

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	Rs.
1	Registration Fee	200
2	Matriculation Fee	50
3	University Development Fund	1000
4	Recognition Fee*	200
5	Study Material Fee & Handling Charges	3050
6	Tuition Fee	8000/- (Per Semester)
	Total for Rs.	36500
THE FEE MAY BE PAID AS FOLLOWS		Rs.
FIRST YEAR First Semester To be paid at the time of Admission		12500
FIRST YEAR Second Semester To be paid on or before 31st January.		8000
SECOND YEAR Third Semester To be paid on or before 30TH July		8000
SECOND YEAR Fourth Semester To be paid on or before 31st 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 I	II	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.