

MBA

A LEGACY OF
50+ YEARS



PROGRAM:
MAPPING:
PERFORMANCE:
2018-21



First B-School Program in
India to be accredited.
Re-accreditation due in 2021-
22

Autonomous, self financing
program affiliated to Anna
University and NBA accredited



OVERVIEW

- Started in 1971, amongst the oldest programs in South India.
- NBA accredited.
- First Indian management program to achieve ACBSP accreditation.
- Program review and syllabus+ schema revitalisation every 3 years
- Full admissions consistently.
- 50% seats admitted through TANCET (Government of Tamil Nadu counselling process).
- 50% through management process of GD+PI using MAT/CAT/ATMA scores as qualifiers.
- Entry level requirement: a Minimum 3-year full-time undergraduate degree with 50% marks overall and a suitable assesment score (CAT, MAT , TANCET or ATMA accepted)
- Admissions open from November/December every year for the academic session which begins in August the following year



PSG Institute of Management
PSG College of Technology

MBA PROGRAM

MISSION PILLAR 1:
Empower Individuals to
achieve their managerial and
entrepreneurial potential.

MISSION PILLAR 4: Nurture and enhance the
institute visibility, growth and value by
espousing ethics and social responsibility and
by collaborating with institutional and
professional stakeholder groups.

PEO1 Progression in
ones chosen profession

PO1 Apply knowledge of
management theories and practices
to solve business problems.

PO2 Foster Analytical and critical
thinking abilities for data-based
decision making.

PEO2 Be an asset to
the organisation as an
effective team player

PO3 Ability to lead themselves
and others in the achievement of
organizational goals, contributing
effectively to a team environment.

PO4 Ability to identify
opportunities and create
entrepreneurial solutions

PEO3 Socially and
ethically responsible
individual

PO5 Ability to develop Value based
Leadership ability.

PO6 Ability to understand, analyze and
communicate global, economic, legal, and
ethical aspects of business.

PROGRAM DESIGN: MBA 2018 SYLLABUS

| Course Component | Curriculum Content (% of total number of credits of program) | Total number of contact hours | Total number of credits |
|---------------------------------------------------------|-----------------------------------------------------------------------------------------|--------------------------------------------|-------------------------|
| Program Core | 50.0 % | 690 | 46 |
| Program Electives | 39.1 % | 540 | 36 |
| Seminars/Field projects (Social sensitization and ALPS) | 4.4 % | 60 | 4 |
| Summer Internship | 4.4 % | 8 weeks in industry full time | 4 |
| Final Dissertation (project work) | **Not mandatory, opted as equivalent of program elective of 2 papers Value is 6 credits | Approximately 60 hours with mentor faculty | |
| Value added modules (Business Across Borders) | 2.2 % | 30 | 2 |
| Total number of Credits | | | 92 |

SEMESTER DESIGN

01

26 CREDITS: 9 PAPERS

1 : BRIDGE

7: CORE

1: EXPERIENTIAL

02

26 CREDITS: 6 PAPERS

6: CORE

1: VALUE-ADDS

1: EXPERIENTIAL

03

22 CREDITS: 8 PAPERS

1 : INTERNSHIP

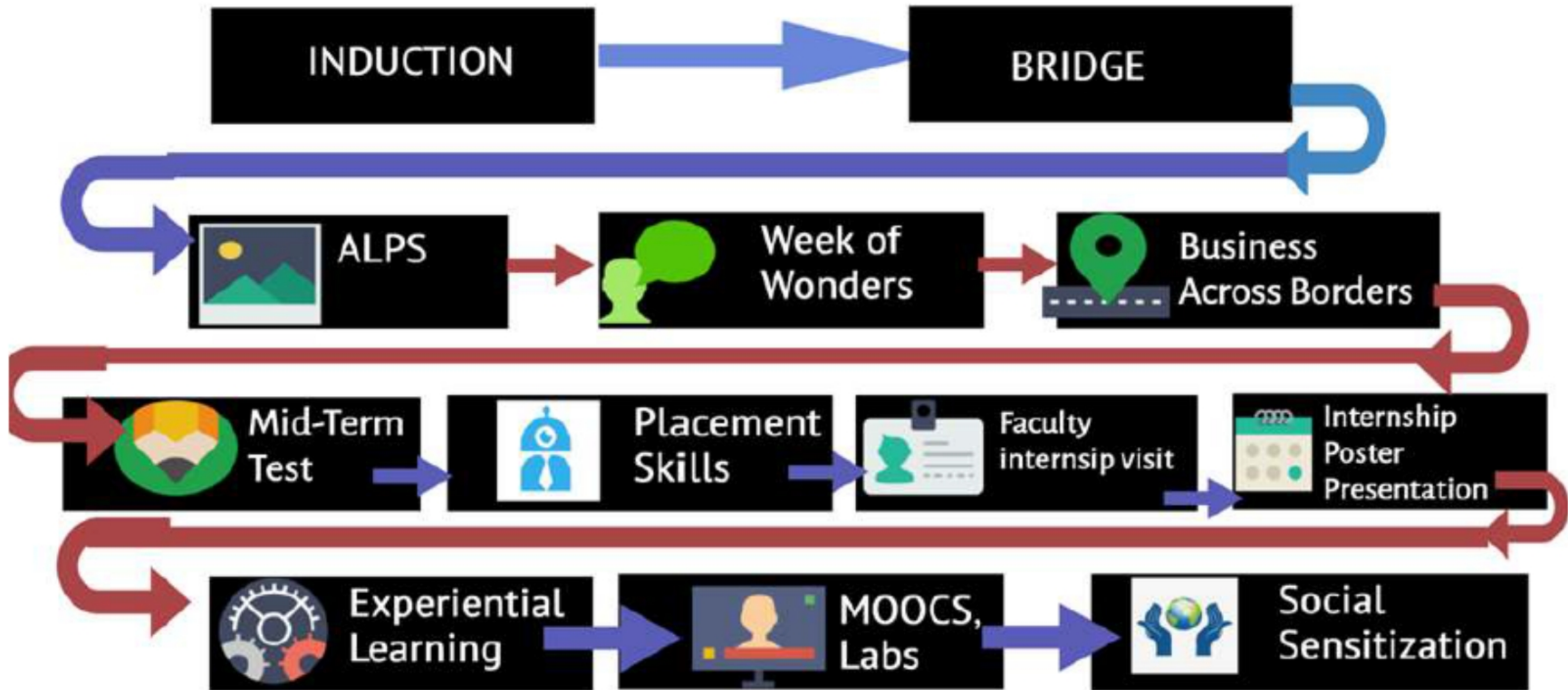
7: DOMAIN ELECTIVES

04

18 CREDITS: 7 PAPERS

7: DOMAIN ELECTIVES

STUDENT DEVELOPMENT PROCESS@PSGIM



PERFORMANCE OVERVIEW

ENROLLMENT 180:SANCTIONED

- 2019: 179
- 2020: 180
- 2021: 180

Mean % for the 3-year period: 99+% of sanctioned seats admitted

GENDER

- 2019: M: 96
F: 83
- 2020: M: 84 F: 96
- 2021: M: 89 F: 91

STUDENT DIVERSITY

2019:
TECH-115
COM/MGMT-42
OTHERS-23

2020:
TECH-108
COM/MGMT-48
OTHERS-23

2021:
TECH-90
COM/MGMT- 65
OTHERS-25

GRADUATION & MEAN CGPA

- 2017-19: 171
- 2018-20: 171
- 2019-21: 173

Mean % for the 3-year period: 96% of admitted graduated.

MEAN CGPA/10

- 2017-19: 7.76
- 2018-20: 8.17
- 2019-21: 8.5** (online exam)

PLACEMENT HIGHLIGHTS

- 2019: 122/138**
median: Rs. 5.5 l.p.a
- 2020: 134/162**
median: Rs. 5.8 l.p.a
- 2021: median: Rs. 5.8 l.p.a
- **: opted
- +eligible
- 3 year %: 88% placed