Masters program in Business Administration

2 years • Weekends schedule

The Indian Economy is projected to grow in the next 5 years at unprecedented rates. More jobs will be created every year. Lakhs of graduates/post graduates get into the job market every year, many of them because they have no money/ opportunity / time to get into professional courses.

Are you one of those professionals, who grabbed the first job that came your way? Simply because you didn’t get the opportunity to get a professional qualification, or did not have the Finance for it. Now is the chance for you to upgrade your qualifications and enhance your career prospects.

Our Masters Program in Business Administration has been designed to cater to the specific needs of young working Professionals like you. What’s more? It’s a weekend program, so you don’t have to give up your job. We have designed an exciting new syllabus for you, which gives you an insight into various aspects of Management in the first year… thereafter you can opt for a specialization in the second year. The following specializations are available:

Finance
Marketing
Human Resources Management
Operations Managements

The 2 year Program delivers a Comprehensive coverage of business and management. The entire Program is covered in 6 Trimesters. At the end of each trimester, exams will be held. The teaching methodology will include Case studies, Group discussions, Industrial visits. Each student will have to undertake a project in their area of specialization, in the second year.

Note: Any specialization will be conducted if there are a minimum of 15 students in a batch. Batches across centers may be combined for specialization sessions.

Eligibility: For Graduates with minimum 2 years of work experience.

Duration: 2 years (Weekends)

Please note: The Management reserves the right to alter, modify or change the curriculum from time to time.

Course Content:

TERM 1 (Trimester 1)
- Principles of Management
- Intro to Macro & Managerial Economics
- Intro to Financial Accntg & Management
- Introduction to Marketing

TERM 2 (Trimester 2)
- Communication Skills
- Introduction to Quantitative Techniques
- Introduction to HRM
- Intro to CIS (Computer Information System)

TERM 3 (Trimester 3)
- Introduction to Supply Chain/Logistics/Research Methodologies
- Marketing Strategies
- Soft skills—Corporate Etiquette
- Soft skills—Leadership/Team Skills

Second Year (Trimester 4)
- Production & Inventory Management
- Global Business Environment (BGE+MNCE)
- Strategic Management (Business Strategy)
- Presentation Skills
- Corporate Social Responsibility

TERM 4
SPECIALIZATION FINANCE

Finance (Trimester 5)
- Mergers & Acquisitions
- Risk Management
- Security Analysis & Portfolio Management
- Treasury & Forex
- Total Term 5 Finance

Finance (Trimester 6)
- Corporate Finance/Taxation
- Project Finance/Money & Capital Market
- Investment Banking/Financial Planning
- Derivatives
- Soft Skills

Marketing (Trimester 5)
- Service Marketing
- Advertising/Brand Management
- International Marketing
- Consumer Behaviour (B to B, Bto C)

Marketing (Trimester 6)
- Product & Brand Management
- Retailing
- Customer Relationship Management/ Market Research
- Sales Management
- Soft Skills

Human Resources (Trimester 5)
- Labour Laws & Industrial Rel
- Human Behaviour in Organisation
- Recruitment & Selection Career & Succession Planning
- Compensation & Benefits Mgmt/Employee Engagement

Human Resources (Trimester 6)
- Techniques of Training & Dev
- HR Planning & Audit
- Performance Management System/ Talent Management
- Organisational Development & Change Management
- Soft Skills

Operations Management (Trimester 5)
- Total Quality Management/ JIT Kaizen
- Materials & Inventory Management
- Project Management
- Service Operation

Operations Management (Trimester 6)
- Manufacturing Management/ Managing Technology
- Production Planning & Control
- Lean Manufacturing/ World Class Manufacturing
- Logistics & Supply Chain
- Soft Skills
- Project Report