

**GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND PG COURSES
(AUTONOMOUS)
Regulations and Syllabus of
MASTER OF BUSINESS ADMINISTRATION (MBA)
DEGREE EXAMINATION
(Syllabus w.e.f.)
(FULL-TIME)

(2018-19 Academic year)**

Regulations and Syllabus of MBA

1. Admission into MBA (FT) programme will be made on the basis of ranks obtained in the Admission Test (I-CET). The eligibility criteria will be as per the latest guidelines specified by APSCHE.
2. The mode of instruction will be based on the prescribed syllabus.
3. Detailed Syllabus is given in Annexure 1.

4. Highlights of the new curriculum: Intention of the new curriculum is to add value to the stakeholders by effectively addressing their requirements in more than one way by:

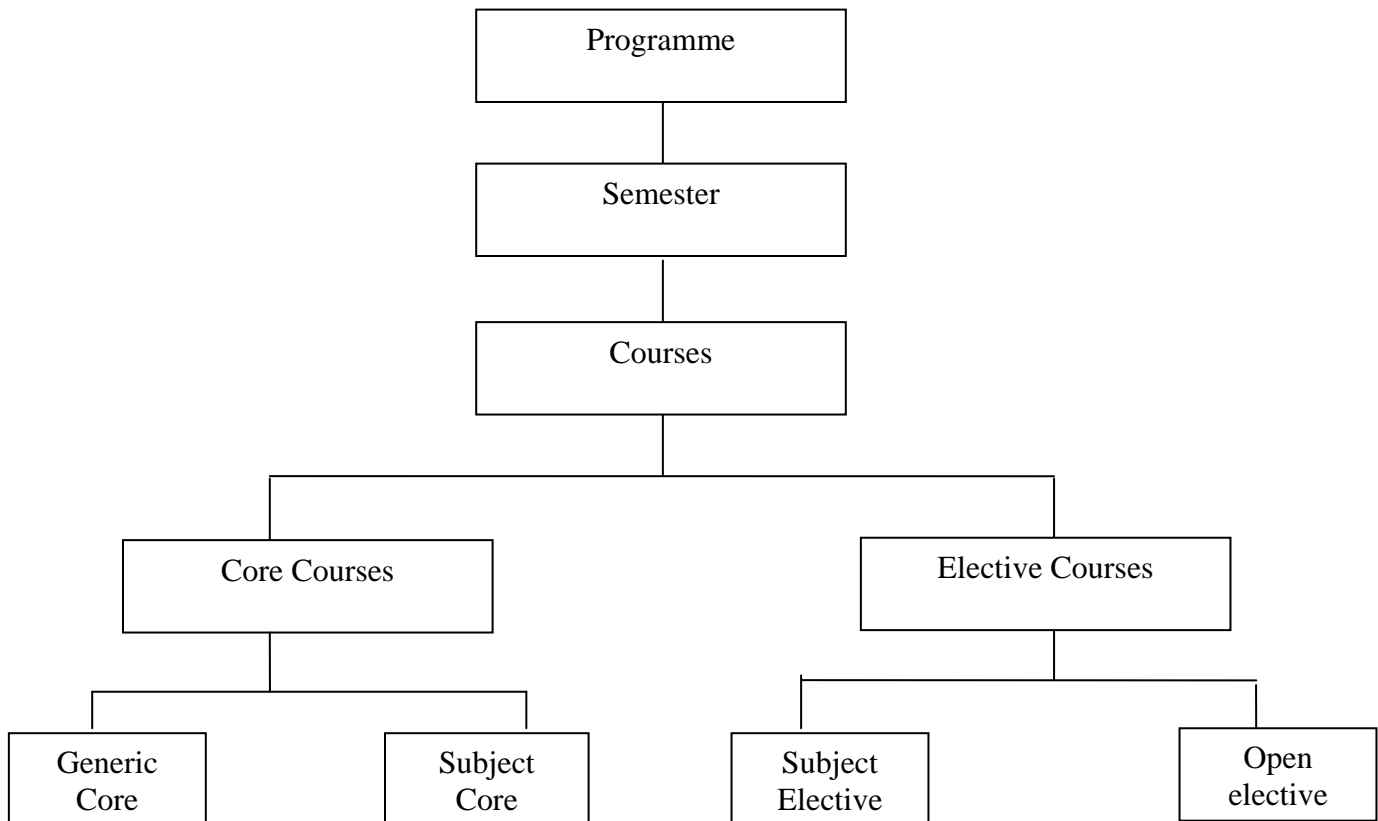
1. Adoption of Choice Based Credit System and grading system in line with national policies and international practices.
2. Enhancing the brand value of the MBA programme of the institute.
3. Emphasizing centrality of the student and teacher-student relationship in the learning process.
4. Focusing on continuous evaluation throughout the programme.
5. Empowering the student through cafeteria approach –by providing generic core, subject core, and subject elective and open elective courses. **Students can choose courses of their choice and adopt an interdisciplinary approach to learning.**
6. Supplementing traditional classroom teaching learning with focus on group activity, field work, experiential learning, self study, projects etc.
7. Incorporating emerging specializations viz, Retail Management, Banking and Financial Services and Hospital Management thereby providing wider choice to the students.

Structure of the programme:

The programme comprises of 4 semesters and adopts the Choice Based Credit System (CBCS) and grading system.

Choice Based Credit System (CBCS): The CBCS provides choice for students to select from the prescribed courses. (Core, elective and interdisciplinary courses). This system helps the students to obtain a degree by accumulating the required number of credits prescribed for that degree. The number of credits earned by the student reflects the knowledge or skills acquired by him/her.

Programme structure under Choice Based Credit System (CBCS):



Course: A Course is a component of programme, which is in new system subjects will be referred to as course. Each course having syllabus, has learning objective and learning outcome. The curriculum comprises of core courses and elective courses.

Core courses: these are the foundation courses of management education. They are compulsory for all the students. Core courses are of two types. They are generic core and subject core.

Generic Core: this is the course which should compulsorily be studied by a candidate as a core requirement to complete the requirement of a degree in a said discipline of study. These generic courses are mandatory and fundamental in nature. These courses are also known as **hard core courses**.

Subject Core: A core course may be a subject core if there is a choice or an option for the candidate to choose from a broad category of subjects (Specializations/electives). These are also

known as soft core courses. We are offering two types of specializations. Functional and sector specializations.

Choice of Specialization: The student has the provision to opt for dual specialization at the end of II semester- one specialization in functional area and the other specialization is sector specific. In each of the chosen specialization, the student has to take six courses spread across the III and IV semesters. He/she has to preferably undertake the summer project in the chosen area of functional specialization. Any specialization either functional or sector would be offered only when a minimum of 40 students opt for it.

Following functional and sector specializations will be offered:

Functional Specialization	Sector Specialization
Financial Management	Retail Management
Marketing Management	Banking and Financial Services
Human Resource Management	Hospital Management

Seven Generic Core courses in Semester I provide foundation to management discipline.

Eight Generic Core courses in Semester II provide holistic introduction to more specific functions in management.

One Generic core courses in Semester III and One generic core courses in Semester IV are integrative in nature along with the subject core subjects.

Subject core: There will be two courses in each specialization (functional and sector) in third and fourth semesters respectively.

Elective courses: it is a course which can be chosen from a pool of courses.

Subject elective: a discipline centric elective is called subject elective. Subjective elective courses in semester III and IV are focused on a specialization. Course will be selected form a pool of courses in an elective. Students should choose one course from the pool in III and IV Semester from each specialisation.

Open elective: A course chosen generally from an unrelated discipline, with an intention to seek cross functional exposure is called an open elective. Students should choose one course from the pool in I and II Semester respectively.

5(a) Pattern or Scheme of examinations: Unless otherwise specified the examination in each course will be for 100 marks. Out of this semester end examination carries 70 marks and 30 marks for continuous assessment. There will be two internal examinations each of which carries 20 marks (average of the two will be taken into consideration). Class attendance, participation in group discussion, presentations, assignments, etc carries 10 marks. Unless otherwise specified the semester end examination is of three hours duration.

5(b) Eligibility criteria to appear for semester end examination:

- 1) Candidates shall put in attendance at the College for not less than 75% of the total number of working days.
- 2) Shortage of attendance may be condoned on the recommendation of the Principal of the College in case a candidate represents the institution efficiently at games/ sports and other officially organized extracurricular activities, it will be deemed that he/she has attended the college on the day he/she is absent for that purpose.

5(c) Examinations: The College shall prepare examination schedule. The candidate unless he/she is otherwise not eligible shall be required to take at the end of each semester, an examination as detailed in the schedule of examination.

5(d) Evaluation: Unless otherwise prescribed the semester-end examination in each course shall be of three hours duration and carry 70 marks. Of the remaining 30 marks, 20 marks will be allotted to two mid semester examinations (average of two mid semester examinations is taken) and 10 marks for continuous evaluation. These 30 marks will be subject to internal evaluation. In the case of courses having practical examination (open elective), semester-end examination carries 20 marks and practical examination carries 30 marks respectively. In case of courses having theory examination only, students should secure a minimum 40% in the semester-end examination and also an aggregate of 40% marks to be eligible to be declared to have passed the examination. In courses having practical component, students should get a minimum of 40% in theory examination and 50% in practical examination and 50% of aggregate to pass.

The semester-end examination answer scripts of all the courses shall be coded and subjected to double valuation. If the variation between first and second valuations is more than 20% such cases will be dealt with as per the rules and regulations of the College concerning semester-end examinations.

Project Work: The purpose of the project work is primarily to demonstrate the application of knowledge and skills required for the programme, by studying and analyzing a selected problem in the work situation in a systematic manner and suggesting solution to the management.

It is desirable that the sponsoring organization has to identify the area of project work for their participants at the beginning of the training programme itself. Each student is required to study the problem under the guidance of a faculty member of the department. The completed project should be submitted to the College 15 days before the commencement of third semester examinations. There shall be a Viva-Voce examination at the end of third semester to assess the performance during the project.

5(e) Viva-Voce:

A candidate has to appear for four Viva Voce during the two years of MBA programme.

- (i) At the end of first semester the student should submit a report on contemporary issues with social and business relevance for 50 marks (Group report for 25 marks + group presentation 10 marks + individual viva 15 marks). Evaluation will be done on the basis of viva-voce performance.

- (ii) At the end of second semester each student has to appear for a comprehensive Viva-Voce on the courses covered in the first and second semesters for 50 marks.
- (iii) At the end of third semester the student should submit a report (dissertation) on the project undertaken for a period of 8 weeks during summer. Evaluation will be on the basis of Viva-Voce performance for 100 marks (50 Marks for the report & 50 marks for viva-voce).
- (iv) At the end of fourth semester each student has to appear for a comprehensive Viva-Voce on the courses covered in all the four semesters for 100 marks.

Notwithstanding anything contained in the above regulations in the case of project report/dissertation and Viva-Voce, a candidate shall obtain not less than 50% of marks to be declared to have passed in the examination.

5(f) Grading: A candidate shall be declared to have passed the examination if he obtains a minimum of 4.0 SGPA in each semester. All other candidates shall be deemed to have failed in the examination. Candidates who have completed the course in each semester and have put in the necessary attendance and progress certificate will be permitted to continue the next semester courses irrespective of whether they have appeared or not at the previous examination(s). However for getting promoted to the next semester the candidate should necessarily have applied for the semester-end examinations if he/she is not otherwise ineligible. Such candidates may be permitted to appear for the examination of earlier semester along with the subsequent semester examinations.

5(g) Distinction: Those who obtain CGPA 7.0 or more. **I class:** Those who obtain 6.0 CGPA or more but less than 7.0. **II class:** Those who obtain CGPA 5.0 or more but less than 6.0. **Pass:** Those who obtain CGPA 4.0 or more.

Only those candidates who appear and pass the examination in all papers of the four semesters in the case of M.B.A. (Full-time) Degree examination, at first appearance are eligible to be placed in the first class with distinction. However, no candidate who has not passed all the papers relating to any semester at the first appearance shall be eligible for the award of any medals or prizes by the College and to receive certificates of rank obtained by them in the examination.

10. **Short Visits:** The candidate shall make not less than two short visits to different local industrial establishments, corporate offices in the neighboring towns/cities in each semester of the programme. The total number of visits to be made by each candidate is eight out of which **six are compulsory.**

12. Paper Setting: The Chairman, Board of Studies will prepare and recommend the list of paper setters and examiners to value the answer scripts for each semester. All those who have completed a minimum of three years of regularized experience in teaching M.B.A. Courses shall be appointed as examiners for this purpose.

Question paper setting for all the subjects of all the semesters shall be entrusted to external examiners approved by the Board of Studies. The question papers shall be set on “unit system pattern”

13. Improvement Provision: Candidates declared to have passed Master Degree Course in Business Administration under semester system obtaining third or second class may reappear for the same examination to improve their class as per the rules and regulations of the college in force then.

14. Total marks:

	I year		II year	
	I semester	II semester	III semester	IV semester
Courses (Theory)	750	850	700	700
Viva-Voce	50	50	100	100
Total	1700		1600	
Grand Total	3300			

Total Credits:

	I year		II year	
	I semester	II semester	III semester	IV semester
Credits	32	36	32	32
Total	68		64	
Grand Total	132			

16. Minimum number of hours per course per week is four. In case of open elective courses minimum number of hours per course per week is two.

Annexure-I
MBA Full-time Programme
(With Effect from 2018-19 Academic Year)

Generic Core Courses:

C.Code	Title of the Paper	Semester	Credits	Marks	Hours Per Week
101	Management Process & Organization Behavior	I	4	70+20+10=100	4
102	Quantitative Techniques for Managers	I	4	70+20+10=100	5
103	Economics for Managers	I	4	70+20+10=100	4
104	Indian Business Environment	I	4	70+20+10=100	4
105	Accounting for Managers	I	4	70+20+10=100	5
106	Managerial Communication Skills	I	4	70+20+10=100	4
107	Business Law	I	4	70+20+10=100	4
201	Financial Management	II	4	70+20+10=100	5
202	Marketing Management	II	4	70+20+10=100	4
203	Human Resource Management	II	4	70+20+10=100	4
204	Production and Operations Management	II	4	70+20+10=100	5
205	Research Methodology	II	4	70+20+10=100	4
206	International Business Environment	II	4	70+20+10=100	4
207	Behavioral Dynamics and Change Management	II	4	70+20+10=100	4
208	Entrepreneurship Development	II	4	70+20+10=100	4
301	Operations Research	III	4	70+20+10=100	4
401	Business Policy and Strategic Management	IV	4	70+20+10=100	4

Subject Core Courses:

C.Code	Title of the Paper	Semester	Credits	Marks	Hours Per Week
Financial Management					
FM 302	Security Analysis and Portfolio Management	III	4	70+20+10=100	4
FM 303	Financial Institutions & Markets	III	4	70+20+10=100	4
FM 402	Financial Derivatives	IV	4	70+20+10=100	4
FM 403	Management of Financial Services	IV	4	70+20+10=100	4
Marketing Management					
MM 302	Consumer Behavior and Customer Relationship Management	III	4	70+20+10=100	4
MM 303	Sales and Distribution Management	III	4	70+20+10=100	4
MM 402	Advertising and Brand Management	IV	4	70+20+10=100	4
MM 403	Services Marketing Management	IV	4	70+20+10=100	4
Human Resource Management					
HR 302	Human Resource Planning and Development	III	4	70+20+10=100	4
HR 303	Legal Framework in Human Resource Management	III	4	70+20+10=100	4
HR 402	Compensation and Welfare Management	IV	4	70+20+10=100	4
HR 403	International Human Resource Management	IV	4	70+20+10=100	4
Banking and Financial Services					
BFS 307	Retail Banking	III	4	70+20+10=100	4
BFS 308	Insurance	III	4	70+20+10=100	4
BFS 407	Corporate Banking	IV	4	70+20+10=100	4
BFS 408	Securities Operations	IV	4	70+20+10=100	4
Retail Management					
RM 307	Retail Store Management	III	4	70+20+10=100	4
RM 308	E-Tailing	III	4	70+20+10=100	4
RM 407	Retail Communication	IV	4	70+20+10=100	4
RM 408	Merchandise Management	IV	4	70+20+10=100	4

Hospital Management					
HM 307	Patient Care and Behavior	III	4	70+20+10=100	4
HM 308	Clinical and Support Services in Hospitals	III	4	70+20+10=100	4
HM 407	Legal and Ethical issues in health care services	IV	4	70+20+10=100	4
HM 408	Hospital Information System.	IV	4	70+20+10=100	4

Subject Elective Courses:

C.Code	Title of the Paper	Semester	Credits	Marks	Hours Per Week
Financial Management					
FM 304	International Financial Management	III	4	70+20+10=100	4
FM 305	Working Capital Management	III	4	70+20+10=100	4
FM 306	Financial Engineering	III	4	70+20+10=100	4
FM 404	Strategic Financial Management	IV	4	70+20+10=100	4
FM 405	Project Management	IV	4	70+20+10=100	4
FM 406	Income Tax Law and Practice	IV	4	70+20+10=100	4
Marketing Management					
MM 304	Retail Marketing	III	4	70+20+10=100	4
MM 305	Rural Marketing	III	4	70+20+10=100	4
MM 306	E-Marketing	III	4	70+20+10=100	4
MM 404	Global Marketing Management	IV	4	70+20+10=100	4
MM 405	Business to Business (B2B) Marketing	IV	4	70+20+10=100	4
MM 406	Strategic Marketing	IV	4	70+20+10=100	4
Human Resource Management					
HR 304	Advancements and emerging issues in Human Resource Management	III	4	70+20+10=100	4
HR 305	Management of Industrial Relations	III	4	70+20+10=100	4
HR 306	Human Resource Information Systems and Technology	III	4	70+20+10=100	4
HR 404	Talent Management and Performance Management Systems	IV	4	70+20+10=100	4

HR 405	Strategic Human Resource Management	IV	4	70+20+10=100	4
HR 406	Knowledge Management	IV	4	70+20+10=100	4
Banking and Financial Services					
BFS 309	Rural Banking and Financial Inclusion	III	4	70+20+10=100	4
BFS 310	Treasury and FOREX Management	III	4	70+20+10=100	4
BFS 311	Behavioral Finance	III	4	70+20+10=100	4
BFS 409	Marketing of Financial services	IV	4	70+20+10=100	4
BFS 410	Insurance Risk Management	IV	4	70+20+10=100	4
BFS 411	Wealth management	IV	4	70+20+10=100	4
Retail Management					
RM 309	Retail Management	III	4	70+20+10=100	4
RM 310	Supply Chain Management in Retailing	III	4	70+20+10=100	4
RM 311	Franchise and Brand Management	III	4	70+20+10=100	4
RM 409	Strategic Retailing	IV	4	70+20+10=100	4
RM 410	Mall Management	IV	4	70+20+10=100	4
RM 411	Visual Merchandising	IV	4	70+20+10=100	4
Hospital Management					
HM 309	Supply Chain Management in Hospitals	III	4	70+20+10=100	4
HM 310	Health Care Management and Hospital Environment	III	4	70+20+10=100	4
HM 311	Hospital Planning and Engineering	III	4	70+20+10=100	4
HM 409	Medical Audit and Quality Management in Hospital	IV	4	70+20+10=100	4
HM 410	Hospital and Pharmaceuticals Management	IV	4	70+20+10=100	4
HM 411	Hospital Waste Management	IV	4	70+20+10=100	4

Note: Student has to choose one course out of three courses offered in III and IV Semesters as subject electives in their respective chosen specialization.

Open Electives:

C.Code	Title of the Paper	Semester	Credits	Marks	Hours Per Week
108	Excel (Microsoft Cert)	I	2	30(P)+20(T)=50	2
109	Human Values and Professional Ethics	I	2	30(P)+20(T) =50	2
110	French Language	I	2	30(P)+20(T)=50	2
111	Soft Skills	I	2	30(P)+20(T)=50	2
209	Tally (Tally Cert)	II	2	30(P)+20(T)=50	2
210	Business Data Analytics	II	2	30(P)+20(T)=50	2
211	Yoga	II	2	30(P)+20(T)=50	2

Viva Voce:

C.Code	Title of the Paper	Semester	Credits	Marks
112	Contemporary Issues Viva	I	2	50
212	Comprehensive Viva Voce	II	2	50
312	Project Viva Voce	III	4	100
412	Comprehensive Viva Voce	IV	4	100