

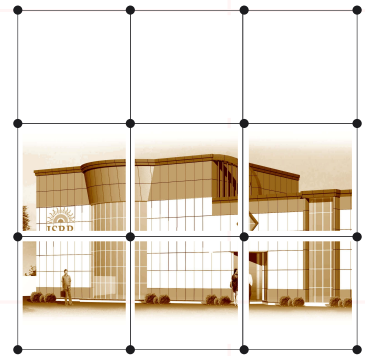
COURSE STRUCTURE



Bangalore Campus



Chennai Campus



Kodaikanal Campus



International School of Business & Research

www.isbr.in

MBA Industry Interactive Program

(M S University - UGC Approved - Five star Accreditation by NAAC)

About the MBA Program

The MBA Industry Interactive Program is designed by YGen, IIT-IIM Alumni along with Industry Veterans to develop professional managers with the strong conceptual fundamentals and application skills required currently to manage businesses and that of the future, while giving them the vision to determine what the future will be.

The objectives of the MBA Industry Interactive Program

- Understand the broader perspective of socio-economic, political, technological and ecological environment and their impact on modern businesses
- Acquire working knowledge and skills in the basic disciplines and functional areas of management
- Acquire 'Transfer of Learning' methodology for basic disciplines and functional areas of management
- Develop Competencies, Attitudes and Skills so as to increase the effectiveness and efficiency of modern businesses
- Encourage and Develop Entrepreneurial Spirit
- To produce Industry Ready Employable Management Graduates

The MBA Industry Interactive Program

also prepares the students to take up multiple responsibilities and energizes them for the fast-track performance expected of them. The curriculum, by any standards, is rigorous. Assignments, live and simulated projects, periodic evaluations and demanding academic schedules ensure that the student develops skills in managing time and working efficiently and effectively. This is what makes managers from the MBA Industry Interactive Program of MSU, a cut above the rest in challenging situations.

MBA Industry Interactive Program of MSU

'A Global Perspective'

The MBA Industry Interactive Program offers a blend of both Indian and International perspectives of business. It provides the necessary insight and skill for tackling business situations globally. They explore the complexities of the domestic and international arena by studying the motivations for expansion and the forces that shape the competitive international markets.

The program ensures that its students

- Understand the functioning of the National & International Markets'
- Become sensitive to other cultures and adapt to working in cross cultural teams
- Comfortably handle diverse work situations

About the University

Manonmaniam Sundaranar University, Tirunelveli was established in 1990, as per the Act 31 of 1990 by the Government of Tamil Nadu, as a Teaching-cum-affiliating University. It has about 80,000 students studying in its various University Departments, 80 affiliated colleges & 2 constituent colleges. MSU is one of the pioneer institutions that offer Choice-Based Credit System (CBCS). The courses and research programs offered by the University have been carefully chosen after considering the contemporary times and needs of the region. The University Departments offer M.Phil and PhD Programs (Full time and Part time) in addition to regular P. G. Programs.

ISBR conducts this MBA program as an onsite academic partner of M.S. University under guidance of YGEN Management Consulting Services.

ISBR reserves the right to change the university under which the MBA is offered.

Note

Course Structure, Subject to change as per the discretion of the University/Institute

Course Structure

Semester I	Semester II	Semester III	Semester IV
Core Subjects	Core Subjects	Core Subjects	Core Subjects
<ul style="list-style-type: none"> Principles of Management Business Economics Organizational Behavior Accounting for Managers Managerial Statistics Business Law Business Application Software 	<ul style="list-style-type: none"> Business Research Methods Production Management Financial Management Marketing Management Human Resource Management Operations Research for Management Management Information System 	<ul style="list-style-type: none"> Strategic Management Corporate Entrepreneurship Areas of Specialization: Elective I Elective II Elective III Elective IV Elective V 	<ul style="list-style-type: none"> International Business Management Managing Technological Innovation Areas of Specialization: Elective VI Elective VII Elective VIII

Competency Builders	Competency Builders	Competency Builders	Competency Builders
<ul style="list-style-type: none"> Goal setting Personal Awareness & Time Management Memory Techniques & Learning Styles Business Communication Written and Oral Persuasive Presentation Skills 	<ul style="list-style-type: none"> Self Assessment analysis Correlating Internal Strengths with Corporate Requirements Internal Communication Building Collaborative / Team Relationship Business Etiquettes / grooming 	<ul style="list-style-type: none"> Developing Confidence & Enthusiasm Dealing with Difficult Situation Professional & Personal Cross Cultural Etiquettes Fundamentals of CV Writing Career Counseling Group Discussion Practice Interview Handling 	<ul style="list-style-type: none"> Leadership Winning Attitudes for Successful Professionals

Projects & Certification

Semester I	Semester II	Semester III	Semester IV
<ul style="list-style-type: none"> Industrial Certification Program - Sector Specific IBM SOA 	<ul style="list-style-type: none"> Industrial Certification Program - Sector Specific IBM SOA 	<ul style="list-style-type: none"> Industrial Certification Program - Sector Specific IBM SOA 	<ul style="list-style-type: none"> Industrial Certification Program - Sector Specific IBM SOA
	<ul style="list-style-type: none"> Summer Project Duration 2 Months - after Semester II 	<ul style="list-style-type: none"> New Venture Creation Project 	<ul style="list-style-type: none"> Dissertation Project (200 marks)

Electives

Marketing	Finance	Human Resource
<ul style="list-style-type: none"> Advertising Management Brand Management Consumer Behavior Internal Marketing Marketing Research Rural Marketing Sales & Distribution Management services Marketing Strategic Marketing 	<ul style="list-style-type: none"> Security Analysis & Portfolio Management International Trade Finance Strategic Financial Management Corporate Finance Derivatives Management Insurance Management Security & Capital Market 	<ul style="list-style-type: none"> Management Behavior & Effectiveness Organizational Theory Design & Development Industrial Relations & Labor Welfare Labor Legislations Strategic Human Resource management & Development Strategic HR training & Development Wage & Salary Administration Human Resource Accounting & Audit Leading Teams & Organizations
	Operations Management	Retail Management
	<ul style="list-style-type: none"> Facilities Location & Process Design Computer Integrated Manufacturing Supply Chain Management Advanced Operation Management Logistics Management Advanced Maintenance Management Projects Management Total Productivity Maintenance (TPM) 	<ul style="list-style-type: none"> General Retail Management Retail Marketing Strategic Retail Management Retail Operations Retail Finance Store & Mall Management Managing Retail Human Resources Legal & Compliances



International School of Business & Research

No. 62B, Electronic City, Phase I, Opp. Electronic City Police Station & Post Office,
Bangalore - 560 100

Phone: 080 - 4081 9500 / 03 / 93417 39996

Email: info@isbr.in