

PG-CET Code: B274



Mahajana Education Society (Estd. 1937)

SBRR MAHAJANA
FIRST GRADE COLLEGE, MYSORE
(Affiliated to University of Mysore | Autonomous)

MASTER OF BUSINESS ADMINISTRATION (MBA)

(Single & Dual Specialization Options)

One MBA Degree + 6 Industry Relevant Certifications



WHY MBA @ MAHAJANA?

In today's competitive world, companies look beyond degrees. They seek professionals with practical skills, **leadership qualities**, and **industry exposure**

PROGRAM HIGHLIGHTS

- **6 Industry-Relevant Certifications** to enhance professional skills
- **Industrial Visits & Corporate Interaction** to understand real business environments
- **Monthly Leaders Talk & Industry Expert Sessions** with CEOs and industry professionals
- **Mandatory Internships** for practical industry exposure
- **Soft Skills, Aptitude & Interview Training** to prepare students for corporate careers
- **Case Study-Based Learning** to develop analytical and problem-solving abilities
- **Live Industry Projects** for hands-on business experience
- **Leadership Development & Team-Building Activities** to build confidence and managerial skills



MBA SPECIALIZATIONS OFFERED

(Students may choose Single or Dual Specialization in the 2nd Year)

HUMAN RESOURCE MANAGEMENT (HR)

What You Will Learn

- Talent acquisition & recruitment strategies
- Employee training & leadership development
- Performance management systems
- Payroll, compensation & labour laws
- HR analytics & organisational behaviour

Career Opportunities

- HR Executive / HR Manager
- Talent Acquisition Specialist
- HR Business Partner
- Training & Development Manager
- HR Analyst



FINANCE MANAGEMENT

What You Will Learn

- Financial accounting & corporate finance
- Investment analysis & portfolio management
- Banking & financial markets
- Risk management & financial planning
- Financial statement analysis

Career Opportunities

- Financial Analyst
- Banking Officer
- Accounts Manager
- Investment Advisor
- Credit Analyst



MARKETING MANAGEMENT

What You Will Learn

- Marketing strategy & brand management
- Consumer behaviour & market research
- Sales management & CRM
- Advertising & digital marketing fundamentals
- Integrated marketing communication

Career Opportunities

- Marketing Executive / Manager
- Brand Manager
- Sales Manager
- Digital Marketing Executive
- Market Research Analyst



OPERATIONS MANAGEMENT

What You Will Learn

- Production & operations planning
- Quality management (TQM & Six Sigma basics)
- Process optimisation & lean management
- Project & facility management
- Operations strategy & productivity improvement

Career Opportunities

- Operations Manager
- Production Planner
- Quality Control Manager
- Plant Manager
- Operations Executive



BUSINESS ANALYTICS

What You Will Learn

- ▶ Business analytics & data-driven decision making
- ▶ Advanced Excel & data analysis
- ▶ Data visualisation & dashboard reporting
- ▶ Business forecasting & performance analysis
- ▶ Analytics applications in marketing, finance & operations

Career Opportunities

- ▶ Business Analyst
- ▶ Data Analyst
- ▶ MIS Analyst
- ▶ Strategy & Planning Analyst
- ▶ Marketing Analytics Executive



ARTIFICIAL INTELLIGENCE (AI)

What You Will Learn

- ▶ Fundamentals of Artificial Intelligence and Machine Learning in business
- ▶ Data analysis and predictive analytics for business decision-making
- ▶ AI applications in marketing, finance, operations, and supply chain
- ▶ Automation and intelligent decision-support systems
- ▶ Business intelligence tools and data visualisation techniques

Career Opportunities

- ▶ AI Business Analyst
- ▶ Data Analyst
- ▶ Business Intelligence Analyst
- ▶ AI Product / Strategy Analyst
- ▶ Digital Transformation Consultant



LOGISTICS & SUPPLY CHAIN MANAGEMENT

What You Will Learn

- ▶ Supply chain planning & procurement
- ▶ Warehousing & inventory management
- ▶ Transportation & distribution systems
- ▶ ERP & supply chain analytics

Career Opportunities

- ▶ Logistics Manager
- ▶ Supply Chain Analyst
- ▶ Procurement Executive
- ▶ Warehouse Manager
- ▶ Operations Executive



MBA IN TRAVEL & TOURISM MANAGEMENT

(2-Year Regular Program)



1.5 Years Theory & Practical + Final Semester Internship
Internships in: Airports, Travel Companies & Tourism Sectors



Amadeus & Galileo Training – The Most Powerful Global Reservation System for Airlines, Travel Agencies, Hotels & Tour Operators!

SPECIALIZATION OPTIONS IN THE 2ND YEAR

- ▶ Aviation Management
- ▶ Hotel Management
- ▶ Event Management

What You Will Learn

- ▶ Tourism & destination management
- ▶ Airline, airport & aviation operations
- ▶ Tour operations & travel agency management
- ▶ Event planning & hospitality management
- ▶ Travel technology & global reservation systems

Career Opportunities

- ▶ Airlines & Airport Operations
- ▶ Travel Agencies & Tour Companies
- ▶ Government & Private Tourism Departments
- ▶ Event Management & Corporate Hospitality
- ▶ MNCs & Global Travel Industry



Note The syllabus may change as per university guidelines and industry requirements.

ADMISSIONS

- MBA PG-CET Code: B274
- Admissions through PG-CET Counselling, KMAT & Management Quota (as per norms)

Industry-Integrated Value-Added Programs

- AI in Business
 - Business Analytics
 - Campus to Corporate
 - Digital Marketing
 - ERP – SAP
 - Financial Valuation & Modelling
 - HR Analytics
- (Programs may vary based on industry requirements.)

ELIGIBILITY Any Undergraduate Degree from a Recognised University

INDUSTRY PARTNERS FOR INTERNSHIP & PLACEMENT



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