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Postgraduate Program

Master Of Business Administration (MBA)

OVERVIEW OF MBA @ PESU

The Master of Business Administration (MBA) at PES University is an internationally recognized two years Post Graduate Program designed to develop the skills required for careers in business and management. The program provides an overview of key business practices and is highly valued by top employers. The rigorous curriculum of the Master of Business Administration (MBA) program @ PESU has a judicious blend of courses that provide an in-depth understanding of the operational, tactical, and strategic aspects of management. The PESU MBA experience will open doors and empower the graduates to turn their bold thinking into real-world experience. Our MBA program imparts the knowledge to lead with confidence and transform thoughts into reality.

Program Outline

Master of Business Administration (MBA)

Duration: 2 Years (6 Trimesters)

Affiliation: PES University

Acceptable

Admission Tests: PESSAT/ MAT/ CAT/ CMAT/ ATMA

Department Info

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THE PES UNIVERSITY EDGE

The PES University MBA offers one of the most transformative MBA experiences. The program is designed to support professional and personal growth through an immersive and holistic learning experience. Balancing academic rigour with an experiential approach, our curriculum gives the

knowledge and toolkit to succeed in a rapidly changing world. At PES, we teach the usage of analytical frameworks and apply evidence-based thinking to solve complex problems and make a real impact in business and industry. The learning continues well beyond the classroom through overseas student exchanges, international study trips, case competitions, internships and more.

“It is a place to explore your interests and make the most out of your MBA experience.”

The MBA curricula at PESU with its case studies, innovative teaching methods, exposure to industry-best practices and experiential learning, emphasize the distinctive challenges of managing real world issues in the global context. Various clubs, social projects, action-oriented courses, contemporary studies, and student self-governance initiatives help develop critical thinking and leadership skills.

MESSAGE FROM THE DEAN

Welcome to PES University MBA Program! At PES University we proudly carry forward the legacy of practical, experiential-based education with innovative teaching methodologies that have been always aligned for contemporary corporate workplace

PES University is ranked among top 100 in NIRF and has various academic audits in place to ensure that the program curricula consistently adhere to standards of excellence as envisaged through our standard operating procedures (SOPs) for

requirements. Our business management curricula are designed with case studies, research paper writing, designing presentations and rewarding class participation on a variety of business topics that help and prepare our students to become leaders with the knowledge depth and intellectual intensity required to face the challenges of a continuously evolving global economy that characterises the modern society.

PES University is in Bengaluru, a cosmopolitan city in the southern part of India also known as the Silicon Valley of the country having many IT and IT enabled services sector including retail, hospitality and is a manufacturing hub for many MSMEs and SMEs besides nurturing a rich & vibrant ecosystem for entrepreneurial startup ventures. Our students engage with the corporate sector on a wide variety of platforms ranging from CXO Talks, industry visits, hackathons, bootstrap events, workshops, internships, and various inter-collegiate and industry wide events like seminars, summits, and conferences etc.

operations, ventures and not-for-profit organizations. The Capstone Experience has not only benefited the business community but has provided the perfect opportunity for our students to begin putting their education into action.

Our faculty members are thought leaders in their respective domains with passion for teaching and research and who inspire students towards taking on challenges and creating knowledge bases for successful program outcomes with case method of teaching, inculcating and fostering a research oriented culture encouraging students to develop their research based approach and write research articles on topics of business relevance using tools and techniques that harness the capacity of analytical techniques and modelling honed up by the support of our various Centers of Excellence (COEs) that empower our students for their success both in campus as well as for preparing them for future challenges.

I cordially invite all of you to visit our campus and explore the business school environment to enrol for our MBA and become part of our large

alumni community and life-long learners.

God Bless!

PROGRAM STRUCTURE

	September – December*	January – April*	May – August*
1 YE AR	Trimester 1 The Core Conceptual & Contextual Knowledge	Trimester 2 The Core Conceptual & Contextual Knowledge	Trimester 3 The Core Conceptual & Contextual Knowledge

	September – December*	January – August*
2 YEA R	Trimester 4 The Core Specializations Applications & Research	Trimester 5 & 6 The Core Paid Industry Internships/ Projects/ Placements/ Special Topics

*Subject to change based on norms

ACADEMIC RIGOUR

Curriculum

The MBA course at PES University consists of a core curriculum, an internship and elective courses over a time period spanning across two years where participants fuel their personal and professional growth through a combination of classroom and experiential learning opportunities, in a dynamic and diverse environment with case-based teaching, research article writing focus and doing presentations that encourage each student to prepare on topics of contemporary relevance.

Pedagogy

Across the two year program spread across six trimesters, core courses are offered in I, II & III trimesters and specialisation courses in IV, V & VI trimesters. Six specialisations – Marketing, Finance, Human Capital Management, Business Analytics, Hospital & Healthcare Management and Operations Management are offered in the second year. Students are given a wide basket of more than 60 subjects to opt for from the given combination of all specialisations. PES University also offers specialisation from sister institutions including science and Humanities, Economics, Law, Psychology and Engineering.

At PES University the case method of teaching and learning focuses on giving the students the opportunity to



Case Method: Case classes enable students to develop insights on industry analysis, problem identification and developing decision making skills. Case studies enable students understand theoretical connections to real world applications and stimulates creative problem solving amidst uncertainty and incomplete information which simulates a real time corporate environment. The case method of teaching and learning inculcates the

understand the role of decision makers as they explore various challenges in case contexts drawn from various companies across the world. Learning to think fast with available information resources helps in building analytical & problem-solving skills to empower the future managers and leaders to make critical decisions in real time.

The academic experience of undergoing the Case based curriculum, writing Research Papers, doing Presentations, and getting involved in Class Participation empower students graduating from the MBA program with increased management knowledge, develop leadership skills and build the foundation for making a difference in the corporate world.

Research Papers: Research paper writing enables the students to develop their research mindset and learn from insights beyond textbooks. Research paper writing encourages developing a scientific temperament for conducting systematic corporate research, developing appropriate research design, collecting pertinent data for conducting comprehensive analysis that aids in making logical

process of constructive opining involved in analysing a case context and envisioning alternative solutions with justifications. Case study discussions equip the students in developing their leadership skills, team building skills, problem-solving skills and exploring linkages of using conceptual knowledge to develop practical applications and experience what it takes to be a leader using analytical tools to become familiar in exploring decision alternatives with justifications while coping with ambiguities and uncertainties that are typically inherent in business contexts.

Class participation: The ability to participate meaningfully in class discussions is about having the presence of mind to know when to contribute to issues being discussed and express their opinions while being respectful in accommodating the diversity of opinions from other classmates. Class participation fosters greater involvement in the learning process and facilitate opportunities to explore learning from others and enhance the classroom experience that aids in holistic development of students.

inferences and develop professional reports for disseminating the research findings in conferences/publications.

Presentations: Doing presentations/ face time on topics of contemporary importance in each course encourages students to prepare by exploring and collecting accurate and relevant information from credible sources and present the same before their classmates. The process of preparing and doing the presentations builds self-confidence, gain expertise in public speaking, develop the ability to handle question and answer sessions while developing the emotional fortitude to face critical comments while navigating professional and social interactions among their peers.

360 DEGREE HOLISTIC DEVELOPMENT OF STUDENTS

Specializations (Major)

PES University MBA offers major in the following areas...

Business Analytics

Emphasis on Major-Minor

PES University MBA offers minor in the following areas in addition to the Majors listed...



Specialization will prepare students in Data Analytical skills for which there is intense demand, taught through SAS, Tableau and R.



Finance

Specialization is rooted in building expertise in the burgeoning financial and banking services.



Hospital & Healthcare Management

Specialization will enable the students to handle the business side intricacies in the hospital & healthcare industry with utmost professionalism and expertise.



Marketing

Will provide a strong base in digital marketing and e-commerce.



Human Capital

in the digital era trains students to manage and



Management

BBA (Gen/ Hons), BBA in Business Analytics (Hons), BBA – Hospitality & Event Management, BBA – Sports Management, MBA



Economics & Commerce

B.com, B.com (Hons) with ACCA, B.Sc (Hons) in Economics, M.com



Life Science

B.Pharm, Pharm.D, M.Pharm



Law

BBA-LLB (Hons), BA-LLB (Hons)



Arts

BA (Hons), Performing Arts



Architecture & Design

B.Arch, B.Des

harness human talent in the knowledge economy.



Operations Management

Will enable the students to manage a business through design, planning, control, coordination and improvement of business processes, systems and resources essential to meet consumers' needs.



Engineering

B.Tech, M.Tech



Psychology

B.Sc(Hons)

CENTRES OF EXCELLENCE (COE)

CoE's have been set up under the management department at PES University in the areas of Digital Marketing, Leadership, Capital Markets, Entrepreneurship, Teaching & Learning and more to study the most recent developments in the industry and to help the industry by solving real-world problems by carrying out live industry projects.

CLUBS & ACTIVITIES

The purpose of the clubs is to improve students' knowledge about different domains.

The Marketing club @ MBA – PESU plans to have the students work on different real time scenarios and give their analysis of the situation. Some of the events the club conducts are marketing quiz, Mad-Ad competition, case studies, hands-on workshop, guest lectures, placement training activities and many more.

LEADERSHIP & TEAM BUILDING ACTIVITIES

Regular outbound team building activities will be conducted by the management department at PES University to train our students in the vital area of teamwork, camaraderie, coordination and execution.



Exploring, understanding, and teaching the intricacies of the financial world are the aims of **Finance club @ MBA – PESU**. It aims to give students a chance to improve their understanding of the intricacies of the world of finance, foster an environment where they can learn, share, participate and network with industry. The club organises quizzes, finance related games, hands-on workshop on contemporary topics.

Human Capital club @ MBA – PESU provides students the opportunity to share a common interest in Human resources related careers and shares knowledge and insight into the effective management field of human resource. The club promotes awareness of HR related jobs, conferences etc. Helps in creating two-way communication between HR professional and students by conducting hands-on workshop, guest lectures, group discussions, personal interview etc.

Business Analytics club – helps students learn about the world of Business analytics. The students are helped to gain better understanding of how businesses use data and analyse to make decisions. The club

organises workshops, speaker series, career panels, workshops and even business plan competition.

ENTREPRENEURSHIP

PES University has set up an annual budget of \$500,000 to fund the business ideas of students through PESU Venture Labs (PVL). The Centre for Innovation and Entrepreneurship (CIE) at PES University Ring Road Campus will assist and nurture the business ideas of its students to eventually make them market ready and fund those ventures.

Some of the companies started by our students with funding assistance from PES University are as listed below...



EdTech
Online
Conferencin
g



Smart
Wearables
for Pets



On-
Demand
Security
Service



EdTech
certification



EdTech
Collaboratio
n



Peer to



Market



Weather



Plant Tech

Peer book sharing Research and Consumer Surveys Tech & IOT

and many more...

FESTIVALS AND EVENTS



The Annual
Intercollegiate Techno-Cultural



Annual
National Level
Management Fest



The
Technical/Management
/ Entrepreneurship Fest

SCHOLARSHIPS

Award Details: Several PESU Scholarships are available for eligible students.



PLACEMENTS & CAREER SUPPORT

PES MBA curriculum has a Personality Development course that primarily aims at shaping the overall personality of the students and develop them as confident, self-

Over 30 crore in merit scholarships given to students since inception of our university in 2014.

[Learn More →](#)

motivated, and dynamic leaders. This course is integrated into the MBA curriculum from the first trimester and is focused on preparing students to qualify placement/recruitment exams.

The course includes components on aptitude, group discussion, and public speaking, interview preparation, etiquettes, body language training along with sessions on presentations, networking and CV building.

The Students Placement Centre is an on-campus facility at the PESU ring road campus providing students with a wide range of career options in the field of management. The center is committed to providing the students with the best placement opportunities in alignment with their interests.

Placements have always been the hallmark of PES University. Over 100 recruiters from various verticals visit the campus to hire our MBA students every year. Our placement figures for the MBA department are among the best in market today.

COLLABORATIONS



STUDENT DEVELOPMENT

Harvard University, IIMBX (MOOC), IIT - Madras, NISM, IIM - Kozhikode, IIM - Indore



DIGITAL INFORMATION LAB

TCS ION



HIGHER EDUCATION

Louisville University, Arizona State University



INTERNATIONAL TAXATION

Ernst & Young

RECRUITERS





and many more...

STUDENTS TESTIMONIALS

“ The HCM program at PES University helped me advance to the next step in my career through curriculum relevant to current HR trends, a diverse network of talented classmates, and engaging professors with “real-life” work experiences. Not only did the MBA-HCM program provide me with the technical skills needed to be successful in HR, but also, the soft skills through workshops, individual development plans and

ALUMNI TESTIMONIALS

“ Hello everyone, its 2021 and I fortunately get to own the titles of being an entrepreneur, teacher and a trainer having my own institute. But one must not only look at the tip of the iceberg, but the roots also that helped me get here will never be forgotten. Those roots for war PES University, MBA Department. The abundant industry exposure, every Friday CXO meets, the constant case study assignment, fest participation, the ever-

feedback

BHAVANA KUMARI

III Semester HCM

Specialization

friendly faculty, innumerable placement opportunities and scholarships to meritorious students. This meant a wonderful environment to learn, grow and become successful in your respective specializations. Forever grateful to PES MBA.

DISHA DESHPANDE

Proud alumnus and founder of Cave Foundation Training institute



100 Feet Ring
Road,
BSK III Stage,
Bangalore-
560085

INFORMATION FOR

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LEADERSHIP

INFRASTRUCTURE

PES IN FOCUS

FACULTY

NEW

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ACT