

**ACADEMIC AFFAIRS OFFICE
INDIAN INSTITUTE OF TECHNOLOGY ROORKEE**

No. Acd./1206 /Senate-86

Dated: March 09, 2021

NOTIFICATION

Subject: Structure of Executive MBA (EMBA) programme (86.15)

The Senate in its 86th meeting held on 09.02.2021 considered and approved the structure and admission eligibility criteria of Executive MBA (EMBA) programme. **(Appendix-A)**



Assistant Registrar (Curriculum)

Copy to (through e-mail):-

1. Chairman Senate & Director
2. All faculty
3. All Head of Departments/ Centres
4. Dean, Academic Affairs
5. Associate Dean of Academic Affairs (Curriculum)/(Evaluation)
6. Assistant Registrar (Admission)/(Evaluation)
7. Meeting Section
8. Channel I/ Acad portal/ Academic webpage of iitr.ac.in

Department of Management Studies

Indian Institute of Technology Roorkee, Roorkee

Proposal to Start Executive MBA at IIT Roorkee

Introduction:

It is a matter of pride that DoMS, IIT Roorkee is one of the top ten B-School of the country as per NIRF 2017, 2018 and 2019. Department is offering only two programmes, MBA and PhD. It is a very appropriate time for the department to leverage its ranking, particularly by starting a new programme. Over last 20 years of its existence, department has acquired sufficient resources for moving into executive education programmes. Therefore, it is proposed to initiate Executive-MBA programme for working professionals. This programme is designed to attract working professionals who want to learn modern management principles for their career growth as well as for developing competitiveness of their organizations.

All peer institutions (IITs offering MBA and IIMs) offer EMBA programmes. Some of them offer E MBA in their permanent campus while some others offer in different campus. Considering the resources and availability of candidates, it is proposed to start E MBA.

Under the rapid infrastructure development plan around NCR and Uttarakhand, it is expected that commercial and industrial activities will further grow in NCR and Uttarakhand. This will require more persons who are well trained in managerial skills. Therefore, it is expected that this course will have a good potential right from the beginning.

The programme will be done in weekend mode with online and offline classes.

Programme Objective: At the outset, following objectives are decided for this proposed course:

- (1) To create visibility of the department among the working professionals.
- (2) To provide stronger linkages of department with industries.
- (3) To extend academic offerings from the department
- (4) To leverage good ranking of the department
- (5) To offer the course as "degree" so that it can be used by participants for pursuing future studies.

Programme Duration and Mode:

24 months. It will have blend of Online and offline classes. In each term/ semester, two sessions of 2-3 days each should be organized as boot camp at Roorkee/ Greater Noida campus.

Eligibility for Admission

A candidate seeking admission for the Programme must possess Bachelor's Degree with 65 % marks or equivalent grade points (for SC/ST 60% marks or equivalent grade points) with four years' relevant Work Experience after graduation.

Further, she/he should also fulfil one of the following condition:


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- (i) The experience should be in a company having turnover of more than INR 300 crore for last three years continuously. OR in state, central government departments. OR in a reputed NGO having PAN India or Global operations.
- (ii) Graduation is completed from any Statutory University (Within top 500 NIRF in latest ranking data) or any other recognized Foreign University (Within 1000 QS latest ranking).
- (iii) Qualified CAT/GMAT/ XAT (latest examination is applicable).

Selection Procedure: The selection of the students shall be on the basis of Personal Interview only.

Intake: 30 seats

Programme Duration: The programme structure consists of 8 terms.

Programme Fees: Rs. 11 lacs payable in two instalments yearly.

Programme Commencement: January 2021.

Course Structure

Department of Management Studies

Executive Master of Business Administration (EMBA)

Course No.	Course Title	Subject Area	Credit	L	T	P	Exam Dur. (Hrs)		Relative Weightage (%)				
							T	P	CWS	PRS	MTE	ETE	PRE
1 st Year													
1 st Term													
BMN-501	Principles and Practices of Management	PCC	1.5	3	0	0	2		50	---	---	50	--
BMN-502	Micro Economics	PCC	1.5	3	0	0	2	-	50	---	---	50	--
BMN-503	Operations Research	PCC	2	3	1	0	3	-	50	---	---	50	--
BMN-505	Financial Accounting I	PCC	1.5	3	0	0	2	-	50	---	---	50	--
BMN-506	Business Environment	PCC	2	4	0	0	3	-	50	---	---	50	--
BMN-507	Innovation and Entrepreneurship	PCC	1.5	3	0	0	2	-	50	---	---	50	--
BMN-508	Marketing Management I	PCC	2	4	0	0	3	-	50	---	---	50	--
	Sub Total		12	23	1	0							

	2 nd Term												
BMN-510	Macro Economics	PCC	1.5	3	0	0	2	-	50	---	---	50	--
BMN-511	Marketing Management 2	PCC	2	4	0	0	3	-	50	---	---	50	--
BMN-512	Managerial Communication	PCC	2	3	0	2	2	-	50	20	---	30	--
BMN-513	Organization Behaviour	PCC	1.5	3	0	0	2	-	50	---	---	50	--
BMN-514	Data Analysis for Managers	PCC	2	3	0	2	2	-	50	20	---	30	---
BMN-515	Management Accounting	PCC	2	4	0	0	3	-	50	---	---	50	--
BMN-518	Production and Operations Management 1	PCC	1.5	3	0	0	2	-	50	---	---	50	--
Sub Total			12.5	23	0	4							
	3 rd Term												
BMN-517	IT and Organization	PCC	1.5	3	0	0	2	---	50	---	---	50	
BMN-519	Production and Operations Management- 2	PCC	2	4	0	0	3	-	50	---	---	50	--
BMN-520	Human Resource Management	PCC	2	4	0	0	3	-	50	---	---	50	--
BMN-521	Financial Management -1	PCC	1.5	3	0	0	2	-	50	---	---	50	--
BMN-525	Digital Transformation and Business	PCC	1.5	3	0	0	2	--	50	---	---	50	--
BMN-526	Project Management	PCC	1.5	3	0	0	2	-	50	---	---	50	--
BMN-527	International Business	PCC	1.5	3	0	0	2	-	50	---	---	50	--
Sub Total			11.5	23	0	0							
	4 th Term												
BMN-521	Financial Management -1	PCC	1.5	3	0	0	2	-	50	---	---	50	--
BMN-528	Data Science and Big Data Analytics	PCC	1.5	3	0	0	2	--	50	---	---	50	--
BMN-530	Marketing Research	PCC	2	3	1	0	3	-	50	---	---	50	--
BMN-531	Legal Aspects of Business	PCC	2	4	0	0	3	-	50	---	---	50	--
BMN-533	Strategy and Business Policy	PCC	2.0	4	0	0	3	-	50	---	---	50	--
BMN-534	Supply Chain Management	PCC	1.5	3	0	0	2	-	50	---	---	50	--
	Elective I	PEC	1.5	3	0	0	2	-	50	---	---	50	--
Sub Total			12	23	1	0							

2nd Year	5th Term												
BMN-535	Business Simulation from Capstone I	PCC	6	--	--	--	--	--	--	--	--	--	--
BMN-536	New Product Development	PCC	1.5	3	0	0	2	-	50	---	---	50	--
BMN-602	Summer Training	PCC	2	--	-	--	--	-	---	---	---	---	100
	Elective II	PEC	1.5	3	0	0	2	-	50	---	---	50	--
	Elective III	PEC	1.5	3	0	0	2	-	50	---	---	50	--
	Elective IV	PEC	1.5	3	0	0	2	-	50	---	---	50	--
	Elective V	PEC	1.5	3	0	0	2	-	50	---	---	50	--
Sub Total			15.5	15	0	0							
	6th Term												
	Elective VI	PEC	1.5	3	0	0	2	-	50	---	---	50	--
	Elective VII	PEC	1.5	3	0	0	2	-	50	---	---	50	--
	Elective VIII	PEC	1.5	3	0	0	2	-	50	---	---	50	--
	Elective IX	PEC	1.5	3	0	0	2	-	50	---	---	50	--
	Elective X	PEC	1.5	3	0	0	2	-	50	---	---	50	--
	Elective XI	PEC	1.5	3	0	0	2	-	50	---	---	50	--
	Term Paper/ Seminar Presentation	PEC	6	--	-	--	--	-	---	---	---	---	100
Sub Total			15	18	0	0							
	7th Term												
	Elective XII	PEC	1.5	3	0	0	2	-	50	---	---	50	--
	Elective XIII	PEC	1.5	3	0	0	2	-	50	---	---	50	--
	Elective XIV	PEC	1.5	3	0	0	2	-	50	---	---	50	--
	Elective XV	PEC	1.5	3	0	0	2	-	50	---	---	50	--
	Elective XVI	PEC	1.5	3	0	0	2	-	50	---	---	50	--
	Capstone II	PCC	6	--	-	--	--	-	---	---	---	---	---
Sub Total			13.5	15	0	0							
	8th Term												
BMN-610	Major Project	RP	7	--	-	--	--	-	---	---	---	---	---
Sub Total			7										
TOTAL			99										

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Important Points :

- (1) Summer Training will be evaluated area wise. Students need to submit a report and presentation will be made by them.
- (2) Students will start working for their final year project during 7th term. They can spend some time in industry for project completion in 8th term. Project evaluation will also be done after making presentation in front of a duly constituted committee.
- (3) To complete specialization in one area, a student has to earn minimum 12 credits in that area.

Open Electives

S.No.	Subject Code	Subject Name	Subject area	Credit	L	T	P	Exam Dur. (Hrs)		Relative Weightage (%)				
								T	P	CWS	PRS	MTE	ETE	PRE
1	BMN-611	Knowledge Management	PEC	1.5	3	0	0	2	-	50	---	---	50	--
2	BMN-612	Entrepreneurship Development	PEC	1.5	3	0	0	2	-	50	---	---	50	--
3	BMN-613	Industrial Waste Management	PEC	1.5	3	0	0	2	-	50	---	---	50	--
4	BMN-614	Management of Large Systems	PEC	1.5	3	0	0	2	-	50	---	---	50	--
5	BMN-615	Environment Management	PEC	1.5	3	0	0	2	-	50	---	---	50	--
6	BMN-616	Advanced Optimization Techniques for Management	PEC	1.5	3	0	0	2	-	50	---	---	50	--
7	BMN-617	Basics of Management of Information	PEC	1.5	3	0	0	2	-	50	---	---	50	--
8	BMN-618	Soft Computing Techniques for Management	PEC	1.5	3	0	0	2	-	50	---	---	50	--
9	BMN-619	Technology Management	PEC	1.5	3	0	0	2	-	50	---	---	50	--

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Specialization Electives

(1) Human Resource Management

S.No.	Subject Code	Subject Name	Subject Area	Credit	L	T	P	Exam Dur. (Hrs)		Relative Weightage (%)				
								T	P	CWS	PRS	MTE	ETE	PRE
1	BMN-631	Human Resource Planning and Development	PEC	1.5	3	0	0	2	--	50	---	---	50	--
2	BMN-632	Organisational Development	PEC	1.5	3	0	0	2	--	50	---	---	50	--
3	BMN-633	Labour Legislation and Industrial Relations	PEC	1.5	3	0	0	2	--	50	---	---	50	--
4	BMN-634	Career Planning and Performance	PEC	1.5	3	0	0	2	--	50	---	---	50	--
5	BMN-635	Management of Training and Talent Development	PEC	1.5	3	0	0	2	--	50	---	---	50	--
6	BMN-636	Compensation Management and Reward System	PEC	1.5	3	0	0	2	--	50	---	---	50	--
7	BMN-637	Management of Change	PEC	1.5	3	0	0	2	--	50	---	---	50	--
8	BMN-638	Managing Innovation and Creativity	PEC	1.5	3	0	0	2	--	50	---	---	50	--
9	BMN-639	Management of Self and Interpersonal Dynamics	PEC	1.5	3	0	0	2	--	50	---	---	50	--
10	BMN-640	Strategic Human resource Management	PEC	1.5	3	0	0	2	--	50	---	---	50	--
11	BMN-641	H R Analytics		1.5	3	0	0	2	--	50	---	---	50	--

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(2) Operations

S.No.	Subject Code	Subject Name	Subject Area	Credit	L	T	P	Exam Dur. (Hrs)		Relative Weightage (%)					
								T	P	CWS	PRS	MTE	ETE	PRE	
1	BMN-651	Manufacturing Strategy	PEC	1.5	3	0	0	2	-	-	50	---	---	50	--
2	BMN-652	Service Operations Management		1.5	3	0	0	2	-	-	50	---	---	50	--
3	BMN-653	Supply Chain Analytics		1.5	3	0	0	2	-	-	50	---	---	50	--
4	BMN-654	Computer Integrated Manufacturing	PEC	1.5	3	0	0	2	-	-	50	---	---	50	--
5	BMN-655	Operations Planning and Control Systems	PEC	1.5	3	0	0	2	-	-	50	---	---	50	--
6	BMN-656	Total Productive Maintenance	PEC	1.5	3	0	0	2	-	-	50	---	---	50	--
7	BMN-657	Productivity Management	PEC	1.5	3	0	0	2	-	-	50	---	---	50	--
8	BMN-658	Quality Management	PEC	1.5	3	0	0	2	-	-	50	---	---	50	--

(3) Information Technology

S.No.	Subject Code	Subject Name	Subject Area	Credit	L	T	P	Exam Dur. (Hrs)		Relative Weightage (%)				
								T	P	CWS	PRS	MTE	ETE	PRE
1	BMN-661	Management of Information Technology	PEC	1.5	3	0	0	2	-	50	---	---	50	--
2	BMN-662	Enterprise Business Applications	PEC	1.5	3	0	0	2	-	50	---	---	50	--
3	BMN-663	Information Technology Project Management	PEC	1.5	3	0	0	2	-	50	---	---	50	--

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4	BMN-664	Software Engineering and Management of Software Development	PEC	1.5	3	0	0	2	-	50	---	---	50	--
5	BMN-665	Design of On-Line Systems	PEC	1.5	3	0	0	2	-	50	---	---	50	--
6	BMN-666	Decision Support and Experts Systems	PEC	1.5	3	0	0	2	-	50	---	---	50	--
7	BMN-667	Business Process Management	PEC	1.5	3	0	0	2	-	50	---	---	50	--
8	BMN-668	Electronic Commerce and Electronic Governance	PEC	1.5	3	0	0	2	-	50	---	---	50	--

(4) Marketing

S.No.	Subject Code	Subject Name	Subject Area	Credit	L	T	P	Exam Dur. (Hrs)		Relative Weightage (%)				
								T	P	CWS	PRS	MTE	ETE	PRE
1	BMN-671	Internet Marketing	PEC	1.5	3	0	0	2	-	50	---	---	50	--
2	BMN-672	Product and Brand Management	PEC	1.5	3	0	0	2	-	50	---	---	50	--
3	BMN-673	Integrated Marketing Communications	PEC	1.5	3	0	0	2	-	50	---	---	50	--
4	BMN-674	Sales and Distribution Management	PEC	1.5	3	0	0	2	-	50	---	---	50	--
5	BMN-675	International Marketing	PEC	1.5	3	0	0	2	-	50	---	---	50	--
6	BMN-676	Industrial Marketing	PEC	1.5	3	0	0	2	-	50	---	---	50	--
7	BMN-677	Services Marketing	PEC	1.5	3	0	0	2	-	50	---	---	50	--


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8	BMN-524	Consumer Behaviour Analysis	PEC	1	2	0	0	2	-	50	---	---	50	--
9	BMN-691	Marketing Metrics	PEC	1.5	3	0	0	2	-	50	---	---	50	--

(5) Financial

S.No.	Subject Code	Subject Name	Subject Area	Credit	L	T	P	Exam Dur. (Hrs)		Relative Weightage (%)				
								T	P	CWS	PRS	MTE	ETE	PRE
1	BMN-681	Quantitative Analysis for Financial Management	PEC	1.5	3	0	0	2	-	50	---	---	50	--
2	BMN-682	Working Capital Management	PEC	1.5	3	0	0	2	-	50	---	---	50	--
3	BMN-683	Security Analysis and Portfolio Management	PEC	1.5	3	0	0	2	-	50	---	---	50	--
4	BMN-684	Indian Financial System	PEC	1.5	3	0	0	2	-	50	---	---	50	--
5	BMN-685	International Financial Management	PEC	1.5	3	0	0	2	-	50	---	---	50	--
6	BMN-686	Financial Management Control Systems	PEC	1.5	3	0	0	2	-	50	---	---	50	--
7	BMN-687	Taxation and Tax Planning	PEC	1.5	3	0	0	2	-	50	---	---	50	--
8	BMN-688	Merchant Banking and Financial Services	PEC	1.5	3	0	0	2	-	50	---	---	50	--
9	BMN-689	Financial Statement Analysis and Reporting	PEC	1.5	3	0	0	2	-	50	---	---	50	--
10	BMN-690	Banking and Bank Finance	PEC	1.5	3	0	0	2	-	50	---	---	50	--

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