

**(Abstract)**

MBA Programme (CBCSS) in the University Department w.e.f 2020 admission-- Rearranging total marks of the Courses Computer Skill Lab I,II & III and Comprehensive Viva Voce -Modified Regulation & Scheme of the programme w.e.f 2020 admission-Implemented-Order issued.

**ACADEMIC C SECTION**

Acad/C1/14197/2020

Dated: 07.01.2023

Read:-1.U.O.No.Acad/C1/14197/2020 Dated:18.02.2021

2.Minutes of the meeting of the Department Council , Department of Management Studies held on 24.11.2022

3.Email from HoD, Department of Management Studies dated 12.12.2022 forwarding the modified Regulation & Scheme of MBA Programme.

**ORDER**

1. As per paper read (1) above, revised Regulation Scheme and Syllabus of MBA programme (CBCSS) were implemented w.e.f 2020 admission in the Department of Management Studies, Dr.Janaki Ammal Campus, Palayad.

2. As per paper read (2) above, the Department Council, Department of Management Studies held on 24.11.2022 resolved to change the total marks assigned for the following Courses from 50 to 100 as follows;

Semester	Course code	Subject	Credit	Marks		
				CA	ESA	TOTAL
Semester I	MBMBA01C08	Computer Skill Lab I	2	100	-	100
Semester II	MBMBA02C16	Computer Skill Lab II	2	100	-	100
Semester IV	MBMBA04C20	Computer Skill Lab III	2	100	-	100
	MBMBA04C22	Comprehensive Viva Voce	2	-	100	100

3. Further, the Head, Department of Management Studies, submitted the modified Regulation & Scheme of MBA Programme (CBCSS), for implementation w.e.f 2020 admission, as per paper read (3) above.

4. The Vice Chancellor, after considering the matter in detail, and in exercise of the powers of the Academic Council conferred under section 11 (I), Chapter III of Kannur University Act 1996, accorded sanction to implement modified Regulation & Scheme of MBA Programme (CBCSS) at the Department of Management Studies, Dr.Janaki Ammal Campus, Palayad w.e.f 2020 admission, as detailed in para (2) above, and to report the same to Academic Council.

5. Modified Regulation & Scheme of MBA Programme (CBCSS) w.e.f 2020 admission in the University Department, is appended and uploaded on the University website. ([www.kannuruniversity.ac.in](http://www.kannuruniversity.ac.in))

6. The U.O read(1) above, stands modified to this extent.  
Orders are issued accordingly.

Sd/-  
**Dr. Joby K Jose**  
**REGISTRAR (i/c)**  
For REGISTRAR

To: The Head,Department of Management Studies  
Dr.Janaki Ammal Campus, Palayad

Copy To: 1.PS to VC/PA to PVC/PA to R  
2.The Examination Branch(through PA to CE), EXCI, EP-IV  
3.The Web Manager(for uploading in the website)  
4. Computer Programmer  
5.SF/DF/FC



Forwarded / By Order  
**SECTION OFFICER**

**DEPARTMENT OF MANAGEMENT STUDIES  
Dr. JANAKIAMMAL CAMPUS, PALAYAD  
KANNUR UNIVERSITY**

**PROGRAMME REGULATION**

The Regulation of MBA (CCSS) of Department of Management Studies, Kannur University.

**1. Title of the Programme**

This Degree shall be called **MASTER OF BUSINESS ADMINISTRATION (MBA)**.

**2. Duration of the Programme**

The duration of MBA Programme shall be a minimum of two years consisting of four semesters.

**3. Admission Eligibility**

A pass in any bachelor's degree examination (10+2+3 pattern) of Kannur University or any other Indian or Foreign University duly recognized by the Kannur University as equivalent thereto. Candidates to be eligible to apply for admission to the programme are required to have scored not less than 50 % marks in aggregate or letter grade B under the grading system in the qualifying examination. However, candidates belonging to the other backward communities are eligible for a concession of 5 percent marks (or equivalent grade) in the qualifying examination. Those belonging to scheduled caste/ scheduled tribes having secured a pass (or equivalent grade) in the degree examination are eligible to apply for admission to the programme.

**4. Admission Procedure**

Admission to MBA Degree programme of the Department is based on the score obtained in CMAT/CAT/KMAT, Group Discussion, and Personal Interview in the ratio 80:10:10. Based on the performance on the Entrance Test, Group Discussion and Interview, the Rank List for MBA admission will be prepared. While preparing the rank list, if there is same index marks for more than one candidate, he/she will be ranked on the basis of marks obtained in the entrance exam. Even after this, if there is a tie; they will be ranked on the basis of date of birth that is the elder person is to be ranked higher.

Reservation rules approved by Kannur University from time to time shall be followed strictly in the admission to the Programme.

**5. MBA Programme Focus**

**5.1 Graduate Attributes (GAs):**

At the end of the MBA programme the learner shall exhibit:

1. Proficiency in Communication, Collaboration, Teamwork and Leadership
2. Research Aptitude, Scholarship & Enquiry
3. Proficiency in ICT, Digital Literacy and Life-Long Learning Orientation

4. Entrepreneurship & Intrapreneurship Orientation
5. Professionalism, Ethical, Values Oriented & Socially Responsible behaviour

5.2. **Programme Objectives (POs):**

The MBA course of the department is designed with the following objectives

1. Develop and improve the awareness and knowledge about functioning of local and global business environment and society.
2. Competencies in quantitative and qualitative techniques.
3. Developing responsiveness to contextual social issues problems and exploring solutions, understanding business ethics and resolving ethical dilemmas.
4. Usage of various forms of business communication, supported by effective use of appropriate technology, logical reasoning, articulation of ideas.
5. Understanding leadership roles at various levels of the organization and leading teams.

6. **Programme Structure**

**6.1 Duration:** The MBA Programme shall be completed within a period of minimum of four and maximum of eight consecutive semesters. If a student does not pass a course within the regular schedule, he/she shall reappear for the course examination along with the subsequent batch. Each semester shall consist of 15 instructional weeks of five days each of six hours per day. Every semester will be adjusted to have at least 90 working days including end semester examinations

**6.2 Credits:** One credit of the course is defined as one hour lecture per week for 15 weeks in a Semester. The total minimum credits required to complete MBA programme is 116. The details of number of courses (core and elective), total credits in different semesters are as follows.

Semester	Total Credits
I	30
II	30
III	26
IV	30
Total	116

**6.3. Scheme of the Programme:**

**Courses:** The MBA Programme shall include three types of Courses, namely, Core Courses (C), Elective Courses (E) and Open Elective Courses (O). The Department shall offer the Core Courses and appropriate Elective and Open Elective Courses for the programme as decided by the Department Council.

(a). **Core Courses:** The Core Courses are compulsory for all students and cannot be

substituted by any other course, these courses will be offered by the department.

(b). *Elective Courses*: Elective course is an optional course to be selected by a student out of such courses offered by the department or any other department approved by the Department Council.

(c). *Open Elective*: Open Elective courses means an elective course which can be selected from a pool of courses offered by the department or other departments or from Massive Open Online Courses (MOOCs) recognised by the Department Council at the beginning of the semester. Students can opt these Open Courses subject to prior approval from the Department Council at the beginning of the semester. Students of other Departments can opt for courses offered by this department subject to fulfilling eligibility criteria as laid down by the Department Council.

The group of electives offered and the elective courses for the next semester will be announced within 10 days of the end of the previous semester, depending upon the availability of faculty and the demand for the courses. The student within a maximum of 10 working days after the commencement of the classes can change the elective course with the consent of Head of the Department.

*MOOC Courses*: The department Council shall publish the list of approved MOOC courses from SWAYAM or similar platforms for each semester. Students will be permitted to opt any of these courses for Open Elective. Such students will have to intimate and obtain permission from the Head of the Department within stipulated time at the beginning of the semester regarding the MOOC course which has to be considered towards the Open Elective Course. The certificate and mark-list with marks/grade obtained in the MOOC course should be submitted to the department before the commencement of University examinations so that credit transfer and inclusion in semester mark-list can be done smoothly by the university.

*Semester I and Semester II*: The first and second semesters shall have 7 full courses each of 4 credits. These semesters will also have one Computer Skill Lab course of 2 credit each.

*Semester III*: The third semester will have 6 courses of 4 credits each, and an Organization/ Industry centered study having 2 credits. Out of the 6 theory courses one is a core course, three are electives elective courses and the remaining two are open elective courses. The students shall select three electives from the list of electives offered by the Department Council at the beginning of the semester. Similarly, the student can select two open elective course from the list of courses approved by the Department Council at the beginning of the semester. One of these course has to be from other departments or approved online MOOC courses like SWAYAM and the other course can be from the same department or other departments or approved online MOOC courses like SWAYAM. The Department Council will decide on the list of such courses to be offered during the semester and

the students have to get approval from the Department Council at the beginning of the semester for pursuing a specific open course. During the third semester every student has to undergo one-month duration Organizational Study (OS) in a nationally or internationally reputed organization. The objective of OS is to provide an exposure to the students to the real life business situations. This study is not intended to be a problem centered study, but a study expected to understand all the activities performed by the organization. The organizations selected for this purpose should have more than one functional department like production/operations, marketing, finance, human resources, information systems etc. For this study, the student should have a mentor from the organization for guidance. This study will be treated as course carrying 2 credits. The students should prepare a brief organizational study report about the organization and submit it on or before the date fixed by the department council.

*Semester IV:* Fourth semester will have 5 theory courses having 4 credits each, of which one course is core course, two courses are elective courses and remaining two are open elective courses. The students shall select two elective courses from the list of elective courses offered by the Department Council at the beginning of the semester. Similar to third semester, the student can select two open elective course from the list of open elective courses approved by the Department Council. These open elective courses can be from the same department or other departments or approved online MOOC courses like SWAYAM approved by the Department Council. The Department Council will decide on the list of such courses to be offered during the semester and the students have to get approval from the Department Council at the beginning of the semester for pursuing a specific open course. This semester will also have one Computer Skill Lab of 2 credits. In addition, the students are required to do their Project Work, which will be a problem centered based on a management/business related domain. The Project work shall be carried out under the supervision of a faculty in the department for a period not less than 45 days. The report of problem centered project work is to be submitted on or before the date fixed by the Department Council. This Project work will be treated as core course carrying six credits. Further, at the end of fourth semester a comprehensive viva-voce having two credit will be conducted along with the project report evaluation as part of the end semester examinations. During this viva voce examination, students shall be assessed in terms of their knowledge and understanding of all the courses learned by them during the four semesters of the MBA programme and also about the project work undertaken by them.

*6.4. Specilisation:* During the MBA Programme, each student shall opt for three elective courses in third semester and two elective course in fourth semester from one of the group of electives offered to them. The group of electives offered and the courses offered within that group will be decided by the Department Council at the beginning of the respective semester depending upon the availability of faculty and the demand for the courses.



**7. Attendance:** The minimum attendance required for the Course shall be 60% of the total number of classes conducted for that semester. Those who secure the minimum attendance in a semester alone will be allowed to register for the End Semester Examination. Condonation of attendance to a maximum of 10 days in a Semester subject to a maximum of two spells within the programme will be granted by the Vice-Chancellor. Benefit of Condonation of attendance will be granted to the students on health grounds, for participating in University Union activities, meetings of the University Bodies and participation in extra-curricular activities on production of genuine supporting documents with the recommendation of the Head of the Department concerned. A student who is not eligible for Condonation shall repeat the Course along with the subsequent batch.

**8. Evaluation:**

Evaluation of a student shall be conducted through Continuous Assessment (CA) and an End Semester Examination (ESE). Evaluation for all theory courses will be conducted both externally and internally. The performance of a student in each course is evaluated in terms of percentage of marks with a provision for conversion to grade points. For all theory, the internal evaluation and external evaluation will be in the ratio 40:60 (40 marks for CA and 60 marks for ESE for a course with 100 marks).

*Continuous Assessment (CA)* shall be based on a predetermined transparent system involving periodic written tests, assignments, seminars and class participation. The percentage of marks assigned to various components for internal evaluation is as follows:

Sl.No.	Component	Internal marks
1.	Two test papers	16
2.	Assignments/Book review/G.D	16
3.	Seminars/Presentation of case study	8
	Total	40

In the case of lab courses carrying a credit of 2 each during first, second and fourth semester, evaluation will be based on CA done internally by the concerned faculty member in the department.

In the case of Organization Study to be conducted during third semester, the evaluation will be conducted by external examiners. The ESE will consist of double evaluation of report (50%) and Viva Voce (50%) to be conducted by two external examiners.

In the case of Project Work to be conducted in fourth semester, the evaluation will consist of both CA(40%) by the faculty guide and ESE(60%). The ESE for this Project Work will be double valuation to be conducted by two external examiners. The comprehensive Viva Voce during fourth semester will be conducted by two external examiners.

## COURSE STRUCTURE

### FIRST SEMESTER

CODE	SUBJECT	C/E	Credits	Marks		
				CA	ESA	TOTAL
MBMBA01C01	Principles & Practices of Management	C	4	40	60	100
MBMBA01C02	Managerial Economics	C	4	40	60	100
MBMBA01C03	Accounting for Managers	C	4	40	60	100
MBMBA01C04	Data Analysis for Decision Making	C	4	40	60	100
MBMBA01C05	Business Environment	C	4	40	60	100
MBMBA01C06	Managerial Communication	C	4	40	60	100
MBMBA01C07	Business Ethics and Corporate Governance	C	4	40	60	100
MBMBA01C08	Computer Skill Lab I	C	2	100	-	100
Total			30			

(C- Core course, E – Electives course, CA-Continuous Assessmentin, ESA-End Semester Assessment)

### SECOND SEMESTER

CODE	SUBJECT	C/E	Credits	Marks		
				CA	ESA	TOTAL
MBMBA02C09	Operations Research	C	4	40	60	100
MBMBA02C10	Organisational Behaviour	C	4	40	60	100
MBMBA02C11	Human Resource Management	C	4	40	60	100
MBMBA02C12	Marketing Management	C	4	40	60	100
MBMBA02C13	Financial Management	C	4	40	60	100
MBMBA02C14	Research Methodology	C	4	40	60	100
MBMBA02C15	Production and Operations Management	C	4	40	60	100
MBMBA02C16	Computer Skill Lab II	C	2	100	-	100
Total			30			

(C- Core course, E – Electives course, CA-Continuous Assessmentin, ESA-End Semester Assessment)

### THIRD SEMESTER

CODE	SUBJECT	C/E	Credits	Marks		
				CA	ESA	TOTAL
MBMBA03C17	Management Information System	C	4	40	60	100
	Open Elective Course - 1	E	4	40	60	100
	Open Elective Course - 2	E	4	40	60	100
	Elective I	E	4	40	60	100
	Elective II	E	4	40	60	100
	Elective III	E	4	40	60	100
MBMBA03C18	Organisational Study	C	2	40	60	100
Total			26			

(C- Core course, E – Electives course, CA-Continuous Assessmentin, ESA-End Semester Assessment)

### FOURTH SEMESTER

CODE	SUBJECT	C/E	Credits	Marks		
				CA	ESA	TOTAL
MBMBA04C19	Strategic Management	C	4	40	60	100
	Open Elective Course - 3	E	4	40	60	100
	Open Elective Course - 4	E	4	40	60	100
	Elective IV	E	4	40	60	100
	Elective V	E	4	40	60	100
MBMBA04C20	Computer Skill Lab III	C	2	100	-	100
MBMBA04C21	Project Report	C	6	40	60	100
MBMBA04C22	Comprehensive Viva Voce	C	2	-	100	100
Total			30			
Total credits for the course			116			

(C- Core course, E – Electives course, CA-Continuous Assessmentin, ESA-End Semester Assessment)



<b>OPEN ELECTIVE COURSES</b>	
Code	Course
MBMBA03O01	Business Law
MBMBA03O02	Business Fundamentals
MBMBA03O03	E-Commerce
MBMBA04O04	Project Management
MBMBA04O05	Basic Business Analytics using R
MBMBA04O06	Entrepreneurship Development

### **ELECTIVE GROUPS**

<b>GROUP I: MARKETING – Elective Courses</b>		
Sl. No.	Code	Course
1	MBMKT03E01	Consumer Behaviour
2	MBMKT03E02	Sales Management
3	MBMKT03E03	Product and Brand Management
4	MBMKT03E04	Marketing Research
5	MBMKT03E05	Global Marketing
6	MBMKT04E06	Retail Management
7	MBMKT04E07	Services Marketing
8	MBMKT04E08	Integrated Marketing Communication
9	MBMKT04E09	Rural Marketing
10	MBMKT04E10	Digital Marketing

<b>GROUP II: HUMAN RESOURCES – Elective Courses</b>		
Sl. No.	Code	Course
1	MBHRM03E01	Counseling Skills for Managers
2	MBHRM03E02	Training and Development
3	MBHRM03E03	Talent Management
4	MBHRM03E04	Leadership for Managerial Performance
5	MBHRM04E05	Managing Group Processes
6	MBHRM04E06	Industrial Relations
7	MBHRM04E07	HR Metrics and Analytics

8	MBHRM04E08	Strategic Human Resource Management
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GROUP III: FINANCE – Elective Courses		
Sl. No.	Code	Course
1	MBFIN03E01	Security Analysis and Portfolio Management
2	MBFIN03E02	Financial Services
3	MBFIN03E03	Corporate Taxation
4	MBFIN03E04	Financial Derivatives
5	MBFIN03E05	Behavioural Finance
6	MBFIN04E06	International Financial Management
7	MBFIN04E07	Advanced Financial Management
8	MBFIN04E08	Management Accounting
9	MBFIN04E09	Management Control Systems
10	MBFIN04E10	Financial Modelling

GROUP IV: OPERATIONS MANAGEMENT – Elective Courses		
Sl. No.	Code	Course
1	MBOPM03E01	Total Quality Management
2	MBOPM03E02	Production Planning and Control
3	MBOPM03E03	Advanced Operation Research
4	MBOPM03E04	Materials and Purchase Management
5	MBOPM04E05	Service Operations Management
6	MBOPM04E06	Technology and Innovation Management
7	MBOPM04E07	World Class Manufacturing
8	MBOPM04E08	Supply Chain Management