



**CHRIST**  
UNIVERSITY

BENGALURU, INDIA

Declared as Deemed to be University under Section 3 of UGC Act 1956

**INSTITUTE *of* MANAGEMENT**

**MBA**

**MBA**



**MASTER OF BUSINESS ADMINISTRATION**

## OUR INSPIRATION

Christ University is dedicated to Christ, the teacher par excellence. He is our supreme guru and inspiration. He is our guiding light. He is our model of Excellence and Service.

Saint Kuriakose Elias Chavara, (1805-71) the founder of the religious congregation, Carmelites of Mary Immaculate (CMI), is our source of inspiration as the seminal influence of his vision and dreams permeate through our activities today. St. Chavara, a great educationalist and social reformer of the 19th century foresaw the changes that would take place and wanted to build a society based on fatherhood of God and brotherhood of humanity.



## ABOUT CHRIST UNIVERSITY

Christ University (till June 2008 an affiliated and autonomous college) was founded in 1969 by the Carmelites of Mary Immaculate (CMI) priests.

Christ College was the first College in South India to be awarded the A+ rating by the National Assessment and Accreditation Council (NAAC), an independent council under the University Grants Commission (UGC). UGC has recognized Christ College as an Institution with Potential for Excellence. Christ College was declared deemed to be university on 22, July 2008 under section 3 of the UGC Act, 1956.







# VISION

## Excellence and Service

### MISSION

Christ University is a nurturing ground for an individual's holistic development to make effective contribution to the society in a dynamic environment.

### CORE VALUES

FAITH IN GOD  
MORAL UPRIGHTNESS  
LOVE OF FELLOW BEINGS  
SOCIAL RESPONSIBILITY  
PURSUIT OF EXCELLENCE

### THE INSTITUTE

Institute of Management, Christ University was started in 1994 to promote quality education, research and consultancy in management. It has been ranked one among the top 10 Private B-Schools in India. It strives to develop effective leaders of industry with ethical and human values to reshape the nation's destiny through increased productivity of the organizations. The training programme prepares young minds for challenging managerial opportunities of the 21 st century with a global awareness rooted in the Indian soil, nourished by the wisdom of the great management gurus.

Institute of Management offers Master of Business Administration (MBA) in two campuses. The Institute offers the specializations in Marketing, Lean Operations & Systems, Finance and Human Resource Management.

## MAIN CAMPUS

The Main Campus has well-maintained gardens and buildings, air-conditioned Seminar Halls, Panel Room, Conference Hall, Assembly Hall, Auditorium, Health Club, Kiosk, Hostel Facility for girls and boys and all the requirements of an institute of higher learning. The solid granite buildings of the university are sheltered under a canopy of trees. The brand new 14-storey Central Block houses all the major administrative offices, Institute of Management, School of Law and postgraduate courses.



## KENGERI CAMPUS

Kengeri Campus of Christ University is a flush green land of 75 acres situated about 27 kilometers away from the Main Campus, 10 Kilometers away from Bangalore University beside Mysore Road. This modern campus with play grounds and other sportive facilities is the hub of other Educational Institutions like Christ PU College Residential and Christ University Faculty of Engineering.

The Campus has well furnished hostels for boys and girls. It also has wellness centre, auditoriums, birds park, food kiosks, herbal garden and a seminar complex.





# FEATURES

- Holistic development
- Personal mentoring
- Corporate interface
- Industry specific skill development
- Management research project
- Career enhancement programs
- Incubation centre
- Workshops and seminars
- Industry visits
- Live projects
- IBM / SAP / SPARX Systems / Finance / Retail Labs
- Joint certificate programs with industry
- Foreign language training
- Add on courses
- 100% placement - 150+ recruiters



## INTERNATIONAL STUDENT EXCHANGE PROGRAMS

Chonnam National University, Korea

Liverpool Hope University, UK

Western Michigan University, USA



## TUITION FEES

CATEGORY	I YEAR	II YEAR
Karnataka	Rs. 3,30,000	Rs. 3,30,000
Other Indian States	Rs. 3,45,000	Rs. 3,30,000
NRI	Rs. 4,30,000	Rs. 4,30,000
SAARC & AFRICA	US \$ 9000	US \$ 9000
Other International Students	US \$ 11,300	US \$ 11,300

Apply online - [www.christuniversity.in](http://www.christuniversity.in)

## ADMISSION PROCESS

### Eligibility

- Any recognized UG degree with minimum 50% marks
- MAT Score 600 and above (out of 800) in the MAT examinations of Sep 2015 / Dec 2015 / Feb 2016  
or CMAT / CAT - 70 percentile and above  
or XAT 2016 / ATMA Dec 2015 and Feb 2016 - 70% and above

### Selection Process

- Academic Performance of Class X, XII & UG Degree
- Micro Presentation
- Group Discussion
- Writing Skill Assessment
- Personal Interview

## PARTNERSHIPS

University of Applied Sciences, Wurzburg-Schweinfurt, Germany  
Virginia Commonwealth University, USA  
Western Michigan University, USA  
VIVES University College, Belgium  
University of Paris-Dauphine, France  
Chonnam National University, S. Korea  
Sparx Systems India, Chennai  
IBM India Private Ltd, Bengaluru  
Affordable Business Solutions, Bengaluru

## Memberships and Collaborations

Confederation of Indian Industry (CII)  
Quality Circle Forum of India (QCFI)  
International Institute of Business Analysis (IIBA)  
Indo-American Chamber of Commerce (IACC)  
Indo-German Chamber of Commerce (IGCC)

**SPARX**  
SYSTEMS



**ENTERPRISE**  
**ARCHITECT**  
LABORATORY

In Collaboration with  
Christ University, Bengaluru



# RECRUITERS - CLASS OF 2013-'15

AC NIELSON	ECOSENSE	KOTAK LIFE	RELIANCE BROADCAST
ACC CEMENT	ENVISION	KOTAK MAHINDRA BANK	RELIANCE LIFE INSURANCE
ACCENTURE	ERNST & YOUNG	KOTAK SECURITIES	SABMILLER
ACER	EXPAT	KPMG	SAPIENT
ACT TV	FEDERAL BANK	KVB	SAPIENTNITRO
AIG	FICO	L N T TECHNOLOGY SERVICES	SIGNODE
ALLAHABAD BANK	FLIPKART	L&TINFOTECH	SKIVA TECHNOLOGIES
AM EX	FORD MOTORS	LG	SOCGEN
AMAZON	FUTURES FIRST	LIC	SOCIETE GENERALE
AMBA RESEARCH	GE GLOBAL SOLUTIONS	LINDE INDIA	SONATA SOFTWARE
AMERICAN EXPRESS	GE HEALTH	LOGICA	SOUTH INDIAN BANK
ANALYTICS QUOTIENT	GENERAL MOTORS	M & M	SPANDANA
AON	GRAIL	MADHURA GARMENTS	SYNTHITE
ATKINS	GROUPON	MADISON	SYSTEM
AXIS RISK CONSULTING	HAFELLE	MAHINDRA FINANCE	TAASHEE LINUX
BAJAJ ALLIANZ	HCL INFOSYSTEMS	MAHINDRASATYAM	TAJ HOTELS
BAJAJ FINSERV	HCL TECHNOLOGIES	MAVERIC	TALLENGE
BEROE INC	HCLCOMNET	MERCEDES	TALLY SOLUTIONS
BHARTI REALTY	HDFC	METRO	TARGET
BIOCON	HEALTH ASYST	MGH	TATA ELXSI
BLUE OCEAN	HIDESIGN	MINDTREE	TATA MOTORS
BOSCH	HONEYWELL	MODICARE	TATA TELE SERVICES
BRIGADE GROUP	HUL	MONCHATEAU-DHARMA	TCS
CAPGEMINI	IBM	MPHASIS	TECHNOSOFT
CAPITAL FIRST	ICICI SECURITIES	MTR	TECHNOWAVE
CARGO	ICREATE	NEPHRO PLUS	TESCO
CATHOLIC SYRIAN BANK	IDBI BANK	NERVE CENTRIX	TESCRA
CCD	IDG MEDIA	NEW WAVE TECHNOLOGIES	THE SMART CUBE
CISCO	IGATE	NITCO	THOMSON REUTERS
CITI BANK	INDEGENE	NOVATIS	THRILLOPHILIA
CITI GROUP	INDFRAG	NTT DATA	TIMKEN
CLOUD NINE	INFINITI RESEARCH	OBC	TITAN
CMS INFORSYSTEMS	ING VYSYA	ODESSA TECHNOLOGIES	TYCO ELECTONICS
COGNIZANT	INGRAM MICRO	OGILVY AND MATHER	UCO BANK
COPAL AMBA	INMOBI	ON MOBILE	UNION BANK
COREEL	INTEGREON	ORACLE	VIDAL HEALTHCARE
COVIDIEN	IOB	PA CONSULTING	VM WARE
CRISIL	ITC HOTELS	PHOTON INFOTECH	WEP PERIPHERALS
CROSS DOMAINS	ITC INFOTECH	PRACTO TECHNOLOGIES	WHIRLPOOL
DAIMLER	ITW	PRESTIGE	WIPRO BPO
DALMIA CEMENT	JANALAKSHMI FINANCIALS	PTL SOLAR	WIPRO INFOTECH
DCB	JOHNSON AND JOHNSON	PURVANKARA	WIPRO TECHNOLOGIES
DECATHALON	JONES LANG LASALLE	QUADWAVE	ZEN INTL
DIMENSION DATA	JP MORGAN	QUEST GLOBAL	ZOMATO
DRISTI SOFT	KARVY	RAYMOND	
ECLERX	KEANE NTT	RECKITT BENKISER	



# STUDENT LIFE

The life of a student in Institute of Management has a variety of hues and encompasses an exciting and challenging set of experiences and episodes. Each of these has been Grafted with care and to achieve a specific purpose - the vision of the university Excellence and Service and the mission Holistic Development.

The co-curricular activities in-house include planning, designing and executing mega events such as Pioneer -the annual international entrepreneurship event, Chrizellenz and Ushus - the national business school fests. These events hone managerial skills of organizing, team work, creativity and innovation. Connaissance - a national level research paper provideyoung researchers in the field of management to present their findings.

Events such as organization structure study, current affairs, book review, and Drishti- vision 2020 equip students to keep in touch with today's realities by envisioning the future. They also boost their intellectual ability and hone their analytical skills.

Our students participate in numerous events all over India and have won many awards and prizes in individual and team events, business plan competition, quiz, specialization related activities and others.

Culture and tradition is also nurtured through Indian dance, theatre, music, singing, mime, painting, and otherforms of art. This encourages students to develop and nurture a hobby.





# Make in Christ MBA



Institute of Management, Christ University is one of the best institutes for overall growth of any person. The dedication, support and motivation of each of the staff is remarkable and enables students like myself to achieve their dreams! The Institute has equipped me with necessary education and confidence to face the challenge and advance in my career and continue to set goals and grow professionally. Some things you can't learn or understand just by reading, you have to have someone with prior experience explain it to you. CEDAR - Centre for Entrepreneurship and Research is that mentoring program which is helping me grow my company- Techila Solutions by having access to professor and mentors like Raja sir. As simple as, sharing perspectives and thoughts will appeal and challenge your knowledge base. I am very thankful to the institute and CEDAR for all the support I have received in last 7yrs of my journey in life.

## Andy Singh

Managing Director - Techila Solutions Pvt. Ltd., United Kingdom

[www.techilasolutions.com](http://www.techilasolutions.com) | SKYPE: techilasolutions | P: +1 (302) 319-9704 | P: +44 (743) 846 5647



Two years spent at CUIM were very special part of my life as it prepared me to enter the corporate life. It imbibed in me the discipline and persistence required to excel in my chosen career path. Despite studying many similar subjects as in graduation, I was astonished with the value-addition; thanks to the faculties with decades of industry experience that we could look at the same concepts with a different angle, after all its all about putting things in perspective. The case studies, live projects and group activities really simulated the pressure and challenges one faces in corporate.

I started my venture Stalwart Investment Advisors, a SEBI Registered Firm, in 2014. CEDAR led by my mentor Mr. S.G. Rajashekar has been a key support in our strategic planning ever since I envisioned the very idea of such a venture. The institute has helped us make the right choices and keep our focus on the long-term strategic goals rather than getting disillusioned in daily fire-fighting. As a start-up run by a young team in its 20's, we feel we are blessed to have a guiding force in the form Christ University Team.

## Jatin Khemani

Managing Director, Stalwart Investment Advisors

[www.stalwartvalue.com](http://www.stalwartvalue.com) | 011-45540342 | +91-9711148871



Choosing to be part of CEDAR's mentorship programme was one of the most fruitful decisions we (Digiteyes Marketing) had made in the early stages of setting up of our firm. The institute has been helping us to identify and evaluate potential business leads drawing from its vast experience and providing us with executable advice. We have obtained valuable feedback from faculty on a timely manner which has helped us scale up and stay ahead in the market. We thank Institute of Management and CEDAR for the opportunity.

## Sandhiya Loganathan

Director, Marketing and Client Relations - Digiteyes Marketing

+91-91647 28737 | Skype ID: sandhiya.loganathan



# MASTERS IN BUSINESS ADMINISTRATION

## COURSE OUTLINE \*

### YEAR - I

#### Trimester – I

MBA134 Financial Accounting For Managers  
MBA135 Managerial Economics  
MBA141 Managerial Statistics  
MBA143 Understanding Business  
MBA144 Managing IT, Data and Business Systems

#### Trimester – II

MBA232 Research Methodology  
MBA238 Business Law  
MBA241 Marketing Management  
MBA245 Individual and Group Behaviour in Organizations  
MBA246 Operations Management  
MBA247 Financial Management

#### Trimester – III

MBA334 Operations Research  
MBA338 Enterprise Resource Planning  
MBA345 Managing Human Resources  
MBA346 Macro Economics **OR**  
MBA347 Decision Making

### ELECTIVES – III - TRIMESTER

#### Finance

MBA302 Security Analysis and Portfolio Management  
MBA303 Management of Banks  
MBA340 Financial Statement Analysis

#### Human Resource

MBA313 Industrial Relations  
MBA314 Workforce Planning & Selection

#### Lean Operations & Systems

MBA317 Project Management  
MBA319 Quality Management systems and Product Design Development

#### Marketing

MBA321 Sales Management and Negotiation Skills  
MBA323 Marketing Research

### YEAR - II

#### Trimester IV

MBA431 Strategic Management  
MBA436 Negotiation **OR**  
MBA437 Fundamentals of Service Marketing

#### Trimester V (Choose Two)

MBA531 Entrepreneurship  
MBA537 E- Business  
MBA538 International Business

#### Trimester VI (Choose Two)

MBA632 Ethics  
MBA633 Leadership  
MBA634 Managerial Accounting

### FINANCE - ELECTIVES

#### Trimester IV

MBA402 Taxation for Managers  
MBA 403 International Financial Management  
MBA404 Advanced Financial Statement Analysis  
MBA471 Project Appraisal and Finance  
Social Concern Project

#### Trimester V

MBA505 Management of Financial Services  
MBA562 Mergers, Acquisitions & Restructuring  
MBA574 Strategic Financial Management  
MBA503 Insurance **OR**  
MBA504 Financial Planning & Wealth Management  
Master Thesis

#### Trimester VI

MBA662 Financial Risk Management  
MBA601 Derivatives **OR**  
MBA602 Analytics for finance  
Master Thesis



# MASTERS IN BUSINESS ADMINISTRATION

## HUMAN RESOURCE MANAGEMENT - ELECTIVES

### Trimester IV

MBA423 Training And Development  
MBA466 Performance Management and Employee Counselling  
MBA472 Labour Law I  
MBA422 Human Resource Analytics **OR**  
MBA424 Organizational Psychology  
Social Concern Project

### Trimester V

MBA522 Organizational Change & Development  
MBA566 Labour Law II  
MBA569 Compensation Management  
MBA521 Human Relations Skills **OR**  
MBA523 Labor Economics  
Master Thesis

### Trimester VI

MBA621 International Human Resource Management  
MBA667 Latest Trends in Human Resource Management  
Master Thesis

## LEAN OPERATIONS & SYSTEMS - ELECTIVES

### Trimester IV

MBA452 Business Intelligence & Knowledge Management  
MBA453 Operations Planning & Control  
MBA454 Business Process Management  
MBA455 Database Management System **OR**  
MBA456 Enterprise Asset Management  
Social Concern Project

### Trimester V

MBA555 World class manufacturing & Lean Operations  
MBA556 Predictive Analytics  
MBA583 Advanced Supply Chain Management  
MBA554 IT and ITes Outsourcing- Strategies **OR**  
MBA557 Service Operations Management  
Master Thesis

### Trimester VI

MBA671 Green Operations  
MBA651 Technology Management & Industrial Automation **OR**  
MBA672 Software Engineering and Software Project Management  
Master Thesis

## MARKETING - ELECTIVES

### Trimester IV

MBA441 Distribution and Supply Chain Management  
MBA461 Consumer Behaviour  
MBA464 Business to Business  
MBA442 Integrated Marketing Communication **OR**  
MBA443 Technology Marketing  
Social Concern Project

### Trimester V

MBA545 Retailing Management  
MBA546 Marketing Analytics  
MBA547 Strategic Marketing management  
MBA548 Customer Relationship Management and Marketing Metrics **OR**  
MBA549 Marketing of Financial Services and Marketing Metrics  
Master Thesis

### Trimester VI

MBA664 Brand Management  
MBA678 Digital Marketing  
Master Thesis

## INTERDISCIPLINARY COURSES

Family Business Management  
Managing People at Work  
Personal Financial Planning  
Social Media Marketing  
Sustainable Business Management





#### **MAIN CAMPUS**

Hosur Road, Bengaluru - 560 029  
Karnataka, India

Tel : +91 80 4012 9100

Fax : +91 80 4012 9000

#### **KENGERI CAMPUS**

Kanminike, Kumbalgodu  
Bengaluru - 560 074

Tel : +91 80 4012 9800 / 9802

Fax : +91 80 4012 9898

[admissions@christuniversity.in](mailto:admissions@christuniversity.in)  
[www.christuniversity.in](http://www.christuniversity.in)



**CHRIST**  
UNIVERSITY

BENGALURU, INDIA

Declared as Deemed to be University under Section 3 of UGC Act 1956