

# INDUSTRY SYNERGISED BBA + MBA



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



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**THE CAREER CATALYSTS**  
MYSORE MAHARAJA INSTITUTE OF HIGHER EDUCATION

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• 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.



- Established in the Year 1982
- Situated in Coimbatore, Tamil Nadu.
- Recognised by UGC / AICTE/Govt. India / Ministry of HRD
- Offers courses in Management, Medical sciences, Law, Nursing, Engineering etc.



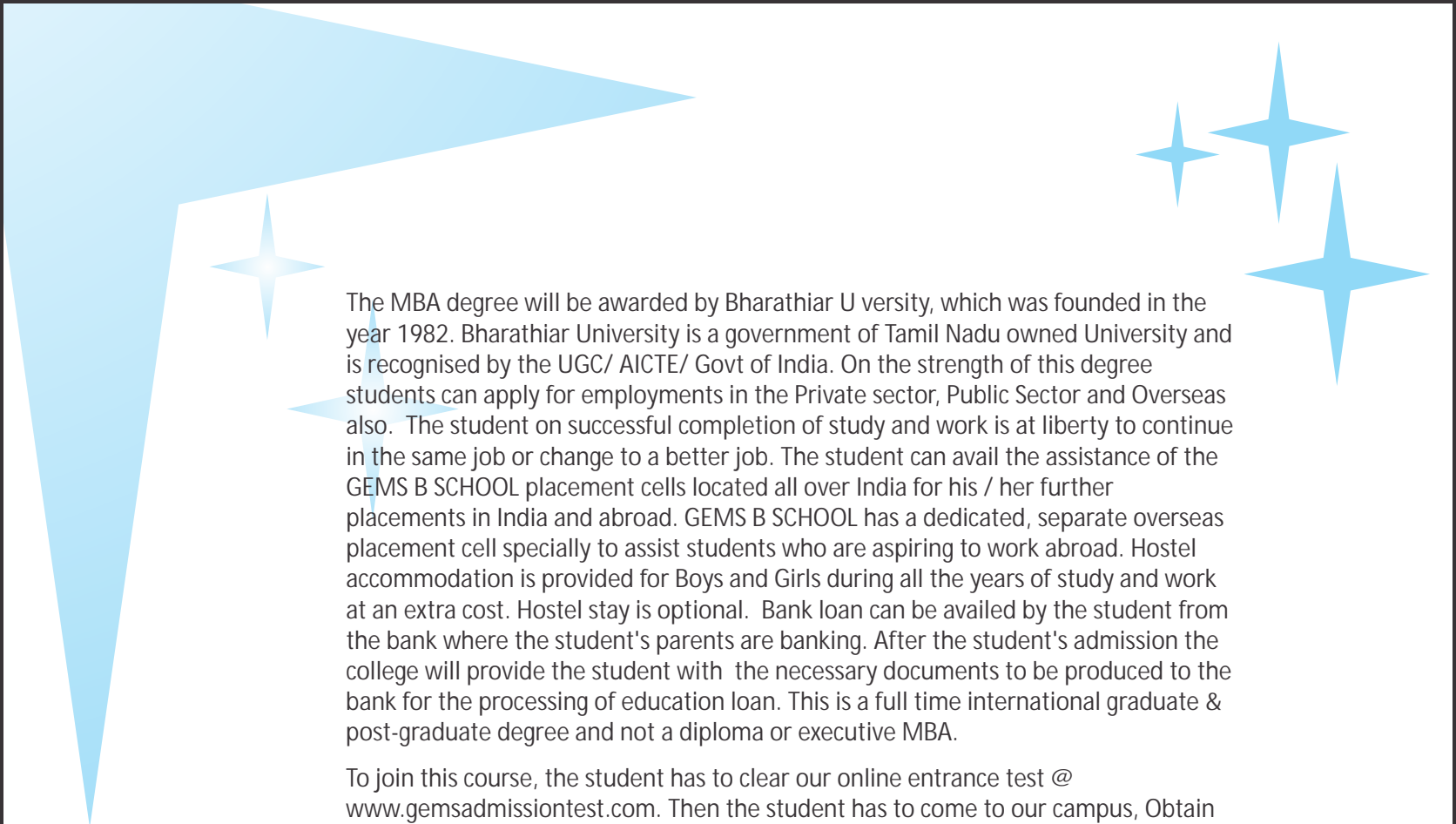
## Industry Synergised BBA+MBA

This is a unique LEARN - EARN - LEARN / STUDY - WORK - STUDY model designed by experts from UK, USA & India specially for those young Indians aspiring to work in the US, Europe, Middle east and India.

The moment a student joins GEMS B SCHOOL, he or she will be put on an intensive learning module for 3 years. During these 3 years, apart from the learning the prescribed BBA syllabus, the student will work on 4 projects in four different companies to become Industry Ready. At the end of these 3 years the student will be awarded a full time International UGC Recognised BBA Degree. The student will be exposed to latest management, leadership and business skills.

After completing BBA the student is immediately given a placement in a corporate related to the chosen specialisation in the MBA, as a part of the course curriculum. Once the student completes 2 years of study and work, he/she is awarded with a full time International UGC Recognised MBA Degree with 2 years of work experience.

GEMS B SCHOOL will place the student in a suitable job related to the student's specialisation like HR, Marketing, Retail, Finance, Banking, Construction etc, so that the student can learn the course practically for 5 days and in the classroom for 2 days. The student will be paid a full time salary and not a stipend for this job. The salary will depend on the student's caliber and the prevailing market situation.



The MBA degree will be awarded by Bharathiar University, which was founded in the year 1982. Bharathiar University is a government of Tamil Nadu owned University and is recognised by the UGC/ AICTE/ Govt of India. On the strength of this degree students can apply for employments in the Private sector, Public Sector and Overseas also. The student on successful completion of study and work is at liberty to continue in the same job or change to a better job. 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. Hostel accommodation is provided for Boys and Girls during all the 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 college will provide the student with the necessary documents to be produced to the bank for the processing of education loan. This is a full time international graduate & post-graduate degree and not a diploma or executive MBA.

To join this course, the student has to clear our online entrance test @ [www.gemsadmissiontest.com](http://www.gemsadmissiontest.com). Then the student has to come to our campus, Obtain an application & Go through a personal interview. After the successful completion of the interview, fill up of the application form, submit photocopies of all the required documents, pay the first installment fees and get the admission.

This is a Globally recognised, no-nonsense, hardcore, frills-free learning programme conceived with the only intention of conditioning youngsters for a rewarding career and a meaningful life. Special inputs will be provided in personality development, English communication skills, relationship management, Team building, decision making, leadership etc. Special inputs will also be provided in fundamental computing skills. One foreign language will also be taught as part of the curriculum.

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

Students will have to pay a nominal examination fee once every three months.



# MBA

## Specialisations

Marketing Management

Financial Management

Human Resource Management

International Business Management

Information Systems Management

Retail Management

Event Management

Health Care Management

Investment Management

Travel and Tourism

Entrepreneurship Management

Export Management

Services Management

## Salient benefits


- Wi-Fi Campus
- Faculty from industry
- Digital Library with Unlimited Access
- Team Building
- Free laptops
- 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.
  - Training in flash for effective presentations.
- 

## Fee Structure

**BBA:** Rs. 2,05,000/- for the whole course payable in 6 installments.

1st Installment: Rs. 55,000/-

2nd Installment: Rs. 30,000/-

3rd Installment: Rs. 30,000/-

4th Installment: Rs. 30,000/-

5th Installment: Rs. 30,000/-

6th Installment: Rs. 30,000/-

**MBA:** Rs. 3,50,000/- for the whole course payable in 6 installments.

1st Installment: Rs. 76,000/-

2nd Installment: Rs. 76,000/-

3rd Installment: Rs. 33,000/-

4th Installment: Rs. 33,000/-

5th Installment: Rs. 33,000/-

6th Installment: Rs. 33,000/-

7th Installment: Rs. 33,000/-

8th Installment: Rs. 33,000/-

Note: Pursuing MBA is optional.



## Admission Procedure

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

### Eligibility

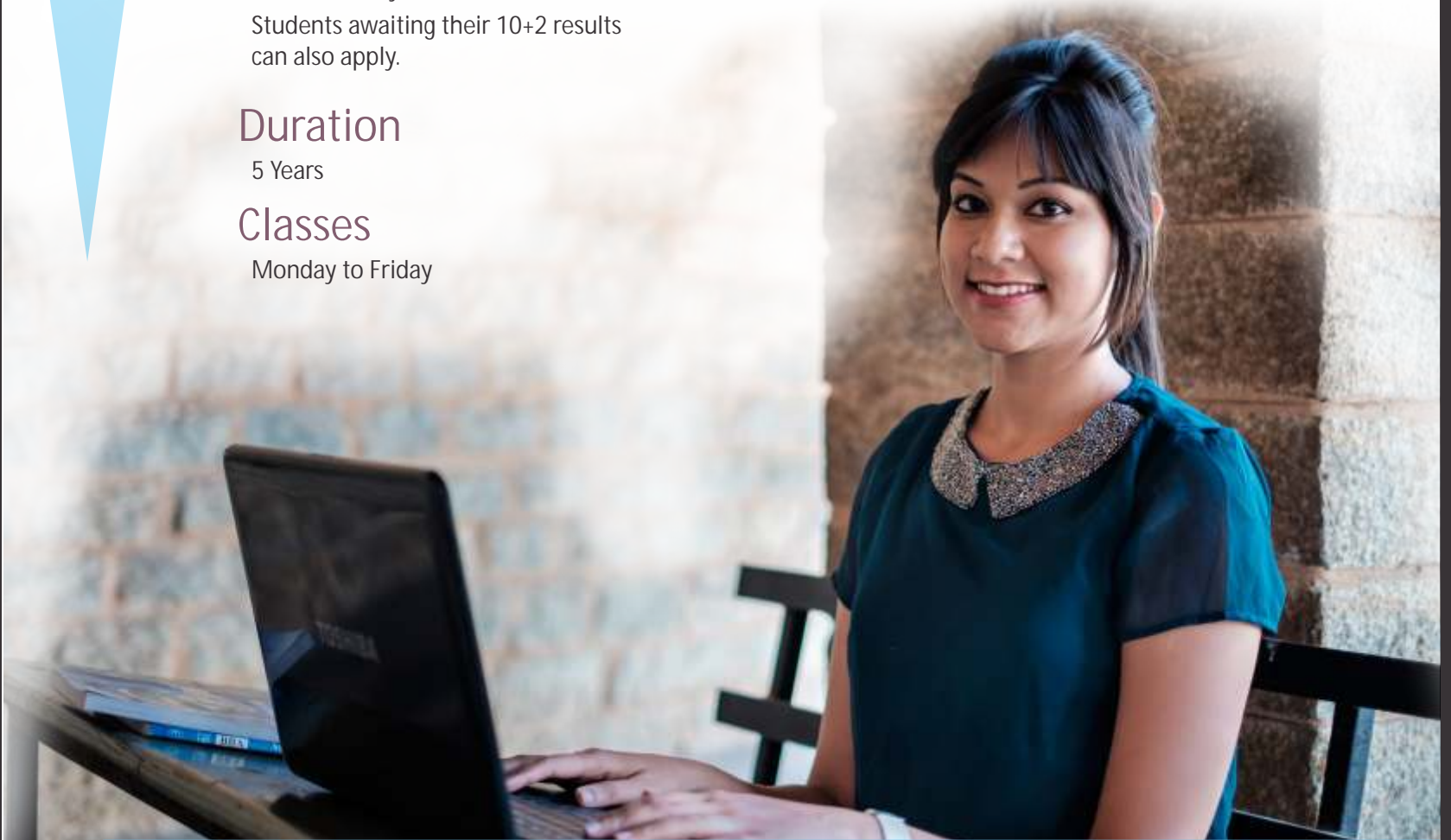
10+2 from any state board.  
Students awaiting their 10+2 results  
can also apply.

### Duration

5 Years

### Classes

Monday to Friday



# Curriculum

## Industry Synergised BBA+MBA

### BBA ( First 3 years )

#### SEMESTER –I

1. Language-I
2. English-I
3. Core I – Management Process
4. Core II – Financial Accounting
5. Allied Paper I –  
Mathematics for Management-I
6. Environmental Studies

#### SEMESTER –II

1. Language-II
2. English-II
3. Core III – Organisational Behaviour
4. Core IV – Economics for Executives
5. Allied Paper II –  
Mathematics for Management-II
6. Value Education – Human Rights

#### SEMESTER –III

1. Core V – Business Communication
2. Core VI – Production and Material Management
3. Core VII – Marketing Management
4. Core VIII – Management Information System
5. Allied : III - Taxation Law and Practice
6. Skill based Subject-1 : Retail Environment
7. Non-major elective-I :
8. Yoga for Human Excellence / Women's Rights
9. Constitution of India

#### SEMESTER –IV

1. Core IX - Human Resource Management
2. Core X –Financial Management
3. Core XI – Advertising and Sales Promotion
4. Core XII –PC Software (Ms Office) – Theory
5. Core XIII–PC Software (Ms Office) – Practical
6. Allied : IV – Business Law
7. Skill based Subject-2 : Consumer Behaviour  
Non-major elective-II : General Awareness

#### SEMESTER –V

1. Core XIV – Cost & Management Accounting
2. Core XV – Marketing Research
3. Core XVI – Insurance Principles and Practice
4. Core XVI – Visual Basic - Theory
5. Core XVII – Visual Basic – Practical
6. Elective –I :
7. Skill based Subject –3 :  
Merchandising Management

#### SEMESTER –VI

1. Core XVIII – Entrepreneurship and  
Project Management
2. Core XIX - Investment Management
3. Core XX – Global Business Management
4. Elective –II :
5. Elective –III :
6. Skill based Subject –4 :  
Customer Relationship Management
7. Extension Activities

## Curriculum

### Industry Synergised BBA+MBA

#### MBA ( Last 2 Years )

##### SEMESTER –I

1. Management Principles and Practice
2. Organizational Behaviors
3. Managerial Economics
4. Financial and Management Accounting
5. Quantitative Methods for Management
6. Corporate Communication
7. Computer Applications in Management using SAP\*

##### SEMESTER –III

1. Management Information System
2. Specialisation Subject 1
3. Specialisation Subject 2
4. Specialisation Subject 3
5. Specialisation Subject 4
6. Specialisation Subject 5

##### SEMESTER –II

1. Operations Management
2. Marketing Management
3. Financial Management
4. Human Resource Management
5. Quantitative Techniques
6. Research Methods for Management
7. Computer Applications in Management using SAP\* - Practical

##### SEMESTER –IV

1. Specialisation Subject 6
2. Specialisation Subject 7
3. Specialisation Subject 8
4. Specialisation Subject 9

# A FEW COMPANIES OUR STUDENTS WORK WITH





Deutsche Bank





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.Nehruzii MSc, MBA, PhD.

Dean

GEMS B SCHOOL



◆ Contact us ◆



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