



# MBA

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

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

### 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
- Uttar 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

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

### 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

# Capacity Building for Corporate Readiness

Book Review  
Sports Activity  
Workshop on Recent Trends in Management  
Unnat Bharat Abhiyaan Activities  
Corporate Charcha: A panel discussion with Alumni from Business World  
Workshop on "Start-up opportunity"  
Startup Mentoring Sessions

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

Webinar  
Presentations on NGO Project  
Current Affairs Quiz  
Current Affairs Forum Presentation  
Aptitude Test  
Mock Group Discussion  
Mini-Project Presentations  
Re-Charge: Recreate, Refresh, Rejuvenate, Co-curricular activity  
Rs 100 competition  
Research Paper Presentation Opportunity in ICMIT: International Conference on Management and Information Technology  
NGO Project Presentation Opportunity in International Conference in Collaboration with IDCA : India Development Coalition of America  
= X P E H J D & O D V V H V  
IIMAA Premier Cricket League (IPCL)

**SEMESTER III PAPER TITLE**

y Dual Specialization in Two Major: Six Subjects (Three from each group)	y Major Lab (Functional Area I)
y SODECA: Social Outreach, Discipline & Extra - Curriculum Activities	y Major Lab (Functional Area II)
y Audit Course	y Managerial Skills Development Lab
y Summer Training Project Report	

**Holistic Personality Development Activities (Proposed)**

HR Conclave  
Summer Internship opportunities  
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  
Unnat Bharat Abhiyaan Activities  
Entrepreneurial Talk  
Sports Activity  
Startup Mentoring Sessions

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

Summer Training Project Report Presentations  
Major Lab (Functional Area – I & II) Presentations

Managerial Skills Development Lab activities  
Bazaar on Campus  
Pitch Deck competition  
Mock Interviews  
Week long Pre- Placement Training  
Aptitude Tests  
Workshop on Spirituality/ Art of Living  
Re-Charge: Recreate, Refresh, Rejuvenate, Co-curricular activity  
Zumba/ Yoga Classes

**SEMESTER IV PAPER TITLE**

yDual Specialization in Two Major: Six Subjects (Three from each group)	yAudit Course
ySODECA: Social Outreach, Discipline & Extra Curriculum Activities	yProject Study
	yMajor Lab (Functional Area I)
	yMajor Lab (Functional Area II)

**Holistic Personality Development Activities (Proposed)**

Post Budget Analysis  
ICMIT: International Conference on Management and Information Technology  
International Conference in Collaboration with IDCA : India Development Coalition of America  
Industry Institute Interfaces  
International Conference on 'Srimad Bhagvad Gita'  
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  
International Yoga Day Celebration  
Unnat Bharat Abhiyaan Activities  
Live Project Opportunities  
Entrepreneurial talks  
Paricharcha - A Panel Discussion by Entrepreneurs  
Workshop on IPR/ Business fit  
Udaan: The Farewell  
Dharohar - Alumni Meet

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

Session on Awareness of Self  
Major Lab (Functional Area – I & II) Presentations  
Project Work Presentations  
Re-Charge: Recreate, Refresh, Rejuvenate, Co-curricular activity  
Zumba/ Yoga Classes



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**IIS (deemed to be University)  
JAIPUR**

*A Heritage of Vision A Legacy of Innovation*

Gurukul Marg, SFS, Mansarovar, Jaipur - 302 020 INDIA

A Heritage of Vision A Legacy of Innovation

<https://www.iisuniv.ac.in/>

# MBA

**(Dual Specialization, Trimester Based)**

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

A unique versatile degree 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.

## 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 Corporate Change Makers

### 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 'Srimad Bhagavad 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



ICG Block at  
**IIIM**  
Campus

For more details visit us at:

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