

CAREER IN MANAGEMENT

Introduction

- In the last decade management education has arrived in India in a big way. A large number of students are opting for management education at the PG level. The demand for managers is also increasing rapidly. As a result, management has become one of the most sought after professions in the country and world over.
- Are you planning to enter this profession as well?

Primer

- Management is both an art and a science. It is the art of making people more effective by putting into use the tools of management. The four basic pillars of management are:
 - Planning
 - Organizing
 - Directing
 - Monitoring

Nature of Work

- Managers are in charge of planning, organising, directing and supervision. Their exact nature of work depends directly on the area of specialisation.

Areas of Specialization

- The most popular areas of specialization are:
- Marketing
- Finance
- Personnel Management/ Human Resource Development
- Production
- Systems / IT
- These are by no means the only areas of specialization. As the demands of industry increase, so have the areas of specialization.

Finance & Accounting

- Accounts and Finance.
- Accounting and Software Management
- Banking Administration.
- Banking Management
- Finance & Management
- Finance and Control
- Finance and Information Tech Management
- Finance and Materials Management
- Finance and Marketing Management
- Finance and Strategic Management
- Finance Market and Portfolio Management
- Financial Management
- Financial Services
- Industrial Trade and Finance
- International Trade and Finance
- Merchant Banking and Financial Services

Entrepreneurship/Small Business Related

- Business and Industrial Management
- Business Administration
- Business Management
- Business Economics
- Business Environment
- Business Management and Commerce
- Construction Management
- Corporate Management
- Economics and Business Management
- Entrepreneurship & Small Business Management
- Entrepreneurship and Venture Management
- Management of Small Business Enterprise
- New Enterprise and Small Business Management
- Small Business Management
- Strategic Management

Engineering Related

- Aviation Management
- Construction Management
- Engineering Management
- Maintenance Engineering
- Materials and Logistics

Health Care Related

- Health Care Admin.
- Health Management
- Hospital and Health Systems Management
- Hospital Management
- Hospital Administration

Science Related

- Agricultural Business Management
- Applied Operation Research
- Manufacturing and Testing
- Materials and Logistics
- Mgmt of R & D and Science & Technology
- Management Science
- Operation Research
- Operation Research and Systems Management
- Operations Management
- Operations Management and Decisions Sciences
- Operations Management and Management of Technology
- Quality Management
- Quantitative Techniques.

Travel and Tourism Related Hospitality/Hotel Related

- Tourism and Travel Management
- Tourism Management
- Public Relations and Tourism Management
- Traffic Management
- Transport Management
- Travel Agency and Tour Operations.
- Hotel & Tourism Management
- Hotel Administration
- Hotel Management
- Hotel Management and Catering Technolog

Environment Related

- Environment Management

HR Related

- Consultancy Management
- Co-operative Management
- Destination Planning Management
- Human Resource Management
- Human Resource Development
- Organizational Behavior
- Personnel & Production Management
- Personnel and Transport Management
- Personnel Management
- Personnel Management and Industrial Relations
- Public Enterprise Management
- Public Relations and Tourism Management
- Public Relations Management
- Public Systems Management
- Resource Management
- Training and Development Systems.

IT Related

- Communication and Technical Management
- Computer Application Management
- Computer Management
- Information Tech Management/Information Management
- Manufacturing and Technology Management
- Management of Information Systems.
- Management Systems
- Operations Research and Systems Management
- Operations and Systems Management
- Productions and Systems Management
- Project and Systems
- Systems and Marketing Management
- Systems Management
- Technology Management
- Technology Transfer & Innovation

Marketing and Sales Related

- Advertising
- Advertising and Finance
- Advertising & Marketing Management
- Advertising and Personnel Management
- Advertising & Sales Promotions
- Business and Marketing Mgmt
- Export and Marketing Management
- Finance and Marketing Management
- International Marketing
- Marketing and Sales Management
- Marketing Management
- Marketing Research
- Systems and Marketing Management

International Business Related

- International Business
- International Marketing
- International Trade and Finance

Exports and Imports

- Export and Import Management
- Export Marketing Management

Production & Quality

- Production and Operations Management
- Productions and Operations
- Production and Systems Management
- Production Management
- Production Management and Quantitative Techniques
- Production Planning and Control
- Quality Management
- Quality Assurance and Reliability

Main Employers

- Managers are employed in every kind of industry from IT companies to restaurants and banks. So, you could choose to be in any kind of an establishment depending on the area of your specialization.

Work Environment

- This again depends on your area of specialization. Marketing managers, for instance, are on their feet most of the day. They need to travel a lot both within the city and outside. Their work involves supervision and teamwork. Hence, the need to constantly move around. Seldom do managers sit all day at their desks. Management jobs can be physically demanding.

Pros and Cons

- The advantages are many: there is great demand for managers, the pay package is lucrative and career growth is rather fast, depending on your performance.
- On the flip side, this is a strenuous job. Physical stress is inevitable. There are targets to reach and this can create a lot of tension. Also, long hours are inevitable. You are judged by your performance at all times. Hence, you must always be at your best.

Essential Attributes

- Traits ranked on a scale of 1-5;
5 being 'very important'
and 1 being 'not important.'
- Communication skills 5
- Creativity 3
- Physically demanding 5
- Ability to handle pressure 5
- Precision and skill 3
- Business acumen 5

Education and Training

- **ELIGIBILITY:** 10+2 (ANY STREAM)
- **Bachelor of Business Administration (BBA)**
- **Bachelor of Business Management (BBM)**

PG Courses

- At the PG level, two main programmes are offered:
- **Masters in Business Administration (MBA)**
- **Post Graduate Diploma in Business Administration (PGDBM)**

- MBA or Masters in Business Administration: This is a master's degree and can be conferred only by universities
- PGDBA or Post Graduate Diploma in Business Administration: This is a diploma course and is conferred by private institutes.
- For all technical reasons, there is no difference between the two. It is only the institute that determines the value of your MBA or PGDBA. Both courses are of two-year duration and include a six-month internship.
- The first of the two years of management education is dedicated to cover the basics of management. The second year can be utilized for specializing in a subject of your choice.

COMPETITIVE EXAMS

- **All India Entrance Exams for MBA/PGDBA**
- **Common Admission Test**
Administered by IIMs
Test Date: December
CAT results are accepted by
IIMs, Ahmedabad, Calcutta, Lucknow, Bangalore, Indore, Calicut
Dhurva College of Management, Hyderabad
Institute of Integrated Learning in Management, Delhi
Goa Institute of Management, Goa
Nirma Institute of Management, Ahmedabad
MDI, Gurgaon
Kirloskar Institute of Advanced Management Studies
T.A Pai management Institute, Manipal
Institute for Technology and Management, Mumbai
Xavier Institute of Management, Bhubaneshwar
Indian Institute of Social Welfare and Business Management, Calcutta
- **CET (Maharashtra)**
CET results are accepted by
MBA/MMS programme in all management colleges and in Maharashtra
except IIT, Mumbai.
Institute of Technology and Management, Mumbai
Tata Institute of Social Sciences, Mumbai
- **GATE**
GATE results are accepted by
IIT, Kanpur
School of Planning and Architecture, Delhi
IISc, Bangalore

- **IIT Delhi Test**
IIT DELHI TEST results are accepted by
IIT, Delhi
IIT, Kharagpur
IIT, Mumbai
- **JET (MP)**
JET (MP) results are accepted by
MBAs in management institutes and colleges in MP except IIFM, Bhopal and
Mahatma Gandhi Gramoday Vishwavidyalaya
- **Top Management Aptitude Test (MAT)**
MAT is administered by the All India Management Association (AIMA). Three MAT tests are conducted every year.
- **Subjects tested:**
Language comprehension
Mathematics
Data analysis and sufficiency
Intelligence and critical reasoning
Indian and global environment
- **Dates:** MAT is held in May, September and December. Notification comes in January (for May), end May (for September) and September (for December).
- Scores are sent to the universities in June (for the May test), October (for the September test) and December (for the December test)
- Management institutes that accept MAT scores for admission to management programmes include,
Amity Business School, Noida
Indian Institute of Finance, Delhi
School of Management Sciences, Varanasi
School of Communication and Management, Cochin
Velammal College of Management and Computer Studies, Chennai
Institute of Business Administration and Training, Rührneshwar

- **Top MBACET (AP)**
MBACET (AP) results are accepted for entrance to, MBAs in all universities / institutes in AP except Sri Sathya Sai Institute of Higher Learning (DU)
- **RMAT (RAJASTHAN)**
RMAT (RAJASTHAN) results are accepted by, R.A Poddar Institute of Management, Jaipur, University of Rajasthan, Centre for Management Studies MREC, Jaipur
- **UPMCAT (UP)**
UPMCAT (UP) results are accepted for entrance to, Management, MCA and Bachelor of Hotel Management courses in UP and Uttaranchal except AMU, BHU, GB Pant University of Agriculture and Technology and University of Roorkee
- **Bharathidasan Institute of Management (BIM) Test**
BIM results are accepted by, FMS, Delhi University
SP Jain Institute of Management and Research, Mumbai
International Management Institute, Delhi
Symbiosis Centre for Management and HRD, Pune

DATES & VENUES

- **Top When are the Management Exams are held?**
- **JANUARY**
MAT 1
- **FEBRUARY**
IIFM, Bhopal
Narsee Monjee Institute of Management Studies, Mumbai
JET, MP
- **MARCH**
University of Madras
Pondicherry University
RMAT (Rajasthan)
- **MAY**
CET, Maharashtra, MAT 2, GATE, UPMAT (UP), MBACET (AP)
- **JUNE**
REC, Trichy , BHU
- **JULY**
Anna University, Mangalore University
- **SEPTEMBER**
University of Calicut, Cochin University
- **DECEMBER**
IMT, Ghaziabad CAT, IIM SIRMA, Anand XLRI, Jamshedpur