

Mode of selection

Selecton will be based on combination of eligility criteria :Group discussion / Personal Interview scores.
Reservation As per Institutional Norms

Admission Policy

College admits students for the Post Graduate MBA through PG CET and based on MAT; Group Discussion and Personal Interview

Document Retention Policy

Original documents is returned to students after verification by Bangalore University

About the Course

This 2 year Program offers a wide spectrum of business knowledge, conceptual and analytical skill to develop the students into competent and effective managers. The students are trained to adapt instantaneously to new surroundings and are poised to create corporate environments of excellence. For these young aspirants to cater to higher levels, they are exposed to the latest in Industry practices through various industrial visits and seminars conducted by highly acclaimed professionals. The academic inputs are equally in- depth. The emphasis of our curriculum besides the regular syllabus is on industry- academy interaction programs like regular guest lectures by corporate leaders, regular industrial visits, and personality development programs by well-known corporate trainers. The students undergo projects in multinational and well known Indian companies. Students attain a dual specialization in any of the following subjects: Marketing, Finance HR and Systems. Some of the subjects covered in the syllabus include: Organizational Behavior, Business Economics, Mathematics, and Statistics, Operations Research, Financial Management, Production and Operations Management, Management Information System, Fiscal Policies & Taxation Management, Consumer Behavior, Employee Relations Management, System Analysis & Design , Strategic Financial Management, Advertising Management, International HRM and e-Business Strategies The program modules are supported by a series of management and business related events ,seminars, industry visits.

The objective of our MBA programme is to provide specialized knowledge of different functional areas with strategic orientation that leads to comprehend the contemporary practices, procedures, policies and opportunities prevailing in the current business scenario and become a socially responsible and knowledgeable business executives. The programme aim at enabling the students to gain subject knowledge, generate their own knowledge and the emphasis is especially to convert their actual knowledge into productive action.

CATEGORY	CREDITS TO BE COVERED IN				TOTAL CREDITS
	SEM-1	SEM-2	SEM-3	SEM-4	
COMPULSORY CORE SUBJECTS	24	24	8	4	60
SOFT CORE SUBJECTS	2	2	*	*	4
SPECIALIZATION SUBJECTS	0	0	12	12	24
GENERAL OPEN ELECTIVE (INTER DISCIPLINARY)	*	*	3	*	3
INTERNSHIP	*	*	3	*	3
DISSERTATION	*	*	*	10	10
TOTAL	26	26	26	26	104

COURSE MATRIX

SUBJECTS	PAPER	INSTRUCTION HRS/WEEK	DURATION OF EXAM(HRS)	MARKS			CREDITS
				IA	EXAM	TOTAL	
A) I SEMESTER							
CORE SUBJECTS: 1.1 ECONOMICS FOR MANAGERS 1.2 ORGANIZATIONAL BEHAVIOUR 1.3 ACCOUNTING FOR MANAGERS 1.4 STATISTICS FOR MANAGEMENT 1.5 MARKETING FOR CUSTOMER VALUE 1.6 BUSINESS AND INDUSTRY	6T	6X4	6X3	6X30	6X70	6X100	6X4
SOFTCORE: 1.7 COMMUNICATION SKILLS	1T	1X2	1X3	1X30	1X70	1X100	1X2
TOTAL CREDITS							26

SUBJECTS	PAPER	INSTRUCTION HRS/WEEK	DURATION OF EXAM (HRS)	MARKS			CREDITS
				IA	EXAM	TOTAL	
B) II SEMESTER							
CORE SUBJECTS: 2.1 TECHNOLOGY FOR MANAGEMENT 2.2 MANAGERIAL RESEARCH METHODS 2.3 ENTREPRENEURSHIP AND ETHICS 2.4 HUMAN CAPITAL MANAGEMENT 2.5 FINANCIAL MANAGEMENT 2.6 QUANTITATIVE TECHNIQUES AND OPERATIONS RESEARCH	6T	6X4	6X3	6X30	6X70	6X100	6X4
SOFTCORE: 2.7 INNOVATION MANAGEMENT	1T	1X2	1X3	1X30	1X70	1X100	1X2
TOTAL CREDITS							26

SUBJECTS	PAPER	INSTRUCTION HRS/WEEK	DURATION OF EXAM (HRS)	MARKS			CREDITS
				IA	EXAM	TOTAL	
C) III SEMESTER							
CORESUBJECTS: 3.1 STRATEGIC MANAGEMENT & CORPORATE GOVERNANCE 3.2 PROJECTS AND OPERATIONS MANAGEMENT ELECTIVESUBJECTS 3.3 FINANCE 3.4 MARKETING 3.5 HUMAN RESOURCES 3.6 HEALTH CARE MANAGEMENT 3.7 BANKING FINANCE AND INSURANCE SERVICES MANAGEMENT(BFIS) 3.8 STARTUPS AND SMES MANAGEMENT <i>THREE ELECTIVES IN SPECIALIZATION STREAMS</i>	5T	5X4	5X3	5X30	5X70	5X100	5X4
3.9OPENELECTIVE:	1T	1X3	1X3	1X30	1X70	1X100	1X3
3.10PROJECTWORKFOR4WEEKS				1X50	-	1X50	1X3
TOTAL CREDITS							26

SUBJECTS	PAPER	INSTRUCTION HRS/WEEK	DURATION OF EXAM(HRS)	MARKS			CREDITS
				IA	EXAM	TOTAL	
D) IV SEMESTER							
CORE SUBJECT: 4.1 INTERNATIONAL BUSINESS DYNAMICS ELECTIVESUBJECTS 4.2 FINANCE 4.3 MARKETING 4.4 HUMAN RESOURCES 4.5 HEALTH CARE MANAGEMENT 4.6 BANKING FINANCE AND INSURANCE SERVICES MANAGEMENT(BFIS) 4.7 STARTUPS AND SMES MANAGEMENT THREE ELECTIVES INSPECIALIZATION STREAMS	4T	4X4	4X3	4X30	4X70	4X100	4X4
4.8 DISSERTATION FOR 6WEEKS	-	4	REPORT EVALUATIO N VIVA	1X50	1X200	1X250	1X8 1X2
TOTAL CREDITS							26
PROGRAM GRAND TOTAL OF CREDITS							104

ELECTIVES UNDER SPECIALIZATION STREAMS

IIISEMESTER	IVSEMESTER
3.3 FINANCE	4.2 FINANCE
3.3.1 INDIAN FINANCIAL SYSTEM 3.3.2 CORPORATE TAX PLANNING AND MANAGEMENT 3.3.3 CORPORATE VALUATION AND RESTRUCTURING	4.2.1 INVESTMENT ANALYSIS AND MANAGEMENT 4.2.2 INTERNATIONAL FINANCIAL MANAGEMENT 4.2.3 RISK MANAGEMENT AND DERIVATIVES
3.4 MARKETING	4.3 MARKETING
3.4.1 RETAILING MANAGEMENT AND SERVICES 3.4.2 CONSUMER BEHAVIOR 3.4.3 RURAL AND AGRICULTURAL MARKETING	4.3.1 STRATEGIC BRAND MANAGEMENT 4.3.2 INTERNATIONAL MARKETING STRATEGY 4.3.3 DIGITAL MARKETING

3.5 HUMAN RESOURCES	4.4 HUMAN RESOURCES
3.5.1 LEARNING AND DEVELOPMENT 3.5.2 INDUSTRIAL AND EMPLOYEE RELATIONS 3.5.3 PERFORMANCE MANAGEMENT SYSTEM	4.4.1 STRATEGIC HRM 4.4.2 INTERNATIONAL HRM 4.4.3 TALENT AND KNOWLEDGE MANAGEMENT
3.6 HEALTH CARE MANAGEMENT	4.5 HEALTH CARE MANAGEMENT
3.6.1 PERSPECTIVES ON HEALTH CARE SECTOR 3.6.2 MANAGEMENT OF PUBLIC HEALTH SYSTEMS 3.6.3 HEALTH ECONOMICS	4.5.1 BASIC MANAGEMENT ASPECTS OF HEALTHCARE 4.5.2 STRATEGIC MANAGEMENT IN HEALTHCARE SETTINGS 4.5.3 MANAGEMENT OF HOSPITAL SERVICES
3.7 BANKING FINANCE AND INSURANCE SERVICES MANAGEMENT (BFIS)	4.6 BANKING FINANCE AND INSURANCE SERVICES MANAGEMENT (BFIS)
3.7.1 STRATEGIC CREDIT MANAGEMENT IN BANKS 3.7.2 INSURANCE PLANNING & MANAGEMENT 3.7.3 INDIAN FINANCIAL SYSTEM	4.6.1 BANKING TECHNOLOGY AND MANAGEMENT 4.6.2 INTERNATIONAL FINANCIAL MANAGEMENT 4.6.3 RISK MANAGEMENT FOR BANKS AND INSURANCE COMPANIES
3.8 STARTUPS AND SMES MANAGEMENT	4.7 STARTUPS AND SMES MANAGEMENT
3.8.1 PERSPECTIVES ON STARTUPS AND SME 3.8.2 BASIC MANAGEMENT ASPECTS OF SMALL BUSINESS 3.8.3 ESTABLISHMENT OF SMES	4.7.1 TECHNOLOGY AND INNOVATION 4.7.2 INTERNATIONALIZATION OF SMES 4.7.3 MANAGEMENT OF STARTUPS

ENRICHMENT

The course is spread over four semesters in a two year period, as per the norms of Bangalore University. Each semester is for a period of five months. The first semester provides the foundation to Management and the second semester introduces the functional areas of Management. At the end of the second semester, students are to undergo a four week internship in an organization and submit a report. The third and fourth semester focus on elective courses. The program offers a wide choice to the students with functional / sectoral areas of specialization to choose from. In addition to this, we are providing to the students several soft skill programmes and Value Added courses. A departmental Bi-Annual Newsletter is published every year. The department has published the first issue of its Management Research Journal M. S. R Journal of Management – A Journal of Applied Research, with an ISSN number - 2321-7383 in June 2013. Subsequent issues have been published with valuable contributions from authors. National research conferences have been organized by the MBA department for academicians and management students. It has plans in the forthcoming year to conduct Seminars, MDPs and FDP programmes.