



Your College
our Future



Dr. MPS
GROUP OF INSTITUTIONS

NAAC Accredited

North India's
Leading
Educational Group

DR. MPS MEMORIAL COLLEGE OF BUSINESS STUDIES

Affiliated to Dr. B.R. Ambedkar University, Agra

www.mpsgroup.org.in

www.dbrau.org.in



Dr. MPS
GROUP OF INSTITUTIONS

विद्या धनम् सर्वधनं प्रधानम्

A Lifetime Opportunity

Ability is nothing without

Opportunity

— Napoleon Bonaparte



As the new millennium beckons on this planet, no country holds as much hope and promises for the future as India a land of rich values, culture and immensely talented youth.

The need today, on one hand is to harness the potential of our youth, build character and to give them a positive direction, preparing them to face world and to find their place under the sun. On the other hand the industry and the corporate sector requires a new breed of professionals, who can invent, innovate, manage and provide effective leadership to face the new challenges thrown up by latest technologies and global economic integration.

Education does not mean accumulation of knowledge from various resources. Good Education shapes the personality of a student, builds character and cultivates life skills modernization of educational system has necessitated the evolution of an ideal value based learning. An ideal institution focused on student's success invests all its resource for their development giving them competence, capabilities and confidence to face the global challenges. Investment in infrastructure, technologies and human resources always builds a powerful institution where the students can always mentor themselves as highly successful professionals.

Dr MPS Group of Institutions is pioneer since its inception. In tunes with the time, it has been expanding its horizons beyond imagination to create an Educational paradise for the generations to come. The group started its activities in 2001 and since then it has launched a series of highly successful venture at Agra, New Delhi and other parts of North India.

- CS Education Pvt. Ltd., New Delhi
- Mata Jhandewalan Educational and Welfare Society, Agra
- Dr. MPS Group College of Business Studies, Agra
- Dr. MPS World School, Agra
- Mata Jahandewalan Education, B.Ed College
- Aasha Group of Hostels - New Delhi, Chandigarh/Mohali, Jaipur

Mission

Mission Statement



Never Stop Learning, Because Life Never Stops Teaching...

Modernity Blends with culture & traditions

Supreme emphasis is laid on providing with most modern and sophisticated learning environment coupled with Indian heritage, value system and "Sanskar". The guiding principle of the foundation is "Where modernity blends with Culture & Traditions".

The teaching methodology is contemporary which keeps the students and the staff abreast with the ever-changing scenario in the educational arena along with a fine blend of traditional Indian ethics and value systems. Tradition gives us ethics and values and modernity gives up opportunity to apply those values to move ahead and make our mark. The academic and cultural activities at our institution provide a platform where all students come together and explore the individual and group talents and resources. The faculty and management possess a high degree of integrity and knowledge that churns the students into efficient and effective human beings. Hence we say: "We nurture talent"

Knowledge Interfacing

Knowledge Interface

To remain competitive in today's world, being adaptive in one area will not be sufficient. One has to be familiar with other Management, Communication, Biotechnology and IT. Such an atmosphere helps students to share knowledge between different fields of study and gives them a network of life long friends from various fields rather than just one in which they are studying.

Mission Statement

Dr MPS Group College of Business Studies is dedicated to excellence in higher education through the provision of programmes leading to Nationally recognized awards and is committed to ensuring that its students are afforded the opportunity to develop their full potential in a professional and supportive environment.

Dr MPS is also committed to research and to enterprise related activities which assist the development of the region and is dedicated to advancing the educational, cultural, social and economic development of the wider community.

Message from the Legends



At the desk where I sit, I have learned one great truth the answer for all problems come to a single word, that word is education. The objective of education is to prepare the young to educate themselves throughout their lives.

The more things you love, the more you are interested in, the more you are indigent about, the more you have left when anything happens.

The aim of education is the knowledge not of fact, but of values. In times of change learner inherit the earth, while the learned find themselves beautifully equipped to deal with the world that no longer exists. I wish Dr. MPS Group of Institutions great future ahead.

Jitin Prasad
Former Union Minister of State, Road Transport and Highways



I am extremely delighted to see the excellent arrangements made for the NSS National Integration Camp by Dr. MPS Group of Institutions. They have taken personal care of NSS volunteers and kept them as their beloved guests.

The activities organized for the camp have been wide ranging starting from Yoga and Meditation, Cleaning of Yamuna, Visit to Old-age Homes, various contests and cultural programme.

I would like to appreciate sincere efforts of Dr. MPS Group of Institutions who are promoting the young talent and marching towards the peak of excellence.

Rajeev Gupta (IAS)
Secretary, Youth Affairs, Govt. of India

Message

from the Vice Chancellor Desk



Dr. B. R. Ambedkar University, Agra

Sqn. Ldr. A K Singh
Chairperson
Dr MPS Group of Institution

It gives me immense pleasure to congratulate Dr. MPS Group of Institutions for their vision to seek new vistas of wisdom and knowledge through the Seminars, Symposium and conferences etc. It stands distinctly apart from other Institutions by making rapid strides to meet the challenges of higher education by throwing its gates wide open to innovation and research.

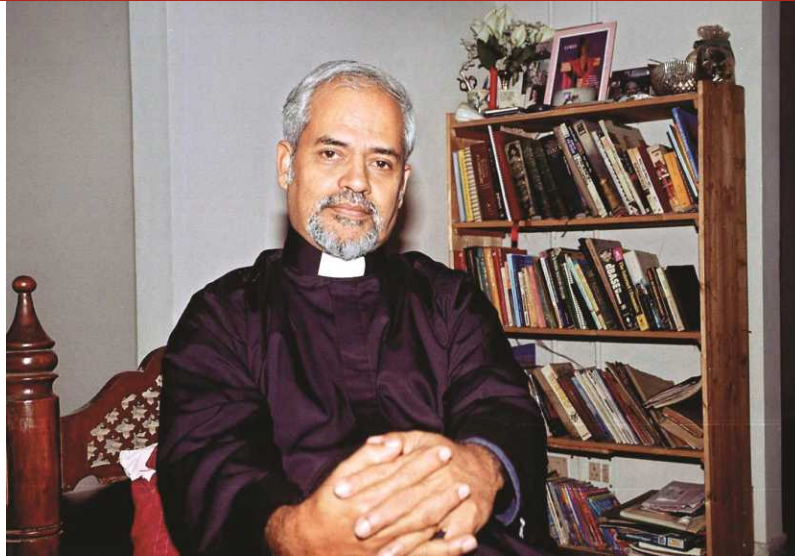
I see the high energy of its students and staff fueled by thoughts of service to society and the nation.

I hope that the 9th National Conference 2020 on "Configuring A Road Map for Transforming Business & Entrepreneurship under Digital Innovation" will prove to be truthful as the need of the present time are the transformation and innovations in every field of Education & Business.

I convey my best wishes & blessings to the students, teaching faculty,

Prof. (Dr.) Ashok Mittal
Vice Chancellor, Dr. BR Ambedkar University, Agra

Message from the Legends

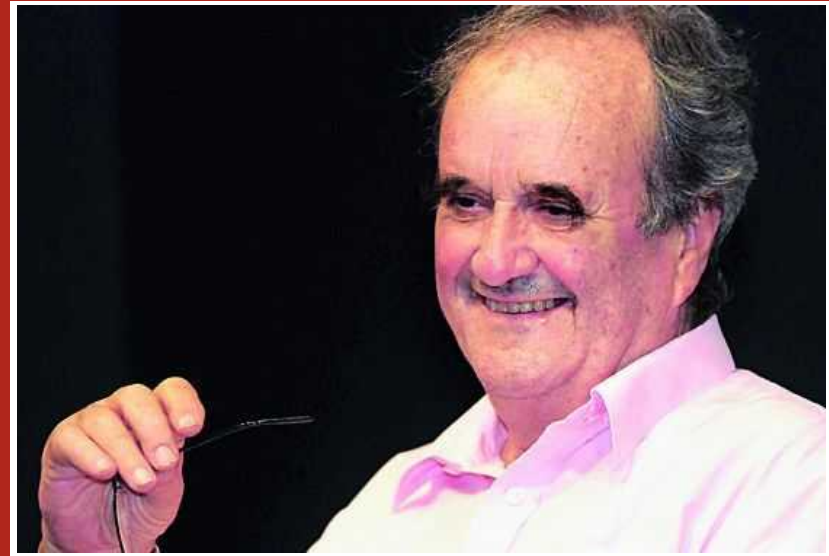


Education system in India needs to be enriched with latest technology and intellectuals. The standard of education in tier2 cities like Agra is no more inferior than the metropolitans.

I am Really happy to visit and interact with the students of Dr. MPS World School and Dr. MPS Group of Institutions. I would like to visit again and again to this place and give my expertise to the talented youngsters.

The thing which I liked the most about this place is the discipline and thought process of the students.

Revd. Walson Thampu
Principal
St Stephen's College
University of Delhi



Students must not raise their voices for their rights, but for the right of all citizens of South Asia to peace and prosperity.

Dr. MPS Group of Institutions is doing a wonderful job by educating the young buds of India in the correct direction.

These young kids are the future of the Nation as well as entire South Asia.

I wish all the best to the management of Dr. MPS Group and all the young citizens of the city for future endeavors.

Sir William Mark Tully
Former Bureau Chief, BBC News
Padma Shree, Padma Bhushan

Message from the Legends



The message I would like to give to the students is that Love your Neighbor and people around as much as you love yourself. Children are the future of the world and we must handle them with care.

Dr. MPS Group of Institutions is taking care of children of this region in a very positive manner. I must compliment the methodology and creative training method of the group.

I feel lively when I interact with the young people and students. I have seen various stages of my life and found that the school days and college are the best days of your life.

Satish Jacob
Former Correspondent
BBC News



Education is a means to acquire knowledge that brings people together aspires for betterment and spread peace and prosperity.

The development of India and all the South Asian Nations is dependent on the peace between the Nation as well as education system.

I felt great to know the mind set of the young champions of Dr. MPS World School and Dr. MPS Group of Institutions.

I feel honored to be a part of this conference. It was managed wonderfully by the organizers and students.

Pankaj Pachauri
Leading Journalist
Director, JAYPEE Business School



A K Singh
Squadron Leader (Retired)
Chairperson

Message

from the Chairperson desk

My Dear Students,

We are leading to a future where rapidly changing technologies and global challenges will pose a fierce competition to all of us. The information and technology are becoming increasingly accessible to everyone. Only those individuals with exceptional potential and skill will survive. In this crucial battle of life, knowledge is also a predominant weapon to win. If learning is empowered with the best of human virtues and values, the life will automatically transcend time. What is important is fusion of creative education and personality to enhance endurance and potential. Education and Degree are sold every where, but are they able to fulfill our dreams? If all the education we have achieved is unable to give us a dignified and successful life, it is useless. Everyone of us dreams of a career not only to earn livelihood but also to get social status and prosperity. It is a destination which begins the journey of our life. We are constantly working to develop an ethical system of education which makes you exceptional to realize your potential and transform them into reality. We don't have to be genius, or an exceptional person to be successful in life. An average person with faith in himself, motivated and self driven can easily make a wonderful career. Our unique system is focused on your personality, communication skills and leadership qualities. Come and discover yourself a world of opportunities, a safe destination for smart careers.

Your Choice of programme is an important one.
All programmes have their own special character
and 'flavour'- you need to identify which is the
'best' for your particular tastes and needs



Neelam Singh
Founder & Co Chairperson

Message

from the Co Chairperson desk

Dear Students,

I am delighted that you are considering Dr MPS Group College of Business Studies for your higher education in pursuit of your career growth. I extend you a warm welcome and assure you that we will not leave any stone unturned for your success in your endeavors.

Here, we impart value education along with many opportunities to hone your skills and nurture your talent. The college has a team of highly qualified and dedicated teachers and professionals to guide and mentor the students. A community of inspired faculty and talented students grow together to shape a dynamic energy field. We look for students who have seriousness of purpose both in the classroom and outside. Learning at this college is viewed as an experience, which is not only to gain knowledge, but also about building character and life skills, involving a holistic approach to make you an achiever in the competitive world that you will step in after college life.

The backbone of the college is its dedicated faculty, an efficient administrative staff and a strong supportive management. The mind-blowing world-class infrastructure, a wonderful educational environment and ambitious expansion plans define our impetus to the college for its continuous expansion and improvement.

Good Luck

**Education is not the filling of a pail, but the
lighting of a fire, we impart value education
along with many opportunities to hone your skills
and nurture your talent.**



Dr.MPS **World Class** **Infrastructure**

Corporate Convention Centre

The college also proudly boasts of a state of the art air-conditioned Corporate Convention Centre equipped with all the latest gadgets and gizmos to provide a world class presentation. Students can use the audio visuals of the media room and can conduct effective presentations, meetings and seminars for 25 to 200 people. This acoustically designed Convention Centre of a high standard is also used to conduct high profile lectures, conferences and meetings of keynote speakers, Corporate leaders and other renowned personalities.



**Environmental
Friendly
Campus (EFC)**

**Your ideal
destination for
education**

Inherent in the culture of Dr MPS Group College of Business Studies is a deep concern for conservation and preservation of the environment. MPS has a beautiful campus with landscaped and sprawling green parks, lawns and waterfall in front of the campus.



Our Computer lab is hi-tech and named as "Silicon Valley" In today's world computer lab of an institution should be of a very high standard and should provide a very relaxing environment to the students. We have invested in an ultramodern and sophisticated computer lab with very high specifications and global standards. Our Computer lab is equipped with latest computer loaded with all the software needed for learning. Recently we have installed computers with i-7 technology which is latest in the market. Computer Lab of our college is fully air conditioned with neatly designed interiors and ergonomically crafted furniture. Internet facility through a 56 mbps leased line is also available in the campus. Interaction with computers is a must for every student of Dr MPS College of Business Studies. Mandatory exposure to other multimedia and presentation aids is also given to the students.

Dr. MPS **Computer Lab** **"The Silicon Valley"**

A photograph of a library interior. Numerous students in blue school uniforms are seated at long wooden tables with individual wooden dividers. They are focused on reading or studying. In the background, there are bookshelves and a sign that says "KEEP YOUR PHONE SILENT" with a crossed-out mobile phone icon. The lighting is bright, coming from windows on the right.

Dr. MPS Library

In any institution, Library is the main energy centre and reservoir of knowledge. In this information age, keeping this fact in mind we have developed a big library with a mammoth collection of books, journals, magazines and periodicals. Students can consult all those rare books which are either not easily available in market or are too expensive. We are also planning to make our library air-conditioned. In addition to this we are also having an Electronic Library which is a large collection of CD ROMS, MULTIMEDIA and DVDs.



Dr.MPS **Conference** **Hall**

Our Various conference halls are professionally designed with all the necessary presentation & conferencing aids. The conference halls are meant for the training, development, GD's and open discussions between the students and mentors. The student here by learn and understand the concept of MICE which helps them to develop their managerial and corporate personality.



Dr.MPS **Lecture Halls**

Our Lecture halls are large auditoriums acoustically designed, well lit, airy and hygienic. Arrangement of Alkesign White boards, PA system, OHP and Rostrums has been made to make learning more effective. In some lecture halls Hitech LCD Projectors of 2200 lumen capacity are also installed to facilitate presentation and effective demonstrations. Students are provided with ergonomically designed chairs and tables for more comfort.



Dr.MPS
Cafe/Restarent
"Generation Next"

The college is proud to own a latest magnificent Cafe cum Restaurant with all the modern amenities and comfort. The restaurant is located amidst lush green park is an enchanting sight to watch. Restaurant & Cafe of our college is fully Air Conditioned and has a seating capacity of about 110 people. The exotic interiors and luxurious furniture of the Cafe adds to its beauty and is a delight for Hospitality trainees to work. A mock bar to train the students on beverage service is also operational inside the cafe. A 42" Plazma Television and music system are equipped inside to thrill the people.

Dr.MPS

Student Facilities & Services



Hostel Facilities

The college is having excellent hostel facilities separately for both Boys and Girls. A large and modern hostel blocks are located just a stone's throw from the academic area. The hostel is provided with a Gymnasium and large recreation room equipped with Television, VCD and Music System and also a student run library and Music Club. Hostels are comfortable, cozy and equipped, and are reputed to serve homely/delicious food. The hostel provides common laundry and ironing facilities on payment basis.

Transportation Service

The College operates its own buses in Agra City to bring the students to its campus. The buses are comfortable and cozy with music system installed in them. The bus facility is provided to the students of no profit no loss basis of very nominal charges. Arrangement of Vans in the areas where buses cannot move is also made by our college.

Recreation Facilities and Play Ground

A healthy mind lives in a healthy body. Keeping this in mind the college provides ample indoor and outdoor facilities for games and sports. A badminton court, TT Table and Volley ball court are operation inside the sprawling campus. A large play ground for outdoor games such as Cricket & Football is also a part of sprawling campus. A modern Swimming Pool and air-conditioned gymnasium proposed to be ready by the end of this year. In addition to this a TV room with DVD player and Music system are also available for our students.

LEADERS IN PROFESSIONAL EDUCATION



Dr. MPS Group of Institutions has been a pioneer in the field of higher education since its inception. We believe in providing the Professional Education for the sake of increasing the employability and inculcating the Professional Skills.

The purpose of Professional Education is not to obtain a mere degree but to prepare a student for the professional challenges of life. The transformation of skills and capabilities are main objects of professional education.

Nowadays students are moving ahead to pursue professional education for the sake of their career. They need to understand the relevance and real meaning of professional education.

We, at MPS train the students in a true professional manner and treat them as a professional, not only as a student. When a student starts believing himself as a professional then only he may become a good professional.

A student of professional course needs to focus on his presentation and soft skills. Along with the regular academics, his active participation in the extra curricular and co curricular activities is very crucial. This helps him to develop as a complete package of knowledge and skills. When he starts facing various challenges of corporate and industrial world during his professional studies, he gets to know the techniques to tackle with various problems and situations during his professional career in future.

Different professional courses which are offered at Dr. MPS Group of Institutions such as BBA, BCA, B.Sc. and M.Sc Biotech, B.Com etc. are all committed to provide professional education in the most professional environment.

Various training and development modules are followed by us to inculcate desired skills in the personality of a student. We have a strong Corporate Communication Centre with a team of dedicated and experienced professionals who ensure maximum employability and placements to the students.

Dr. MPS Group of Institutions takes care of 360 degree development of a student and transform him completely from an average student to a complete professional .



CENTRE FOR LEADERSHIP AND ADVANCED BEHAVIOURAL STUDIES (C-LABS)



PROFESSIONALS NOW OR NEVER

WHAT IS C – LABS ?

C – LABS or Chairperson’s Laboratory actually stands for Centre for Leadership and Advanced Behavioural Studies. This is a unique program conceived and developed by Squadron Leader AK Singh, the founder Chairperson of Dr MPS Group. This program will help you, step-by-step, in how to win respect, admiration and esteem of every person you meet by developing “personal poise” and making yourself more assured, positive and dynamic.

To reach your full potential is something most people never accomplish – but you will when you use the step-by-step simple rules of the profound truths of life that will make your personality something none will be able to resist !

The program provides a practical ; learn by doing and practicing, down – to- earth ways to develop your power to get other people to do what you want them to do. This course provides a “bridge” from the proved principles derived from research, observation and first hand experiences, to the very practical situations of a common student everyday life.

You will become more assertive and learn how to dress, how to walk, how to talk to people and how to generate a sparkling personality that will attract people like a magnet where ever you go and become the central figure in any gathering.

You’ll actually draw up a blue print for living. Literally, you’ll organize yourself and your habits in a way that prepares you for the big success that are just around the corner.

C – LABS is not a PDP program which teaches you communication skills, life skills or to widen the horizons of your knowledge. This program mainly focuses to discover your inner self and to bring out the inherent potential hidden deep inside you. This is a course on empowerment of your mind and true realization of your yourself.

By taking these simple steps, you can, as Squadron Leader AK Singh shows you, completely change the whole pattern of your life and transform yourself into a wonderful new you !

NOW – rise to your true stature and assume the mantle of greatness, personal heights, self assurance and confidence with C - LABS



Why Should I Choose **Dr. MPS...**?

- **More than 90% result in University Examinations.**
- **100% Placement Assistance**
- **National Achievement Awards for Educational Excellence.**
- **Campus partnerships with renowned companies.**

High Standards of Academics

High standard of Education
Highly experienced faculty
Modern teaching aids in classrooms
Multiple skills acquisition
Career Support through effective placement assistance.

World Class Infrastructure and State-of-the-art facilities

Technology enabled classrooms
Highly enriched library with Digital or E-Library
Air-Conditioned Auditorium with latest presentation aids
Modern and hi-tech Conference Hall
Fully equipped laboratories
Air-conditioned and highly advanced computer Centre with 24 hours internet connectivity
Transport Services on all major routes
Air-Conditioned Cafeteria for refreshment
Outdoor and indoor sports facilities

Student Mentoring and Personality Grooming

Special classroom sessions for communication skills and effective English conversation
Personality Development programmes and leadership training
Entrepreneurial development programmes.
Scholarships, rewards and recognitions for outstanding student
Personal monitoring of each student in academics and extra curricular activities



Welcome to



MANAGEMENT

With increasing complexity of business in 21st century, the century defined by emerging knowledge based global economy, the core competencies build around creative ideas converted into effective action through entrepreneurial traits, is an Urgent Need. The winds of change bringing transformation from regulation to liberalization, from protection to integration with international market and from central planning to free market economies, demands new approaches and new skills to sustain, compete and accelerate the momentum of global growth.

India's current economic growth around 8% is reflected by massive economic boom attracting transnational and multinational companies, in manufacturing & service sector, bringing unprecedented job opportunities with fast career growth in management arena. The developments place a premium on well trained young man & women possessing superior professional skills in managing the complex cross cultural business environment. The gold rush has just begun.

"A booming economy sees the best time ever for jobs but companies are scrambling to find the right talent & skill" Barely five years ago, it was difficult for employees to sustain their job in corporate sector. Every body mourned firing or job losses as companies restructured to cut costs and become globally competitive. **THINGS HAVE CHANGED NOW.** Companies are back in hiring mode, and this time it is widespread.

Business Leaders with vision, entrepreneurial skills and inspired to lead is what, this booming job market looks for in managers of tomorrow. Equipping yourself with a high quality application oriented management training qualification ensures your passport to this select group of managers shaping the future of Indian Business.



MANAGEMENT

BBA (Bachelor of Business Administration)

Affiliated to Dr B R Ambedkar University, Agra

Bachelor of Business Administration (BBA): BBA Course is the best platform for a young student completing his schooling and looking for an undergraduate course. Not only he can get a graduation degree but also a bright start to a future where only sky is the limit. They can look forward to give adequate exposure to the practices of management. After completion they can either join MBA/other professional course or can get placement in industry/Business world. The following sectors are the ideal options for BBA graduates.

- Malls & Retails Outlet
- Corporate Sector
- Multinational Companies
- Public Sector
- Industries/Manufacturing units
- BPO Companies
- Finance Companies/Banks
- All kinds of Commercial/Business Setups

Eligibility: 10+2 or Equivalent

Mode of Admission: Basis of Merit and Personal Interview
Three Year Full Time Regular Bachelor Degree

**No. of
Semesters: 06**

BBA SYLLABUS

Semester I

- 101 Business Organization
- 102 Business Mathematics
- 103 Business communication I
- 104 Fundamentals of Computers & Information Technology
- 105 Fundamentals of Accounting 106 Business Environment

Semester II

- 201 Management thoughts & Philosophy
- 202 Micro Economics for business
- 203 Cost Accounting
- 204 Legal & Regulatory framework of business
- 205 Business communication II 206 Business Statistics
- 207 Seminar & Viva Voce**
- INDUSTRY VISIT**

Semester III

- 301 Company Law
- 302 Marketing Management
- 303 Macro Economics for Business
- 304 Principles & Practices of Management
- 305 Organizational Behaviour
- 306 Management Accounting
- 307 Viva Voce 2

Semester IV

- 401 Financial Management
- 402 Project Management & Planning
- 403 Research Methodology
- 404 Human Resource management
- 405 Taxation Laws
- 406 Production Management
- 407 Minor Project**
- SUMMER TRAINING**

Semester V

- 501 Operations research
- 502 Sales & Distribution Management
- 503 Business Policy
- 504 Entrepreneurship & Business Management
- 505 Viva Voce A Research Topic shall be allotted to the students by the concerned teachers at the end of fifth Semester.

Semester VI

- 601 E-Business Management & CRM
- 602 Advertising Management
- 603 Management of Financial Institutions & Services
- 604 International Business management 605 Viva Voce





B.COM (Bachelor of Commerce)

Affiliated to Dr B R Ambedkar University, Agra

B.Com or Bachelor of Commerce is a three-year undergraduate course.

In the B.Com course, candidates are taught core subjects related to commerce and finance. In the three-year duration, the candidates are given options to choose from a few elective subjects too. The programme is usually spread over 3 years during which the student is taught topics like financial accounting, corporate tax, economics, company law, auditing, business management, etc.

B.Com is the best option for students who want to make a career in commerce, accounting, finance, banking and insurance. B.Com is also ideal for those who wish to pursue Chartered Accountancy, Cost Accounting and Company Secretaryship.

After completing B.Com, students can also pursue career in management, teaching, advertising, law, journalism, mass communication, law, design, etc.

Eligibility: 10+2 or Equivalent

Mode of Admission: Basis of Merit and Personal Interview

Three Year Full Time Regular Bachelor Degree

B.COM I YEAR

Business Communication
Business Environment
Business Regulatory & Framework
Financial Accounting
Business Economics
Business Statistics

Qualifying Paper- Rastra Gaurav & Environmental Studies

B.COM II YEAR

Principle of Business Management
Fundamentals of Entrepreneurship
Cost Accounting
Income Tax
Industrial Law
Public Finance

B.COM III YEAR

Information Technology & its Implications
Money and Financial System
Corporate Accounting
Auditing
Financial Management (FM-1)/
Human Resource Management (HR-1)
Management Accounting (FM-2)/
Essential of E-Commerce(HR-2)



Bi  **technology**

We Make
Attempt
to create a
Better Tomorrow
by improving your Today

Biotechnology is a modern branch of 'Biological Sciences' utilized integrated principles of Biological and Engineering sciences for enhancing industrial productivity & laboratory researches for human welfare through genetic manipulations. Bio-Technology is a research oriented science by inculcating allied subjects; genetics, biochemistry, microbiology, immunology, chemistry, agriculture, health care, pharmaceuticals, animal husbandry, ecology, bio-statistics, bio informatics and engineering, science etc.

Biotechnology is flourishing
with **MULTICOLOURS**

Biotechnology Scope

Huge scope remains for the employable biotechnological professionals to meet with the challenges of Industrial sectors and higher researchers for developing various medicines, vaccines, diagnostics tools, enhanced productivity, dairy technology, conservation of germ-plasm, live stock management by molecular breeding, improved seeds, insecticides, bio-fertilizers, biodegradation of pollutants, waste management etc. Biotechnology was began in India during the late of 1980s and was adopted in domestic or multinational firms and companies. There were about 400 firms in India initially, for the processing of food, drugs, solvents, metabolites, growth regulators, vitamins etc which has reached more than 2000 now along with 25, 000 biotech professionals, which is estimated to grow to more than 70, 000 (research 50%, technical/ services 35% management 15%) for Biotechnology professional as compare to other sectors.

What is
Biotechnology





Biotechnology Applications

The applications of biotechnology are manifold and vast which the sky being the limit. Biotechnology with its various branches encompasses many different fields such as:

Plant and Agricultural / Green Biotechnology

Green Biotechnology also known as Agricultural Biotechnology, involves the manipulation of plants to produce specialized crops species which are eco-friendly and more productive, higher resistant and tolerant against environmental stresses and pathogens, causes extensive damages to crops in India. Development of varieties of wheat that are disease resistant by cross breeding of different types of wheat is an example of green biotechnology.

Fruit Development	Role in brewing and malting	Increased efficiency of nitrogen fixation in plants	Developing disease resistant plants, herbicide resistant plants and stress tolerance plants
Increased nutritional quality	Vaccine production from plants		

Bioinformatics / Computation Biology

The term Bioinformatics has been derived by combining the Computational statistical tools and Biological Sciences for simplifying the complexity of Biological informations to unlock the next generations of innovations. Bioinformatics is a multidisciplinary science which aims to use the benefits of advent computational approaches for the proficient molecular data mining, sequence comparison and analysis, emerging tools of microarray for Human welfare.

Nucleotides Sequence	Proteomics	Genomics
Identification and confirmation DNA sequences	Functional behavior of a protein for the regulation of traits of economic importance	Functional behavior of genes

Animal Biotechnology / Red Biotechnology

Red Biotechnology deals with genetically modified microorganisms (GMOs) which are used for improved productivity and desired traits like; milk, meat, vital genetic architecture etc. These GMOs are also utilized as a 'Bioreactor' for the 'Molecular Farming' to produce vital pharmacological, nutritional and medicinal products in-vivo through the principles of Genetic Engineering. Red biotechnology also helps in reproductive technologies like in-vitro fertilization (Test Tube babies), DNA profiling, forensics and in transplantation technologies.

Improved animal nutrition	Developing vaccines	Role in animal breeding	Creating transgenic animals
Embryo transfer	Xenotransplantation		

Industrial Biotechnology / White biotechnology

White Biotechnology involves the manufacturing of useful chemicals for the Industrial Sector: hormones, enzymes, acids, drugs, antibiotics, vaccines, growth metabolites etc. by using organisms moulds, yeast and bacteria. White Biotechnology also have significant role in cleaning up oil spills, protecting endangered species by storing DNA samples to be used for future research.

Career Prospects in

Biotechnology APPLICATIONS



Engineer (Chemical, Electrical, Environmental and Industrial): This position would involve engaging in a range of projects from building robots to assisting with Research and Development.

Research Scientist: If you wish to enter the field at a high level, you may choose to become a Research Scientist. This involves working alongside established scientists to design and carry out experiments, then writing reports for future publication.

Research Associate: If you are interested in Research and Development, then becoming a Research Associate can provide an interesting career that allows you to carry out experiments under the instruction of established Scientists.

Business Development Manager: This position involves working with colleagues to introduce products and to negotiate agreements with strategic partners.

Sales Representative: As a sales representative, you would work with hospitals, doctors and a wide range of medical institutions to keep them aware of biotechnology's latest offerings, as well as trying to encourage their approval for your products over rival products in the market.

Marketing: In biotechnology marketing, you would manage and devise campaigns aimed at particular customer areas, through such methods as working with advertising agencies and maintaining a visible presence at medical conventions and trade shows.

Lab Technician: Includes cleaning and maintaining equipment used by scientists and working on the various pieces of lab equipment as instructed.

Graduate and post graduate bio-technologists have a zooming career with exciting job opportunities in MNC's, Research Institutions, Pharmaceutical Lab with high salary packages. This biological technology finds its scope all around the globe. India has also proven their scientific skills by establishing hundreds of Biotech companies running with a turnover of thousands of crores.

Dr MPS Group College of Business Studies is also one such institution which runs with a motto of developing young scientists and business professionals with their expert team members. In addition the normal scheduled lectures and practical sessions, Dr. MPS College also provides the students on hand training from reputed National and Regional Laboratories and Institutions. In brief, the college provides the perfect platform for the graduate and postgraduate students which makes them competent enough to face today's world.

As there is increasing popularity and explosive growth, there is plenty of opportunities available in Biotechnology field. You can be a Research Scientist, Teacher, Marketing manager, Science Writer, Bioinformists, Quality Control Officer or Production In-charge in the food, Chemical and Pharmaceutical industry. Analyst (Venture-Capitalist) Environmental/Safety Specialist. Biotechnology companies require Corporate Executives with business/Management Degrees. A graduate in Biotechnology can get job in government sectors such as Universities and Colleges, Research institutes or at Private Centers as Research scientists/assistants.

Biotechnology

Market & Future Aspects

30% growth in investment
75% growth in employment
80% growth in R & D manpower

3 million skilled jobs

120 National Research Institute
45,000 Scientists
800 Life Sciences Colleges
10,00,000 graduates per annum
450 Medical Colleges
47,500 medical graduates per annum
600 Biotech Companies
Employing 55,000 scientists in R & D
250 Teaching hospitals
Employing medicos & paramedicos
US\$ 15 billion annual revenues

The advantage:
INDIA
provides

Excellent network
of research laboratories

Well-developed
base industries

Trained manpower and
knowledge base

Rich
bio-diversity

Extensive Clinical
trials opportunities

MOVERS & SHAKERS

- BICON INTERNATIONAL
- SILICOCYTE, BANGALORE
- VLIFE SCIENCE TECHNOLOGIES, PUNE
- ABL BIOTECHNOLOGIES
- DABUR RESEARCH FOUNDATION
- GANGAGEN BIOTECHNOLOGIES
- GVK BIOSCIENCES
- JUBILANT BIOSYS
- MANIPAL ACUNOVA
- MONAND NANOTECH
- OCIMUMU BIOSOLUTIONS
- REAMETRIX
- RELIANCE LIFE SCIENCES
- BYRO BANS INTERNATIONAL
- SERUM INDIA LTD.
- ACE BIOMED, MUMBAI
- AVENTIS THERAPEUTICS, BANGALORE
- ANAMOL LABORATORIES, TARAPUR
- BIOVEL LIFE SCIENCES, BANGALORE
- BIOZEEN, BANGALORE
- BOSTON BIOLOGICALS, BANGALORE
- KAN HEALTHCARE, NEW DELHI
- KARD SCIENTIFIC INDIA, PUNE
- LIFECARE INNOVATIONS, GURGAON
- POLYCLONE BIOSERVICES, BANGALORE
- PREMAS BIOTECH, MANESAR
- RFCL, NEW DELHI
- RXMD INDIA, CHENNAI
- RANBAXY LABORATORIES
- LUPIN LABS LTD.



Biotechnology **Syllabus**



B.Sc. Biotechnology 1st year

Biotechnology

Biochemistry & Biophysics
 Maths, Biostatistics, computer & Bioinformatics
 Cell Biology
 Instrumentation & Bio analytical Techniques
 Practical

Botany

Algae, fungi, Bryophytes & pteridophytes
 Gemnosperms & Taxonomy of Angiosperms
 Practical

Chemistry

Inorganic & physical
 Organic & physical
 Practical
 Behavioural Science

B.Sc. Biotechnology 2nd year

Biotechnology

Genetics
 Microbiology
 Molecular Biology
 Immunology
 Practical

Botany

Plant physiology, ecology & anatomy
 Embryology, Pathology, Plant Breeding & Economic Botany
 Practical

Chemistry

Inorganic & physical
 Organic & physical
 Practical

B.Sc. Biotechnology 3rd year

Biotechnology

Recombinant DNA Technology
 Plant biotech
 Animal Biotech
 Environmental Industrial Biotechnology
 Genomics & Proteomics
 Entrepreneurship development
 Practical

M.Sc. Biotechnology 1st sem

Cell Biology
 Biomolecules & basic Ezymology
 Microbial physiology & genetics
 Computer application & Biostatics
 Practical

M.Sc Biotechnology 2nd Sem

Molecular Biology
 Instrumentation & Techniques in Biotechnology
 Biology of Immune System
 Plant Biotechnology
 Practical

M.Sc. Biotechnology 3rd Sem

Animal cell science and techniques
 Genetics engineering
 Bioprocess engineering and technology
 Environmental biotechnology

B.SC. BIOTECHNOLOGY (B.SC. BT)

Biotechnology is the fastest emerging career option in India. This field offers excellent career and growth prospects with very high salary and the students can pursue a dream course at graduate level. B.Sc Biotechnology students can foresee exciting job opportunities in the following sectors:

Food and Nutrition Industry
 Research Laboratories
 Agriculture & Horticulture
 Pharmaceutical Industry

Scientific Pathologies
 Forensic Laboratories
 Textile Industry
 Marine Research Labs

**No. of
 Years
 03**

ELIGIBILITY: 10 + 2 in Physics/Chemistry with Maths/Biology/Biotechnology/ Computer Science or Equivalent

Mode of Admission: Through Merit and Personal Interview

M.SC. BIOTECHNOLOGY (M.SC. BT)

M.Sc Biotechnology course aims at imparting quality education of post graduate level, for preparing students for careers in the following industries & Segments:

Food Industry
 Forensic Labs
 Farms

Pharmaceutical Sector
 Textile Industry
 Advance Research

**No. of
 Semesters
 04**

ELIGIBILITY: Bachelor in ZBC (Zoology, Botany and Chemistry), PCM (Physics, Chemistry and Mathematics), Microbiology, Biotechnology, Genetics, Industrial Microbiology, Medical Lab Technology (M.L.T), Bioinformatics etc.

Mode of Admission: Through Merit and Personal Interview

Learn...
Think...
Develop...

Cit
**Information
Technology**





Information Technology

The booming IT Industry of India has become a most potential career option for the people who wish to enjoy a fast growing and challenging life. The sector Includes IT industry Telecommunications and ITES (IT Enabled Services) as well. India's top five IT companies are rising fast into the rankings of world's 50 largest Information Technology organizations. Big changes are sweeping through the \$513 billion global IT market. Indian IT giant HCL Technologies deals. A \$ 335 million contract with UK Electronics is a notable achievement and a big feather in the cap of Indian IT industry. No industry is over complete without the manpower—"the people" who are the soul. Barely in college and still earning in double digits—that's possible in the world of Information Technology. This sector is also credited with providing the best starting salaries and the variety of jobs. The facts clearly indicate that the IT industry which was once held responsible for global recession is now witnessing a unprecedented boom and is increasingly becoming a major cause and contributing factor in rise of national income and foreign income besides solving the ever increasing problem of unemployment amongst the educated and computer literate youth.

Some **MIND BLOWING** Facts

- Industry size of ITES \$4708 billion and Telecommunications \$ 19.5 billion.
- Employment potential in ITES 1.6 Million people.
- Projected employment status in Telecom sector-30 lakh by and of this year.
- Growing at a rate of 32.6 percent.
- Career options as Software Application Developer, Network Systems Analyst, Systems Security Expert, IT networker, Call Centre Executive, Researcher etc.