

M A D R A S
MMA
MANAGEMENT
ASSOCIATION
— ESTD. 1956 —

www.mmachennai.org

PROSPECTUS for EMBA - Project and Operation

(Executive Master of Business Administration)

Accredited by MMA

IN ASSOCIATION WITH

INFOCAREERTM

www.infocareerindia.com

 **Project
Management
Institute**
Registered
Education
Provider

About Madras Management Association (MMA)

Madras Management Association (MMA) was established in 1956 with the prime objective of promoting management education, training and development activities in this part of the country. The vision of MMA is “To be the Fountainhead of World-class Management Excellence in India”.

Over the past 62 years, MMA has striven for development and nurturing management expertise, combining Indian ethos with International Management thoughts and practices. MMA has contributed immensely to the enhancement of management capability in this part of the country, and in particular Tamil Nadu and Puducherry. MMA has over 7000 corporate houses, industries, professionals, academics and executives on its rolls as members. MMA annually organizes about 650 executive development activities, including seminars for top management with a total participation of forty five thousand executives and entrepreneurs.

MMA is the largest affiliate association of All India Management Association (AIMA) in the country and has been adjudged as the Best Management Association in India by AIMA for ten times in a row including the “National Excellence Award” for the year 2017-18.

The activities of MMA are planned to achieve managerial excellence in the functioning of industries and professional managers in Tamil Nadu and Puducherry. In this direction, MMA chapters have been established at various towns in Tamil Nadu mainly to cater to the needs of SMEs. Nine such MMA Local Chapters at Ambur, Attur, Erode, Hosur, Namakkal, Salem, Sri City, Trichy and Puducherry are functioning effectively.

Apart from corporate leaders, MMA has, in its Managing Committee, the Vice Chancellors of Madras University & Anna University, the Directors of IIT Madras and IFMR and Chief Secretary , Government of Tamilnadu, as members.

Our Vision

To be the Fountainhead of World-class Management Excellence in India.

Our Mission

- Synthesise Indian Ethos with international management thought
- Be a reservoir of expertise in management
- Inspire individuals to actualise their potential
- Nurture creativity and originality

About Infocareer

Infocareer Private Limited was founded in 2007, by a group of professionals, with vast experience in Project and Program Management. Infocareer provides Consulting, Advisory and Training Services in the area of Project and Program Management. With more than 200-person years of management, consulting and implementation experience spanning across industries and geographies, Infocareer has always guaranteed a healthy ROI to their customers through all their offerings. A Registered Education Provider for the Project Management Institute, USA they have the right association and expertise. A sample list of popular offerings includes:

- Setting up your Project Management practices
- Establishing Project Governance framework
- Project Management competency assessment
- Project Management mentoring and coaching

Infocareer has successfully launched their e-Learning program for Project Management Professionals through their own Learning Management System lcleaF.

Our Vision

Our Vision is to “Redefine the Distance Education Program and bring in excellence to all the spheres of management and executive education in India”.

Our Mission

Our Mission is to “Create an environment for people to continuously update their skill and knowledge – to be able to successfully perform in today’s complex business environment of globalization and rapid changes which expects managers to perform in various cultural, functional and organizational settings”.

Our Programs

Our Management programs seek to prepare students to develop a broad foundation of skills and knowledge in the diverse functional areas of Business Management and provide them an opportunity, in understanding the practical problems. Our Management programs allow candidates to remain in employment and to continue studying other courses as well. Unlike fulltime programs, it does not disrupt the candidate’s career and earning power. The students are thus, able to complete the Management Program at their own place and pace. The facilities provided are as follows

- Good course material/counselling
- Well-developed Class Rooms
- Contact Classes during weekends and holidays
- Experienced faculties/Well equipped library

Our teaching methods include lectures, case studies, projects and presentations. Our virtual learning environment is designed to support teaching and learning, in an educational setting. This will supplement traditional face to face classroom activities. At Infocareer we ensure that our students become complete and successful managers in the shortest possible time manage their business with increased forethought and live up to the demands of corporate environment.



EXECUTIVE MASTER OF BUSINESS ADMINISTRATION

EMBA -Project & Operation COURSE OVERVIEW

Course Duration: 1 Year (3 trimesters)

Objective:

The broad objective of Executive Master of Business Administration - Distance Program (EMBA) course is to impart Higher Education in Management to executives, who wish to continue higher education while they are working and who want to acquire EMBA to grow in the organizations, but have no spare time to attend regular management program.

Secondly, to provide the executives with opportunities to develop conceptual and analytical skills and foster attitudes essential for their development into competent and effective managers.

The course shall be governed by the latest rules and regulations of Madras Management Association.

Admission to this course is offered in 2 cycles the first commencing in January and in July every year.

Benefits:

1. MMA Membership for one year to attend 100+ management programs
2. Project Management Professional (PMP)[®] Prep course with 35 contact hours certificate to take up PMP certification
3. PMI Agile Certified Practitioner (PMI-ACP)[®] Prep course to take up PMI-ACP[®] certification
4. Six Sigma certification - Green Belt/Black Belt subject to project completion
5. Industry ready with latest technologies for new job market

Important Note:

In all the Trimesters, each paper carries 100 marks, out of which theory examination will be for 80 marks, and for continuous evaluation/Internal Assessments (IA) 20 marks. Out of the 20 IA marks, 10 marks will be awarded based on the candidate's regularity (attendance) at the orientation/contact programmes and 10 marks for written assignments. **Total = 10+10+80 = 100**

The Project Work is for 200 marks including viva-voce marks of 100. Candidates to select a topic for Project Work relevant to the stream that they have opted and also related to the syllabus. They have to carry out Research/Fieldwork independently.

Orientation/Contact Programmes:

These programmes will be conducted in the MMA Management Center, and also in selected places depending on the number of candidates registered for each trimester from that place and the facilities / resources available at that place. Information about these programmes and continuous evaluation will be given **Minimum 60% attendance on F2F class is mandatory for taking up the examination.**

Eligibility For Admission:

1. Bachelor's Degree from Recognized University with two years' post qualification work experience as a Manager/Supervisor.
2. Diploma holders with five years' post qualification work experience as a Manager/Supervisor.
3. Post Graduate teachers with minimum two years research and teaching experience.
4. Fresher's admission is subject to the passing of entrance examination and personal interview conducted by MMA & Infocareer.

The course is of three Trimesters, in which first trimester carries all compulsory papers and the second & third trimesters provide subject specialization.

E-MBA- Project and Operation:

Term 1: (3 Months from January) with F2F on weekends & E-learning

- Principles of Management
- Managerial Economics & Business Accounting
- Operations Research + Quantitative Techniques
- Organisation Behaviour + Organisation Development

Term 2: (3 Months from May) with F2F on weekends & E-learning

- Digital Communication & Big data Analytics
- Business Laws & Ethics
- Project Management
- Lean & Six Sigma

Term 3: (3 Months from September) with F2F on weekends & E-learning

- Systems & Infrastructure Management (IT/Manufacturing)
- Agile Culture Management
- Practical Live Project

Virtual Classes/ E-learning

MMA in association with Infocareer offers virtual classes for its students through IcLeaF. The virtual class/e-learning brings with it new dimensions in education. The virtual classes/ e-learning enable students to interact with the professors, like, live class room setup. The MMA virtual classes/e-learning are a new generation, all in one learning management system. Our virtual classes/e-learning enable students to learn and interact with the faculty, through an interactive whiteboard and communicate synchronously using video, audio and text chat. It allows the students and faculty to share presentation, documents and images on a virtual class room setup.

For Online Registration

Admission Application can be filled online.

(www.mmachennai.org)

For Further Details

Madras Management Association

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Chennai – 600 006
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2829 4242 / 4863 2711
Give missed call to +91 97899 60398
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