

# ABOUT PROGRAM

An MBA or Master of Business Administration is one of the most popular postgraduate degree programs in India. This 2-year long course offers some of the most lucrative jobs and salary packages to students. Students completing their graduation in any field are eligible to apply for an MBA program

The two-year programme is a gateway to a plethora of job opportunities in the corporate world. Here are some important facts about the MBA program:

- What makes MBA such a popular course is that students from any background – including Science, Commerce and Humanities – can pursue it.
- A regular MBA is generally a two-year course divided into four semesters.
- The full-time MBA is the most popular among all, and includes theory classes, practical projects, and internships.

Full-time MBA eligibility criteria are as follows:

- The basic eligibility criteria for MBA (full-time) is Graduation in any discipline or equivalent from a recognised university.
- A minimum of 50% is required in a UG degree.
- Final-year Graduation candidates are also eligible to apply for MBA, provided they present the proof of completion of Graduation degree within the duration specified by the institute.

## • PROGRAM EDUCATIONAL OBJECTIVES

### • **PEO1:**

- Graduates of program will successfully integrate core, cross-functional and inter-disciplinary aspects of management theories, models and frameworks with the real world practices and the sector specific nuances to provide solutions to real world business, policy and social issues in a dynamic and complex world.

### • **PEO2:**

- Graduates of the program will possess excellent communication skills, excel in cross-functional, multi-disciplinary, multi-cultural teams, and have an appreciation for local, domestic and global contexts so as to manage continuity, change, risk, ambiguity and complexity.

### • **PEO3:**

- Graduates of the program will be appreciative of the significance of Indian ethos and values in managerial decision making and exhibit value centered leadership.

### • **PEO4:**

- Graduates of the program will be ready to engage in successful career pursuits covering a broad spectrum of areas in corporate, non-profit organizations, public policy, entrepreneurial ventures and engage in life-long learning.

### • **PEO5:**

- Graduates of the program will be recognized in their chosen fields for their managerial competence, creativity & innovation, integrity & sensitivity to local and global issues of social relevance and earn the trust & respect of others as inspiring, effective and ethical leaders, managers, entrepreneurs, intrapreneurs and change agents.

## • PROGRAM OUTCOMES (PO)

- **P01: Generic and Domain Knowledge:** Ability to articulate, illustrate, analyze, synthesize and apply the knowledge of principles and frameworks of management and allied domains to the solutions of real-world complex business issues.
- **P02: Problem Solving & Innovation:** Ability to Identify, formulate and provide innovative solution frameworks to real world complex business and social problems by systematically applying modern quantitative and qualitative problem solving tools and techniques.
- **P03: Critical Thinking:** Ability to conduct investigation of multidimensional business problems using research based knowledge and research methods to arrive at data driven decisions.
- **P04: Effective Communication:** Ability to effectively communicate in cross-cultural settings, in technology mediated environments, especially in the business context and with society at large.
- **P05: Leadership and Team Work:** Ability to collaborate in an organizational context and across organizational boundaries and lead themselves and others in the achievement of organizational goals and optimize outcomes for all stake holders.
- **P06: Global Orientation and Cross-Cultural Appreciation:** Ability to approach any relevant business issues from a global perspective and exhibit an appreciation of Cross Cultural aspects of business and management.
- **P07: Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing startups as well as professionalizing and growing family businesses.
- **P08: Environment and Sustainability:** Ability to demonstrate knowledge of and need for sustainable development and assess the impact of managerial decisions and business priorities on the societal, economic and environmental aspects.
- **P09: Social Responsiveness and Ethics:** Ability to exhibit a broad appreciation of the ethical and value underpinnings of managerial choices in a political, cross-cultural, globalized, digitized, socio-economic environment and distinguish between ethical and unethical behaviors & act with integrity.
- **P10: Life Long Learning:** Ability to operate independently in new environment, acquire new knowledge and skills and assimilate them into the internalized knowledge and skills.

## • **PROGRAM SPECIFIC OUTCOMES (PSOS)**

- **PS01:** Students should be able to write basic business documents (accounts, taxation) effectively and deliver presentations using technological tools. While doing so, demonstrate adoption and practice of professional ethics with reference to societal and environmental concerns.
- **PS02:** Students should be able to understand varied disciplines like: marketing a product or service, laws & legislation, people management skills, project management, people management skills, project management, financial analysis, how to imply taxation tools and so forth.
- **PS03:** Should be able to comprehend published literature (to name few: Springer, Science Direct Magazines and journals) in the areas of management.

## **PROGRAM HIGHLIGHTS**

1. Ranked one amongst top 100 Private best B School in the country (source – The Week, 3rd November, 2019)
2. Ranked one amongst top 30 Private B Schools of North Zone (source – The Week, 3rd November, 2019)
3. Ranked one amongst top 80 B Schools in India in terms of Return on Investment – ROI (Source – Business Today, 3rd Nov 2019)
4. Syllabus is developed in line with industry expectations
5. Students are trained by Industry experts and academicians coming from all over India as guide by side
6. Best Internship and Placement in blue-chip companies.
7. Regular interaction with industry stalwarts in the form of seminar, guest lectures, workshops etc.
8. Preferred choice of institution by students in the state of Rajasthan, seats are filled on the first day of counseling
9. Core faculty with industry and academic background, Adjunct faculty from industry
10. Merit based scholarships up to 90% of tuition fee
11. Entrepreneurship cell to foster New business ideas
12. Mentorship, Tutor-Tutee approach and counselling
13. Study abroad & semester exchange programs with numerous international universities of Australia, USA & Europe
14. Our student body is diverse – spanning adults at different career phases and from a multitude of sectors.