



# MADURAI KAMARAJ UNIVERSITY

(University with Potential for Excellence)

Re-accredited by NAAC with 'A' Grade in the 3<sup>rd</sup> Cycle



**Prof. Dr. V. Chinniah**, M.Com., M.B.A., M.Phil., B.L., Ph.D.,  
Registrar

Palkalai Nagar, Madurai – 625 021,  
Tamil Nadu, India.

Ref./B-1/BoS/MBA/2018

8.6.2018

To

The Principals of Affiliated Colleges offering MBA (Semester) Course

Sir / Madam,

Sub.: MBA Course (Semester) Course – revised Syllabus under CBCS –  
Eligibility Conditions – clarification – intimated - reg

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I am, by direction to inform you that the Chairman, Board of Studies in Business Administration (PG) has clarified about the detail of Eligibility Conditions for the MBA offered under CBCS pattern is as follows as per the approved syllabus of 2012-2013 of this University.

### **Eligibility Conditions**

*Candidate for admission to the Master of Business Administration course, for full time, should possess a Bachelor's Degree of this University or an examination accepted as equivalent thereto, with a minimum of pass.*

It is further informed that the above said qualification has to be adopted in the admission of MBA (Semester) from the academic year 2018-2019 onwards.

I request you to kindly bring this to the notice of the concerned staff and students of your college.

Kindly acknowledge the receipt.

Yours faithfully,

REGISTRAR

MS  
8/6/18

MS  
8/6/18



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**Prof. Dr. V. Chinniah**, M.Com., M.B.A., M.Phil., B.L., Ph.D.,  
Registrar

Palkalai Nagar, Madurai – 625 021,  
Tamil Nadu, India.

Ref./B-1/BoS/MBA/2018

25.09.2018

To

The Principals of all non-autonomous Colleges  
Affiliated to Madurai Kamaraj University  
[offering MBA (Semester) Course]

Sir / Madam,

Sub.: MBA Course (Semester) Course – Modified scheme of examination  
(with slight changes on Internship viva-voce & project alone) –  
intimated – reg.

Ref.: Letter received from the Chairman, Board of Studies in Business  
Administration (PG). Dt. 25.09.2018.

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I am, by direction to inform you that the Chairman, Board of Studies in  
Business Administration (PG) has been sent the modified scheme of examination  
(with slight changes on internship training, internal viva-voce & project alone) of  
approved revised syllabus during 2018 vide Appendix AG for MBA degree course  
(under CBCS semester pattern).

It is further informed that the enclosed modified scheme of examination has to  
be adopted from the academic year 2018-2019 onwards..

Therefore, I request you to kindly bring this to the notice of the concerned  
staff and students of your College.

Kindly acknowledge the receipt.

Yours faithfully,

REGISTRAR

Encl.: as above

Copy to

1. The Controller of Examinations
2. The Senior Deputy Registrar, Strong Room
3. The Assistant Registrar, Professional Section (MBA)
4. The Supdt. Professional Section (MBA)
5. The Assistant Registrar, Confidential Section

## MADURAI KAMARAJ UNIVERSITY

**Modified scheme of examination (with slight changes on internship training, internal viva-voce & project alone) of approved revised syllabus w.e.f. the Academic Year 2018 – 2019 onwards for MBA degree courses (under CBCS semester pattern)  
[Vide Appendix AG : Refer Page No.989]**

### SCHEME OF EXAMINATION – MBA DEGREE COURSE (SEMESTER)

Semester	Subjects	Contact Hours	Credits	Internal	External	Total
<b>I</b>	<b>FIRST SEMESTER</b>					
	Fundamentals of Management	6	4	25	75	100
	Organizational Behaviour	6	4	25	75	100
	Economics for Management	6	4	25	75	100
	Statistics for Management	6	4	25	75	100
	Financial and Management Accounting	6	4	25	75	100
	<b>Total</b>	<b>30</b>	<b>20</b>			

Semester	Subjects	Contact Hours	Credits	Internal	External	Total	
<b>II</b>	Production and Operations Management	6	4	25	75	100	
	Marketing Management	6	4	25	75	100	
	Financial Management	6	4	25	75	100	
	Human Resource Management	6	4	25	75	100	
	Management Information System	6	4	25	75	100	
	<b>Internship Training – Viva-Voce *</b>			4	100		100
		<b>30</b>	<b>24</b>				

## MADURAI KAMARAJ UNIVERSITY

**Modified scheme of examination (with slight changes on internship training, internal viva-voce & project alone) of approved revised syllabus w.e.f. the Academic Year 2018 – 2019 onwards for MBA degree courses (under CBCS semester pattern)**

**[Vide Appendix AG : Refer Page No.990]**

Semester	Subjects	Contact Hours	Credits	Internal	External	Total
<b>III</b>	<b>THIRD SEMESTER</b>					
	Operations Research	5	4	25	75	100
	Business Research Methods	5	4	25	75	100
	<b>NON-MAJOR ELECTIVE #</b> Entrepreneurship	5	3	25	75	100
	<b>MAJOR ELECTIVE ##</b>					
	<b>I. MARKETING</b>					
	A. Rural Marketing	5	3	25	75	100
	B. Consumer Behaviour	5	3	25	75	100
	C. Advertising and Sales Promotion	5	3	25	75	100
	<b>II. FINANCE</b>					
	A. Indian Capital Market	5	3	25	75	100
	B. Financial Markets and Services	5	3	25	75	100
	C. International Trade, Finance and Documentation	5	3	25	75	100
	<b>III. HUMAN RESOURCE</b>					
	A. Labour Laws	5	3	25	75	100
	B. Training and Development	5	3	25	75	100
	C. Compensation Management	5	3	25	75	100
	<b>IV. SYSTEM</b>					
	A. Management of Software Projects	5	3	25	75	100
	B. UNIX and MS WINDOWS	5	3	25	75	100
	C. Operating System	5	3	25	75	100
	<b>V. PRODUCTION</b>					
	A. Value Engineering & Waste Control	5	3	25	75	100
	B. Materials Management	5	3	25	75	100
	C. Total Quality Management	5	3	25	75	100
	<b>Total</b>			<b>20</b>		

**# COMPULSORY**

**## CHOOSE ANY ONE OF THE MAJOR ELECTIVES**

## MADURAI KAMARAJ UNIVERSITY

**Modified scheme of examination (with slight changes on internship training, internal viva-voce & project alone) of approved revised syllabus w.e.f. the Academic Year 2018 – 2019 onwards for MBA degree courses (under CBCS semester pattern)**

**[Vide Appendix AG : Refer Page No.991]**

Semester	Subjects	Contact Hours	Credits	Internal	External	Total
<b>IV</b>	<b>FOURTH SEMESTER</b>					
	International Business	5	4	25	75	100
	Strategic Management	5	4	25	75	100
	Business Environment and Law	5	4	25	75	100
	<b>MAJOR ELECTIVE ##</b>					
	<b>I. MARKETING</b>					
	A. Services Marketing	5	3	25	75	100
	B. International Marketing	5	3	25	75	100
	C. e-Marketing	5	3	25	75	100
	<b>II. FINANCE</b>					
	A. Security Analysis and Portfolio Management	5	3	25	75	100
	B. Management of Financial Institutions	5	3	25	75	100
	C. International Financial Management	5	3	25	75	100
	<b>III. HUMAN RESOURCE</b>					
	A. Organisational Development and Change Management	5	3	25	75	100
	B. Strategic Human Resource Management	5	3	25	75	100
	C. International Human Resource Management	5	3	25	75	100
	<b>IV. SYSTEM</b>					
	A. Emerging Trends Information Technology	5	3	25	75	100
	B. Computer Networks	5	3	25	75	100
	C. Modeling and Simulation	5	3	25	75	100
	<b>V. PRODUCTION</b>					
	A. Production Planning and Control	5	3	25	75	100
	B. Project Planning Evaluation and Management	5	3	25	75	100
	C. Advanced Manufacturing Systems	5	3	25	75	100
	<b>Project **</b>			5	100	100
			26			

**## CHOOSE ANY ONE OF THE MAJOR ELECTIVES**

# MADURAI KAMARAJ UNIVERSITY

**Modified scheme of examination (with slight changes on internship training, internal viva-voce & project alone) of approved revised syllabus w.e.f. the Academic Year 2018 – 2019 onwards for MBA degree courses (under CBCS semester pattern)  
[Vide Appendix AG : Refer Page No.993]**

## **VIII. Evaluation of the Internship Training \***

The Internship programme for a period of 30 days at the end of the second semester has been made compulsory and its project report to be evaluated.

A Viva-Voce will be conducted at the completion of the Internship Training by a Panel of Internal Examiners as recommended by the Director. *Head of Department*

**75% of the marks are allotted for internship evaluation and 25% for Viva-Voce.** The minimum mark for pass in the internship training report evaluation is 50.

## **IX. Evaluation of Project work \* \***

The project work during the fourth semester has been made evaluatory. The Evaluation of the performance of the candidate and the project report will be done through the Viva-Voce conducted at the completion of the project by a Panel of Internal / External Examiners as recommended by the concerned Heads of the Department.

**75% of marks are allotted for project evaluation and 25% for Viva-Voce.** The minimum mark for pass in the project evaluation is 50.

*3/8/2018*