

MBA

PROGRAMME

COURSE STRUCTURE

2010-2012

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**INSTITUTE OF BUSINESS
MANAGEMENT & RESEARCH**
HUBLI • BANGALORE • AHMEDABAD • DELHI NCR



M S UNIVERSITY

Manonmaniam Sundaranar University, Tirunelvali, Tamil Nadu

Two Year Full-Time Program (Industry Interactive)

Member of Association of Indian University & Common wealth Universities

Approved by UGC, HRD, and Govt. of India.

Accredited with B++ Grade by the NAAC

About Manonmaniam Sundaranar University

Manonmaniam Sundaranar University (MSU), named after the famous Tamil Scholar Professor P. Sundaram Pillai, was established on 7 September, 1990. Manonmaniam Sundaranar university (MSU) is a UGC approved State University, Member of Association of Indian Universities, with NAAC accreditation and one of the most promising Universities in India with Global perspective. The University has under its jurisdiction 61 affiliated colleges, 5 Mano Colleges and 1 Constituent College, with 65,000 students on rolls.

Manonmaniam Sundaranar University (MSU) is accredited with 'B' Grade by NAAC MBA (Industry Interactive Program) from M.S University (MSU) "Industry Ready Employable Management Graduates" - this is the credo of the MBA (Industry Interactive Program) at Manonmaniam Sundaranar University (MSU). This program is a two year, full time, regular program.

The MBA (Industry Interactive Program) is designed by IIT-IIM Alumni along with Industry Veterans to develop professional managers with the strong conceptual fundamentals and application skills required currently to manage businesses and that of the future, while giving them the vision to determine what the future will be.

The objectives of the MBA (Industry Interactive Program) are to enable its graduates to:

- Understand the broader perspective of socio-economic, political, technological and ecological environment and their impact on modern businesses
- Acquire working knowledge and skills in the basic disciplines and functional areas of management
- Acquire 'Transfer of Learning' methodology for basic disciplines and functional areas of management
- Develop Competencies, Attitudes and Skills so as to increase the effectiveness and efficiency of modern businesses.
- Encourage and Develop Entrepreneurial Spirit
- To produce Industry Ready Employable Management Graduates.

Offered in IBMR International Business School, Bangalore

Duration: 2 Year (4 Semesters)

Eligibility: Any Graduation with Min 50% Pass Marks

Entrance Test Approved: MAT / CAT / XAT / NAT / ATMA

SPECIALISATION

- M.B.A. HR
- M.B.A. Finance
- M.B.A. Retail
- M.B.A. Marketing
- M.B.A. Operation Management

The MBA (Industry Interactive Program) also prepares the students to take up multiple responsibilities and energizes them for the fast-track performance expected of them. The curriculum, by any standards, is rigorous. Assignments, live and simulated projects, periodic evaluations and demanding academic schedules ensure that the student develops skills in managing time and working efficiently and effectively. This is what makes managers from the MBA (Industry Interactive Program) of MSU, a cut above the rest in challenging situations.

Highlights of MBA (Industry Interactive Program) of MSU:

- Updated Curriculum in tune with Industry requirements
- Competency Development as part of curriculum to produce employable talents which is evaluative
- Application oriented projects and Industry Interactivity Integrated
- Certification courses as per Industry requirements / Diploma from a Best University
- Complete Entrepreneurship program with hands on and project assignment.
- Career Counseling, Mentoring a part of Course Curriculum
- Cross specialization/Micro Specialization
- Major specialization and Minor Specialization (Similar to IIM Model)

The University's mission is

In pursuit of Excellence

"by providing quality education, especially for the rural and the un-reached".

"through innovation in teaching, research and extension activities".

"by Promoting human values for social harmony".

COURSE STRUCTURE

M S UNIVERSITY

(Industry Integrated Programme)

MBA THE MASTERS IN BUSINESS ADMINISTRATION

Semester I

- Management Principles and Practice
- Organisational Behaviour
- Managerial Economics
- Financial and Management Accounting
- Quantitative Methods for Management
- Executive Communication
- Computer Application in Management

Elective/Diploma-I: Entrepreneur Development

Semester II

- Operations Management
- Marketing Management
- Financial Management
- Human Resource Management
- Quantitative Techniques
- Research Methods for Management
- Computer Applications in Management* – Practical

a) Management Practical

b) Comprehensive Viva-Voce (Internal)

Elective/Diploma-II: Entrepreneurship & Innovations

Semester III

- Business Environment & Ethics
- Management Information System
- Elective – I
- Elective – II
- Elective – III
- Elective – IV
- Summer Placement Project Report & Viva-Voce

Elective/Diploma-III: Legal Aspects of Business

Electives For III Semester - Students can choose any four of the following

- Promotion Management
- Export Management
- Consumer Behaviour
- Rural Marketing
- Financial Services
- Equity Research & Portfolio Management
- Human Resource Development
- Managing of Interpersonal Effectiveness
- Events Management
- Advanced Production Management
- Electronic Commerce
- System Analysis and Design
- Integrated Materials Management
- Quality Management Systems
- Retail Management

Semester IV

- Strategic Management : Indian Global Context
- International Business
- Elective – V
- Elective – VI
- Elective – VII
- Elective – VIII
- Management Practice
- Comprehensive Viva-Voce (Internal)

Elective/Diploma-IV: Business Plan

Electives for IV Semester Students can choose any four of the following

- Supply Chain Management
- Services Marketing
- Brand Management
- Distribution Management
- International Financial Management
- Principles of Insurance Management
- Strategic Cost Management
- Organizational Development
- Labour Welfare and Industrial Relations (Legislations)
- Software Project Management
- Data Mining
- Technology Management
- Total Productive Maintenance
- Total Quality Management
- e-Marketing



BHARATHIAR UNIVERSITY

COIMBATORE

(Center for Participatory Programme) Member of Association of Indian University & Common Wealth Universities

Approved by UGC, HRD, and Govt. of India.

Accredited with NAAC 'A' Grade Ranked 2nd among Top Universities in India (April 2009)

About Bharathiar University

The Bharathiar University was established at Coimbatore by the Government of Tamilnadu in February 1982. Recognized by The University Grants Commission (UGC), New Delhi, A member of the association of Indian Universities and Commonwealth Universities and Ministry of Human Resources Development, New Delhi.

Bharathiar University is accredited with 'A' Grade by NAAC and placed among the top ten universities at the national level.

The University is situated at the backdrop of Maruthamalai Hills in the Western Ghat range, in a sprawling campus of 1000 acres of land. 15 kms. from the City of Coimbatore. As of now the University has 119 affiliated colleges, 81 Arts and Science Colleges, 30 are Colleges of Education, 7 Management institutions and 1 Air Force Administration College. In addition, there are 82 partner institutes all over India running participatory programs including IBMR Business School, Hubli, Bangalore, Ahmedabad & Delhi NCR, and 19 Research Institutes of the State and Central Governments, which are recognized by this University for research purpose. Bharathiar University follows a regress and stringent evaluation process for granting the Partnering Institute status. They also have a review process for all the partnering institute for continuing such partnering status. All these institutions cater to the educational needs of more than 1,50,000 students and research scholars.

The Syllabus examination pattern and evaluation process for participatory program offered by Bharathiar

Offered in All campus of IBMR Business Schools, Bangalore, Ahmedabad, Hubli & Delhi NCR

Duration: 2 Year (4 Semesters)

Eligibility: Any Graduation with Min 50% Pass Marks

Entrance Test Approved: MAT / CAT / XAT / NAT / ATMA

SPECIALISATION

- M.B.A. ■ M.B.A.Finance ■ M.B.A.Entrepreneurship ■ M.B.A. Export Management ■ M.B.A. Financial Services
- M.B.A. Hospital Management ■ M.B.A. Human Resource Management ■ M.B.A. Industry Integrated ■ M.B.A. Information System ■ M.B.A. International Business ■ M.B.A. Investment Management ■ M.B.A. Marketing
- M.B.A. Retail Management ■ M.B.A. Service Marketing ■ M.B.A. Tourism and Hotel Management

University is similar to the Regular M.B.A program offered by Bharathiar University.

Bharathiar University at present is implementing numerous programs with premier institutions in India as partner Institutes for running regular participatory programs, which includes the Defence Research and Developmental Organization DRDO.

The University's mission

- To be innovative, inclusive and international University; committed to excellence in teaching, research and knowledge transfer and to serve the social, cultural and economic needs of the nation".
- To innovate and offer educational programmes in various disciplines with synergistic interaction with the industry and society.
- To impart knowledge and skills to students equipping them to be ready to face the emerging challenges to the knowledge area.
- To provide equal opportunity to women students and prepare them to be equal partners in meeting the scientific and technological demands of the nation.
- To contribute to the advancement to knowledge through applied research leading to newer products and process.
- To prepare the students to work for societal transformation with commitment to justice and equality.
- To inculcate among students a global vision with skills of international competence.

COURSE STRUCTURE

BHARATHIAR UNIVERSITY

(Participatory Programme)

MBA THE MASTERS IN BUSINESS ADMINISTRATION

Semester I

- Principles of Management ■ Business Economics
- Organizational Behaviour ■ Accounting for Managers ■ Managerial Statistics Business Law
- Business Application Software

Value Added Course: Industrial Certification Program

Competency Builder – Personality Development

Goal setting, Personal Awareness & Time Management, Memory Techniques and Learning Styles, Business Communication Skill Development: Written and Oral Communication, Persuasive Presentation Skills

Semester II

- Business Research Methods ■ Production Management ■ Financial Management
- Marketing Management ■ Human Resource management ■ Operations Research for Management ■ Management Information System

Value Added Course: Industrial Certification Program

Competency Builder – Self Analysis and Grooming

Self Assessment Analysis, Correlating Internal Strengths with Corporate Requirements, Internal Communication, Building Collaborative/Team Relationship, Business Etiquettes/grooming

Summer Project – Duration 2 Months

Semester III

- Strategic Management ■ Corporate Entrepreneurship ■ Elective I ■ Elective II
- Elective III ■ Elective IV ■ Elective V

Value Added Course: Industrial Certification Program

Competency Builder – Self Marketability

Developing Confidence & Enthusiasm, Dealing with Difficult Situation – Professional & Personal, Cross Cultural Etiquettes, Fundamentals of CV Writing, Career Counseling Group Discussion Practice, Interview Handling

New Venture Creation Project

Semester IV

- International Business Management ■ Managing Technological Innovation ■ Elective VI ■ Elective VII
- Elective VIII ■ Dissertation Project (200 marks)

COURSE STRUCTURE

IBMR value added programme

An Industry-Integrated Programme, Recognised by Corporates and Industries, (Non-Technical and Non-Professional Programme)

Semester I

- French Language - I
- Business Environment
- Fundamentals of Computers
- English Lab

Semester II

- French Language - II
- Advance Business Computing
- Entrepreneurship
- Summer Internship Programme

Semester III

- Career Management
- Project Specialisation
- Enterprise Resource Planning
- Management Control System

Semester IV

- Learning Series
- International Internship (Study tour Abroad)



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