

MBA

Master of Business Administration

Course Duration

Two Year - Full Time / Part Time - Four Semester

Our Philosophy

Believe



Commit



Deliver



Punjab Technical University
&
Approved by Govt. of India & UGC



Academy of Business Management,
Tourism & Research
Bangalore

CURRICULUM

The MBA curriculum is so designed to help students face the industry with a clear understanding of what is expected of them. The course is spread over two years, and the curriculum is as follows:

<p>Sem No. I</p> <p>MBA 101 Principles & Practices of Management</p> <p>MBA 102 Organizational Behaviour</p> <p>MBA 103 Accounting for Management</p> <p>MBA 104 Quantitative Techniques</p> <p>MBA 105 Managerial Economics</p> <p>MBA 106 Communication & Soft Skills</p> <p>MBA 107 Seminar on Executive Communication</p> <p>MBA 108 Workshop on Computers for Management</p> <p>MBA 109 Viva-voce</p>	<p>Sem No. II</p> <p>MBA 201 Business Environment</p> <p>MBA 202 Production and Operations Management</p> <p>MBA 203 Human Resource Management</p> <p>MBA 204 Marketing Management</p> <p>MBA 205 Financial Management</p> <p>MBA 206 Workshop on Research Methodology</p> <p>MBA 207 Workshop on Information Technology</p> <p>MBA 208 Viva-voce</p>
<p>Sem No. III</p> <p>MBA 301 Applied Operations Research</p> <p>MBA 302 Corporate Legal Environment</p> <p>MBA 303 Major I</p> <p>MBA 304 Major II</p> <p>MBA 305 Major III</p> <p>MBA 306 Seminar on Management Information Systems</p> <p>MBA 307 Viva-voce</p>	<p>Sem No. IV</p> <p>MBA 401 Strategic Management</p> <p>MBA 402 Project Evaluation & Implementation</p> <p>MBA 403 Major IV / Minor I</p> <p>MBA 404 Major V / Minor II</p> <p>MBA 405 Major VI / Minor III</p> <p>MBA 406 Final Research Project & Viva-voce</p>

Specialization - Marketing

- MB 502 Advertising & Sales Management
- MB 503 Services Marketing
- MB 504 Consumer Behaviour
- MB 506 International Marketing
- MB 507 Rural Marketing
- MB 509 Product & Brand Management

Specialization - Finance

- MB 511 Financial Services
- MB 512 Security Analysis & Portfolio Management
- MB 513 Management of Financial Institutions
- MB 516 Working Capital Management
- MB 517 Capital Budgeting
- MB 518 Management Control Systems

Specialization - Human Resource Management

- MB 531 Organisation Development
- MB 532 Human Resource Development
- MB 533 Advanced Industrial Psychology
- MB 534 Industrial Relations & Labour Laws
- MB 536 Collective Bargaining & Wage Policy
- MB 537 International Human Resource Management

Specialization - Information Technology

- MB 541 Programming in C / C++
- MB 542 Database Management Systems
- MB 543 Software Engineering
- MB 544 Advanced Decision Support Systems
- MB 545 Computer Network & Internet
- MB 546 E-Commerce & IT Enabled Services

Major/Minor Specialization :

- In 3rd semester the student will have the choice of choosing any three subjects from a specialization group i.e. either from Marketing, Finance, HRM or IT.
- In the 4th semester

The student can undertake the remaining three subjects of the same specialization group which he/she opted in the 3rd semester. In this case he/she will be awarded only Major specialization and no minor.

OR

The student can undertake three subjects of some other specialization group than he/she opted in the 3rd semester. In this case he/she will be awarded Major specialization in the stream in which he/she has conducted his/her 'Final Research Project' and Minor specialization for the other stream.

Guidelines for Internal Assessment:

The internal marks will be based on a continuous assessment and the following is to be adhered to :

- Test/Quiz's (15 Marks). Best 2 out of 3.
- Presentation/Reports/Home assignments (5 Marks)
- Class attendance/General behaviour (5 marks)

Guidelines for External Practical / Viva-Voce :

The external practical /viva-voce will be conducted as per the details mentioned above in study scheme by an external examiner appointed by the University.

ABMTR ELECTIVES (MBA Full-Time)

<p>Marketing</p> <ul style="list-style-type: none"> • Sales & Distribution Management • Consumer Behaviour • Brand Management • Integrated Marketing Communication • Business Marketing • Rural Marketing • Strategic Marketing Management • Relationship & On-line Marketing • Product Management • International Marketing • Retail Management 	<p>Finance</p> <ul style="list-style-type: none"> • Financial System & Markets • Mgmt. of Banks & Financial Institutions • Corporate Finance & Treasury Mgmt • Strategic Financial Mgmt • Forex Management • Financial Risk Management • Fiscal Policies & Taxation Mgmt • Insurance Management • Security Analysis & Portfolio Mgmt • Mergers, Acquisition & Restructuring • Project Appraisal & Finance
<p>Human Resource Management</p> <ul style="list-style-type: none"> • Industrial Relations & Labour Laws • Strategic HRM • Training & Development • Organizational Change & Development • Compensation Management • Recruitment, Selection & Retention • Knowledge Management • HR Information System • Employee Counselling • Latest Trends in HRM • Performance Mgmt & Appraisal System • Industrial Psychology 	<p>International Business</p> <ul style="list-style-type: none"> • Getting into International Trade • International Marketing • Role of various Depts. in Intl. Trade • Foreign Trade Policy • Risk Management in International Trade • Procedures & Formalities in Intl. Trade • Export Finance & Export Promotion • Packaging • Import Management • Indian Customs • Field visits to : Inland Container Depot, Air Cargo Complex & Sea Ports

FACULTY

ABMTR's Academic Council and Faculty consist of Senior multi-disciplinary Professionals with Impeccable Credentials and substantial National & International exposure as Trainers, Researchers, Consultants & Managers.

INDUSTRIAL EXPOSURE

Summer training programme, Project assignments, Seminars by Experts from Industries, Industrial Visits, daily Current Affairs and weekly presentations expose the students to the real life situations in Business & Industry. Students are thereby enabled to observe prevailing methods and practices in organizations and relate to them to the knowledge gained in the class-room and through readings. Students are thus prepared to face, with confidence, the problems they may encounter as they begin their professional career.

ELIGIBILITY

A Graduate from any discipline is eligible to apply. Students appearing for their Final Year /Semester examinations this year also can apply.

SELECTION

All eligible candidates will have to appear for a Written Examination (duration 150 minutes, based on English Language and General Knowledge in Data Analysis, Intelligence & Critical reasoning and Business Awareness), Group Task, Subject Interview and Personal Interview. Candidates, with CAT/MAT/XAT/ATMA/PGCET score, above our cut-off, are exempted from written examination

ADMISSION

The selected candidates must indicate their acceptance by paying the first installment of fees before the date stipulated there in. Otherwise, it will be assumed that the candidate does not want to avail of the offer of admission, and the offer stands cancelled.

APPLICATION FORM

The Prospectus and Application Form are available at the Institute Office for Rs. 700/- (Rs. 750/- for out-station candidates / by post). A Demand Draft (only) for the above amount drawn in favour of "Bethel Educational Trust, Bangalore", payable at Bangalore, has to be sent along with the duly filled application form.



The ABMTR

As the 21st century unfolds in all its uncertainties, the demand in the Business World and the standards expected are becoming higher and tougher day by day. The need of the hour is, therefore, to lay a strong foundation and evolve innovative processes that will prepare these Managers and Researchers of the future to be able to excel in the realm of Information technology, Business Management and Tourism in the new millennium.

ACADEMY OF BUSINESS MANAGEMENT, TOURISM & RESEARCH (The ABMTR), an institution run by The Bethel Educational Trust (Regd.), Bangalore, is a New Generation Business School that believes and practices a different practical knowledge culture. The Institute is committed in transforming the capabilities of every student and providing them an opportunity to find their talent while leveraging their capability to scale success in professional fronts in the market place. To this extent, at ABMTR a body, the "Council of Excellence", has been formed to cater to this Commitment and Deliver to Excel.

The ABMTR has made no compromises in developing constructive and purposeful processes for assuring a successful career for each student. "The Corporate Relations and Placements Committee" at the Institute with its high level contacts in the corporate and strong network with leading HR Managers across India ensure that students don't simply get a job, but choose a career of their interest.

VISION

Over the past two decades Education in India has witnessed proliferation especially in Technical and Management Institutes. The Nation as a whole and Karnataka in particular faces the problem of shortage of Skilled Managers and Researchers to take-on the challenges posed by the corporate world and cater to our nation's research needs.

Bethel Educational Trust's vision is to contribute towards this objective through the Academy of Business Management, Tourism & Research (The ABMTR). This Institution is set-up for imparting **Quality Education at Affordable Cost with Industry specific competencies**. The ABMTR focuses on Under Graduate & Post Graduate Level Education, Research & Consultancy in the area of Information Technology, Business Management and Tourism.

VISION STATEMENT

To deliver Excellence in up-to-date Knowledge, Skills, Abilities and Positive Attitudes to suit the Industry and Societal Needs and thereby become a Premier Institution in the Country for Under Graduate & Post Graduate Level Education, Research & Consultancy in the area of Information Technology, Business Management and Tourism.

MISSION

The Mission of the Institute is centered around its Philosophy – **Believe, Commit and Deliver**. The ever demanding market place today has opened a window of opportunities for young and dynamic graduates having zeal to excel. In this boundary-less world it is our endeavor to transform such youngsters into professionals of the highest capability. Thus achieve the twin motive of providing the right fit to the industry and research domains with the relevant competencies and building individuals with the right values and attitudes **for a developed and strong India**.



ACADEMY OF BUSINESS MANAGEMENT, TOURISM & RESEARCH

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