



Estd. 1983



# VAISHALI INSTITUTE OF BUSINESS & RURAL MANAGEMENT

Approved by AICTE & Affiliated to B.R.A. Bihar University

(A VENTURE OF VIKAS SEVA SANSTHAN)



*Founder*  
*Late Raghunath Pandey*  
*08-03-1922 to 24-09-2001*  
*(Former State Minister, Bihar)*







# **VAISHALI INSTITUTE OF BUSINESS & RURAL MANAGEMENT**

Approved by AICTE & Affiliated to B.R.A. Bihar University

---

Institutional Area, Narayanpur Anant Road, Muzaffarpur-842002 (Bihar)

Tele Fax : (0621) 2273020, Mob.- 9835256380, 9334888155

Email : nandanps5@gmail.com, Website : [www.vibrm.in](http://www.vibrm.in)

**(A VENTURE OF VIKAS SEVA SANSTHAN)**





## *Message*

*It is a matter of great pride for me that Vaishali Institute of Business and Rural Management has come a long way since its inception in 1983. The long journey has been very hectic as well as productive. We have carved out a place for ourselves, solely on the basis of hard work, excellent academics and devotion to our cause.*

*The future beckons us to do more and to rise still higher. This will be possible if all of us work sincerely. Indeed you students, too, are central to our existence and plans, and therefore have a great role to play in the future.*

*It is a privilege to welcome you all and I, on behalf of everybody associated with Vaishali Institute of Business and Rural Management, assure you of a great learning experience and a brilliant career.*

**SD.  
N.P.S. NANDA  
DIRECTOR**



## *Message*

*It gives me great pleasure to inform the stake holders of Vaishali Institute of Business & Rural Management be it students, parents, guardians, professionals, faculty and others who have created a "Name" as a premier management Institute of North Bihar. Indeed It has been arduous yet satisfying journey. All along, our commitment to excellence, in everything we do, and our faith in our abilities, to deliver in the face of various odds, stood us in good stead.*

*Vaishali Institute of Business and Rural Management, over the years, has evolved into a centre of quality professional education, particularly in the area of management. Now it has also become a preferred choice for placements of the leading companies of India.*

*I welcome the new batch of students and assure them of a very successful career.*

**SD.  
AMAR NATH PANDEY  
SECRETARY**

## **GOVERNING BODY**

---

- Chairman** : Justice U.P. Singh  
Retd. Chief Justice of Kerala High Court
- Secretary** : Sri Amarnath Pandey  
Member Senate,  
B.R.A. Bihar University,  
Chairman,  
Indian Red Cross Society, Muzaffarpur
- Treasurer** : Sri Mani Bhushan Prasad singh
- Members** : Dr. Ajay Kr. Sharma  
Principal, Muzaffarpur Homeopathic Medical  
College & Hospital, Muzaffarpur.  
Prof. Dr. Vijay Kumar  
CCDC BRA. Bihar University. Muz.  
Sri Rajni Kant  
Social Worker, Muzaffarpur.

## **ACADEMIC ADVISORY BODY**

---

- Chairman** : Prof. Dr. Atma Nand  
Director (International Business)  
MDI, Gurgaon
- Secretary** : Prof. N.P.S. Nanda  
Director, VIBRM
- Members** : Shri K.I.P. Singh  
Manager, SAIL (RTD.)  
K.P Shahi  
Ex-Advisor to the Govt. of India, Ministry of  
Energy. New Delhi.  
Dr. M. H. Ansari  
Former Dean, Faculty of Management



## FACULTY

1. Prof. Dr. N.P.S. Nanda  
M.B.A., (Mkt. & Per Mgt.), L.L.B.,  
Ph.D (Management)
2. Prof. Dr. R.K. Singh  
M.Com., M.B.A. (Fin.Mgt.) L.L.B., Ph.D (Management)
3. Prof. M. Sahu  
M.A., P.G.D.M. (HRM), D.C.A
4. Prof. Dr. Pawan Chaudhary  
M.B.A. ( Marketing)  
Ph.D (Management)
5. Prof. Dr. Kamod Kumar  
M.Sc. (IT), M. Phil, M.Tech (IT). Ph.D (Pursuing)
6. Prof. Avinash Kumar  
B.C.A., M.C.A
7. Prof. Dr. S. K. Muktar  
M.Com, I.C.W.A. (Inter) Ph.D. (Commerce)
8. Prof. Dr. S. Bose, UGC(NET)  
M.B.A (Marketing).  
Ph.D. (Management)
9. Prof. Dr. Gunjan Kumar  
M.B.A (Marketing).  
Ph.D. (Pursuing)
10. Prof. Shivam Kumar Singh  
M.B.A., B.B.A.

## ADMINISTRATION

- Director** : Prof. N.P.S. Nanda
- Administrative Officer** : Mr. Dharmendra Kumar
- Placement Officer** : Mr. S.K. Singh
- Medical Officer** : Dr. Jitendra Kr. Shahi
- Bankers** : ICICI BANK  
Club Road, Ramana  
Mithanpura, Muzaffarpur
- Auditors** : Arun Kumar Singh & Co.  
Chartered Accountants.  
Uma Market, Shyam Nandan  
Road, Muzaffarpur.



## PART TIME FACULTY

1. **Prof. (Dr.) G.P. Shahi**  
Univ. Deptt. of Economics  
B.R.A. Bihar University, Muzaffarpur
2. **Prof. (Dr.) A.K. Nathani**  
Ex-Principal, MIT, MUZ.  
Ph.D, M.Tech., B.Tech.N.M
3. **Prof. (Dr.) Md. Tarique**  
Univ. Deptt. of Economics  
Assoc. Prof. Aligarh Muslim Univ. Aligarh
4. **Ex. Prof. (Dr.) C.K.L. Das**  
Univ. Deptt. of Commerce  
B.R.A. Bihar University, Muzaffarpur
5. **Prof. (Dr.) Monalisha Roy**  
M.B.A., Ph.D.
6. **Mr. K.I.P Singh**  
Retd. Manager  
Steel Authority of India
7. **Prof. Dr.) Noorafshan bano**  
M.B.A., Ph.D.
8. **Prof. Dr. Amit Kumar**  
Ph.D., M.C.A.
9. **Prof. R.B.P. Singh**  
M.A.
10. **Prof. Avnish Kumar**  
M.C.A., B.C.A.





## HONARARY GUEST FACULTY

1. **Dr. B.P. Singh**  
Ex.- Professor,  
Delhi School of Economics,  
New Delhi
2. **Dr. B.N. Shukla**  
Retd. Prof. L.S.W.  
Patna University, Patna.
3. **Prof. M.M. Anand**  
Faculty of Management, Delhi  
University, Delhi.
4. **Dr. B.N. Pandey**  
Ex.-Principal Vanijya Mahavidyalaya,  
Patna University, Patna
5. **Dr. Atmanand**  
M.D.I., Gurgaon.
6. **Dr. L.P. Singh**  
Ex. Professor Commerce &  
Management L.N. Mithila  
University, Darbhanga.
7. **Dr. O.P. Gupta**  
Univ. Professor, Dept. of  
Commerce & Mgt. Gorakhpur Univ.  
Gorakhpur.
8. **Dr. M.H. Ansari**  
Former Dean & Head Faculty of  
Management Patna University,  
Patna.
9. **Prof. H. K. Singh**  
Dean  
Faculty of Management & Commerce  
L.N. Mithila University, Darbhanga
10. **Sri K.P. Shahi**  
Ex-Advisor to the Govt. of India  
Ministry of Energy, New Delhi





## INTRODUCTION

---

The broader concept of management has a universal appeal, Indeed, it is being increasingly adopted in diverse fields. If one has to go by the latest trends, there is hardly any area of human activity, which has yet not borrowed something from the management technique.

What we see today was simply unthinkable in 1983. The boom in the information technology sector has affected every aspect of modern life. It must be noted that this boom is not all about technology alone. The science of management has made a great contribution in the success of IT revolution.

Modern enterprise will not be well served by business executives, who make only decision. What is now required is that present day executive acts more like a leader, irrespective of the sector he may be involved in.

VAISHALI INSTITUTE OF BUSINESS AND RURAL MANAGEMENT does not tread the beaten path. One may worry as to where was the need for one more management institute. Well we have been in this business since 1983. Hence we have gained a new insight with each passing year. Everything we do, reflects this commitment to the future.

## THE INSTITUTE

---

Bihar has produced a number of eminent souls, who have left an indelible Mark on the nation's progress and development. One such person was late Raghunath Pandey (Ex-MLA and minister in the Govt. of Bihar). Born in a Typical rural family, he single handedly changed the business and industrial scene of Bihar. He was an entrepreneur in the true sense. His contribution in the field of education has been as praiseworthy. Late Raghunath Pandey established a number of institutions, which have now become centres of excellence. SKMCH (now a premier medical college of Bihar), Homeopathy College, Uma Pandey College, Pusa and a few more bear ample testimony to his vision and commitment. VAISHALI INSTITUTE OF BUSINESS AND RURAL MANAGEMENT which was established in 1983 under the aegis of Vikas Seva Sansthan (a registered trust under Societies Act 1860), to cater to the society at large, shares the same vision. Our mission is to provide cutting edge education, which is affordable and accessible to every section of the society.

The Institutions is an architectural marvel and is surrounded by lush green grounds and flower beds. Class Rooms are spacious as are the common room and other enclosures. Two fully equipped computer labs with latest hardware and Software, coupled with wi-fi Internet connection, Making learning, a Joy. The Institute library has more than 10,000 books and subscribes to more than 50 national and international journals & e- journals. Modern facilities are added every year so that learning becomes an enjoyable experience. The Institute has it own deep borewell for water supply and its own generator for power backup.

With the sad demise of Late Raghunath Pandey we saw his worthy son shri Amar Nath Pandey, taking up the responsibilities. Ever since, his dynamism and progressive outlook has proved to be a great catalyst in all areas of the enterprise. Shri Amar Nath Pandey, with his youthful energy, has taken this Institute to greater heights. His vision of creating a ultra- modern, educational infrastructure with the latest equipments and technology supported by excellent faculty, Will No doubt take Bihar forward & there by help the Nation. Shri Amar Nath Pandey has already made his noble intention clear by setting up Raghunath Pandey Memorial Law College and KID-Z High School.

## LOCATION

---

VAISHALI INSTITUTE OF BUSINESS AND RURAL MANAGEMENT is housed in a permanent sprawling campus, which is situated in the suburbs of Muzaffarpur City. The area where the Institute is located, has many other educational Institutions and is also close to the Industrial Park. The surrounding is peaceful and free from traffic congestion. The main university campus is 3 kms. away.

## STATUS

Approved by All India Council for Technical Education, New Delhi, Affiliated to B.R.A. Bihar University, Muzaffarpur, Bihar.

### COURSE OFFERED

M.B.A. (Master of Business Administration) Two Years Full Time Course
B.B.A. (Bachelor of Business Administration) Three Years Full Time regular Course
M.C.A. (Master of Computer Application) Three Years Full Time Course
B.C.A. (Bachelor of Computer Application) Three Years Full Time regular Course

### SPECIALIZATION AVAILABLE (MBA)

(Gr-A) Marketing Management

(Gr-B) Human Resource Management

(Gr-C) Financial Management

### SPECIALIZATION AVAILABLE (BBA)

Gr. A- Marketing Management

Gr. B- Human Resource Management

Gr. C- Financial Management

Gr. D- Information Resource Management

Gr. E- Managing Rural Changes

Gr. F- International Trade Management

Gr. G- Management of Services

Our Recent  
Placement  
Partners

हिन्दुस्तान  
दस्करों को चाहिए नया नजरिया

**Gillette**

**Mahindra**  
FINANCE

**FORCE**  
MOTORS

**Chocopie**

**AMAR JYOTI**  
Pvt. Ltd.





## LIBRARY

A well stocked library with adequate reading room facilities has been provided, where students can browse through thousands of Text book and Reference books. The library Subscribes to around 50 Journals /e- Journals /Periodicals / Magazines of National & international importance. In addition to this, the library has a good Collection of Professional/ audio-video materials and educational CDs.

## IT INFRASTRUCTURE

The institute has two fully equipped computer labs, having 90 PCs and Servers with latest software technology. The computer network is well supported by a host of inkjet & laser printers. Wi-fi Internet facilities are also provided to the Students.



## HOSTEL

At Present, the Institute assists in finding suitable and affordable accommodation for both boys and girls in near by areas. Separate hostels for both boys and girls are in the pipeline and will come up shortly.

## **THE OBJECTIVES**

---

1. To Provide the right atmosphere for professional education, in order to nurture, motivate and develop managerial accumen and talents of the students.
2. To groom youth to become a truly global personality with Indian heart.
3. To develop necessary skills like communication, decision-making, problem solving, negotiation, team building etc so as to enable our students to fully realize their potential.
4. To organise Programmes related to "3-Is" (Industry- Institute- interface) concept in order to develop interpersonal skills of the participants thus enabling them to become effective manager.
5. To create an environment, which provide students with a regular and continuous exposure to the contemporary issues facing the corporate world and Industry.
6. To inculcate in the students, a sense of ethics so that they can make positive contribution to the society at large.
7. To Produce intelligent, sharp, skillful, head on shoulder and live wire executives.

## **ACADEMICS & TEACHING METHODOLOGY**

---

In order to achieve the above objectives, the faculty has devised advanced pedagogy and training methodology so as to make the study, an enjoyable and mutually rewarding experience.

1. The core faculty members deliver lectures on regular basis not only with an intention to complete the course but also with an aim to create a strong urge in the students to seek more knowledge.
2. The frequent visits of many highly qualified and experienced professionals provide the students with an opportunity to go beyond the theory and to know the practical aspects of modern business.
3. The faculty members organize various programmes to enhance the competence level of students to upgrade their skills, on continuous basis.
4. The curriculum is oriented to meet the needs of both the students as well as the corporate world. We strive to make it contemporary and relevant to the career aspirations of today's executives.
5. Modern teaching methods are used extensively. Case studies are a regular feature.
6. The Institute lays emphasis on creating the right environment for the overall development of personality.
7. Seminars are conducted on a regular basis, where issues related to every aspects of modern management are discussed in detail.

## SPECIAL FEATURES

- Trained, experienced, competent and committed full time faculty supported by visiting faculty from prestigious management institutes and business houses.
- Highly competitive, career-oriented educational programme and latest curriculum with major focus on latest concepts.
- Additional courses to sharpen oral communication skills and to develop personality.
- Unique education methodology.
- Continuous feedback to students on their academic performance with special emphasis on core competencies.
- A self sufficient, Permanent campus set in an idyllic ambience.
- Fully functional placement cell to assist students in getting internship and final placement in leading business organizations.
- Computer aided learning process with latest Software technology. Wi-Fi Internet facilities for every student.
- Extra Curricular Activities: - We have a very good cricket team, which incidentally was the runner up in his 2012-2013 university cricket tournament.

## ELIGIBILITY

Candidates can be considered eligible for the various courses provided they have acquired the requisite qualifications as mentioned below:

COURSE	DURATION	REQUISITE QUALIFICATION
MBA	Two years Full time	Graduate in any discipline from a recognized university with a minimum of 50%.(45% in case of candidate belonging to reserved category) Appearing candidates may also apply.
BBA	Three years Full time	(10+2) or equivalent from a recognized board with minimum 50% marks.
BCA	Three years Full time	(10+2) or equivalent with Mathematics from a recognized board with minimum 50% marks.
MCA	Three years Full time	Graduate in any discipline with a minimum of 50% marks (45% in case of candidate belonging to reserved category) & mathematics as a subject at the +2/ Intermediate Level. Appearing Candidates may also apply. Lateral entry to 2nd yr. MCA for candidates with a recognized bachelors degree of minimum 3 yrs. duration in B.C.A, B.Sc (IT/ Comp. Sc.) with mathematics as a subject at +2/ Intermediate level.



## SELECTION

All the students should have the requisite qualification for the course they are applying

### **FOR M.B.A. (TWO YEARS FULL TIME COURSE):**

Applicants must produce a valid MAT, CAT, XAT, CMAT, score at the time of seeking admission. The final admission will be preceded by GD and Personal interview. Candidates with experience and adequate training in field of management will be given preference. However the decision of the institute's selection board will be final candidate will have to abide by it.

### **FOR B.B.A. (THREE YEARS FULL TIME COURSE):**

Applicants will be selected on the basis of written test, personality test and interview followed by Group Discussion and their academic attainments.

### **FOR B.C.A. (THREE YEARS FULL TIME COURSE):**

Candidates will be selected on the basis of written test, personality test and interview followed by Group Discussion and their academic attainments.

### **FOR M.C.A. (THREE YEARS FULL TIME COURSE):**

Applicants will be Selected on the basis of a written Test conducted by VIBRM to be followed by GD & PI

## RESERVATION

The admission shall be strictly made as per the reservation roster for different categories in vogue by the state Government and duly approved by the university.

It is pertinent to note that caste certificate is subject to due verification and cross checking. Candidates who submit false caste certificate may face legal action.

## HOW TO APPLY

Candidates seeking admission for M.B.A/M.C.A/B.B.A & B.C.A are required to apply on the prescribed application form duly enclosed with attested copies of all certificates, marks sheet and three copies of passport size photographs. Please ensure that each photograph must carry the applicant/candidate's name.

The prospectus and application form for M.B.A/ M.C.A may be obtained from the office of the institute by making a payment of Rs.1000/- in cash or on payment of Rs.1100/- in the form of Demand draft or crossed Indian Postal Order drawn in favour of " VAISHALI INSTITUTE OF BUSINESS AND RURAL MANAGEMENT" payable at Muzaffarpur.

The cost of Prospectus and Application Form for B.B.A./B.C.A. will be Rs.500/- in cash or Rs. 550/- in the form of D.D. Alternatively Student can visit our website [www.vibrm.in](http://www.vibrm.in) to download the application form or can apply online via Website.

Note:-Submission of this Fee is compulsory for all categories of students and the application form submitted without requisite fees will not be considered.

## ADMISSION GUIDELINE

Candidates selected for admission have to produce the following documents in original along with the prescribed fees at the time of admission

1. College/ Board leaving certificate issued by the college/ Institute last attended.
2. Marks sheet of the Degree/ Board examination.
3. Character certificate issued by the head of the Institute/ college last studied.
4. Migration certificate, for the candidates belonging to universities other than B.R.A. Bihar Univ. Muzaffarpur.
5. Date of Birth Certificate.

## UNDERTAKING

Every successful candidate must bring an undertaking (Format enclosed) duly signed by him/her and parents, at the time of seeking admission.

## CODE OF CONDUCT

If found that admission has been taken by resorting to fraudulent means or illegal gratification, it shall lead to cancellation of admission at any point of time.

Ragging is banned in the institution and hostel premises, as we have a zero tolerance policy towards it. Anyone found indulging in ragging directly or indirectly will be punished appropriately which may even include expulsion from the institute.

## FEE STRUCTURE

### 1. M.B.A (Three Year Full time Course)

A sum of Rs. 1,50,000 /-(One Lakh Fifty Thousand) only will be Charged towards M.B.A (2 yrs. full time) Course as per details mentioned below in the table.

**\*A Scholarship worth Rs. 10,000 /- for all SC/ST & Girls Candidates.**

Details of Particulars	For Complete Session	Amount of 1 <sup>st</sup> Installment	Amount of 2 <sup>nd</sup> Installment	Amount of 3 <sup>rd</sup> Installment	Amount of 4 <sup>th</sup> Installment
Admission Fee	Rs. 20,000	Rs. 37,500	Rs. 37,500	Rs. 37,500	Rs. 37,500
Tuition Fee	Rs. 1,10,000				
Library Fee	Rs. 10,000				
Com. Lab Charge	Rs. 10,000				
<b>Total</b>	<b>Rs. 1,50,000</b>	<b>Rs. 37,500</b>	<b>Rs. 37,500</b>	<b>Rs. 37,500</b>	<b>Rs. 37,500</b>

### 2. M.C.A(Three Years Full Time Course)

A sum of Rs. 1,50,000 /-(One Lakh Fifty Thousand) only will be Charged towards M.C.A (3 yrs. full time) Course as per details mentioned below in the table.

**\*A Scholarship worth Rs. 10,000 /- for all SC/ST & Girls Candidates.**

Details of Particulars	For Complete Session	Amount to be paid in Rs. in each Semester					
Admission Fee	Rs. 20,000	Rs. 25,000	Rs. 25,000	Rs. 25,000	Rs. 25,000	Rs. 25,000	Rs. 25,000
Tuition Fee	Rs. 96,000						
Library Fee	Rs. 10,000						
Com. Lab Charge	Rs. 24,000						
<b>Total</b>	<b>Rs. 1,50,000</b>	<b>Rs. 25,000</b>	<b>Rs. 25,000</b>	<b>Rs. 25,000</b>	<b>Rs. 25,000</b>	<b>Rs. 25,000</b>	<b>Rs. 25,000</b>

#### For B.B.A/B.C.A (Three Years Full Time Course)

Candidates seeking admission for BBA course will have to pay a total sum of Rs. 78,000/-only for the complete session. However, the charges for B.C.A course will be Rs. 84,000/- as per the details shown in the table of fee structure:

**\*A Scholarship worth Rs. 6,000 /- for all SC/ST & Girls Candidates. (BBA & BCA)**

### 3. B.B.A (Three Years Full Time Course)

Details of Particulars	For Complete Session	Amount to be paid in Rs. in each Semester					
Admission Fee	Rs. 6,000	Rs. 13,000	Rs. 13,000	Rs. 13,000	Rs. 13,000	Rs. 13,000	Rs. 13,000
Tuition Fee	Rs. 63,000						
Library Fee	Rs. 4,000						
Com. Lab Charge	Rs. 2,000						
Misc.	Rs. 3,000						
<b>Total</b>	<b>Rs. 78,000</b>	<b>Rs. 13,000</b>	<b>Rs. 13,000</b>	<b>Rs. 13,000</b>	<b>Rs. 13,000</b>	<b>Rs. 13,000</b>	<b>Rs. 13,000</b>

### 4. B.C.A (Three Years Full Time Course)

Details of Particulars	For Complete Session	Amount to be paid in Rs. in each Semester					
Admission Fee	Rs. 6,000	Rs. 14,000	Rs. 14,000	Rs. 14,000	Rs. 14,000	Rs. 14,000	Rs. 14,000
Tuition Fee	Rs. 63,000						
Library Fee	Rs. 4,000						
Com. Lab Charge	Rs. 8,000						
Misc.	Rs. 3,000						
<b>Total</b>	<b>Rs. 84,000</b>	<b>Rs. 14,000</b>	<b>Rs. 14,000</b>	<b>Rs. 14,000</b>	<b>Rs. 14,000</b>	<b>Rs. 14,000</b>	<b>Rs. 14,000</b>

## PLACEMENT

The Institute has a fully functional placement cell to help successful students in securing suitable employment. It is a matter of great pride for us that more than 75% of our students are able to secure suitable jobs in the executive cadre, immediately after qualifying in their final examination. Some of them are now holding senior positions in leading companies as mentioned below.

S. No.	Year	Name of the company / Industry	Number of Students Placed
1.	2010-12	Reliance Life Insurance	02
2.	2010-12	Pandey Motors, Patna	03
3.	2010-12	Vodafone Ltd.	04
4.	2010-12	SSS Venears Pvt. Ltd.	02
5.	2011-13	Mahindra Finance Pvt. Ltd.	05
6.	2011-13	Pandey Motors, Patna	04
7.	2011-13	Everest Industries Ltd.	05
8.	2012-14	Mahindra Finance Pvt. Ltd.	09
9.	2012-14	Pandey Motors, Patna	22
10.	2015-16	Star Di-Lichi Ins. & Pandey Motors, Patna	40
11.	2016-17	Star Di-Lichi Ins. & Amar Jyoti Pvt. Ltd.	30
12.	2017-18	Star Di-Lichi Ins. & Pandey Motors, Patna	30
13.	2018-19	Mahindra Finance & TCS	30
14.	2019-20	Hindustan, Force Motors, Choco Pie	40

## CONSULTANCY & RESEARCH

The Institute has experts and experienced persons in the faculty for conducting Consultancy & Research work in different aspects of Management. The Institute renders services by charging a modest and reasonable fee providing guidance to emerging companies. The faculty members are encouraged to provide practical solutions for business related problems, so that the linkage between academics and industry becomes mutually beneficial.

## INSTITUTE UNIFORM

It is mandatory for the students to attend their classes in neat & clean and prescribed uniform. The summer uniform will be black trouser with sky blue shirt along with grey tie. In winter the same summer uniform will continue together with the Blazer (with Institute monogram). Institute uniform may be changed if found necessary by the management

## SCHOLARSHIP

VIBRM Offers an incentive to the best student, securing highest marks in each semester examination. The topper (Best Students) of each semester will receive "Raghunath Pandey Merit Scholarship", which carries Rs. 10,000/- (rupees ten thousand only) and a citation to certify individual academic achievement and brilliance.

## ANNUAL DAY OF THE INSTITUTE

The Institute celebrates its foundation day/ Annual day on 8th March as "RAGHUNATH Pandey JAYANTI" on the birth anniversary of late Raghunath Pandey, Ex M.L.A. & Minister of the state of Bihar.

## M.B.A (MASTER OF BUSINESS ADMINISTRATION)

The two year post graduate course in Business Administration, leading to MBA degree is based upon the course of studies framed by the B.R.A. Bihar University, Muzaffarpur.

At the end of each semester there will be university examination. Every candidate shall be examined in the following papers.

semester	Course/ Paper Code	Nature of Course/ Paper	Core/ Elective	Marks	Credit	Marks of CLA	Marks of ESE	Passing Criterion	Qualifying Criterion
<b>SEMESTER I</b>									
<b>SEMESTER I</b>	MB – 101	Principles of Practices of Management	Core	100	4	30	70	45% in CIA 45% in ESE	Marks decide Class/CGPA
	MB – 102	Managerial Economics	Core	100	4	30	70	45% in CIA 45% in ESE	Marks decide Class/CGPA
	MB – 103	Statistical Methods for Decision-Making	Core	100	4	30	70	45% in CIA 45% in ESE	Marks decide Class/CGPA
	MB – 104	Accounting and Financial Analysis	Core	100	4	30	70	45% in CIA 45% in ESE	Marks decide Class/CGPA
	MB – 105	Marketing Management	Core	100	4	30	70	45% in CIA 45% in ESE	Marks decide Class/CGPA
	MB – 106	Human Resource Management	Core	100	4	30	70	45% in CIA 45% in ESE	Marks decide Class/CGPA
<b>SEMESTER II</b>									
<b>SEMESTER II</b>	MB – 201	Organisational Behaviour	Core	100	4	30	70	45% in CIA 45% in ESE	Marks decide Class/CGPA
	MB – 202	Business research Methods	Core	100	4	30	70	45% in CIA 45% in ESE	Marks decide Class/CGPA
	MB – 203	Operations Research	Core	100	4	30	70	45% in CIA 45% in ESE	Marks decide Class/CGPA
	MB – 204	Management Accounting and Control	Core	100	4	30	70	45% in CIA 45% in ESE	Marks decide Class/CGPA
	MB – 205	Financial Management	Core	100	4	30	70	45% in CIA 45% in ESE	Marks decide Class/CGPA
	MB – 206	Project Management	Core	100	4	30	70	45% in CIA 45% in ESE	Marks decide Class/CGPA
<b>SEMESTER III</b>									
<b>SEMESTER III</b>	MB-301	Strategic Management	Core	100	4	30	70	45% in CIA 45% in ESE	Marks decide Class/CGPA
	MB-302	Legal Aspects of Business	Core	100	4	30	70	45% in CIA 45% in ESE	Marks decide Class/CGPA
	MB-303	Project Study	Core	100	8			45%	Marks decide Class/CGPA
	MB-304	Summer Internship	Core	100	8			45%	Marks decide Class/CGPA
	<b>FINANCE</b>								
	MB-FC-01	Security Analysis and Portfolio Management	Core Elective	100	4	30	70	45% in CIA 45% in ESE	Marks decide Class/CGPA
	MB-FC-02	Security Analysis and Portfolio Management	Core Elective	100	4	30	70	45% in CIA 45% in ESE	Marks decide Class/CGPA
	<b>HUMAN RESOURCE MANAGEMENT</b>								
	MB-HC-01	Labour and Employment Laws in India	Core Elective	100	4	30	70	45% in CIA 45% in ESE	Marks decide Class/CGPA
	MB-HC-02	Industrial Relations	Core Elective	100	4	30	70	45% in CIA 45% in ESE	Marks decide Class/CGPA
	<b>MARKETING</b>								
	MB-MC-01	Industrial Relations	Core Elective	100	4	30	70	45% in CIA 45% in ESE	Marks decide Class/CGPA
	MB-MC-02	Industrial Relations	Core Elective	100	4	30	70	45% in CIA 45% in ESE	Marks decide Class/CGPA

## SEMESTER IV

### SEMESTER IV

MB-401	Corporate Governance and Business Ethics	Core	100	4	30	70	45% in CIA 45% in ESE	Marks decide Class/CGPA
MB-402	Computer Application and Management information System	Core	100	4	30	70	45% in CIA 45% in ESE	Marks decide Class/CGPA
MB-403	Comprehensive Viva-voice	Core	100			100	45%	Marks decide Class/CGPA
MB-404	Business Communication	Core	100	4	30	70	45% in CIA 45% in ESE	Marks decide Class/CGPA
<b>FINANCE</b>								
MB-FC-01	Banking and Financial Service	Core Elective	100	4	30	70	45% in CIA 45% in ESE	Marks decide Class/CGPA
MB-FC-02	Financial Derivatives	Core Elective	100	4	30	70	45% in CIA 45% in ESE	Marks decide Class/CGPA
<b>HUMAN RESOURCE MANAGEMENT</b>								
MB-HC-01	Management of Change	Core Elective	100	4	30	70	45% in CIA 45% in ESE	Marks decide Class/CGPA
MB-HC-02	Group Dynamics	Core Elective	100	4	30	70	45% in CIA 45% in ESE	Marks decide Class/CGPA
<b>MARKETING</b>								
MB-MC-01	Sales and Distribution Management	Core Elective	100	4	30	70	45% in CIA 45% in ESE	Marks decide Class/CGPA
MB-MC-02	Strategic Marketing	Core Elective	100	4	30	70	45% in CIA 45% in ESE	Marks decide Class/CGPA

**TOTAL MARKS : 2400**

### CLASSES

Regular Classes are held between 8 AM to 2 PM.

### ACADEMIC PROGRAMMES

The institute's evaluation system is designed to continually assess the student's performance in relation to the required standards of academic achievement. Apart from examination, a student's performance is assessed on the basis of class preparation, preparation of periodic assignments, mid-term tests and surprise quizzes.





## M.B.A. DEGREE

The B.R.A. Bihar University, Muzaffarpur, will award MBA degrees to the students who have successfully cleared all the papers in each semester.

### THE FIRST YEAR

The first year curriculum is compulsory for all the students. It covers basic foundation and application Courses like Marketing, Finance, Production, H R and Information Technology. It helps the students in learning the basic management concepts and skills

### SUMMER INTERSHIPS

On Completion of two semesters of dedicated educational endeavour, students secure a six weeks project with a company/organization. This industry exposure helps them bridge the gap between classroom learning and market realities. Feedback and live experience from the respective organisation helps students identify their strengths as well as areas of improvement.

### THE SECOND YEAR

The second year Course is related to the study of selected subjects in depth and is designed to create special Interest. Based upon their aptitude and experience in the 1st year, students can opt for a specialization course of their choice in the IIIrd semester. Final semester course help the students to integrate the management concepts with the external environment additionally they can opt for a minor specialization which should be other than their choice of major specialization.

However the second year course is in the continuation of the subjects covered in first year.

### PROJECT REPORT

Students are required to prepare project report in accordance with the in plant training undertaken during summer placement, which will carry 100 marks. The students will have to submit the project report in Duplicate along with the examination form of IVth semester.

### VIVA VOCE

A board of two examiners will conduct the viva voce, at the end of M.B.A. Final semester examination, pertaining to project report and it will carry 100 marks.

### EXAMINATION

Examination will be conducted by the B.R.A. Bihar University at the end of each semester. The university will conduct examination of 70 marks in each subject and the faculty member of the concerned subject shall award 30 marks on the basis of attendance, class performance, personality assessment etc. of the students. However, it is essential for all the students to attend a minimum 75% of classes, failing which the management may take suitable action as deemed fit.

## M.C.A. ( 3 YEARS FULL TIME COURSE)

### Program

The Comprehensive MCA Program provides as insight to the IT industry for the students. The prescribed syllabus also exposes our students to latest developments in the IT field. The program helps the students to equip themselves as per the relevant requirements of life in IT Companies.

### Objectives:

- (a) Impart knowledge in core It areas with respects to the current IT Scenario.
- (b) Provide an understanding of the real world business problems
- (c) Enable students to work in highly competitive national and international business environment.
- (d) Assist students in Summer Training in a real time project as well as jobs in various national and international organisations of repute.

## PROGRAM STRUCTURE

CODE	1 <sup>ST</sup> SEM	CODE	2 <sup>ND</sup> SEM	CODE	3 <sup>RD</sup> SEM
IT 11	Computer Organisation	IT 21	Data Structures Using C/C++	IT 31	Java Programming
IT 12	C Programming	IT 22	Database Management Systems	IT 32	Data Communication and Computer Networks
IT 13	Operating System Concepts	IT 23	Object Oriented Programming Using C++	IT 33	Software Engineering
IT 11	Principles & Practice of Mgmt. & O.B.	IT 21	Communication Skills	BM34	Design and Analysis of Algorithm
BM11	Discrete Mathematical Structures	MT21	Statistical & Numerical Computing	BM31	Management Support System& Is Security
IT12L	C Programming Lab	IT21L	Data Structures Lab	MT31	Java Programming Lab
IT13L	Operating System Lab	IT22L	DBMS LabI	T33L	Software Engineering Lab
CODE	4 <sup>TH</sup> SEM	CODE	5 <sup>TH</sup> SEM	CODE	6 <sup>TH</sup> SEM
IT 41	Web Technology	IT 51	Artificial Intelligence	IT 61P	Project & viva Voce
IT 42	Cryptography & Network Security	IT52	Mobile Communications	IT61S	Seminar
MT41	Optimization Techniques	IT 53	Engineering Trends in Information Technology		
MT41	Optimization Techniques	IT 54	NET Programming		
BME1	BM Elective	ITE1	IT Elwctivee		
IT41L	Web Technology Lab	IT51L	AI Lab		
IT4P	Mini Project	IT54L	NET Lab		

## LIST OF IT ELECTIVE SUBJECTS:

Cyber Law and IT Security  
Principles of Programming Language  
Advance Unix  
Mobile Computing  
Distributed Database Systems  
Wireless Networks (802.11)  
Visual Programming.



## LIST OF BM ELECTIVE SUBJECTS:

Managerial Economics  
MIS Framework and Implementation  
Information System Audit & Governance  
Collaborative Management  
Decision Support System  
Enterprise Resource Planning (ERP)



## PROJECT REPORT

Students are required to prepare project report in accordance with the inplant training undertaken during summer placement, which will carry 50 marks. The students will have to submit the project report along with the examination form of VIth semester.

## VIVA VOCE

A board of two examiners will conduct the viva voce, at the end of M.C.A. final semester examination, pertaining to project report and it will carry 50 marks.

## EXAMINATION

Examination will be conducted by the B.R.A Bihar University at the end of each semester. The university will conduct examination of 75 marks in each subject and the Faculty member of the concerned subject shall award 25 marks on the basis of attendance, class performance, personality assessment etc. of the students. All the examination related to Lab in each semester will be of 75 marks (25 Marks to be awarded by the concerned faculty & 50 marks examination conducted by the University).

However it is essential for all the students to attend a minimum 75% of classes, failing which the management may take suitable action as deemen fit.

## BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

### REGULAR COURSE

#### PAPERS :-

##### Ist Semester

1. Business Mathematics
2. Communicative English
3. Business Accounting
4. Business Economics
5. Business & Industrial organization

##### IIIrd Semester

1. Materials & Production Management
2. Human Resource Management
3. Marketing Management
4. Financial Management
5. Legal Aspects of Business

##### Vth Semester

1. Corporate Taxation
2. Business Values & Ethics
3. Fundamental of Operational Research
4. Management Control Techniques
5. Management Information System

##### IInd Semester

1. Principle of Management
2. Organization Behaviours
3. Business Communication
4. Business Statics
5. Fundamental of Computers

##### IVth Semester

1. Computer Application in Management
2. Research Methodology
3. Management & Control of Costs
4. Entrepreneurship
5. Business Environment

##### VIth Semester

Candidates will be required to opt any one group comprising two papers from the following:-

#### **GROUP-A : Marketing Management**

Paper : IAdvertising & Sales Management

Paper : IIConsumer Relations

#### **Group-B : Human Resource Management**

Paper : IHuman Resource Development

Paper : IIIndustrial Relations

#### **Group-C : Financial Management**

Paper : ISecurities & Securities Market

Paper : IIIndustrial Finance

#### **Group-D : Information Resource Management**

Paper : IE-Commerce

Paper : IIDatabase Management

#### **Group-E : Managing Rural Change**

Paper : INGO Management

Paper : IIManagement in Rural Development

#### **Group-F : International Trade Management**

Paper : IInternational Business

Paper : IIExport Procedures & Documentation

#### **Group-G : Management of Services**

Paper : IHospitality Management

Paper : IIInsurance Management

#### **Compulsory for every Student**

Project Report : 50 marks

Viva Voce : 50 marks

(Based on project report)





## **B.B.A. DEGREE**

The detailed syllabus along with regulations as framed-up-by the B.R.A.Bihar University will be Provided at the time of admission. The B.R.A. Bihar University, Muzaffarpur, will award BBA degrees to the students, who have successfully cleared all the papers in each Semester.

## **BACHELOR OF COMPUTER ADMINISTRATION (B.C.A.)**

### **REGULAR COURSE**

#### **PAPERS :-**

##### **Ist Semester**

1. Mathematical Foundation
2. Computer Fundamentals
3. Business Communication & Information System
4. C Programming
5. Lab on DOS & Windows
6. Lab on C

##### **IIIrd Semester**

1. Fundamentals of Management & Business Accounting
2. Database Management System
3. Object Oriented Programming using C ++
4. Numerical Methodology
5. Lab on DBMS (SQL/ MS-ACCESS)
6. Lab on C ++

##### **Vth Semester**

1. Relational Database Management System
2. Artificial Intelligence through Python Programming
3. Web Technology (HTML, Java Script, CSS)
4. Computer Network, Security and Cyber Law
5. Lab on Oracle
6. Lab on Python Programming & Web Technology

##### **IIInd Semester**

1. Discrete Mathematics
2. Computer Architecture
3. Data Structure through C
4. System Analysis and Design
5. Lab on MS-Office
6. Lab on Data Structure through C

##### **IVth Semester**

1. Java Programming
2. Computer Graphics & Multimedia
3. Operating System & Linux
4. Software Engineering Principles
5. Lab on Java Programming
6. Lab on Computer Graphics & Linux

##### **VIth Semester**

1. Project Report
2. Seminar Presentation
3. Viva-Voce (Based on Project Report)

## **B.C.A. DEGREE**

The detailed syllabus along with regulations as framed-up-by the B.R.A.Bihar University will be Provided at the time of admission. The B.R.A. Bihar University, Muzaffarpur, will award BCA degrees to the students, who have successfully cleared all the papers in each Semester.





## PARTICIPATING EMPLOYERS

### (PLACEMENT & TRAINING)

1. Alloy Steel Plant, Durgapur.
2. Bata Shoe Factory, Patna
3. Bharat Coking Coal Ltd.  
Dhanbad,
4. Bitco, Patna
5. Bihar State Electric Board,  
Patna
6. Bokaro Steel Plant. Bokaro  
Steel City, Bokaro
7. B.H.E.L. New Delhi.
8. Blow Plast, Mumbai.
9. Bharat Wagon & Engineering  
Co. Ltd. Muzaffarpur
10. North Bihar Industrial Area  
Development Authority
11. Indian Oil Corporation,  
Barauni
12. Tata Iron & Steel Co. Ltd.,  
Jamshedpur
13. Gwalior Rayons Ltd.,  
Gwalior
14. GISCO TMT Steel, Bihar
15. H.F.C., New Delhi.
16. Tisco Marketing Division,  
Kolkata.
17. Minerals & Metals Trading  
Corporation, New Delhi
18. Management Development  
Institute, New Delhi.
19. Usha Rubber Private Ltd.,  
Modinagar.
20. Usha Martin (Black), Ranchi.
21. Mecon, Ranchi
22. N.T.P.C. New Delhi.
23. I.T.D.C. New Delhi.
24. National Textile Corporation,  
New Delhi
25. Pfizer Ltd., Kolkata.
26. Sharma Surgical, Vadodara
27. Telelink N.E.L.C.O. Ltd.  
Kalyani, Kolkata.
28. Life Insurance Corporation  
of india, Divisional  
Office, Muzaffarpur
29. IFFCo Ltd., Marketing  
Division, Muzaffarpur
30. Indo Gulf Fertilizer &  
Chemicals Corporation Ltd.,  
Lucknow
31. Glaxo India Ltd. Kolkata.
32. Telco, Jamshedpur.
33. Ashirvad Pipes & Tubes,  
Patna
34. Airtel (Bharti), Patna.
35. Reliance Infocom, Bihar  
Circle.
36. Birla Sun Life, Muzaffarpur
37. HDFC, Bank Ltd. Muzaffarpur
38. Bajaj Allianz, Muzaffarpur
39. Cobra Perfumes, New Delhi.
40. Kotak Mahindra, New Delhi.
41. ICICI Prudential, Muzaffarpur.
42. General Motors, New Delhi.
43. UTI Bank, Muzaffarpur
44. Nerolac Paints, Patna.
45. Pepsi Co. (Lumbini Beverages),  
Hajipur
46. Sudha Dairy (Timul),  
Muzaffarpur.
47. Reliance Life Insurance, Bihar
48. Mahindra Finance Ltd. Muz.
49. IIFL Muzaffarpur
50. ING Vysya Bank,  
Muzaffarpur

Fresher's Fest



Singing



Food Fete



Drama



Dance



Games





Estd. 1983

# VAISHALI INSTITUTE OF BUSINESS & RURAL MANAGEMENT

Approved by AICTE & Affiliated to B.R.A. Bihar University

(A VENTURE OF VIKAS SEVA SANSTHAN)

---

Institutional Area, Narayanpur Anant Road, Muzaffarpur-842002 (Bihar)

Tele Fax : (0621) 2273020, Mob.- 9835256380, 9334888155

Email : nandanps5@gmail.com, Website : [www.vibrm.in](http://www.vibrm.in)

## Other Sponsored Institutes

### **Muzaffarpur Homoeopathic Medical College & Hospital**

( Affiliated to B.R.A., Bihar University, Muzaffarpur)

Dhiranpatti, Bela, Muzaffarpur, Bihar

Tel. : 0621-2275555

---

### **Raghunath Pandey Memorial Law College**

( Approved By Bar Council of India)

Dhiranpatti, Bela, Muzaffarpur, Bihar

Tel. : 0621-2246164,, 9835256380, 9431013987

---

### **KID-Z PUBLIC SCHOOL**

(A 10+2 Public High School)

Jhaphan (Near CRPF Camp) NH-77, Muzaffarpur

Mob.- 9334952751/52