# **SCHOOL OF MANAGEMENT**

## Sculpting Future Business Leaders:

## ITM University Gwalior's MBA (Dual) Program

**Forge your path to leadership excellence** with ITM University Gwalior's innovative MBA program. We transcend traditional lectures, equipping you with the knowledge, skills, and confidence to thrive in the ever-evolving business landscape.

## **Vision**

To create and disseminate knowledge to produce socially, ethically, responsive, and globally competitive professionals.

## **Mission**

* Focusing on the program delivery through the right blend of contextual curriculum, experiential learning and assessment based on demonstration capabilities.
* Building a research culture to augment critical thinking and analytical abilities among students and faculties.
* Sensitizing students to become professional, ethical, and socially responsible individuals by inculcating leadership skills through holistic and value-based learning.
* Creating an ecosystem that provides exposure to global culture.
* Igniting the entrepreneurial spirit among students to establish organization that creates value.

## **Program Outcomes:**

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

1. **Management Knowledge:** Apply the knowledge of management principles, business fundamentals, and specialized areas of management to the solution of complex business problems.
2. **Problem Analysis:** Identify, formulate, review research literature, and analyze complex business problems, reaching substantiated conclusions using first principles of management, economics, and behavioral sciences.
3. **Design/Development of Solutions:** Design innovative solutions for complex business problems and develop strategies, processes, and systems that meet specified needs with appropriate consideration for public health, safety, and cultural, societal, and environmental considerations.
4. **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.
5. **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.
6. **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.
7. **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.
8. **Ethics:** Apply ethical principles and commit to professional ethics and responsibilities and norms of management practice.
9. **Individual and Team Work:** Function effectively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.
10. **Communication:** Communicate effectively on complex business activities with the business community and with society at large, including comprehending and writing effective reports and design documentation, making effective presentations, and giving and receiving clear instructions.
11. **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.
12. **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.

**Program Educational Outcomes (PEOs)**

1. Integrating management theories with real-world practices to solve business, policy, and social issues.
2. Excel in communication, teamwork, and managing change in diverse cultural and global contexts.
3. Value Indian ethos and exhibit leadership centered on ethical managerial decision-making.
4. Pursue successful careers in various corporate, non-profit, public policy, and entrepreneurship sectors.
5. Recognition for their managerial competence, creativity, integrity, and leadership in addressing local and global social issues.

**Program Specific Outcomes (PSOs)**

1. Ability to design and optimize business processes, products, and services to meet specific organizational objectives and market requirements.
2. Proficiency in using management and business analytics software tools to identify and solve real-time business challenges.
3. Ability to analyze, synthesize, and manage business operations using statistical and strategic methods to create competitive advantage through effective planning, quality management, and strategic control concepts

**ITM University Gwalior's MBA program** is your springboard to a thriving business career. **Join us and embark on your leadership journey!**

**Curriculum Scheme (2025-2027)**

**The Program Scheme MBA for Batch 2024-2026 as approved by the Board of Studies is presented below:**

| **Type of Course** | **Credits** | **%** |
| --- | --- | --- |
| **Program Core** | 60 | 59% |
| **Program Elective** | 24 | 23% |
| **Skill Enhancement** | 9 | 9% |
| **Ability Enhancement** | 4 | 4% |
| **Summer Internship** | 6 | 6% |
| **Total Credits** | **102** | **100%** |

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| --- | --- | --- | --- | --- | --- | --- | --- |
| **MBA 1st Semester** | | | | | | | |
| **S. No.** | **Course Code** | **Course Name** | **L** | **T** | **P** | **Total** |
| **1** | MBA-101 | Principles of Management | 3 | 0 | 0 | 3 |
| **2** | MBA-102 | Business Statistics | 4 | 0 | 0 | 4 |
| **3** | MBA-103 | Managerial Economics | 3 | 0 | 0 | 3 |
| **4** | MBA-104 | Financial Accounting | 4 | 0 | 0 | 4 |
| **5** | MBA-105 | Business Environment | 3 | 0 | 0 | 3 |
| **6** | MBA-106 | Business Law | 3 | 0 | 0 | 3 |
| **7** | MBA-107 | Business Communication | 3 | 0 | 0 | 3 |
| **8** | MBA-108 | Computer Application for Managers | 3 | 0 | 0 | 3 |
|  |  |  | Total | | | 26 |

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| **MBA 2nd Semester** | | | | | | | |
| **S. No.** | **Course Code** | **Course Name** | **L** | **T** | **P** | **Total** |
| **1** | MBA-201 | Production & Operation Management | 3 | 0 | 0 | 3 |
| **2** | MBA-202 | Organizational Behaviour | 3 | 0 | 0 | 3 |
| **3** | MBA-203 | Marketing Management | 3 | 0 | 0 | 3 |
| **4** | MBA-204 | Human Resource Management | 4 | 0 | 0 | 4 |
| **5** | MBA-205 | Financial Management | 2 | 0 | 2 | 4 |
| **6** | MBA-206 | Research Methodology | 3 | 0 | 0 | 3 |
| **7** | MBA-207 | Entrepreneurship | 3 | 0 | 0 | 3 |
| **8** | MBA-208 | Business Ethics & Corporate Governance | 3 | 0 | 0 | 3 |
|  |  |  | Total | | | 26 |

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| **MBA 3rd Semester** | | | | | | | |
| **S. No.** | **Course Code** | **Course Name** | **L** | **T** | **P** | **Total** |
| **1** | MBA- 301 | Total Quality Management | 2 | 0 | 1 | 3 |
| **2** | MBA- 302 | Management Lessons from Ancient Epics | 2 | 0 | 1 | 3 |
| **3** | Specialization 1 | Discipline Elective- 1 | 3 | 0 | 0 | 3 |
| **4** | Specialization 1 | Discipline Elective- 2 | 3 | 0 | 0 | 3 |
| **5** | Specialization 2 | Discipline Elective- 1 | 3 | 0 | 0 | 3 |
| **6** | Specialization 2 | Discipline Elective- 2 | 3 | 0 | 0 | 3 |
| **7** | ITR- 301 | Internship | 0 | 0 | 6 | 6 |
|  |  |  | Total | | | 24 |

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| **MBA 4th Semester** | | | | | | | |
| **S. No.** | **Course Code** | **Course Name** | **L** | **T** | **P** | **Total** |
| **1** | MBA- 401 | Strategic Management | 3 | 0 | 0 | 3 |
| **2** | MBA- 402 | Supply Chain Management | 3 | 0 | 0 | 3 |
| **3** | Specialization 1 | Discipline Elective- 4 | 3 | 0 | 0 | 3 |
| **4** | Specialization 1 | Discipline Elective- 5 | 3 | 0 | 0 | 3 |
| **5** | Specialization 2 | Discipline Elective- 4 | 3 | 0 | 0 | 3 |
| **6** | Specialization 2 | Discipline Elective- 5 | 3 | 0 | 0 | 3 |
| **7** | IDR- 401 | Dissertation/Research Project | 0 | 0 | 6 | 6 |
| **8** | IIP- 401 (NOC Placed Students only ) | Industry Immersion Project | 0 | 0 | 24\*\* | 24\*\* |
|  |  |  | Total | | | 24 |

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| **Discipline Elective Courses (DEC)** | | | |
| **S.No.** | **DEC** | **Course Code** | **Course Name** |
| 1 | HR | MBA HR- 301 | Labour Laws and Industrial Relations |
| 2 | MBA HR- 302 | HR Analytics |
| 3 | MBA HR- 303 | Compensation and Performance Management |
| 4 | MBA HR- 401 | Leadership Development |
| 5 | MBA HR- 402 | Social & Industrial Psychology |
| 6 | MBA HR- 403 | Organizational Development and Change Management |
| 7 | FM | MBA FM- 301 | Behavioural Finance |
| 8 | MBA FM- 302 | Security Analysis and Portfolio Management |
| 9 | MBA FM- 303 | Financial Analytics |
| 10 | MBA FM- 401 | Corporate Valuation |
| 11 | MBA FM- 402 | Corporate Tax planning |
| 12 | MBA FM- 403 | Insurance and Risk Management |
| 13 | MM | MBA MM- 301 | Consumer Behaviour |
| 14 | MBA MM- 302 | Service marketing/ Brand Management |
| 15 | MBA MM- 303 | Customer Relationship Management |
| 16 | MBA MM- 401 | Retail Management |
| 17 | MBA MM- 402 | Sales & Distribution Management |
| 18 | MBA MM- 403 | Advertising and Sales Promotion Management |