# IIIM JAIPUR

# MBA

- Legacy of 30 years in Management Education.
- Ranked '**First**' in category 'A' for seven academic sessions consecutively from 2017 to 2024 for MBA Program by Rajasthan Technical University, Kota.
- Rated **AA+** under 'India's Best B-School 2025' by Careers 360.
- Recipient of 'Rajasthan Education Leadership Award-2022'

## with Dual Specialization in Marketing, Human Resource, Finance, Operations & Supply Chain, Information Systems, Business Analytics

**SEMESTER I**
**PAPER TITLE**

- Fundamentals of Management
- Managerial Economics
- Operations Management – I
- Marketing Management
- IT for Managers
- Organizational Behaviour
- Cost and Management Accounting
- Business Statistics and Analytics for Decision Making
- Seminar on Contemporary Issues
- Data Analytics Lab.
- Business Communication Lab
- SODECA: Social Outreach, Discipline & Extra - Curriculum activities
- Audit course

**Holistic Personality Development Activities (Proposed)**

21 Days Parichaya: The Orientation Programme
Case Study Analysis
Abhinandan: The Fresher's Day
Live Projects Opportunities
Industrial Visit
Industry Institute Interfaces
E-Igniters: The E-cell Activities
Genesis: The Marketing Club Activity
White Knight: The Finance Club Activity
Humanagers: The HR Club Activity
Samutthan: The NSS Club Activity
Movie Review
Sports Activity
Alumni Connect
NDLI club Activities
Talent Hunt
E-Baithak- A Panel Discussion with Alumni Entrepreneurs
Unnat Bharat Abhiyaan Activities
Entrepreneurial talks
International Youth Day Celebration

**STAR (Soft skills, Technical skills, Awareness of Self, Corporate Readiness Activities)**

Webinar
Research Aptitude Test
Business Communication and Soft Skills Workshop
Student Profiling System
Performance and Mathematical Ability Test
Test your Personality
Idea Generation competition
Corporate Quiz
Seminar on Contemporary Issues Presentations
Re-Charge: Recreate, Refresh, Rejuvenate, Co-curricular activity
SMDP-Student Mentorship Development Programme
Zumba/ Yoga Classes

**SEMESTER II**
**PAPER TITLE**

- Legal and Business Environment
- Corporate Strategy
- Quantitative Techniques
- Financial Management
- Human Resource Management
- Marketing Research
- Operations Management- II
- New Enterprise and Innovation Management
- Mini-Project
- Business Ethics Lab.
- Managerial Computing Lab.
- SODECA: Social Outreach, Discipline & Extra Curriculum Activities
- Audit course

**Holistic Personality Development Activities (Proposed)**

Mosaic: Two Days Inter-Institute Annual Management Fest
Roopantar: Inter-Institute National Business-Plan Competition
B-quizzing: National Business Quiz competition for Corporate and B-Schools
10 days NGO Internship for Certificate Course in Citizenship and Social Entrepreneurship
Case Study Analysis
Live Project Opportunities
Industrial Visit
Industry Institute Interfaces
E-Igniters: The E-cell Activities
Genesis: The Marketing Club Activity
White Knight: The Finance Club Activity
Humanagers: The HR Club Activity
Samutthan: The NSS Club Activity