

# UNIVERSITY OF KERALA

## REGULATIONS, SCHEME, AND SYLLABUS OF THE MBA

### (Full-time/Evening/Distance Education) PROGRAMME 2014

#### **Introduction**

The MBA (Full-time/Evening/Distance Education) Degree programme of the University of Kerala is designed to attract talented young people to business management and to nurture entrepreneurial capabilities in them in the light of the liberalized and competitive economic and business environment. A deep knowledge of the basics of business administration and management would help them to take up with confidence important assignments in business and also to undertake entrepreneurial projects.

#### **Course Duration**

The duration of the MBA (Full-time) programme of the University of Kerala will be two years consisting of four semesters. Each semester shall consist of 16 instructional weeks of five days each of five hours per day.

The duration of the MBA (Evening) programme of the University of Kerala will be two years consisting of four semesters. Each semester shall consist of 16 instructional weeks of seven days each of three hours per day on weekdays and five hours on Saturdays and Sundays.

The duration of the MBA (Distance Education) programme of the University of Kerala will be two years consisting of four semesters. In each semester there will be a fixed number of contact sessions and attendance would be mandatory in these sessions.

#### **Eligibility for Admission**

Candidates seeking admission to the MBA (Full-time) programme must have passed the BA/BSc/BCom degree examination of the University of Kerala or one recognized by the University as being equivalent thereto, with not less than 50% marks in the aggregate in part III, and for all other degrees of the University of Kerala, or one recognized by the University as being equivalent thereto, 50% marks in aggregate. In the case of MBA (Evening) programme, the candidate should be at least 25 years of age determined as on January 1 of the year in which admission is sought and should have a minimum of two years work experience.

#### **Admission Procedure**

The candidate desirous of pursuing the MBA (Full-time/Evening) Degree programme will have to apply to the institution of his/her choice with a valid MAT/CMAT score and also undergo group discussion (GD) and interview at the Institute in order to qualify for admission. There shall be a University representative on the board of interview and group discussion. In the case of

candidates seeking admission to UIMs (University Institutes of Management) a valid KUMAT score is essential for admission. Such candidates will also have to undergo group discussion and interview. Candidates who wish to pursue the MBA programme through the distance education mode, a valid score in SDE Entrance is essential.

### **Requirements of Attendance and Progress**

A student will be permitted to register and appear for the examination at the end of the semester only if:

He/she has acquired not less than 75% attendance in each course in each semester

His/her progress is satisfactory in the continuous assessment in each course

His/her conduct has been satisfactory

### **Examination and Result**

Regular end semester examination of three hours duration will be conducted for the courses at the end of each semester by the University. The University will issue the semester marklist after each semester examination and final consolidated marklist showing the marks scored in all the four semesters after the successful completion of the MBA (Full-time/Evening/Distance Education) Degree programme.

For each course, the end semester examination will carry 60 marks while the internal assessment will be done for 40 marks. Thus the total marks for each subject shall be 100 marks.

The components of internal assessment and the marks for each will be as follows:

Periodical tests (subject to minimum of three tests for each course)	15 marks
Assignments/case analysis	10 marks
Seminars and discussions	10 marks
Class participation and attendance	5 marks
<b>TOTAL</b>	<b>40 marks</b>

If a student has shortage of attendance in a particular course, he/she will be allowed to repeat the course once to make up for the shortfall in the attendance.

There will be no provision for improving the marks scored in the end-semester examination.

Internship will be considered as a core course in the second semester. The external evaluation will be conducted by the examiners appointed by the University and the internal evaluation by a panel constituted by the college/institute. The criteria for evaluation will be as detailed below:

External Evaluation

60 marks (by the University)

<i>Criteria</i>	<i>Marks</i>
Final Report	30
Internship viva-voce	30
<b>TOTAL MARKS</b>	<b>60</b>

Internal evaluation

40 marks (by the Institute)

<i>Criteria</i>	<i>Marks</i>
Initial Report	10
Log Book /Work Diary	10
Internship Presentations	20
<b>TOTAL MARKS</b>	<b>40</b>

Students pursuing MBA programme through the distance education mode will have to undertake a mini project in the place of internship. The project should be application oriented based on a contemporary theme and should provide ample scope for applying the knowledge acquired by the student in research methods and quantitative tools during the first two semesters. The criteria for evaluation will be as detailed below:

External Evaluation

60 marks (by the University)

<i>Criteria</i>	<i>Marks</i>
Final Report	30
Mini project viva-voce	30
<b>TOTAL MARKS</b>	<b>60</b>

Internal evaluation

40 marks (by IDE)

<i>Criteria</i>	<i>Marks</i>
Application of concepts learnt	10
Analysis and use of quantitative tools	10
Oral presentation	20
<b>TOTAL MARKS</b>	<b>40</b>

The evaluation of the course “MBA 108 Employment and Value Oriented Vantage Learning” will be spread over the first three semesters as detailed below:

Units	Semesters
1, 2	I
3,4	II
5,6	III

Internal evaluation of 40 marks shall be of continuous nature split equally between the first and second semesters.

External evaluation of 60 marks will be conducted during the third semester by a panel of experts nominated by the University. The mode of evaluation may be conduct of a group discussion and personal interview.

<i>Mode of evaluation</i>	<i>Procedure</i>	<i>Assessment criteria</i>	<i>Total Marks</i>
Group Discussion	The group may comprise 5-6 students, discussing on an issue/topic of current relevance. The duration of the GD may be 18 - 20 minutes.	Clarity of content, verbal communication skills, non-verbal communication, group behaviour and participation, time management, knowledge of current business awareness.	30
Interview	The interview may assess the placement readiness of a student along with knowledge in business and management.	CV content, clarity in communication, non-verbal communication, energy and enthusiasm, conceptual clarity, adaptability.	30

A systematic record for the award of internal assessment marks shall be maintained in the department signed by the faculty member concerned and countersigned by the Head of the Department/Institution.

Semester examinations for MBA (Full-time/Evening/Distance Education) degree course for each course shall be conducted only once in a year.

Candidates for MBA (Full-time/Evening/Distance Education) programme shall be eligible to undergo the course of study in the next semester and take the examinations of that semester, irrespective of the results of the examination of the previous semester provided they have completed all the formalities of attendance, payment of all fee due to the university, and registration for examination in the earlier semester. A candidate who has failed in any course, however, shall be given a maximum of two additional chances for securing a pass in that course.

#### **Pattern of Question papers for the End- semester Written Examination**

The question papers set for the end-semester written examination will have three sections and carry 60 marks as detailed below:

**Section A** – Five short answer questions, one from each module. Students will have to answer all the five. Each question will carry three marks. Total **15** marks.

**Section B** – Five short essay questions, one from each module. Students will have to answer any three. Each question will carry 10 marks. Total **30** marks.

**Section C** – One case study of 15 marks. In the case of numerical papers, two problems will be given out of which the student will have to answer one. Total **15** marks. Grand total **60** marks.

#### **Time-limit for the Completion of Programme**

A candidate shall be required to complete the programme within a period of five years after joining the programme.

#### **Classification of Successful Candidates**

A candidate who secures not less than 50% in the end-semester examination subject to a minimum of 50% of the aggregate of internal assessment and end-semester examination together will be declared to have passed the examination. There is no stipulation regarding the minimum marks to be scored in the internal assessment. There is also no provision for improving the marks scored in internal assessment.

The division of pass will be based on the aggregate marks of all the continuous assessments and university examinations in the four semesters put together.

Candidates who have secured 50% marks and above but below 60% of total marks for all the courses in the four semesters shall be declared to have passed in second class.

Candidates who have secured 60% marks and above but below 75% of total marks for all the courses in the four semesters shall be declared to have passed in first class, and

Candidates who obtain 75% marks and above of the total marks for all the courses in the four semesters in first attempt shall be declared to have passed in first class with distinction.

### **Project Report**

During the fourth semester, every student of MBA (Full-time/Evening/Distance Education) programme is required to undertake a project of a problem centred nature under the guidance and supervision of a member of the faculty and the report on the same has to be submitted before the commencement of the fourth semester university examination. The contact hours required for the completion of the project is notionally fixed at 160 hours distributed over a continuous period of two months. Students shall be deputed for the project work immediately after the completion of the fourth semester class work. The project work and report will be evaluated for 150 marks. There will be external evaluation for the project and report. The external evaluation for 150 marks will be conducted by examiners duly appointed by the University for the purpose. Out of the total 150 marks, 50 marks will be awarded for viva-voce and 100 marks for the report.

### **Comprehensive Viva-voce**

There will be a comprehensive viva-voce at the end of the fourth semester carrying 50 marks. The University will constitute a Board of Examiners for conducting both the project viva-voce and the comprehensive viva-voce. Students securing less than 25 marks in the comprehensive viva-voce will have to repeat the same during the next year. Such students will be given a total of three chances to clear the same.

### **Electives**

A total of nine different electives are offered as given below:

#### **Table A**

1. Human Resources Management
2. Marketing Management
3. Operations Management
4. Financial Management
5. Systems Management

The students opting for dual specializations will have to choose four courses from each elective. Students will also be given the option of choosing all the eight courses from a single elective.

In the case of the electives listed in Table B, no dual specializations will be allowed and the student will have to select all the eight courses from the chosen elective. Students opting for electives from Table A will not be allowed to choose any course from the electives listed in Table B.

**Table B**

1. Media Management
2. International Business Management
3. Logistics and Supply Chain Management
4. Travel and Tourism Management

Henceforth, no major and minor specializations would be allowed.