

MASTER OF BUSINESS ADMINISTRATION

PROSPECTUS

2021-22 ADMISSIONS ONWARDS

(UNDER MAHATMA GANDHI UNIVERSITY PGCSS REGULATIONS 2019)



EXPERT COMMITTEE FOR BUSINESS MANAGEMENT

MAHATMA GANDHI UNIVERSITY

2021

MBA Degree Program

(Mahatma Gandhi University Regulations PGCSS2019 from 2019-20 Academic Year)

▪ **Aim of the Program:**

- i. To develop young MBA aspirants into professional managers who can contribute to the growth of business and industry in India and abroad
- ii. To develop leaders with a strong ethical background who can efficiently and effectively manage business amidst of environmental turbulences
- iii. To nurture entrepreneurial skills among young generation and make them effective change agents
- iv. To contribute towards better management practices in the country by way of offering quality management education.

▪ **Eligibility for Admission:** A pass in any Bachelor's Degree Examination of Mahatma Gandhi University or an equivalent degree of any other Universities duly recognized by Mahatma Gandhi University with not less than 50% marks in the aggregate for all parts of examination or a Master's Degree examination with 50% marks in aggregate. Under grading system, in addition to qualifying KMAT/CMAT/CAT, C Grade of Mahatma Gandhi University or equivalent thereto from other recognized Universities with not less than 50% marks in aggregate is required to become eligible for admission. Under any circumstances, it shall be the responsibility of the Director / Principal to ensure that a candidate is having 50% marks in aggregate in order to become eligible for admission. For SC/ST students, a pass in any Bachelor's Degree examination is needed. Reservation rules are applicable as per Government of Kerala and University norms for eligibility and admission in all the affiliated colleges.

▪ **Medium of Instruction and Assessment:** English

▪ **Faculty under which the Degree is Awarded:** Faculty of Management Science

▪ **Specializations offered, if any:** Finance, Human Resources Management, Marketing, Operations, Information Systems and International Business

▪ **Note on compliance with the UGC Minimum Standards** for the conduct and award of Post Graduate Degrees: In compliance with the norms of AICTE and UGC.

1. PREAMBLE

1.1 Nomenclature of the Programme: Master of Business Administration (MBA)

1.2 Nature of the Programme

Master of Business Administration (MBA) is a two year full time Post Graduate programme offered under semester system. The programme is delivered under Choice based Credit and Semester System (CBCSS) with grading system. The revised curriculum of MBA will come into effect from the Academic Year 2019-20. The full time MBA programme is developed after considering the national requirements and best practices in management education. MBA curriculum is designed in line with the recommendations in AICTE model curriculum 2018. The dynamism in educational environment, the evolving expectations from students, teachers, parents and other stakeholders were considered while developing the revised curriculum. Also, utmost importance has been given to the learning outcomes and development of managerial acumen among the participants.

1.3. Objectives of MBA Programme

- To develop young MBA aspirants into professional managers who can contribute to the growth of business and industry in India and abroad.
- To develop astute leaders with a strong ethical background who can efficiently and effectively manage business amidst environmental turbulences.
- To nurture entrepreneurial skills among young generation and make them effective change agents.
- To contribute towards better management practices in the country by offering quality management education.
- To facilitate the Institutions to contribute towards the management of non-corporate sectors and social enterprises with main focus on local and regional level.

The accomplishments of the course objectives are possible only through synergized efforts of stakeholders at the micro level of the affiliated colleges.

1.4. Programme Outcomes

- Application oriented Knowledge in Domain and Business Environment (AKDBE)
- Critical Thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)
- Social Responsiveness and Ethical Standards (SRES)
- Astute Leadership and Synergy (ALS)
- Effective Communication (EC)
- Global Exposure and Cross-Cultural Sensitivity (GECCS)

2. ELIGIBILITY AND ADMISSION

2.1. Eligibility

A pass in any Bachelor's Degree Examination of Mahatma Gandhi University or an equivalent degree of any other Universities duly recognized by Mahatma Gandhi University with not less than 50% marks in the aggregate for all parts of examination or a Master's Degree examination with 50% marks in aggregate. Under grading system, C Grade of Mahatma Gandhi University or equivalent thereto from other recognized Universities with not less than 50% marks in aggregate is required to become eligible for admission. Under any circumstances, it shall be the responsibility of the Director / Principal to ensure that a candidate is having 50% marks in aggregate in order to become eligible for admission. A pass in any Bachelor's Degree examination is needed for SC/ST candidates. The Reservation Rules are applicable as per the Government and University norms in all the affiliated Colleges.

2.2 Admission Procedure

The admission procedure in the affiliated colleges should be based on the norms stipulated by Admission Supervisory Committee (ASC) and approved by Mahatma Gandhi University. All affiliated colleges are required to prepare the prospectus in accordance with the approved norms of Mahatma Gandhi University. The admissions to the MBA full time programme shall be strictly on the basis of merit as determined by the entrance examinations (KMAT Kerala / CMAT / CAT), Group Discussion and Personal Interview conducted at the institution level.

The rank list shall be prepared by affiliated institutions on the basis of sum of following components:

Admissions – Components of Rank List

Component	Weight
Entrance Examination Score	80%
Group Discussion	10%
Personal Interview	10%

Based on the score in the entrance test, candidates shall be short-listed for Group Discussion and Personal Interview. The Group Discussion and Personal Interview shall be conducted by a panel of senior Faculty Members deputed by the Principal. While preparing the rank list, if there are same index marks for more than one candidate, he/she will be ranked on the basis of actual marks obtained in the qualifying examination. Even after this, if there is a tie, they will be ranked on the basis of date of birth; i.e. the elder person is to be ranked higher. Based on the performance in the entrance examination, group discussion and interview, merit rank list shall be prepared and notified duly signed by the Principal/Director and Head of the Department. An evaluation format for Group Discussion and Personal Interview along with the Rank List is attached as Annexure 1. The copies of the duly filled Annexure I, the Rank list and the list of selected students shall be submitted to the Dean, Faculty of Management Sciences and Registrar of the University by 31st August every year.

The Reservation Rules are applicable as per the Government and University norms in all the affiliated Colleges.

3. COURSE DURATION – ACADEMIC AND EXAMINATION CALENDAR

3.1. Academic Calendar

The academic calendar has been designed to ensure that the course will be completed within the stipulated two years' time. The commencement of the course shall be in the month of June of the Academic Year. A semester comprises of 90 working days. The academic and exam calendar published by the University shall be strictly followed by all affiliated colleges in order to ensure timely completion of the course, conduct of examinations, project works and declaration of results.

3.2 Examination Calendar

The calendar for University examinations and Course Viva-voce are presented below. The exam calendar has been prepared to ensure timely completion of examinations, viva-voce, evaluation of answer scripts, and timely publication of results.

MBA Examination Calendar

Semester	University Examinations and Viva-voce	Schedule
S1	Course Viva I	1 st Week of November
	University Examination S1 MBA	3 rd week of November
S2	Course Viva II	1 st Week of June
	University Examination S2 MBA	2 nd Week of June
S3	Course Viva III	4 th Week of September
	University Examination S3 MBA	1 st Week of October
S4	Course Viva IV	3 rd Week of February
	University Examinations S4 MBA	2 nd Week of March

The dates for Centralized Valuation Camp will be notified by the University after the completion of examination.

3.3 Internship and Research Project Calendar

The Summer Internship is scheduled during April -May (not less than eight weeks), every year and shall be done in a reputed Manufacturing / Service organisation. The evaluation of Internship shall be conducted during the month of July in all affiliated colleges. The two-