

M.B.A. (K.S.O.U.)

Eligibility

Any Bachelor's Degree of a recognized University (Including professional degree in Engineering / Technology / Medicine Architecture / Agriculture / Law) with a minimum of 50% of marks prescribed for the degree.

OR

Master Degree in any subject with 50% marks

OR

Candidate who have passed any Bachelor's Degree with less than 50% and 3 years experience at supervisory / Managerial / professional cadre.

Note : SC / ST Candidates will get 5% marks relaxation.

SELECTION CRITERIALS

Admission into the MBA program shall be made on the basis of merit in entrance examination only. Which would be conducted by the university reservation and allotment of seats will be made as per the existing government orders.

ENTRANCE EXAMINATION

1. Duration of the entrance examination is TWO hours.
2. The entrance examination will be held in Mysore, Bangalore, Dharwad and Mangalore, Gulburga.
3. The entrance examination is aimed at measuring general aptitude and decision making ability of the candidate. The examination is for 100 marks each. The question paper is designed as under –

SECTION	A	Proficiency in English language
SECTION	B	Mathematical ability
SECTION	C	General awareness
SECTION	D	Testing of reasoning
SECTION	E	Case Analysis

STRUCTURE OF THE COURSE

1. The duration of the MBA program is 2 academic years. (Four Semester) and the maximum is four years.
2. The medium of instruction is English, Examination shall also be In English.
3. The program consists of 24 modules (including a compulsory Project report) which are spread over four semesters i.e. two Academic years.

For I Semester

1. Management - 'Theory and Practice'
2. Managerial Economics
3. Accounting for Managers
4. Organizational Behavior
5. Quantitative Techniques
6. Business Ethics and Values

For II Semester

1. Management Information system & Computer Applications
2. Business Law
3. Financial Management
4. Marketing Management
5. Human Asset Management
6. Executive Communication and Research Methodology

III Semester

1. Management of Small Business & Entrepreneurship Development
2. Business Policy and Strategic Management
3. Operations Research

Electives Group A : Finance

1. Investment Management
2. Merchant Banking and Financial Services
3. Management of Infrastructural Financing

Group B : Marketing

1. Product and Brand Management
2. Marketing of Service
3. Sales and Distribution Management

Group C : Human Resource

1. Management of Training and Development
2. Compensation Management
3. Organizational Development and Change Management

IV Semester

1. International Business Environment
2. Operating Management
3. Total Quality Management

Elective – A

1. International Financial Management
2. Portfolio Management & Security Analysis
3. Financial Derivatives

Elective – B

1. Advertising & Sales Promotion
2. Industrial Marketing
3. International Marketing

Elective – C

1. Management of Industrial Relations
2. International Human Resource Management
3. Labour Legislations

Note : The University offers Three elective groups, Candidates have to select Any one of the three electives.

Project Report

There shall be a compulsory Project work in the fourth semester of M.B.A Program which carries 100 marks. The Project report shall be Submitted compulsorily before the commencement of the fourth semester Semester examination, failing which the candidate will not be permitted to Appear for the theory examination.

Students have to obtain approval from the Chairperson on the project topics at the third semester, Compulsorily.

Compulsory Personal Contact Programme

The University will organize personal contact classes for 9 days at Mysore, Bangalore, Udupi, etc., During the programme, lectures / special lectures will be delivered. Besides seminar, case study discussion and Test will also be conducted. Candidates can avail details such as dates of Personal Contact Programme (PCP) , topics of seminar, home assignment etc., from the Department. It is a compulsory programme and all the enrolled students should attend it. Students who fail to attend the personal contact programme will lose internal assessment marks. For details of PCP such as dates at various centres, seminar topics and assignments etc., the students may browse KSOU website. (www.ksoumysore.com)

STUDY MATERIALS :

The University authorities will provide study materials periodically. (No supply of study materials will be made from our institution.

MBA MADRAS UNIVERSITY

Eligibility conditions : Candidates for admission to the first year of the Master of Business Administration Degree Course in the Institute of Distance Education shall be required to have any one of the following qualifications :

1. A pass in any branch of study of a Bachelor Degree or Master Degree of the University of Madras or any other university Recognised by the UGC or AIU or a Qualification accepted by this University as equivalent to there to
2. A professional degree in Engineering or Technology or Medicine or Architecture or law.
3. Professional qualification in Accountancy, Cost and Works Accountancy, Company Secretaryship.

DURATION OF THE COURSE : Two years

SUBJECTS FOR FIRST YEAR

1. Management Principles
2. Quantitative methods in Business
3. Organisational Behaviour
4. Management Accounting
5. Managerial Economics
6. Legal systems in Business
7. Research Methodology and Communication
8. Applied Operations Research
9. Human Resources Management
10. Marketing Management

SUBJECTS FOR SECOND YEAR

11. Production and materials management
12. Financial Management
13. Computer Languages for Management
14. Business Policy and Strategic Management
15. Management Information Systems and Electronic Data Processing (EDP)
16. International Marketing

17-20 ELECTIVE SUBJECTS

Four Papers in Any one of the following Elective Subjects :

a). **MARKETING**

17. Marketing Research and Consumer Behaviour
18. Advertising Management and Sales Promotion
19. Sales Management and Distribution Management
20. Service Marketing

b). FINANCE

17. Corporate Finance
18. Security Analysis and Port Folio Management
19. Tax Management
20. Merchant Banking and Financial Services.

c). SYSTEMS

17. Database Management Systems
18. System Analysis and Design
19. Decision Support System
20. E – Business Technology and Management

d). HUMAN RESOURCE

17. Industrial and Labour Relations
18. Human Resources Development (HRD)
19. Total Quality Management
20. Training and Development

OPTIONAL SUBJECTS

(Students may select any Two subjects form any One of the Following Groups in lieu of PROJECT WORK)

GROUP- A :-

1. Retail Marketing\
2. Rural marketing
3. Industrial Marketing
4. Customer Relations Management and Relationship Marketing

GROUP- B :-

1. Organisational Development
2. Entrepreneurship and management of Small Business
3. Derivatives
4. Risk Management and Insurance.

All the Subjects are evaluated for 100 marks and Project work is for 200 marks

Note :- 1. Candidates should attend the Personal Contact Programme compulsorily .