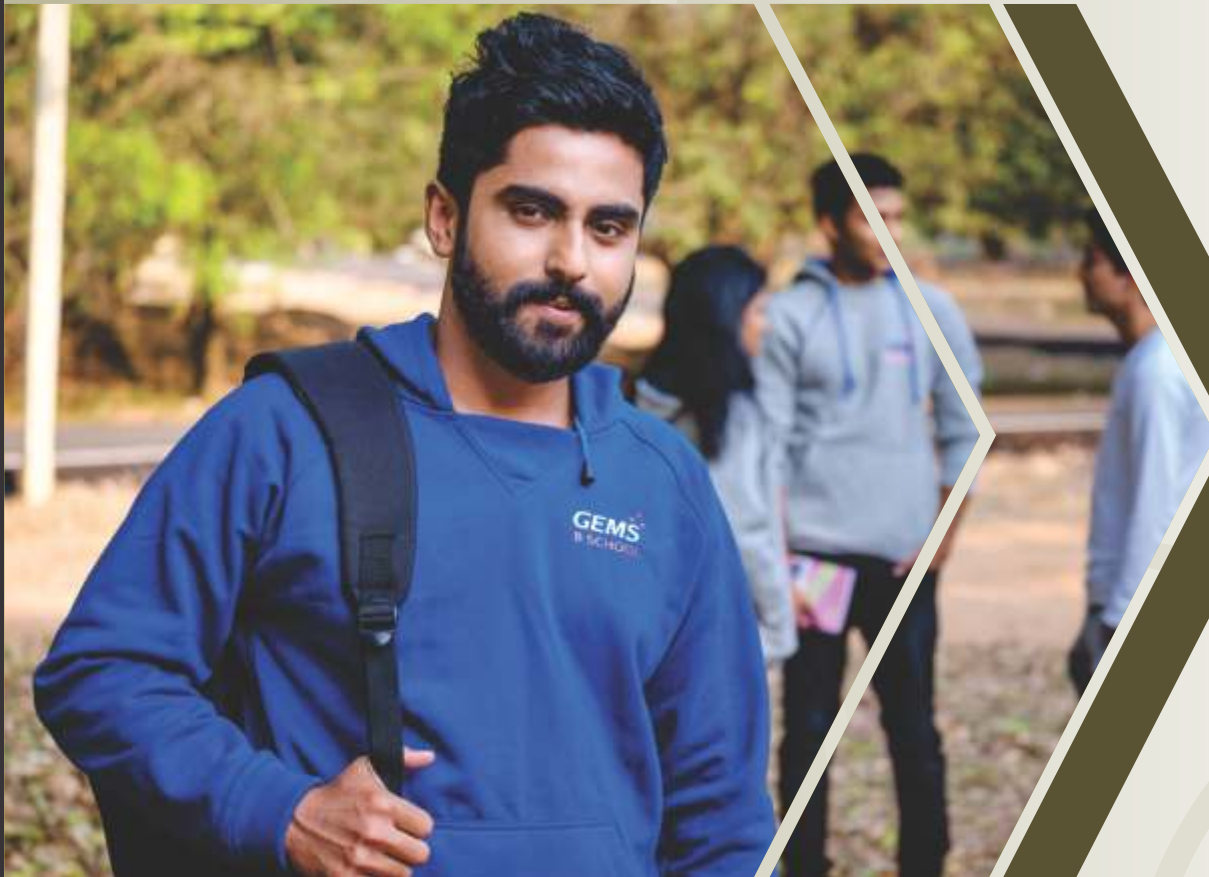


# CORPORATE INTEGRATED **BBA + MBA**



  
**GEMS B SCHOOL**  
THE CAREER CATALYSTS  
MYSORE MAHARAJA INSTITUTE OF HIGHER EDUCATION



**AMERICAN HERITAGE  
UNIVERSITY**  
OF SOUTHERN CALIFORNIA

**GEMS B SCHOOL**  
**THE CAREER CATALYSTS**  
MYSORE MAHARAJA INSTITUTE OF HIGHER EDUCATION

The Royal Cottage, Bangalore Palace, Vasanthanagar,  
Bangalore- 560 052. Tel: 080 23560387 / 23560389.  
[scalinggreaterheights@gemsbschool.com](mailto:scalinggreaterheights@gemsbschool.com) [www.gemsbschool.com](http://www.gemsbschool.com)



• Bangalore • Mysore • Pondicherry • Tirupati •

# About GEMS B SCHOOL

Conceived by experienced academicians and inspired by accomplished professionals.

## Vision

Creating leaders and not just managers.

## Mission

Igniting Excellence in young minds.

## Values

Effective, Ethical, Enterprising, Transparent, Student friendly and Market centric.

- Awarded 'Management College of the Year - 2015' by Higher Education Review
- Ranked by Silicon India - 2016 in the 18th Position Nationally and 7th position in South India
- Ranked by Higher Education Review - 2016 in the 25th position Nationally
- Ranked in the 21st position by India Business Journal in its 2015 B School Ranking Survey.
- Awarded as the "Fastest growing B-School in India" by Business & Economy.
- SAP – Official Education Partner
- Offers programs in synergy with the industry with over 400 companies across industries.
- Offers industry Specific Certification programs in areas of Information Security, Business Analytics, SAP B1, Digital Marketing, Financial Analytics, Human Resources Management, Airport Operations, Logistics & Supply Chain etc.
- Offers Indian and International Degrees in affiliation with
  - ◆ Bharathiar University, Tamil Nadu
  - ◆ American Heritage University of Southern California
  - ◆ University of Mysore, Mysore.



**AMERICAN HERITAGE  
UNIVERSITY**  
OF SOUTHERN CALIFORNIA

- Located in California, USA
- Affiliate campuses in Asia, Europe, Middle East and Africa
- Global Accreditations and Licenses
- Member of various Academic Bodies all over the world

An abstract graphic design featuring several overlapping, semi-transparent yellow shapes that create a sense of depth and perspective. The shapes are primarily rectangular and trapezoidal, with some extending from the left and bottom edges towards the center. The background is white, and the overall composition is clean and modern.

# Accreditations & Licenses of American Heritage University

## BUREAU FOR PRIVATE POST SECONDARY EDUCATION (BPPE)

Established under a new Private Postsecondary Education Act and created a new oversight Bureau within DCA for the purpose of regulating private postsecondary educational institutions that provide educational services in California. The Bureau is responsible for establishing and enforcing minimum standards for ethical business practices and the health and safety and fiscal integrity of postsecondary education institutions; and establish and enforcing minimum standards for instructional quality and institutional stability for all students in all types of private postsecondary educational and vocational institutions.

The screenshot shows the BPPE website interface. At the top, there is a navigation bar with links for "About Us", "Complaints", "Contact Us", "Forms", and "Laws". The main header includes the "CA.GOV" logo, the "Department of Consumer Affairs" logo, and the "BPPE Bureau for Private Postsecondary Education" title. A search bar is located on the right side of the header. Below the header, there is a menu with "HOME", "STUDENTS", "SCHOOLS", and "ENFORCEMENT". The main content area is titled "Directory Institutions" and displays a search result for "AMERICAN HERITAGE UNIVERSITY". The search results table includes columns for "SCHOOL NAME", "PHONE", "CITY", and "COUNTY".

System Last Updated: 6/4/2013  
Search School Name: AMERICAN HERITAGE UNIVERSITY

# Entries / Page ▾  
Entries 1 - 1 of 1

A Bureau-approved institution must obtain approval for educational programs offered to the public, as required under California Education Code section 94893 and 94894 and Title 5 of the California Code of Regulations Code section 71650. Click on the institution's name to view the institutions approved programs. If the program you are seeking to enroll is not listed you may contact the Bureau for additional information.

SCHOOL NAME	PHONE	CITY	COUNTY
AMERICAN HERITAGE UNIVERSITY OF SOUTHERN CALIFORNIA	909 884-9000	SAN BERNARDINO	SAN BERNARDINO

Entries 1 - 1 of 1

Home | Help | Contact Us | Disclaimer  
Conditions of Use | Accessibility

# ASSOCIATION FOR PRIVATE POST SECONDARY EDUCATION IN CALIFORNIA (APPEC)

APPEC was established with 8 original founding member institutions in 2008. These founding member institutions had supported the original concept of APPEC and realized the importance of a strong voice for California schools. The founding members had a significant role in shaping the association of today. Today, APPEC is a community of motivated schools, organizations, and individuals who meet to work towards solving issues that face California's postsecondary sector today.

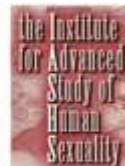
## **APPEC Founding Members**

Under the leadership of former Executive Director, Bruce Hamlett, APPEC was established with 8 original founding member institutions in 2008. These founding member institutions had supported the original concept of APPEC and realized the importance of a strong voice for California schools. The founding members had a significant role in shaping the association of today.

Today, APPEC is a community of motivated schools, organizations, and individuals who meet to work towards solving issues that face California's postsecondary sector today.



**American Heritage University of Southern California's** motto is "Knowledge is Power", and our mission is to meet the needs and interests of motivated, self-directed, mid-career, adult individuals whose geographic, personal or professional time constraints have prevented them from completing their education.



**The Institute for Advanced Study of Human Sexuality** is the only graduate school in the United States, and one of the few in the world, approved to train sexologists. The institute is approved by the State of California Bureau for Private Postsecondary and Vocational Education. Institute graduates are employed in a variety of settings, including medicine and nursing, secondary and higher education, research, the media, social work, counseling and therapy, the clergy, the humanities and administrative positions.



**The American University of Health Sciences**, formerly American Institute of Health Sciences, was originally founded in 1994 as a postsecondary training institution to educate and equip students for life careers in the field of health education and to produce quality healthcare professionals for the community and the country.



Welcome to **International American University** and the diverse and rich opportunities that are available to you on our campuses. Education is the key to personal growth, and professional career development. These opportunities are here for you. Take advantage of them. Explore, experience, and embrace IAU.



A pioneer in distance learning since its founding in 1973, **California Coast University** offers degree programs designed for students whose geographic, professional, or personal time commitments keep them from completing their education in traditional on-campus



**Kingston University** provides students with quality education in the field of Traditional Oriental Medicine and Acupuncture, business management and medical support careers. Kingston University aims to motivate and metamorphose students to be quality practitioners and disciples in integrative medical arts, ethical business practices and professional medical careers.



**California National University** was founded in January 1993 in recognition of the need for working adults to meet contemporary challenges to re-think and re-tool. From the beginning it has been CNU's intent to provide quality degree programs in a flexible environment. This goal has been accomplished by adopting an innovative approach to traditional education; combining self-study with direct personal contact and technology.



**The Sanville Institute**, formerly The California Institute for Clinical Social Work, was founded in 1974 as a model for doctoral studies with a clinical focus, unique in the field of social work education in California. It is a statewide program and currently offers the PhD in clinical social work, for MSWs and MFTs, as well as a two-year psychotherapy certificate program.



- Established in the Year 1996
- Situated in Mysore, Karnataka.
- Recognised by UGC / Govt. India / Ministry of HRD
- Offers courses in Management, Medical sciences, Law, Nursing, Engineering etc.






## Corporate Integrated BBA +MBA

There are many who could not continue or complete their studies due to various circumstances and have ended up taking up whatever jobs were available. Some, by sheer hard work and determination have stabilized their careers but are facing a not-so-bright future due to lack of graduate or post graduate qualifications. Here is a golden opportunity for such candidates who may be under-qualified but not necessarily under-ambitious.

GEMS B SCHOOL- Bangalore in association with a leading American University, is offering a BBA+MBA specially for all those who feel that their career progress will be better if they were graduates or post-graduates. This course will also be useful for all those who couldn't complete their graduation, but willing to work, by availing placement assistance from GEMS B SCHOOL. This is a three-year BBA+MBA program where the student will work in a company Monday to Friday and study in Gems Business School campus on Saturdays and Sundays and in just 3 years gets an International BBA & MBA with 3 years of work experience. The BBA is a graduation degree and MBA is a post graduation degree. This is an internationally recognized BBA+MBA which will open up job and promotion opportunities both in India and abroad. The moment a student earns this BBA+MBA there will be a total transformation in the student's personal and professional life.



The BBA and MBA degree is directly awarded by a globally recognised, US based University. All universities in the US and Europe and all multinational companies in US, Europe and the Middle East welcome students from this University.

Students aspiring to apply for government jobs have an option of pursuing an online BBA course from KSOU, Mysore, which is a UGC recognised University. Students will have to appear for online exams and will be charged a minimal fee for this program.

The student on successful completion of 3 years of study and work is at liberty to continue in the same job or change to a better job, if he has been placed by GEMS B SCHOOL. The student can avail the assistance of the GEMS B SCHOOL placement cells located all over India for his / her further placements in India and abroad. GEMS B SCHOOL has a dedicated, separate overseas placement cell specially to assist students who are aspiring to work abroad. This service is absolutely free for the students of GEMS B School.

Hostel accommodation is provided for Boys and Girls during all the 3 years of study and work at an extra cost. Hostel stay is optional.

Bank loan can be availed by the student from the bank where the student's parents are banking. After the student's admission the institute will provide the student with the necessary documents to be produced to the bank for the processing of education loan.

Fees can be paid in easy installments every 6 months over a period of three years.

This is a Globally focused no-nonsense, hardcore, frills-free learning Programme conceived with the only intention of conditioning youngsters for challenging careers. Special inputs will be provided in personality development, English communication skills, Relationship management, Team building, Decision making, Leadership etc. One optional foreign language will have to be learnt compulsorily. Apart from this the student will also be studying Industry specific certification courses such as IFRS from KPMG, Project management from PMI USA, six sigma from IIT etc.

The student will also be taken on a 2 day outbound workshop and several industrial visits.

The fees for this programme is designed to suit the purse of all sections of society.

## Fee Structure

The total fee structure of this course, payable to AHUSC in USD and GEMS B School in INR, sums up to approx. Rs. 4,50,000/- The break up is as below :

Installment	AHUSC share (Payable directly to AHUSC)	GEMS B SCHOOL Share ( Payable to GEMS B SCHOOL )
1	USD 550	50,000
2	USD 500	50,000
3	USD 375	50,000
4	USD 375	50,000
5	USD 375	50,000
6	USD 375	50,000

Note: Installments payable once every 6 months.



## Salient benefits

- Wi-Fi Campus
- Faculty from industry
- Digital Library with Unlimited Access
- Team Building
- Most economical
- Outbound Workshops
- Creativity
- Industrial visits
- Highly flexible
- Seminars
- Entrepreneurship
- Classes during Weekends
- Student friendly experimental learning
- Personality enrichment
- Aptitude test skills
- Industry Relevant Curriculum
- Excellent Environment



## Value Addition

- 2 day compulsory Outbound Workshop
- Regular discussion forums with senior executives from the Industry to enhance better corporate adaptability.
- People skills like Communication, Leadership, Relationship management, team building, Entrepreneurship, working in virtual teams, etc.
- Industry skills like Spoken English, Personality Enrichment, Aptitude test skills, Interview skills, GD skills, Tele / Video conference skills, etc.
- One optional foreign language.

## Admission Procedure

Students can apply for this course by taking the Gems Admission Test ( GAT ) on [www.gemsadmissiontet.com](http://www.gemsadmissiontet.com)

## Eligibility

Diploma Holders, ITI's and Non – Graduates

## Duration

3 Years

## Classes

Weekends



# American Heritage University Curriculum

## Corporate Integrated BBA+MBA Curriculum

DURATION : 6 SEMESTER / 3 YEARS FULL TIME

### SEMESTER 1

#### Section 1

MODULE 1	PRINCIPLES OF MANAGEMENT
MODULE 2	BUSINESS COMMUNICATION
MODULE 3	DATABASE MANAGEMENT
MODULE 4	PRODUCTION MANAGEMENT
MODULE 5	INVENTORY MANAGEMENT
MODULE 6	E- GOVERNANCE

#### Section 2

MOTIVATION
CONSUMER BEHAVIOUR
E- BUSINESS MANAGEMENT
MAINTENANCE MANAGEMENT
LOGISTICS MANAGEMENT
CORPORATE GOVERNANCE

### SEMESTER 2

#### Module 1

MODULE 1	FINANCIAL MANAGEMENT
MODULE 2	INTERNATIONAL ECONOMICS
MODULE 3	VENTURE CAPITAL
MODULE 4	CHANGE MANAGEMENT
MODULE 5	MEDIA STRATEGIES
MODULE 6	HUMAN RESOURCE MANAGEMENT

#### Module 2

MANAGEMENT AUDIT
MANAGERIAL ECONOMICS
INVESTMENT MANAGEMENT
CONFLICT MANAGEMENT
MEDIA LAWS
PERFORMANCE MANAGEMENT

### SEMESTER 3

#### Module 1

MODULE 1	BUSINESS LAW
MODULE 2	BRAND MANAGEMENT
MODULE 3	MANAGEMENT INFORMATION SYSTEMS
MODULE 4	GLOBAL BUSINESS STRATEGY
MODULE 5	OPERATIONS RESEARCH
MODULE 6	OPTIONAL SUBJECT 1

#### Module 2

LABOUR LAW
MARKETING MANAGEMENT
INTERNET SECURITY
STRATEGIC MANAGEMENT
ECONOMETRICS
OPTIONAL SUBJECT 2

## SEMESTER 4

### Section 1

MODULE 1	KNOWLEDGE MANAGEMENT
MODULE 2	PURCHASE MANAGEMENT
MODULE 3	SIX SIGMA
MODULE 4	RECRUITMENT & SELECTION
MODULE 5	CUSTOMER RELATION
MODULE 6	BACHELOR'S DEGREE PROJECT REPORT / DISSERTATION

### Section 2

INTELLECTUAL PROPERTY MANAGEMENT
VENDOR MANAGEMENT
TOTAL QUALITY MANAGEMENT & ISO
TRAINING AND DEVELOPMENT
PUBLIC RELATIONS

## SEMESTER 5

### Module 1

MODULE 1	COST AUDIT
MODULE 2	ADVERTISEMENT
MODULE 3	RESEARCH METHODOLOGY
MODULE 4	STRATEGIC HUMAN RESOURCE MANAGEMENT
MODULE 5	OPERATIONS MANAGEMENT
MODULE 6	ENTREPRENEURSHIP

### Module 2

WORKING CAPITAL MANAGEMENT
PRODUCT MANAGEMENT
APPLIED STATISTICS
STRATEGIC MARKETING
PROJECT MANAGEMENT
SMALL BUSINESS MANAGEMENT

## SEMESTER 6

MODULE 1	SPECIALISATION SUBJECT 1
MODULE 2	SPECIALISATION SUBJECT 2
MODULE 3	SPECIALISATION SUBJECT 3
MODULE 4	SPECIALISATION SUBJECT 4
MODULE 5	MASTER'S DEGREE PROJECT REPORT / DISSERTATION

### OPTIONAL SUBJECT LIST ( CHOOSE ANY 2 )

BUSINESS ETIQUETTE
BUSINESS PROCESS AUTOMATION
INTERNATIONAL POLITICS
MATERIALS MANAGEMENT
STATISTICAL PACKAGE FOR THE SOCIAL SCIENCES



# A FEW COMPANIES OUR STUDENTS WORK WITH







Dear friend,

Igniting Excellence

Welcome to GEMS, the B-School with a difference. We are sure you want to know what the difference is? Right from the ambience, curriculum, methodology, faculty and the conditioning, everything is going to be unconventional and different, all with a specific purpose.

GEMS is a voyage. Our goal is to build you like a ship, majestically and meticulously, to enable you to sail steadily on the choppy seas of business. Whether you are going to choose the passage of corporate executive, business professional or entrepreneur, our aim is to reinforce you in such a way, you are able to cruise with equanimity without ever compromising on business ethics. Every minute you spend here is going to equip and enlighten you, empower and energise you so that you can weather any storm.

Set sail, we have many nautical miles to conquer and coasts to anchor.

Dr. M.I.M.Nehruji MSc, MBA, PhD.

Dean

GEMS B SCHOOL

◆ Contact us ◆



  
**GEMS B SCHOOL**  
— THE CAREER CATALYSTS —  
MYSORE MAHARAJA INSTITUTE OF HIGHER EDUCATION

Royal Cottage, The Bangalore Palace, Vasanthnagar, Bangalore – 560052  
Tel: 080 235 60 387, 080 235 60 389 [Info@gemsbschool.com](mailto:Info@gemsbschool.com)