



## **Department of Business Administration: Assam University, Silchar** **(25 Glorious Years of Imparting Management Education with Values of Indian Ethos and Ethics)**



The Department of Business Administration under the Jawaharlal Nehru School of Management Studies (DBA-JNSMS), Assam University started functioning in July 1997. The mission of the department is to contribute – through the pursuit of excellence in teaching and other creative and innovative endeavours about management education, research, consultancy, and training to the process of developing capable human and managerial resources and thereby to the corporate, industrial, entrepreneurial, economic, social, intellectual and cultural development of the nation. To accomplish its mission, DBA-JNSMS is offering various courses through which the Excellent Management Professionals of Tomorrow are nurtured. Activities of the Department also include the arrangement of discussions, debates, seminars, symposia, workshops, study tours, training programs, and industry interfaces, among others. The focus is clearly on developing the student's awareness and in-depth understanding of the issues that are contemporary and of relevance to the corporate sector. Academic programs in DBA-JNSMS are handled by a competent Faculty whose members have been drawn from different parts of the country through the process of national-level selection. The

strength of DBA-JNSMS has been built over years around its enabling teaching learning ambiance, the dedication of core Faculty, close industry- linkage maintained through the DBA Corporate Relations Cell and the local chapter of All India Management Association, the global orientation of students (developed and nurtured through the involvement of the Centre for East Asian Business Studies), a vibrant Learning Resource Centre, and finally the Department's excellent record of campus placement. We provide 100% placement Assistance.

The Certifications Achieved by the Department are:

1. Grade A Certified as per the norms of Quality Management System awarded by the prestigious International Accreditation Quality Management Council
2. ISO 21001:2018 certified Educational Organizations Management System
3. 20<sup>th</sup> Ranked Business School in All India (Under Govt. Institutions Category) by HANSA –WEEK's B-School Survey 2023.

Presently the Courses run by the Department are:

1. Master of Business Administration (2Year Full-Time MBA Program)
2. Executive Master of Business Administration Program (1 Year Executive MBA program for working executives of reputed Organisations and Entrepreneurs)
3. Bachelor of Business Administration(BBA)

For Admission to the MBA (2-year full-time) program, appearing at CAT/CUET/ATMA/MAT conducted by IIMs/NTA/AIMS/AIMA respectively is a must.

Contact no. 99549-12377 / 70024-08399 / 94012-94696 / 87877-51853

Email : [choudhurydeepjyoti.au@gmail.com](mailto:choudhurydeepjyoti.au@gmail.com) | [www.aus.ac.in](http://www.aus.ac.in)