



MAGADH
PROFESSIONAL
INSTITUTE



MBA
PGDM
BBA
BCA

Recognized by AICTE, New Delhi. Affiliated
to AKU, Patna, Bihar

CONTACT US AT

934151276

9234004413

ADMISSION NOTIFICATION MBA

Master of Business Administration

Recognised by AICTE, MHRD, & AKU, Patna

Duration: 2 Yrs (4 Semesters) Full Time & Regular Course

Eligibility: Graduates & CAT/MAT/XAT/CMAT need to clear

FIRST YEAR COURSE

1 Semester

- Principles and Practices of Management
- Organisational Behaviour • Managerial Economics
- Management Accounting • Business Statistic
- Business Communication • Marketing Management - I
- Business Laws
- I.T. & Knowledge Mgmt. (Non Credit Paper)

2 Semester

- Human Resource Management
- Corporate Finance • Production Operation Management
- Marketing Management-II • Marketing Research
- Operations Research • Global Economic Environment
- Digital Marketing

Bridge Course

- Communication Skills • IT Skills • Presentation Skills
- Business Ethics • Corporate Management
- Industry Ready Certification
- Mock Interview by Leading Corporations
- Personality Development course by Ex-IIM Leader & Renowned faculty from top management Institute

SEAT - 300

FEE - 2,60,000/-



**DIGITAL MARKETING
IN ASSOCIATION WITH
Google**

ONLY INSTITUTE IN **BIHAR**
RECOGNISED BY AICTE
FOR **MBA DEGREE COURSE**
OFFERING ADVANCED LEARNING
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SECOND YEAR COURSE

Marketing

- Consumer Behaviour
- Marketing Communication & Brand Management
- Rural Marketing
- Service Mktg. & Customer Relationship Mgmt.
- Retail Marketing
- Sales and Supply Chain Management

HR

- Human Resource Planning
- Wages & Salary Administration
- Performance Management System
- Human Resource Information System
- Labour Legislation in India
- Industrial Relations & Labour Economics

Finance

- Financial Services & Capital Market
- Capital Expenditure Planning and Control
- Portfolio and investment Management
- Insurance & Banking
- International Finance
- Options, Future, Derivatives and Risk Management

Health care & Hospital Management

- Medical Insurance • Clinical Services • Hospital Services
- Strategic Management • Epidemiology
- Industrial Relations & Labour Economics
- Hospital Information Systems
- Healthcare Planning • Nutrition and Dietary Services
- Hospital Laws and Policies • Hospital Architecture



ADMISSION NOTIFICATION PGDM

Recognised by AICTE, Duration: 2 Yrs (4 Semesters) Full Time & Regular Course

Eligibility: Graduates & CAT/MAT/XAT/CMAT need to clear

FIRST YEAR COURSE

1 Semester

- Principles and Practices of Management
- Organisational Behaviour • Managerial Economics
- Management Accounting • Business Statistic
- Business Communication • Marketing Management - I
- Business Laws
- I.T. & Knowledge Mgmt. (Non Credit Paper)

2 Semester

- Human Resource Management
- Corporate Finance • Production Operation Management
- Marketing Management-II • Marketing Research
- Operations Research • Global Economic Environment
- Digital Marketing

Bridge Course

- Communication Skills • IT Skills • Presentation Skills
- Business Ethics • Corporate Management
- Industry Ready Certification
- Mock Interview by Leading Corporations
- Personality Development course by Ex-IIM Leader & Renowned faculty from top management Institute

Seat

360



Fee

2,60,000/-



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SECOND YEAR COURSE

3 Semester

- Consumer Behaviour
- Marketing Communication & Brand Management
- Rural Marketing
- Service Mktg. & Customer Relationship Mgmt.
- project management.
- Sales and Supply Chain Management

4 Semester

- Human Resource Planning
- Wages & Salary Administration
- Performance Management System
- Human Resource Information System
- Labour Legislation in India
- Industrial Relations & Labour Economics



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BUSINESS ETHICS BY



ADMISSION NOTIFICATION

BBA

Bachelor in Business Administration

Duration: 3 Yrs (6 Semesters) Full Time & Regular Course

Eligibility : 10+2/Inter Pass with 45% Marks

Affiliated to AKU, Patna

COURSE STRUCTURE

1 Semester

- Principles & Practices of Management
- Micro Economics Macro Economics
- Information Technology in Management-1 (Office/Productivity Suites)
- Marketing Management-1 (Marketing & Sales)
- Communicative English • Lab 104

INTRODUCTION TO INDIAN TAX SYSTEMS

2 Semester

- Business Organization & Environment • Financial Management-1 (Financial Accounting) • Human Resource Management-1 (Organizational Behavior) • Business Maths & Stats-1 (Management Information System) • Business English • Lab 204

PROFESSIONAL MS OFFICE

3 Semester

- Marketing Management-2 (Consumer Behaviour)
- Financial Management-2 (Managerial Accounting)
- Human Resource Management-2
- Business Maths & Stats-2 • Corporate Communication
- Business Taxation (Elective 1) • Psychology (Elective 2)

APPROACH TO ACCOUNTING & TALLY

4 Semester

- Strategic Management • Production & Operations Management
- Operations Research and Logistics
- Project & Event Management
- Social & Marketing Research Entrepreneurship Development Programme (Elective 1)
- Business Ethics, Corporate Governance & Social Work (Elective 2)

EVOLUTION OF LABOUR CODE AND SYSTEM

5 Semester

- Retail Management
- Indian Financial System
- Security Analysis & Portfolio Management
- E-commerce
- O-J-T (4 Weeks Internship in an Industry)

6 Semester

- Services Marketing • International Finance
- Risk Management
- Business Law and Industrial Relations
- Management Thesis (Based on 2 weeks Internship in Services Industry)

MAKING INDUSTRY APT AND PLACEMENT IN MNCs

SEAT - 240

FEE - 2,60,000/-

BCA

Bachelor in Computer Application

Duration: 3 Yrs (6 Semesters) Full Time & Regular Course

Eligibility : 10+2/Inter Pass with 45% Marks

Affiliated to AKU, Patna

COURSE STRUCTURE

1 Semester

- Communicative English
- Basic Mathematics
- Information Technology & Application
- Principles of Management & Organization
- Python Programming (Elective 1)
- Programming Concept (Elective 2)
- Lab 103 Lab 105 Lab 106

BEGINNER IN ANDROID APPLICATION

2 Semester

- Basic English • Mathematics (Numerical Techniques)
- System Analysis & Design
- Problem Solving Technique & Programming in C
- Operating System & Unix
- Lab 204 Lab 205

PROFESSIONAL MS OFFICE

3 Semester

- Objected Oriented Programming using C++
- Internet & Web Designing
- 3rd Semester Java Programming
- Software Engineering
- Lab 301 Lab 303

APPROACH TO ACCOUNTING & TALLY

4 Semester

- Relational Data Base Management System
- Digital Electronics, Computer System
- Architecture and Organisation
- File & Data Structure
- Introduction to Statistics
- Lab 401 Lab 403

APPROACH TO ETHICAL HACKING & CYBER SECURITY

5 Semester

- Windows Programming using VB.Net
- Graphics & Multimedia
- Computer Network, Data Communication and Client
- Server Technology • Business Accounting & ERP
- Lab 501 • Lab 502

SPECIAL ATTENTION TO MEET MARKET NEEDS

6 Semester

- Web Technology (Elective 1) • Concept of Data Mining & Data Warehousing (Elective 2) • E-Commerce • Project & Viva • Lab 601 A Lab 601 B

MAKING INDUSTRY APT AND PLACEMENT IN MNCs

SEAT - 240

FEE - 2,60,000/-



Nasriganj, Danapur, Patna, 800012
Email -magadhprofessionalinstitute@gmail.com
Contact no.9341512763, 9234004413