



# HOLY CROSS COLLEGE

Accredited by NAAC with 'A+' Grade (Cycle:02)  
Affiliated to Tripura University (A Central University)  
Approved by AICTE

[www.holycrosscollege.in](http://www.holycrosscollege.in)



## PROSPECTUS

MBA (Master of Business Administration)

## About Holy Cross College:

Holy Cross College is a private minority college where students of all backgrounds can pursue higher education. Founded by the Congregation of Holy Cross, we believe in respecting the dignity of every individual. We welcome academically qualified high school graduates, especially from Tripura and the northeastern region of India to join our diverse community. Our college values holistic education, focusing on nurturing hearts and minds. We provide a supportive learning environment where students can grow intellectually and emotionally. Holy Cross College is committed to helping you succeed and become a well-rounded individual.

## Management

College Managing committee assists the Governing Body of the College for its smooth and efficient functioning.

## Vision Statement

‘To inculcate a holistic personality amongst students by educating hearts and minds.’

## Motto

Holistic Education for Human Enhancement.

## Affiliation

Holy Cross College is affiliated with Tripura University (A Central University), Approved by AICTE and recognised by NCTE & UGC with 2(f) 12 (B) under the UGC Act of 1956.

## About the Department:

The Department of Business Administration at our institution stands as a beacon of academic excellence, offering comprehensive programs in both Master of Business Administration (MBA) and Bachelor of Business Administration (BBA). With a commitment to nurturing future business leaders, our department provides a dynamic learning environment that

equips students with the skills and knowledge essential for success in the ever-evolving business landscape.

In the MBA program, students can specialize in Finance, Marketing, or Human Resource Management, tailoring their education to align with their career aspirations. Our emphasis on leadership development ensures that graduates emerge as capable and visionary leaders, ready to navigate the challenges of the corporate world. The curriculum integrates cutting-edge technology, equipping students with the digital skills crucial for success in today's business landscape.

Our dedicated faculty, comprised of experienced professionals and scholars, ensures a dynamic learning environment that blends theory with real-world application. Join us in the Department of Business Administration, where education transcends boundaries, and graduates are equipped not only with academic excellence but also with the skills necessary to thrive in diverse and competitive business environments.

### **Features:**

- Holistic development
- Personal mentoring
- Corporate interface
- Industry specific skill development
- Management research project
- Career enhancement programs
- Workshops and seminars
- Industry visits
- Live projects
- Add on courses
- 100% placement assistance

## Faculty Details:

- 1) Dr. Sushobhan Sengupta, Assistant Professor, Head, MBA Programme & IQAC Coordinator
- 2) Sharmili Chakraborty, Assistant Professor & Head, BBA Programme
- 3) Subhajit Paul, Assistant Professor
- 4) Rupa Saha, Assistant Professor
- 5) Achintya Bhattacharjee, Assistant Professor
- 6) Dr. Rakesh Debroy, Assistant Professor
- 7) Sayanika Sengupta, Assistant Professor
- 8) Somdeb Roy Barman, Assistant Professor

### Anti Ragging Cell:

**Chairperson** : Fr. Joe Paul, CSC

Mobile :940265930

**Convener** : Sharmili Chakraborty

#### Members:

Dr. Parichita Ray Choudhury

Dr. Soumitra Debbarma

Mr. Sabyasachi Biswas

### Anti Sexual Harassment Cell:

**Coordinator** : Barnita Majumder

Mobile :9774207629

#### Members:

Dr. Rajeshree Debbarma

Dr. Rumki Nath Sen

Cyril Darlong

Kashmiri Saha (BBA)

### Grievance Cell

Fr. Joe Paul, CSC

Genesis Debbarma

Mobile:9612184053

Nazmum Nahar Begum

## ADMISSION PROCESS (Eligibility):

Completed/Passed Bachelor's degree in any discipline with at least 50% marks or equivalent CGPA appeared /appearing in final examination of Bachelor's degree of any discipline in 2023.

Note: Candidate has to secure minimum 50% marks in aggregate or equivalent CGPA in the preceding examination for admission and Student having a valid MAT/CAT/XAT/CMAT/ CUET scores followed by GD & PI.

## Programme Matrix: Masters of Business Administration

### Overall Structure

Duration	Min.: 2 Years	Max.: 3 Years	Credit Distribution
Total Credits	94		Semester I, II, III, IV @ 26credits each including one Summer Internship Programme is of 4 credits.
CBCS Courses:	10		
Grand Total	104		

### Orientation Programme

Duration	2 weeks
Subject	No. of lectures
PRINCIPLES OF MANAGEMENT	10
BUSINESS MATHEMATICS	10
MS OFFICE BASICS	10
ENGLISH PROFICIENCY	10
BASICS OF ACCOUNTING	10
BASICS OF ECONOMICS	10

All students will have to attend the orientation programme and appear in a comprehensive examination. Qualifying in the examination based on orientation programme is a mandatory requirement to attend regular classes. A separate certificate of passing the examination would be issued to the qualified students by the department.

## Modules

1. Core Module:	17 modules of 3 credits each 3 modules of 2 credits each
2. CBCS courses	2 modules with 4 credits each and 2 modules with 2 credits each
3. Elective Module	Specialization streams - Dual Specializations: Elective Specialization I - 4 modules (12 credits)
	Elective Specialization II – 4 modules (12 credits)
4. Research Module	Industry Analysis (Semester I) - 2 credits and Dissertation on Structural Analysis of Industry (Semester IV) – 2 credits. Evaluated through Project report/ Dissertation with viva voce by an internal examiner.
5. Industrial Training	Summer Training (Semester II) for 8-10 weeks that carries 4 credits and Out Station Industry Visit & Project of 2 weeks that carries 3 credits.(Evaluated by a panel of internal and at least one external experts)

## List of Courses

### General Courses Semester I

COURSE CODE	Course Name	CREDIT	L-T-P
BMG 701 C	MANAGERIAL ECONOMICS	3	3-0-0
BMG 702 C	STATISTICS AND QUANATITATIVE TECHNIQUES	3	3-0-0
BMG 703 C	FINANCIAL REPORTING, STATEMENTS & ANALYSIS	3	3-0-0
BMG 704 C	VALUES ETHICS & CSR	3	3-0-0
BMG 705 C	MARKETING MANAGEMENT	3	3-0-0
BMG 706 C	ORGANIZATIONAL BEHAVIOUR	3	3-0-0
BMG 707 C	BUSINESS COMMUNICATION	3	3-0-0
BMG 708 C	BUSINESS DECISION MAKING USING EXCEL	3	3-0-0
BMG 709 C	PROJECT: INDUSTRY ANALYSIS	2	0-0-0

## General Courses Semester II

COURSE CODE	Course Name	CREDIT	L-T-P
BMG 801 C	BUSINESS RESEARCH METHODS	3	3-0-0
BMG 802 C	COST AND MANAGEMENT ACCOUNTING	3	3-0-0
BMG 803 C	PRODUCTION AND OPERATION MANAGEMENT	3	3-0-0
BMG 804 C	MANAGEMENT INFORMATION SYSTEM	3	3-0-0
BMG 805 C	E-BUSINESS STRATEGY	3	3-0-0
BMG 806 C	BUSINESS LAW	3	3-0-0
BMG 807 C	HUMAN RESOURCE MANAGEMENT	3	3-0-0
	<b>COMPUTER SKILL II</b>	4	4-0-0

## Summer Internship Programme

COURSE CODE	Course Name	CREDIT	LTP
BMG 807 C	Summer Internship Project (Industry)(6 – 8 weeks)	4	0-0-0

## General Courses Semester III

COURSE CODE	Course Name	CREDIT	LTP
BMG 901 C	FINANCIAL MANAGEMENT	3	3-0-0
BMG 902 C	BUSINESS ENVIRONMENT	3	3-0-0
BMG 903 C	OUTSTATION INDUSTRY VISIT & PROJECT (MAJOR)	3	0-0-0

## Core Specialization Modules Semester - III

COURSE CODE	Course Name	CREDIT	LTP
<b>MARKETING SPECIALIZATION</b>			
BMG 904 C	CONSUMER BEHAVIOUR	3	3-0-0
BMG 905 C	SALES AND DISTRIBUTION MANAGEMENT	3	3-0-0

**AND**  
**HUMAN RESOURCE MANAGEMENT SPECIALIZATION**

BMG 906 C	HUMAN RESOURCE PLANNING & DEVELOPMENT	3	3-0-0
BMG 907 C	COMPENSATION & REWARD MANAGEMENT	3	3-0-0

**OR**  
**FINANCE SPECIALIZATION**

BMG 908 C	FINANCIAL MARKETS AND SERVICES	3	3-0-0
BMG 909 C	MANAGING BANKS & FINANCIAL INSTITUTIONS	3	3-0-0

**Choice Based Credit System (CBCS) Course - II**

**List of subjects**

COURSE CODE	Course Name	CREDIT	LTP
BMG 912 E	SERVICES MARKETING	2	2-0-0
BMG 913 E	RETAIL MARKETING	2	2-0-0
BMG 914 E	LEADERSHIP AND TEAM BUILDING	2	2-0-0
BMG 915 E	PROJECT MANAGEMENT	2	2-0-0
BMG 916 E	CORPORATE TAXATION	2	2-0-0
BMG 917 E	STRATEGIC HUMAN RESOURCE MANAGEMENT	2	2-0-0

**General Courses Semester IV**

COURSE CODE	Course Name	CREDIT	LTP
BMG 1001 C	STRATEGIC MANAGEMENT	3	3-0-0
BMG 1002 C	INNOVATION & ENTERPRENUERSHIP DEVELOPMENT	3	3-0-0
BMG 1003 C	DISSERTATION: STRUCTURAL ANALYSIS OF INDUSTRY	2	0-0-0

**Core Specialization Modules Semester - IV**

COURSE CODE	Course Name	CREDIT	LTP
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**MARKETING SPECIALIZATION**

BMG 1004 C	INTEGRATED MARKETING COMMUNICATIONS	3	3-0-0
BMG 1005 C	PRODUCT & BRAND MANAGEMENT	3	3-0-0



**AND**  
**HUMAN RESOURCE MANAGEMENT SPECIALIZATION**

BMG 1006 C	INDUSTRIAL RELATIONS & LABOUR LAW	3	3-0-0
BMG 1007 C	ORGANIZATIONAL DEVELOPMENT & CHANGE MANAGEMENT	3	3-0-0

**OR**  
**FINANCE SPELIALIZATION**

BMG 1008 C	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	3	3-0-0
BMG 1009 C	INTERNATIONAL FINANCIAL MANAGEMENT	3	3-0-0

**Choice Based Credit System (CBCS) Course - IV**

**List of subjects**

<b>COURSE CODE</b>	<b>SUBJECT</b>	<b>CREDI T</b>	<b>LTP</b>
BMG 1012 E	INTERNATIONAL MARKETING	2	2-0-0
BMG 1013 E	DIGITAL MARKETING	2	2-0-0
BMG 1014 E	B2B MARKETING	2	2-0-0
BMG 1015 E	NEGOTIATIONS AND COUNCELING	2	2-0-0
BMG 1016 E	COMPETENCY MAPPING AND PERFORMANCE MANAGEMENT	2	2-0-0
BMG 1017 E	INDIAN FINANCIAL SYSTEM	2	2-0-0
BMG 1018 E	ADVANCE FINANCIAL MANAGEMENT	2	2-0-0
BMG 1019 E	FINANCIAL DERIVATIVES & RISK MANAGEMENT	2	2-0-0
BMG 1020 E	CROSS CULTURAL AND INTERNATIONAL HUMAN RESOURCE MANAGEMENT	2	2-0-0

Note: All course mentioned in the syllabus could be offered subject to availability of faculty members within the Department and fulfillment of minimum number of students for a specialization course to be offered.

## Programme Outcome (PO)

On successfully completing MBA, the student will be able to:

**PO1.** Demonstrate the knowledge of management science to solve complex corporate problems using limited resources

**PO2.** Research literature and identify and analyze management research problems.

**PO3.** Identify business opportunities, design and implement innovations in work space.

**PO4.** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**PO5.** Apply ethical principles for making judicious managerial decisions.

**PO6.** Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

**PO7.** Communicate effectively with various stakeholders

**PO8.** Engage in independent and life-long learning

## Programme Specific Outcome (PSO)

### Specialization: Marketing Management

**PSO1.** Sensitize with the inspirational value of marketing in engaging customers

**PSO2.** Apply marketing skills to convert a commodity into brand with snob appeal

**PSO3.** Apply marketing communication skills to generate aspirations around a product/brand

**PSO4.** Apply persuasion techniques responsibly.

**PSO5.** Become an entrepreneur by exploring emerging marketing opportunities.

**PSO6.** Apply data exploration and analysis skills to discover unknown facets of consumption

**PSO7.** Apply marketing tools and techniques in a focused and customized manner.

### **Specialization: Human Resource Management**

**PSO1:** Analyze the human resource related problems and provide solutions of the case studies.

**PSO2:** Acquaint with important legal provisions governing the industrial employees like statutory provisions and wage legislature in India.

**PSO3:** Demonstrate and apply the legal aspects of human resource function of a company.

**PSO4:** Comprehend the human resource management related functions and practices like recruitment and selection, training and development, promotion, appraisal, wages administration etc.

**PSO5:** Acquaint and apply the basic and advanced functions of human resource management like career planning, performance appraisal system, employee motivation and retention techniques, leadership and team building, and human resource audits.

**PSO6:** Develop and implement human resource processes that are concerned with planning, motivating, and developing employees for the overall benefit of the organization.

### **Specialization: Financial Management**

**PSO1:** Comprehend the role of financial management in business firms by applying various concepts and mechanics like the time value of money, capital budgeting, theory of capital structure, a firm's leverage and the cost of capital.

**PSO2:** Comprehend the operation of security markets and the roles of business and individual investors by applying valuation models, measuring risk and assessing risk-return tradeoff.

**PSO3:** Comprehend financial markets and institutions' role in business.

**PSO4:** Analyze international financial management and risks involved in global business by applying different instruments of exchange risk and market imperfections measurement.

**PSO5:** Apply analytic abilities of assessing accounting data, financial data, and other information to solve complex and unstructured business problems by taking rational decisions.

**PSO6:** Become an entrepreneur by exploring emerging opportunities like fin-tech service provid



Department of Business Administration  
Holy Cross College, Agartala

# HOLY CROSS COLLEGE, AGARTALA

## Fee Structure for Master Degree Students

### Break-up of ADMISSION FEE :-

Particulars	Amount (Rs.)
Admission Fee	10000.00
Establishment Fee	6000.00
Graduation Fee	1000.00
Alumni Fee	500.00
Maintenance Fee	2500.00
Caution Deposit (Refundable)	5000.00
<b>Total Amount</b>	<b>25000.00</b>

\*UG Students of HCC who join the PG courses will receive 20% discount on Admission Fee.

### COURSE FEE : MBA

Description	MBA
Semester I	60000.00
Semester II	60000.00
Semester III	60000.00
Semester IV	60000.00

### N.B. :-

- => The **Admission Fee** and **1st Semester Fee** will have to be paid at the time of Admission.
- => The **2nd, 3rd and 4th Semester Fees** will have to be paid at the 1st month of the respective semester.
- => A **Fine** of **Rs.300** (Rs.50x6) per semester will be charged for late payments.
- => **Caution Deposit** will be returned only after completion of the course.
- => **Transport Fee** is **Rs.1500** per month, for those who wants to avail the College Bus.
- => Reservation of Transport Facility is granted for a minimum of **One academic year**.
- => Cancellation of Transport Facility will amount to full payment of the current semester.



**Blessed Basil Moreau**  
Founder, Congregation of Holy Cross



## HOLY CROSS WORLDWIDE

### 1. Congregation of Holy Cross Priests and Brothers

present in 16 countries Bangladesh, Brazil, Canada Chile, France, Ghana, Haiti, India, Italy, Kenya, Mexico, Peru, Tanzania, United States, Philippines, Uganda

### 2. Marianites of Holy Cross

present in 4 countries Bangladesh, Canada, France, United States

### 3 Sisters of the Holy Cross (Indiana)

present in 8 countries Bangladesh, Brazil, Ghana, India, Peru Tanzania, Uganda and United States

### 4 Sisters of Holy Cross (Canada)

present in 10 Countries Bangladesh Burkina Faso, Canada Chile Costa Rica Haiti, Holy Mali, Peru, USA

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