



**INSTITUTE OF BUSINESS AND RETAIL MANAGEMENT**  
***(ISO 9001:2008 Certified Institution)***

## What is MBA program?

In the emerging knowledge-based global economy, we have to build our core competencies around powerful ideas. With the increasing complexity of business, there is urgent need for great ideas, which can be converted into effective action.

The winds of change are blowing all over the world. The transformation from regulation to liberalization, from protection to integration with international markets, & from central planning to free market economics, demand new thinking, new approaches & new skills to accelerate the momentum of growth and ensure success.

The new economics order also brings into sharp focus the necessity to efficiently & effectively channelize the resources of the world. While management at both the Macro & micro levels would be far more challenging than ever, numerous opportunities for rewarding careers are emerging in this area. These developments place a premium on well-trained young men and women possessing superior professional skills in managing the complex business environment.

Managers of tomorrow should be people of vision. They must be well equipped in knowledge and skills and inspired to lead. If you belong to this group of managers who will shape the future, equip yourself with the MBA qualification. In this pursuit of preparing tomorrow's leaders, the IBRM offer the MBA program on distance learning basis.

The MBA program will stretch your mind & test your limits. It will broaden your business perspective and the general management focus will give you an edge in your career progression and will prepare you to act effectively as a successful manager in the ever-changing business environment.

However, the pursuit of this MBA program demands intellectual maturity, strength of purpose and willingness to work hard. For those endowed with inquisitive minds and the drive to succeed this program will be a voyage of discovery leading to professionally satisfying careers.

We invite all those who share our vision, goals and purpose to join hands in our efforts to build a new cadre of management professionals, who will participate actively in the growth of this era of economic liberalization and globalization.

Come; let us build a prosperous new world together.

## WHY MBA?

The MBA Program will give you the opportunity to inculcate & have a range of highly valued professional skills thus get a competitive advantage in your career.

**Continuous Learning:** The MBA Program is a great learning opportunity. It will allow you to update your knowledge and skills immensely. The knowledge you acquire needs constant up gradation. And the learning methodology in the MBA Program provides you with a mechanism to seek comprehend and internalize knowledge on a continuing basis.

**Career Advancement:** In most professional organizations, the senior managers are usually MBA's. There are more opportunities for MBA's than for almost any other functional qualification. The MBA's Programs will provide a much-needed boost for your career advancement.

**Personality Enhancement:** The MBA Program will help you to relate to the entire business environment within which you may operate. You will be able to understand the impact of various decisions and play a Key role in them. The MBA Program will also help you understand business adequately to plan not just your career, but also entrepreneurial moves successfully.

## INTRODUCTION

The **INSTITUTE OF BUSINESS AND RETAIL MANAGEMENT (IBRM)** is an autonomous and non-profit making institute is dedicated for the cause of social and educational development.

IBRM offers comprehensive autonomous educational program to train a new generation of managers and entrepreneurs to face with confidence the fluid global challenges of national / international market and get them intellectually enriched. Its holiest endeavor is to equip aspiring students have a promising calling and provide innovative courses of higher learning to the careerists. IBRM courses have the recognition of corporate sector/industry.

IBRM conduct management program through **Distance Learning Mode** (correspondence courses). IBRM aims to provide quality education in basic / specialized / advance areas of commerce, engineering, trade & management including Foreign Trade, Marketing, Sales, Tourism, Pharmaceutical Marketing, Finance, Human Resource Development, Software Marketing, Hospital Management, Drug Store Management, and Insurance Management etc. The courses are designed to develop business leaders by nurturing knowledge, skills, attitudes and behavior.

### Why IBRM?

Our **Distance Learning Mode** is popular & motivating because:

- The educational process –with its emphasis on new strategy and managerial skills –develops the skill for problem solving, decision-making, & leadership of complex organizations
- More flexible, more innovative and less expensive than the traditional, old pattern and long terms programs of other institutions. Through our DLM integrated compact courses you save: Money, Effort and Time.
- The unique education methodology and the compact, integrated DLM courses shall be of great advantage to all those who look forward to achieve early success & great benefits to our students.
- The Materials are issued well in advance to the students in order to provide them with sufficient time to read, understand, comprehend and then respond to the assignments.

### **IBRM Understands:-**

**IBRM understand the biggest obstacle for most working professionals who wish to earn their management diploma in time. That's why our flexible, superior learning format allows students to complete the course when & where it's convenient for them.**

### **Learning & Course Benefits:-**

The students enrolling into the IBRM Distance Learning Mode management programs are likely to get several learning benefits from each one of the subjects of the study. Each subject is given in depth coverage so that the candidates derive maximum benefits. The more important learning benefits are identified below:

- The program best suits those who do not wish to focus on any particular area of business but want to gain a good understanding of all areas of business.
- Opportunity to gain the knowledge, skills & confidence to enter a wide range of occupations within the business environment.
- All the key activities common to business organization problem –solving, decision-making, strategy planning and implementation are considered within the subject & set within the Context of an increasingly global market place.
- Develop their communication, interpersonal, group working and learning skills in a way that encourages them to draw on both the theory and practice of management.
- Particular Emphasis is placed in helping students to learn to manage their own development and to build a commitment and competence which serves them as well as them progress in their career.
- A global perspective is adopted which addresses the study of international business from the start, complimented by a personal development theme & other areas pertinent to international business.

- We believe that every individual has the potential to be successful provided he manages his time well to gain competence that is knowledge, to analyze opportunities and threats and knowledge to find optimal & timely solutions.
- Ultimately, how much benefit you derive from a course essentially depends upon you & your willingness to learn & your ability to stretch your imagination. These benefits will accrue to you over a period of time as you understand the concepts, tools and techniques and learn to apply them. The IBRM Distance Learning Mode Management Programs will certainly tickle your intellectual curiosity and will open career opportunities.

### Management Programs For:

- Employed corporate professionals looking to enhance their career prospects.
- Acquire an additional professional qualification for the role rotation.
- Fresh graduates who wish to seek an entry into the corporate world.
- Personal from the Armed forces.
- Housewife who wish to enhance their qualification.

### IBRM Recognition:-

The course curriculum is recognized in the industry & this is very helpful for students seeking jobs in other countries where this institute is highly appreciated. Moreover, it is in process for recognition from various Indian universities and the Ministry of Education, Central Government.

### IBRM is Accredited By:-



Global Group is an, multi-accredited organization providing professional and cost effective certification / registration services. In addition to **ISO 9001:2008 (Quality)**, It is a leading global supplier of management system Certification, which is accredited to **UKAS** in technical, and inspection services, product certification and technical training.



Dubai Accreditation Centre (**DAC**), approved under the Dubai Municipality, Govt. of Dubai. Accreditation by **DAC** is formal recognition that a Conformity Assessment Body (CAB) is competent to carry out specific tasks, i.e. specific types of Tests, Calibration Methods, Inspections, or Certification activities. The specific areas of competence are specified in the scope of Accreditation.

**DAC** Accreditation is granted after detailed assessment of the competence of the CAB staff against defined Technical and Management system criteria. This assessment is conducted by **DAC** permanent staff in association with external experts, referred to as Technical Assessors, being assessed as per the Technical Standards. External Technical Assessors can be found in the particular field of Technology or Industry; in CABs, manufacturing Companies, Universities, Research Centres and some Governmental Departments.

## Method of instructions:-

### The Method of Instructions and Examinations is based on Open Learning System

Term end examination will be held as per scheme notified from time to time. Examination schedule is intimated in the admission letter so as to enable the students to plan accordingly for the examinations. Student can exercise the option to clear the papers in piece-meal whenever examination is held / requested. Being flexible examination system student is to re-appear for examination in such subjects only in which he/she has failed.

Study Material based periodical Assignments and Assignment for Term End Examination is sent to students through post / courier. Students are not required to attend the Institute at Mumbai.

## Examinations:-

**There are two modes of examinations. Students are required to opt for any one.**

- **Center Examination:** Examination of all the courses is normally held at Mumbai Center. Examinations are also held at the authorized IBRM examination centers throughout India subject to the availability of sufficient number of examinees at the given place.
- **Assignment Based Postal Examination:** Institute has provision for assignment based **postal** term end examination also. Under this scheme, term end assignments (For Term End Examination) are sent to the student (under confidential cover) as per term end examination schedule given in the admission letter. These are to be completed / answered and the response-sheets returned to the Institute with-in **15 days** of the receipt. In the absence of any express option, it is believed that student has opted for assignment based postal term end examination system. Students are advised to dispatch the response sheets to the Institute by registered post/courier to ensure their timely receipt. Students may submit response sheets of assignments / term end examinations of all subjects together or may submit in parts followed by the submission of remaining assignments/response sheets with in the specified time. If a student is not in a position to take the term end examination as per examination schedule and want to get it rescheduled

(propone or postpone), may inform the Institute accordingly with a fee @ Rs 100/- per subject one month in advance to avoid penalty of re-examination fee so that his/her session/semester is re-scheduled accordingly and examination arranged as per request. No preponement is permitted in case of fast track system.

- **Assignments:** Students will be required to respond to the questions (based on study material issued to the student) given in the assignments within the date of submission specified on the body of the assignments. In case of late submission of assignment/assignments, a nominal late fee @ Rs. 100/- per assignment is required to be sent/deposited while submitting solved assignments.
- **Examination Fee:** Examination fee is charged @ Rs. 200/- per subject. The examination fee is paid to the Institute after the allotment of enrolment number and according to the examination schedule on prescribed option form for term-end examination enclosed with the admission letter.
- **Re-Examination:** any student, who fails to qualify a given paper, can rewrite the same on payment of re-examination fee @ Rs. 500/- for each such paper. If a student fails to submit the response sheets of assignments of the term end examination of one or more subjects within the required period, he/she shall be treated as absent and shall have to appear for re-examination on payment of re-examination fee @ Rs. 500/- per subject. Re-examination is arranged within one month on receiving request from the student.
- **Self assessment exercises:** Self assessment exercises are given in the end of each chapter of the study material issued by the Institute. Students are expected to exercise all statements for their self appraisal about the subject. These are not be sent to the Institute.

**The Distance learning Mode offered by IBRM are aimed at helping those personnel, belonging to their various strata of society, who are genuinely eager to enhance their professional and managerial competence by utilizing their valuable time in result oriented & productive manner.**

## INSTITUTE OF BUSINESS AND RETAIL MANAGEMENT

Program	DBM	PGDBM	E-MBA
<b>Name</b>	<b>Diploma in Business Management</b>	<b>Post Graduate Diploma in Business Management</b>	<b>Executive Masters Program in Business Administration</b>
<b>Eligibility Criteria</b>	10 <sup>th</sup> Pass	Graduate/Equivalent	Graduate / Equivalent With 2 Years of Work Experience
<b>Per Sem/Year</b>	<b>Rs. 8,000/-</b>	<b>Rs. 13,000/-</b>	<b>Rs. 15,000/-</b>
<b>Fees of Foreign Students</b>	US \$ 200	US \$ 300	US \$ 500
<b>Duration</b> <b>Fast Track</b> <b>Regular</b>	1 Year 2 Years	1 Year 2 Years	6 Months 1 Year
<b>Subjects Covered</b>	<p><b><u>PART I</u></b> General Management - I General Management - II Business Communication Organizational Behavior</p> <p><b><u>PART II</u></b> International Business Consumer Behavior Specialization Part - I Specialization Part - II</p>	<p><b><u>PART I</u></b> General Management-I Business Communication Consumer Behavior Marketing Management International Business H R Management</p> <p><b><u>PART II</u></b> Organizational Behavior Corporate Law Business Ethics Management Accounting Managerial Economics Specialization</p>	<p><b><u>PART I</u></b> Essentials of Management Consumer Behavior Marketing Management Human Resources</p> <p><b><u>PART II</u></b> International Business Managerial Economics Business Ethics Finance Management/ Specialization</p>
<b>Exam Duration</b>	10 Days	10 Days	10 Days

## INSTITUTE OF BUSINESS AND RETAIL MANAGEMENT

Program	BBA	MBA	DMS
<b>Name</b>	<b>Bachelor's Program in Business Administration</b>	<b>Masters in Business Administration (4 semesters with dual specialization)</b>	<b>Doctorate in Management Studies</b>
<b>Eligibility Criteria</b>	HSC / Diploma	Graduate / Equivalent	Post Graduate with Exp
<b>Per Sem/ Year</b>	<b>Rs. 12,000/-</b>	<b>Rs. 12,000/-</b>	<b>Rs. 30,000/-</b>
<b>Fees of Foreign Students</b>	US \$ 200	US \$ 200	US \$ 5500
<b>Duration</b> <b>Fast Track</b> <b>Regular</b>	1 Year 3 Years	1 Year 2 Years	1 Year 2 Years
<b>Subjects Covered</b>	<p><b>PART-I</b> General Management Management Accounting Business Communication Operations Management Consumer Behavior</p> <p><b>PART- II</b> Business Law Research Methodology Managerial Economics Materials Management Organizational Behavior</p> <p><b>PART-III</b> Business Ethics Financial Management Marketing Management Human Resource Management International Business</p>	<p><b>SEM-I</b> General Management Consumer Behavior Business Communication Organizational Behavior</p> <p><b>SEM- II</b> Human Resources International Business Financial Management Business Ethics</p> <p><b>SEM-III</b> Marketing Management Export Management Corporate Law Advertising Management</p> <p><b>SEM-IV</b> Research Methodology Specialization Subject –I Specialization Subject–II Project Study</p>	<p><b>PART-I</b> General Management Consumer Behavior Organizational Behavior Business Ethics Human Resource Management Corporate Law</p> <p><b>PART-II</b> Marketing Management Labour Law Operations Management Finance Management Specialization</p> <p>* Project Study * Viva</p>
<b>Exam Duration</b>	10 Days	10 Days	15 Days

## Specializations:-

General Management  
Marketing Management  
Advertising Management  
International Management  
Retail Management  
Mass Communication  
Media Management  
Entrepreneur Management  
Sales Management  
Public Administration  
Customer Relations Management  
Business Administration  
Finance Management  
Investment Analysis Management  
Banking Management  
Risk and Insurance Management  
Foreign Exchange Management  
Asset Management  
Taxation Management  
International Finance Management  
Takeover and Acquisition Management  
Corporate Finance Management  
Equality Research Management  
Treasury Management  
Mutual funds Management  
Hardware Management  
Audit Management  
H.R. Management  
School Management  
Export Management  
Public Relationship Management  
Portfolio Management  
International Trade Management  
Information Technology  
Hotel Management  
Shipping Management  
SAP Consultancy  
Software Management  
Hotel Management  
Shipping Management  
Travel and Tourism Management  
Family Business Management  
Textile Management  
Transport Management  
Project Management  
Bio Technology Management  
TQM Management  
Safety Management  
Supply Chain Management  
Logistics Management  
Industrial Marketing Management  
Materials Management  
Production Management  
Industrial Management  
Operations Management  
Rural Management  
Architectural Management  
Dairy Management  
Library Management  
Packing Management  
Construction Management  
Fashion Management  
Pathology Lab Management  
Hospitality Management  
Interior Management  
Agriculture Management  
Hospital Management  
Event Management  
Retail Management  
BPO Management  
Health Care Management  
KPO Management  
Environment Studies Management  
Call Center Management  
Customer Care Management  
Foreign Trade Management

## Frequently Asked Questions:-

### **What is MBA fast track?**

The program is for 2 years; however we give this facility to our students wherein they can finish the program any time between 6 month and 2-years.

### **How can you give MBA in 6 Months?**

The program is for 2 years; however we give this facility to our students wherein they can finish the program any time between 6 month and 2-years. Generally if you pursue MBA from some other institute and even if you finish your studies in 13 months you can give your exam only after 24 month. In our case if you finish your studies in 13 months, you can give your exams and get your certifications done, thus saving your own 11 months. The duration of the program completely depends on the student caliber.

### **Will the companies accept 6 months MBA?**

Your entire certificate will not indicate that you have finished your program in 6 months or 8 month. It's just for past n years, we have been giving this fast track MBA and you can see the list of companies where our students are placed. So the Companies do accept and acknowledge this MBA.

### **Is your institute approved by AICTE &/or UGC?**

We have not taken the AICTE approval. There are several reasons behind that. First of all they have certain norms like to run an institute you should have 5 acres of land in an urban area or 25 acres in a non urban area. Also your classroom size should be this much and you should have a bank balance of 2 crores. Since we are running distance learning programs what we will do with this much of land.

Secondly if we take there approval we will lose out on a lot of our strong points. We will not be able to provide you with fast track education as the duration would be decided by AICTE.

To maintain our accreditations with UKAS, we need to maintain our own set of standards, which might not be possible if we take AICTE approval. This is because if we take their approval then the quality of our study material, the course curriculum would be decided by the AICTE.

As far as UGC is concerned, they give grants to a university and we are not a university.

### **What is the ranking of your Institute in India?**

In distance learning mode, we are definitely in top 10, as rated by various business magazines like Business Management Chronicle, Google.com etc.

### **Why should I go for your Institute instead of a University?**

It's completely your choice. The benefit that you will get by doing your MBA from our institute is as follows:

You can save a lot of time as we give you the fast track option. From a university, you will have to invest a minimum of 2-3 years whereas from our institute you can finish the program anytime between 6 months to 2 years.

Being an **ISO certified international B-School**; we update our study material every 6 months whereas the universities update the curriculum every 2-3 years. The curriculum for MBA (any management program) being a **professional application based program**, needs to be updated as every now and then a new management style emerges and the old one becomes redundant.

A University will give an option of **5-6 specializations** but we offer you over 100 specializations

### **Do you provide a degree or a diploma?**

Management programs are professional courses and the question of a degree does not arise. We have courses from diploma to doctorate level and we provide you with the certificates.

The degrees can only be provided by the universities and since we are a self financed autonomous body; we cannot provide you with a degree.

### **But will this certificate be valid in govt. jobs as I think they need the candidate to be a MBA from an AICTE approved university only?**

We can assure you that this certificate will be valid anywhere as far as jobs are concerned. If you allow me to send you a copy of our prospectus, you will find a list of people who have finished their program from our institute and many of them are in govt. sector. For the past 16 years many of our students have applied for the govt. job after our course and they have been selected.

### **Can I give the exams before 6 months?**

You can, by paying the pre-examination fee of Rs.3000/- only.

### **Can I go for an extra specialization?**

You can go for as many specializations as you want. You have to pay Rs. 5000/- extra per specialization.

**In how many days would I get my study material?**

After enrollment you will receive your study material in 15 working days.

**How many specializations do you offer?**

We offer more than 100 specializations; hence we have a course for almost everyone.

**After submitting my papers, in how many days would the results be declared and when will I get the certificates?**

After submitting your papers, you shall receive your certificates in 21 working days.

**You said I can give my exams sitting at home. Doesn't that mean I can cheat and write my papers?**

As mentioned earlier the question papers that we send you are in the form of live and practical case studies and not the direct theoretical questions where you can open the book and copy. In case studies you have to present yourself in a given situation.

MBA is an application based program where our aim is to make sure that you handle the situations in your professional as well as personal life better. Generally also if you face a particular situation, where you do not know the solution, what do you do?

You consult your colleagues, your books, your friends and then you learn to handle that situation. In this case also if to answer the question if you are taking anybody's help, you are learning something. Even IIM's, IIT's have started this unique examination style called Open Book Test system.

**Is your MBA equivalent to a MBA from a university?**

If you are talking about the validity then it is equivalent. But in terms of the course curriculum I would say our MBA would be a little better as we update our curriculum every 6 months as compared to a university 2-3 years.

**What is accreditation? How is it helpful to me?**

Accreditation means we are allowed to use the logo of a particular body (whom we are accredited to) on our certificates. That mean these bodies have certified that we meet their standards of quality and hence they certify the validity of these certificates. Being accredited to bodies like UKAS (Counselor to use the full forms), makes your certificate valid and acceptable all over the world.

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