

Curriculum Aspects

MBA Programme

MBA is designed as full time programmes (2 years, 4 semesters) with the objective of moulding and transforming young graduate students for value driven, competent and committed professional roles.

Presently Master of Business Administration Programme has an intake of 120 students.

The institute has designed curriculum for the MBA Programmes, keeping in view the continuously emerging requirements of industry. Students have a variety of electives to choose from, and given experiential learning through simulation exercises, summer projects, participation in consultancy, market survey, event management meets, seminars, personality development activities, leadership camps etc.

The institute is offering specialisation for the MBA and PGDM student in following areas:

- Marketing Management
- Finance Management
- Human Resource Management
- Information Technology
- Health Care Management
- Project and Infrastructure Management
- Family Business and Entrepreneurship Management
- Tourism and Hospitality
- Journalism and Mass Communication
- Business Analytics
- Project Management
- Event Management
- Agribusiness Management
- Operations Research
- Logistic and Supply Chain Management
- Operations Management
- International Business

BBA Programme

Institute has launched BBA programme in the year 2014 with the objectives of:

- Providing basic foundation courses for a bright career in Management.
- In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like,
 - Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.
 - Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge.
 - To groom and nurture students so as to equip them to work in semi-advanced or advanced level managerial positions.

Currently BBA Programme has an intake of 60 students.

BBA Programme – Salient Features

The programme is structured into six semesters, consisting of classroom contact-based work and Organisation Attachment Programme. The institute offers courses of specialization in the following functional areas of Management and sectoral streams:

Streams and Specialization

- Marketing Management
- Financial Management
- Human Resource Management
- Information Technology Management
- International Business

Sectoral Electives

- Information Technology and Analytics
- Tourism & Hospitality
- Public Policy and Administration
- Agri-Business

Doctoral Programme

The institute launched the Doctor of Philosophy (Ph.D) programme in the year 2010. The University offers facilities to do research leading to the degree of Doctor of Philosophy (Ph. D.) in the various Faculties and interdisciplinary areas. Admission is done through CHARUSAT Doctoral Entrance Test (CDET).

Courses offered by Humanities and Social Sciences (HSS)

Department of Humanities and Social Sciences was established under Faculty of Management Studies (FMS) with an objective of providing holistic exposure to the students.

The innovative courses offered by the department across the university are as under:

- Communicative English
- Communicative English – I
- Communicative English – II
- A Course on Liberal Arts (10 Courses)
 - Painting
 - Photography
 - Sculpting
 - Pottery and Ceramic Arts
 - Media and Graphic Design

- Art and Craft
- Fashion Designing
- Interior Designing
- Dramatics
- Contemporary Dance
- Creativity, Problem Solving and Innovation
- Critical Thinking and Logic
- English for Specific Purposes
- Human Values and Professional Ethics
- Philosophy for Life
- Communication and Soft Skills
- Society, Governance and International Studies
- Introduction to Law and Justice in India
- Contributory Personality Development
- Foreign Languages (French/German/Spanish/Chinese)
- Academic Speaking and Presentation Skills
- Academic Writing

Pedagogy

Case study method forms the essence of teaching learning process and focuses creativity and critical thinking among the students for effective decision making. Class interaction among the participants during case studies, assignments, projects, and presentations improve their group dynamics. Learning through Industry exposure (Organization Attachment Segment/ Summer Internship programmes/Industrial visits is one the most unique features of the Institute.

Salient Features

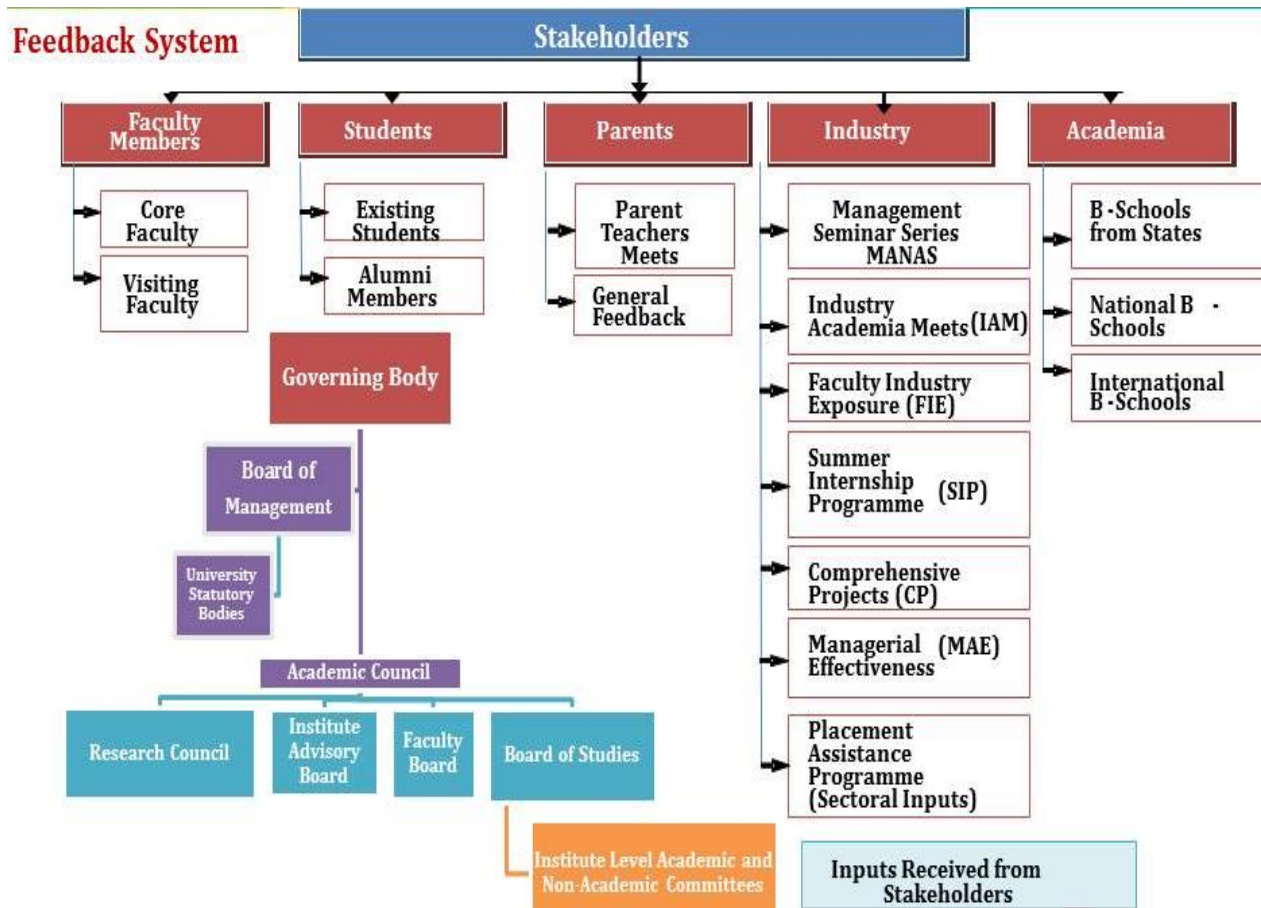
- Online Quizzes
- Open-Book Examination
- Existence of Exam Reform Committee (University Level)
- Online Certification courses through MOOC / Alison linked to Internal Evaluation

Academic Structure and Programs

- Full-Time Programme
- Semester System
- Continuous Evaluation
- Choice Based Credit System
- 90 Contact Days Per Semester
- Academic Calendar
- [Course Files](#)



Stakeholders



Teaching-Learning and Evaluation

Teaching-Learning Process

- Learner -Centric Pedagogy
- Thrust on Self-management / learning
- Use of Case Method for Teaching
- Use of Simulations / management games
- ICT Enabled Teaching – Learning Process
- Eminent Academia and Industry Experts from an integral part of Curricula Design and Update
- Participatory and Discussion based Classroom Teaching
- Project / Field Work / Education Tour
- Continuous Updates of the Curricula

