

Five year Integrated MBA Programme

School of Applied Management introduced by the Rajiv Gandhi Proudyogiki Vishwavidyalaya started a course named Master of Applied Management (MAM) based on Credit Based Grading system of assessment in the year 2013-14. As per AICTE norms the name of this course is changed to Integrated MBA Programme from the year 2016-17. It is a five year (Ten Semesters Integrated Programme) integrated course in Applied Management and is open to students of class XIIth pass from any stream.

The course curriculum has been designed by a panel of experts and focuses more on the applied aspects of management so that students can develop the necessary and professional skills before joining any organisation. It will also help them to take better decisions as managers in the changing global business environment.

OBJECTIVES OF THE COURSE

Integrated MBA Programme is a five year Integrated Programme designed to provide a holistic and management oriented education to the students. The objectives of the course are to develop competent managers capable of working in any sector of organised activity.

The programme precisely attempts to:-

- Provide a holistic management oriented education.
- Prepare students futuristically for management of technology.
- Equip students with required conceptual, interpersonal skills and decision making abilities.
- Develop motivational and leadership capabilities to achieve excellence in performance.
- Nurture the desire to be honest, ethical, and pursue the goal of excellence while contributing to the welfare of society at large.

COURSE STRUCTURE

The pedagogy includes regular lectures and Expert lectures by academicians from reputed institutions and industry professionals, case studies, personality development classes, group discussion, role plays, Management games, project works, Internship training programmes and industrial tour and visits.

PROGRAMME DURATION

This is a 5 years integrated programme in management consisting of 10 semesters. At the end of 5 years the student is awarded Integrated MBA degree by the University.

ADMISSION REQUIREMENTS:

Minimum qualification for admission to the first year of dual degree programme shall be the qualifying Higher Secondary School Certificate Examination (10+2) scheme of the M.P.

Board of Secondary Education or equivalent securing at least 45% of aggregate marks (also securing pass mark/grade in all subjects individually) and 40% marks in case of SC/ST? OBC candidates of Madhya Pradesh conducted by M.P. Board of secondary Education or equivalent examination from recognized Board.

The reservation to SC/ST /OBC/PH candidates shall be applicable as per the norms of state Government of Madhya Pradesh.

Procedure of admission will be according to the directorate of Technical Education (DTE).

Open link for admission :-

<https://dte.mponline.gov.in/portal/services/onlinecounselling/counshomepage/home.aspx>

CANCELLATION OF ADMISSION:

(1) If at any stage it is found that a candidate has got admission in on the basis of false or incorrect information or by hiding relevant facts or if at any time after admission it is found that the admission was given to the candidate due to some mistake or oversight, the admission granted to such a candidate shall be liable to be cancelled forthwith without any notice at any time during the course of his/her studies by the Principal of the institution or by Competent Authority.

(2) Honorable Supreme Court of India, New Delhi, has declared 14th August as the last date of admission. If a candidate gets his/her admission cancelled till 07 August then the tuition fee deposited by the candidate in the institute will returned to the candidate after deducting 10% of it, However, If a candidate gets his/her admission cancelled after 07 August then the tuition fee deposited by the candidate in the institute will also be not refundable.

TOTAL NUMBERS OF SEATS

Total number of available seats is 60. The admission for this course shall be effected on the basis of separate merit lists of students passed in various stream at standard 12th as,

- Science stream 20 seats
- Commerce stream 20 seats
- Arts Streams 20 seats

COURSE FEES:-

The fee structure is as follows:-

FIRST SEMESTER:-

Tuition Fee (Per Semester)	-Rs 25000/-
University Development Fee (Yearly)	-Rs 5000/-
Caution Money (Refundable on completion)	-Rs 5000/-
Enrolment Fee	-Rs 100/-
Emigration Fee (outside M.P.)	-Rs 500/-
Eligibility Fee (Outside RGPV)	-Rs 50/-

Total -Rs 35650/-

SECOND SEMESTER:-

Tuition Fee (Per Semester)	-Rs 25000/-
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*Exam fees Rs.1300/- per semester to be paid along with exam form.

*Hostel charges per semester (if availed) -Rs 2400/-

Hostel Caution Money -Rs 4000/-

Rajiv Gandhi Proudhogiki Vishwavidyalaya, Bhopal
Master in Applied Management(MAM) I Semester

Subject wise distribution of marks and corresponding credits (Grading System w.e.f-2013-14)

S.No.	Subject Code	Subject Name & Title	Maximum Marks Allotted						Credits Allotted Subject wise	Total Credits	Remark			
			Theory Slot			Practical Slot						Total Marks		
			End Sem.	Mid Sem.	Quiz, Assignment	End Sem	Term work							
		Lab work & assignment	Inertnsh ip/Quiz/Regularity	Period per week										
		L	T	P										
1	MAM-101	Principles of Management	70	20	10	-	-	-	100	5	-	-	5	One Credit refers to one hour teaching in theory and 2 hours in practical
2	MAM-102	Accountancy	70	20	10	-	-	-	100	5	-	-	5	
3	MAM-103	Business Communication-I	70	20	10	-	-	-	100	5	-	-	5	
4	MAM-104	Business Mathematics	70	20	10	-	-	-	100	5	-	-	5	
5	MAM-105	Computer Application in Management	70	20	10	-	-	-	100	5	-	-	5	
6	MAM-106	Business Organization	70	20	10	-	-	-	100	5	-	-	5	
7	MAM-107	Case studies –I in lab and Minor Project	-	-	-	60	20	20	100	-	-	2	2	
		Grand Total	420	120	60	60	20	20	700	30	-	2	32	Grand Total

Rajiv Gandhi Proudhogiki Vishwavidyalaya, Bhopal
Master in Applied Management (MAM) II Semester

Subject wise distribution of marks and corresponding credits (Grading System w.e.f-2013-14)

S.No.	Subject Code	Subject Name & Title	Maximum Marks Allotted						Credits Allotted Subject wise	Total Credits	Remark			
			Theory Slot			Practical Slot						Total Marks		
			End Sem.	Mid Sem.	Quiz, Assignment	End Sem	Term work							
		Lab work & assignment	Inertnsh ip/Quiz/Regularity	Period per week										
		L	T	P										
1	MAM-201	Managerial Economics	70	20	10	-	-	-	100	5	-	-	5	One Credit refers to one hour teaching in theory and 2 hours in practical
2	MAM-202	Business Statistics	70	20	10	-	-	-	100	5	-	-	5	
3	MAM-203	Financial Accounting	70	20	10	-	-	-	100	5	-	-	5	
4	MAM-204	Business Environment	70	20	10	-	-	-	100	5	-	-	5	
5	MAM-205	Business Communication -II	70	20	10	-	-	-	100	5	-	-	5	
6	MAM-206	Growth & Structure of Industries	70	20	10	-	-	-	100	5	-	-	5	
7	MAM-207	Case studies –II in lab and Minor Project	-	-	-	60	20	20	100	-	-	2	2	
		Grand Total	420	120	60	60	20	20	700	30	-	2	32	Grand Total

Rajiv Gandhi Pradyogiki Vishwavidyalaya, Bhopal
Master of Applied Management (MAM) IIIrd Semester

Subject wise distribution of marks and corresponding credits (Grading System w.e.f. 2014-15)

S. No.	Subject Code	Subject Name & Title	Maximum Marks Allotted						Credit Allotted subject wise			Total Credits	Remark	
			Theory Slot			Practical Slot			Total Marks	Period per week				
			End Sem	Mid Sem	Quiz assignment	End Sem	Team work			L	T			P
							Lab Work & assignment	Internship/ quiz/ regularity						
1.	MAM-301	Entrepreneurship Development	70	20	10	-	-	-	100	5	-	-	5	One credit refers to one hour teaching in theory and 2 hours in practical
2.	MAM-302	Organisation Behaviour	70	20	10	-	-	-	100	5	-	-	5	
3.	MAM-303	Environment Management	70	20	10	-	-	-	100	5	-	-	5	
4.	MAM-304	Corporate Accounting	70	20	10	-	-	-	100	5	-	-	5	
5.	MAM-305	Indian Ethos In Management	70	20	10	-	-	-	100	5	-	-	5	
6.	MAM-306	Business Law	70	20	10	-	-	-	100	5	-	-	5	
7.	MAM-307	Case Studies –III in lab & minor Project	-	-	-	60	20	20	100	-	-	2	2	
			420	120	60	60	20	20	700	30	-	2	32	Grand Total

Rajiv Gandhi Pradyogiki Vishwavidyalaya, Bhopal
Master of Applied Management (MAM) IVth Semester

Subject wise distribution of marks and corresponding credits (Grading System w.e.f. 2014-15)

S. No.	Subject Code	Subject Name & Title	Maximum Marks Allotted						Credit Allotted subject wise			Total Credits	Remark	
			Theory Slot			Practical Slot			Total Marks	Period per week				
			End Sem	Mid Sem	Quiz assignment	End Sem	Team work			L	T			P
							Lab Work & assignment	Internship/ quiz/ regularity						
1.	MAM-401	Research Methodology	70	20	10	-	-	-	100	5	-	-	5	One credit refers to one hour teaching in theory and 2 hours in practical
2.	MAM-402	Principles of Marketing Management	70	20	10	-	-	-	100	5	-	-	5	
3.	MAM-403	Financial Management	70	20	10	-	-	-	100	5	-	-	5	
4.	MAM-404	Human Resource Management	70	20	10	-	-	-	100	5	-	-	5	
5.	MAM-405	Management Information System	70	20	10	-	-	-	100	5	-	-	5	
6.	MAM-406	Operation Management	70	20	10	-	-	-	100	5	-	-	5	
7.	MAM-407	Case Studies –IV in lab & minor Project	-	-	-	60	20	20	100	-	-	2	2	
			420	120	60	60	20	20	700	30	-	2	32	Grand Total

Rajiv Gandhi Proudhogiki Vishwavidyalaya, Bhopal
Master of Applied Management (MAM) Vth Semester

Subject wise distribution of marks and corresponding credits(Grading System w.e.f. 2015-16)

S. No.	Subject Code	Subject Name & Title	Maximum Marks Allotted						Credit Allotted subject wise			Total Credits	Remark	
			Theory Slot			Practical Slot			Total Marks	Period per week				
			End Sem	Mid Sem	Quiz assignment	End Sem	Team work			L	T			P
							Lab Work & assignment	Internship/ quiz/ regularity						
1.	MAM-501	E COMMERCE	70	20	10	-	-	-	100	5	-	-	5	One credit refers to one hour teaching in theory and 2 hours in practical
2.	MAM-502	SALES & DISTRIBUTION MANAGEMENT	70	20	10	-	-	-	100	5	-	-	5	
3.	MAM-503	RURAL MARKETING	70	20	10	-	-	-	100	5	-	-	5	
4.	MAM-504	FINANCIAL SERVICE	70	20	10	-	-	-	100	5	-	-	5	
5.	MAM-505	MANAGING INTERPERSONAL RELATION & GROUP PROCESS	70	20	10	-	-	-	100	5	-	-	5	
6.	MAM-506	RETAILING MANAGEMENT	70	20	10	-	-	-	100	5	-	-	5	
7.	MAM-507	CASE STUDIES -V IN LAB & MINOR PROJECT	-	-	-	60	20	20	100	-	-	2	2	
			420	120	60	60	20	20	700	30	-	2	32	Grand Total

Rajiv Gandhi Proudhogiki Vishwavidyalaya, Bhopal
Master of Applied Management (MAM) VIth Semester

Subject wise distribution of marks and corresponding credits(Grading System w.e.f. 2015-16)

S. No.	Subject Code	Subject Name & Title	Maximum Marks Allotted						Credit Allotted subject wise			Total Credits	Remark	
			Theory Slot			Practical Slot			Total Marks	Period per week				
			End Sem	Mid Sem	Quiz assignment	End Sem	Team work			L	T			P
							Lab Work & assignment	Internship/ quiz/ regularity						
1.	MAM-601	SERVICE MARKETING	70	20	10	-	-	-	100	5	-	-	5	One credit refers to one hour teaching in theory and 2 hours in practical
2.	MAM-602	MATERIAL MANAGEMENT	70	20	10	-	-	-	100	5	-	-	5	
3.	MAM-603	LOGISTICS AND SUPPLY MANAGEMENT	70	20	10	-	-	-	100	5	-	-	5	
4.	MAM-604	MANAGEMENT ACCOUNTING	70	20	10	-	-	-	100	5	-	-	5	
5.	MAM-605	ORGANISATIONAL DEVELOPMENT	70	20	10	-	-	-	100	5	-	-	5	
6.	MAM-606	INTERNATIONAL BUSINESSMANAGEMENT	70	20	10	-	-	-	100	5	-	-	5	
7.	MAM-607	CASE STUDIES -VI IN LAB & MINOR PROJECT	-	-	-	60	20	20	100	-	-	2	2	
			420	120	60	60	20	20	700	30	-	2	32	Grand Total

Rajiv Gandhi Proudyogiki Vishwavidyalaya, Bhopal
Master of Applied Management (MAM) VIIth Semester

Tentative Subject wise distribution of marks and corresponding credits(Grading System w.e.f. 2016-17)

S. No.	Subject Code	Subject Name & Title	Maximum Marks Allotted						Credit Allotted subject wise	Total Credits	Remark			
			Theory Slot			Practical Slot						Total Marks	Period per week	
			End Sem	Mid Sem	Quiz assignment	End Sem	Team work							
							Lab Work & assignment	Internship/ quiz/ regularity	L	T		P		
1.	MAM-701	STRATEGIC MANAGEMENT	70	20	10	-	-	-	100	5	-	-	5	One credit refers to one hour teaching in theory and 2 hours in practical
2.	MAM-702	PROJECT MANAGEMENT	70	20	10	-	-	-	100	5	-	-	5	
3.	MAM-703	ADVERTISING MANAGEMENT	70	20	10	-	-	-	100	5	-	-	5	
4.	MAM-704	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	70	20	10	-	-	-	100	5	-	-	5	
5.	MAM-705	LEGAL FRAMEWORK OF HUMAN RESOURCE MANAGEMENT	70	20	10	-	-	-	100	5	-	-	5	
6.	MAM-706	TOTAL QUALITY MANAGEMENT	70	20	10	-	-	-	100	5	-	-	5	
7.	MAM-707	CASE STUDIES – VII IN LAB & MINOR PROJECT	-	-	-	60	20	20	100	-	-	2	2	
			420	120	60	60	20	20	700	30	-	2	32	Grand Total

RAJIV GANDHI PROUDYOGIKI VISHWAVIDYALAYA, BHOPAL
Master of Applied Management (MAM) VIIIth Semester

Tentative Subject wise distribution of marks and corresponding credits(Grading System w.e.f. 2016-17)

S. No.	Subject Code	Subject Name & Title	Maximum Marks Allotted						Credit Allotted subject wise	Total Credits	Remark			
			Theory Slot			Practical Slot						Total Marks	Period per week	
			End Sem	Mid Sem	Quiz assignment	End Sem	Team work							
							Lab Work & assignment	Internship/ quiz/ regularity	L	T		P		
1.	MAM-801	CORPORATE TAXATION	70	20	10	-	-	-	100	5	-	-	5	One credit refers to one hour teaching in theory and 2 hours in practical
2.	MAM-802	OPERATION RESEARCH	70	20	10	-	-	-	100	5	-	-	5	
3.	MAM-803	PRODUCT AND BRAND MANGEMENT	70	20	10	-	-	-	100	5	-	-	5	
4.	MAM-804	INTERNATIONAL FINACIAL MANAGEMENT	70	20	10	-	-	-	100	5	-	-	5	
5.	MAM-805	INTERNATIONAL HUMAN RESOURCE MANGEMENT	70	20	10	-	-	-	100	5	-	-	5	
6.	MAM-806	CORPORATE GOVERNANCE	70	20	10	-	-	-	100	5	-	-	5	
7.	MAM-807	CASE STUDIES – VIII IN LAB & MINOR PROJECT	-	-	-	60	20	20	100	-	-	2	2	
			420	120	60	60	20	20	700	30	-	2	32	Grand Total