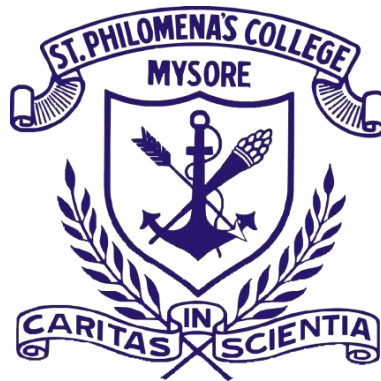


ST. PHILOMENA'S COLLEGE

(AUTONOMOUS), MYSURU

Affiliated to University of Mysore
Accredited by NAAC with 'B++' Grade
Bannimantap, Mysore, Karnataka,
India-570015



DEPARTMENT OF MBA

**The Board of Studies in MBA which met on 07/11/2023 has
approved the syllabus and pattern of examination for
MBA 2023-25 with effect from
the Academic Year 2023-24**

BOS COMMITTEE MEMBERS

Sl.No	Name of the Faculty	Designation
1	Dr. Issac George	HOD & Chairman
2	Dr. D. Anand	University Nominee
3	Dr. Aloysius Edward	Member
4	Dr. Suraj Francis Noronha	Member
5	Dr. Mohan Monteiro	Member
6	Mr. Hemant Kumar Mohan	Member (Industry)
7.	Dr. Sadiya Tabassum	Member (Internal)

MASTER OF BUSINESS ADMINISTRATION (MBA)

COURSE CURRICULUM REGULATIONS-2023

AS PER UGC GUIDELINES ON ADOPTION OF CHOICE BASED CREDIT SYSTEM

1. Course Title

The course shall be called 'Master of Business Administration Post-graduate Degree Course'.

DURATION: 2 YEARS

NUMBER OF SEMESTERS: 4

A candidate joining the course shall pursue prescribed courses of studies.

2. Eligibility for Admission

Any graduate or postgraduate in arts, science, commerce, business management, allied sciences, engineering and technology, medical sciences of this University or from any other university considered equivalent thereto shall be eligible for admission to the course. Further the applicant shall have a minimum of 50% in the qualifying examination. A relaxation of 5% is available for SC/ST & Cat-I candidates. Selection of candidates to the course shall be done as per rules of the University and Government of Karnataka.

3. Course Content and Instruction

Course content: The course comprises of subjects of study, internship, project work and field work as prescribed.

Pedagogy includes lectures, case studies, group discussions, quizzes, seminars, computer practicals, factory visits etc.

a) Courses in the programme are of three types:

Core (C), Electives (E) and Project (P)

Core (C): Core Course is the course, which is to be compulsorily studied by a student as a core requirement to complete the programme. Business Familiarization Report (BFR) and Final Project Report are part of the core courses.

Foundation (F): Foundation (F) courses are the courses based upon the contents that lead to knowledge enhancement that are mandatory for all disciplines.

Elective (E): Elective Course is a course, which can be chosen from a group of papers.

b) Internship and Business Familiarization Report (BFR): In the beginning of the third semester, the students shall undertake team-based internship in a business firm and prepare a Business Familiarization Report under the guidance of a faculty member. The report shall be submitted before the commencement of the third semester examination failing which the student shall not be permitted to appear for the third semester examination. Business Familiarization guidance to twenty students is considered equivalent to teaching of a course of two credits.

c) Final Project: During the fourth semester, each student shall undertake an individual project work and prepare a project report strictly in accordance with the guidelines, in their elective area, under the supervision of a faculty. The final project report must be submitted before the commencement of the fourth semester examination, failing which the student shall not be permitted to appear for the examination.

d) Project work guidance to ten students is considered equivalent to teaching of a course of four credits.

4. Attendance and Conduct

The Course is a full-time course and students **SHALL NOT** take up any employment/course, part time or full time during their study. Students found violating this rule shall be removed from the course. Minimum attendance of 75% of actual working hours is required in each paper. A student who does not satisfy the requirements of attendance and conduct shall not be permitted to appear for the examination in the concerned subject.

5. Evaluation

Evaluation of each subject is divided into continuous assessment (CA) and end term examination with marks allocated as shown in the table. Continuous assessment will be carried out in two stages: One after the eight weeks of instructions designated as C1, the second, after sixteen weeks of instruction designated as C2. The end of term examination designated as C3 will be held between eighteenth and twentieth week of the semester. Marks will be awarded on the basis of continuous assessment that include announced and surprise tests, term papers / seminars / quizzes / case discussions, viva and practicals.

The breakup of marks will be as follows:

a.C1(Covering the first two units) – 15 Marks

b. C2 (Covering the next two units) – 15 Marks

c. C3 (Covering all the units) –70 Marks

Total –100 Marks

Term end examination (C3) will be of 3 hours duration for each subject.

Setting questions papers and evaluation of answer scripts.

I. Questions papers in three sets shall be set by the internal examiner for a course. Whenever there are no sufficient internal examiners, the chairman of BoE shall get the questions papers set by external examiners.

II. The Board of Examiners shall scrutinize and approve the question papers and scheme of valuation.

5.1.(i) There shall be double valuation for all theory papers by two examiners. In case a candidate secures less than 30% in C1 and C2 put together in a course, the candidate is said to have **DROPPED** that course, and such a candidate is not allowed to appear for C3 in that course. In case a candidate's class attendance in a course is less than 75% or as stipulated by the University, the candidate is said to have **DROPPED** that course, and such a candidate is not allowed to appear for C3 in that course.

Teachers offering the courses will place the above details in the Department Council meeting during the last week of the semester, before the commencement of C3, and subsequently a notification pertaining to the above will be brought out by the Chairman of the Department before the commencement of C3 examination. A copy of this notification shall also be sent to the office of the Controller of Examination.

5.2 In case a candidate secures less than 30% in C3, he/she may choose DROP/MAKEUP option. In case a candidate secures more than or equal to 40% in C3, but his/her grade (G) = 4, as per section 6.9 below, then he/she may be declared to have been conditionally successful in this course, provided that such a benefit of conditional clearance based on G=4 shall not be availed for more than 8 credits for the entire programme of Master's Degree of two years.

In case a candidate secures less than 30% in C3, he/she may choose DROP/MAKE-UP option. The candidate has to exercise his/her option to DROP immediately within 10 days from the date of notification of results.

A MAKE UP examination for odd semester courses will be conducted along with next regular odd semester examinations and for even semester courses along with a next regular even semester examination. If a candidate is still unsuccessful, he/she may opt for DROP or again take up MAKE UP examination; however, not exceedingly double the duration norm in one stretch from the date of joining the course.

A candidate has to re-register for the DROPPED course when the course is offered again by the department. A candidate who is said to have DROPPED project work has to re-register for the same subsequently within the stipulated period. The details of any dropped course will not appear in the grade card.

The tentative / provisional grade card will be issued by the Controller of Examination at the end of every semester indicating the courses completed successfully. This statement will not contain the list of DROPPED courses.

Upon successful completion of Master's degree a final grade card consisting of grades of all courses successfully completed by the candidate will be issued by the Controller of Examination.

6. Evaluation of Business Familiarization Report (BFR) and Final Project Report

- a. BFR will be evaluated by the concerned guide, for 50 marks through internal valuation.
- b. Each Final project report will be evaluated for 70 marks by internal and external examiners. The guide ordinarily shall be the internal examiner. A viva-voce on the project report for 30 marks will be conducted by a board of three members constituted by the Chairman, BOE from the approved list of examiners.

7. Calculation of Cumulative Grade point Average (CGPA)

The grade and the grade point earned by the candidate in the subject will be as given below

G	G	GP=VXG
30-39	4	V*4
40-49	5	V*5
50-59	6	V*6
60-64	6.5	V*6.5
65-69	7	V*7
70-74	7.5	V*7.5
75-79	8	V*8
80-84	8.5	V*8.5
85-89	9	V*9
90-94	9.5	V*9.5
95-100	10	V*10

Here, P is the percentage of marks ($P = [(C1+C2) + M]$) secured by a candidate in a course which is rounded to nearest integer. V is the credit value of course. G is the grade and GP is the grade point. A candidate can withdraw any course within in ten days from the date of notification of final results. Whenever a candidate withdraws a paper, he/she has to register for the same course in case it is hard core course, the same course or an alternate course if it is soft core/open elective. A DROPPED course is automatically considered as a course withdrawn.

Overall cumulative grade point average (CGPA) of a candidate after successful completion the required number of credits (76) is given by

$$\text{CGPA} = \frac{\sum \text{GP}}{\text{Total number of credit.}}$$

8. Declaration of results

The final grade point (FGP) to be awarded to the student is based on CGPA secured by the candidate and is given as follows.

CGPA			FGP	
			Numerical Index	Qualitative Index
4	\leq CGPA <	5	5	SECONDCCLASS
5	\leq CGPA <	6	6	
6	\leq CGPA <	7	7	FIRSTCLASS
7	\leq CGPA <	8	8	
8	\leq CGPA <	9	9	DISTINCTION
9	\leq CGPA \leq 10	10	10	

Overall percentage = $10 * \text{CGPA}$ or is said to be 50% increase CGPA < 5

9. Medium of Instruction The medium of instruction shall be English.

10. In case of any discrepancy, the general provisions of CBCS and CAGP of the University of Mysore will be applicable.

ST PHILOMENAS COLLEGE (AUTONOMOUS)
MASTER OF BUSINESS ADMINISTRATION (MBA)
CHOICE BASED CREDIT SYSTEM 2023-24

MBA Course Structure

Minimum Credits Required for MBA Degree

I to IV Semesters	Core Course(C)		Foundation Course (F)		Elective Course(E)		Total	
	Numbers	Credits	Numbers	Credits	Number	Credits	Numbers	Credits
	14	52	4	12	9	28	27	92

Minimum Credits to be registered by a student in a normal phase to successfully complete MBA degree in four semesters.

Semesters	Core Course(C)		Foundation course(F)		Elective Course(E)		Total	
	Numbers	Credits	Numbers	Credits	Number	Credits	Numbers	Credits
I	5	19	2	6			7	25
II	5	19	2	6			7	25
III	3	10			4	12	7	22
IV	1	4			5	16	6	20
Total	14	52	4	12	9	28	27	92

Minimum Credits to be registered by a student in a normal phase to successfully complete MBA degree in ODD and EVEN semesters

Semesters	Core Course(C)		Foundation Course(F)		Elective Course (E)		Total	
	Numbers	Credits	Number	Credits	Number	Credits	Numbers	Credits
ODD	8	29	2	6	4	12	14	47
EVEN	6	23	2	6	5	16	13	45
Total	14	52	4	12	9	28	27	92

MBA PROGRAM OBJECTIVES:

MBA graduates shall acquire analytical skills, data management and diagnostic problem solving skills in order to support management decision making. Students will make data-driven decisions demonstrating the ability to identify alternatives.

Business Management & Leadership Skills: Demonstrate an ability to apply a significant amount of business administration knowledge in Leadership & Management, Accounting & Finance, Health Care Management, Human Resource Management, IT Management, and Project Management

Strategic Planning & Problem-Solving Skills: To demonstrate ability to identify problems, define objectives collect and analyze information, evaluate risks and alternatives, and leverage technology to solve organizational problems using a strategic planning approach.

Communication and Team Management Skills: To demonstrate ability to communicate effectively with all stakeholders and mobilize team for a common purpose with a clear understanding of organizational behaviour and change

Social Responsibility & Ethical Decision-Making Skills: To demonstrate the ability to understand and analyze corporate social responsibilities and apply ethical decision-making principles during day-to-day operations.

MBA Program Outcomes: upon completion of the MBA program, students will:

- Gain knowledge of the key functions of business enterprises
- Acquire advanced skills to understand and analyze significant business opportunities, which can be complex, uncertain, and dynamic.
- Use critical and analytical thinking to identify viable options that can create short-term and long-term value for organizations and their stakeholders.
- Apply best practices to solve managerial issues
- Integrate theories and practice to perform strategic analysis
- Demonstrate effective written forms of communication and oral business presentations
- Implement leadership skills to work effectively with in diverse teams
- Identify and analyze ethical responsibilities of businesses
- Apply decision-making techniques, both quantitative and qualitative analysis, to management issues
- Motivate and work with colleagues, partners, and other stakeholders to achieve organizational purposes
- Help build and sustain high- performing teams by infusing teams with a variety of perspectives, talents, and skills and aligning individual success with team success and with overall organizational success
- Foster collaboration, communication, and adaptability in helping organizations excel in a changing business scenario.

Program Specific Objectives:

Building Communication skills: Students will develop effective communication skills to synthesize complex business ideas. They will be able to effectively communicate quantitative and qualitative business concepts in a clear and concise manner in written and oral formats. They will be able to work and communicate effectively with diverse team members.

Analytical and critical thinking: Students will develop the ability to analyze complex management situations by managing information, applying qualitative and quantitative solutions, and integrating information technology to improve decision making and increase competitive advantage in an environment of rapid change.

Knowledge of Integrating Functional Areas: Students will successfully apply and integrate the functional areas of business to improve strategic decision making. Students will be able to take strategic, comprehensive, and innovative approaches in making business decisions to create value in a challenging environment. Students will be able to integrate knowledge of the core business functions to solve complex, ambiguous and unfamiliar management problems.

Ethical leadership: Students will demonstrate knowledge of ethical frameworks for management decision-making and leadership. They will demonstrate capability to follow legal principles, ethical guidelines and social responsibility.

Global awareness: Students will demonstrate an appreciation for conducting business in a global environment. Students will be able to identify factors affecting the global economy and international business and develop a comprehensive understanding of the factors. Students will be able to apply knowledge of the global economy and international business to make informed business decisions.

Program Specific Outcomes:

- Possess knowledge of current theory and techniques of major business disciplines (Core Courses)
- Exhibit leadership skills, interpersonal skills needed for teamwork and business decision making.
- Demonstrate ability to think critically and communicate effectively
- Have an understanding of global perspective of business.
- Demonstrate ability to reorient things in the light of constant change
- Possess the ability to grasp global opportunities and exploit them for organizational advantage.
- Exhibit ability to involve internal and external stakeholders in decision making.
- Exhibit high moral and ethical values and emotional intelligence needed for corporate leadership.
- Demonstrate high level of transparency in corporate governance.
- Ability to learn and achieve standards.
- Demonstrate high level of employee empowerment and engagement.
- Exhibit organizational citizenship behavior.

First Semester- MBA*

Sl. No	TITLE OF THE PAPER	C/F/E	L:S/T/FW:P	CREDIT	Teaching Hours per week
1.	Management Concepts and Theories	C	2:1:0	3	4
2.	Organizational Behavior	C	3:1:0	4	5
3.	Accounting for Managers	C	3:0:1	4	5
4.	Statistics for Management	C	3:0:1	4	5
5.	Managerial Economics	C	3:1:0	4	5
6.	Managerial Communication	F	2:1:0	3	4
7.	Business, Government and Society	F	2:1:0	3	4
8.	Computer Applications in Management	F	1:0:2	3	5

Second Semester-MBA*

Sl. No	TITLE OF THE PAPER	C/F/E	L:S/T/FW:P	CREDIT	Teaching Hours per week
1.	Marketing Management	C	3:1:0	4	5
2.	Human Resource Management	C	3:1:0	4	5
3.	Corporate Finance	C	3:0:1	4	5
4.	Business Research Methods	C	3:0:1	4	5
5.	Operations Management	C	2:1:0	3	4
6.	Legal Aspects of Business	F	3:0:0	3	3
7.	Management Information System	F	1:0:2	3	5
8.	Operations Research	F	2:0:1	3	4
9.	Global Business Environment	F	2:1:0	3	4

*Any two foundation courses from the available foundation courses shall be selected by a student at the commencement of I and II Semesters. The Department Council/ Affiliated College will announce at the beginning of the first and second semesters, any two or more foundation courses which will be offered during I and II semesters depending upon the availability of faculty and the demand for foundation courses. The minimum number of students opting for a foundation course should be twenty.

Third Semester-MBA

Sl. No	TITLE OF THE PAPER	C/F/E	L:S/T/FW:P	CREDIT	Teaching Hours per week	
1.	Project Management	C	3:1:0	4	5	
2.	Entrepreneurship and Small Business	C	3:1:0	4	5	
3.	Elective-I*	Specialization I	E	2:1:0	3	4
4.	Elective-II**		E	2:1:0	3	4
5.	Elective-I*	Specialization II	E	2:1:0	3	4
6.	Elective II**		E	2:1:0	3	4
7.	Business Familiarization Report	C	0:0:2	2	4Hrs /week for 20 students	

*ELECTIVE-I (MM1/FM1/HR1/RSCM1/DM1)

**ELECTIVE-II (MM2/FM2/HR2/RSCM2/DM2)

Fourth Semester-MBA

Sl. No	TITLE OF THE PAPER	C/F/E	L:S/T/FW:P	CREDIT	Teaching Hours per week	
1.	Strategic Management	C	3:1:0	4	5	
2.	Elective-III*	Specialization I	E	2:1:0	3	4
3.	Elective-IV**		E	2:1:0	3	4
4.	Elective-III*	Specialization II	E	2:1:0	3	4
5.	Elective-IV**		E	2:1:0	3	4
6.	Project Work***	E	0:0:4	4	8Hrs/week for 10 students	

*ELECTIVE-III (MM3/FM3/HR3/RSCM3/DM3)

**ELECTIVE-IV (MM4/FM4/HR4/RSCM4/DM4)

***L=Lecture– 1 hour of lecture per week in a semester =1credit**

S/T/FW = Seminars/Tutorials/Field Work – 2 hours of seminars / tutorial / field work per week per week in a semester =1credit

P= Practicals–2 hours of practicals per week in a semester =1 credit

***Specialization**

The specialization areas will be announced by the College/Department at the end of the second semester. Each student can choose 2 specialization areas based on his/her interest in the beginning of the third semester and the student has to study 2 subjects from each specialization areas in the third and fourth semester. Once a student has selected 2 specialization areas, he/she has to continue the same areas in the fourth semester. The specialization areas that are offered during III and IV semesters will be depending upon the availability of faculty members/regulations from the University of Mysore. A specialization area will be offered if there are minimum ten students opting for that specialization.

***A student shall register for Business Familiarization Report in third semester which carries 2 credits. In the fourth semester project work must be carried out for preparing the final project work report which carries 4credits.

Specialization Areas

Elective Group 1 MARKETING MANAGEMENT

- Elective MM I: Consumer Behaviour
- Elective MMII: Sales and Logistics Management
- Elective MM III: Advertising and Sales Promotion
- Elective MM IV: Product and Brand Management
- Elective MM V: Hospitality and Tourism Marketing
- Elective MM VI: Services Marketing

Elective Group 2: FINANCIAL MANAGEMENT

- Elective FM I: Advanced Corporate Finance
- Elective FM II: Indian Financial Markets and Services
- Elective FMIII: Security analysis and Portfolio Management
- Elective FM IV: Derivatives
- Elective FM V: International Financial Management
- Elective FM VI: Taxation Management

Elective Group 3: HUMAN RESOURCE MANAGEMENT

- Elective HRMI: Human Resource Development
- Elective HRM II: Organizational Change and Development
- Elective HRMIII: Training and Development
- Elective HRM IV: Strategic Human Resource Management
- Elective HRM V: HR Analytics
- Elective HRM VI: Performance and Compensation Management

Elective Group 4: RETAIL AND SUPPLY CHAIN MANAGEMENT

Elective RSCM I: Supply Chain Management
Elective RSCMII: Quality Management
Elective RSCM III: Services and Retail marketing
Elective RS CM IV: Retail Management
Elective RSCM V: Promotion and Relationship Management
Elective RSCM VI: Operations Strategy

Elective Group 5: DIGITAL MARKETING

Elective DM I: Digital Marketing Strategies
Elective DM II: Social Media Marketing
Elective DM III: Business Marketing
Elective DM IV: SEO & Web Analytics
Elective DM V: Integrated Marketing Communication
Elective DM VI: Strategic Marketing Intelligence.