

INTRODUCTION

The Department of Management Studies of Kannur University established in the year 2000 has carved for itself an articulate ambience for the prospective managers concerned with professional advancement. The department has the approval of AICTE. It has the vision to emerge as a most reputed business school and has the mission to provide academic nourishment and nurture excellence to bring out dynamic executives. The students are groomed to be well versed in theory and practice by ample exposure to the current business scenario. The department also emphasizes the importance of developing a sense of social ethics with right attitude and values of discipline, dedication and commitment so as to build up managers ready to face the highly competitive entrepreneurial landscape. The department is an approved research centre in commerce and management studies.

MASTER OF BUSINESS ADMINISTRATION (MBA) PROGRAMME

The MBA programme (full time credit semester) of the department is for the duration of two years spread over four semesters. The department offers specialisation in six streams: Finance, Human Resources, Marketing, Productions & Operations Management, Small Business Management and Information technology. The programme is conducted under the dual specialization scheme whereby a student can opt for any two specialization areas of his / her choice. Students are required to undertake summer project for a period of four weeks after the completion of the second semester examinations. The final project study for a period of eight weeks falls in the beginning of the fourth semester.

PROGRAMME OBJECTIVES

1. To develop young men and women into professional managers to manage all sectors of organized economic activity.
2. To equip the youngsters with conceptual and interpersonal skills and social purpose for managerial decision-making.
3. To develop and encourage entrepreneurial capabilities of the young generation and to make them effective change agents.
4. To meet the demand for management professionals in the country.

ELIGIBILITY FOR ADMISSION

Candidate seeking admission to the MBA programme shall be required to have obtained any bachelor degree (under 10+2+3 pattern) of this University or any other Indian or Foreign University recognised by Kannur University as equivalent thereto. Candidates to be eligible to apply for admission to the programme are required to have secured atleast 50 percent marks in aggregate in the qualifying examination. However, candidates belonging to Other Backward Communities are eligible for a concession of 5 percent marks in the qualifying examination. Those belonging to Scheduled Caste/Scheduled Tribes having secured a pass in the Degree examination are eligible to apply for admission to the programme.

ADMISSION PROCEDURE

Admission to the programme shall be based on the total score obtained by the candidate in the qualifying examination, entrance test, group discussion and interview. The rank list of the candidates eligible for admission to the programme shall be prepared based on the index marks calculated as per the following criteria and also taking into consideration the relevant reservation rules pertaining to the admission to MBA programme followed by the University from time to time.

Components	Weightage/Score
a) Entrance Test	40
b) Group Discussion	15
c) Interview	15
d) Previous academic records*	30
Total	100

* The Pattern of weightage given to previous academic records would be as follows.

Sl.No.	Qualification	Aggregate % of marks obtained	Weightage
1	S.S.L.C./S.S.C./CBSE	60% to 79.9%	02
		80% and above	05
2	Pre-Degree/Plus-Two/CBSE	60% to 79.9%	02
		80% and above	05
3	Graduation	50% to 79.9%	12
		80% and above	15*
4.	Post Graduation	55% and above	05
		TOTAL	30

* The split up of weightage given to the percentage of marks in the different range would be as follows:

50% – 54.9%	– 2	55% – 59.9%	– 4
60% – 64.9%	– 6	65% – 69.9%	– 8
70% – 74.9%	– 10	75% – 79.9%	– 12
		80% and above	– 15

STUDENTS INTAKE : 35 + 5 (NRI/Payment)

RESERVATION RULES FOLLOWED

SC/ST Candidates	22.5%
Other Back ward Communities	10.0%
General Merit	67.5%

FEE STRUCTURE

Items	1 st sem.(Rs.)	2 nd sem. (Rs.)	3 rd sem.(Rs.)	4 th sem. (Rs.)
Admission fee	200	-	-	-
Student affiliation fee	200	-	-	-
Tuition fee	3850	3850	4000	4000
Library fee	100	100	100	100
Special fee	150	-	150	-
Sports affiliation fee	75	-	75	-
University Union fee	40	-	40	-
Students welfare fee	200	-	200	-
Lab. Fee	550	750	750	750
Caution Deposit	250	-	-	-
Total	5615	4700	5315	4850

COURSE STRUCTURE & PEDAGOGY

FIRST SEMESTER

Course code	Paper	Core(C)/ Elective (E)	Credits	Marks
DMS 1.1	Managerial Economics	C	3	100
DMS 1.2	Managerial Accounting	C	3	100
DMS 1.3	Quantitative Methods	C	3	100
DMS 1.4	Managerial Communication	C	3	100
DMS 1.5	Management Principles	C	3	100
DMS 1.6	Business law	C	3	100
DMS 1.7	Information Technology for Managers	C	3	100
	Managerial Skill Development	C (4hrs/week)	No credit	
Total credits			21	700

SECOND SEMESTER

Course code	Paper	Core(C)/ Elective (E)	Credits	Marks
DMS 2.1	Management Science	C	3	100
DMS 2.2	Organizational Behaviour	C	3	100
DMS 2.3	Human Resources Management	C	3	100
DMS 2.4	Marketing Management	C	3	100
DMS 2.5	Financial Management	C	3	100
DMS 2.6	Research Methodology	C	3	100
DMS 2.7	Production and Operations Management	C	3	100
	Managerial Skill Development	C (4hrs/week)	No credit	
Total credits			21	700

THIRD SEMESTER

Course code	Paper	Core(C)/ Elective (E)	Credits	Marks
DMS 3.1	Summer Project	C	3	100
DMS 3.2	Indian Management Ethos and Business Ethics	C	3	100
DMS 3.3	Management Information System	C	3	100
DMS 3.4	Indian Business Environment	C	3	100
DMS	Elective I	E	3	100
DMS	Elective II	E	3	100
DMS	Elective III	E	3	100
DMS	Elective IV	E	3	100
Total credits			24	800

FOURTH SEMESTER

Course code	Paper	Core(C)/ Elective (E)	Credits	Marks
DMS 4.1	Strategic Management	C	3	100
DMS 4.2	Entrepreneurship and Project Management	C	3	100
DMS	Elective V	E	3	100
DMS	Elective VI	E	3	100
DMS	Elective VII	E	3	100
DMS	Elective VIII	E	3	100
DMS 4.7	Project Report	C	3	100
DMS 4.8	Viva Voce	C	3	100
Total credits			24	800

ELECTIVES

The electives in the third and fourth semesters are offered depending on the preference of student. The elective papers in various functional areas include the following.

FINANCE

- a. DMS F1. Security Analysis & Investment Management
- b. DMS F2. Portfolio Management
- c. DMS F3. Management of Financial Services
- d. DMS F4. Corporate Taxation.
- e. DMS F5. Financial Derivatives.
- f. DMS F6. Working Capital Management
- g. DMS F7. Foreign Exchange Management
- h. DMS F8. International Financial Management
- i. DMS F9. International Accounting
- j. DMS F10. International Financial Markets
- k. DMS F11. Cost Systems and Control
- l. DMS F12. Indian Financial Systems.

MARKETING

- a. DMS M1. Marketing Research & Consumer Behaviour
- b. DMS M2. Advertising Management.
- c. DMS M3. Strategic Marketing
- d. DMS M4. Sales & Distribution Management
- e. DMS M5. Industrial Marketing
- f. DMS M6. Services Marketing
- g. DMS M7. Brand Management
- h. DMS M8. International Marketing
- i. DMS M9. Event Management

HUMAN RESOURCES

- a. DMS HR1. Management of Industrial Relations
- b. DMS HR2. Manpower Training & Development
- c. DMS HR3. Managing Interpersonal and Group Processes.
- d. DMS HR4. Counseling Skills for Managers.
- e. DMS HR5. Labour Legislations
- f. DMS HR6. Reward Management
- g. DMS HR7. Management of change and Organizational Development
- h. DMS HR8. Strategic Human Resources Management

PRODUCTION AND OPERATIONS MANAGEMENT

- a. DMS P1. Purchasing and Materials Management
- b. DMS P2. Supply Chain Management
- c. DMS P3. Logistics Management
- d. DMS P4. Service Operations Management
- e. DMS P5. World Class Manufacturing & Total Quality Management

SMALL BUSINESS MANAGEMENT

- a. DMS SB1. New Enterprise Management
- b. DMS SB2. Financing of Small Business
- c. DMS SB3. Small Business Marketing
- d. DMS SB4. Small Business Environment & Management
- e. DMS SB5. Government Business Interface

INFORMATION TECHNOLOGY

- | | | |
|----|----------|--|
| a. | DMS IT1. | Data Base Management System |
| b. | DMS IT2. | System Analysis and Design |
| c. | DMS IT3. | Enterprise Resource Planning |
| d. | DMS IT4. | Strategic Management of Information Technology |
| e. | DMS IT5. | Management Support Systems |
| f. | DMS IT6. | Business Process Reengineering. |

ASSESSMENT AND GRADING

CREDIT REQUIREMENTS: The minimum credits needed for the successful completion of the programme shall be 66 for core courses 24 for elective courses. Total minimum credits, thus will be 90. The students shall register for the required number of courses at the beginning of each semester, before the classes begin. No student shall register for more than 24 credits and less than 18 credits in a semester. Total credits for electives registered for one semester shall not exceed 12.

SCHEME OF EVALUATION: The evaluation of a course consists of two parts, viz; Continuous Assessment (CA) & End Semester Assessment (ESA). The total marks allotted for each course shall be 100, with a maximum of 40 marks for Continuous Assessment and 60 marks for End Semester Assessment. The duration of the End Semester Assessment (written examination) for each paper shall be 3 Hrs. A student needs to secure a minimum of 50% marks separately in the End Semester Assessment. The minimum marks required for the successful completion of a course shall be 50%. There is no separate minimum for Continuous Assessment.

CONTINUOUS ASSESSMENT: The maximum marks for continuous assessment shall be 40. This shall be based on the following components and allocation of marks for each component shall be in the following proportion.

- | | | |
|---|---|------------------|
| • Attendance and class room participation | = | 2 marks. |
| • Submission of written assignments, term papers and viva voce | = | 15 marks |
| • Class tests, quizzes, individual and group oral presentation | = | 15 marks |
| • Participation in seminars, case discussions and group work activities | = | 8 marks. |
| | | <u>40 marks.</u> |

The allotment of marks to the students for attendance shall be 2 marks for having secured more than 90% attendance.

SUMMER PROJECT : After the second semester examination, prior to the commencement of the classes of the third semester; each student shall undergo summer/in plant/organizational training in an industrial/business organization or take up a project study on a live managerial problem for one month. Each student shall submit a report on the training/project to the Department within two weeks, from the date of conclusion of the training/project study.

PROJECT REPORT: After the third semester examination and before the commencement of the classes for the fourth semester, each student shall take up a project study for a duration of eight weeks in an industrial, business or service organization. Each student shall be required to submit his/her project report to the department within six weeks from the date of conclusion of the project work.

FACULTY

The Department of Management Studies has a team of highly qualified and experienced faculty representing all major streams of management disciplines who grooms the students as competent professionals in the making to meet managerial challenges in a dynamic and fiercely competitive environment.

Dr. P.T. Raveendran*	(Professor & Head)
Dr. U. Faisal*	(Reader)
Dr. T. Asokan*	(Reader)
Sri. B. Rameshwaran	(Lecturer)
Sri. Johney Johnson	(Lecturer)
Sri. Mohammed Razik	(Lecturer)

* Approved research guides of Kannur University in the area of management to supervise the students for the doctoral programme.

Besides the regular faculty the department has several renowned persons from the academia and industry on its panel of visiting faculty. To name a few, the following experts comprise of the rich reservoir of our **guest / visiting faculty**.

1. Prof. Saji Gopinath, IIM, Kozhikode
2. Prof. Neeraj Diwedi, IIM, Kozhikode.
3. Prof. Keyoor Purani, IIM, Kozhikode.
4. Prof.(Dr.) Mallikarjunappa, ICWA, MBA,Ph.D. Mangalore University.
5. Prof.C.N.Balakrishnan Nambiar, Principal, AWH College of Education, Calicut
6. Sri.Murkoth Ramunny, IAS (Rtd.) Dharmadam, Thalassery.
7. Sri K Balachandran, Management Consultant & International Trainer.
8. Dr.N.Sankaran, B.Tech, MBA, MIICHE. Former Chief Manager FACT.
9. Sri.P.K.Mohammed, Managing Director, Western India Plywoods Ltd. Kannur.
10. Sri.Vinod, Managing Director, Sadhoo Group of Industries, Kannur.
11. Dr.K.G.Nayar, Advisor, Pavilion and Interior Group of Companies, Ernakulam.
12. Sri. Ramakrishnanan.U.Kaushik, M.Tech, Indian Rare Earth Ltd., Cochin.
13. Sri.V.K.S.Menon, Management and Leadership Advisor, East Hill, Calicut.
14. Sri. U.Mohanan, Chartered Accountant, Kannur.
15. Dr.E.D.Joseph, Clinical Psychologist, Kannur.

PEDAGOGY

The success of the Department is attributed to the combined effort of each individual student and the faculty. The Department seeks to develop the growth of each student as a competent, creative and compassionate person. The atmosphere prevailing in the department is cooperative, supportive and dynamic. The teaching methods practised at the Department include lectures, case- discussions, seminars, group activities, project works, business games, structured and unstructured group works, and field visits. Exposure to industry and interaction with the practicing managers through the summer placement and final project study enable the students to get a real feel of the functioning of the organization.

FACILITIES

The Department offers a student friendly environment. Campus life pivots around library, computer lab, seminar hall etc., which serve as social centers and provide congenial surroundings for the students to learn with one another. The Department is also equipped with teaching aids like, OHP, Television set, VCP, and multi media projector. There is a computer lab with 35 node network with 24 hours internet access facilities. The ever expanding library of the Department consists of a large number of Indian and International titles on various management subjects. The Department also subscribes to many professional journals and periodicals both foreign and Indian.

PLACEMENT CELL

The Department has a full fledged placement cell which functions under the guidance of the Head of Department, who is assisted by a faculty acting as the placement officer. The placement cell provides the students with the competence and skills necessary to pursue their career goals. The cell maintains a data base on jobs, employers and opportunities for the benefit of the students. The placement cell is mainly responsible for establishing contact with various corporate houses and other organizations and arranging placement interviews for the students and their campus recruitments. Due to the joint effort of the faculty and the students, the Department has been able to attract reputed firms to the campus for recruitment. The Department takes pride in the fact that it has an excellent track record of placement already. Our alumni occupy prominent positions in various reputed organizations.

INTERNATIONAL ACADEMIC COLLABORATION

An International Cooperation Agreement signed between Kannur University and Calw University of Germany envisages a whole range of academic exchange activities between the Department of Management Studies and Calw University. These activities include student and faculty exchange programmes, teaching programmes with joint participation, organisation of international conferences, workshops, seminars etc on mutually acceptable themes. The exchange programme also aims at publication of books and research papers in selected areas of advanced studies.

CLUBS

The Department promotes a wide range of activities that would serve the professional and intellectual interest of the students. It believes in bringing out the latent talents of the students by providing the right kind of environment and opportunities. The different clubs mentioned below provide platforms to the students for expressing their talents and acquired knowledge.

a) BIS Quiz Club

The students update their Knowledge on the current affairs as well as the happenings in the business world by taking part in the weekly quiz programme conducted by this club.

b) FOCUS (Forum for Creative and Unique Skills.)

This is an association of the students which organizes various academic programmes like invited lectures, seminars, competitions, quizzes and other cultural programmes. These programmes are planned and executed by the students themselves. The Department has been organizing annually a Management Meet by the name ICE, since 2005. The Department also conducts a business quiz competition named Brand Quest annually.

c) SPROUT- Explode & Excel

This is a forum where the students learn and hone their verbal and nonverbal communication skills, leadership abilities, interpersonal skills etc. SPROUT, in short, is an in house nursery to nurture the allround development of the students.

d) ROTRACT Club

Rotary International has installed a ROTRACT Club in the campus, to provide opportunities to the students of the department to serve the society.

FORM A
SL.No:

Roll No:
(To be filled by Office)



**KANNUR – 670 567
DEPARTMENT OF
MANAGEMENT STUDIES
THALASSERY CAMPUS, PALAYAD, TELLICHERRY - 670 661**

Application for Admission to the MBA Programme

(Please affix a
passport size
photograph
of the
applicant

1. Name of the Applicant :
(in block letters)
2. Male/Female :
3. Age and Date of Birth :
4. Address to which communications are, to be sent :

5. Permanent address :

6. Name and address of Parent or guardian :

7. Annual income of parent or guardian

8. a) Are you eligible for reservation for admission : Yes No
b) If yes, and if you wish to claim reservation please attach the documents in support of your claim.
 - i) Caste/Community :
(enclose certificate from competent authority)
 - ii) Category to which you belong to : OBC/OBH/OEC/LC/SC/ST/OTHERS
 - ii) Annual family income :
(Certificate in support of the claim should be attached)

CURRICULUM VITAE

(Attested copies of mark lists should be appended)

1 Name of the Examination	2 Name of Board/Institution/ University	3 Year of passing	Marks (aggregate for all parts)	6 Percentage Marks (Aggregate)
S.S.L.C./C.B.S.E./T.H.S.E.				
Pre-Degree/Plus 2 C.B.S.E./ V.H.S.E.				
Degree*(.....)			Part I Part II Part III.....	
Post –graduate(.....)				
Any other (Specify)				

*Total Marks Scored for Part-I (English), Part-II Second Language, Part-III (Subjects)-aggregate should be shown.

10. Details of Application fee paid :
11. Additional information if any :
12. Undertaking:

- I. I declare that the information given above is correct.
- II. I declare that, if I am admitted as a student, I shall abide by all the rules and regulations of the University and the Department, that are in force from time to time.

Place:
Date:

Signature of the Applicant

Signature of the Parent/Guardian

FOR OFFICE USE ONLY	
Roll No:	
Rank	
No. & Date of Challan/DD	
Reserved/Unreserved	
Admitted/Not Admitted	

Head of the Department

FORM B

Roll No:



**KANNUR – 670 567
DEPARTMENT OF
MANAGEMENT STUDIES
THALASSERY CAMPUS, PALAYAD, TELlichERRY - 670 661**

MBA TEST ADMISSION CARD

(Please affix here
a recent
passport size
photograph
of the
applicant)

Name.....

Mailing address

.....

.....

(Name and Mailing address should be correctly entered in the column)

Seal

Head

(P.T.O)

1. The test will be held at
.....
2. The test will commence at 10.00 a.m. All Candidates are, however,
advised to be at the test centre 30 minutes ahead of time.
3. Late-comers will not be admitted to the test.
4. Admission will be only on the production of your Entrance Test Admission Card.
5. The test Administrator has the right to disqualify any applicant from
consideration for admission for misconduct in the hall.