

Finance Specialization

The Finance Specialization imparts knowledge to the students by offering courses that are essential in building comprehensive contemporary knowledge in finance, besides building on their confidence and capability to handle varied job profiles and career openings. The focus, invariably is on laying a strong conceptual foundation.

Broadly, the Finance Specialization courses cover financial markets, BFSI industry, projects, taxation and risk management. The Finance students also choose between Insurance and Financial Planning & Wealth Management in the fifth trimester and between Analytics for Finance and Derivatives in the sixth trimester. Industry relevant courses such as Management of Small and Medium Enterprises, and Econometrics are offered as optional certificate courses to help students acquire additional knowledge apart from the mandated courses.

Strong conceptual grounding coupled with practical hands on classes enable the Finance group students develop skill sets that are pre-requisite for a finance profile. Financial Statement Analysis and Valuation techniques delivered through practical lab based classes help the students in imbibing critical skill sets that would make them industry ready from day zero. Advanced Excel workshops help the students further in this aspect, since any corporate career in the area of Finance involves Excel as an indispensable tool. We also provide opportunities to enhance students' skills in the area of Banking (core banking solution) and Analytics (SAS).

An MBA degree may not suffice in creating niche differentiation amongst management graduates. Students are therefore actively counselled to take up additional certification exams like 'Diploma in Banking and Finance' for those who are inclined towards banking as a career. Some of the international certification 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 the placements.

Apart from the mandatory six weeks Summer Internship Projects, the Finance group students are encouraged to take up 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 experiences that would help them in understanding 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 understanding of the finance world.

At the end of our 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 have a head-start in his or her chosen career.

Lean operations and systems

The need of Industry today is to manage, sustain and expand businesses. Firms require talented managers who can innovatively usher in changes that enable industry to achieve its goals and objectives.

To meet the challenges of today, Institute of Management, Christ University, Bengaluru, offers a unique course within the MBA program specializing in Lean Operations & Systems (LoS). The program is designed to groom graduates into confident professionals with sound conceptual knowledge of Lean Operations and Systems concepts, and its application across world Class Companies both in India and abroad.

Students gain knowledge and expertise in the areas of Project Management, Total Quality Management, Lean Manufacturing and Planning, Supply Chain Management, Manufacturing and Service Operations Management, Technology Management etc., In the systems area, students learn about the Business Intelligence, Software Project Management, Hands on lab based practical sessions on Descriptive and Predictive Analytics, Business Analysis and Business Process Management (BPM) and ERP. Institute has a tie up with SAP and IBM to run the fully equipped and configured labs designed to provide hands on experience with applying software to business problems. Students also take up live projects and summer internship projects to enable them to apply concepts learned during the course. Certification add-on courses are also provided to the students in the areas of Six-Sigma, Advanced Excel, SAP and hands on workshop in Lean concepts and Project Management.

Students graduating from the LoS program are suitable for any Operations Management and Systems Management roles across Industries focused on bringing improvement in effectiveness of various business processes, a key skill in an intense competitive global business environment.

HR Specialization

HR specialization offered by the Institute of Management, primarily focuses on managing people, the human resource 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.

The major thrust areas are Training & Development, Performance Management and Employee Counseling, Labor Laws, HR Analytics, Compensation Management, Organization Change and Development, Leadership and International HRM. These topics are in pace with the ever growing body of knowledge in management education with special emphasis towards the human side of 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 a great people manager. In short, the specialization endeavors to transform students to effective HR professionals.

HR is one area where substantial research has always taken place. 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 the learnings can be applied by them in real life scenarios that they would face. A large number of students carry out research as part of their Master Thesis.

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

Several add-on workshops are offered to the students of HR specialization. IBM certificate course on predictive analytics, Competency mapping workshop and advanced Excel workshop are some of these. These are basically to develop the skills of the students to complement the conceptual knowledge that they possess.

Summer internship offers a real life experience to the students where for about a two-month period, they undertake projects in the industry. These projects provide an opportunity to apply the tools and techniques that the students have learnt. The learning during internship projects nicely augments classroom learning.

Students of this 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 in India and abroad.

Marketing

The specialization in Marketing at IMCU aims to groom students to embrace challenges in the industry through various roles and positions in marketing. This is made possible by a blend of sound conceptual knowledge and relevant exposure to marketing roles in the industry.

Marketing specialization offers more than 40 credits across the two-year MBA programme. 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 such as Services Marketing, Sales and Distribution, Marketing Research and Analytics, Consumer Behaviour, Branding and Advertising and several others. While some courses strengthen the fundamental concepts of marketing. While a few courses like Analytics equip students with tools to mine insights, 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 role as an engine to drive decisions in other areas such as Finance, Operations and Human Resources.

Marketing also offers choice-based courses which lets students choose from the elective bucket. The specialization relies largely on learner-centric methods like case studies, Harvard Simulations, experiments in retail lab, role plays and projects.

The specialization also encourages students to undertake live projects. Further, certain courses are assessed based on projects. This apart, students engage with various companies over six weeks for a summer internship project. These exposures emphasize the importance of concepts and its applications in realistic settings. Industry practicum and master thesis in Marketing also other opportunities to gain a broad and deep knowledge in marketing problems.

Marketing specialization through its student club encourages students to design and organize activities to test their knowledge and skills. Through this club, students also interact with several corporate guests. The students design and publish a newsletter that consists of articles authored by them, marketing trivia and several other.

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.