

KANNUR UNIVERSITY

(Acad/C1/4040/2014 dated,16-07-2014)

**PROGRAMME REGULATION, COURSE OF STUDY,
SCHEME OF EXAMINATIONS & SYLLABI**

OF

**MASTER OF BUSINESS ADMINISTRATION
(M.B.A) PROGRAMME**

**UNDER CREDIT BASED SEMESTER SYSTEM (CBSS)FOR
AFFILIATED COLLEGES & EXTENSION CENTRES
(KUCBSS-PG-2014)**

**ACADEMIC SESSION 2014-2015
ONWARDS**

D. Annexures:

- Questionnaire/ Schedule if any
- Bibliography (in standard format)

There shall be CE and ESE in the case of the major project. ESE shall be conducted by a board of two external examiners. The components of evaluation (CE and ESE) of major project and their respective weight shall be as follows:

Components of CE and ESE		Weight
1.	Statement of the Research problem, Scope and relevance of the study, grasp of knowledge of the theoretical concepts of the topic of study/industry/organization by the student	1(15%)
2	Objectives, Methodology and Content	2(35%)
3	Data analysis, Style of presentation & proper formatting of the Report	2(35%)
4	Novelty of the topic, Seriousness, sense of responsibility and involvement exhibited by the student in the project work	1(15%)

7. Comprehensive Viva Voce

At the end of fourth semester, each student shall attend a comprehensive viva voce. Students shall be assessed in terms of their knowledge and understanding of all the courses learned by them during the 4 semesters of the programme and also about the major project work undertaken by them. The Viva Voce Board shall have two external examiners appointed by the University.

8. Evaluation:

The evaluation scheme for each course shall contain two parts:

1. Internal Evaluation and 2. External evaluation.

20% weightage is given for internal evaluation and the remaining 80% weightage is given for external evaluation. Hence all the Core and Elective papers will be evaluated out of 20 marks of internal and 80 marks of external examination. The organizational Study has to be conducted in an organisation for a duration of one month in the beginning of third semester and after the study, a report has to be submitted. The organizational study will be evaluated out of 100 marks, of which 20 marks will be awarded on internal evaluation and the remaining 80 marks will be awarded by an external examiner appointed by the university. However the Major Project work conducted at the beginning of IV semester for a duration of two months in an organisation shall have only external evaluation. The evaluation of Major Project report will be made out of 150 and the Comprehensive Viva Voce will be out of 50 marks.

KANNUR UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION (M.B.A)
PROGRAMME UNDER CREDIT BASED SEMESTER SYSTEM
(CBSS)

Course of Study & Scheme of Examinations

YEAR/ SEM	Course Code	Title of the Course	Inst. Hrs./ week	Credit	End Sem. Exam Hours	Marks
I YEAR/ I SEM.	MBA1C01	Economics For Managers	4	4	3	*Ext : 80 **Int : 20
	MBA1C02	Accounting for Managers	4	4	3	Ext : 80 Int : 20
	MBA1C03	Quantitative Techniques for Management	4	4	3	Ext : 80 Int : 20
	MBA1C04	Indian Business Environment	4	4	3	Ext : 80 Int : 20
	MBA1C05	Managerial Communication	4	4	3	Ext : 80 Int : 20
	MBA1C06	Management Theory & Practice	4	4	3	Ext : 80 Int : 20
	MBA1C07	Information Technology for Managers	4	4	3	Ext : 80 Int : 20
IYEAR/ II SEM.	MBA2C08	Financial Management	4	4	3	Ext : 80 Int : 20
	MBA2C09	Operations Research	4	4	3	Ext : 80 Int : 20
	MBA2C10	Marketing Management	4	4	3	Ext : 80 Int : 20
	MBA2C11	Organizational Behaviour	4	4	3	Ext : 80 Int : 20
	MBA2C12	Human Resource Management	4	4	3	Ext : 80 Int : 20
	MBA2C13	Production and Operations Management	4	4	3	Ext : 80 Int : 20
	MBA2C14	Research Methodology	4	4	3	Ext : 80 Int : 20

*Ext: External Marks

**Int: Internal Marks

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YEAR/ SEM	Course Code	Title of the Course	Inst. Hrs./	Credit	End Sem. Exam	Marks
IIYEAR/ III SEM.	MBA3Pr01	Organizational Study	-	4	-	Ext:80 Int :20
	MBA3C15	Indian Management Ethos & Practices	4	4	3	Ext : 80 Int : 20
	MBA3C16	Business Law	4	4	3	Ext : 80 Int : 20
	MBA3C17	Management Information System	4	4	3	Ext : 80 Int : 20
	MBA3E ...	Elective	4	4	3	Ext : 80 Int : 20
	MBA3E ...	Elective	4	4	3	Ext : 80 Int : 20
	MBA3E ...	Elective	4	4	3	Ext : 80 Int : 20
	MBA3E ...	Elective	4	4	3	Ext : 80 Int : 20
IIYEAR/ IV SEM.	MBA4C18	Strategic Management	4	4	3	Ext : 80 Int : 20
	MBA4C19	Entrepreneurship Development and Project Management	4	4	3	Ext : 80 Int : 20
	MBA4E...	Elective	4	4	3	Ext : 80 Int : 20
	MBA4E...	Elective	4	4	3	Ext : 80 Int : 20
	MBA4E...	Elective	4	4	3	Ext : 80 Int : 20
	MBA4E...	Elective	4	4	3	Ext : 80 Int : 20
	MBA4Pr02	Major Project	-	6	-	Ext : 150
	MBA4C20	Comprehensive Viva Voce	-	2	-	Ext : 50

Semester	No. of Courses	Total Credits	Total Marks
FIRST	7 Core	28	700
SECOND	7 Core	28	700
THIRD	8 (4 Core + 4 Electives)	32	800
FOURTH	8 (4 Core) + 4 electives)	32	800
TOTAL	30 (22 Core + 8 Electives)	120	3000