

# MBA Placement Brochure

2022 - 2023



## NERIM Group of Institutions

Padma Nath sarmah Bhawan, Tripura Rd, Jaya  
Nagar, Khanapara, Guwahati, Assam 781022

## ABOUT NERIM

NERIM Group of Institutions, denominated far and wide as NERIM, was conceptualized in the year 1992 by a group of modern-day visionaries in education. It was with the collective and dedicated spirit of this group of learned academicians that NERIM came into existence on 16th February, 1992, with the sole vision and mission of imparting the youth of the North East region in disciplines of professional excellence, and so empowering them further with the strength to compete for prized vocations over national as well as global platforms.

The maiden voyage of this Institution was actualized with a few students enrolled in the Post Graduate Diploma in Management (PGDM) programme commencing from the academic session of July 1993. The journey took a major leap in the year 1999 with the commencement of the first batch of the Two-Year Full Time Master of Business Administration (MBA) Programme under the affiliation of Dibrugarh University, followed by the MCA programme under the same University in the year 2001. In the subsequent years the Institution went on to introduce few more professional programmes in the undergraduate level such as the BBA, BCA, B.A.I.L.R (Hons.), BSW and B.Com. The necessary approval was accorded to the Institution by the AICTE, the Bar Council of India (BCI) and NCTE in the following years. The Institution today forays into the teaching and training streams of Management, Computer Studies, Social Science, Applied Psychology, Commerce, Teacher Training and Juridical education.

Since its inception this Institution has achieved plentiful of accolades and acknowledgements with distinctions like being consecutively declared the 7th most promising B-School in the country for a decade now, and one among the leading B-Schools in India by Competition Success Review (CSR). Then the management periodical, 'Indian Management' has ranked the Institution with A3 (A Three) Grade for its overall performance in Academics and Administration. Further, it is the recipient of 'Times Best B-School Award' for consecutive years, a proud recipient of ABP News Outstanding Institute in East 'National Educational Award 2019, an acclaimed recipient of Asia's Education Award 2019 by International Brand Consulting Corporation (IBCC), USA, to name a few. In 2022, the BBA and BCA programmes conducted here have been ranked 1st and 4th respectively in the category of excellence by GHRDC.

With the changing times, the Institution has metamorphosed into an Institution that understands and accommodates the new age learners. The kind of nurturing it renders the new-age learners is built upon its comprehension of the current ethos. The Institution understands the trends in modern day education, and so has designed and adopted newer teaching methodologies with ready inclusion of technical aids in all the disciplines so as to augment the teaching-learning process for students; and in the course they experience exquisite teaching-learning methods in the form of case studies, role plays, management games, group discussions and presentations to name a few.

## MISSION

To impart quality professional education to the students in the fields of Business Management, Commerce, Social Work, Computer Application, Applied Psychology, Teacher Education and Juridical Studies.

To empower students through professional education and prepare them to meet the challenge in a competitive world by installing confidence.

To make students socially and ethically responsible professionals and to prepare them to act as change agents in the progress of the country.

## VISION

To emerge as a center of excellence in imparting Professional Education to the younger generation of the country.



## ABOUT MBA

The two year full-time Master of Business Administration is one of the Flagship Programmes of NERIM Group of Institutions. Since its inception in 1999, NERIM has the distinction of producing end numbers of future managers and entrepreneurs who have proven their competence with time. With its dedicated Placement team NERIM has successfully deputed its students in companies and organizations of national and global command. The Master of Business Administration (MBA 2 Year full time) course has been designed to meet the present and future needs for professional managers. The goal of the course is to create a team of competent managers and entrepreneurs to take care of the expanding business and industrial activities in the competitive

## MBA ADMISSION PROCESS

As per the approved regulation of Dibrugarh University, a candidate who possesses any Bachelor degree of Dibrugarh University in 10+2+3 pattern, or from any other recognized university with at least 50% marks (45% for SC/ST) in aggregate in either pass or major subjects, is eligible to apply for admission into the MBA 2 year full time programme.

Selection of candidates shall be made as per prescribed rules of Dibrugarh University. There shall be NERIM Entrance Test (NET) of 200 marks on General Awareness, Reasoning, Numerical Ability and English Language. Apart from the Written Test, there shall be Group Discussion (GD) for 50 marks & Personal Interview (PI) for 50 marks. Candidates having valid MAT score of minimum 500, or minimum 50 percentile in CAT are exempted from the NERIM Entrance Test (NET). However, such candidates shall require appearing for Group Discussion (GD) and Personal Interview (PI) for final selection.

N.B.: Eligibility criteria and procedure for Admission is subject to change as and when notified from the concerned affiliating University.



# MBA CURRICULUM

The MBA 2 year full time programme with dual specialization consists of four semesters of six months duration each. A student is required to opt for specializations in any two of the five groups offered in the third and fourth semester by Dibrugarh University.

## SEMESTER I

10100 Business Environment  
10200 Principles of Management  
10300 Organizational Theory & Behaviour  
10400 Managerial Economics  
10500 Accounting for Managers  
10600 Human Resource Management  
10700 Computer Applications in Management

## SEMESTER II

20100 Business Legislation  
20200 Financial Management  
20300 Marketing Management  
20400 Managerial Skill Development  
20500 Entrepreneurship Development  
20600 Quantitative Techniques  
20700 Research Method in Business

## SEMESTER III

30100 Organizational Effectiveness and Change  
30200 Operations Management  
30300 Project Study  
30400 Business Policy and Strategic Analysis  
Dual Specialization Papers (any two sets)  
# (305\_10/305\_20/305\_30/305\_40/305\_50)  
# (306\_10/306\_20/306\_30/306\_40/306\_50)  
#(307\_10/307\_20/307\_30/307\_40/307\_50)

## SEMESTER IV

40100 International Business  
40200 Information Systems  
40300 Business Ethics Corporate Governance & Social Responsibility  
40400 Summer Training Report  
Dual Specialization Papers  
# (405\_10/405\_20/405\_30/405\_40/405\_50)  
# (406\_10/406\_20/406\_30/406\_40/406\_50)  
# (407\_10/407\_20/407\_30/407\_40/407\_50)



# MBA CURRICULUM

## SPECIALIZATION GROUPS AND RELATED PAPERS

### MARKETING MANAGEMENT

- 305\_10 Consumer Behaviour
- 306\_10 Marketing of Services
- 307\_10 Advertising & Brand Management
- 405\_10 Strategic Marketing
- 406\_10 International Marketing
- 407\_10 Sales and Distribution Management

### HUMAN RESOURCE MANAGEMENT

- 305\_20 Management of Industrial Relations
- 306\_20 Industrial Relations : Legal Framework
- 307\_20 HRD - Concepts & Strategies
- 405\_20 Compensation Management
- 406\_20 Cross Cultural and Global Human Resource Management
- 407\_20 Organisational Change and Intervention Strategies

### FINANCIAL MANAGEMENT

- 30100 Organizational Effectiveness and Change
- 30200 Operations Management
- 30300 Project Study
- 30400 Business Policy and Strategic Analysis
- Dual Specialization Papers (any two sets)  
# (305\_10/305\_20/305\_30/305\_40/305\_50)  
# (306\_10/306\_20/306\_30/306\_40/306\_50)  
#(307\_10/307\_20/307\_30/307\_40/307\_50)

### SYSTEM MANAGEMENT

- 305\_50 Software Environment in the Enterprise
- 306\_50 System Analysis and Design
- 307\_50 Database Management
- 405\_50 IT for Business
- 406\_50 Enterprise Resource Planning
- 407\_50 IT Security

### SMALL BUSINESS & ENTREPRENEURSHIP DEPT

- 30100 Organizational Effectiveness and Change
- 30200 Operations Management
- 30300 Project Study
- 30400 Business Policy and Strategic Analysis
- Dual Specialization Papers (any two sets)  
# (305\_10/305\_20/305\_30/305\_40/305\_50)  
# (306\_10/306\_20/306\_30/306\_40/306\_50)  
#(307\_10/307\_20/307\_30/307\_40/307\_50)





Dear Employer,

It is my pleasure to introduce our students to you. North Eastern Regional Institute of Management (NERIM) is one of the pioneer business schools in Northeast. From the very beginning, we have been conscious of the quality of education imparted to our students and we have been able to achieve success due to proper blend of Knowledge, Skills and Values. Meeting and measuring up to the emerging challenges is the prime function of today's manager. To do this they require strong ethical conduct that will ensure integrity of a professional, keen perception, flexibility and the ability to merge management theories to action plans.

We are presenting to you a team of dedicated, committed and efficient budding managers, who are eager to accept challenges and seek responsibilities. Also they are empowered with emotional intelligence, leadership qualities, sharp decision making abilities and high human values that enable them to meet the challenges and to excel in the professional field.

At NERIM, the MBA students are equipped with conceptual knowledge as well as the strategies for implementing them. We are confident that our students will be an asset to your organization.

With compliments,  
Dr. Sangeeta Tripathi  
Director, NERIM

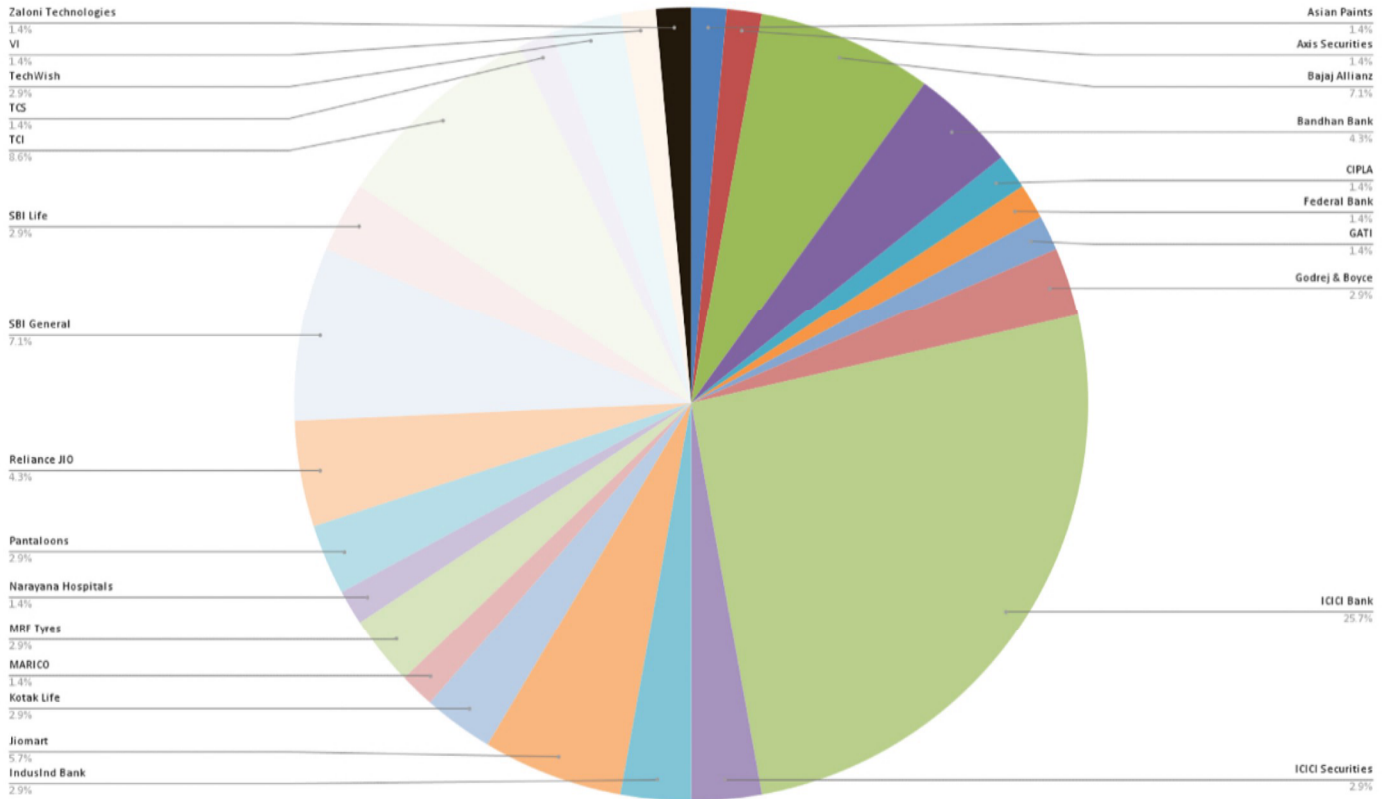




AND MANY MORE...



# Recruitments Distribution of Companies



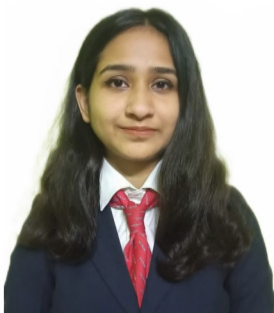




## Shristee Dutta | Reliance JIO

Greetings from Srishtee!

Because of the pandemic pandemonium we were in, it was difficult to join NERIM. However, looking back, I would say that was one of my better choices. My defining moment, in fact Always wanted to work in the HR field, thus I chose HR as my area of concentration. She is presently successfully employed as an HR at Jio. So, this is my interview experience. For the interview, more than 50 people showed up. To be quite honest, despite my anxiety and nervousness, I had faith that I would succeed in this interview. Three rounds of interviews were conducted; the first was a basic evaluation, following which half of the applicants were chosen for the next round, and the second was an analytical round, following which four candidates were chosen for the final round, or the PI round. And out of everyone who applied, only I was chosen for the Guwahati location. I'm excited and happy to be a part of Jio. My advice to all of my amazing juniors is to study some relevant material before the interview, but the most crucial thing is to have a positive attitude and keep yourself relaxed.



## Megha Agarwal | Federal Bank

I'm Megha Agarwal and welcome to everyone.

I've spent five wonderful years at this prestigious university. The placements section is one of the most crucial portions, thus I'd like to tell you about mine. I've been hired as a probationary officer by Federal Bank. We have a fantastic chance thanks to my college! Without a sure, the industry in which I am employed is the greatest, and I am now stationed in Bangalore!

I want to thank everyone who has supported me and helped me learn so much, as a result of which I have accomplished so much today.

Thank you to everybody, including the teachers!



## Hrishikesh Baruah | Reliance Retail Jiomart

Greetings, I'm Hrishikesh Baruah.

I've lived my academic life at NERIM. My life as well as my work have both been cultivated by it. I learned and honed several skill sets during my five years at NERIM—three years studying BCA and two years studying MBA—which enabled me to succeed in my current corporate life. I was lucky enough to secure the final year placement offer at Reliance Retail since placements at NERIM have always been a strong emphasizing point where the TPOs work tirelessly for the greater advantage of students (Jiomart b2b). I want to express my gratitude to Mr. Sagar Saikia sir for giving me such a fantastic professional chance, to begin with, and to all of the lecturers for their support!

In the years to come, I hope NERIM continues to expand.





## Koushik Phukan | ICICI Bank

I've had the finest academic experience of my life at this college. I began my studies for my bachelor's degree in business administration when I joined NERIM in 2017, and I continued till I finished my MBA in marketing and HR. Our faculty members were extremely approachable right away. I've always been a careless student when it comes to my studies, but the faculty at our university helped me see my potential and gave me advice on how to be my best. I want to express my gratitude to NERIM for the opportunities it provided, especially our placement cell. Sagar Sir, Deepak Sir, and Jonali Ma'am helped me in any way they could. I feel blessed to be a member of the NERIM community since our school offers double placement opportunities, which are excellent for helping students launch their careers. One offer was from ICICI Bank, while the other was from AMUL. I decided to join Amul with the help of Sagar Sir's good direction and ongoing advice. The manner that NERIM as an institution educates its students ensures that we excel not just in campus placement but also walk-in interviews. Black Tiger Cement and SBI Life have both made me offers during walk interviews. The professional world is aware of NERIMIANS' potential, and I'm happy to be one.

I want the best for this institution and will always ask my instructors for their blessing.

Sincerely,  
Koushik Phukan



## Himangshu Choudhury | TCI

Hello from Himangshu here!

My final alternative was to enroll in Nerim, even though I had my heart set on attending Dibrugarh University.

However, looking back, I would say that was one of the best things that had occurred to me. I made a lot of new friends here, including our placement coordinator, Sagar Saikia sir, who always acted like a big brother to me and supported me through every step.

Here is my interview experience; for the KL Group interview, there were roughly 28 applicants. Since the interviewers were so approachable and talked to them a lot, I can honestly say that I wasn't all that nervous.

We had five rounds of interviews; the first consisted of a psychometric exam, the second a group discussion, the third a personal interview with the interviewer, and the fourth and fifth, which were to be held at their corporate headquarters, consisted of a PI with the GM and a PI with the Director. I was the only one in the business who was chosen. Since I've always wanted to work for an FMCG firm, I'm thrilled to be a member of KL Group. My advice to all of my wonderful juniors is to familiarise themselves with the company's profile and the industry to which it belongs before the interview. Most importantly, though, is to project confidence when speaking in front of the interviewer and to maintain a beaming grin throughout.



## Sauvik Dutta | TCI

Greetings to everybody. Sauvik Dutta, MBA 2020-2022, is present. I want to talk about how NERIM assisted me in getting a campus placement with TCI Ltd.

My objective was to get hired by a reputable firm with a strong brand value, but I was only eligible for a small number of positions and some of them turned me down. Finally, in the third semester of my study, I received an offer from TCI. I was able to ace the interview and land a job at TCI Ltd. because of the ongoing assistance and direction I received from the NERIM Group of Institutions' placement cell and the pre-placement seminars they arranged. I will always be thankful to all the teachers at my alma mater, NERIM, for their unwavering support and direction, which helped me become qualified to work for a reputable organization like TCI.



## 2020 Batch



## 2022 Batch



Visit to Industrial establishments and production sites are arranged for the students to give knowledge and practical insight into the working of an organization. In addition, interactive session with corporate managers is arranged during the visit. Students are required to provide write-ups and make presentation in the class, which promotes team spirit and learning among themselves.



Visit to Sudha Dairy



Visit to Amul Pvt Ltd.





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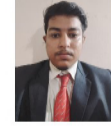
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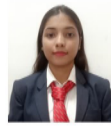
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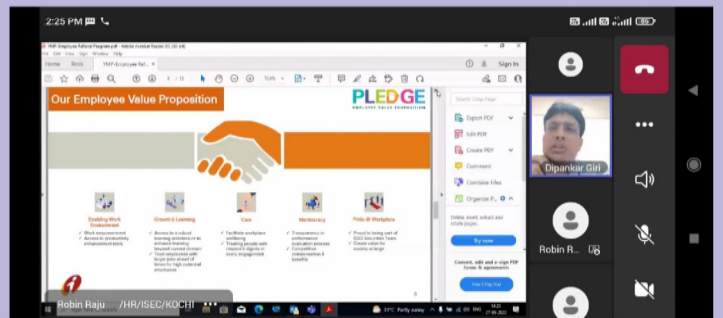
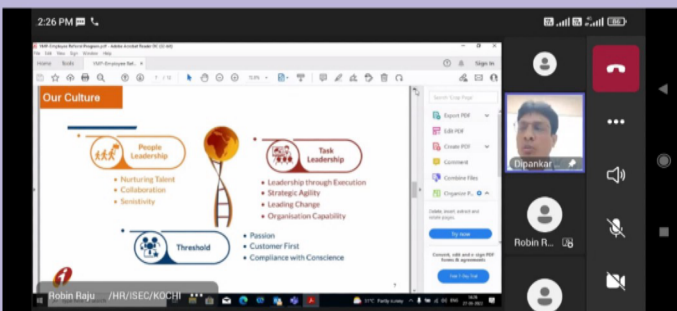
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