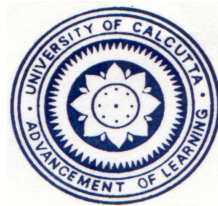


DEPARTMENT OF BUSINESS MANAGEMENT
UNIVERSITY OF CALCUTTA



REGULATIONS & SYLLABI - 2006

Regulations Relating to the Two-Year Post Graduate Degree in BUSINESS MANAGEMENT (MBM)

1. General

- 1.01** The course of study leading to the Post-graduate Degree in BUSINESS MANAGEMENT of the University of Calcutta shall be conducted by the Department of Business Management.
- 1.02** The University shall lay down from time to time such subsidiary rules of admission, courses of study and methods of examination as may be deemed necessary for the maintenance of adequate standards of University Education.

2. Duration of the Course

- 2.1** Two full academic years including project work divided into four semesters.
- 2.2** The classes may be held both in day session and evening session depending on the availability of the resources.

3. Admission

- 3.01** The minimum qualification for admission to the course is a Bachelor's Degree (10+2+3) system with Honours in Arts/ Science/ Commerce/ Engineering and Technology/ Medical Science/Professional Courses/or its equivalent from any University recognized by the University of Calcutta.
- 3.02** The last date for the receipt of applications, the last date for admission, the date of commencement of classes of the BUSINESS MANAGEMENT course shall be fixed each year by the University.
- 3.03** The applicants for the admission to the BUSINESS MANAGEMENT course shall be required to undergo UGC specified national entrance tests like CAT, MAT and/or JEMAT etc. as decided by the University each year followed by group discussion and Personal Interview to be conducted by a Selection Committee duly constituted by the University. The Selection Committee shall consist of
- i) all the whole time teachers of the department and
 - ii) two external experts approved by the Vice-Chancellor.
- The Head of the Department shall be the ex-officio chairman and the Secretary, U.C.A.C. shall be an ex-officio member.
- 3.04** Each member present in the Selection Committee as stated in clause 3.03 will award each candidate marks on Group Discussion & Personal Interview separately. The final admission test scores will be computed on the basis of the average of the marks awarded by all the members present. The candidates will be selected from that list of scores by order of merit.

- 3.04.1** Total number of seats for the course will be 33 (excluding readmissions) or the number approved by the appropriate authority of which 22% will be Schedule Caste and 6% of Schedule Tribes (or any other statutory /constitutional reservation criteria as enforced by the authority of the University of Calcutta) and the rest will be from the general category.
- 3.04.2** The candidates in the reserved category as stated in **3.04.1** will be selected on the basis of common admission tests only (as per clause **3.03**). However, the candidates must obtain at least 25% less of the lowest score in the general category selected for group discussion and personal interview.
- 3.04.3** If following provision **3.04.2** any/more than one of the reserved seats remains vacant, the vacant seats will be filled up from general category in order of merit list as prepared, subject to permission of the appropriate authority.
- 3.05** After the selection for the admission to the BUSINESS MANAGEMENT course, the candidate shall, within the date fixed by the Business Management Department deposit the necessary fees prescribed for the purpose. If the candidate fails to deposit the fees within the stipulated time, his/ her selection shall automatically be cancelled. Such a candidate shall not be admitted to the course unless fresh order for selection is made or an extension of the date of payment is granted by the Department.
- 3.06** Admission to the BUSINESS MANAGEMENT course shall only be in the first semester of the first year of the two-year academic programme.

4. Course of Study

- 4.01** A candidate admitted to the BUSINESS MANAGEMENT course shall register himself/ herself as a student of the University of Calcutta.
- 4.02** The course of study for the BUSINESS MANAGEMENT course shall be two-year full time course divided into four semesters.
- 4.03** Students admitted to the two-year BUSINESS MANAGEMENT course shall pursue the regular courses of lectures, and other academic arrangements made for the two-year academic term.
- 4.04** A student of the MBM course shall not be permitted to seek admission concurrently to any other equivalent or higher degree course in this university.
- 4.05** A student shall be deemed to have pursued a regular course of study in a subject provided he/ she has attended at least **65 per cent** of the lectures delivered in each subject of his/ her semester course of study.
- 4.06** The attendance of a candidate shall be counted from the date on which the respective classes begin, or from the date on which he/ she is admitted which ever is later.
- 4.07** The University shall have the power to condone a deficiency in attendance, as per rule.
- 4.08** A student who fails to pursue a regular course of study as stated in **4.05** to **4.07** may be allowed to take re-admission to the same course the next year only.
- 4.09** Students of the two-year Post Graduate Degree BUSINESS MANAGEMENT course shall have to pursue a course of study of the following papers distributed into Four Semesters.

4.10 (*Syllabus is in the Annexure – I*) The syllabus as presented in Annexure 1 shall be amenable to changes , if so required , by the Board of Studies from time to time

5. Examinations

5.01 Semester Examinations in BUSINESS MANAGEMENT shall be held every six months in Kolkata and at such other places as shall be determined from time to time by the University. The date of commencing of the examination shall be duly notified.

5.02 MBM Semester I, II, III & IV Examinations will be sequentially held at the interval of every six months.

5.02.1 In each academic session two semesters will be simultaneously conducted i.e., I & III or II & IV, at the end of which corresponding semester examinations will be held.

5.03 A student will be allowed to appear in a semester examination only after he/she completes his/her regular MBM course of study for that semester.

5.04 30% marks in any paper in any semester will be deemed as pass marks for that paper. A candidate who fails to secure 30% marks in any paper will be allowed to appear in that paper when the corresponding semester examination is held next. He will be allowed two such consecutive chances for each paper.

5.05 Classes for the next semester course will start immediately as per notification by the Department of Business Management.

5.06 Students shall have to specialize in a major and a minor group of special papers offered in semesters III & IV. Students will have to appear in the final examination in 10 Papers of the Major Specialization and 4 Papers in the Minor Specialization.

5.06.1 Semester wise distribution of papers and the syllabus will be as in **Annexure – I**

5.07 MBM (I + II+ III + IV) examinations will be held in **3200 marks** with **800 marks** per semester. 20% of marks in each theoretical paper will be reserved for internal assessment.

5.08 Each semester examination will be held in 8 papers of 100 marks each. The first 16 papers for semesters I & II will be compulsory papers (CP). The Specialization Papers (Optional Papers – OP) will be in semesters III & IV.

5.09 Students will have to take one Major group (of 10 Papers) in one of the specializations offered and one Minor group (of 4 Papers) from any other specialization.

5.10 A student will be declared to have passed the MBM examination on the basis of the results in semesters I, II, III, IV examinations. The minimum qualifying marks for this will be 40 % in theoretical and 40 % in field study/project report and 40 % in viva voce test taken separately.

5.11 The examination for field study, project report and viva voce shall be conducted as decided by the Board of Studies.

5.12 Candidates having passed as per **5.10** but scoring less than 60 per cent marks in the aggregate will be declared to have passed the MBM examination in the 2nd class; those scoring 60 % or more in the aggregate will be declared to have passed in the 1st class.

- 5.13** A candidate who fails to appear in one semester examination or in any paper in the examination may be allowed to appear for that examination /paper along with other semester examination (based on the syllabus in force at the time of examination) or separately, for which he/she will be given next two consecutive chances.
- 5.14** A student of MBM Course, if he/she so desires, may cancel any paper or papers, in any semester examination within one month from the date of issuing the mark-sheets and may re-appear in those papers in the next available examination. The marks obtained in that examination will be treated as his original marks. This facility shall however be offered only once. However, if the candidate fails to appear in the repeat examination the marks obtained in the earlier examination shall be deemed to be final.
- 5.15** On the completion of the results the University shall publish a list of successful candidates arranged in two classes and in order of merit.
- 5.16** Each successful candidate shall receive his/her degree of MBM in the form of a certificate stating the year of passing and the class in which he/she was placed.
- 5.17** In case any issue emerges in pursuance of this CSR or other wise related to the CSR, the matter will be decided by the Departmental Committee with the approval of the Vice-Chancellor.
- 5.18** This CSR of Department of Business Management supersedes all other previous CSR of Department of Business Management existing in any form.
- 5.19** This CSR will be operative from **August 2006 onwards.**

ANNEXURE – I

CONTENTS OF PAPERS FOR SEMESTER – I (JULY – DECEMBER)

PAPER NO.	TITLE	MODULES
CP – 101	Management Principles, Process.	I = Management Principles II = Management Process
CP – 102	Organisation Behaviour and Management of Change	I = Organisation Behaviour II = Management of Change
CP – 103	Managerial Economics – I (Micro)	I = Micro Economics - I II = Micro Economics – II
CP – 104	Managerial Economics – II (Macro)	I = Macro Economics - I II = Macro Economics – II
CP – 105	Statistical Methods	I = Statistics for Managerial Decision – I II = Statistics for Managerial Decision – II
CP – 106	Accounting for Managers	I = Financial Accounting II = Cost Accounting
CP – 107	Ecology, Ethics and Business	I = Ecology & Business II = Business Ethics
CP – 108	Fundamental of Computers	I = Introduction & Basics of Computer Hardware II = Programming Principles & Business Data Processing

CONTENTS OF PAPERS FOR SEMESTER – II (JANUARY - JUNE)

PAPER NO.	TITLE	MODULES
CP – 201	Business Environment	I = Non Economic Environment II = Economic Environment
CP – 202	Business Policy and Strategic Management	I = Business Policy II = Strategic Management
CP – 203	Financial Management	I = Financial System II = Financial Decision Process
CP – 204	Marketing Management	I = Marketing Management - I II = Marketing Management – II
CP – 205	Production Management & Operations Research Techniques	I = Production Management II = Operations Research Techniques
CP – 206	Human Resource Management	I = Human Resource Management – I II = Human Resource Management – II
CP – 207	Research Methodology & Econometrics	I = Research Methodology II = Econometrics
CP – 208	MIS and Computers Applications	I = Management Information System (MIS) II = Business Communication

CONTENTS OF PAPERS FOR SEMESTER – III (JULY - DECEMBER)

MARKETING MANAGEMENT

OPMKT – 301	Consumer Behaviour	Module I = Consumer Behaviour- I Module II = Consumer Behaviour II
OPMKT – 302	Advertising Management – (I) & Sales Promotion – (I)	Module I = Advertising Management – I Module II = Sales Promotion – I
OPMKT – 303	International Marketing	Module I = International Marketing & International Business Module II = Trans National Corporation in International Market
OPMKT – 304	Sectoral Marketing Management	Module I = Non-profit Institutions Module II = Rural Marketing
OPMKT – 305	Strategic Marketing & Services Marketing	Module I = Strategic Marketing Module II = Service Marketing
OPMKT – 306	Industrial Marketing	Module I = Industrial Marketing Module II = Logistics in Marketing

MINOR PAPERS - 301, 302

OPERATIONS MANAGEMENT AND SYSTEMS ANALYSIS

OPORS – 301	Quantitative Techniques and Control – I	I = Linear Programming, Transportation and Assignment Problems II = Inventory Management and Game Theory
OPORS – 302	Application Software Development	I = Structured Systems Analysis and Design II = DBMS
OPORS – 303	Advanced Mathematics, Network Analysis & Project Management	I = Advanced Mathematics II = Network Analysis & Project Management
OPORS – 304	Reliability, Sequencing & Replacement Model	I = Reliability Theory II = Sequencing & Replacement Model
OPORS – 305	Principles of Operating Systems and Data Structure & Algorithms	I = Principles of Operating Systems II = Data Structure & Algorithms
OPORS – 306	E-commerce Programming Languages & Development of Internet Applications	I = E-commerce Programming Languages II = Development of Internet Applications

MINOR PAPERS - 301, 302

FINANCIAL MANAGEMENT

OPFM – 301	Accounting for Management	I = Management Accounting II = Management Control System
OPFM – 302	Indian Financial System	I = Financial Institutions in India II = Financial Market & Instruments
OPFM – 303	Financial Economics	I = Economics & Management of Financial Services II = Financial Derivatives
OPFM – 304	Cost Management	I = Advanced Costing II = Working Capital Management
OPFM – 305	Tax Management	I = Income Tax Laws II = Tax Planning
OPFM – 306	Project Management & Control	I = Project Management & Control – I II = Project Management & Control – II

MINOR PAPERS - 301, 302

HUMAN RESOURCE MANAGEMENT

OPHRM – 301	Managing Interpersonal & Group Process	Module I = Interpersonal Relationship Module II = Group Dynamics
OPHRM – 302	Human Resource Management	Module I = Man Power Planning Module II = Selection & Recruitment
OPHRM – 303	Labour Economics	Module I = Wage Theory Module II = Characteristics of Labour in Less developed Countries
OPHRM – 304	Management of Industrial Relations	Module I = Industrial Relations Module II = Trade Unionism
OPHRM – 305	Cross & Global Human Resource Management	Module I = The Role of Culture Module II = HRM in the Modern Era
OPHRM – 306	Human Resource Accounting & Compensation Management	Module I = Human Resource Accounting Module II = Compensation Management

MINOR PAPERS - 301, 302

CONTENTS OF PAPERS FOR SEMESTER – IV (JANUARY - JUNE)

MARKETING MANAGEMENT

OPMKT – 401	Sales Management & Retail Management	Module I = Theories of Selling & Management Module II = Retail Management
OPMKT – 402	Market research & Assessment	Module I = Sampling Techniques Module II = Market Share & New Product Decision Theories
OPMKT – 403	Market Forecasting Techniques	Module I = Trends & Forecast Module II = Box – Jenkins Models & other forecasting techniques
OPMKT – 404	Advertising Management – (II) & Sales Promotion – (II)	Module I = Advertising Management – II Module II = Sales Promotion–II: Integrated Promotion & Public Relation

MINOR PAPERS - 401, 402

OPERATIONS MANAGEMENT AND SYSTEMS ANALYSIS

OPORS – 401	Production and Operations Management Principles	I = Production Management Principles II = Operations Management Principles
OPORS – 402	Programming Languages & Computer Networking Principles	I = Programming Language C++ II = Computer Networking Principles
OPORS – 403	Quantitative Techniques and Control – II	I = Non Linear Programming, Integer Programming, Goal Programming, Stochastic Programming II = Queuing Theory
OPORS – 404	Structured Query Languages & Software Engineering	I = Structured Query Languages II = Software Engineering

MINOR PAPERS – 401, 402

FINANCIAL MANAGEMENT

OPFM – 401	Financial Management	I = Financial Decision Analysis II = Strategic Finance
OPFM – 402	Investment Management	I = Investment Environment II = Security Analysis
OPFM – 403	International Finance	I = International Finance-I II = International Finance-II
OPFM – 404	Portfolio Management	I = Bond Analysis & Management II = Portfolio Management

MINOR PAPERS - 401, 402

HUMAN RESOURCE MANAGEMENT

OPHRM – 401	Human Resource Development	Module I = Development & Training Module II = Evaluation & Appraisal
OPHRM – 402	Human Resource Counselling & Discipline	Module I = Counselling Module II = Disciplinary Activities
OPHRM – 403	Legal Framework Governing Human Relations	Module I = Industrial Law Module II = Labour Welfare Measures
OPHRM – 404	Industrial Psychology	Module I = Industrial Psychology Module II = Industrial Sociology

MINOR PAPERS - 401, 402

- ❖ **CP 405 = Project Work**
- ❖ **CP 406= Project Viva (50 marks)**
+ General Viva (50 marks)

Note: CP = Compulsory Paper

OPORS = Optional Paper Operation Research & System Analysis

OPFM = Optional Paper Financial Management

OPMKT = Optional Paper Marketing Management

OPHRM = Optional Paper Human Resource Management