



लखनऊ विश्वविद्यालय
University of Lucknow

MBA (Marketing)

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

The MBA (Marketing) Programme is designed to prepare students for careers in management and leadership in both the private and public sectors including entrepreneurial ventures and family businesses. Students acquire a comprehensive foundation in the fundamentals of business, the environment in which they will function, and the analytical tools for intelligent decision-making. Specifically:

- To provide learning environment to men and women to pursue careers in different fields of management or become academicians and researchers.
- To enable students to develop conceptual, inter-personal and decision-making skills.

- To increase the problem-solving, conceptual and decision-making skills of practising managers.
- To promote development of leadership skills among students by stimulating them to organize and manage various programmes such as inter-institute competitions and seminars.
- To provide exposure to real life work experiences and hands-on practice in collaboration with industry.
- To provide opportunities for overall development of students by encouraging them to participate in various co-curricular activities.

Programme Outcomes

Upon completion of the MBA (Marketing), the students will be able to:

- Describe and relate to current conceptual and theoretical models, issues, and concerns in business administration / management.
- Analyse organisational and business situations with an open mind and formulate innovative solutions to problems.
- Examine and evaluate business practices across the globe to determine the best practices for application to their businesses.
- Appreciate the importance of ethical values and work as team players
- Acquire leadership skills and become productive managerial leaders.
- Adapt and apply current best business practices to the management of businesses.
- Formulate and implement appropriate strategies for their own professional development.
- Apply knowledge and skills acquired in problem solving and management of various business activities.
- Develop innovative thought process and start their ventures.

Specific Programme Outcomes

- Work as executives in various industries such as banking, insurance, retail, FMCG, industrial goods and services.
- Become an entrepreneur and initiate sustainable start-ups.
- Join public sector undertakings as management/marketing trainees.
- Expand their current business.
- Pursue research in different areas of management such as marketing, strategy and general management.

MBA (Marketing)	
Eligibility: Any Graduate from Recognized University. (Minimum marks: General/ OBC 50%, SC/ST 45%)	
Duration : 4 Semester	Type : Self Financed
Seat : 120	Fee : 81080 Per Semester