

PROGRAMMES OFFERED BY THE DIRECTORATE UNDER TWINNING PROGRAMME

MBA PROGRAMMES

Master of Business Administration in Marketing	MBA (Marketing)
Master of Business Administration in Finance	MBA (Finance)
Master of Business Administration in International Business	MBA (International Business)
Master of Business Administration in Human Resource Management	MBA (HRM)
Master of Business Administration General	MBA (General)

OTHER POST GRADUATE PROGRAMMES

Master of Computer Application	MCA
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The admission for this academic year 2010-11 is closed.

PROCEDURE FOR ADMISSION

The application form with Information Brochure can be had from the Office of Admissions, PU-LC Twinning Programme, Loyola college, Chennai on payment of Rs.200/- in cash or Rs.250/- by demand draft, in favour of the Principal, Loyola college, Chennai – 600034, by post.

Filled in application form, along with three stamp size photographs and originals and copies of relevant certificates should be submitted to the admission committee in person. The original certificates will be returned after verification.

The Admission Committee, if satisfied, will request you to pay the fee in cash. Fees once paid will not be refunded. After the payment of the fees the candidates are advised to keep the receipt for their future reference.

Candidates waiting for the results are also eligible to apply. However, such candidates must produce the relevant certificates prescribed for the eligibility on or before 30th September.

Candidates seeking admission for **Post Graduate programmes** including **MBA programmes** should submit their original Degree Certificate / Provisional Certificate and Statement of Marks.

Transfer Certificate is not required for the admission to any PG Programmes.

Identity Card

Students will be issued identity card by the College. The Identity card should be kept safely till the completion of the programme. In the event of the original card being lost, duplicate Identity Card will be issued only on payment of prescribed fee of Rs.100/-.

PCP Classes

There will be classes only on Sundays in the campus of Loyola College. **A minimum of 80% of attendance is necessary to make a student eligible for University examinations.**

IMPORTANT NOTE:

Candidates once admitted in the Twinning Programme will not be shifted to the usual Distance Education Programme under any circumstances.

UNIVERSITY EXAMINATIONS

The Examinations will be held in **June/December** every year for all the programmes in Loyola College Campus itself.

Enquiries and Correspondence

All enquiries and correspondence must be addressed to:

***The coordinator,
Administrative Office,
PU-LC Twinning Programme,
Loyola College,
Chennai-600 034.***

***Phone : 044 – 28178321, 044-
28178391***

Fax : 044 - 28175566

Office Hours: 9.00 a.m to 5.00 p.m from Tuesday to Friday

Sunday – Only Classes

Monday - Holiday

Course Fees to be paid in the IOB LOYOLA COLLEGE BRANCH only.

Time: 10.00A.M – 12.50P.M.

Days: Tuesday to Friday

REGULATIONS FOR ADMISSION TO MBA PROGRAMMES

ELIGIBILITY

A candidate shall be eligible for admission to **MBA programme in Marketing / Finance /International Business / Human Resource Management and General** provided he/she has passed any Degree from a recognized University.

Applicants possessing degrees awarded by the Universities not recognized by the UGC are not eligible for admission.

DURATION OF THE PROGRAMME

The duration of the programme is **Two years** through **English** medium under semester pattern spread over four semesters.

FEE STRUCTURE FOR MBA - (For Two years) (Marketing, Finance, International Business, Human Resource Management and General)

Sl.No	Particulars	MBA for Rs.
1	Registration Fee	200
2	Matriculation Fee	50
3	University Development Fund	1000
4	Recognition Fee*	200
5	Study Material Fee & Handling Charges	4050
6	Tuition Fee	8000/- (Per Semester)
	Total for Rs.	37500
THE FEE MAY BE PAID AS FOLLOWS		Rs.
FIRST YEAR First Semester To be paid at the time of Admission		13500
FIRST YEAR Second Semester To be paid on or before 31 st January.		8000
SECOND YEAR Third Semester To be paid on or before 30 TH July		8000
SECOND YEAR Fourth Semester To be paid on or before 31 st January		8000

* For Degree from Foreign Universities, a sum of Rs.450 has to be paid instead of Rs.200/-

MASTER OF BUSINESS ADMINISTRATION IN MARKETING

COURSE CODE:36

MBA(Marketing)

OBJECTIVES

This Programme aims at:

- Enabling the students to understand and appreciate the concept of marketing and the perspectives associated with it as relevant to the 21st century economics; and
- Equipping them with the right skill set to handle the plethora of marketing issues that modern business organizations are confronting with.

With these objectives in view, the program is structured with inputs on contemporary marketing issues to sharpen the analytical and decision making abilities of the students.

COURSE STRUCTURE

Paper Code	Paper No	Name of the Paper
First Semester		
H1010	I	Management Process and Behaviour
H1020	II	Managerial Economics
H1030	III	Accounting for Managers
H1040	IV	Business Environment and Law
H1050	V	Research Methodology
Second Semester		
H2010	VI	Financial Management
H2020	VII	Marketing Management
H2030	VIII	Human Resource Management
H2040	IX	Quantitative Techniques for Managers
H2050	X	Strategic Management
Third Semester		
H3010	XI	Consumer Behaviour
H3020	XII	Marketing Research
H3030	XIII	Industrial Marketing
H3040	XIV	Logistics Management
H3050	XV	Retail Marketing
Fourth Semester		
H4010	XVI	Rural Marketing
H4020	XVII	Services Marketing
H4030	XVIII	Advertising and Sales Promotion
H4040	XIX	Customer Relationship Management
H4050	XX	Global Marketing
H4060	XXI	Project Work.

MASTER OF BUSINESS ADMINISTRATION IN FINANCE

COURSE CODE:37

MBA(Finance)

OBJECTIVES

This Programme intends:

- To provide industry relevant education in the functional area of finance;
- To reduce the cycle-time of on-the job orientation and adjustment; and
- To enable the right understanding and resolving of live management issues.

The course work, therefore, is structured along the lines where the participants do some foundation courses in the first year and specialization courses in the second year.

COURSE STRUCTURE

Paper Code	Paper No	Name of the Paper
First Semester		
H1010	I	Management Process and Behaviour
H1020	II	Managerial Economics
H1030	III	Accounting for Managers
H1040	IV	Business Environment and Law
H1050	V	Research Methodology
Second Semester		
H2010	VI	Financial Management
H2020	VII	Marketing Management
H2030	VIII	Human Resource Management
H2040	IX	Quantitative Techniques for Managers
H2050	X	Strategic Management
Third Semester		
H3010	XI	Strategic Financial Management
H3020	XII	Indian Financial System
H3030	XIII	Management of Financial Services
H3040	XIV	Project Financing and Management
H3050	XV	Management Accounting
Fourth Semester		
H4010	XVI	Security Analysis and Portfolio Management
H4020	XVII	Global Financial Markets
H4030	XVIII	International Business Finance
H4040	XIX	Security Market Operations
H4050	XX	Financial Derivatives
H4060	XXI	Project Work.

**MASTER OF BUSINESS ADMINISTRATION IN INTERNATIONAL
BUSINESS**

COURSE CODE:38

MBA(International Business)

OBJECTIVES

This Programme aims at:

- Bringing into focus the growing importance of global economic integration;
- Examining global business opportunities and the policy issues related thereof; and
- Enabling the participants to understand dynamics of leading business organisation in the global context

This program, therefore, is conceived and structured to achieve the aforesaid objectives. As no nation can insulate itself from the sweeping changes taking place across the world and given the explosion of opportunities around, every organisation can attempt to go global. The program thus intends to prepare managers to take their organisation beyond the national borders.

COURSE STRUCTURE

Paper Code	Paper No	Name of the Paper
First Semester		
H1010	I	Management Process and Behaviour
H1020	II	Managerial Economics
H1030	III	Accounting for Managers
H1040	IV	Business Environment and Law
H1050	V	Research Methodology
Second Semester		
H2010	VI	Financial Management
H2020	VII	Marketing Management
H2030	VIII	Human Resource Management
H2040	IX	Quantitative Techniques for Managers
H2050	X	Strategic Management
Third Semester		
H3010	XI	International Business Environment
H3020	XII	Management of Multinational Corporation
H3030	XIII	International Business Laws
H3040	XIV	Global Marketing Management
H3050	XV	Exim Financing and Documentation
Fourth Semester		
H4010	XVI	Global Financial Markets & Instruments
H4020	XVII	Foreign Trade Policy
H4030	XVIII	Cross Cultural Business Management
H4040	XIX	International Logistics Management
H4050	XX	Forex Management & Currency Derivatives
H4060	XXI	Project Work

**MASTER OF BUSINESS ADMINISTRATION IN
HUMAN RESOURCE MANAGEMENT**

COURSE CODE:39

MBA(HRM)

OBJECTIVES

The objectives of the Programme are:

- To impart knowledge inputs necessary to become aware and capable of becoming HR personnel suitable in the contemporary business organizations;
- To provide general framework of HR processes found in the corporate world so that their psyche may be tuned to manage them effectively; and
- To ensure the feel of HR world through exercises including case studies and business games wherever possible.

In line with these objectives, the course work is designed to strengthen the knowledge base of the participants and to sharpen their skill endowment so that they become successful HR personnel in the corporate world.

COURSE STRUCTURE

Paper Code	Paper No	Name of the Paper
First Semester		
H1010	I	Management Process and Behaviour
H1020	II	Managerial Economics
H1030	III	Accounting for Managers
H1040	IV	Business Environment and Law
H1050	V	Research Methodology
Second Semester		
H2010	VI	Financial Management
H2020	VII	Marketing Management
H2030	VIII	Human Resource Management
H2040	IX	Quantitative Techniques for Managers
H2050	X	Strategic Management
Third Semester		
H3010	XI	Human Resource Development
H3020	XII	Performance Management
H3030	XIII	HRM in Knowledge Based Organisation
H3040	XIV	Industrial Relations Management
H3050	XV	Employee Legislation
Fourth Semester		
H4010	XVI	Organizational Development and Change
H4020	XVII	Human Resource Accounting
H4030	XVIII	Compensation Management
H4040	XIX	Human Resource Information System
H4050	XX	Global HR Practices
H4060	XXI	Project Work

MASTER OF BUSINESS ADMINISTRATION GENERAL	
COURSE CODE:43	MBA(General)

OBJECTIVES

This program aims at:

- Enabling the students to understand and appreciate the concept of marketing and the perspectives associated with it as relevant to the 21st century economics; and
- To provide industry relevant education in the functional area of finance;
- To enable the right understanding and resolving of live management issues.
- Enabling the participants to understand dynamics of leading business organization in the global context

COURSE STRUCTURE & SCHEME OF EXAMINATIONS

Paper Code	Paper No	Name of the Paper	Duration (Hours)	Total Marks
FIRST YEAR				
First Semester				
H1010	I	Management Process and Behaviour	3	100
H1020	II	Managerial Economics	3	100
H1030	III	Accounting for Managers	3	100
H1040	IV	Business Environment and Law	3	100
H1050	V	Research Methodology	3	100
Second Semester				
H2010	VI	Financial Management	3	100
H2020	VII	Marketing Management	3	100
H2030	VIII	Human Resource Management	3	100
H2040	IX	Quantitative Techniques for Managers	3	100
H2050	X	Strategic Management	3	100

SECOND YEAR

Third Semester

Paper Code	Paper No	Stream A	Stream B	Stream C
H3010	XI	Management Control System	Management Control System	Management Control System
H3020	XII	Entrepreneurship Management	Entrepreneurship Management	Entrepreneurship Management
H3030	XIII	Consumer Behaviour	Indian Financial System	HRM in Knowledge Based Organization
H3040	XIV	Sales & Distribution Management	Security Analysis and Portfolio Management	Training and Development
H3050	XV	Services Marketing	Global Financial Management	Compensation Management

Fourth Semester

Paper Code	Paper No	Stream A	Stream B	Stream C
H4010	XVI	Information Technology and E-Business	Information Technology and E-Business	Information Technology and E-Business
H4020	XVII	International Business	International Business	International Business
H4030	XVIII	Internet Marketing	Management of financial Services	Cross Cultural Business Management
H4040	XIX	Product Development and Management	Financial Derivatives	Industrial Relations Management
H4050	XX	Global Marketing Management	Project Financing	Performance Management
H4060	XXI	Project Work	Project Work	Project Work

The students shall choose any one out of three streams during III and IV semester. Students will not be permitted to switch over from one stream to another stream in the III and IV Semesters.

REGULATIONS FOR ADMISSION TO MCA

ELIGIBILITY

Bachelor's degree in Computer Applications/Commerce / Corporate Secretaryship / Economics / Business Administration with Mathematics /Business Mathematics / Statistics / Computer Applications as one of the subject or Bachelor's degree in Science with Mathematics/Statistics as one of the subjects with a minimum of 55% marks from a recognised University.

Applicants possessing degrees awarded by the Universities not recognised by the UGC are not eligible for admission.

DURATION OF THE PROGRAMME

The duration of the programme is **Three years** through **English** medium under semester pattern spread over six semesters.

FEE STRUCTURE FOR MCA - (For Three years)

Fee Structure	Rs.
Registration Fee	200
Matriculation Fee	50
Eligibility/Recognition Fee*	200
Study Material Fee	3050
University Development fund	1000
THE FEE MAY BE PAID AS FOLLOWS	Rs.
FIRST YEAR First Semester (To be paid at the time of Admission)	16500
FIRST YEAR Second Semester To be paid on or before 31 st January	12000
SECOND YEAR Third Semester To be paid on or before 31 st July	12000
SECOND YEAR Fourth Semester To be paid on or before 31 st January	12000
THIRD YEAR FIVETH Semester To be paid on or before 31 st July	12000
THIRD YEAR Sixth Semester To be paid on or before 31 st January	12000
Total Fee	76500

* For Degree from Foreign Universities, a sum of Rs.450 has to be paid instead of Rs.200/-

Course Structure

I Semester

Sl.No.	Code	Course Title
1	H1010	Mathematical Foundation of Computer Science
2	H1020	Computer Organisation and assembly language programming
3	H1030	Data Structures
4	H1040	Business Process
5	H1050	Information Technology
6	H1060	Computer Lab I (DFS using C)
7	H1070	Computer Lab II (Assembly language programming)

II Semester

Sl.No.	Code	Course Title
1	H2010	Fundamentals of Algorithms
2	H2020	Object-Oriented Programming
3	H2030	Operating systems
4	H2040	Computer Lab III (Algorithms)
5	H2050	Computer Lab IV (Operating systems)
6	H2060	Elective I
7	H2070	Elective II

Choose any two electives

Accounting and Financial Management

Operation Research

System Software

III Semester

Sl.No.	Code	Course Title
1	H3010	Database Management Systems
2	H3020	Computer Networks
3	H3030	Management Concepts and Strategies
4	H3040	Computer Lab V (DBMS)
5	H3050	Computer Lab VI (Networks)
6	H3060	Elective III
7	H3070	Elective IV

Choose any two electives
Automata and Formal Languages
Computer Graphics
Architecture of Unix

IV Semester

Sl.No.	Code	Course Title
1	H4010	Windows and Visual programming
2	H4020	Principles of Programming Languages
3	H4030	Software Engineering
4	H4040	Computer Lab VII (Windows and Visual programming)
5	H4050	Computer Lab VIII (Software Engineering)
6	H4060	Elective V
7	H4070	Elective VI

Choose any two electives
Multimedia Systems and Applications
Object Oriented Analysis and Design
Data Warehousing and Mining

V Semester

Sl.No.	Code	Course Title
1	H5010	Internet programming and Web Technology
2	H5020	Middleware Technology
3	H5030	Computer Lab IX (Client server and web Technology)
4	H5040	Mini Project
5	H5050	Elective VII
6	H5060	Elective VIII
7	H5070	Elective IX

Choose any three electives
E-Commerce
Elements of Software Project Management
Software Testing and Quality Assurance
Fundamentals of Agent technology
Introduction to Software Architecture

VI Semester

Sl.No.	Code	Course Title	H/S	Credits
1	H6010	Project Seminar	H	4
2	H6020	Project work	H	4
3	H6030	Project Report And Viva-voce	H	4