



JVIMS: MBA (AM)

Frequently Asked Questions

NEW COURSE - MBA in Applied Management (AM)

NEW AVENUES IN MANAGEMENT

Q - 1	What is MBA (AM)?
A - 1	<p>MBA (AM) – MBA in Applied management. It is a Dual Degree Integrated program, Affiliated to Gujarat Technological University (GTU), Approved by All India Council of Technical Education (AICTE), Ministry of Human Resource Development (HRD), New Delhi.</p> <p>The course is designed to let student focus on business management intricacies right after passing 12th Standard (both Science and General stream).</p>
Q – 2	Which Degree will be awarded?
A – 2	<p>The Course shall Award a Bachelor’s Degree BBA (AM) at the end of three years, if one wishes to discontinue the studies</p> <p style="text-align: center;">AND</p> <p>Award of Master’s degree in MBA in (Applied Management) i.e. MBA (AM) at the end of five years</p> <p>It is a program for the GENX- the generation of Change, Creativity & Innovation.</p>
Q – 3	What is the Objective of the course?
A – 3	<ul style="list-style-type: none"> • To educate and groom the students to get entry level managerial positions in manufacturing / services organizations, Banks, Financial service sector, Government organization, NGOs, e-commerce companies or to start and run own ventures with good business knowledge. • To facilitate the development of students to take up growing challenges and find and implement solutions those are environmentally viable, ethically correct, and socially acceptable.



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	<ul style="list-style-type: none"> To provide for job opportunities at different levels of management within organizations starting at supervisory level in SME segment and middle level management in large Public Sector Undertakings (PSUs), Banks and Multi National Corporation (MNCs).
Q – 4	What is the duration of the course?
A – 4	<p>The duration of the course will be 5 years. If students wish to discontinue the course at the end of 3 years – BBA (AM) (Bachelor’s in Applied Management) will be awarded.</p> <p>At the end of 5 Years – MBA (Master’s in Applied Management) will be awarded.</p>
Q – 5	Entry Qualifications / Students eligibility:
A – 5	<p>For admission to this course, a student should have passed 12th standard (or equivalent) examination and obtained at least 45% (40% marks for reserved category students)</p> <p>Admission taken at the first year shall be admission to “5 year dual degree course” and he/she will not be required to take re-admission at any stage of the course unless he/she discontinues the course after 3rd.</p>
Q – 6	Subject scheme and evaluation:
A – 6	<ul style="list-style-type: none"> Each subject shall consist of 3 lectures per week (3 credits) and 2 hour tutorial per week (1 credit) for assignments, thus making it a 4 credit subject. Evaluation of performance shall be on the basis of both, Continuous assessment (40%) based on internal evaluation. End semester examination (60%). The fifth year level Industrial project shall be assigned as a group task and shall necessarily have interdisciplinary nature.
Q - 7	Which Specialization are offered in MBA (AM).
A - 7	The following specialization will be offered :Finance, Marketing, HR and IT
Q - 8	What will be my learning during the course
A - 8	<p>In addition to standard business management courses, stress will be on overall development of students, right after 12th standard, like...</p> <ul style="list-style-type: none"> Acquiring communication skills Acquiring soft skills Acquiring business Etiquettes Studying English language and one foreign Language



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	<ul style="list-style-type: none">• Enabling students to solve case studies, problem solving techniques and Group exercises to build up team spirit• Obtaining practical knowledge through seminars and projects• Acquiring exhaustive Industry / Services Organization Training
Q - 9	What is passing Criteria?
A - 9	To pass in each subject the student should get minimum 35% marks i.e. 23 Marks out of 70 in University Exam(E); 12 Marks out of 30 marks in Mid Sem. (M) AND 20 Marks out of 50 in Continuous Evaluation Component (I).
Q - 10	What is evaluation scheme?
A - 10	The Evaluation scheme in MBA (AM) is as follows: The External University Exam of 70 Marks The Internal college written Exam of 30 Marks The Continuous Evaluation Component of 50 Marks
Q - 11	What is Continuous EvaluationComponent?
A - 11	The continuous Evaluation component consist of the following: The Presentation, Assignment, case study, quiz, classroom participation, Movie review and several other activities. The weightage of each component will be announced by concerned course teacher in the beginning of the semester.



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Master in Applied Management 5-year dual

degree programme with multiple options for 10+2 students of any stream (Commerce, Science or Arts)

Criteria	MAM
Entry eligibility	12 th pass with minimum 45% (Commerce, Science & Arts)
Admission validity	One time admission valid for 5 years up to PG
Approving authority	AICTE approved, Affiliated to GTU (Gujarat Technological University)
Flexibility option	Dual degree programme BBA (AM) – 3 years MBA (AM) – 5 years
Validity of programme at national level	MBA (AM) can apply for Banks, PSUs and other government openings.
Value – addition	Opportunity for industrial training, foreign language and many other value-added courses leading to practical exposure.
Focus on specialization areas	Higher focus with more number of credits for futuristic needs of Indian industry like Marketing, Finance, HR & IT
Scope for personality development	Longer association will ensure better personality development.
Scope of earning while learning	Students can work for 2 years after BBA (AM) and rejoin for a better learning experience.

Career Development Cell: The Career Development Cell @JVIMS makes special effort to ensure students are on target with educational and career goals and helps them to identify the perfect career pathway.