

## Course Structure – Master of Business Administration

### 1. Program Overview

- **Brief introduction (2–3 lines)** - The Master of Business Administration (MBA) is a postgraduate program designed to develop managerial, analytical, ethical and industry ready management professional / leaders through a blend of theoretical knowledge and practical exposure. The program emphasizes on innovation, research, practical exposure, strategic thinking, entrepreneurship and decision-making capabilities
  - **Duration** – 2 Years (4 - Semesters)
  - **Affiliation & Recognition** – Affiliated to Bangalore University, Approved by All India Council for Technical Education (AICTE), New Delhi and Recognised & Approved by The Government of Karnataka.
  - **Mode** - Regular
  - **Medium of Instructions** - English
  - **Program focus (industry & outcome-oriented)** - The MBA programme at JICM delivers industry-oriented, outcome-based education focused on shaping competent, ethical, and job-ready professionals. By integrating theory with practical exposure through case studies, internships, and live projects, it strengthens students' analytical, leadership, and decision-making abilities. The programme aims to develop innovative, future-ready managers capable of adapting to dynamic business environments.
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### 2. Program Highlights (Why MBA at JICM)

- **Industry-Aligned Curriculum** – The syllabus is designed to meet current business needs by integrating core management concepts with emerging industry trends.
- **Holistic Skill Development** – The Programme enhances leadership, analytical, decision-making, and communication skills for handling complex business situations.
- **Experiential Learning** – Department of MBA at JICM emphasizes one case studies, role plays, and live projects to apply theory to real-world scenarios.
- **Specialisations** – We at JICM offers Finance, Marketing, Human Resource and Business Analytics to build domain expertise aligned with career goals.
- **Strong Industry Interface** – Includes Expert sessions, guest lectures, workshops, seminars, and industrial visits to bridge academia and industry. This exposure helps students understand current business practices and enhances their employability.

- **Internship & Practical Exposure** – Mandatory internships provide hands-on experience and insights into organizational functioning. It is an opportunity for the students to gain insights into organisational functioning.
  - **Focus on Employability and Career Readiness** – Our programme provides training in soft skills, aptitude, and interview techniques with placement support for career readiness.
  - **Entrepreneurial Orientation** – Encourages innovation and supports development of business ideas and ventures. Students are motivated to develop business ideas and gain the confidence to start their own ventures.
  - **Ethical Foundation** – We at our campus promote ethics, corporate governance, and social responsibility to build responsible professionals.
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### **3. Curriculum & Academic Framework**

- **Outcome-Based Education (OBE) aligned**

Each course is designed with clearly defined objectives and outcomes, aligning curriculum, teaching, and assessment to measurable learning achievements. The focus is on what students can apply and demonstrate, promoting student-centric learning, continuous evaluation, and industry readiness. In our MBA Program, for each course, the curriculum, teaching methods, and assessment processes are all aligned with the desired outcomes. Emphasis is placed on what students can demonstrate and apply rather than just what is taught.

- **CBCS / NEP structure (if applicable)**

The programme follows the Choice Based Credit System (CBCS), offering flexibility through core, elective, and open elective courses. It supports interdisciplinary learning, continuous assessment, and a credit-based progression system, enabling students to tailor their learning to career goals while enhancing overall academic quality.

- **Syllabus (Drive Link) –**

[https://drive.google.com/file/d/12Ms1EjZIUZv4F21\\_wNkuxT60q5ecPP0o/view?usp=drive\\_link](https://drive.google.com/file/d/12Ms1EjZIUZv4F21_wNkuxT60q5ecPP0o/view?usp=drive_link)

- **Credit & evaluation pattern (brief)**

- Total Credits: 104 (26 credits in each semester, as per university norms)
  - Internal Assessment: 30%
  - End Semester Examination: 70%
  - Internal Components: Internal Test, Assignments, Class Participation, Project Presentations and Attendance.
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#### 4. Teaching–Learning Process

- **Student-centric pedagogy**

JICM focuses on active learning through case studies, role plays, group discussions, and projects, with faculty as facilitators to promote critical thinking, collaboration, effective communication and problem-solving skills ensuring that students become confident, self-directed, and industry-ready professionals.

- **ICT-enabled classrooms**

All our classrooms are well connected with projectors, high-speed internet, and audio-visual aids to create interactive learning, support online assessments, and enhance digital competencies. These classrooms facilitate interactive and engaging learning experiences to the students

- **Case-based & experiential learning**

All the course teachers make use of case based teaching system (Case Studies), live projects, internships, simulations, and field visits to connect theory with real-world application and strengthen managerial skills and decision making skills.

- **Continuous internal assessment**

Continuous Internal Assessment (CIA) is an integral component of the program to ensure ongoing evaluation through tests, assignments, presentations, and participation, promoting consistent learning and comprehensive student development. CIA helps in monitoring students' understanding of subjects, encourages consistent learning, and provides timely feedback for improvement. This approach not only enhances academic performance but also ensures a complete evaluation of students' overall development.

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#### 5. Skill Enhancement & Value Addition

- **Value-added / certification courses –**

MBA department offers value added programmes to its MBA students. The value added programmes are offered are as follows:

<b><u>STEP English by The Hindu Group</u></b> <ul style="list-style-type: none"><li>• Personalised Learning Paths</li><li>• Practice Tests</li><li>• Certification</li><li>• Mobile Accessibility</li></ul>	<b><u>Employability Platform by Elcarreira Technologies</u></b> <ul style="list-style-type: none"><li>• Market Readiness Index</li><li>• Skill Mapping &amp; Career Insights</li><li>• Mock Interviews &amp; Performance Reports</li><li>• Psychometric Assessments</li><li>• Mobile App</li></ul>
<b><u>Digital Marketing Course - NIST Academy</u></b> <ul style="list-style-type: none"><li>• Technical Introduction</li></ul>	<b><u>3H Catalyst Programme by Sai Krushna Charitable Trust:</u></b>

<ul style="list-style-type: none"> <li>• SEO (Search Engine Optimisation)</li> <li>• SMO (Social Media Optimisation)</li> <li>• SMM (Social Media Marketing)</li> <li>• SEM (Search Engine Marketing)</li> <li>• Email Marketing</li> <li>• Mobile Marketing</li> <li>• Video Marketing</li> <li>• Google Analytics</li> </ul>	<ul style="list-style-type: none"> <li>• Resume Building,</li> <li>• Corporate Communication and Soft Skills</li> <li>• Interview Etiquette</li> <li>• Goal Setting and Time Management</li> <li>• Mock Interviews</li> <li>• Career Planning</li> <li>• Logical Reasoning</li> <li>• Overall Preplacement Training sessions</li> </ul>
<p><b>Data Analyst Role Readiness Programme (DARRP) (Power BI)</b></p> <ul style="list-style-type: none"> <li>• Practical Financial Reporting Training</li> <li>• Live Expert Sessions</li> <li>• Data Integration &amp; Reporting – Learn Excel integration with Power BI, Tableau, and SQL for effective data analysis.</li> <li>• Critical Thinking &amp; Problem-Solving</li> <li>• Career Guidance</li> </ul>	<ul style="list-style-type: none"> <li>• Advance Excel</li> <li>• Business Analytics</li> <li>• HR Analytics</li> <li>• Tableau</li> </ul>

- **Professional course integration (CA / CMA / CS)**

As an affiliated programme, direct integration is limited; however, the department enhances academic exposure through short-term international certificate programmes, with MOUs with foreign universities.

- **Internship opportunities**

A mandatory Summer Internship Project (SIP) after the second semester provides hands-on industry exposure. Students work for in the company for 4 weeks on live projects in organizations, bridging theory and practice, and are evaluated through a project report and viva as part of third-semester assessment. This provides the students an opportunity for practical exposure to real business environments and organizational functioning

Following are some of the companies where internship projects were carried out by our first batch students in the year 2025-26:

SL NO	Company Name
1	Bangalore Metro Rail Corporation Ltd
2	Prabhudas Lilladher Pvt Ltd
3	Rupeek Fintech Private Ltd
4	Anand Aluminium and UPVC Windows
5	Leonsmith Products Private Ltd
6	Sureworks Pvt Ltd

7	TKS Products Private Ltd (ERGOLINE)
8	Sriveda Sattva Pvt Ltd (Sri Tattva Pvt Ltd)
9	Shaja Samrudha Organic Producer Company Ltd
10	Dyashin Technosoft Pvt Ltd
11	Aravind Motors Pvt Ltd.
12	EYRIES Corporate Services Pvt Ltd
13	IDREAMZEDU

- **Industry immersion / field exposure**

Industry immersion and field exposure are essential components of the MBA programme, which aims at providing students with real-world business insights beyond the classroom. Through activities such as industrial visits, field studies, live projects, and interactions with industry professionals, students gain a deeper understanding of organizational practices, market dynamics, and operational challenges. The department had arranged the following industrial visits to our students during the last semester / year:

Sl. No	Date of Visit	Company Name	Students Taken
1	26.01.2025 to 28.01.2025	Visit to Madikeri –Coffee Day	Batch I - Students
2	09.07.2025	Visit to Indian Institute of Management, Bangalore.	Batch I - Students

## 6. Industry Interface & Experiential Learning

- **Induction / Orientation Program**

### Orientation Programme organised for Batch I – 2024-26

Date	Time	Topic	Resource Person
02.01.2025 Thursday	12.15 pm to 1.15 pm	Creating Leadership for Tomorrow	Mr. Rajesh K Executive Director, Jyothy Institute of Commerce and Management, Bengaluru
03.01.2025 Friday	10.00 am to 11.15 am	Road to Success - Inspirations	Mr. Lakshman Prasad B S Director - Academics, Jyothy Institute of Commerce and Management, Bengaluru
	11.45 am to 1.00 pm	Introduction to Research	Dr. S Sathyeshwar Principal, Jyothy Institute of Commerce and Management, Bengaluru
04.01.2025 Saturday	10.00 am to 11.15 am	Unleashing Potential – Nurturing my MBA	Dr. Gowrishha Professor and Director Centre for Educational and Social Studies (CESS), Bengaluru

	11.45 am to 1.00 pm		Dr. Bhagya G B Senior Assistant Professor Centre for Educational and Social Studies (CESS), Bengaluru
06.01.2025 Monday	10.00 am to 11.15 am	Leadership	Col TNC Vijayarathy, VSM Chief Program Coordinator, Human Networking Academy (A Division of Jain Group of Institutions) Bengaluru
	11.45 am to 1.00 pm	Essential Qualities for Professional Success	Dr. T. V. Raju Director – Planning, RV Educational Institutions, Bengaluru
07.01.2025 Tuesday	10.00 am to 11.15 am	“Re-invent Yourself”	Dr. D N S Kumar Chief Executive Officer (CEO), K R Management Consultancy Services Pvt. Ltd., Bengaluru Former Vice Chancellor, Sushant University, Gurugram-Haryana
	11.45 am to 1.00 pm	Academic Directions to MBA (University Guidelines)	Dr. Manjuanth S Menedhal Associate Professor, HOD-Department of MBA, Jyothy Institute of Commerce and Management, Bangalore

### **Orientation Programme organised for Batch II – 2025-27**

Date	Name of the Activities		
17.11.2025 to 21.11.2025	<b>One Week Orientation Programme was organised to MBA Second Batch - 2025-27</b>		
	<b>Date &amp; Time</b>	<b>Topic</b>	<b>Resource Person</b>
	<b>17.11.2025 – Monday</b>		
	11.45AM – 12.45PM	Way forward in AI era	<b>Sri. Rajesh K,</b> Executive Director, JICM
	1.30PM – 2.30PM	Excellence – The Process	<b>Prof. Lakshman Prasad B S</b> Director - Academic, JICM
	2.45PM – 3.45PM	Management for Beginners	<b>Dr. S Sathyeshwar,</b> Principal, JICM
	<b>18.11.2025 – Tuesday</b>		
	10.30AM to 12.30PM	Brand Identity to Brand Image : The Journey of Strong Brands	<b>Mr. Manjunath Shenoy,</b> Partner, UK&Co. Bangalore
	1.30PM to 3.30PM	AI Paradigms for Management	<b>Dr. Nagendra Karthik,</b> Professional and teacher Bangalore
	<b>19.11.2025 – Wednesday</b>		
	10.30AM to 12.30PM	Future Proofing your Careers Post MBA	<b>Mr. Deepak B V,</b> Senior HR Business Partner, Merck Group’s Life Science Division, Bangalore.
	1.30PM to 2.30PM	Bridging Classroom Learning with Corporate Success	<b>Mrs. Divya Theertha,</b> Training & Placement Officer,

			JICM, Bangalore
	2.30PM to 3.30PM	Value Added Courses and International Certification Programs	<b>Mrs. Sowmya T R,</b> Public / International Relations Officer, JICM, Bangalore
<b>20.11.2025 – Thursday</b>			
	10.30AM to 12.30PM	Contemporary Finance	Dr. Middi Appala Raju, Professor of Practice, Alliance Ascent College, Bangalore
	1.30PM to 3.30PM	Navigating Your MBA Journey: Guiding You Through Courses, Credits & Regulations	Dr. Manjunath Menedhal HOD – MBA, JICM, Bangalore
<b>21.11.2025 – Friday</b>			
	10.30AM to 12.30PM	The Champions’ Huddle	Dr. Divyesh Kumar Associate Professor, JICM, Bangalore Mr. Madhu H J, Physical Education Director, JICM Bangalore

• **Boot Camp Organised**

SL. No	Date	Name of the Activity
1	27.01.2026 to 05.02.2026	<b>9 Days Skill Development Boot Camp</b> for MBA III Semester Students was organised by MBA and Placement Cell of JICM in association with Akshara Enterprises, Bengaluru. <b>Resource Persons –</b> 1. Mr. Shreyas S – Marketing Manager 2. Mr. Suhas Krishna – HR Executive 3. Mr. Yuvan Melwin – Business Operations Analyst

• **Workshops / Seminars / Guest Lectures / Expert Sessions Organised**

Sl. No	Date	Topic	Resource Person
1	25.01.2025 & 15.02.2025	Workshop on Getting Started with Excel	Mr. Vallabh Mahale, HOD-BCA, JICM
2	20.02.2025	A session on Budget and Commerce – An Analysis of India Budget 2025-26	Dr. N S Viswanath, Director General, M.P.Birla Institute of Management, Bangalore
3	21.02.2025	Mad-Ad Competition	I Batch – I Semester Students
4	15.03.2024	Business Practitioners Session – AI in Banking and Finance	Mr. AJit A Joshi, Associate Director – ZETA, Bengaluru
5	07.04.2025	Role Play Competition	I Batch – I Semester Students
6	11.07.2025	Guest Lecture on <b>“Building Culture in the Age of Hybrid and Remote Work”</b> .	Dr. Uma Warriar, Learning Consultant & Psychological Counsellor
7	24.07.2025	<b>MBAzzle: The Management Puzzle Challenge</b> (Crossword Puzzle Competition)	I Batch – I Semester Students
8	30.07.2025	Expert Session on <b>“Igniting Innovation: Incubation and Accelerator Avenues for Early Stage Entrepreneurs”</b>	Dr. Divya Bharathi, Global Entrepreneur, QI Groups.
9	14.08.2025	<b>Expert Session</b> on <b>“Beyond Salaries: Mastering Personal Investments for MBAs”</b>	<b>Mr. Ramakrishna Joshi,</b>

			Founder MoneyJet, NISM Certified Research Analyst, Bengaluru
10	20.08.2025	<b>Faculty Development Workshop "CORE 1.0:Collaborate, Observe for Research Excellence"</b>	<b>Dr. Madhu S,</b> Professor-MBA Department, JICM Bengaluru.
11	22.08.2025	<b>Expert Session on "Business Model Canvas (BMC) and Angel Investment / Venture Capital Funding Opportunities for Early Stage Entrepreneurs"</b>	<b>Session 1 -</b> <b>Topic - "Business Model Canvas (BMC) "</b> <b>Resource Persons -</b> <b>Dr. D Pushpa Gowri ,</b> Senior Assistant Professor, Manipal University, Jaipur, Rajasthan <b>Session 2 -</b> <b>Topic - "Angel Investment/ Venture Capital Funding Opportunities for Early Stage Entrepreneurs"</b> <b>Resource Persons -</b> <b>Dr. Pratima Jagadeesh,</b> Founder -Director, Crecers Academy of Management & Education, Bengaluru
12	03.12.2022 & 04.12.2025	Two Days Workshop on " <b>Excel Skills for Modern Workplace"</b>	<b>Mr. Vallabh Mahale,</b> HOD, Department of Computer Applications, JICM, Bengaluru
13	05.01.2026	Expert Talk on " <b>AI and its Ramifications : Industry Trends and Career Readiness in the Context of Hard Versus Soft Skills Needed for Career Preparation in the World of AI"</b>	<b>Dr. Uday S Tate,</b> Professor of Marketing, Department of Marketing-MIS-ENT, Brad D.Smith School of Business, Lewis College of Business, Marshall University, USA
14	12.03.2026	Expert Session on "Protect Your Innovation – A now-how Session on Intellectual Property Rights"	Dr. Sowmya D N Director-M. Com, Seshadripuram First Grade College , Yelahanka New Town, Bengaluru
15	10.04.2026	Expert Session on "Communication as a Foundation For Performance"	Mrs. Shreya Krishna Rao Senior Leader Coach, Landmark Worldwide

• **Other Activities**

Sl. No	Date	Topic	Resource Person
1	27.06.2025	Observance of International Day Against Drug Abuse and Illicit Trafficking.	Prof. B.S. Lakshman Prasad, Director – Academics, JICM Dr. S Sathyeshwar, Principal, JICM, Bangalore
2	31.10.2025	Vigilance Awareness Week	-
3	12.12.2025	Awareness Programme on " <b>HPV Vaccine"</b>	<b>Dr. Middi Bose Venkata Sai Ridhira,</b> Duty Doctor, Sri Sathya Sai Institute of Higher Medical Sciences , Whitefield, Bangalore
4	12.01.2026	MBA I semester Students Participated in <b>National Youth Day – Youth Conclave 2026</b> organised by Ramakrishna Math at Swami Vivekananda Centenary Auditorium, Basavanagudi , Bangalore.	

5	16.01.2026	“National Start-up day”	
6	20.01.2026	Energy Literacy Training (Online Learning Module)	
7	23.01.2026	National Voters Day	
8	30.01.2026	National Martyrs Day	
9	16.01.2026	“National Start-up day”	
10	11.03.226	Participated in the Post Budget Webinar 2026-27 organised by the All India Council for Technical Education(AICTE), Department of Higher Education, Government of India Theme – Sabka Saath, Sabka Vikas – Fulfilling Aspirations of People Discussed on Implementation strategies of Key announcements made in the Union Budget 2026-27	

- **Industrial Visits**

Sl. No	Date of Visit	Company Name	Students Taken
01	13.05.2025	National Technology Day 2025 – Exposure Visit to Central Silk Technological Research Institute (CSTRI), Bengaluru.	Batch I Students
02	10.12.2025	Industrial Visit to " <b>Desiri Naturals Pvt Limited</b> ", 15, Off Bangalore Magadi Road, Rajanapalya, Solur Hobli, Magadi Taluk, Motaganahalli Panchayath, Ramanagara - 562127	Batch II Students

- **Research & project-based learning**

Research and project-based learning form an integral part of the MBA programme, enabling students to apply theoretical knowledge to real-world business situations. Through research methodology training, students develop the ability to identify problems, analyse data, and draw meaningful conclusions. Project-based learning, including internships, live projects, and dissertations, provides hands-on experience and enhances critical thinking, problem-solving, and decision-making skills. This approach not only strengthens academic understanding but also prepares students for industry challenges by fostering practical exposure, innovation, and independent learning. In each subject / course, the faculty members assign a project to a group of students where students are asked to work on the same and present the same in the class.

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## 7. Specializations & Electives

- **Specialization areas**

The following specialisations are offered by the Bangalore University. Based on his/ her choices, the student can opt for dual specialisation.

<b>Specialisations</b>	
<p><b><u>3.3 FINANCE</u></b>            3.3.1 Business Valuation &amp; Value Based Management            3.3.2 Indian Financial Systems            3.3.3. Investment Analysis and Management            3.3.4. Business Analytics using Excel</p> <p><b><u>3.4 MARKETING</u></b>            3.4.1 Retailing Management and Services            3.4.2 Consumer Behaviour            3.4.3 Rural and Agricultural Marketing            3.4.4. Business Analytics using Excel</p> <p><b><u>3.5 HUMAN RESOURCES</u></b>            3.5.1 Learning and Development            3.5.2 Team Dynamics at work            3.5.3 Performance Management Systems            3.5.4 Business Analytics using Excel</p> <p><b><u>3.6 HEALTH CARE MANAGEMENT</u></b>            3.6.1 Perspectives On Health Care Sector            3.6.2 Management of Public Health Systems            3.6.3 Health Economics            3.6.4. Business Analytics using Excel</p> <p><b><u>3.7 BANKING FINANCE AND INSURANCE SERVICES MANAGEMENT (BFIS)</u></b>            3.7.1 Strategic Credit Management in Banks            3.7.2 Insurance Planning &amp; Management            3.7.3 Indian Financial System            3.7.4. Business Analytics using Excel</p> <p><b><u>3.8 STARTUPS AND SMES MANAGEMENT</u></b>            3.8.1 Perspectives On Start-ups and SME            3.8.2 Basic Management Aspects of Small Business            3.8.3 Establishment of SMEs            3.8.4. Business Analytics using Excel</p> <p><b><u>3.9 BUSINESS ANALYTICS</u></b>            3.9.1 Data Science Using R and Python            3.9.2 Advanced Statistical Methods for Business Decision Making</p>	<p><b><u>4.2 FINANCE</u></b>            4.2.1 Financial Techniques for Strategic Decision-making            4.2.2 International Financial Management            4.2.3 Risk Management and Derivatives            4.2.4 Data Analysis and Visualization using Tableau</p> <p><b><u>4.3 MARKETING</u></b>            4.3.1 Strategic Brand Management            4.3.2 Marketing Research and Metrics            4.3.3 Digital Marketing            4.3.4 Data Analysis and Visualization using Tableau</p> <p><b><u>4.4 HUMAN RESOURCES</u></b>            4.4.1 Strategic HRM            4.4.2 International HRM            4.4.3 Talent and Knowledge Management            4.4.4 Data Analysis and Visualization using Tableau</p> <p><b><u>4.5 HEALTH CARE MANAGEMENT</u></b>            4.5.1 Basic Management Aspects of Health Care            4.5.2 Strategic Management in Health Care Settings            4.5.3 Management of Hospital Services            4.5.4 Data Analysis and Visualization using Tableau</p> <p><b><u>4.6 BANKING FINANCE AND INSURANCE SERVICES MANAGEMENT (BFIS)</u></b>            4.6.1 Banking Technology and Management            4.6.2 International Financial Management            4.6.3 Risk Management for Banks &amp; Insurance Companies            4.6.4 Data Analysis and Visualization using Tableau</p> <p><b><u>4.7 STARTUPS AND SMES MANAGEMENT</u></b>            4.7.1 Technology and Innovation            4.7.2 Internationalization of SMEs            4.7.3 Management of Start-ups            4.7.4 Data Analysis and Visualization using Tableau</p> <p><b><u>4.8 BUSINESS ANALYTICS</u></b>            4.8.1 Data Visualisation            4.8.2 Business Forecasting            4.8.3 Data Warehousing and Data Mining</p>

3.9.3 Analytics for Decision Making 3.9.4. Business Analytics using Excel	4.8.4 Data Analysis and Visualization using Tableau
<b><u>LOGISTICS AND SUPPLY CHAIN MANAGEMENT</u></b>	<b><u>4.9 LOGISTICS AND SUPPLY CHAIN MANAGEMENT</u></b>
3.10.1 Inventory Management	4.9.1 Supply Chain Planning and Strategies
3.10.2 Supply Chain Management	4.9.2 Global Procurement and Sourcing
3.10.3 Logistics Management Systems & Practices	4.9.3 Vendor Management
3.10.4. Business Analytics using Excel	4.9.4 Data Analysis and Visualization using Tableau

Presently at JICM, we are offering **Finance, Marketing, HR and Business Analytics specialisation**. Students can opt for any specialisation of his/ her choice.

- **Open electives (interdisciplinary learning)**

Open electives offered by Bangalore University MBA programs are interdisciplinary courses offered to enhance students' knowledge beyond their core specialization. These subjects provide exposure to emerging and diverse fields such as entrepreneurship, international business, fintech, and social sector management, thereby supporting holistic and flexible learning as per modern education frameworks. Some of the Open electives offered by University are:

- Write it Right
- Media and Society
- Cyber Security etc.

Based on the student's interest, the department will offer the open elective to the students.

## **8. Program Outcomes (POs)**

The MBA programme aligned with Bangalore University aims to develop graduates who can apply management knowledge effectively, think critically, and make data-driven decisions in dynamic business environments. Students are equipped with leadership, communication, and problem-solving skills, along with a strong foundation in ethics and social responsibility. The programme also fosters global business awareness, research capabilities, and entrepreneurial thinking, ensuring that graduates are adaptable, industry-ready, and committed to lifelong learning. In nutshell the POs are:

- **Application of Management Knowledge**
- **Analytical and Critical Thinking Skills**
- **Leadership and Teamwork**
- **Problem-Solving and Decision-Making**

- Ethical and Social Responsibility
  - Global Business Awareness
  - Research and Data Analysis
  - Entrepreneurial and Innovative Thinking
  - Lifelong Learning and Adaptability
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## **9. Career Pathways**

- **Employment opportunities**

Our MBA graduates have diverse employment opportunities across various sectors such as banking, finance, marketing, human resources, consulting, operations, and information technology. They can take up roles like Financial Analyst, Marketing Analyst, Business Development Officers, HR Analyst, Business Analyst, Operations Manager, and Management Consultant in corporate organizations, start-ups, and multinational companies. Since our students are in third semester, the companies have started visiting our campus for recruitment.

- **Higher education**

After completing an MBA, students have several avenues for higher education to further enhance their expertise and career prospects. They can pursue a Ph.D. in Management or related disciplines for careers in academia and research. Professional certifications such as Chartered Financial Analyst (CFA), Chartered Accountant (CA), Cost and Management Accountant (CMA), or Company Secretary (CS) are also popular choices for specialization in finance and corporate domains. Additionally, students may opt for executive education programs, specialized postgraduate diplomas, or international certifications in areas like data analytics, digital marketing, or supply chain management, enabling them to gain advanced knowledge and global career opportunities.

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## **10. Achievements & Recognition**

- **Student achievements**

Students of the MBA programme have consistently demonstrated excellence by actively participating in paper presentations, intercollegiate management fests and sports events. They have showcased their managerial, analytical, and teamwork skills by securing prizes

in events such as business quizzes, case study competitions, marketing games, and cultural activities. Alongside academic pursuits, students have also excelled in sports by winning accolades in university competitions, reflecting their discipline, leadership, and team spirit. These achievements highlight the institution's commitment to holistic development and encourage students to balance academics with co-curricular and extracurricular excellence. The following table shows the highlight of the achievements

### Management Fests

Sl. No	Name of the Student	Event	Organisers	Prize
1	Ms. Manasa and Ms. Rakshitha	HR	RNS First Grade College on 24.03.2026	Won I Prize
2.	II Batch Students	Treasure Hunt	RNS First Grade College on 24.03.2026	Participated
3	Ajay M Sridevi K Karthik S Hemavathi G	Ideathon 2025	Jyothy Institute of Commerce and Management, Bangalore on 21.08.2025	Second Prize Winners Cash Prize
4	I Batch Students	Finance Marketing HR Treasure Hunt	Students Participation in Yuvotsav 2K25 organised by Department of Management Studies, Dayananda Sagar Academy of Technology and Management	Participated

### Sports

Sl. No	Name of the Student	Event	Organisers	Prize
1	I & II Batch of MBA Students	Inter-collegiate Cricket Tournament	RNS First Grade College on 24.03.2026	Participated
2	Ajay M	Inter University Softball Tournament represented Bangalore University	Sant Gadge Baba, Amaravati University, Maharashtra on 01.02.2026 to 06.02.2026	Represented Bangalore University
3	Ajay M	Inter University Baseball Tournament	Savitribai Phule, Pune University, Baramati, Maharashtra on 02.01.2026 to 07.01.2026	Represented Bangalore University
4	I Batch of MBA Students	Inter-collegiate Cricket Tournament	T John College On 31.07.2025	Participated
5	Ajay M	Inter-collegiate Weight lifting Competition	Bangalore University On 02.11.2025	Won Silver Medal

## Paper Presentations

Sl. No	Details
1	MBA I semester Students – <b>Mr. Ajay Gowda and Mr. Ashish Shetty</b> , actively participated and presented a research paper titled “ <b>Circular Economy Model and Their Implications for Business Transformation: A Theoretical Perspective</b> ” at the International Conference on Economic Resilience and Social Science, and Agriculture organised by Research Education Solutions in association with Institute of Management, B-School, Bhubaneswar, held on March 01, 2025 in virtual mode through Google Meet.
2	<b>Mr. Ajay Gowda and Mr. Ashish Shetty</b> of Second Semester MBA presented a research paper titled “ <b>Digital Transformation and Rural Start-ups : Leveraging Technology for Local Enterprise Development in India@2047</b> ” at the International Conference on “Future Frontiers towards Viksit Bharat 2047:Scholarly Dialogue on Business, Technology, Social Science & Learning Ecosystems” organised by Research Education Solutions and NMIET, Bhubaneswar, Odisha held on July 10, 2025 in virtual mode.
3	<b>Ms. Hemavathi G and Ms. Sridevi K</b> of Second semester MBA presented a research paper titled “ <b>Workforce 2047: Management Skill Development for Digital India</b> ” at the International Conference on “Future Frontiers towards Viksit Bharat 2047:Scholarly Dialogue on Business, Technology, Social Science & Learning Ecosystems” organised by Research Education Solutions and NMIET, Bhubaneswar, Odisha held on July 10, 2025 in virtual mode.
4	<b>Mr. S Mayur Gowda and Mr. Karthik S</b> of Second Semester MBA presented a research paper titled “ <b>Digital Financial Services (DFS) and their role in Enhancing Women’s Financial Inclusion : A Review</b> ” at the 3 <sup>rd</sup> International Conference DRISHTI-2025: A New Era in Management & Technology, organised by Vivekakanda College of Engineering & technology (VCET) Puttur held on August 09, 2025 in virtual mode.
5	<b>Ms. Likitha J and Ms. Srusti S</b> of Second semester MBA presented a research paper titled “ <b>From Inclusion to Innovation: The Impact of Digital Economy on India’s Development</b> ” at the National Seminar on “AI in Education : Applications and Ramifications” organised by RPA First Grade College, Rajajinagar, Bangalore held on August 2, 2025 in offline mode.
6	<b>Ms. Kannika and Ms. Priyanka</b> of Second semester MBA presented a research paper titled “ <b>Gamification in HR Practices : A Pathway to Higher Engagement and Performance</b> ” at the 5 <sup>th</sup> National Conference on Student Research Paper Presentation – ESPLORO organised by RNSIT- MBA Department, Bengaluru held on September 24, 2025 in offline mode.
7	<b>Ms. Manasa S and Ms. Kavya shree J</b> of First Semester MBA presented a research paper titled “ <b>Future-Proofing the Workforce : Upskilling as the New HR Mandate</b> ” at the International Conference on Sustainable Innovations in Agriculture, Digital Technologies, Business Management, Education and Social Research organised by Research Education Solution in association with Arya School of Management and Computer Science, Bhubaneswar, Odisha held on December 20, 2025 in online mode.

8	<p><b>Ms. Priyanka</b> of third semester MBA presented a research paper titled “ <b>A study of the Impact of Employee Engagement on Service Quality</b>” at one day National Level Virtual Conference – NEXERA 2026 on Transforming Business Ecosystem – through Technology Driven innovation organised by Seshadripuram First Grade College, Bengaluru held on March 28, 2026.</p>
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- Academic ranks / awards -**

We are in the second year of operation and our first batch of students are in the final year. The academic performance of our first batch of students in the previous semesters is as follows:

Sl. No	Term Grade	I semester	II semester
1	A (Very Good)	06	07
2	B+ (Good)	08	05
3	B (Above Average)	01	01
<b>Total</b>		<b>15</b>	<b>13</b>
<b>Highest SGPA</b>		<b>7.5</b>	<b>7.92</b>

**Ms. Rekha N.** (Batch 2025-2027) received an award from the Governor of Karnataka, Sri. Thawarchand Gehlot, for highest marks in Commerce in her B. Com during the 60th Bangalore University Convocation.

- Institutional recognition –**

Jyothy Institute of Commerce and Management (JICM), Bengaluru, has received recognition for academic excellence, including the "Promising & Trusted Commerce & Management Studies College of the Year 2025 – Karnataka" at the India Elite Education & Institutional Excellence Awards.

## 11. Admission Eligibility

- Qualification criteria -**

The candidate with graduate degree in any discipline from Government recognized University with minimum 50% marks in aggregate along with regular SSLC/10th + PUC/12th /3 years

Diploma are eligible. Further, the candidate has to appear for at least one entrance test recognized by the AICTE, New Delhi to be eligible to pursue Full-Time regular MBA programme as per the Government norms.

The institute consider the following entrance tests for admitting the student for MBA program:

- PG CET - <https://cetonline.karnataka.gov.in/kea/>
- AIMA MAT – <http://www.aima.in/>
- KMAT – <https://www.kmatindia.com/>
- AICTE – <https://cmat.nta.nic.in/>
- Any other tests recognised by the AICTE

- **Basic requirements**

**Admission Procedure for Government Quota Seats**

The government quota seats are admitted considering the KEA – PG CET Scorecard. For more information on PG CET conducted by Karnataka Examinations Authority please visit: <http://kea.kar.nic.in> (For admissions through Government quota)

**Documents Required at the Time of Admission**

Sl.No	Original Documents
1	SSLC / 10th Marks Card
2	PUC / 12th Marks Card
3	Degree Marks Cards (All semesters / years)
4	Study / Conduct Certificate from previous institution studied
5	Transfer Certificate
6	Provisional Degree Certificate
7	Migration Certificate
8	KMAT/MAT/PGCET Score Card
9	Aadhar Card and Voter ID
10	PAN Card of Father / Mother / Guardian
11	Affidavit from Parents and Students for Anti-Ragging Activities (After Admission)
12	Under Taking Form
13	Photographs of Candidate, Parents / Guardian