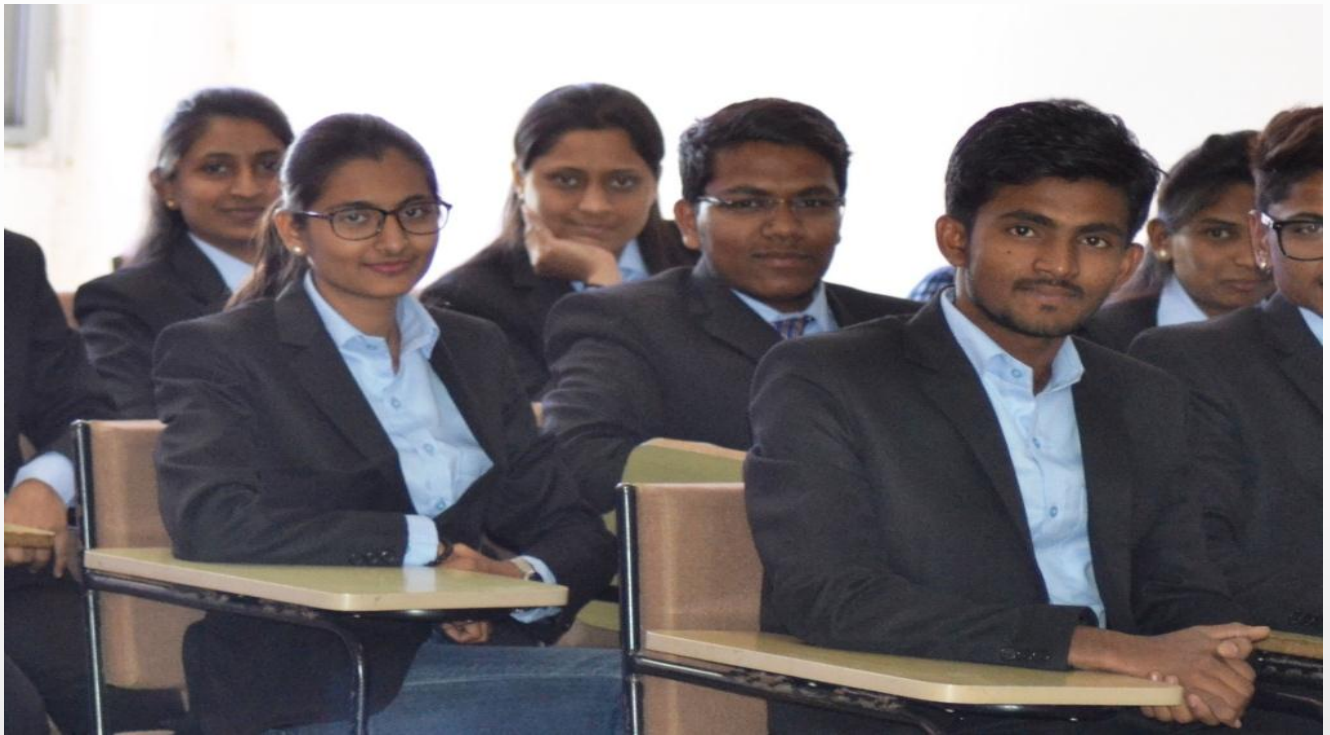


FACULTY OF MANAGEMENT STUDIES

FIVE YEAR INTEGRATED PROGRAM IN MASTER OF BUSINESS MANAGEMENT

IMBA

(BBA + MBA = I- MBA)



Introduction:

It is a five year integrated dual degree programme in management, an innovative programme that combines the undergraduate and postgraduate programmes- BBA & MBA. It is a unique and creative programme meant for young students with managerial and leadership aspirations. Through the Integrated BBA-MBA, FMS seeks to attract young students, and mould them as outstanding leaders through a world-class education.

The first three years (under graduation period) comprise of six semester (two semester in each year). The subsequent two years (Post Graduation Period) comprise of 4 semester. The programme provides flexibility to the students to exit at the end of the third year. On successful completion of the first three years (six Semester), the degree “Bachelor of Business Administration” is awarded to a students. On Successful completion of five year (six Semester and 4 Semester), “Master of Business Administration (Integrated Programme)” degree will be awarded.

The Medium of instruction of the programme is English.

ELIGIBILITY OF ADMISSION

1. Candidate should have passed higher secondary certificate (HSC) Examination (10+2) or any other equivalent examination from the school located in India (Including Gujarat State) in science, commerce or arts with minimum passing marks & English should be one mandatory subject.
2. Age of the candidate shall be not more than 20 years as on 1st July of the year of Admission.

The I-MBA Program is based on Choice Based Credit System (CBCS) in order to facilitate participants to choose the subjects in the specialization of their choice.

PROGRAMME OBJECTIVES

After completion of first three years of programme, Students will be able to:

- Demonstrate language skills & Oral communication Skills
- Demonstrate knowledge of foundational subjects for management studies
- Demonstrate an awareness of ethical understanding

Last two years of the programme are at postgraduate level and the students & they go through the same set of courses as the MBA programme Students

After completion of last two years of I-MBA, Students will be able to:

1. Enable students to understand relevance of context in business
2. Develop social consciousness & critical thinking skills
3. Inculcate integrative thinking ability
4. Promote interpersonal awareness and ability to work in groups
5. Enable students to learn how to apply the basic principles of communication in order to write
6. Effective business messages, case analysis and reports.
7. Prepare business leaders with a sound understanding of ethics

UNIQUE FEATURES OF PROGRAMME



- Direct Entry to MBA Programme upon completion of third year
- Convenient Morning Timings
- 100 % Placement Assistance
- Qualified and experience faculty with Ph.D and Minimum 10 years of experience.
- Dual Specializations. Specialization offered in Marketing, HR, Finance, Public Administration, IB
- Ice-breaking “Preparatory Bridge Course” for developing Homogeneity amongst participants
- Participants-Centric Interactive Learning Methods and Pedagogical Systems
- Industry Attachment for Employability Enhancement: 6 Months Industry Internship for better exposure
- Focus on Experiential Learning Method.
- Practical Exam & Industry Oriented Syllabus
- Holistic Development of the Students

TEACHING METHODOLOGY

- Use of Experiential Learning Methods
- Videos & Movies based teaching
- Use of Role Play, Management Game & Drama
- Industrial Visit
- Expert Session by Senior Academician
- Industry Expert Interaction
- Practical Approach/ Situation based teaching & Learning
- Focus on Research and publication
- Special Training for Advance Computer Skill



Internship

BBA-MBA (Five Year Integrated) programme follows an unconventional approach towards internship which helps providing students with the requisite corporate exposure before final placements across different time spans. At the end of third year, the students undergo a 4 week corporate internship, followed by 16 weeks internship at the end of 9th Semester.

In all students are trained under rigorous academic programme that combines academic learning with corporate exposure of 4 months of cumulative summer internships.

Admission Procedure

- Admission will be given on the basis of % of marks scored in the 12th Standard & Performance in the personal interview conducted by Dean of FMS

Fees for course:

Fess for the course is 20,000 Rs per Semester (Total 10 Semester)