



**CHRIST**  
**UNIVERSITY**  
BENGALURU, INDIA

Declared as Deemed to be University under Section 3 of UGC Act 1956

**INSTITUTE of MANAGEMENT**

**FHWS**

Hochschule für angewandte Wissenschaften  
Würzburg-Schweinfurt

**MBA - International Business** (FHWS, Germany)

+

**PGDM - Finance / Marketing / Operations** (Christ University)

*(Dual Degree Programme through credit transfer)*



# CHRIST UNIVERSITY INSTITUTE OF MANGEMENT



Christ University (till June 2008 an affiliated and autonomous college) was founded in 1969 by the Carmelites of Mary Immaculate (CMI) priests.

Christ College was the first College in South India to be awarded the A+ rating by the National Assessment and Accreditation Council (NAAC), an independent council under the University Grants Commission (UGC). UGC has recognized Christ College as an Institution with Potential for Excellence. Christ College was declared deemed to be university on 22, July 2008 under section 3 of the UGC Act, 1956.

Christ University Institute of Management was started in 1994 to promote quality education, research and consultancy in management. It has been ranked one among the top 10 Private B-Schools in India. It strives to develop effective leaders of industry with ethical and human values to reshape the nation's destiny through increased productivity of the organizations. The training programme prepares young minds for challenging managerial opportunities of the 21st century with a global awareness rooted in the Indian soil, nourished by the wisdom of the great management gurus.



## VISION

Excellence and Service



## MISSION

Christ University is a nurturing ground for an individual's holistic development to make effective contribution to the society in a dynamic environment.

## CORE VALUES

FAITH IN GOD  
MORAL UPRIGHTNESS  
LOVE OF FELLOW BEINGS  
SOCIAL RESPONSIBILITY  
PURSUIT OF EXCELLENCE

# University of Applied Sciences Wuerzburg-Schweinfurt



## Hochschule für angewandte Wissenschaften Würzburg-Schweinfurt

The University of Applied Sciences Wuerzburg-Schweinfurt (FHWS) was established in two locations with campuses in Wuerzburg and Schweinfurt in 1971 in accordance with the Bavarian law for the universities of applied sciences.

Its forerunner was the Balthasar Neumann Polytechnic Institute of the District of Lower Franconia and its previous institutions, established in 1851. Since 1963, the Polytechnic Institute maintained a branch in Schweinfurt and was merged with the Secondary School of Economics Wuerzburg and the School of Arts and Crafts Wuerzburg in 1971 by the Free State of Bavaria to form the University of Applied Sciences.

The FHWS, with its ten faculties and 32 undergraduate and postgraduate degrees runs five research institutes offers a broad, practice and future-oriented programs. The University of Applied Sciences makes a significant contribution to the development of the society through its academic work, applied research and opportunities for further education. With approximately 190 professors and around 8.835 enrolled students, the FHWS is the third largest university of applied sciences in Bavaria. FHWS has i-Campus for international students where students can choose between English & German as languages. It has connection with German and international companies. i-Campus is also a combination of professional, cultural and linguistic competencies.

Academic offerings include 19 bachelor's programs: Architecture, Civil Engineering, Business Administration, E-Commerce, Electrical Engineering, Translation (Business or Technical), Computer Science, Communication Design, Plastics and Rubber Engineering, Logistics, Mechanical Engineering, Mechatronics, Media Management, Nursing Management, Social Work, Industrial Mathematics, Surveying and Geoinformatics, Business Information System and Business Engineering.

FHWS offers thirteen master's programs. The eight master's degrees that are offered consecutively after the bachelor's degree are Electrical Engineering, Information Design, Information Systems, Innovation for Small and Medium Size Enterprises, Integrated Design and Construction, Specialized Translation and Multilingual Communication, Trade Journalism and Corporate Communications, as well as Social Work. Additionally, there are five master's degrees that have the format of an advanced training program. These include Building Project Management, Nursing Management, International Business with a Focus on Asia or Central and Eastern Europe, International Business in cooperation with the Christ University, Bangalore (India) and Developmental Music Therapy and Music Therapy with Dementia Patients. Institute of Applied Logistics Solutions and Institute for Design and Information Systems are two important research institutes.



## DURATION

2 Years (Six Trimesters)

## SPECIALIZATION OFFERED

International Business  
+  
Finance / Marketing / Operations

## UNIQUE FEATURE

- 40% of the course work will be taught by International Faculty + Students will do two trimesters (6 months) in Germany
- Dual degree program (students will get two degrees: One from Christ University (PGDM) and the other degree (MBA) from FHWS, Germany through transfer of credits
- International projects
- International company visits
- Exposure to European industry and business
- International cultural competency
- International styles of learning
- Master thesis on international company guided by international faculty



## ADMISSION PROCESS ELIGIBILITY

- ✦ 50% or above marks in aggregate in UG
- ✦ One year work experience (part time / family business also considered)
- ✦ A composite score of 500 or above in MAT Sep 2015 / Dec 2015 / Feb 2016 or 60 percentile or above in the CAT / CMAT or 60% or above in XAT 2016 / ATMA Dec 2015 / Feb 2016

## SELECTION PROCESS

- Academic Performance of Class X, XII & UG
- Micro Presentation
- Group Discussion
- Writing Skill Assessment
- Personal Interview
- FEES

## FEES

Category	I Year	II Year
KARNATAKA	RS. 4,95,000	RS. 4,95,000
OTHER INDIAN STATES	RS. 5,05,000	RS. 4,95,000
NRI	RS. 5,95,000	RS. 5,95,000
SAARC/AFRICA	14300 USD	14300 USD
Other Foreign Nationals	20500 USD	20500 USD

Note: It is mandatory for students to go to Germany for 6 months. Students will need to spend additional amount towards airfare, living expenses and accommodation.

If by any chance visa gets rejected and students are unable to go to Germany, then the students will get a certificate (Not a degree) from FHWS and PGDM from Christ University after completion of program in India.

Visa: Visa formalities are student's responsibility. Christ University will provide assistance in procurement of visa by providing the required documents from the German University.





"I feel privileged to be the first batch of FHWS and Christ University Joint Academic Program. The course structure is unique and gave us an amazing exposure towards international business environment. It helped me not only to make a career in Germany but also to develop my intercultural business skills. I was partner in the management team in a Berlin based start-up and now working on my own tech venture."

**Mr. Sandeep Jakhar**

Director & Co-Founder-  
Tavolo Technologies Pvt. Ltd,  
Gurgaon  
Class of 2008-'10



"The dual degree program of CUIM, Bangalore and FHWS, Germany provided me an International exposure that has propelled me in the right direction towards my career goals. The application oriented German way of learning pushed me to think beyond boundaries and to apply my knowledge, little or big, to real life situations and challenges. This change in my thinking and perspective was a definite value addition that has helped me sail through competition. Business games, continuous project-based learning, team presentations, complex case studies and Master Thesis are some of the USPs of this program. My whole experience during this program enabled me not only to secure a high-profile job with Cisco Systems India Pvt Ltd but also to excel in it. My current job with BMW India Pvt Ltd is directly linked to my real-time live MBA Master's Thesis, with BMW India, focusing on logistics and strategic management. Strong foundation in theories, drilling practical experience and fun filled cross-cultural exposure differentiate this program -given another chance, I shall make the same choice again! After all, it is within us to identify value and grasp it!"

**Ms. Vinola Perumalsamy**

Deputy Manager - Pipeline Management,  
Logistics BMW India Pvt Ltd, Class of 2011-'13



## GERMAN MBA PROGRAM AND ITS RELEVANCE

The Dual degree course is designed in a way that it focuses on live case studies and team work. The thinking process involved is comparatively high as compared to other MBA courses. Understanding and command of German language is acquired to enter European job market. The methodology involved in Master Thesis helps students to improve their knowledge and in turn enhance professional skills. Master Thesis also acts as a stimulant for those who are interested in research fields in the Europe. The faculty has enormous and rich experience in industry and they are experts in the field of management education.

### **Shivkrishna H.R.**

Asst. Manager - B. D.  
Geokno India Private Limited  
(A GMR Group Enterprise)  
Class of 2009-'11



Today, business and trade are going beyond national boundaries and getting international. The most likely reasons for this would be to expand, grow and to survive the competition in International markets. The most crucial factors that support this internationalization would be liberalization of trade policies, technological advancements, and Internet and transportation systems. These new trends also emphasize the point of managers with international exposure and cultural openness for successfully managing International Businesses.

Dual degree programme offered by Christ University in partnership with FHWS, Germany offers this unique platform imparting international education with stay in Germany during their coursework. It helps in broadening horizons of budding managers and inculcates inter-cultural understanding in students.

### **Kavinder Beniwal** *MBA (FHWS), PGDM(CU) 2008 - '10*

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# POST GRADUATE DIPLOMA IN BUSINESS ADMINISTRATION

## COURSE OUTLINE\*

### YEAR - I

Trimester – I / June to August Christ University + FHWS	Trimester – II / September to December Christ University + FHWS
Financial Accounting for Managers	Entrepreneurship
Managerial Economics I	Research Methodology
Business Ethics	Enterprise Resource Planning & E-Business
Managerial Statistics	Marketing Management
Understanding Business	Financial Management
International Project Management (FHWS)	Organizational Behavior (FHWS)
Leadership (FHWS)	Intercultural Communication (FHWS)
	Financial Statement Analysis (Finance Students Only)

January to February
Summer Internship

Trimester – III & IV/ March to August	Visit to FHWS, Germany
International Strategic Management	Academic Writing & Master Seminar
International Quality Management	Business Planning
International Operations Strategy	HR Management
Europe – Culture History & Case Studies	Master Thesis

## Finance

Trimester – V (September to December) Christ University	Trimester – VI (January to March) Christ University
Security Analysis & Portfolio Management	Financial Risk Management
Management of Banks	Management of Financial Services
Mergers, Acquisitions & Restructuring	Project Appraisal and Finance
Strategic Financial Management	Derivatives <b>OR</b> Analytics for finance
Insurance <b>OR</b> Financial Planning & Wealth Management	
Advanced Financial Statement Analysis	

## Marketing

Trimester - V (September to December) Christ University	Trimester - VI (January to March) Christ University
Consumer Behaviour	Brand Management
Business to Business	Digital Marketing
Strategic Marketing Management	
Retailing Management	
Integrated Marketing Communication <b>OR</b> Technology Marketing	
Customer Relationship Management and Marketing Metrics <b>OR</b> Marketing of Financial Services and Marketing Metrics	

## Operations

Trimester - V (September to December) Christ University	Trimester - VI (January to March) Christ University
Advanced Supply Chain Management	Sustainable Business Management
World Class Manufacturing and Lean Operations	IT and ITES Outsourcing <b>OR</b> Enterprise Asset Management
Predictive Analytics	Green Operations
Service Operations Management	
Technology Management and Industrial Automation	

\* The course outline is subjected to change as per latest BOS amendments.



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**Christ University Institute of Management**

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**FHWS**

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