



# ACHARYA INSTITUTE OF GRADUATE STUDIES

Affiliated to BCU



- Engage with renowned faculty and access LinkedIn extensive programs.
- Gain hands-on experience with certifications in AWS, ACCA, and more.
- Expand horizons with international immersion and global exposure.
- Benefit from personalized mentorship for tailored academic support.
- Access a digital library with rich resources for research and growth.
- Enjoy top sports facilities and expert training for holistic development.
- Achieve career success with 550+ companies visiting for placements annually.

## MBA (MASTER OF BUSINESS ADMINISTRATION)

## About

Acharya Institute of Graduate Studies offers a 2-year Master of Business Administration Program. Students get a chance to explore diverse cultures, perspectives, and academic environments through our Global Immersion Program. Acharya's MBA also offers students the opportunity to explore the possibilities of entrepreneurship through its Incubation Program and much more. Our collaboration with IBM enhances students' learning experiences through industry-relevant skills training.

## Career Scope

MBA graduates enjoy a broad employment scope, enabling them to pursue careers across various industries and roles. Common areas of employment include finance and banking, consulting, technology, and healthcare management. Additionally, many graduates find opportunities in marketing and advertising, while others choose to embark on entrepreneurial ventures.

## Eligibility

Pass in 3 years bachelor degree in any discipline from any recognized University with minimum of 50% marks in aggregate of all subjects, including languages.

Student should have compulsorily attended entrance exams – CMAT / PG CET / KMAT / MAT for the admission year



**Duration**  
**2** years

# COURSE CONTENT

## Semester 1

- Management and Organizational Behavior
- Managerial Accounting
- Business Planning and Regulations
- Economics for Business Decisions
- Business Statistics
- Marketing Management
- Mini Project Report

## Semester 2

- Entrepreneurship and Start-ups Management
- Business Research Methods
- Managing Human Resources
- Business Analytics
- Financial Management
- Production and Operations Research
- Employability Skill Development – II

## Semester 3

- Strategic Management and Business Ethics

### Elective Subjects

- Finance
  - Investment Analysis and Portfolio Management
  - Corporate Taxation for Managers
  - Corporate Valuation and Financial Modelling
- Marketing
  - Rural and Green Marketing
  - Business and Social Marketing
  - Consumer Behaviour and Neuromarketing
- Human Resources
  - Performance Management and Competency Mapping.
  - Talent Management and Employee Engagement
  - Learning and Development Human Resources
- Entrepreneurship and Startups
  - Ideation, Design Thinking and Innovation
  - Management of SMES and Family Business
  - Corporate Entrepreneurship and New Venture Creation.
- Production and Operations Management
  - Advanced Production System.
  - Agile & Lean Manufacturing.
  - Enterprise Resource Planning.
- Business Analytics
  - Business Intelligence
  - Predictive Analytics Using R
  - Data Warehousing and Data Mining
- Open Elective
- Project Work for 4 weeks

## Semester 4

- International Business

### Elective Subjects

- Finance
  - Project Management and Analysis
  - International Financial Management
  - Derivatives and Risk Management
- Marketing
  - Sales and Distribution Management and Retailing.
  - Services Marketing and Customer Relationship Management
  - Integrated Marketing Communication and Digital Marketing
- Human Resources
  - Global HRM
  - Strategic HRM
  - Industrial Relations and Hr Audit
- Entrepreneurship and Startups
  - Technology for new Ventures
  - Scaling Up and Sustainability of Start-Ups
  - Entrepreneurial Finance
- Production and Operations Management
  - Resource Optimization and Project Risk Management.
  - Supply Chain Management.
  - Total Quality Management
- Business Analytics
  - Big Data Analytics
  - Data Visualization and Business Reporting Using Tableau
  - Emerging Technologies and Future Skills for Business Leaders
- Master Thesis for 6 weeks in an Organisation

## Acharya Legacy

Founded in 1990, Acharya aims to revolutionize education. With over 12,000 students and 100+ academic programs annually, it stands among the global education elite. Located in India's technical hub, Bangalore, Acharya prioritizes innovation and knowledge. The institution fosters experiential and collaborative learning, shaping well-rounded individuals, evident in its diverse student population from 75+ countries.

**11** Institutions

**15** Research Centers

**100+** Programmes

**75+** Nationalities

**12000+** Students

**1000+** Eminent Faculties

**120** Acres State-of-the-Art Campus

**B Premnath Reddy**  
Founder Chairman  
Acharya Group

## Acharya Offerings - click on each to know more... >>

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Collaboration



Center of Excellence



Clubs



Digital Library



Laboratories



Research



Sports



Hostels



Habba



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