

CURRICULUM

CORE COURSES

- Principles and Practices of Management
- Business communication
- Financial Accounting
- Business Statistics
- Business Laws
- Computer Application in Management with MS Office
- Organizational Behavior
- Financial Management
- Marketing Management
- Human Resource Management
- International Business
- Entrepreneurship and small scale management
- Company Law
- Cost Accounting
- Managerial Economics
- Research Methodology
- Management Information System
- Project Management
- Strategic Management
- Higher Accounting
- Environmental Science
- Business Ethics, Corporate Social Responsibility & Governance
- Production and Operations Management
- E- Commerce
- Income Tax, Law and Practices
- Enterprise Resource Planning
- Operations Research
- Corporate Accounting
- Supply Chain Management
- Data Analytics
- Goods and Services Tax
- Total Quality Management

MARKETING ELECTIVES

- Advertising and Brand Management
- Consumer Behavior
- Service Marketing
- Digital Marketing
- Rural and Agriculture Marketing
- Retailing
- Marketing Analytics
- International Marketing

HR ELECTIVES

- Industrial Law
- Social security and welfare
- Industrial Relations
- Compensation Planning
- Managerial Behavior and Effectiveness
- Strategic Human Resource
- Human Resource Analytics
- International Human Resource Management

FINANCE ELECTIVES

- Indian Financial System
- Investment Management
- Financial Risk Management
- Business Taxation
- Banking and Insurance
- Strategic Finance
- International Finance
- Financial Analytics

SKILL ENHANCEMENT COURSE

- Tally Part
- Seminar Presentation
- Book Review
- Personality Development
- Social Project
- Industrial Visit
- Project: Financing from banks for inception of business enterprise
- Event Management
- Export Management and Documentation
- Project Planning
- French Language Part
- Learning Through Movies
- Advance MS-Excel
- Mock Interview
- Major Research Project
- Database Management System Using MS Access
- Aptitude



Upcoming Campus...



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A GRADE INSTITUTE



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PRESTIGE
INSTITUTE OF MANAGEMENT & RESEARCH, GWALIOR
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CORPORATE REALITY**



MBA INTEGRATED



Integrate Now to Match Corporate Reality

WHY PRESTIGE GWALIOR ?

Prestige institute of Management & Research, Gwalior is the only autonomous institute in the region offering MBA- Integrated Program. The Program focuses on making the student leaders and entrepreneurs. The true essence of integration is visible wherein program is designed to provide student with dual specialization. Program focuses on exposure to global trade, IT and industry oriented core and electives courses thus harmonizes the graduation and post-graduation phase cerebrally. Being the most loved institute, Prestige institute of Management & Research, Gwalior conducts various activities and special workshops for the overall development of the students. Prestige provides the right nurturing ground via excellent faculty members and conducive learning environment o enable students to pursue their entrepreneurial ambitions with values and creativity. The successful completion of this course, honours the students with a Master of Business Administration (Integrated) Degree.

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EVERY YEAR 800+ STUDENTS RECRUITED IN 100+ COMPANIES

FACULTY WITH EXPOSURE FROM NATIONALLY REPUTED INSTITUTIONS



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