



DEPARTMENT OF BUSINESS ADMINISTRATION

*FACULTY OF
MANAGEMENT*

M.B.A.
(Marketing)
(Dual Specialization)

TWO YEARS PROGRAMME

**ORDINANCE
&
SYLLABUS**



Department of Business Administration
FACULTY OF MANAGEMENT
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ORDINANCE AND SYLLABI
of
MASTER OF BUSINESS ADMINISTRATION (MARKETING)
(Under Choice Based Credit System)

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

COURSE STRUCTURE

The M.B.A. (Marketing) 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 elective papers. There shall be a system of **dual specialization** with the condition that one of the specialization will be **Marketing**.

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 -MC11	Management Concepts and Skill Development	4	30	70
MBA -MC12	Statistics for Business Decisions	4	30	70
MBA -MC13	Managerial Economics	4	30	70
MBA -MC14	Human Resource Management	3	30	70
MBA -MC15	Marketing Management	4	30	70
MBA -MC16	Business Ethics	3	30	70
MBA -MC17	Financial Accounting and Reporting	4	30	70
MBA -MC18	Computer Applications in Management	4	30	70
MBA -MC19	Viva-Voce	2	-----	100
	Total	32	240	660



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II Semester

Paper Code	Title of Paper	Credits	Marks	
			Internal	External
MBA -MC21	Organizational Behavior	4	30	70
MBA -MC22	International Business	4	30	70
MBA -MC23	Quantitative Techniques	4	30	70
MBA -MC24	Accounting For Decision Making	4	30	70
MBA -MC25	Financial Management	4	30	70
MBA -MC26	Business Environment	4	30	70
MBA -MC27	Research Methodology	4	30	70
MBA -MC28	Production & Operations Management	4	30	70
MBA -MC29	Viva-Voce	2	-----	100
	Total	34	240	660

SECOND YEAR

III Semester

Paper Code	Title of Paper	Credits	Marks	
			Internal	External
MBA -MC31	Strategic Management	4	30	70
MBA -MC32	Project Management	4	30	70
MBA -MC33	Management Information System	4	30	70
MBA -MC34	In Industry Training Report - Evaluation & Viva Voce	4	-----	100
MBA -	Specialization Area I (Marketing) - Part A Elective Paper-I	4	30	70
MBA -	Specialization Area I (Marketing) - Part A Elective Paper-II	4	30	70
MBA -	Specialization Area II- Part A Elective Paper-I	4	30	70
MBA -	Specialization 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-MC41	Business Analytics	4	30	70
MBA-MC42	Dissertation- Evaluation & Viva Voce	8	30	70
MBA-	Specialization Area - I (Marketing) Part B Elective Paper-III	4	30	70
MBA -	Specialization Area I - (Marketing) Part B Elective Paper-IV	4	-----	100
MBA -	Specialization Area II - Part B Elective Paper-III	4	30	70
MBA -	Specialization Area II - Part B Elective Paper-IV	4	30	70
	Total	28	150	450

MBA(Marketing) Syllabus- Based on CBCS System

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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 (Marketing) Part –II (Semester-III), the elective group(s) and / or paper(s), that will be taught in III and IV semester of MBA (Marketing) Second Year.

ELECTIVE GROUPS:

MARKETING

Part A

Agriculture & Rural Marketing	MBA – MEM -301
Service Marketing & CRM	MBA – MEM -302
Consumer Behaviour	MBA – MEM-303

Part B

International Marketing	MBA – MEM -401
Sales & Distribution Management	MBA – MEM -402
Advertising & Product management	MBA – MEM -403

FINANCE

Part A

Security Analysis and Portfolio Management	MBA –MEF-301
Corporate Restructuring	MBA – MEF-302
International Financial Management	MBA – MEF-303

Part B

Financial Derivatives	MBA – MEF-401
Management of Financial Services	MBA – MEF-402
Strategic Financial Management	MBA – MEF-403

HUMAN RESOURCE MANAGEMENT

Part A

Labour Welfare and Social Security	MBA – MEH-301
Organizational Change and Intervention Strategies	MBA – MEH-302
Managing Interpersonal and Group Processes	MBA – MEH-303

Part B

Management of Industrial Relations	MBA – MEH-401
Compensation Management	MBA – MEH-402
Cross Cultural and Global HRM	MBA – MEH-403



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PRODUCTION & OPERATIONS MANAGEMENT

Part A

Purchasing and Material Management	MBA – MEP-301
Total Quality Management	MBA – MEP-302
Production Planning and Control	MBA – MEP-303

Part B

Advance Operations Research	MBA – MEP-401
Logistics & Supply Chain Management	MBA – MEP-402
Service Operations Management	MBA – MEP-403

INFORMATION TECHNOLOGY MANAGEMENT

Part A

Management Support System	MBA – MEIT-301
Business Process Re-engineering	MBA – MEIT-302
System Analysis and Design	MBA – MEIT-303

Part B

Strategic Management of Information Technology	MBA – ME IT-401
Data Base Management	MBA – MEIT-402
Telecommunication for Business	MBA – MEIT-403

INTERNATIONAL BUSINESS

Part A

Export Procedure and Documentation	MBA – MEIB-301
Comparative International Management	MBA – MEIB-302
International Marketing Management	MBA – MEIB-303

Part B

Globalization and Sustainable Development	MBA – MEIB-401
International Human Resource Management	MBA – MEIB-402
International Financial Management	MBA – MEIB-403

Admission to MBA (Mktg) -I Year (Semester II)

Admission to MBA (Mktg) -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.



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Admission to MBA (Mktg) II Year (Semester III)

Admission to MBA (Mktg) 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 (Mktg) -I year (Semester-I) as well as at least five papers out of eight theory papers offered in MBA (Mktg) -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 (Mktg) 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 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 & Fourth Semesters shall contain a combination of core papers & 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 (Mktg) – 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.

Marketing will mandatorily be the first specialization area and the student can opt for any of the functional areas (Finance, Human Resource Management, Production & Operations Management, Information Technology Management, International Business) as the second specialization area.

In MBA (Mktg) - 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 (Marketing)**. 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 (Mktg) - 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 (Marketing)**. Similarly he/she will have the choice to study **any two papers out of three papers mentioned in Part B of Specialisation Area II**.

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

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

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

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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.
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:**
- It shall be based on verifiable means.
 - The distribution of marks of internal evaluation will be as follows:

a. Written test (Mid Semester Examination)	- 20 marks
b. 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.
 - 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 25% 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 (Mktg) Part I. Any candidate who fails to secure minimum of 40% marks but secures 25% 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 (Mktg) - Part II. However in MBA (Mktg) 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 (Mktg) 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 backpapers. 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 (Marketing):

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
25 – 39	Bp	4
00 – 24	F	0
Absent	Ab	0

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Letter grades O, A, B, C, D & E in a paper means that the student has been able to clear that paper (i.e. passed in paper).

Letter grade Bp in a paper means that the student has **not been able to clear the paper** and is entitled to appear in the Back Paper examination if he/she satisfies other conditions for Back Paper examination.

Letter grade F means that the student has failed.

Letter grade Ab means that the student was absent.

Calculation of SGPA and CGPA

The following procedure shall be used to calculate the **Semester Grade Point Average (SGPA)** and **Cumulative Grade Point Average (CGPA)**:

- The SGPA is the ratio of sum of the product of the number of credits with the grade points scored by a student in all the courses taken by a student and the sum of the number of credits of all the courses undergone by a student, i.e.

$$\text{SGPA} = \Sigma(C_i \times G_i) / \Sigma C_i$$

where C_i is the number of credits of the i th paper and G_i is the grade point scored by the student in the i th paper.

- The CGPA is also calculated in the same manner taking into account all the papers undergone by a student over all the semesters of a programme, i.e.

$$\text{CGPA} = \Sigma(C_j \times S_j) / \Sigma C_j$$

where S_j is the SGPA of the j th semester and C_j is the total number of credits in that semester.

- The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.

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Illustration of Calculation of SGPA and CGPA

• **Illustration for SGPA**

Paper	Credit	Grade Letter	Grade Point	Credit Point
Paper 1	4	B	8	4 x 8 = 32
Paper 2	4	C	7	4 x 7 = 28
Paper 3	3	O	10	3 x 10 = 30
Paper 4	4	E	5	4 x 5 = 20
Paper 5	3	D	6	3 x 6 = 18
Paper 6	4	E	5	4 x 5 = 20
Paper 7	4	C	7	4 x 7 = 28
	26			176

Thus, $SGPA = 176/26 = 6.77$

• **Illustration for CGPA**

Semester I	Semester II	Semester III	Semester IV
Credit : 30 SGPA:6.9	Credit : 26 SGPA:5.8	Credit : 32 SGPA:7.3	Credit : 34 SGPA:6.8

$$CGPA = \Sigma(C_j \times S_j) / \Sigma C_j$$

$$CGPA = \{(30 \times 6.9) + (26 \times 5.8) + (32 \times 7.3) + (34 \times 6.8)\} / \Sigma C_j$$

Thus, $CGPA = 822.6/122 = 6.74$

14. The conversion formula for **converting CGPA to the corresponding Percentage of Marks** will be as follows:

$$X = 10 Y - 4.5$$

where, $X = \text{Percentage of Marks}$
 $Y = \text{CGPA}$

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15. In the first three semesters, the candidate will be declared only as "Pass" or "Fail" Division will be awarded only on the basis of combined result of all the four semesters of MBA (Mktg) I and II.
16. If a candidate fails to appear in industry training viva voce, viva voce of dissertation or any viva voce then he / she may be provided a second chance with due permission of the Registrar on the Payment of prescribed fee for each viva voce.
17. No regular admission will be given to failed students. Any candidate who fails in the examination or is entitled to carry over papers as "back papers" may reappear in the next subsequent examinations. However the marks obtained previously by the candidate in the internal evaluation of the paper concerned, shall be retained and added with the marks obtained in the subsequent end semester examinations.
18. There will be no re-evaluation or supplementary exams. Scrutiny in not more than four papers in each semester is permitted.
19. The syllabi will be prescribed by the Board of Studies. However, the course outline in detail will be prepared by the department. For the paper setting the course outline thus prepared, will be sent to the examiner concerned.
20. The award of the division to the successful candidate will be on the basis of the combined results of MBA (Mktg) Part I and II examinations (of all four semesters) as follows:
- | | |
|---|--------------------|
| (i) Candidates securing CGPA 6.45 and above | I Division |
| (ii) Candidates securing CGPA 5.45 to 6.44 | II Division |
| (iii) Candidates securing CGPA less than 5.45 | Fail |
- The students will have to fulfill the minimum requirement of attendance as per the rule of the university.
21. No person shall be admitted as a candidate for the examinations of any of the part after the lapse of four years after admission to the first year of MBA (Mktg) course. However under special circumstances this period may be extended by one additional year (i.e. total five years) with the special permission of the Head as well as Dean.

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