



(AKTU College Code - 172)

# Master in Business Administration (MBA)

2 years full-time program

Affiliated to Dr. A.P.J. Abdul Kalam Technical University, Lucknow  
& Approved By AICTE, New Delhi  
( Ministry of HRD, Govt. of India)

Group Director  
Dr. Vandana Arora Sethi

Programme Director  
Prof. Satish K.Matta

Programme Leader  
Dr. Alka Jyoti

**Quality Policy** The quality policy of the Lloyd group is to achieve stakeholders' satisfaction by providing quality education with global and human outlook. The path to achieve this will be all encompassing of a result-oriented system with an approach of continuous improvement in the process of teaching and learning.

# Future Managers from Lloyd



Lloyd Institute of Management & Technology (LIMT) is a part of the Lloyd Group of Institutions, located at Plot No.-11, Knowledge Park-2, Greater Noida-Delhi-NCR. Since its inception, LIMT, has created a place for itself, in the academic corridors of higher professional education. Lloyd Institute of Management & Technology has established itself as a pioneer institute in management education in the country and Delhi-NCR in particular.

The MBA program at Lloyd Institute of Management & Technology (LIMT) is highly industry integrated & driven by corporate requirement. The industry amalgamation manifests in corporate guest lectures, industry visits and corporate training. Along with traditional MBA degree, LIMT also offers advanced management certifications exclusively. The certifications ensure a higher employability. Some of these certifications are in the area of Digital Marketing, HR Analytics, Business Analytics, Soft Skills, Basic Excel, Advanced Excel and R.

## ABOUT THE PROGRAM

### Master of Business Administration

Lloyd Institute of Management Technology offers a 2 year full time master's programme in business administration i.e. MBA from Dr. A.P.J. Abdul Kalam University (AKTU). MBA at Lloyd Institute of Management & Technology is a dual specialization program with specialization in Marketing, Human Resource, Operations, Information Technology and Finance. The lush green campus of Lloyd Institute of Management Technology is spread over 10 acre with all modern amenities. Along with technologically advanced campus, Lloyd Institute of Management Technology has excellent sports & yoga facilities. The campus has the best library resources available. The hostel facility with hygiene mess is also available.



## STUDENT TESTAMENT

“Lloyd is amazing; faculty and staff members are so nice and professional. Teachers are knowledgeable and supportive even the management is supportive and helpful that I am actually enjoying coming to the college everyday.”

**Siddharth Arohi | MBA-I semester**

## MBA Programme Objectives & Outcomes

A management graduate from Lloyd gets the following attributes after his course :

Technical &  
Comprehensive  
Knowledge about  
Key  
Management Areas

Effective  
Communication  
skills - Written  
& Oral

Effective  
Team Work  
through  
trainings &  
workshops

Professional and  
Managerial  
Ethics & Values as  
needed for Business

Planning abilities  
(Development of Dynamic  
Management Capability,  
Consulting, Human Resource  
Skills, Financial Analysis &  
Marketing Skills)

Problem Analysis  
& Solving Techniques  
through Live Cases

Modern Analytical Tool  
Usage (Application of  
Appropriate Methods  
and Procedures, Resources  
and Modern Management)

Entrepreneurship  
and Leadership  
Skills through  
Industry & Corporate  
involvement

Increased Employability  
with industry driven  
certifications

## STUDENT TESTAMENT

“I like the friendly atmosphere here. The relationship between faculty and students is very cordial, which gave me an opportunity to excel in my area of interest. The two years spent here were splendid and has helped me to grow better professionally & personally. I would like to thank all the faculties and staff for making me a “Better Person.”

**Smriti Srivastava** | MBA- I semester (2018-19)



# Programme Framework

## Areas of Specialization

### FINANCE

- ✧ Management of Commercial Banks
- ✧ Financial Derivatives and Risk Management
- ✧ Investment Banking: Corporate  
Resource Raising from the Capital Market
- ✧ Project Appraisal and Financing  
Management of Financial Services

### INFORMATION TECHNOLOGY

- ✧ Data Analytics & Artificial Intelligence (SAPR)
- ✧ Information Technology: Strategy and Governance
- ✧ Cyber Security
- ✧ Machine Learning and Analytics
- ✧ Data Summarization and Visualization

### INTERNATIONAL BUSINESS

- ✧ International Marketing
- ✧ International Trade Logistics
- ✧ Export-Import Management: A Starter's Tool Kit
- ✧ Global Financial Risk Management

### MARKETING

- ✧ Sales, Distribution and Retail Management
- ✧ Advanced Marketing Research
- ✧ Digital Marketing and Analytics
- ✧ B2B Marketing
- ✧ Rural Marketing

### HUMAN RESOURCE MANAGEMENT

- ✧ Training and development
- ✧ Negotiation skills
- ✧ Team Building and Leadership Development  
Power, Politics and Professional Influence

### OPERATIONS MANAGEMENT

- ✧ Technology & Operations Management
- ✧ Six Sigma
- ✧ Multivariate Data Analysis
- ✧ Supply Chain Management

## LLOYD'S USP since more than a decade:

- ✧ Add- on Certificate courses & training undertaken during MBA studies.
- ✧ MS- Excel training.
- ✧ Advanced Excel training
- ✧ Soft-skills training.
- ✧ 360 degree student development
- ✧ Reduced gap between theory and practice

## Unique teaching learning pedagogy including a mix of:

Guest Lectures from Industry experts

Corporate Faculty

Live Projects from the Corporate

Best in Industry Placements & Trainings

App development-freedom in Innovative E-Garrage

Case-study focussed teaching

Workshops from Industry mentors



## STUDENT TESTAMENT

“Since the first moment at Lloyd I was met with nothing but energy and enthusiasm. Some of the staff and faculty are at pinnacle and want their students to achieve more than they have in life.”

**Shalu Upadhaya | MBA- I semester (2018-19)**

## Industry Exposure - Visits



Coca-Cola Plant



Ananda Diary Plant



Pepsi - Corporate Facility



ManpowerGroup - Corporate Office



Bisleri Plant



Parle G Plant



## Summer Internship Programme

At the end of second semester examination, every student of MBA has to undergo practical training in industry. The duration of a mandatory training remains 6 to 8 weeks. The Training & Placement department will facilitate this compulsory training for students. During the training, the student is expected to learn about the organization and analyze and suggest solutions to a live problem. The objective is to equip the student with the knowledge of actual functioning of the organization and problems faced by them for exploring feasible solutions.



## Comprehensive Viva

The comprehensive viva voce is scheduled at the end of II and IV Semesters in order to evaluate the progress of the students. This is also to see the articulation of what is being learned by them. The idea is to see that students are able to grasp that is being taught during the course. The experts for viva are invited from corporate & academia so that industry readiness of the students can be evaluated precisely.



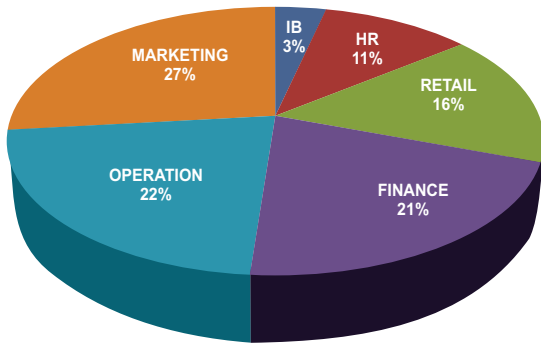
## Research Project

In fourth semester, candidates have to submit a Research Project Report on a problem/topic (from the Specialization areas) to be assigned by the Institute under the supervision of a faculty member.

# Placements

LLOYD achieved yet another milestone when campus placements were declared closed much earlier than convocation year after year.

The entire batch was placed with roles & remuneration matching individual aspirations. Several aspirants opted to start their own start-up ventures. The successful completion of final placements in the challenging economic conditions is a testimony to the quality of the students and the faith of the industry in Brand LLOYD.

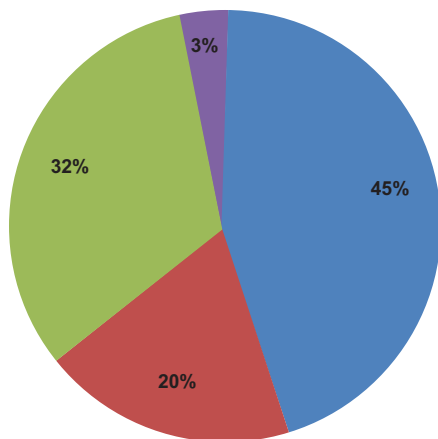


Category wise Placement Break-up

## Placement Sectors

- International Business (IB)
- Human Resources (HR)
- RETAIL
- FINANCE
- OPERATION
- MARKETING

## Recruiters

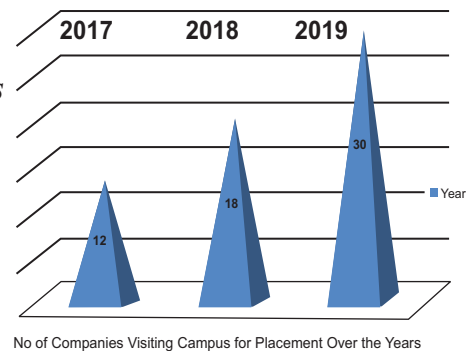


Placement package snapshot (in lacs)

- 3-3.4
- 3.5-4.5
- 4.5-5.5
- 5.5-20

## Academic year No. of recruiters

Academic year	No. of recruiters
2017	12
2018	18
2019	30



Numerous companies from diverse sectors visit the institute to pick students for various roles. The job location of placements has not been restricted to Delhi/NCR alone. Several companies offered students positions in Mumbai, Hyderabad, Bangalore and other cities.

## Placement Statistics for Our Recent Batch :

- 87% of our students placed.
- More than one job opportunities for several students in the outgoing batch.
- Companies from Banking and Finance, KPO, Consultancy, FMCG, IT and Telecom, Advertising and Media, Manufacturing and other sectors.

## Programme Team



**Prof. Vandana Arora Sethi**  
Group Director



**Prof. Satish Kumar Matta**  
Director



**Prof. Alka Jyoti**  
Programme Leader

## Corporate Faculty



**Mr. Umesh Roy**  
Regional Head-HR,  
Huawei Telecommunications



**Mr. Gautam Gopal**  
Director  
Marketing, TalentBlazer



**Mr. Kunal Kumud**  
Founder & Director  
Business Strategy, TalentBlazer



**Mr. Gaurav Arora**  
Vice President  
Kotak Mahindra Bank



**Mr. Nischal Mahajan**  
Founder, 3s Educare Co.



**Ms. Priyanka Paul Ganguly**  
Senior Vice President  
Strategic Planning &  
Business Development



**Mr. Anirudh Sharma**  
3s Educare Co



**Mr. Vivek Nanda**  
Corporate Leader, Motivational Speaker,  
Happiness Coach and Ex - National Sales  
Head - Sharp Business



**Prof. S. C. Kapoor**  
Eminent corporate  
trainer and academician



**Dr. Bhavleen Rekhi**  
Corporate Trainer,  
Digital Marketing



**Mr. Sumit Chaudhuri**  
Managing Director  
Third Millennium Business Resource  
Associates Pvt. Ltd.

## Core Faculty

**Mr. Swarit Yadav**  
PGDM (Marketing), IIM

**Mr. Rajeev Saxena**  
M.Phil (Statistics)

**Dr. Shruti Traymbak**  
Ph.D , MBA

**Ms. Ritika Khurana**  
UGC-JRF, MBA, B.Tech

**Ms. Anuradha Aggarwal**  
MBA, CFA

**Ms. Meenu Chaudhary**  
UGC-NET(Human Resource Management), MBA

**Mr. Pradeep Barthwal**  
M.Com, LLB, LLM

**Mr. Pawanesh K. Verma**  
MCA, B.Sc

**Mr. Saroj Kumar Thakur**  
Ph.D (Pursuing), MBA (Finance & Marketing)

**Ms. Sabeena Yousuf**  
MBA, BBA

**Mr. Rajul Gupta**  
MBA (IT & Marketing)

**Mr. Faisal Noman**  
MBA (Finance and Marketing)

**Ms. Princi Jain**  
MBA

**Ms. Kajal Chauhan**  
MBA



# Clubs to expand knowledge & horizon beyond the books

Various clubs at Lloyd Institute of Management & Technology are managed by the students under supervision of faculty. These clubs are centers of excellence in their functional areas. The clubs organized activities round the year for taking learning beyond class room.

## Cultural Club -The Dot



Fresher's Party (Agaaz 2018)



Mr. & Ms. Fresher - 2018



Gaana.com organizes Campus Freshology

## Marketing Club -The Top Liners



AD - Mad Show



Campus Bazar



Marketing Campaign by JK Tyre

## Finance Club -The Money Lovers



Workshop by Bloomberg



Finance Quiz 2018



BSE Workshop on Equity Market

## HR Club - People Connect



Prezit



HR Conclave



Team Based Creative Art Competition

# Clubs to expand knowledge & horizon beyond the books

## CSR Club -The Good Samaritans



Poster Competition on Social Issues



Workshop for underprivileged kids



Students at Goonj

## Business Analytics Club -The Grey Matter



MS-Excel Training



"Ideate your App" Competition



"Whats your App" Competition

## Editorial Club -Lloyd Signature's



Creative Writing Competition on Expression of Freedom



Yakult Health Talk Show



Guest Lecture on Modern ways to Research

## Sports Club -The Victorious



Inter College Sports Fest 'Lloyd Champions League - 2018'



# Admission Details

## Eligibility

Graduates with minimum 50% marks (Gen/OBC) or 45% marks SC/ST) in any discipline from a University recognized by UGC/AICTE can apply for admission. Candidates appearing in Final year of Bachelor's Degree in 2020 can also apply.

Pre-Qualification through LMAT/MAT/XAT/CMAT/UPSEE/GMAT is desirable.

## Selection Criteria For Admission

- Past Academic Record
- Group Discussion
- Personal Interview Rounds
- Written communication Test

## Application Procedure

Application form can be obtained from Admission office of Lloyd Institute of Management & Technology  
Application form can also be downloaded from the website: [www.lloydmanagement.edu.in](http://www.lloydmanagement.edu.in) and submitted after filling.



To speak with our admission counselor to guide you better, please call on 9821891830

or

E-mail your query at  
[lloydadmissions@lloydcollege.in](mailto:lloydadmissions@lloydcollege.in)

you can also follow us on  
Facebook/Twitter/LnkedIn/Instagram for  
more information visit our website  
[www.lloydmanagement.edu.in](http://www.lloydmanagement.edu.in)

## Payment Procedure

Lloyd Institute has various options available for efficient, hassle free and secure payment of fees for students. Details regarding the different modes of fee payment are given below:

- \* Payment by Cash in the Institute.
- \* Payment can be made by depositing Demand Draft in favor of Lloyd Institute of Management and Technology payable at New Delhi.
- \* Online payment can be done through NEFT mode. The details are given below:  
In favor of,  
LLOYD INSTITUTE OF MANAGEMENT & TECHNOLOGY  
A/C NO. 218305000041, ICICI BANK, OMEGA 1, GREATER NOIDA-201308,  
IFSC CODE – ICIC0002183

*\*Please note that no cash deposits made in favor of the above mentioned account Will Be accepted At the Bank.*

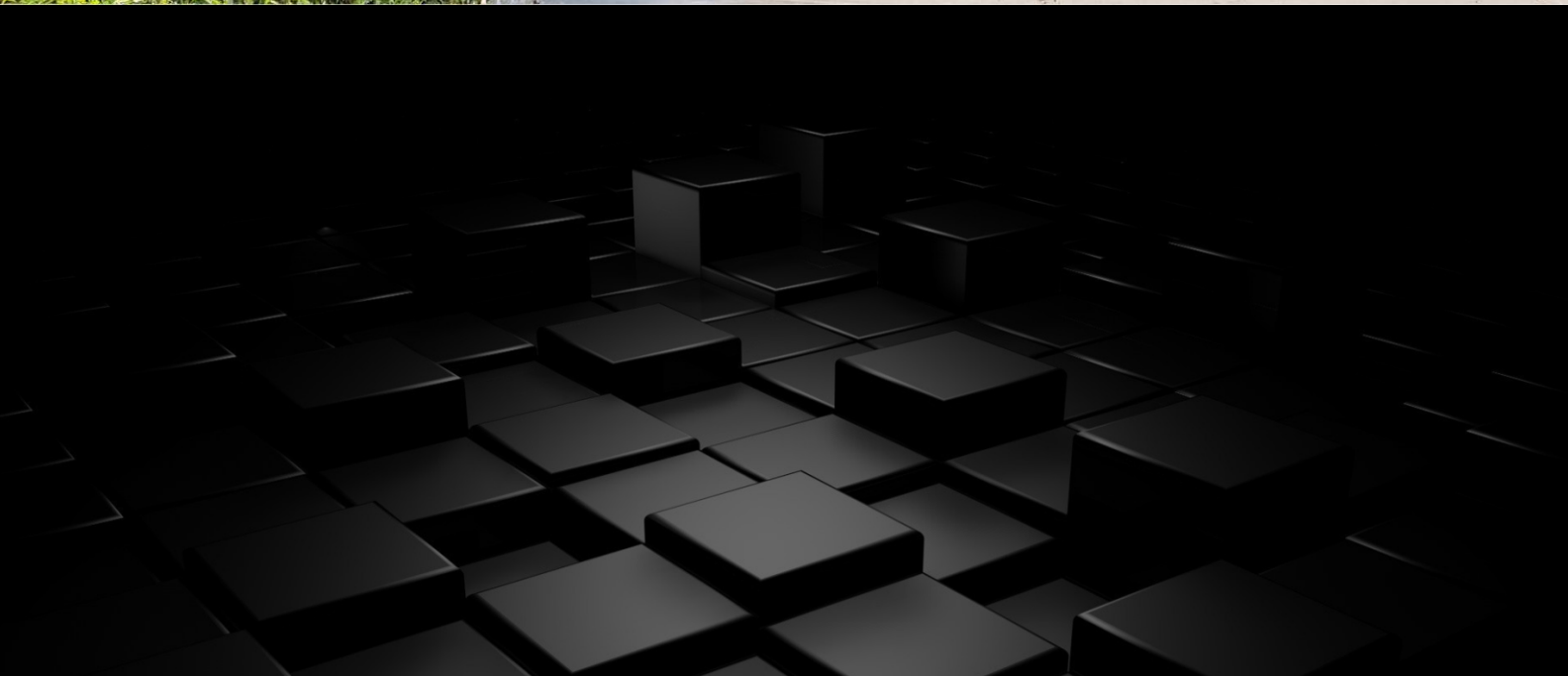
## Financial Aid

Lloyd aims to support deserving/meritorious/ Economically Weaker students in availing financial assistance for pursuing their higher education.

However, the students and their parents/guardians shall be responsible for obtaining sanction and repayment of the sanctioned loan and all kinds of liabilities and consequences arising thereof, if any. The Institute shall not be liable and responsible in this regard.

Scholarship - Scholarship will be awarded on the Tuition fees to the Meritorious Students/ Reserved Category (SC/ST).

Lloyd is an Anti - Ragging Zone



## Lloyd Institute of Management & Technology

Plot No. 11, Knowledge Park-2, Greater Noida - 201306

0120 - 2328072, +91 - 9821891830, 9818274186

[lloydadmissions@lloydcollege.in](mailto:lloydadmissions@lloydcollege.in) | [www.lloydmanagement.edu.in](http://www.lloydmanagement.edu.in)