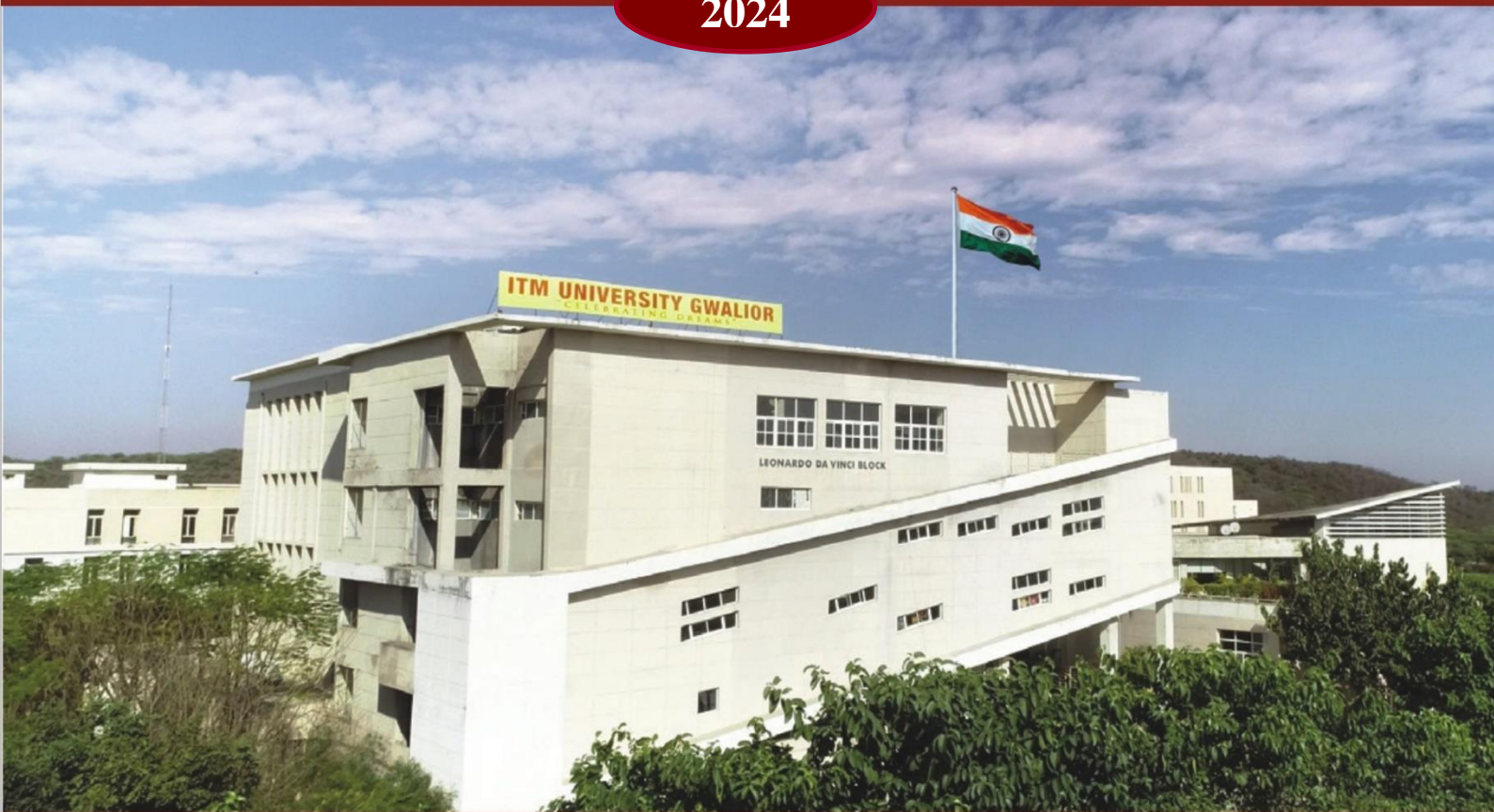


**Scheme
for
Post-graduate Degree
in
Master of Business Administration
Dual Specialization**

2024



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

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.

SEMESTER-WISE CREDIT DISTRIBUTION OF MBA- DUAL SPECIALIZATION PROGRAM

Credit per Subject		3	3	3	1	6	6	Total Credits
		Major/ Core	Minor	DSE	Workshop	Field Project/ Internship	Dissertation /Research Project	
Semester	I	15	12		3			30
Semester	II	15	12		3			30
Semester	III	6		18		6		30
Semester	IV	6		18			6	30
Total								120

Note:

1. Students in the third semester must select six 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.

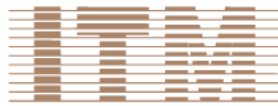
As per the academic structure of the School of Management, ITM University to align with the industry, the following provisions have been made for students pursuing the Master of Business Administration (MBA)- Dual Specialization program:

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.



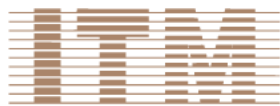
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“ CELEBRATING DREAMS ”

SCHOOL OF MANAGEMENT AND COMMERCE

Master of Business Administration Dual Specialization

Semester- I					
Code	Course	Lecture	Tutorial	Practical	Credit
MBA- 101	Principles of Management	3	0	0	3
MBA- 102	Business Statistics	3	0	0	3
MBA- 103	Managerial Economics	3	0	0	3
MBA- 104	Business Accounting	3	0	0	3
MBA- 105	Business Law	3	0	0	3
MBA- 106	Business Environment	3	0	0	3
MBA- 107	Business Ethics & Corporate Governance	3	0	0	3
MBA- 108	Effective Communication Skills Workshop	0	0	1	1
MBA- 109	Presentation Skills Workshop	0	0	1	1
MBA- 110	Business Simulation Workshop	0	0	1	1
MBA- 111	Business Communication	3	0	0	3
MBA- 112	Introduction to Python	2	0	1	3
IKS- 101	IKS Cluster	2	0	0	2
	Total	26	0	4	30



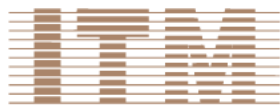
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“ CELEBRATING DREAMS ”

Semester- II					
Code	Course	Lecture	Tutorial	Practical	Credit
MBA- 201	Human Resource Management	3	0	0	3
MBA- 202	Marketing Management	3	0	0	3
MBA- 203	Financial Management	3	0	0	3
MBA- 204	Intellectual Property Rights	3	0	0	3
MBA- 205	International Business	3	0	0	3
MBA- 206	Research Methodology	3	0	0	3
MBA- 207	Organizational Behaviour	3	0	0	3
MBA- 208	Leadership Development Workshop	0	0	1	1
MBA- 209	Financial Modelling Workshop	0	0	1	1
MBA- 210	Data Analytics Workshop	0	0	1	1
MBA- 211	Environmental Management	3	0	0	3
MBA- 211	Data science using Python	2	0	1	3
IKS – 201	IKS Cluster	2	0	0	2
	Total	26	0	4	30

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
MBA- 305 MM	Discipline Elective- 1	3	0	0	3
MBA- 306 MM	Discipline Elective- 2	3	0	0	3
MBA- 307 MM	Discipline Elective- 3	3	0	0	3
MBA- 305 HR/FM	Discipline Elective- 1	3	0	0	3
MBA- 306 HR/FM	Discipline Elective- 2	3	0	0	3
MBA- 307 HR/FM	Discipline Elective- 3	3	0	0	3
ITR- 101	Internship	0	0	6	6
IKS – 301	IKS Cluster	2	0	0	2
	Total	24	0	6	30

Note: Students in the third semester must select six 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.



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“ CELEBRATING DREAMS ”

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
MBA- 405 MM	Discipline Elective- 4	3	0	0	3
MBA- 406 MM	Discipline Elective- 5	3	0	0	3
MBA- 407 MM	Discipline Elective- 6	3	0	0	3
MBA- 405 HR/FM	Discipline Elective- 4	3	0	0	3
MBA- 406 HR/FM	Discipline Elective- 5	3	0	0	3
MBA- 407 HR/FM	Discipline Elective- 6	3	0	0	3
IDR- 101	Dissertation/Research Project	0	0	6	6
IKS – 401	IKS Cluster	2	0	0	2
	Total	24	0	6	30

Note: Students in the third semester must select six 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.

SCHOOL OF MANAGEMENT AND COMMERCE

MBA- Dual Specialization

Department/Subject Specific Elective (DSE)

S. No.	Finance	Marketing	Human Resource Management	Data Science
1.	Consumer Behavior	Corporate Valuation	Industrial Relations and Labour Laws	Foundation of Data Analysis
2.	Sales & Distribution Management	Financial Modeling	Strategic Human Resource Management	Foundations of Time Series
3.	Digital Marketing	Financial Statement Analysis	HR Analytics	Applied Machine Learning
4.	Social Media Marketing	Investment Analysis	Diversity and Inclusion	Advanced Regression Methods
5.	Advertising and Sales Promotion Management	Portfolio Management	Talent Management	Deep Learning
6.	Brand Management	Management of Financial Institutions & Services	Leadership Development	Natural Language Procession/ Large Language Models
7.	Service Marketing	Behavioural Finance	Performance and Compensation	Reinforcement Learning
8.	Customer Relationship Management	International Finance	Management Lessons from Bhagavat Gita	Data Science for Marketing
9.	International Marketing	Private Equity and Venture Capital	Negotiation and Conflict Resolution	Data Science for Finance
10.	Retail Management	Banking and Financial Services	Compensation and Benefits	Data Science for Human Resource Management
11.	Rural and Agricultural Marketing	Direct and Indirect Tax	Organizational Development and Change Management	Introduction to Machine Learning
12.	International Marketing	Cost Accounting	International HRM	Introduction to R

SCHOOL OF MANAGEMENT AND COMMERCE

ELECTIVE CLUSTERS

(Other than DSE)

Each elective subject has been designed to foster critical thinking, problem-solving skills, creativity, and practical application. Furthermore, we have integrated interdisciplinary elements to encourage holistic learning and equip students with a well-rounded skill set essential for success in today's dynamic world.

S.No.	Clusters of Courses	Nature of Credit
1.	Value added courses	Audit
2.	Training and augmentation courses	Audit
3.	Indian Knowledge System courses	Academic/Audit, depending on their approved nature.
4.	Performer's courses	Academic/Audit, depending on their approved nature

Value-Added Courses		
Subject Code	Subject	Hours
VAC- 101	Writing Business Plan	30
VAC- 102	SPSS for Data Analysis	30
VAC- 103	Financial Modelling through Excel	30
VAC- 104	Use of EViews in Financial Modelling	30
VAC- 105	Introduction to R	30
VAC- 106	Social Entrepreneurship	30
VAC- 107	Statistics with Python	30

Training & Augmentation Courses
Offered in arrangement with Industries

Indian Knowledge System Courses		
Subject Code	Subject	Credit
IKS – 101	Indian Economic Thought and Practices	2
IKS – 102	Gandhian Philosophy and Sustainable Business Practices	2
IKS – 103	Indian Philosophical Foundations of Management	2
IKS – 104	Folklore and Cultural Traditions in Marketing	2
IKS – 105	Indigenous Entrepreneurship Models in India	2
IKS – 106	Indian Philosophy and Business Ethics	2
IKS – 107	भारतीय दर्शन : प्रमुख अवधारणाएँ	2
IKS – 108	भारतीय सामाजिक अवधारणाएँ	2
IKS – 109	भारतीय राजनतिक चिन्तन-परम्परा	2
IKS – 110	भारतीय साहित्य परम्परा	2
IKS – 111	भारतीय चिन्तन में अहिंसा	2
IKS – 112	वैकल्पिक प्रौद्योगिकी (तकनीकी)	2
IKS – 113	मानवाधिकार	2
IKS – 114	स्वराज्य	2
IKS – 115	भारत का विज्ञान एवं तकनीकी परम्परा	2

Performer's Courses

MOOC/NPTEL/SWAYAM courses as approved by the School/Faculty every year.