

# **ACADEMIC REGULATIONS PERTAINING TO MBA DEGREE (DAY) OF BANGALORE UNIVERSITY (2014 – 2015 ONWARDS)**

**Under Choice Based Credit System  
(BU-PG-CBCS, 2014)**

**(Framed under section 44 (1), (C) of K.S.U. Act 2000)**



**CANARA BANK SCHOOL OF MANAGEMENT STUDIES,  
BANGALORE UNIVERSITY, CENTRAL COLLEGE CAMPUS,  
PALACE ROAD BANGALORE 560 001**

☎ 080 22961972

✉ [directorcb sms@gmail.com](mailto:directorcb sms@gmail.com)

[www.cb sms.co.in](http://www.cb sms.co.in)

## **REGULATIONS PERTAINING TO MBA DEGREE (DAY) COURSE**

### **1. TITLE**

These regulations shall be cited as Academic Regulations Pertaining to MBA Degree (Day) of Bangalore University (2014 – 15 onwards) under Choice Based Credit System (BU-PG-CBCS, 2014) of Faculty of Commerce and Management under Bangalore University.

### **2. EXTENT OF APPLICATION**

These regulations will apply to Post Graduate Program in Management being run in Canara Bank School of Management Studies and its affiliated colleges having approval of the University/AICTE as the case may be for the following course:

**MASTER OF BUSINESS ADMINISTRATION (CHOICE BASED CREDIT SYSTEM) (MBA-CBCS – 2014 – 15 ONWARDS)**

### **3. MINIMUM ELIGIBILITY FOR ADMISSION AND ADMISSION PROCEDURE**

- A graduate degree under **10+2+3** or **10+2+4** pattern under any discipline securing at least 50% marks in aggregate including languages from a recognized University in India or abroad.
- Honors degree under 10+2+4 pattern from a recognized university under UGC Act having at least 50% marks in aggregate including languages.
- Candidates who have passed bachelor / master degree through correspondence / Open University system from this university or from any other university recognized by law are exempted from 10+2 pattern. The duration of the degrees must be three and two years respectively.
- Candidates who pass bachelor/master degree in any university system in single sitting pattern are not eligible.
- In case of SC/ST/Cat I candidates, there will be a relaxation of **5%** in the aggregate of marks obtained.
- All admissions to CBSMS and affiliated colleges will be made through an entrance test conducted by appropriate body as approved by Government of Karnataka and State Level Counseling based on Rank Merit and the reservation rules based on the seat matrix as announced by the Government of Karnataka from time to time.

### **4. DURATION OF THE COURSE**

The duration of the MBA program shall extend over 4 semesters (two academic years) of 16 weeks or more each with a minimum of 90 actual working days of instruction in each semester and 2 to 3 weeks of examinations.

## 5. MEDIUM OF INSTRUCTION

The medium of instruction for all subjects and examination shall be English only.

## 6. MINIMUM CREDITS AND MAXIMUM CREDITS

- There shall be three categories of courses viz., Core and Compulsory Course, Specialization Course and Open Elective Course/Soft Core Course. The Open Electives are the University approved Courses offered by other Departments of Bangalore University.
- The credits for each of Compulsory Course and specialization course may vary from 2 to 4 credits. In case of open electives course, each paper shall be of 3 credits. A student is required to take one open elective course in III Semester

## 7. ATTENDANCE

- Each paper shall be taken for the purpose of calculating attendance.
- Students are required to attend for not less than 75% of the classes in each subject in order to be eligible to appear for the University examinations.
- The statement of attendance shall be displayed on the Notice Board by the institution at end of every month for information of students.
- Five marks in Internal Assessment shall be awarded based on the percentage of attendance as an incentive to the student for regularity in attendance.
- A student who does not satisfy the requirement of percentage of attendance shall not be permitted to take the examination of that paper(s).

## 8. SEMESTER-WISE CREDIT DISTRIBUTION:

CATEGORY	CREDITS TO BE COVERED IN				TOTAL CREDITS
	SEM -1	SEM – 2	SEM – 3	SEM – 4	
COMPULSORY CORE SUBJECTS	24	24	8	4	60
SOFT CORE SUBJECTS	2	2	*	*	4
SPECIALIZATION SUBJECTS	0	0	12	12	24
GENERAL OPEN ELECTIVE (INTER DISCIPLINARY)	*	*	3	*	3
INTERNSHIP	*	*	3	*	3
DISSERTATION	*	*	*	10	10
TOTAL	26	26	26	26	104

## 9. SCHEME OF EXAMINATION

### A) Internal Assessment Test

Each of the course would have two components – the First being Internal Assessment Marks and Second being Semester end exams. The Internal Assessment (IA) are based on the continuous internal assessment.

- Each paper will carry 100 marks of which 30 marks for Internal Assessment and remaining 70 marks for written examination to be held at the end of each semester. The duration of the written examination for each paper shall be 3 hours.
- The various components of Internal Assessment for 30 Marks are as follows:

I AND II SEMESTERS	MARKS	III & IV SEMESTER	MARKS
Attendance	5	Attendance	5
Two internal tests (one announced & one surprise)	10	One internal test (surprise)	5
Assignment	5	Case Study Preparation	10
Presentation	5	Mini Project	
Books/Journal article review	5		
<b>Total</b>	<b>30</b>	<b>Total</b>	<b>30</b>

% of Attendance	Marks
75 - 79 %	1
80 - 84 %	2
85 - 89 %	3
90 – 94%	4
95 +	5

### B) Final Examination

There shall be a University examination at the end of each semester in the prescribed papers which carries 70 marks each. *(Online examination might be introduced subject to approval of appropriate bodies of Bangalore University in the course of present scheme.)*

## 10. TIME LIMIT FOR COMPLETION

The candidate shall complete the programme within the period as prescribed in the regulation governing the maximum period for completing MBA programmes from the dates of admissions. It is generally twice the number of years of the programme. The term completing the programme means passing all the prescribed examinations of the programme to become eligible for the degree.

## **11. MINIMUM FOR A PASS**

- 11.1 A candidate shall be declared to have passed the PG program if he/she secures at least a CGPA of 4.0 (Course Alpha-Sign Grade C) in the aggregate of both internal assessment and semester end examination marks put together in each unit such as theory papers / practical / project work / dissertation / viva-voce.
- 11.2 The candidates who pass all the semester examinations in the first attempts are eligible for ranks provided they secure at least CGPA of 6.0 (or Alpha-Sign Grade A).
- 11.3 The results of the candidates who have passed the fourth semester examination but not passed the lower semester examinations shall be declared as NCL (Not Completed Lower semester examinations). Such candidates shall be eligible for the degree only after completion of all the lower semester examinations.
- 11.4 A candidate who passes the semester examinations in parts is eligible for only Class / CGPA and Alpha-Sign Grade but not for ranking.
- 11.5 There shall be no minimum in respect of internal assessment.
- 11.6 A Candidate who fails in any of the unit / project work / Project Report / dissertation / viva-voce shall reappear in that unit / project work / Project Report / dissertation / viva-voce and pass the examination subsequently.

## **12. CARRY OVER PROVISION**

Candidates who fail the lower semester examinations may take higher semester examinations.

## **13. PROJECT WORK**

Each candidate should undertake a Project work immediately after the second semester examination and submit a bound copy of the report within two weeks of commencement of III Semester. This project, under the guidance of a faculty of the institution, has to be on a live management problem/issue concerning either an organization or otherwise. The purpose of the project is to develop larger life skills and positive attitude among students who have to have wider perspective on society/organization. This could involve a desk study/data analysis/ extension work or exploration of an idea or its implementation. In other words, a Management student is expected to enrich with competency/skills/attitudes and perspectives about live society and organization.

The duration of the project is four weeks after the completion of II Semester and before the commencement of III Semester. There will be 25 marks for project report and 25 marks for viva voce. A minimum of 25 marks out of 50 is required for a pass in the project work. The viva and the project report will be evaluated by a member of the panel of examiners and the concerned faculty guide. Specific guidelines will be issued by PG Department of Management from time to time.

## 14. DISSERTATION

Every student is required to work on a project in the area of his/her specialization and prepare a dissertation report under the supervision of a Faculty guide. Prior to the actual work, the students are required to submit a synopsis of the dissertation incorporating the statement of problem, objectives and methodology to be followed and submit the same to the Director, Management Studies, BUB. The dissertation has to be organization specific but not a macro study or freelance.

The dissertation duly signed by the guide and certified by the principal/director is to be submitted in a bound copy and a soft copy to the university at the end of the fourth semester before the commencement of the semester examination. The dissertation shall be evaluated for two hundred marks by two examiners (One of them will be the faculty member who has guided the work and other will be the external examiner appointed by the BOE). A minimum of 100 marks is required for a pass in the dissertation. There shall be a viva-voce examination for 50 marks on the dissertation. Viva-voce will be conducted by Board of Examiners/examiners authorized by Chairman of BOE. A minimum of 25 marks is a must for pass in the viva-voce examination. Student has to work for not less than 45 days on full time basis on the Dissertation. There will be no classes during this period. Detailed guidelines will be issued by PG Department from time to time.

## 15. CLASSIFICATION OF SUCCESSFUL CANDIDATES: SEMESTER WISE

### EIGHT POINT ALPHA – SIGN GRADING SCALE

GRADE POINT AVERAGE	<4	4-<5	5-<5.5	5.5-<6	6-<7	7-<8	8-<9	9-10
ALPHA-SIGN GRADE	D	C	B	B+	A	A+	A++	O

The Grade Point Average (GPA) in a Semester and the Cumulative Grade Point Average (CGPA) at the end of fourth semester shall be computed as follows:

### 16.1 COMPUTATION OF GRADE POINT AVERAGE (GPA):

The grade points (GP) in a course shall be assigned based on the basis of actual marks scored in that course as per the table below. They shall be generally percentages divided by 10. The Grade Point Weights (GPW) shall then be calculated as the product of the grade points earned in the course and the credits for the course. The total GPW for a semester is obtained by adding the GPW of all the courses of the semester.

#### ILLUSTRATION 1 (26 CREDITS)

PAPERS	P1	P2	P3	P4	P5	P6	P7	TOTAL
MAX. MARKS	100	100	100	100	100	100	100	700
% MARKS OBTAINED	77	73	58	76	64	66	82	496
GRADE POINTS EARNED (G.P.)	7.7	7.3	5.8	7.6	6.4	6.6	8.2	-
CREDITS FOR THE COURSE (C)	4	4	4	4	4	4	2	26
TOTAL GPW = GP X C	30.8	29.2	23.2	30.4	25.6	26.4	16.4	182

Semester Aggregate Marks :  $496 / 700 = 70.86\%$

Classification of Result: **First Class with Distinction**

The GPA shall then be computed by dividing the total GPW of all the courses of study by the total credits for the semester,  $GPA = \text{Total GPW} / \text{Total Credits} = 182 / 26 = 7.0$

Semester Alpha Sign Grade: **A+**

#### ILLUSTRATION 2 (24 CREDITS)

PAPERS	P1	P2	P3	P4	P5	P6	TOTAL
MAX. MARKS	100	100	100	100	100	100	600
% MARKS OBTAINED	67	73	78	76	84	88	466
GRADE POINTS EARNED (G.P.)	6.7	7.3	7.8	7.6	8.4	8.8	-
CREDITS FOR THE PAPER	4	4	4	4	4	4	24
TOTAL GPW = GP X C	26.8	29.2	31.2	30.4	33.6	35.2	186.4

Semester Aggregate Marks:  $466 / 600 = 77.67\%$

Classification of Result: **First Class with Distinction**

$GPA = \text{Total GPW} / \text{Total Credits} = 186.4 / 24 = 7.77$

Semester Alpha Sign Grade: **A++**

## 16.2 CALCULATION OF CUMULATIVE GRADE POINT AVERAGE (CGPA)

The Cumulative Grade Point Average (CGPA) at the end of the fourth semester shall be calculated as the weighted average of the semester GPW. The CGPA is obtained by dividing the total of GPW of all the four semesters by the total credits for the programme.

#### ILLUSTRATION 3

SEMESTER	I	II	III	IV	TOTAL
TOTAL MARKS PER SEMESTER	700	700	600	600	2600
TOTAL MARKS SECURED	496	560	466	510	2032
SEMESTER ALPHA SIGN GRADE	A+	A++	A+	A++	-
SEMESTER GPA	7.0	8.0	7.77	8.5	-
SEMESTER CREDITS	26	26	24	24	100
SEMESTER GPW	182	208	186.5	204	822.9

Aggregate Percentage of Marks =  $2032 / 2600 = 78.15\%$

Classification of Result: **First Class with Distinction**

Cumulative Grade Point Average (CGPA)

= Total of Semester GPW / Total Credits for the programme =

$780.5 / 100 = 7.805$

Programme Alpha Sign Grade: **A++**

These are the sample illustrations of computing semester grade point averages and cumulative grade point average and the alpha – sign grades assigned.

## **17. PATTERN OF QUESTION PAPER**

The pattern will be decided by the Board of Studies from time to time. The Post Graduate Department of Management of Bangalore University will communicate all affiliated colleges about the pattern as well as the changes therein.

## **18. OPEN ELECTIVE**

One course is offered as open elective during the III semester of MBA Programme. Details of this course will be decided by the Board of Studies.

## **19. SPECIALIZATION STREAMS**

The students have choice to go in for either dual specialization or single specialization depending upon their interest. In case of dual specialization, the students could opt for any two out of the specializations streams offered by Bangalore University. In each of the two specializations, the student has to choose for not less than 12 credits of elective papers under their respective specialization streams offered during III and IV Semester of MBA. In other words, the students have to opt for minimum of 12 out of 24 credits in any of the specialization stream during III and IV semesters.

In case the students choose to pursue a single specialization, then the student has to obtain 24 credits under the concerned specialization stream. In case of dual and single specialization, the statement of marks as well as degree certificate will display the specialization stream/s pursued by the student as per the regulations provided as above.

Each institution could decide about the minimum numbers of students required to offer any specialization. In any case, there must be a minimum of 10 students and the college could offer by fixing the minimum number either 10 or above depending upon the needs of the students and the availability of faculty. The Board of Studies of Management could explore collaborations and partnership either with associations, industry body, individual companies and other enterprises for the purposes of curriculum design, delivery, faculty development, publication of study material and case studies and placements. The BOS is also authorized to make necessary changes in the specialization streams as well as electives offered under the specialization streams

## **20. FOUNDATION COURSES AND ADD ON COURSES**

The foundation courses to be designed and delivered by the institutions to their students enrolled under the present MBA Programme will be decided by the Board of Studies from time to time. In case of add on courses also, the Board of Studies could decide on the type and nature of the courses as well as the possible collaborations and partnership with various bodies. It is recommended that each college organize one week to ten days of induction programme for the student of I semester before the commencement of classes. Similar induction could be planned at the time of the commencement of III Semester of MBA also.



## 21. COURSE MATRIX

SUBJECTS	PAPER	INSTRUCTION HRS/WEEK	DURATION OF EXAM(HRS)	MARKS			CREDITS
				IA	EXAM	TOTAL	
A) I SEMESTER							
CORE SUBJECTS: 1.1 ECONOMICS FOR MANAGERS 1.2 ORGANIZATIONAL BEHAVIOUR 1.3 ACCOUNTING FOR MANAGERS 1.4 STATISTICS FOR MANAGEMENT 1.5 MARKETING FOR CUSTOMER VALUE 1.6 BUSINESS AND INDUSTRY	6T	6X4	6X3	6X30	6X70	6X100	6X4
SOFT CORE: 1.7 COMMUNICATION SKILLS	1T	1X2	1X3	1X30	1X70	1X100	1X2
TOTAL CREDITS							26

SUBJECTS	PAPER	INSTRUCTION HRS/WEEK	DURATION OF EXAM(HRS)	MARKS			CREDITS
				IA	EXAM	TOTAL	
B) II SEMESTER							
CORE SUBJECTS: 2.1 TECHNOLOGY FOR MANAGEMENT 2.2 MANAGERIAL RESEARCH METHODS 2.3 ENTREPRENEURSHIP AND ETHICS 2.4 HUMAN CAPITAL MANAGEMENT 2.5 FINANCIAL MANAGEMENT 2.6 QUANTITATIVE TECHNIQUES AND OPERATIONS RESEARCH	6T	6X4	6X3	6X30	6X70	6X100	6X4
SOFT CORE: 2.7 INNOVATION MANAGEMENT	1T	1X2	1X3	1X30	1X70	1X100	1X2
TOTAL CREDITS							26

SUBJECTS	PAPER	INSTRUCTION HRS/WEEK	DURATION OF EXAM(HRS)	MARKS			CREDITS
				IA	EXAM	TOTAL	
C) III SEMESTER							
<b>CORE SUBJECTS:</b> 3.1 STRATEGIC MANAGEMENT & CORPORATE GOVERNANCE  3.2 PROJECTS AND OPERATIONS MANAGEMENT  <b>ELECTIVE SUBJECTS</b> 3.3 FINANCE 3.4 MARKETING 3.5 HUMAN RESOURCES 3.6 HEALTH CARE MANAGEMENT 3.7 BANKING FINANCE AND INSURANCE SERVICES MANAGEMENT (BFIS) 3.8 STARTUPS AND SMES MANAGEMENT <i>THREE ELECTIVES IN SPECIALIZATION STREAMS</i>	5T	5X4	5X3	5X30	5X70	5X100	5X4
<b>3.9 OPEN ELECTIVE:</b>	1T	1X3	1X3	1X30	1X70	1X100	1X3
3.10 PROJECT WORK FOR 4 WEEKS				1X50	-	1X50	1X3
TOTAL CREDITS							26

SUBJECTS	PAPER	INSTRUCTION HRS/WEEK	DURATION OF EXAM(HRS)	MARKS			CREDITS
				IA	EXAM	TOTAL	
D) IV SEMESTER							
CORE SUBJECT: 4.1 INTERNATIONAL BUSINESS DYNAMICS	4T	4X4	4X3	4X30	4X70	4X100	4X4
ELECTIVE SUBJECTS							
4.2 FINANCE							
4.3 MARKETING							
4.4 HUMAN RESOURCES							
4.5 HEALTH CARE MANAGEMENT							
4.6 BANKING FINANCE AND INSURANCE							
SERVICES MANAGEMENT (BFIS)							
4.7 STARTUPS AND SMES MANAGEMENT							
THREE ELECTIVES IN SPECIALIZATION STREAMS							
4.8 DISSERTATION FOR 6 WEEKS	-	4	REPORT EVALUATION VIVA	1X50	1X200	1X250	1X8 1X2
TOTAL CREDITS							26
PROGRAM GRAND TOTAL OF CREDITS							104

## ELECTIVES UNDER SPECIALIZATION STREAMS

III SEMESTER	IV SEMESTER
<b>3.3 FINANCE</b>	<b>4.2 FINANCE</b>
3.3.1 INDIAN FINANCIAL SYSTEM	4.2.1 INVESTMENT ANALYSIS AND MANAGEMENT
3.3.2 CORPORATE TAX PLANNING AND MANAGEMENT	4.2.2 INTERNATIONAL FINANCIAL MANAGEMENT
3.3.3 CORPORATE VALUATION AND RESTRUCTURING	4.2.3 RISK MANAGEMENT AND DERIVATIVES
<b>3.4 MARKETING</b>	<b>4.3 MARKETING</b>
3.4.1 RETAILING MANAGEMENT AND SERVICES	4.3.1 STRATEGIC BRAND MANAGEMENT
3.4.2 CONSUMER BEHAVIOR	4.3.2 INTERNATIONAL MARKETING STRATEGY
3.4.3 RURAL AND AGRICULTURAL MARKETING	4.3.3 DIGITAL MARKETING
<b>3.5 HUMAN RESOURCES</b>	<b>4.4 HUMAN RESOURCES</b>
3.5.1 LEARNING AND DEVELOPMENT	4.4.1 STRATEGIC HRM
3.5.2 INDUSTRIAL AND EMPLOYEE RELATIONS	4.4.2 INTERNATIONAL HRM
3.5.3 PERFORMANCE MANAGEMENT SYSTEM	4.4.3 TALENT AND KNOWLEDGE MANAGEMENT
<b>3.6 HEALTH CARE MANAGEMENT</b>	<b>4.5 HEALTH CARE MANAGEMENT</b>
3.6.1 PERSPECTIVES ON HEALTH CARE SECTOR	4.5.1 BASIC MANAGEMENT ASPECTS OF HEALTH CARE
3.6.2 MANAGEMENT OF PUBLIC HEALTH SYSTEMS	4.5.2 STRATEGIC MANAGEMENT IN HEALTH CARE SETTINGS
3.6.3 HEALTH ECONOMICS	4.5.3 MANAGEMENT OF HOSPITAL SERVICES
<b>3.7. BANKING FINANCE AND INSURANCE SERVICES MANAGEMENT (BFIS)</b>	<b>4.6 BANKING FINANCE AND INSURANCE SERVICES MANAGEMENT (BFIS)</b>
3.7.1 STRATEGIC CREDIT MANAGEMENT IN BANKS	4.6.1 BANKING TECHNOLOGY AND MANAGEMENT
3.7.2 INSURANCE PLANNING & MANAGEMENT	4.6.2 INTERNATIONAL FINANCIAL MANAGEMENT
3.7.3 INDIAN FINANCIAL SYSTEM	4.6.3 RISK MANAGEMENT FOR BANKS AND INSURANCE COMPANIES
<b>3.8 STARTUPS AND SMES MANAGEMENT</b>	<b>4.7 STARTUPS AND SMES MANAGEMENT</b>
3.8.1 PERSPECTIVES ON STARTUPS AND SME	4.7.1 TECHNOLOGY AND INNOVATION
3.8.2 BASIC MANAGEMENT ASPECTS OF SMALL BUSINESS	4.7.2 INTERNATIONALIZATION OF SMES
3.8.3 ESTABLISHMENT OF SMES	4.7.3 MANAGEMENT OF STARTUPS