




# Integrated B.Tech + MBA Programme

# Why?

- Graduate degree can give you an instant job
- Post Graduate degree will give you growth in job
- Better Career Prospects
  - Facilitate to work in IT company in functional/ Domain areas
  - Need for managerial skills at Supervisor level
  - Gives added advantage in comparison to other colleagues for promotion
  - MBA will be the Essential qualification to operate at this level

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- **After MBA, Scope for better placements in the area of domain/consulting/Research etc.**
  - **You save one year time and course fee**

# Programme

4 years B.Tech + 2 years MBA

= 5 years Integrated B.Tech & MBA  
degree

# How?

- Due to credit transfer of Management courses and project covered in B.Tech degree



# Credits

**Total Credits for MBA degree: 106**

# Management Subjects covered in B.Tech: **50 credits**

<b>Sl No.</b>	<b>Subject</b>	<b>Credit</b>
1	Organisation Behaviour	4
2	Essential Economics for Management	4
3	Accounting for Manager	4
4	Production & Operations Management	4
5	Marketing Management (Free Elective)	4
6	Human Resource Management(Free Elective)	4
7	Decision Perspective of Management(Free Elective)	4
8	Financial Management(Free Elective)	4
9	Business Communication	10
10	Minor & Major Project	8



# **Summer Project Report- 4 Credits**



# 5<sup>th</sup> year course structure (52 credits through core courses/ Electives/ Domain/ Industry Integrated)

## Semester-IX

Sl No.	Subject	Credit (26)
1	Strategy Formulation and Implementation	4
2	Socio-ethical context of Business and Corporate Governance	4
3	Legal Environment for Enterprises	2
4	Business Research Methodology	4
5	Project Management	4
6	Information Technology in Management	4
7	Organisation Structure and Design	2
8	Logistics & Supply Chain Management	2
	Total	26

# Semester-X

<b>Sl No.</b>	<b>Subject</b>	<b>Credit (26)</b>
1	Entrepreneurship Development	2
2	Electives Group –I/ Domain	4
3	Electives Group –I/ Domain	4
4	Electives Group-I/ Domain	4
5	Electives Group-II/ Domain	4
6	Electives Group-II/ Domain	4
7	Electives Group-II/ Domain	4
	Total	26

# Electives/Domain Group

## Domain

- Business Analytics
- ERP

## **ELECTIVES FOR MARKETING AREA**

Sl No.	Subject	Credit
1	Bottom of the Pyramid Marketing	2
2	Services Marketing and CRM	4
3	Consumer Behavior	2
4	Brand Management and Marcomm	4
5	Sales and Distribution Management	2
6	B2B Marketing	2
7	Retail Management and Practice	4

# ELECTIVES FOR FINANCE AREA

<b>Sl No.</b>	<b>Subject</b>	<b>Credit</b>
1	Financial Modelling	4
2	Options, Futures, Swaps and International Finance	4
3	Financial Institutions, Markets & Services	4
4	Commercial Banking & Asset Liability Management	4
5	Insurance & Risk Management	2
6	Security Analysis, Portfolio Management & Valuation	4
7	Working Capital Management	2

# ELECTIVES FOR OPERATIONS AREA

Sl No.	Subject	Credit
1	Service Operations Management	2
2	Total Quality Management & Six Sigma	4
3	Purchase and Materials Management	4
4	Environment & Industrial Safety	4
5	Business Process Re-engineering & Simulation	4
6	Enterprise Resource Planning	4
7	Production Planning and Inventory Control	4

# ELECTIVES FOR HUMAN RESOURCE MANAGEMENT AREA

Sl No.	Subject	Credit
1	Legal Framework of HRM	2
2	Compensation and Reward Management	4
3	Performance Management	4
4	Organisation Change and Development	4
5	Human Resource Development	4
6	International Human Resource Management	2

# What You Have to do?

- Give your consent to opt for the programme by end of semester-IV.
- Select management subjects as free electives in B.Tech programme.

# Note

- Final decision to be taken at the end of B.Tech programme.
- No compulsion to pursue this programme.
- You will be allowed to sit for campus placements.
- You can join MBA programme in 4 years time from the date of completion of your B.Tech degree.
- No financial commitment at this moment.
- If you join need to pay 2<sup>nd</sup> year MBA course fee.



# What you Lose?

- In case you are not opting free electives as management subjects now, then no scope to join this programme in future

# Eligibility

- Must have completed B.Tech degree.
- No back papers.
- Must have taken management subjects as free electives.



Thank you