



**MANIPAL UNIVERSITY
JAIPUR**

**SCHOOL OF BUSINESS AND COMMERCE
DEPARTMENT OF BUSINESS ADMINISTRATION**

**Curriculum of
Integrated MBA**

**FIVE YEAR FULL TIME POSTGRADUATE
PROGRAM**

From Academic Session 2023-24 and Onwards

**MANIPAL UNIVERSITY JAIPUR
INTEGRATED MASTER OF BUSSINESS ADMINISTRATION
(2023-2028)**

The University reserves the right to amend the curriculum from time to time to meet the changing requirements of the business and commerce. The focus of this five year post graduate degree program will be on the student's ability to specialize in any two Program Elective (1 Major 1 Minor): Human Resource Management; Marketing; Finance; and Business Analytics. The focus shall be on employability of the post graduate students for onwards placement in the corporate sector.

PROGRAM

The program shall be called Integrated Master of Business Administration which is abbreviated as IMBA. This program is carefully structured and includes pedagogy and andragogy. The program blends academic excellence with industrial requirements. Classroom teaching, group work and industrial visits with internship and project work forms part of the teaching-learning exercise. Different courses like business analytics, banking and insurance, accounting and finance, marketing, business law and human resource management will be covered to blend academic excellence and industrial requirement. A fair amount of industry connect will be enabled through Industrial Visits, Guest Lectures, Seminars and Workshops.

OBJECTIVE

The core objective of this program is to impart deep knowledge of various aspects of business and commerce. Thus, the Program enables the students to appreciate emerging issues in the course to take on real life challenges successfully.

DURATION OF THE PROGRAM

The IMBA program shall be of five years with ten semesters. Each semester will have 13 weeks of course work and 2 weeks for examination. There will be minor projects, summer project report and dissertation preparation and presentation in different semesters to enable the student to be able to actualize his learning and communicate it effectively. A student will be required to complete the program within a maximum of 7 years from the date of registration in the first Semester.

TOTAL CREDIT REQUIREMENTS FOR THE AWARD OF IMBA DEGREE ARE 222, SPREADED OVER TEN SEMESTERS IN FIVE YEARS. THE SEMESTER-WISE CREDIT DISTRIBUTION IS AS FOLLOWS:

Semester	Total credits per semester	Cumulative Credits
I	22	22
II	18	40
III	20	60
IV	19	79
V	20	99
VI	21	120
VII	26	146
VIII	25	171

IX	27	198
X	24	222

ELIGIBILITY FOR ADMISSION

Admission to the IMBA program is open to all candidates of **any stream** who possess a pre-university education [10+2] or an equivalent level of education (with minimum 50% marks) recognized by the concerned University / Board. The selection for admission to the IMBA course is based on merit and personal interview.

ATTENDANCE REQUIREMENT

Classroom attendance requirement is 75% mandatory in each course. A student with less than 75% attendance in individual course shall **not** be permitted to write the end semester examination in that course and will be given DT (Detained) letter grade in the course. For calculation of 75% attendance of students all lectures, tutorials, practical classes, all assignments including expert lectures workshops and seminars will be counted and must also be 75%.

EVALUATION SCHEME

S. No.		Internal	External / End Semester
1	All Theory Courses	(1 Midterm -30 marks + CWS 30 marks (Quiz/ Presentation/ Project/Assignment))	40 Marks
2	Summer Project	60 marks	40 Marks (20 Presentation + 20 Viva Voce)
3	Computer Lab	60 marks	40 marks
4	Group Discussion/ Soft Skills	60 Marks	40 Marks (20 Presentations + 20 Viva Voce)
5	Minor Project /Dissertation	60 Marks	40 Marks (20 Presentation + 20 Viva Voce)

GRADING METHOD

The academic performance of a student is evaluated internally by concerned course faculty. The overall performance of a student is expressed in terms of a Letter Grade A to DT as per the following system. The student performance in each course is evaluated out of a maximum of 100

marks and will be converted accordingly in letter grade. The value of different grades is given below:

Grade	A⁺	A	B	C	D	E	F	I (Incomplete)	DT (Detained)
Grade Point	10	9	8	7	6	5	0	0	0

PERFORMANCE REQUIREMENTS

A student shall obtain a minimum of 'E' grade to pass in any course.

MINOR PROJECT, SUMMER PROJECT & DISSERTATION

All the students shall undertake a **Minor Project** during third semester and submit the same in third semester itself. In this, the students will study contemporary topics related to business and management and prepare a report.

All the students shall undergo a **Summer Project** for at least 45 working days at the end of the fourth semester and Eighth semester and submit a report during fifth semester and ninth semester respectively for evaluation. During summer internship the students will undertake internship training in an organization and commence work on any one functional area of management on realtime project and shall submit a report on the work undertaken.

Every student will undertake a **Dissertation** during the sixth semester and tenth semester and submit the same during the respective semesters. The University shall appoint External and Internal Examiners to conduct the viva voce exam for Summer Project and Dissertation.

PROGRAM ELECTIVES(SPECIALIZATIONS) OFFERED

The IMBA degree program offers dual specialization that allows students to gain in depth knowledge and skills in two specific areas of business. Major Specialization include 3 papers in each semester from 7th semester onwards whereas minor specialization includes 1 paper in each semester from 7th semester onwards. Student can choose Human Resource Management, Marketing and Finance as Major specialization. For minor specialization students can select any one specialization from Human Resource Management, Marketing, Finance and Business Analytics.

PROGRAM ELECTIVES (SPECIALIZATIONS)

- I. Human Resource Management
- II. Marketing
- III. Finance
- IV. Business Analytics

IMBA Program General Guidelines for Exit Policy:

Awarding UG Certificate & Degree Certificate

A. Undergraduate Certificate Program

Duration and Credits: This is a program designed to be completed in one year, consisting of a minimum of 40 credits. Additionally, students are required to complete one vocational course worth 4 credits during the summer vacation.

Exit and Re-entry: Students have the option to exit the program after completing the first year. They can re-enter the program within a 3-year period and are required to complete the program within a total of 7 years from the initial start date.

B. 3-year Undergraduate Degree

Duration and Credits: This degree program spans three years and requires the completion of at least 120 credits. In addition, students must complete a summer internship worth 6 credits, which is typically undertaken during the summer vacation.

Exit: Students can exit the program after successfully completing the three years and obtaining the required credits.

C. 5-year Integrated Undergraduate and Postgraduate Degree

Eligibility and Duration: To be eligible for this integrated program, students must achieve at least 75% marks in their first six semesters. The entire program spans five years.

Credits and Requirements: The program requires the completion of a total of 222 credits. This includes 12 credits that must be earned through a research project or dissertation.

Outcome: Upon successful completion, students earn both an undergraduate and a postgraduate degree.

Integrated MBA Curriculum(2023-2028)

Course Structure:

Year	FIRST SEMESTER						SECOND SEMESTER					
	Course Code	Course Name	L	T	P	C	Course Code	Course Name	L	T	P	C
I	IM1101	Principles and Practices of Management	3	0	0	3	IM1201	Organizational Behavior-I	3	0	0	3
	IM1102	Business Economics	3	0	0	3	IM1202	Cost Accounting	3	0	0	3
	IM1103	Fundamentals of Financial Accounting	3	1	0	4	IM1203	Principles of Macro Economics	3	0	0	3
	LN1106	Communicative English	2	0	0	2	LA1240	Business Law	3	0	0	3
	MA1106	Introduction to Mathematics	3	1	0	4	MA1207	Introduction to Statistics	3	1	0	4
	CA1170	Fundamentals of Computer (Theory) (online)	1	1	0	2	AT1049	Vedic Management	2	0	0	2
	CA1171	Fundamentals of Computer (Lab) (Online)	0	0	4	2						
	AT1011	Yoga & Wellness	0	1	2	2						
		Total	15	4	6	22		Total	17	1	0	18
Total Contact Hours (L + T + P)			25				Total Contact Hours (L + T + P)			18		

Year	THIRD SEMESTER						FOURTH SEMESTER						
	Course Code	Course Name	L	T	P	C	Course Code	Course Name	L	T	P	C	
II	IM2101	Financial Management	3	1	0	4	IM2201	Organization Behavior-II	2	0	0	2	
	IM2102	Marketing Management	3	0	0	3	IM2202	Principles of Human Resource Management	3	0	0	3	
	IM2103	Business Communication (Online)	2	0	0	2	IM2203	Production & OperationManagement	3	0	0	3	
	IM2029	Universal Human Values	2	0	0	2	IM2204	Management Accounting	3	1	0	4	
	IT0025	Python for Data Analytics	3	0	2	4	LN2208	Fundamental French-II	3	0	0	3	
	LN2108	Fundamental French-I	3	0	0	3	DS2005	Introduction to R Language	3	0	2	4	
	IM2170	Minor Project	0	0	4	2							
		Total	16	1	6	20		Total	17	1	2	19	
Total Contact Hours (L + T + P)			23			Total Contact Hours (L + T + P)			20				

Year	FIFTH SEMESTER						SIXTH SEMESTER					
	Course Code	Course Name	L	T	P	C	Course Code	Course Name	L	T	P	C
III	IM3101	Project Planning & Management	3	0	0	3	IM3201	Business Analytics	2	0	2	3
	IM3102	Entrepreneurship and Small Business Management	2	0	0	2	IM3202	Insurance & Risk Management	3	0	0	3
	IM3103	Business Research Methods	3	0	0	3	IM3203	Indian Financial System	3	0	0	3
	IM3104	Design Thinking (MLC: Mandatory Learning Course)	1	0	0	1	CY1003	Environmental Science (Online)	3	0	0	3
	IM3105	Corporate Social Responsibility	2	0	0	2	IM3270	Dissertation-I	0	0	12	6
	LA2140	Corporate Law	3	0	0	3	*****	Open Elective (Online)	3	0	0	3
	IM3170	Summer Project -I	0	0	12	6						
		Total	14	0	12	20		Total	14	0	14	21
Total Contact Hours (L + T + P)			26			Total Contact Hours (L + T + P)			28			

Year	SEVENTH SEMESTER						EIGHTH SEMESTER					
	Course Code	Course Name	L	T	P	C	Course Code	Course Name	L	T	P	C
IV	IM4101	International Business Management	3	1	0	4	IM4201	Strategic Management	3	1	0	4
	IM4102	Commercial Bank Management	3	1	0	4	IM4202	Consultancy Management & Business Ethics	3	0	0	3
	IM4103	Operations Research	3	0	0	3	IM4203	Advertisement and Sales Promotion	3	0	0	3
	IM4104	Climate Change & Disaster Management	3	0	0	3	IM4204	E- Commerce	3	0	0	3
	IM41**	Elective- 3 courses from Gr-I (3*3)	9	0	0	9	IM42**	Elective- 3 courses from Gr-I(3*3)	9	0	0	9
	IM41**	Elective- 1 Courses from Gr-II (1*3)	3	0	0	3	IM42**	Elective- 1 Courses from Gr-II(1*3)	3	0	0	3
		Total	24	2	0	26		Total	24	1	0	25
Total Contact Hours (L + T + P)			26			Total Contact Hours (L + T + P)			25			

Year	NINTH SEMESTER						TENHTH SEMESTER					
	Course Code	Course Name	L	T	P	C	Course Code	Course Name	L	T	P	C
V	IM5101	Econometrics for Management	3	0	0	3	IM5201	Enterprise Resource Planning	3	0	0	3
	IM5102	Personality Development & Interview Skills	2	0	0	2	IM5202	Management Information System	3	0	0	3
	IM5103	Corporate Tax & Planning	3	1	0	4	IM52**	Elective- 3 courses from Gr-I (3*3)	9	0	0	9
	IM51**	Elective- 3 courses from Gr-I(3*3)	9	0	0	9	IM52**	Elective- 1 Courses from Gr-II(1*3)	3	0	0	3
	IM51**	Elective- 1 Courses from Gr-II(1*3)	3	0	0	3	IM5270	Dissertation-II	0	0	12	6
	IM5170	Summer Project-II	0	0	12	6						
		Total	20	1	12	27		Total	18	0	12	24
Total Contact Hours (L + T + P)			33				Total Contact Hours (L + T + P)			30		

PROGRAM ELECTIVES & COURSES

Program Elective I: Human Resource Management

SEMESTER-VII							SEMESTER-VIII						
Course No.	Subject Code	Course Name	L	T	P	C	Course No.	Course Code	Course Name	L	T	P	C
1	IM4140	Human Resource Planning & Development	3	0	0	3	5	IM4240	International Human Resource Management	3	0	0	3
2	IM4141	Management of Industrial Relation	3	0	0	3	6	IM4241	Compensation Management	3	0	0	3
3	IM4142	Organizational Performance Management	3	0	0	3	7	IM4242	Training and Development	3	0	0	3
4	IM4143	Negotiation Skills	3	0	0	3	8	IM4243	Competency Management	3	0	0	3
		TOTAL	12	0	0	12			TOTAL	12	0	0	12
SEMESTER IX							SEMESTER X						
Course No.	Course Code	Course Name	L	T	P	C	Course No.	Course Code	Course Name	L	T	P	C
9	IM5140	Employment Laws	3	0	0	3	13	IM5240	Contemporary issue in Human Resource Management	3	0	0	3
10	IM5141	Performance Appraisal	3	0	0	3	14	IM5241	Strategic Human Resource Management	3	0	0	3
11	IM5142	Recruitment & Selection	3	0	0	3	15	IM5242	Organization Development & Change	3	0	0	3
12	IM5143	HR analytics	3	0	0	3	16	IM5243	HRIS	3	0	0	3
		TOTAL	12	0	0	12			TOTAL	12	0	0	12

Program Elective II: Finance

SEMESTER-VII							SEMESTER-VIII						
Course No.	Course Code	Course Name	L	T	P	C	Course No.	Course Code	Course Name	L	T	P	C
1	IM4144	Security Analysis & Portfolio Management	3	0	0	3	5	IM4244	Advance Accounting	3	0	0	3
2	IM4145	International Finance	3	0	0	3	6	IM4245	Financial derivatives	3	0	0	3
3	IM4146	Micro Finance & Rural Credit	3	0	0	3	7	IM4246	Financial Modelling & Equity Research	3	0	0	3
4	IM4147	GST	3	0	0	3	8	IM4247	Business Valuation	3	0	0	3
		TOTAL	12	0	0	12			TOTAL	12	0	0	12
SEMESTER IX							SEMESTER X						
Course No.	Course Code	Course Name	L	T	P	C	Course No.	Course Code	Course Name	L	T	P	C
9	IM5144	Fixed Income Securities & Treasury Management	3	0	0	3	13	IM5244	Strategic Financial Management	3	0	0	3
10	IM5145	Strategic Cost Management	3	0	0	3	14	IM5245	Personal Financial Planning	3	0	0	3
11	IM5146	Global Financial Markets & Products	3	0	0	3	15	IM5246	FinTech	3	0	0	3
12	IM5147	Behavioral finance	3	0	0	3	16	IM5247	Investment, Banking and Financial Services	3	0	0	3
		TOTAL	12	0	0	12			TOTAL	12	0	0	12

Program Elective III: Marketing

SEMESTER VII							SEMESTER VIII						
Course No.	Course Code	Course Name	L	T	P	C	Course No.	Course Code	Course Name	L	T	P	C
1	IM4148	Product & Brand Management	3	0	0	3	5	IM4248	Marketing Research	3	0	0	3
2	IM4149	Rural Marketing	3	0	0	3	6	IM4249	Marketing of Services	3	0	0	3
3	IM4150	Advertising Management	3	0	0	3	7	IM4250	Consumer Behavior	3	0	0	3
4	IM4151	B to B Marketing	3	0	0	3	8	IM4251	Integrated Marketing Communications	3	0	0	3
		TOTAL	12	0	0	12			TOTAL	12	0	0	12
SEMESTER IX							SEMESTER X						
Course No.	Course Code	Course Name	L	T	P	C	Course No.	Course Code	Course Name	L	T	P	C
9	IM5148	Distribution & Salesmanship	3	0	0	3	13	IM5248	International Marketing	3	0	0	3
10	IM5149	Digital Marketing	3	0	0	3	14	IM5249	Public Relation & Event Management	3	0	0	3
11	IM5150	Retail Management	3	0	0	3	15	IM5250	Customer Relations Management	3	0	0	3
12	IM5151	Strategic Brand Management	3	0	0	3	16	IM5251	Social Marketing	3	0	0	3
		TOTAL	12	0	0	12			TOTAL	12	0	0	12

Program Elective IV: Business Analytics

SEMESTER VII							SEMESTER VIII						
Course No.	Course Code	Course Name	L	T	P	C	Course No.	Course Code	Course Name	L	T	P	C
1	IM4161	Big Data Analytics	2	0	2	3	3	IM4261	Operation Analytics	2	0	2	3
2	IM4162	Process Analytics	2	0	2	3	4	IM4262	Financial Analytics	2	0	2	3
		TOTAL	4	0	4	6			TOTAL	4	0	4	6
SEMESTER IX							SEMESTER X						
Course No.	Course Code	Course Name	L	T	P	C	Course No.	Course Code	Course Name	L	T	P	C
5	IM5161	Supply Chain Analytics	2	0	2	3	7	IM5261	Marketing and Retail Analytics	2	0	2	3
6	IM5162	People Analytics	2	0	2	3	8	IM5262	Web and Social Media Analytics	2	0	2	3
		Total	4	0	4	6			Total	4	0	4	6