INDIAN INSTITIUTE OF INFORMATION AND TECHNOLOGY, LUCKNOW

विद्या ददाति विनयं विनयाद् याति पात्रताम्

MBA (Digtal Business)

2 YEAR TECH-ENABLED PROGRAMME

"LEAD THE FUTURE"

Contact us

Indian Institute of Information Technology, Lucknow
Chak Ganjaria, C.G. City, Uttar Pradesh, India
Pin Code-226002

admissions@iiitl.ac.in
+91 9151765481

DIRECTOR'S MESSAGE

Welcome to the Indian Institute of Information Technology, Lucknow, an institute of national importance. IIITs have a tradition of producing best-in-class human resources in IT and connecting multi-dimensional aspects of IT such as manufacturing, design, and management. At IIITL, we believe learning is a continuous process. It is not limited to an age or an era. I congratulate the curious minds who decided to break the barriers and chose to learn.

ABOUT IIIT LUCKNOW

Indian Institute of Information Technology, Lucknow (IIIT Lucknow) is one of the 20 IIITs being set up by the Central Government in the Public-Private Partnership (PPP) model.

IIIT Lucknow currently offers all the amenities, academic and non-academic to its students that can help them flourish and serve the nation with all their apprehension in the various fields of technology and management. The Institute is being set up with the financial contributions of MHRD, Govt. of India, Govt. of Uttar Pradesh, and U. P. Electronics Corporation Ltd. as industry partners.

DEPARTMENT OF MANAGEMENT & HUMANITIES

OVERVIEW:

The Department of Management & Humanities at the Indian Institute of Information Technology, Lucknow was established in July 2020. The two programs which the department offers are: MBA in Digital Business and Post Graduate Diploma in Business Management (PGDBM). Both the programs are in online mode and well suited for freshers, working and experienced professionals. The course structure of both the courses are according to the New Education Policy and conform to the latest technology practised in the various business organisations.

THE VISION OF THE DEPARTMENT:

The department thrives on the belief that learning never stops and endeavours to encourage an entrepreneurial culture and develop better managerial and communication skills of the students to make them relevant in contributing to various business organisations and society, thus enabling them to "Lead the Future".

MBA (DIGITAL BUSINESS)

ABOUT THE PROGRAMME

Two courses that are offered under the Department Of Management & Humanities are:

1)MBA(Digital Business): The objective of this program is to produce future leaders who can start their own online business venture or can take up various roles related to digital business in corporate sectors.
This work-integrated program is suited for entrepreneurs, freshers, experienced as well as working professionals. The course structure is well designed including modern concepts of Artificial Intelligence(AI), cloud computing, Blockchain and Fintech. According to the NEP recommendations, the course will offer flexibility to take an exit after a year(will be awarded PG Diploma certificate on completion of the first year) or to complete it even after a break in the next 5 years. The Capstone project included in the curriculum will give a simulation-based real-time experience of industry practices.

2)PG Diploma in Business Management (PGDBM): The PGDBM program is an intensive one year, full-time diploma program and is committed to training individuals to enhance their skills and capabilities required for challenging leadership roles. The program will be run in an online mode. Freshers, entrepreneurs, experienced and working professionals are eligible to apply for this program. The students will also have an option to move to the institute's MBA program in Digital Business after successful completion of the first year in their PGDBM course.

PROGRAMME DETAILS

KEY FEATURES

- **Country's first MBA program in Digital Business**
- **Renowned national and international faculty**
- **Tech-enabled program (online mode)**
- **Evening Classes (6:30 - 10:30 PM IST)**
- **Simulations based pedagogy**
- **Award of PG Diploma in Business Management after completion of 1 year of MBA Programe (following NEP recommendations)**
- **Flexibility to complete the second year in the next 5 years. (following NEP recommendations)**
- **Opportunity to convert your passion into a profession**

PROGRAM COORDINATORS

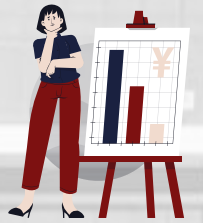
- **Dr. Vinod Kumar(Ph.D IIT Roorkee)-Interim HOD**
- **Dr. Bindu Singh (Ph.D IIT Roorkee)**
- **Dr. Neelu (Ph.D, JNU, New Delhi)**

CURRICULUM

TERM – I

- Business Environment
- People Management
- Business Decision Making
- Professional Communication

TERM – II



- Project Management
- Managerial Finance
- Marketing Management
- Digital Transformations

TERM – III

- Innovations and Design Thinking
- Entrepreneurship
- Strategic Management
- Business Analytics

CAPSTONE PROJECT STARTS FROM TERM III

TERM – IV

- Digital Disruptions in Banks and Financial Institutions
- Fintech (Financial Issues and Associated Risks)
- Blockchain Technology (Crypto Assets and Tokens)
- Digital Payments

TERM – V

- Digital and Social Media Marketing
- E-Business and E-Commerce
- Data Mining and Web Scraping
- Competitive/Business Intelligence and Website Analytics

TERM – VI

- Advance Business Analytics
- Artificial Intelligence and Machine Learning Using R
- Big Data and Cloud Computing
- Econometrics

SELECTION PROCESS
& CRITERIA

SELECTION PROCESS

Screening: Candidates will be shortlisted on the basis of their application forms and will be intimated about online personal interview by email.

SEAT MATRIX

Seat Matrix for MBA program

Program Name	OPEN	OPEN-PwD	EWS	EWS-PwD	SC	SC- PwD	ST	ST-PwD	OBC-NCL	OBC-NCL-PwD	Total
MBA (Digital Business)	38	2	9	1	14	1	8	0	26	1	100

Seat Matrix for PGDBM

Program Name	OPEN	OPEN-PwD	EWS	EWS-PwD	SC	SC- PwD	ST	ST-PwD	OBC-NCL	OBC-NCL-PwD	Total
PGDBM	11	1	3	0	5	0	2	0	7	1	30

Selection criteria for MBA and PGDBM Programs:

Overall Criteria

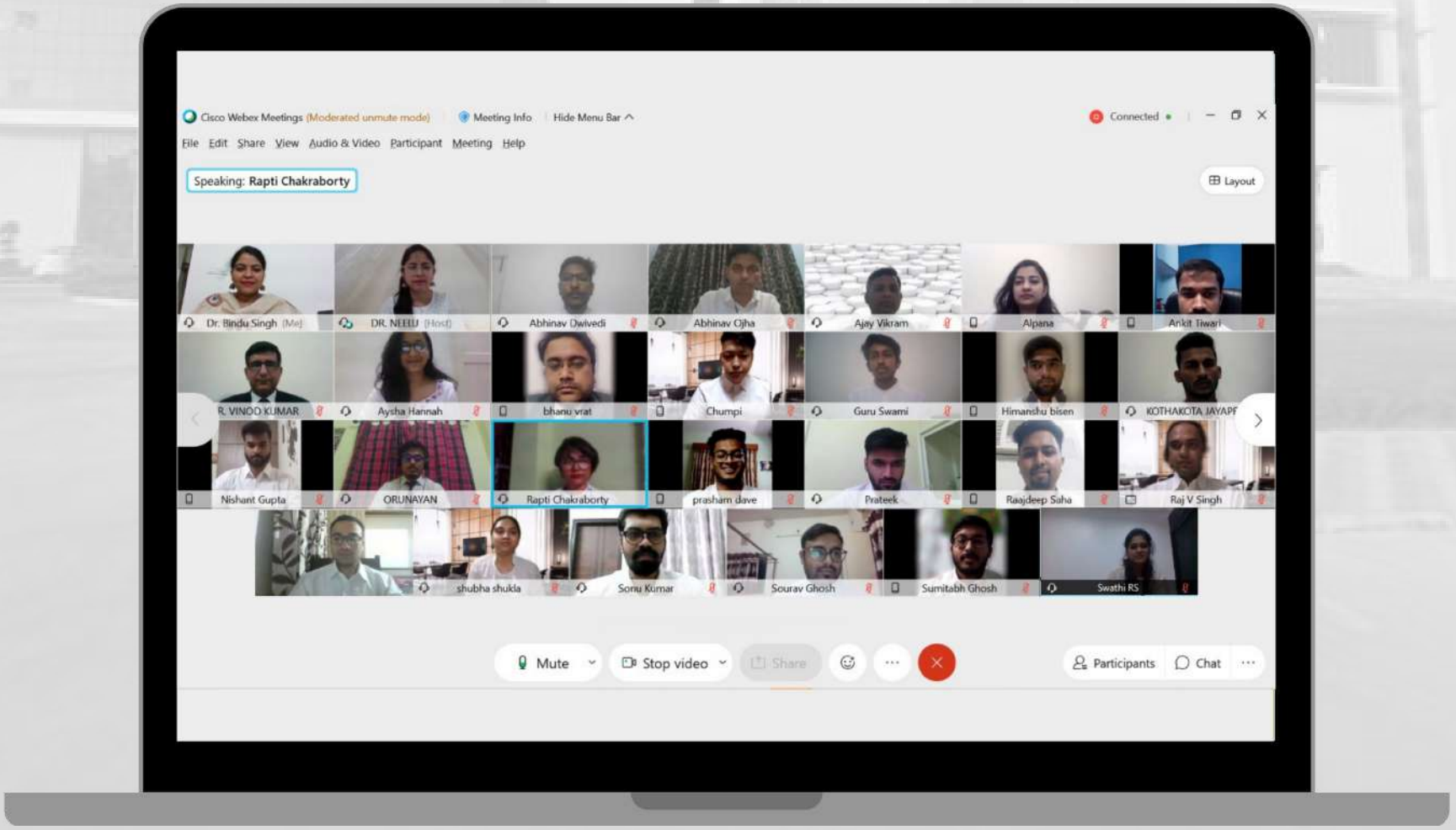
Criteria	Marks Allocated
Academic Performance	60
Work Experience	20
Personal Interview	70
Total Marks	**150**

Personal interview (PI): Shortlisted candidates will be further evaluated based on of their communication and interpersonal skills, analytical and problem-solving skills, general awareness and domain knowledge.

PROGRAM FEE: 1.5 LAKHS PER ANNUM
(PAYABLE IN 2 INSTALLMENTS)

TECHNOLOGY ENABLED MODEL

The tech-enabled course has been designed such that it creates a dynamic platform for the students and faculties to connect, interact, learn and deliver. With course timings designed to suit professional needs students deliver group project to individual assessments over the technology-enabled curriculum.



TESTIMONIALS

"Good interactive faculties and perfectly suitable class timing and effective learning model for working professionals" - **Orunayan Bhattacharya, Cognizant**

"While working from home is becoming the NEW NORMAL, Online MBA is also becoming the New Normal. The course is been a boon for me as I get to have the best of both worlds"- **Alpana Bhanot, Accenture**

"Really happy with many aspects like quality of teaching and faculties, curriculum, clubs and the holistic approach the course offers to its students"-**Swathi RS, TCS**

"IIITL has given me a huge platform to showcase my talent, enhance my strengths and overcome my weaknesses. The faculty at IIITL is one of the best as they are very helpful and are always present whenever the students need it. This college is full of enthusiastic people who always motivate students to study hard and follow their dreams" - **Sonu Kumar, TCS**

"The course helps professionals to keep abreast with the latest skills and technologies in digital marketing and artificial intelligence domain. It distinctively gives an edge to professionals to have a knack in above-mentioned skills thus transforming them to exponents of the domain from novice"- **Abhinav Dwivedi, Infosys**

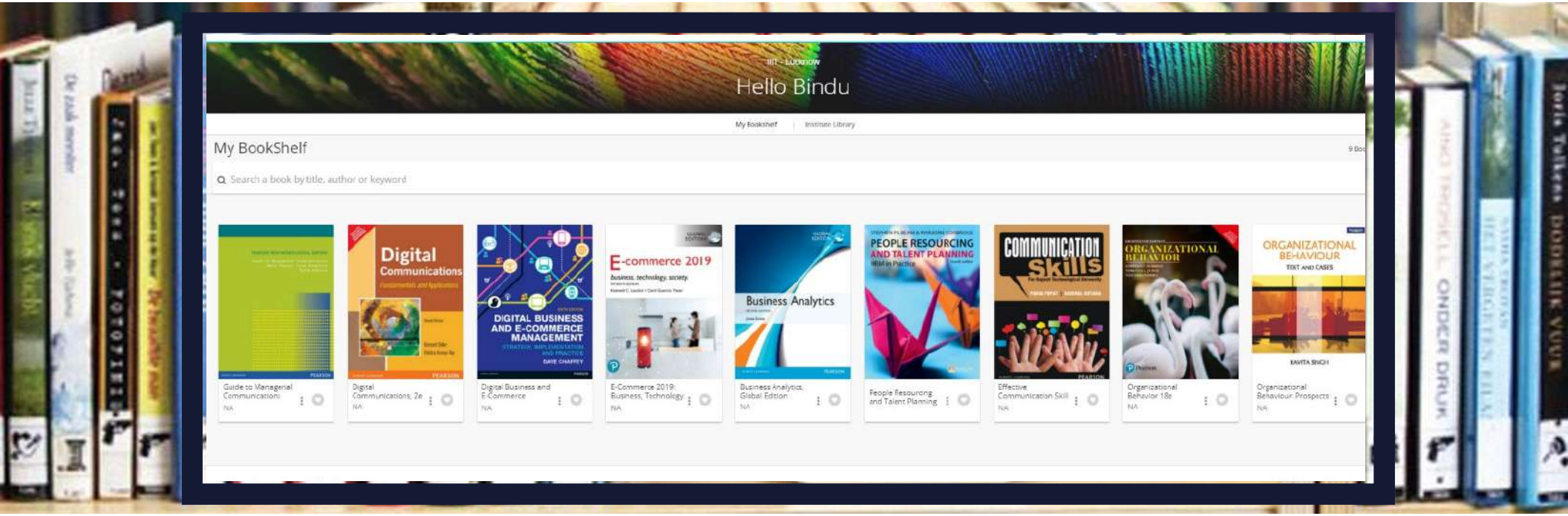
"This is India's first online MBA in Digital Business and has a course structure well designed which will cater to digital business industry practices relevant today and in times to come. We have renowned faculty members and industry experts who guide us.Working/experienced professionals and freshers can join this course. I recommend this course to all the upcoming MBA aspirants" - **Shubha Shukla, Ex Employee of LIC HOUSING FINANCE LIMITED**

"The course timings are good with an effective online learning model and very interactive faculties"-
Rapti Chakraborty, UNICOM Training and Seminars Ltd.

"Real-time exposure and access to a wide array of specialists from the field definitely make the course absolutely worth it. The institute also takes measures to ensure 100 per cent results even though the medium was online" - **C M Aysha Hannah, VICTARA GLOBAL**

LEARNING RESOURCE CENTER

IIITL caters to its students, free access to Pearson e-Library, which serves as a repository for academic content in the form of e-books, all relevant to Digital Business, Computer Science and Information Technology. The books can be accessed after a simple step of self-registration. Currently, access to e-books has been provided and more titles will be activated shortly. Our students find the platform very convenient for it facilitates easy navigation and enhanced searchability among several other features.



The institute also provides access to Urkund, an efficient and reliable plagiarism detection software. IIIT Lucknow, a Learning Resource Centre also subscribed National Digital Library of India, Vidwan database, IRINS database. Here, you can access various e-books, e-journals and research contents that cater to the needs of all our stakeholders.

CLUBS
&
COMMITTEES

E-CELL& INCUBATION CENTER

The E-cell of IIIT Lucknow has been established and rooted in three key motives: INITIATE, INCUBATE & ELEVATE. Its prime objective is to create an entrepreneurial ecosystem, promoting inventive and creative solutions and serving as a bridge between the vital components, the students, the entrepreneurs and the investors.

The cell consists of Six Functioning units, each serving as the pillars in the creation to deliverance process.

INCUBATION CENTER

IIIT Lucknow established its incubation “Centre for innovation, incubation and Entrepreneurship, IIIT Lucknow” in 2021 to promote research and incubation activities, seminars, conferences, workshops for start-up companies/entrepreneurs and many more for effective entrepreneurship. Till now, two startups are registered under this centre and few seminars are conducted to ignite entrepreneurship in students and encourage budding entrepreneurs. Recently, IIIT Lucknow signed an MOU with IIT Kanpur to facilitate collaboration and promote start-ups. We also collaborated with industry experts to offer mentorship to our start-ups.

Feat in Covid: 100% placements at IIIT Lucknow

Mohita.Tewari
@timesgroup.com

Lucknow: Breaking its last year's record of 96.8% placements, the Indian Institute of Information Technology (IIIT), L... 100% dents in e... The succ... fers but kin... fere... sul... alo... tra... Th... wa... ar... pe...

APPLICATIONS INVITED FOR NEW COURSE AT IIIT

Hindustan Times (Lucknow)|20 Aug 2020

...ednesday and briefed hi...
...Van by NABARD in UP.

...Institute of Information Technology, Lucknow, has launched an off-campus ...
...programme in digital marketing. The application process has been initiated, and the last date to apply i...

20 ट्रिपल आइटी संस्थानों में लखनऊ नंबर वन

'करीब 12 करोड़ आइटी प्रोफेशनल्स की ज...

जागरण संवाददाता, लखनऊ : विश्व की एक दर्जन मजबूत अर्थव्यवस्था में दो तरह के आइटी प्रोफेशनल की जरूरत है। इसमें पहले वह हैं जिन्हें सीखकर कमाना होगा और दूसरे वह जो इस क्षेत्र में नए आ रहे हैं। अगले तीन वर्षों में ...र्फिशियल इंटेलीजेंस के क्षेत्र में ...प्रोफेशनल्स की

• बीपीएस में जुटे आइटी क्षेत्र के शिक्षाविद

• ट्रिपल आइटी के निदेशक ने वैश्विक स्तर पर आइटी प्रोफेशनल्स की बताई बड़ी डिमांड

...भारतीय ट्रिपल आइटी के ...जाता जा सक... लेते हैं। उनमें ... है, जो कि ह... नहीं कर सक... को बाद में स्... में बांट दिया ... में चौक आ... विकसित कर... उन्होंने कहा ... और एल्गोरि... का विकास ... बुद्धिमत्ता का ... सकता। निर्...

IIIT starts MBA in digital biz

TOI

Lucknow: As from grocery store payments to online consultation with doctors everybody in Covid times seems to have moved on to the digital platform, the Indian Institute of Information Technology, (IIIT), Lucknow has also decided to teach students all about the digital business.

In a first of its kind move, the institution has launched a Master of Business Administration (MBA) in Digital Business, a two-year course, that has been made in accordance with the new education policy declared by the education ministry recently. The course will offer candidates the flexibility to take an exit after a year o... to complete it even after a break of a year or so. The institute opened its application process on Friday an... the last date for submission of the application form is September 20.

Director IIIT, Arun Mohan Sherry said, "We are the first one in the country to offer this course. It is often mainly in some of the academic institutes in ... pursuing the course a student can start his or own online business venture or ... tal business in corporate sectors ...

He said ... it will be ...

IIIT-Lucknow closes admissions with much higher m...

LUCKNOW : For the second consecutive year, the Indian Institute of Information Techno... ogy, Lucknow closed its admission process for the B Tech program with much higher me... as compared to many other IIITs across the country.

According to the report of Joint Seat Allocation Authority (JoSAA), the closing rank for en... trance seats in IIIT Lucknow has been the best amongst the IIITs in PPP mode (Chittor, Guwahati, Kalyani, Una, Vadodara, Kota, Tiruchirappalli, Sonepat, Manipur, Kottayam, Dharward, Pune, Bhopal, Agartala, Nagpur, Ranchi, Surat, Bhagalpur and Raichur).

ट्रिपल आइटी के छात्र को 43 लाख का पैकेज

...प्रोप अब नहीं रहा। दस हजार रुपये में ...घूम रहे है...। ऐसी तमाम चर्चाओं को मिथक ...ट्रिपल आइटी ने। जी हां चकगजरिया स्थित ...2019-20) के छात्रों ने शानदार प्लेसमेंट ...पहले के सभी रिकार्ड पीछे छोड़ दिए हैं। कैंपस ...न बीटेक (आइटी) के छात्र का 43 लाख रुपये ...र माइक्रोसॉफ्ट में चयन हुआ है। प्लेसमेंट के ...आइटी लखनऊ देश के टॉप इंजीनियरिंग संस्थान ...बनाने में सफल रहा है।

• स्नातक स्तर पर अब तक की बड़ी उपलब्धि

• संस्थान के निदेशक बोले, इंडस्ट्री के अनुसार तैयार करें ...

कंसल्टेंसी सेक्टर में बनाया दबदबा

...तकनीकि शिक्षाविद की मानें तो आम तौर पर कंसल्टेंसी ... आइआइएम, आइआइटी से छात्रों को हमेशा से लिया ... संस्थान से 25 प्रतिशत से अधिक छात्रों का कंसल्टेंसी ... होना बड़ी उपलब्धि है।

दो साल के पैकेज की तुलना

	2018-19	2019-...
सर्वाधिक पैकेज	28 लाख	43 लाख
औसत पैकेज	11.34 लाख	17.5...

CLUBS UNDER THE DEPARTMENT OF MANAGEMENT AND HUMANITIES

HR CLUB
SKET: Support.Kindness. Encourage. Troubleshoot

THE FINANCE CLUB
FINNEKEY

PUBLIC RELATIONS & MEDIA COMMITTEE

THE PUBLIC SPEAKING CLUB
SPOKESMATER

THE MARKETING CLUB
DIGIMARK

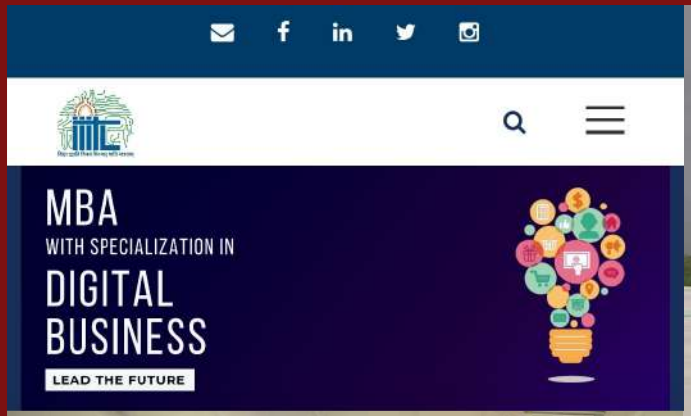
STRATEGY & OPERATIONS MANAGEMENT CLUB

THE GAMING CLUB

INFORMATION TECHNOLOGY CLUB

GRAPHICS DESIGN & DIGITAL ART CLUB

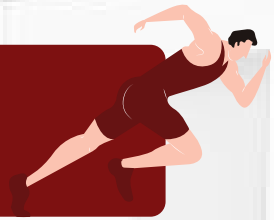
CORPORATE SOCIAL RESPONSIBILITY CLUB



विद्या ददाति विनयं विनयाद् याति पात्रताम्

IIIT LUCKNOW CLUBS

SPORTS CLUB, EIFER



CULTURAL CLUBS

- **Crotonia,** The Literary Society
- **Zephyr,** The Dance Society
- **Utkrisht,** The Fine Arts Society
- **Estrella,** The Music Society
- **Afterdark,** The Photography Society
- **Goonj,** The Drama Society

SOCIAL SERVICE SOCIETY, AASHRAY

TECHNICAL CLUB, AXIOS

MENU
SET
CANCEL
POWER SAVE
WFM
RESET
GUIDE FRAME
POWER/REC
POWER ON/OFF
PHOTO
ON SLOW ZOOM

OUR EVENTS

MUN[X]

A flagship ZERO cost MUN training series consisting of 10 introductory sessions.

IIIT Lucknow's annual tech fest is the epitome of celebrating all things tech and beyond.

EQUINOX

Your paragraph text

An academic simulation of the United Nations where students play the role of delegates from different countries and attempt to solve real-world issues with the policies and perspectives of their assigned country.

IIIT LUCKNOW'S

eduthon

An Education themed Hackathon focused on building solutions for education-related real-world problems.

IIIT Lucknow, EQUINOX 2019

Faculty & Industry Experts

Dr. Arvind Chaturvedi
M.Sc.(IIT- Kanpur) & PhD (IIT-Delhi)

Dr. Chhavi Taneja
PhD (FMS, Delhi) MBA (DU, Delhi)

Dr. N.K Sharma
M.Sc, MA & PhD (DU, Delhi)

Dr. Nikhil Prabhakar
B.Tech (NIT Allahabad)
PGDM (IIM-Ahmedabad)

Dr. Nilanjan Das
B.Tech (IIT Kharagpur)
PGDM (IIM-Bangalore)

Dr. Pankaj Vajpaee
MBA (FMS, Delhi)

Dr. Ranjan Kumar
MBA & FPM (IIM-Lucknow)

Dr. Sanjay Verma
BE (Pune University)
PGDM (IIM-Ahmedabad)

Dr. Tripti Singh
FPM & PGPMIR (XLRI Jamshedpur)

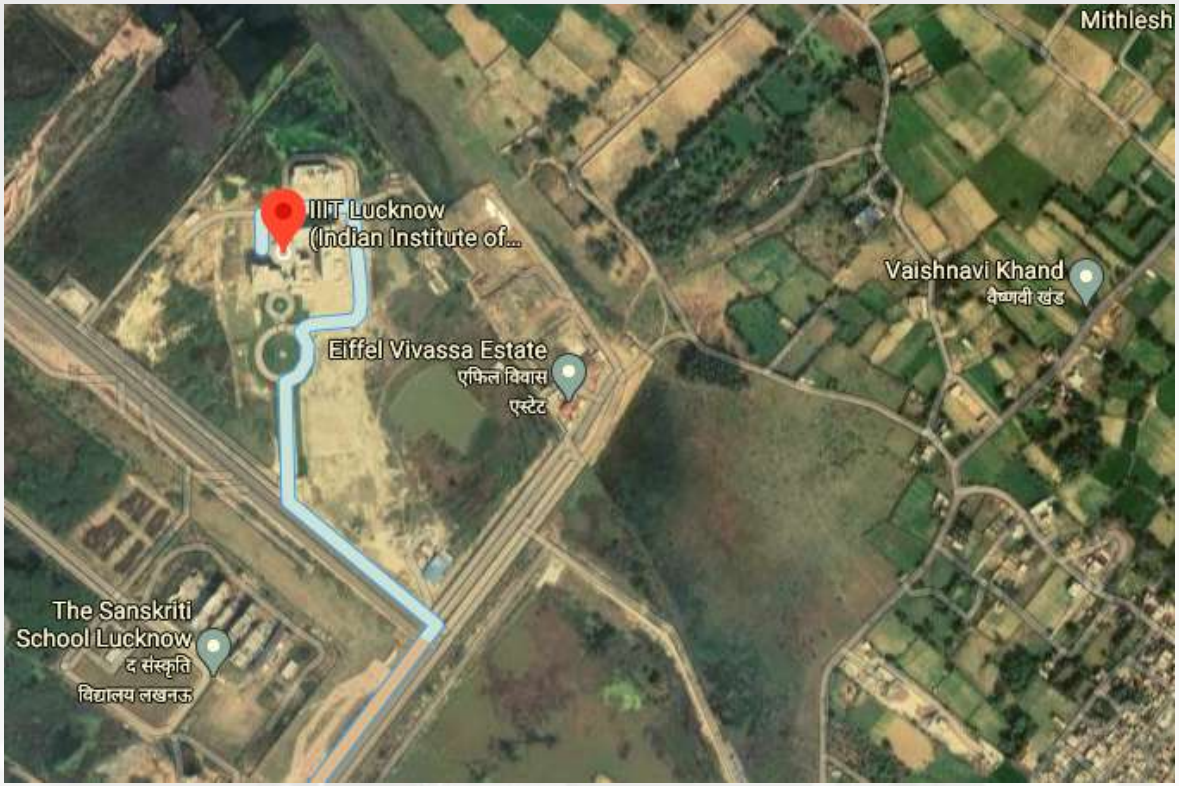
Dr. Sheshadri Chatterjee
PhD (IIT, Delhi) visiting faculty

Program Coordinators

Dr. Vinod Kumar
PhD (IIT Roorkee)
Interim HOD
(Management and Humanities)

Dr. Bindu Singh
PhD (IIT Roorkee)

Dr. Neelu
PhD (JNU, New Delhi)



Indian Institute of Information Technology, Lucknow

Chak Ganjaria,C.G. City, Uttar Pradesh,India

Pin Code-226002

Contact us at:

admissions@iiitl.ac .in

+91 9151765481

+91 9582855567