

DISCOVER THE PU WAY OF LEARNING

INNOVATIVE.

IMPACTFUL.

INTEGRATED.

5 YEAR IMP PROGRAM





Program Overview

THE INTEGRATED MANAGEMENT PROGRAM (IMP)

In order to create a difference in imparting management education, PU offers the IMP consisting of 3 years of BBA spread across 6 semesters and 2 years of MBA in various specializations such as General Management, E-Business, Business Analytics and Artificial Intelligence, Food and Agribusiness, and Logistics and Supply Chain Management that is spread over 6 trimesters. The program is a unique blend of contemporary management courses conceptualized by faculty members of top class academic and industry/ entrepreneurship experience. It is housed in the Prestige University Campus on the Ujjain-Indore Road and has top-notch infrastructure facilities.

The course offerings of the IMP program are designed to provide students extensive engagement through experiential learning so as to imbibe the essence of creating, managing and sustaining enterprises through hands-on real-life experience.

The Distinctive Edge

- Focus on experiential learning with almost 40% program content involving outside class room activities.
- End-to-end link-up with corporates/ enterprises for providing contemporary insights pertaining to the real world.
- Flexibility and modular approach to learning: students have the flexibility to choose credit courses based on their interest areas.
- Out-bound experiential involvement that include visits to enterprises.
- A unique study excursion that offers real world learning beyond the classroom.

Pedagogy

The pedagogy at PU varies for different courses that takes into consideration the theoretical understandings of students and their individual needs. The course curriculum uses various teaching methodologies, such as case studies, group and individual projects, student presentations, simulation exercises, business games, role play, field visits, etc. Many courses bring in industry experts to integrate classroom learning with industry practice.



The teaching pedagogy will help develop well-rounded individuals that possess critical 21st century capacities, including increased creativity and innovation, critical thinking and higher-order thinking capacities, problem-solving abilities, teamwork, communication skills, more in-depth learning and mastery of curricula across fields, increases in social and moral awareness, besides general engagement and enjoyment of learning.

COURSE CURRICULUM (BBA)

Semester	Courses-Proposed	Credits
1	Management & Business Fundamentals	3
1	English Literature	3
1	Indian Ethos and Values	2
1	Principles of Accounting	3
1	Introduction to Psychology	3
1	Discrete Mathematics	3
1	Introduction to Business Applications	3
	Total Semester Credits	20

2	Microeconomics Foundations	3
2	Indian Business History	3
2	Cost Accounting	3
2	Principles of Marketing	3
2	Business Mathematics	3
2	Language and Communication	3
2	Social Immersion	2
	Total Semester Credits	20

3	Technologies in Business	3
3	Macroeconomics Foundations	3
3	Indian Political System	3
3	Business Finance	3
3	Introduction to Sociology	3
3	Business Statistics	3
3	Analytics with R	2
	Total Semester Credits	20

4	Entrepreneurship & Innovation	3
4	Research Methodology	3
4	Sustainability	3
4	Operations Management	3
4	Principles of People Management	3
4	Foreign Language-I (German)	3
4	Analytics with Python	2
4	Industry Visit	2
	Total Semester Credits	22

5	Logistics & Supply Chain Management	3
5	Product Management	3
5	Developing Self and Personality: Power Skills	3
5	Leading Organizations	3
5	Foreign Language-II (German)	3
5	Capstone Project I	6
5	Experiential Team Leadership: Excursion	6
	Total Semester Credits	27

6	E-Business	3
6	Business Laws	3
6	Services Management	3
6	Behavioral Economics	3
6	Personal Finance and Wealth Management	3
6	AI & Society	3
6	Mindfulness & Stress Management	3
6	Capstone Project-II	6
	Total Semester Credits	27



COURSE CURRICULUM (MBA)

Term	Type	Courses-Final	Credits
1	Foundation	Business Statistics	3
1	Foundation	Organization Behaviour	3
1	Foundation	Financial Accounting	3
1	Functional	Marketing Mangement	3
1	Foundation	Managerial Economics	3
1	Skill	Analytical and Report Writing	1.5
1	Skill	Business Presentation Skills	1.5
1	Skill	Workshop on Spreadsheets	1.5
1	Skill	Professional Development Workshop	0
		Total Credits	19.5

Term	Type	Courses-Final	Credits
2	Functional	Management Accounting	3
2	Perspective	Economic Environment	3
2	Functional	Operations Research	3
2	Functional	Human Resource Management	3
2	Functional	Management Information Systems	3
2	Foundation	Business Research Methods	3
2	Perspective	Business Laws & Ethics	1.5
2	Perspective	Industry Visit	0
		Total Credits	19.5

Term	Type	Courses-Final	Credits
3	Functional	Operations Management	3
3	Functional	Financial Management	3
3	Integrative	Corporate Strategy	3
3	Integrative	Innovation and Entrepreneurship	3
3	Perspective	Business, Society & Sustainability	3
3	Skill	Data Analytics & Visualization	3
3	Skill	Industry Workshop (Professional Certificate)	0
3	Skill	Professional Development Workshop	0
		Total Credits	18

Term	Type	Courses-Final	Credits
4	Immersive	Corporate Immersion	12

Term	Type	Courses-Final	Credits
5	Functional	Elective 1F	3
5	Functional	Elective 2F	3
5	Functional	Elective 3F/S	3
5	Sectoral	Elective 1S/F	3
5	Integrative	Leadership & Change Management	3
5	Immersive	Venture Lab 1	3
5	Skill	Negotiations & Conflict Resolutions	0
5	Skill	Professional Development Workshop	0
		Total Credits	18

Term	Type	Courses-Final	Credits
6	Functional	Elective 4F	3
6	Functional	Elective 5F	3
6	Functional	Elective 6F/S	3
6	Sectoral	Elective 2S/F	2
6	Immersive	Venture Lab 2	1.5
6	Immersive	Discovering Self	1.5
6	Skill	AI for Business	0
6	Skill	Professional Development Workshop	0
		Total Credits	14

FEE STRUCTURES

Program / Facility	Fee (Per Annum)*	Details
5-Year Integrated Master's Program	INR 4.3 Lakhs	Tuition fee per academic year
On-Campus Hostel Accommodation (Optional)	INR 1.1 Lakh	Twin-sharing rooms with centralized air-conditioning, including 4 vegetarian meals / day.



PROFILES OF OUR ESTEEMED FACULTY MEMBERS



Prof. Shivrinder Pal (Associate Professor of Practice)
Institute : IIM Kozhikode
Experience : 29+ years
Qualification : PHD (Marketing Management)



Prof. Himanshu Upadhyaya (Associate Professor of Practice)
Institute : JNU Delhi
Experience : 11+ years
Qualification : PHD (Science Policy)



Prof. Bharat Singh Patel
Institute : IIT-BHU
Experience : 7+ years
Qualification : PHD (Supply Chain Management)



Prof. Liji James (Assistant Professor)
Institute : IIM kozhikode
Experience : 3+ years
Qualification : PHD (OBHRM)



Prof. Juhee Singh (Assistant Professor)
Institute : IIT Indore
Experience : 2+ years
Qualification : PHD (Economics)



Prof. Riyaz Alam (Assistant Professor)
Institute : IIT Roorkee
Experience : 2+ years
Qualification : PHD (Economics)



Prof. Preeti Kalyan
Institute : IIM Sambalpur
Experience : 2+ years
Qualification : PHD (Pursuing - Strategy)



Prof. Adwitiya Gupta
Institute : IIM Raipur
Experience : 1+ years
Qualification : PHD (Pursuing - Economics)



Prof. Ravi Raushan Jha
Institute : IIT Roorkee
Experience : N/A
Qualification : PHD (Pursuing-Finance and Accounting)



Prof. Nakul Singh Chauhan
Institute : DAVV (PIMR Research Centre)
Experience : 11+ years
Qualification : PHD (Pursuing - Micro Finance and Social Economic Development)



Prof. Nagendra Yadav
Institute : IIM Ranchi
Experience : 2+ years
Qualification : PHD (Operations Management)



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