

MBA

(Dual Specialization, Trimester Based)

Marketing, Finance, Production and Operation Management, Human Resource,
International Business, Information Technology & Systems

A unique versatile program of its kind meant to Groom and Build Business Leaders of Tomorrow. The Simulation based program integrates Industry-academia Collaboration, Field Visits, Global Immersions, Business Etiquettes and Skill Development to inculcate cutting edge management Capabilities among Budding Managers.

Other Key Differentiators

Academic and Intellectual Experience to think Creatively

- ★ Three week long Parichaya: The Orientation Programme
- ★ Industry- Relevant Value Added Courses
- ★ B-quizzing: National Business Quiz Competition for Corporates and B-School
- ★ Webinar Series
- ★ Book Reviews
- ★ ICMIT: International Conference on Management and Information Technology
- ★ Post Budget Panel Discussion
- ★ Workshops on Recent Trends in Management
- ★ Participation in Hackathons

Experiential Learning

- ★ Poster Making
- ★ Market Research Assignments, Data Compilation & Presentation
- ★ Training on Excel & Advance Excel
- ★ Live Projects Opportunities
- ★ Industrial Visits
- ★ Industry Institute Interfaces with Industry stalwarts
- ★ Hosting Talk-shows on on-campus CRS Radio 7
- ★ Social Media Assignments
- ★ Hosting 'Talent Hunt' Event



Employability Enhancement Drives

- ★ Annual HR Conclave with Prominent Recruiters
- ★ Student Profiling
- ★ Summer Internship Opportunities
- ★ Pre- Placement Training
- ★ Online Aptitude Tests
- ★ Mock Group Discussion & Interviews
- ★ E-Baithak with Alumni Entrepreneurs
- ★ Corporate Charcha with successful Alumni in Corporate World
- ★ On Campus and Pool-Campus Drives
- ★ Individual SWOT Analysis
- ★ Career Counseling Sessions

Development of Leadership Skills

- ★ Case Study Analysis
- ★ Project Presentations
- ★ Genesis: The marketing Club Activity
- ★ White Knight: The Finance Club Activity
- ★ Humanagers: The HR Club Activity
- ★ Movie Reviews
- ★ Sports Activity
- ★ Re-Charge: Recreate, Refresh, Rejuvenate, Co-curricular activities
- ★ Mosaic: Two Days Inter-Institute Annual Management Fest
- ★ Current Affairs Forum Presentation
- ★ Inter-Institute Participation in Events & Fests
- ★ Presentations on Social Issues

Development of Entrepreneurial Skills

- ★ E-Igniters: The E-cell Activities
- ★ Roopantar: Inter-Institute National Business-Plan Competition
- ★ 'Bazaar on Campus' for making and marketing of products by Students
- ★ Rs. 50 Venture wherein students develop & sell products with initial investment of Rs. 50/-
- ★ E-week encompassing week long activities for fostering Entrepreneurship
- ★ Shout It Loud (street play) for inculcating Entrepreneurial spirit
- ★ (AIIS) Alumni Institute Interface Drives
 - ★ Arise: Learn and connect with Alumni
 - ★ Focus: Bridging Industry Gap
 - ★ Inspire: Building Entrepreneurial Eco System

Development of Skills for Social Change and Community Development

- ★ International Conference with International NGO-IDCA : India Development Coalition of America
- ★ International Conference on 'Bhagwad Gita'
- ★ International 'Ramayana' Conference' (IRC) in collaboration with AIMS International and Shri Ram Charit Bhawan, Houston, USA
- ★ Blood Donation Camps
- ★ Medical Camps
- ★ Literacy Drives
- ★ Plantation Drives
- ★ Participation in Marathon: Run for Humanity, Sustainable Environment etc.

Building Industry-Ready Smart Business Leaders of Tomorrow



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