The Department of IME was established with the aim to combine the strength of technology and management. This synergy is the bedrock of all IME Programs – MBA, M. Tech and PhD.

Keeping up with this tradition of innovation, the 2 year MBA Program aims at creating business leaders and entrepreneurs by leveraging its strengths on technology, computing and social sciences.
IIT Kanpur boasts of word class infrastructure facilities. The department has been endowed with enviable computational facilities.

PK Kelkar Library, rated among some of the best university libraries of the world has about 4.5 lakh books in addition to about 1500 periodicals and journals. Every year on an average 4500 books and journal volumes are added to its collection. The department also has a library to cater to the literary needs of the students. Subscription is made available to databases like Prowess, Alpha, EBSCO, EMERALD, Indiastat, Proquest, JSTOR, Capitaline, INDEST.

The IME Department has the following labs:
• Smart Systems and Operations Lab
• Product Lifecycle Management Lab
• Management Computing Lab
• Virtual Lab – Production Shop Simulation Lab of MHRD
• Management Simulation Lab

Tools Available:
Finance Software:
• Primavera • Project Finance International
• Risk Simulator

Operations Software:
• DEA Solver Pro 8.0 • PLM Software • NX Unigraphics

Automation and Strategy:
• Arena 13 • Stella 9.1 • Data Transformation Service

Business Statistics Software:
• SPSS • SAS • MATLAB • MINITAB • R • ArgoUM
CORE COURSES
- Marketing Management
- Accounting and Finance
- Organisation Structure and Design
- Economic Analysis for Management
- Quantitative Methods for Decision Making
- Production and Operations Management System
- Socio-Political and Ethical Aspects of Business

IT | ANALYTICS | STRATEGY
- Economic Analysis for Management
- Statistical Modelling for Business Analysis
- Management Information Systems
- Global Sourcing of IT
- Business Process Modelling
- E-supply Chain Management
- Strategic Management
- Social Media Analytics
- Management of Technology
- E-commerce and Big Data for Management
- Strategy Management
- Intellectual Property Rights, Value Creation and Capture

OPERATIONS
- Management of Service Operations
- Total Quality Management (TQM)
- Strategic Issues in Manufacturing
- Supply Chain Management
- Project Management

MARKETING
- Marketing Research
- Business to Business Marketing
- Consumer Behaviour
- Marketing of Services
- Product Strategy and Brand Management

FINANCE
- Portfolio Management
- Corporate Finance
- Commercial Banking, Risk Modelling and Management
- PPP in Infrastructure
- Project Financing and Management
- Renewable Energy – Economics and Policy
- Energy and Carbon Markets

HUMAN RESOURCES
- Human Resource Management (HRM)
- Organizational Staffing
- Performance Management
- Employee Relations Management
ACADEMIC HIGHLIGHTS:

**FINANCE**
Candidates Pursuing CFA, FLIP Certified, Multiple Relevant Courses, Projects, Winter Internships, Competition Spoils!

**OPERATIONS**
Students interested in QIPs and Theory of Constraints, Multiple Relevant Courses, Projects, Winter Internships, Competition Spoils!

**MARKETING**
Multiple Relevant Courses, Live Projects, Winter Internships, Competition Spoils!

**GENERAL MANAGEMENT**
Multiple Relevant Courses, Competition Spoils, Live Projects

**HR**
People Analytics, Multiple Relevant Courses, Intensive Academic Projects, Competition Spoils

**IT AND ANALYTICS**
Most of batch Certified in R, Excel, Python, Multiple Relevant Statistical and Modelling Courses

**MBA, IIT KANPUR**
- Live Projects
- Capstone Project
- Extra Curriculars
- Mini Projects
- Internships
- Summer
- Winter

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- Live Projects
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- Internships
- Summer
- Winter
<table>
<thead>
<tr>
<th>Name</th>
<th>Designation, University</th>
<th>Research Interests</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. Dr. Avijit Khanra</td>
<td>Fellow in Management, (IIM Ahmedabad)</td>
<td>Operations Research, Operations Management, Production planning, Inventory control, Supply chain management, Scheduling</td>
</tr>
<tr>
<td>Dr. Anoop Singh</td>
<td>Fellow in Management, (IGIDR Mumbai)</td>
<td>Infrastructure and Regulatory Issues, Energy and Environment, Microeconomics, Renewable Energy Policy &amp; Regulation, Project Financing</td>
</tr>
<tr>
<td>Dr. R. N. Sengupta</td>
<td>Fellow in Management, (IIM Calcutta)</td>
<td>Statistical Inference Problems, Data Envelopment Analysis (DEA), Multicriteria Decision Making, Network Flows, Econometrics methods in Finance</td>
</tr>
<tr>
<td>Dr. Faiz Hamid</td>
<td>Fellow in Management, (IIM Lucknow)</td>
<td>Financial Management, Valuation &amp; Real options, Corporate Governance, Entrepreneurial Finance and Financial Intermediaries &amp; Financial Markets</td>
</tr>
<tr>
<td>Dr. R. N. Sengupta</td>
<td>Fellow in Management, (IIM Calcutta)</td>
<td>Statistical Inference Problems, Data Envelopment Analysis (DEA), Multicriteria Decision Making, Network Flows, Econometrics methods in Finance</td>
</tr>
<tr>
<td>Dr. R.N. Sengupta</td>
<td>Fellow in Management, (IIM Calcutta)</td>
<td>Statistical Inference Problems, Data Envelopment Analysis (DEA), Multicriteria Decision Making, Network Flows, Econometrics methods in Finance</td>
</tr>
<tr>
<td>Dr. B. V. Phani</td>
<td>Fellow in Management, (IIM Calcutta)</td>
<td>Financial Management, Valuation &amp; Real options, Corporate Governance, Entrepreneurial Finance and Financial Intermediaries &amp; Financial Markets</td>
</tr>
<tr>
<td>Dr. Shankar Prawesh</td>
<td>PhD. University of South Florida</td>
<td>Big Data, Recommender Systems, Social Media, Agent Based Simulation</td>
</tr>
<tr>
<td>Dr. Deepu Philip</td>
<td>PhD. MSU Bozeman</td>
<td>Decision Support Systems, Robust planning &amp; scheduling with local searches, Systems simulation, Smart systems, AI based searches, Experimental design, Entrepreneurial decisions, ITS</td>
</tr>
<tr>
<td>Dr. Rahul Varman</td>
<td>Fellow in Management, (IIM Ahmedabad)</td>
<td>Personnel Management &amp; Industrial Relations, Organizational Behaviour, Small Industry, Small Firm Clusters, Corporations</td>
</tr>
<tr>
<td>Dr. S.C. Mishra</td>
<td>Ph.D. (Carleton University)</td>
<td>Decision Theory, Inventory Theory, and Supply Chain Management</td>
</tr>
<tr>
<td>Dr. Suman Saurabh</td>
<td>Fellow in Management, (IIM Ahmedabad)</td>
<td>ERP Systems, e-Commerce, Software Project Management, Big Data, Cognitive Compting, Data Structures and Algorithms</td>
</tr>
</tbody>
</table>
FINAL PLACEMENT SUMMARY | 2017 – 19 *

DOMAIN OF PROFILES OFFERED:

- Consulting: 23.9%
- Operations: 17.4%
- Analytics: 13%
- Sales & Marketing: 2.2%
- Finance: 19.6%
- IT/ITES: 23.9%

No. of Companies Participated: 28
New Companies: 9
Highest CTC: ₹ 18.5 LPA
Average CTC: ₹ 11.02 LPA
Median CTC: ₹ 10 LPA
Top 50% average CTC: ₹ 12.64 LPA
Top 25% average CTC: ₹ 14.58 LPA
SUMMER PLACEMENT SUMMARY | 2018 - 20

DOMAIN OF PROFILES OFFERED:

- Consulting: 32%
- Operations: 19%
- Analytics: 6%
- Marketing: 32%
- Finance: 30%

No. of Companies Participated: 32
No. of Students: 54
Highest Stipend: ₹ 90,000
Average Stipend: ₹ 51,600
Median Stipend: ₹ 50,000
Top 50% average Stipend: ₹ 63,333
Year on Year Increase: 24%
BATCH HIGHLIGHTS 2019-20

- Students have engineering backgrounds from prestigious colleges
- Average work-experience of the batch is 19 months
- More than 70% of the batch is certified in analytical tools like R, Matlab, Tableau, Saas, Python, SPSS etc.
- 59% of the batch have held department level & 37% of the batch have held IIT K level position of responsibilities like Head E-Cell, Event Mangers, Overall Head, Coordinators etc.
- Students have received outstanding performance awards while working with their respective organizations
- Almost 50% of the batch have won Business competitions like CaseCrypt JIBM, Avartan NITIE Mumbai, Avenues IIT Mumbai, Smart Beta IIM Raipur etc.
- 35% of the batch have done winter internship in companies like HPCL, IDBI, Qrius etc. & 48% of the batch have worked on live projects with companies like Sodexo, Minimalist, Startup Lanes, Money Roller etc.
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<thead>
<tr>
<th>Name</th>
<th>Course</th>
<th>Interests</th>
<th>Experience</th>
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<th>LinkedInURL</th>
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<tbody>
<tr>
<td>A Prasant Kumar</td>
<td>B.Tech</td>
<td>Finance</td>
<td>Operations</td>
<td>Analytics</td>
<td>19 months</td>
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<tr>
<td>Adhavan RK</td>
<td>B.Tech</td>
<td>Finance</td>
<td>Analytics</td>
<td>Consulting</td>
<td>25 months</td>
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<tr>
<td>Ankit Gupta</td>
<td>B.Tech</td>
<td>Marketing</td>
<td>Operations</td>
<td>Analytics</td>
<td>20 months</td>
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<tr>
<td>Bikrant Kumar Singh</td>
<td>B.Tech</td>
<td>Finance</td>
<td>Operations</td>
<td>Analytics</td>
<td>Fresher</td>
</tr>
<tr>
<td>Dara Sandeep</td>
<td>B.Tech</td>
<td>Operations</td>
<td>Analytics</td>
<td>HR</td>
<td>18</td>
</tr>
</tbody>
</table>
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<table>
<thead>
<tr>
<th>Name</th>
<th>Branch</th>
<th>Company</th>
<th>Year</th>
<th>Interests</th>
<th>Experience</th>
<th>Email</th>
<th>LinkedIn</th>
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</thead>
<tbody>
<tr>
<td>Mohd Junaid Siddiqui</td>
<td>B.Tech</td>
<td>IT</td>
<td>2019</td>
<td>Marketing, Finance, Analytics</td>
<td>21 months</td>
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<td>linkedin.com/in/mohd-junaid-siddiqui</td>
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<tr>
<td>Mukund Srivastava</td>
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</tr>
<tr>
<td>Neha Patel</td>
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</tr>
<tr>
<td>Piyush Paryani</td>
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</tr>
<tr>
<td>Prakhar Agrawal</td>
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<td>linkedin.com/in/prak7/</td>
</tr>
</tbody>
</table>
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Praneeth Janyavula
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Rachit Goyal
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Suraj Sahab Jha  
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**LinkedIn**: linkedin.com/in/taushiqawais

Vaibhav Gupta  
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Varun Panthri  
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## Shivani Patnaik
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**Interests** Finance | Operations | Analytics

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**Sonu Dahiya**
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**Tanmay Manu Kumar**
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**Thejas Sairam**
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**Interests** Finance | Consulting | Analytics

**Experience** 8 months

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**Vatsal Sonker**  
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**Yash Gupta**  
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