

Five year integrated programme in Master of Applied Management (MAM)

Master of Applied Management (MAM) course has been introduced by the University based on Credit Based Grading system of assessment. It is a five year (Ten Semesters Dual Degree 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

MAM is a five year Dual degree 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. After successful completion of the first Six Semesters with minimum CGPA of 5.0, shall be eligible for the award of a Bachelor Degree of Business Administration (BBA) or a candidate on successful completion of the first eight semesters with minimum CGPA of 5.0, shall be

eligible for the award of a Bachelor Degree of Business Administration with honours. At the end of 5 years the student is awarded MAM (Master of Applied Management) 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 50% of aggregate marks (also securing pass mark/grade in all subjects individually) 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.

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