

INDIAN INSTITUTE OF INFORMATION TECHNOLOGY, LUCKNOW



MBA (Digital Business) 2 YEAR PROGRAMME

 Contact Us

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"LEAD THE FUTURE"



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INDIAN INSTITUTE OF INFORMATION TECHNOLOGY - LUCKNOW



भारतीय सूचना प्रौद्योगिकी संस्थान



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 Ph.D. 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"**.





PROGRAMME DETAILS

KEY FEATURES

- Renowned national and international faculty
- Simulations based pedagogy
- Award of PG Diploma in Business Management after completion of 1 year of MBA Programme (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

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 business venture or can take up various roles related to digital business in corporate sectors.

This two-year full-time work-integrated degree 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)Ph.D: The Department offers Ph.D in various domains of Management and Humanities, like Economics, Financial Management, Marketing, Human Resource Management, Organizational Behaviour, Business Communication, Operations & Analytics, Entrepreneurship and etc.



CURRICULUM



- Professional Communication
- People Management
- Business Environment
- Business Decision Making
- Project Management
- Managerial Finance



- Digital Transformations
- Marketing Management
- Innovations and Design Thinking
- Techno-entrepreneurship
- Digital Business Strategy
- Business Analytics



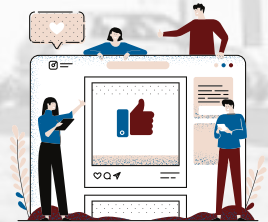
C A P S T O N E

P R O J E C T

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



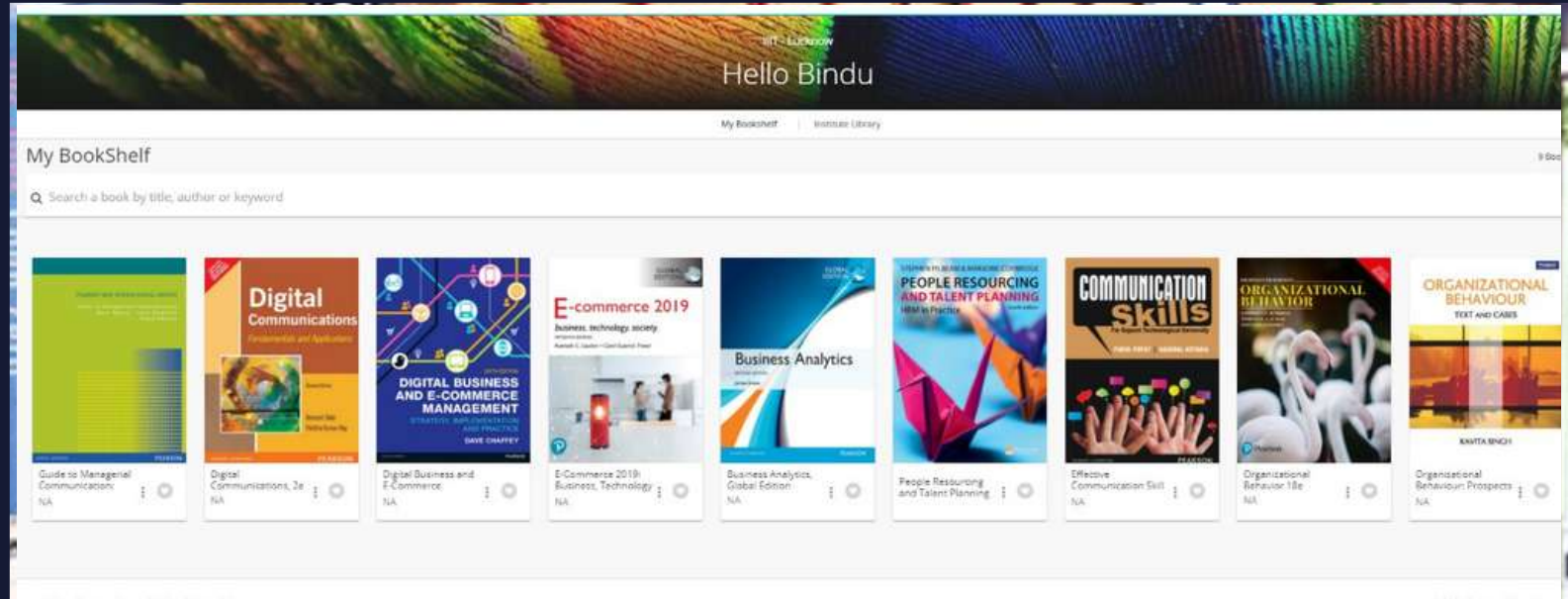
- E-Business Strategy
- Digital and Social Media Marketing
- Data Mining and Web Scraping
- Business Intelligence and Website Analytics
- Artificial Intelligence and Machine Learning Using R
- Big Data and Cloud Computing



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 IEEE, EBSCO, National Digital Library of India, Vidwan database, IRINS database and Turnitin. Here, you can access various e-books, e-journals and research contents that cater to the needs of all our stakeholders.. Apart from this , we are delighted to announce that our institute has been registered on the Ringgold platform.

A high-angle, top-down photograph of a diverse group of people, including men and women of various ages, gathered in a circle. They are all looking down at their hands, which are stacked on top of each other in the center of the circle. The people are wearing casual clothing like t-shirts, sweaters, and jeans. The background is slightly blurred, showing what appears to be an outdoor setting with a fence or railing. A semi-transparent blue rectangular box is centered over the image, containing the text "CLUBS & COMMITTEES" in white, bold, sans-serif capital letters.

CLUBS & COMMITTEES



SWAVLAMBAN CLUB

The name of this club Swavalamban is derived from a Scheme by Govt. of India for promoting "Atmanirbhar Bharat". The goal is to foster and enhance the entrepreneurial spirit of students so that they can CREATE successful and sustainable firms with unique ideas and methods. This center provides students with mentorship, infrastructure, a network, and funding to foster their entrepreneurial endeavors and expand the innovation ecosystem.



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

CREATE ,INCUBATION CENTER



Incubation Centre, named The Confederation for Research Entrepreneurship and Technology Enablement (C.R.E.A.T.E), promotes and facilitates the spirit of technological growth and

entrepreneurship by providing legal aid, mentoring and guiding aspiring entrepreneurs, organizing conferences, events, programmes, summits, collaborating with government and private organizations, etc.

This name encapsulates the objective for which it is being incorporated in an all-round manner. There are 10 start-up incubated under C.R.E.A.T.E incubation center. The startups like Bookshlf, Filit, Quordnet Academy, Cityz Vibes, Shishu Connect, Bio-waste management, Codemate, PredictRAM, eGyanam Technologies, and Shaavas sustainable solutions are running under one roof and are doing well.

Further, a MoU has signed between IIIT Lucknow and IIT Kanpur to facilitate collaboration and promote start-ups. We also collaborated with industry experts to offer mentorship to our start-ups.

IIIT-L faculty & students develop 'desi' agri drone using android tech

Mohita.Tewari@timesgroup.com

Lucknow: An innovative tweak in drone technology using a mobile phone by a teacher and students of the Indian Institute of Information Technology-Lucknow (IIIT-L) helped them build a 'desi drone' which is equally efficient, but five times cheaper than the ones available in the market. A panel of experts at the incubation centre of IIT Patna has approved the innovation and released grants for further development of the indigenous drone. Soon, the IIIT-L team will patent this innovation. After hard work and re-



Approved by experts at IIT Patna, drone will soon be patented

search for around six months, assistant professor Vishal Krishna Singh and his two students developed the drone which can be used by farmers and agriculture experts for monitoring their crops and agricultural terrain mapping. Besides, officials can use it to

assess drought and flood situations. Even individuals can utilise for aerial photography. The team was given the responsibility to develop in 12 months an economical drone by the department of science and technology (DST) under its scheme NIDHI-PRAYAS at the incubation centre of IIT Patna.

National Initiative for Developing and Harnessing Innovations (NIDHI) is an umbrella programme conceived

IIIT Lucknow announces admission in MBA (Digital Business) through CUET- PG 2023

By HT Correspondent

Apr 07, 2023 12:00 AM IST

The MBA (Digital Business) programme is a two-year full-time course aims to develop the skills and knowledge required to excel in the digital economy.



ट्रिपल आइटी के छात्र को 43 लाख का पैकेज

ar of the programme ar

IIIT-Lucknow Placements 2022: Amazon hires BTech student at highest-ever INR 1.2 crore package

2 mins read 215 Views Comment Share

Breaking all previous records, IIIT-Lucknow Placements 2022 not only witnessed 100% recruitment for its students but also got them placed on a comparatively higher salary package.



UP Boy bags 1.2 Crore package at IIIT Lucknow

ट्रिपलआईटी लखनऊ छात्रों की पहली पसंद बरकरार

जोसा की दो चरणों की काउंसिलिंग के बाद बीटेक की चार ब्रांच की 240 सीटें फुल

अक्षय कुमार

पीपीपी मॉडल की 21 ट्रिपलआईटी में लखनऊ की मांग सबसे ज्यादा



लखनऊ। देशभर में पब्लिक प्राइवेट पार्टनरशिप (पीपीपी) मॉडल पर चलने वाली 21 ट्रिपलआईटी में लखनऊ स्थित ट्रिपलआईटी पिछले साल की तरह इस बार भी छात्रों की पहली पसंद बरकरार है। ट्रिपलआईटी, एनआईटी में प्रवेश के लिए एनआईटी एडमिशन की ओर से कराई जा रही ज्वाइंट सीट एलोकेशन अपॉर्चुनिटी (जोसा) की काउंसिलिंग के दो चरणों का सेंट एलॉटमेंट जारी हुआ है। पहली बार के सेंट एलॉटमेंट में कुल 10200 से अधिक चरण के एलॉटमेंट में यह 10862 रही है। खास यह है कि यह सम्मान रैंक है। ट्रिपलआईटी लखनऊ में बीटेक की चार ब्रांच की 240 सीटें दो चरणों में भर गईं। काउंसिलिंग में देशभर की 23 आईआईटी, 31 एनआईटी, 26 ट्रिपलआईटी व अन्य संस्थान भाग ले रहे हैं। इसमें पीपीपी मॉडल की 21 ट्रिपलआईटी भी हैं। ट्रिपलआईटी लखनऊ के निदेशक प्रो. अरुण मोहन शर्मा ने बताया कि चारों ब्रांच कंप्यूटर साइंस, कंप्यूटर साइंस एंड आर्टिफिशियल इंटेलिजेंस, कंप्यूटर साइंस एंड बिजनेस व आईटी में टॉप रैंक के विद्यार्थियों ने प्रवेश को

सोफ्टआई में ट्रिपलआईटी इलाहाबाद अव्वल

देश में पांच सेंट्रल फ्रीडम टेक्निकल इंस्टीट्यूट (सोफ्टआई) भी हैं। दो चरणों की काउंसिलिंग के बाद ट्रिपलआईटी लखनऊ का सर्वोच्च रैंक 8762, बंगलुरु की 16243, कोचीन की 42571, जम्मू की 45901 व कुल्लु की 47353 रही है। एआई व सोएस की वैश्विक मांग के शीर्ष में बारा, बिहारों संस्थान के साथ अलाहाबाद की भी प्रथमिका देखी गई। आर्टिफिशियल इंटेलिजेंस व कंप्यूटर साइंस मांग विश्व में बढ़ी है। यही वजह है कि कुछ प्रथमिका देख रहे हैं। ट्रिपलआईटी लखनऊ वैश्विक मांग के अनुसार कोर्स डिजाइन करती और फेकल्टी भी विदेशों से काफ़ी लेती है। बजट है कि छात्र यहाँ प्रवेश को योग्यता देते

विद्युतारोह की 34497, ओमिटी ऑफ की 35074, कोट्टायम केरल की 354 भारवाड कर्नाटक की 36848, रांची 37044, कलकत्ता पश्चिम बंगाल की 379 भारवाड की 44505 व मणिपुर की 48 रही है।

IIIT-L to offer three new MSc courses

TIMES NEWS NETWORK

Lucknow: Indian Institute of Information Technology (IIIT-L), Lucknow, is offering three new MSc courses from the academic session 2023-24. These are MSc in fields of Artificial Intelligence and Machine Learning; data science, and in economics and business. "These courses have been designed to address the industry's evolving needs and provide students with specialized knowledge to excel in

City girls win Adobe scholarship

Two city girls — Nehal Sharma of IIIT-L and Anushka Kalra of AKTU — were among the six Indian students selected for coveted Adobe Women-in-Technology scholarship 2023. It's the first time that any one from Lucknow has won this scholarship.



श्रेष्ठ अब नहीं रख। दस हजार रुपये में घूम रहे हैं...। ऐसी तमाम चर्चाओं को मिथक बना दिया है। जी हाँ चकमकिया स्थित 2019-20 के छात्रों ने शानदार प्लेसमेंट पहले के सभी रिकॉर्ड पीछे छोड़ दिए हैं। कंपस बीटेक (आईटी) के छात्र का 43 लाख रुपये माइक्रोसॉफ्ट में चयन हुआ है। प्लेसमेंट के आईटी लखनऊ देश के टॉप इंजीनियरिंग संस्थानों में सकल रहा है।

3.4 15.8

लखनऊ जागरण

20 ट्रिपल आइटी संस्थानों में लखनऊ नंबर वन



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 SPOKESMASTER



THE MARKETING CLUB DIGIMARK



STRATEGY & OPERATIONS MANAGEMENT CLUB



THE GAMING CLUB



INFORMATION TECHNOLOGY CLUB



GRAPHICS DESIGN & DIGITAL ART CLUB



CORPORATE SOCIAL RESPONSIBILITY CLUB



IIIT LUCKNOW CLUBS

SPORTS CLUB, EIFER



CULTURAL CLUBS



SOCIAL SERVICE SOCIETY, AASHRAY



TECHNICAL CLUB, AXIOS



- 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



A professional video camera is mounted on a tripod, positioned in the center of the frame. The camera is black and features various controls, including a top-mounted LCD screen, a viewfinder, and a side-mounted control panel with buttons labeled 'MENU', 'SET', and 'CANCEL'. A blue semi-transparent rectangular overlay is placed over the center of the camera, containing the text 'OUR EVENTS' in a bold, white, sans-serif font. The background is a blurred scene of a crowd of people at night, with warm, out-of-focus lights creating a bokeh effect. In the lower right foreground, a black remote control is visible, featuring buttons for 'GUIDE FRAME', 'POWER/REC', 'POWER ON/OFF', 'PHOTO', and '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

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.



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



Step into the world of limitless possibilities and boundless creativity at ENspire -

The entrepreneurial extravaganza organized by E-Cell IIIT Lucknow!

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 Vajpae
MBA (FMS, Delhi)



Dr. Deepak Kumar Singh
PhD (IIT Kanpur)



Dr. Sheshadri Chatterjee
PhD (IIT, Delhi)



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



Dr. Tripti Singh
FPM & PGPMIR (XLRI
Jamshedpur)



Mr. Vinaya Sathanarayana
B.Tech (Computer Engineering
-NIT Surathkal), MBA (IIM
Bangalore)



Dr. Abhishek Narain Singh
PhD (Information Security
Management, IIT Delhi)



Dr. Neha Bhardwaj Upadhyay
MBA (IIT Kanpur), MIE
(Université Paris-Est Créteil
(UPEC)), PhD (Université Paris-
Est Créteil (UPEC))



Dr. Anup Kumar
PhD (Management,
IIT (ISM) Dhanbad)



Dr. Rahul Misra
PhD (University of
Ballsbridge)
Fellow (Royal Society of
Arts, UK)



Ms. Shuchi Aggarwal
B.Des. (NID Ahmedabad), MBA
(University Of Chicago Booth
School Of Business Chicago,
USA)



Dr. Niraj Vishvakarma
PhD (IIT Kanpur)
HOD , Department of
Management and Humanities
Area of Interest: Business
Analytics and Business Decision
Making



Dr. Bindu Singh
PhD (IIT Roorkee)
Area of Interest: People
Management and
Entrepreneurship

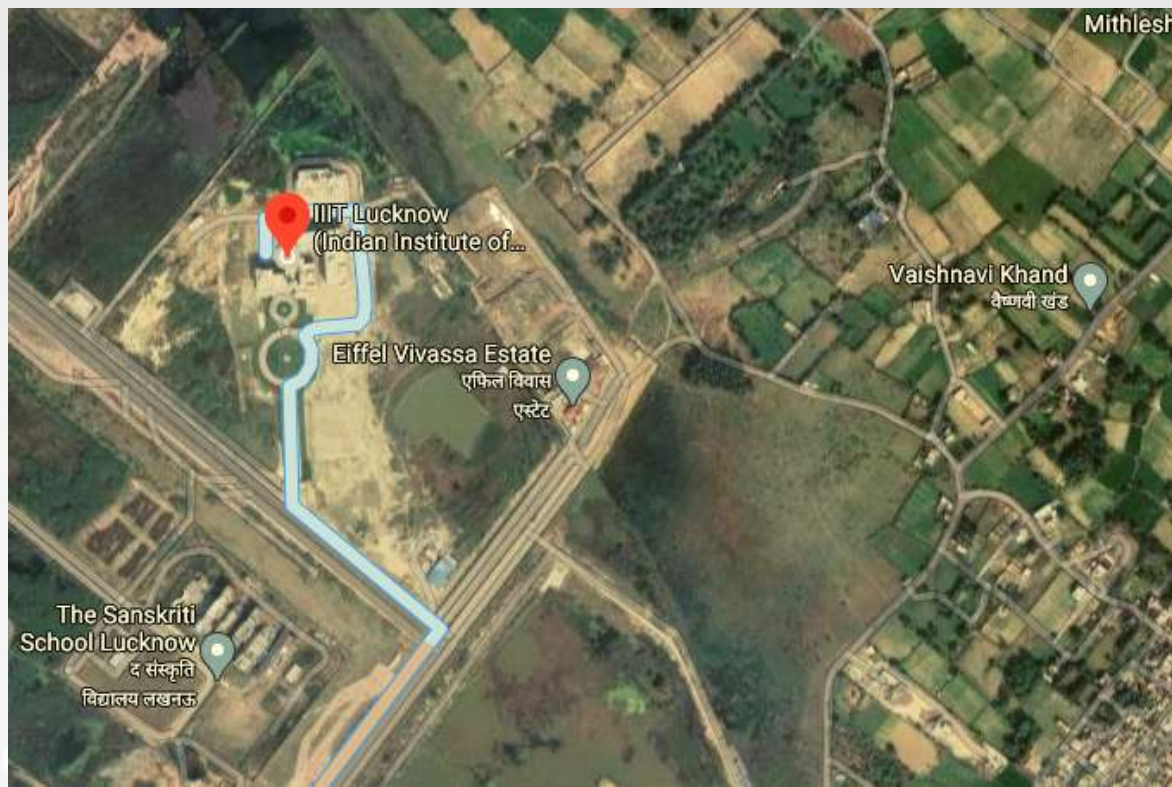


Dr. Neelu
PhD (JNU) and Fulbright
Fellow
Area of Interest: Business
Communication and
Professional
Communication



Dr.(CA) Varun Sharma
PhD and Chartered
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Area of Interest: Fintech
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Programme Coordinators



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