



IMA INTERNATIONAL B-SCHOOL-IMA-IBS

Founded By CIHF: Est. & Regd. under B.P.T. (Bombay Act XXIX of 1950) Act of Govt. Applicable to Maharashtra and Gujarat, (INDIA)

Regular Full Time PGPM + MBA (Degree)

From Limkokwing University of Creative Technology- (LUCT)

U.K or Kuala-Lumpur, Malaysia Campus

Admission Open for Year 2009 – 2010

Post Graduate Program in Management + Masters in Business Administration (PGPM + MBA)

International Credit Transfer Program

IMA-IBS has got Advanced Standing for its Flagship Programme **PGPM (Fast-Track)** from **Limkokwing University of Creative Technology (LUCT) – UK & Malaysia. All Postgraduate Diploma Holder of IMA will get 100% Credit Transfer** for the first semester study at IMA (12 Credit) & hence all successfully passed out students of IMA will be eligible for direct Admission in Second Semester (MBA Degree) Limkokwing University of Creative Technology (LUCT) – U.K or Malaysia.

The Limkokwing University of Creative Technology- LUCT has more than **25,000 students** from **140 countries & 6 continents** studying across their 7 campuses worldwide.

With this collaborative arrangement now the students in INDIA will get their prestigious International MBA (Degree) either from LUCT U.K or Malaysia Campus in just **1.5 Yrs** instead of the regular 2 Yrs duration and also gets a **dual Certification** PGPM from IMA-IBS & MBA (Degree) from LUCT to enhance their professional career in India & Abroad.

Prestigious Awards earned by Limkokwing University

Paris - International Gold Start Award in 2006

Geneva - Century International Quality Era Platinum Award 2007

London - International Quality Crown Award in 2007

Frankfurt - International Arch of Europe Diamond Award in 2008

New York - Visionary Leadership in Innovative Education Award in 2008

Limkokwing University of Creative Technology (LUCT) – U.K has "A" rating of as per new visa system

For More Information about LUCT Campus & Detail Students can log-on to the official Website of LUCT at the below mentioned URL.

Official Website URL: <http://www.limkokwing.net>



IMA INTERNATIONAL B-SCHOOL-IMA-IBS

Founded By CIHF: Est. & Regd. under B.P.T. (Bombay Act XXIX of 1950) Act of Govt. Applicable to Maharashtra and Gujarat, (INDIA)

Regular Full Time PGPM + MBA (Degree)

From Limkokwing University of Creative Technology- (LUCT)

U.K or Kuala-Lumpur, Malaysia Campus

Credit Transfer Arrangement & Program Detail:

We are pleased to announce that all IMA-IBS students holding the Postgraduate Diploma are eligible for admission with advance standing into Limkokwing University of Creative Technology Postgraduate program (MBA). Below are the subjects which will be exempted (4 Subjects, 12 Credit Hours, 6 Months),

- Management
- Managerial Accounting
- Managerial Economics
- Quantitative Business Methods

Therefore students from IMA-IBS will require another 30 Credits (1 Year) to complete their Postgraduate degree for MBA Program at Limkokwing University of Creative Technology.

Eligibility for 100 % Credit Transfer for IMA-IBS, PGPM (First Semester) into LUCT, MBA (Degree) from U.K or Malaysia Campus:

Eligibility:

Please note that all successfully passed out students from IMA-IBS, PGPM program (First Semester) must have 65% and above score in all 4 above mentioned subjects.

Majors:

Majors for students to choose for MBA (Degree) from LUCT U.K or Malaysia:

1. MBA in Finance & Banking
2. MBA in Human Resource Management
3. MBA in Multimedia Management
4. MBA in Communication & Public Relations
5. MBA in Leisure & Tourism Management
6. MBA in Sports Management



IMA INTERNATIONAL B-SCHOOL-IMA-IBS

Founded By CIHF: Est. & Regd. under B.P.T. (Bombay Act XXIX of 1950) Act of Govt. Applicable to Maharashtra and Gujarat, (INDIA)

Regular Full Time PGPM + MBA (Degree)

From Limkokwing University of Creative Technology- (LUCT)

U.K or Kuala-Lumpur, Malaysia Campus

**BATCHES ADMITTED FROM THE ACADEMIC YEAR
2009-2010 ONWARDS**

1. The Course

The IMA-IBS, Autonomous PGPM + MBA (Degree) program is divided into two academic sessions consisting of three (3) Semesters – One semesters at IMA-IBS (INDIA Campus) – After passing the first semester all students who have secured more than or equal to 65% in the first semester will be eligible for 100 % Credit Transfer and admission in LUCT, MBA (Degree) Program at U.K or Malaysia Campus for Semester 2 & 3, duration one year of International Studies.

2. Admission

Candidates possessing a Bachelor Degree in any discipline with 40% aggregate marks and who successfully qualify for IMAAT (IMA-Aptitude Test) exam are eligible for admission to PGPM + MBA (Degree) programme subject to the rules and regulations of the IMA-IBS & Limkokwing University of Creative Technology from time to time.

At the time of Admission all students applying for PGPM + MBA (Degree) will get enrolled with IMA-IBS & Limkokwing University of Creative Technology (LUCT) and hence they need to register themselves with IMA-IBS & LUCT by paying the Registration Fees as mentioned in the Fees Structure and fill the Application form for IMA-IBS & LUCT respectively.

3. Course Structure, Course content and Aggregate marks

The PGPM programme offers in all 6 papers consisting of 4 core papers and 2 General papers. The details of semester wise subjects, Course content and aggregate marks are as mentioned below:



IMA INTERNATIONAL B-SCHOOL-IMA-IBS

Founded By CIHF: Est. & Regd. under B.P.T. (Bombay Act XXIX of 1950) Act of Govt. Applicable to Maharashtra and Gujarat, (INDIA)

4. Rules of Promotion

Minimum 75% Attendance Compulsory for All Classes

The minimum pass marks shall be 65% in each paper including internal assessment. Two Internal Assessment examinations shall be conducted in the first semester (Only for PGPM). Out of the marks obtained by the student in two examinations, the higher marks shall be considered. The detailed rules concerning Internal Assessment examinations shall be as per the IMA-IBS rules applicable to all PG examinations.

At the end of the first semester, the result of the candidate shall be declared after ensuring that a student passes all the semester exams by securing a minimum of 65% aggregate in each subject. The students who could not secure 65% aggregate marks in any subject can appear for all or any of the papers of that particular semester for securing the required aggregate marks on request.

5. Declaration of result at the end of semester I:

There shall be only two divisions viz,

- II Division: 65% and above but less than 70%
- I Division: 70% and above but less than 75%

Candidates securing 75% and above shall be awarded first Division with distinction.

- ii) The award of Division, distinction and rank will be in accordance with the general Rules applicable at IMA-IBS.
- iii) The rules pertaining to improvement shall be the same as are applicable to other P.G. Courses in the LUCT.



IMA INTERNATIONAL B-SCHOOL-IMA-IBS

Founded By CIHF: Est. & Regd. under B.P.T. (Bombay Act XXIX of 1950) Act of Govt. Applicable to Maharashtra and Gujarat, (INDIA)

Detailed Course Curriculum PGPM (First Semester) at IMA-IBS, INDIA:

Course Code	Subject Title	Credits	Internal Marks	Examination Marks	Total Marks
101	Management (General)	3	20	80	100
102	Managerial Economics	3	20	80	100
103	Managerial Accounting	3	20	80	100
104	Quantitative Business Methods	3	20	80	100
105	Business Communication	3	20	80	100
106	Personality Development & Communication Skills	3	20	80	100
	Total:	18	120	480	600

Course Name: Management (General)

Course No.101 Marks Distribution: 20 + 80

Learning Objectives:

1. To introduce the concepts of organization and management
2. To ensure the understanding of different principles, functions and process of Management

Unit I: Introduction to Organization and Management:

Organization: - Definition and nature of organizations – characteristics- Types of organizations: Formal and informal - Management: Definition and Characteristics. Management as an Art, Science and Profession. Concept of efficiency and effectiveness – Functions of Management: Planning, Organizing, Staffing, Leading, and controlling – Approaches: An Overview of Classical, Human Relations and Systems Approaches- Fayol's Principles of Management.

Unit II: Planning and Decision Making: Types of Plans – MBO - Decision Making: Decision Making Process, Types of Decisions - Decision Making Models: Classical, Administrative and Political - Group Decision Making Techniques: Brain Storming, Delphi, Nominal Group Technique, Lotus Blossom Technique

Unit III: Organizing:

Departmentation: Product, Functional, Matrix and other bases for Departmentation, Team based, Virtual, Boundary-less and Learning Organization - Authority and Responsibility: Bases for authority, power and responsibility, distinctions - Delegation and Decentralization: Concept, Barriers and Overcoming barriers to delegation, factors pointing to decentralization - Span of Management: Factors influencing Span, Span and Organisation Structure - Line and Staff: Concepts and conflicts, resolution of conflicts.

Unit IV: Leadership and Controlling:

Direction: Elements - Motivation: Nature of Motivation, motivators, financial and non-financial.- Leadership: Nature, Trait and Charismatic approach, leadership styles, Ohio and Michigan studies, Managerial Grid –



IMA INTERNATIONAL B-SCHOOL-IMA-IBS

Founded By CIHF: Est. & Regd. under B.P.T. (Bombay Act XXIX of 1950) Act of Govt. Applicable to Maharashtra and Gujarat, (INDIA)

Communication: Process, types and barriers. – Coordination: Nature, methods and techniques. – Controlling: Control process, types-Problems, Requisites of Good Control System.

Unit V: International Management:

International Management: Challenges of present day management- Factors influencing International Management-International Organizational design: Organizational structures in international organisations. - Leadership in international organisations: Leadership traits and preferences in international organisations. - Communication in international organisations: Communication in International Organisations.

Text Books:

1. Wehrich Heinz, Cannice V Mark and Koontz Harold, 2008, Management: A Global and Entrepreneurial Perspective, Tata McGraw Hill Publishing Company Limited, New Delhi.
2. Cullen B John and Praveen K Parboteeah, 2005, International Management: A Strategic Perspective, Cengage Learning India Private Limited, New Delhi.

Reference Books:

1. Daft L.Richard, 2006, The New Era of Management, Thomson Corporation, New Delhi.
2. Robbins P Stephen and Decenzo A David, 2006, Fundamental of Management: Essential Concepts and Applications, Pearson Education, New Delhi, p 53.
3. Sridhara Bhat, 2005, Management and Behavioural Process: Text and Cases, Himalaya Publishing House, Hyderabad.
4. Satya Raju, R and Parthasarathy, A, 2005, Management: Text and Cases, Prentice Hall of India Private Limited, New Delhi.
5. Hill W L Charles and McShane L Steven, 2008, Principles of Management, Tata McGraw Hill Company Limited, New Delhi.

Course Name: MANAGERIAL ECONOMICS

Course No. 102 Marks Distribution: 20+80

Learning Objectives:

1. To highlight the significance of Managerial Economics in Business Management & Managerial Decision Making;
2. To outline the basic tools and techniques of economic analysis useful for business decisions;
3. To explain different types of competitive situations of a business firm in the market for gaining competitive advantage; and
4. To enable the students to gain expertise in the core areas of Business operations of a firm.

Unit I-Introduction

Nature, Scope and Significance of Managerial Economics- Tools and Techniques of Analysis- Theory of Firm- Alternatives- Objectives of Firm- Functions of Managerial Economist in Business Firm- Impact of Information Technology on Managerial Economics- Economic factors influencing and decision making.

Unit II- Demand Analysis

Demand Analysis- Significance- Demand Functions- Law of Demand- Elasticity of Demand- Supply Analysis, Supply function, Elasticity of Supply- Significance of Elasticity Demand in Pricing Decision- Demand Forecasting- Techniques of Demand Forecasting, Supply Function, Elasticity of Supply, Significance of Supply Elasticity. (Simple Problems)



IMA INTERNATIONAL B-SCHOOL-IMA-IBS

Founded By CIHF: Est. & Regd. under B.P.T. (Bombay Act XXIX of 1950) Act of Govt. Applicable to Maharashtra and Gujarat, (INDIA)

Unit III- Cost and Production Analysis

Cost Analysis- Types of Costs and their impact on Management- Behaviour of Short run Average Cost Curves (SAC)- Behavior of Long run Average Cost Curve (LAC)- Cost - Production function- Types of Production Function, Linear, Quadratic, Cubic, Power and Cobb-Douglas- Managerial uses of Cost and Production function (Simple Problems).

Unit IV- Market Analysis

Structure of Competition- Features of Perfect Competition- Types of Imperfect Competition- Features of Monopoly- Negative consequences of Monopoly- Oligopoly Competition- Monopolistic Competition- Price and Output in different competitive situations-Pricing Method Dual Pricing- Administered Price- Subsidies-Trend towards Monopolistic Competition- Emerging scenario of Oligopoly Competition with mergers and Acquisitions in National and International Markets (M & A).

Unit V- Profit Analysis

Profit Analysis- Nature, Significance and Theories of Profits- Functions of Profit- -Profit-earning Vs Profit-earning- Profits for Control- Profit Performance Chart- Du Pont Control Chart-Profit Policies- National Income concepts, Business Cycles.

Textbooks:

1. Varshney & Maheshwari: Managerial Economics, Sultan Chand & Sons, New Delhi.
2. Mehta: Managerial Economics, Sultan Chand & Sons, New Delhi.

Reference Books:

1. Joel Dean: Managerial Economics, Prentice Hall, New Delhi.
2. Mote, Paul & Gupta: Managerial Economics- Concepts and Cases, McGraw Hill, New Delhi.

Course Name: Managerial Accounting

Course No. 103 Marks Distribution: 20 + 80

Learning Objectives:

1. To provide Basic understanding about Accounting Process; and
2. To expose to latest trends in Corporate Accounting Practices.

Unit I -

Accounting and Economic Decisions- Processing Transactions-Accounting Cycle-Journal Ledger-Trial Balance-Accounting for Merchandising Transactions- Internal Control Systems relating to Cash and Receivables- Basic Accounting Concepts and Conventions.

Unit II -

Accounting for Inventories- Inventory Valuation- Pricing the Inventory-Specific Identification Method- First in First out Method- Last in First out Method- Weighted Average Method- Accounting for Manufacturing Costs- Direct Costing and Absorption Costing.



IMA INTERNATIONAL B-SCHOOL-IMA-IBS

Founded By CIHF: Est. & Regd. under B.P.T. (Bombay Act XXIX of 1950) Act of Govt. Applicable to Maharashtra and Gujarat, (INDIA)

Unit III -

Accounting for Fixed Assets- Determining Cost of Acquisition- Accounting for Depreciation-Methods of Depreciation- The Straight Line Method, Accelerated Methods, Written Down Method, Sum of the Years Digits Method, Annuity Method, Production Units- Method of Revaluation of Fixed Assets-Special Problems in Depreciation Accounting- Capital and Revenue Expenditure.

Unit IV-

Preparation of Financial Statements- Profit and Loss Account- Balance Sheet- Measuring Business Income- Completing Accounting Cycle- Corporate Financial Reporting.

Unit V-

Financial Statements Analysis- Objectives- Using Financial Ratios- Liquidity, Solvency, Profitability and Turnover Ratios- Funds Flow and Cash Flow Analysis.

Text Books

1. R. Narayanaswamy, Financial Accounting, Prentice Hall of India, New Delhi, 2008.
2. Ashish K. Bhattacharya, Essentials of Financial Accounting, Prentice Hall of India, New Delhi, 2008.

Reference Books

1. Jain and Narang, Accounting , Part 1,, Kalyani Publishers, Ludhiana.
2. Meigs and Johnson, Intermediate Accounting, Prentice Hall.
3. Dryden and Bhattacharya, Accounting for Management, Prentice Hall of India.
4. Ashok Banerjee, Financial Accounting- A Managerial Emphasis, Excel Books.
5. S.Jayapandian, Accounting for Managers- Effective Techniques for Decision Making, Ane Books.
6. P.Periaswamy, A Text Book of Financial, Cost and Management Accounting, Himalaya Publishing House,
7. Arulanandam, Advanced Accounting, Himalaya Publishing House.

Course Name: Quantitative Business Methods

Course No: 106 Marks Distribution: 20+80

Learning Objectives

The basic objective of this course is to familiarize the students with the statistical quantitative techniques popularly used in managerial decision making. It also aims at developing the computational skill of the students relevant for statistical analysis.

Unit I- INTRODUCTION

Statistics: Meaning and Salient Features of Statistics-Statistical Techniques- Role of Statistical Techniques in Management Decision Making- Techniques of Business Forecasting: Correlation and Regression Analysis with two variables.

Unit II-PROBABILITY AND PROBABILITY DISTRIBUTIONS

Probability: Concepts of Probability-Additive and Multiplicative Laws-Bayes's Decision Rule- Probability Distributions: Binomial, Poisson and Normal Distribution.



IMA INTERNATIONAL B-SCHOOL-IMA-IBS

Founded By CIHF: Est. & Regd. under B.P.T. (Bombay Act XXIX of 1950) Act of Govt. Applicable to Maharashtra and Gujarat, (INDIA)

Unit III- SAMPLING THEORY AND TESTS OF SIGNIFICANCE

Sampling: Concept of Sampling- Reasons for Sampling- Types of Samples- Estimation-Hypothesis Testing – Type I and Type-II Errors- Large Sample Tests: Mean Test-Difference between Two Means- Difference between Two Standard Deviations-Small Sample Tests: Mean Test- Difference between Means of Two Independent Samples-Difference between Two Dependent Samples or Paired Observations.

Unit IV- NON-PARAMETRIC TESTS

Meaning-Advantages and Limitations of Non-Parametric Tests-The Sign Tests: One Sample Sign Test- The Two Sample Sign Test for paired and independent observations- The Runs Tests: One Sample Runs Test- Test of Randomness using Runs above and below the Median- Rank Sum Tests: The Mann Whitney U Test- The Kruskal Wallis Test- The Wilcoxon Signed Rank Test- Chi Square Test for Goodness of fit.

Unit V- ANALYSIS OF VARIANCE (ANOVA)

Meaning- Assumptions-Procedure for Analysis of Variance-General form of ANOVA-One- way Classification- Two-Way Classification-Computation of Variance.

Text Books

1. Amir D.Aczel & Jayavel Sounderpandian- Complete Statistics, 6th Edition, TMH.
2. GC Beri- Business Statistics, TMH.

Suggested Readings

1. Anderson R, David Sweeney J, Dennis & Williams A Thomas- Statistics for Business and Economics, 9th edition, Thomson.
2. ND Vohra-Management Decisions, New Age Publications.
3. SP Gupta & MP Gupta-Business Statistics, Sultan Chand & Sons.
4. Levin R.L.Rubin S. David-Statistics for Management, 7th Edition, Pearson/PHI.

Course Name: Business Communication

Course No.105 Marks Distribution: 20 + 80

Learning Objective:

To prepare the students to understand the nature and importance of different forms of communication. It also aims at making them to develop communication skills for organizing their jobs.

Unit-I

Communication in Business: Importance and benefits, components – concepts and problems- nonverbal communication – The seven Cs of effective communication: Completeness, Conciseness, consideration, concreteness, clarity, courtesy and correctness – Business Communication in the Global Context: Background to inter-cultural communication, national cultural variables, individual cultural variables – Business Communication and the Technology Context – Managing information within organization-E-mail and other communication technologies – managing information outside organization.



IMA INTERNATIONAL B-SCHOOL-IMA-IBS

Founded By CIHF: Est. & Regd. under B.P.T. (Bombay Act XXIX of 1950) Act of Govt. Applicable to Maharashtra and Gujarat, (INDIA)

Unit – II

Oral Communication: Strategies for improving oral presentation, listening skills – Informative and persuasive speaking kinds, audience analysis , organization supports – interpersonal communication: Dyadic Communication – interviewing – Telephoning – dictating- meetings – kinds of meetings – solving problems in meetings – leadership responsibilities and participant responsibilities in meetings.

Unit – III

Written Communication: The process of preparing effective business messages – planning steps, organizational plans, beginning and ending of meetings, Appearance and Design of Business Messages – Business letters, memorandums, time saving – message media – Reports – Types of Preparation of Reports.

Unit – IV

Organizational Communication: Perspectives on communication – Classical, human, integrative and contemporary perspectives – structural issues affecting communication – communication networks – External Communication – environmental scanning – the management of external communication.

Unit – V

Communication for organizational Effectiveness - sources and effects of conflict – Ladden Communication – Approaches to managing conflict communications - Communication and role conflict – Communication for improving organizational efficiency and effectiveness.

Text Books:

1. Herta A Murphy, Herbert W Hildebrandt and Jane P Thomas” Effective Business Communication”, Tata McGraw Hill Publishing Company Limited, New Delhi 1997
2. Dalmar Fisher “Communication in Organizations”, Jaico Publising House, Mumbi, 1999

Reference Books:

1. Lesikar, Pettit & Flatley. Lesikar’s Basic Business Communication, Tata McGraw Hill.
2. Chappan and Reed: Business Communication.
3. N.H. Arthereya: Writeen Communication and Results.
- 4 Kaul: Effective Business Communication.

Course Name: Personality Development & Communication Skills

Course No.106 Marks Distribution: 20 + 80

Learning Objectives:

1. To develop the skills of the professional undergraduate students for proper self-expression, social communication, spoken English, correct pronunciation, voice modulation and business etiquettes.
2. The students should improve their personality, communication skills and enhance their self-confidence.

Unit-I

Practical grammar basic fundamental of grammar and usage, how to improve command over spoken and written English with stress o Noun, Verb Tense and Adjective.

Sentence errors, Punctuation, Vocabulary building to encourage the individual to communicate effective and diplomatically, common errors in business writing.



IMA INTERNATIONAL B-SCHOOL-IMA-IBS

Founded By CIHF: Est. & Regd. under B.P.T. (Bombay Act XXIX of 1950) Act of Govt. Applicable to Maharashtra and Gujarat, (INDIA)

Unit-II

Introduction to Business Communication: Basic forms of communication, Process of communication, Principles of effective Business Communication, 7 Cs.

Media of Communication: Types of communication: Barriers of communication (Practical exercise in communication)

Unit-III

Business letter writing: Need, Functions and Kinds. Layout of letter writing. Types of letter writing: Persuasive letters, Request letters, Sales letters, Complaints and Adjustments.

Departmental Communication: Meaning, Need and types: Interview letters, Promotion Letters, resignation letters, newsletters, Circulars, Agenda, Notice, Office memorandums, Office orders, and Press release.

Unit-IV

Aids to correct Business writing, Practical Grammar (basic Fundamentals), Sentence errors- Punctuation, Vocabulary building.

Business Etiquettes Business manners. Body language gestures, Etiquette of the written word, Etiquette of the telephone, handling business meetings.

Role play on selected topics with case analysis and real life experiences.

Text Books:

- 1.Wren & Mertin; *English grammar and composition*, 2003.
- 2.Sinha, K. K.; *Business Communication*, Galgotia Publishers, 2003.
- 3.Robinson, David; *Business Etiquette*, Kogan Page.
- 4.Rogets Thesaurus.

Reference Books:

1. Hand Book of Practical Communication Skills-Chrissie Wrought,published by Jaico Publishing House.
2. Ray, Reuben; *Communication today – Understanding Creative Skills*, Himalaya Publishing House, 2001.