

**PERIYAR UNIVERSITY
SALEM -11**

**PERIYAR INSTITUTE OF DISTANCE EDUCATION
(PRIDE)**

REGULATIONS AND SYLLABUS

**MASTER OF BUSINESS ADMINISTRATION
(MBA)**

Programme Project Report for Master of Business Administration Management

Vision

To be the institute of Managerial excellence in synchronization with global management practices, thereby producing world class business leaders.

Mission

To impart quality management education of global standards to take on any business challenges in the competitive environmental scenario.

Objectives

- ✓ To turn students into effective managers
- ✓ To impart knowledge to meet out global competition
- ✓ To infuse skills to empower students as good decision makers
- ✓ To learn by experience and by taking up real time projects
- ✓ To provide strong curriculum that is relevant to Industrial situations.
- ✓ To inculcate the right attitude into the mind to face any challenge in the work environment
- ✓ To make the students employable to cope up with the changing business dynamics
- ✓ To foster creative thinking and critical thinking to ensure in business Innovations.

Instructional Design

MBA – Course Structure

Semester	Course code	Title of the Paper	Lecture Hrs/Week	Credits	Marks		
					CIA	EA	Total
I	MBA101	Principles of Management	4	4	25	75	100
	MBA102	Managerial Economics	4	4	25	75	100
	MBA103	Managerial Communication	4	4	25	75	100
	MBA104	Legal Environment of Business	4	4	25	75	100
II	MBA201	Organizational Behavior	4	4	25	75	100
	MBA202	Business Policy and Strategic Management	4	4	25	75	100
	MBA203	Financial and Management Accounting	4	4	25	75	100
	MBA204	Research Methodology	4	4	25	75	100
III	MBA301	Production Management	4	4	25	75	100
	MBA302	Financial Management	4	4	25	75	100
	MBA303	Human Resource Management	4	4	25	75	100
	MBA304	Marketing Management	4	4	25	75	100
IV	MBA401	International Business	4	4	25	75	100
	MBA402	Entrepreneurship	4	4	25	75	100
	MBA4E1	Production Planning , Control and Maintenance	4	4	25	75	100
	MBA4E2	Quality Management	4	4	25	75	100
	MBA4E3	Financial Services	4	4	25	75	100
	MBA4E4	Investment Management	4	4	25	75	100
	MBA4E5	Training and Development	4	4	25	75	100
	MBA4E6	Labour Welfare	4	4	25	75	100
	MBA4E7	Sales and Distribution Management	4	4	25	75	100
	MBA4E8	Marketing Services	4	4	25	75	100
	MBA4E9	Management Information System	4	4	25	75	100
	MBA4E10	Data Base Management System	4	4	25	75	100
	MBA4P1	Project Report	6	6	50	150	200
Grand Total			70	70	450	1350	1800

Faculty and Support Staff Requirements

Staff Category	Required
Professor	
Associate Professor	
Assistant Professor	
Clerical Assistant	

Fee Structure- Per year

Nature of fee	Amount in Rs.	
	First Year	Second Year
Application Processing Fee		
Course Fee		
ICT		
Total		

The above mentioned fee structure is exclusive of Exam fees.

Examinations

Eligibility for admission to the examination

As attending the workshop is compulsory, a list of attended students of the workshop is to be sent to the examination section from the Department of Biotechnology and they alone are eligible to write the examinations. Those who are not attended the workshop are not eligible to write the examinations.

Question paper design

Each theory subject question will be designed for 3 hours in three sections Part-I, Part-II and Part-III with the number of questions and allotments of Marks as described below:

Part	Type of Questions	Marks	Total
Part –I	Short Answer (Internal Choice)	5 x5	25
Part –II	Essay type with Internal Choice	5x10	50
	Total Marks		75

Scheme of evaluation for theory papers

The scheme of evaluation of CIA and TEE is as follows:

Scheme of Evaluation

For each Theory Course	Maximum Marks	Minimum Marks
Continuous Internal Assessment	25	16 *
Term-End Examinations	75	34
Total	100	50

* If minimum marks not achieved, the student may re-submit the Practicum oriented and theory oriented assignments by paying assignment submission fee prescribed by the University time to time

Scheme of evaluation for practicum

The student has to secure 50% in each and every category of practicum examinations.

Classification of Result

Marks	Grade Point	CGPA	Letter Grade	Description
96 and above	10	9.51 and above	S+	First Class – Exemplary
91-95	9.5	9.01-9.50	S	
86-90	9.0	8.51-9.00	D++	First Class Distinction
81-85	8.5	8.01-8.50	D+	
76-80	8.0	7.51-8.00	D	
71-75	7.5	7.01-7.50	A++	First Class
66-70	7.0	6.51-7.00	A+	
61-65	6.5	6.01-6.50	A	
56-60	6.0	5.51-6.00	B	Second Class
50-55	5.5	5.00-5.50	C	
Below 50	-	Below 5.00	RA	Re-appear
			A	Absent

Passing Minimum 50% P: Pass, ESE: End Semester Examination, CIA: Continuous Internal Assessment

$$\text{GPA} = \frac{\sum (\text{CDT} \times \text{GPT})}{\sum \text{CDT}}$$

Where: CDT – No. of credits of core, optional and elective courses

GPT= Grade Point (obtained by dividing the percentage of marks scored by 10)

g) REQUIREMENT OF THE LABORATORY SUPPORT AND LIBRARY RESOURCES

The Central Library is one of the important central facilities of Alagappa University. It has text book, reference books, conference proceedings, back volumes, standards, and non-book material such as CD-ROMs and audios. The central library procured several e-books in different areas. The library also subscribes to about 250 current periodicals.

All routine functions of the library are automated with the help of an integrated library software package, SOUL, developed and distributed by UGC INFLIPNET. The database for the entire collection has been created and available through online Public Access Catalogue (OPAC) to the users via campus network. Now this facility is also available through Institute's Intranet as a web enabled OPAC.

h) COST ESTIMATE OF THE PROGRAMME AND THE PROVISIONS

The cost estimate of the programme and the provisions will be followed as per the direction of University norms for the respective programmes.

Cost estimate of the programme and the provisions:

S. No.	Head Wise Expenditure	Amount Rs. 2015-16
01	Pay & Allowances (One Professor+ Two Associate Professors+ Four Assistant professors)	
02	CPS Contribution	
03	Lesson Writing Remuneration	
04	Personal contact programme	
05	Induction programmes	
06	Printing of course Materials	
07	Courier Charges	

08	Hospitality	
09	Board of Studies	
10	Advertisement Charges	
11	Stationary Charges	
12	Printing of Prospectus	
13	Reserve Fund for Construction of additional building for contact Classes	
Total Expenditure		

i) QUALITY ASSURANCE MECHANISM AND EXPECTED PROGRAMME OUTCOMES

The University moto is ‘Excellence is Action’ and the University Vision statement is - Achieving Excellence in all spheres of Education, with particular emphasis on “**PEARL**”– Pedegogy, Extension, Administration, Research and Learning. The University Quality Policy is to attain Benchmark Quality in every domain of ‘**PEARL**’ to assure Stakeholder Delight through Professionalism exhibited in terms of strong purpose, sincere efforts, steadfast direction and skillful execution. The University Quality Quote is Quality Unleashes Opportunities towards Excellence (QUOTE).

From the beginning, i.e. even from the Pre-admission phase the students will be taken cared in terms of guidance by our academic and administrative members. At most care and support will be provided during the study period. Before and after examination proper guidance and counseling will be provided. The feedback from students on teaching will be collected every semester using appropriate feedback formats. Experience with the curriculum will be collected based on the discussion along with students and teachers.

The Expected Programme Outcomes are;

- Attainment of knowledge about learning and learners through the history, philosophies, sociology and current issues and practices of education.
- Understanding the physical, social and emotional dimensions of learners and learning.
- Appreciating the importance of various teaching and learning strategies.
- Development of knowledge and understanding of education policies, appropriate curricula, learning theory and practice, Indigenous Indian and other cultures.

- Knowledge of education theory and practice from a global perspective.
- Understanding the discipline and the profession.
- Enrichment of knowledge in their field of education and/or teaching discipline(s) and the learning theory and practice relevant in that field or discipline.
- Applying the principles and concepts of a broad range of fundamental areas in teaching and learning process.
- Development of skill of teaching.
- Realizing the importance of ICT, Environmental Education and Educational Technology.

REGULATIONS

1. ELIGIBILITY FOR ADMISSION:

Candidates for admission to the first year of the Master of Business Administration degree course shall be required to pass to Bachelor's Degree of any discipline in any Recognized University.

2. DURATION OF THE COURSE:

The course shall extend over a period of two academic years / calendar years. The subjects of study shall be in "accordance with the syllabus prescribed from time to time.

3. SUBJECTS OF STUDY:

The total number of subjects of study will be 16 out of which 14 will be compulsory and the remaining 2 will be electives and our project report.

The candidates shall take 8 subjects in the First year and the remaining subjects / project in the second year.

All subjects carry a maximum of 100 marks each. The project carries 200 marks. There will be no viva voce examination on project.

4. SCHEME OF EXAMINATION:

In each Examination for the written paper, 25% of marks shall be awarded by the continuous internal assessment and 75% of marks by external valuation, by the University. Each examination for the written paper shall be of 3 hours duration and carry 75 marks.

The distribution of examination shall be as follows:

FIRST YEAR:

- 1.1 Principles of Management
- 1.2 Managerial Economics
- 1.3 Managerial Communication
- 1.4 Legal Environment of Business
- 2.1 Organizational Behavior
- 2.2 Business policy & Strategic Management
- 2.3 Financial and Management Accounting
- 2.4 Research Methodology

SECOND YEAR:

- 3.1 Production Management
- 3.2 Financial Management
- 3.3 Human Resource Management
- 3.4 Marketing Management
- 4.1 International Business
- 4.2 Entrepreneurship
- 4.3 and 4.4 Two Papers on any one of the Electives
- 4.5 Project Report

2.7. I. Production:

- (a) Production Planning, Control and Maintenance
- (b) Quality Management

II. Finance:

- (a) Financial Services
- (b) Investment Management

III Human Resources:

- (a) Training and Development
- (b) Labour Welfare

IV. Marketing:

- (a) Sales and Distribution Management
- (b) Marketing of Services

V. Systems:

- (a) Management Information System
- (b) Data Base Management System

- 1. The Project Guide should Possess MBA / M.Phil with two years of Teaching Experience in the concern subject and approval must be obtained from the Director PRIDE**
- 2. The copy of the approval must be enclosed in the project at the time of submission of the projects.**
- 3. The students will have to carry out the project work immediately after second semester university exams. The project work in any industrial organization shall be for not less than fifteen days for data collection. The final report should be submitted before the commencement of fourth semester university examination along with the company certificate.**

4. Other conditions will apply as per PRIDE rules and regulations

Question Paper Pattern (Common to all Theory Exams)

Duration: 3 hrs.

Total Marks: 75

PART-A (5x 5 = 25 Marks)

Answer all questions each answer not to exceed one page

1. (a) Question from Unit-I or
(b) Question from Unit-I
2. (a) Question from Unit-II or
(b) Question from Unit-II
3. (a) Question from Unit-III or
(b) Question from Unit-III
4. (a) Question from Unit-IV or
(b) Question from Unit-IV
5. (a) Question from Unit-V or
(b) Question from Unit-V

PART-B (5 x 10 = 50 Marks)

Answer all Questions each answer not to be exceed four pages

6. (a) Question from Unit-I or
(b) Question from Unit-I
7. (a) Question from Unit-II or
(b) Question from Unit-II
8. (a) Question from Unit-III or
(b) Question from Unit-III
9. (a) Question from Unit-IV or
(b) Question from Unit-IV
10. (a) Question from Unit-V or
(b) Question from Unit-V1.1