



विद्याधनं सर्वधनं प्रधानम्

IIT JAMMU



IIIM
JAMMU

सा विद्या या विमुक्तये



Dual Degree Program in Bachelor of Technology (B.Tech) and Master of Business Administration (MBA)

BROCHURE 2021-2026

MESSAGE FROM THE DIRECTOR IIT JAMMU

IIT Jammu is a young Institute of bold thinkers. It diverts the dynamic energy of the nation's youth towards detailed observations, progressive imaginations and need-gap identification. We are dedicated to foster a generation which goes beyond the concept of theoretical knowledge. We aim to blend the approach of interactive and hands-on learning into its pedagogic principles. Keeping this objective at the core, we regularly organize foundation programmes and synergistic workshops for our students, and faculty. We are making a conscious effort to sustain a multi-disciplinary approach to academia. Our long-term goals are to create an environmentally sustainable campus, to increase the number of offered programmes, establish impactful research facilities and a strong presence in translational research and development of the nation. We have successfully set up two From passionate learners to transformative leaders operational campuses with fully equipped academic and recreational facilities. Our objective is also to set up a state-of-the-art research facility for the Institute and the researchers from all over India, making IIT Jammu the biggest research facility in J & K. At IIT Jammu, the journey is as exciting as the milestones pursued and achieved.

Prof. M.S. Gaur

Director
IIT Jammu



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MESSAGE FROM THE DIRECTOR IIM JAMMU

Welcome aspirants!

Rapidly emerging Indian economy is making its way to become self-reliant in the near future by embracing the updated versions of the technology. This is making transformational shifts in the existing working patterns of the business houses. Further, due to the global disruptions (pandemics, changing economic and geo-political relations) the business professionals have to reinvent and adapt to the changing circumstances in order to prove their relevance. IIM Jammu's Executive Master of Business Management (EMBA) aims at this.

Indian Institute of Management Jammu (IIM Jammu) has started its journey by launching its flagship program of MBA in 2016. In 2020, IIM Jammu started the Ph.D. program for management. In 2021, IIM Jammu expanded its learning horizon by starting the 5 Year Integrated Program in Management. Now, IIM Jammu plans to contribute to career building of working executives by starting its two year program Executive Master of Business Management (EMBA) in blended mode. Keeping in mind the business executives who are at their early or mid-career levels, the program is cautiously designed to operate in the blended mode by incorporating the on-campus and online learning modules.

I invite you to connect with us with the confidence that after the successful completion of the program, the participant will be able to add a significant value to their own work spheres.

Prof. B. S. Sahay

Director
IIM Jammu



Adhering to the motto, "It is the Knowledge that Liberates", IIM Jammu strives to provide our participants an environment filled with academic rigor and training so that they emerge as great leaders, prepared to tackle the challenges of the world effectively.

ABOUT IIT JAMMU



IIT Jammu is recognized as an “Institute of National Importance” under the “Institutes of Technology Act” of 1961. IIT is an autonomous public higher education Institute funded by the Government of India, and functions under the governance of the IIT Council. The Indian Institute of Technology Jammu was inaugurated on 6th August 2016, and welcomed the first batch of students into the campus in Paloura, Jammu. In the initial phases, the establishment of IIT Jammu was done under the mentorship of IIT Delhi.

IIT Jammu is inspired by young India and its urge to build a collective society. IIT Jammu is a young Institute of bold thinkers. It diverts the dynamic energy of the nation’s youth towards detailed observations, progressive imaginations and need-gap identification. IIT Jammu blends the approach of interactive and hands-on learning into its pedagogical principles. Curriculum template in the

academic system of IIT Jammu has been structured to be multi-disciplinary to cater to the rapidly changing scientific and technological needs of the global community. The programs are designed to encourage students to relate academic theory to real-world practice and to collaborate with like-minded community in and out of the lecture hall.

20 minutes away from Jammu airport and railway station, IIT Jammu’s Jagti campus is well-connected and abundantly green with a beautiful landscape. Close to Trikuta Hills, the campus fluently captures the raw beauty of nature. IIT Jammu ensures that students understand the real-world application of their theoretical knowledge by providing them facilities that enable experimentation and innovation. The numerous laboratories, workshops and student-managed tinkering labs aim at providing a fertile space for the development of a well-rounded Engineer.

ABOUT IIM JAMMU



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The Indian Institute of Management (IIM) brand has now become synonymous with innovation, talent, zeal for success and contribution in management. Building on this legacy, IIM Jammu was established in the beautiful state of Jammu and Kashmir, by the Government of India in 2016. From the very beginning, IIM Jammu has set high standards for outstanding value-based quality education, high-quality research, executive education, consultancy and strong corporate as well as international linkages. The Institute also encourages, and subtly emphasizes contemporary

research - concentrating on regional, national and global issues alike. Presently, IIM Jammu operates from the Old University Campus, Canal Road, Jammu, with a new off-campus being set up in Srinagar very soon. The proposed 200 acres state-of-the-art campus is coming up at Jagti, 14 Kms from Jammu City, about 16 km from Jammu Railway Station and 18 km from Jammu Airport. The new Campus will be a blissful mix of modern architecture, culture and heritage of Jammu and Kashmir.

WHY DUAL DEGREE

Majority of the engineering students aspire for a management degree at some point of their career. Most of the students also dream of undertaking B.Tech from IITs and MBA from IIMs, which is considered to be the most preferred combinations amongst all the stakeholders - students, parents and industry. At the same time, the presence of IIT and IIM as neighboring institutions of national importance is a rare combination. Therefore, it is a dire need to capitalize this opportunity for the larger benefits of the aspiring students, parents, industry, government, society and the nation as a whole. It is also felt that many industries look for candidates having sound knowledge in Engineering and excellent managerial skills i.e. Industry-ready products for their hiring. Besides, exposure to a variety of courses gives students a wider vision on a problem and more tools to solve problems from a very young age.

THE DUAL DEGREE PROGRAM IN BACHELOR OF TECHNOLOGY (B.Tech) AND MASTER OF BUSINESS ADMINISTRATION (MBA)

Programme Objectives

This dual degree program in technology and management aims at preparing young scientific minds to undertake techno-managerial roles in corporate and public sectors and strengthen scientific temper for a sustainable ecosystem.

Programme Structure

The details of the programme structure are given as follows:

- **Time Duration**

The program is divided into two distinct stages: The initial four years for the B. Tech Program and the last two years for the MBA program.

- **Total Semesters and Terms**

B Tech --2*4 = 8 semesters; MBA --3*2 = 6 semesters

- **Exit Option**

This programme has been strategically designed to provide an opportunity to the students to exit from the programme after completing 4th year as per the provision in the National Education Policy 2020, Ministry of Education, Government of India. Students would be provided an exit option with a B.Tech degree and if opted so, a certificate in management after the completion of the fourth year will be provided.

- **Eligibility to continue into MBA Program**

A minimum CGPA of 7 would be required to continue into the MBA program without appearing in the CAT examination. Any participant with a CGPA of less than 7 at the end of the fourth year will have to take the compulsory exit after the fourth year. However, these students may appear for CAT to secure admission in IIMs.



ADMISSION PROCESS

- **Eligibility Criteria**

The eligibility to the dual degree program will be as per the JEE (Main) and JEE (Advanced) in terms of age limit, qualifying examinations and year of appearance in qualifying examination.

- **Selection Process**

Admission to the integrated dual degree programme will be through JEE (Advanced). Once admitted they will be able to complete both B.Tech. and MBA degrees without appearing for CAT, if the students secure 7 CGPA and above in the B.Tech.

- **Reservation Policy for Admission**

The reservation policy will be as per the government of India norms.

- **Fees and Accommodation**

Program fee will be applicable as per IIT Jammu norms for different branches of engineering plus additional fee of management modules during the B.Tech. After successful completion of B.Tech from IIT Jammu with 7 CGPA and above, the students will be eligible for admission to MBA program at IIM Jammu with existing fee structure at the time of admission. Students of dual degree program will be accommodated at IIT Jammu hostel during the B.Tech and IIM Jammu hostel during the MBA program. Hostel and mess charges will be applicable as per the existing rates at both the campuses.

- **Award of the Degree**

All students who will successfully complete the Integrated Programme in Technology and Management (IPTM) will be awarded a Bachelor of Technology (B.Tech.) and a Master of Business Administration (MBA) jointly by IIM Jammu and IIT Jammu.

Curriculum

The students of integrated dual degree programmes will be undertaking all the courses as per their respective engineering branches. Besides, additional courses for minors in management sciences will be offered by IIM Jammu in each semester of B.Tech. After completion of B.Tech with 7 CGPA and above, students may be admitted to MBA program of IIM Jammu with the existing MBA batch and the two years MBA curriculum will be applicable for the same.



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