



University of Lucknow Faculty of Management Studies

Executive MBA Programme

(In Blended Mode)



UNIVERSITY OF
LUCKNOW

ACCREDITED A++ BY NAAC

Faculty of Management Studies

The Department of Management, previously known as the Department of Business Administration, at the University of Lucknow—a prestigious institution with a 104-year legacy—has a rich history of shaping aspiring professionals into capable managers, entrepreneurs, and leaders. Since 1956, the department has been offering its renowned MBA program, commonly referred to as LUMBA. With a deep-rooted tradition in management education and research, the department excels at transforming individuals into dynamic managers who are well-prepared for the demands of the corporate world. It focuses on a comprehensive approach to student development, integrating cutting-edge technology through modern computing resources and an extensive library. The department also encourages entrepreneurial thinking through various student-driven clubs and initiatives. With its longstanding academic excellence and commitment to nurturing self-sufficient, analytically skilled leaders, the department remains a leading force in management education and innovation.

Core Courses

- Business Environment
- Organisational Behaviour
- Principles of Management & Business Ethics
- Marketing Management
- Financial Management
- Human Resource Management
- Information Systems Management
- Entrepreneurship
- Business Analytics
- Managing Digital Business
- Managing for Sustainability
- Innovation and Design Thinking

Marketing Courses

- Customer Relationship Management
- Sales & Sales Force management
- Brand Management
- Consumer Behaviour
- Digital Marketing
- Industrial Marketing
- Marketing of Services
- Distribution Management
- Managing Retail Business
- Rural Marketing

Finance Courses

- Security Analysis and Portfolio Management
- Financial Systems and Institutions
- Working Capital Management
- Corporate Tax Planning
- Management of BFSI
- Mergers & Acquisitions
- International Financial Management
- Financial Decision Analysis
- Derivatives and Risk Management
- Corporate Reporting and Governance

Human Resource Courses

- Organisational Change management
- Talent Management
- Performance Management
- Industrial Relations and Dispute Settlement
- Training & Development
- Cross-Cultural Management
- Negotiation and Compensation Management
- Team Work and Leadership
- Strategic HRM and HR Analytics
- Employee Welfare and Social Security

International Business Courses

- Export Import Procedures and Documentation
- International Business Management
- International Marketing
- Emerging Economies and Markets
- Foreign Exchange Management
- Cross-Cultural Management
- Sales and Sales Force Management
- International Logistics Management
- International Financial Management
- Global Outsourcing



Message from Vice Chancellor

The E-MBA program of Department of Management, Faculty of Management Studies of our University of Lucknow has been especially designed for working professionals and Entrepreneurs, to support and facilitate their pursuit of development and adaptation to the dynamic business landscape and further their career. University of Lucknow with NAAC A++ accreditation, Category I status by UGC, and ranked among 100 University by NIRF offers unique opportunity to deliver distinguishing dimensions of management as a function and also as an education for superior decision making. I extend my sincere wishes to the candidates for treading a learning and rewarding journey towards accomplishment of their career goals and evolve as business leaders.

- Prof. Alok Kumar Rai
Vice Chancellor
University of Lucknow



Message from Head & Dean

In the changing business environment, to survive and thrive one needs to be well equipped with knowledge and techniques for strategic decision making and implementation. Department of Management in Faculty of Management Studies strives to educate, train and nurture future managers, business leaders and entrepreneurs in tune with the growing global economy. Popularly known by LUMBA, the MBA programme in department has been a success. Further our Ph.D. program has been contributing to Management research at corporate and social levels. Taking a step forward, our EMBA programme is an endeavour to provide an opportunity to working professionals to learn and lead their career aspirations. The programme offers core courses in Management as well as a choice of electives in Finance, Marketing, Human Resource Management and International Business through dual mode (online and offline classes). We welcome the aspirants to apply and be part of this journey.

-Prof. Sangeeta Sahu
Head & Dean
Faculty of Management Studies

PROGRAMMES AND INITIATIVES

Executive MBA Programme

The Executive MBA Programme is designed to equip participants with the skills and knowledge to become leaders in their specific domains. It help participants to achieve exponential growth in their respective careers and management roles. Candidates acquire a comprehensive foundation in the fundamentals of business, the environment in which they function, and the analytical tools for intelligent decision-making and problem-solving. Specifically: To enable the students to develop comprehensive strategic and leadership insights. To provide a learning environment for candidates to pursue careers in different fields of management To develop the right attitude and increase the problem-solving, conceptual and decisionmaking skills of practising managers. To promote the development of a holistic approach among candidates by stimulating them to undergo the process of experiential learning.

Eligibility: Bachelor degree from any recognized university/institute with at least 50% marks A minimum two years industry/ professional/self employed experience after graduation.

Admission Process: The admission shall be based on academic performance (weightage for X, XII & under graduate marks/grade) and personal interview.

Number of Seats: 30

Duration: The duration of the Executive MBA programme shall be 2 years divided into 4 semesters based on the Choice Based Credit System (CBCS).

Fees: The semester fee shall be Rs. 99080 for the session 2025-27.

Pedagogy: The Pedagogy shall include Case Studies, Lecture-based Learning, Class Discussions, Field Visits, PowerPoint Presentations, Term papers, Projects etc.

Modalities: The Executive MBA Programme shall be conducted in a blended mode with both offline and online classes and interaction. The program will be taught by faculty members and subject/industry experts.

Programme Objectives: The Executive MBA Programme is designed to equip participants with the skills and knowledge to become leaders in their specific domains. It will help participants have exponential growth in their respective careers and management roles. Candidates acquire a comprehensive foundation in the fundamentals of business, the environment in which they function, and the analytical tools for intelligent decision-making and problem-solving. Specifically:

- To provide a learning environment for candidates to pursue careers in different fields of management.
- To develop the right attitude and increase the problem-solving, conceptual and decisionmaking skills of practising managers.
- To promote the development of a holistic approach among candidates by stimulating them to undergo the process of experiential learning.

Programme Outcomes: Upon completion of the executive MBA programme, the student will be able to:

- Relate to current conceptual and theoretical models, issues, and concerns in the management domain
- Analyse various business situations and suggest innovative solutions to prevailing issues.
- Evaluate global business practices to determine the best practices for application to their businesses.
- Develop the skill of working in teams.
- Acquire leadership skills and become effective managers.
- Develop innovative thought processes and aspire towards becoming entrepreneurs.
- Network to amalgamate and integrate ideas and develop innovative solutions for solving practical problems

Examination and Evaluation

- For Examination and Evaluation the rules and regulations of University of Lucknow shall be followed.
- The assessment of the Industry Report in the third semester and Dissertation in the fourth semester respectively shall be based on the evaluation of respective reports and Viva-Voce examination.
- In all other courses, there shall be continuous internal assessment of the students and semester end examination as per the scheme of examination.
- The semester-end examination shall constitute 70% weightage of evaluation.
- The continuous internal assessment shall constitute 30% weightage of evaluation and shall be based on factors such as class tests, participation in seminars, case discussions and group activities, quizzes, individual and group presentations, written assignments, papers, class participation, co-curricular and extracurricular activities, viva voce and attendance.
- Students with less than 75% attendance shall not be eligible to appear in the End Semester Examination. However, in exceptional cases, the Dean/Head/Director may grant a relaxation in the required percentage of attendance by not more than 15 % based on genuine reasons.

MBA Programme

The Post Graduate Programme is a master's-level program leading to a Master of Business Administration (MBA) degree. This two-year, full-time program is designed to prepare students for leadership roles in a complex and dynamic environment. It offers a diverse range of engaging courses and activities, delivered by exceptional faculty members who are actively involved in academics, research, and practice. The program aims to develop its participants into analytical and innovative thinkers, capable of tackling complex real-life management challenges. It encourages high levels of excellence and provides opportunities for students to realize their full potential.

Ph.D. Programme in Management

The University of Lucknow aims to be a leading institution in management research, dedicated to nurturing future global leaders in knowledge and thought. It seeks scholars who can advance research methods and practical innovation, fostering intellectual excellence and promoting an integrative approach to problem-solving across disciplines.

- The Doctoral Programme at the University of Lucknow offers specialized research opportunities in Finance, Human Resource Management, International Business, Marketing with a strong emphasis on fostering multidisciplinary research.
- Candidates actively engage in the academic community by publishing in prestigious journals and presenting at prominent conferences.
- Scholars are encouraged to explore novel research avenues.
- Building meaningful partnerships is seen as essential for comprehensive insights.
- The University of Lucknow is committed to cultivating the next generation of global scholars and innovators through a holistic support system.

COLLABORATION - BHARAT LAB

The University of Lucknow has collaborated with the Bharat Lab, which was established in the Department of Management. This collaboration was initiated through an MoU signed on June 3, 2023, between the University and Rediffusion Brand Solutions Pvt. Limited, Mumbai.

The Bharat Lab focuses on the people of Bharat. What are their hopes, ambitions, dreams, and aspirations? What are their preferences and triggers? What challenges do they face, and how do they navigate them? How have the family dynamics evolved in Bharat, and how does it impact the consumer behaviour of Bharat?



Rediffusion and University of Lucknow launch the Bharat Lab

The Bharat Lab has undertaken three significant research projects:

- "Time Fill and Time Kill," which explores the time-spending habits and media consumption patterns of youth.
- "Bharat Mood Gauge 2024," This comprehensive study sought to gauge the mood and outlook of various groups across Bharat as they approach the start of 2024.
- "The Mood of Bharat this Festive Season" is an in-depth study that delves into the distinctive consumer behaviors and insights emerging from India's tier two and three markets, as well as rural regions.



Prof. Alok Kumar Rai Vice Chancellor of UoL
and
Dr. Sandeep Goel Director of Rediffusion
signed MoU



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Behaviour Science Research

Mou was signed on 12th April 2023, between the University of Lucknow (UoL), represented by its Department of Management and Institute of Management Science (IMS), and Ashoka University, through its Centre for Management Social and Behaviour Change (CSBC), aims to foster collaboration in behavioural science. The agreement focuses on facilitating knowledge exchange through seminars and lectures at UoL, encouraging student participation in CSBC's digital surveys to enhance research, and offering workshops to develop students' personal and professional skills. Additionally, it provides opportunities for students with a strong interest in behavioural science and data analysis.

Under the collaboration with Ashoka University, the following activities were conducted:

- Experimental Economics (workshop)
- Using Behavioral Science to Achieve Your Goals (workshop)
- Behavioral Science & Experimental Methods of Evaluation (workshop)
- Decision-Making Process & Canonical Biases in Risky Situations (workshop)
- Team Incentive Study (Experiment)

Activities

GRAVITAS

The annual management fest at LUMBA, recently celebrated its fourth edition. The event featured 18 activities, including quizzes, case studies, debates, and cultural events. More than 400 students from 18 colleges, such as Integral University, BBAU, and Kanpur University, took part. Key sponsors included UCO Bank, Burger King and Kangaro Trampoline Park with media partners like Red FM and Amar Ujala. The fest concluded with Valedictory session to acknowledge the camaraderie and achievement.



Dr. Narges Hajimoladarvish,
Senior Research Fellow
(Behavioural and Experimental Economist)
Ashoka University



Gautam Patel,
Deputy Director (Lead-State Behavioural Insights Units)
Ashoka University



Ashoka University (CSBC)
Felicitated Honorable
Vice Chancellor.



Gautam Patel, Deputy Director CSBC,
Ashoka University
(Behavioral Science in Decision Making)



Entrepreneurship Conclave

On the 5th day of the conclave, the department organized an event named 'An Evening with Successful Entrepreneurs' at the Chanakya Hall. Six successful entrepreneurs, Mr. Ankush Arora (MD, founder & CEO Hash Tag Bazaar.com), Mr. Rohit Mangalik (Founder & CEO- EduGorilla), Mr. Alber Khan, (Founder & CEO- F9 Host Technologies), Mr. Ahmad Shaquib (COO- Gaming OnPhone), Mr. Sudhanshu Rastogi (CEO-ASR Ventures & Vision Startup) and Ms. Shourya Bajpai, (Founder of Bekitched) were part of the event.



Workshops

Workshop on empowering Tomorrow's Entrepreneurs

The department in collaboration with Lucknow Management Association organized the workshop named 'How to be a good Entrepreneur'. The workshop aimed to foster entrepreneurial skills to MBA students. The workshop featured Mr. Milind Raj, CEO of World Class Robotics Research as the keynote speaker.

SPSS Workshop

The Computation Cell of the department organized a workshop on the "Use of SPSS in Research Data Analysis" for the research. Dr. S.K. Kaushal gave useful insights on hands-on experience on SPSS to the research scholars of the department.

Training Session on EBSCO Products

The Research Cell of the department organized a training session conducted by Mr. Abinash Choudhary on the utility of the EBSCO database in the research domain. The session was attended by research scholar of the department.



National Seminar on "Capacity Building for Educators: Shaping India's Future with NEP 2020"

The National Seminar on "Capacity Building for Educators: Shaping India's Future with NEP 2020" was held on December 7, 2024, organized by the Faculty of Management Studies, in collaboration with the ICSSR. The event emphasized the critical role of educator training in realizing the vision of NEP 2020 for the Viksit Bharat. Eminent speakers like Prof. Nageshwar Rao, Prof. Jay Mitra, and Mr. Sandeep Singh shared their insights, offering valuable strategies for empowering educators and shaping India's educational future.




Project on Maha Kumbh


A project on Workforce Strategic Planning and Operations for effective organization of Maha Kumbh 2025, funded by Urban Development Department of Government of Uttar Pradesh conducted by FMS.





Research Project on
A Study of Workforce Strategic Planning and Operations for Effective Organization of Maha Kumbh 2025
Funded by Urban Development Department, Uttar Pradesh



Patron
Prof. Alok Kumar Rai
Vice-Chancellor

Research Team



Prof. Sangeeta Sahu



Dr. Shambhavi Mishra


Dr. Ram Singh


Dr. Ankita Srivastava

Research Associates


Dr. Digvijay Singh


Rahul Balmiki

Faculty of Management Studies, University of Lucknow

Case Study Competition

A case study competition was organized to develop the analytical and decision-making skills of the students of the department. A large number of students participated in the competition and felt the excitement of real-world problem solving.



Placement

The Department successfully conducted a series of internship and placement drives, linking students with top companies. During the internship drive, 30 companies participated of which notable recruiters are ICICI Prulife Insurance, Talent Serve, IndiaMart, Corizo, Bajaj Allianz, Pepsico, Berger Paints, Prism Johnson, Nielsen Research, Airtel, Shriram, Swiggy, Excella Group, Magnik India, Volume 9, Jiyon Wall, RNLNIC, ITC, Mozohunt, Knowledge Squard, Edukon, Outlook, Skillsup360, Seva Satkar Foundation, To-Let-Globe, and SBI.



Mock Youth Parliament

The department of management organized a Mock Youth Parliament offering students hands-on experience in democratic decision-making. MBA students actively participated, assuming various parliamentary roles to debate on the key features of the Union Budget, 2025.





PROF. SANGEETA SAHU
 HEAD OF DEPARTMENT & DEAN
 Faculty of Management
 Ph.D., M.PHIL, MIPM &
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 BE, MBA, Ph.D.



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DR. RAM SINGH
 Assistant Professor
 NET JRF & Ph.D.



DR. SHILPI SINGH
 Assistant Professor
 MBA, Ph.D.



DR. ANKITA SRIVASTAVA
 Assistant Professor
 MBA, NET, Ph.D.

Reports Published



Time Spending Habits and Preference of Youth of Uttar Pradesh, Bharat



The Mood of Bharat This Festive Season



The Mood of Bharat Diwali Pulse 2024



The Mood of Bharat Optimism Ka Mahaul

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