



IT & TELECOMMUNICATIONS



UIAMS

University Institute of Applied
Management Sciences



COURSE STRUCTURE

SEMESTER 1

- Principles and Practices of Management
- Managerial Economics
- Accounting for Management
- Business Statistics
- Organizational Behaviour
- Legal and Ethical Aspects of Business
- Workshop on Information Technology and Systems
- Workshop on Soft Skills

SEMESTER 3

- Project Planning and Analysis
- Sectoral 3 - Information Technology Policies & E-Governance
- Sectoral 4 - VB .Net With UML
- Sectoral 5 - Oracle E-Business
- Specialization subject - I
- Specialization subject - II
- Specialization subject - III
- Specialization subject - IV

SEMESTER 2

- Business Environment
- Financial Management
- Principles of Marketing
- Human Resource Management
- Workshop on Management Information Systems
- Seminar on Research Methodology
- Sectoral 1 - Introduction to Information Technology & Telecommunication Management
- Sectoral 2 - Data Communication & Computer Networks
- Summer Training & Viva-Voce
- Comprehensive Viva-Voce

SEMESTER 4

- Strategic Management
- Seminar on Corporate Governance
- Workshop on Developing Entrepreneurial Skills
- Operations Research & Total Quality Management
- Research Project
- Comprehensive Viva-Voce
- Sectoral 6 - Wireless Technologies & Convergence
- Sectoral 7 - Project Management & Change Management
- Sectoral 8 - Mobile Communications
- Specialization subject - I
- Specialization subject - II



FUNCTIONAL SPECIALIZATION GROUPS

MARKETING

SEMESTER 3

1. Market Research & Consumer Behaviour for IT & Telecommunication Products and Services
2. Advertising & Sales Management of IT & Telecommunication Products and Services
3. International Marketing of IT & Telecommunication Products and Services
4. Internet Marketing of IT & Telecommunication Products and Services

SEMESTER 4

1. Industrial & Rural Marketing of IT & Telecommunication Products and Services
2. Integrated Marketing Communications of IT & Telecommunication Products and Services

HUMAN RESOURCE MANAGEMENT

SEMESTER 3

1. International Human Resource Management
2. Organizational Development & its Applicability in IT & Telecommunication Sector
3. Labour Laws with Special Reference to IT & Telecommunication Sector
4. Performance Management

SEMESTER 4

1. Industrial Relations & Labour Welfare in IT & Telecommunication Industry
2. Training & Development With Special Reference to IT & Telecommunication Industry

FINANCE

SEMESTER 3

1. Investment Analysis of IT And Telecommunication Industry
2. Strategic Cost Management
3. Financial Engineering & its Applications in IT and Telecommunication Industry
4. Mergers, Acquisitions & Corporate Restructuring in IT & Telecommunication Sector

SEMESTER 4

1. International Financial Management
2. Management of Financial Services

OPERATIONS MANAGEMENT

SEMESTER 3

1. Supply Chain Management of IT & Telecommunication Products and Services
2. Business Process Re-engineering & its Applications in IT & Telecommunication Industry
3. Advanced Production Management of IT & Telecommunication Products and Services
4. Management of Technology & Innovation in IT & Telecommunication Industry

SEMESTER 4

1. Enterprise Resource Planning in IT & Telecommunication Industry
2. Productivity Management in IT & Telecommunication Industry



MBA - IT & TELECOMMUNICATIONS

India is the world's largest sourcing destination for the Information Technology (IT) industry, accounting for approximately 67 per cent of the market. According to NASSCOM, IT BPM industry revenues (excluding hardware) is estimated at around US\$ 130 billion in FY 2015-16 and is estimated to be at US\$ 154 billion in FY 2016-17. The contribution of the IT sector to India's GDP stood at 7.7 per cent in 2016. Recently Prime Minister Narendra Modi started 'Digital India' campaign to help secure IT a position nationwide and across the world.

The MBA program in IT and Telecommunications at the UIAMS helps the students to gain a competitive edge in rapidly changing world of technology. This program is designed to provide a cross functional prospective of management by specialization in major streams including Human Resource management, Operations, Finance and Marketing as an extensive base of knowledge of managerial responsibilities. The course provides strong base in business management coupled with expertise in domain of IT and Telecom, a high value combination in technically driven business world. Candidates are equipped with designing, development and operational knowledge to transform Information technology into business application to ensure sustainable organizational growth.

For Indian industry to gain global competitiveness, effective management of technology is crucial. MBA in IT and Telecommunication Management is aimed at fulfilling all the requirements so as to enable the students and future managers to effectively contribute in evolving core competencies in Indian as well as global industry. The compound of 70% managerial subjects and 30% specialized sectoral subjects along with exposure to industry through case studies and projects polishes the diamonds in rough.

EDUCATIONAL BACKGROUND

B. TECH./B.E.

NO. OF STUDENTS : 18



B.SC.

NO. OF STUDENTS : 4

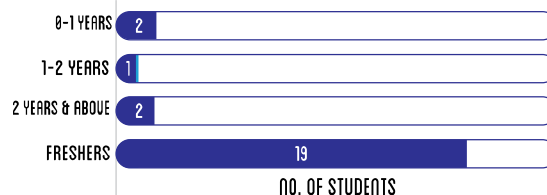


B.C.A.

NO. OF STUDENTS : 2



WORK EXPERIENCE



Eligibility Criterion for admission

- Bachelor's degree in Engineering / Technology, i.e. B.E./B. Tech. (in any Branch) with minimum 50% marks in the aggregate.
- Bachelor's degree in any Science subject with Physics and/or Mathematics with minimum 50% marks in the aggregate.
- Master's Degree in any Science Subject with 50% marks having passed B.Sc with Physics and/or Mathematics.



STUDENT PROFILE



ACHAL SHARMA
BACHELOR OF TECHNOLOGY
(ELECTRICAL & ELECTRONICS ENGINEERING)

SPECIALIZATION- Marketing

SUMMER INTERNSHIP PROJECT-
Non managed
Customers - product penetration

COMPANY- HDFC Bank



ANADI MISHRA
BACHELOR OF TECHNOLOGY
(COMPUTER SCIENCE ENGINEERING)

SPECIALIZATION- Marketing

SUMMER INTERNSHIP PROJECT-
Analysis of online consumer
Behavior for improving digital
Marketing strategies

COMPANY- Seo Discovery



ANKUSH
BACHELOR OF TECHNOLOGY
(COMPUTER SCIENCE ENGINEERING)

SPECIALIZATION- Operations Management

SUMMER INTERNSHIP PROJECT-
Network revamping

COMPANY- Silver Leaf Solutions Private Ltd.

WORK EXPERIENCE : 18 months



ARJUN KAPIL
BACHELOR OF TECHNOLOGY
(ELECTRONICS & COMMUNICATION ENGINEERING)

SPECIALIZATION- Marketing

SUMMER INTERNSHIP PROJECT-
Awareness, perception and
Satisfaction of retailers with
Airtel products with respect
To airtel, Ludhiana

COMPANY- Airtel



DEEPIKA THAKUR
BACHELOR OF TECHNOLOGY
(ELECTRONICS & COMMUNICATION ENGINEERING)

SPECIALIZATION- Operations

SUMMER INTERNSHIP PROJECT-
Equity research on oil and gas sector

COMPANY- Aditya Birla Capital



HARSHIT SUNDA
BACHELOR OF COMPUTER APPLICATIONS

SPECIALIZATION- Operations Management

SUMMER INTERNSHIP PROJECT-
Branding and advertising
Strategy of ABSLI

COMPANY- Aditya Birla Capital



HIMANI BAGGA
BACHELOR OF SCIENCE
(INFORMATION TECHNOLOGY)

SPECIALIZATION- Marketing

SUMMER INTERNSHIP PROJECT-
Branding and advertisement strategy
For aditya birla sun life insurance

COMPANY- Aditya Birla Capital



ISHA CHOUDHARY
BACHELOR OF ENGINEERING
(ELECTRICAL ENGINEERING)

SPECIALIZATION- Marketing

SUMMER INTERNSHIP PROJECT-
Non managed customers and
product penetration.

COMPANY- HDFC Bank



STUDENT PROFILE



KAPIL DEV RASHPA
BACHELOR OF TECHNOLOGY
(INFORMATION TECHNOLOGY)

SPECIALIZATION- Marketing

SUMMER INTERNSHIP PROJECT- Analysis of HS-CIT course using SWOT analysis

COMPANY- Haryana Knowledge Corporation Ltd.



NAMARTA THAKUR
BACHELOR OF SCIENCE
(INFORMATION TECHNOLOGY)

SPECIALIZATION- Marketing

SUMMER INTERNSHIP PROJECT- Branding and advertising strategies of ABSLI

COMPANY- Aditya Birla Capital



NAMITA SHARMA
BACHELOR OF TECHNOLOGY
(COMPUTER SCIENCE ENGINEERING)

SPECIALIZATION- Marketing

SUMMER INTERNSHIP PROJECT- Branding and advertising strategy

COMPANY- Aditya Birla Capital



NITIKA SHARMA
BACHELOR OF ENGINEERING
(COMPUTER SCIENCE ENGINEERING)

SPECIALIZATION- Marketing

SUMMER INTERNSHIP PROJECT- Customer relationship management in hotel Shivalik View

COMPANY- Citico-Hotel Shivalik View



PRABHJOT KAUR
BACHELOR OF TECHNOLOGY
(ELECTRONICS & COMMUNICATION ENGINEERING)

SPECIALIZATION- Marketing

SUMMER INTERNSHIP PROJECT- Analysis on online consumer behavior Towards digital marketing techniques For effective business growth

COMPANY- Seo Discovery

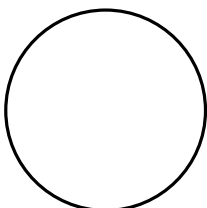


PRABHJOT KAUR
BACHELOR OF SCIENCE

SPECIALIZATION- Marketing

SUMMER INTERNSHIP PROJECT- To study the feasibility of opening A new branch of HDFC home loans: A study of Nangal

COMPANY- HDFC Limited



RAVI PRASHER
BACHELOR OF TECHNOLOGY
(COMPUTER SCIENCES)

SPECIALIZATION- Marketing

SUMMER INTERNSHIP PROJECT- Market sizing : segmentation and penetration

COMPANY- Kompanions



RAVIROOP SINGH
BACHELOR OF TECHNOLOGY
(COMPUTER SCIENCES)

SPECIALIZATION- Marketing

SUMMER INTERNSHIP PROJECT- Segmentation and penetration

COMPANY- HDFC Bank



STUDENT PROFILE



RUHI MEHTA
BACHELOR OF TECHNOLOGY
(COMPUTER SCIENCES)

SPECIALIZATION- Marketing

SUMMER INTERNSHIP PROJECT- Feasibility
Study of HDFC customers and compare
Diff home loan institutions

COMPANY- HDFC Ltd.



SAKSHI BADALIA
BACHELOR OF TECHNOLOGY
(COMPUTER SCIENCE ENGINEERING)

SPECIALIZATION- Operations

SUMMER INTERNSHIP PROJECT-
Equity analysis on IT sector

COMPANY- Aditya Birla Capital



SALONI GARG
BACHELORS OF COMPUTER APPLICATIONS

SPECIALIZATION- Finance

SUMMER INTERNSHIP PROJECT-
New to bank- customer acquisition

COMPANY- HDFC Bank



SHARON
BACHELOR OF ENGINEERING
(COMPUTER SCIENCE ENGINEERING)

SPECIALIZATION- Marketing

SUMMER INTERNSHIP PROJECT-
Benefits of digital marketing
Over traditional marketing

COMPANY- Venky Digital



SHIKHA BHATIA
BACHELOR OF ENGINEERING
(ELECTRONICS & COMMUNICATION ENGINEERING)

SPECIALIZATION- Marketing

SUMMER INTERNSHIP PROJECT-
Establishing a strong digital footprint

COMPANY- HDFC Bank



SHUBHAM THAKUR
BACHELOR OF SCIENCE HONS.
(PHYSICS)

SPECIALIZATION- Operations Management

SUMMER INTERNSHIP PROJECT-
Managing guest experience

COMPANY- Oyo Rooms



SOHRAB SINGH
BACHELOR OF TECHNOLOGY
(ELECTRONICS AND COMMUNICATION)

SPECIALIZATION- Marketing

SUMMER INTERNSHIP PROJECT-
Talent acquisition and selection process

COMPANY- IDS Infotech Pvt Ltd



SWATI KANT SHARMA
BACHELORS OF ENGINEERING
(ELECTRICAL AND ELECTRONICS)

SPECIALIZATION- Finance

SUMMER INTERNSHIP PROJECT-
Fundamental and technical
Analysis of IT sector

COMPANY- Aditya Birla Capital



IT & TELECOMMUNICATIONS



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UIAMS

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