



**CHRIST ACADEMY**  
INSTITUTE FOR ADVANCED STUDIES

AFFILIATED TO BANGALORE UNIVERSITY ||| BENGALURU - 83 |||

# MBA

## PROSPECTUS

2023-2024



# MESSAGE FROM THE PRINCIPAL



Dear Students,

## **Welcome to Christ Academy Institute for Advanced Studies!**

The vision behind setting the MBA program as a part of Christ Academy Institute for Advanced Studies is to create successful managers who would add value to society by their innovations and creations. The MBA program, approved by AICTE, moulds students into becoming future-ready managers ready to face a highly competitive and fast-changing business world. Also, CIAIS aims at contributing towards nation-building by imparting education with a flair of professionalism.

Providing an apt multi-cultural and professional environment with inclusive teaching methodology in a peer learning setting is an essential part of the pedagogy. A comprehensive network of business firms and research institutes ensure essential exposure and foster market-ready competencies in our students. These engagements prove to be extremely essential to provide the students with much-needed professional prospective and to design their careers better. Each student is partnered with faculty members and industry consultants. Our well-qualified and proficient faculty members from all over the country with multi-cultural, multi-disciplinary, and multi-specialized learnings call CAIAS their home.

I look forward to meeting you all and I wish you God's blessings as you get on with your academic journey!

**Dr. Fr. Babu Paul**

*Principal, Christ Academy Institute for Advanced Studies*





# VISION

To instil among our students the spirit of inquiry, research, entrepreneurship, and commitment to lifelong learning and; to create an environment where they become socially sensitive and uphold human values.

# MISSION

To develop globally oriented, competent, and committed leaders who can achieve excellence in business and contribute to the National and Global economy.

# PROGRAM OBJECTIVES

The CAIAS MBA program aims at helping students to:

- Appreciate the importance of ethical, value-based leadership in business
- Develop a wholesome understanding of management theories and practices
- Understand and apply the skills necessary to work in multi-faceted teams
- Grow into responsible professionals, while fulfilling their social duties

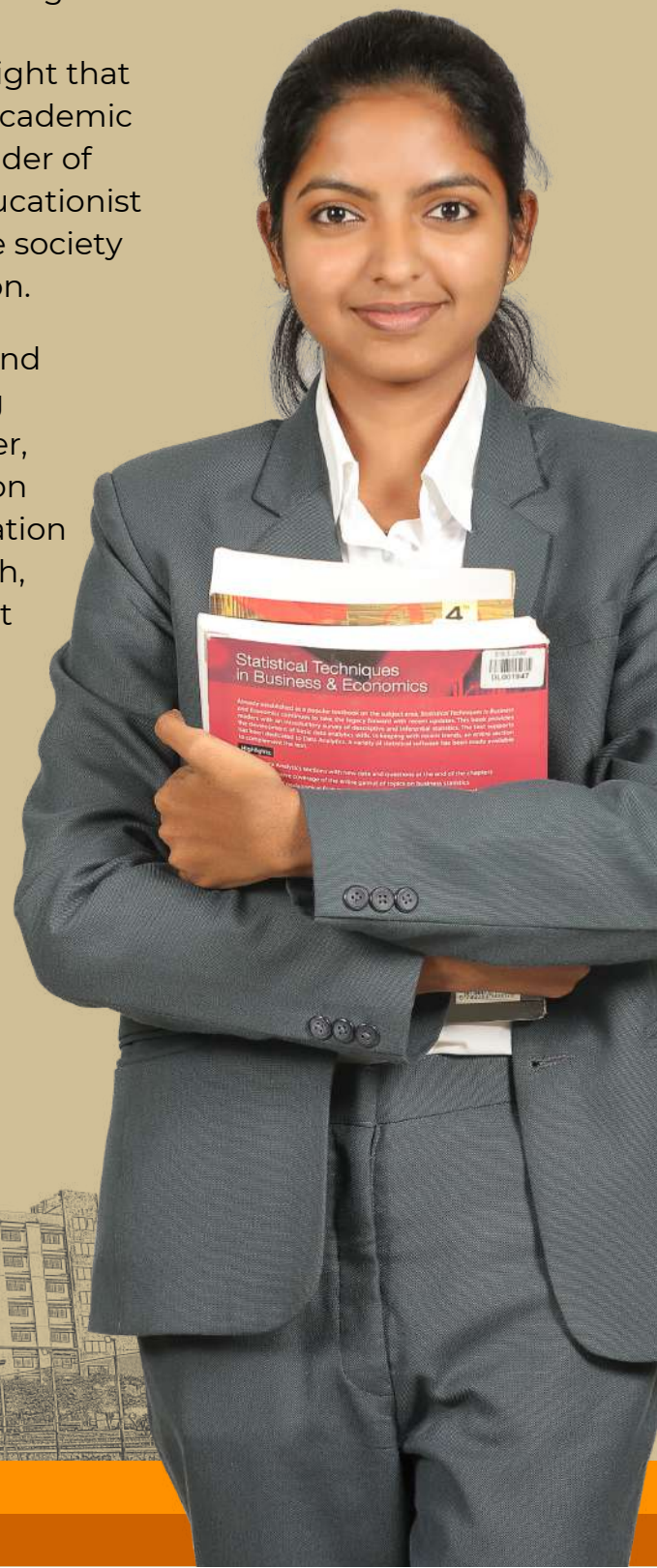
# ABOUT US

Christ Academy Institute for Advanced Studies (CAIAS), Bangalore is a higher educational institution, affiliated to Bangalore University, and administered by the members of Carmelites of Mary Immaculate (CMI) who pioneered the cause of social upliftment through their service in the fields of education and various other humanitarian activities for more than a century and a half. The academic fraternity of CAIAS is passionate about serving the higher educational needs of its students through its bachelor and post graduate degree programs.

CAIAS is dedicated to Jesus Christ, a guiding light that enlightens every individual who is a part of our academic community. Our source of inspiration is the founder of CMI, St. Kuriakose Elias Chavara, a renowned educationist who brought about revolutionary changes in the society through his decisive mission and farsighted vision.

CAIAS strives to kindle the light of knowledge and wisdom in the hearts of all, thereby enlightening the various strata of society irrespective of gender, caste, region, and religion. As a premier institution of higher education in South India, quality education aimed at directing the students towards research, innovation and extension is the defining element of CAIAS.

CAIAS has state-of-the-art infrastructure, an eco-friendly campus with parks to unwind, well-maintained Wi-Fi enabled learning centres, well-equipped central library and hi-tech laboratories and spacious cafeterias. The residential facilities are world-class and students have access to a soccer turf, basketball courts, volleyball courts, gymnasium, swimming pool and squash courts on the campus.





# WHY CAIAS?



At CAIAS, we believe that learning is a transformative act. Our focus as an institution of higher learning is to provide our students with all the necessary resources to achieve this transformation. Our innovative pedagogical methods include a peer-learning environment focused on assured contemporary learning. The academic infrastructure, coupled with learning resources and skill centres fosters market-ready competencies in our students. A comprehensive network that includes business firms and research institutions ensure that our students find the most suitable internships and placements that are in line with their capabilities. At CAIAS, we are committed to provide our students with the best that education can offer.

The CAIAS Department of Management Studies started its quest for excellence in 2019 when it started the 2-year full-time MBA program affiliated to Bangalore University. Apart from the core curriculum prescribed by the university, the CAIAS MBA offers a variety of value-added programs that are aimed at helping students align with the changing needs of industry and make informed career choices. The structure is designed to give the students the best of industry and academic exposure and ensure that they become future leaders in their areas of expertise. The specializations offered include Finance, Human Resources and Marketing, dependent on minimum cohort size as decided by the University.



# WHAT MAKES THE CAIAS MBA UNIQUE?

Management is both an art and a science; it is with this insight that the MBA program at CAIAS was developed. The program aims at helping students develop an acute sense of responsibility to their chosen career paths and at the same time, have sensitivity towards the society that they are a part of. In addition to the regular courses offered in various specializations, an MBA degree from CAIAS ensures that students are provided ample opportunities to further develop their skills through various value-added programmes.

## Corporate Talk Series

The Corporate Talk Series initiative has eminent personalities from the industry to discuss on recent and emerging trends as well as on career and growth prospects in different sectors. The aim of the series is to provide multiple perspectives of the corporate world and to open the minds of students on management of life and work.



## Educational Trips

To provide a holistic learning environment to our MBA students, students will be a part of an education trip designed in alignment with the academic goals of the MBA program. This includes trips to organisations involved in either manufacturing, services and/or agriculture sectors, helping students understand the importance of the value chain in business.



## Mentorship Program

Each MBA student will be assigned one faculty member as a mentor, who will offer guide the student for the entire duration of the program. The mentor will not only provide counselling on academic matters but will help by being always the 'go-to' person for their mentee during the duration of the course.



## Social Immersion

As a part of the social immersion program, the MBA students will be a part of a one-day visit to either an orphanage and/or any NGO to interact with people from different socio-economic backgrounds and be empathetic to their ways of life. This also helps students understand the importance for social inclusion for disadvantaged sections of society.

# COURSE MATRIX

## COURSE MATRIX OF I SEMESTER MBA

Paper Code	Subject	Contact Hours	I.A.	U.E.	Total Marks
1.1	Economics for Managers	60	30	70	100
1.2	Organizational Behaviour	60	30	70	100
1.3	Accounting for Managers	60	30	70	100
1.4	Statistics for Management	60	30	70	100
1.5	Marketing for Customer Value	60	30	70	100
1.6	Legal Aspects and Intellectual Property Rights	60	30	70	100
1.7	Managerial Skills-1	30	30	70	100
Total		390	210	490	700

## COURSE MATRIX OF II SEMESTER MBA

Paper Code	Subject	Contact Hours	I.A.	U.E.	Total Marks
2.1	Technology for Management	60	30	70	100
2.2	Management Research Methods	60	30	70	100
2.3	Entrepreneurship & Ethics	60	30	70	100
2.4	Human Capital Management	60	30	70	100
2.5	Financial Management	60	30	70	100
2.6	Quantitative Techniques and Operation Research	60	30	70	100
2.7	Managerial Skills-2	30	30	70	100
Total		390	210	490	700

# COURSE MATRIX

## COURSE MATRIX OF III & IV SEMESTER MBA

III SEMESTER	IV SEMESTER
CORE COURSES	
3.1. Strategic Management and Corporate Governance	4.1. International Business
3.2. Project and Operations Management	
III SEMESTER	IV SEMESTER
3.3 FINANCE	4.2 FINANCE
3.3.1 Business Valuation and Value Based Management	4.2.1 Financial Techniques for Strategic Decision-making
3.3.2 Indian Financial Systems	4.2.2 International Financial Management
3.3.3. Investment Analysis and Management	4.2.3 Risk Management and Derivatives
3.3.4. Business Analytics using Excel	4.2.4 Data Analysis and Visualization using Tableau
3.4 MARKETING	4.3 MARKETING
3.4.1 Retailing Management and Services	4.3.1 Strategic Brand Management
3.4.2 Consumer Behaviour	4.3.2 Marketing Research and Metrics
3.4.3 Rural and Agricultural Marketing	4.3.3 Digital Marketing
3.4.4. Business Analytics using Excel	4.3.4 Data Analysis and Visualization using Tableau
3.5 HUMAN RESOURCES	4.4 HUMAN RESOURCES
3.5.1 Learning And Development	4.4.1 Strategic HRM
3.5.2 Team Dynamics at work	4.4.2 International HRM
3.5.3 Performance Management Systems	4.4.3 Talent and Knowledge Management
3.5.4 Business Analytics using Excel	4.4.4 Data Analysis and Visualization using Tableau
3.9 BUSINESS ANALYTICS	4.8 BUSINESS ANALYTICS
3.9.1 Data Science Using R And Python	4.8.1 Data Visualisation
3.9.2 Advanced Statistical Methods For Business Decision Making	4.8.2 Business Forecasting
3.9.3 Analytics For Decision Making	4.8.3 Data Warehousing and Data Mining
3.9.4. Business Analytics using Excel	4.8.4 Data Analysis and Visualization using Tableau

Note: Specialisations shown here are indicative, final decision by CAIAS based on institute plans and minimum student cohort size as per University regulations.



# PLACEMENT & CAREER GUIDANCE

The Placement and Career Guidance Unit primarily assists students in their career planning and takes the initiative to explore new career avenues for MBA students. Career counselling programs and sessions by eminent persons are conducted regularly by the Placement Office to guide the students. The Office also facilitates professional development of the students by training them towards honing their employability skills such as resume building, group discussion, and personal interviews. The comprehensive placement training plan for the CAIAS MBA program includes Pre-Assessment Tests, Group Discussion, Extempore Speeches, Self-Introduction, Practice Sessions on General HR Questions and Domain Based Questions, Post Assessment, Mock Interviews (Panel) and Psychometric Training.

## Cross Functional Expertise

MBA students will be encouraged to take up different cross-functional certificate courses which are not a part of their chosen specialization for building generalist skills necessary for leadership positions. Courses will be offered by the Department of Management Studies in-house or in collaboration with partner institutions.

## Recruiting Partners



## CROSS-BORDER COLLABORATORS

CAIAS has established official academic affiliations with international institutions including PennHUB, Pennsylvania's State System of Higher Education. The primary aim of these international collaborations is to facilitate the exchange of academic and research information. They also serve as a platform to foster awareness and the adoption of diverse, multifaceted approaches to learning. Additionally, these partnerships aim to enhance mutual understanding and promote the acceptance of varied cultures and perspectives.



# FACILITIES

## LIBRARY

Libraries are crucial to the input, creation, and retention of ideologies of a knowledge seeker. The College Library aims to make this necessary information accessible to each of the beneficiaries at the right time. Its objective is to improve student success rates by maintaining a balanced collection of books, journals, periodicals, dailies, and other national and international publications along with reference books for the student community. The library functions in coordination with the specialized libraries in the city including IIM Bangalore and is curated by qualified and experienced librarians.



## HEALTH CARE CENTRE

Physicians/nursing staff are available at CAIAS on all working days for students with any illness or health concerns. Our health room is equipped with basic facilities that are necessary to meet the immediate medical needs of the students.

## SCHOLARSHIPS

CAIAS aspires to acknowledge students well versed in academics, co-curricular and extracurricular activities, and support economically backward students. CAIAS-aided grants are classified as:

**I. CAIAS Merit Grant (CAIAS MG)** - This scholarship recognises meritorious students, wherein the top three performers of each course are awarded a 30%-50% waiver of their tuition fee.

**II. CAIAS Provisional Grant (CAIAS PG)** - This scholarship caters to economically backward students, who are provided with a waiver of 40% of their tuition fee.

**III. St. Chavara Scholarships** - This scholarship is offered for postgraduate programs including MBA students from CMI & CAIAS institutions.

[Refer to the website for further details on the scholarships.]

# ELIGIBILITY REQUIREMENTS



Candidates who have obtained a Bachelor's degree (10+2+3 years) from a recognised University in any discipline, or its equivalent and have secured not less than 50% of the marks in aggregate are eligible for admission to this program. All aspiring candidates should undertake any of the national-level management tests like MAT, CMAT, XAT, CAT, GMAT, or KMAT. The score secured in the test is necessary to complete the application form.

## Admission Process

Application Form: Candidates are requested to apply online at the college website: **[www.caiaa.in](http://www.caiaa.in)**  
Alternatively, **scan the QR** code to apply:



## Admission Procedure:

- Interview dates of the selected students will be informed through email/SMS.
- On the scheduled date and time, the candidate and a parent shall be present with his/her original certificates.
- Admission will be based on the result of the qualifying examination and the performance in the interview.
- The candidates will be informed of their results via email.
- Admission will be finalised after the payment of the prescribed fees

## Required Documents

- PUC/ Equivalent Marks Card (Original + 2 Copies)
- Provisional/ Degree Certificate and Marks Card
- Results of National Level Management entrance tests (MAT/CMAT/XAT/CAT/ GMAT/KMAT)
- Transfer Certificate from the previous educational institution
- Conduct Certificate
- Copy of Caste Certificate (if SC/ ST/ Category 1, 2A, 2B, 3A, 3B or OBC)
- Migration Certificate (for students who have passed any examination other than the Karnataka PU Examination)
- 3 passport-size photographs
- Aadhar Card copy (for Indian students)

## Additional Documents (for NRI and international students)

- Valid Passport
- Residential Permit from the Commissioner of Police, Bengaluru
- Valid student VISA
- Fitness Certificate/ Medical Clearance





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