

THIRUVALLUVAR UNIVERSITY

CHOICE BASED CREDIT SYSTEM (CBCS)

Degree of Master of Business Administration [M.B.A] Courses

[Effective from the Academic year 2008- 2009]

[I] For Full - Time Course - [2 Years]

REGULATIONS

CBCS

Choice-Based Credit System is a flexible system of learning. 'Credit' defines the quantum of contents / syllabus prescribed for a course and determine the number of hours of instruction required. The distinguishing features of CBCS are the following:

It permits the students to:

- ❖ learn at their own pace
- ❖ Choose electives from a wide range of elective courses offered by the departments of the colleges affiliated to the University
- ❖ undergo additional courses and acquire more than the required number of credits
- ❖ adopt an inter - disciplinary approach in learning
- ❖ make best use of the expertise of available faculty

1. Conditions for Admission:

Candidates shall be required to have passed a Bachelor's Degree of the Thiruvalluvar University or of any other University or a qualification accepted by the Syndicate of this University as equivalent thereto, shall be eligible for admission to MBA Degree Course.

2. Eligibility for the Award of Degree:

A Candidate shall be eligible for the award of the Degree only if he/she has undergone the prescribed course of study in a College affiliated to the University for a period of not less than two academic years. Passed the examinations of all the Four Semesters prescribed earning 90 credits and fulfilled such conditions as have been prescribed therefor.

3. Duration of the Course:

The Course for Full - Time students shall extend over a period of Two academic years consisting of Four Semesters. Each academic year shall be divide into Two semesters . The first academic year shall comprise the first and second semesters, the second academic year the third semester and fourth semesters and the third academic year the fifth and sixth semesters respectively.

The odd semesters shall consist of the period from June to November of each year and the even semesters from December to April of each year.

The duration of each Semester will be about 16 weeks. The subjects of study shall be in accordance with the syllabus prescribed from time to time.

4. Examination:

There shall be four examinations, first semester examination at the middle of the first academic year and the second semester examination at the end of the first academic year. Similarly the third and the fourth semester examinations will be held at the middle and the end of the second academic year respectively.

5. The Course of Study and the Scheme of Examinations

Year / Semester	Subject	Paper	Title of the Paper	Ins. Hrs/ Week	Credit	Exam hrs	Max.Marks		
							IA	Uni. Exam.	Total
I Year I Semester	Core	Paper I	Management Principles	4	4	3	25	75	100
	Core	Paper II	Quantitative Methods in Business	4	4	3	25	75	100
	Core	Paper III	Organizational Behavior	4	4	3	25	75	100
	Core	Paper IV	Accounting for Managers	4	4	3	25	75	100
	Core	Paper V	Managerial Economics	4	4	3	25	75	100
	Core	Paper VI	Legal System in Business	5	5	3	25	75	100
	Core	Paper VII	Business Communication	5	5	3	25	75	100
I Year II Semester	Core	Paper VIII	Applied Operations Research	4	4	3	25	75	100
	Core	Paper IX	Human Resource Management	4	4	3	25	75	100
	Core	Paper X	Marketing Management	4	4	3	25	75	100
	Core	Paper XI	Production and Materials Management	4	4	3	25	75	100
	Core	Paper XII	Financial Management	4	4	3	25	75	100
	Core	Paper XIII	Computer Languages for Management	4	4	3	25	75	100
	Core	Paper XIV	Business Policy and Strategic Management	4	4	3	25	75	100
			Human Rights	2	2	3	25	75	100

Year / Semester	Subject	Paper	Title of the Paper	Ins. Hrs/ Week	Credit	Exam hrs	Max.Marks		
							IA	Uni. Exam.	Total
II Year III Semester	Core	Paper XV	Management Information Systems and EDP	5	5	3	25	75	100
	Core	Paper XVI	Research Methodology	5	5	3	25	75	100
	Elective I	Paper I	(to choose 1 out of 4) 1. Marketing Research and Consumer Behavior 2. Industrial and Labor Relations 3. Working Capital Management 4. Advertising Management and Sales Promotion	5	4	3	25	75	100
	Elective II	Paper II	(to choose 1 out of 4) 1. Sales and Distribution Management 2. Security Analysis and Portfolio Management 3. Logistics Management 4. New Product Strategy and Management	5	4	3	25	75	100
	Elective III	Paper III	(to choose 1 out of 4) 1. Industrial Marketing 2. Database Management Systems 3. Services Marketing 4. Systems Analysis and Design	6	4	3	25	75	100
	Elective IV (Non-Major Subject)	Paper IV	Management Concepts	4	4	3	25	75	100
II Year IV Semester			Project Work		4		150	450	600
			Viva voce						
			Total	120	90				2700

Project Report and Viva-Voce:

The Project Report must be submitted through the Supervisor and the Head of the Department on or before 15th April FOLLOWING THE THIRD SEMESTER Examination failing which the Candidate will be treated as appearing on a second occasion and shall not be eligible for First Class and Ranking. The last date for submitting the project work for the November Examination shall be 30th November.

6. Requirements for Proceeding to Subsequent Semesters:

(i). Candidates shall register their name for the First Semester Examination after the admission in the P.G. Courses.

(ii). Candidates shall be permitted to proceed from the First Semester up to Final Semester irrespective of their failure in any of the Semester examinations subject to the condition that the candidates should register for all the arrear subjects of earlier semesters along with current [subsequent] semester subjects.

(iii). Candidates shall be eligible to go to subsequent semester, only if they earn, sufficient attendance as prescribed therefor by the Syndicate from time to time. Provided in case of a candidate earning less than 50% of attendance in any one of the Semesters due to any extraordinary circumstances such as medical grounds, such candidates who shall produce Medical Certificate issued by the Authorised Medical Attendant (AMA), duly certified by the Principal of the College, shall be permitted to proceed to the next semester and to complete the Course of study. Such Candidates shall have to repeat the missed Semester by rejoining after completion of Final Semester of the course, after paying the fee for the break of study as prescribed by the University from time to time.

7. Requirement to take the Examinations:

a) A candidate will be permitted to take the University Examination for any Semester, if

i) he / she secures not less than 75% of attendance out of the 90 instructional days during the Semester.

(In the case of married women students the minimum attendance requirement shall be 55% of the total instructional days).

ii) he / she earns a progress Certificate from the Head of the Institution of having satisfactorily completed the Course of Study prescribed in the subjects as required by the Regulations, and

iii) his / her conduct has been satisfactory.

Provided that it shall be open to the Syndicate or any authority delegated with such powers by the Syndicate to grant exemption to a candidate who has failed to earn 75% of the attendance prescribed for any valid reason(s) subject to the usual conditions.

b) A candidate who has secured attendance less than 75% but 65% and above shall be permitted to take the Examination on the recommendation of the Head of the Institution to condone the lack of attendance as well as on the payment of the prescribed fees to the University.

8. Passing Minimum:

(i). A candidate who secures not less than 50 percent marks in the Written Examination and the aggregate (i.e. Written Examination Marks and the Internal Assessment Marks put together) respectively of each paper shall be declared to have passed the examination in that subject.

(ii).(a). A candidate shall be declared to have passed Project Work and Viva-Voce respectively, if he/she secures a minimum 50 percent marks in the project work evaluation and the Viva Voce respectively.

(b) A candidate failing in any subject will be permitted to appear for the examinations again on a subsequent occasion without putting in any additional attendance.

(c) A candidate who fails in either Project Work or Viva-Voce shall be permitted to redo the project work for evaluation and reappear for the Viva-Voce on a subsequent occasion, if so recommended by the Examiners.

(iii) A candidate who successfully completes the course and passes the examination of all the Four Semesters prescribed as per scheme of Examinations earning 91 Credits shall be declared to have qualified for the Degree, provided the whole course has been completed within a maximum of 4 years from the date of initially joining the course in the case of a FULL-TIME candidates.

9. Classification of Successful Candidates:

Candidates who secured not less than 60% of aggregate marks (Internal + External) in the whole examination shall be declared to have passed the examination in the First Class.

All other successful candidates shall be declared to have passed in Second Class. Candidates who obtain 75% of the marks in the aggregate (Internal + External) shall be deemed to have passed the examination in First Class with Distinction, provided they pass all the examinations (theory papers, practicals, project and Viva-voce) prescribed for the course in the First appearance.

10. Grading System:

The term Grading system indicates a Seven (7) point scale of evaluation of the performances of students in terms of marks obtained in the Internal and External Examination, grade points and letter grade.

SEVEN POINT SCALE (As per UGC notification 1998)

Marks	Grade Point	Letter Grade	Class
100	7.0	H	First Class with Distinction
90-99	6.00	O	First Class with Distinction
75-89	5.50	D	First Class with Distinction
60-74	4.75	A	First Class
50-59	4.00	B	Second Class
Below 50	3.50	F	Fail

10. Ranking:

Candidates who pass all the examinations prescribed for the course in the first appearance itself alone are eligible for Ranking / Distinction.

Provided in the case of Candidates who pass all the examinations prescribed for the course with a break in the First Appearance due to the reasons as furnished in the Regulations 7. (iii) supra are only eligible for Classification / Distinction,

11. The Medium of Instruction and Examinations

The medium of instruction and Examinations shall be in English.

12. Improvement of Marks in the subjects already passed

Candidates desirous of improving the marks secured in their first attempt shall reappear once within the subsequent Semester. The improved marks shall be considered for classification but not for ranking. If there is no improvement there shall not be any change in the original marks already awarded.

13. Checklist for Inspection

a. Qualification for

- i. Teaching Faculty: as prescribed by the UGC and the University
- ii. Technical Faculty, if any: as prescribed by the UGC and the University

b. Infrastructure Facilities

- i. Building: Number of Classrooms with specifications: 2 rooms measuring 20'x25'.
- ii. Number of Staff rooms: One measuring 20'x20'
- iii. Furniture : One pair of table / chair per student.

14. Appearance For Improvement:

Candidates who have passed in theory paper / papers are allowed to appear again for theory paper / papers only once in order to improve his/her marks, by paying the fee prescribed from time to time. Such Candidates are allowed to improve within a maximum period of 10 Semesters counting from his/her first semester of his/her admission. If candidate improves his marks, then his improved marks will be taken into consideration for the award of Classification only. Such improved marks will not be counted for the award of Prizes / Medals, Rank and Distinction. If the Candidate does not show improvement in the marks, his previous marks will be taken into consideration.

No candidate will be allowed to improve marks in the Practicals, Mini Project, Viva-voce, Field work.

15. Transitory Provision:

Candidates who have undergone the course of study prior to the academic year 2008-2009 will be permitted to appear for the examinations under those Regulations for a period of three years i.e., upto and inclusive of April/May 2012 Examinations. Thereafter, they will be permitted to appear for the examination only under the Regulations then in force.

Question Paper Pattern

Section A	5 X 6 (either or pattern)	30 Marks
Section B	3 X 15 (out of 5 Question)	45 Marks
	Total	75 Marks