

**ABV-Indian Institute of Information Technology and Management Gwalior
Department of Management Studies (DoMS)**

Curriculum of MBA Programme

Objectives of the MBA Programme

The MBA programme of DoMS is intended to serve the following objectives:

- To create a generation of knowledge leaders who will contribute to the development of socially conscious businesses.
- To impart knowledge and training to aspiring business managers capable of providing a right mix of innovation, operational nuances and refinement in value chain.
- To integrate information technology (such as internet technologies, database management systems, computer networks, information and communications technologies, data mining, artificial intelligence, digitalization etc.) into business processes through creativity and processes of continuous improvement.
- To create a level of sensitization towards strategic business intent and put in place a sense of social responsibility and efficient resource utilization.
- To develop competencies for development of technology-driven management solutions.

Features of the MBA Programme

- There is a mix of core and elective courses. Students are required to do core courses in the first two semesters. In the third and fourth semesters, students will opt for elective courses.
- These elective courses are from a pre-designated stream of focus area (such as Technology and Operations, Marketing, Human Resource Management, Finance, Management of Social Sector etc.) or students will have a choice to opt for any elective not necessarily in a particular focus area.
- Summer internship is identified as a core course, which will be followed by colloquium in the third semester.
- There are some “Audit” courses. The grade in these courses will be Pass/Fail only.
- To emphasize project-based learning, the project/work is to be offered across third and fourth semester.
- To encourage and enhance communication skills, every semester there will be “Seminar” to be presented by students. In the first semester, student may present on topics related to IT and its integration into various management functions. The second semester “Seminar” will prepare students for a particular functional area (such as Marketing, Operations, Finance, etc.). This will also prepare them for summer internship. The colloquium in the third semester will be based on students experience of summer internship with industry.

Broad structure of MBA programme:

First Year			Second Year	
First Semester	Second Semester		Third Semester	Fourth Semester
Focus on Introductory and Foundation Courses Credit range: 24-30	Focus on Core Functional Areas of Management Credit range: 24-30	Summer Internship of 8 Weeks	Focus on Electives, Project/Thesis Credit range: 24-30	Focus on Electives, Project/Thesis Credit range: 24-30
			Possible options available: <ul style="list-style-type: none"> • MBA with Focus in One Chosen Area: Choose minimum of Four Electives in a Specific Focus Area • MBA General: Choose mix of Electives from set of offered Electives 	

Competencies Expected

The MBA programme intends to develop both core competencies and “soft” competencies. The following core competencies are expected:

- Strategic thinking and planning abilities.
- Functional knowledge and skills in focus areas of management such as Operations, Marketing, and Finance etc.
- Ability to appreciate and use IT in streamlining of business processes along global value chains.
- Problem solving and analytical skills
- Ability to conceptualize, innovate and implement new models of businesses.

Besides, the above core competencies, the following “soft” competencies are also expected:

- Teamwork
- Leadership
- Initiative and drive
- Adaptability to change
- Interpersonal and communication skills
- Global orientation
- Organization skills
- Time management and project management skills

Teaching Methodology

Teaching methodology will comprise a mix of various modes. This will include but not limited to:

- Interactive lecture sessions
- Case based learning
- Role play//behavioral exercises
- Review of contemporary papers from journals
- Video based instructions
- Presentations by students
- Seminars by industry executives
- Project based learning
- Assignments
- Experience sharing by executives
- Industry /field visits

Evaluation

There will be a mix of various modes of evaluation. This will include but not limited to:

Quiz, Class participation, Presentation, Mid/end term assessment, Viva voce, Assignment/projects /cases etc.

Programme Administration

Medium of Instruction

English shall be the medium of instruction and examination.

Programme Duration

- i. Normally a student is expected to complete all the requirements of the programme in four semesters (two years). However, the maximum span period of the programme is eight semesters (four years) from the date of registration in programme.
- ii. To be eligible for promotion to next semester of the programme, student must fulfill all the requirements as specified by the institute.

Description of Core and Elective Courses

Semester I

The objective of first semester courses is to lay a rock-solid foundation of mind and orientation towards fundamentals of management thinking and processes and bridges the relationship of the organization to larger economic, governmental, and social environments. Indicative courses of first semester are: Principles and Practices of Management, Business Statistics, Research Methodology, Managerial Economics, Business and Legal Environment, Financial Reporting and Management Control, Organizational Behavior, Internet Technologies for Business, Business Communication, Seminar I.

Semester II

The objective of second semester courses is to expose students to various operational facets of management functions and use the point of view of the general manager to focus on the internal functional operations of business enterprises. Indicative courses of second semester are: Human Resource Management, Operations Management, Marketing Management, Decision Modeling, Financial Management, Management Information System, Database Management, Foreign Language, Seminar II

Summer Term

This will consist of internship of 8 weeks (Three credit component) during May to June-July of respective academic year. *It is expected that summer internship will in leading organization engaged in services (like banking, insurance etc.), manufacturing, government or NGOs. This internship will expose our students to real life environment and will also sensitize them about contemporary models of business. It is also expected students will sharpen their soft skills and also prepare them for careers in business.*

Semester III

The objective is to acquire specialized knowledge and skill in areas of specialization with a problem-solving mind set. The elective curriculum provides students opportunities to gain a more concentrated expertise in the industries, functions, and ideas that interest students the most. Indicative courses of third semester are: Strategic Management, Project Management, Business Process Management, Business Ethics, Elective I, Elective II, Elective III, Elective IV, Project/Thesis I, Seminar III, Colloquium based on summer internship.

Semester IV

The objective is to refine and apply knowledge and skills in areas of specialization and demonstrate through project work. Indicative courses of fourth semester are: Entrepreneurship and Innovation, International Business, Business Analytics, E-Governance, Elective V, Elective VI, Elective VII, Elective VIII, Project/ Thesis II, Seminar IV.

Elective courses belonging to various focused areas as detailed below:

- **Marketing Management**

Indicative courses: Product and Brand Management, E-marketing, Service Marketing, Advertising and Sales Promotion Management, Sales and Distribution, Strategic Marketing, Marketing Research, Social Marketing, Customer Relationship Management, International Marketing, Emerging Areas in Marketing etc.

- **Technology and Operations Management**

Indicative courses: Supply Chain Management, Service Operations Management, New Product and Service Development, Business Systems Simulation, Retail Management, Total Quality Management, Technology Management, Advanced Operations Management, Technology and Operations Strategy, Emerging Areas in Technology and Operations Management.

- **IT and Systems**
Indicative courses: Software Project Management, IT and Strategy, Knowledge Management, Software Engineering, Decision Support System, Software Quality Management, Telecommunications Systems Management, Strategic Planning of Information Systems, Emerging Areas in IT and Systems.

- **Finance**
Indicative courses: Security Analysis and Portfolio Management, Financial Risk management, Corporate Tax Planning, International Finance, Personal Wealth Management, Project Appraisal and Finance, Corporate Restructuring, Management of Financial Services, Economic and Financial Modeling, Emerging Areas in Finance.

- **Human Resource Management**
Indicative courses: Change Management, Organization Theory, Corporate Social Responsibility, Leadership and Talent Management, Competency Management, Training and Development, Management of Employee Relation, Organization Development, Emerging Areas in Human Resource Management.

- **Management of Social Sector**
Indicative courses: Infrastructure Management, Public Private Partnerships, Public Policy and Processes, Management of Rural and Social Sector, Sustainable Development, Management of Non-formal Organization, Information Technology Enabled Services, Healthcare System Management, Emerging Areas in Management of Social Sector.