ● Business Events (Business Conclave/ Conference/Trade fair etc.) <p>Cost to be borne by the students</p>	Students will get opportunity to participate in field visits as per the available opportunity.	