



BHARATIYA VIDYA BHAVAN'S

# M P Birla Institute of Management

(ASSOCIATE BHARATIYA VIDYA BHAVAN)

**MPBIM**

## Highlights of MPBIM

- Our Students are amongst the top PERCENTILES of MAT/C-MAT/CAT Scores
- Most Sought after B-School in Bengaluru
- Competent Faculty & Mentoring System
- The Best of Management Faculty of Bengaluru teach here
- Special Seminars & Workshops based on Industry Needs
- Synergy of Corporate Leadership & Institution of National Eminence
- State-of-the-art Corporate Ambience
- Fee includes Laptop, Text Books, Study Material & Blazer
- Weekly interactions with Corporate & Business Leadership
- Wi-Fi Enabled Campus
- Personal Growth Laboratory
- Out-bound Adventure Learning at Garwale, Kodagu & Corporate Training
- Impressive Placement Records
- Affordable Accommodation for outstation Girl Students

Approved by AICTE,  
NAAC Accredited &  
Affiliated to Bangalore University

## MBA Degree Programme TWO YEAR FULL-TIME

**Dual Specialisation of Your Choice \***

**Marketing**

**Finance**

**HRM**

**Health Care Management**

**Banking Finance & Insurance Services Management**

**Startups & SMEs Management**

*\*Subject to Minimum intake*



## Guiding Principles

### Salient Features of M P Birla Institute of Management

- **Location:** In the heart of the city, in the vicinity of Vidhana Soudha. Provides easy access to students and faculty. Congenial for visiting Corporates and Academic Partners - enables greater interaction.
- **Accreditation:** MPBIM is approved by AICTE, NAAC accredited and follows ISO guidelines.
- **MPBIM's Values:** Driven by the values that Bhavan stands for, it is reflected in the induction of students, faculty and also in the conduct of the programmes which has resulting in refined managers. Has attracted the top scorers in MAT, C-MAT, CAT and PG CET for this very reason.
- **The MPBIM Brand & Positioning:** 'MPBIM', today is an emulative brand that is constantly reinforced year after year as a provider of premium management education at national level.
- **Faculty & Staff:** The faculty at MPBIM convey an array of work, academic and research experience to students in an atmosphere that is sophisticated and informal at the same time.
- **Para-academics:** The institute is a bed of creative activity. Students are encouraged to participate in Sports and outbound learning, can learn the Arts including Music and Cinema. Annual events such as 'Paradigm' and 'Walkathon' mark the major highlights. Weekly Business Leadership Forums engage students with eminent business leaders.

### MPBIM's Mission

To pioneer values-based management education to student executives who have joined the institute and hold faith in our commitment to their future.

### MPBIM's Vision for the Future

To work towards sustainability by harnessing the institute's internal strengths while leveraging on the brand value of the Bharatiya Vidya Bhavan.

To stimulate research in management sciences and embark on the path to achieve top-tier status amongst management institutes across the world.

To improve and expand on the array of academic as well as career options currently available to MBA students by forging bonds with Indian as well as overseas institutions and corporates.

## Bhavan's premier presence in Management Education in India

Bharatiya Vidya Bhavan's initiatives in Management education are widely acclaimed. Some of the reputed B-Schools of Bhavan offering various short/long-term management programs are:

S.P. Jain Institute of Management & Research, Mumbai

M P Birla Institute of Management, Bengaluru

Bhavan's Priyamvada Birla Institute of Management, Mysuru

BVB Institute of Management Studies, Kolkata

Usha & Laxmi Mittal Institute of Management, New Delhi



## Academics

MPBIM's unique pedagogy and curriculum is structured in a way that it will build strong management foundation in the students and enable sustained growth in the corporate sector.

## Faculty

MPBIM has attracted some of the finest management faculty in town, apart from eminent industry leaders and corporate thinkers. They are drawn by the academic thirst of the students, which is at a level far above the rest.

## Facilities

Apart from being at a very enviable central location of Bangalore, MPBIM offers a learning ambience which is comparable to the best in corporate sector. Its Classrooms, Seminar Halls, Computer Centre, Library, etc. are air conditioned with state of the art learning & teaching aids.

## Seminars, Workshops & Project Work

The academics at MPBIM are fortified with contemporary relevance which is gained from regular Seminars, Workshops and Project Research Work which the students undertake. These learning modules are ably guided by faculty and enabled by corporate functionaries.

## Value Addition

Learning at MPBIM offers certain unique advantages to the emerging manager. Being part of Bhavans, it offers extensive exposure to such varied streams as Culture, Music, Theatre, Humanities, Literature, Yoga, Philosophy, Art, etc. that richly refines the intellect of the manager-student.

## Development of Soft Skills

MPBIM lays special emphasis on development of soft skills. Experiential Learning, Exposure to Team Building, Group Behaviour, Thinking Skills, Negotiation Skills, Written and Oral Communication Skills, etc are ingrained in students as part of its unique pedagogy.

## Library

Well stocked print and digital learning resources. Access to IIM, British Council and other libraries.

## Eligibility for Admission:

- Graduate Degree under 10+2+3 or 10+2+4 pattern under any discipline securing 50% marks in aggregate including languages from an UGC Recognised University.

In case of SC/ST/Category 1 Candidates, there will be a relaxation of 5% in the aggregate marks obtained.

- Excellent Score in MAT/C-MAT/PGCET/K-MAT/CAT
- Very Good percentage in Degree
- Good Communication Skills
- Work Experience will be an added advantage

### Selection Process:

The Selection Process is based on the above factors.

### For More Information:

Log on to MPBIM at [www.mpbim.com](http://www.mpbim.com)

### For Admission Contact:

Col. S.K. Swamy Rao • Ph: 080-2238 2798 / 4277 2000  
• Tel: 98457 48741

K.P. Sadanand • Tel: 96863 39626 / 080-42772027

## Curriculum

The MPBIM-MBA curriculum is as prescribed by Bangalore University. However, the faculty at MPBIM go beyond the rudimentary to cover greater depth and reach such that the students are not just 'knowledgeable' but are 'prepared'.

## Course Matrix

### FIRST SEMESTER – Basic Subjects

- 1.1 Economics for Managers
- 1.2 Organisation Behaviour
- 1.3 Accounting for Managers
- 1.4 Statistics for Management
- 1.5 Marketing for Customer Value
- 1.6 Business & Industry
- 1.7 Communication Skills

### SECOND SEMESTER – Core Subjects

- 2.1 Technology for Management
- 2.2 Management Research Methods
- 2.3 Entrepreneurship & Ethics
- 2.4 Human Capital Management
- 2.5 Financial Management
- 2.6 Quantitative Techniques & Operations Research
- 2.7 Innovation Management

### THIRD SEMESTER : Core Subjects & Specializations

- 3.1 Strategic Management and Corporate Governance
- 3.2 Projects and Operations Management
- 3.3 Elective subjects
- 3.4 Open Electives (to be chosen under CBCS)
- 3.5 Project work for four weeks (between II & III Semester)

### FOURTH SEMESTER : Core Subjects & Specializations

- 4.1 International Business Dynamics
- 4.2 Elective subjects
- 4.3 Dissertation for six weeks in an organization

Open Elective to be chosen in 3rd Semester under CBCS





We are NAAC Accredited Institute



IS / ISO 9001:2008 Certified Institution



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