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UNIVERSITY OF MYSORE
Estd. 1916

VishwavidyanilayaKaryasoudha
Crawford Hall, Mysuru- 570 005
Dated: 15th June 2018

No.AC6/28/2018-19

NOTIFICATION

Sub: Revision of Master of Business Administration (MBA) Syllabus, Scheme of Examination as per CBCS Pattern from the academic year 2018-19.

- Ref: 1. Decision of the Board of Studies in Business Administration (PG) held on 05-12-2017 & 06-012-2017.
2. Decision of the Faculty of Commerce Meeting held on 19.04. 2018.
3. Decision of the Deans committee Meeting held on 22.05.2018.

The Board of Studies in of Business Administration (Post graduate) which met on 05th December 2018 & 06th December 2018 has recommended to revise the Master of Business Administration (MBA) Course Syllabus and Scheme of Examination as per CBCS Pattern from the academic year 2018-19.

The Faculty of Commerce and the Deans Committee held on 19-04-2018 and 22.05.2018 respectively have approved the above said proposal with pending ratification of Academic Council and the same is hereby notified.

The contents may be downloaded from the University Website i.e., www.uni-mysore.ac.in

M. Srinivas
15/6
Deputy Registrar (Academic)

Draft Approved by the Registrar

To:

1. The Registrar (Evaluation), University of Mysore, Mysuru.
2. The Dean, Faculty of Commerce, B.N. Bahadur Institute of Management Sciences, Manasagangotri, Mysuru.
3. The Chairman, B.N.Bahadur Institute of Management Science, Manasagangotri, Mysuru.
4. The Chairman, Board of Studies in Business Administration, (PG) B.N. Bahadur Institute of Management Sciences, Manasagangotri, Mysuru.
5. All the Principals/Directors of Affiliated College running Master of Business Administration Post Graduate Programme.
6. The Director, College Development Council, MoulyaBhavan, Manasagangotri, Mysuru.
7. The Deputy Registrar/Assistant Registrar/Superintendent, AB and EB, University of Mysore, Mysuru.
8. The PA to Vice-Chancellor/Registrar/Registrar (Evaluation), University of Mysore, Mysuru.
9. Office Copy.

**COURSE CURRICULUM & REGULATIONS GOVERNING MASTER OF
BUSINESS ADMINISTRATION (MBA) DEGREE COURSE**

W.E.F 2018

**AS PER UGC GUIDELINES ON ADOPTION OF CHOICE BASED CREDIT
SYSTEM**

REGULATIONS

1. Course Title

The course shall be called ‘Master of Business Administration Degree Course’. The duration of the course is two years consisting of four semesters; two semesters in each year. A candidate joining the course shall pursue prescribed courses of studies.

2. Eligibility for Admission

Any graduate or postgraduate in arts, science, commerce, business management, allied sciences, engineering and technology, medical sciences of this University or from any other university considered equivalent thereto shall be eligible for admission to the course. Further the applicant shall have a minimum of 50% in the qualifying examination. A relaxation of 5% is available for SC/ST & Cat-I candidates. Selection of candidates to the course shall be done as per rules of the University and Government of Karnataka.

3. Course Content and Instruction

Course content: The course comprises of subjects of study, internship, project work and field work as prescribed.

Pedagogy includes lectures, case studies, group discussions, quizzes, seminars, computer practicals, factory visits etc.

a) Courses in the programme are of three types: Core (C), Electives (E) and Project (P)

Core (C): Core Course is the course, which is to be compulsorily studied by a student as a core requirement to complete the programme. Business Familiarization Report (BFR) and Final Project Report are part of the core courses.

Foundation (F): Foundation (F) courses are the courses based upon the contents that lead to knowledge enhancement that are mandatory for all disciplines.

Elective (E): Elective Course is a course, which can be chosen from a group of papers.

b) Internship and Business Familiarization Report (BFR): In the beginning of the third semester, the students shall undertake team based internship in a business firm and prepare a Business Familiarization Report under the guidance of a faculty member. The report shall be submitted before the commencement of the third semester examinations failing which the student shall not be permitted to appear for the third semester examination. Business Familiarization guidance to twenty students is considered equivalent to teaching of a course of two credits.

- c) **Final Project:** During the fourth semester, each student shall undertake an individual project work and prepare a project report strictly in accordance with the guidelines, in their elective area, under the supervision of a faculty. The final project report must be submitted before the commencement of the fourth semester examination, failing which the student shall not be permitted to appear for the examination.
- d) Project work guidance to ten students is considered equivalent to teaching of a course of four credits.

4. Attendance and Conduct

The Course is a full time course and students **SHALL NOT** take up any employment/course, part time or full time during their study. Students found violating this rule shall be removed from the course. Minimum attendance of 75% of actual working hours is required in each paper. A student who does not satisfy the requirements of attendance and conduct shall not be permitted to appear for the examination in the concerned subject.

5. Evaluation

Evaluation of each subject is divided into continuous assessment (CA) and end term examination with marks allocated as shown in the table. Continuous assessment will be carried out in two stages: One after the eight weeks of instructions designated as C1, the second, after sixteen weeks of instruction designated as C2. The end of term examination designated as C3 will be held between eighteenth and twentieth week of the semester. Marks will be awarded on the basis of continuous assessment that include announced and surprise tests, term papers / seminars / quizzes / case discussions, viva and practical's.

The breakup of marks will be as follows:

- | | | |
|-------|--------------------------------|------------|
| a. C1 | (Covering the first two units) | – 15 Marks |
| b. C2 | (Covering the next two units) | – 15 Marks |
| c. C3 | (Covering all the units) | – 70 Marks |

Total –100 Marks

Term end examination (C3) will be of 3 hours duration for each subject.

Setting questions papers and evaluation of answer scripts.

- I. Questions papers in three sets shall be set by the internal examiner for a course. Whenever there are no sufficient internal examiners, the chairman of BoE shall get the questions papers set by external examiners.
- II. The Board of Examiners shall scrutinize and approve the question papers and scheme of valuation.

5.1 (i) There shall be double valuation for all theory papers by two examiners. In case a candidate secures less than 30% in C1 and C2 put together in a course, the candidate is said to have **DROPPED** that course, and such a candidate is not allowed to appear for C3 in that course. In case a candidate's class attendance in a course is less than 75% or as stipulated by the University, the candidate is said to have

DROPPED that course, and such a candidate is not allowed to appear for C3 in that course.

Teachers offering the courses will place the above details in the Department Council meeting during the last week of the semester, before the commencement of C3, and subsequently a notification pertaining to the above will be brought out by the Chairman of the Department before the commencement of C3 examination. A copy of this notification shall also be sent to the office of the Registrar & Registrar (Evaluation).

5.2 In case a candidate secures less than 30% in C3, he/she may choose DROP/MAKEUP option. In case a candidate secures more than or equal to 40% in C3, but his/her grade (G) = 4, as per section 6.9 below, then he/she may be declared to have been conditionally successful in this course, provided that such a benefit of conditional clearance based on G=4 shall not be availed for more than 8 credits for the entire programme of Master's Degree of two years.

In case a candidate secures less than 30% in C3, he/she may choose DROP/MAKE-UP option.

The candidate has to exercise his/her option to DROP immediately within 10 days from the date of notification of results.

A MAKE UP examination for odd semester courses will be conducted along with next regular odd semester examinations and for even semester courses along with a next regular even semester examinations. If a candidate is still unsuccessful, he/she may opt for DROP or again take up MAKE UP examination; however, not exceeding double the duration norm in one stretch from the date of joining the course.

A candidate has to re-register for the DROPPED course when the course is offered again by the department. A candidate who is said to have DROPPED project work has to re-register for the same subsequently within the stipulated period. The details of any dropped course will not appear in the grade card.

The tentative / provisional grade card will be issued by the Registrar (Evaluation) at the end of every semester indicating the courses completed successfully. This statement will not contain the list of DROPPED courses.

Upon successful completion of Master's degree a final grade card consisting of grades of all courses successfully completed by the candidate will be issued by the Registrar (Evaluation).

6. Evaluation of Business Familiarization Report (BFR) and Final Project Report

6.1 BFR will be evaluated by the concerned guide, for 50 marks through internal valuation.

6.2 Each Final project report will be evaluated for 70 marks by internal and external examiners. The guide ordinarily shall be the internal examiner. A viva-voce on the project report for 30 marks will be conducted by a board of three members constituted by the Chairman, BOE from the approved list of examiners.

7. Calculation of Cumulative Grade point Average (CGPA)

The grade and the grade point earned by the candidate in the subject will be as given below

G	G	GP=VXG
30-39	4	V*4
40-49	5	V*5
50-59	6	V*6
60-64	6.5	V*6.5
65-69	7	V*7
70-74	7.5	V*7.5
75-79	8	V*8
80-84	8.5	V*8.5
85-89	9	V*9
90-94	9.5	V*9.5
95-100	10	V*10

Here, P is the percentage of marks ($P = [(C1+C2)+M]$) secured by a candidate in a course which is rounded to nearest integer. V is the credit value of course. G is the grade and GP is the grade point.

A candidate can withdraw any course within in ten days from the date of notification of final results. Whenever a candidate withdraws a paper, he/she has to register for the same course in case it is hard core course, the same course or an alternate course if it is soft core/open elective. A DROPPED course is automatically considered as a course withdrawn.

Overall cumulative grade point average (CGPA) of a candidate after successful completion the required number of credits (76) is given by

$$\text{CGPA} = \frac{\Sigma \text{GP}}{\text{Total number of credits}}$$

8. Declaration of results

The final grade point (FGP) to be awarded to the student is based on CGPA secured by the candidate and is given as follows.

CGPA	FGP	
	Numerical Index	Qualitative Index
4 <= CGPA < 5	5	SECOND CLASS
5 <= CGPA < 6	6	
6 <= CGPA < 7	7	FIRST CLASS
7 <= CGPA < 8	8	
8 <= CGPA < 9	9	DISTINCTION
9 <= CGPA < =10	10	

Overall percentage=10*CGPA or is said to be 50% in case CGPA<5

9. Medium of Instruction

The medium of instruction shall be English.

10. In case of any discrepancy, the general provisions of CBCS and CAGP of the University of Mysore will be applicable.

UNIVERSITY OF MYSORE
DEPARTMENT OF STUDIES IN BUSINESS ADMINISTRATION
CHOICE BASED CREDIT SYSTEM- 2018-2019
MBA Course Structure and Syllabi
Minimum Credits required for MBA Degree

I to IV Semesters	Core Course (C)		Foundation course (F)		Elective Course (E)		Total	
	Numbers	Credits	Numbers	Credits	Number	Credits	Numbers	Credits
	14	52	4	12	8	25	26	89

Minimum Credits to be registered by a student in a normal phase to successfully complete MBA degree in four semesters

Semesters	Core Course (C)		Foundation course (F)		Elective Course (E)		Total	
	Numbers	Credits	Numbers	Credits	Number	Credits	Numbers	Credits
I	5	19	2	6			7	25
II	5	19	2	6			7	25
III	3	10			3	9	6	19
IV	1	4			5	16	6	20
Total	15	52	4	12	7	21	26	89

Minimum Credits to be registered by a student in a normal phase to successfully complete MBA degree in ODD and EVEN semesters

Semesters	Core Course (C)		Foundation course (F)		Elective Course (E)		Total	
	Numbers	Credits	Numbers	Credits	Number	Credits	Numbers	Credits
ODD	8	29	2	6	3	9	13	44
EVEN	6	23	2	6	5	16	13	45
Total	14	48	13	12	7	21	25	89

First Semester- MBA*

Sl.No	TITLE OF THE PAPER	C/F/E	L:S/T/FW:P	CREDIT	Teaching Hours per week
1.	Management Concepts and Theories	C	2:1:0	3	4
2.	Organizational Behavior	C	3:1:0	4	5
3.	Management Accounting	C	3:0:1	4	5
4.	Statistics for Management	C	3:0:1	4	5
5.	Managerial Economics	C	3:1:0	4	5
6.	Managerial Communication	F	2:1:0	3	4
7.	Business, Government and Society	F	2:1:0	3	4
8.	Computer Applications in Management	F	1:0:2	3	5

Second Semester-MBA*

Sl.No	TITLE OF THE PAPER	C/F/E	L:S/T/FW:P	CREDIT	Teaching Hours per week
1.	Marketing management	C	3:1:0	4	5
2.	Human Resource Management	C	3:1:0	4	5
3.	Corporate Finance	C	3:0:1	4	5
4.	Business Research Methods	C	3:0:1	4	5
5.	Operations Management	C	2:1:0	3	4
6.	Legal Aspects of	F	3:0:0	3	3

	Business				
7.	Management Information System	F	1:0:2	3	5
8.	Operations Research	F	2:0:1	3	4
9.	Global Business Environment	F	2:1:0	3	4

*Any two foundation courses from the available foundation courses shall be selected by a student at the commencement of I and II Semesters. The Department Council/ Affiliated College will announce at the beginning of the first and second semesters, any two or more foundation courses which will be offered during I and II semesters depending upon the availability of faculty and the demand for foundation courses. The minimum number of students opting for a foundation course should be twenty.

Third Semester-MBA

Sl.No	TITLE OF THE PAPER	C/F/E	L:S/T/FW:P	CREDIT	Teaching Hours per week
1.	Project Management	C	3:1:0	4	5
2.	Entrepreneurship and Small Business	C	3:1:0	4	5
3.	Elective-I**	E	2:0:1	3	4
4.	Elective-II	E	3:0:0	3	5
5.	Elective-III	E	3:0:0	3	5
6.	Business Familiarization Report	C	0:0:2	2	2 Hrs/week for 20 students

Electives: Group-I

	TITLE OF THE PAPER	C/F/E	L:S/T/FW:P	CREDIT	Teaching Hours per week
Elective-I	Consumer Behaviour and Marketing Research	E	2:0:1	3	4
Elective-II	Sales and logistics Management	E	2:1:0	3	4
Elective-III	Advertising and Sales Promotion	E	2:1:0	3	4

Electives: Group-II

	TITLE OF THE	C/F/E	L:S/T/FW:P	CREDIT	Teaching
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	PAPER				Hours per week
Elective-I	Advanced Corporate Finance	E	2:1:0	3	4
Elective-II	Financial Markets and Institutions	E	2:1:0	3	4
Elective-III	Portfolio Management	E	2:1:0	3	4

Electives: Group-III

	TITLE OF THE PAPER	C/F/E	L:S/T/FW:P	CREDIT	Teaching Hours per week
Elective-I	Human Resource Development	E	2:1:0	3	4
Elective-II	Organizational Change and Development	E	2:1:0	3	4
Elective-III	Training and Development	E	2:1:0	3	4

Electives: Group-IV

	TITLE OF THE PAPER	C/F/E	L:S/T/FW:P	CREDIT	Teaching Hours per week
Elective-I	International Economics	E	2:1:0	3	4
Elective-II	India and WTO	E	2:1:0	3	4
Elective-III	Export-Import Procedures and documentation	E	2:1:0	3	4

Electives: Group-V

	TITLE OF THE PAPER	C/F/E	L:S/T/FW:P	CREDIT	Teaching Hours per week
Elective-I	System analysis and Design	E	2:0:1	3	4
Elective-II	Software Engineering and Management	E	2:0:1	3	4
Elective-III	Database Management	E	2:0:1	3	4

	Techniques				
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Electives: Group-VI

	TITLE OF THE PAPER	C/F/E	L:S/T/FW:P	CREDIT	Teaching Hours per week
Elective-I	Supply Chain Management	E	2:0:1	3	4
Elective-II	Operations Strategy	E	2:0:1	3	4
Elective-III	Services and Retail marketing	E	2:0:1	3	4

Fourth Semester-MBA

Sl.No	TITLE OF THE PAPER	C/F/E	L:S/T/FW:P	CREDIT	Teaching Hours per week
1.	Strategic Management	C	3:1:0	4	5
2.	Elective-I	E	3:0:0	3	5
3.	Elective-II	E	3:0:0	3	5
4.	Elective-III	E	3:0:0	3	5
5.	Elective-IV	E	3:0:0	3	5
6.	Project Work***	E	0:0:4	4	4 Hrs/week for 10 students

Electives: Group-I

	TITLE OF THE PAPER	C/F/E	L:S/T/FW:P	CREDIT	Teaching Hours per week
Elective-IV	Product and Brand Management	E	2:0:1	3	4
Elective-V	Business Marketing Management	E	2:1:0	3	4
Elective-VI	Services Marketing	E	2:1:0	3	4
Elective-VII	International Marketing	E	2:1:0	3	4

Electives: Group-II

	TITLE OF THE PAPER	C/F/E	L:S/T/FW:P	CREDIT	Teaching Hours per week
Elective-IV	Strategic	E	2:0:1	3	4

	Financial Management				
Elective-V	Derivatives	E	2:1:0	3	4
Elective-VI	International Financial Management	E	2:1:0	3	4
Elective-VII	Corporate Taxation	E	2:1:0	3	4

Electives: Group-III

	TITLE OF THE PAPER	C/F/E	L:S/T/FW:P	CREDIT	Teaching Hours per week
Elective-IV	Strategic Human Resource Management	E	2:0:1	3	4
Elective-V	Labour Legislation	E	2:1:0	3	4
Elective-VI	Industrial and Collective Bargainig	E	2:1:0	3	4
Elective-VII	Knowledge Management	E	2:1:0	3	4

Electives: Group-IV

	TITLE OF THE PAPER	C/F/E	L:S/T/FW:P	CREDIT	Teaching Hours per week
Elective-IV	India's Foreign Trade	E	2:0:1	3	4
Elective-V	International Trade Policy	E	2:1:0	3	4
Elective-VI	International Financial Management	E	2:1:0	3	4
Elective-VII	International Marketing	E	2:1:0	3	4

Electives: Group-V

	TITLE OF THE PAPER	C/F/E	L:S/T/FW:P	CREDIT	Teaching Hours per week
Elective-IV	Enterprise Resource Planning and	E	2:0:1	3	4

	Business Process Re-Engineering				
Elective-V	Electronic Commerce	E	2:1:0	3	4
Elective-VI	IPR and Cyber Laws	E	2:1:0	3	4
Elective-VII	Business Strategies	E	2:1:0	3	4

Electives: Group-VI

	TITLE OF THE PAPER	C/F/E	L:S/T/FW:P	CREDIT	Teaching Hours per week
Elective-IV	Sales and Logistics Management	E	2:0:1	3	4
Elective-V	Retail Management	E	2:1:0	3	4
Elective-VI	Promotion and Relationship Management	E	2:1:0	3	4
Elective-VII	Operations Research	E	2:1:0	3	4

***L=Lecture – 1 hour of lecture per week in a semester = 1 credit**

S/T/FW = Seminars/Tutorials/Field Work – 2 hours of seminars / tutorial / field work per week per week in a semester = 1 credit

P = Practicals – 2 hours of practicals per week per week in a semester = 1 credit

**** Elective Groups:**

Any one *group* from the available Elective Groups shall be selected by a student at the commencement of III Semester. Once a group has been selected, no change in the selected group will be allowed later in the fourth semester. The Department/ Affiliated College will announce at the end of the second semester, any one or more Elective Groups which will be offered during III and IV semesters depending upon the availability of faculty members and the demand for elective groups. An Elective Group can be offered if there are minimum ten students opting for that group.

***A student shall register for Business Familiarization Report in third semester which carries 2 credits. In the fourth semester project work must be carried out for preparing the final project work report which carries 4 credits.