



Wardhman Bharti Trust's

C. U. Shah College of Engineering & Technology

(Approved by AICTE, New Delhi & Affiliated to GTU, Ahmedabad)

Information Brochure Post-Graduate Programme in Master of Business Administration (MBA) Year 2010-2011



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Near Kotharia Village, Wadhwan City: 363030
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About the Institution

C.U.Shah College of Engineering & Technology, Wadhwan City, established in 1997, situated on scenic banks of the river Bhogavo at a distance of about 6 km from Surendranagar, is one of the most prestigious Colleges run by the Wardhman Bharti Trust. This College has been harvesting invaluable advantages of its location. Ahmedabd, Rajkot and Bhavnagar industrial belts are situated hardly at a distance of less than 140 km from the College. Surendranagar, Wadhwan, and Joravarnagar, the economically, socially and educationally developed cities, are located adjacent to each other. There are two industrial estates, GIDC Wadhwan (2 km from Surendranagar) and Udyog nagar industrial estate. This belt has over 1000 industries from sectors like chemical, pharmaceutical, bearings manufactures, machine tools, etc. The College has been playing a key role not only in turning the Surendranagar District as one of the most prominent districts in the State, economically and educationally as well, but also has been functioning as a wonderful resource for trained technical manpower to the country.

About the Trust

The Wardhman Bharti Trust, Wadhwan City, established in 1969, is a charitable Trust. The Trust is fully devoted to the noble cause of spread of education in the region. The Trust's objective is to impart quality education from nursery-primary-higher secondary- undergraduate-to-post-graduate levels in Arts, Science, Commerce, Pharmacy, Law, Medicine, Technical, Physical education, vocational training, etc. The Trust at present runs 16 educational institutions

Mission

Education is an engine of economy. Committed, students-centered, local and global need-based quality education with minimum costs at all levels- nursery, primary to post doctoral- ensures sustainable development of the society and enhances both the standard of living and quality of human life.

Vision

Committed to excellence in the field of education, the Wardhman Bharti Trust, strives to take the students to their highest academic potential, generating in them self-esteem, respect for themselves and for others, harmony and tolerance by providing students an atmosphere of caring, discipline and understanding by their committed faculty and staff. The Wardhman Bharti Trust challenges students to be responsible persons with character,

thoughtfulness, positive contributor to society, and above all, national minded and nation making.

Basic Academic Philosophy of the Institution

We encourage all students to meet their academic goals and to work hard to maximize their academic potential. Students, faculty and staff of the College play an active role in the educational process, so that students will imbibe spirit of inquiry, discovery, critical analysis, problem handling, decision making, love of life-long learning, creativity, responsibility, generic skills, collaboration, leadership, independent thinking, and thereby enhancing avenues open for individuals, organizations and society as a whole.

Quality Policy

Student Charter, PDCA and interactive teaching-learning process based on TQM approach lead to quality education of international standards.

Post Graduate & Undergraduate Programmes Run by the Institution :

The College at present runs the following AICTE approved three P.G. programs and Six U.G. Programme.

SN	Branch	Intake
1.	M.B.A.	60
2.	M.E. Mechanical-CAD/CAM	18
3.	M.E. (Electronics & Communication Engineering)	18
4.	Computer Engineering	90
5.	Electronics & Com. Engg	90
6.	Information Technology	60
7.	Bio-Medical & Instr. Engg	60
8.	Mechanical Engineering	60
9.	Electr. & Electronics Engg	60
Total		516

The College has got expert and experienced faculty on its roll. Visiting faculty supplement excellently to this core faculty. Round the year, faculty and students are involved in organizing various events including national conference, workshop and seminar. The College has close interaction with industry and students are exposed to industrial world. The Training & Placement Cell and Alumni are the strong organs of the College. Students' amenities including parking, mineral drinking water, canteen, student-store, etc., are of high quality. Students of MBA, MCA & Engineering jointly organize technical, cultural & sports events.

Major features

- e-Library, spacious and well-equipped laboratories and workshop.
- Wi Fi enabled Internet facility.
- Boys/girls hostels (Separate hostel for girls).
- Over 25000 books and 318 national and international magazines.
- Case base study
- Focus on industrial practical training
- Over all development

Achievements

- 100% final year result every year.
- 80% Placement through campus in MNC companies like TCS, Infosys, Satyam,CMC etc.

Eligibility Criteria

The eligibility criteria for admission to the said Program are:

As per Gujarat Technological University Norms

Selection procedure

- Selection is based on the GCET examination-2010 conducted by the GTU, Gujarat.

Tuition fees

Tuition fees per candidate per year will be charged as given below:

- Tuition fees: Non-refundable
Rs. 32,000/- Per Year (Subject to revision by fee Committee appointed by the Govt. of Gujarat)

Core Faculty :

1. Dr. A. N. Sanghvi, Professor
2. Prof. D. A. Sanghvi, Asstt. Professor
3. Shri M. N. Dave, Lecturer
4. Ms. P. H. Shukla, Lecturer
5. Shri R. R. Raval, Lecturer
6. Shri A. R. Arya, Lecturer

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Why an MBA

The MBA qualification broadens and enhances knowledge and should be viewed in a sense of building up skills. Although the most popular reasons for undertaking the MBA is to increase salary, other reasons include widening career opportunities, furthering one's career and/or to extend personal networks.

There are other equally important reasons that any prospective MBA student will state, but by far the most compelling is to create career opportunities for oneself. The challenges imposed by the 21st century have made it an essential component that we upgrade skills and qualifications in order to meet the demands set by companies, customers and the environment we operate within.

This is where the MBA becomes a tool to be utilised in building up existing competencies - the theory learned can be utilised to find plausible solutions to concurrent business issues. At the end of an MBA programme, one emerges with an upper level of functional managerial and business issues as well as new conceptual skills ready to meet the demands that are set by the competitiveness around us.

With an MBA, you can:

- **Advance your career**
Whether you're a doctor, an engineer, or an editor for your local newspaper, a graduate business degree can prepare you to move into a managerial position within your field.
- **Change your career**
If your current career path is a less than perfect fit for your aptitudes and interests, business school can give you the opportunity to explore your options, then provide you with the training you need to change careers entirely.
- **Set up your own business**
Interested in starting your own business, but not sure that you have the necessary expertise to launch a start-up in a high-growth industry? An MBA can prepare you to do everything from writing a business plan to acquiring venture capital to launching an IPO. Research has shown that the failure rate for small businesses started by an MBA is about 50 percent less than the standard failure rate.
- **Develop technical skill and business knowledge**
Can you advance to a managerial position or launch your own business without the benefit of a graduate degree in business? Yes. There is much to be learned from on-the-job training and employers certainly value work experience. However, an MBA programme will put you on the fast-track to career advancement by offering you the chance to develop a wide range of general business knowledge and a broad base of technical skill in a relatively short period of time.
- **Become a leader in an emerging field**
Innovative education can lead to an exciting career in a newly emerging field, such as brand management,

information technology, e-commerce, or mobile telecommunications.

● Network

Networking is another key benefit. Business school teaching styles encourage teamwork and, over the course of an MBA programme, you'll develop important relationships that can serve you well throughout your business career. And no matter the school, you can often get plugged into a network of alumni working at a wide range of companies. This is useful for professional contacts.

Approach the studies with an open mindset and let your intentions be to develop yourself to your full capacity. Accept the programme as a challenge, set your personal as well as career objectives and, most importantly, utilise the Masters of Business Administration degree to close gaps that may exist within your skills and qualifications, so that you can facilitate and expedite your management career

