

C. Rajagopalachari Institute of Management (CRIM) University Teaching Department, Barkatullah University, Bhopal



C. Rajagopalachari Institute of Management (CRIM) is established to serve the student community and society with the missionary zeal to prepare, groom and develop professionals as per the industrial and social norms. To pay a tribute for the eminent contribution of C. Rajagopalachari towards the society & humanism, the institute is named after him. C Rajagopalachari was the last Governor-General of India. The Faculty of Management Studies focuses on management education more than just business management. The commitment is thought leadership with a deep understanding of business. The approach to pedagogy combines fieldwork, case studies and instrumented feedback with a strong emphasis on concepts and theory. The intent is to encourage intellectual curiosity and open minds to the adventure of ideas. CRIM rewards initiative, novelty and thinking outside the box. Our students are individualists of enormous intellectual energy with a talent for collaboration and teamwork.

CRIM offers two years postgraduate programme in management (**MBA**) for the full time students. The entry to this programme is conducted through Online offcampus counseling by the Directorate of Technical Education (DTE) Madhya Pradesh on the basis of valid CMAT score. For the students who have not appeared in CMAT examination subsequent counseling is conducted by DTE as per their norms on the basis of merit as per graduation percentage (qualifying exam).

MBA Two Years Course : Eligibility (Candidate must be Indian Nation)

MBA 2 Years A candidate seeking admission to MBA and Allied Courses should be a Graduate with at least 50% marks and 45% marks in case of SC, ST, OBC (Excluding Creamy Layer) category of Madhya Pradesh in aggregate of any UGC/AICTE approved Indian University or from a foreign University recognized by Association of Indian Universities (AIU) or Institute recognized by the concerned University as equivalent thereto. The Bachelor's degree must be of minimum three years duration after passing Higher Secondary (10+2) examination of (10+2) system or equivalent.

Number of Seats: 60

Director- Prof. Vivek Sharma

Course Fees: Rs. 76450

Placement officer- Dr. V S Bais

VISION

To be the best by empowering the best to be.

MISSION

To Promote Team Spirit to foster innovation, leadership and continuous personality development of students.

OBJECTIVES

- To develop competent human resource for challenging managerial position
- To provide knowledge of business practices and its application.
- To provide training facilities for developing managerial skills.
- To enhance decision making skills and administrative competence.

THE INSTITUTE

Chakravarti Rajgopalachari Institute of Management (CRIM) is a 39 yrs. old institute providing Management education in Bhopal.

History/Path:

CRIM (Established)	: 1979
MBA Part-Time	: 1980-81
MBA Full-Time	: 1990-91
AICTE Approval	: April 1993
UGC Approval	: June 1993

COURSES OFFERED & INTAKE

- Ph.D. : As per UGC & University Ordinance
- MBA (Full-Time) : 60 (Sixty)

MBA Admission Procedure

All India Entrance Test conducted by AICTE - CMAT

State Level Counselling by DTE, MP

Vacant Seats (if any), through College Level Counselling as per DTE Norms

MBA Curriculum

MBA is Two Year full time programme which is divided into Four Semesters:

First Semester

1	CP-101	Management Concepts & Practices	100
2	CP-102	Quantitative Methods	100
3	CP-103	Managerial Economics	100
4	CP-104	Communication Skills	100
5	CP-105	International Business Environment	100
6	CP-106	Accounting for Managers	100
Total Marks			600

Second Semester

1	CP-201	Organisational Behaviour	100
2	CP-202	Human Resource Management	100
3	CP-203	Financial Management	100
4	CP-204	Marketing Management	100
5	CP-205	Research Methodology	100
6	CP-206	Project Management	100
Total Marks			600

MBA Curriculum

MBA is Two Year full time programme which is divided into Four Semesters:

Third Semester

1	CP-301	Business Policy & Strategic Analysis	100
2	CP-302	Management Information System & Decision Support System	100
3	CP-303	Specialisation – 1, Paper - I	100
4	CP-304	Specialisation – 1, Paper - II	100
5	CP-305	Specialisation – 2, Paper - I	100
6	CP-306	Specialisation – 2, Paper - II	100
Total Marks			600

Fourth Semester

1	CP-401	Compressive Viva	100
2	CP-402	Business Legislation	100
3	CP-403	Entrepreneurship Development & Management	100
4	CP-404	Specialisation – 1, Paper - III	100
5	CP-405	Specialisation – 1, Paper - IV	100
6	CP-406	Specialisation – 2, Paper - III	100
7	CP-407	Specialisation – 2, Paper - IV	100
Total Marks			700

SPECIALISATION

HUMAN RESOURCE MANAGEMENT

1	FSO-1	Management of Industrial Relations
2	FSO-2	Management Training and Development
3	FSO-3	Human Resource Planning and Development
4	FSO-4	Compensation Management

FINANCIAL MANAGEMENT

1	FSF-1	Security Analysis and Investment Management
2	FSF-2	Working Capital Management
3	FSF-3	Management of Financial Services
4	FSF-4	Strategic Corporate Finance

MARKETING MANAGEMENT

1	FSM-1	Consumer Behaviour
2	FSM-2	Advertising Management
3	FSM-3	Sales & Distribution Management
4	FSM-4	Service Marketing

RETAIL MANAGEMENT

1	FSR-1	Retail Concepts and Practices
2	FSR-2	Marketing Concepts in Retail Management
3	FSR-3	Management of Retail Operations
4	FSR-4	Retail Merchandising & Supply Chain Management

BANKING AND FINANCIAL SERVICES MANAGEMENT

1	FSB-1	Management of Banking and Insurance Institutions
2	FSB-2	Financial Planning and Wealth Management
3	FSB-3	Financial Institutions & Markets
4	FSB-4	Financial Risk Management

Director/ Head of Department

Dr. Vivek Sharma

Professor and Head, CRIM

Academic Qualification:	M Com. and Ph. D
Academic Experience:	28 years
Expertise:	Financial Management
Research Contribution	<u>Ph.D Awarded</u> : 16
	<u>Ph.D Submitted</u> : 01



Placement Officer

Dr. V S Bais

Placement officer

Academic Qualification:

MA, LLB, Ph. D,

PG Diploma in Industrial Relation

Academic & Research Experience:

6 Years

Job Experience

21 Years



Profile of Guest Faculty

Meenakshi Rathi

Academic Qualification: MBA (Finance)
M Com (Accounting and Taxation)
UGC NET, June 2010 and June 2014
MPSLET, 2017

Academic Experience: 8 years

Expertise: Corporate accounting, Financial management,
Banking, International Business, Taxation.



Kranti Burbure

Academic Qualification: MBA (HRM and Retail Management), Year 2012

Academic Experience: 7 years

Expertise: Human Resource Management, Communication Skills,
Marketing Management, Retail Management,



Nisha Bansal

Academic Qualification:

UGC NET, Year 2010

MBA (Finance and Marketing), Year 2010

Academic Experience:

3 Years

Expertise:

Managerial Economics, Marketing Management,

Retail Management

Industrial Experience:

2.5 Years

Sr. Financial Analyst in American Express (2010 – 2013)



Khushboo Lalwani



Academic Qualification: UGC NET, Year 2013

MBA, MCM, LL.B.

Academic Experience: 3 years

Expertise: Human Resource Management,

Industrial Experience 1 Year

Academic Support Staff

- ✓ **Placement Officer – 01**
- ✓ **UDC – 01**
- ✓ **LDC – 01**
- ✓ **Lab Assistant - 01**
- ✓ **Book Lifter – 01**
- ✓ **Peon – 02**

Infrastructure

Building & Premises (Total Built up Area – 2354 Sq. M.)

- **Class Rooms** – 04
- **Conference Room** – 01
- **Seminar Hall** – 01
- **Departmental Library** – 01
- **Computer Lab** – 01
- **Administrative & Faculty Rooms** – 04

Students Extra Curricular Activities



Students Extra Curricular Activities







