

REGULATIONS FOR MBA DEGREE PROGRAMME*

(For the batches of candidates admitted in 2015-16 and subsequently)

TSM-MBA Program, as indicated, is divided into 6 trimesters over 2 years, with a summer internship at the end of first year. TSM seeks to constantly review the design, content and delivery of various courses for their continued relevance and need for updating in the context of changing business environment and management practices. As noted, there is a growing emphasis on project work and case studies as part of the regular courses at the School. While working on projects sponsored by organisations, students get the opportunity to interact with practising managers and gain insights into real-world problems.

1. CONDITIONS FOR ADMISSION

Candidates for admission to the programme leading to the Degree of Master of Business Administration (MBA) during the 2015-17 session should have passed any Degree examination or any other examination of any recognized University or authority for the time being accepted by Madurai Kamaraj University (MKU) as equivalent thereto and subject to amendments as may be made by the MKU from time to time.

2. DURATION OF THE PROGRAMME

- (i) Minimum duration:** The program leading to the Degree of Master of Business Administration (MBA) will extend over a period of 6 trimesters with 3 trimesters per academic year.
- (ii) Maximum duration:** The candidate shall complete all the passing requirements of the MBA Degree program within a maximum period of 4 years (12 trimesters), the period being reckoned from the commencement of the trimester to which the candidate was first admitted.
- (iii)** No student will be allowed to appear for more than 3 End-Term (final) examinations of any course (1 regular and 2 supplementary examination). A Candidate who fails more than 3 times shall Re-do the course.

3. STRUCTURE OF PROGRAMME

The overall structure of the MBA Programme is:

- Orientation Programme (prior to the beginning of Trimester 1)
- Trimesters 1 to 6
- Summer internship project

The programme details are as follows:

- (i) Curriculum:** The curriculum for the MBA degree programme including courses of study and short syllabi of the first year courses is given in Clause 8.
- (ii) Electives:** Every candidate shall opt for 14 courses from the elective stream will be spread over the different trimesters as shown in Clause 8.

* **NOTE:** The regulations hereunder are subject to amendments as may be made by the Academic Council of TSM from time to time. Any or all such amendments will be effective from such date and to such batches of candidates (including those already in the middle of the programme) as may be decided by the Academic Council.

(iii) Summer Internship / Project: Every candidate shall undertake a summer internship / Project for 8 weeks during the summer vacation preceding the fourth trimester in consultation with the faculty guide and the MBA programme administration.

(iv) Credit Assignment: Each course is normally assigned a certain number of credits as below:

Sr. No	No. of credits (indicative)	No. of contact sessions per term*
1	1.0 credit	8-9 sessions
2	1.5 credits	12-13 sessions
3	2.0 credits	16-18 sessions
4	3.0 credits	25sessions
5	4.0 credits	33sessions
6	4.0 credits	Summer Internship / Project
7	3.0 credits	Development Immersion Programme

*** Each session consists of 75 minutes**

The complete list of courses along with credits is shown in Clause 8.

(v) Minimum credits: For the award of the degree, the candidate must have successfully completed a minimum of 125.5-127.5 credits across the prescribed courses of study as given in Clause 8.

(vi) Medium of instruction: The medium of instruction, examinations, all reports and submissions etc. shall be English.

4. REQUIREMENTS FOR COMPLETION OF STUDY OF A TRIMESTER

A candidate will be deemed to have completed the study of any trimester only if:

- He/she does maintain not less than 85% of attendance vis-à-vis the total number of working days in the relevant trimester.
- his/her progress has been satisfactory and
- his/her conduct has been satisfactory

Provided that the minimum attendance requirement of 85% under Clause 4(a) above may be relaxed for genuine medical reasons or other emergencies, or in respect of pre-authorized participation in high level sports or other competitive events, provided the candidate concerned has secured at least a minimum attendance of 65% in the relevant trimester. The decision of the Institution would be final.

5. ASSESSMENT AND PASSING REQUIREMENTS

(i) Assessment: The assessment will comprise of continuous assessment and final examination, carrying marks as specified in the scheme in Clause 8. Continuous assessment will be made as per the guidelines framed by TSM from time to time. While preliminary assessment/evaluation will be done on absolute marks basis, these will be converted into letter grades and grade points as explained in Clause 5(viii) for purposes of reporting/publishing in the grade sheet. In case some students gets less than 50% in Continuous Assessment (Internal), he can request for **Internal Supplementary Exam**.

(ii) End Term Examinations: End Term examinations will normally be conducted during October/November, January/February and April/May of each year. Supplementary examinations may be

conducted at such times as may be decided by TSM. A candidate will be permitted to appear at the final examination of a trimester only if he/she has satisfactorily completed all the requirements of the trimester indicated in Clause 4 (as amended from time to time), and registers individually for all the examinations (including in respect of subjects from an earlier trimester remaining to be completed) for which the candidate is eligible. A candidate who is not permitted to appear for the final examination of any trimester for whatever reasons as per Clause 4 is required to register for and repeat the courses of that trimester at the next available opportunity.

(iii) Re-joining the programme: A candidate who has not completed the study of any trimester as per Clause 4 or who is allowed to re-join the programme after a period of discontinuance or who on his/her own request is permitted to repeat the study of any trimester, may join the trimester to which he/she is eligible or permitted to join, only at the time of its normal commencement for a regular batch of candidates and after obtaining the required approvals, including from MKU, if any. No candidate will however enrol in more than one trimester at any time. In the case of students repeating a course or courses the earlier assessments/grades, if any, awarded in the relevant course(s) will be disregarded.

(iv) Summer Internship / Project Evaluation: Every candidate shall submit reports on the summer internship / project on or before the dates announced by the School/MBA Programme authorities. SIP reports should accompany certificate from the organisation where student has done his / her internship. If a candidate fails to submit the report on the summer internship / project as specified, he/she is deemed not to have met the academic requirements relating to this component. The summer internship / projects will be evaluated based on the report and viva-voce examination by the faculty guide and/or by a panel that may be constituted for the purpose. A candidate who fails in the summer internship / project evaluation is required to resubmit the report and reappear for the *viva-voce* examination within 40 days from the date of declaration of the result.

(v) Viva-voce Evaluation: A comprehensive *Viva-voce* / oral examination will be carried out in 3rd and 5th trimesters in respect of the courses undertaken during the concerned trimesters. If a candidate fails in the Viva-voce he or she shall register for the same in the subsequent trimester.

(vi) Student Evaluation and the Examination Procedure

Student evaluation would be based on two components consisting of:

- A) Continuous Internal Assessment (CIA) carrying a weight of 60%, and
- B) End Term Examination (ET) with a weightage of 40%

The final examination would be in accordance with the norms prescribed under the Choice Based Credit System (CBCS) spelt out by the Department of Higher Education, Government of Tamil Nadu and is explained below:

A) Continuous Internal Assessment (60 marks) -Indicative

Criteria	Marks
Classroom learning and comprehension Evaluation mode : Class participation / presentation / Quizzes	10-20
Mid-term Test	20-30
Term Paper / Assignment/Project	10-20
Total	60

B) End Term Examinations:

End Term Examinations will be conducted at the end of each trimester.

Ensuring Integrity and Credibility of the Examination System:

The Examination System followed at TSM would be highly transparent with the following features:

- a. TSM has introduced robust systems to ensure highest standards of integrity and credibility for the examination system.
- b. Question paper setting for the end term examinations for the relevant courses will be done by the course faculty which will be validated by a Question Paper Scrutiny Board.
- c. The valuation will be done by the course faculty.
- d. Students would be shown the photocopies of their answer books, on request.
- e. A grievance appeal committee, comprising of the Principal, COE, the coordinator and two other faculty members will deal with any examination-related grievances.

Evaluation criteria for Internal courses (Indicative)

Criteria	Marks
Class room learning & Comprehension (Evaluation mode : Quizzes, Tests, Class participation / presentation)	20-50
Field learning/ Desk research & Applications of concepts (Evaluation mode : Class presentations, Term paper / Assignment)	20-50
Internal tests	0-30
Total	100

(vii) Letter grade and grade point: The letter grade and the grade point are awarded based on percentage of total marks secured by a candidate in an individual course as detailed below:

Range of Marks	Grade Points	Letter Grade
95 - 100	9.5 – 10.0	O+
90 - 94	9.0 – 9.4	O
85 - 89	8.5 – 8.9	D++
80 - 84	8.0 – 8.4	D+
75 - 79	7.5 – 7.9	D
70 - 74	7.0 – 7.4	A++
65 - 69	6.5 – 6.9	A+
60 - 64	6.0 – 6.4	A
55 - 59	5.5 – 5.9	B+
50 - 54	5.0 – 5.4	B
0 - 49	0.0	U
Absent	0.0	AA
Incomplete	0.0	I

"U": Denotes failure in the course.

"I": Denotes "incomplete" as per Clause 4 and the candidate is ineligible to appear for the final examination.

The grade point for each course is computed by dividing the Total Marks by 10.

For Example: For the total marks 83, the grade point is 8.3

After the completion of the program earning the minimum number of credits, the Cumulative Grade Point Average (CGPA) from the trimester in which the candidate has joined first to the final trimester is calculated using the formula:

$$CGPA = \frac{\sum g_i * C_i}{\sum C_i}$$

Where, "g_i"= Grade point secured corresponding to the course, and
 "C_i"=Credits allotted to the course.

(viii) Passing a course: A candidate who secures grade point 5.0 or more in any course of study will be declared to have passed that course, provided a minimum of 50% is secured in the final examination of that course of study.

A candidate, who is absent for the final examination or withdraws from final examination (Grade point 0) in any course carrying continuous assessment and final examination marks, will retain the already earned continuous assessment marks.

A candidate who is absent in the final trimester examination of a course after registering for the same will be considered to have appeared and failed in that examination and awarded grade AA.

No student will be allowed to appear for more than 3 term-end (1 regular and 2 supplementary) examinations of any course.

6. QUALIFYING FOR THE AWARD OF DEGREE

A candidate will be declared to have qualified for the award of the MBA degree provided

- (i) he/she has successfully completed the course requirements and has passed all the prescribed courses of study of the programme listed in Clause 8 within the duration specified in Clause 2 and
- (ii) No disciplinary action is pending against the candidate.

7. AWARD OF DEGREE

(i) First Class with Distinction: A candidate who qualifies for the award of degree vide Clause 6 having passed all the courses of all the trimesters at the first opportunity/attempt within six consecutive trimesters after the commencement of his/her study and securing a CGPA of 8.50 and above shall be declared to have passed in First Class with Distinction.

(ii) First Class: A candidate who qualifies for the award of degree vide Clause 6 having passed all the courses of all the trimesters within a maximum period of nine consecutive trimesters after commencement of his /her study and securing a CGPA of 6.00 and above shall be declared to have passed in First Class

(iii) Second Class: All other candidates who qualify for the award of degree vide Clause 6 shall be declared to have passed in Second Class.

(iv)The degree will be awarded by Madurai Kamaraj University.

8. COURSE STRUCTURE AND SCHEME OF ASSESSMENT MBA (2015-16) BATCH

(Minimum Total Credits Requirement for Completion: 125.5-127.5)

COURSE CODE	Title of the Paper	Sessions	Credits	Marks allotted		
				CA	ET	Total
TRIMESTER 1						
15MT11	Financial Accounting And Reporting	25	3.0	60	40	100
15MT12	Micro Economics for Managers	25	3.0	60	40	100
15MT13	Statistics for Management-I	25	3.0	60	40	100
15MT14	Individual Dynamics(OB-I)	25	3.0	60	40	100
15MT15	Marketing Management –I	25	3.0	60	40	100
15MT16	Managerial Computing	20	2.0	100	-	100
15MT17	Business Communication-I (Written)	25	3.0	100	-	100
15MT18	Qualifying Maths	13	1.5	100	-	100
		183	21.5			
TRIMESTER 2						
15MT21	Financial Management – I	20	2.0	60	40	100
15MT22	Managerial Cost Accounting	25	3.0	60	40	100
15MT23	Statistics for Management-II	25	3.0	60	40	100
15MT24	Interpersonal Dynamics (OB II)	25	3.0	60	40	100
15MT25	Marketing Management -II	25	3.0	60	40	100
15MT26	Macro Economics for Managers	25	3.0	60	40	100
15MT27	Business Ethics and Corporate Governance	18	2.0	60	40	100
15MT28	Operations Management	25	3.0	60	40	100
15MT29	Business Communication-II	25	3.0	100	-	100
15MT210	Rural Immersion Programme*	7-8 days	3.0	100	-	100
		213	28			
TRIMESTER 3						
15MT31	Financial Management – II	20	2.0	60	40	100
15MT32	Strategic Management	25	3.0	60	40	100
15MT33	Operations Research	25	3.0	60	40	100
15MT34	Human Resource Management	25	3.0	60	40	100
15MT35	Management Information Systems	25	3.0	60	40	100
15MT36	Legal Aspects of Business	25	3.0	60	40	100
15MT37	India and International Economic Environment	25	3.0	60	40	100
15MT38	Business Research Methods	18	2.0	60	40	100

15MV31	Comprehensive <i>Viva -voce</i>	-	3.0	100	-	100
		188	25			

MBA (2015-16) Batch

TRIMESTER 4						
	5 electives to be chosen	-	15.0-17.0	60	40	100
15MI41	Internship/Project(8 weeks Duration) (Internal)	-	4.0	100	-	100
	Total Range of Credits	-	19-21			
TRIMESTER 5						
15MT51	Enterprise Resource Management	-	3.0	60	40	100
	5 electives to be chosen	-	15.0	60	40	100
14MV51	Comprehensive <i>Viva-Voce</i> (Internal)	-	2.0	100	-	100
	Total Range of Credits	-	20			
TRIMESTER 6						
	4 electives to be chosen	-	12	60	40	100
	Total Range of Credits	-	12			

In addition to the above courses, special modules will be offered in English language and Analytical skills on an on-going basis in every trimester to improve the employability of the students.

There could be *inter se* shifts across trimesters in respect of the above mentioned courses if warranted by exigencies.

Legends

* Development Immersion Module will be an internal course. It is a full-time, one-week internship proposed in collaboration with DHAN Foundation. It is provisional.

Internal Course: Internal Course would involve only internal assessment and does not involve a final, external examination component.

CA: Continuous Assessment

ET: End Term Examination

MBA (2015-17) Batch
INDICATIVELIST OF ELECTIVES

IV Trimester	V Trimester	VI Trimester
OPERATIONS AREA		
Logistics and Supply Chain Management (Compulsory)	Services Operations Management	Quality Management
Project Management	Manufacturing & Materials Management (compulsory)	Supply Chain Analytics & Metrics*
SYSTEMS AREA		
Data Mining	Software Project Management	Information Security Management
	E-commerce	Data Visualization for Decision Making
FINANCE AREA		
Security Analysis and Portfolio Management (compulsory)	Strategic Financial Management (compulsory)	Financial Modeling Through Spreadsheets
Fixed Income Securities: Analysis and Valuation	Alternative Investment Management	Advanced Financial Analysis (compulsory)
Mergers, Acquisitions and Restructuring	International Financial Management	Financial Risk Management
Management of Banking and Financial Institutions	Options, Futures and Swaps	Financial Analytics And Metrics
MARKETING AREA		
Sales and Distribution Management (compulsory)	Services Marketing (compulsory)	Rural Marketing
Marketing of Financial Products	Retail Management	B2B Marketing
Marketing Research	Consumer Behaviour (compulsory)	International Marketing
Digital and Social Media Marketing	Product and Brand Management	Integrated Marketing Communications
	Digital and Social Media Marketing	Seminar in Contemporary Marketing
	Marketing Analytics	Pricing Management
	Customer Relationship Management	
HUMAN RESOURCE AREA		
Emotional Intelligence®	Strategic Human Resource Management	Organizational Change And Development (compulsory)
Performance Management And Competency Mapping	Managerial Counseling	International Human Resource Management
Learning And Development (compulsory)	Labor Legislation And Administration (compulsory)	HRM In Practice
Advanced Organizational Dynamics	Interpersonal Effectiveness	
	HR Analytics and Metrics	
ECONOMICS AREA		
		Econometrics
BUSINESS ANALYTICS AREA		
Business Decision Models (compulsory)	HR Analytics and Metrics	Supply Chain Analytics & Metrics*
Advanced Quantitative Methods in		Financial Analytics And Metrics

Management*		
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The above list is illustrative and not exhaustive. While it would be the endeavour of TSM to offer a number of electives across various streams, actual offering in any trimester would depend on a minimum viable batch-size, availability of the relevant resource person etc.

*** Syllabus yet to be finalised @Elective of 2.0 credits. All the other electives are of 3.0 credits**

9. Placement and Specialization Requirements

1. No Backlog (Areaks) in the I Year is minimum requirement for availing college placements.
2. Minimum no. of courses required for majoring and minoring.

Courses	Majoring	Minoring
Marketing	6	4
Finance	6	4
HR	6	4
Operations	5	3
Business Analytics	6	4

