

MBA (Industry Interactive Program) from M.S University (MSU)

"Industry Ready Employable Management Graduates" - this is the credo of the MBA (Industry Interactive Program) at the **MSU**. This program is a two year, full time, regular program. Manonmaniam Sundaranar University (MSU) is a UGC approved State University, with NAAC accreditation and one of the most promising Universities in India with Global perspective.

The **MBA (Industry Interactive Program)** is designed by **IIT-IIM Alumni along with Industry Veterans** to develop professional managers with the strong conceptual fundamentals and application skills required currently to manage businesses and that of the future, while giving them the vision to determine what the future will be.

The objectives of the MBA (Industry Interactive Program) are to enable its graduates to:

- Understand the broader perspective of socio-economic, political, technological and ecological environment and their impact on modern businesses
- Acquire working knowledge and skills in the basic disciplines and functional areas of management
- Acquire 'Transfer of Learning' methodology for basic disciplines and functional areas of management
- Develop Competencies, Attitudes and Skills so as to increase the effectiveness and efficiency of modern businesses.
- Encourage and Develop Entrepreneurial Spirit
- To produce Industry Ready Employable Management Graduates.

The MBA (Industry Interactive Program) also prepares the students to take up multiple responsibilities and energizes them for the fast-track performance expected of them. The curriculum, by any standards, is rigorous. Assignments, live and simulated projects, periodic evaluations and demanding academic schedules ensure that the student develops skills in managing time and working efficiently and effectively. This is what makes managers from the MBA (Industry Interactive Program) of MSU, a cut above the rest in challenging situations.

Highlights of MBA (Industry Interactive Program) of MSU:

- Updated Curriculum in tune with Industry requirements
- Competency Development as part of curriculum to produce employable talents which is evaluative
- Application oriented projects and Industry Interactivity Integrated
- Certification courses as per Industry requirements/Foreign Diploma from a Best University
- Complete Entrepreneurship program with hands on and project assignment.
- Career Counseling, Mentoring a part of Course Curriculum

- Cross specialization/Micro Specialization
- Major specialization and Minor Specialization (Similar to IIM Model)

Unique USP of MBA (Industry Interactive Program) of MSU:

Focus on Getting a Job of your choice after your MBA:

1. Chances of getting a job are much higher in MBA (Industry Interactive Program) of MSU as both College and YGen would work in tandem for Final Placements of the Students.
2. YGen is already in talks with leading hiring organizations to make students of MBA (Industry Interactive Program) of MSU to secure summer internship as well as a career.
3. MBA (Industry Interactive Program) of MSU is only for the best talents in the market. The course is rigorous at par with the toughest Management Programs in the country like IIM's.
4. Sector wise certification program's taught by Industry Veterans of leading Indian and Multinational Companies that caters to their own business needs, ensures placement opportunities are much higher in MBA (Industry Interactive Program).
5. Students need to submit assignments on practical application of theoretical knowledge acquired across 27 subjects over a period of four semesters. The assignments need to be done on real time businesses. **It ensures that you are exposed to the Industry workings for every Subject**, leading to a deeper assimilation of your knowledge. Students can opt to choose diverse Industries/Sectors/ Organizations to have a broader scope of their learning and employability.
6. Student will be required to work for Ten weeks on an Industrial Project with an objective of securing pre-placement offer after their first year and also need to undergo internship in their final semester to complete their dissertation project.
7. Proper Career Counseling and Psychometric evaluation as a part of the course curriculum would ensure, Students are directed towards a functional and general management areas suited to their personality and learning/working styles. No longer would a Student who is good in finance or HR or Marketing would be ending up in other careers.

Developing Entrepreneurs:

1. Students need to undertake a compulsory project of '**New Venture Development**' in their third semester. Students will be allowed to choose their own ideas and their team along with a mentor. The best business ideas will be incubated by YGen and partnering Venture Capitalists Funding Companies. By the time you finish your post graduation, you might be the owner of your business. YGen has already been assured of funding by various private and Institutional Investors. We are in talks for raising more funds for your business ideas. It's up for grab. Come and create a new India.
2. New Venture Creation project would help Student's to have a 360 degree view of working functions of an Organization. This will foster a lot of in-depth understanding and application of Management Science among Students.

Eligibility Criteria:

You need to be a Graduate only in any discipline to be a part of MBA (Industry Interactive) program.

Apart from Academic Qualifications, the basic skills that will be tested before granting admission are

1. Basic Proficiency in English Language (Written and Oral), Mathematical, Analytical and Business Awareness
2. Attitude to work rigorously in the next two years.

Evaluation Parameters:

1. University Examination (Weightage – 60%)
2. Evaluation of Assignments (Weightage – 10%)
3. One Internal Examination (Weightage – 5%)
4. Surprise Test (2 Surprise Test to be conducted every semester for every subject and best would be taken into consideration) (Weightage – 5%)
5. Class Participation/Attendance ((Weightage – 5%)
6. Competency Evaluation (Weightage – 15%)

Note: The evaluation parameter may vary from Subject to Subject

Course Structure:

Semester I:

- Principles of Management
- Business Economics
- Organizational Behavior
- Accounting for Managers
- Managerial Statistics
- Business Law
- Business Application Software

Value Added Course:

Industrial Certification Program

Competency Builder - Personality Development

Goal setting, Personal Awareness & Time Management, Memory Techniques and Learning Styles, Business Communication Skill Development: Written and Oral Communication, Persuasive Presentation Skills

Semester II:

- Business Research Methods
- Production Management

- Financial Management
- Marketing Management
- Human Resource management
- Operations Research for Management
- Management Information System

Value Added Course:

Industrial Certification Program

Competency Builder – Self Analysis and Grooming

Self Assessment Analysis, Correlating Internal Strengths with Corporate Requirements, Internal Communication, Building Collaborative/Team Relationship, Business Etiquettes/grooming

Summer Project – Duration 2 Months

Semester III:

- Strategic Management
- Corporate Entrepreneurship
- Elective I
- Elective II
- Elective III
- Elective IV
- Elective V

Value Added Course:

Industrial Certification Program

Competency Builder – Self Marketability

Developing Confidence & Enthusiasm, Dealing with Difficult Situation – Professional & Personal, Cross Cultural Etiquettes, Fundamentals of CV Writing, Career Counseling Group Discussion Practice, Interview Handling

New Venture Creation Project

Semester IV:

- International Business Management
- Managing Technological Innovation
- Elective VI
- Elective VII
- Elective VIII
- Dissertation Project (200 marks)



Value Added Course:

Industrial Certification Program

Competency Builder – Professional Attitude

Leadership, Winning Attitudes for Successful Professionals

Certification Program

Electives

Student is free to select any elective in any combination. The specialization is awarded based on the most number of electives in a particular stream. Minimum 5 electives to be chosen in any stream for granting specialization in that stream.

- Marketing
- Finance
- Human Resources Management
- Operations Management
- Retail management

Certification Programs:

The following Certification Programs will be conducted by YGen spread across all semesters:

Two certification Programs will be offered each semester to students out of which Students can choose any one of them.

A total of 4 certification programs will be conducted by YGen during the period of Two years, free of Cost.

A representative list of Certification Programs to be conducted by YGen is given below. The list is not exhaustive. YGen shall add/delete Certification Programs depending on the Industry Requirements.

1. Certification in Retail Management
2. Certification in Hospitality Management
3. Certification in Business Analytics
4. Certification in Six Sigma
5. Certificate in Mortgage Banking
6. Certificate in Infrastructure Management
7. Certification in Insurance Claims Analyst
8. Certification in Stock Broking
9. Certification in Manufacturing Management
10. Certificate in Supply Chain Management
11. Certificate in Project Management
12. Certification in Project Transition Management (For KPO & BPO Companies)



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All Certification Programs are designed and delivered by experts in the Industry. The Certification Programs are to be conducted at mutually convenient timing of Academic Partners and the Lecturer, to be coordinated by YGen.