



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. 3,40,000	Rs. 3,40,000
Other Indian States	Rs. 3,55,000	Rs. 3,40,000
NRI	Rs. 4,30,000	Rs. 4,30,000
SAARC & AFRICA	US \$ 7500	US \$ 7500
Other International Students	US \$ 8000	US \$ 8000

Apply online - 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 2016 / Dec 2016 / Feb 2017 or CMAT / CAT - 70 percentile and above or XAT 2017 / ATMA Dec 2016 and Feb 2017 - 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

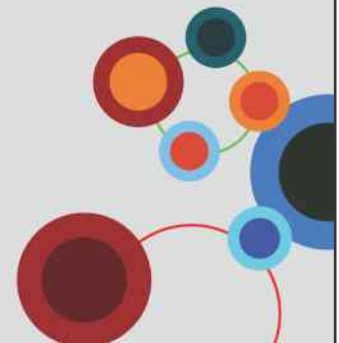
Confederation of Indian Industry (CII)
Quality Circle Forum of India (QCFI)
International Institute of Business Analysis (IIBA)
Indo-American Chamber of Commerce (IACC)
Indo-German Chamber of Commerce (IGCC)

SPARX
SYSTEMS



 **ENTERPRISE**
ARCHITECT
LABORATORY

In Collaboration with
Christ University, Bengaluru



RECRUITERS - 2014-'16

AC NIELSON	EFI	KOTAK LIFE	ROBERT BOSCH
ACC CEMENT	ENPARADIGM	KOTAK MAHINDRA BANK	SABMILLER
ACCENTURE	ENVISION	KOTAK SECURITIES	SAPIENT
ACER	ERNST & YOUNG	KPMG	SAPIENTNITRO
ACT TV	EXIDE INDUSTRIES	KVB	SBI GENERAL
ADITYA BIRLA MONEY MART	EXPAT	LnT INFOTECH	SIGNODE
AIG	FACEBOOK	LG	SKIVA TECHNOLOGIES
AIRTEL	FCB ULKA	LIC	SMART STREAM
ALLAHABAD BANK	FEDERAL BANK	LINDE INDIA	SOCIETE GENERALE
ALSHAYA	FICO	LINKEDIN	SONATA SOFTWARE
AMAZON	FINITIATIVES	LOGICA	SOUTH INDIAN BANK
AMERICAN EXPRESS	FLIPKART	M & M	SPANDANA
ANALYTICS QUOTIENT	FORD MOTORS	MADHURA GARMENTS	STANDARD CHARTERED BANK
AON	FUTURES FIRST	MADISON	SUNDRAM FASTENERS
ARRAYSTORM	GE GLOBAL SOLUTIONS	MAHINDRA FINANCE	SYNTHITE
ATKINS	GE HEALTH	MAHINDRASATYAM	SYSTEM
AXIS RISK CONSULTING	GENERAL MOTORS	MAVERIC	TAASHEE LINUX
BAJAJ ALLIANZ	GRAIL	MERCEDES	TAJ HOTELS
BAJAJ FINSERV	GROFERS	METRO	TALLENGE
BERGER	GROUPON	MGH	TALLY SOLUTIONS
BEROE INC	HAFELLE	MILLWARD BROWN	TARGET
BHARTI REALTY	HCL INFOSYSTEMS	MINDTREE	TATA ELXSI
BIOCON	HCL TECHNOLOGIES	MODICARE	TATA MOTORS
BLUE OCEAN	HCLCOMNET	MONCHATEAU-DHARMA	TATA TELE SERVICES
BLUEPI	HDFC	MPHASIS	TAVANT
BNY MELLON	HEALTH ASYST	MTR	TCS
BOSCH	HIDESIGN	NEPHRO PLUS	TCS BPS
BRIGADE GROUP	HONEYWELL	NERVE CENTRIX	TECH MAHINDRA
CAPGEMINI	HSBC	NEW WAVE TECHNOLOGIES	TECHNOSOFT
CAPITAL FIRST	HUL	NINJACART	TECHNOWAVE
CARGO	IBM	NITCO	TESCO
CATHOLIC SYRIAN BANK	ICICI SECURITIES	NOVATIS	TESCRA
CBRE	ICREATE	NTT DATA	THE SMART CUBE
CCD	IDBI BANK	OBC	THOMSON REUTERS
CISCO	IDG MEDIA	ODESSA TECHNOLOGIES	THOUGHTWORKS
CITI BANK	IFFCO TOKIO	OGILVY AND MATHER	THRILLOPHILIA
CITI GROUP	IGATE	ON MOBILE	TIMKEN
CLOUD NINE	INDEGENE	ORACLE	TITAN
CMS INFOSYSTEMS	INDFRAG	ORACLE OFSS	TOTAL OIL
COGNIZANT	INFINITI RESEARCH	PA CONSULTING	TTK SERVICES
COPAL AMBA	ING VYSYA	PANTALOONS	TYCO ELECTONICS
COREEL	INGRAM MICRO	PHILIPS	UCO BANK
COVIDIEN	INMOBI	PHOTON INFOTECH	UNION BANK
CRISIL	INTEGREON	PRACTO TECHNOLOGIES	VIDAL HEALTHCARE
CROSS DOMAINS	IOB	PRESTIGE	VIDEOCON
CUCINE LUBE	ITC HOTELS	PTL SOLAR	VITEOS
DALMIA CEMENT	ITC INFOTECH	PURVANKARA	VM WARE
DCB	ITC LTD	QUADWAVE	WEP PERIPHERALS
DECATHALON	ITW	QUEST GLOBAL	WHIRLPOOL
DELOITTE	JANALAKSHMI FINANCIALS	RADIO MIRCHI	WIPRO BPS
DHL	JOHNSON AND JOHNSON	RAYMOND	WIPRO INFOTECH
DIMENSION DATA	JONES LANG LASALLE	RECKITT BENKISER	WIPRO TECHNOLOGIES
DRISTI SOFT	JP MORGAN	RELIANCE BRANDS	WNS
ECLERX	KARVY	RELIANCE BROADCAST	ZEN INTL
ECOSENSE	KNIGHT FRANK	RELIANCE LIFE INSURANCE	ZIP ROOMS
			ZOMATO

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 provide young 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 | 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 | 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

MBA 134 Financial Accounting For Managers
MBA 135 Managerial Economics
MBA 141 Managerial Statistics
MBA 143 Understanding Business
MBA 144 Managing IT, Data and Business Systems

Trimester – II

MBA 232 Research Methodology
MBA 238 Business Law
MBA 241 Marketing Management
MBA 245 Individual and Group Behaviour in Organizations
MBA 246 Operations Management
MBA 247 Financial Management

Trimester – III

MBA 334 Operations Research
MBA 338 Enterprise Resource Planning
MBA 345 Managing Human Resources
MBA 348 Microsoft Excel
(Choose one)
MBA 346 Macro Economics
MBA 347 Decision Making
MBA 349 Strategic Thinking & Game Theory

ELECTIVES – III - TRIMESTER

Finance

MBA 302 Security Analysis and Portfolio Management
MBA 303 Management of Banks
MBA 340 Financial Statement Analysis

Human Resources

MBA 313 Industrial Relations
MBA 314 Workforce Planning & Selection

Lean Operations & Systems

MBA 317 Project Management
MBA 319 Quality Management systems and Product Design and Development

Marketing

MBA 321 Sales Management and Negotiation Skills
MBA 323 Marketing Research

YEAR - II Core Papers

Trimester IV

MBA 431 Strategic Management
MBA 438 Social Concern Project
MBA 482 Summer Internship Project (SIP)
MBA 436 Negotiation **OR**
MBA 437 Fundamentals of Service Marketing

Trimester V (Choose Two)

MBA 531 Entrepreneurship
MBA 537 E- Business
MBA 538 International Business
MBA 539 Business Analysis I (offered to Finance, Marketing & HR Specialization Students)

Trimester VI (Choose Two)

MBA 632 Ethics
MBA 633 Leadership
MBA 634 Managerial Accounting
MBA 635 Communication for Strategic Leadership

FINANCE - ELECTIVES

Trimester IV

MBA 402 Taxation for Managers
MBA 403 International Financial Management
MBA 404 Advanced Financial Statement Analysis
MBA 471 Project Appraisal and Finance

Trimester V

MBA 505 Management of Financial Services
MBA 562 Mergers, Acquisitions & Restructuring
MBA 574 Strategic Financial Management
MBA 503 Insurance **OR**
MBA 504 Financial Planning & Wealth Management
MBA 506 Small and Medium Enterprises **OR**
MBA 507 Econometric Analysis

Trimester VI

MBA 662 Financial Risk Management
MBA 601 Derivatives **OR**
MBA 602 Analytics for finance
Master Thesis

MASTERS IN BUSINESS ADMINISTRATION

HUMAN RESOURCE MANAGEMENT - ELECTIVES

Trimester IV

MBA 423 Training And Development
MBA 466 Performance Management and Employee Counselling
MBA 472 Labour Law I
MBA 424 Organizational Psychology **OR**
MBA 425 Human Resource Metrics and Analytics

Trimester V

MBA 522 Organizational Change & Development
MBA 566 Labour Law II
MBA 569 Compensation Management
MBA 521 Human Relations Skills **OR**
MBA 523 Labor Economics

Trimester VI

MBA 621 International Human Resource Management
MBA 667 Latest Trends in Human Resource Management
Master Thesis

LEAN OPERATIONS & SYSTEMS - ELECTIVES

Trimester IV

MBA 452 Business Intelligence & Knowledge Management
MBA 453 Operations Planning & Control
MBA 457 Business Analysis – BA 1
MBA 455 Database Management System **OR**
MBA 456 Enterprise Asset Management

Trimester V

MBA 555 World class manufacturing & Lean Operations
MBA 556 Predictive Analytics
MBA 583 Advanced Supply Chain Management
MBA 558 Software Project Management & IT Outsourcing **OR**
MBA 559 Service Operations Management

Trimester VI

MBA 655 Sustainable Operations
MBA 656 International Logistics **OR**
MBA 657 Business Analysis – BA 2
Master Thesis

MARKETING - ELECTIVES

Trimester IV

MBA 441 Distribution and Supply Chain Management
MBA 461 Consumer Behaviour
MBA 464 Business to Business
MBA 443 Technology Marketing **OR**
MBA 444 Advertising and Public Relations

Trimester V

MBA 545 Retailing Management
MBA 546 Marketing Analytics
MBA 547 Strategic Marketing management
MBA 548 Customer Relationship Management and Marketing Metrics **OR**
MBA 549 Marketing of Financial Services and Marketing Metrics

Trimester VI

MBA 664 Brand Management
MBA 678 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
www.christuniversity.in



CHRIST
UNIVERSITY

BENGALURU, INDIA

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