

# Two Year MBA Degree Program

▶ IIM Udaipur's  
Flagship  
Program



भारतीय प्रबंधन संस्थान उदयपुर  
Indian Institute of Management Udaipur

Embark.  
Immerse.  
Transform.  
Achieve.



## Contents

- 04 Message from the Director
- 06 Two year MBA program
- 08 Course Curriculum
- 10 Pedagogy
- 11 Essentials of the IIMU Experience
- 14 Infrastructure
- 15 Extraordinary Extra-Curricular
- 16 Connecting with Industry
- 18 Recruitment Process



# Message from the Director

The students who enter the two year MBA program at IIM Udaipur are among the best and the brightest in India. Already highly accomplished, they bring limitless potential and unbounded motivation - the ambition and energy to make a difference.

IIMU challenges them intellectually, academically and personally. The focus is on learning by doing and we continuously empower them and push them to deliver their best. This search for excellence brings about a myriad of transformations in their personal and professional outlook. Graduates emerge equipped with the skills and competencies they need to have a real impact on their organisations and society at large. Wherever they go, they will be agents of positive change.

Welcome to IIM Udaipur and become a part of this journey.

**Janat Shah**  
Director, IIM Udaipur





# Two Year MBA Program

The two-year full-time MBA is the flagship program of IIMU. The course is designed to be a transformational experience for students, developing them into socially responsible and highly skilled managers well launched on the path to leading any global organisation towards excellence. The program lasts two years over six terms with a compulsory Corporate Internship at the end of the 1st year and students earn an MBA degree.

## Five key elements drive the two year MBA program

### ▶ Global Best Practices

The MBA program provides a solid foundation in management theory and practice equal in quality to the best management programs in India and around the world. Students receive a thorough grounding in the key management disciplines, subjects and issues with an emphasis on applying their knowledge ethically and responsibly.

### ▶ Multi-dimensional Immersion Experience

The idea of immersion is to get students to dive into real-life environments and explore learning for themselves.

- After completing their first year of studies, students undertake a mandatory *Corporate Internship*, an experiential learning opportunity at a company location, either in India. It is a chance to apply the academic theories and concepts they have learned to real issues faced by organisations.
- We believe it is essential for future managers to understand rural India. The compulsory *Rural Immersion* aspect starts with a course on the Indian Social and Political Environment and continues with the students spending a week in a village where they work closely with NGOs to appreciate on-the-ground realities and challenges faced by those at the bottom of the pyramid.
- The *International Business in Practice Course* is a unique second-year elective that gives more than one-third of the students the chance to work for two weeks on a live business problem in a company in another South Asian country or the Middle East.

### ▶ Analytics

Technology has placed torrents of data in the hands of managers making Analytics indispensable in decision making. IIMU has made significant investments into building the analytical capabilities of students by developing infrastructure (our state-of-the-art Bloomberg and Analytics Lab) and introducing innovatively designed courses.

### ▶ Entrepreneurship

IIMU provides extensive support to students who want to explore entrepreneurial options after graduation. The Institute aims to facilitate and encourage entrepreneurship in multiple dimensions. Intensive mentoring and support, theoretical and practical coursework and flexible career development options ensure that students have the freedom to explore their entrepreneurial ambitions.

### ▶ A Global Perspective

IIMU strongly believes that leaders are best developed in a multicultural environment. Many of IIMU's faculty have earned their research credentials from top schools across India, North America and Europe. Almost 60% of the students take advantage of one of the numerous options to study or work abroad for periods ranging from two weeks to three months during the course of their two-year program. The international exposure increases their understanding of the impact of cultural values and local laws, and widens their personal and intellectual horizons. Opportunities include:

- *International Corporate Internship*
- *International Business in Practice (IBP)*
- *Student Exchange Program with leading schools in France and Germany*

# Course Curriculum

Year 1

## Management Fundamentals

- ▶ **Business Policy and Strategy**  
Business Ethics  
Indian Social and Political Environment  
Legal Aspects of Business  
Strategic Management
- ▶ **Communications**  
Managerial Oral Communication  
Written Analysis for Communication – I  
Written Analysis for Communication – II
- ▶ **Economics**  
Macroeconomics  
Microeconomics for Managers
- ▶ **Finance and Accounting**  
Corporate Finance – I  
Corporate Finance – II  
Financial Accounting  
Managerial Accounting
- ▶ **Marketing**  
Market Research  
Marketing Management
- ▶ **Operations and Information Systems**  
Information Systems for Managers  
Operations Management  
Operations Research  
Spreadsheet Modeling  
Statistics for Managers
- ▶ **Organisational Behaviour and Human Resources**  
Human Resources Management  
Individual and Group Dynamics  
Organizational Dynamics
- ▶ **Corporate Internship - Experiential Learning**  
Two months in India or abroad - a mandatory academic requirement

**Corporate Internship-  
Experiential Learning**  
Two months in India or abroad -  
Mandatory academic requirement

Year 2

## Advanced Management Techniques

- ▶ **Business Policy and Strategy**  
Advanced Competitive Strategy  
Capstone Exercise  
General Commercial Knowledge  
Green Business Management  
Industry and Competitor Analysis  
International Business Practice  
International Business Strategy  
International Practices In India  
Management Consulting  
Multi-sided Platform Business Strategy  
Strategy Leadership  
Workshop on Public Policy
- ▶ **Communications**  
Communication Skills for Leadership and Team Excellence
- ▶ **Economics**  
Game Theory and Applications
- ▶ **Finance and Accounting**  
Advanced Derivative Applications  
Banking Financial Management and Systems  
Behavioural Finance  
Business Taxation  
Business Valuation  
Corporate Valuation  
FINTECH  
Financial Derivatives  
Financial Statement Analysis  
Financial Time Series with R  
Fixed Income Securities  
Global Securities Market  
International Finance  
M&A and Corporate Restructuring  
Management Control Systems  
Risk Management  
Rural Banking and Financial Inclusion  
Security Analysis and Portfolio Management  
Strategic Financial Management  
Sustainable Finance and Business
- ▶ **Marketing**  
Advanced Selling Skills and Management  
Advertising Management  
B2B Marketing  
Brand Management  
Brand Management  
Business Relationships and Networks  
Consumer Behaviour  
Consumer-Based Business Strategy  
Customer Relationship Management  
Digital Marketing  
Integrated Marketing Communication  
International Marketing  
Managing Creative and Cultural Business  
Marketing Analytics  
Markstart Simulation  
Multi-Sectoral Analysis in Indian Context  
Pricing  
Product Strategy and Management  
Retail Management  
Rural Marketing  
Sales and Distribution Management  
Services Marketing and Management  
Strategic Marketing  
Strategic Marketing for Innovation Tech Business
- ▶ **Operations Management**  
Advanced Methods for Data Analysis  
Big Data Using Python and Hadoop  
Data Warehousing and Visualization  
ERP Systems: Technology Planning and Implementation  
Operational Excellence  
Operations Strategy  
Predictive Analytics  
Project Management  
SCM- Planning and Execution  
Sourcing
- ▶ **Organisational Behaviour and Human Resources**  
Advanced Leadership Course  
Innovation Management  
Inspired Leadership through Personal Mastery  
International Negotiation Skills  
Labour Relations  
Strategic Negotiation Skills for Leaders  
Talent Management
- ▶ **A Course of Independent Study**  
A research project of the student's choice supervised by IIMU faculty

This list is indicative. Specific courses may vary from year to year.





# Pedagogy

The first year is designed to create a solid foundation in management fundamentals. This is followed by a two-month Corporate Internship where students get an opportunity to apply their academic learning in a real-world environment. The second year allows students to choose from a range of electives to align with their career goals and personal interests.

In the classroom, IIMU uses a case-based learning approach. The case method brings real life into the classroom and encourages students to participate actively in their own learning. The case method is complemented by seminars, simulation games, role-playing, guest lectures and multiple group exercises. Group activities range from working on group assignments and case presentations to working on live industry projects. Study groups are composed of students from diverse academic, cultural and professional backgrounds ensuring that many perspectives of looking at a particular task or problem are brought to the table for discussion.

This kind of group work helps the students to probe into each other's assumptions and hypotheses, engage in horizontal learning and critical thinking and learn how to build consensus and recommendations for action. For each concept and theory covered in class, there is an attempt to incorporate an immersive learning experience outside the class. Students are challenged to adapt, negotiate and problem-solve while developing their interpersonal and communication skills - essential preparation for their futures as professionals in management positions.

# Essentials of the IIMU Experience

The students are offered a range of resources and features to ensure they get the most out of their MBA experience.



## Mentorship Support

The Mentorship Program enables students to benefit from the knowledge and experience of alumni and industry professionals. It helps students gain a broader perspective about their career development and the mentors also offer guidance, support and focused preparation at all stages of the recruitment process.

The Career Support Program (CSP) evaluates the skill and knowledge needs of the individual students to ensure they are adequately prepared to pursue their career choices. CSP provides support to the students both during their internships and for their preparation for final placements.



## Entrepreneurship Support

Intensive mentoring and support, theoretical and practical coursework and flexible career development options ensure that students have the freedom to explore their entrepreneurial ambitions.

In addition, IIMU provides a 'Placement Holiday' for two years to graduates so they can pursue their own entrepreneurial ventures. Students who opt for placement holiday are also eligible to receive a hardship allowance from the Institute as well as mentorship support from industry expert.

IIMU also offers students the option of pursuing a summer entrepreneurship program in lieu of their required corporate internship. Students are eligible to receive INR 1 lakh for developing and testing their prototype.







### ▶ Bloomberg Lab

IIMU's Bloomberg Financial lab is the largest in India with 12 terminals, giving students access to the most powerful and popular platform for financial professionals.

Students gain mastery over the range of tools and research resources Bloomberg provides in areas such as equities, money markets, foreign exchange, commodities, and derivatives. It ensures their financial technology skills in trading and investing are up-to-date and competitive.



### ▶ Mastering Math

Quantitative skills are a necessity for many business school courses. At IIMU, learning begins even before the first day of classes. In the period before the course inauguration, students are required to take the MBA Math preparatory online course designed to hone their quantitative skills in finance, accounting, microeconomics, statistics and spreadsheets. Students enter the MBA program ready to get the most out of courses requiring fluency in these subjects from day one.



### ▶ Up-skilling Communication

Mastery of clear and effective communication is an essential management skill. To be an effective manager or decision-maker or team member, students need to be able to articulate their ideas in a clear and convincing manner and this is the case in whatever function or role they aspire to. To support students in building strong communication skills, IIMU provides extensive and customized training to each student giving them the opportunity to practice their oral communication.

For written communication, IIMU has mandated the use of Grammarly, a powerful online proofreader and grammar checker, for all written assignments. This tool helps students improve their grammar, word choice and writing style.



# Infrastructure

IIM Udaipur campus occupies 300 acres in Balicha about 8 km from the centre of Udaipur. The campus has state of the art classrooms; wifi and IT technology infrastructure that is among the best at any b-school in India; air conditioned hostels for students; fully equipped gym and other recreational facilities.

The financial markets lab at IIMU features 12 fully equipped terminals with subscriptions to Bloomberg's suite of financial market information and analysis tools. The lab is open 24/7 and also provides a remote user facility to allow students to access the terminals from their residences.

The master plan for IIM Udaipur's campus has been awarded GRIHA's 5 Star LD rating which is the highest level of rating for large developments. The architecture has been designed to minimize energy consumption. In addition to conserving power and water, the campus has been planned to be a zero-waste facility.



# Extraordinary Extra-Curricular

Campus life at IIMU is vital and active with a myriad of student clubs and committees - functional and professional clubs, cultural clubs, sports and hobby clubs, social outreach. In addition, a number of student-run committees give students the opportunity to have a direct impact on campus governance. These activities outside the classroom enable students to explore their interests and passions, develop life-long bonds and relationships and hone their leadership skills.



Some of  
the many  
choices  
include:

- ▶ **Functional and Professional**
  - Consult-U - the Consulting club
  - dHRuva - the HR club
  - Finomina - the Finance club
  - MarClan - the Marketing club
  - PiE - the Economics club
  - Saksham - the Entrepreneurship club
  - Skein - the SCM and Operations club
  - Technalytics - the Analytics club
- ▶ **Social and Recreational**
  - B.A.T - Bikers and Trekkers Club
  - Code Red - the Recreational club
  - CreArT - Art Community
  - Cultural Committee
  - FootworX - the Dance club
  - IRIS - the Photography club
  - LakeSiders - Sports Committee
  - Octaves - the Music society
  - Potpourri - the Literary club
  - Prayatna - the Social Responsibility club
  - Silvertongues - IIMU chapter of Toastmasters
- ▶ **Governance and Administration**
  - Academic Council
  - A4 - Alumni and Allies Association
  - Council of Student Affairs
  - Infrastructure Committee
  - IRC - International Relations Committee
  - Media and Industry Interaction Cell
  - Merchandising and Retail Committee
  - Mess and Infrastructure Committee
  - Placement Committee
  - Placement Preparation Committee



# Connecting with Industry

At IIMU a priority is to ensure that practice meets theory across all functional areas. Students have many opportunities to rub shoulders and match wits with industry leaders throughout the year. These interactions include internships, live projects and case discussions. The students organize and moderate summits and panel discussions that bring together experts, thinkers and practitioners from India and abroad. Students also benefit from intensive mentoring by committed and enthusiastic industry professionals







# Recruitment Process

IIMU's Corporate Relations Team of dedicated professionals oversees the recruitment process. Under their supervision, the Student Placements Committee facilitates all interactions with the companies. A Relationship Manager is assigned to be the specific point of contact for each company. We encourage companies to visit our campus and conduct the entire process in person. When this is not practical, Skype, video-conferencing and telephonic facilities are available.

## Summer Internships

Recruitment starting in September (for first-year students)

Summer Internships are eight weeks long and take place during the months of April-May. They are a mandatory requirement of the course.

### Pre-placement Presentations

Companies have the option of engaging with the students using pre-placement presentations where they brief them about the projects on offer.

### Schedule

The selection process typically begins in the first week of October. Companies are invited to campus based on their convenience and the slot is decided after discussion with the Student Placements Committee.

### Placement Process

Typically, the process begins with shortlisting based on the resumes of the students. This is usually followed by group processes like GDs, case studies or written tests, depending on a company's selection policy. The final selections are generally based on one or more rounds of personal interviews. The companies provide a list of the selected students to the Student Placements Committee.

Most companies also indicate the students whom they want to keep on the waiting list, ensuring that both the companies and the students are able to make the most appropriate choice.

### Post-placement Process

Companies send official letters to the candidates through the Student Placements Committee. The HR managers then take over and connect the candidates to their project mentors in the company and take them through the induction process.

### Summer Internship Review

IIMU is committed to ensuring that students deliver their best performance during the internships. There are three reviews: one at the end of the second week; one midway through; and one at the end of the project.

### Pre-placement Offers

Companies have the opportunity to make final job offers to candidates who perform exceptionally well in the internships before the start of the final placement process.



## Final Placements

Recruitment starting in November (for second-year students)

The Final Placements process is when students are evaluated by prospective recruiters. Students with relevant work experience are generally considered for lateral positions.

### Pre-placement Presentations

Companies have the option of using a pre-placement presentation to give students information about their business, vision, work culture and the roles and opportunities available, followed by a Q&A session.

### Schedule

The selection process typically begins at the end of November. Companies are invited to campus based on their convenience and the slot is decided after discussion with the Student Placements Committee.

### Placement Process

Interested students apply to the company and submit their resumes through the Student Placements Committee. The selection process generally consists of resume-based shortlisting and one or more rounds of personal interviews. Offers, including details of the role, location, compensation and other relevant terms and conditions, must be conveyed to the candidate through the Student Placements Committee. The placement process is governed by the Institute's placement rules.

### Post-placement Process

Once a company has made an offer as part of the campus placement process, a candidate is bound to accept/reject the offer within a stipulated time frame. When a candidate accepts an offer, he/she automatically opts out of the placement process and ceases to be part of the pool of candidates available to companies.

The candidates are made the offer conditional on their successful completion of the course. The HR managers at the respective companies then take over to guide candidates through the induction and joining process.





[www.iimu.ac.in](http://www.iimu.ac.in)

**IIMU Corporate Relations Team**

M. Uday Bhaskar  
Administrative Officer - Programs  
[uday.bhaskar@iimu.ac.in](mailto:uday.bhaskar@iimu.ac.in)  
+91 0294 2477166

Kavita Chotrani  
[kavita.chotrani@iimu.ac.in](mailto:kavita.chotrani@iimu.ac.in)  
+91 0294 2477111



**IIMU**

भारतीय प्रबंधन संस्थान उदयपुर  
Indian Institute of Management Udaipur

