

# EVOLVE EVERY STEP OF THE WAY

(From a student to a professional)



**IFIM**  
COLLEGE



**'A' GRADE**

MBA | M. Com.  
BBA | B. Com. | BCA | BA (Journalism)

PROSPECTUS 2017

# CREATE THE FUTURE YOU WANT

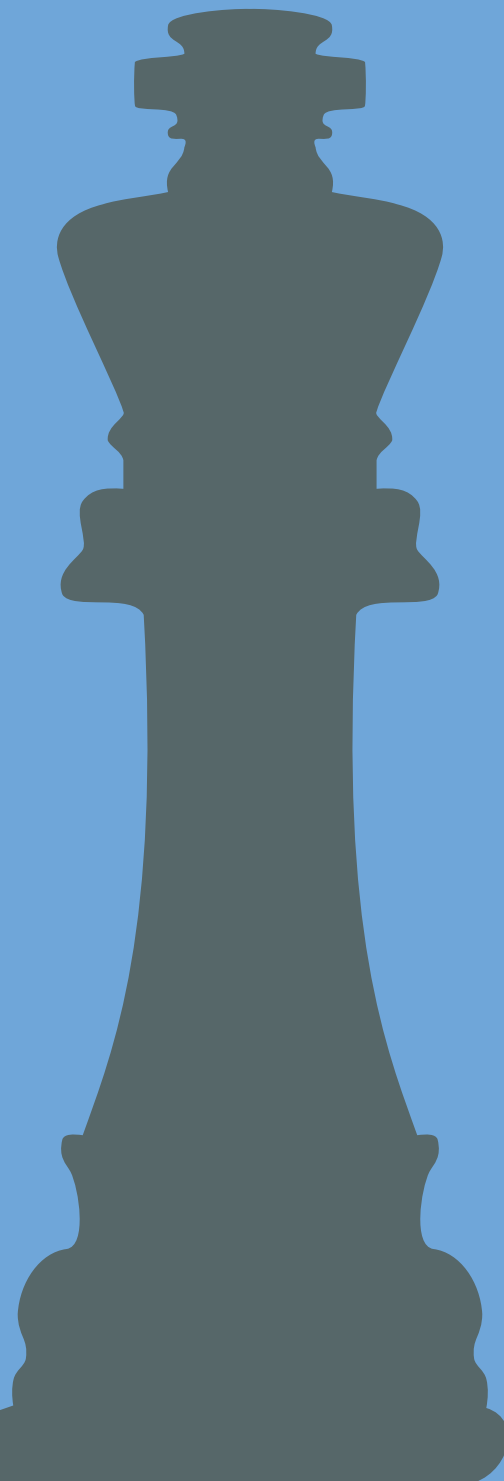
IFIM College, affiliated to Bangalore University offers education, which focuses on overall personality development. The college fosters an atmosphere of intellectual vigor and moral rectitude in which the youth may find their fulfillment and achieve greatness as eminent citizens. With a campus strategically placed in Electronics City, Bengaluru, one of India's largest Electronic industrial parks, IFIM College bridges the gap between classroom learning and practical experience, thereby creating business-ready corporate professionals.

## Take advantage of IFIM College's unique offerings

- Accredited with 'A' Grade by NAAC
- One-of-a-kind academic model that focuses on the employability skills of the students
- Highly qualified faculty with rich industry experience
- Holistic education that combines domain knowledge with life skills for all-round growth
- Captains of Industry as guest/visiting faculty
- World-class, state-of-the-art infrastructure including Centres of Excellence for personality development, continuous employability & social responsibility

# VISION

To be the most sought after destination for quality management education in India



# MISSION

Nurture holistic, socially responsible and continuously employable professionals

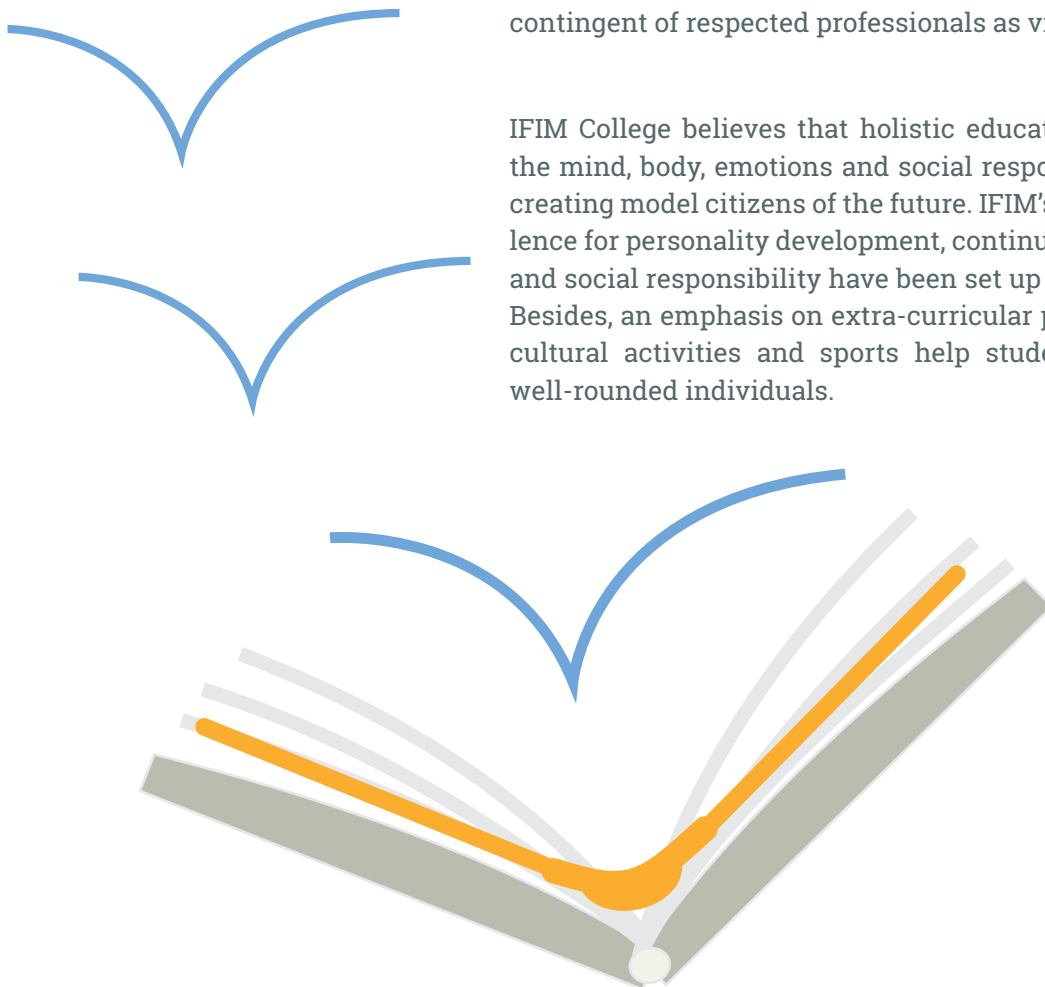
# IFIM College

## Focus on employability skills

IFIM was established in 1995, founded by the DSIJ Group (the publishers of the Dalal Street Investment Journal) and promoted by the Centre for Developmental Education (CDE) – a not-for-profit society. CDE has established many academic institutions, which include: IFIM Business School, IFIM College, IFIM Law College and IFIM Center for Professional Learning. Right from the inception the focus has been to nurture holistic, socially responsible and continuously employable professionals.

IFIM College has a winning combination of world-class infrastructure, highly-qualified faculty combined with a unique academic delivery of domain knowledge, career advancement and employability skills. IFIM also has a large contingent of respected professionals as visiting faculty.

IFIM College believes that holistic education that nurtures the mind, body, emotions and social responsibility is key to creating model citizens of the future. IFIM's Centres of Excellence for personality development, continuous employability and social responsibility have been set up expressly for this. Besides, an emphasis on extra-curricular pursuits including cultural activities and sports help students develop into well-rounded individuals.





## Message from the Controller of Academic Governance

Prof. M. S. Lakshmi Narayanan  
Controller of Academic Governance  
IFIM Institutions

IFIM College affiliated to Bangalore University, has blossomed into a full-fledged temple of learning by offering the most sought after programs, with its state-of-the-art infrastructure and experienced, well-qualified academicians as faculty. We take pride that our college has exemplified excellence in higher education with an emphasis on creating corporate-ready graduates by traversing many boundaries to develop our own expertise in fast tracking higher education.

In doing so, we are not in competition with anyone else but ourselves for promoting excellence and innovation in imparting quality education.

At IFIM Campus, we aim at transforming our students from being first class students into astute thought leaders ready to take up the challenges of the Corporate World both in India and abroad. Having experienced the mismatch between educational institutes and the requirements of the Corporates, IFIM leaves no stone unturned to enhance the continuous employability of our students. The students of our various programs are handpicked through our rigorous and meticulous selection process. We lay stress on the blend of academic rigor and practical ability to prepare our students for a successful corporate career.

We embrace learning by doing – this culture facilities learning not only from well-qualified and experienced academicians and eminent captains of industry but peer learning as well. We provide our students with a plethora of opportunities to develop essential skills, aptitudes and attitudes. We empower our students to choose the right career by providing a competitive edge. We vow to provide a glorious future to our students and to achieve this, we shift our gears to domain-focused programs.

We are working on the philosophy – not to walk on the beaten track but to discover new routes; not to benchmark but to be benchmarked. The college takes pride in providing a wide range of facilities to foster integrated development of the youth. Our Centre for Personality Development, Centre for Continuous Employability and Centre for Social Responsibility bear testimony to our claims.

On behalf of IFIM, I deem it a great privilege to invite you to the various programs offered and I am sure that you will be elated that you took the right decision for shaping your career.



## Principal's Message

Dr. Anupama Natarajan  
Principal - IFIM College

Dear Students,

Welcome to IFIM College, Bengaluru. Over the last 22 years IFIM has made its mark in the field of education and is among the top ranked institutes of the country. IFIM has evolved with a lot of courage and great commitment with a purpose to nurture education and research. The IFIM ambience is progressive and challenging and strives to instill in the students a desire for creativity and lifelong learning so that they may spur the momentum to change the future.

IFIM College, NAAC "A" grade accredited, employs faculty who are highly accomplished both in academics and research, and deploy all their expertise for the benefit of the students.

Students of the 21st century will have to ready themselves to work with people of different cultures in a rapidly changing and challenging environment.

Research and application of this knowledge in education helps our faculty to inspire the students to draw lessons from the changes around them and effectively prepare to face the demands of the society they will serve in.

The teaching and learning at IFIM is multi-dimensional, be it for an Under Graduate or Post Graduate program. A signature program called PEP adds to making the IFIM experience a holistic one. Students are equally engaged in a variety of co-curricular and extra-curricular activities and are provided many platforms to showcase their talents and skills.

The College, located in the heart of Electronics City, has state-of-the-art infrastructure. Facilities include multimedia facilitated class rooms, a robust library, IT labs, language labs, auditorium, amphitheater, infirmary, cafeteria and many others.

I invite you to visit our campus, speak to our faculty and students to understand the College programmes and activities. Our students and alumni will be happy to vouch for the many new things they have experienced and learned at IFIM.

I promise you a very interesting and exciting intellectual, social and cultural experience at IFIM College!

# Courses

- **Bachelor of Business Administration (BBA)**  
Three-year, full-time – Affiliated to Bangalore University
- **Bachelor of Commerce (B. Com.)**  
Three-year, full-time – Affiliated to Bangalore University
- **Bachelor of Computer Application (BCA)**  
Three-year, full-time – Affiliated to Bangalore University
- **Bachelor of Arts - Journalism (BA-J)**  
Three-year, full-time – Affiliated to Bangalore University
- **Master of Business Administration (MBA)**  
Two-year, full-time – Affiliated to Bangalore University and Approved by AICTE
- **Master of Commerce (M. Com.)**  
Two-year, full-time – Affiliated to Bangalore University

# Bachelor of Business Administration (BBA)

(Three-year, full-time – Affiliated to Bangalore University)

The BBA program at IFIM College provides a strong foundation in core business disciplines, helping participants acquire the key competencies needed by all business management students at an undergraduate level in a diverse field.

This undergraduate program is designed to build competencies for corporate employment or higher studies. Emphasis is on developing leadership qualities, team management, communication skills, stress management, time and crises management, etc. to help students deal with the exacting requirements of management executives. This program requires the whole-hearted involvement of the students to meet the challenges of academic schedules and assignments.

The uniqueness of the BBA program is in the content, scope of syllabi, teaching methodology and evaluation. The pedagogy adopts various techniques such as group discussions, brainstorming sessions, management games, transaction analysis and tackling conflicting situations. Teaching methodologies include classroom lectures, industrial visits, case studies, corporate orientation and assignments.

## Curriculum\*

Semester I	Semester II
<ul style="list-style-type: none"><li>• Language I: Kannada/Additional English/Hindi</li><li>• Language II: English</li><li>• Fundamentals of Accounting</li><li>• Business Organization and Environment</li><li>• Quantitative Methods for Business – I</li><li>• Management Process</li><li>• Foundation Course</li><li>• Co-Curricular &amp; Extra-Curricular Activities (CC &amp; EC)</li></ul>	<ul style="list-style-type: none"><li>• Language I: Kannada/Additional English/Hindi</li><li>• Language II: English</li><li>• Financial Accounting</li><li>• Quantitative methods for Business – II</li><li>• Organisational Behaviour</li><li>• Production &amp; Operations Management</li><li>• Foundation Course</li><li>• Co-Curricular &amp; Extra-Curricular Activities (CC &amp; EC)</li></ul>
Semester III	Semester IV
<ul style="list-style-type: none"><li>• Language: Kannada/Additional English/Hindi</li><li>• Soft Skills for Business</li><li>• Corporate Accounting</li><li>• Human Resource Management</li><li>• Corporate Environment</li><li>• Business Ethics</li><li>• Business Regulations</li><li>• Skill Development Course (SDC)</li><li>• Co-Curricular &amp; Extra-Curricular Activities (CC &amp; EC)</li></ul>	<ul style="list-style-type: none"><li>• Language: Kannada/Additional English/Hindi</li><li>• Business Research Methods</li><li>• Marketing Management</li><li>• Financial Management</li><li>• Banking Regulations &amp; Operations</li><li>• Cost Accounting</li><li>• Services Management</li><li>• Skill Development Course (SDC)</li><li>• Co-Curricular &amp; Extra-Curricular Activities (CC &amp; EC)</li></ul>



Semester V	Semester VI
<ul style="list-style-type: none"> <li>• Entrepreneurial Management</li> <li>• Computer Application in Business</li> <li>• Investment Management</li> <li>• Management Accounting</li> <li>• Elective Paper – I</li> <li>• Elective Paper – II</li> <li>• Skill Development Course (SDC)</li> </ul>	<ul style="list-style-type: none"> <li>• International Business</li> <li>• E-Business</li> <li>• Income Tax</li> <li>• Strategic Management/Project Report &amp; Viva-Voce</li> <li>• Elective Paper – III</li> <li>• Elective Paper – IV</li> <li>• Skill Development Course (SDC)</li> </ul>

## Electives\*\*

Elective I	Elective II
<p style="background-color: #002060; color: white; padding: 2px;">Finance</p> <ul style="list-style-type: none"> <li>• Advanced Financial Management</li> <li>• Financial Markets &amp; Services</li> <li>• International Finance</li> <li>• Stock &amp; Commodity Markets</li> </ul>	<p style="background-color: #002060; color: white; padding: 2px;">Marketing</p> <ul style="list-style-type: none"> <li>• Consumer Behavior</li> <li>• Advertising &amp; Media Management</li> <li>• Brand Management</li> <li>• Retail Management</li> </ul>
Elective III	Elective IV
<p style="background-color: #002060; color: white; padding: 2px;">Human Resource Management</p> <ul style="list-style-type: none"> <li>• Employee Welfare &amp; Social Security</li> <li>• Strategic HRM</li> <li>• Organisational Change &amp; Development</li> <li>• Compensation Management</li> </ul>	<p style="background-color: #002060; color: white; padding: 2px;">International Business</p> <ul style="list-style-type: none"> <li>• International Marketing Management</li> <li>• International Financial Management</li> <li>• International HRM</li> <li>• Exim &amp; Forex Management</li> </ul>
Elective V	
<p style="background-color: #002060; color: white; padding: 2px;">Information &amp; Technology</p> <ul style="list-style-type: none"> <li>• Accounting Information Systems</li> <li>• Enterprise Resource Planning</li> <li>• Information Technology and Audit</li> <li>• Banking Technology &amp; Management</li> </ul>	

\* Course contents are subject to change according to the University rules and regulations.

\*\* An elective is offered subject to a minimum number of student enrollment.

# Bachelor of Commerce (B. Com.)

(Three-year, full-time – Affiliated to Bangalore University)

The B. Com. program offered by the Department of Commerce is a three-year paraprofessional undergraduate degree program of Bangalore University and is widely accepted by the industry, Government and private sectors.

The curriculum is designed to provide students the best of opportunities and a launching pad for careers as well as for higher studies in the area of Commerce and Trade. The Department nurtures holistic development of the students, to enable them to grow into all-round winners.

The excellent academic environment with a judicious mixture of co-curricular and extra-curricular activities empowers the students of B. Com. to thrive in a fast-paced and exciting learning environment. Classroom lectures, projects and case studies form the components of teaching methodology.

## Curriculum\*

Semester I	Semester II
<ul style="list-style-type: none"><li>• Language I: Kannada/Additional English/Hindi</li><li>• Language II: English</li><li>• Financial Accounting</li><li>• Indian Financial System</li><li>• Marketing and Services Management</li><li>• Corporate Administration</li><li>• Foundation Course</li><li>• Co-Curricular &amp; Extra-Curricular Activities (CC &amp; EC)</li></ul>	<ul style="list-style-type: none"><li>• Language I: Kannada/Additional English/Hindi</li><li>• Language II: English</li><li>• Advanced Financial Accounting</li><li>• Retail Management</li><li>• Banking Law and Operations</li><li>• Quantitative Analysis for Business Decisions – I</li><li>• Foundation Course</li><li>• Co-Curricular &amp; Extra-Curricular Activities (CC &amp; EC)</li></ul>
Semester III	Semester IV
<ul style="list-style-type: none"><li>• Language: Kannada/Additional English/Hindi</li><li>• Language II: English</li><li>• Corporate Accounting</li><li>• Financial Management</li><li>• Business Ethics</li><li>• Public Relations and Corporate Communication</li><li>• Quantitative Analysis for Business Decisions – II</li><li>• Foundation Course</li><li>• Co-Curricular &amp; Extra-Curricular Activities (CC &amp; EC)</li></ul>	<ul style="list-style-type: none"><li>• Language: Kannada/Additional English/Hindi</li><li>• Language II: English</li><li>• Advanced corporate Accounting</li><li>• Cost Accounting</li><li>• E-business and Accounting</li><li>• Stock and Commodity Markets</li><li>• Principles of Event Management</li><li>• Foundation Course</li><li>• Co-Curricular &amp; Extra-Curricular Activities (CC &amp; EC)</li></ul>

Semester V	Semester VI
<ul style="list-style-type: none"> <li>• Entrepreneurship Development</li> <li>• International Financial Reporting Standards</li> <li>• Income Tax – I</li> <li>• Costing Method</li> <li>• Elective Paper – I</li> <li>• Elective Paper – II</li> <li>• Skill Development Course (SDC)</li> </ul>	<ul style="list-style-type: none"> <li>• Business Regulations</li> <li>• Principles and Practice of Auditing</li> <li>• Income Tax II</li> <li>• Management Accounting</li> <li>• Elective Paper – I</li> <li>• Elective Paper – II</li> <li>• Skill Development Course (SDC)</li> </ul>

## Electives\*\*

Elective I	Elective II
Accounting and Taxation	Finance
<ul style="list-style-type: none"> <li>• Advanced Accounting</li> <li>• Business Taxation – I</li> <li>• Business Taxation – II</li> <li>• Accounting for Business Decisions and IFRS</li> </ul>	<ul style="list-style-type: none"> <li>• Advanced Financial Management</li> <li>• International Finance</li> <li>• Corporate Financial Policy</li> <li>• Security Analysis and Portfolio Management</li> </ul>
Elective III	Elective IV
Information and Technology	Banking and Insurance
<ul style="list-style-type: none"> <li>• Accounting Information Systems</li> <li>• Enterprise Resource Planning</li> <li>• Information Technology and Audit</li> <li>• Banking Technology and Management</li> </ul>	<ul style="list-style-type: none"> <li>• International Banking and Forex Management</li> <li>• Life and General Insurance</li> <li>• Risk Management</li> <li>• Marketing of Insurance Products</li> </ul>

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# Bachelor of Computer Application (BCA)

(Three-year, full-time – Affiliated to Bangalore University)

Bachelor of Computer Application (BCA) is a three-year full time undergraduate program offered by the Department of Computer Applications. Students keen to join IT and financial services industry can opt for this course. This degree helps the students to get a sound knowledge of computer applications with the help of which they can have the perfect launch pad for challenging careers in the field of Information Technology. Other than Bangalore University syllabus we offer some additional certification courses like IIT Spoken Tutorial Projects (as listed on IIT Bombay IIT Spoken Tutorial Projects website) , In-house Certificate Courses etc.

## Curriculum\*

Semester I	Semester II
<ul style="list-style-type: none"><li>• Language I: Kannada/Additional English/Hindi</li><li>• English</li><li>• Problem Solving Techniques using C</li><li>• Digital Electronics</li><li>• Discrete Mathematics</li><li>• C Programming Lab</li><li>• Digital Electronics Lab</li><li>• Foundation Course</li><li>• Co-Curricular &amp; Extra-Curricular Activities (CC &amp; EC)</li></ul>	<ul style="list-style-type: none"><li>• Language I: Kannada/Additional English/Hindi</li><li>• English</li><li>• Data structures</li><li>• Database Management System</li><li>• Numerical and Statistical Methods</li><li>• Data Structures Lab</li><li>• DBMS Lab</li><li>• Foundation Course</li><li>• Co-Curricular &amp; Extra-Curricular Activities (CC &amp; EC)</li></ul>
Semester III	Semester IV
<ul style="list-style-type: none"><li>• Language: Kannada/Additional English/Hindi</li><li>• English</li><li>• Object Oriented Programming using C++</li><li>• Financial Accounting and Management</li><li>• Operating System</li><li>• C++ Lab</li><li>• Accounting Package Lab</li><li>• Foundation Course</li><li>• Co-Curricular &amp; Extra-Curricular Activities (CC &amp; EC)</li></ul>	<ul style="list-style-type: none"><li>• Language: Kannada/Additional English/Hindi</li><li>• English</li><li>• Visual Programming</li><li>• Unix Shell programming</li><li>• Operation Research</li><li>• Visual Programming Lab</li><li>• UNIX Lab</li><li>• Skill Development Course (SDC)</li><li>• Co-Curricular &amp; Extra-Curricular Activities (CC &amp; EC)</li></ul>
Semester V	Semester VI
<ul style="list-style-type: none"><li>• Data Communication and Networks</li><li>• Software Engineering</li><li>• Computer Architecture</li><li>• Java Programming</li><li>• Microprocessor and Assembly Language</li><li>• Java Programming Lab</li><li>• Assembly Language Programming Lab</li><li>• Project</li><li>• Skill Development Course (SDC)</li></ul>	<ul style="list-style-type: none"><li>• Theory of Computation</li><li>• System Programming</li><li>• Cryptography and Network Security</li><li>• Web Programming</li><li>• Web Programming Lab</li><li>• Project Work</li><li>• Skill Development Course (SDC)</li></ul>

\* Course contents are subject to change according to the University rules and regulations.

# Bachelor of Arts – Journalism (BA-J)

(Three-year, full-time – Affiliated to Bangalore University)

The face of Journalism has undergone a drastic change in the recent years. And this change is both at the national and international levels. While the traditional print medium continues to grow, albeit at a slower pace, there have been a whole lot of newer avenues that have emerged for Journalism in the electronic media. The liberalization and economic reforms have brought a huge demand for professionally trained journalists in major news channels, business channels, newspapers, magazines, websites and journals. There is an acute shortage of professionals who can deliver quality inputs on real time basis. The curriculum prescribed by Bangalore University is designed to produce high caliber Journalists as demanded by the media industry. Other than Journalism, Psychology and Optional English are also a part of the course which helps in understanding Journalism in a better way.

## Curriculum\*

Semester I	Semester II
<ul style="list-style-type: none"> <li>• General English</li> <li>• Indian Languages (Kannada/Additional English/Hindi)</li> </ul>	<ul style="list-style-type: none"> <li>• General English</li> <li>• Indian Languages (Kannada/Additional English/Hindi)</li> </ul>
<b>Introduction to Mass Communication</b>	<b>Print Media</b>
<ul style="list-style-type: none"> <li>• Communication</li> <li>• Kinds of Communication</li> <li>• Models of Communications</li> <li>• Media for Mass Communication</li> </ul>	<ul style="list-style-type: none"> <li>• Introduction to printing</li> <li>• Nature and scope</li> <li>• Kinds of Journalism:</li> <li>• Press in India</li> <li>• Review of Newspapers and Periodicals</li> </ul>
<b>Basic Psychological Processes - 1</b>	<b>Basic Psychological Processes - 2</b>
<ul style="list-style-type: none"> <li>• The Science of Psychology</li> <li>• Intelligence</li> <li>• Learning</li> <li>• Memory</li> <li>• Motivation</li> </ul>	<ul style="list-style-type: none"> <li>• Biology and Behavior</li> <li>• Sensation and Perception</li> <li>• Thinking</li> <li>• Emotions &amp; Personality</li> </ul>
<b>Optional English - 1</b>	<b>Optional English - 2</b>
<ul style="list-style-type: none"> <li>• British Literature : From Chaucer to Johnson and Facets of Language</li> </ul>	<ul style="list-style-type: none"> <li>• British Literature : The Romantic Age and Facets of Language</li> </ul>
Semester III	Semester IV
<ul style="list-style-type: none"> <li>• General English</li> <li>• Indian Languages (Kannada/Additional English/Hindi)</li> </ul>	<ul style="list-style-type: none"> <li>• General English</li> <li>• Indian Languages (Kannada/Additional English/Hindi)</li> </ul>
<b>Audio Visual Media</b>	<b>Media Laws and Ethics</b>
<ul style="list-style-type: none"> <li>• Brief History of Radio</li> <li>• Impact of Radio on Society</li> <li>• Television and Types of Television Programmes</li> <li>• History of Indian Cinema</li> </ul>	<ul style="list-style-type: none"> <li>• Concept of Freedom of Press</li> <li>• Freedom of Speech and Expression</li> <li>• Media Laws</li> <li>• Media Acts</li> <li>• Press Council of India</li> </ul>

<b>Developmental Psychology - 1</b>
<ul style="list-style-type: none"> <li>• Introduction</li> <li>• Biological Beginnings</li> <li>• Prenatal Life</li> <li>• Infancy</li> <li>• Childhood</li> </ul>
<b>Optional English - 3</b>
British Literature : Victorian and Modern and Facets of Language

<b>Developmental Psychology - 2</b>
<ul style="list-style-type: none"> <li>• Puberty and Adolescence</li> <li>• Early Adulthood</li> <li>• Middle Adulthood</li> <li>• Late Adulthood</li> </ul>
<b>Optional English - 4</b>
• American Literature and Facets of Language

<b>Semester V</b>
<b>Reporting</b>
<ul style="list-style-type: none"> <li>• News Definition</li> <li>• News Structure</li> <li>• Interview Techniques</li> <li>• Reporters and Reporting</li> </ul>
<b>Editing</b>
<ul style="list-style-type: none"> <li>• Functions of Newsroom</li> <li>• Editing-Meaning and purpose Qualification and Responsibilities of Editor</li> <li>• Headlines</li> </ul>
<b>Social Psychology - 1</b>
<ul style="list-style-type: none"> <li>• Social Psychology – Definition and Scope</li> <li>• Perception and Attribution</li> <li>• Self and Self – Concept</li> <li>• Attitude and Prejudice</li> </ul>
<b>Abnormal Psychology - 1</b>
<ul style="list-style-type: none"> <li>• Psychological Models of Abnormality</li> <li>• Stress and Mental Health</li> <li>• Anxiety</li> <li>• Omatofom and Dissociative Disorders</li> </ul>
<b>Optional English - 5</b>
• Literatures of India
<b>Optional English - 6</b>
• European and Non-European Writing

<b>Semester VI</b>
<b>Media Management</b>
<ul style="list-style-type: none"> <li>• Starting of a Newspaper</li> <li>• Ownership</li> <li>• Problems and Prospects of Newspaper Industry</li> <li>• Starting of TV and Radio Stations</li> </ul>
<b>Advertising and Public Relations</b>
<ul style="list-style-type: none"> <li>• Advertising</li> <li>• Advertising Agencies</li> <li>• Nature and Scope of Public Relations</li> <li>• House Journals</li> </ul>
<b>Social Psychology - 2</b>
<ul style="list-style-type: none"> <li>• Interpersonal Attraction and Group Dynamics</li> <li>• Prosocial behavior</li> <li>• Social Problems and Social Harmony</li> </ul>
<b>Abnormal Psychology - 2</b>
<ul style="list-style-type: none"> <li>• Personality Disorders</li> <li>• Schizophrenia and Paranoia</li> <li>• Mood Disorders</li> <li>• Brain Disorders and other Cognitive Impairments</li> </ul>
<b>Optional English - 7</b>
• Literatures of India
<b>Optional English - 8</b>
• European and Non-European Writing

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\*\* An elective is offered subject to a minimum number of student enrollment.

# Master of Commerce (M. Com.)

(Two-year, full-time – Affiliated to Bangalore University)

The Master of Commerce program at IFIM is designed with a strong professional focus. The University courses are delivered with module extensions including work based skills and integrated with practical learning through industry interactions. The program offers students to collaborate with the faculty on research projects. During the two year (4 Semesters) program students are prepared for careers in Banking, Insurance, Financial markets, Accounting and Academics. A personal mentoring program which is an integral part of curriculum ensures that the students acquire the requisite skills and knowledge in the areas of their focus making them career ready.

## Curriculum\*

Semester I	Semester II
<ul style="list-style-type: none"> <li>• Monetary System</li> <li>• International Business</li> <li>• Macro Economics for Business Decisions</li> <li>• Information Systems and Computers</li> <li>• Advanced Financial Management</li> <li>• Human Resource Management</li> <li>• SOFT CORE Communication Skills</li> </ul>	<ul style="list-style-type: none"> <li>• Indian Banking</li> <li>• Risk Management</li> <li>• Advanced E – Commerce &amp; Mobile Commerce</li> <li>• Business Research Methods</li> <li>• Operations Research &amp; Quantitative Techniques</li> <li>• Business Marketing</li> <li>• SOFT CORE Micro Finance</li> </ul>
Semester III	Semester IV
<b>Common Paper</b> <ul style="list-style-type: none"> <li>• Business Ethics &amp; Corporate Governance</li> </ul>	<b>Common Paper</b> <ul style="list-style-type: none"> <li>• Commodity Market</li> </ul>
<b>Elective - I Accounting and Taxation</b> <ul style="list-style-type: none"> <li>• Corporate Financial Reporting</li> <li>• Accounting for Managerial Decision</li> <li>• Strategic Cost Management</li> <li>• Direct Taxes &amp; Planning</li> <li>• Open Elective*</li> </ul>	<b>Elective - I Accounting and Taxation</b> <ul style="list-style-type: none"> <li>• Corporate reporting practices and Indian Accounting Standards</li> <li>• Strategic Cost Management -II</li> <li>• Goods and Service Taxes</li> <li>• Dissertation</li> </ul>
<b>Elective - II Banking and Finance</b> <ul style="list-style-type: none"> <li>• Financial Markets</li> <li>• Financial Services</li> <li>• Security Analysis</li> <li>• Portfolio Management</li> <li>• Open Elective*</li> </ul>	<b>Elective - II Banking and Finance</b> <ul style="list-style-type: none"> <li>• Forex Management</li> <li>• International Financial Institutions &amp; Markets</li> <li>• Banking Operations and Management</li> <li>• Dissertation</li> </ul>
<b>Elective - III System Management</b> <ul style="list-style-type: none"> <li>• Relational Database Management Systems</li> <li>• Data Communications and Networking</li> <li>• Enterprise Resource Planning</li> <li>• Systems Analysis and Design</li> <li>• Open Elective*</li> </ul>	<b>Elective - III System Management</b> <ul style="list-style-type: none"> <li>• Artificial Intelligence</li> <li>• Distributed Computing and Applications</li> <li>• Data Mining and Data Warehousing</li> <li>• Dissertation</li> </ul>
<b>* Open Elective</b> <ul style="list-style-type: none"> <li>• Income Tax</li> <li>• Finance and Banking</li> </ul>	

\* Course contents are subject to change according to the University rules and regulations.

\*\* An elective is offered subject to a minimum number of student enrollment.

# Master of Business Administration (MBA)

(Two-year, full-time – Affiliated to Bangalore University and Approved by AICTE)

The Master of Business Administration program is an internationally accepted masters level degree that imparts a strong theoretical foundation in business concepts. Besides imparting managerial knowledge, it provides practical opportunities via internships, group assignments and individual projects to test what students learn in the class by building core skills in the areas of management and leadership. The program enables students to develop a range of soft-skills like communication, motivation, negotiation and opens up global opportunities for career growth. Electives like Marketing Management, Financial Management, Human Resources Management, Production & Operations Management, Systems Management and Entrepreneurship Management ensures students are industry-ready and can even start an independent business after completing the program.

## Curriculum\*

Semester I	Semester II
<p><b>Core Subjects:</b></p> <ul style="list-style-type: none"> <li>• Economics for Managers</li> <li>• Organizational Behaviour</li> <li>• Accounting for Managers</li> <li>• Statistics for Management</li> <li>• Marketing for Customer Value</li> <li>• Business and Industry</li> </ul> <p><b>Soft Core:</b></p> <ul style="list-style-type: none"> <li>• Communication Skills</li> </ul>	<p><b>Core Subjects:</b></p> <ul style="list-style-type: none"> <li>• Technology for Management</li> <li>• Managerial Research Methods</li> <li>• Entrepreneurship and Ethics</li> <li>• Human Capital Management</li> <li>• Financial Management</li> <li>• Quantitative Techniques and Operations Research</li> </ul> <p><b>Soft Core:</b></p> <ul style="list-style-type: none"> <li>• Innovation Management</li> </ul>
Semester III	Semester IV
<p><b>Core Subjects:</b></p> <ul style="list-style-type: none"> <li>• Strategic Management &amp; Corporate Governance</li> <li>• Projects and Operations Management</li> </ul> <p><b>Elective Subjects</b></p> <ul style="list-style-type: none"> <li>• Elective Paper – I</li> <li>• Elective Paper – II</li> <li>• Elective Paper – III</li> </ul> <p><b>Open Elective:</b></p> <p>Project Work for 4 Weeks</p>	<p><b>Core Subject:</b></p> <ul style="list-style-type: none"> <li>• International Business Dynamics</li> </ul> <p><b>Elective Subjects</b></p> <ul style="list-style-type: none"> <li>• Elective Paper – IV</li> <li>• Elective Paper – V</li> <li>• Elective Paper – VI</li> </ul> <p>• Dissertation For 6 Weeks</p>



## Electives\*\*

<b>Elective I</b>	<b>Elective II</b>
<b>Finance</b>	<b>Marketing</b>
<ul style="list-style-type: none"> <li>• Indian Financial System</li> <li>• Corporate Tax Planning and Management</li> <li>• Corporate Valuation And Restructuring</li> <li>• Investment Analysis and Management</li> <li>• International Financial Management</li> <li>• Risk Management and Derivatives</li> </ul>	<ul style="list-style-type: none"> <li>• Retailing Management and Services</li> <li>• Consumer Behavior</li> <li>• Rural and Agricultural Marketing</li> <li>• Strategic Brand Management</li> <li>• International Marketing Strategy</li> <li>• Digital Marketing</li> </ul>
<b>Elective III</b>	<b>Elective IV</b>
<b>Human Resources</b>	<b>Health Care Management</b>
<ul style="list-style-type: none"> <li>• Learning and Development</li> <li>• Industrial and Employee Relations</li> <li>• Performance Management System</li> <li>• Strategic HRM</li> <li>• International HRM</li> <li>• Talent and Knowledge Management</li> </ul>	<ul style="list-style-type: none"> <li>• Perspectives on Health Care Sector</li> <li>• Management of Public Health Systems</li> <li>• Health Economics</li> <li>• Basic Management Aspects of Health Care</li> <li>• Strategic Management in Health Care Settings</li> <li>• Management of Hospital Services</li> </ul>
<b>Elective V</b>	<b>Elective VI</b>
<b>Banking Finance &amp; Insurance Services Management (BFIS)</b>	<b>Startups and SMEs Management</b>
<ul style="list-style-type: none"> <li>• Strategic Credit Management In Banks</li> <li>• Insurance Planning &amp; Management</li> <li>• Indian Financial System</li> <li>• Banking Technology and Management</li> <li>• International Financial Management</li> <li>• Risk Management for Banks and Insurance Companies</li> </ul>	<ul style="list-style-type: none"> <li>• Perspectives on Startups and SME</li> <li>• Basic Management Aspects of Small Business</li> <li>• Establishment of SMEs</li> <li>• Technology and Innovation</li> <li>• Internationalization of SMEs</li> <li>• Management of Startups</li> </ul>

\* Course contents are subject to change according to the University rules and regulations.

\*\* An elective is offered subject to a minimum number of student enrollment.

# Infrastructure

Life at IFIM is a fine balance of focused study, extra-curricular activities, recreation and good health. At the IFIM Campus, you will get the opportunity to not just study but be active in cultural festivals, hobby clubs, sports, management contests, etc.

IFIM has a completely wi-fi campus, spread over two acres together with a computer lab, student activity areas, classrooms of varying seating capacities, three conference halls, a centrally air-conditioned auditorium, an amphitheatre and more.





# Hostel

The hostel is located in close proximity to the main campus. The commute between the hostel and the main campus is organized by a shuttle bus service managed by the institute. Completely Wi-Fi enabled, the hostel has well-equipped rooms available on first-come-first-serve basis. Breakfast, Lunch, Dinner and tea are served on the hostel campus.

Facilities for indoor and outdoor sports like Football, Cricket, TT, Carrom, Chess, Shuttle Badminton and Gym are made available for the students.



# NSS at IFIM College

The National Service Scheme popularly known as NSS was established at IFIM College in the year 2014 as a funded unit consisting of 100 volunteers with necessary approval from Bangalore University. The motto of NSS is "Not Me But You" reflects the essence of democratic living and upholds the need for selfless service. The broad objective of the NSS unit is to inculcate the habit and spirit of social service amongst our students.

Admission to NSS is open to all students and participation in NSS carries weightage in the Internal Assessment and any student can enrol. Activities under NSS are conducted throughout the year and the NSS volunteers take immense interest in each one of these.

Activities of the NSS wing of the college include the following:

- Special camp of 7 days' duration is organized in an adopted village with some specific projects involving local communities.
- Outreach programmes of one or two days are organized to help students to involve themselves in the needs and problems of the community.
- Conducting awareness cum sensitization programs such as legal empowerment, anti-drugs movement, AIDS, stressing the importance of voting etc. Other activities of NSS include Blood donation, Planting Saplings, Cleanliness drives, Environmental Protection, Health Camps, Literacy Programs etc.
- The NSS unit of the college organizes periodic blood donation camps in the campus in collaboration with Youth Red Cross wing of the college and a huge number of students donate their blood.
- Our NSS volunteers attend National Integration Camp organized by Bangalore University.
- Students also get opportunities to participate in the Republic Day parade in Delhi representing NSS of Bangalore University.
- The college recognizes the importance of NSS activities and ensures all support to NSS.





# Aura - Annual Management Fest

AURA is the annual Management and Cultural fest of IFIM College. A much-awaited event for both our students and the students of various reputed colleges of Bangalore University, AURA is a two-day artistic, creative and intellectual extravaganza of sheer talent on display.

AURA provides a testing platform for the participants to unearth and exhibit their intellectual and hidden competencies. AURA, being a students' driven program, gives the students ample scope to learn management functions first hand.

AURA attracts students from more than 40 colleges with more than 400 participants every year. The various events conducted include Battle of Bands, Fashion Show, Group Dance, Singing and a glamorous Fashion Show along with interesting contests like Cook without Fire, Mad Ads, Treasure Hunt, Karaoke, Business Quiz, etc.



# Student Testimonials



“The vision of IFIM College states "Transform Yourself", and that is exactly what this institution offers. The BBA course has provided a lot of exposure to the students in ways of guest lectures, industrial visits, seminars, etc. The campus environment, strong academic structure, intricate support system, and also my hard work helped me in securing the first position in Bangalore University for Quantitative Methods for Business in 1st semester and top 25 in other subjects in the same and the following semesters.”

**Shubham Rana**, BBA 2015-18



“The faculty members of BA Journalism are extremely supportive and they constantly put efforts to bring out the best in the students. The past year has been both motivating and inspirational, right here at IFIM College. I'll always be proud to be an IFIMite.”

**Sanjana Ghosh**, BA Journalism 2016-19



“Our classroom sessions and lab sessions in the BCA department involve a lot of discussions and cases, where we try to do assignments through group discussions. We get good insights and resolutions flow easily when you are surrounded by students from so many different places, so we get a well-rounded perspective to everything.”

**Mohammed Ali**, BCA 2016-19



“I have always aspired to study journalism and get into the media industry. This course at IFIM College has encouraged me to study about latest avenues of print and electronic media, besides just traditional reporting. We also get an insight into psychology and advanced level of English. IFIM College has transformed me into a confident and skilled individual.”

**Lumina Bose**, BA Journalism 2016-2019

# Student Testimonials



I have always felt that I am lucky to be a student of IFIM College. The things I admire about IFIM is the support I received from all my faculty. I wouldn't have been able to achieve what I have achieved without this caring environment. I think the facilities and the resources provided are world-class.

**Aleluia Gracias, BBA 2014-17**



I am extremely happy that in addition to regular subject coverage for the UG programme, the college has several extracurricular activities which provides leadership skills to the students. The various events organized in the college enabled me to interact with my peers and gain confidence in organizing and taking part in various functions. The placement team provides all students with great career opportunities. I am elated that IFIM could place me in Reliance, one of the most reputed corporate groups in India thereby giving me a career edge.

**Sarita, B. Com. 2014-17**



"The best aspect of IFIM College is not only the faculty, but the students and classmates from varied backgrounds. It is exciting to be around people with so many diverse thoughts and perspectives. The BCA department has an excellent learning environment with additional certification courses like Java Web Development, PHP and MySQL. My experience studying here has been great and I strongly recommend everyone to enroll and explore new career opportunities."

**Lakhwinder Kaur, BCA 2013-16**



A few words about IFIM College: It really is one of the best Institutions in the country. I couldn't have asked for a better environment. The faculty is helpful and extremely knowledgeable. Besides Bangalore University syllabus, the faculty takes time to go the extra mile and encourage us to learn more about modules and courses. The NSS activities, College fests and projects personally helped me develop my communication skills, team management and an innovative outlook. The IFIM College experience is definitely one that is unforgettable.

**Shyam Balachandran, BBA 2015-18**



# Placements

The Centre for Continuous Employability (CCE) at IFIM is responsible for facilitating internships and placements to all the students of IFIM Institutions. The Centre works closely with Indian and Multinational corporates who regularly visit the institute and interact with students. The CCE continuously works on grooming students to improve confidence levels, analytical thought, presentation delivery and communication skills. Most importantly, IFIM students are valued for their reliability, responsibility and their ability to get things done smoothly without disrupting the normal flow.

## Indicative list of Recruiters





# Indicative list of Recruiters

- Amazon India
- Abbott India
- ACT
- American Express
- Actuant Corporation
- Axis Bank
- Berger Paints India
- Biocon
- Bosch India
- Boston Technology
- Britannia Industries
- Canon India
- Capital First
- Citibank
- CMS
- Copal Amba Research
- CRISIL Global Research & Analytics
- Decathlon
- Dell India
- Deloitte Consulting India
- DTDC
- Eclerx
- Edelweiss
- Envision Financial Systems
- Ernst & Young
- Factset
- FedEx
- Flipkart
- Franklin Templeton
- Fuji Films India
- GATI
- Genpact India
- Godrej Ltd.
- Grant Thornton
- H & R Johnson (India)
- HDFC Group
- Hinduja Global Solutions
- Hindustan Coca Cola Beverages
- HP
- IBM
- ICICI Group
- Idea Cellular - Aditya Birla Group
- IKYA Human Capital Solutions
- Indiabulls
- IndusInd Bank
- ID Foods
- Jaro Education
- JP Morgan
- Just Dial
- Kotak Group
- KPMG
- L&T
- Madisson Media
- Mercedes Benz
- Minacs
- Mindtree
- Nestle
- Neudesic
- New Wave
- NTT Data
- Optimal Strategix Consulting
- Oracle India
- Piaggio India
- PM Cucine Lube India
- Prabhudas Lilladhar
- Practo
- Puravankara Projects
- PWC
- Rane Group
- Richcore Lifesciences Pvt. Ltd.
- Rotomotive Powerdrives India Ltd.
- S & P Capital IQ
- Sakra World Hospital
- SAP Labs India
- SG Analytics Pvt. Ltd.
- Siemens India
- Societe Generale
- Standard Chartered Bank
- State Street Services
- Target
- TAS Analytic Services
- Toyota Kirloskar Motors
- VIP Industires
- Vistaar Financial Services
- Vodafone
- Zomato

# Admissions

IFIM College looks for candidates with intellectual curiosity coupled with a desire to stretch in a rigorous academic program as well as personal qualities to contribute in many activities of the college. The potential to succeed as a leader in a competitive and global business environment is also central to its admissions criteria. IFIM welcomes applicants regardless of religion, gender or financial status with an aim to build an exciting, dynamic and diverse student community.

	Course	Mode of Study	Duration	Eligibility	Selection Process
UG	BBA	Full-time	3 years	Candidates should have passed XII standard/PUC or equivalent there to as prescribed by Bangalore University	<ul style="list-style-type: none"> <li>• IFIM Aptitude Test</li> <li>• Personal Interview</li> </ul>
	B. Com.	Full-time	3 years		
	BCA	Full-time	3 years		
	BA (J)	Full-time	3 years		
PG	MBA Approved by AICTE	Full-time	2 years	<ul style="list-style-type: none"> <li>• Students seeking admission to the MBA Program should have passed Bachelors degree / Masters degree examination of any recognised education body in Commerce, Management, Arts, Social Sciences, Engineering / Technology or equivalent, and have secured at least 50% of marks in the aggregate (45% for SC/ST candidate)</li> <li>• Must have scored well in any one of the national level entrance examinations, viz., CAT, XAT, MAT, GMAT etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Essay Writing</li> <li>• Personal Interview</li> </ul>
	M. Com.	Full-time	2 years	Candidate who has passed the B.Com/B.B.M/ BBS and BBA Degree examination of this University or of any other University recognized as equivalent thereto and has secured not less than 50% of the marks in the aggregate in all the Commerce subjects of Business Education in all the years (Examinations of the B.Com/BBM course) shall be eligible for admission to the course. In the case of SC/ST/Cat-I students and blind students the minimum percentage of marks required shall be less by 5%	<ul style="list-style-type: none"> <li>• IFIM Aptitude Test</li> <li>• Personal Interview</li> </ul>

Eligibility criteria is subject to change based on University directives and all admissions have to be approved by Bangalore University.

The information provided in this Prospectus aims to be correct at the time of going to the press (June 2017). However, IFIM reserves the right to make changes or add any information contained herein without prior notice. Any dispute that may arise is subject to the jurisdiction of the courts of Bangalore only.

For more details, please visit [www.ifimcollege.com](http://www.ifimcollege.com)



Director - Admissions

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