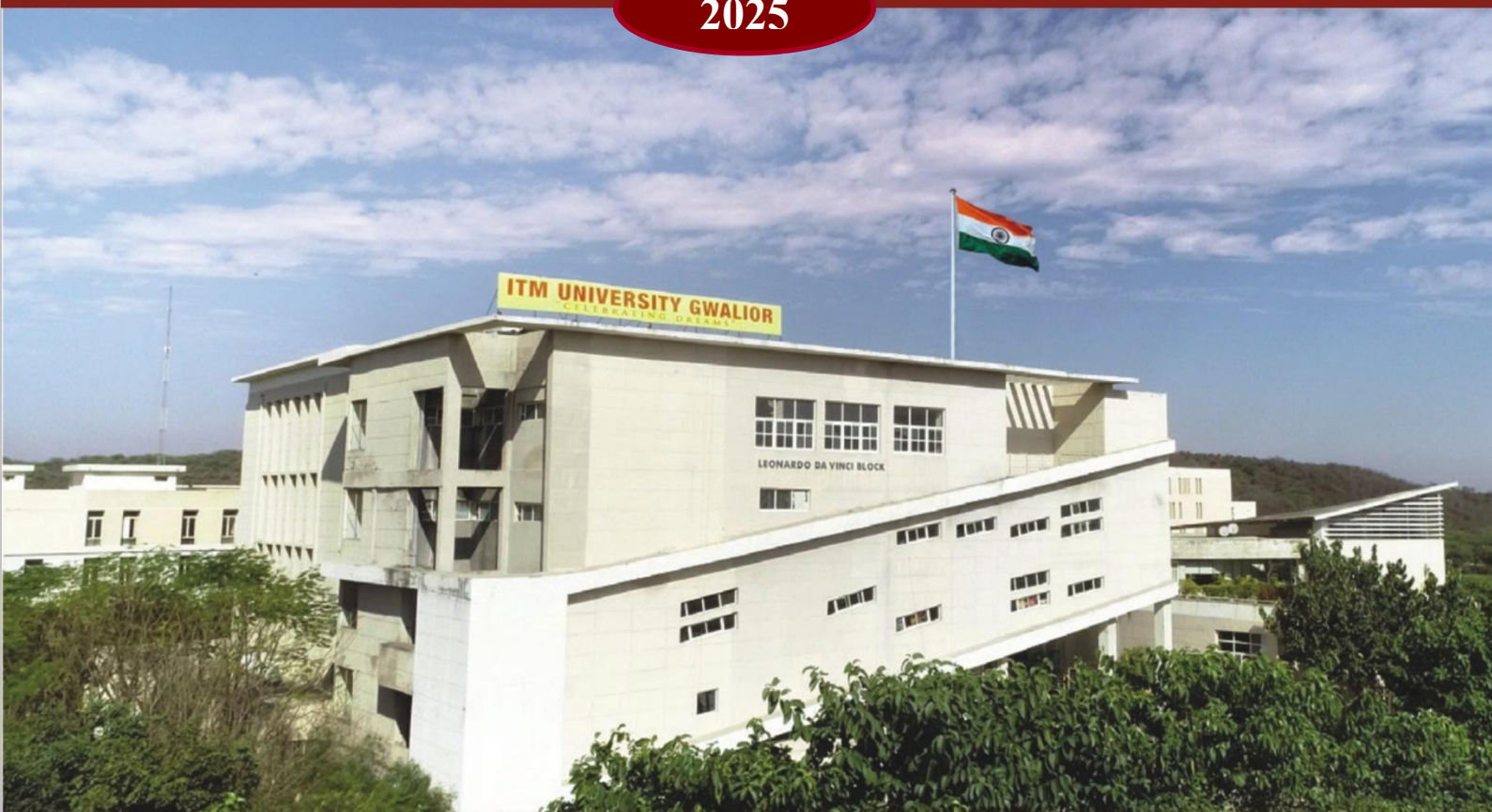


**Scheme  
for  
Post-graduate Degree  
in  
Master of Business Administration  
Dual Specialization**

**2025**



**School of Management**

**ITM University**

Leonardo da Vinci Block, ITM University, NH-44, Bypass Turari, Jhansi Road Gwalior (M.P.) 475001 (INDIA)

<https://itmuniversity.ac.in/school-of-management>

## SCHOOL OF MANAGEMENT AND COMMERCE

### Master of Business Administration Dual Specialization

#### Program Outcomes:

Upon graduation, students will be a confident and versatile business leader with:

- **Management Knowledge:** Apply knowledge of management principles, business fundamentals, and specialized areas of management to solve complex business problems.
- **Problem Analysis:** Identify, formulate, review research literature, and analyze complex business problems, reaching substantiated conclusions using first principles of management, economics, and behavioral sciences.
- **Design/Development of Solutions:** Design innovative solutions for complex business problems and develop strategies, processes, and systems that meet specified needs, appropriately considering public health, safety, and cultural, societal, and environmental considerations.
- **Conduct Investigations of Complex Problems:** Use research-based knowledge and research methods, including the design of experiments, analysis and interpretation of data, and synthesis of information, to provide valid conclusions in business contexts.
- **Modern Tool Usage:** Create, select, and apply appropriate techniques, resources, and modern management and IT tools, including predictive analytics and modeling, to complex business activities with an understanding of the limitations.
- **Business and Society:** Apply reasoning informed by contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to professional management practice.
- **Environment and Sustainability:** Understand the impact of professional management solutions in societal and environmental contexts and demonstrate knowledge of, and the need for, sustainable development.
- **Ethics:** Apply ethical principles and commit to professional ethics and responsibilities and norms of management practice.
- **Individual and Team Work:** Function effectively as an individual, member, or leader in diverse teams and multidisciplinary settings.
- **Communication:** Communicate effectively on complex business activities with the business community and society, including comprehending and writing effective reports and design documentation, making effective presentations, and giving and receiving clear instructions.
- **Project Management and Finance:** Demonstrate knowledge and understanding of management principles and apply these to one's own work as a member and leader in a team to manage projects and in multidisciplinary environments.
- **Lifelong Learning:** Recognize the need for, and have the preparation and ability to engage in independent and lifelong learning in the broadest context of technological change and business innovation.

## GENERAL COURSE STRUCTURE & THEME

### Definition of credits

S. No.	Components	Hours	Credit
1.	Theory	15	1
2.	Practical	30	1
3.	Project	60	1
4.	Internship	10	1

### Course code and definition

S. No.	Components	Definition
a.	IKS	Indian Knowledge System
b.	ITR	Summer Internship
c.	IDR	Dissertation/Research Report
d.	VAC	Value Added Course
e.	IIP	Industry Immersion Program

**Indian Knowledge System:** The Indian Knowledge System (IKS) courses focus on India's rich and diverse traditional knowledge systems. These courses cover various aspects such as philosophy, science, arts, culture, and heritage rooted in Indian traditions. The inclusion of IKS courses in the curriculum aims to foster an understanding and appreciation of India's intellectual and cultural heritage. It encourages students to connect with their roots and apply traditional knowledge in contemporary contexts, promoting a sense of pride and responsibility toward preserving and integrating this knowledge with modern education.

**Value-Added Course: Value-added courses (VACs)** are additional courses offered alongside the regular curriculum to provide students with extra knowledge, skills, and certifications that complement their main field of study. VACs are designed to enhance students' academic and professional profiles by offering specialized training or knowledge in specific areas. These courses are often short-term and focus on practical, industry-oriented skills, thus adding value to the students' overall educational experience and improving their employability.

**Industry Immersion Program (IIP)** is a structured learning initiative that provides students with real-world exposure to industry. It aims to bridge the gap between academic learning and practical application, offering hands-on experience, industry interactions, and insights into business operations.

## SEMESTER-WISE CREDIT DISTRIBUTION OF MBA- DUAL SPECIALIZATION PROGRAM

COURSE STRUCTURE OF MBA- DUAL SPECIALIZATION PROGRAM						
Credit per Subject		3	3	6	6	
		Major/ Core	DSE	Field Project/ Internship	Dissertation /Research Project	Total Credits
Semester	I	26				26
Semester	II	26				26
Semester	III	6	12	6		24
Semester	IV	6	12		6	24
<b>Total</b>						<b>100</b>

**Note:**

1. Students in the third semester must select four elective courses from any two Department/Subject Specific Elective (DSE) categories, which may include Finance, Marketing, Human Resource Management, or Data Science. The subsequent six subjects in the fourth semester must be chosen from the same specialization categories.
2. Students can take extra credit courses from their own school/department or from another school/department as per the ITM University norms.

As per the academic structure of the School of Management, ITM University to align with the industry, the following provisions have been made for students pursuing the Master of Business Administration (MBA)- Dual Specialization program:

### Field Project/ Summer Internship:

MBA students must undertake a Field Project or Internship during the II semester. This component provides practical exposure and hands-on experience in a real-world business environment. The Field Project/Internship will enable students to apply the theoretical knowledge gained during their coursework to actual industry scenarios, enhancing their practical skills and professional readiness.

### Dissertation/Research Project:

For students pursuing the MBA- Dual Specialization program, a Dissertation or Research Project will be an integral part of the curriculum in the IV semester. This academic exercise will involve in-depth research on a chosen topic within the field of business administration. The Dissertation/Research Project will require students to demonstrate their ability to conduct independent research, analyze data, and contribute original insights to their study area. This component is crucial for students pursuing higher studies or careers in research and academia.

**SCHOOL OF MANAGEMENT AND COMMERCE**  
**Master of Business Administration**  
**Dual Specialization**

Semester- I					
Code	Course	Lecture	Tutorial	Practical	Credit
MBA- 101	Principles of Management	2	0	1	3
MBA- 102	Statistics for Business Decisions	3	0	1	3
MBA- 103	Managerial Economics	0	0	3	3
MBA- 104	Financial Accounting	4	0	0	3
MBA- 105	Business Environment	3	0	0	3
MBA- 106	Business Law	3	0	0	3
MBA- 107	Business Communication	3	0	0	3
MBA- 108	Computer Application for Managers	3	0	0	1
IKS– 101	IKS Cluster	2	0	0	2
	<b>Total</b>	<b>22</b>	<b>0</b>	<b>4</b>	<b>26</b>

**Note:**

- a. Students need to earn 2 IKS audit credit in the semester (0.25 credits per IKS event) for progression; these credits do not affect SGPA/CGPA but are mandatory.



Semester- II					
Code	Course	Lecture	Tutorial	Practical	Credit
MBA- 201	Production & Operation Management	4	0	0	3
MBA- 202	Organizational Behaviour	3	0	0	3
MBA- 203	Marketing Management	3	0	0	3
MBA- 204	Human Resource Management	3	0	0	3
MBA- 205	Financial Management	3	0	0	3
MBA- 206	Research Methodology	4	0	0	3
MBA- 207	Entrepreneurship	3	0	0	3
MBA- 208	Business Ethics & Corporate Governance	3	0	0	1
IKS – 201	IKS Cluster	2	0	0	2
	<b>Total</b>	<b>26</b>	<b>0</b>	<b>0</b>	<b>26</b>

**Note:**

- a. Students need to earn 2 IKS audit credit in the semester (0.25 credits per IKS event) for progression; these credits do not affect SGPA/CGPA but are mandatory.

Semester- III					
Code	Course	Lecture	Tutorial	Practical	Credit
MBA- 301	Production and Operation Management	3	0	0	3
MBA- 302	Direct and Indirect Tax	3	0	0	3
Specialization 1	Discipline Elective- 1	3	0	0	3
Specialization 1	Discipline Elective- 2	3	0	0	3
Specialization 2	Discipline Elective- 1	3	0	0	3
Specialization 2	Discipline Elective- 2	3	0	0	3
ITR- 101	Internship	0	0	6	6
IKS – 301	IKS Cluster	2	0	0	2
	<b>Total</b>	<b>18</b>	<b>0</b>	<b>6</b>	<b>24</b>

**Note:**

- Students need to earn 2 IKS audit credit in the semester (0.25 credits per IKS event) for progression; these credits do not affect SGPA/CGPA but are mandatory.
- Students in the third semester must select four elective courses from any two Discipline Specific Elective (DSE) categories, which may include Finance, Marketing or Human Resource Management. The subsequent four subjects in the fourth semester must be chosen from the same specialization categories.

Semester- IV					
Code	Course	Lecture	Tutorial	Practical	Credit
MBA- 401	Strategic Management	3	0	0	3
MBA- 402	Entrepreneurship and Innovation	3	0	0	3
Specialization 1	Discipline Elective- 4	3	0	0	3
Specialization 1	Discipline Elective- 5	3	0	0	3
Specialization 2	Discipline Elective- 4	3	0	0	3
Specialization 2	Discipline Elective- 5	3	0	0	3
IDR- 101	Dissertation/Research Project	0	0	6	6
IIP- 401 (NOC Placed Students only)	Industry Immersion Project	0	0	24**	24**
IKS – 401	IKS Cluster	2	0	0	2
	<b>Total</b>	<b>24</b>	<b>0</b>	<b>6</b>	<b>30</b>

**Note:**

- Students need to earn 2 IKS audit credit in the semester (0.25 credits per IKS event) for progression; these credits do not affect SGPA/CGPA but are mandatory.
- Students in the fourth semester must select four elective courses from any two Discipline-Specific Elective (DSE) categories, which may include Finance, Marketing, or Human Resource Management. The remaining four subjects in the fourth semester must be chosen from the same specialization categories opted for in the third semester.
- Students engaged in the industry for project work must earn 24 credits by submitting Industry Immersion Project Reports as per rubrics under the guidance of their faculty supervisor and industry supervisor.

Performer's Courses
MOOC/NPTEL/SWAYAM courses as approved by the School/Faculty every year.



## SCHOOL OF MANAGEMENT

### MBA- Dual Specialization Discipline Specific Elective (DSE)

Discipline Specific Elective (DEC) Courses			
S.No.	DEC	Course Name	Course Code
1	Human Resource Management (HR)	Labour Laws and Industrial Relations- I	MBA HR- 301
2		HR Analytics	MBA HR- 302
3		Compensation and Performance Management	MBA HR- 303
4		Training and development	MBA HR- 304
5		Strategic Human Resource management	MBA HR- 305
6		Labour Laws and Industrial Relations- II	MBA HR- 401
7		Talent Management & Leadership Development	MBA HR- 402
8		Culture, Society and Organizations	MBA HR- 403
9		Design Thinking in HR	MBA HR- 404
10		Organizational Development and Change Management	MBA HR- 405
1	Finance (FM)	Behavioural Finance	MBA FM- 301
2		Security Analysis and Portfolio Management	MBA FM- 302
3		Financial Analytics	MBA FM- 303
4		Corporate Valuation	MBA FM- 304
5		Corporate Tax planning	MBA FM- 305
6		Insurance and Risk Management	MBA FM- 401
7		Merchant Banking and Financial Services	MBA FM- 402
8		Financial Modelling	MBA FM- 403
9		Corporate Restructuring	MBA FM- 404
10		Financial Derivatives	MBA FM- 405
1	Marketing (MM)	Consumer Behaviour	MBA MM- 301
2		Service marketing/ Brand Management	MBA MM- 302
3		Customer Relationship Management	MBA MM- 303
4		Retail Management	MBA MM- 304
5		Sales & Distribution Management	MBA MM- 305
6		Advertising and Sales Promotion Management	MBA MM- 401
7		Channel Management	MBA MM- 402
8		Marketing Analytics	MBA MM- 403
9		Inte grated Market Communication	MBA MM- 404
10		Rural Marketing	MBA MM- 405