

# Online

MBA + SAP R3

**GEMS**  **B SCHOOL**  
 THE CAREER CATALYSTS   
MYSORE MAHARAJA INSTITUTE OF HIGHER EDUCATION



# GEMS<sup>+</sup> B SCHOOL

THE CAREER CATALYSTS

MYSORE MAHARAJA INSTITUTE OF HIGHER EDUCATION

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- Bangalore • Mysore • Hyderabad • Chennai • Puducherry • Srinagar (J&K) •



## About GEMS B SCHOOL

Conceived by experienced academicians  
and inspired by accomplished professionals.

### Vision

Creating leaders and not just managers.

### Mission

Creating leaders and not just managers.

### Values

Effective, Ethical, Enterprising, Transparent,  
Student friendly and Market centric.

- Ranked 41st Best B school In India by The Indian Council for Market Research, 2012-2013
- Ranked 34th Best B school In India by Business Barons, 2013-2014
- Ranked in the premier B School category by Go-Getter in its B School ranking issue in 2013
- Awarded as the "Fastest growing B-School in India" by Business & Economy.
- SAP – Official Education Partner
- Network 18 – Industry Partner for Media & Entertainment Program
- Retailers Association of India ( RAI ) – Academic Partner for a very unique MBA in Retail.
- Offers programs in synergy with the industry with over 300 companies across industries.
- Offers industry Specific Certification programs from KPMG, PMI USA, IIT, SAP and Many more.
- Offers Indian and International Degrees in affiliation with
  - ◆ Bharathiar University, Tamil Nadu
  - ◆ American Heritage University of Southern California
  - ◆ South Asia university, UK.
  - ◆ University of Mysore, Mysore.
  - ◆ Karnataka State Open University, Mysore.
- GEMS B SCHOOL is present in Bangalore, Chennai, Hyderabad, Mysore, Puducherry and Srinagar ( J & K ) with centres opening up in many more cities including Columbo, London, Dubai and Nairobi.



- Established in the Year 1996
- Situated in Mysore, Karnataka.
- Recognised by UGC / Govt. India / Ministry of HRD
- Offers courses in Management, Medical sciences, Law, Nursing, Engineering etc.



## Vision - SAP uAcademy

- Support SAP skills workforce development to help enable SAP ecosystem & meet our part of corporate social responsibility
- Offer a dynamic curriculum to students in par with ERP industry and thus widen learning horizon
- Help students create an added advantage and increase their career potential and growth opportunities by offering SAP certification



## SAP Today

- SAP AG in 2009 revenues: €12 billion
- More than 89,000 companies run SAP software
- Providing more than 27 industry solutions
- 51,000 SAP employees (Dec, 2008)
- 12 million users in 120+ countries team with us ...
- Integrate business processes
- Extend the companies competitive capabilities
- Get a better return on investment at a lower total cost of ownership
- Unique partner ecosystem
- More than 3,850 partners
- 35,000 + SAP consultants required in India Alone.



## Why SAP ?

- Trusted business partner for 82,000+ companies – the largest installed base in the enterprise software sector
- Deep vertical expertise with strategic solutions for more than 27 industries
- Great innovation power with 11,900+ developers
- Largest ecosystem in the industry system integrators, ISVs, OEMs, resellers, partners
- One of the top brands globally 65% market share in the ERP sector





## SAP in India

- Market Leader - 4500+ Customers
- Country wide Offices , 7500+ Employees & Growing
- SAP Labs – R&D Centre at Bangalore & Delhi
- Mature India Localization & India Payroll
- Customer Care Centre at Bangalore
- Large & Leveragable Skill Base
- Knowledge Services



## SAP in India - Some Interesting Facts

- 11 out of 16 "Navratnas" run SAP
- 9 out of 10 most profitable and largest companies run SAP
- 24 out of 30 companies in Sensex run SAP
- 37 out of 50 companies in Nifty run SAP
- 36 out of 50 in ET 500 run SAP
- 21 of the top 25 brands in India run SAP
- 18 of the 20 companies listed in the BCG Global Challengers list run on SAP
- 25 out of the 40 Largest Indian Companies named by Forbes run SAP
- 7 out of the 13 Indian firms named by BusinessWeek in 'Asia's Hot Growth Companies' list run SAP



Solid Penetration... Hallmark of the Leader

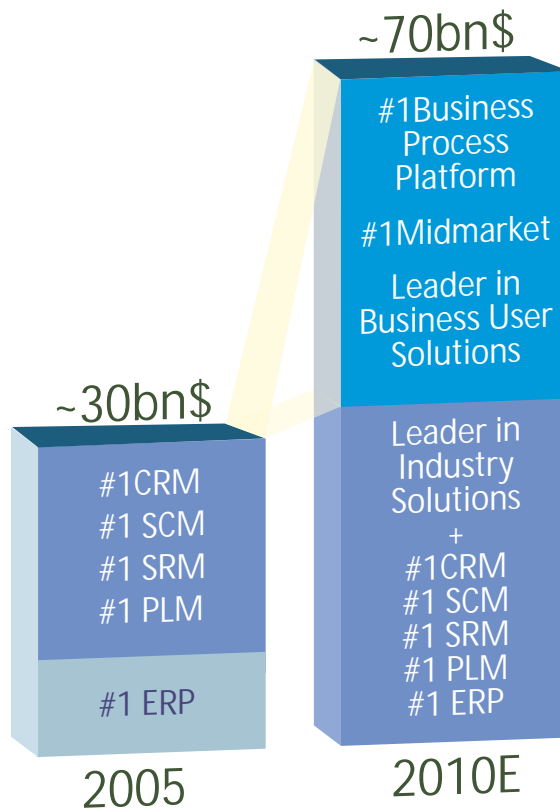
Oil & Gas	E&C	Auto	CPG	Telecom	IT Service
 IndianOil	 	 	 	 TATA <b>Indicom</b>	 TATA CONSULTANCY SERVICES
 Bharat Petroleum	 				 WIPRO Applying Thought
			Adani Wilmar Limited		
				 Reliance Infocomm A New Way Of Life	 



## Vision 2010

Enlarge the addressable market

Extend position as market leader



50,000 consultants required globally by 2010 – India alone to create 35,000 certified consultants and to be a major contributor in resource pool creation.

SAP will maintain its number one position in the ERP sector and hold 80% market share by 2010 as against 65% today

## Global Ecosystem Workforce Growth Demand for SAP Consultants Outweighs Supply

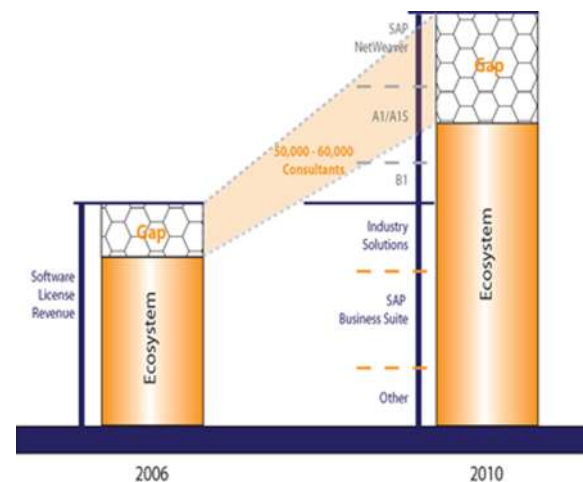
Demand for SAP Consultants outweighs supply and is compounded by:

- a world wide labor crunch
- increasing 'competition' for IT talent
- a shortage of IT skills
- skills movement between geographic locations
- an ageing workforce

The shortage is being widely reported:

- Large SIs can't provide clients with sufficient experts<sup>1</sup>
- Analyst predict SAP skills shortage will continue through 2010<sup>2</sup>
- "Companies worldwide are scrambling to manage a labor crunch"<sup>3</sup>
- "...the shortage of skilled SAP workers is forcing IT departments to pay premiums"<sup>4</sup>

At Current Software Growth Rates There Would Be A Shortage of 50,000-60,000 SAP Consultants by 2010

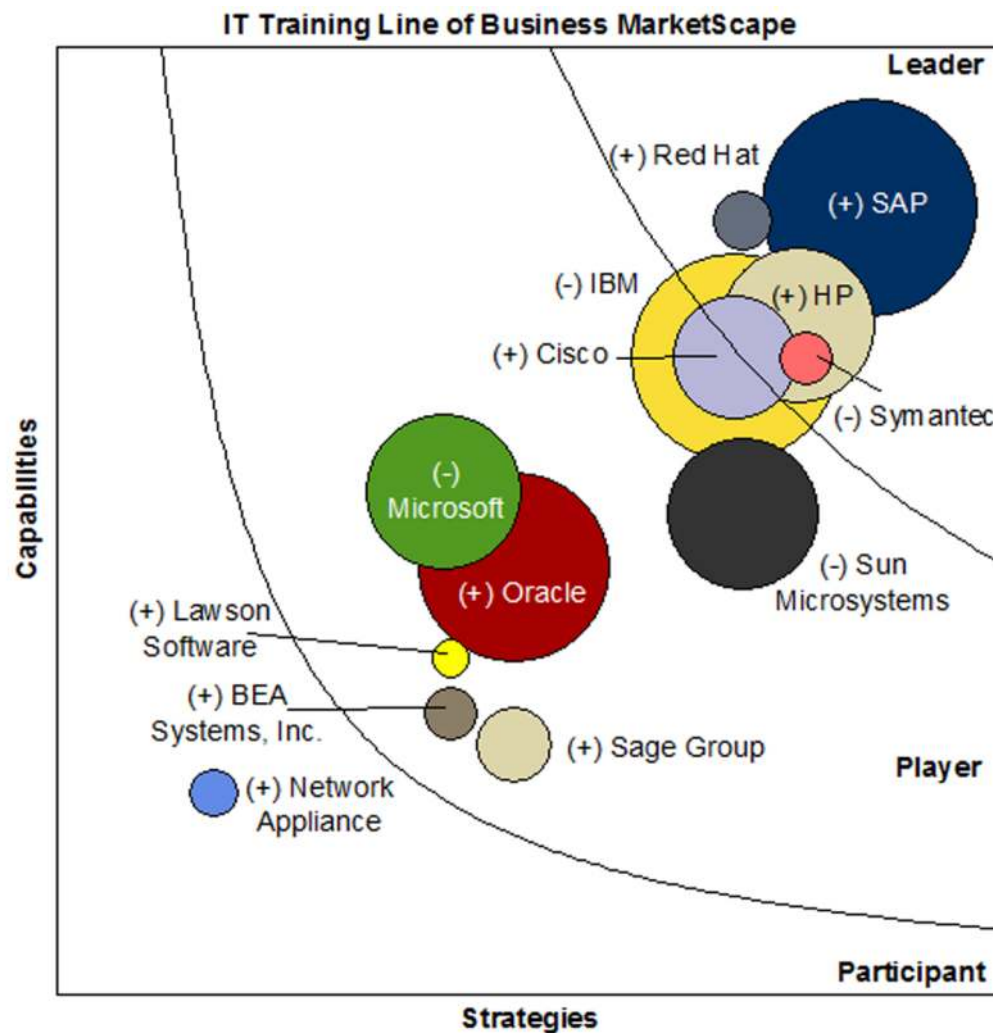


Research validates a gap of 30,000 in 2008 - gap will increase if no action is taken  
Shortage in consultants may impact:

- Revenue and margins
- Ability to obtain 100K customers by 2010
- Customer satisfaction



## IDC Lists SAP Education as the Largest and Most Strategic IT Trainer in the Industry



In the report entitled IDC MarketScape: Worldwide IT Education and Training 2008 Vendor Analysis: IDC's MarketScape Model, 2008 & IDC DOC #209799, IDC assessed a number of vendors participating in the Worldwide IT Education and Training market. This evaluation is based on a comprehensive framework and a set of parameters that assess vendors relative to one another and to those factors expected to be most conducive to success in a given market during the short and long term. The Strategy axis represents a 3 to 5-year span and future perspective, while the Capabilities axis represents current product and go-to-market execution. Market share of each vendor is indicated by the size of the circle representing the vendor, Vendor year-over-year growth rate is indicated by a plus, neutral or minus icon next to the vendor name, representing growth in excess of, the same as or at a slower pace than the entire market. – Source: IDC, 2008

# Online MBA With SAP R3



SAP is the world's most sought-after business software and almost 95% of the world's leading companies depend on SAP for their day- to- day business solutions. Currently there is a demand for 35000 SAP consultants in India alone and an SAP Certification is as good as a work permit for those aspiring to work in the US, Europe and the Middle East.

SAP has appointed GEMS B School as its university academy partner, authorising it to offer SAP ERP Certification Course to all its students. If a student's career can be compared to a jet aircraft, then SAP ERP Certification Course and MBA are like the twin engines of this plane. The career of a student with this dual advantage is sure to take off and soar. SAP ERP Certification Course by itself is a sought after qualification for professionals and SAP with MBA is an ideal combination for career growth. All multinationals, in addition to technical qualifications like SAP, look for business qualifications in their employees. Employed professionals also who have not been making much progress in their existing careers can kick-start their careers by acquiring this MBA with SAP ERP Certification Course.





A student can pursue the SAP ERP Certification Course in the following Modules:

- Management Accounting
- Financial Accounting
- Human Resource Management
- Sales and Distribution
- Materials management
- SAP Netweaver Application Development (ABAP)

The student can choose any one of the above modules along with his/her MBA specialisations like Marketing, HR, Finance, IT, IBM etc.

GEMS B SCHOOL offers SAP as part of the curriculum of its dual specialisation international MBA where students can get the twin advantage of an MBA and SAP. Duration of this course is two years, during which period the student will do his online MBA, SAP ERP Certification Course, 6 months real time internship in SAP and is expected to work in an SAP implementation company for 1 year. At the end of Two years the student will be an MBA and an SAP ERP certified professional with 1½ years of real time SAP experience. This unique MBA + SAP course is equally beneficial to both engineering and non-engineering graduates.

The Certificate for the SAP ERP Certification Course is offered directly by SAP Germany.

The MBA degree awarded will be an online MBA degree from Karnataka State Open University (KSOU), Mysore. KSOU is a UGC/AICTE recognised University. Students can apply for Jobs in the Private sector, Government Jobs and also overseas jobs on the strength of this degree. Students also have the convenience of attending the exams online at their place and at their time.

The student on successful completion of two years of study and work is at liberty to continue in the same job or change to a better job. The student can avail the assistance of the GEMS B SCHOOL placement cells located all over India for his / her further placements in India and abroad. GEMS B SCHOOL has a dedicated, separate overseas placement cell specially to assist students who are aspiring to work abroad. This service is absolutely free for the students of GEMS B School.

Hostel accommodation is provided for Boys and Girls during all the two years of study and work at an extra cost. Hostel stay is optional.

Bank loan can be availed by the student from the bank where the student's parents are banking. After the student's admission the institute will provide the student with the necessary documents to be produced to the bank for the processing of education loan.



# MBA

## Specialisations



- Marketing Management
- Financial Management
- Human Resource Management
- Health Care Management
- International Business Management
- Information Systems Management
- Retail Management

## Salient benefits

- Wi-Fi Campus
- Faculty from industry
- Digital Library with Unlimited Access
- Team Building
- Free laptops
- Most economical
- Outbound Workshops
- Creativity
- Industrial visits
- Highly flexible
- Seminars
- Entrepreneurship
- Classes during Weekends
- Student friendly experimental learning
- Personality enrichment
- Aptitude test skills
- Industry Relevant Curriculum
- Excellent Environment



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## Fee Structure

Rs. 1,96,000/- for the whole course payable in 2 installments.

1st Installment: Rs. 98,000

2nd Installment: Rs. 98,000

Second Installment to be paid after 3 months.



## Admission Procedure

Students can apply for this course by taking the Gems Admission Test ( GAT ) on [www.gemsadmissiontest.com](http://www.gemsadmissiontest.com)

### Eligibility

Any Graduation

### Duration

2 Years

### Classes

weekends



# Curriculum

## MBA with dual specializations

### SEMESTER –I

- 1.1. PRINCIPLES OF MANAGEMENT
- 1.2. ACCOUNTS FOR MANAGERS
- 1.3. HUMAN RESOURCE MANAGEMENT
- 1.4. MARKETING MANAGEMENT
- 1.5. MATHS AND STATISTICS
- 1.6. MANAGERIAL ECONOMICS

### SEMESTER –III

- 3.1. MANAGEMENT CONTROL SYSTEM
- 3.2. OPERATIONS RESEARCH
- 3.3. RESEARCH METHODOLOGY
- 3.4. CUSTOMER RELATIONSHIP MANAGEMENT/  
CONSUMER BEHAVIOUR
- 3.5. TOTAL QUALITY MANAGEMENT
- 3.6. KNOWLEDGE MANAGEMENT

### SEMESTER –II

- 2.1. FINANCIAL MANAGEMENT
- 2.2. BUSINESS LAW
- 2.3. ENTREPRENEURSHIP MANAGEMENT
- 2.4. E-BUSINESS MANAGEMENT
- 2.5. PRODUCTION MANAGEMENT
- 2.6. ORGANIZATION BEHAVIOUR

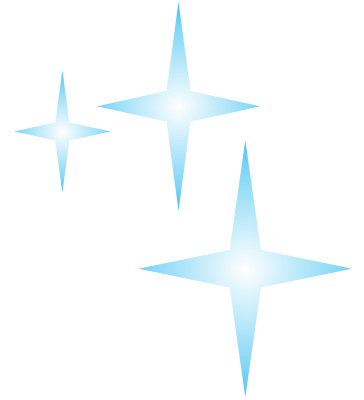
### SEMESTER –IV

1. 1st Specialisation Subject 1
2. 1st Specialisation Subject 2
3. 1st Specialisation Subject 3
4. 2nd Specialisation Subject 1
5. 2nd Specialisation Subject 2
6. 2nd Specialisation Subject 3

# A FEW COMPANIES OUR STUDENTS WORK WITH







Dear friend,

Igniting Excellence

Welcome to GEMS, the B-School with a difference. We are sure you want to know what the difference is? Right from the ambience, curriculum, methodology, faculty and the conditioning, everything is going to be unconventional and different, all with a specific purpose.

GEMS is a voyage. Our goal is to build you like a ship, majestically and meticulously, to enable you to sail steadily on the choppy seas of business. Whether you are going to choose the passage of corporate executive, business professional or entrepreneur, our aim is to reinforce you in such a way, you are able to cruise with equanimity without ever compromising on business ethics. Every minute you spend here is going to equip and enlighten you, empower and energise you so that you can weather any storm.

Set sail, we have many nautical miles to conquer and coasts to anchor.

Dr. M.I.M.Nehruzii MSc, MBA, PhD.

Chairman

GEMS B SCHOOL

◆ Contact us ◆



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