



Programme Design

The MBA Programme

This is a two-year full-time residential programme and follows trimester system. The first year of the programme (fundamental) consists of core courses. The second year consists of a some core courses and majority of elective courses. A summer project is scheduled at the end of the first year also forms the part of the curriculum. The programme offers dual specialization (major and minor) in the second year. Important themes running across courses are: Internationalism, Business, Ethics, and Information Technology.

Unique Features

- Close relationship with the corporate world in the delivery of the programme
- Balance between conceptual frameworks and industry practices
- Unique field courses on Managing Social Projects and Dissertation Project
- Case study method and project work as main pedagogical tools
- Special emphasis on development of soft skills, such as communication, leadership, teamwork, achievement orientation and creativity.

Learning Outcomes

After going through the programme, the students should be able to:

- Scan socio-economic-technical-legal environment at national and global levels influencing organizations
- Use relevant conceptual frameworks and best management practices,
- Make effective decisions,
- Demonstrate leadership, team work, and entrepreneurial & intrapreneurial skills, and
- Act as socially responsible management professionals.



Pedagogy

The main pedagogical methods are lectures, case studies, and project work. These are supplemented and complemented by role-plays, simulations, syndicate discussions, etc. The actual mix varies with the nature of a course.

Curriculum

The curriculum is continuously updated to integrate changes that are taking place in the business environment. The curriculum consists of compulsory (core) and elective courses. The core course package provides an introduction to the foundation of business. Elective courses, on the other hand, are offered with objective to specialize in an area. The Institute presently offers specialization in Finance, Marketing, Human Resource Management, International Business, Information Management, and Operations Management areas. There is a provision for major and minor specializations. A specialization or an elective course is offered only if a minimum of 20 students opt for it.



First Year

Term-I

- Managerial Accounting-I
- Managerial Economics
- Marketing Management-I
- Operations Management-I
- Organizational Behaviour-I
- Quantitative Techniques in Management-I
- Written Analysis and Communication-I

Term-II

- Financial Management-I
- Macro Economics
- Managerial Accounting-II
- Marketing Management-II
- Organizational Behaviour-II
- Quantitative Techniques in Management-II
- Research Methodology
- Written Analysis and Communication-II

Term-III

- Business Ethics
- Financial Management-II
- Human Resources Management
- Indian Economy in Global Context
- Management Information Systems
- Operations Management-II
- Strategic Management-I
- Managing Social Projects
- Written Analysis and Communication-III

Second Year

Core Courses

- Business Laws
- Dissertation Project
- Strategic Management II

Specialization/Electives

Finance

- Bank Management
- Derivatives and Risk Management
- Econometrics for Finance
- Economic Analysis of Asset Prices
- Economics of Bond and Derivatives Markets
- Insurance
- International Finance
- Investment and Portfolio Management
- Investment Banking
- Management Control Systems
- Management of Direct and Indirect Taxes
- Management of Financial Services
- Mergers and Acquisitions
- Project Planning and Control
- Stochastic Calculus in Finance
- Strategic Cost Management
- Strategic Financial Management
- Valuation
- Wealth Management
- Working Capital Management
- International Financial Reporting Standards
- Financial Modeling using Spread Sheets
- Behavioural Finance

Human Resource Management

- Compensation Management
- Human Resource Development
- Industrial Relations and Labour Laws
- International Human Resource Management
- Organization Development & Change Management
- Performance Management
- Recruitment and Selection
- Strategic Human Resource Management
- Training and Development
- Psychometric Testing

Information Management

- Business Process Reengineering
- Client Server Application Management
- Enterprise Resource Planning
- IT Strategy for Business
- Knowledge Management
- Managing Electronic Business
- Multi-Media Management
- Relational Database Management Systems
- Security and Control of Information Systems
- Software Project Management
- Telecommunication and Networking for Business
- Telecommunications Management
- Business Intelligence

International Business

- Export- Import Management
- Export- Import Policy, Procedures and Documentation
- Global Management
- International Business
- International Business Laws
- International Market Research
- International Organizations, Regional Blocks and WTO
- International Technology Transfer / Multinational Corporations
- International Trade
- International Logistics and Supply Chain Management

Marketing

- Advanced Marketing Research
- Business-to-Business Marketing
- Consumer Behaviour
- Customer Relationship Management
- Direct Marketing
- Marketing Research
- Events Management
- Franchising
- Integrated Marketing Communication
- International Marketing
- Internet Marketing
- Managing Corporate Relations
- Marketing Channel Management
- Marketing Models
- Marketing of High-Tech Products
- New Product Development
- Product and Brand Management
- Product Management
- Retail Marketing
- Return on Marketing Investment
- Rural Marketing
- Sales Management
- Services Marketing
- Societal Marketing
- Strategic Brand Management
- Strategic Marketing

Operations Management

- Infrastructure Management
- Logistics Management
- Management of Business Process Outsourcing (BPO) Organizations
- Operations Management in Services
- Operations Strategy & Competitiveness
- Project Management
- Supply Chain Management
- Technology Management
- Total Quality Management
- World Class Manufacturing
- Statistical Techniques in Quality Control

Strategic Management and Entrepreneurship

- Creativity and Innovation for Entrepreneurs
- Entrepreneurship
- Managing a Growing Organization
- New Venture Creation
- Social Entrepreneurship
- Case Studies of Entrepreneurs
- Corporate Governance
- Business History
- Indian Philosophy, Values and Management
- Strategic Application of Game Theory

Non-Specialization Elective Courses

Economics

- Applied Welfare Economics and Public Policy
- Contemporary Issues in Economics
- Economic and Business Forecasting
- Economics of Business Strategy
- Efficiency and Productivity Analysis
- Information Economics
- International Economics and Trade Analysis
- Economic Thought
- Environment Economics
- Political Economy

General Management

- Environmental Management
- Management Consulting
- Managerial Oral Communication
- Multivariate Data Analysis
- Research Project

Organizational Behaviour

- Coaching and Counselling
- Management of Cooperation and Conflict
- Negotiation Skills
- People Management and Leadership
- Personal Growth Laboratory
- Personality Development and Business Etiquette
- Transactional Analysis 3

(Suggestive list courses are offered according to students' career needs)

Summer Project

As part of our curriculum, every student is required to go through a Summer Internship Programme with an organization for a period of 8 to 10 weeks. It helps students to enhance their skills and contribute to the organization in the best possible manner. It is a learning experience for students through which they groom themselves into better professionals for the future by experiencing the dynamics of the corporate world. The Summer Internship Programme is a pivotal tool in the students' career as it equips them with skills that gear them for future challenges.

Other Projects

Dissertation

The second year curriculum demands that the students undertake a live/research project spanning two trimesters, running parallel with their regular academic schedules. A panel of faculty members assesses the students' performance.

Social Projects

Business is a part of society and this initiative is a step taken by the Institute to bring the two closer. The Social Project, in its very essence, aims to make students undertake their role as socially responsible citizens. The course 'Managing Social Projects' provides the students with a lot of insight, experience and valuable learning about social organizations and NGOs. Through these projects students gain exposure and an understanding towards community / social issues prevalent in the society.

The course introduces students to the field of social enterprise and the practices of growing mission-driven ventures that are increasingly garnering attention around the world by entrepreneurs, investors, philanthropists, foundations and consulting firms. The initiative helps students to contribute to the organizations in their spheres of Corporate Social Responsibility.

Beyond Syllabus

Capstone

Capstone is an internationally acclaimed, rich and complex business simulation designed to teach/reinforce the core business functions. Capstone is used in over 700 leading management institutions globally and in about 40 leading management institutions in India. A large number of the Fortune 1000 companies use Capstone.

The main objective behind Capstone is to learn Business by running a business. Learning by doing, applying, making mistakes, experimenting in a realistic and competitive simulated business environment. It aims at building better management people and better business acumen.

The programme is typically of 6-8 weeks duration. Students work in teams on the simulation online. It runs parallel to the existing curriculum.

Foreign Language

The world is rapidly becoming multilingual and Spanish is the third most spoken language in the world. Foreign language fluency is a significant asset for a manager, since more and more companies trade globally.

The newly introduced module of Spanish at IMNU will provide students with an exposure to foreign language, culture and economy.

Workshops

The Institute conducts regular workshop on MS Excel, SPSS and other tools to acquaint students with financial and statistical functions.

A workshop was conducted by nmore, Hyderabad in March 2012 to train students in being adept with SPSS a market analysis tool. More such workshops are planned.