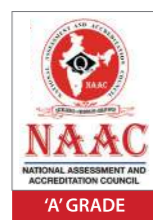


# REDEFINING THE PARADIGM IN EDUCATION



EVOLVE  
BEYOND  
TOMORROW<sup>^</sup>



#GroProwithIFIM

IFIM COLLEGE

# 8P & 9P, KIADB Industrial Area, Electronics City 1st Phase, Bangalore, India - 560100

Tel: +91 99000 67703/02/06 | 080 4143 2800/888 | Email: ifimc@ifim.edu.in | www.ifimcollege.com



IFIM COLLEGE





# FOSTERING STUDENTS' PARTICIPATION IN LEARNING

IFIM College offers world-class education by nurturing human values, ethics and by imparting knowledge, which emphasizes on life skills. The college nurtures and supports a unique system of education, structured on Bangalore University syllabi, combining the tenets of academic excellence and corporate professionalism. With the assistance and encouragement of Centre for Developmental Education (CDE), IFIM College has succeeded in enabling students to become business-ready corporate professionals.



# IFIM INSTITUTIONS

## Vision

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

## Mission

To nurture holistic, socially responsible and continuously employable professionals

## Our Spirit

### Inspired Family

A purpose driven, peak performing, well-knit family of students, parents, alumni, faculty, staff and management.

### Igniting Minds

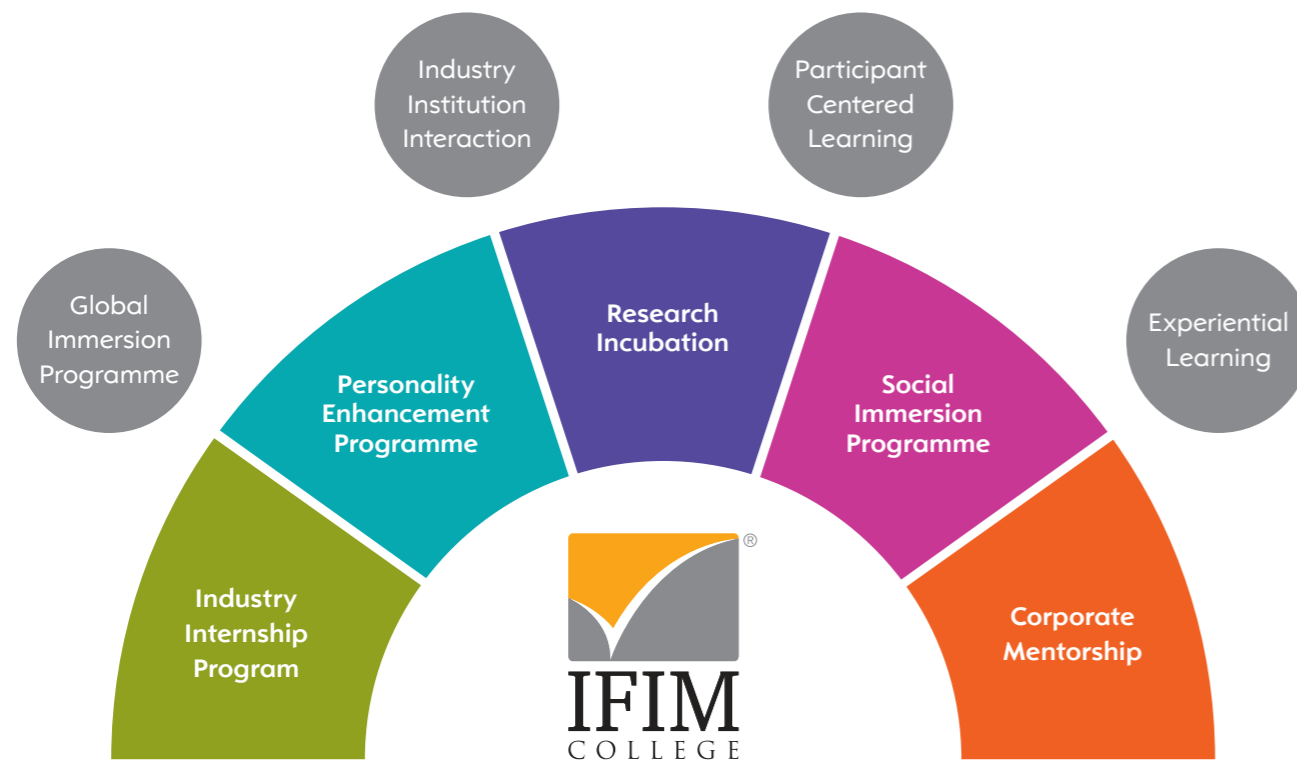
Energizing and stimulating the quest for learning to be continuously employable.

## Our Values

### Guru

Genuine Transparency  
Unity through Belonging  
Relentless pursuit of perfection  
Unstoppable Dynamism

# PROTOTYPICAL OFFERINGS AT IFIM COLLEGE



# PRINCIPAL'S MESSAGE



Dr. Anupama Natarajan  
Principal, IFIM College

Dear Students,

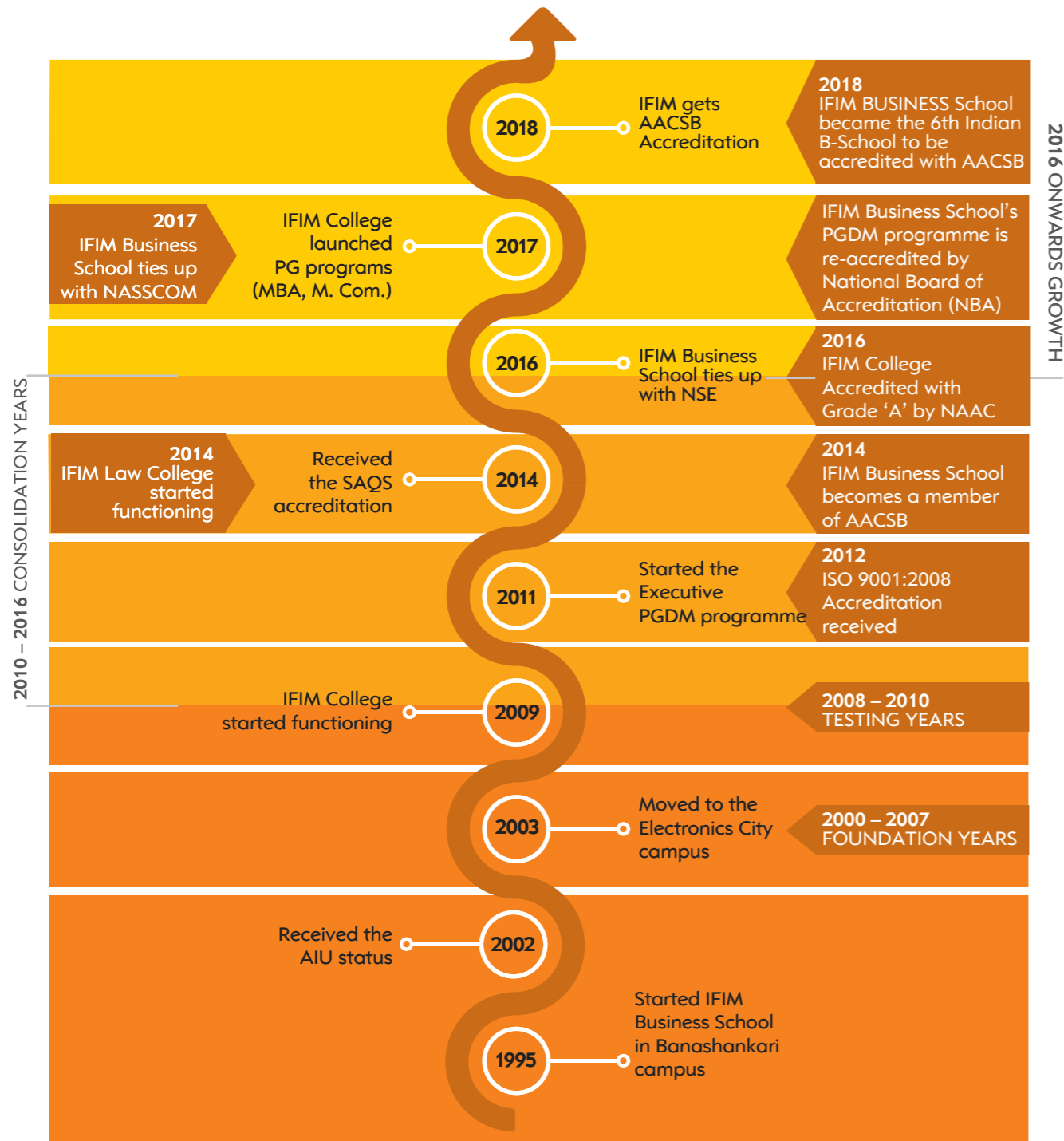
Welcome to IFIM College, Bengaluru. Over the last two decades, IFIM has made its mark in the field of education and is among the top ranked institutes of the country. IFIM has evolved with a lot of courage and great commitment with a purpose to nurture education and research.

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 Undergraduate or Postgraduate programme. A signature programme 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 classrooms, a robust library, IT labs, language labs, auditorium, amphitheatre, 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, exciting, intellectual, social and cultural experience at IFIM College!

# JOURNEY OF IFIM



## INCLUSION AND DIVERSITY



# VICE PRINCIPAL'S MESSAGE



Dr. Vishwanathaiah M  
Vice Principal, IFIM College

Greetings!

We are at a critical juncture where transmuting academics to the needs of the dynamic industry is cardinal. We at IFIM College are focused on building the next generation of leaders, who can adapt to the changing needs of the society, through curricular interventions that are directed towards holistic development. Industry 4.0 has made its presence felt in every aspect of our society and at IFIM College we have incorporated it alongside a value-based education that is core to our ethos.

As the Vice Principal of IFIM College, I feel honored and privileged to be part of an educational institution where every stakeholder is a learner and every day is an opportunity to learn and discover. We look at ourselves as a community of learners, where everyone learns including our teachers, parents & staff.

IFIM has a long, proud tradition of teaching and research excellence. Its heritage, geographic spread over major cities, range of programmes and the flexibility of its distance teaching all mean it offers students around the world the ability to tailor their study to meet their needs and at the same time connect closely with industry, professional organizations and local communities.

IFIM has a beautiful campus with state-of-the-art teaching and learning facilities, based in a diverse, multi-cultural city of 8.5 million people. A culture that fosters innovation through strong connections with industry, including an on-site research incubation, high quality academic programmes taught by world-class researchers and teachers, including distinguished professors in sciences and humanities and other programmes.

Dear students, in this era of cut-throat competition, it is of paramount importance to be equipped with appropriate knowledge, habits, attitudes and values leading to holistic development. Co-curricular and extra-curricular activities organized by various IFIM clubs facilitate the process of creative and critical thinking. I intently believe that you would develop versatile personality during your stay in this temple of learning.

I, on behalf of IFIM College, welcome all the students and wish you all the best for achieving greater success while scaling new heights in the coming session.

# INTELLECTUAL CAPITAL



## ACADEMIC PROGRAMS

### POST-GRADUATE COURSES

- **MASTER OF BUSINESS ADMINISTRATION (MBA)**  
Two-year, full-time program
- **MASTER OF COMMERCE (M. Com.)**  
Two-year, full-time program

### UNDER-GRADUATE COURSES

- **BACHELOR OF BUSINESS ADMINISTRATION (BBA)**  
Three-year, full-time program
- **BACHELOR OF BUSINESS ADMINISTRATION-CMA (BBA-CMA)**  
Three-year, full-time program
- **BACHELOR OF COMMERCE (B. Com.)**  
Three-year, full-time program
- **BACHELOR OF COMMERCE (B. Com.) ACCA**  
Three-year, full-time program
- **BACHELOR OF COMPUTER APPLICATION (BCA)**  
Three-year, full-time program
- **BACHELOR OF ARTS – (BA-JPE)**  
Three-year, full-time program

# MBA

(Two years, full-time course, affiliated to Bangalore University and Approved by AICTE)

The Master of Business Administration programme (two years full time course) is designed to give students the best industry exposure and broad knowledge of core management areas while allowing them to acquire industry-specific expertise. The innovative curriculum design enables students to learn how business concepts are integrated into business decisions through application of business tools, simulations and case studies incorporating each functional business area. Their full-time involvement in Live Projects, Internship, Global Immersion and Research provides them an experiential learning platform. The strong industry connects, and mentorship programme provides one-to-one career coaching with the industry experts, who guide them to develop their market skills and shape their career as a successful business leader. The programmes are designed to equip future leaders with competence and character to succeed in the global marketplace.

### WHO SHOULD BE APPLYING FOR THE PROGRAMME?

The candidate should have passed the undergraduate examination in Commerce, Management, Arts, Social Sciences, Engineering / Technology or equivalent from any recognized University or its equivalent examination and secured minimum 50% marks (45% in case of SC/ST)

### WHAT IS THE ELIGIBILITY CRITERIA?

Candidates must have scored well in any one of the national level entrance examinations, Viz., CAT, XAT, MAT, GMAT etc.

### WHAT ARE THE LEARNING OUTCOMES?

- Knowledge of business theory and practice to help in decision making
- To understand the Ethical aspects of business and environment
- Develop Leadership and Negotiation skills
- Learning to use technology to enhance business decisions
- Effective communication skills
- Domain specific knowledge for the respective specialization

### WHAT IS THE CAREER THAT ONE COULD PURSUE?

A multitude of managerial roles could be pursued. Some of the renowned careers are given below:

- Chief Executive Officer (CEO)
- Chief Technology Officer (CTO)
- Financial Manager
- Health Services Manager
- Chief Information Officer (CIO)



# CURRICULUM\*

| SEMESTER 1  | SEMESTER 2   |
|---|--|
| <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>   | <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> |
| Soft Core: <ul style="list-style-type: none"> <li>Communication Skills</li> </ul>   | Soft Core: <ul style="list-style-type: none"> <li>Innovation Management</li> </ul>   |
| SEMESTER 3  | SEMESTER 4   |
| <ul style="list-style-type: none"> <li>Strategic Management &amp; Corporate Governance</li> <li>Projects and Operations Management</li> </ul> Elective Subjects <ul style="list-style-type: none"> <li>Elective Paper – I</li> <li>Elective Paper – II</li> <li>Elective Paper – III</li> </ul> Open Elective: <ul style="list-style-type: none"> <li>Project Work for 4 Weeks</li> </ul> | <ul style="list-style-type: none"> <li>International Business Dynamics</li> </ul> Elective Subjects <ul style="list-style-type: none"> <li>Elective Paper – IV</li> <li>Elective Paper – V</li> <li>Elective Paper – VI</li> <li>Dissertation for 6 Weeks</li> </ul>           |

## ELECTIVES\*\*

| FINANCE   | MARKETING   |
|---|---|
| Elective 1 <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> | Elective 2 <ul style="list-style-type: none"> <li>Retailing Management and Services</li> <li>Consumer Behaviour</li> <li>Rural and Agricultural Marketing</li> <li>Strategic Brand Management</li> <li>International Marketing Strategy</li> <li>Digital Marketing</li> </ul>   |
| HUMAN RESOURCE  | BANKING, FINANCIAL SERVICES AND INSURANCES MANAGEMENT (BFSI)  |
| Elective 3 <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>  | Elective 4 <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> |
| START-UPS AND SMES MANAGEMENT   |   |
| Elective 5 <ul style="list-style-type: none"> <li>Perspectives on Start-ups 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 Start-ups</li> </ul>                         |   |

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

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

# M. Com.

(Two years, full-time course, affiliated to Bangalore University)

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

## WHY SHOULD YOU APPLY FOR THE PROGRAM?

- There are around more than 2,00,000 plus job vacancies in the field of Commerce.
- This need is being fulfilled by fresh graduates who need to be trained in the field of Commerce by their employers before they are truly productive.
- Such vacancies exist across sectors like Banking & Insurance, Taxation, Auditing, E-Commerce, FMCG, Retail, Manufacturing, etc.
- Any graduate who wants to be an Economic Advisor, Professor, Chief Manager, who wants to pursue their career in Accounting, Finance, Banking, Insurance, Taxation, Auditing, Logistics, Supply chain management, E-Commerce & other related fields etc must give this programme a look.
- The programme is developed around application of commerce to solve real life problems in the field of accounts & commerce.

## WHAT IS THE ELIGIBILITY CRITERION?

60% in undergraduate programme or equivalent, subject to qualifying entrance test, essay writing & personal interview.

## WHAT IS THE CAREER ONE COULD PURSUE?

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>Economic Advisor</li> <li>Finance Manager</li> <li>Financial Analyst</li> <li>Financial Controller</li> <li>Operations Manager</li> </ul> | <ul style="list-style-type: none"> <li>Accounting Manager</li> <li>Chief Intelligence officer</li> <li>Auditor</li> <li>Chief Manager</li> <li>Risk Analyst</li> </ul> |
|--|--|

## WHAT ARE THE LEARNING OUTCOMES?

- Build strong foundation in the areas of Auditing, Finance, Accounting & Taxation.
- To impart knowledge about the accounting principles and practices applicable worldwide.
- To develop the decision-making skills through various accounting methods and practical implication of the same in the business world.
- To enhance knowledge and skills in entrepreneurial development.
- To enhance the computer literacy in accounting field and its application in business.
- To build industry domain skills through ongoing projects in the field of accounting & commerce.
- To develop an ability to apply knowledge acquired in problem solving.
- Ability to work in teams with enhanced communication and inter-personal skills.
- To make industry ready professionals for employment in functional areas like Accounting, Taxation, Banking, Insurance and Corporate Law.
- To inculcate ethical values, teamwork, leadership and managerial skills and make them socially responsible individuals & industry ready professionals.

# CURRICULUM\*

| SEMESTER 1                               |
|--|
| • Monetary System                        |
| • International Business                 |
| • Macro Economics for Business Decisions |
| • Information Systems and Computers      |
| • Advanced Financial Management          |
| • Human Resource Management              |
| • Soft Core Communication Skills         |

| SEMESTER 2                                      |
|---|
| • Indian Banking                                |
| • Risk Management                               |
| • Advanced Ecommerce & Mobile Commerce          |
| • Business Research Methods                     |
| • Operations Research & Quantitative Techniques |
| • Business Marketing                            |
| • Soft Core Micro Finance                       |

| SEMESTER 3                               |
|--|
| Core Subject                             |
| • Business Ethics & Corporate Governance |
| Elective - I Accounting and Taxation     |
| • Corporate Financial Reporting          |
| • Accounting for Managerial Decision     |
| • Strategic Cost Management              |
| • Direct Taxes & Planning                |
| • Open Elective**                        |
| Elective - II Banking And Finance        |
| • Financial Markets                      |
| • Financial Services                     |
| • Security Analysis                      |
| • Portfolio Management                   |
| • Open Elective**                        |
| Elective - III System Management         |
| • Relational Database Management Systems |
| • Data Communications and Networking     |
| • Enterprise Resource Planning           |
| • Systems Analysis and Design            |
| • Open Elective**                        |
| **Open Elective                          |
| • Income Tax                             |
| • Finance and Banking                    |

| SEMESTER 4                                       |
|--|
| Core Subject                                     |
| • Commodity Market                               |
| Elective - I Accounting And Taxation             |
| • Corporate Reporting Practices And Indian       |
| • Accounting Standards                           |
| • Strategic Cost Management -ii                  |
| • Goods And Service Taxes                        |
| • Dissertation                                   |
| Elective - II Banking And Finance                |
| • Forex Management                               |
| • International Financial Institutions & Markets |
| • Banking Operations And Management              |
| • Dissertation                                   |
| Elective - III System Management                 |
| • Artificial Intelligence                        |
| • Distributed Computing And Applications         |
| • Data Mining And Data Warehousing               |
| • Dissertation                                   |

\* Course contents are subject to change according to Bangalore University rules and regulations.  
 \*\* An elective is offered subject to a minimum number of student enrolment.

# BBA

(Three years, full-time course, affiliated to Bangalore University)

The BBA course at IFIM College strives to bring about holistic development of the students through experiential learning. The curriculum is designed to provide industry with young and enthusiastic graduates ready to experience the corporate world. It offers students a choice of specialization in Marketing, Finance and Human Resource Management. With the remarkable growth in Indian Economy and Globalization, organizations today are looking for candidates who are flexible and can adapt to the modern business environment. The BBA programme fulfils this requirement through modern pedagogical tools of learning and interventions like Personality Enhancement Programme, Social Immersion Programme, Industry Internships and Research Incubation. The students are provided International Internships which empowers them to understand the opportunities and challenges of global business.

## WHY SHOULD YOU APPLY FOR THE PROGRAM?

- The change in the Industry scenario has led to number of job openings immediately after BBA. There are more than 1,00,000 job opportunities in this field.
- This need is being fulfilled by fresh graduates who need to be trained in management by their employers before they are truly productive.
- Such vacancies exist across sectors like IT/ITES E-Commerce, Retail, Manufacturing amongst others.
- 10+2 students who aspire to be successful managers and CEO of organizations must give this programme a look.
- The programme is developed around application of management principles to solve real life problems.

## WHAT IS THE ELIGIBILITY CRITERION?

- 60% in Class 12 or equivalent, subject to qualifying Essay Writing and Personal Interview.

## WHAT IS THE CAREER ONE COULD PURSUE?

- Finance Manager.
- Business Administration Researcher.
- Human Resource Manager.
- Research and Development Manager.
- Business Consultant.
- Information Systems Manager.
- Marketing Manager.

## WHAT ARE THE LEARNING OUTCOMES?

- Demonstrate domain knowledge in Finance, Marketing, Accounting, Economics, for application of concepts and theories in business.
- Demonstrate effective skills in written and oral communications using appropriate technologies.
- Demonstrate an ability to integrate the concepts of the core areas of business.
- Demonstrate an ability to conduct methodological, secondary research on business issues, which may relate to general business or to a specific business function, which requires familiarity with a range of data, research sources and appropriate methodologies.

# CURRICULUM\*

| SEMESTER 1  | SEMESTER 2  |
|---|---|
| • Language I: Kannada/additional English/Hindi          | • Language I: Kannada/additional English/Hindi          |
| • Language II: English                                  | • Language II: English                                  |
| • Fundamentals of Accounting                            | • Financial Accounting                                  |
| • Business Organization and Environment                 | • Quantitative Methods for Business – II                |
| • Quantitative Methods for Business – I                 | • Organizational Behaviour                              |
| • Management Process                                    | • Production & Operations Management                    |
| • Foundation Course                                     | • Foundation Course                                     |
| • Co-curricular & Extra-curricular Activities (CC & EC) | • Co-curricular & Extra-curricular Activities (CC & EC) |
| SEMESTER 3  | SEMESTER 4  |
| • Language I: Kannada/Additional English/Hindi          | • Language I: Kannada /Additional English /Hindi        |
| • Soft Skills for Business                              | • Business Research Methods                             |
| • Corporate Accounting                                  | • Marketing Management                                  |
| • Human Resource Management                             | • Financial Management                                  |
| • Corporate Environment                                 | • Banking Regulations & Operations                      |
| • Business Ethics                                       | • Cost Accounting                                       |
| • Business Regulations                                  | • Services Management                                   |
| • Skill Development Course (SDC)                        | • Skill Development Course (SDC)                        |
| • Co-curricular & Extra-curricular Activities (CC & EC) | • Co-curricular & Extra-curricular Activities (CC & EC) |
| SEMESTER 5  | SEMESTER 6  |
| • Entrepreneurial Management                            | • International Business                                |
| • Computer Applications In Business                     | • E-Business  |
| • Investment Management                                 | • Income Tax  |
| • Management Accounting                                 | • Strategic Management/project Report & Viva-voice      |
| • Elective Paper – I                                    | • Elective Paper – III                                  |
| • Elective Paper – II                                   | • Elective Paper – IV                                   |
| • Skill Development Course (SDC)                        | • Skill Development Course (SDC)                        |

# ELECTIVES\*\*

| Elective 1 Finance                    | Elective 2 Marketing             |
|---------------------------------------|----------------------------------|
| • Advanced Financial Management       | • Consumer Behaviour             |
| • Financial Markets & Services        | • Advertising & Media Management |
| • International Finance               | • Brand Management               |
| • Stock & Commodity Markets           | • Retail Management              |
| Elective 3 Human Resource Management  |                                  |
| • Employee Welfare & Social Security  |                                  |
| • Strategic HRM                       |                                  |
| • Organizational Change & Development |                                  |
| • Compensation Management             |                                  |

\* Course contents are subject to change according to Bangalore University rules and regulations.  
 \*\* An elective is offered subject to a minimum number of student enrolment.

# BBA-CMA

## WHY SHOULD YOU APPLY FOR THE PROGRAM?

- Industry relevant and globally recognised professional qualification. Opportunity to work anywhere in the world.
- The course is embedded with CMA (Certified Management Accountants) from US. CMA is a global benchmark for Management Accountants and Financial professionals.
- Besides imparting excellence in accounting and finance the course helps the students in leadership opportunities, networking and professional development.
- The course also focuses on key technology and data analytical trends affecting the accounting and finance profession. This helps the students in building strategic planning and analysis skills.
- Robust teaching pedagogy in terms of guest lectures, industry interactive sessions, seminars, presentations, webinars and case studies.

## WHAT IS THE CAREER ONE COULD PURSUE?

- Finance Manager
- Financial Analyst
- Financial Risk Manager
- Financial Controller
- Cost Accountant
- Cost Manager
- Relationship Manager

## WHAT ARE THE ELIGIBILITY CRITERIA TO JOIN THE COURSE?

A plus 2 / Indian School Certificate / Intermediate Certificate/Higher School Certificate/ Higher Secondary Certificate/Pre-University Course/Intermediate Public Exam

## WHAT ARE THE LEARNING OUTCOMES?

- The programme is embedded with US CMA. Certified Management Accountant credential helps in mastering the 12 most critical practice areas in management accounting. Also aids in turning information into insights and data into decisions.
- Knowledge: Ability to remember previously learned material such as specific facts, criteria, techniques, principles, and procedures (i.e. identify, define, list)
- Comprehension: Ability to grasp and interpret the meaning of material (i.e., classify, explain, distinguish between)
- Application: Ability to use learned material in new and concrete situations (i.e., demonstrate, predict, solve, modify, relate)
- Synthesis: Ability to put parts together to form a new whole or proposed set of operations; ability to relate ideas and formulate hypotheses (i.e., combine, formulate, revise)



## COURSE STRUCTURE CMA (US)

| SEMESTER 1   |            |              |      |                  |              |
|--|------------|--------------|------|------------------|--------------|
| SEMESTER 2   |            |              |      |                  |              |
| Theory Papers  | Max. Marks | Integrated ? | Part | Relevant Section | Sub Parts    |
| BBA – 201 Cost Accounting – II                               | 100        | Y            | 1    | D                | 1,2 & 3      |
| BBA – 206 DECISION ANALYSIS                                  | 100        | Y            | 2    | C                | 1,2 & 3      |
| SEMESTER – III   |            |              |      |                  |              |
| Theory Papers  | Max. Marks | Integrated ? | Part | Relevant Section | Sub Parts    |
| BBA – 301 Corporate Finance                                  | 100        | Y            | 2    | B                | 1, 2, 3 & 4  |
| BBA – 302 Financial Statement Analysis                       | 100        | Y            | 2    | A                | 1, 2, 3 & 4  |
| BBA – 304 Risk Management & Professional and Business Ethics | 100        | Y            | 2    | D & F            | 1, 2 & 3     |
| BBA – 305 Financial Decision Making                          | 100        | Y            | 2    | B & E            | 5, 6, 1 & 2  |
| SEMESTER – IV  |            |              |      |                  |              |
| Theory Papers  | Max. Marks | Integrated ? | Part | Relevant Section | Sub Parts    |
| BBA – 401 External Financial Reporting Decisions             | 100        | Y            | 1    | A                | 1 & 2        |
| BBA – 404 Planning, Budgeting & Forecasting – I              | 100        | Y            | 1    | B                | 1, 2 & 3     |
| BBA – 404 Planning, Budgeting & Forecasting – I              | 100        | Y            | 1    | F                | 1, 2, 3 & 4  |
| SEMESTER – V   |            |              |      |                  |              |
| Theory Papers  | Max. Marks | Integrated ? | Part | Relevant Section | Sub Parts    |
| BBA – 502 Performance Management                             | 100        | Y            | 1    | C                | 1, 2 & 3     |
| BBA – 503 BPM & Internal Controls                            | 100        | Y            | 1    | D & E            | 1 & 2, 4 & 5 |
| BBA – 504 Planning, Budgeting & Forecasting – II             | 100        | N            | 1    | B                | 4, 5 & 6     |
| SEMESTER – VI  |            |              |      |                  |              |

## B. Com.

(Three years, full-time course, affiliated to Bangalore University)

The B. Com. course is a multi-disciplinary programme offering four specializations in areas of Accounting, Finance, Banking and Insurance, and Information Technology. The syllabus has been framed keeping in view the academic and professional needs of the students in the era of the country's increasing integration with the global system of production, trade, finance and technology. The academic programme consists of classroom teaching, tutorials, seminars and interactive sessions, assignments, case studies, projects and internship with firms and NGOs. The department has firmly established its name in the world of business and corporate sector as a source of bright prospective recruits. The department has excellent placement record in high profile corporates.

Apart from our faculty members and support staff, we have a very enthusiastic, vibrant and academically brilliant set of students. They also actively participate in extracurricular activities and attend various national and international events organized by various institutions across India.

### WHY SHOULD YOU APPLY FOR THE PROGRAM?

- B. Com gives full flavor of Accounts, Auditing, Taxation, Business & Corporate Law.
- B. Com at IFIM is uniquely designed with a specific purpose, leading to either post graduate in MBA, MMS or professional courses like CA, CFA, CIMA, CMA or PG programme in Finance, M.Com, M.Sc. Finance or MBA in Finance.
- A strong Accounting and Finance base is created at UG level.
- To sharpen analytical and decision-making skills.
- To acquire skills of competence, that would enable them to become, highly skilled business executives.
- To develop ethical business professionals with a broad understanding of business from an interdisciplinary perspective.
- To acquire skills required to become entrepreneur.

### WHAT ARE THE LEARNING OUTCOMES?

- To cater to the manpower needs of companies in Accounting, Taxation, Auditing, Financial analysis and Management.
- To develop business analysts for companies, capital markets and commodity markets.
- To prepare students to take up higher education to become business scientists, researchers consultants and teachers, with core competencies.
- To develop human resources to act as think tank for Business Development related issues.
- To develop entrepreneurs and managerial skills in students so as to enable them to establish and manage their business establishments effectively.
- To develop business philosophers with a focus on social responsibility and ecological sustainability.
- To develop IT enabled global middle level managers for solving real life business problems and addressing business development issues with a passion for quality competency and holistic approach.
- To develop ethical managers with interdisciplinary approach.
- To prepare students for professions in the field of Accountancy - Chartered Accountancy, Cost and Management Accountancy, Company Secretary, Professions in Capital and Commodity Markets, insurance sector and professions in Banks by passing the respective examinations of the respective professional bodies.
- Also to develop the students for competitive examinations of UPSC, KPSC, BSRB, Staff Selection Commission, etc.a

## WHAT IS THE ELIGIBILITY CRITERION?

- A plus 2 / Indian School Certificate / Intermediate Certificate/Higher School Certificate/ Higher Secondary Certificate/Pre-University Course/Intermediate Public Exam
- English/Mathematics/Accounts in Plus 2

## WHAT IS THE CAREER ONE COULD PURSUE?

- Accounts Manager
- Audit Analyst
- Business Analyst
- Financial Analyst
- Financial Controller
- Auditor & Tax Consultant
- Financial Planning and Analysis
- Forensic Accountant
- Fund Accountant
- Group Accountant
- Internal Auditor
- Management Accountant
- Corporate Treasurer
- Compliance and Risk Manager
- Chief Accountant
- CFO

## CURRICULUM\*

| SEMESTER 1  |
|---|
| • Language I: Kannada / Additional English /Hindi       |
| • Language II: English                                  |
| • Financial Accounting                                  |
| • Indian Financial System                               |
| • Marketing and Services Management                     |
| • Corporate Administration                              |
| • Foundation Course                                     |
| • Co-curricular & Extra-curricular Activities (CC & EC) |

| SEMESTER 2  |
|---|
| • Language I: Kannada/Additional English/Hindi          |
| • Language II: English                                  |
| • Advanced Financial Accounting                         |
| • Retail Management                                     |
| • Banking Law and Operations                            |
| • Quantitative Analysis for Business Decisions – I      |
| • Foundation Course                                     |
| • Co-curricular & Extra-curricular Activities (CC & EC) |

| SEMESTER 3  |
|---|
| • Language: Kannada / Additional English /Hindi         |
| • Language II: English                                  |
| • Corporate Accounting                                  |
| • Financial Management                                  |
| • Business Ethics                                       |
| • Public Relations and Corporate Communication          |
| • Quantitative Analysis for Business Decisions – II     |
| • Foundation Course                                     |
| • Co-curricular & Extra-curricular Activities (CC & EC) |

| SEMESTER 4  |
|---|
| • Language: Kannada / Additional English /Hindi         |
| • Language II: English                                  |
| • Advanced Corporate Accounting                         |
| • Cost Accounting                                       |
| • E-Business and Accounting                             |
| • Stock and Commodity Markets                           |
| • Principles of Event Management                        |
| • Foundation Course                                     |
| • Co-curricular & Extra-curricular Activities (CC & EC) |

| SEMESTER 5                                    |
|---|
| • Entrepreneurship Development                |
| • International Financial Reporting standards |
| • Income TAX I                                |
| • Costing Method                              |
| • Elective PAPER – I                          |
| • Elective PAPER – II                         |
| • Skill Development Course (SDC)              |

| SEMESTER 6                            |
|---------------------------------------|
| • Business Regulations                |
| • Principles and Practice of Auditing |
| • Income Tax II                       |
| • Management Accounting               |
| • Elective Paper – I                  |
| • Elective Paper – II                 |
| • Skill Development Course (SDC)      |

## ELECTIVES\*\*

| ACCOUNTING AND TAXATION             | FINANCE                                      |
|-------------------------------------|--|
| Elective 1                          | Elective 2                                   |
| • Advanced Accounting               | • GST  |
| • GST                               | • International Financial Management         |
| • Business Taxation                 | • Performance Management                     |
| • Cost Management                   | • International Auditing and Assurance       |
| INFORMATION AND TECHNOLOGY          | BANKING AND INSURANCE                        |
| Elective 3                          | Elective 4                                   |
| • Accounting Information Systems    | • International Banking and Forex Management |
| • Enterprise Resource Planning      | • Life and General Insurance                 |
| • Information Technology and Audit  | • Risk Management                            |
| • Banking Technology and Management | • Marketing of Insurance Products            |

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

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

## B.Com. (ACCA)

## B.Com. Honors International Accounting & Finance

The B.Com. Honors International Accounting & Finance Programme is integrated and embedded with ACCA Syllabus and leads to ACCA Qualification with paper exemptions. ACCA (The Association of Chartered Certified Accountants) is the global body for professional accountants. ACCA aims to offer business-relevant, first-choice qualifications to people of application, ability and ambition around the world who seek a rewarding career in accountancy, finance and management. ACCA supports their 2,19,000 members and 527,000 students throughout their careers, providing services through a network of 104 offices and active centers. ACCA's focus is on professional values, ethics, and governance, and ACCA delivers value added services through 98 global accountancy partnerships, working closely with multinational and small entities to promote global standards and support.

## WHY SHOULD YOU APPLY FOR THE PROGRAM?

- Industry relevant and globally recognised professional qualification. Opportunity to work around the world.
- The course is comprehensive – provides pragmatic skills that are necessary for a Chartered Accountant to possess.
- The course is accredited by ACCA (Association of Chartered Certified Accountants), UK. This enables 6 papers exemption out of 13 ACCA papers. Students will be attempting 7 external exams from ACCA along with their semester exams.
- Opportunity to earn an international qualification along with regular university degree. Besides preparing the students to become ACCA affiliates the programme also facilitates an Advanced Diploma from ACCA, UK; B.Sc (Honours) in Applied Accounting from Oxford Brookes University, MSc in Professional Accountancy from University of London. Multiple qualifications along the way can be earned.
- As the technological and social changes continue to affect our profession, there is an increase emphasis on the broadening of skills that the accountant needs.
- Robust teaching pedagogy in terms of guest lectures, industry interactive sessions, seminars, presentations, webinars and case studies.



## WHAT ARE THE ELIGIBILITY CRITERIA TO JOIN THE COURSE?

- A plus 2 / Indian School Certificate / Intermediate Certificate/Higher School Certificate/ Higher Secondary Certificate/Pre-University Course/Intermediate Public Exam
- English/Mathematics/Accounts in Plus 2

## WHAT ARE THE LEARNING OUTCOMES?

- A credible career path in the fast-changing business world
- Imparts Leadership and Management skills
- Sustainable Management Accounting, Corporate Reporting, Strategy and innovation, Financial Management, Audit and Assurance, Stake holder Relationship Management, Governance, Risk and control
- The Ethics and Professional Skills module is an essential part of the ACCA Qualification and helps increase your employability and workplace effectiveness. The module uses realistic business simulations to develop a number of professional skills such as leadership, communication and business awareness

## WHAT IS THE CAREER THAT ONE COULD PURSUE?

- Accounts Manager
- Finance Director
- Audit Analyst
- Financial Analyst
- Business Analyst
- Finance Director

## Why ACCA?

Here are just some of the reasons why you should choose ACCA

- To become a qualified accountant. Employers value the skills and contribution ACCA accountants make to their organization. As an ACCA qualified accountant, you will be in demand for having the right skills.
- ACCA qualifications are recognized and valued around the world.
- Flexibility is key when it comes to earning your ACCA Qualification, with different starting points, study methods to choose from and choice when it comes to when and where you gain your relevant on-the-job training.
- ACCA has a network of 104 offices around the world, so you can rely on the services and support you would expect to receive from a global organization.
- B. Com. (Honours) - International Accounting & Finance is an Undergraduate programme in commerce. This is integrated with ACCA (The Association of Chartered Certified Accountants) Curriculum.
- The student has to write only 7 external papers to get the ACCA qualification out of 13 papers. Along with the ACCA Qualification, students are eligible for getting a certificate in IFRS from ACCA and ICFE (International Certificate in Financial English) from University of Cambridge.
- The programme offers the students a unique opportunity to get the award of the ACCA advanced Diploma in Accounting & Business and B.sc in Applied Accounting from Oxford Brookes University alongside their B. com. qualification from Bangalore University.

The programme entails a student to complete the entire ACCA Qualification alongside their B.Com Honours International Accounting & Finance. The student needs to attend few ACCA external examinations across 3 years of his/her B.Com Honors International Accounting & Finance Programme. The classes are run on campus itself through professional trainers from ISDC, which is the Approved Learning Partner of ACCA in the country.

## ACCA PROGRAM



The detailed integration of ACCA fundamental courses with B. Com. curriculum is given below:

- The syllabus comprises 13 examinations. The qualification is structured in two parts. The Fundamentals level consists of 9 examinations: F1 Accountant in Business, F2 Management Accounting, F3 Financial Accounting, F4 Corporate and Business Law, F5 Performance Management, F6 Taxation, F7 Financial Reporting, F8 Audit and Assurance, and F9 Financial Management.

The Professional level involves 4 examinations.

P1. Strategic Business Leader

P2. Strategic Business Reporting

P4. Advanced Financial Management

P5. Advanced Performance Management

## COURSE MATRIX- B. COM. WITH ACCA

| SEMESTER 1                                     | SEMESTER 2                    |
|--|-------------------------------|
| Second Language-I*                             | Second Language-II*           |
| English-I                                      | English-II                    |
| Financial Accounting-I (F3)                    | Advanced Financial Accounting |
| Cost Accounting                                | QABD - I                      |
| Organization Management (F1)                   | Performance Management(F5)    |
| Corporate Administration and Business Law (F4) | Management Accounting (F2)    |
| Indian Constitution                            | Retail Management             |
| Indian Financial System                        | Environment and Science       |
| Marketing and Services Management              | Banking Law & Operations      |

| SEMESTER 3                             | SEMESTER 4                     |
|--|--------------------------------|
| Second Language-III*                   | Language Second -IV *          |
| English & Organizational communication | General English                |
| Corporate Accounting                   | Advanced corporate accounting  |
| Principles of Management               | Financial Reporting – II ( F7) |
| Financial Reporting -I (F7)            | Financial Management – II (F9) |
| Financial Management - I(F9)           | Principles of Event Management |
| Science & Society                      | Audit and Assurance(F8)        |
| Principles of Event Management         | E-Business and Accounting      |
| Business Ethics                        | Taxation (F6)                  |
| QABD – II                              | Stock and Commodity Market     |
| International Business and Environment | Personality Development        |

| SEMESTER 5                             | SEMESTER 6                              |
|--|---|
| Strategic Business Reporting I (P2)    | Strategic Business Reporting II (P2)    |
| Income Tax -1                          | Income tax-II                           |
| Entrepreneurship Development           | Strategic Business Leader II (P1)       |
| IFRS                                   | Principles of Auditing                  |
| Strategic Business Leader I (P1)       | Advanced Financial Management II (P4)   |
| Advanced Financial Management I (P4)   | Advanced Performance Management II (P5) |
| Advanced Performance Management I (P5) | Business Regulations                    |
| Costing Methods                        | Creativity and Innovation               |
| Culture, Diversity & Society           | Dissertation Project                    |
| Business Research Methodology          |   |

# BCA

(Three years, full-time course,  
Affiliated to Bangalore University)

## WHO SHOULD BE APPLYING FOR THE PROGRAM?

- 10+2 passed students willing to learn fundamental concepts of computers, Business environments & application of IT in Business, Database management, Software Development, various computer programming languages, frameworks, Operating Systems, Web-Scripting & Development, etc. and become a part of sectors like IT/ITeS, FMCG, BFSI, E-Commerce, Retail, Manufacturing, PSUs, Govt. Organizations, etc.
- Those who want to become employable IT workforce, with a sound knowledge of IT and business fundamentals that can be applied to develop and customize solutions for Small and Medium Enterprises (SME).
- BCA course is a common degree for CS/IT in India and is an alternative to the engineering counterpart, BE/B.Tech in Computer Science/IT which takes 4 years that can be pursued in 3 years.

## WHAT IS THE ELIGIBILITY CRITERIA?

60% in Class 12 or equivalent, subject to qualifying Essay Writing and Personal Interview.

## WHAT ARE THE LEARNING OUTCOMES?

Necessary technical, scientific as well as basic managerial and financial procedures to analyze and solve real world problems.

Clarity on both conceptual and application-oriented skills in commerce, Business, Finance & Accounting and their applications to IT.

Improved communication and business management skills, especially in providing tech support.

Awareness on ethics, values, sustainability and creativity aspects.

Ability and the mindset to continuously update and innovate.

## WHAT IS THE CAREER THAT ONE COULD PURSUE?

- Software Developer
- Web Developer
- System Administrator
- Software Tester
- System Engineer
- IT Manager
- Business Analyst
- System Analyst
- Software Consultant



# CURRICULUM\*

| SEMESTER 1  |
|---|
| • Language I: Kannada / Additional English / Hindi      |
| • Language II: English                                  |
| • Problem Solving Techniques Using C                    |
| • Digital Electronics                                   |
| • Discrete Mathematics                                  |
| • C Programming Lab                                     |
| • Digital Electronics Lab                               |
| • Foundation Course                                     |
| • Co-curricular & Extra-curricular Activities (CC & EC) |

| SEMESTER 3  |
|---|
| • Language: Kannada / Additional English / Hindi        |
| • English   |
| • Object Oriented Programming Using C++                 |
| • Financial Accounting and Management                   |
| • Operating System                                      |
| • C++ Lab   |
| • Accounting Package Lab                                |
| • Foundation Course                                     |
| • Co-curricular & Extra-curricular Activities (CC & EC) |

| SEMESTER 5                                  |
|---|
| • Data Communication and Networks           |
| • Software Engineering                      |
| • Computer Architecture                     |
| • Java Programming                          |
| • Microprocessor and Assembly Language      |
| • Java Programming Lab                      |
| • Assembly Language Programming Lab Project |
| • Skill Development Course (SDC)            |

| SEMESTER 3  |
|---|
| • Language I: Kannada / Additional English / Hindi      |
| • Language II: English                                  |
| • Data Structures                                       |
| • Database Management System                            |
| • Numerical and Statistical Methods                     |
| • Data Structures Lab                                   |
| • DBMS Lab  |
| • Foundation Course                                     |
| • Co-curricular & Extra-curricular Activities (CC & EC) |

| SEMESTER 4  |
|---|
| • Language: Kannada / Additional English / Hindi        |
| • English   |
| • Visual Programming                                    |
| • UNIX Shell Programming                                |
| • Operation Research                                    |
| • Visual Programming Lab                                |
| • UNIX Lab  |
| • Skill Development Course (SDC)                        |
| • Co-curricular & Extra-curricular Activities (CC & EC) |

| SEMESTER 6                          |
|-------------------------------------|
| • Theory of Computation             |
| • System Programming                |
| • Cryptography and Network Security |
| • Web Programming                   |
| • Web Programming Lab               |
| • Project Work                      |
| • Skill Development Course (SDC)    |

# BA-JPE (Bachelor of Arts)

(Three years, full-time course, Affiliated to Bangalore University)

## WHY SHOULD YOU APPLY FOR THE PROGRAM?

- The face of Humanities and Journalism has undergone a drastic change in the recent years with the spread of New Media along with social media taking a giant leap creating an information revolution. The whole lot of newer avenues is paving way for change in both National and International levels.
- The change in the electronic and print media Industry increased a number of job openings and we can find more than 2,00,000 job openings in India.
- An added advantage of studying the triple major - Journalism, Psychology and Optional English offered will fulfill their ambition of studying three core subjects at a time to give credence to the real value education at Graduation level setting the pace to deliver quality inputs on real time basis whichever job they choose to undertake in future.
- The BA JPE Department is committed to providing undergraduate students with a quality education in the communication and Journalism, Psychology and English Literature disciplines that is current, relevant, practical, and personal.
- All the three majors are closely linked to each other enhancing the learning process and enabling the students to take up PG Courses and jobs. English Literature here covers literatures from all over the world and gives a global perspective to the subject. The student is introduced to all the genres in English Language skills as well. The Department also offers a well structured Certification Course in Phonetics.
- Such vacancies exist across sectors like media industry, IT industry, health sector, education sector, industry sector, community sectors, teaching, creative writing, and content creation.

## WHAT IS THE ELIGIBILITY CRITERION?

60% in Class 12 or equivalent, subject to qualifying Essay Writing and Personal Interview.

## WHAT ARE THE LEARNING OUTCOMES?

1. Demonstrate domain knowledge and ability to write a variety of mass media products, including news stories, press releases, and advertising copy, following accepted journalistic standards, including Associated Press style.
2. Demonstrate to create and design in emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.
3. Students will understand and be able to apply relevant case law involving journalism, the First Amendment, and other mass media issues.
4. Analyze numerical data and utilize databases for multi-layered storytelling.
5. Use reliable visual aids to tell stories ethically.
6. Demonstrate an awareness of journalism as an ethical practice.
7. Demonstrate preparation for an entry-level position in the profession through a portfolio exhibiting their work.

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

## WHAT IS THE CAREER ONE COULD PURSUE?

- Media Manager
- Communication Officer
- Director (Communications)
- Director (Media)
- Media Research Project Officer
- Media Analyst
- Media Consultant
- Editor-in-Chief
- Managing Editor
- News Editor
- Sr. Reporter
- Reporter
- Psychologist
- Academicians
- Counsellor
- Behavioural Analyst
- Psychometric Analysts
- Industry Professional
- Therapists
- Psychology Trainers
- Content Writer
- Teaching
- ESL Trainer
- Corporate Trainer

## CURRICULUM\*

| SEMESTER 1  | SEMESTER 2                                     |
|---|--|
| • General English                                     | • General English                              |
| • Indian Languages (Kannada/Additional English/Hindi) | • Indian Languages                             |
| Introduction to Mass Communication                    | (Kannada/Additional English/Hindi) Print Media |
| • Communication                                       | • Introduction to Printing                     |
| • Kinds of Communication                              | • Nature and Scope                             |
| • Models of Communication                             | • Kinds of Journalism                          |
| • Media for Mass Communication                        | • Press in India                               |
| Basic Psychological Processes – 1                     | • Review of Newspapers and Periodicals         |
| • The Science of Psychology                           | • Basic Psychological Processes - 2            |
| • Intelligence  | • Biology and Behaviour                        |
| • Learning  | • Sensation and Perception                     |
| • Memory  | • Thinking                                     |
| • Motivation  | • Emotions & Personality                       |
| Optional English – 1                                  | Optional English - 2                           |
| • British Literature:                                 | • British Literature:                          |
| From Chaucer to Johnson and Facets of Language        | The Romantic Age and Facets of Language        |

| SEMESTER 3  | SEMESTER 4  |
|---|---|
| • General English                                     | • General English                                     |
| • Indian Languages (Kannada/Additional English/Hindi) | • Indian Languages (Kannada/Additional English/Hindi) |
| Audio Visual Media                                    | Media Laws and Ethics                                 |
| • Brief History of Radio                              | • Concept of Freedom of Press                         |
| • Impact of Radio on Society                          | • Freedom of Speech and Expression                    |
| • Television and Types of Television Programmes       | • Media Laws  |
| • History of Indian Cinema                            | • Media Acts  |
| Developmental Psychology - 1                          | • Press Council of India                              |
| • Introduction  | Developmental Psychology - 2                          |
| • Biological Beginnings                               | • Puberty and Adolescence                             |
| • Prenatal Life                                       | • Early Adulthood                                     |
| • Infancy   | • Middle Adulthood                                    |
| • Childhood   | • Late Adulthood                                      |
| Optional English - 3                                  | Optional English - 4                                  |
| • British Literature:                                 | • American Literature and Facets of Language          |
| Victorian and Modern and Facets of Language           |   |

| SEMESTER 5   | SEMESTER 6  |
|--|---|
| • Reporting  | • Media Management                                |
| • News Definition  | • Starting of a Newspaper                         |
| • News Structure   | • Ownership                                       |
| • Interview Techniques   | • Problems and Prospects of Newspaper Industry    |
| • Reporters and Reporting  | • Starting of TV And Radio Stations               |
| Editing  | Advertising and Public Relations                  |
| • Functions of Newsroom  | • Advertising                                     |
| • Editing-meaning and Purpose Qualification and Responsibilities of Editor | • Advertising Agencies                            |
| • Headlines  | • Nature and Scope of Public Relations            |
| Social Psychology - 1  | • House Journals                                  |
| • Social Psychology – Definition and Scope                                 | Social Psychology - 2                             |
| • Perception and Attribution   | • Interpersonal attraction and Group Dynamics     |
| • Self And Self Concept  | • Prosocial Behaviour                             |
| • Attitude And Prejudice   | • Social Problems and Social Harmony              |
| Abnormal Psychology - 1  | Abnormal Psychology - 2                           |
| • Psychological Models of Abnormality                                      | • Personality Disorders                           |
| • Stress And Mental Health   | • Schizophrenia and Paranoia                      |
| • Anxiety  | • Mood Disorders                                  |
| • Somatoform and Dissociative Disorders                                    | • Brain Disorders and other Cognitive Impairments |
| Optional English - 5   | Optional English - 7                              |
| • Literatures of India   | • Literatures of India                            |
| OPTIONAL English - 6   | Optional English - 8                              |
| • European and Non-European Writing  | • European and Non-European writing               |

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



# PEDAGOGICAL INTERVENTIONS

## PERSONALITY ENHANCEMENT PROGRAM (PEP)

Personality Enhancement Program (PEP) is that unique programme exclusively offered at IFIM College which focuses on developing confidence and high self-esteem, improving communication skills, achieving industry standards, inculcating winning personalities, and eventually presenting them as dynamic leaders to the corporate world.

It undertakes each student to a rigorous Lifestyle Management course from the day they join the institute. They will be exposed to a wide range of physical activities, effectively teamed in groups, aimed at developing their physical strength and also sharpening their mental aptitudes.



## SOCIAL IMMERSION PROJECT (SIP)

Social Immersion Project (SIP) sensitizes students to the needs of the community and enables them to identify their social problems through research. They learn to design solutions for these social problems through a Techno Economic Viability (TEV) study. IFIM has established a CSR Centre known as the V. B. Padode Centre for Sustainability. The SIP initiative falls under the umbrella of this Centre.

IFIM has tied up with NGO's across India who work closely with students, such as World Vision India, Action Aid, Art of Living (AOL), Anti-Pollution Drive, Help Age India, Biocon Foundation, CARE India, CRY, Bachpan Bachao Andolan, etc. to name a few.



THE PROJECT VISION  
LET EVERYONE SEE

want to see you.  
help me.



## CORPORATE MENTORSHIP

Mentoring is a symbiotic and synergetic relationship with mutual benefits. The essence of mentoring is a sustained human relationship that helps young professionals at IFIM College gain from diversified experiences, wisdom and knowledge provided by industry leaders. Mentoring fosters a sense of bonding that builds reciprocal relationship over the period between mentors and mentees.



## RESEARCH INCUBATION

The Research Incubation programme aims to equip students with critical thinking and problem-solving skills. The programme will facilitate students to develop research-oriented thinking which will enable them to thrive and innovate in today's fast changing business environment. Students will pursue the research incubation course in groups of three and will be tagged to a Faculty mentor, based on their specializations and a research mentor.

By the end of the course, students will be able to read research papers independently, conduct literature review, identify research gaps, collect primary/secondary data, perform data analysis and perform the interpretation of the data analysis. Students will be expected to publish at least one original research paper to a peer reviewed research journal (with Scopus/Web of Science indexing) or an International Conference.





## INDUSTRY INTERNSHIP PROGRAM (IIP)

IFIM's unique Internship projects have been very well received by recruiters across industries for its unmatched exposure and valuable on-the-job learning. Over the years, students are being benefited from the internship for its practical edge and industry experience.

IFIM College provides opportunities for students from MBA and UG programmes with reputed brands which enables them to deep dive into the ground reality of real business. Pursuing internship also gives the students the extra edge to become more mature and handle the official activities in a professional manner. We also witness 40% of conversions into final selects through internship and live projects.



## LIFE AT IFIM

AURA THE ANNUAL FEST



KANYATHON 2019



KANYATHON 2020



DESI SPORTS





# LIFE AT IFIM

INTERNATIONAL ESSAY CONTEST



IFIM FESTIVAL IGNITE



MIND POWER



PLAYGROUND



# STUDENT CLUBS

CULTURAL CLUB



TOASTMASTERS CLUB



LITERARY CLUB



BUSINESS CLUB



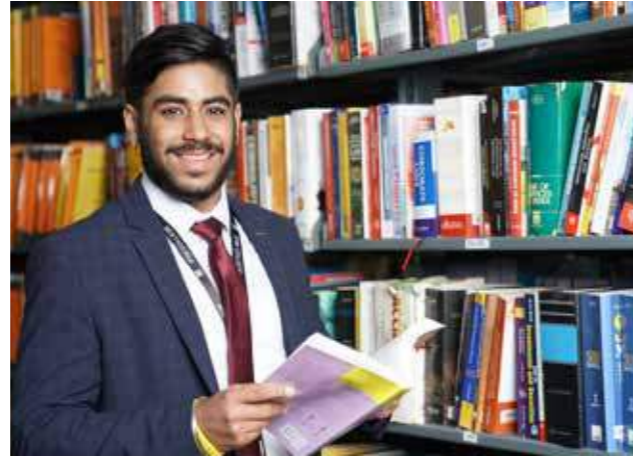


# INFRASTRUCTURE

HOSTEL



LIBRARY



FINANCE LAB



CLASSROOM-INTERACTION



AUDITORIUM



PSYCHOLOGY CLUB



# NSS AT IFIM COLLEGE

## SELFLESS SERVICE

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", which 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 the students. 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.

A 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 programmes 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 Programmes, 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 large 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 NSS.

## REFLECTION OF CSR INITIATIVE





# IFIM PLACEMENT

## CENTRE FOR CONTINUOUS EMPLOYABILITY

The Centre for Continuous Employability assists students with career counselling, mentoring, placements and internships, in addition to managing alumni, corporate relations and innovations in executive education. The Centre for Continuous Employability (CCE) considers the 'Placement Process' sacrosanct and extends all support to ensure that students are given the right opportunity to streamline their career interests with the opportunities available. The CCE team continuously endeavors to ensure IFIM comes up with the best placements and becomes the most favored destination for recruiters.



Disclaimer: A few logos of organizations have been shown for ease of recognition and recall; the logos are the exclusive property of the respective organizations and no violation of IPR is intended or implied.

## ELIGIBILITY CRITERIA

IFIM College looks for candidates with intellectual curiosity coupled with a desire to stretch in a rigorous academic programme 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                        | Duration | Eligibility*   | Selection Process   |
|-------------------------------|----------|--|---|
| BBA / B. Com<br>BCA / BA(JPE) | 3 Years  | Candidates should have passed XII standard/PUC or equivalent as prescribed by Bangalore University   | <ul style="list-style-type: none"> <li>• Essay writing</li> <li>• Personal Interview</li> </ul> |
| MBA                           | 2 Years  | <p>Students seeking admission to the MBA Program should have passed any Bachelor's degree in Commerce, Management, Arts, Social Sciences, Engineering / Technology or equivalent, and have secured at least 50% marks (45% for SC/ST candidate).</p> <p>Must have scored well in any one of the national level entrance examinations, viz., CAT, XAT, MAT, GMAT etc.</p> | <ul style="list-style-type: none"> <li>• Essay writing</li> <li>• Personal Interview</li> </ul> |
| M. Com                        | 2 Years  | Candidates who have passed the 3 years B.Com. / B.B.M. degree examination of Bangalore University or equivalent thereto, provided they have obtained not less than 50% (45% for SC/ST/category-1 candidates) aggregate marks in commerce subjects  | <ul style="list-style-type: none"> <li>• Essay writing</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.

# STUDENT TESTIMONIALS



I really like the placement process of our college, everyone is working really hard for all students so that they could get easily placed in best companies, I was lucky that I got placed in our first ever placement drive at EY Technologies. I Express my gratitude towards IFIM college and all the professors who helped me to enhance my skill set and for their guidance to crack the opportunity to work with EY as a Tax analyst.

**Shreya Sinha**  
BBA (2016-19).



IFIM not only ensures that all of its students are good in academics but also focuses on training us to become corporate ready. In order to give us hands on experience, our college has introduced a program called Industry Internship program (IIP). Just a year ago I was lucky enough to get an internship in TATA Motors, Mumbai. I had an amazing and fruitful experience while working for the TATA group, which in turn has boosted my confidence as it made me realize my capabilities and to focus on the skills required in the Industry. Time spent during IIP has made me a better version of myself. IFIM gives us such opportunities every semester. Each semester you get to intern in such prestigious organizations not only in India but also Globally.

**Soumali Chakraborty**  
B. Com.



A few words about the IFIM college: When I joined here in IFIM I was overwhelmed. But soon I realized that I had the best faculties and the management who provided support and guidance for our betterment. Infact, IFIM faculty are very co-operative which helped me a lot. The uniqueness in the curriculum set by the IFIM college is something that helps every student to recognize his/her area of interest and my college supported it through various student driven programs such as Aura, Sports, Kanyathon etc. If you want to experience a wonderful college life coupled with academic excellence, I will certainly recommend IFIM as the best college.

**Akshay Mathew**  
B. Com.



Each student demands that academic sanctum sanctorum, which could transform their professional aspirations into impeccable strengths. Don't we ? This Edifice institution rigorously works with their students, by providing them plethora of challenges and tasks which are meticulously planned, to carve out the best from them. This makes us worthy and confident enough to first participate and then succeed in all the placement opportunities arranged with the top-drawer and Maverick organizations.

I personally feel that the academics as well as the placement department leaves no stone unturned to bring out the better from you and also the best for you. I feel privileged to be a student of IFIM and proud to be a diligent employee of Oracle group.

**Arsheen**  
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