



MBA in Finance offered by Institute of Management

The two year MBA Program specializing in Finance is designed to create well-rounded Finance Professionals through courses offered that are essential in building comprehensive, contemporary knowledge in finance, besides strengthening their confidence and capability to handle varied job profiles and career opportunities. The focus is basically on three areas viz., strong conceptual foundation, application of concepts to different business scenarios and clear focus on compliance to ethical values in business.

Finance specialization offers upto 40 credits across 18 courses, covering two mandatory core courses, one core elective course, eleven mandatory specialization courses and four specialization elective courses, spread across six trimesters. In addition, the Finance Specialization also optionally offers value added courses and open electives as part of the two-year program.

Finance specialization courses broadly cover the areas of Corporate Finance, Financial Markets, BFSI Industry, Project Financing, Taxation and Risk Management. With increasing focus on electives, the Finance students choose between Analytics for Finance and Derivatives in the fifth trimester, and between Insurance, Financial Planning & Wealth Management and Fundamentals Financial Engineering during the sixth trimester. Industry relevant courses such as Econometric Analysis and Management of Small and Medium Enterprises, are offered as optional value-added courses to help students acquire additional knowledge from the mandated courses. To encourage students to take up either research or professional courses, we also offer Open Elective Courses in the areas of quantitative techniques and analysis for Risk Management and Financial Analysis etc.

A strong conceptual grounding coupled with practical hands on classes enables Finance students develop skills that are a pre-requisite for a career in finance. Financial Statement analysis and Valuation techniques delivered through practical lab based classes help students in imbibing critical skill sets that would make them industry ready from day one. Advanced Excel workshop help the students further in this aspect, since any corporate career the Finance domain involves use of Excel

as an indispensable tool. We also provide opportunities to enhance student's skills in the areas of Advisory (Derivatives) and Analytics (SAS).

Students are also actively counseled to take up additional certification exams like "Diploma in Banking and Finance" for those who are inclined to take up Banking as a career. Some of the International certificate programs that are recommended for students capable of handling additional academic workloads, with a higher pay off include, Certified Financial Planning (CFP), Financial Risk Management (FRM), Certified Financial analyst (CFA) and Certified Fraud Examiner (CFE). Certifications such as National Institute of Securities Manager (NISM) sponsored by NSE are popular among the Finance students who see it as a shot in the arm during placements.

Apart from the mandatory six-week Summer Internship Project (SIP), the Finance students are required to take up two Live projects during their free hours to build on exposure to the corporate world already gained during the internship. Typically, students visit banks, equity broking houses, financial advisors, manufacturing companies, VC & PE companies to broaden their experiences that would help them understand the nuances of these businesses. Emphasis is laid on the importance of Current Affairs and economic numbers to track the outside world on a continuous basis, and learn to develop multi-dimensional views on disparate issues. Opportunities to publish periodic finance newsletters „Chaanakya“ and „Nishka“ improve their writing skills and articulating their understanding of the Finance world.

At the end of the two-year MBA program, a student who has taken up the Finance specialization builds on strong conceptual knowledge, more than adequate skills and desired confidence in the area of Finance to get a head start in his or her chosen career.



MBA in Marketing offered by Institute of Management

The two-year MBA program specializing in Marketing aims to groom students to embrace challenges in the industry through various roles and positions in marketing. This is made possible by a robust blend of sound conceptual knowledge and relevant exposure to marketing roles in the industry.

Imparting marketing knowledge begins with an understanding of fundamentals of customers, business markets, marketing strategy and marketing environment. Students are also exposed to specialized subjects, among others, such as Services Marketing, Sales and Distribution, Marketing Research and Analytics, Consumer Behaviour, Branding and Advertising. While some courses strengthen the fundamental concepts of marketing, few courses like Analytics equip students with tools to mine insights and courses like Digital Marketing and Retailing help students gain specific knowledge about the sector and the New Media.

The specialization also ensures that the students of Marketing gain a CEO's perspective of marketing, and its primary role as business builders impacting, in turn, decisions in other key areas such as Finance, Operations and Human Resources.

Marketing also offers choice-based courses which lets students choose from the elective bucket. Marketing also offers choice-based courses which lets students choose from the elective bucket. The specialization offers 12 Core courses in Marketing, five Choice-based courses, internship in Marketing and five value added courses amounting to a total of 49 credits distributed between Core courses 25 credits, Choice-based courses 14 credits, value-added courses 6 credits and summer internship projects 4 credits. The teaching of the courses is largely through learner-centric methods like case studies, Harvard Simulations, experiments in retail lab, role plays and projects.

The program also encourages students to undertake live projects. Project based experiential learning have converted certain select courses from traditional exam based assessment to continuous assessments based on projects undertaken by students. This apart, students engage with various companies over six weeks for a Summer Internship Project (SIP). These exposures emphasize the

importance of concepts and its applications in the real world to real problems and situations. Industry practicum and Master Thesis in Marketing provide more opportunities to broaden and even deepen both outlook and knowledge in the Marketing domain.

Student Club Activities are integral to the two-year Marketing program. These Club activities are designed to encourage students to ideate, design and organize activities to test their knowledge and skills by actively interacting with several senior corporate guests. The students design and publish a quarterly newsletter that consists of articles authored by them, marketing trivia and several other interesting aspects relating to the Marketing profession.

Furthermore, grooming of the students by Faculty mentors and placement-related counselling and training helps the students to be conceptually sound, skilled and equipped for careers in Marketing.



MBA in Lean Operations and Systems (LOS) offered by Institute of Management

Business enterprises of today require committed leaders and talented managers, who can innovatively enable industry to achieve its goals while taking care of the larger responsibility to the society. To meet this challenge, Institute of Management, Christ University, Bengaluru, introduced the ‘**MBA in Lean Operations & Systems**’, a unique course enabling graduates to acquire knowledge and expertise on various concepts of operations management and systems.

Students of MBA in Lean Operations & Systems gain knowledge and expertise in the areas of:

- Project Management – in typical Infrastructure, Manufacturing and Service sectors, including Software project management.
- Total Quality Management – QC tools, QA and Quality Management Systems.
- Lean concepts for application in both Manufacturing and Service sectors.
- Supply Chain Management and International Logistics.
- Service Operations Management.
- Sustainable Operation Management - Formulate and implement business responses with regard to environmental protection and sustainability.
- Business Intelligence and Knowledge Management (Descriptive Analytics with IBM Cognos).
- Predictive Analytics, with hands-on training using IBM SPSS software.
- Business Analysis and Business Process Management (BPM).
- Enterprise Resource Planning (ERP) – with hands-on training on Materials Management (MM), Procurement Planning (PP) and Warehousing modules of SAP.

A student specializing in Lean Operations and Systems, studies a total of 36 Subjects out of which 23 are Core Subjects earning 47 Credits with the remaining 13 Subjects being electives accruing 26 Credits. This includes nine elective courses which are choice based. Besides these courses, every student attends a four-day workshop on Lean-Six Sigma conducted by KPMG and on successful completion, obtains GreenBelt certification. Students also attend certified courses and workshops in MS Projects, SAP modules, Advanced Excel, SaS and R.

Students also take up Summer Internship Projects (SIP), Quality Circle Projects (QCP) and Live Projects in organizations of their choice affording them ample opportunities to apply concepts learnt during the course to real life problems and situations. Students may also opt for an Industry Practicum involving 90 hours of hands-on industry experience in their final trimester.

MBA Lean Operations and Systems is an ideal candidate for taking up any role in the areas of Operations, Supply Chain including Logistics and Systems Management. They can serve in any industry/sector, which looks for improvements in Operational Effectiveness. Students can also don the role of Business Analysts, ERP consultants, Lean implementers and Service Operations Managers to design, implement and sustain improvements in various business processes and systems.



MBA in Human Resources offered by Institute of Management

The two-year MBA program specializing in Human Resources (HR) offered by the Institute of Management, primarily focuses on art and science of managing people, the Human Resource capital of the organization. It aims to equip students with the knowledge and skills required for managing HR in a way that contributes to the development of individuals and organizations, and make them well rounded business partners in their chosen careers.

The major thrust areas are Talent Acquisition and Retention, Training & Development, Performance Management, Employee Counseling, Labor laws, HR Analytics, Compensation Management, Organization change and Development, Leadership and International HRM. These domains keep pace with the ever growing body of knowledge in management education with special emphasis on managing human side of any enterprise.

It provides students with the knowledge to recruit, select, train, evaluate and compensate employees. Above all, it teaches them how to be business partners, employee champions and change agents. It also ensures HR knowledge and skills gained is complemented by right beliefs and attitudes, which in turn will make them great people managers. In short, the specialization endeavors to transform students to effective HR Professionals.

HR is one domain where substantial quality research output is available. The changing dynamics of the workplace offers huge opportunities to a researcher to generate new knowledge. All HR students are exposed to the past and current research in the field so that their learnings can be applied in real life scenarios that they would face. A large number of students hone their research skills by opting for the Master Thesis.

Students learn HR skills by analyzing business cases and by participating in experimental exercises. To meet these objectives, a variety of teaching methodologies such as case studies, role plays, problem solving exercises, experiments, group discussions, computer simulation games are an integral part of academics in the specialization.

Several add-on workshops are offered to the students of HR specialization. NLP, Transactional Analysis, Psychometric testing, HR Automation, Competency Mapping workshop, SPSS and Advanced Excel workshops are some on them. These certifications help in developing skills of the students in several critical areas to complement the conceptual knowledge that they imbibe during the two-year program.

Summer Internship Projects (SIP) offers real-life experiences to students, where for a period of two months, they undertake real projects in the Industry. The SIPs provide an opportunity to apply various tools and techniques that HR students have learnt. The learning during internship seamlessly reinforce and indeed, augment class room learning. Students of the HR specialization qualify for managerial positions in Human Resource Management, Personnel Management, Industrial Relations and other related areas. The alumni are today occupying senior level HR positions in Private and Public-sector organizations and in multinational companies both in India and Abroad.

Broadly, the HR specialization Core courses cover Organization Behaviour, Managing HR, Employee Relations, Workforce Planning and Selection, Training & Development, Performance Management, Labor Laws, Compensation Management, Organization Change and Development, International HRM and Latest Trends in HR. Each of the core courses are two credits each. The HR students also choose between core choice courses like HR Metrics and Analytics, Organization Psychology, HR Skills, Advanced OB and Emotional Intelligence, Labor Economics which are again two credits each. The students gain immense knowledge and expertise through these courses.

In short, the HR Specialization aims to transform a HR student to a ‘Holistic sensitive and People Sensitive HR Professional’.



MBA in Business Analytics offered by Institute of Management

Master of Business Administration (MBA) in Business Analytics is a program offered by IMCU keeping in mind the growing needs of the industries for trained professionals in the areas of Predictive Analytics, Descriptive Analytics and Cognitive Analytics, collectively also known as Data Science.

The program specifically caters to students who wish to take up roles that deal with (-

- a) Developing a business case for establishing analytics practices in an industry.
- (b) Designing and developing an architecture for establishing an analytics practice.
- (c) Undertaking actual technical tasks in the various sub-disciplines of analytics.

The program involves hands-on, skill oriented courses in the areas of predictive, descriptive and cognitive analytics, along with courses in niche areas such as text analytics, social media analytics and big data. Also covered are industry standard tools such as 'R', SAS, SPSS and Cognos.

These courses are run by trained Faculty using state- of- the art laboratory established with the help of our industry partners such as IBM India Pvt., Ltd. Students will learn through experiential pedagogy adopted by Faculty in delivering a healthy mix of practical and theoretical sessions.

The course would also cover the managerial challenges faced in handling large scale analytics project both by the user organizations and the service providers.