

BADDI UNIVERSITY OF EMERGING SCIENCES AND TECHNOLOGY

HIMACHAL PRADESH

INSTITUTE OF MANAGEMENT STUDIES

VISION 2012

PREAMBLE There is potential in the Institute of Management Studies BUEST for sustained developmental growth. No progress however is possible without a clear road map. In keeping with that belief our Vision for 2012 is given herein with brief explanation at each stage.

This impacts our brand and thence our intake. The entire effort now is to generate a virtuous cycle. of growth. Placement and admission are our major concerns and this can only be achieved if we all pull together and take full charge of both these activities (specifically for IMS).

In pursuit of the above aim we have constituted a core committee of the following persons who met deliberated and finalized the proposed new scheme. Since it was agreed upon by those faculty members involved in MBA teaching the decision is “owned” and thus will be easy to implement.

1. Dr. Sorab Sadri
2. Ms. Priyanka Vashisht
3. Ms. Urvashi Gupta
4. Ms. Renu Vij
5. Mr. Rohit Gupta

They were assisted at a later stage by

1. Ms Anupama Sharma
2. Ms. Bhavna Prashar
3. Ms Shweta Dhir
4. Mr. Rajeev Kumar

To meet the market pressures and competitive forces some *out of the box thinking* was needed and fast. These ideas then had to be sold to the faculty and they were made to believe that these are their ideas too so they can have ownership of them. This would guarantee accountability and progress. Reward and retribution both are needed at once. This has been achieved.

INNOVATIONS Therefore two new innovations have been introduced at IMS after detailed deliberations and a suitable amendment to the curriculum of MBA has been made. This is being put up for approval of the Academic Council. This will be our Unique Selling Proposition (USP) giving us, as an institute a distinctive edge over others in the educational market.

1. *Centre of Excellence*
2. *Finishing School*
3. *Research Cell for Management and Social Sciences*

A - Centre of Excellence will be moot research initiatives, in-company programs and in-house certificate courses. Every semester one certificate course will be offered to students serially so that the student is better prepared to meet the challenges of the worlds of business and industry. These four certificates will be given to add value to their degree, enhance their domain knowledge, buttress their CV and help in their placement. No other Institute in India does this and shall become the USP for BUEST-IMS.

1. Certificate Course in managerial ethics and corporate governance (Sem I)
2. Certificate Course in supply chain management (Sem II)
3. Certificate Course in Capital Markets (Sem III)
4. Certificate course in organizational excellence and business sustainability excellence (Sem IV)

Our present faculty can deliver these four courses viz. (1) Sadri and Renu, (2) Urvashi and Rohit (3) Priyanka and Anupama (4) Sadri and Bhavana.

A slot in the time table shall be allocated for this, it will be included in the syllabus and it will be a compulsory program given free of charge to MBA students.

B - Finishing School will be manned by two specialists (faculty) who will groom the students for success from day one. This could be outsourced.

Finishing School courses will be the part of each semester for the overall personality development of the students and thus give us a well rounded product in the end of the course. *What BUEST-IMS will be doing is giving high quality manpower to the worlds of industry and business at zero investment cost for recruitment.* This is built into the curriculum and a slot in the time table will be assigned for this and it will undertake the following activities

The five important activities that the Finishing School Faculty will undertake are: (i) An ongoing PDP, (ii) Co-curricular activities and competitions (iii) Placement and Alumni (iv) Industry liaison for training (v)

Details of their responsibilities by way of giving specialist training in bullet form are given below.

1. Spoken English
2. Written English
3. Inter personal skills
4. Preparation of Project reports
5. Public speaking
6. Project writing
7. Presentation skills

In addition the two specialist faculty will be in charge of preparing students for

1. Competition at the inter-collegiate level
2. Placements at the end of the course.
3. Co-Curricular activities such as Role Plays, Case Studies, Business Games, Ad Mad Shows, Ex tempore speaking, Dumb Charades and Inter-collegiate competitions.

To facilitate placement our expert faculty will assist IMS students to find gainful employment and the support provided in addition to the above mentioned activities by the expert faculty will be:

1. placement support and counseling
2. marketing support and counseling

An Alumni Association will be started and these two faculty will come in handy when we organize the National Conference on Ethics in April – May 2012.

C- The Research Cell for Management and Social Sciences will be located on the second floor of the IMS Building and shall consist of one Senior Research Coordinator (Asst Professor Level) and one Head of Research. (Assoc. Professor Level). They must be Computer Proficient with one core specialization (HR, Finance or Marketing) so that they can be used for teaching MBA courses.

The Research Cell will bring out Occasional Papers in Management and Social Sciences, a six-monthly Refereed Journal and tie up In-Company Programs where expertise of the Finishing School the Centre of Excellence and IMS will be gainfully utilized on a 50-50 revenue sharing basis. This office set-up will also be in charge of all correspondence relating to Seminars, Conferences, Expert Guest Lectures, Academic Discussion Panels, Short Courses and the like of IMS. It will be separate from the

The proposed reallocation of tasks will take the load off the regular teaching faculty and stream line the process of creating good students who are fit for placement.

Three MOUs have been signed for academic and research cooperation between IMS and (a) Indus Business Academy (Bengaluru), (b) Bharati Vidyapeeth Institute of Management Studies and Research (Navi Mumbai) and Faculty of Social Work, Maharaja Sayajirao University of Baroda (Vadodra). Two more such MOUs are in the pipeline: (i) with Institute of Management and Entrepreneurship Development (Pune) and (ii) The Institute of Management at Siksha O Anusandhan University (Bhubaneswar)

CURRICULUM:

IMS offers specializations in Marketing, Finance, Human Resources and Operations Management at the MBA level. A student can have a major specialization and a minor specialization and chose from the above offerings. In addition to the common compulsory subjects the student will have to take

There will be a total of 7 contact hours a week @ 5 days per week. There will be 7 subjects offered in the first semester, 7 in the second semester, 7 in the third semester and 3 + 1 in the fourth semester.

Hence a good student with 75% attendance and a clear pass in all subjects can be placed at the end of March rather than in July. That student must however come back and clear the final exams of the fourth semester.

Those students who are not placed by the end of March will be exposed to a Certificate Course and have to complete subject specific

MBA 1st semester

Comprising of 7 subjects viz.

1. Principles of Management
2. Quantitative Techniques
3. Managerial Economics
4. Accounting for Managers
5. Management Information System
6. Finishing School
7. Certificate course in Ethics and Governance

MBA 2nd semester

Comprising of 7 subjects viz.

1. Research Methodology
2. HRM and wage Administration
3. Financial Management
4. Marketing Management
5. Principles of Operation Management
6. Certificate course in excellence and sustainability
7. Finishing school

MBA 3rd semester

Comprising of 7 subjects viz.

1. Business Policies and Strategic Management
2. Management Control System
3. Business Environment
4. Finishing school
5. Major Specialization -I
6. Major Specialization -II
7. Minor Specialization -I

MBA 4th semester

Comprising of 4 subjects viz.

1. Major Specialization -III
2. Major- Specialization IV
3. Minor- Specialization II
4. Placement and on-the-job Project Report **or** Specialist Project and Certificate Course

Specialization's subjects

Human Resources

- a) Manpower Planning and Wage Administration
- b) HRD and Training
- c) Industrial relations
- d) HR Administration

Finance

- a) Security Analysis and Portfolio Management

- b) Working Capital Management
- c) Corporate Taxation
- d) International Financial Management

Operations

- a) Supply Chain Management
- b) Total Quality Management
- c) Material Management and Logistics
- d) BPR and ERP

Marketing

- a) Consumer Behavior and Advertisement Management
- b) Services Marketing
- c) Retail management
- d) Product and Brand Management

Specialist Lectures

A Professor in Navi Mumbai and Consultant to Microsoft Technologies USA will take a five day intensive course on Security Analysis and Portfolio Management for MBA II in Feb 2012.

The Country Manager of KPMG from Delhi will take a four day intensive course for MBA II on Six Sigma Certification in March 2012. Two faculty members will attend and also get trained.

A Consultant-Entrepreneur from IIT (Powai) IIM (Calcutta) and LSE will take a four day intensive course for MBA II on linkage between MIS and MCS.

A professor / Consultant from New Delhi shall conduct a one day intensive course on Supply Chain Management in March 2012.

More such lectures are being planned and on an average we shall have three such per semester and concentrate on MBA II students since these exposures will help in developing employability of our MBAs.

The First HR Roundtable for Baddi and Nalagarh based industries was successfully conducted at IMS premises in January 2012.

The Second HR Roundtable for the Tricity based industries is scheduled on 11th February 2012 at the PHD Chambers, Sector 31A, Chandigarh.

Expert Panel Discussions on Finance, Marketing, Human Resources and a Book Fair have been scheduled for February - March 2012.

Industry experts from Automobile, Engineering, Manufacturing, Banking, Financial Services, Marketing, Information Technology and Stock Markets will henceforth be regular invitees to IMS.

UGC REQUIREMENTS

The above revamping of the IMS academic deliverables more than meets the needs of the UGC. It has been approved by the Academic council and has been activated in arts. From 2012-13 academic year this will be entirely adhered to. However, to actualize this we need some technical and infrastructure support and these have been approved.

This is why IMS is a fun place to be in and we pride ourselves in creating an environment where real time and industry specific learning takes place. We do not just produce managers for industry but create qualities for our managers in waiting to become leaders in action in the worlds of industry and business both nationally and globally.