

St. Peter's University

Chennai – 600 054.

M.B.A. PROGRAMME

Regulations and Syllabi

(Effective from 2008 – 2009)

- 1. Eligibility:** Candidates who passed Three year Undergraduate Programme or Four year Undergraduate Programme of the University or any other examination equivalent thereto and who appeared for the entrance test conducted by the University or recognized institutions wherever prescribed are eligible for admission to Two year M.B.A. Programme.
- 2. Duration:** Two Years Comprising 4 Semesters. Each semester has a minimum 90 working days with a minimum of 5 hours a day.
- 3. Medium:** English is the medium of instruction and examination.
- 4. Weightage for Continuous and End Assessment:** The weightage for Continuous Assessment (CA) and End Assessment (EA) be 25:75 unless the ratio is specifically mentioned in the scheme of Examinations.
- 5. Credit System:** Credit system be followed with 18 credits for each semester and each credit is equivalent to 25-30 hours of effective study provided in the Time Table.

6. Scheme of Examinations(for I and II Semesters)

I Semester

Code No.	Course Title	Credit	L	T	P	Marks		
						CA	EA	Total
Theory								
108MBT11	Management Principles & Organizational Behaviour	3	4	-	-	25	75	100
108MBT12	Economic Analysis for Business Decisions	3	4	-	-	25	75	100
108MBT13	Statistics for Management	2	3	-	-	25	75	100
108MBT14	Applied Operation Research for Management	3	4	-	-	25	75	100
108MBT15	Financial and Management Accounting	3	4	-	-	25	75	100
108MBT16	Legal Environment of Business	2	3	-	-	25	75	100
108MBT17	Executive Communication	2	3	-	1	25	75	100
Total		18	25	-	1	175	525	700

II Semester

Code No.	Course Title	Credit	L	T	P	Marks		
						CA	EA	Total
Theory								
208MBT21	Production & Operation Management	3	4	-	-	25	75	100
208MBT22	Financial Management Decisions	3	4	-	-	25	75	100
208MBT23	Marketing for Managers	2	3	-	-	25	75	100
208MBT24	Human Resource Management	2	3	-	-	25	75	100
208MBT25	Computer Applications and Management Information System	2	3	-	-	25	75	100
208MBT26	Total Quality Management	2	3	-	-	25	75	100
208MBT27	Applied Research Methods in Management	3	4	-	-	25	75	100
208MBP01	Computer Lab for Business Administration	1	-	-	2	25	75	100
Total		18	24	-	2	200	600	800

Summer Project: The Summer Project will be carried out by the students at the end of the Second Semester End Assessment for a period of 30 days as part of III Semester Assessment with the weightage of 25:75 for CA and EA respectively.

III Semester

Code No.	Course Title	Credit	L	T	P	Marks		
						CA	EA	Total
Theory								
308MBT01	International Business Management	3	4	-	-	25	75	100
308MBT02	Strategic Management	3	4	-	-	25	75	100
E1***	Electives I	2	3	-	-	25	75	100
E2***	Electives II	2	3	-	-	25	75	100
E3***	Electives III	2	3	-	-	25	75	100
E4***	Elective IV	2	3	-	-	25	75	100
E5***	Elective V	2	3	-	-	25	75	100
E6***	Elective VI	2	3	-	-	25	75	100
Total		18	26	-	-	200	600	800

IV Semester

Code No.	Course Title	Credit	L	T	P	Marks		
						CA	EA	Total
Theory								
408MBT01	Marketing Research and Consumer Behaviour	6	4	-	-	25	75	100
408MBT02	Entrepreneurship Development	6	4	-	-	25	75	100
408MBP01	Project							
	a) Project and Vivavoce	4	4	-	-	25	75	200
	b) Management Development Programme	2				25	75	
Total		18	12	-	-	100	300	400

LIST OF ELECTIVES

MARKETING – ELECTIVES

Code No.	Course Title	Credit	L	T	P	Marks		
						CA	EA	Total
308MBT03	Retail Management	2	3	-	-	25	75	100
308MBT04	Services Marketing	2	3	-	-	25	75	100
308MBT05	Advertising and Sales Promotion	2	3	-	-	25	75	100
308MBT06	International Marketing	2	3	-	-	25	75	100
308MBT07	Brand Management	2	3	-	-	25	75	100
308MBT08	Rural and Social Marketing	2	3	-	-	25	75	100
Total		12	26	-	-	150	450	600

FINANCE – ELECTIVES

Code No.	Course Title	Credit	L	T	P	Marks		
						CA	EA	Total
Theory								
308MBT09	Security Analysis and Portfolio Management	2	3	-	-	25	75	100
308MBT10	Merchant Banking and Financial Services	2	3	-	-	25	75	100
308MBT11	International Trade Finance	2	3	-	-	25	75	100
308MBT12	Strategic Financial Management	2	3	-	-	25	75	100
308MBT13	Corporate Finance	2	3	-	-	25	75	100
308MBT14	Derivatives Management	2	3	-	-	25	75	100
Total		12	26	-	-	150	450	600

HUMAN RESOURCE MANAGEMENT – ELECTIVES

Code No.	Course Title	Credit	L	T	P	Marks		
						CA	EA	Total
Theory								
308MBT15	Managerial Behaviour and Effectiveness	2	3	-	-	25	75	100
308MBT16	Organisational Change & Intervention Strategy	2	3	-	-	25	75	100
308MBT17	Industrial Relations and Labour Welfare	2	3	-	-	25	75	100
308MBT18	Labour Legislations	2	3	-	-	25	75	100
308MBT19	Strategic Human Management and Development	2	3	-	-	25	75	100
308MBT20	Corporate governance & Corporate Social Responsibility	2	3	-	-	25	75	100
Total		12	26	-	-	150	450	600

SYSTEM – ELECTIVES

Code No.	Course Title	Credit	L	T	P	Marks		
						CA	EA	Total
Theory								
308MBT21	Software Development	2	3	-	-	25	75	100
308MBT22	Database Management Systems	2	3	-	-	25	75	100
308MBT23	E-Commerce Technology and Management	2	3	-	-	25	75	100
308MBT24	Enterprise Resource Planning for Management	2	3	-	-	25	75	100
308MBT25	Software Project and Quality Management	2	3	-	-	25	75	100
308MBT26	Decision Support System	2	3	-	-	25	75	100
308MBT27	Information Technology for Management	2	3			25	75	100
Total		14	21	-	-	175	525	700

7. Passing Requirements: The minimum pass mark (raw score) be 50% in End Assessment (EA) and 50% in Continuous Assessment (CA) and End Assessment (EA) put together. No minimum mark (raw score) in Continuous Assessment (CA) be prescribed unless it specifically mentioned in the scheme of Examination.

8. Grading System: Grading System on a 10 Point Scale be followed with 1 mark = 0.1 Grade point to successful candidates as given below.

$$\begin{aligned}
 \text{(a) Overall weighted Average Marks} &= \frac{\text{Sum of Weighted Marks}}{\text{Total Credits}} \\
 &= \frac{\sum (CA+EA)C}{\sum C}
 \end{aligned}$$

$$\begin{aligned}
 \text{Where Weighted Marks in each course} &= \text{Total Marks (CA and EA) multiplied by number of Credit} \\
 &= (CA+EA)C
 \end{aligned}$$

$$\begin{aligned}
 \text{(b) Overall Grade Point Average (OGPA)} &= \frac{\text{Sum of Weighted Grade Points}}{\text{Total Credits}} \\
 &= \frac{\sum (CA+EA)C}{\sum C}
 \end{aligned}$$

$$\begin{aligned}
 \text{Where Weighted Grade Points in each course} &= \text{Grade Points (CA and EA) multiplied by Credits} \\
 &= (CA+EA)C
 \end{aligned}$$

The Overall Grade: The Overall Grade and Classification of all successful candidates be arrived at from the Overall Grade Point Average as stipulated in the following conversion Table.

(1 mark = 0.1 Grade Point on a 10 Point Scale)

Grade	Over all Grade Point Average(OGPA)	Over all weighted Average marks	Classification
0	9.00 to 10.00	90.00 to 100	First Class
A	8.00 to 8.99	80.00 to 89.99	First Class
B	7.00 to 7.99	70.00 to 79.99	First Class
C	6.00 to 6.99	60.00 to 69.99	First Class
D	5.00 to 5.99	50.00 to 59.99	Second Class
F	0.00 to 4.99	0.00 to 49.99	Fail

The Grade Sheets of successful candidates provide particulars such as (1) Overall weighted Average Marks, (2) Overall Grade Point Average, (3) Overall Grade and (4) Overall classification.

9. Pattern of the Question Paper: The question paper for End Assessment **will** be set for three hours and for the maximum of 100 marks with following divisions and details.

Part A: 10 questions (with equal distribution to all units in the syllabus). Each question carries 2 marks.

Part B: 5 question with either or type (with equal distribution to all units in the syllabus). Each question carries 16 marks.

The total marks scored by the candidates will be reduced to the maximum prescribed in the Regulations.

10. Syllabus

Registrar