



MASTER SCHOOL OF MANAGEMENT

Estd. 1996

Contact us

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Master School of Management

27 YEARS OF EXCELLENCE

BBA | MBA | PGDM





About us

Masters School of Management (MSM), Meerut was established in 1996 under the aegis of Siya Ram Kasturi Devi Educational Society (SKD) to meet the growing need for quality management education and research to all deserving students to hone their skills and shape careers. Since its inception almost three-decade ago when with the opening of the Indian Economy, professional institutions were mushrooming to meet the growing demand of different kinds and levels of professionals, MSM, instead of diffusing its energies indifferent directions, consciously specialized in the domain of management education and research - strictly adhering to the ethos of specialization. As a result of its, MSM is constantly ranked high in management education – because many of its alumni are in the decision making positions in national and international business houses, its students won several national awards – in various management competitions and it provides research and consultancy services to the premier institutions –like the BN Yuganhar Centre of Rural Studies (BNYCSR), Lal Bahadur Shastri National Academy of Administration (LBSNAA) Mussoorie.

The curriculum and pedagogy of MSM, devised by eminent practitioners of science and arts of management and academics – is a judicious mix of practice and theory, in which practice has precedence over theory – so that the students develop – the skill and knowledge to solve the current or contemporary problems of organization and simultaneously develop the wisdom or business acumen to foresee the emerging issues and challenges and come out with innovative solutions. For this, in MSM the course syllabus with projects and internships- is delivered by the faculty members with robust academic achievement and adequate industrial experience /exposure, in collaboration with corporate executives and scholars of eminence.

Programs Offered

Bachelor of Business Administration (BBA)
(College Code : 403)
(Affiliated to CCS University formerly known as Meerut University)

Master of Business Administration (MBA)
(College Code : 1188)
Affiliated to Dr. A.P.J. Abdul Kalam Technical University
(AKTU), formerly Uttar Pradesh Technical University

Post Graduate Diploma in Management (PGDM)
(Approved by AICTE, Ministry of HRD, Govt. of India, New Delhi)

Our Mission

The mission of MSM is to bring management education within the reach of all those deserving it, therefore the cost of education in MSM is affordable and it has an array of scholarships, projects and programmes to help the students to bear the cost of education. Studying in a compassionate environment - in the care of benign faculties-assisting students to get placed in–multinational and national corporates and reputed organizations with decent package and opportunities of future growth. It is unique to students, alumni, faculty, staff and management–work in tandem on the path of excellence–during their stay in the Master School of Management and thereafter as well.

Location Advantage

Being situated in the National Capital Region (NCR), has garnered robust relationships with many enterprises; corporate and academic and professional education institutions of national and international repute. Corporate honchos, professionals, and academics - working in the industrial, commercial, and knowledge hub of NCR; National Capital Territory of Delhi, NOIDA, Gurugram, and Faridabad, all at a convenient travel time of about one hour, frequently visit MSM to interact with students and faculty.

Ranking



2021
Platinum
Category Institution
All over India

AICTE - CII
SURVEY

2020
Best Management
College in North India
for Industry 4.0
Linked Curriculum

APETA
ASSOCHAM

2020
Platinum Category
Institution
All Over India by

AICTE - CII
SURVEY

2019
Best Management
Institute for
Employability Skills
in North India

ASSOCHAM
The Education
Post

2019
Platinum Category
Institution
All Over India by

AICTE - CII
SURVEY

2018
Amongst Top
25 B-School
All over India

AICTE - CII
SURVEY

2017
Amongst Top
25 B-School
All over India

AICTE - CII
SURVEY

2016
Amongst Top
25 B-School
All over India

AICTE - CII
SURVEY

2015
Amongst Top
25 B-School
All over India

AICTE - CII
SURVEY

2014
Amongst Top
25 B-School
All over India

AICTE - CII
SURVEY

2014
MSM has been Awarded
25th Rank
in India by
Business World

BW|BUSINESS
WORLD

2014
12th
All over India
B-Schools of Excellence
7th
in UP

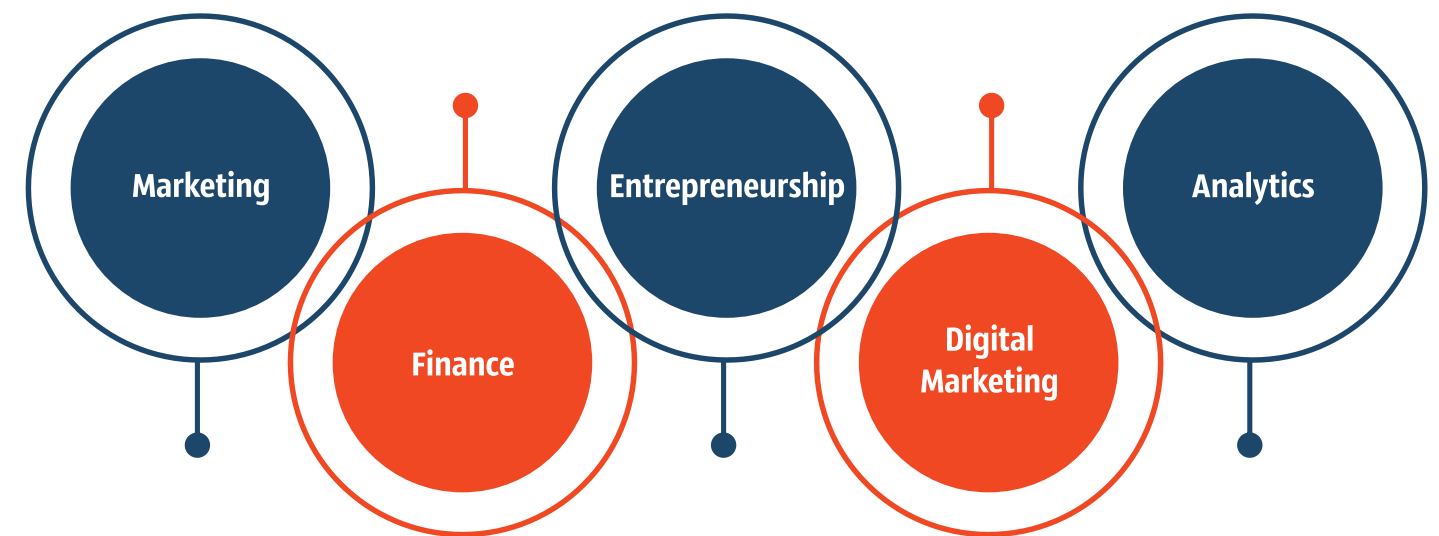
COMPETITION
SUCCESS REVIEW

BBA Bachelor of Business Administration

Master School of Management, a premier B-school in India for last 27 years, imbibing the nuances of management education, underlines the fact that learning potentials of youth very often impairs after secondary education. This happens largely because of lack of clarity of purpose, disconnect in skills and degree and many a times, students do not get appropriate learning environment. We sincerely endeavour to fill this gap by realizing that apart from prescribed curriculum a lot more is needed to shape the learnings of youth to make them employable. Now a days, the ever widening and deepening scenario of competition, a young graduate must have dynamic and standardised skill-sets as per the changing needs of corporate and society. Therefore, professional institutions need to go an extra mile to mark the difference.

Bachelor of Business Administration (BBA), at MSM is three-year full time degree course affiliated to Ch. Charan Singh University, Meerut (a leading government university) with following powerful Add-ons

BBA Specializations Offered



Add On Employability Features*

Training for
Business Analytics

Training for
National Stock Exchange
(NSE) Certification

Training for
Digital Marketing

Student Exchange
Programme - National
& International

Training for
Aptitude Test

Internship
with Industry
every year

MBA

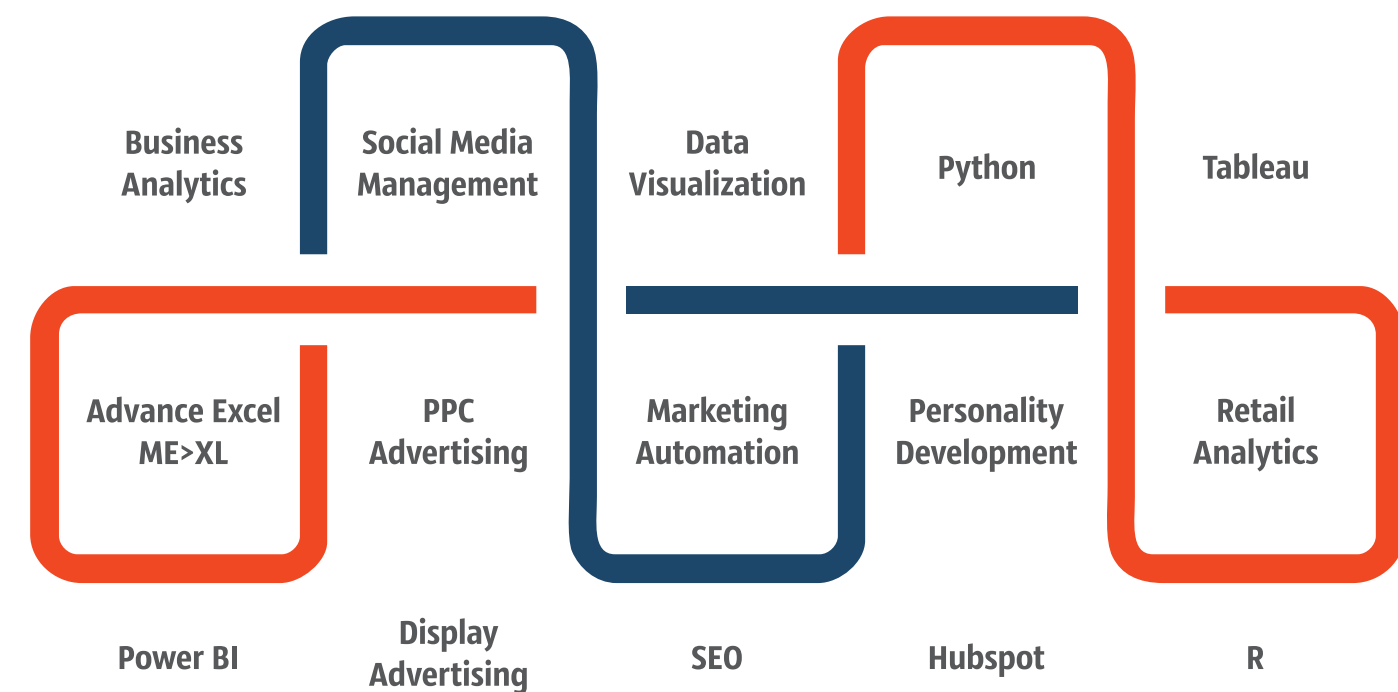
Master of Business Administration

The two year full time course, affiliated to Dr. APJ Abdul Kalam Technical University (formerly UPTU), Lucknow, is divided into 4 semesters. The Curriculum is designed by the university, where in subjects covered in each semester are designed to equip students with modern management concepts and techniques relating it to the requirement of the industry. Master School of Management Studies, provides a Masters degree in Management, with Add On Training's and certifications to equip the students to be industry ready after the completion of the program. The course structure has been developed keeping in mind the constantly changing business scenarios. MSM trains aspiring managers to have a strong analytical foundation and the ability to interpret.

MBA with Dual Specializations



Add On Employability Features*



As per the decision of the Academic Board*

PGDM

Post Graduate Diploma in Management

PGDM at MSM is designed to offer you management tools integrated with reality to raise your thinking to strategic level and make your actions across the functional areas and daily operation effective. The course structure at MSM has been designed to develop professional managers, who have strong analytical foundation in key functional areas and can perform in hi-tech global environment, with strong undercurrent to foster sustainability. The first year is devoted to introduce the essential models and tools that become catalyst to evolve thought leaders and change managers. Second year curriculum is designed to provide opportunity to fall back on their first year learning, experiences of summer internship augmented by interactions with faculties and corporate achievers to develop their professional plan. Information Technology has been given special thrust and is mandatory for all the students in addition to the Dual Specialization they will opt for.

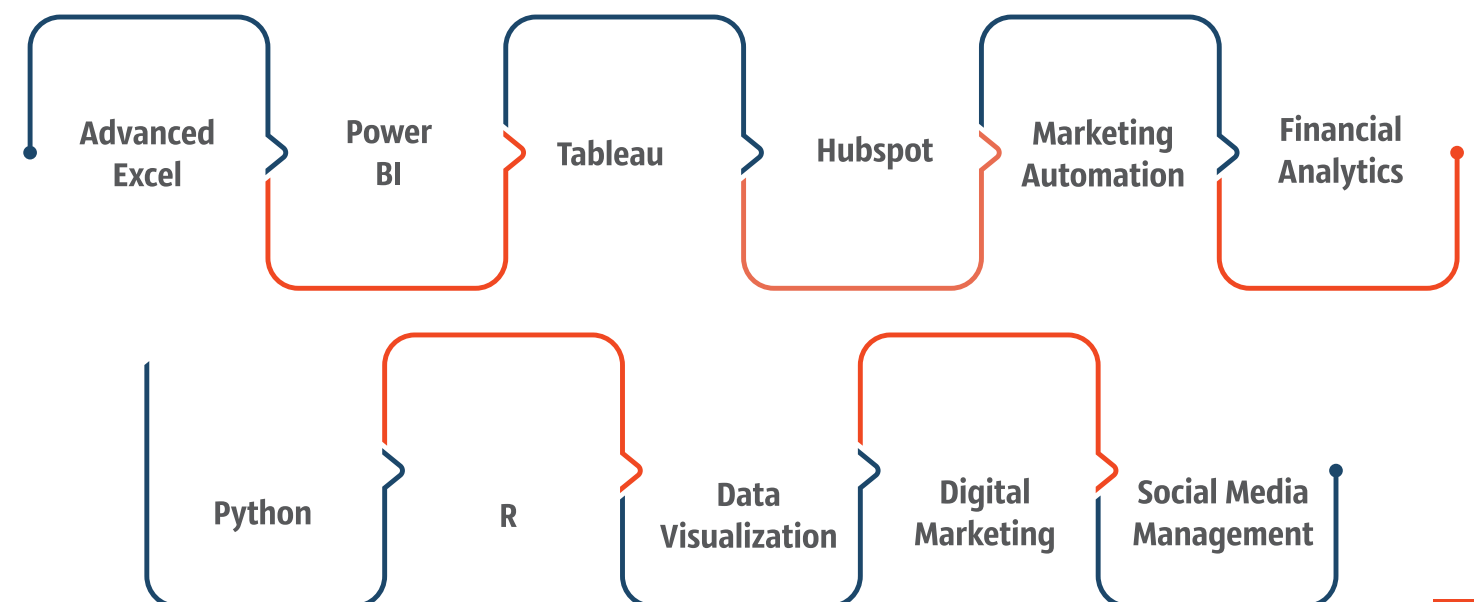
PGDM Dual Specializations Offered

Marketing | International Business | Operations | Human Resource Management
Finance | Family Business and Entrepreneurship

Industry Specific Specializations Offered



Add On Employability Features*



As per the decision of the Academic Board*

Master Premier League



Diverse Pedagogy Activity Based Curriculum



Glimpse of Summer Internship



Tonusree Acharyya
intertek
Tosa Qua Iya Insured



Chandra Prakash
SOCIAL STRATEGY
Strategies For Success



Simran Kumari
1
strag



Saba Saifi
paper boat
PAPER BOAT



Sagar Kumar
THE LEADING SOLUTIONS



Dheeraj Kumar
Clarity



Mayank Bhardwaj
ANANDRATHI



Sumit Kumar
M
MentorBox



N Khomein Singh
redcliffe
lifetech



Anshu Priya
VAN HEUSEN
VAN HEUSEN



Ayushi Singh
Indy@ise



Sowmick Raj Sarmah
airtel



Sangita Talukdar
Reliance
RETAIL



Shagufta Khan
BOB Financial
BOB Financial



Shefali Jaiswal
RUDRA
RUDRA



Anuj Sharma
TATA STEEL



Sakshi Sinha
BRITANNIA
BRITANNIA



Lovelesh Gadkari
HAVELLS



Arnav Soam
S R
S R



Nandani Sharma
The Capital Box

Opportunity to be Part of Global Workforce

MSM believes in providing quality managers to the industry and the society and to bring Indian managers at par with the global workforce by providing them global exposure in the form of International study and industrial tour. As a part of the curriculum PGDM students will get an opportunity to go to countries such as Singapore, Malaysia, China, Dubai etc. Students in BBA program can also opt for International study and industrial tour.

International Study & Industrial Tour Malaysia



Management & Science University - MSU



LEGOLAND Malaysia



Royal Selangor



Yakult



PKT Logistics

Placements

Master School of Management placement team devotes oneself to a vast array of academic and non-academic initiatives with the aim of facilitating the students to meet and surpass industry requirements and expectations.

MSM views placement of its students as an innate responsibility hence working in tandem with this thought right from their induction and orientation, summer internships, mid-term projects, right to their final placements and even beyond becomes an imperative.

The Institution takes pride in the fact that till date it has enjoyed 100% placements. Some of the leading companies visit the campus and select students at pretty good salaries, in every functional sphere of management i.e. finance, marketing, consultancy, FMCG, Investment Banking, BFSI, Sales, etc.

MSM has been endowed with a sturdy and trustworthy reputation with the industry for providing high quality, extremely employable resources. MSM has given the market socially thoughtful and compassionate workforce with a progressive global mindset.

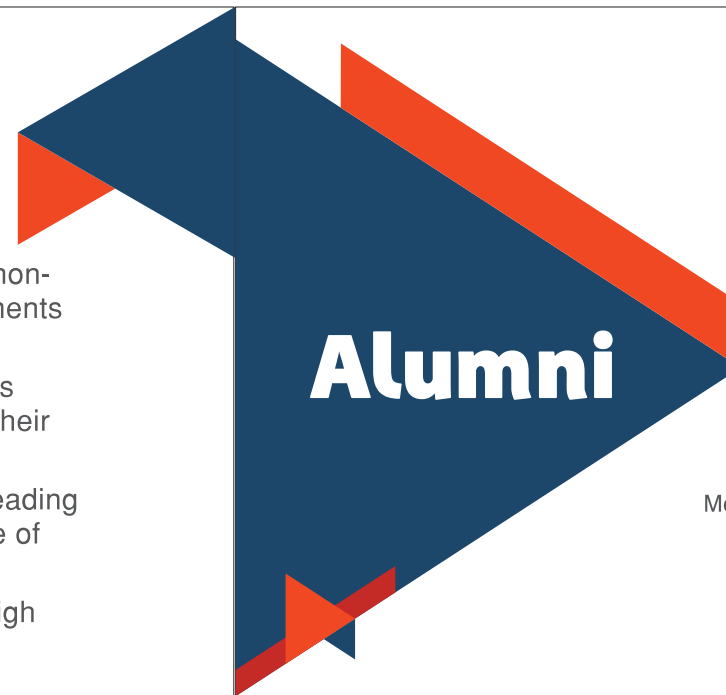
Our students in the recent past have been placed in the following companies:



MBA | PGDM



BBA



STRONG ALUMNI NETWORK FACILITATE UNDERSTANDING OF BUSINESS NUANCES AND ENTRY IN CORPORATE



Manas Roy
Merchant Success Manager (USA)



Akshay Sand
Financial Analyst



Showick Chakraborty
Tax Senior



Lopamudra Mitra
Group HR Head



Dharmendra Kumar
Zonal Head



Om Prakash
CMD



Santosh Poddar
Asst. Director



Amrish Dwivedi
AVP



Sachin Mohun
National Manager - Payments
(Retail EMI Card & Credit Cards)



Shailesh Paal
Asst General Manager
(Branch Head)



Rajesh Saini
Director and Divisional
Sales Head



Jyotishman Boruah
Head-Knowledge Management
& Strategic Medical Affairs



Sundeep Agarwal
General Manager
Compliance & Regulatory Affairs



Naveen Sharma
National Business Development
Manager



Navneet Soam
Plant Head (Finance)



Financial Reward (Scholarship) At MSM for all Courses

The corporate hiring strategies have evolved over a period of time and salaries have become higher. To justify this hike, these corporates hire smarter people for the same position. As a result of this and to improve the standards of managers that MSM sends out to the corporate world, we have introduced the Financial Rewards Program. The MSM Financial Rewards Program is an olive branch for the meritorious candidates and provides encouragement in guise of lower fees on the basis of merit. The financial rewards offered by MSM are under various categories.

MBA / PGDM CRITERIA

ACKNOWLEDGEMENT OF BETTER MANAGEMENT APTITUDE

CAT / XAT / CUET (PG) Percentile

CMAT/SNAP/NMAT Percentile

MAT/ATMA Score

ACKNOWLEDGEMENT OF PAST ACADEMIC PERFORMANCE

Meritorious Marks throughout in Academics i.e. 10th, 12th & Graduation

BBA CRITERIA

ACKNOWLEDGEMENT OF BETTER MANAGEMENT APTITUDE

MSM TACT | IPMAT

UGAT | CUET (UG)

ACKNOWLEDGEMENT OF PAST ACADEMIC PERFORMANCE

Meritorious Marks throughout in Academics i.e. 10th & 12th

Promoting Women Empowerment

To empower women, MSM offers Financial Reward (Scholarship) in fee to girl students.

Promoting Start-up India

Start-up India is a phenomenal initiative by the govt. of India. To promote entrepreneurship, MSM has taken a unique initiative. MSM will support the MSMians who wish to start their venture in the following manner :

Professional Support in :

Formation and registration of companies, preparation of project report for banks and financial institutions Management support for the development of management systems for the smooth functioning of the business and allied issues. Apart from professional support, MSM will offer 10% of the tuition fee as seed money for the venture.

*All male candidates are eligible for financial reward(scholarship) in only one category.

*All female candidates are eligible for financial reward(scholarship) in only one category which will be added to the female scholarship.

PGDM

CAT / XAT Percentile (in Rs.)

70 - 80	80000
Above 80 - 90	100000
Above 90 - 95	150000
Above 95 - 100	200000

CMAT/SNAP/NMAT Percentile (in Rs.)

70 - 80	30000
Above 80 - 90	40000
Above 90 - 95	60000
Above 95 - 100	100000

MAT/ATMA Score (in Rs.)

Above 400 score	30000
Above 650 score	40000
Above 700 score	60000
Above 750 score	100000

Past Academic Record (in Rs.)

Throughout 70-80%	80000
Throughout Above 80-90%	100000
Throughout above 90%	200000

**Female Scholarship
(Promoting Women
Empowerment)**

Rs.40000

- All male candidates are eligible for financial reward (scholarship) in only one category
- All female candidates are eligible for financial reward (scholarship) in only one category (Management entrance test/Past academic record), which will be added to the female scholarship. No other two scholarships can be combined
- PGDM scholarship is for the whole course
- 80% attendance to be maintained in each subject individually in each academic year

BBA

Past Academic Record (in Rs.)

Throughout 75% - 80%	10000
Throughout above 80% - 90%	20000
Throughout above 90% - 95%	30000
Throughout above 95% - 100%	40000

UGAT/IPMAT/CUET (UG) (in Rs.)

75 - 80 percentile	15000
Above 80 - 90 percentile	21000
Above 90 - 95 percentile	34000
Above 95 - 100 percentile	40000

**Female Scholarship
(Promoting Women
Empowerment)**

Rs.6000 Per Year

- No two scholarship can be combined except female scholarship, which can be combined with any (one/1) scholarship
- BBA scholarship is yearly
- To avail any scholarship in the 2 & 3 Year, the student will have to secure / score the following marks in university exams in the semester before the fee schedule :
 - 72% - 75% : 20% of the scholarship amount received in the 1st year of Admission
 - Above 75% - 77% : 40% of the scholarship amount received in the 1st year of Admission
 - Above 77% - 79% : 70% of the scholarship amount received in the 1st year of Admission
 - 80 % and above: 100% of the scholarship amount received in the 1st year of Admission
- 80% attendance is mandatory in individual subjects to be eligible for scholarship
- In case the students skips to avail scholarship in any year, the student will not be eligible to avail scholarship further

MBA

CAT/XAT/CUET (PG) Percentile

70 - 80	20000
Above 80 - 90	25000
Above 90 - 95	30000
Above 95 - 100	40000

CMAT/SNAP/NMAT Percentile (in Rs.)

70 - 80	10000
Above 80 - 90	15000
Above 90 - 95	20000
Above 95 - 100	25000

MAT/ATMA Score (in Rs.)

Above 400 score	10000
Above 650 score	15000
Above 700 score	20000
Above 750 score	25000

Past Academic Record (in Rs.)

Throughout 70-80%	10000
Throughout Above 80-90%	20000
Throughout above 90%	30000

**Female Scholarship
(Promoting Women Empowerment)**

Rs. 6000 Per Year

- No two scholarship can be combined except female scholarship, which can be combined with any (one/1) scholarship
- MBA scholarship is yearly
- To avail any scholarship in the 2 Year, the student will have to secure / score the following marks in university exams in the semester before the fee schedule:
 - 72% - 75% : 20% of the scholarship amount received in the 1st year of Admission
 - Above 75% - 77% : 40% of the scholarship amount received in the 1st year of Admission
 - Above 77% - 79% : 70% of the scholarship amount received in the 1st year of Admission
 - 80 % and above: 100% of the scholarship amount received in the 1st year of Admission
- 80% attendance is mandatory in individual subjects to be eligible for scholarship
- Only students who availed scholarship in first year can be considered for scholarship in second year as per norms

Fee Structure

Fee Structure (BBA)

Particulars	Fee
Registration Fee	Rs. 600 /-
Academic Fee :	Rs. 68,000/- Per Annum
Examination Fee :	As per CCS University Norms
Refundable Security	Rs. 4,000/-

Fee Structure (PGDM)

Particulars	Fee
Tuition Fee :	Rs. 2,10,000 /- Per Annum
Examination Fee :	Rs. 6,000/- Per Trimester
Student Activity Fee:	Rs. 22,000/- Per Annum
Total Fees Including International Study Tour	Rs. 5,00,000/-
Refundable Security	Rs. 4,000/-

Fee Structure (MBA)

Particulars	Fee
1 st Year	Rs. 1,40,000/- Per Annum
2 nd Year	Rs. 1,40,000/- Per Annum

Lodging & Boarding Charge Per Annum

Occupancy	AC Room*	Non AC Room
Single	Rs. 1,44,000/-	Rs. 1,13,000/-
Twin Sharing	Rs. 90,500/-	Rs. 75,000/-
Triple Sharing	Rs. 77,000/-	Rs. 65,000/-
Hostel Security (One Time)		Rs. 1,000/-

Refundable Security

The candidate will deposit the following Security amount at the time of Admission which shall be refunded after the completion of the course.

* For AC Rooms Electricity charges will be metered and payable as per the charges by UPPCL separately.

Clubs & Committees





Life @ MSM