

MASTER OF BUSINESS ADMINISTRATION (MBA)

Duration: Two Years

The two year MBA Programme has a Course Structure comprising of four Semesters. In the first year, the first and the second semesters have six compulsory papers each.

In the second year there are three compulsory papers in the third semester and four compulsory papers in fourth semesters respectively.

PROGRAMME OBJECTIVES

The MBA Programme seeks to develop students into leaders well equipped to face and tackle the challenges of the global business environment and prepare them for career in management as well as establish their own enterprises.

Specifically:

To equip the students with Knowledge, Skills and Ability to face the business world.

To develop an understanding of the concepts, principles, functions and functional areas of management.

To equip students with the knowledge and skills required to analyze and use information across disciplines/functions to take reasonable business decisions.

Evaluate business environment and opportunities and devise strategies for responding effectively to problems, threats, and opportunities in the national and global sphere as well.

To help students identify the entrepreneurial skills and enhance their entrepreneurial aptitude by providing apt knowledge, skills and attitude.

To integrate theory and practice to create globally competent professionals and apply theory to develop Value based leadership ability.

To provide exposure to real life work experiences through effective industry – academic interaction and also equip the students with effective and impactful writing skills for the purpose of making business reports and letters.

To help students develop conceptual, inter-personal, decision-making, critical thinking and leadership skills required to excel as management professionals.

To focus on the overall development of students by encouraging them to organize and participate in various co-curricular activities organized at university, state, national and international level.

Programme Outcomes

Upon completion of the MBA Programme, the students will be able to:

- PO1** Demonstrate problem solving skills by understanding and defining the problem, analyzing it and solving it by applying appropriate theories, tools and techniques from various functional areas of management.
- PO2** Apply business strategies and marketing theories to give winning edge to the organization and develop and implement appropriate business strategies.
- PO3** Take decisions in the global business environment.
- PO4** Demonstrate leadership skills, make oral presentations and organize events.
- PO5** Identify Social and ethical concerns in the organization and apply ethical principles for making judicious managerial decisions.
- PO6** Communicate effectively with various stakeholders.
- PO7** Demonstrate effective written forms of communication and oral business presentations.
- PO8** Students will be able to take strategic, comprehensive and innovative approaches in making business decisions to create value in a challenging environment.

Specific Programme Outcomes

- Work as management professionals in various industries such as retail, advertising, banking, insurance, FMCG.
- Become an entrepreneur and initiate sustainable start-ups.
- Join public sector undertakings as management/marketing trainees.
- Contribute in expansion of their current family business.
- Join teaching profession and pursue research in different areas of management such as marketing, strategic management and general management.