

# PSG COLLEGE OF TECHNOLOGY, COIMBATORE - 641 004

(Autonomous college affiliated to Anna University)

## 2009 REGULATIONS OF MBA DEGREE PROGRAMMES (Full Time)

(For the batches of candidates admitted in 2009-2010 and subsequently)

**NOTE:** The regulations hereunder are subject to amendments as may be made by the Academic Council of the College from time to time. Any or all such amendments will be effective from such date and to such batches of candidates (including those already in the middle of the programme) as may be decided by the Academic Council.

### 1. CONDITIONS FOR ADMISSION

Candidates for admission to the programme leading to the degree of Master of Business Administration (MBA) shall be required to have passed any degree examination of Anna University or any other examination of any recognized University or authority accepted by Anna University, Coimbatore as equivalent thereto, subject to amendments as may be made by the Anna University from time to time. The candidates shall also be required to satisfy all other conditions of admission thereto prescribed by the Anna University, Coimbatore.

### 2. DURATION OF THE PROGRAMME

- (i) **Minimum duration:** The programme leading to the Degree of Master of Business Administration (MBA) will extend over a period of 6, with 3 trimesters per academic year.
- (ii) **Maximum duration:** The candidate shall complete all the passing requirements of the MBA degree programme within a maximum period of 4 years / 12, these periods being reckoned from the commencement of the trimester to which the candidate was first admitted.

### 3. STRUCTURE OF THE PROGRAMME

- (i) **Curriculum:** The curriculum will comprise courses of study as given in section 12 infra in accordance with the prescribed syllabi. .
- (ii) **Electives:** Every candidate shall opt for seven courses from any one major elective stream in consultation with the Head of the Department. The seven courses of the elective stream shall be spread over the different trimesters as shown in Section 12.
- (iii) **Summer project / Term Paper:** Every candidate shall either undertake a suitable summer project or prepare a term paper in the summer vacation preceding the fourth trimester in consultation with the faculty guide and the Head of the Department. For the term paper candidates will be expected to identify, contact, and interact with practitioners, researchers, venture/private equity investors, and public policy makers to address an important question or set of questions related to the topic that they have identified. Each student, will frame a set of questions relevant to the project, gather and analyze data appropriate to address those questions, draw conclusions, and prepare both a written paper and oral presentation of their assessment based on the research findings.
- (iv) **Project work:** Every candidate shall undertake a project work in the sixth trimester in consultation with the faculty guide and the Head of the Department. The project work shall be undertaken in an industrial / research organization or in the college in consultation with the faculty guide and the Head of the Department. In case of project work at industrial / research organization, the same shall be jointly supervised by a faculty guide and an expert from the organization.
- (v) **Credit assignment:** Each course is normally assigned a certain number of credits as below:

For theory courses of 2 hours per week:	1 credit	For
theory courses of 3 hours per week:	2 credits	
For theory courses of 4 hours per week:	3 credits	

For Internship	2 Credits
For summer project/Term paper	4 credits
For project work:	10 credits

The exact number of credits assigned to the different courses are shown in section 12.

- (vi) **Minimum credits:** For the award of the degree, the candidate shall earn a minimum number of total credits of 87 by passing the prescribed courses of study as given in Section 12.
- (vii) **Medium of instruction:** The medium of instruction, examinations, project report etc. shall be English.

#### 4. REQUIREMENTS OF ATTENDANCE AND PROGRESS

- i) A candidate will be deemed to have completed the study of any course in a trimester only if
- (a) A candidate will be deemed to have completed the course of any trimester only if he / she has satisfied the attendance requirements as per the norms given below:
    - Minimum attendance in each subject individually for eligibility to appear for trimester examinations in that subject- 80%.
    - An exemption up to 10 % can be awarded based on recommendation of HOD for participation in official co & extra curricular activities, sports & games, paper or project presentation etc.
    - An exemption up to 10% can be awarded in exceptional cases on medical grounds on recommendation of the HOD.
  - (b) his/her progress has been satisfactory and
  - (c) his/her conduct has been satisfactory.
- ii) Candidates who do not qualify to appear for final examinations of any subject in a trimester for want of attendance and/or progress and / or conduct have to register for and redo that subject at the next immediate available opportunity subject to the approval of Director of Technical Education and Anna University, Coimbatore.

#### 5. PROCEDURE FOR COMPLETING THE PROGRAMME

A candidate will be permitted to proceed to the courses of study of any trimester only if he/she has satisfied the requirements of attendance, progress and conduct in respect of the preceding trimester and had paid fees for that trimester.

#### 6. PROCEDURE FOR REJOINING THE PROGRAMME

A candidate who is required to repeat the study of any trimester for want of progress/conduct or who desires to rejoin the course after a period of discontinuance or who upon his/her own request is permitted by the authorities to repeat the study of any trimester, may join the trimester which he/she is eligible or permitted to join, only at the time of its normal commencement for a regular batch of candidates and after obtaining the approval from the Director of Technical Education and Anna University, Coimbatore. No candidate will however be enrolled in more than one trimester at any time. In the case of repeaters, the marks secured earlier in the repeated courses will be disregarded.

#### 7. ASSESSMENT AND PASSING REQUIREMENTS

- (i) **Assessment:** The assessment will comprise of final examination and /or continuous assessment, carrying marks as specified in the scheme in section 12 infra. Continuous assessment marks will be made as per the guidelines framed by the College from time to time. All assessment will be done on absolute mark basis. However, for the purpose of

reporting the performance of a candidate, letter grades and grade points will be awarded as per section 7(iv).

- (ii) **Final Examinations:** Final examinations will normally be conducted during October / November, January / February and April / May of each year.

A candidate will be permitted to appear at the final examination of a trimester only if he/she has completed the study of that trimester satisfying the requirements given in Section 4 and registers simultaneously for the examinations of the highest trimester eligible and all the courses which he/she has to reregister for.

A candidate who is not permitted to appear at the final examination of any subject has to register for and redo the courses of that trimester at the next available opportunity.

- (iii) **Summer project and project work:** Every candidate shall submit reports on summer project (If applicable) and project work on dates announced by the college / department through the faculty guide to the Head of the Department. If a candidate fails to submit the reports on the summer training or the project work, he/she is deemed to have failed in it.

Every candidate shall present seminars in each of the relevant trimesters about the summer project and the project work. The seminars shall be presented before a review committee constituted by the Head of the Department.

The summer project and the project work will be evaluated based on the seminars, reports and viva-voce examinations.

In case of the summer project, evaluation will be carried out in the fourth trimester and the results of the same will be included along with the other courses of that trimester.

In case of the project work, the viva-voce examination will be carried out by a team consisting of an internal examiner, usually the supervisor, and an external examiner, appointed by the Principal. Due weightage will be given to the publications arising out of the project work during the evaluation of the project work.

A candidate who fails in the summer training or the project work shall register for redoing the same at the beginning of a subsequent trimester.

- iv) **Letter Grade and Grade Point:** Each student, based on his/ her performance, will be awarded a final letter grade and grade point as given in the table infra for each course at the end of each trimester by following

[1] Relative Grading System for theory courses which have continuous assessment and final examination as components

[2] Absolute Grading System for all other courses including summer project work and project work

#### **a. Relative Grading System**

In relative grading system, the grades are awarded to the students based on their performance relative to the others as detailed below.

For each course, the total mark,  $M$  [ $M$  is equal to (Continuous Assessment marks (CA) + Final examination marks (FE)) in the case of theory courses or CA in the case of courses with 100% continuous assessment component] is computed for each student and a frequency table of marks for the whole class of strength,  $n$  is prepared. The statistical parameters mean,  $\mu$  and standard deviation,  $\sigma$  of the distribution of marks are arrived as given below:

$$\mu = \frac{\sum_{i=1}^n M_i}{n} \qquad \sigma = \sqrt{\frac{\sum_{i=1}^n (M_i - \mu)^2}{n}}$$

The letter grade and the grade point awarded to each student studying a course are decided based on the statistical parameters, mean,  $\mu$  and standard deviation,  $\sigma$  of the distribution of marks as detailed below:

Total Mark, M secured by the student (CA + FE)	Grade	Grade Point, g
$M \geq \mu + 2\sigma$	S	10
$\mu + 1.2\sigma \leq M < \mu + 2\sigma$	A	9
$\mu + 0.4\sigma \leq M < \mu + 1.2\sigma$	B	8
$\mu - 0.4\sigma \leq M < \mu + 0.4\sigma$	C	7
$\mu - 1.2\sigma \leq M < \mu - 0.4\sigma$	D	6
$\text{Min}[\mu - 2\sigma, 50] \leq M < \mu - 1.2\sigma$	E	5
$M < \text{min} [\mu - 2\sigma, 50]$ or FE less than 50% of maximum of final examination marks	RA	0
Withdrawal from examination	W	0

The examiner and HoD may recommend change of range for any course after due justification

#### b. Absolute Grading System

In absolute grading system, the letter grade and grade points are awarded to each student based on the percentage of marks secured by him/her in Summer project, project and courses carrying only continuous assessment marks, as detailed below

Range of percentage of total marks	Letter grade	Grade Point, g
90 to 100	S	10
80 to 89	A	9
70 to 79	B	8
60 to 69	C	7
55 to 59	D	6
50 to 54	E	5
0 to 49 or less than 50% in final examination	RA	0
Withdrawal	W	0

“RA” denotes reappearance/ absent

“W” denotes withdrawal from the examination.

#### (v) Cumulative Grade Point Average:

After the completion of the programme, the Cumulative Grade Point Average (CGPA) from the trimester in which the candidate has joined first to the final trimester is calculated using the formula:

$$CGPA = \frac{\sum g_i * C_i}{\sum C_i}$$

where  $g_i$ : Grade point secured corresponding to the course

$C_i$ : Credits allotted to the course.

(vi) **Passing a course:**

A candidate, who is absent for the final examination or withdraws from final examination or secures a letter grade F (Grade point 0) in any course has to register for and redo the course at the next available opportunity

A candidate who is absent in the final trimester examination of a course after registering for the same will be considered to have appeared and failed in that examination and awarded grade F.

For courses evaluated under grading pattern candidates will be awarded Good / Satisfactory / Unsatisfactory grades. It is essential for a student to get at least Good or Satisfactory results to pass in those subjects. Passing in these subjects is mandatory for completing the course successfully. A candidate who scores Unsatisfactory grade in grading subjects has to register for and redo the course at the next available opportunity.

## 8. QUALIFYING FOR THE AWARD OF DEGREE

A candidate will be declared to have qualified for the award of the MBA degree provided

- (i) he/she has successfully completed the course requirements and has passed all the prescribed courses of study listed in Section 12 within the duration specified in Section 2 and
- (ii) No disciplinary action is pending against the candidate.

## 9. CLASSIFICATION OF DEGREE

- (i) **First Class with Distinction:** A candidate who qualifies for the award of degree vide Section 8 having passed all the courses of all the trimesters at the first opportunity within six consecutive trimesters (nine consecutive trimesters for part time) after the commencement of his /her study and securing a CGPA of 8.50 and above shall be declared to have passed in First Class with Distinction. For this purpose the withdrawal from examination (vide Section 8) will not be construed as an opportunity for appearance in the examination. Further, the authorized break of study (vide Section 11) will not be counted for the purpose of classification.
- (ii) **First Class:** A candidate who qualifies for the award of degree vide Section 8 having passed all the courses of all the trimesters within a maximum period of nine consecutive trimesters (twelve consecutive trimesters for part time) after commencement of his /her study and securing a CGPA of 6.50 and above shall be declared to have passed in First Class. For this purpose, the authorized break of study (vide Section 11) will not be counted for the purpose of classification.
- (iii) **Second Class:** All other candidates who qualify for the award of degree vide Section 8 shall be declared to have passed in Second Class.

## 10. WITHDRAWAL FROM EXAMINATION

- (i) A candidate may, for valid reasons, be granted permission to withdraw from appearing for the examination in any course or courses of only one trimester examination during the entire duration of the degree programme. Also, only one application for withdrawal is permitted for that trimester examination in which withdrawal is sought.

- (ii) Withdrawal application shall be valid only if the candidate is otherwise eligible to write the examination and if it is made prior to the commencement of the trimester examinations and also recommended by the Head of the Department and the Principal.

## 11. TEMPORARY BREAK OF STUDY

- (i) A candidate is not normally permitted to temporarily break the study. However, if a candidate intends to temporarily discontinue the programme in the middle for valid reasons (such as accident or hospitalization due to prolonged ill health) and to rejoin the programme in a later respective trimester he/she shall apply to the Principal in advance, in any case, not later than the last working day of the trimester in question, through the Head of the Department and stating the reasons there for.
- (ii) A candidate permitted for break of study shall rejoin the programme at the respective trimester as and when it is offered after the break and shall be governed by the rules and regulations in force at the time of rejoining.
- (iii) The duration specified for passing all the courses for the purpose of classification (vide Sections 9 (i) and (ii)) shall be increased by the period of such break of study permitted.
- (iv) The total period for completion of the programme reckoned from the commencement of the trimester to which the candidate was first admitted shall not exceed the maximum period specified in Section 2 irrespective of the period of break of study in order that he/she may be qualified for the award of the degree.
- (v) If any candidate is detained for non-completion of study of a trimester vide Section 5, the period of such detention shall not be considered as permitted break of study and Section 11 (iii) is not applicable for such case.

## 12.

### MBA – FULL TIME

(Total credits to be earned = 87)

COURSE CODE	COURSE TITLE	Hours/Week	Credits	Maximum marks		
				CA	FE	Total
<b>TRIMESTER 1</b>						
09GM10/ 09GM11	BASIC ACCOUNTING / BUSINESS MATHEMATICS	2	1	100	-	100
09GM12	INDIAN BUSINESS LEADERS	2	1	100		100
09GM13	COMMUNICATION AND PRESENTATION TECHNIQUES	4	3	100	-	100
09GM14	ECONOMICS FOR MANAGERS	4	3	50	50	100
09GM15	QUANTITATIVE TECHNIQUES	4	3	50	50	100
09GM16	ORGANISATIONAL BEHAVIOUR	4	3	50	50	100
09GM17	MANAGEMENT ACCOUNTING	4	3	50	50	100
09GM18	PERSONALITY DEVELOPMENT-I	2	-	GRADING #		
		26	17			
<b>TRIMESTER 2</b>						
09GM21	MANAGEMENT INFORMATION SYSTEM	4	3	50	50	100
09GM22	FINANCIAL MANAGEMENT – I	3	2	50	50	100
09GM23	RESEARCH METHODS-I	3	2	50	50	100
09GM24	MARKETING MANAGEMENT – I	3	2	50	50	100
09GM25	HUMAN RESOURCE MANAGEMENT	4	3	50	50	100
09GM26	PERSONALITY DEVELOPMENT-II	2	-	GRADING #		
09GM44/ 09GM45/	LANGUAGES	2	-	Refer foot note £		

09GM46						
		22	12			
<b>TRIMESTER 3</b>						
09GM31	MANAGERIAL COMMUNICATION	4	3	100		100
09GM32	RESEARCH METHODS – II	3	2	50	50	100
09GM33	OPERATIONS MANAGEMENT	4	3	50	50	100
09GM34	FINANCIAL MANAGEMENT – II	3	2	50	50	100
09GM35	MARKETING MANAGEMENT – II	3	2	50	50	100
	ELECTIVE 1	3	2	50	50	100
09GM36	INTERNSHIP	2	2	100		100
09GM44/ 09GM45/ 09GM46	LANGUAGES	2	-	Refer foot note £		
		21	16			

Legend: **CA**–Continuous Assessment; **FE**–Final Examination

\$ - One out of these two courses will be allotted to the candidate depending on the courses studied by the candidate at undergraduate level. This will be conducted as a crash course before the commencement of the main subjects.

£ - The candidate shall opt for either French, German, Hindi or Japanese Language. This course will be conducted during the trimesters 2, 3 and 4 but the final grading will be awarded in the fourth trimester.

# - Grading to be given as Good or Satisfactory or Unsatisfactory

**MBA FULL TIME**
**(Continued)**

COURSE CODE	COURSE TITLE	Hours/week	Credits	Maximum marks		
				CA	FE	Total
<b>TRIMESTER 4</b>						
09GM41	INTERNATIONAL BUSINESS	3	3	50	50	100
	ELECTIVE 2	3	2	50	50	100
	ELECTIVE 3	3	2	50	50	100
	ELECTIVE 4	3	2	50	50	100
	ELECTIVE 5	3	2	50	50	100
09GM42	SUMMER PROJECT/TERM PAPER	-	4	50	50	100
09GM43/ 09GM44/ 09GM45	LANGUAGES	2	-	GRADING #		
		17	15			
<b>TRIMESTER 5</b>						
09GM51	INDIAN ETHOS & VALUES	3	2	50	50	100
09GM52	CORPORATE STRATEGY	3	2	50	50	100
	ELECTIVE 6	3	2	50	50	100
	ELECTIVE 7	3	2	50	50	100
09GM53	CORPORATE SOCIAL RESPONSIBILITY	3	2	50	50	100
		15	10			
<b>TRIMESTER 6</b>						
09GM61	EMERGING TRENDS IN MANAGEMENT	4	3	100	-	100
09GM62	ENVIRONMENT MANAGEMENT	2	-	GRADING		
09GM63	MANAGERIAL SKILLS	3	2	100	-	100
09GM64	PROJECT WORK	-	10	50	50	100
		9	15			

Legend: **CA**–Continuous Assessment; **FE**–Final Examination

£ --- The candidate shall opt for French, German, Hindi or Japanese Language. This course will be conducted during the trimesters 2, 3 and 4 but the final grading will be awarded in the fourth trimester.

# --- Grading to be given as Good or Satisfactory or Unsatisfactory.

% --- Students will be offered a selection of three courses in Emerging Trends in Management. They will have to take these courses in the fourth, fifth and sixth trimesters of the MBA programme.

## **ELECTIVE STREAMS**

### **A. FINANCE**

09GMA1	PROJECT APPRAISAL AND FINANCE
09GMA2	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT
09GMA3	FINANCIAL SERVICES
09GMA4	INTERNATIONAL FINANCE
09GMA5	BUSINESS TAXATION
09GMA6	BANKING AND INSURANCE
09GMA7	FINANCIAL DERIVATIVES

### **B. MARKETING**

09GMB1	ADVANCED MARKETING PRACTICUM
09GMB2	BRAND MANAGEMENT
09GMB3	MARKETING OF SERVICES
09GMB4	RETAIL MANAGEMENT
09GMB5	ADVERTISING AND SALES PROMOTION
09GMB6	SALES AND DISTRIBUTION MANAGEMENT
09GMB7	MARKETING RESEARCH

### **C. HUMAN RESOURCE MANAGEMENT**

09GMC1	STRATEGIC HUMAN RESOURCE MANAGEMENT
09GMC2	ORGANIZATION DEVELOPMENT
09GMC3	LEADERSHIP AND CHANGE MANAGEMENT
09GMC4	HUMAN RESOURCE DEVELOPMENT
09GMC5	LABOUR LEGISLATION AND INDUSTRIAL RELATIONS
09GMC6	PERFORMANCE MANAGEMENT
09GMC7	INTERNATIONAL HUMAN RESOURCE MANAGEMENT

### **D. INTERNATIONAL BUSINESS**

09GMD1	INTERNATIONAL MARKETING
09GMD2	EXPORT MANAGEMENT, PROCEDURE AND DOCUMENTATION
09GMD3	INTERNATIONAL TRADE LOGISTICS
09GMD4	IMPORT MANAGEMENT, PROCEDURE AND DOCUMENTATION
09GMD5	GLOBAL FINANCE AND FOREX MANAGEMENT
09GMD6	INTERNATIONAL MARKETING RESEARCH
09GMD7	INDIA AND WORLD TRADE

### **E. ENTREPRENEURSHIP & FAMILY BUSINESS MANAGEMENT**

09GME1	ENTREPRENEURSHIP MANAGEMENT
09GME2	CREATIVITY, INNOVATION AND ENTREPRENEURSHIP
09GME3	NEW VENTURE CREATION AND MANAGEMENT
09GME4	DYNAMICS OF INDIAN FAMILY BUSINESS

09GME5	FAMILY BUSINESS SUCCESSION, LEADERSHIP AND CONFLICT RESOLUTION
09GME6	FINANCIAL MANAGEMENT OF FAMILY BUSINESS
09GME7	STRATEGIC TOOLS

## **F. SYSTEMS MANAGEMENT**

09GMF1	ENTERPRISE RESOURCE PLANNING
09GMF2	KNOWLEDGE MANAGEMENT
09GMF3	SOFTWARE PROJECT MANAGEMENT
09GMF4	SOFTWARE PROCESS MANAGEMENT
09GMF5	E-COMMERCE
09GMF6	OBJECT ORIENTED ANALYSIS AND DESIGN WITH UML
09GMF7	DATA MINING AND WAREHOUSING APPLICATIONS IN BUSINESS

## **G. OPERATIONS AND TECHNOLOGY MANAGEMENT**

09GMG1	OPERATIONS MODELING AND SIMULATION
09GMG2	TOTAL QUALITY MANAGEMENT
09GMG3	SUPPLY CHAIN INTEGRATION AND MANAGEMENT
09GMG4	MANAGEMENT OF R&D AND INNOVATION
09GMG5	TECHNOLOGY MANAGEMENT
09GMG6	PROJECT MANAGEMENT
09GMG7	SIX SIGMA

## **2009 REGULATIONS OF MBA DEGREE PROGRAMMES (Part Time)** (For the batches of candidates admitted in 2009-2010 and subsequently)

**NOTE:** The regulations hereunder are subject to amendments as may be made by the Academic Council of the College from time to time. Any or all such amendments will be effective from such date and to such batches of candidates (including those already in the middle of the programme) as may be decided by the Academic Council.

### **1. CONDITIONS FOR ADMISSION**

- (i) Candidates for admission to the programme leading to the degree of Master of Business Administration (MBA) shall be required to have passed any degree examination of Anna University or any other examination of any recognized University or authority accepted by Anna University, Coimbatore as equivalent thereto, subject to amendments as may be made by the Anna University from time to time. The candidates shall also be required to satisfy all other conditions of admission thereto prescribed by the Anna University, Coimbatore.
- (ii) Part-time candidates should satisfy other conditions regarding experience, sponsorship, place of work etc. that may be prescribed by Anna University, Coimbatore from time to time, in addition to satisfying requirements as in Section 1(i).

### 3. DURATION OF THE PROGRAMME

- (i) **Minimum duration:** The programme leading to the Degree of Master of Business Administration (MBA) will extend over a period of 9 with 3 trimesters per academic year.
- (ii) **Maximum duration:** The candidate shall complete all the passing requirements of the MBA degree programme within a maximum period of 6 years / 18, these periods being reckoned from the commencement of the trimester to which the candidate was first admitted.

### 3. STRUCTURE OF THE PROGRAMME

- (i) **Curriculum:** The curriculum will comprise courses of study as given in section 12 infra in accordance with the prescribed syllabi. .
- (ii) **Electives:** Every candidate shall opt for seven courses from any one major elective stream in consultation with the Head of the Department. The seven courses of the elective stream shall be spread over the different trimesters as shown in Section 12.
- (iii) **Summer project / Term Paper:** Every candidate shall either undertake a suitable summer project or prepare a term paper in the summer vacation preceding the seventh trimester in consultation with the faculty guide and the Head of the Department. For the term paper candidates will be expected to identify, contact, and interact with practitioners, researchers, venture/private equity investors, and public policy makers to address an important question or set of questions related to the topic that they have identified. Each student, will frame a set of questions relevant to the project, gather and analyze data appropriate to address those questions, draw conclusions, and prepare both a written paper and oral presentation of their assessment based on the research findings.
- (iv) **Project work:** Every candidate shall undertake a project work in the ninth trimester in consultation with the faculty guide and the Head of the Department. The project work shall be undertaken in an industrial / research organization or in the college in consultation with the faculty guide and the Head of the Department. In case of project work at industrial / research organization, the same shall be jointly supervised by a faculty guide and an expert from the organization.

(v) **Credit assignment:** Each course is normally assigned a certain number of credits as below:

For theory courses of 2 hours per week:	1 credit	For
theory courses of 3 hours per week:	2 credits	
For theory courses of 4 hours per week:	3 credits	
For Seminar	2 Credits	
For summer project/Research paper	4 credits	For
project work:	10 credits	

The exact number of credits assigned to the different courses are shown in section 12.

- (vi) **Minimum credits:** For the award of the degree, the candidate shall earn a minimum number of total credits of 87 by passing the prescribed courses of study as given in Section 12.

- (vii) **Medium of instruction:** The medium of instruction, examinations, project report etc. shall be English.

#### 4. REQUIREMENTS OF ATTENDANCE AND PROGRESS

- i) A candidate will be deemed to have completed the study of any course in a trimester only if
- (a) A candidate will be deemed to have completed the course of any trimester only if he / she has satisfied the attendance requirements as per the norms given below:
    - Minimum attendance in each subject individually for eligibility to appear for trimester examinations in that subject- 80%.
    - An exemption up to 10 % can be awarded based on recommendation of HOD for participation in official co & extra curricular activities, sports & games, paper or project presentation etc.
    - An exemption up to 10% can be awarded in exceptional cases on medical grounds on recommendation of the HOD.
  - (b) his/her progress has been satisfactory and
  - (c) his/her conduct has been satisfactory.
- ii) Candidates who do not qualify to appear for final examinations of any subject in a trimester for want of attendance and/or progress and / or conduct have to register for and redo that subject at the next immediate available opportunity subject to the approval of Director of Technical Education and Anna University, Coimbatore.

#### 5. PROCEDURE FOR COMPLETING THE PROGRAMME

A candidate will be permitted to proceed to the courses of study of any trimester only if he/she has satisfied the requirements of attendance, progress and conduct in respect of the preceding trimester and had paid fees for that trimester.

#### 6. PROCEDURE FOR REJOINING THE PROGRAMME

A candidate who is required to repeat the study of any trimester for want of progress/conduct or who desires to rejoin the course after a period of discontinuance or who upon his/her own request is permitted by the authorities to repeat the study of any trimester, may join the trimester which he/she is eligible or permitted to join, only at the time of its normal commencement for a regular batch of candidates and after obtaining the approval from the Director of Technical Education and Anna University, Coimbatore. No candidate will however be enrolled in more than one trimester at any time. In the case of repeaters, the marks secured earlier in the repeated courses will be disregarded.

#### 7. ASSESSMENT AND PASSING REQUIREMENTS

- (i) **Assessment:** The assessment will comprise of final examination and /or continuous assessment, carrying marks as specified in the scheme in section 12 infra. Continuous assessment marks will be made as per the guidelines framed by the College from time to time. All assessment will be done on absolute mark basis. However, for the purpose of reporting the performance of a candidate, letter grades and grade points will be awarded as per section 7(iv).
- (ii) **Final Examinations:** Final examinations will normally be conducted during October / November, January / February and April / May of each year.

A candidate will be permitted to appear at the final examination of a trimester only if he/she has completed the study of that trimester satisfying the requirements given in Section 4 and

registers simultaneously for the examinations of the highest trimester eligible and all the courses which he/she has to reregister for.

A candidate who is not permitted to appear at the final examination of any subject has to register for and redo the courses of that trimester at the next available opportunity.

- (iii) **Summer project and project work:** Every candidate shall submit reports on summer project (If applicable) and project work on dates announced by the college / department through the faculty guide to the Head of the Department. If a candidate fails to submit the reports on the summer training or the project work, he/she is deemed to have failed in it.

Every candidate shall present seminars in each of the relevant trimesters about the summer project and the project work. The seminars shall be presented before a review committee constituted by the Head of the Department.

The summer project and the project work will be evaluated based on the seminars, reports and viva-voce examinations.

In case of the summer project, evaluation will be carried out in the seventh trimester and the results of the same will be included along with the other courses of that trimester.

In case of the project work, the viva-voce examination will be carried out by a team consisting of an internal examiner, usually the supervisor, and an external examiner, appointed by the Principal. Due weightage will be given to the publications arising out of the project work during the evaluation of the project work.

A candidate who fails in the summer training or the project work shall register for redoing the same at the beginning of a subsequent trimester.

- iv) **Letter Grade and Grade Point:** Each student, based on his/ her performance, will be awarded a final letter grade and grade point as given in the table infra for each course at the end of each trimester by following

[3] Relative Grading System for theory courses which have continuous assessment and final examination as components

[4] Absolute Grading System for all other courses including summer project work and project work

### c. *Relative Grading System*

In relative grading system, the grades are awarded to the students based on their performance relative to the others as detailed below.

For each course, the total mark,  $M$  [  $M$  is equal to (Continuous Assessment marks (CA) + Final examination marks (FE)) in the case of theory courses or CA in the case of courses with 100% continuous assessment component ] is computed for each student and a frequency table of marks for the whole class of strength,  $n$  is prepared. The statistical parameters mean,  $\mu$  and standard deviation,  $\sigma$  of the distribution of marks are arrived as given below:

$$: \quad \mu = \sum_{i=1}^n \frac{M_i}{n} \quad \sigma = \sqrt{\frac{\sum_{i=1}^n (M_i - \mu)^2}{n}}$$

The letter grade and the grade point awarded to each student studying a course are decided based on the statistical parameters, mean,  $\mu$  and standard deviation,  $\sigma$  of the distribution of marks as detailed below:

Total Mark, M secured by the	Grade	Grade Point, g
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student (CA + FE)		
$M \geq \mu + 2\sigma$	S	10
$\mu + 1.2\sigma \leq M < \mu + 2\sigma$	A	9
$\mu + 0.4\sigma \leq M < \mu + 1.2\sigma$	B	8
$\mu - 0.4\sigma \leq M < \mu + 0.4\sigma$	C	7
$\mu - 1.2\sigma \leq M < \mu - 0.4\sigma$	D	6
$\text{Min}[\mu - 2\sigma, 50] \leq M < \mu - 1.2\sigma$	E	5
$M < \text{min} [\mu - 2\sigma, 50]$ or FE less than 50% of maximum of final examination marks	RA	0
Withdrawal from examination	W	0

The examiner and HoD may recommend change of range for any course after due justification

#### d. Absolute Grading System

In absolute grading system, the letter grade and grade points are awarded to each student based on the percentage of marks secured by him/her in Summer project, project and courses carrying only continuous assessment marks, as detailed below

Range of percentage of total marks	Letter grade	Grade Point, $g$
90 to 100	S	10
80 to 89	A	9
70 to 79	B	8
60 to 69	C	7
55 to 59	D	6
50 to 54	E	5
0 to 49 or less than 50% in final examination	RA	0
Withdrawal	W	0

“RA” denotes reappearance/ absent

“W” denotes withdrawal from the examination.

#### (v) Cumulative Grade Point Average:

After the completion of the programme, the Cumulative Grade Point Average (CGPA) from the trimester in which the candidate has joined first to the final trimester is calculated using the formula:

$$CGPA = \frac{\sum g_i * C_i}{\sum C_i}$$

where  $g_i$ : Grade point secured corresponding to the course

$C_i$ : Credits allotted to the course.

#### (vi) Passing a course:

A candidate, who is absent for the final examination or withdraws from final examination or secures a letter grade F (Grade point 0) in any course has to register for and redo the course at the next available opportunity

A candidate who is absent in the final trimester examination of a course after registering for the same will be considered to have appeared and failed in that examination and awarded grade F.

For courses evaluated under grading pattern candidates will be awarded Good / Satisfactory / Unsatisfactory grades. It is essential for a student to get atleast Good or Satisfactory results to pass in those subjects. Passing in these subjects is mandatory for completing the course successfully. A candidate who scores Unsatisfactory grade in grading subjects has to register for and redo the course at the next available opportunity.

## 8. QUALIFYING FOR THE AWARD OF DEGREE

A candidate will be declared to have qualified for the award of the MBA degree provided

- (i) he/she has successfully completed the course requirements and has passed all the prescribed courses of study listed in Section 12 within the duration specified in Section 2 and
- (ii) No disciplinary action is pending against the candidate.

## 9. CLASSIFICATION OF DEGREE

- (i) **First Class with Distinction:** A candidate who qualifies for the award of degree vide Section 8 having passed all the courses of all the trimesters at the first opportunity within six consecutive trimesters (nine consecutive trimesters for part time) after the commencement of his /her study and securing a CGPA of 8.50 and above shall be declared to have passed in First Class with Distinction. For this purpose the withdrawal from examination (vide Section 8) will not be construed as an opportunity for appearance in the examination. Further, the authorized break of study (vide Section 11) will not be counted for the purpose of classification.
- (ii) **First Class:** A candidate who qualifies for the award of degree vide Section 8 having passed all the courses of all the trimesters within a maximum period of nine consecutive trimesters (twelve consecutive trimesters for part time) after commencement of his /her study and securing a CGPA of 6.50 and above shall be declared to have passed in First Class. For this purpose, the authorized break of study (vide Section 11) will not be counted for the purpose of classification.
- (iii) **Second Class:** All other candidates who qualify for the award of degree vide Section 8 shall be declared to have passed in Second Class.

## 10. WITHDRAWAL FROM EXAMINATION

- (i) A candidate may, for valid reasons, be granted permission to withdraw from appearing for the examination in any course or courses of only one trimester examination during the entire duration of the degree programme. Also, only one application for withdrawal is permitted for that trimester examination in which withdrawal is sought.
- (ii) Withdrawal application shall be valid only if the candidate is otherwise eligible to write the examination and if it is made prior to the commencement of the trimester examinations and also recommended by the Head of the Department and the Principal.

## 11. TEMPORARY BREAK OF STUDY

- (iii) A candidate is not normally permitted to temporarily break the study. However, if a candidate intends to temporarily discontinue the programme in the middle for valid reasons (such as accident or hospitalization due to prolonged ill health) and to rejoin the programme in a later respective trimester he/she shall apply to the Principal in advance, in any case, not later than the last working day of the trimester in question, through the Head of the Department and stating the reasons there for.
- (iv) A candidate permitted for break of study shall rejoin the programme at the respective trimester as and when it is offered after the break and shall be governed by the rules and regulations in force at the time of rejoining.
- (iii) The duration specified for passing all the courses for the purpose of classification (vide Sections 9 (i) and (ii)) shall be increased by the period of such break of study permitted.
- (iv) The total period for completion of the programme reckoned from the commencement of the trimester to which the candidate was first admitted shall not exceed the maximum period specified in Section 2 irrespective of the period of break of study in order that he/she may be qualified for the award of the degree.
- (v) If any candidate is detained for non-completion of study of a trimester vide Section 5, the period of such detention shall not be considered as permitted break of study and Section 11 (iii) is not applicable for such case.

## 12.

### MBA – PART TIME

(TOTAL MINIMUM CREDITS TO BE EARNED = 87)

COURSE CODE	COURSE TITLE	Hours/ week	Credits	Maximum marks		
				CA	FE	Total
<b>TRIMESTER 1</b>						
09GM10 09GM11	BASIC ACCOUNTING / BUSINESS MATHEMATICS	2	1	100	-	100
09GM12	INDIAN BUSINESS LEADERS	2	1	100		
09GM13	COMMUNICATION AND PRESENTATION TECHNIQUES	4	3	100	-	100
09GM14	ECONOMICS FOR MANAGERS	4	3	50	50	100
09GM15	QUANTITATIVE TECHNIQUES	4	3	50	50	100
09GM16	ORGANISATIONAL BEHAVIOUR	4	3	100	-	100
		20	<b>14</b>			
<b>TRIMESTER 2</b>						
09GM17	MANAGEMENT ACCOUNTING	4	3	50	50	100
09GM21	MANAGEMENT INFORMATION SYSTEM	4	3	50	50	100
09GM22	FINANCIAL MANAGEMENT-1	3	2	50	50	100
09GM23	RESEARCH METHODS-I	3	2	50	50	100
		15	<b>10</b>			
<b>TRIMESTER 3</b>						
09GM24	MARKETING MANAGEMENT-1	3	2	50	50	100
09GM25	HUMAN RESOURCE MANAGEMENT	4	3	50	50	100
09GM34	FINANCIAL MANAGEMENT –ii	3	2	100	-	100
09GM32	RESEARCH METHODS – II	3	2	50	50	100
		14	<b>9</b>			

<b>TRIMESTER 4</b>						
09GM33	OPERATIONS MANAGEMENT	4	3	50	50	100
09GM35	MARKETING MANAGEMENT – II	3	2	50	50	100
	ELECTIVE 1	3	2	50	50	100
09GM31	MANAGERIAL COMMUNICATION	4	3	100	-	100
		14	10			
<b>TRIMESTER 5</b>						
09GM51	INTERNATIONAL BUSINESS	3	3	50	50	100
	ELECTIVE 2	3	2	50	50	100
	ELECTIVE 3	3	2	50	50	100
	ELECTIVE 4	3	2	50	50	100
		12	9			

Legend: **CA**–Continuous Assessment; **FE**–Final Examination

\$ - One out of these two courses will allotted to the candidate depending on the courses studied by the candidate at undergraduate level.

## MBA – PART TIME

COURSE CODE	COURSE TITLE	Hours/ week	Credits	Maximum marks		
				CA	FE	Total
<b>TRIMESTER 6</b>						
	ELECTIVE 5	3	2	50	50	100
09GM41	ENVIRONMENT MANAGEMENT	2	-	GRADING		
	INDIAN ETHOS AND VALUES	3	2	50	50	100
09GM36	INTERNSHIP / COURSE WORK	2	2	100		100
		10	6			
<b>TRIMESTER 7</b>						
09GM52	CORPORATE STRATEGY	3	2	50	50	100
	ELECTIVE 6	3	2	50	50	100
09GM42	SUMMER PROJECT/SEMINAR	-	4	50	50	100
		6	8			
<b>TRIMESTER 8</b>						
09GM53	CORPORATE SOCIAL RESPONSIBILITY	3	2	50	50	100
	ELECTIVE 7	3	2	50	50	100
09GM63	MANAGERIAL SKILLS	3	2	100	-	100
		9	6			
<b>TRIMESTER 9</b>						

09GM61	EMERGING TRENDS IN MANAGEMENT	4	<b>3</b>	100		100
09GM62	PROJECT WORK	-	<b>10</b>	50	50	100
		4	13			

Legend: **CA**–Continuous Assessment; **FE**–Final Examination

## **ELECTIVE STREAMS**

### **A. FINANCE**

09GMA1	PROJECT APPRAISAL AND FINANCE
09GMA2	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT
09GMA3	FINANCIAL SERVICES
09GMA4	INTERNATIONAL FINANCE
09GMA5	BUSINESS TAXATION
09GMA6	BANKING AND INSURANCE
09GMA7	FINANCIAL DERIVATIVES

### **B. MARKETING**

09GMB1	ADVANCED MARKETING PRACTICUM
09GMB2	BRAND MANAGEMENT
09GMB3	MARKETING OF SERVICES
09GMB4	RETAIL MANAGEMENT
09GMB5	ADVERTISING AND SALES PROMOTION
09GMB6	SALES AND DISTRIBUTION MANAGEMENT
09GMB7	MARKETING RESEARCH

### **C. HUMAN RESOURCE MANAGEMENT**

09GMC1	STRATEGIC HUMAN RESOURCE MANAGEMENT
09GMC2	ORGANIZATION DEVELOPMENT
09GMC3	LEADERSHIP AND CHANGE MANAGEMENT
09GMC4	HUMAN RESOURCE DEVELOPMENT
09GMC5	LABOUR LEGISLATION AND INDUSTRIAL RELATIONS
09GMC6	PERFORMANCE MANAGEMENT
09GMC7	INTERNATIONAL HUMAN RESOURCE MANAGEMENT

### **D. INTERNATIONAL BUSINESS**

09GMD1	INTERNATIONAL MARKETING
09GMD2	EXPORT MANAGEMENT, PROCEDURE AND DOCUMENTATION
09GMD3	INTERNATIONAL TRADE LOGISTICS
09GMD4	IMPORT MANAGEMENT, PROCEDURE AND DOCUMENTATION
09GMD5	GLOBAL FINANCE AND FOREX MANAGEMENT
09GMD6	INTERNATIONAL MARKETING RESEARCH
09GMD7	INDIA AND WORLD TRADE

### **E. ENTREPRENEURSHIP & FAMILY BUSINESS MANAGEMENT**

09GME1	ENTREPRENEURSHIP MANAGEMENT
09GME2	CREATIVITY, INNOVATION AND ENTREPRENEURSHIP
09GME3	NEW VENTURE CREATION AND MANAGEMENT
09GME4	DYNAMICS OF INDIAN FAMILY BUSINESS

09GME5	FAMILY BUSINESS SUCCESSION, LEADERSHIP AND CONFLICT RESOLUTION
09GME6	FINANCIAL MANAGEMENT OF FAMILY BUSINESS
09GME7	STRATEGIC TOOLS

## **F. SYSTEMS MANAGEMENT**

09GMF1	ENTERPRISE RESOURCE PLANNING
09GMF2	KNOWLEDGE MANAGEMENT
09GMF3	SOFTWARE PROJECT MANAGEMENT
09GMF4	SOFTWARE PROCESS MANAGEMENT
09GMF5	E-COMMERCE
09GMF6	OBJECT ORIENTED ANALYSIS AND DESIGN WITH UML
09GMF7	DATA MINING AND WAREHOUSING APPLICATIONS IN BUSINESS

## **G. OPERATIONS AND TECHNOLOGY MANAGEMENT**

09GMG1	OPERATIONS MODELING AND SIMULATION
09GMG2	TOTAL QUALITY MANAGEMENT
09GMG3	SUPPLY CHAIN INTEGRATION AND MANAGEMENT
09GMG4	MANAGEMENT OF R&D AND INNOVATION
09GMG5	TECHNOLOGY MANAGEMENT
09GMG6	PROJECT MANAGEMENT
09GMG7	SIX SIGMA