


# MBA

MASTERS IN BUSINESS  
ADMINISTRATION  
PROGRAMME

Get Enriching  
Education.  
Transform Your  
Career.



2 Years  
Full Time  
4 Semesters



# The Institute

Over two decades of successful running of its professional flagship programmes in the field of Hotel & Tourism Management, Information Technology, Personal management, Nursing and Health Care courses, Pragati Group of Institutions is launching the World Class MBA Program under **Institute of Business and Management Studies (IBMS)**, Bhubaneswar with due approval from AICTE, the Ministry of HRD, Govt. of India, Department of Skill Development and Technical Education, Govt. of Odisha, and Affiliated with Biju Patnaik University of Technology (BPUT), Rourkela, Odisha from the Session 2024-25. The institute will be marching ahead with the able guidance of its reputed academicians and industry professionals enriched with latest management concepts and techniques and a strong industry ready Placement Cell.

## Our Vision

To become a Fully Integrated, Socially Responsible, Contextually Relevant, and Value-Based Management Institute of National Reckoning by meeting the growing and emerging needs of industry and business through contemporary innovative Management Teaching, Training, Research and Consulting.

## Our Mission

We intend to provide and develop the capabilities of young managers by raising their level of competence and intellect to face various challenges in the global environment. In pursuit of excellence, we provide training and development services, foster research and disseminate knowledge through the publication of books, journals, and magazines for the development of society at large.



## State-of-the-art Infrastructure

**Lecture Halls:** The lecture halls are light, spacious, and well-ventilated. The extensive use of audio-visual media allows students to quickly grasp advanced technology.

**Conference/Seminar Hall:** Designed with cutting-edge technology to meet the needs of every student. The Hall is used for seminars, workshops, guest lecturers, and a variety of other intellectual activities.

**Computer Lab:** Ample computing facilities are provided linking each student with a PC. All computers with the latest configuration in the lab.

**Library:** The library facility is open to all students and faculty members and is continuously updated with the latest books and journals. It has got a good atmosphere for study.

**Canteen cum Cafeteria:** The college cafeteria is spacious, clean, and hygienic. All food is offered at concessional prices.

**Hostel:** Separate hostels are provided for Boys and Girls. Each room of the hostel is provided with adequate facilities to make them feel at home.

**Transport:** The college has a transport facility for the faculties, students, and staff from the city to the college campus. Hostellers are provided transportation facilities twice a week for marketing and outings.

## MBA Programme

Master of Business Administration (MBA) at IBMS is an internationally recognized two-year professional degree. It is well known for its ability to prepare students for leadership careers in business, government, and nonprofit organizations. The MBA program at IBMS offers its students a stimulating management-style environment that shapes their careers as



# MBA Course Structure and Curriculum

## Semester-1

- Managerial Economics
- Marketing Management
- Organizational Behaviour
- Management Principles
- Quantitative Techniques for Managerial Decision Making
- Legal Aspects of Business
- Financial Analysis and Reporting
- IT & Enterprise Resource Planning
- Business Communication
- Career Advancement Skills and Development

## Semester-2

- Corporate Finance
- Business Ethics and Corporate Governance
- Human Resources Management
- Business Research

## Semester-3

- Internship and Research Project
  - Corporate Readiness Training program
  - Four Subjects (Specialization-I)
  - Four Subjects (Specialization-II)
- Specialization Area: Marketing Management
- Consumer Behaviour
  - Retail Management and E-commerce
  - Digital Marketing
  - Service Marketing & CRM
- Specialization Area: Financial Management
- Security Analysis & Portfolio Management
  - Derivatives & Risk Management
  - Cost and Management Accounting for Decision making
  - Banking, Insurance & Inclusive finance

## Semester-4

- Two Subjects (Specialization-I)
  - Two Subjects (Specialization-II)
- Specialization Area: Marketing Management
- Product & Brand Management
  - B2B Marketing
- Specialization Area: Financial Management
- International Financial Management & Project Finance
  - Fin Tech for Finance
- Specialization Area: Human Resource Management
- Strategic HRM
  - Employee Relations
- Specialization Area: Operations Management
- Sourcing Management
  - Operations Research Applications



- Operations Management
- Entrepreneurship Development
- Corporate Strategy
- Personality Development Lab
- One Subject (Specialization-I)
- One Subject (Specialization-II)

### Dual Specialization

Students can opt for any two subjects from the bouquet of specializations provided.

Specializations	Subjects
Marketing Management	Sales & Logistics Management
Financial Management	Financial Product, Services & Financial Markets
Human Resource Management	Manpower Planning
Systems Management	E-Commerce and Digital Markets
Operations Management	Supply Chain Management & Logistics
Business Analytics	E-Business Application

### Specialization Area: Human Resource Management

- HR Analytics
- Labor Legislations
- Compensation and Benefit Management
- Performance Management System

### Specialization Area: Operations Management

- Sales and Operation Planning
- Pricing & Revenue Management
- Operations Strategy
- Management of Manufacturing System

### Specialization Area: Systems Management

- Data Mining for Business Decisions
- Strategic Management of IT
- Business Analytics
- Managing Digital Platforms

### Specialization Area: Business Analytics

- R-Programming
- Web Analytics
- Cloud Computing
- Financial Analytics/HR Analytics/Marketing Analytics

### Specialization Area: Systems Management

- Managing Digital Innovation and Transformation
- Managing Software Projects

### Specialization Area: Business Analytics

- Python
- IOT

**CREATING RESPONSIBLE LEADERS**



# Career Development and Placement Opportunities

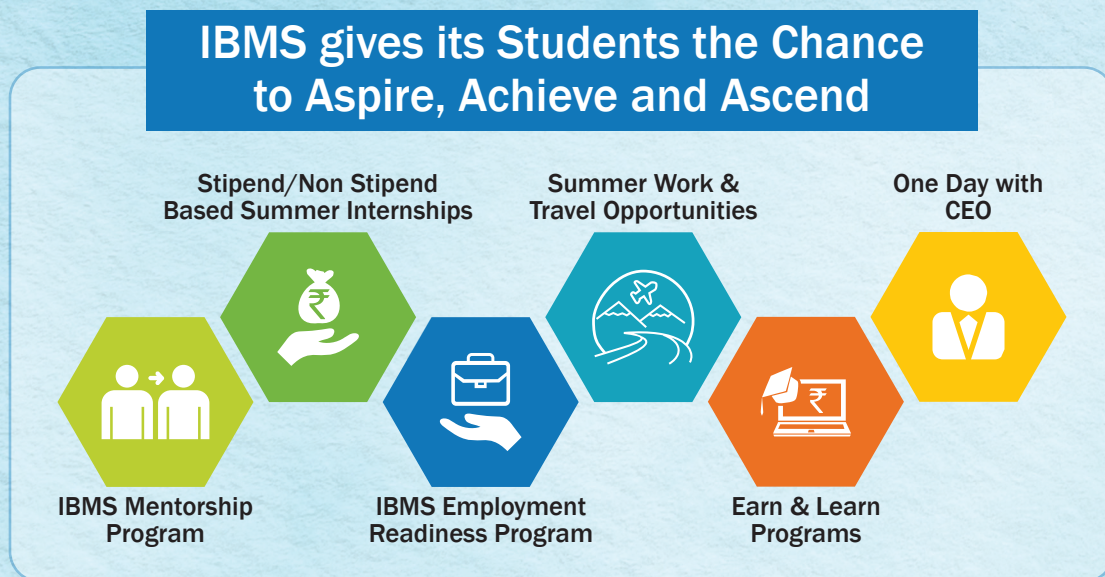
IBMS offers a strong industry exposure based teaching pedagogy. IBMS has hosted across sectors like Banking & Financial, Retail, FMCG, Marketing, Wealth Management, Business Analytics, E-Commerce, Tourism & Hospitality & IT during its placement process. IBMS's TPC (Training, Placement & Consultancy Cell) works with a very remarkable approach to foster the student growth. We see learning as an ongoing process and we make efforts towards delivering the same from the very first day of campus induction.

## Eligibility Criteria

Bachelor's degree/Graduation in any discipline from a University recognized by the University Grants Commission (UGC) + CAT/MAT/CMAT Score.

## Admission Process

To book your seat register on our website by paying the fees. As per BPUT/AICTE a candidate can get provisional admission in MBA program by filling the form, submitting the documents and paying the fees Online.



**Institute of Business and Management Studies**

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Affiliated to : BPUT, Odisha

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