

KADI SARVA VISHWAVIDYALAYA GANDHINAGAR

**MASTER OF BUSINESS ADMINISTRATION (MBA)
PROGRAMME**

Syllabus for MBA Programme

Effective from the Academic Year 2012-13

Curriculum

The course curriculum and syllabus for MBA of Kadi Sarva Vishwavidyalaya is devised considering the norms of AICTE. This syllabus has endeavored to strike a balance between theory and practice and classic and contemporary concepts. The MBA programme will be conducted on a semester basis with four semesters spread over two academic years. The duration of each semester will be around 15 weeks.

The courses in the first year of MBA are as follows:

SEMESTER – I

Course Code	Subject name
CC 101	Economics For Managers
CC 102	Accounting for Managers
CC 103	Managerial Communication
CC 104	Organizational Behavior
CC 105	Principles Of Management
CC 106	Quantitative Techniques for Managers
CC 107	Information System For Managers
CC 108	Winter Project

SEMESTER – II

Course Code	Subject name
CC 201	Cost & Management Accounting
CC 202	Environment for Business
CC 203	Financial Management
CC 204	Human Resource Management
CC 205	Marketing Management
CC 206	Operations Management
CC 207	Business Research Methodology

SEMESTER – III

COMPULSORY COURSES

Course Code	Subject name
CC 301	Entrepreneurship Development
CC 302	Management Control Systems
CC 303	Strategic Management
CC 304	Comprehensive Project - I

MARKETING SPECIALIZATION

MS 311	Integrated Marketing Communication
MS 312	Sales And Distribution Management
MS 313	Consumer Behavior

FINANCE SPECIALIZATION

FS 321	International Financial Management
FS 322	Security Analysis And Portfolio Management
FS 323	Management Of Financial Services

HUMAN RESOURCE SPECIALIZATION

HS 331	Compensation Management
HS 332	Management of Industrial Relations & Labor Legislations
HS 333	Change Management And Organizational Development

INFORMATION SYSTEM SPECIALIZATION

IS 341	Information Technology & Business
IS 342	System Analysis And Design
IS 343	Data Base Management System

SEMESTER – IV

COMPULSORY COURSES

Course Code	Subject name
CC 401	International Business
CC 402	Project Management
CC 403	Comprehensive Project – II

MARKETING SPECIALIZATION

MS 411	Services And Relationship Marketing
MS 412	International Marketing
MS 413	Product and Brand Management

FINANCE SPECIALIZATION

FS 421	Derivatives And Risk Management
FS 422	Corporate Finance and Restructuring
FS 423	Banking and Insurance

HUMAN RESOURCE SPECIALIZATION

HS 431	International Human Resource Management
HS 432	Strategic Human Resource Management
HS 433	Human Resource Development

INFORMATION SYSTEM SPECIALIZATION

IS 441	E-Business
IS 442	Enterprise Resource Planning
IS 443	Software Project Management

EVALUATION:

- (a) The objective of evaluation in the MBA Programme is not only to measure the performance of student but also to motivate them for better performance. Students are to be evaluated on the basis of class tests, quizzes, class participation, home assignments, project reports and Mid-semester and End-semester examinations. The method of evaluation as well as weightage to be assigned to different types of tests will be determined by the faculty teaching the course within the frame work of the Department's policy. The evaluation scheme of each course is to be announced to the candidates by the faculty for each course in the beginning of the semester.
- (b) At the end of each semester, the performance of students will be evaluated in terms of letter grades and reports which have the following equivalent grade points and connotations:

(i)	Letter Grades	Grade Points
	Passed A+	4.001 to 4.300
	Passed A	3.701 to 4.000
	Passed A-	3.301 to 3.700
	Passed B+	3.001 to 3.300
	Passed B	2.701 to 3.000
	Passed B-	2.301 to 2.700
	Passed C+	2.001 to 2.300
	Passed C	1.701 to 2.000
	Failed C-	1.301 to 1.700
	Failed D+	1.001 to 1.300
	Failed D	0.701 to 1.000
	Failed D-	0.001 to 0.700
	Failed F	0.00

(ii)	Reports	Connotations
	I	Incomplete
	S	Satisfactory
	U	Unsatisfactory

- (c) The student is required to fulfill the following conditions:

To maintain minimum grade of C or more in each component i.e. Mid Sem Exam (Out of 30 Per Cent), Continuous Evaluation Component (Out of 30 Per Cent) and End Sem Exam (Out of 40 Per Cent) of each Semester. The range of grade "C" is equivalent grade Point of "1.701-2.000".

If a student does not fulfill above requirement, he/she will not be promoted to the next semester until he/she satisfies the above requirement for conferment of the Degree.

PROVISION FOR PROMOTION IN NEXT SEMESTER:

1. The student will be promoted from first semester to second semester provided his/her term is granted for first semester and he/she has cleared CEC Component with requisite grade.
2. The student will be promoted from second semester to third semester provided his/her term is granted for second semester and he/she has cleared CEC Component with requisite grade.
3. The student will be promoted from third semester to fourth semester provided his/her term is granted for third semester and he/she has cleared CEC Component with requisite grade.

AWARD OF DEGREE:

- (a) If the student clear all the components for all subject in all four semesters with requisite grade, he/she will be awarded MBA Degree otherwise his/her result of Semester – IV will be withheld until he/she clears earlier components in all subject/s with requisite grade.
- (b) If a student has not been able to complete any course, he/she will be given ["I"] report implying **incomplete**. This grade will have to be removed within a specific time period as allotted by the College / Department, failing which he/she will be given "F" grade.
- (c) Besides a satisfactory performance in various courses during the first year, the student will also have to complete satisfactorily the summer project in an organization arranged by the Institute and submit a project report which shall be evaluated.
- (c) After the successful completion of the two-year programme as per the requirements laid down as above, the University will issue a consolidated transcript of all the semesters and a student will be awarded Master Degree in Business Administration (M.B.A.).

Since the MBA Programme is a professional course wherein the students will be subject to a continuous evaluation throughout the duration of the programme, no class/division will be awarded. The students shall be recommended for the award of MBA Degree, only after satisfactory completion of all the requirements of the programme as laid down by the each Department. Hence, there shall be no provision in the programme with regard to gracing and/or condonation in any form.

No candidate will be allowed to reappear at any semester examination which he/she has already passed.

ATTENDANCE:

Candidates shall be required to attend at least 75% of the total class room sessions separately under each of the courses offered to them during the semester. In case a candidate fails to meet the minimum requirement, he/she will have to repeat the respective semester.

CONVERSION OF GRADES INTO PERCENTAGES:

The University has a policy of awarding letter grades and the overall performance of a student is indicated in terms of Cumulative Grade Point Average (CGPA). No class is awarded for the degree of Master of Business Administration (M.B.A.)

From the academic stand point, it is neither possible nor desirable to convert Cumulative Grade Point Average (CGPA) into equivalent percentage marks. However, for the limited purpose of facilitating comparison of the students of this University with the other students having percentage marks, the equivalence has been worked out as explained under.

The minimum passing standard is C.G.P.A. of 2.00. This is equivalent to 45.00 percent. The maximum C.G.P.A. is 4.30 which is equivalent of 91.00 percent while the lowest C.G.P.A. is 0.01 which is equal to 5.00 percent. Considering this normal distribution between 5.00 percent (CGPA=0.01) and 91.00 percent (CGPA=4.30), the conversion factor for each additional 0.01 C.G.P.A. is equal to 0.20 percent.

Accordingly, the CGPA and its equivalent percentage shall be as under:

EXAMPLE: If a student gets 2.98 C.G.P.A. for the complete program, its equivalent percentage will be worked out by two different styles as under:

Example Style No. 1			Example Style No. 2 (Easier Way)	
2.95 (Refer Table)	=	64.00	= (Obtained Grade X 20) + 5	
+ 0.03 = (3 x .20)	=	00.60	= (2.98 X 20) + 5	
----	=====		= 64.60 Per cent	
2.98	TOTAL=	64.60 Per cent		

C.G.P.A.	Percentage	C.G.P.A.	Percentage	C.G.P.A.	Percentage
0.01	5.00	2.40	53.00	3.40	73.00
0.25	10.00	2.45	54.00	3.45	74.00
0.50	15.00	2.50	55.00	3.50	75.00
0.75	20.00	2.55	56.00	3.55	76.00
1.00	25.00	2.60	57.00	3.60	77.00
1.25	30.00	2.65	58.00	3.65	78.00
1.50	35.00	2.70 B-	59.00	3.70 A-	79.00
1.75	40.00	2.75	60.00	3.75	80.00
1.80	41.00	2.80	61.00	3.80	81.00
1.85	42.00	2.85	62.00	3.85	82.00
1.90	43.00	2.90	63.00	3.90	83.00
1.95	44.00	2.95	64.00	3.95	84.00
2.00 C	45.00	3.00 B	65.00	4.00 A	85.00
2.05	46.00	3.05	66.00	4.05	86.00
2.10	47.00	3.10	67.00	4.10	87.00
2.15	48.00	3.15	68.00	4.15	88.00
2.20	49.00	3.20	69.00	4.20	89.00
2.25	50.00	3.25	70.00	4.25	90.00
2.30 C+	51.00	3.30 B+	71.00	4.30 A+	91.00
2.35	52.00	3.35	72.00		

Explanation of Grade, Grade Points, Equivalent Percentage and Percentage Bracket

Table No. 1.1						
Explanation of Grade, Grade Points, Equivalent Percentage and Percentage Bracket						
Grade	Grade Points			Equivalent Percentage	Percentage Bracket	Marks out of 30
	From		To			
A+	4.001	to	4.3	91	85-91	27.914
A	3.701	to	4	85	79-85	25.821
A-	3.301	to	3.7	79	71-79	23.030
B+	3.001	to	3.3	71	65-71	20.937
B	2.701	to	3	65	59-65	18.844
B-	2.301	to	2.7	59	51-59	16.053
C+	2.001	to	2.3	51	45-51	13.960
C	1.701	to	2	45	39-45	11.867
C-	1.301	to	1.7	39	31-39	9.077
D+	1.001	to	1.3	31	25-31	6.984
D	0.701	to	1	25	19-25	4.891
D-	0.001	to	0.7	19	5-19	0.007
F	0		0	5	0-5	0.000

EVALUATION SYSTEM

- (a) There is a continuous evaluation system under which each student's performance is evaluated over the entire semester for all the courses.
- (b) For each course various components of evaluation with their respective weight shall be as follows:

Continuous evaluation components	:	30 %
Institute's internal Examination	:	30 %
University semester examination	:	40 %

The continuous evaluation shall cover test elements like case discussions, seminar presentations, quizzes, assignments, projects etc. The teacher concerned shall announce the weightage for each of the above components according to the need of the course within the overall limit of 30 %. The detailed course outline covering the above elements with weightage including session plan shall be prepared by him and shall be distributed to all the students in the beginning of the semester.

TABLE: B

Suppose a student is getting the following grades for each of the three major components in a subject, his grade for that subject will be determined as follows:

Continuous Evaluation 30 %			Internal Test 30%			Uni. Examination 40%		
ELEMENT	GRADE	GP	ELEMENT	GRADE	GP	ELEMENT	GRADE	GP
QUIZ-1 5%	A	0.200	QUE:1 5%	A	0.200	QUE :1 8%	A+	0.344
QUIZ-2 5%	B	0.150	QUE:2 10%	C+	0.230	QUE : 2 8%	A	0.320
PRESENT 5%	B+	0.165	QUE:3 10%	B+	0.330	QUE : 3 8%	B+	0.264
SEMINAR 5%	C	0.100	QUE:4 5%	D+	0.065	QUE : 4 8%	C	0.160
ASSIGN 5%	B-	0.135				QUE : 5 8%	B-	0.216
PROJECT 5%	A-	0.185						
TOTAL 30%	B+	0.935	TOTAL 30%	B	0.825	TOTAL 40%	B+	1.304

Overall grade for the course will be calculated as follows:

COMPONENT	GRADE	GRADE – POINT
A: CONTINUOUS EVALUATION	B+	0.935
B: INTERNAL TEST	B	0.825
C: UNIVERSITY EXAMINATION	B+	1.304
OVERALL GRADE – POINT		3.064
OVERALL GRADE		B+

TABLE: C - SEMESTER: I

Sr. No.	Subject	Grade	Grade point
1	CC 101	B+	3.270
2	CC 102	A-	3.425
3	CC 103	B	2.850
4	CC 104	B-	2.555
5	CC 105	C+	2.215
6	CC 106	C	1.928
7	CC 107	B+	3.100
8	CC 108	B+	3.100
		TOTAL	22.443
		C.G.P.A	2.805
		GRADE	B
		EQ. PERCENT	61.11%

CALCULATION OF CUMULATIVE GRADE – POINT AVERAGE FOR THE YEAR:

C.G.P.A. SEMESTER : 1	2.763	SEMESTER : 3	2.890
C.G.P.A. SEMESTER : 2	2.677	SEMESTER : 4	2.780
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TOTAL	5.449	TOTAL	5.670
	=====		=====
C.G.P.A. FOR YEAR-1	2.720	C.G.P.A. FOR YEAR-2	2.835
	=====		=====
GRADE FOR THE YEAR	B	GRADE FOR THE YEAR	B

C.G.P.A. FOR THE M.B.A. DEGREE = $[2.720+2.835]/2 = 2.778$

FINAL GRADE FOR THE M.B.A. DEGREE = B