



(AKTU College Code - 172, 692 & 153)

# 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  
Prof. (Dr.) Vandana Arora Sethi

Programme Leader  
Prof. ( 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, AKTU College Code-172, Lloyd School of Management Studies, AKTU College Code-692, Lloyd Institute of Engineering & Technology, AKTU College Code-153) are a part of the Lloyd Group of Institutions, located at Plot No 3 & 11, Knowledge Park2, Greater Noida-Delhi-NCR. Since its inception, LIMT, has created a place for itself, in the academic corridors of higher professional education. Lloyd Institute has established itself as a pioneer institute in management education in the country and Delhi-NCR in particular.

The MBA program at Lloyd Institute 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, Lloyd Institute 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 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 is a dual specialization program with specialization in Marketing, Human Resource, Operations, Information Technology and Finance. The lush green campus of Lloyd Institute is spread over 10 acre with all modern amenities. Along with technologically advanced campus, Lloyd Institute has excellent sports & yoga facilities. The campus library possesses ample updated resources in terms of books, papers, and magazines. The institute also has the provision for students to avail of Lloyd's hostel, which offers a homely environment with the facilities of a hygienic mess, and spacious & comfortable premises.



## STUDENT TESTAMENT

"Along with subject knowledge, I got the exposure that helped me improve my soft skills to fetch the job that I have now. Lloyd's placement cell is offering heaps of opportunities for us. Talking about my placement, I'm thrilled to achieve it with the full support of placement cell coordinators."

**Garima Singh**

MBA Batch 2022

ANZ Banking Group

## 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 am highly satisfied with the course since the study material is very rich and at the same time, easy to grasp. Corporate trainers also come to our college on a daily basis and provide us with exposure to the current scenario to brief us on what's happening and what is required. Events are also held in which Delegates from different Industries come and join us in our events. Fest is also organised in our college in which many Bollywood actors, singers, comedians, poets etc are invited..

**Deeksha Awasthi**  
MBA 2019-21  
Planetspark



# Programme Framework

## Areas of Specialization

### FINANCE

- ✧ Investment Analysis and Portfolio Management
- ✧ Financial Planning and Tax Management
- ✧ Financial Derivatives
- ✧ Foreign Exchange and Risk Management
- ✧ Financial and Credit Risk Analytics

### INFORMATION TECHNOLOGY

- ✧ Data Analytics for Business Decision
- ✧ AI and ML for Business
- ✧ Database Management System
- ✧ Cloud Computing for Business
- ✧ Business Data Warehousing & Data Mining

### INTERNATIONAL BUSINESS

- ✧ International Business Management
- ✧ Export Import Documentation
- ✧ International Logistics
- ✧ Cross Cultural Management
- ✧ International Trade Laws

### MARKETING

- ✧ Consumer Behaviour and Marketing Communication
- ✧ Marketing Analytics
- ✧ B2B and Sales Marketing
- ✧ Sales and Retail Management
- ✧ Social Media and Web Analytics

### HUMAN RESOURCE MANAGEMENT

- ✧ Talent Management
- ✧ Employee Relations and Labour law
- ✧ HR Analytics
- ✧ Performance and Reward Management
- ✧ International HRM

### OPERATIONS MANAGEMENT

- ✧ Supply Chain and Logistics Management
- ✧ Operations Planning and Control
- ✧ Quality Management
- ✧ Project and Sourcing Management
- ✧ Management and Manufacturing System

## 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

“Pursuing an MBA Degree from Lloyd has been worthwhile because of the multiple career avenues available at our disposal. I got the placement from the college only, so definitely a good college for placement too. I was able to bag a good placement opportunity.”

**Parul Naveen**  
MBA Batch 2020-22  
Property Pistol

## 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.



## Research Project

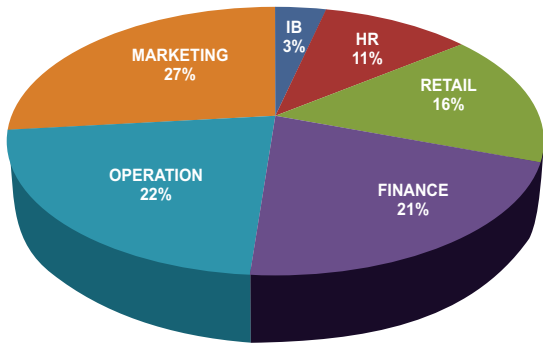
In fourth semester, candidates have to submit a Research Project Report on a problem/topic (from the Specialization areas) to be assigned by the Institute under the supervision of a faculty member.



# 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.

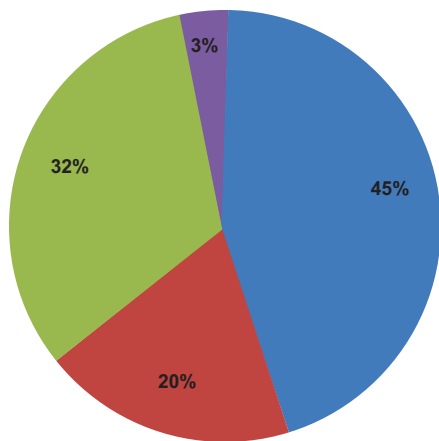


Category wise Placement Break-up

## Placement Sectors

- International Business (IB)
- Human Resources (HR)
- Retail
- Finance
- Operation
- Marketing

## Recruiters

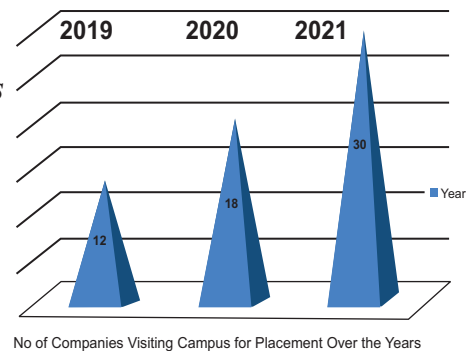


Placement package snapshot (in lacs)

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

## Academic year No. of recruiters

Academic year	No. of recruiters
2019	12
2020	18
2021	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. (Dr.) Vandana Arora Sethi  
Group Director



Prof. (Dr.) 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

Dr. Vandana Pareek  
Associate Professor

Dr. Manisha Seth  
Associate Professor

Dr. Shilpa Jain  
Associate Professor

Dr. Rajeev Saxena  
Assistant Professor

Mr. Rajul Gupta  
Associate Professor

Mr. Faisal Noman  
Assistant Professor

Ms. Sonica Tyagi  
Assistant Professor

Ms. Palak Verma  
Assistant Professor

Mr. Shubham Agarwal  
Assistant Professor

Mr. Shantanu Sharma  
Assistant Professor



# Clubs to expand knowledge & horizon beyond the books

Various clubs at Lloyd Institute 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



Fesher's Party(2021)



Mr. & Ms. Fresher - 2021



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



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*

## Grey Matter- Business Analytics



*MS-Excel Training*



*Ideation App Competition*



*Design Thinking Workshop*

## 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*



# 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 2021 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.

### MBA Fee Structure :-

Date	Details	To be Paid (Rs.)
At the time of Admission	Registration Amount	Rs. 35,000/- (Non Refundable)
To be paid within 03 days of taking admission	INSTALLMENT I	Rs. 55,000/-
01 <sup>st</sup> Aug 2022	INSTALLMENT II	Rs. 75,000/-
01 <sup>st</sup> Feb 2023	INSTALLMENT III	Rs. 72,500/-
01 <sup>st</sup> Aug 2023	INSTALLMENT IV	Rs. 62,500/-
<b>Total</b>		<b>Rs. 3,00,000/-</b>



For admission related queries  
please call on 1800-123-8414  
Email your query to:  
[lloydadmissions@lloydcollege.in](mailto:lloydadmissions@lloydcollege.in)

you can also follow us on  
Facebook/Twitter/LinkedIn/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 Group of Institutions

Plot No. 3 & 11, Knowledge Park-2, Greater Noida - 201306

Toll Free No.: 1800-123-8414

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