

## DEPARTMENT OF MANAGEMENT STUDIES

### 1. ABOUT THE DEPARTMENT

The Department of Management Studies at Orange City Institute of Management (OCIM), Nagpur is committed to delivering quality management education in alignment with AICTE norms and RTM Nagpur University curriculum. The Department focuses on academic excellence, industry integration, research promotion, and holistic student development.

The MBA programme is designed to develop competent management professionals equipped with analytical, leadership, and decision-making skills required in dynamic business environments.

The Department operates under:

- AICTE Approval (New Delhi)
- Affiliation to Rashtrasant Tukdoji Maharaj Nagpur University (RTMNU)
- Guidance of Governing Body and Academic Advisory Board
- Internal Quality Assurance Cell (IQAC) for quality monitoring

### DEPARTMENT OF MANAGEMENT (MBA)

#### Vision of the Department

To develop a world-class management department which will provide technological and socio-economic development to society and impart leadership training with social sensitivity, human values, and skills for managing change.

#### Mission of the Department

To make management education relevant to the needs of industry, society, and the globalized economy, and to provide quality education at an affordable cost for the upliftment of students belonging to all categories and backgrounds.

### MASTER OF BUSINESS ADMINISTRATION (MBA)

#### 1. Program Overview

The MBA programme at OCIM is a two-year full-time postgraduate programme approved by AICTE and affiliated to RTM Nagpur University.

#### Duration:

2 Years (4 Semesters)

### **Intake:**

- i. First Year: 120
- ii. Second Year: 120

### **Admission:**

As per DTE Maharashtra norms through:

- i. MH-CET
- ii. CMAT
- iii. CAT
- iv. MAT
- v. XAT
- vi. ATMA



## **2. MBA COURSE STRUCTURE (As per RTMNU)**

The curriculum is structured to provide foundational knowledge in the first year and specialization-based advanced knowledge in the second year.

### **First Year (Foundation Subjects)**

Focus: Development of core management competencies.

### **Second Year (Specialization Based)**

Students can choose dual specialization such as:

- i. Marketing Management
- ii. Human Resource Management
- iii. Finance Management
- iv. Operations Management
- v. Business Analytics

Includes:

- i. Elective Subjects
- ii. Summer Internship Project
- iii. Research Project
- iv. Industrial Visits
- v. Case Study Analysis

### **3. TEACHING–LEARNING METHODOLOGY**

The Department adopts modern and outcome-based teaching approaches:

- i. Case Study Method
- ii. Industry Guest Lectures
- iii. Group Discussions
- iv. Role Plays
- v. Live Projects
- vi. Industrial Visits
- vii. Workshops & Seminars
- viii. Internship Training

IQAC regularly monitors academic quality and feedback system.

### **4. BENEFITS OF MBA PROGRAMME**

An MBA degree provides the following advantages:

#### **a) Leadership Development**

Enhances managerial and leadership capabilities.

#### **b) Career Advancement**

Provides opportunities for faster career growth and promotions.

#### **c) Skill Development**

Improves:

- i. Communication Skills
- ii. Decision-Making Ability
- iii. Strategic Thinking
- iv. Problem-Solving Skills

#### **d) Entrepreneurial Development**

Encourages students to start their own ventures.

#### **e) Networking Opportunities**

Industry interactions and alumni support enhance professional network.

## f) Industry Readiness

Internships and live projects prepare students for corporate roles.

## 5. CAREER OPPORTUNITIES AFTER MBA

MBA graduates can pursue careers in:

### a) Marketing

- i. Marketing Executive
- ii. Sales Manager
- iii. Brand Manager
- iv. Digital Marketing Manager
- v. Business Development Manager

### b) Human Resource

- i. HR Executive
- ii. Talent Acquisition Specialist
- iii. Training & Development Officer
- iv. HR Manager

### c) Finance

- i. Financial Analyst
- ii. Investment Advisor
- iii. Banking Officer
- iv. Accounts Manager

### d) Operations

- i. Operations Manager
- ii. Supply Chain Executive
- iii. Production Planner

### e) Business Analytics

- i. Data Analyst
- ii. Business Analyst
- iii. MIS Executive

### f) Entrepreneurship

- i. Startup Founder
- ii. Business Consultant

## 6. INDUSTRY INTERACTION & PLACEMENT SUPPORT

The Department supports employability through:

- i. Training & Placement Cell
- ii. Soft Skills Training
- iii. Mock Interviews
- iv. Resume Building Workshops
- v. Internship Assistance
- vi. Campus Recruitment Drives

Average Package: ₹4.5 LPA (As per latest data)

## 7. VALUE-ADDED INITIATIVES

- i. NSS Activities (Social Responsibility)
- ii. Research Paper Publication Support
- iii. Faculty Development Programs
- iv. Personality Development Programs
- v. Industrial Exposure

## 8. OUTCOME OF THE PROGRAMME

The MBA programme enables students to:

- i. Apply management concepts in real business situations.
- ii. Demonstrate leadership and teamwork skills.
- iii. Analyse business problems using quantitative tools.
- iv. Exhibit ethical and socially responsible behaviour.
- v. Contribute effectively to organizational growth.

**DTE Code - 4125**