

Department of Business Administration
Faculty of Management
M.J.P. Rohilkhand University, Bareilly

ORDINANCE AND SYLLABI
of
MASTER OF BUSINESS ADMINISTRATION
(Under Choice Based Credit System)

Master of Business Administration (MBA) is a Two Year Full Time Programme. The course structure and programme ordinance are as follows:

COURSE STRUCTURE

The M.B.A. program shall be of two years duration i.e. first year and second year, each year consisting of two semesters. The first two semesters, each shall consist of eight core theory papers and viva-voce. The third and fourth semesters shall contain a combination of core papers and discipline specific elective papers. There shall be a system of dual specialization.

The list of papers offered during first year and second year of the program shall be as follows.

FIRST YEAR

I Semester

Paper Code	Title of Paper	Credits	Marks	
			Internal	External
MBA -C11	Management Concepts and Skill Development	4	30	70
MBA -C12	Statistics for Business Decisions	4	30	70
MBA -C13	Managerial Economics	4	30	70
MBA -C14	Human Resource Management	4	30	70
MBA -C15	Marketing Management	4	30	70
MBA -C16	Business Ethics	3	30	70
MBA -C17	Financial Accounting and Reporting	4	30	70
MBA -C18	Computer Applications in Management	3	30	70
MBA -C19	Viva-Voce	2	-----	100
	Total	32	240	660

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Dr. H. C. Chaudhary
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Dr. Anil
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Dr. Anil
(By P. K. Karidajal)

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II Semester

Paper Code	Title of Paper	Credits	Marks	
			Internal	External
MBA -C21	Organizational Behavior	4	30	70
MBA -C22	International Business	4	30	70
MBA -C23	Quantitative Techniques	4	30	70
MBA -C24	Accounting for Decisions Making	4	30	70
MBA -C25	Financial Management	4	30	70
MBA -C26	Business Environment	4	30	70
MBA -C27	Research Methodology	4	30	70
MBA -C28	Production & Operations Management	4	30	70
MBA -C29	Viva-Voce	2	-----	100
	Total	34	240	660

SECOND YEAR

III Semester

Paper Code	Title of Paper	Credits	Marks	
			Internal	External
MBA -C31	Strategic Management - I	4	30	70
MBA -C32	Project Management	4	30	70
MBA -C33	Management Information System	4	30	70
MBA - C34	In Industry Training Report – Evaluation & Viva Voce	4	-----	100
MBA - E -	Specialisation Area I - Part A Elective Paper I	4	30	70
MBA - E -	Specialisation Area I - Part A Elective Paper II	4	30	70
MBA - E -	Specialisation Area II - Part A Elective Paper I	4	30	70
MBA - E -	Specialisation Area II - Part A Elective Paper II	4	30	70
	Total	32	210	590

IV Semester

Paper Code	Title of Paper	Credits	Marks	
			Internal	External
MBA-C41	Strategic Management - II	4	30	70
MBA -C42	Dissertation - Evaluation & Viva Voce	8	-----	100
MBA - E -	Specialisation Area I - Part B Elective Paper III	4	30	70
MBA - E -	Specialisation Area I - Part B Elective Paper IV	4	30	70
MBA - E -	Specialisation Area II - Part B Elective Paper III	4	30	70
MBA - E -	Specialisation Area II - Part B Elective Paper IV	4	30	70
	Total	28	150	450

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Minimum credit requirements for the programme = 126 credits.

The following shall be the Specialization Areas/ Elective Groups. The department (depending upon the staff position and other facility), shall offer in the beginning of MBA Part -II (Semester-III), the elective group(s) and / or paper(s), that will be taught in III and IV semester of MBA Second Year.

ELECTIVE GROUPS:

FINANCE

Part A

Security Analysis and Portfolio Management	MBA – E -F-51
Corporate Restructuring	MBA – E -F-52
International Financial Management	MBA – E -F-53

Part B

Financial Derivatives	MBA – E -F-54
Management of Financial Services	MBA – E -F-55
Strategic Financial management	MBA – E -F-56

MARKETING

Part A

Marketing Research	MBA – E -M-61
Service Marketing & CRM	MBA – E -M-62
Consumer Behaviour	MBA – E -M-63

Part B

International Marketing	MBA – E -M-64
Sales & Distribution Management	MBA – E -M-65
Adverting & Product management	MBA – E -M-66

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HUMAN RESOURCE MANAGEMENT

Part A

Labour Welfare and Social Security	MBA – E -H-71
Organizational Change and Intervention Strategies	MBA – E -H-72
Managing Interpersonal and Group Processes	MBA – E -H-73

Part B

Management of Industrial Relations	MBA – E -H-74
Compensation Management	MBA – E -H-75
Cross Cultural and Global HRM	MBA – E -H-76

PRODUCTION & OPERATIONS MANAGEMENT

Part A

Purchasing and Material Management	MBA – E -P-81
Total Quality Management	MBA – E -P-82
Production Planning and Control	MBA – E -P-83

Part B

Advance Operations Research	MBA – E -P-84
Logistics & Supply Chain Management	MBA – E -P-85
Service Operations Management	MBA – E -P-86

INFORMATION TECHNOLOGY MANAGEMENT

Part A

Management Support System	MBA – E -IT-91
Business Process Re-engineering	MBA – E -IT-92
System Analysis and Design	MBA – E -IT-93

Part B

Strategic Management of Information Technology	MBA – E -IT-94
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Data Base Management

MBA – E -IT-95

Telecommunication for Business

MBA – E -IT-96

INTERNATIONAL BUSINESS

Part A

Export Procedure and Documentation

MBA – E -IB-01

Comparative International Management

MBA – E - IB-02

International Marketing Management

MBA – E - IB-03

Part B

Globalization and Sustainable Development

MBA – E - IB-04

International Human Resource Management

MBA – E - IB-05

International Financial Management

MBA – E - IB-06

Admission to MBA-I Year (Semester II)

Admission to MBA-I year (Semester II) shall be given to those students who have successfully cleared at least five papers out of eight theory papers and not declared as fail.

Admission to MBA II Year (Semester III)

Admission to MBA II year (Semester III) shall be given to those students, who have cleared successfully at least five papers out of eight theory papers offered for MBA-I year (Semester-I) as well as at least five papers out of eight theory papers offered in MBA I year (Semester II) exams and not declared as fail in any semester.

In Industry Summer Training & Report: At the end of second semester examination, every student of MBA will undergo industrial training of 6 to 8 weeks duration. The student, after the completion of training will submit one copy of the report to the Department, which will form part of third semester examination. The report should ordinarily be based on primary data. The average size of report normally will be 60 to 75 typed pages in standard font size (12) with 1.5 spacing. The report should have one certificate duly signed by the Reporting Officer of the organization where the student has undergone training. The report

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must be submitted latest by 31st August during third semester. A late fee of Rs. 1000 will be paid by the student, if he/she fails to submit the report by 31st August.

The **Third and Fourth Semesters** shall contain a combination of core papers and discipline specific elective papers. There shall be a **system of dual specialization**.

A student shall be required to opt for two functional areas for their specialization at the time of admission to MBA – II year (Semester – III) which in turn will lead to studying **four papers (Two in third semester and Two in the fourth semester) from Specialisation Area I** and **four papers (Two in third semester and Two in the fourth semester) from Specialisation Area II**.

In **MBA III Semester** a student shall have the **choice** of studying **any two papers out of three papers mentioned in Part A of Specialisation Area I**. Similarly he/she will have the choice to study **any two papers out of three papers mentioned in Part A of Specialisation Area II**.

In **MBA IV Semester** a student shall have the **choice** of studying **any two papers out of three papers mentioned in Part B of Specialisation Area I**. Similarly he/she will have the choice to study **any two papers out of three papers mentioned in Part B of Specialisation Area II**.

Note: A paper from specialization area shall only be offered for studying in MBA III/MBA IV Semester if minimum number of students interested in that paper is 20.

A student of MBA – II year (Semester – III) has to study two papers from Specialisation Area I & two papers from Specialisation Area II besides compulsory papers.

In MBA – II year (Semester – IV) a student has to study two papers from Specialisation Area I & two papers from Specialisation Area II besides compulsory papers.

Dissertation and its Report: In fourth semester, a student shall be required to prepare a Dissertation under the supervision of a faculty. Evaluation of its report and viva shall be conducted by both external and internal examiners. The dissertation report must contain a certificate of the Supervisor and the Head of the Department certifying the authenticity of the report. The average size of report normally will be 60 to 75 typed pages in standard font size

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(12) with 1.5 spacing. The report must be submitted latest by 15th April during fourth semester.

Topic for dissertation shall be allotted in the beginning of Semester III.

1. For Admission in MBA programme minimum percentage of marks required at graduation level is 50 percent (a student having even 49.99% shall not be eligible for admission). Government norms regarding reservation & relaxation in percentage shall be applicable in admission process.
2. English shall be the medium of instruction in lectures, University examinations; Admission test(s) Presentations etc.
3. As far as possible fifty percent paper setters / examiners will be internal and fifty percent external.
4. All students will have to make a presentation of their industry training report which shall be evaluated centrally (by external & internal examiners) and viva voce would be conducted jointly by two examiners ,one internal and one external who shall be the university teacher / senior business executive during the third semester examination. In industry training report shall carry a maximum of 100 marks.
5. The Dissertation shall carry a maximum of 100 marks and the evaluation of the same shall take place in fourth semester. The title for the project work shall be allotted by the concerned faculty / academic committee to a group consisting of not more than five students. After the submission of project report in fourth semester group presentation of the same shall take place & viva-voce held which shall be conducted & evaluated centrally & jointly by the supervisor and external expert.
The academic committee of the department shall comprise of all regular faculty members.
6. For promotion in next semester/clearing the semester it is compulsory for students to pass in the Viva-Voce examination of I Semester/Viva-Voce examination of II Semester/In-Industry Training Report Evaluation of III Semester/Dissertation Evaluation in IV Semester, as the case be, because provision of Back Paper shall not be applicable in these examinations.

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7. **End semester examination:** All papers will be of 03 hours duration. The maximum marks allotted for each paper will be 70.
8. **Mid semester examination:** There shall be one mid semester written examination of two hours duration for each paper, which shall carry 20 marks. This examination will be compulsory for the students. In case, if any student fails to appear in one or more papers on medical ground then he/she may be provided one more chance during the same semester with due permission of the Head/Dean on payment of re-examination fee of Rs 1000/- per paper subject to a maximum of Rs 5000/-
9. **Guidelines for internal evaluation:**
- a) It shall be based on verifiable means.
- b) The distribution of marks of internal evaluation will be as follows:
- | | | |
|---|---|----------|
| (i) Written test (Mid Semester Examination) | - | 20 marks |
| (ii) Term Assessment based on assignments/presentations/LSA/
class participation | - | 10 marks |
- Whenever the score in internal evaluation is 80% or more (except in papers of quantitative nature) the written test answer books could be re-evaluated by two teachers of the department.
- c) All assignments will be submitted in his/her hand writing only.
10. **The maximum marks allotted for each paper will be as follows:**
- | | |
|------------------------------|----------|
| (i) End semester examination | 70 marks |
| (ii) Internal evaluation | 30 marks |
11. **Back Paper Provision:** The minimum passing marks in each individual paper will be 40% and in aggregate 50% in each semester. This percentage will apply on aggregate marks of internal evaluation and end semester examination. Any candidate who fails to secure minimum of 40% marks but secures 30% or more marks, in three or less than three papers, in first semester of the first academic year will be promoted to the next semester of MBA Part I. Any candidate who fails to secure minimum of 40% marks but secures 30% or more marks, in three or less than three papers, in third semester of the second academic year will be promoted to the next semester of MBA Part II. However in MBA Part II (III semester), only those candidates will be admitted who have cleared at least five papers in each of the I and II semester of MBA Part I examinations.

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A maximum of three back papers are allowed in any semester.

The examinations of the back papers of the I and II semesters will be held along with III and IV semesters respectively. The examinations for the back papers of the III and IV semesters will be held in subsequent year (s) as and when the III and IV semesters examinations of the next batch are held.

A maximum of two chances shall be available to a candidate to clear his/her back papers. The candidate has to clear all his/her back papers within a period of four years from the year of his/her admission. After which he/she will be declared fail. If a candidate clears his I, II, III semesters but obtains back (s) only in IV semester then treating it as a special case the examination of back paper (s) of IV semester could be held along with I and III semester examinations or earlier, if possible.

12. A candidate who has secured minimum marks to pass in each paper but has not secured minimum marks to pass in aggregate may reappear in any of the paper(s) of the semester concerned (subject to maximum of three), according to his choice in order to secure the minimum marks prescribed to pass in the aggregate.

13. Evaluation Pattern for MBA:

Award of Grades & Grade Points Based on Absolute Marks

Marks Range (out of 100)	Grade	Grade Point
90 – 100	O	10
80 – 89	A	9
70 – 79	B	8
60 – 69	C	7
50 – 59	D	6
40 – 49	E	5
30 – 39	Bp	4
00 – 29	F	0
Absent	Ab	0

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