



# Sunbeam College for Women



Autonomous Post Graduate College | Accredited 'A' Grade by NAAC  
BHAGWANPUR, VARANASI-221005 (U.P.)



## Career Catalyst NEWSLETTER



ISSUE #02

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### From the Desk of the Administration

Dear Students,

Greetings from the administrative team! We are happy to present December edition of our Career Catalyst- Newsletter, dedicated to helping you explore, prepare and excel in the dynamic world of MBA and management studies. Management is more than mastering techniques—it's about embracing responsibility, understanding people, and making ethical choices. In this issue, we've curated resources and insights that are especially relevant to MBA Entrance Exams. A list of Top B-Schools in India with their last year CAT Cut off percentile along with Role of Case- Studies in Management.

We hope that as you hold Career Catalyst in your hand, you'll find guidance and clarity to your own path. We wish success for the exciting journey that lies ahead!

Happy reading!

Mrs. Sarita Rao  
Administrator

Dr. Saurabh Sen  
Principal

Dr. Vibha Srivastava  
Academic Advisor



# MANAGEMENT

Management is organizing, directing, and regulating resources to accomplish predefined goals. It is the skill of directing and motivating others to collaborate to achieve a common objective. Fundamentally, management maximizes all available resources, including time, money, people, and materials. A manager's primary challenge is to solve problems creatively. An organization's success depends on the successful functioning of its management and is always required whenever human and non-human resources of an organization work together for the accomplishment of any objective.

Management principles have long been categorized into the four major functions of planning, organizing, leading, and controlling (the P-O-L-C framework).

Planning	Organizing	Leading	Controlling
1. Vision & Mission 2. Strategizing 3. Goals & Objectives	1. Organization Design 2. Culture 3. Social Networks	1. Leadership 2. Decision Making 3. Communications 4. Groups/Teams 5. Motivation	1. Systems/Processes 2. Strategic Human Resources

<https://open.lib.umn.edu/principlesmanagement/chapter/1-5-planning-organizing-leading-and-controlling-2/>

**Management Levels:** There are different levels of management:

- **Top-Level Management:** Sets the overall direction (e.g., CEOs, board members).
- **Middle-Level Management:** Implements policies and coordinates activities (department heads).
- **Lower-Level Management:** Manages day-to-day operations (e.g., team leaders, supervisors).

**Management Styles:** The way you choose to manage your team can have a direct effect on how they're able to meet their goal.

- Autocratic, Democratic, Coaching and Visionary

**Decision-Making:** Effective management involves making informed decisions based on data analysis, risk assessment, and stakeholder input.

**Human Resources:** Understanding how to manage people is crucial, including aspects like motivation, team dynamics, and conflict resolution.

**Strategic Management:** Focuses on long-term planning and positioning for success in its market.

**Change Management:** As organizations evolve, managing change effectively is essential to minimize resistance and ensure smooth transitions.

**Performance Measurement:** Tools like KPIs (Key Performance Indicators) help assess whether organizational goals are being met.



# GUIDED ROUTE



**MBA (Master of Business Administration) is a prestigious postgraduate degree that equips students with essential management, leadership, and business skills. Here's a detailed guide covering various aspects of the MBA:**

## Course Overview

An MBA program typically spans 1-2 years, depending on whether it's full-time, part-time, or executive. The course is designed to provide a comprehensive understanding of business operations across various functions like marketing, finance, human resources, operations, and more.

## Types of MBA Programs:

- Full-time MBA: A 2-year program with an immersive curriculum.
- Executive MBA (EMBA): For working professionals with significant work experience.
- Part-time MBA: For students who want to work while studying.
- Online MBA: Flexible format, allowing distance learning.



## Eligibility Criteria

- Educational Qualification: A bachelor's degree from a recognized university in any discipline.
- Entrance Exams: Most institutes require entrance exams like CAT, GMAT, XAT, or MAT, along with group discussions and personal interviews.

## Syllabus

- Core Subjects: Accounting, Finance, Economics, Marketing, Operations, Human Resources, Strategy.
- Electives: Based on specializations, students can opt for subjects such as Digital Marketing, Mergers & Acquisitions, Supply Chain Management, etc.
- Case Studies: A significant part of MBA learning is analyzing real-world business problems.



# MBA - SPECIALIZATION

## MBAs offer various specializations to suit Career Path

### MBA in Finance Management

MBA in Finance Management combines the traditional learning of an MBA program with specialized financial topics. The curriculum includes learning of core subjects including, securities analysis, portfolio management, borrowing, fundraising, collections, disbursements and international finance.

### MBA in Supply Chain Management

There is a growing need for business executives who focus on supply chain issues. Thus, MBA in Supply Chain Management is majorly centered towards supply chain activities, procurement, transportation, or inventory management. Supply chain managers play a critical role in maintaining the smooth operation of the supply chain.

### MBA in Business Analytics

One of the most sought-after specializations under MBA is Business Analytics. Students can learn about Big Data to better use it in business environments and consumer behavior. Part of the curriculum will include learning about techniques such as linear regression, logistic regression, and data visualization.

### MBA in Agri-Business Management

Agriculture plays a poignant role in India's growing economy and is the primary source of livelihood. An MBA in Agribusiness Management program offers golden opportunities to put your skills to use in the areas finance, production and land management.

### MBA in Human Resource Management

MBA in HRM coursework typically involves basic business concepts and human resource-specific topics. Students are taught business strategies and taught how use them in everyday business operations.

### MBA in Marketing Management

MBA in Marketing Management involves studies in marketing, executive leadership, and media. Students can expect to learn about product development, management and sales promotion, and the necessary skills to run the marketing branch of a business or corporation.



### MBA in Retail Management

MBA in transportation, sales, production and management of goods. It also covers areas like servicing and business analysis. Retail management requires a person to use their managerial skills to make the market flow and retail process smooth and efficient. With the exponential growth in organized retail, MBA in Retail Management has opened a lot of well-paid job prospects and good career opportunities.

### MBA in Operations Management

MBA in Operations Management is a similar field like Supply Chain Management. Interested students can learn more about delivering of goods and services in a cost-effective way. This program will delve deeper into logistics processes and financial accounting.

### MBA in Information Technology (IT)

MBA in Information Technology (IT) teaches students the fundamentals of IT, Systems, Project Management, E-Commerce, Technology Management, and more. These learnings play huge role in day-to-day operations of MNCs, Businesses, Banks, Government Organizations and other Industries.

### MBA in Logistics Management

MBA in Logistics Management covers branches of business such as human resources, marketing, accounting, and operational management. It's important to possess a particular set of skills in order to keep the supply chain moving, including inventory, process analysis, distribution procedures, and project management.

### MBA in Rural Management

Rural Management as an MBA specialization has gained a good momentum lately. As self-explanatory the specialization is, the course entails planning, developing and controlling the principles of the rural sector.

MBA in Health Care Management





# THE MBA BATTLE

India boasts a wide array of MBA entrance exams, each with its unique structure and focus. These exams test candidates on a variety of skills, from quantitative reasoning and logical thinking to verbal ability and general awareness.

The legitimate pathway to get into India's best business schools are writing MBA Entrance Exams like CAT, GMAT, XAT, MAT, CMAT, ATMA. These entrance tests are approved by AICTE (All India Council for Technical Education). Some of the top Entrance Exams for MBA in India are as under:

**CAT:** Common Admission Test

**Conducting Institute:** Indian Institute of Managements

**CAT Exam Pattern:** CAT is an online exam. It has 3 sections with 3 hours resulting in 60 min. for each section.



**XAT:** Xavier Aptitude Test

**Conducting Institute:** Xavier School of Management XAT

**Eligibility:** Candidates with any Bachelor degree can apply.

**XAT Exam Pattern:** Exam duration is 3 and a half hours.

**GMAT:** Graduate Management Aptitude Test

**Conducting Institute:** Graduate Management Admission Council GMAC.

**GMAT Exam Pattern:** There are 4 sections in this exam.

Total duration is 3 hours and 30 minutes.



**NMAT:** Narsee Monjee Institute of Management Studies - M. Aptitude Test

**Conducting Institute:** Graduate Management Admission Council (GMAC)

**NMAT Exam Pattern:** NMAT is an online based Exam with a duration of 2 hours. No negative marking for wrong attempts.

**ATMA:** AIIMS TEST FOR MANAGEMENT ADMISSIONS

**Conducting Institute:** AIIMS ATMA

**Exam Pattern:** Exam duration is 3 hours. It has 6 sections. 1 mark will be given for every correct answer and 0.25 marks will be deducted for every wrong answer.



**CMAT:** Common Management Admission Test

**Conducting Institute:** All India Council for Technical Education

**CMAT Exam Pattern:** Exam duration is 3 hours. It has 100 MCQ, divided into 4 sections of 25 questions in each section. 4 marks for right answer and 1 mark will be deducted for every wrong answer. No negative marking.

**SNAP:** Symbiosis National Aptitude Test

**Conducting Institute:** Symbiosis SNAP

**SNAP Exam Pattern:** Duration of the exam is 2 hours. The exam is divided into 4 sections, 30 minutes for each section. The exam is objective type. 1 mark for every right answer and 25% or 0.25 marks will be deducted for every wrong answer.





# TOP MBA COLLEGES IN INDIA



The Ministry of Education announces the India Rankings. All data from ranked institutions undergo rigorous verification. The top management institutes for MBA programs in India, as per the NIRF 2024 rankings, include some of the most prestigious institutions in the country: Here is the list of overall top 20 Management institute of India based on The National Institutional Ranking Framework (NIRF).

NAME	CITY	STATE	RANK	Cut-off (2023)
Indian Institute of Management Ahmedabad	Ahmedabad	Gujarat	1	99 Percentile
Indian Institute of Management Bangalore	Bengaluru	Karnataka	2	99 Percentile
Indian Institute of Management Kozhikode	Kozhikode	Kerala	3	97 Percentile
Indian Institute of Technology Delhi	New Delhi	Delhi	4	97 Percentile
Indian Institute of Management Calcutta	Kolkata	West Bengal	5	85 Percentile
Indian Institute of Management Mumbai	Mumbai	Maharashtra	6	85 Percentile
Indian Institute of Management Lucknow	Lucknow	Uttar Pradesh	7	85 Percentile
Indian Institute of Management Indore	Indore	Madhya Pradesh	8	90 Percentile
XLRI - Xavier School of Management	Jamshedpur	Jharkhand	9	93 Percentile
Indian Institute of Technology Bombay	Mumbai	Maharashtra	10	90 Percentile
Management Development Institute	Gurugram	Haryana	11	95 Percentile
Indian Institute of Management Rohtak	Rohtak	Haryana	12	95 Percentile
Symbiosis Institute of Business Management	Pune	Maharashtra	13	97-98 Percentile
Indian Institute of Management Raipur	Raipur	Chhattisgarh	14	94 percentile
Indian Institute of Foreign Trade	New Delhi	Delhi	15	40.5 Percentile
Indian Institute of Technology Madras	Chennai	Tamil Nadu	16	96 Percentile
Indian Institute of Management Ranchi	Ranchi	Jharkhand	17	93 Percentile
Indian Institute of Technology Roorkee	Roorkee	Uttarakhand	18	94.6 Percentile
Indian Institute of Technology Kharagpur	Kharagpur	West Bengal	19	90 Percentile
S. P. Jain Institute of Management and Research	Mumbai	Maharashtra	20	85 Percentile

<https://www.nirfindia.org/Rankings/2024/ManagementRanking.html>



# REMEMBERING RATAN NAVAL TATA

*Forever in our Hearts*

Inspirational story

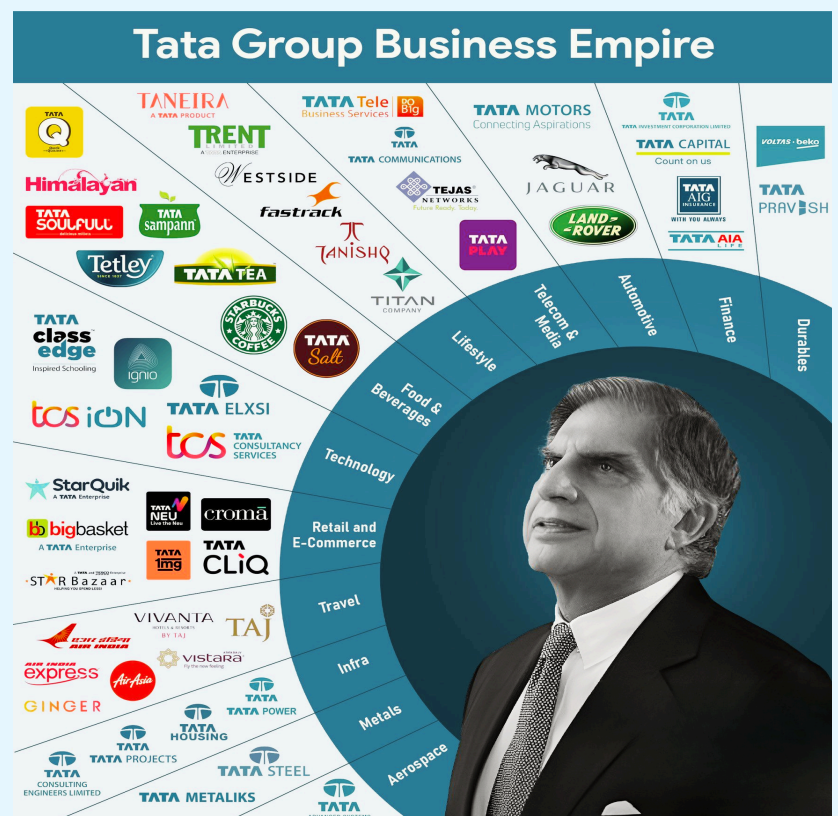
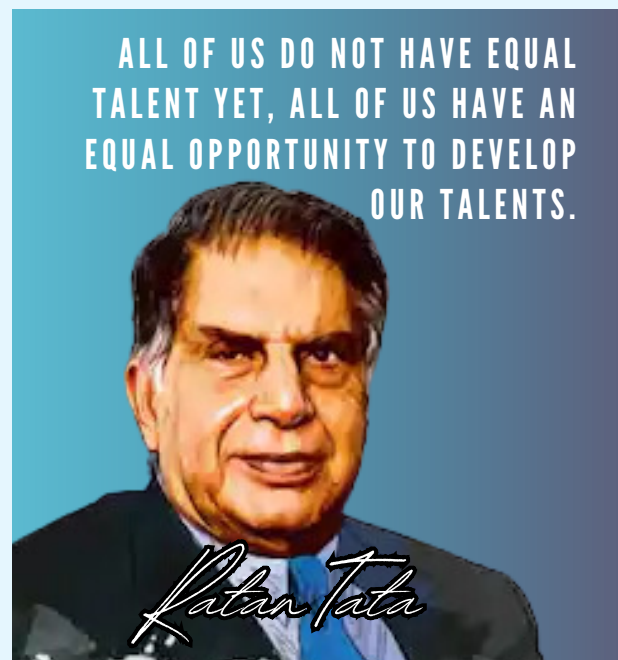


28.12.1937 - 09.10.2024

## True Inspiration

Ratan Tata was an inspirational manager and leader who valued trust, reputation, and pride over money. He was known for his ability to inspire his employees and create a culture of innovation and social responsibility. Here are some of the ways Ratan Tata inspired his employees.

- **Empowered employees:** He believed in giving employees the freedom to take on challenges and innovate.
- **Led by example:** He was willing to roll up his sleeves and get his hands dirty.
- **Approachable:** He was always willing to listen to his employees' concerns
- **Demonstrated empathy & compassion:** He was known for his compassion and willingness to help those in need.
- **Prioritized sustainability:** He was conscious of the effects that business has on the environment and started initiatives to reduce the carbon footprint.
- **Had a modest style:** He showed that leaders do not have to be loud, brash, or bullying.





# ROLE OF CASE STUDIES IN MANAGEMENT

A case study is a comprehensive report of theory testing and examining a business in real life. The purpose of a case study is to give a broad understanding to help small business owners or company leaders by identifying the issues that barrier the success. It can be done through information collection, client or customer interviews, and in-depth data analysis.

- UNDERSTAND COMPLEX ISSUES

- IDENTIFY POTENTIAL SOLUTIONS

- CONDUCT EVALUATIONS

- DATA COLLECTION

*You cannot create a manager in a classroom but we can give them tools and opportunities to exercise their minds.*

CASE STUDY



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