



**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 2024-25 and Onwards

MANIPAL UNIVERSITY JAIPUR

INTEGRATED MASTER OF BUSSINESS ADMINISTRATION

(2024-2029)

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 206, SPREADED OVER TEN SEMESTERS IN FIVE YEARS. THE SEMESTER-WISE CREDIT DISTRIBUTION IS AS FOLLOWS:

Semester	Total credits per semester	Cumulative Credits
I	21	21
II	23	44
III	19	63
IV	19	82
V	19	101

VI	21	122
VII	21	143
VIII	20	163
IX	23	186
X	20	206

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 206 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.

Program Structure-Integrated MBA (2024-2029)

Year	FIRST SEMESTER						SECOND SEMESTER					
	Course Code	Course Name	L	T	P	C	Course Code	Course Name	L	T	P	C
I	IMB1101	Principles and Practices of Management	3	0	0	3	IMB1201	Financial Management	3	1	0	4
	IMB1102	Business Economics	3	0	0	3	IMB1202	Principles of Macroeconomics	3	0	0	3
	IMB1103	Fundamentals of Financial Accounting	3	1	0	4	IMB1203	Community Development	1	0	2	2
	PES1030	Yoga & Wellness	0	1	2	2	LCM1219	Business Law	3	0	0	3
	MAS1106	Introduction to Mathematics	3	1	0	4	MAS1207	Introduction to Statistics	3	1	0	4
	CAP1106	Office Automation Tools	2	0	2	3	INT0060	Python for Data Analytic	3	0	2	4
	BBA1021	Universal Human Values	2	0	0	2	LLC1210	Business Communication	2	1	0	3
		Total	16	3	4	21		Total	18	3	4	23
Total Contact Hours (L + T + P)			23				Total Contact Hours (L + T + P)			25		

Year	THIRD SEMESTER						FOURTH SEMESTER					
	Course Code	Course Name	L	T	P	C	Course Code	Course Name	L	T	P	C
II	IMB2101	Cost Accounting	3	1	0	4	IMB2201	Organization Behavior-II	3	0	0	3
	IMB2102	Marketing Management	3	0	0	3	IMB2202	Climate Change & Disaster Management	3	0	0	3
	IMB2103	Organizational Behavior-I	3	0	0	3	IMB2203	Principles of Human ResourceManagement	3	0	0	3
	LLC2018	Fundamental French-I	3	0	0	3	IMB2204	Production & Operations Management	3	0	0	3
	IMB2170	Minor Project	0	0	4	2	IMB2205	Management Accounting	3	1	0	4
	DSE2005	Introduction to R Language	3	0	2	4	LLC2218	Fundamental French-II	3	0	0	3
		Total	15	1	6	19		Total	18	1	0	19
Total Contact Hours (L + T + P)			22			Total Contact Hours (L + T + P)			19			

Year	FIFTH SEMESTER						SIXTH SEMESTER					
	Course Code	Course Name	L	T	P	C	Course Code	Course Name	L	T	P	C
III	IMB3101	Project Planning & Management	3	0	0	3	IMB3201	Business Analytics	2	0	2	3
	IMB3102	Entrepreneurship and Small Business Management	3	0	0	3	IMB3202	Insurance & Risk Management	3	0	0	3
	IMB3103	Business Research Methods	3	0	0	3	IMB3203	Indian Financial System	3	0	0	3
	IMB3104	Design Thinking (MLC: Mandatory Learning Course)	2	0	0	2	IMB3204	E- Commerce	3	0	0	3
	IMB3105	Corporate Social Responsibility	2	0	0	2	CHY1003	Environmental Science (Online)	3	0	0	3
	LCM3119	Corporate Law	3	0	0	3	IMB3270	Dissertation-I	0	0	6	3
	IMB3170	Summer Project -I	0	0	6	3	*****	Open Elective (Online)	3	0	0	3
		Total	16	0	6	19		Total	17	0	8	21
Total Contact Hours (L + T + P)			22			Total Contact Hours (L + T + P)			25			

Year	SEVENTH SEMESTER						EIGHTH SEMESTER					
	Course Code	Course Name	L	T	P	C	Course Code	Course Name	L	T	P	C
IV	IMB4101	International Business Management	3	0	0	3	IMB4201	Strategic Management	3	0	0	3
	IMB4102	Commercial Bank Management	3	0	0	3	IMB4202	Consultancy Management & Business Ethics	2	0	0	2
	IMB4103	Operations Research	3	0	0	3	IMB4203	Advertisement and Sales Promotion	3	0	0	3
	IMB41**	Elective- 3 courses from Gr-I (3*3)	9	0	0	9	IMB42**	Elective- 3 courses from Gr-I (3*3)	9	0	0	9
	IMB41**	Elective- 1 Courses from Gr-II (1*3)	3	0	0	3	IMB42**	Elective- 1 Courses from Gr-II (1*3)	3	0	0	3
		Total	21	0	0	21		Total	20	0	0	20
Total Contact Hours (L + T + P)			21			Total Contact Hours (L + T + P)			20			

Year	NINTH SEMESTER						TENHTH SEMESTER					
	Course Code	Course Name	L	T	P	C	Course Code	Course Name	L	T	P	C
V	IMB5101	Econometrics for Management	3	0	0	3	IMB5201	Enterprise Resource Planning	3	0	0	3
	IMB5102	Personality Development & Interview Skills	2	0	0	2	IMB5202	Management Information System	2	0	0	2
	IMB5103	Corporate Tax & Planning	3	0	0	3	IMB52**	Elective- 3 courses from Gr-I (3*3)	9	0	0	9
	IMB51**	Elective- 3 courses from Gr-I (3*3)	9	0	0	9	IMB52**	Elective- 1 Courses from Gr-II (1*3)	3	0	0	3
	IMB51**	Elective- 1 Courses from Gr-II (1*3)	3	0	0	3	IMB5270	Dissertation-II	0	0	6	3
	IMB5170	Summer Project-II	0	0	6	3						
		Total	20	0	6	23		Total	17	0	6	20
Total Contact Hours (L + T + P)			26			Total Contact Hours (L + T + P)			23			

PROGRAM ELECTIVES & COURSES

Program Elective I: Human Resource Management

SEMESTER-VII							SEMESTER-VIII						
Course No.	Course Code	Course Title	L	T	P	C	Course No.	Course Code	Course Title	L	T	P	C
1	IMB4140	Human Resource Planning& Development	3	0	0	3	5	IMB4240	International Human Resource Management	3	0	0	3
2	IMB4141	Management of Industrial Relation	3	0	0	3	6	IMB4241	Compensation Management	3	0	0	3
3	IMB4142	Organizational Performance Management	3	0	0	3	7	IMB4242	Training and Development	3	0	0	3
4	IMB4143	Negotiation Skills	3	0	0	3	8	IMB4243	Competency Management	3	0	0	3
		TOTAL	9	0	0	9			TOTAL	9	0	0	9
SEMESTER IX							SEMESTER X						
Course No.	Course Code	Course Title	L	T	P	C	Course No.	Course Code	Course Title	L	T	P	C
9	IMB5140	Employment Laws	3	0	0	3	13	IMB5240	Contemporary issue in Human Resource Management	3	0	0	3
10	IMB5141	Performance Appraisal	3	0	0	3	14	IMB5241	Strategic Human Resource Management	3	0	0	3
11	IMB5142	Recruitment & Selection	3	0	0	3	15	IMB5242	Organization Development & Change	3	0	0	3
12	IMB5143	HR Analytics	3	0	0	3	16	IMB5243	Human Resource Information System	3	0	0	3
		TOTAL	9	0	0	9			TOTAL	9	0	0	9

Program Elective II: Finance

SEMESTER-VII							SEMESTER-VIII						
Course No.	Course Code	Course Title	L	T	P	C	Course No.	Course Code	Course Title	L	T	P	C
1	IMB4144	Security Analysis & Portfolio Management	3	0	0	3	5	IMB4244	Advance Accounting	3	0	0	3
2	IMB4145	International Finance	3	0	0	3	6	IMB4245	Financial Derivatives	3	0	0	3
3	IMB4146	Micro Finance & Rural Credit	3	0	0	3	7	IMB4246	Financial Modelling & Equity Research	3	0	0	3
4	IMB4147	GST	3	0	0	3	8	IMB4247	Business Valuation	3	0	0	3
		TOTAL	9	0	0	9			TOTAL	9	0	0	9
SEMESTER IX							SEMESTER X						
Course No.	Course Code	Subject Title	L	T	P	C	Course No.	Course Code	Course Title	L	T	P	C
9	IMB5144	Fixed Income Securities & Treasury Management	3	0	0	3	13	IMB5244	Strategic Financial Management	3	0	0	3
10	IMB5145	Strategic Cost Management	3	0	0	3	14	IMB5245	Personal Financial Planning	3	0	0	3
11	IMB5146	Global Financial Markets & Products	3	0	0	3	15	IMB5246	FinTech	3	0	0	3
12	IMB5147	Behavioral Finance	3	0	0	3	16	IMB5247	Investment, Banking and Financial Services	3	0	0	3
		TOTAL	9	0	0	9			TOTAL	9	0	0	9

Program Elective III: Marketing

SEMESTER VII							SEMESTER VIII						
Course No.	Course Code	Course Title	L	T	P	C	Course No.	Course Code	Course Title	L	T	P	C
1	IMB4148	Product & Brand Management	3	0	0	3	5	IMB4248	Marketing Research	3	0	0	3
2	IMB4149	Rural Marketing	3	0	0	3	6	IMB4249	Marketing of Services	3	0	0	3
3	IMB4150	Advertising Management	3	0	0	3	7	IMB4250	Consumer Behavior	3	0	0	3
4	IMB4151	B to B Marketing	3	0	0	3	8	IMB4251	Integrated Marketing Communications	3	0	0	3
		TOTAL	9	0	0	9			TOTAL	9	0	0	9
SEMESTER IX							SEMESTER X						
Course No.	Course Code	Course Title	L	T	P	C	Course No.	Course Code	Course Title	L	T	P	C
9	IMB5148	Sales and Distribution Management	3	0	0	3	13	IMB5248	International Marketing	3	0	0	3
10	IMB5149	Digital Marketing	3	0	0	3	14	IMB5249	Public Relation & Event Management	3	0	0	3
11	IMB5150	Retail Management	3	0	0	3	15	IMB5250	Customer Relations Management	3	0	0	3
12	IMB5151	Strategic Brand Management	3	0	0	3	16	IMB5251	Social Marketing	3	0	0	3
		TOTAL	9	0	0	9			TOTAL	9	0	0	9

Program Elective IV: Business Analytics

SEMESTER VII							SEMESTER VIII						
Course No.	Course Code	Course Title	L	T	P	C	Course No.	Course Code	Course Title	L	T	P	C
1	IMB4161	Big Data Analytics	2	0	2	3	3	IMB4261	Operation Analytics	2	0	2	3
2	IMB4162	Process Analytics	2	0	2	3	4	IMB4262	Financial Analytics	2	0	2	3
		TOTAL	2	0	2	3			TOTAL	2	0	2	3
SEMESTER IX							SEMESTER X						
Course No.	Course Code	Course Title	L	T	P	C	Course No.	Course Code	Course Title	L	T	P	C
5	IMB5161	Supply Chain Analytics	2	0	2	3	7	IMB5261	Marketing and Retail Analytics	2	0	2	3
6	IMB5162	People Analytics	2	0	2	3	8	IMB5262	Web and Social Media Analytics	2	0	2	3
		Total	2	0	2	3			Total	2	0	2	3