



लखनऊ विश्वविद्यालय
University of Lucknow

MBA (International Business) 2 Years full-time Masters Degree Program in Management

Preamble

The reorganization and revision curriculum for the Institute of Management Sciences (IMS) has been developed keeping in view the needs of the current industry in terms of skill sets being sought in new business environments. It also seeks to align program structure and curriculum with student aspirations and corporate expectations.

A regular review of the Choice Based Credit System will help students to grow with their career dimensions and develop better understanding for the requisite industry aspirations. The course restructuring deals with PG program 1st and 2nd year comprising of four semesters. The course redesign will surely motivate students to be successful managers as well as guide to become a successful entrepreneur.

Need for Revision and Restructure

- The Current Scenario Changing global facets of businesses and economies
- Dynamism in industry practices and evolution of technology
- Emergence of new businesses and business practices
- Thrust on Application oriented and experiential learning
- Expectations of Key stakeholders viz. students, industry and academician

Programme Objectives

- To acquaint students in conventional as well as contemporary in management.
- To enable students to be well versed in national as well as international trends in business practices.
- To provide in depth understanding of all core areas specifically finance and control, human resource and industrial relations, marketing, international business, retail management, management sciences and corporate management.

- To enable students, understand the applications of basics management concepts in the areas of corporate management, management sciences, retail management, human resource practices, financial management, International business practices and marketing.

Programme outcomes

After completing Masters in business management student will be able to :

- Develop an ability to apply skills acquired in problem solving and management of business activities through 2rganizatio courses.
- Inculcate ethical values team work leadership managerial skills moulding students into future visionaries, management leaders that are compassionate yet efficient.
- Develop innovative thought processes and nurture open-mindedness, equitability and perseverance.

MBA (International Business)	
Eligibility: Any Graduate from Recognized University. (Minimum marks: General/ OBC 50%, SC/ST 45%)	
Duration : 4 Semester	Type : Self Financed
Seat : 60	Fee : 81080 Per Semester