

**PSG COLLEGE OF TECHNOLOGY
COIMBATORE - 641004**

(Autonomous College affiliated to Anna University, Chennai)

**MASTER OF BUSINESS ADMINISTRATION
DEGREE PROGRAMME**

2024 SCHEMA AND SYLLABUS



VISION

To be a leader among the private business schools in India, by proactively engaging with our stakeholders in academics, research and skill development and bench-marking ourselves with the best-in-class standards of business education

MISSION

- **Empower**– Empower Individuals to achieve their managerial and entrepreneurial potential.
- **Innovate** – Develop innovative teaching and learning methodologies.
- **Research** – Focus on academic and industry-based research relevant to the region.
- **Nurture** – Enhance the institute’s visibility, growth and value by espousing ethics and social responsibility and by collaborating with institutional and professional stakeholder groups.

PROGRAMME EDUCATIONAL OBJECTIVES

- PEO1 : To be a competent manager
PEO2 : To identify and prepare for entrepreneurial opportunities
PEO3 : To deliver value to society stakeholders

PROGRAM OUTCOMES

- PO1 : Competent in communication at interpersonal and organizational level
PO2 : Exhibit relevant domain knowledge and skills
PO3 : Able to manage task complexities in a global and cross functional environment
PO4 : Arrive at informed decisions through critical thinking
PO5 : Develop and exhibit leadership and entrepreneurial skills
PO6 : Be sensitive towards society by espousing ethics, social responsibility and sustainable practices

PSG COLLEGE OF TECHNOLOGY, COIMBATORE - 641 004
(Autonomous College affiliated to Anna University, Chennai)

2024 REGULATIONS OF MBA DEGREE PROGRAMMES

(For the batches of students admitted in 2024-25 and subsequently under Choice Based Credit System)

NOTE: The regulations hereunder are subject to amendments as may be made by the Academic Council of the College from time to time. Any or all such amendments will be effective from such date and to such batches of students (including those already in the middle of the programme) as may be decided by the Academic Council.

1. a. PRELIMINARY DEFINITIONS AND NOMENCLATURE

In the following Regulations, unless the context otherwise requires

- i. "Programme" means Degree Programme, such as MBA, MBA (Waste Management and Social Entrepreneurship) Programme
- ii. "Course" means a theory or practical subject that is normally studied in a semester, such as Research Methods, Financial Management and the like.
- iii. "University" means Anna University, Chennai.

b. CONDITIONS FOR ADMISSION

Students for admission to the first semester of the Master of Business Administration (MBA)/ Master of Business Administration (Waste Management and Social Entrepreneurship) (MBA (WM&SE)) programmes of Anna University, Chennai will be required to satisfy the eligibility qualification for admission in Section 3 or any other examination of a recognized University or authority accepted by Anna University, Chennai as equivalent thereto. The students shall also be required to satisfy all other conditions of admission thereto prescribed by the University and Government of Tamil Nadu.

2. DURATION OF THE PROGRAMME

- i. **Minimum Duration:** The programme will extend over a period of two academic years, leading to the Degree of Master of Business Administration (MBA), Master of Business Administration (Waste Management and Social Entrepreneurship) (MBA (WM&SE)) in full time mode. An academic year is divided into two semesters. Each semester shall normally consist of 90 working days including examination days.
- ii. **Maximum Duration:** The student shall complete the MBA, MBA (WM&SE) full time degree programmes in 2 years (4semesters), but not more than 4 years. These durations are to be reckoned from the commencement of the semester to which the student was first admitted to the programme.

3. QUALIFICATIONS FOR ADMISSION

The MBA degree programme offered and the eligible qualifications for admission to the respective programmes are listed below:

Department	Degree Programme offered	Eligible Qualification for Admission (Note 1)	Minimum Credits
Management Sciences	MBA	As per ANNA UNIVERSITY norms	102
	MBA (WM&SE)		102

Note 1: Eligible Qualification is subject to amendments as may be made by the University from time to time.

4. STRUCTURE OF PROGRAMMES

- i. The course work of the odd semesters will normally be conducted only in odd semesters and that of the even semesters only in even semesters.
- ii. **Categorization of Courses:** The curriculum with syllabi consisting of theory and practical courses that shall be categorized as follows:
 - a) Professional Core (PC) includes the core courses relevant to the chosen specialization/branch.
 - b) Professional Elective (PE) includes the elective courses relevant to the chosen specialization.
 - c) Employability Enhancement Courses (EEC) includes Project Work and/or Internship, Seminar, Professional Practices, Summer Project, Case Study and Industrial / Practical Training.
 - d) Mandatory Course (MC)- Mandatory courses offered to enhance skills

Curriculum: The curriculum for each program will comprise courses of study as given in section 13 in accordance with the prescribed syllabi.

- iii. **Core / Elective Courses:** Every student shall undergo professional core courses, professional elective courses and employability enhancement courses as given in section 13. Every student shall opt for electives from the list of electives

relating to his/her degree programme as given in section 13 in consultation with the Tutor, Programme Coordinator and the HoD. However, a student may be permitted to take a maximum of two professional electives from the list of professional elective courses of the other MBA degree programme with specific permission from the HoD.

- iv. **Audit Courses:** Every MBA and MBA WM&SE student shall undergo one audit course relating to his/her degree programme. These are the courses for the purpose of self-enrichment and academic exploration. There is no requirement on minimum number of credits to be earned for this category of courses but a pass is mandatory. The students will be evaluated by a committee of the faculty members of the department and the Pass/Re-appearance (RA) will be transferred to grade sheet. Assessment will be based on presentation/ report/viva-voce/assignment/test. However, this assessment is not included in the computation of CGPA.
- v. **Special Elective:** Every MBA Student shall undergo two special elective courses offered under choice-based credit system. The special elective courses are set of industry related elective courses. The MBA students are allowed to do two special elective courses one in third and another in fourth semester respectively.
- vi. **Online Courses** (Platforms such as SWAYAM based NPTEL, GIAN, NISM, NSE-NCFM, NCCMP, AMFI, IRDA): Students can register and earn credits for online courses approved by department committee consisting of HoD, Programme Coordinator, Tutor and Subject Expert. Students who complete relevant online courses (having 3 credits only) successfully to a maximum of 6 credits may obtain exemption from studying two Professional Electives. The list of online courses is to be approved by the Chairman, Academic Council on the recommendation of HoD at the beginning of the semester if necessary, subject to ratification in the subsequent Academic Council meeting. For earning credits through online courses, students will be evaluated within the institute and will be recommended grades based on assessment given in Section 8. Students may do online courses during the third and fourth semester.
- vii. **Self-Study Courses:** A student can opt for Self-Study of a Professional Elective on specific approval of HoD provided the student does not have current arrears. The students shall study on their own under the guidance of a faculty member approved by the Head of the Department who will be responsible for the periodic monitoring and evaluation of the course. No formal lectures would be delivered. The self-study course can be considered as equivalent to studying one professional elective course.
- viii. **Internship:** Every student of MBA/MBA WM&SE shall undertake an internship at the end of second semester in an industry / research organization in consultation with the faculty guide and the HoD and the same shall be jointly supervised by a faculty guide and an expert from the organization. Each candidate is expected to prepare a report about the internship and make a presentation of the same. This will be evaluated by experts from industry and academia.
- ix. **Project:** Every student of MBA/MBA WM&SE shall undertake a suitable project in consultation with the faculty guide and the HoD. For the MBA students the Project is divided in two phases. Project Phase-1 shall be done by the student in the third semester and Project Phase-2 in the fourth semester. For the MBA WM&SE students the project is to be undertaken in the fourth semester. The student shall review literature relevant to the specific area of research, frame a set of questions relevant to the project, gather and analyse data appropriate to address those questions, draw conclusions, prepare a detailed report and do an oral presentation of the research findings.
- x. **Course Enrolment and Registration:**
 - a) Each student, on admission shall be assigned to a Tutor who shall advice and counsel the student about the details of the academic programme and the choice of courses considering the student's academic background and career objectives.
 - b) Each student on admission shall register for all the courses prescribed in the curriculum in the student's first semester of study.
 - c) From second semester onwards, a student has the option to drop a maximum of two theory courses except Professional Core Courses in a semester and a student has the option to study two additional theory courses which shall be only Professional Electives. However the maximum number of credits the student can register in a particular semester cannot exceed 30 credits including courses for which the student has registered for redo.
 - d) In case of a student dropping a course of study (other than professional core courses) in one semester, he/she shall register for that course in the next given opportunity and earn necessary attendance in that course exclusively to become eligible to appear for the semester examination in that course.
 - e) The courses to be offered in a semester for candidates who need to redo (as per 5 (iii) a) to c) will be approved by HoD.

- f) After registering for a course, a student shall attend the classes, satisfy the attendance requirements, earn Continuous Assessment marks and appear for the End Semester Examinations.

The enrolment for all the courses of the Semester II to IV for all the programs will commence 10 working days prior to the last working day of the preceding semester. The student shall enrol for the courses with the guidance of the Tutor. If the student wishes, the student may drop or add courses subject to eligibility within five working days after the commencement of the concerned semester and complete the registration process duly authorized by the Tutor.

Xi. Credit Assignment:

Each course is assigned certain number of credits based on the following:

Contact Period per week	Credits
One Lecture Period	1
One Tutorial Periods	1
Two Practical Periods (Seminar / Project Phase-1 and 2 / etc.)	1
Audit Courses	No Credits

The Contact Periods per week for Tutorials and Practical sessions can only be in multiples of 2. The number of credits assigned to the different courses is shown in section 13.

- Xii. Minimum Credits:** For the award of the degree, the student shall earn a minimum of 102 credits respectively for MBA and MBA (WM&SE) by passing the prescribed courses of study as given in Section 13.

- Xiii. Medium of Instruction:** The medium of instruction for examinations, project report etc. shall be English only.

5. REQUIREMENTS OF ATTENDANCE AND PROGRESS

- i. A student will be qualified to appear for end semester examinations in a particular course of a semester only if
 - a) he/she has satisfied the attendance requirements as per the norms given below:
 - Shall secure not less than 75% attendance in that course
 - If a student secures attendance 65% or more but less than 75% in any course in the current semester due to medical reasons (hospitalization / accident / specific illness) or due to participation in the College / University / State / National / International level Sports events with prior permission from the Chairman, Sports Board and HoD concerned, the student shall be given exemption from the prescribed attendance requirement and shall be permitted to appear for the end semester examination of that course.
 - b) his/her academic progress has been satisfactory and
 - c) his/her conduct has been satisfactory.
- ii. A student shall normally be permitted to appear for end semester examination of the course if the student has satisfied the attendance requirements (vide Clause 5 (i)) and has registered for examination in those courses of that semester by paying the prescribed fee.
- iii. a) Students who do not satisfy clause 5(i) will not be permitted to appear for the end semester examination / evaluation of that course/s. They have to register and redo those courses in a subsequent semester when it is offered next, earn necessary attendance and continuous assessment (CA) marks and appear for end semester examinations.

b) If the total number of "Redo" courses at the end of any semester is more than TWO for a student, he/she will not be eligible to register for next immediate and further semester courses.

Such students will be permitted to register for those semester courses only when offered next, subject to the condition that the number of "Redo" courses is less than or equal to TWO at the time of registration.

- c) If a student with more than TWO "Redo" courses is in the last batch of his/her current regulation then,
 1. the courses which he/she has to redo will be from the next regulation instead of the redo courses in the current regulation
 2. the passed courses in the current regulation which could be / could not be found equivalent to courses in the next regulation for the purpose of calculation of CGPA and
 3. the courses in the next regulation which he/she has to study on own without attendance requirement

shall be identified and the student will be permitted to redo the courses under the new regulation accordingly.

- iv. A student who has already appeared for a course in a semester and passed the examination is not entitled to reappear in the same course for improvement of letter grades / marks.
- v. In respect of students who complete a part of the academic programme either one or two semesters under the student exchange scheme in approved foreign Universities, the transfer of credits of equivalent courses completed by them in the foreign university will be approved; and in the case of the remaining courses of the respective semester(s) which they have not studied in the respective regulation, they shall register for those courses within the next two or subsequent semesters on a self-study basis. Such an appearance of the student in those courses will be treated as first appearance for the purpose of classification. (Vide sections 10 (A, B, C & D)).

6. DISCIPLINE

- i) Every student is required to observe discipline and decorous behaviour both inside and outside the college and not to indulge in any activity which will tend to bring down the prestige of the college. The Head of the Institution shall constitute a disciplinary committee to enquire into acts of indiscipline and notify the punishment.
- ii) If a student indulges in malpractice in any of the examinations, he/she shall be liable for punitive action as decided by the Board of Examiners

7. PROCEDURE FOR REJOINING THE PROGRAMME

A student who desires to rejoin the programme after a period of discontinuance, may rejoin the semester which he / she is eligible or permitted to join, only at the time of its normal commencement for a regular batch of students and after obtaining the approval from the University and Commissioner of Technical education. No student will however be enrolled in more than one semester at any time.

8. ASSESSMENT AND PASSING REQUIREMENTS

- i. **Assessment:** The assessment will comprise of Final Examination (FE) and/or Continuous Assessment (CA), carrying marks as specified in the scheme in section 13 infra. The CA marks will be awarded on assessing the student continuously during the semester. The assessment for theory courses carrying CA and FE components will be done on relative grading system. However, if the student's strength is less than or equal to 30 for a particular course they will be assessed by absolute grading system. Other courses (Courses with practical component, Project Work I, Project Work II, Audit Course, Online Courses) will be assessed by absolute grading system. However, for the purpose of reporting the performance of a student, letter grades and grade points will be awarded as per section 8 (vii).

For Theory courses, the CA marks will be scaled down from 50 to 40 marks and the Final Examination (FE), which will be conducted for 100 marks, will be scaled down to 60 marks and the total being 100 marks (CA 40 + FE 60). For project phase I (MBA programme) the Continuous Assessment (CA) marks will be scaled up from 50 to 60 marks and the Final Examination (FE) marks which will be conducted for 50 marks and will be scaled down to 40 marks. For project phase II (MBA programme) and project work (MBA WMSE) the Continuous Assessment (CA) marks will be scaled up from 100 to 120 marks and the Final Examination (FE) marks which will be conducted for 100 marks and will be scaled down to 80 marks.

- ii. **Semester End Examinations:** Semester end examinations will normally be conducted during October / November and during March / April of each year. Supplementary examinations may be conducted at such times as may be decided by the college.

A student will be permitted to appear for the Final Examination in a course only if he/she has completed the study of that course.

- iii. **Internship:** Every student shall submit a report on internship/s on dates announced by the college / department through the HoD. If a student fails to submit the report on the internship/s, he/she is deemed to have failed in it. Every student shall make presentation about the internship/s before a review committee constituted by the HoD. The internship/s will be evaluated based on the presentation, reports and viva-voce examination.

The evaluation of internship/s will be carried out in the semester indicated in 13 and the results of the same will be published along with other courses of that semester.

- iv. **Project Phase-1 for MBA:** Every student shall submit a report on Project Phase-1 on dates announced by the department through the faculty guide to the HoD. If a student fails to submit the report on Project Phase-1 on or before the specified date, he/she is deemed to have failed in it. The student shall also present seminars about the progress of the Project Phase-1 during the semester. The seminars shall be presented before a review committee constituted by the HoD.

The Project Phase-1 will be evaluated based on the seminars, report and a viva-voce examination. The viva-voce examination will be carried out by a team consisting of an internal examiner, usually the faculty guide, and an external examiner, appointed by the HoD.

A student who fails in Project Phase-1 shall register for redoing the same at the beginning of the subsequent semester. However, the student will be allowed to enrol for Project Phase-2 along with Project Phase-1 during the beginning of the subsequent semester for satisfactory completion of both the courses.

- v. **Project Phase-2 for MBA:** Every student shall submit a report on Project Phase-2 on dates announced by the HoD. If a student fails to submit the report on Project Phase-2 on or before the specified date, he/she is deemed to have failed in it.

The student shall also present seminars about the progress of the Project Phase-2 during the appropriate semester. The seminars shall be presented before a review committee constituted by the HoD.

The Project Phase-2 will be evaluated based on the seminars, report and a viva-voce examination. The viva-voce examination will be carried out by a team consisting of an internal examiner, usually the faculty guide, and an external examiner, appointed by the HoD. The continuous assessment marks of Project Phase-2 shall not be carried over to the next appearance, if the student has failed in the same.

A student who fails in Project Phase-2 shall register and complete the course within the maximum duration of the programme.

- vi. **Project Work for MBA WM&SE:** Every student shall submit report on Project Work on dates announced by the college / department through the faculty guide to the HoD. If a student fails to submit the report on Project Work on or before the specified date, he/she is deemed to have failed in it. The student shall give a presentation about the progress of the Project Work during the fourth semester to a review committee constituted by the HoD.

The Project Work will be evaluated based on the presentations, report and a viva-voce examination. The viva-voce examination will be carried out by a team consisting of an internal examiner, usually the supervisor, and an external examiner, appointed by the HoD. The continuous assessment marks of Project Work shall not be carried over to the next appearance if the student had failed in the same.

A student who fails in Project work shall register and complete the course within the maximum duration of the programme.

- vii. **Grade and Grade Point:** Each student, based on his / her performance, will be awarded a final grade and grade point as given in the table for each course at the end of each semester by following relative grading system and absolute grading system.

a. Relative Grading System

In this system, the grades are awarded to the students based on their performance relative to others in Theory courses having Continuous Assessment (CA) and Final Examination (FE) components.

For each course, the total mark M i.e., the sum of Continuous Assessment marks (CA) and Final examination marks (FE) in the case of theory courses or CA in the case of courses with 100% Continuous Assessment component is computed for every candidate.

The students who secure the total mark M as detailed below are first declared as fail (RA) in a course.

Marks scored in FE is less than 45% (or) M less than 50% of total marks	Grade: RA
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Note:

- "RA" denotes reappearance in a course

After omitting the marks (M) of all failed students, if the number of students who have passed in a course is more than 30, Relative Grading system shall be followed and if it less than or equal to 30, Absolute Grading System shall be followed. For awarding grades by Relative Grading System, the software developed by Anna University shall be used and it normalizes the result data by using BOX-COX transformation method.

Then letter grade and grade point to each student are awarded as given in the table below.

Letter Grade	Grade Points, g
O (Outstanding)	10
A + (Excellent)	9
A (Very Good)	8
B + (Good)	7

B (Average)	6
C (Satisfactory)	5
RA(Re-appearance)	0
SA (Shortage of Attendance)	0
W(Withdrawal)	0

b. Absolute Grading System

If the number of students registered for a particular course or if the number of students who have passed a particular course is less than or equal to 30, absolute grading system will be followed. Also, absolute grading system is followed for all the courses having practical components, Project Work I and II, Online Courses etc., offered under this regulation. The letter grade and mark range are given in table below.

Letter Grade	Mark Range	Grade Point, g
O	91 – 100	10
A+	81 – 90	9
A	71 – 80	8
B+	61 – 70	7
B	56 – 60	6
C	50 – 55	5
RA	< 50	0
W(Withdrawal)	0	0
SA(Shortage of Attendance)	0	0

- "RA" denotes Reappearance in a course.

The grades RA and SA will not figure in the grade sheet.

viii. Cumulative Grade Point Average: After the completion of the programme, the Cumulative Grade Point Average (CGPA) from the first semester to final semester is calculated using the formula.

$$CGPA = \frac{\sum g_i * C_i}{\sum C_i}$$

where g_i is Grade point secured corresponding for i^{th} course

C_i is Credit allotted for i^{th} course

ix. Passing a course:

a. A student shall be deemed to have passed any course with CA and FE components, if

- he/she secures at least 45% of the total marks in the final examination and
- he/she secures not less than 50% of total marks [CA and FE put together] prescribed for the course shall be declared to have passed the course and acquired the relevant number of credits.

A student is deemed to have passed in any course carrying only Continuous Assessment marks if the total mark secured by him/her is at least 50% of total marks.

b. A student, who is absent or has failed in the semester end examinations in any course carrying Continuous Assessment and Final Examination has to register for the examination in that course when it is conducted next time either by retaining or by not retaining the CA marks already earned.

- A student after choosing the option as not retaining CA in second attempt shall have to continue to register for further appearances in the same option only, till he/she obtains a pass.

- ii. A student who chooses the option as not retaining CA shall have to continue to register for further appearances in that option only till he / she obtains a pass. In such case, the maximum grade that will be awarded to the students who appear in the Reappearance Examination will be capped at "A".

For students who chooses the option of not retaining CA, the following grading pattern is applicable

Range of percentage of total marks	Letter grade
71 to 100	A
61 to 70	B+
56 to 60	B
50 to 55	C
0 to 49 or less than 45% in final examination	RA

- c. A student, who after having earned necessary attendance has failed in any course carrying only continuous assessment marks, will register for the examinations when it is conducted next time and will be solely assessed in the semester end examinations carrying entire marks of that course.
- d. A student who has earned necessary attendance in the course Project Phase-2 but does not submit the report on Project Phase-2 on or before the date specified by the college / department, shall be deemed to have failed in the Project Phase-2 and awarded grade RA and will have to register for the same at the beginning of the subsequent semester, redo and submit the project report at the end of that semester and appear for the final examination, the CA mark earned afresh.
- e. A student who has earned necessary attendance in the course Project Phase-2 but whose project report is not accepted for reasons of incompleteness or other serious deficiencies will be treated as "absent" and will have to register for the same at the beginning of the subsequent semester, redo and submit the project report at the end of that semester and appear for the final examination, the CA mark earned afresh.
- f. A student who has submitted the report on Project Phase-2, but could not appear for the semester end examination on the scheduled date, shall be deemed to have failed in the Project Phase-2 and awarded grade RA and will have to register for the same at the beginning of the subsequent semester, Redo and submit the project report at the end of that semester and appear for the final examinations, the CA mark earned afresh.
- g. If a student is absent or has failed in an elective course, he/she may register for the same course as detailed in 8 (b) above or for any other elective in the subsequent semester by registering afresh.
- h. A student who is not eligible to write the end semester examination in any course due to lack of attendance, will be awarded grade SA and the student has to register for that course again, when offered next, attend the classes and fulfill the attendance requirements as per section 5. If the course, in which the student has lack of attendance, is a Professional Elective the student may register for the same or any other Professional Elective course in the subsequent semesters.
- i. A student after registering for a course may withdraw his / her registration between first & second CA Test on valid reasons.
- j. For MBA, out of the required six Professional Electives to be studied, the student shall study a minimum of four electives from the list of Professional Electives prescribed in their scheme of examinations and can study the remaining two Professional Electives either from the list prescribed in the scheme or as online courses / special courses by obtaining equivalence.

In case, the student completes more than six Professional Electives, four Professional Electives with highest grade among all the Professional Electives studied under the scheme and two courses with next highest grade among all remaining courses studied by the student will be considered for calculation of CGPA; however, the grades obtained in all other left-over courses will also appear in the grade sheet.

For MBA (WM&SE), a maximum of two electives can be done online.

- k. A student who is absent in the final semester examination of a course after registering for the same will be considered to have appeared and failed in that examination and awarded grade RA.

x. Reappearance Examinations:

For Reappearance Examinations / Examinations for any course under REDO category, absolute grading will be followed irrespective of whether the grading was originally under Relative Grading System or Absolute Grading System.

9. QUALIFICATION FOR THE AWARD OF DEGREE

A student will be declared to have qualified for the award of the MBA, MBA (WM&SE) degree provided

- i. the student has successfully completed the course requirements and has passed all the prescribed courses of study of the respective programme listed in section 13 within the duration specified in section 2(ii) and earned the total number of credits as specified in the curriculum of the respective programme of study.
- ii. no disciplinary action is pending against the student.

10. CLASSIFICATION OF DEGREE

A) FIRST CLASS WITH DISTINCTION

A student who satisfies the following conditions shall be declared to have passed the examination in First class with Distinction.

- Should have passed the semester end examination in all the courses of all the four semesters in his/her First appearance within 3 years, which includes authorized break of study of one year. Withdrawal from examination (vide clause 11) will not be considered as an appearance
- Should have secured a CGPA of not less than 8.50
- One-year authorized break of study (if availed of) is included in the three years for award of First class with Distinction
- Should not have been prevented from writing semester end examination due to lack of attendance in any of the courses

B) FIRST CLASS

A student who satisfies the following condition shall be declared to have passed the examination in First Class.

- Should have passed the examination in all the courses of all four semesters **within three years**.
- One-year authorized break of study (if availed of) or prevention from writing the End Semester examination due to lack of attendance (if applicable) is included in the duration of three years for award of First class.
- Should have secured a CGPA of not less than 6.50

C) SECOND CLASS

All other students (not covered in clauses 10 A and B) who qualify for the award of the degree shall be declared to have passed the examination in Second class.

D) RANK

A student shall be eligible for award of ranking only if he/she has passed the examination in first class or first class with distinction in the first available chance (i.e., first attempt in all the courses). Those who have availed the provision of break of study / withdrawal will not be eligible for rank.

11. WITHDRAWAL FROM EXAMINATION

- i. A student may, for valid reasons, be granted permission to withdraw from appearing for the examination in any course or courses of only one semester examination during the entire duration of the degree programme, if he/she does not have any history of arrears at the time of request for withdrawal. Prior permission for withdrawal from semester examinations is to be obtained from Principal. Also, only one application for withdrawal is permitted for that semester examination in which withdrawal is sought.
- ii. Withdrawal application shall be valid only if the student is otherwise eligible to write the examination and if it is made prior to the commencement of the semester examination or on the day of the examination of a course / set of courses and also recommended by the HoD and the Principal.

12. TEMPORARY BREAK OF STUDY

- i. Under Choice Based Credit System, students will have the provision to take a break of study at the beginning of a semester to re-do or complete the reappearance courses of previous semesters or on valid reasons (such as accident or hospitalization due to prolonged ill health) and rejoin the programme in a semester which he/she is eligible and he/she shall apply to the Principal through the HoD stating the reasons therefore.
- ii. A student permitted for break of study shall rejoin the programme at the respective semester as and when it is offered subject to the approval of Commissioner of Technical Education and Anna University, Chennai and shall be governed by the rules and regulations in force at the time of rejoining.

- iii. The duration specified for passing all the courses for the purpose of classification (vide section 10) shall be increased by the period of such break of study permitted.
- iv. The total period for completion of the programme reckoned from the commencement of the semester to which the student was first admitted shall not exceed the maximum period specified in section 2 (ii) irrespective of the period of break of study in order that he/she may be qualified for the award of the degree.
- v. If any student is detained for want of requisite attendance, progress and conduct, the period spent in that semester shall not be considered as permitted 'Break of Study' and section 12 (iii) is not applicable for such cases.

**13. COURSES OF STUDY AND SCHEME OF ASSESSMENT
MBA SCHEMA**

(2024 REGULATIONS)

Minimum Credits to be Earned 102									
Course Code	Course Title	Hours/Week			Credits	Maximum Marks			Category
		Lecture	Tutorial	Practical		CA	FE	Total	
SEMESTER – I									
24GM11	Management Concepts and Organizational Behaviour	4	0	0	4	40	60	100	PC
24GM12	Economics for Decision Making	4	0	0	4	40	60	100	PC
24GM13	Accounting for Decision Making	4	0	0	4	40	60	100	PC
24GM14	Business Statistics	4	0	0	4	40	60	100	PC
24GM15	Managerial Communication	3	0	2	4	100	-	100	PC
24GM16	Spreadsheet Applications	0	0	4	2	100	-	100	EEC
24GM17	Transformative Engagement Activities for Managers (TEAM)*	0	0	4	2	100	-	100	EEC
24GM18	Social Sensitization for Managers	0	0	4	2	100	-	100	EEC
24GM19	Legal Aspects of Business	2	0	0	2	100	-	100	EEC
	Total Credits	21	0	14	28	660	240	900	
SEMESTER – II									
24GM20	Financial Management	4	0	0	4	40	60	100	PC
24GM21	Human Resource Management	4	0	0	4	40	60	100	PC
24GM22	Marketing Management	4	0	0	4	40	60	100	PC
24GM23	Operations Management	4	0	0	4	40	60	100	PC
24GM24	Business Analytics	4	0	0	4	40	60	100	PC
24GM25	Research Methods	3	0	0	3	40	60	100	PC
24GM26	Data Visualization	0	0	2	1	100	-	100	EEC
24GM27	Global Immersion Program	0	0	2	1	100	-	100	EEC
24GM28	Business Immersion	0	0	2	1	100	-	100	EEC
24GM29	Generative AI For Managers	2	0	0	2	100	-	100	EEC
	Total Credits	25	0	6	28	640	360	1000	

* Experiential course scheduled for week end

Course Code	Courses	Hours/Week			Credits	Maximum Marks			Category
		Lecture	Tutorial	Practical		CA	FE	Total	
SEMESTER – III									
24GM31	Summer Internship *	0	0	8	4	100	-	100	EEC
24GM32	Strategic Management	3	0	0	3	40	60	100	PC
24_____	Elective 1	3	0	0	3	40	60	100	PE
24_____	Elective 2	3	0	0	3	40	60	100	PE
24_____	Elective 3	3	0	0	3	40	60	100	PE
24_____	Special Elective 1	2	0	0	2	40	60	100	EEC
24GM33	Board Room Simulation	0	0	4	2	100	-	100	EEC
24GM34	Project Phase-1	0	0	12	6	60	40	100	EEC
24GM35	Audit Course	2	0	0	GRADE	100	-	100	MC
	Total Credits	16	0	24	26	560	340	900	
SEMESTER – IV									
24GM41	Entrepreneurship and New Venture Creation	3	0	0	3	40	60	100	EEC
24_____	Elective 4	3	0	0	3	40	60	100	PE
24_____	Elective 5	3	0	0	3	40	60	100	PE
24_____	Elective 6	3	0	0	3	40	60	100	PE
24-----	Special Elective 2	2	0	0	2	40	60	100	EEC
24GM42	Project Phase-2	0	0	12	6	120	80	200	EEC
	Total Credits	14	0	12	20	320	380	700	

* Undertaken for 8 - 10 Weeks during Summer, after the Second Semester. The credits are added in Third Semester

Category: MC - Mandatory Course, PC – Professional Core, PE – Professional Elective, EEC – Employability Enhancement Course, CA- Continuous Assessment, FE- Final Examination

LIST OF ELECTIVE COURSES

Finance Electives	
24GA01	Banking
24GA02	Financial Services
24GA03	Investment Analysis and Portfolio Management
24GA04	Financial Derivatives
24GA05	Fixed Income Securities
24GA06	Financial Modeling
24GA07	Project Appraisal and Finance
24GA08	Wealth Management
24GA09	Empirical Research in Finance
24GA10	Business Taxation
Human Resource Electives	
24GB01	Compensation and Benefits Management
24GB02	Conflict Management
24GB03	Diversity and Inclusion
24GB04	Labour Legislation and Industrial Relations
24GB05	Leading Organizational Change and Development
24GB06	Learning and Development
24GB07	Managing Global Workforce
24GB08	Performance Management
24GB09	Strategic Career Designing
24GB10	Talent Acquisition and Management
Marketing Electives	
24GC01	Brand Management
24GC02	Consumer and Buyer Behaviour
24GC03	Customer Relationship Management
24GC04	Digital Marketing
24GC05	Integrated Marketing Communication
24GC06	Business to Business Marketing
24GC07	Marketing Logistics
24GC08	Retail Management
24GC09	Sales and Market Development
24GC10	Services Marketing
Operations Electives	
24GD01	Total Quality Management
24GD02	Supply Chain Management
24GD03	Project Management
24GD04	Design Thinking
24GD05	Enterprise Resource Planning
24GD06	Theory of Constraints
24GD07	Lean Management
24GD08	Operations Modeling and Simulation
24GD09	Decision Support System
24GD10	Technology Management

Analytics Electives	
24GE01	People Analytics
24GE02	Financial Analytics
24GE03	Marketing Analytics
24GE04	Predictive Analytics
24GE05	Web and Social Media Analytics
24GE06	Deep Learning
24GE07	Prescriptive Analytics
24GE08	Natural Language Processing
24GE09	Big Data Analytics
24GE10	Structured Query Language
24GE11	Robotic Process Automation for Business
24GE12	E-Business Models

List of Special Elective Courses

Finance	
24VA01	Financial Technologies
24VA02	Sustainable Finance and Impact Investing
24VA03	Global Financial Markets and Geopolitical Risks
24VA04	Marketing of Financial Services
24VA05	Behavioural Finance
Human Resources	
24VB01	Emotional Intelligence for Managers
24VB02	Executive Leadership
24VB03	Digital Transformations in HR
24VB04	Employee Engagement
Marketing	
24VC01	AI Powered Marketing
24VC02	Event Management
24VC03	Influencer Marketing
24VC04	Marketing 5.0
Operations	
24VD01	Six Sigma
24VD02	Project Scheduling
24VD03	5S
24VD04	Industry 5.0
24VD05	Daily Work Management
Analytics	
24VE01	Analytics with KNIME
24VE02	R Programming
24VE03	Block Chain
24VE04	Digital Twin
General Electives	
24VF01	Contemporary Topics in Management
24VF02	Emerging Trends in Management