

Mahajana Education Society(R)
SBRR Mahajana First Grade College, Post Graduate Wing
(Autonomous)

Affiliated to University of Mysore
Re-Accredited by NAAC with 'A' Grade, College with Potential for Excellence
Pooja Bhagavat Memorial Mahajana Education Centre
KRS Road, Metagalli, Mysuru – 570016, Karnataka, India.

Department of Studies in Business Administration
Master of Business Administration

MANDATORY DISCLOSURES

1. Name of the Institution : SBRR Mahajana First Grade College, PG Wing
Address : Metagalli, Krs Road, Mysore Karnataka, India.
E-Mail : mahajanapgcentre@gmail.com
Telephone : 0821-2511921
Mobile : 9845460047

2. Name and address of the Trust/ Society/ Company and the Trustees

Name : Mahajana Education Society(R)
Address : Jayalakshmipuram , Mysore, Karnataka
E-Mail : mahajanapgcentre@gmail.com
Telephone : 0821-2511921

Trustee Details			
Name	Designation	Mobile Number	Email
SRI. VIJAYKUMAR N Jayalakshmipuram , Mysore, Karnataka	Member	8212512886	vijaykumarn@gmail.com
SRI. VASUDEVAMURTHY Jayalakshmipuram , Mysore, Karnataka	Member	9448051192	mes@mahajana.edu.in
Sri. T MURALIDHAR BHAGAVAT Jayalakshmipuram , Mysore, Karnataka	President	9880244444	tmbmgm@gmail.com
Sri. ASHWATH NARAYAN G.R Jayalakshmipuram , Mysore, Karnataka	Member	9448031971	rajeshnaryan22@gmail.com
SRI P R NAGASRINIVASA Jayalakshmipuram , Mysore, Karnataka	Member	9483299432	prnagasrinivasa1942@gmail.com
SRI GOVINDARAJU S Jayalakshmipuram , Mysore, Karnataka	Member	9886444404	mfigovindaraj@gmail.com
Dr T VIJAYA LAKSHMI MURALIDHAR Jayalakshmipuram , Mysore, Karnataka	Secretary	9880294444	tvm.mgm@gmail.com
SRI RAVIKUMAR B S Jayalakshmipuram , Mysore,	Member	9900233125	ravikumar.bs@gmail.com

Karnataka			
SRI. SRINATH K B Jayalakshmipuram , Mysore, Karnataka	Member	9880204444	mflsrinath@gmail.com
SRI. SANJAY SK Jayalakshmipuram , Mysore, Karnataka	Member	9945159216	casksanjay@gmail.com
SRI. R RAJESH Jayalakshmipuram , Mysore, Karnataka	Member	9448229994	rajesh@bsra.in
SRI. HARISH B Jayalakshmipuram , Mysore, Karnataka	Member	9845561999	harish@ventronics.net
SRI. PRATAP R N Jayalakshmipuram , Mysore, Karnataka	Member	9845124105	prattehalli@gmail.com
SRI. K B RAMA PRAKASH Jayalakshmipuram , Mysore, Karnataka	Member	9900148022	kattepuracpmpraprakasha9@gmail.com
DR. TARANATH N S Jayalakshmipuram , Mysore, Karnataka	Member	8212344716	nstharaantha@gmail.com
DR. TARANATH N S Jayalakshmipuram , Mysore, Karnataka	Member	8212344716	nstharaantha@gmail.com

3. Name and Address of the Director

Name : Dr.C.K.Renukarya
Address : Metagalli, Krs Road, Mysore Karnataka, India.
E-Mail : ckrenukarya@gmail.com
Telephone : 0821-2511921 ; **Mobile** : 9845460047

4. Name of the affiliating University: **University of Mysore**

5. Governance

Name	Designation	Mobile Number
SRI. VASUDEVAMURTHY Jayalakshmipuram , Mysore, Karnataka	Mentor	9448051192
Sri. T MURALIDHAR BHAGAVAT Jayalakshmipuram , Mysore, Karnataka	President	9880244444
SRI RAVIKUMAR B S Jayalakshmipuram , Mysore, Karnataka	Vice President	9900233125
Dr T VIJAYA LAKSHMI MURALIDHAR Jayalakshmipuram , Mysore, Karnataka	Secretary	9880294444
SRI. VIJAYKUMAR N Jayalakshmipuram , Mysore, Karnataka	Member	8212512886
SRI P R NAGA SRINIVASA Jayalakshmipuram , Mysore, Karnataka	Member	9483299432
Sri. ASHWATH NARAYAN G.R Jayalakshmipuram , Mysore, Karnataka	Member	9448031971

SRI. HARISH B Jayalakshampuram , Mysore, Karnataka	Member	9845561999
SRI. PRATAP R N Jayalakshampuram , Mysore, Karnataka	Member	9845124105
SRI GOVINDARAJU S Jayalakshampuram , Mysore, Karnataka	Member	9886444404
SRI. SRINATH K B Jayalakshampuram , Mysore, Karnataka	Member	9880204444

• **Academic Council**

Sl. No.	Category	Name	Designation	Address for Communication
1	Principal	Dr. B. R. Jayakumari	Principal	SBRR Mahajana First Grade College Jayalakshampuram, Mysore-570012
2	All Heads of the Departments			
3	Teachers of the College	1. Smt. Venkatalakshmi M N	Associate Professor in Economics	No. 1576, opp. Kadaiah Choultry, Koladasandhi Beedhi, Lashkar Mohalla, Mysore-01
		2. Dr. Thimmegowda H R	Associate Professor	# 252, 20 th Main, 'B' Block, Vijayanagar III Stage, Mysuru - 17
		3. Dr. H N Krishna Kumar	Assistant Professor Dept. Of Botany	No.V/683, 1 st Main Road H.D.Kote, H.D.Kote Taluk, Mysore
		4. Ms. Smitha Grace S R	Assistant Professor Dept. Of Biotechnology	D/o Raju S. #54, 22 nd Block, Madhuvana Layout, Srirampura, 2 nd Stage, Mysore - 23
		Name	Designation	Address for Communication
		Dr. Balasubramanian A	Prof. Dept. of Earth Science	University of Mysore Mysuru
		Dr. Yashawanth Dongre	Prof. of Commerce Director PMEB, UoM	University of Mysore Mysuru
		Dr. Ravi Kumar C N	Ex-Principal, MYCEM College, Mysuru	Mysore College of Engineering and Management,

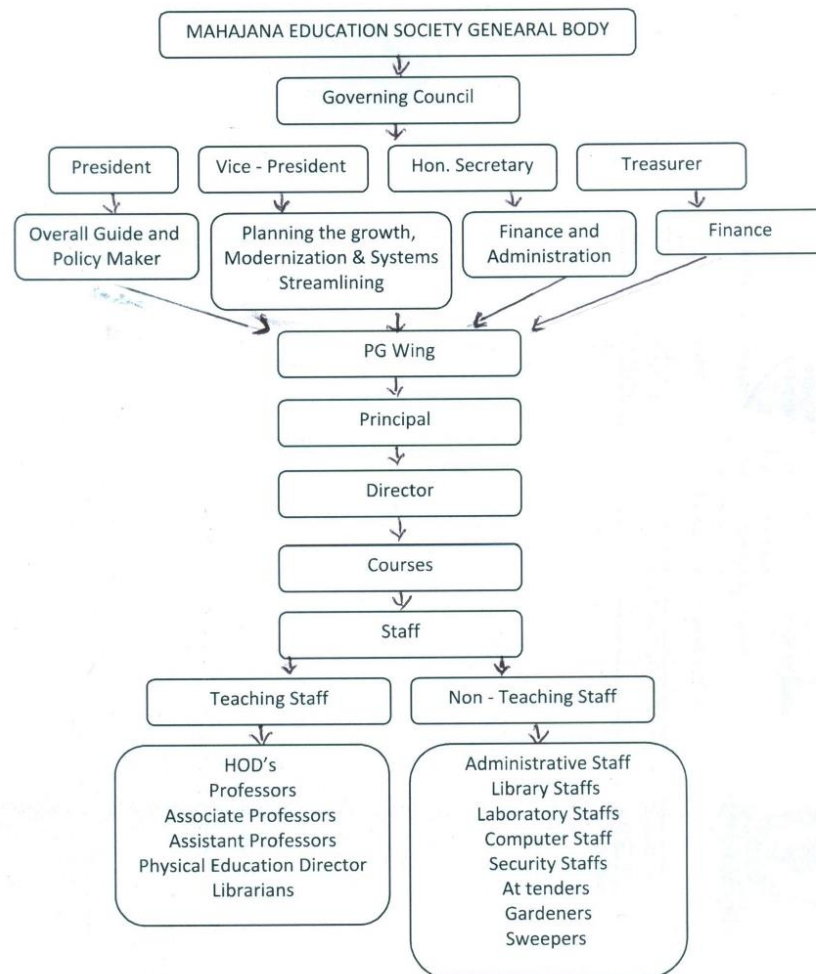
		No. 1072, T.N.Road, Chikkahalli, Mysore - 570028.
Sri M Yogesh Dange	Director of GRS Group of companies	“Prabhu Nivas” # 2664/1A, D-52/A, First Floor, 3rd Main Road, V. V Mohalla, Mysuru – 570 002
Prof. Sridhar M A	Professor, DoS in Physics	Manasagangothri, Mysuru
Prof. Mahesh R	Professor, DoS in Business Management & Administration	Manasagangothri Mysuru
Prof. Rangarajan R	Professor, DoS in Mathematics	Manasagangothri, Mysuru
Dr. Renukarya C K	Member	SBRR FGC Post Graduate Wing, Pooja Bhagavat Memorial Mahajana Education Society, KRS Road, Metagalli, Mysuru
Dr. Ramesh S R	Member	SBRR Mahajana First Grade College, Jayalakshmipuram Mysuru
Ms. Geetha D	Assistant Professor in English	No. 227/D, “Ashadeep”, 5th Cross, Metagalli Extension, KRS Road, Mysore

- Frequently of the Board Meeting and Academic Advisory Body
 - Twice a year

ORGANIZATIONAL CHART AND PROCESSES

SBBR Mahajana F.G.College. Post graduate Wing

ORGANIZATIONAL CHART



GRIEVANCE REDRESSAL CELL FOR FACULTY/STAFF

The following is the revised composition of “STUDENT GRIEVANCE REDRESSAL COMMITTEE (SGRC)” of SBRR Mahajana First Grade College, PG Wing, Pooja Bhagavat Memorial Mahajana Education Centre, K.R.S. Road, Metagalli, Mysore-16, with immediate effect i.e., 04th April, 2022 until further orders in this regard.

I.No.	Name	Designation	Position in the Committee	Contact No.
1	Dr. C K Renukarya	Director, PG wing of SBRR Mahajana FG college, Mysuru	Convener	9845460047
2	Mrs. Dhanalakshmi	Associate Professor, MBA Department, PG wing of SBRR Mahajana FG college, Mysuru	Member	9480057441
3	Mr. Srinivas K.R.	Assistant Professor, Commerce Department, PG wing of SBRR Mahajana FG college, Mysuru	Member	9741995677
4	Mr. Basanth Kumar H B	Assistant Professor, Computer Science Department, PG wing of SBRR Mahajana FG college, Mysuru	Member	9611882250
5	Mr Manoj M	Student, MCA Department, PG wing of SBRR Mahajana FG college, Mysuru	Member- Student representative	8147133309

- Establishment of Anti Ragging Committee

ANTI RAGGING COMMITTEE

The following is the revised composition of “Anti Ragging Committee” of SBRR Mahajana First Grade College, PG Wing, Pooja Bhagavat Memorial Mahajana Education Centre, K.R.S. Road, Metagalli, Mysore-16, with immediate effect i.e., 04th April, 2022 until further orders in this regard.

Sl.No.	Name	Designation	Position in the Committee	Contact No.
1	Dr. C K Renukarya	Director, PG wing of SBRR Mahajana FG college, Mysuru	Chairman	9845460047
2	Sri Harish Babu K M	Police Inspector, Metagalli, Mysuru	Member- Police representative	9483373529, 0821- 241 8115
3	Sri S.T Ravi Kumar	Reporter, Star of Mysore, Mysuru	Member- Media representative	0821 249 6520

4	Sri Stanely K V	Director, Odanadi Seva Samsthe, Mysuru	Member-NGO representative	0821-2402155, 0821-2403664
5	Mr. D N Prakash (Parent of Aishwarya P)	Parvathamma Hotel, Durgigudi Main Road, Opposite to Mallikarjuna Theater, Shivmogga-577201	Member- Parent representative	9483307365
6	Dr. Sangamithra Gowtham M J	Assistant Professor, MBA Department, PG wing of SBRR Mahajana FG college, Mysuru	Member	9731165052
7	Mrs. Sulochana	Steno cum FDA, PG wing of SBRR Mahajana FG college, Mysuru	Member	8105369115
8	Mr. Shreyas V	Student, MBA Department, PG wing of SBRR Mahajana FG college, Mysuru	Member- Student representative	9731721690
9	Mr. Nagadurga Y	Student, MCA Department, PG wing of SBRR Mahajana FG college, Mysuru	Member- Student representative	829659773
10	Ms. Aishwarya P	Student, MCA Department, PG wing of SBRR Mahajana FG college, Mysuru	Member- Student representative	8088366581

ANTI RAGGING SQUAD

The following is the revised composition of “Anti Ragging Squad” of SBRR Mahajana First Grade College, PG Wing, Pooja Bhagavat Memorial Mahajana Education Centre, K.R.S. Road, Metagalli, Mysore-16, with immediate effect i.e., 04th April, 2022 until further orders in this regard.

Sl.No.	Name	Designation	Position in the Committee	Contact No.
1	Dr. Bhavani. M	Associate Professor and HoD, Commerce Department, PG wing of SBRR Mahajana FG college, Mysuru	Member	9449835622
2	Mrs. Rachana C R	Associate Professor and HoD, Computer Science Department, PG wing of SBRR Mahajana FG college, Mysuru	Member	8095645644
3	Mrs. Shruthi Prabhakar	Assistant Professor, Computer Science Department, PG wing of SBRR Mahajana FG college, Mysuru	Member	9986071475

4	Dr. Vivek Balse	Associate Professor, MBA Department, PG wing of SBRR Mahajana FG college, Mysuru	Member	9591205060
5	Mr. Madhu Chandran B	Student, MCA Department, PG wing of SBRR Mahajana FG college, Mysuru	Member- Student representative	7813984114

Internal Complaints Committee(ICC)

The following is the revised composition of “Internal Complaints Committee (ICC)” of SBRR Mahajana First Grade College, PG Wing, Pooja Bhagavat Memorial Mahajana Education Centre, K.R.S. Road, Metagalli, Mysore-16, with immediate effect 04th April, 2022 until further orders in this regard.

Sl. No	Name	Designation	Position in the Committee	Contact No.
1	Dr. Buvanewari P.	Professor & HOD, MBA Department, PG wing of SBRR Mahajana FG college, Mysuru	Presiding Officer	9008646243
2	Sri.Parashuram ML	Director, Odanadi Seva Samsthe, Mysuru	Member-NGO representative	0821-2402155, 0821-2403664
3	Dr. Indushekara G.V.	Assistant Professor, Social Work Department, PG wing of SBRR Mahajana FG college, Mysuru	Member	9986966224
4	Mrs.Yashaswini J	Assistant Professor, Computer Science Department, PG wing of SBRR Mahajana FG college, Mysuru	Member	9538779281
5	Mr. Shantharam Bhat	Office superintendent , PG wing of SBRR Mahajana FG college, Mysuru	Member	9449659792
6	Mrs. Ramamani	F.D.A, PG wing of SBRR Mahajana FG college, Mysuru	Member	7760161209
7	Ms. Anusha S	Student, MCA Department, PG wing of SBRR Mahajana FG college, Mysuru	Member- Student representative	9986833533
8	Ms. Keerthana K	Student, MCA Department, PG wing of SBRR Mahajana FG college, Mysuru	Member- Student representative	9900497160
9	Mohammed Moinuddin N	Student, MBA Department, PG wing of SBRR Mahajana FG college, Mysuru	Member- Student representative	7795786637

SC/ST Committee

The following is the revised composition of “SC/ST Committee” of SBRR Mahajana First Grade College, PG Wing, Pooja Bhagavat Memorial Mahajana Education Centre, K.R.S. Road, Metagalli, Mysore-16, with immediate effect i.e., 04th April, 2022 until further orders in this regard.

Sl.No.	Name of the Faculty	Designation	Position in the Committee	Contact No.
1.	Dr. Divya K. S.	Assistant Professor, Life Science Department, Mahajana PG Centre	Member	9538379588
2	Dr. Sangamithra Gowtham M. J.	Assistant Professor, MBA Department, Mahajana PG Centre	Member	9731165052
3.	Mrs. Bhavana V.	Asst. Professor & HOD, Social Work Department, Mahajana PG Centre	Member	8095831765
4.	Mr. G. Prasanna David	Assistant Professor, Computer Science Department, Mahajana PG Centre	Member	9980095772
5.	Mrs. Shruthi Prabhakar	Asst. Professor, Computer Science Department, Mahajana PG Centre	Member	9986071475

Internal Quality Assurance Cell 2021-22

Sl. No.	Name	Designation
1.	Dr. B R Jayakumari, Principal	Chairman
2.	Sri Manjunatha R, Dr. Thimmegowda H R,Dr. Bhavani, Dr. Jyotibala Chauhan	Teachers
3.	Dr. Vijayalakshmi Muralidhar, Hon. Secretary, MES	Management Member
4.	Dr. C K Renukarya,Dr. Ramesh S R	Administrators
5.	Mr. Bhaskar Kalale	Industrialist/Employer/Member
6.	Ms. Shreya Babu	Alumni
7.	Smt. Venkatalakshmi M NSmt. Shyla S	Co-ordinators
8.	Smt. Poornima S	Communication Co-ordinator

Student Counselor Committee

The following is the revised composition of “STUDENT COUNSELOR COMMITTEE” of SBRR Mahajana First Grade College, PG Wing, Pooja Bhagavat Memorial Mahajana Education Centre, K.R.S. Road, Metagalli, Mysore-16, with immediate effect i.e., 04th April, 2022 until further orders in this regard.

Sl.No.	Name	Designation	Position in the Committee	Contact No.
1	Dr P Chnadrashekar	Assistant Professor, MBA Department, PG wing of SBRR Mahajana FG college, Mysuru	Member	8884293888
2	Dr Indushekar G V	Assistant Professor, Social Work Department, PG wing of SBRR Mahajana FG college, Mysuru	Member	9986966224
3	Mrs. Shobha D	Assistant Professor, Computer Science Department, PG wing of SBRR Mahajana FG college, Mysuru	Member	8867769209
4	Ms. Smitha Grace S R	Assistant Professor, Life science Department PG wing of SBRR Mahajana FG college, Mysuru	Member	9945165301

6. Programmes

- Name of Programmes approved by AICTE : MBA
- Name of Programmes Accredited by NBA : Nil
- Status of Accreditation of the Courses : Nil
 - Total number of Courses
 - No. of Courses for which applied for Accreditation
 - Status of Accreditation – Preliminary/ Applied for SAR and results awaited/ Applied for SAR and visits completed/ Results of the visits awaited/ Rejected/ Approved for .Courses (specify the number of courses)

- For each Programme the following details are to be given(Preferably in Tabular form):

Name : MBA .

Number of seats : 120

Duration : 2 Years

Cut off marks/rank of admission during the last three years

2020-21	50.50
2019-20	50.17
2018-19	50.80

Fee (as approved by the state government) :

For General Category (Merit Quota) : Rs. 135000

For General Category (Management Quota): Rs. 175000

For SC/ST (Merit Quota) : Rs. 135000

For SC/ST (Management Quota): Rs. 175000

Placement Facilities: Available

Campus placement in last three years with minimum salary ,maximum salary and average salary

Year	Minimum salary	Maximum salary	Average salary
2020-21	1.50.000	3.00.000	2.40.000
2019-20	1.80.000	3.50.000	2.50.000
2018-19	1.90.000	3.50.000	2.50.000

7. Faculty

- Course/Branch wise list Faculty members : 12
- Permanent Faculty : 12
- Adjunct Faculty : 2
- Permanent Faculty : Student Ratio : 1 : 20
- Number of Faculty employed and left during the last three years :

Year	Faculty	
	Employed	Left
2020-21	-	1
2019-20	2	4
2018-19	3	3

8. Profile of Director



- Name: Dr.C.K.RENUKARYA
- Date of Birth: 20/04/1942
- Education Qualifications: M.A., Ph.d.,

• Work Experience

- Teaching: 52
- Research: 42
- Area of Specialization: Economics

• Research guidance(Number of Students) :

Ph.D (Completed / Ongoing) : 20 Completed

- Research Publications : 20
- No. of Books Published : 42
- No. of papers published in

National	International Journals	Conferences
6	4	NIL

- Master (Completed/Ongoing) : **12**
- Ph.D. (Completed/Ongoing) : **05**
- Projects Carried out: **NIL**
- Patents (Filed & Granted): **NIL**
- Technology Transfer: **NIL**
- Research Publications (No. of papers published in National/International Journals/Conferences):
9
- No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.): **1**



Dr. Buvaneswari P
PROFESSOR & HOD

D-O-B: 28.04.1978

Unique ID: 5202

Qualification: MBA, MBM., M.Phil., Ph.d,
Area of Specialization: Banking & Finance
Research experience: Teaching: 15 years, Research: 07 years

Subjects Teaching: Principles & Practices of Management, Accounting for Managers, Financial Management, Cost Management, Project Management, Advanced Capital Budgeting, Financial Markets & Institutions, Corporate Taxation.

Workshop /Conference / Seminar/ FDP attended : Workshop:5, Conference:15, Seminar:03, FDP:06

Books Published: 2

Certification:

1. Apple Certification Training iOS & OS X Qualification Course.

Publication of Books

1. Global Economic Crisis and its Impact on Corporate & Government Co-authored by Dr. Dinakar G, Dr M S Bhagyashekar & Prof. Maya Salimath, ISBN: 978 – 93 – 5097 – 187 – 1, 2012, Himalaya Publishing House.
2. A Study on Advances by Scheduled Commercial Banks, ISBN: 978 – 3 659 – 47653 – 2, 2014, Lambard Publishing House, Germany.

Publication of Research Paper in National & International Journals: (details)

1. Urban Cooperative Bank Poised for Growth, Tamil Nadu Journal of Cooperation, 2005.
2. Performance of Private Sector Banks in In India, Facts for You, 2010 & ISSN – 0970 – 2652.
3. Functioning of Insurance Ombudsman in India, IFRSA – IBR Business Review, ISSN (ONLINE): 2246-5444.
4. Savings of Self-Help Groups in India – A Case Study, IFRSA – IBR Business Review, ISSN (ONLINE): 2249-5444.
5. Social Banking as an Instrument for Financial Inclusion, Facts for You, May 2013, Vol. 33, Issue 8 pp. 30 – 32, ISSN: 0970 – 2652.
6. Kaizen Small Improvements Big Benefits, Facts for You, August 2013, Vol. 33, Issue 11, pp. 29 – 32, ISSN: 0970 – 2652.
7. Financial Crisis & Role of Micro Finance in India, Facts for You, October 2013, Vol. 33, Issue 12 ISSN: 0970 – 2652.
8. A Study on Youth Awareness & Perception Towards Make in India Amongst VTU Colleges in Bengaluru, International Journal of Management & Social Science, February 2017, Vol. 05, Issue 05, pp. 269 – 275.
9. An Analytical Study on CAMEL Ratio and its impact on Profitability wr. To Karnataka Bank Ltd. International Journal of Management & Social Science, June 2017, Vol. 05, Issue 06, pp. 423 – 433.
10. Modi's Make in India for Youths Empowerment in Employment, International Journal of Management & Social Science, August 2017, Vol. 05, Issue 08.

Research Articles Publications / Presentation: (National Journals)

1. Presented a paper on Corporate Governance in Banks, presented in International Conference on Business Mosaic organized by Alagappa University from 24th March 2011 to 26th March 2011.

2. SWOT Analysis of SBI, presented in International Conference on Business Mosaic organized by Alagappa University on 24th March 2011 to 26th March 2011.
3. Growth of ATMs in India, presented in International Conference on Business Mosaic organized by Alagappa University on 24th March 2011 to 26th March 2011.
4. Implementation of TQM in Education, Conference on Redefining Quality Standards in Higher Education in the Changing Global Scenario, organized by Acharya Business School, Bangalore on 16th February 2013.
5. Kaizen A Strategic Innovative Tool for Gaining Global Competitive Advantage, presented in International Conference Convergence – 2013 Organised by IFIM B-School, Bangalore on 29th May 2013.
6. A Study on Emotional Intelligence and its impact on Students' Academic Performance presented in International Conference on Managing HR in the work Place organized by SDMIMD, Mysuru on 13th & 14th December 2013.



Dr. Satish G. Chetty
PROFESSOR

D-O-B: 20.03.1966

Unique ID: 5250

Qualification:M.Com (Management), MBA (Tourism), Ph. D.

Area of Specialization: Tourism Management.

Work experience: 33 years

Research: International Tourism.

Research Publications: National : 9

Paper Presented: 11

Workshop /Conference / Seminar/ FDP attended (Give Numbers) : FDP:2

CONFERENCES & CONVENTIONS

Attended the following as a delegate

Abroad:

- TAAI – 52nd ANNUAL CONVENTION held at GENTING , MALAYSIA in Sept 2003.
- TAAI – 54th ANNUAL CONVENTION held at COLOMBO, SRILANKA in Sept. 2005.
- TAAI – 59th ANNUAL CONVENTION held at DUBAI, U.A.E. in Sept. 2009.

Domestic:

- Annual Conventions of TAAI (5)& IATO(4) from 1999 to 2005
- FEAST, International body of Tourism, convention held at Chandigarh in Oct.2002
- CII Events 'Mystique Madhya Pradesh' at Bhopal & Delhi in 2000- 2002 respectively

EVENTS ORGANISED

1. South Asian Mayors Meet – July 2003, an event of Indore Municipal Corporation & All India Mayors Association.
2. Role : Hospitality incharge & Led 80 management students volunteers team.
3. 'Indore Gaurav Mahotsav ', an NRI event – Dec 2002, an event of Indore Municipal Corporation & Indore Gaurav Foundation.
Role : Hospitality & transport incharge.
4. All India Vice Chancellor's Meet – Feb 1999
Role : Incharge Travel Desk.
5. Organized & supported events of Zee T.V. i.e. Zee Cine Star ki Khoj, Zee Sa Re Ga Ma Pa, Rock N Role Family etc. between August 2006 and March 2009
6. II Special Convocation Ceremony of DAVV , Indore held on 28th January 2007
7. National Conference of Shanti Swarup Bhatnagar Awardee held from 8th March to 10th March, 2007 at DAVV , Indore
8. 'Global Investors Summit' an event of Govt. of Madhya Pradesh was held during Oct 2007 at Indore
9. Role : In charge for hospitality and Lead 250 management students volunteer team.
- 10.

Dr. Vivek M Balse

ASSOCIATE PROFESSOR



D-O-B: 02.02.1963

Unique ID: 5087

Qualification: MBA, PhD, D.Litt, M .A. (Sanskrit)
Area of Specialization: Marketing Management

Research experience: Teaching: 7 years, Research: 13 years, Industry:15 years

Subjects Teaching: Strategic Management, Marketing Management, Project Management
Workshop /Conference / Seminar/ FDP attended : Workshop:5, Conference:15, Seminar:10, FDP:3

Sponsored Project: 1

Books Published: 2

Publication of Research Paper: (details)

Research Articles Publications: (National Journals)

1. Balse, V. M, Anand D.

, "Prospects of Complementary and alternative medicine in India" Southern Economist, No17, Vol 46, Jan 1 2008

- Balse, V. M, Anand D.**, "Over the counter medicine (OTCM)- Myth and Reality" Journal of development and social change, Vol 5, 2008.
- Balse, Vivek. M.** "Reploughing the benefits of drug profit to patients with chronic disease conditions through a viable organization setup" Shanlax publications, Madurai.. January 2015

Research Articles Publications: (International Journals)

- Balse, V. M, Anand D.** Growing Employment opportunities in Health care Sector- An Indian Perspective, sixth International Multidisciplinary Conference: Knowledge in New Millennium. 2011
- Balse, V. M.** An Evaluation of health status and its impact on rural primary school Children – A case study in Karnataka "Management and Technology Leading to Social Development". July 2011
- Balse, V. M, Panth A. S.** An Evaluation of Awareness and Voluntary check up of Elevated Blood Pressure among Middle Aged Population – A study in Mysore. Education At The Cross Roads, An International Journal of Education & Humanities, APH Publishing Corporation, New Delhi. Vol-2, No-1, Jan-Dec. 2013.
- Balse, V. M** Changing Scene of Pharmaceutical Industry Due to Patent Protection Act- A Boon or Bane for India, International Journal of Educational Aspects Management Studies and Applied Sciences, Vol-1, Issue-3, May-July 2013 .
- Balse, V. M .** Public Health Care Services– Through the Prism of Accessibility and Affordability in Developing Countries with Special Reference to India, "PEZZOTTAITE JOURNALS", International Journal of Logistics and Supply chain management Perspectives. Vol -2, July-Sept 2013,
- Balse, Vivek. M.** Employment Prospects of Graduate Students and Its Evil Effects on Society- An Indian Perspective APH Publishing Corporation, New Delhi. Vol-3, No-1, Jan-Dec. 2014.
- Balse, Vivek. M.** "Impact Evaluation of Employability in Pharmaceutical Sector due to Indian Players". "PEZZOTTAITE JOURNALS", International Journal of Organizational Behaviour and Management perspectives. Vol -2,. October to December, 2014.
- Balse, Vivek. M .** Health Literacy on Type- 2 Diabetes and its Nonmedical Implication on Work loss and Productivity among Salaried Class – A Case Study in Mysuru . International Journal of Multidisciplinary Research Review Vol-1, June 2015.

9. **Balse, Vivek. M** . Managing and Rehabilitating Aging Population of India – A Challenge and an Opportunity for Human Resource managers. Indian Journal of Applied Reserach ,Vol-6, No.3, March 2016
10. **Balse, Vivek. M** .,Dr Ramanath Shenoy: A panoramic view of Water Contamination and Health Quotient of Human Life with Special Reference to India ,GJRA ,Global Journal for Research Analysis .Vol-6, June 2017
11. **Balse, Vivek. M** . An overview of implementation and Acceptance of Janaushadi programme in India ,International Journal of advance research in Computer Science and Management Studies June 2017
12. **Balse, Vivek. M** “Job Oriented Skill Development and Training – A challenge in MBA course Journal of Emerging Technologies and Innovative Research (JETIR) Volume 5, Issue 5 June 2018
13. **Balse, Vivek. M** Employability Evaluation of MBA students with integration of digital education- a case study in Karnataka, Journal of research | volume - 10 | issue - 10 |october - 2021 | print issn no. 2250 – 1991

14.

Balse, Vivek. M Customer Consolidation Strategy through rural focus to mitigate market stress in telecom sector – a case study with airtel (bharti airtel limited), vol-7 issue-2 2021 ijariie-issn(o)-2395-4396

**Presentation of Research Paper: (details)
Papers Presented in International Conferences:**

1. Presented a paper titled “ Growing Employment opportunities in Health care Sector- An Indian Perspective” at the sixth International Multidisciplinary Conference: Knowledge in New Millennium , Mysore, India on 14 th and 15 th January 2011.
2. Presented a paper titled “A Strategic Approach to Health care Industry in India” in the First International Conference, “India Inc: Challenges and Opportunities, Bangalore, India 3rd -5th January 2011.
3. Presented a paper titled –New Paradigm in “Teaching Learning Process” through integration of information and communication Technology (ICT). in the sixth International and 42 nd Annual ELTAI Conference, , Vellore ,Tamilnadu , India during 16 to 18 th June
4. Presented a paper titled –An Evaluation of health status and its impact on rural primary school Children – A case study in Karnataka .in the International Conference, on “Leading Beyond Horizon : Engaging Future ,organized by Annamalai University , Tamilnadu , India during 28 -30 th July 2011.
5. Presented a paper titled – “Pharmaceutical products patent and its socio-economic relevance in India”, in the International Conference, on “Innovative Conference for Global Competitiveness, organized in Bangalore during 8,9 and 10 December 2011.
6. Presented a paper titled – “Growing Concern in Meeting Health Care Cost in India – A Possible Approach through Co-operative Model” the International Conference, on “Innovative Conference for Global Competitiveness, organized at Indian Institute of Management Ahmedabad during 12-14th December
7. Presented a paper titled –“ Reploughing the benefits of drug profit to patients with chronic disease conditions through a viable organization setup” in the International Conference on Innovations and initiatives in teacher education organized at Konganadu college of education , Trichy, during 24 -25th January 2015
8. Presented a paper titled –“Challenges in Health Care Services– A Strategic Approach through Efficient Supply Chain Management ”during the 10 th International Conference at Indian Institute of Management Bangalore during 3– 5 th August 2015

9. Presented a paper titled –“Psychological Principles of Learner Centered Teaching” during the international conference on Teacher Education in Digital Era ,Konganadu College of Education ,Thottiyam ,Trichy, on 06th March 2017

Papers Presented in National Conferences:

1. Presented a paper titled “Management of Health care system and service delivery in India” in conference held at Institute of management studies (IMS).Kuvempu University, Davangere.Karnataka, 17 th Nov. 2007.
2. Presented a paper titled “A Strategic approach to manage health care delivery in rural set up during recession” held at “Karnataka state open university” (KSOU),Mysore on February 21-22 ,2009.
3. Presented a paper titled “An evaluation of Health care Services in Rural area _ A case study on expectation and delivery in Karnataka”, held in university of Mysore in collaboration with ICMR,New Delhi on September 8 th and 9 th 2011.
4. Presented a paper titled “Health care services in its full perspective – still a dream to be realized in India” held in Institute of Health Management Research (IHMR), Bangalore, under the technical session “Management of public Health” on 6-7 January 2012.
5. Presented a paper titled Healthcare Cost Burden with senior citizens -A social Perspective in India. – during 27-28 September 2013 at university of Mysore in collaboration with UGC in Mysore.
6. Presented a paper titled Business Administration Course and Employability skills – Challenges and the Way Forward at Vivekananda Institute of Management, Bangalore on May 17, 2018

Serving in various Institutions: M/S. Pfizer Limited USA, as Senior Executive for 15 Yrs.

Membership of Professional Bodies:

Organizing Conferences / Seminar:

Other Academic activity: Patent from Government of India, with provisional patent no 201841018072

National Awards

Dr APJ Abdul kalam Education Excellence Award on May 6th 2018 Presented by Dr H V Hende, Ex Health Ministry, in Chennai

Received Excellence “Teaching in Higher Education Award” 2018 by DK International research Foundation on 27 th may 2018

Honorary member -Research Panel

Arcus Academy Pvt Ltd since Jun 16, 2015

On Editorial Board (Since 2013)

International Journal of Educational Aspects, Management Studies and Applied Sciences.

An internationally approved quarterly peer-reviewed journal, Vijaynagaram, Andhra Pradesh

Completed / Ongoing Projects

Sl. No.	Principal Investigator's Name	Project title	Type	Year	Funding agency	Total grants sanctioned
1	Dr.Vivek M Balse	Contemporary Education System In MBA Colleges and Corporate Employment Skills –A Gap Analysis	Minor Research Project	2105	UGC	1,30,000



Ms. Dhanalakshmi.P

ASSOCIATE PROFESSOR

D-O-B: 27.09.1963

Unique ID: 5060

Qualification:: BE, MBA, MSc(IT), PGDSA, PGDHRM,UGC NET qualified, K-SET Qualified

Area of Specialization:Human Resource, Information Technology

Research experience: Teaching : 15 years, Industry :18 years

Subjects Teaching: Human Resource Management, Industrial Relations & Collective Bargaining, Human Resource Development, Organizational Change and Development, Managerial Communication, Business Communication & Information Systems, Management Information Systems.

Workshop /Conference / Seminar/ FDP attended : Workshop:03, Conference:05, Seminar: 02, FDP:03

Publication of Research Paper: (details)

International Publications

1. "A Study on Employees perception towards Green HRM and its impact on Job Satisfaction" – Journal of Emerging Technologies and innovative research ISSN: 2349-5162 (UGC listed Journal 63975, Impact factor 5.87), Volume 6, Issue 5, May 2019, Page: 164-169
2. "A study on MBA Students Perception towards Sustainable H R Management" – International Journal of Emerging Technologies and innovative research ISSN: 2349-5162 (UGC listed Journal 63975, Impact factor 5.87), Special Issue, Feb 2019, Page 122 – 126
3. "A Study on Graduate Students perception towards Green Human Resource Management" – Journal of Emerging Technologies and Innovative Research, ISSN UGC Approved & 5.87 Impact Factor Published in Volume 5 Issue 5 , May-2018, Page : 1242-1246
4. "Knowledge Management Practices in Information Technology Companies – HR Executives' Perceptions" – International Journal of Advance Research in Computer Science and Management Studies – Double blind reviewed International Research Journal, Volume 5, Issue 4, April-2017, ISSN: 2321-7782 (E) / 2347-1778 (P) Impact Factor: 6.047, Index Factor: 5.47, Score by Directory of Science: 11.54
5. "The Best Training and Development Practices Followed by IT Companies in Mysore" – International Journal of Advance Research in Computer Science and Management Studies – Double blind reviewed International Research Journal, Volume 4, Issue 2, February-2016, ISSN: 2321-7782 (E) / 2347-1778 (P) Index Factor: 5.47, Score by Directory of Science: 11.54
6. "Ethical Issues and Combating Unethical Practices in Selected HR functions" – THEMATICS Journal of Commerce and Management – A Peer-Reviewed International Research Journal, Volume-5, Issue-3, October 2015, ISSN: 2231- 4881
7. "The Best Reward and Recognition Practices followed by IT companies in Mysore" – PARIPEX – Indian Journal of Research , Volume-04, Issue-05, May 2015, ISSN : 2250-1991
8. "Green Practices in selected HR Operative functions" –Midas Touch International Journal of Commerce, Management and Technology, Volume-2, No.1, Jan 2014, ISSN : 2320 – 7787
9. "Green Human Resource Management an innovative tool for Organizational sustainability" International journal for academic Research and Development, ISSN : 2582-7561, Oct 2020.

National Publications

1. "Measuring the Value of Employees using Non-Monetary Terms" – Journal of Development and Social Change, Jan – Mar 2014, ISSN: 2231-0991
2. "Effectiveness of Performance Appraisal System in selected Private organizations" – IEMS Journal of Management Research, Jul 2013, ISSN : 2249–569X.
3. "Social Inclusion through Aadhaar and its issues" – ISBN: 978-81-924422-4-2, Managerial Challenges in Implementing the Aadhaar Program in India, National Seminar Proceedings, April 2013
4. "Succession Planning a Tool for Business Success" – IEMS Journal of Management Research, Jan – Jun 2012, Volume 1, Issue 1, ISSN : 2249–569X.

Presentation of Research Paper: (details)

1. "A study on MBA Students Perception towards Sustainable H R Management" – National Conference on "Recent Trends in Business Management", January 25th. 2019, held at Post Graduate Department of Management Studies, PES College of Engineering. Mandya
1. "Green Practices in selected HR Operative functions" –International Conference on Technology Management for Green Environment (ICTMGE 2013), September 19th, 20th and 21st2013, held at VTU, Mysore.
2. A study on "Green HR practices followed by the companies operating in Mysore" – International Conference on Current Trends in Engineering and Management (ICCTEM), July 12th, 13th & 14th 2012, held at Vidyavardhaka College of Engineering, Mysore
3. "Ethical Issues and Combating Unethical Practices in Selected HR functions" – UGC Sponsored National Level Seminar on 'Corporate Social Responsibility, Business Ethics & Corporate Governance – Issues and Challenges', October 30th 2015, organized by Department of Studies in Business Administration, PBMMEC, Mysore.
4. "Social Inclusion through Aadhaar and its Issues" – National Seminar on 'Managerial Challenges in Implementing the Aadhaar Program in India', April 26th 2013, held at Amrita School of Arts and Sciences, Mysore.
5. Green Human Resource Management an innovative tool for Organizational sustainability International Seminar, 27/08/2020-28/08/2020, Organized by B.N. College of Engineering and Technology, Lucknow, Uttar Pradesh India.
6. A study on Perception of Job Aspirants towards Green Human Resource Management, National Conference 15/08/2020-16/08/2020 Organized by V Consultants Hyderabad Telangana State.

Membership of Professional Bodies: 1. Institution of Engineers (India)

1. National Institute of Personnel Management.



Ms. Pushpalatha
ASSOCIATE PROFESSOR

D-O-B: 26/02/1967

Unique ID: 5225

Qualification: M.A in Economics, MBA in Human Resource Management, M.Phil in Management,

Area of Specialization: Economics

Work Experience: Teaching: 18 years,

Industry: 8 years

Subjects Teaching: Managerial Economics, MBP

Workshop /Conference / Seminar/ FDP attended:

Sl. NO	Date	Name Of the Journal / Conference	Research Topic	Organizing Institute	ISSN No.
01	22 nd February 2013	International Conference on Competency Building Strategies in Business & Technology for Sustainable Development	Consumer Perception towards Global Products	Sri Ganesha School of Business Management, Salem	
02	24 th & 25 th April 2013	Leveraging Operations & IT For Sustainable Development	A Study on CRM with Religere Securities Ltd. Recruitment Through Social Networking	CMR Institute of Management Studies	-
03	16 th & 17 th May 2013	Role of Innovation in Business	Kaizen a Strategic Tool in TQM for Gaining Global Competitive Advantage	IFIM Business School, Bangalore	-
04	22 nd & 23 rd November 2013	Outcome Based Competitive Strategies: Issues & Challenges	Performance Management Strategies at Oil India Ltd: Issues & Challenges	PES Institute of Technology, Bangalore	978-81-8429-109-4
05	13 th & 14 th December 2013	International Conference on Managing Human Resources at the Workplace	A Study on Emotional Intelligence and its impact on Students' Academic Performance with special reference to B-Schools in Bangalore	SDMIMD, Mysore	
06	12 th to 14 th February 2015	International Conference on GURICT - 2015	An Empirical Study ib Students Skill Matrix Enhancing Employability	Sinhgad Institute of Management, Pune	

SI.NO	Date	Name Of the Journal / Conference	Research Topic	ISSN No.
01	June 2013	International Journal of Functional Management	A Study on Consumer Perception Towards Global Products	2319-1406
02	October 2013	ACME Intellects International Journal of Research in Management	A Study on Technical Analysis of Gold, Silver and Crude Oil at Muthoot Securities Ltd.	2320-2939
03	April 2014	Akshaya International Journal of Mgmt.	Value System for Organizational Excellence	0975 9271
04	April 2014	CKPIM Business Review	A Study on Effectiveness of Training & Development at Ultra Tech Cements Ltd.	2347 5587 Vol. 2, Issue 4

Papers Published in National Journals

SI.NO	Date	Name of the Journal / Conference	Research Topic	National
01	June 2010	Faculty Column	Autonomy of Colleges: New Dimensions	E-Journal
02	April 2013	Facts for You	Failure: The First Step to Success	National
03	May 2013	Facts for You	Social Banking as an Instrument for Financial Inclusion	National
04	July 2013	Facts for You	Kaizen: Small Improvements, Big Benefits	National

Details of FDP & Workshop Attended

SI.NO	Date	Name of the Workshop	Venue
01	10 th & 11 th September 2004	Autonomy for Colleges: New Dimensions	SBRR Mahajana First Grade College, Mysore
01	4 th April, 2008	Supply Chain Management	MS Ramaiah Institute of Technology, Bangalore
01	01/02/2013	Building Quality in B Schools Opportunities and Challenges	Indian Institute of Management, IIM, Bangalore
02	10/05/2013 & 11/05/2013	AICTE Sponsored Two Day Workshop on Emerging Trends in Rural Marketing in India	EBET, Kangayam, Tirupur, Tamilnadu.
03	12/07/2013 & 13/07/2013	AICTE Sponsored Two Day Workshop on Application of Research Methods in Business & Engineering	Bannari Amman Institute of Technology, School of Management Studies & Electronics & Instrumentation Engineering, Sathyamangalam – 638401, Tamilnadu.
04	26/07/2013 To 28/07/2013	Academic Leadership Program	Shruth & Smith Foundation Hotel Sai Vishram, Hosur Road, Bengaluru – 99.
05	29/11/2013	VTU Sponsored One Day Workshop on Leadership in Education	Raman International Institute of Information Technology, #261 KIADB Land Hebbal Industrial Area, Hebbal, Mysore.
06	10 th & 11 th July	VTU Sponsored Two Days	VTU, Regional Office, Nagarbhavi, Bangalore

	2015	Workshop on IPR	
07	26 th August 2015	FDP on Train the Trained On IPR Significance for Academia	SJB Institute of Technology, Bangalore.

Papers Presented in National Conference, Seminar & Symposium

SI.NO	Date	Name of the Journal / Conference	Research Topic	Venue
01	16 th February 2013	National Symposium on Redefining Quality Standards in Higher Education	Implementation of TQM in Education	Acharya Business B-School, Bangalore
02	29 th May 2013	National Conference on Challenges, Trends & Opportunities in Organizations	Leadership – Opportunities & Challenges Gaining Global Competitive Advantages	PES Institute of Technology, Bangalore South Campus
03	7 th June 2013	National Conference on Innovative Management Strategies to Tackle Global Economic Crisis – India's Preparedness	Global Economic Crisis & its Impact on Economy	JSS Academy of Technical Education, Bangalore

Achievements

Designed & Developed Competency Mapping for Managerial Jobs & Skill Matrix for Shop floor Employees as per TQM requirement for Deming Award 2007 & Implementation across **Rane Plant** Chennai, Pondicherry & Mysore Plants.

Gillette Diversified operation Ltd:

Best Project “**WE CARE FOR YOU**” Employee welfare project was successful & became a benchmark to implement the same at Delhi, applauded with Promotion by Asia Group Director of M/s Gillette India Limited successfully represented M/s. Falcon Tyres Ltd., in cultural events by winning District, Zonal and finally participated in National level SKIT Competition held at Mumbai.

Appreciation with achievement letter by Sr. General Manager for the QMS documentation for the successful implementation & getting **ISO/TS: 16949:2002 certifications** for the Company.

Guruprasada Rao S R



ASSISTANT PROFESSOR

D-O-B: 21.03.1963

Unique ID: 5045

Qualification: M Sc. (STATISTICS)

Area of Specialization: Statistics, Operations Research, Research Methodology

Research experience: Teaching: 32 years

Research Experience: 7 Years

Subjects Teaching: Statistics for Management, Operations Research,

Research Methods

Workshop /Conference / Seminar/ FDP attended : 4

Sponsored Project: 1

Publication of Research Paper:

1. Guruprasada Rao SR (2012): 'An Evaluation of Financial Performance Ratios by selected Evaluation Indicators': Journal of Development and social Change 8 (4), 50-57.
2. SK Nireekshan Singh Gowgi and **SR Guruprasada Rao**(2013): **Level of optimism and its related issues among students of master of social work of Mysore University:** The Clarion 2 (2), 79-84.
3. Guruprasada Rao SR (2013): 'Role of Evaluation Indicators on Financial performance Ratios': Journal of Development and social Change 9 (3), 66-70.
4. Guruprasada Rao SR (2014): 'Role of Personality Traits on Academic Motivation and Academic Performance of MBA Students': Journal of Development and social Change 10 (2), 54-59.
5. Guruprasada Rao SR (2015): 'A Comparative Study of Personality Trait and Academic Motivation between Male and Female MBA Students': Paripex-Indian Journal of Research 4 (5), 21-23.
6. Guruprasada Rao SR (2016): 'The Impact of FII Flow on Indian Stock Market- A ARIMA Modeling Approach: Paripex-Indian Journal of Research 5 (5), 525-527.
7. Mahadesh Prasad AJ, JyothiBala Chauhan, Kavyashree BM, Vijith Kumar N, Anjali Arun, Komal Kumar JK, **Guruprasada Rao SR** (2016): 'Human Serum Paraoxonase 1 (PON1) activity down regulates with age: A case study in south Indian population': Asian Journal of Biochemical and Pharmaceutical Research, 3 (6), 162-166.
8. Guruprasada Rao SR (2017): 'Gender Difference as an Influencer of Employee Engagement': Paripex-Indian Journal of Research 6 (6), 574-575.
9. Guruprasada Rao SR (2018): 'To Study the Impact of Employee Commitment on Total Quality Management-A case study of Rane Madras Limited, Mysuru': Journal of Emerging Technologies and Innovative Research 5 (5), 49-55.
10. Guruprasada Rao SR (2019): 'Assessing organizational performance on the basis of Demographical variations (A case study of Nestle India Limited, Nanjangud)': Journal of Emerging Technologies and Innovative Research 6 (5), 373-379.

Serving in various Institutions:

1. Resource person to taught the course work 'Advanced Research Methodology' for University Of Mysore Ph. D students of Management Sciences from 01/02/2013 to 18/05/2013
2. Resource person to taught the Ph D course work for University Of Mysore Ph. D students of Institute of Development Studies from 25/07/2015 to 31/10/2015
3. Resource person to taught the Ph D course work for University Of Mysore Ph. D students of Institute of Development Studies from 03/09/2016 to 17/12/2016

Other Academic activity:

Invited as a resource person to conduct FDP on 'Identifying appropriate sampling methods and Entering data and application of SPSS software and Hands on experience on SPSS' at VidyaVikas First Grade College Research Cell in collaboration with Central Institute o Indian Languages on 14/07/2018.

Completed Project:

Sl. SL.No.	Principal Investigator's Name	Project title	Type	Year	Funding agency	Total grants sanctioned
1	Guruprasada Rao S R	"A study on academic motivation and personality traits of MBA students"	Mini Project	2012	Mahajana Education Society, Mysore	Rs. 10000



Dr. Chandrashekhar P
ASSISTANT PROFESSOR

D-O-B: 19.08.1973

Unique ID: 5161

Qualification: Ph.D., MBA.,

Area of Specialization: Marketing and HR.

Research experience: Teaching: 115

years, Industry: 10 years.

Research Experience: 5

Subjects Teaching:

- Marketing Management. International Marketing, Organization Behaviour, Human Resource Management, Management Information Systems, International Business, Sale and Distribution Management, Management of NGO, Strategic Management, Training and Development

Workshop /Conference / Seminar/ FDP attended: 8

Publication of Research Paper:

- P. Chandrashekar (2012), Impact of Brand Building Activities on the Shareholder's Value in Indian Context, International Academic Research Journal of Economic and Finance, ISSN 2227-6254
- P. Chandrashekar (2015), Online Branding- A new era in Indian Context, International journals for Research and Development, Vol 2,ISSN 2321-3434
- P. Chandrashekar (2018) ,An Exploratory Study on Rise of the Blue Ocean Strategy, JETIR May, Vol 5, Issue 5, ISSN 2349-5162
- P. Chandrashekar (2019) Full Moon Strategy: An Expression of Natural Phenomena, JETIR May,Vol 6, Issue 5, ISSN- 2349-5162.

Presentation of Research Paper:

- Consumer Perception on Private Brands of Retail Sector-A Case study on Shimoga City, National Conference on Management and Technology, Conducted by PESITM, Shimoga

Serving in various Institutions:

- Worked External Deputy Superintend at JNNCE, Shimoga
- Amrutha School of Arts and Science as Guest Faculty,Mysore from 2016-2017
- Worked as Placement offer in Al-ameen College, Bangalore
- Red Cross officer PESITM, Shimoga
- Delivered Special Lecture at Mythri College of Education Shimoga

Membership of Professional Bodies:

- BoS Member Pooja Bhagavat Memorial Mahajana Education Centre, Mysore
- BoE Member Pooja Bhagavat Memorial Mahajana Education Centre, Mysore

Organizing Conferences / Seminar:

- National Conference on Management and Technology, conducted on October 22 & 23 2010, at PESITM Shimoga.

Other Academic activity:

- Autonomous In charge for Pooja Bhagavat Memorial Mahajana Education Center.



Dr. Sangamitra Gowtham M J

ASSISTANT PROFESSOR

D-O-B: 10.06.1984

Unique ID: 5052

Qualification: B.E., M.B.A., Ph.D

Area of Specialization: Human Resource Management

Teaching: 10 years

Research experience: 04 Years

Subjects Teaching: Training & development, Managerial communication, Strategic Human resource management, Organizational change and development, Human Resource Management.

Workshop /Conference / Seminar/ FDP attended: 12

Publication of Research Paper:

International publications – 11

1. **Sangamitra Gowtham M J;** “*Assessment of Emotional Intelligence*”; Contemporary research in India; Volume – 2: Issue – 1: March, 2012. **ISSN–2231-2137**
2. **Sangamitra Gowtham M J;** “*A study on work stress and Emotional Intelligence among college teachers*”; Contemporary research in India; Volume 3: Issue – 2: June, 2013. **ISSN–2231-2137**
3. **Sangamitra Gowtham M J;** “*Role of Emotional Intelligence and Learning in Health care unit (A case study of Basappa memorial hospital, Mysore)*”; *Galaxy International multidisciplinary research journal volume 3 Issue II (March 2014)*. **ISSN: 2278-9529**
4. **Sangamitra Gowtham M J;** “*Motivation: A way to keep employees engaged (A case study of super markets in Mysore)*”; International journal of advance research in Computer science and Management studies; Volume 3, Issue 2, February 2015; **Impact Factor – 4.739. ISSN: 2321-7782**
5. **Sangamitra Gowtham & Dr.Aisha M Sheriff;** “*Tri Dimensional Leadership Model: Its Application in the Hierarchical Levels*” ; International journal of advance research in Computer science and Management studies; Volume 4, Issue 2, February 2016. **Impact Factor – 5.47. ISSN: 2321-7782**
6. **Sangamitra Gowtham & Dr.Aisha M Sheriff;** “*Analysis of Tri Dimensional Leadership Model in Mechanistic and Organic Structure*” ; Asia Pacific Journal of Research ; Volume 2, Issue XXXVII, March 2016. **Impact Factor – 6.58. ISSN: 2320-5504**
7. **Dr. Sangamitra Gowtham M J;** “*The Association between Work related stress and Interpersonal Relationship of Employees*” ; Asia Pacific Journal of Research ; Volume 1, Issue L1, May 2017. **Impact Factor – 6.58. ISSN: 2320-5504**
8. **Sangamitra Gowtham & Aisha M Sheriff;** “*Gender Differences: Does it matter for Effective Work-life Balance*” ; Paripex – Indian Journal of Research ; Volume – 6, Issue 6, June 2017. **Impact Factor– 5.761. ISSN: 2250-1991**
9. **Dr.Sangamitra Gowtham & Ms. Shaini Ganapathi;** “*Personality Traits: An Influencer for Employees Job Satisfaction*”; Asia Pacific Journal of Research; Volume 1, Issue LXXXV111, May 2018. **UGC approved. Impact Factor – 6.58. ISSN: 2320-5504**
10. **Dr.Sangamitra Gowtham;** “*Job Involvement: A Stimulant for Employee Job Satisfaction (A case study of Rane Madras Limited, Mysore)*”; Journal of Emerging Technologies and Innovative Research; Volume 5, Issue 5, May 2018; **ISSN-2349-5162; UGC Approved**
11. **Dr.Sangamitra Gowtham;** “*Work stress as a Predictor of Employee Absenteeism (A case study of J&K tyres & Industries Limited, Mysore)*”; Journal of Emerging Technologies and Innovative Research; Volume 6, Issue 5, May 2019; **ISSN-2349-5162; UGC Approved**

National Publication – 01

1. T P Renuka Murthy & **Sangamitra Gowtham M J;** “*Innovations and creativity in industries for Accelerating Productivity*”; Journal of Development and Social Change; Vol. VII; No: 3, April – June 2011; Page 75 – 81.

Serving in various Institutions:

1. **Serving as a Visiting Faculty for PGDHRM (Evening Course)** at B.N.Bahadur Institute of Management Sciences, Manasagangothri, UOM, Mysore since 2017 till date.

Other Academic activity:

1. Associated with University of Mysore and Yuvaraja's College (Autonomous) with regard to **paper setting and evaluation work of MBA** for the year 2014-15, 2015-16, 2016-17, 2017-18 and 2018-19
2. Serving as a **member of Board of Examiner (BOE)** of MBA (CSR) at B.N.Bahadur Institute of Management Sciences, Mysore for the academic year 2016-2017 and 2017-18.
3. **Attended** project Viva-Voce as an **external examiner on 31st May 2018** in connection with **MBA IV semester examinations.**
4. Served as a **Resource Person** for the **Workshop on "Personal Development, Communication and Team work"** for MBA Digital Marketing students on **28th December 2018** at **JSSCMS, SJCE, Mysuru.**

Dr. R. Manu



ASSISTANT PROFESSOR

D-O-B: 30.06.1982

Unique ID: 5174

Qualification: B.Sc Computer Science, MA Economics, Ph.D

Area of Specialization: Econometrics

Work Experience: Teaching: 14 years

Administration: 2 years

Research experience: 4 years

Subjects Teaching Corporate Economics, Business Research Methods, International Business and CSR, Human Development in South Asia, Indian Financial Institutions and Markets. Entrepreneurship Development and International Marketing,

Workshop /Conference / Seminar/ FDP attended: Workshop:07, Conference:09, Seminar: 12, FDP attended: 04

Research Articles Publications: (International Journals)

1. R, 'Shadow Banking-An analysis', Quest – A Research Journal of Science, Humanities , Commerce and Management, March 2013, pp 54-68 vol-1 Issue 1, ISSN: 2321-0052.
2. R, Karnataka State Finances- A study of Tax Receipts', Quest – A Research Journal of Science, Humanities , Commerce and Management, March 2017, pp 17-25 vol-1 Issue 1, ISSN: 2321-0052
3. R, – UGC approved Journal, Major rural development programmes in karnataka state- vision and action", July 2017
4. Focus on prospects of Corporate Social Responsibility, ADALYA JOURNAL An UGC- CARE Approved Journal, Feb 2020, Volume 9, Issue 2, ISSN NO: 1301-2746
5. DRIP- The Marketing Communication Model in the Automobile Industry- A Descriptive Research Persuading People and Winning Customers, UGC- CARE Approved Journal, ISSN: 0011-9342 | Year 2021 Issue: 9 | Pages: 8311 – 8326
6. Employability Evaluation of MBA students with integration of digital education- a case study in Karnataka, Journal of research | volume - 10 | issue - 10 | october - 2021 | print issn no. 2250 – 1991
7. Customer Consolidation Strategy through rural focus to mitigate market stress in telecom sector – a case study with airtel (bharti airtel limited), vol-7 issue-2 2021 ijariie-issn(o)-2395-4396

Presentation of Research Paper: (details)

Papers Presented in International Conferences:

- R.Manu,, , poverty and unemployment: Threat to Long Term Growth, compendium of papers, ISBN: 978-93-83302-12-3,paper no.236, pp1-12, 20thNov 2016
- R.Manu, Financial inclusion in Indian Banks-an analysis ” Economic Growth and Sustainable Development-Emerging trends, Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD), Mysuru,2018
- R.Manu,, , poverty and unemployment: Threat to Long Term Growth, compendium of papers, ISBN: 978-93-83302-12-3,paper no.236, pp1-12, 20thNov 2016
- R.Manu, Financial inclusion in Indian Banks-an analysis ” Economic Growth and Sustainable Development-Emerging trends, Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD), Mysuru,2018
- Ecological Imbalance- A Threat for Sustainable Development “Economic Growth and Sustainable Development: Emerging Trends, Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD) November 25-26, 2021, Mysuru, India

Papers Presented in National Conferences:

1. R.Manu, An Emerging Bio-Economy from Downstream Processing, Shift in Indian Business Environment, JSS Science and Technology University, JSS centre for management Studies, Mysuru, 2019

Papers Presented in National Seminar:

1. R, 'Nanotechnology and Business Environment', ISBN- 978-81-910-145-1-8 – March 2010, pp- 72-91
2. Dr.R.Manu, "Regional Co-operation in trade among SAARC countries, " Globalization and Regional Economic Integration with special reference to SAARC", held on 6th October 2015, at Jagadguru Sri Shivarathrishwara college for women
3. R.Manu, 'Agricultural Finance in India', Agricultural Finance in India-Trends, Issues and Challenges, Gulbarga University, Kalaburgi, March 2016.
4. R.Manu, 'Jan Lokpal in India', 'Democracy in India-Emerging
5. Trends', Government Arts College, Hassan, March 2016
6. R.Manu, 'Crisis in the Indian Banking Sector-Issues and Concerns Banking Sector-Issues and Concerns', PBMMEC, Mysuru, Sept 2018

Serving in various Institutions: St.Philomena's College(autonomous), Mysore, Pooja Bhagavath Memorial Mahajana Post Graduate Centre, Mysore, Krupanidhi College, Bengaluru, St.Francis College, Bengaluru, St.Joseph's First Grade College, Mysore.

Other details: Worked as Principal in St.Joseph's Degree College, Mysuru

International Trainer- "Astanga Vinyasa Yoga" and member of international yoga alliance.

Vice President of a Multinational Company (MNC): Global education program- aims to foster global citizenship by providing the opportunity for eligible students to study abroad.

Keerthi Priya K V
ASSISTANT PROFESSOR



D-O-B: 11.06.1993

Unique ID: 5190

Qualification: MBA, Advance diploma in HRM

Area of Specialization: FINANCE

Work Experience: Teaching: 1 Industry: 3

Subjects Teaching: corporate finance, managerial accounting, Advanced capital structure theories.

Workshop /Conference / Seminar/ FDP attended: 10

Workshop /Conference / Seminar/ FDP attended: (10)

1. Attended one day workshop on “project management concepts for executives” organized by **PROJECT MANAGEMENT INSTITUTE, BANGALORE CHAPTER.**
2. Attended white belt workshop of six sigma organized by GDS ASSURANCE – FSO, E&Y LLP.
3. Attended two day workshop on “SOCIAL ENTREPRENEURSHIP” organized by **NATIONAL ENTREPRENEURS NETWORK** with association of ABBS.
4. Attended workshop on “WEALTH MANAGEMENT” organized by Acharya Bangalore business school with association with **ICICI securities.**
5. Attended one day workshop on “INDUSTRIAL MOTIVATION CAMPAIGN” organized by **MSME, GOVERNMENT OF INDIA.**
6. Attended pre summit Workshop Envoyage 2013 conducted by the entrepreneurship cell, **IIT Bombay.**
7. Attended the workshop for “business correspondent and business facilitator” organized by NICT and **GOVERNMENT OF INDIA.**
8. Attended one day workshop on “Idea 2 opportunity” organized by **NATIONAL ENTREPRENEURS NETWORK.**
9. Attended seminar on CRYPTOCURRENCY” organized by **Birla institute of management.**
 - Attended Two days FDP on “Goods and service tax – GST” organized by Department of business administration **VTU Mysuru**

Others :

- Awarded as the best employee for French and Ireland aircraft leasing for audit engagement quarter 4th 2016 in E&Y LLP.
- Received an extra miller award twice for excellent client service in E&Y LLP.



Ms. Vibha P
ASSISTANT PROFESSOR

D-O-B: 28.04.1995

Unique ID: 5185

Qualification: CA (Inter), MBA

Area of Specialization: Finance

Work Experience: Teaching: 4 months, Industry: 7 months.

Subjects Teaching: Corporate Taxation, Project Management, CSR Accounting, Auditing & Reporting

Workshop /Conference / Seminar/ FDP attended: 4

1. Attended '**MIST Program**' an **Integrated Skills Training Programme**, conducted by **MICA (Mysore Institute of Commerce and Arts)**
2. Attended '**Carpe Diem, Make Intern**', a workshop conducted by **IIM Calcutta** a program on **E-Business**.
3. Participated in **International B-Plan Championship Makeintern** held in **IIM – Kozhikode**
4. Attended FDP on '**Goods and Service Tax – GST**' conducted by **VTU**, the Department of Studies in Business Administration.

Other Academic activity: Co-ordinator/Mentor for Entrepreneurial skills.

Other Achievements: Secured 4th rank in MBA from University of Mysore.



Mr. Srinivas K R
ASSISTANT PROFESSOR

D-O-B: 20.05.1983

Unique ID: 5101

Qualification: MBA. M.Com. PGDFM., CMA Inter. (Ph.D)

Area of Specialization: Accounting and Finance

Work Experience: Teaching:10 years

Research Experience: 8 years

Subjects Teaching: Financial Management, Portfolio Management, Accounting for Manager, Derivatives, Direct and Indirect Tax (GST).

Number of Publications: National- 1 & International- 11

Papers Presented:7

Workshop /Conference / Seminar/ FDP attended : Workshop:6, Conference:5, Seminar:4, FDP:16

PAPER PRESENTED AND PUBLISHED

Text Book Publication: Published text book on **Goods and Services Tax with Customs Law** at Kalyani Publications, ISBN- 978-93-272-9733-1.

Paper publications

1. Published paper on "A Study on Performance Evaluation of Selected Exchange Traded Funds listed on National Stock Exchange in India" at International Journal of Advanced Research in Commerce, Management and Social Science, ISSN 2581-7930, Vol-3, April-June 2020.
2. Published paper on "Momentum and Contrarian Investment Strategies: A Study with Reference to Selected Exchange Traded Funds Traded in NSE India" Inspira journal of Commerce, Economics and Computer Science, ISSN 2395-7069, Vol: 6, April-June 2020
3. Published paper on "GST Implication and its Effect on Indian Capital Market: A Comparative Study on Pre-GST". Studies in Indian Place Names, ISSN 2394-3114, Vol-40, March 2020.
4. Published paper on **Impact of Indian Banking Crisis on Performance of Selected NIFTY Bank Exchange Traded Funds in India** at international journal of emerging technologies and innovative research, ISSN-2349-5162, September 2018.
5. Published paper on **Negative Working Capital and its Impact on Profitability with Reference to Hindustan Unilever Limited** at international journal of emerging technologies and innovative research, ISSN-2349-5162, May 2018.
6. Published paper on **Effect of Foreign Exchange Rate on Movement of Share Price of NIFTY 50 Index** at international journal of management and social science research review, ISSN-2349-6738, April 2017.
7. Published paper on **Issues and Challenges of GST in India** at international journal of management and social science research review, volume-1, and issue No 4, ISSN-2349-6738. April 2016.
8. Published paper on **Impact of IFRS 16 lease** at seminar proceedings by Vidyavardhaka PG Centre Mysore, ISBN- 978-93-5254-333-5.
9. Published paper on **Efficient Market Hypothesis with Reference to Selected Automobile Companies in India** at Asia Pacific journal of research , ISSN-2320-5504, April 2015.
10. Published paper on **Perception of Quality of Work Life : An Empirical Evidence From Manufacturing Unit** at Asia Pacific journal of research ,ISSN- 2320-5504, October 2015.
11. Published paper on **Challenges of Green Marketing :Present Scenario** at international journal of scientific research, ISSN- 2277-8179, Volume-4, April 2014.
12. Paper published on **Performance Evaluation of Selected Stock Using CAPM** at Asia Pacific journal of research, ISSN -2320-5504, Volume-1, November 2013.

Papers presentation

1. Presented paper in national level seminar on **Impact of Indian Banking Crisis on Performance of Selected NIFTY Bank Exchange Traded Funds in India** ,at Pooja Bhagavat Memorial Mahajana Education Centre Mysuru, 28th September 2018
2. Presented paper in national conference on **Impact of IFRS 16 Lease**, at Vidyavardaka First Grade College Mysore, March 18th& 19th
3. Presented paper in national conference on **A study on Challenges of Green Marketing Present Scenario** , at Periyar University ,Tamil Nadu, March -26th-2014.
4. Presented paper in national conference on **Micro Finance for Promoting Integral Rural Development and Poverty Alleviation**, at Sambhram college ,Bangalore ,December 22ndand 23.
5. Presented paper in national conference on **Comparative Analysis on Taxation**, at Presidency College, Bangalore, December 3rd2011
6. Presented paper in national conference on **Role of NABARD in Rural India**, at Administrative Management College , Bangalore. December 2nd -2011.

Dr. SARANYA S.

Phone: +91- 8088822252

E-mail : Saranya.pugazh@gmail.com



D-O-B: 09.12.1986

Unique ID: 5212

Qualification: MBA, PhD

Area of Specialization: FINANCE

Work Experience: Teaching: 7 Industry: 1

Subjects Teaching: Strategic financial Management, Taxation, Mergers and acquisition, Accounting for Managers

Workshop /Conference / Seminar/ FDP attended: 10

Academic Credentials:

- ❖ **Ph.D. in Management** awarded on **19th October 2020**.

The research title- “Venture capital investments in IT & ITES sector in India”

- ❖ **MBA in Finance** from Department of Studies in Business Administration, University of Mysore.
- ❖ **B. Com SBBR Mahajana First Grade College**, University of Mysore.

Awards/Scholarship:

- ❖ **UGC NET JRF** in June 2013

Working Experience: Total Teaching experience – 7 years

- ❖ Full time research scholar since **July 15th 2015 to July 14th 2020**. Research experience along with teaching assignments and assistance work in academic work and clerical work in accordance with UGC guidelines.
- ❖ Guest Faculty in Government Women’s College, Vijayanagar/Ootagalli, Mysore since **August 2011 to February 2013**.

Co- Curricular Activities:

- ❖ **Coordinator** for Tamil Nadu Team, **Ministry of Rural Development’s** Project “Post Evaluation of Sansadh Aadharsh Gram Yojana” for Department of Studies in Business Administration, University of Mysore, August 2018 – January 2019.
- ❖ Registration committee Organizer for National level conference conducted by Department of Studies in Business Administration, University of Mysore, March 2018.

Journal Publications

1. "Venture Capital Investments and Economic Growth of India", International Journal of Applied financial Management perspectives, Pezzottaite Journal, Vol 5, No. 2 ISSS(P) 2279-0896, ISSN(O) 2279-090X April-June, 2016
2. "The impact of internet penetration on venture capital investments in e-commerce sector", Asia Pacific Journal of Research, Asia Pacific Publishing, Bangalore, India, ISSN -2320-5504 2018
3. "IT & ITES sector focused analysis of venture capital investments in India", International Journal of Trend in Scientific Research and Development, ISSN: 2456-6470, Volume-3 | Issue-6, pp.474-478 October 2019
4. "A Comprehensive Study on Venture Capital Investments in India", International Journal of Engineering and Management Research Volume-9, Issue-4, ISSN (Online): 2250-0758 October 2019
5. "An Empirical Analysis of Relationship between Private Equity Investments and Exits in India." International Journal of Engineering and Management Research Volume- 9, Issue- 6 (December 2019)
6. "Geography of venture capital investments in India", Seshadripuram Journal of Social Sciences Special Issue, December 2019 ISSN: 2581-6748

Research Publications in Conference proceedings

- 1) "Foreign Direct Investment: A comprehensive study from Indian Growth perspective", ISBN: 978-93-83302-12-3, presented in International conference of Economic Growth and Sustainable Development, conducted by SDM IMD, Mysore on November 20th & 21st 2015.
- 2) "Venture Capital Investments, technological advancement and global competitiveness", ISBN:978-93-83302-61-1 presented in International conference of emerging trends in Finance, Accounting & Banking conducted by SDM IMD, Mysore on August 19th & 20th 2016.
- 3) "Venture capital investments and Entrepreneurial ecosystem in India", ISBN:978-93-86256-496-2 Presented in National conference on Entrepreneurial Ecosystem in India- Issues and challenges organized by Department of Professional Studies, Christ University, Bangalore on February 13th 2017
- 4) "Venture capital investments as a driving force for software as a service segment", ISBN 978-93-85629-56-3, presented in the National conference on Digital Revolution and Management conducted by Department of Studies in Business Administration, University of Mysore on March 16-17 2018.

- 5) “Volatility in venture capital investments in IT & ITES sector in India”, presented in International conference on Economic Growth and Sustainable Development: Emerging Trends conducted by SDM IMD, Mysore on November 2018.
- 6) “Fintech – an emerging destination”, presented in National Level Seminar on Emerging Perspectives in HR, Marketing and Finance conducted by PG Departments of Commerce and Management, Maharani's Women's Commerce and Management College.
- 7) Artificial Intelligence- the revolutionary power, International conference on New Horizon of Industrial Revolution 4.0 conducted by Department of studies in Business Administration, University of Mysore.

9. Fee:

- Details of Fee, as approved by State Fee Committee, for the Institution

Sl.No	Course	No. of Seats	Eligibility Criteria	Percentage		2020-21	Fee Details I Year		Fee Details II Year		Fee Details III Year	
				other	SC /ST		2020-21	Govt /UOM	Mgmt	Govt /UOM	Mgmt	Govt /UOM
1	MCA	60	Passed BCA/Bachelor Degree in Computer Science Engineering or equivalent Degree OR Passed B.Sc./B.Com./B.A. With Mathematics at 10+2 level or at Graduation Level (with additional bridge Course as per the norms of the concerned University). (C-MAT/PGCET/K-MAT Entrance Examination is Compulsory).	50%	45%	Karnataka Student 2020-21	80,000	95,000	80,000	95,000		
						Foreign Students		90,000+ 17,550		90,000		
2	MBA	60+ 60120	Any Degree(C-MAT/PGCET/KMAT Entrance Examination is Compulsory)	50%	45%	karnataka Student 2020-21	1,35,000	1,75,000	1,35,000	1,75,000		
						Foreign Students		2,00,000+ 17,550		2,00,000		

- Time schedule for payment of Fee for the entire Programme

Two equal instalment.

- Number of scholarship offered by the Institution, duration and amount

NIL

- Criteria for Fee waivers/scholarship

AT THE DISCRETION OF MANAGEMENT

- Estimated cost of Boarding and Lodging in Hostels

Rs. 66.000 p.a

- Any other fee please specify

10. Admission

- Number of seats sanctioned with the year of approval

Year	Sanctioned
2021-22	120
2020-21	120
2019-20	120
2018-19	118

- Number of Students admitted under various categories each year in the last three years

Year	GM	SC	ST	CAT 1	2A	2B	3A	3B	TOTAL
2020-21	14	4	6	6	12	4	14	15	75
2019-20	21	7	5	2	22	12	31	20	120
2018-19	17	8	3	4	19	5	38	24	118

- Number of applications received during last two years for admission under Management Quota and number admitted

Year	Applications Received	Number Admitted
2021-22	120	120
2020-21	50	45
2019-20	79	76
2018-19	77	67

11. Admission Procedure : As per the Karnataka Examination Authority

- Admission Test being followed:

1. PG CET, Karnataka Examination Authority

1. **Sampige Road, 18th Cross, Malleshwaram, Bangalore – 560012**

2. Test URL (website) : <http://kea.kar.nic.in/keahome.html>

2. KMAT, Karnataka Private Post Graduate Colleges' Association

1. No. 64, Vastra Bhavan, 4th Main, Near 18th Cross, Malleshwaram, Bangalore – 560025.

• Number of Seats allotted

- Government Quota (PG CET) : 60
- Management Quota (KMAT) : 60

• Calendar for admission against Management/vacant seats: As per KEA / KMAT admission schedule

- Last date of request for applications : As per KEA admission schedule
- Last date of submission of applications : As per KEA admission schedule
- Dates for announcing final results : As per KEA admission schedule
- Release of admission list : As per KEA admission schedule
- Date for acceptance by the candidate : As per KEA admission schedule
- Last date for closing of admission : As per KEA admission schedule
- Starting of the Academic session : As per KEA admission schedule

12. Criteria and Weightages for Admission : As per the Karnataka Examination Authority

- Describe each criterion with its respective weightages i.e. Admission Test, marks in qualifying examination etc : **Norms as Prescribed by the Karnataka Examination Authority**
- Mention the minimum Level of acceptance, if any : **UG**
- Mention the cut-off Levels of percentage and percentile score of the candidates in the admission test for the last three years : **50%**
- Display marks scored in Test etc. and in aggregate for all candidates who were admitted

13. List of Applicants

- List of candidate whose applications have been received along with percentile/percentages score for each of the qualifying examination in separate categories for open seats. List of candidate who have applied along with percentage and percentile score for Management quota seats (merit wise)

MANAGEMENT QUOTA

LIST OF APPLICANTS UNDER MANAGEMENT QUOTA			
SL NO	NAME	DEGREE %	PGCET/KMAT
1	ABHISHEK S	65.75	20141
2	ADARSHA M S	58.42	8.61
3	AKASH H L	80.93	18177
4	ANAGHA N V	63.92	13938
5	APOORVA M J	71.04	12248
6	APPU R	64.76	3.87
7	ARPITHA A M	55.77	24850
8	BHAVANA K S	64.99	17624
9	BHAVANA S M	76.46	15733
10	BINDU SHREE S	71.21	10.82
11	CHAITHANYA M V	72.62	17232
12	CHANDANA N	72.25	21159
13	CHANDRAKALA S	60.9	20306
14	CHANDRAKANTH S	59.24	
15	CHARAN M U	61.94	24860
16	CHETHAN G	66.62	59.31
17	DAKSHAYINI H J	70.58	25114
18	DEEPTHI MOHAN C	69.07	85.93
19	GANESHPRASAD N	57.5	11.87
20	GEETHA D M	78.9	26208
21	GOVARDHAN U R	70.85	12.98
22	GOWTHAM M J	62.7	24093
23	HARISH M S	71.75	20933
24	HARSHAKUMAR B K	62.37	22550
25	HEMANTH M S	58.42	1.71
26	JAYANTH P	68.96	23977
27	KARTHIK R M	63	20472
28	KIRAN L	60.93	59.31
29	KIRAN M	64.7	21179
30	LOKESH M	62.56	25166
31	MADHU J	71.32	5.00
32	MADHU U	64.06	21176
33	MADURAJ T C	78.76	12.98
34	MANOJ KUMAR H M	59.44	13891
35	MIDHUN A M	53.88	17955
36	MOHAMMED FAIZAN	75.77	23824
37	MOHAN KUMAR S	69.01	16445
38	MONICA NISHCHAL	62.65	25811
39	NANJEGOWDA M	69.04	15927
40	NIKHIL H U	61.72	24005
41	NIRANJAN M	59.27	2.39

42	NISCHITH M P	60.2	21572
43	PAVITHRA S S	74.67	26010
44	PRASHANTH N	72.08	22000
45	PRAVEEN M	60.87	12465
46	PUNITH RAJ URS T S	56.05	7.44
47	PUNITHESHA G J	65.15	22249
48	RACHANA M	73.24	26.39
49	RAGHUNATH PRAKASH D	62	9.78
50	RAHUL FELIX R	66.11	50.81
51	RAKSHITH J	53.52	12.98
52	ROHITH A Y	58.64	22.79
53	SACHIN R S/o. RAJU G	76.76	20812
54	SACHIN R S/o. RAMESH K	66.83	24609
55	SAHANA M	66.68	23903
56	SANDESH C D	66.9	41.87
57	SANJAY A P	60	10.82
58	SATHISH KUMAR S	53.8	4.37
59	SHARADA B T	71.09	41.86
60	SHASHANK GOWDA R V	52.85	15381
61	SHIVAPRASAD S	81.61	21800
62	SHIVARAJU S D	55.89	3.48
63	SHREYAS K S	57.53	2.39
64	SPOORTHIPRIYA H R	75.63	37.26
65	SUCHITH H B	62.2	24571
66	SUNDARESHA M M	68.48	21789
67	SUNIL H R	65	1.44
68	SURAJ A D	63.28	16393
69	SURAJ M V	75.35	13092
70	SURAJKISHAN U	63.01	23369
71	UDAYA KUMAR B K	67.8	35.04
72	VARSHITHA P S	57.32	23504
73	VARUN N H	65.27	24042
74	VEDASHREE R	62.08	9304
75	VIKAS K M	58.28	23259
76	VINUTHA N R	65	18563
77	VIVEK S	72.28	10.82
78	YATHIRAJU S R	58	24115

GOVERNMENT QUOTA

LIST OF APPLICANTS UNDER GOVERNMENT QUOTA			
SL NO	NAME	DEGREE %	PGCET/KMAT
79	AKASH P B	51.64	8256
80	ANUSH R GOWDA	65.1	5120
81	DEEKSHA G	61.69	9131
82	DHANUSH K	60	10202
83	DRUVA L	86.82	13887
84	GWYNETH REBECCA G	69.24	7429
85	KIRAN KUMAR N	68.43	7125
86	KIRANKUMAR V	84.82	10068
87	KOUSHIK K S	60.59	5208
88	LENORD T	78.87	10264
89	MANJUSHREE G V	57.86	16868
90	MANUSHANKAR M S	69.26	16581
91	MEGHANA R	63.08	9032
92	MOHAMMED MOINUDDIN N	85.44	12644
93	NACHIKETHA D N	74.14	9437
94	NAGENDRA S	80.65	6962
95	NAMRATHA S	72	10579
96	NANDAN N	70.08	4854
97	NIKHITHA V	70.3	4277
98	NISARGA G	70.65	5569
99	NIVEDITHA L	68	6985G55
100	PALLAVI R	86.11	8706
101	POOJA J	83.01	10431
102	PRITHVI SINGH	77.86	5966
103	RAJESH L	71.44	15684
104	RASHMI B K	81.21	7040
105	SACHIN N	67.51	16851
106	SAYEDSOHEL S KALAIGAR	71	11181
107	SHARATH T V	61.13	14734
108	SHIVAKUMARA A M	82.85	10231G55
109	SHREYAS V	65.72	722
110	SINCHANA B V	65.72	7156
111	SUHAS S (SIDDARAJU)	75.92	10782
112	SUHAS S (SIDDAPPA)	77.01	16299
113	SURESHKUMARA R	75.8	7721
114	TEJAL J	75.46	8781
115	TEJASWINI K	74.34	14584
116	VASANTHAKUMARI R	72.48	4107
117	VIJAYKANTH G P	77.3	10963
118	VINDYA T	61.64	10712
119	VISHWAS M	54	7295
120	YASHWANTH N	56	9350

14. Results of Admission Under Management seats/Vacant seats

- Composition of selection team for admission under Management Quota with the brief profile of members
 - Dr. C.K. Renukarya , Director, PG Wing of SBRR Mahajana First Grade College.
 - Dr. Buvaneswari P, Professor & HoD, DoS in Business Administration.
 - Mr. Basanth Kumar H. B., Assistant Professor & HoD, DoS in Computer Science.

- Score of the individual candidate admitted arranged in order of merit & List of candidate who have been offered admission

15. Information of Infrastructure and Other Resources Available

Information of Infrastructure and Other Resources Available		
Number of Class Rooms and size of each	Class Rooms	Size of each
	CLR-1	76
	CLR-2	76
	CLR-3	76
	CLR-4	76
	CLR-5	76
	CLR-6	83
	CLR-7	83
	CLR-8	83
Number of Tutorial rooms and size of each	TRM-1	57
	TRM-2	57
Number of Laboratories and size of each	2 & 188.8 & 112	
Number of Drawing Halls with capacity of each	No	
Number of Computer Centres with capacity of each	1 & 189	
Central Examination Facility, Number of rooms and capacity of each	10 Rooms, 30 seats each	
Online examination facility (Number of Nodes, Internet bandwidth, etc.)	No	
Barrier Free Built Environment for disabled and elderly persons	Yes	
Occupancy Certificate	Yes	
Fire and Safety Certificate	Yes	
Hostel Facilities	Yes	

• Library

- Number of Library books/ Titles/ Journals available (Programme-wise)

Programme	Titles	Journals available
MANAGEMENT	3.840	29

- List of online National/ International Journals subscribed

Programme	Online National	Online International
MANAGEMENT		J- GATE, DELNET, NLIST

- E- Library facilities
- National Digital Library(NDL) subscription details

• Laboratory and Workshop

- List of Major Equipment/Facilities in each Laboratory/Workshop

Server, Computer Systems, Projector, Printer, Scanner, Online UPS, Stabilizer & AC

- List of Experimental Setup in each Laboratory/Workshop

• **Computing Facilities**

Internet Bandwidth		300 MBPS
Configuration of System		Number
HP Systems Processor = Core (2)duo, 2.53Ghz, HDD = 250 GB, RAM = 3GB, LCD		25
HP Systems Processor = Core (2)duo, 2.53Ghz, HDD = 250 GB, RAM = 2GB, LCD		25
HP Systems Processor = Core (2)duo, 2.93Ghz, HDD = 250 GB, RAM = 2GB, LCD		15
<i>Intel(R) Core (TM)2 i5 – 2310 @ 3.10 GHz = 1 TB HDD 8 GB RAM = 1</i>		1
<i>Processor Speed Intel(R) Pentium (R) CPU G3220 GHz = 20 HDD =500GB, 2 GB RAM = 20</i>		20
<i>With CRT Monitor Processor Speed Intel(R) Pentium (R) CPU G2030 GHz = 18 HDD =500GB, 2 GB RAM = 18</i>		34
Total number of system connected by LAN		120
Total number of system connected by WAN		120
Major software packages available		
SI No.	SOFTWARE	No. Of CD'S
1	TALLY ERP-9	1
2	SPSS	1
3	MICROSOFT OFFICE 2010	100
Special purpose facilities available (Conduct of online Meetings/ Webinars /Workshops, etc.)		Yes
Facilities for conduct of classes/courses in online mode (Theory & Practical)		Yes
Innovation Cell New Age Incubation Network (NAIN) – District Innovation Hub (DIH), launched under KITS, Government of Karnataka.		
Social Media Cell		No

Compliance of the National Academic Depository (NAD), applicable to PGCM/ PGDM Institutions and University Departments	
List of facilities available	
Games and Sports Facilities <ul style="list-style-type: none"> • Volley Ball court (clay) x1 • Shuttle Batminton court (indoor) x2 • Lawn Tennis court (cement) x1 • Basket Ball court (cement) x1 • Table Tennis board x2 • Carrom board x2 	Yes
Extra-Curricular Activities	Yes
Soft Skill Development Facilities	Yes

• **List of facilities available**

- Games and Sports Facilities : **AVAILABLE**
- Extra-Curricular Activities : **AVAILABLE**
- Soft Skill Development Facilities : **AVAILABLE**

• **Teaching Learning Process**

- Curricula and syllabus for each of the Programmes as approved by the University



ಕಾರ್ಯದರ್ಶಿ
Cell : 9686677938

ಸಿದ್ದಲಿಂಗಪುರ ಗ್ರಾಮ ಪಂಚಾಯತಿ ಕಾರ್ಯಾಲಯ


ಸಿದ್ದಲಿಂಗಪುರ, ಮೈಸೂರು ತಾಲ್ಲೂಕು

ಸಿ. ಗ್ರಾ. ಪಂ. ನಂ. 3.41./09-10

ದಿನಾಂಕ : 1.0.2002

POSSESSION CERTIFICATE

The Possession In Survey Nos. 21(C Part) , 24/2A1(Part),24/2A2, 24/2/B (part), 27/1 (Part), 27/2 , 27/d (Part) , 27/4 , 27 /5 (Part) of Mysore Industrial Area situated at Metagalli , KRS Road , Mysore - 570016. has been handed over to Mahajana Education Society® by M/s. Kasturi Foods and Chemicals Limited on 26/02/2002.


Panchayat Development Officer
ಸಿದ್ದಲಿಂಗಪುರ ಗ್ರಾಮ ಪಂಚಾಯತಿ
ಮೈಸೂರು ತಾಲ್ಲೂಕು


President


Hon-Secretary
MAHAJANA EDUCATION SOCIETY (Regd.)
Jayalakshmipuram, Mysore-570 012.

No:15/CFO/MZ/CC/2022-23

Office of the Chief Fire Officer
Karnataka Fire & Emergency Services
Mysuru Zone, Hebbala, Mysuru-570016

Date: 27/04/2022

To,
The Director
SBRR Mahajana F.G.College (Autonomous)
Post Graduate wing
PBM Mahajana Education Center
K.R.S Road, Metagalli, Mysuru

Sir,

Sub:- Issue Renewal of Fire Safety Compliance certificate with respect to fire prevention, Fighting and evacuation measures maintained/required at "SBRR Mahajana F.G.College (Autonomous)" Post Graduate wing, PBM Mahajana Education Center building at K.R.S Road, Metagalli, Mysuru.

Ref:- 1. This office letter no.14/FSR/CFO/MZ/2019, dated: 12-02-2019.
2. C.C. Renewal no.05/CFO/MZ/CC/2021-22, dated: 10-04-2021.
3. Your request letter dated: 01-04-2022.

With reference to the above cited subject, as per reference (1) a Fire Safety Recommendations Certificate was issued to the College management for the observations are rectified within 90 days.

As per reference (2) the College management rectified the observations, submitted the staffs training certificates and other requirements and 'Renewal of Fire Safety Compliance Certificate' was issued.

Now as per reference (3) the College management submitted letter and requested for Renewal of Fire Safety Compliance Certificate.

In this regard SBRR Mahajan F.G.college (Autonomous), Post Graduate wing, PBM Mahajana Education Center building K.R.S Road, Metagalli, Mysuru was re-inspected by me on 21-04-2022 & found that the College Management has been fulfilled the fire fighting systems and the fire fighting systems are in good working condition during my inspection.

Hence, herewith issuing 'Renewal of Fire Safety Compliance Certificate' for the functioning of SBRR Mahajan F.G.college (Autonomous), Post Graduate wing, PBM Mahajana Education Center building K.R.S Road, Metagalli, Mysuru from fire prevention, fire fighting and evacuation point of view. This Renewal of 'Fire Safety Compliance Certificate' valid for only one year from the date of issued and is renewable.

Yours faithfully


Chief Fire Officer
Karnataka Fire & Emergency Services
Mysuru Zone, Hebbala Fire Station
MYSURU-570016







Mahajana Education Society (R)
Education to Excel

SBRR Mahajana First Grade College (Autonomous)

Jayalakshampuram, Mysuru – 570 012 Karnataka, INDIA

Affiliated to University of Mysore,

Re-Accredited by NAAC with 'A' Grade, College with Potential for Excellence

SRRE/M.F.G.C./1006/2021-22

05.02.2022

University order AC7(A)/456/2016-17 dated 31.01.2022

Academic Calendar for I & II Semester PG Programs CBCS 2021-22

Sl. No	Particulars	Dates
1	Admission Process in the PG departments	28.09.2021
2	Last date for Admission for I Semester without fine	31.01.2022
3	Last date for Admission for I Semester with fine	15.02.2022
4	Commencement of I Semester classes	09.02.2022
5	Last working day of the I Semester Programs	07.06.2022
6	Mid-term vacation I Semester (including conducting of Examination and Valuation work)	08.06.2022 to 30.06.2022
7	Commencement of I Semester examination	08.06.2022
8	Commencement of II Semester classes	01.07.2022
9	Last working day of the II Semester	31.10.2022
10	Terminal vacation (including conducting of Examination and Valuation work for Even semesters)	02.11.2022 to 30.11.2022
11	Commencement of the II Semester Examination	03.11.2022

Note:

1. If a particular day is declared as a holiday or happens to be holiday then the Corresponding event will come in to effect on the next working day.
2. Notification regarding Calendar of events relating to the conduct of Examinations will be issued by the Controller from time to time.

Venkatalakshmi M N
(Venkatalakshmi M N)
DEAN-ACADEMICS

Smt. Bhagyalakshamma Rattihalli Ramappa
Mahajana First Grade-College (Autonomous)
Jayalakshampuram, MYSURU-570 012

1. Hon. Secretary, MES
2. Administrative Officer, MES
3. MES Office
4. Principal's Office
- ✓ 5. Director, PG Centre
6. Director's Office
7. Director - Tourism Department
8. Office of The Controller of Examinations

Dr. B R Jayakumari
(Dr. B R Jayakumari)
PRINCIPAL

Smt. Bhagyalakshamma Rattihalli Ramappa
Mahajana First Grade College (Autonomous)
Jayalakshampuram MYSURU-570 012

*Ref: All Heads
All Catechories
First hrs...*

Forward to Director
Recypl
DIRECTOR

- Internal Continuous Evaluation System and place : Yes
- Student's assessment of Faculty, System in place : Yes

SBRR Mahajana First Grade College, PG Wing (Autonomous)
POOJA BHAGAVAT MEMORIAL MAHAJANA EDUCATION CENTRE
 Department of Studies in Business Administration

CONSOLIDATED TIME TABLE FOR I SEMESTER AND IV SEMESTER 2022

Days	Section	9.30 - 10.30		10.45 - 11.45	11.45 - 12.45		1.30 - 2.30	2.30 - 3.30	3.30 - 4.30
Monday	I SEM A	SFM(GP)	SHORT BREAK	OB(SG)	AM(SS)	LUNCH BREAK	CE(MR)	MTP(DL)	
	I SEM B	CE(MR)		MTP(DL)	SFM(GP)		OB(SG)	BC(SC)	
	IV SEM FIN	EM(PC)		FM4(SS)	FM 5 (HOD)		FM6 (HOD)	FM7 (SS)	
	IV SEM MM	MM4(VB)		MMS(PC)	MM6(VB)		EM(PC)	MM7(MR)	
	IV SEM HR	HR4(SG)		HR 7 (Rk)	HR6 (DL)			HR 5 (PS)	
Tuesday	I SEM A	SFM(GP)	SHORT BREAK	MTP(DL)	CE(MR)	LUNCH BREAK	OB(SG)	BC (VB)	AM(SS)
	I SEM B	MTP(DL)		SFM(GP)	AM(HOD)		CE(MR)	BC(SC)	OB(SG)
	IV SEM FIN	FM 5 (HOD)		FM4(SS)	EM(PC)		FM7 (SS)	FM6 (HOD)	
	IV SEM MM	EM(PC)		MM7(MR)	MM4(VB)		MMS(PC)		
	IV SEM HR			HR 7 (Rk)	HR4(SG)		HR 5 (PS)		
Wednesday	I SEM A	AM(SS)	SHORT BREAK	MTP(DL)	OB(SG)	LUNCH BREAK	SFM(GP)	BC (VB)	SD(MR)
	I SEM B	SFM(GP)		OB(SG)	AM(HOD)		CE(MR)	BC(SC)	CAM(PC)
	IV SEM FIN			PROJECT WORK			PROJECT WORK		
	IV SEM MM								
	IV SEM HR								
Thursday	I SEM A	CE(MR)	SHORT BREAK	MTP(DL)	OB(SG)	LUNCH BREAK	SFM(GP)	AM(SS)	BC (VB)
	I SEM B	AM(HOD)		AM(HOD)	CE(MR)		OB(SG)	BC(SC)	MTP(DL)
	IV SEM FIN	FM4(SS)		FM7 (SS)	EM (PC)		FM6 (HOD)	FM6 (HOD)	
	IV SEM MM	MM4(VB)		MMS(PC)	MM6(VB)		EM(PC)	MM7(MR)	
	IV SEM HR	HR4(SG)		HR 7 (Rk)	HR6 (DL)			HR 5 (PS)	
Friday	I SEM A	MTP(DL)	SHORT BREAK	SFM(CKR)	CE(MR)	LUNCH BREAK	BC (VB)	SD(MR)	
	I SEM B	SFM(GP)		AM(HOD)	OB(SG)		MTP(DL)	CAM(PC)	
	IV SEM FIN	FM 5 (HOD)		FM4(SS)	EM(PC)		FM7 (SS)		
	IV SEM MM	EM(PC)		MM7(MR)	MM6(VB)		MMS(PC)		
	IV SEM HR			HR 7 (Rk)	HR6 (DL)			HR 5 (PS)	
Saturday	I SEM A	CE(MR)	SHORT BREAK	OB(SG)	AM(SS)				
	I SEM B	MTP(DL)		SFM (CKR)	CE(MR)				
	IV SEM FIN	FM7 (SS)		FM 5 (HOD)	EM(PC)				
	IV SEM MM	MM4(VB)		EM(PC)	MM6(VB)				
	IV SEM HR	HR4(SG)			HR6 (DL)				

Renujamma
 DIRECTOR
 PBMMEC
DIRECTOR
SBRR MAHAJANA F.G. COLLEGE
 (Autonomous)
POST GRADUATE WING
 PBM MAHAJANA EDN. CEN.
 KRS Rd., Metagalli, MYS-570016

D. Renujamma
 HEAD OF THE DEPARTMENT
 DEPARTMENT OF BUSINESS ADMINISTRATION
HOD-MBA
 Dept. of Studies in Business Administration
 Pooja Bhagavat Memorial
 Mahajana Education Centre
 KRS Road, Metagalli, MYSURU-570 016

1 Enrollment and Placement details of Students in the last 3 years

Year of Passing	No. of Students Enrolled	No. of Students Placed
2021	120	50
2020	120	45
2019	120	70

2 List of Research Projects / Consultancy Works

• **MoUs with Industries:**

MOU's signed by DOS in Business Administration,

Sl. No.	Name of the institution/	Month and Year	Duration	List of activities under each	Number of students/teachers
---------	--------------------------	----------------	----------	-------------------------------	-----------------------------

	industry/ corporate house	of signing MoU		MOU	who benefitted from MoUs
01	Business Toys Pvt. Ltd.	Sep - 19	1 Year	MS - Excel Training for MBA Students	120 Students
02	Brilliant - Resume.com	Dec-20	1 Year	Soft skills and core skills Training MBA students.	Yet to Participate
03	Shrenzo Careers pvt ltd	Feb-21	1 Year	Soft skills and core skills Training conducted for Final year MBA students.	95 students + 8 Faculties
04	Institute of Analytics (USA)	Jul-21	5 Years	Pool campus drive for MBA students.Planning has be done for the ensuing academic year	Yet to participate
05	Audaz Ventures Pvt. Ltd.	Nov - 21	5 Years	Soft skills and core skills Training MBA students.	Yet to Participate
06	National Institute of Personnel Management	March 22	5 Year	HR Training for MBA Students	Participated the Quiz event conducted by NIPM



अखिल भारतीय तकनीकी शिक्षा परिषद्
ALL INDIA COUNCIL FOR TECHNICAL EDUCATION
(भारत सरकार का सांविधिक संस्थान) (A STATUTORY BODY OF THE GOVT. OF INDIA)

F. No.: PG/MBA/KAR/2004/14

Dated: 11.05.2004

To
The Secretary Education Dept.
Govt. of Karnataka,
M.S. Building,
Bangalore - 560 001
Karnataka



Sub: AICTE approval to **MAHAJANA EDUCATION SOCIETY, JAYALAKSMIPURAM, MYSORE - 571 012, KARNATAKA** for establishment of **POOJA BHAGAVAT MAHAJANA POST GRADUATE WING OF SBRR, MAHAJANA FIRST GRADE COLLEGE, P.G WING, KRS ROAD, MYSORE - 16, KARNATAKA,** in Academic year 2004-2005

Sir/Madam,

The Application/ Proposal received from **MAHAJANA EDUCATION SOCIETY, JAYALAKSMIPURAM, MYSORE - 571 012, KARNATAKA** has been processed as per laid down procedure, guidelines, policy and/or norms & standards of AICTE, mentioned in **AICTE Regulations and/ or "AICTE Hand Book for Approval Process"**.

I am directed to state that the All India council for Technical Education (AICTE) is pleased to accord approval for Establishment of **POOJA BHAGAVAT MAHAJANA POST GRADUATE WING OF SBRR, MAHAJANA FIRST GRADE COLLEGE, P.G WING, KRS ROAD, MYSORE - 16, KARNATAKA,** for the academic year 2004-2005 to conduct **Post-graduate Programme in MBA** with annual intake as given below:

FULL TIME COURSE(S)	ANNUAL INTAKE	PERIOD OF APPROVAL
MBA	60	2004-2005

Renuka
DIRECTOR

इंदि- गांधी खेल परिसर, इन्द्रप्रस्थ एस्टेट, नई दिल्ली - 110002
Indira Gandhi Sports Complex, I. P. Estate, New Delhi -110 002

**ALL INDIA COUNCIL FOR TECHNICAL EDUCATION
NEW DELHI**

NAME OF INSTITUTION	PROGRAMME
POOJA BHAGAVAT MAHAJANA POST GRADUATE WING OF SBRR, MAHAJANA FIRST GRADE COLLEGE, P.G. WING, KRS ROAD, MYSORE - 560 016	MBA

DEFICIENCIES**FACULTY:**

- ❖ AICTE Payscales Not implemented
- ❖ 1 Professor, & 2 Asst. Professor needs to be recruited.

LIBRARY :

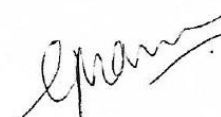
- ❖ Library facilities are shared with other PG Programmes.

COMPUTER :

- ❖ There is a shortfall of 33 Computers and Internet connection.

OTHER :

- ❖ Students are not happy with the facilities like Internet, Hostel, canteen, Library and Sports
- ❖ Teaching aids like LCD Projector needs to be procured. ✓



Note:- Additional intake/new courses/PIO quota not granted on account of deficiencies in respect of running existing courses/intake.

The above approval is subject to your rectification of deficiencies latest by August end, 2005. A compliance report indicating rectification of deficiencies and details of faculty recruited for each course must be received by the Council, with a copy to concerned Regional Officer latest by **31st August, 2005** to entitle your institution for **extension of approval** for the year **2006-07**.

The compliance report must be accompanied with a **visiting/processing fee** as prescribed by the Council in the form of demand draft in favour of **Member Secretary, AICTE payable at New Delhi**. In the absence of the processing/visiting fee, the compliance report may not be entertained.

Following the compliance report, the Council would verify the status in respect of rectification of deficiencies through physical inspection without any prior intimation. The institution should therefore be prepared for random inspection without any prior notice. Extension of approval for the year 2006-07 shall be dependent on the compliance report and the outcome of the surprise inspection.

Enclosure:- Annexure-A

Note:- Letter also emailed at notified mail id. Details available on website www.aicte.ernet.in

Yours faithfully



(Dr. P. Venkateswara Rao)
Adviser (UG/ PG)

Copy to :

1. The Principal,
**POOJA BHAGAVAT MAHAJANA POST GRADUATE WING OF SB
MAHAJANA FIRST GRADE COLLEGE P.G WING, KRS ROAD
MYSORE - 16 KARNATAKA**
2. The Regional officer, AICTE, South -West Regional Office, Bangalore University
Campus p.k.Block ,Palace Road ,Bangalore - 560009
3. The Registrar
4. The Director ,Directorate of Technical Education, Palace Road, Bangalore -
560001.
5. Guard File.





अखिल भारतीय तकनीकी शिक्षा परिषद्
ALL INDIA COUNCIL FOR TECHNICAL EDUCATION
(भारत सरकार का एक सांविधिक निकाय) (A STATUTORY BODY OF THE GOVT. OF INDIA)

PG/MBA/KAR/2004/14

To

June 16, 2005

The Principal Secretary,
Govt. of Karnataka,
Multistoried Building,
Dr. B.R. Ambedkar Veedhi
Bangalore - 560001

Sub: Extension of approval to POOJA BHAGAVAT MAHAJANA POST GRADUATE WING OF SB, MAHAJANA FIRST GRADE COLLEGE, P.G WING, KRS ROAD, MYSORE - 16, KARNATAKA, , for the year 2005-06-reg.

Sir/ Madam,

As you are aware, All India Council for Technical Education has been mandated under the AICTE Act, 1987 to ensure **maintenance of norms and standards** with regard to technical education in the country. In exercise of this mandate, the Council insists on fulfillment of the minimum requirements prescribed for imparting technical education by the institution so that **quality of courses** is not compromised and stakeholders are satisfied. The Council also undertakes an **annual Inspection** of the institutions and conveys deficiencies to them for **rectification**.

It has been observed however that notwithstanding the Council's **repeated advice** to comply with minimum norms and standards, many institutions continue to be **complacent** about taking steps to remedy the deficiencies.

Such institutions suffer from **critical deficiencies** of faculty in proper cadre ratio, qualification, experience and other requirements. Feed back of students with regard to quality of education imparted by such institutions has evoked grave concern. The Expert Committees, following **holistic appraisal** during inspections, have also pointed out severe shortcomings

The institution has been found to be suffering from several deficiencies, which are listed in **Annexure-A** for your perusal. Shortage of faculty is of gravest concern.

The deficiencies in respect of faculty (including proper cadre ratio & qualification etc.) could have rendered your institution liable for punitive action including being placed in no admission/ reduced intake category. However the Council has decided to take a lenient view and give you yet another **last opportunity** to rectify the deficiencies particularly with regard to faculty shortage, proper cadre ratio & requisite qualification. Course-wise approved intake in respect of **POOJA BHAGAVAT MAHAJANA POST GRADUATE WING OF SB, MAHAJANA FIRST GRADE COLLEGE, P.G WING, KRS ROAD, MYSORE - 16, KARNATAKA, ,** your institution for the year 2005-06 is as under: -

COURSE (S)	APPROVED INTAKE	APPROVED INTAKE
	2004-05	2005-06
MBA	60	60

इंदिरा गांधी खेल परिसर, इन्द्रप्रस्थ एस्टेट, नई दिल्ली - 110002
Indira Gandhi Sports Complex, I. P. Estate, New Delhi -110 002
दूरभाष / Phone : 23392506, 63-65-68, 71, 73 -75 फैक्स / Fax : 011-23392554
वेबसाइट / Website : www.aicte.ernet.in

Copy to:-


1. Director / Principal
Pooja Bhagavat Mahajana Post Graduate Wing of SBRR,
Mahajana First Grade College, P.G. Wing,
KRS Road, Mysore - 560 016 Mysore
2. The Director of Technical Education,
Govt. of Karnataka, Palace Road,
Bangalore - 560001
3. The Regional Officer
AICTE, Southwest Regional Office
Bangalore University Campus, P.K. Block, Palace Road,
Bangalore - 560009
4. The Registrar
Mysore University
"Crawford Hall", Mysore - 570 005
5. Guard File (AICTE)

Rajnish
Dr. Rajnish Shrivastava
Adviser- UG/PG(M&T)



- (e) That if Technical Institution fails to disclose the information or suppress and/ or misrepresent the information, appropriate action could be initiated including withdrawal of AICTE approval.
- 8 That all the laboratories, workshops etc. shall be equipped as per the syllabi of the concerned affiliated University and shall be in operational condition before making admissions.
- 9 That a library shall be established with adequate number of titles, books, journals (both Indian & Foreign) etc as per AICTE norms.
- 10 That a computer center with adequate number of terminals, Printers etc. shall be established as per AICTE norms.
- 11 AICTE may carry out random inspections round the year for verifying the status of the Institutions to ensure maintenance of norms and standards.
- 12 That the AICTE may also conduct inspections with or without notifying the dates to verify specific complaints of mis-representation, violation of norms and standards, mal-practices etc.
- 13 That the Institution by virtue of the approval given by Council shall not automatically become claimant to any grant-in-aid form the Central or State Government.
- 14 That the Management shall strictly follow further conditions as may be specified by the Council from time to time.
- 15 In the event of non-compliance by the **Pooja Bhagavat Mahajana Post Graduate Wing of SBRR, Mahajana First Grade College, P.G. Wing, KRS Road, Mysore - 560 016 Mysore** with regard to guidelines, norms and conditions prescribed from time to time the Council shall be free to take measures for withdrawal of its approval or recognition, without consideration of any related issues and that all liabilities arising out of such withdrawal would solely be that of **Pooja Bhagavat Mahajana Post Graduate Wing of SBRR, Mahajana First Grade College, P.G. Wing, KRS Road, Mysore - 560 016 Mysore**

Yours faithfully,


Dr. Rajnish Shrivastava
Adviser- UG/PG(M&T)



including withdrawal of approval shall be initiated against the Institution

- 3 That the institution shall operate only from the approved location, and that the institution shall not open any off campus study centers/ extension centers directly or in collaboration with any other institution/ university/ organization for the purpose of imparting technical education without obtaining prior approval from the AICTE.
- 4 That the tuition and other fees shall be charged as prescribed by the Competent Authority within the overall criteria prescribed by the Council from time to time. No capitation fee shall be charged from the students/ guardians of students in any form.
- 5 That the accounts of the Institution shall be audited annually by a certified Chartered Accountant and shall be open for inspection by the Council or any body or persons authorized by it.
- 6 That the Director/ Principal and the teaching and other staff shall be selected according to procedures, qualifications and experience prescribed by the Council from time to time and pay scales are as per the norms prescribed by the Council from time to time.
- 7 (a) That the institution shall furnish requisite returns and reports as desired by AICTE in order to ensure proper maintenance of administrative and academic standards.
(b) That the technical institution shall publish an information booklet before commencement of the academic year giving details regarding the institution and courses/ programmes being conducted and details of infrastructural facilities including faculty etc. in the form of mandatory disclosure. The information booklet may be made available to the stakeholders of the technical education on cost basis. The mandatory disclosure information shall be put on the Institution Website. The information shall be revised every year with updated information about all aspects of the institution.
(c) That it shall be mandatory for the technical institution to maintain a Website providing the prescribed information. The Website information must be continuously updated as and when changes take place.
(d) That a compliance report in the prescribed format along with mandatory disclosures on fulfillment of the above conditions, shall be submitted each year by the Institution within the time limit prescribed by the Council from time to time i.e. **31st August 2006 for the current year.**



The approval is further subject to fulfillment of following general conditions

- 1 That the management shall provide adequate funds for development of land and for providing related infrastructural, instructional and other facilities as per norms and standards laid down by the Council from time to time and for meeting recurring expenditure.
2. (a) That the admission shall be made only after adequate infrastructure and all other facilities are provided as per norms and guidelines of the AICTE.
- (b) That the admissions shall be made in accordance with the regulations notified by the Council from time to time.
- (c) That the curriculum of the course, the procedure for evaluation/ assessment of students shall be in accordance with the norms prescribed by the AICTE.
- (d) That the Institution shall not allow closure of the Institution or discontinuation of the course(s) or start any new course(s) or alter intake capacity of seats without the prior approval of the Council.
- (e) That no excess admission shall be made by the Institution over and above the approved intake under any circumstances. In case any excess admission is reported to the Council, appropriate penal action including withdrawal of approval shall be initiated against the Institution
- (f) That the institutions shall not have any collaborative arrangements with any Indian and/ or Foreign Universities for conduct of technical courses other than those approved by AICTE without obtaining prior approval from AICTE. In case any violation is reported to the Council, appropriate penal action including withdrawal of approval shall be initiated against the Institution
- (g) That the Institution shall not conduct any course(s) in the field of technical education in the same premises/ campus and / or in the name of the Institution without prior permission/ approval of AICTE. In case any violation is reported to the Council, appropriate penal action including withdrawal of approval shall be initiated against the Institution
- (h) The institution shall not conduct any non-technical course(s) in the same premises/ campus under any circumstances. In case any violation is reported to the Council, appropriate penal action





अखिल भारतीय तकनीकी शिक्षा परिषद्
ALL INDIA COUNCIL FOR TECHNICAL EDUCATION
(भारत सरकार का एक नवविक्रम निकाय) (A STATUTORY BODY OF THE GOVT. OF INDIA)

F.No.PG/MBA/KAR/2003/14

Dated: May 5, 2006

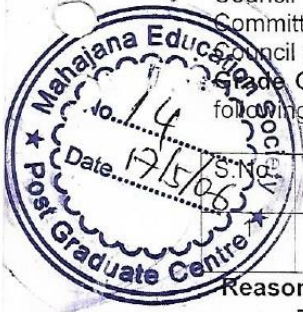
To,

The Secretary Education Dept.,
Govt. of Karnataka, M.S. Building,
Bangalore – 560001 (Karnataka)

Sub: AICTE approval to Pooja Bhagavat Mahajana Post Graduate Wing of SBRR, Mahajana First Grade College, P.G. Wing, KRS Road, Mysore - 560 016 Mysore for extension of approval for the academic year 2006-07.

Sir,

As per the Regulations notified by the Council vide F.No. 37-3/Legal/2004 dated 28th November 2005 and norms, standards, procedures and conditions prescribed by the Council from time to time and based on the recommendations of the Appraisal Committee/ Expert Committee, I am directed to convey the extension of approval of the Council to Pooja Bhagavat Mahajana Post Graduate Wing of SBRR, Mahajana First Grade College, P.G. Wing, KRS Road, Mysore - 560 016 Mysore for conduct of the following courses with the intake indicated below:-



Name of the Course(s)	Existing Intake	Revised Intake	Period of approval
MBA	60	45	2006-2007

Reason for putting the programme in Reduction

- Faculty is short by 50% (Req:08, Avail: 04)

The above approval is subject to rectification of following observations/deficiencies/ specific conditions by 31st August 2006.

- No of Computer is short by 50% (Req: 60 Avail:30)
- Pay scale is not mentioned
- Last year deficiencies partially complied

The institution is required to submit 2 copies of the Compliance Report, indicating the rectification of deficiencies along with mandatory disclosure and details of faculty recruited for each course in the prescribed format (available at AICTE Website www.aicte.ernet.in) to the concerned Regional Office latest by 31st August 2006.

The Compliance Report must be accompanied with a processing fee of Rs. 40,000/- in the form of demand draft in the favor of Member Secretary, AICTE, payable at New Delhi. In the absence of processing fee the Compliance Report will not be entertained. Following the Compliance report, the Council would verify the status in respect of rectification of deficiencies through surprise random inspection without any prior notice.

If any programme(s) of the institution is under Reduction, then the institution is required to visit the website of the Council for the policy regarding Restoration.

Received
By: Parton 17/5/06

[Handwritten signature]

Copy to:-

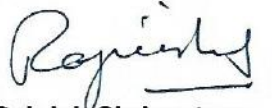
- 1 The Principal Secretary
Govt. of Karnataka, Multistoried Building,
Dr. B. R. Ambedkar Veedhi, Bangalore - 560 001

- 2 The Director of Technical Education,
Govt. of Karnataka, Palace Road,
Bangalore – 560001

- 3 The Regional Officer
AICTE, Southwest Regional Office
Bangalore University Campus, P.K. Block, Palace Road,
Bangalore – 560009

4. The Registrar
Mysore University
"Crawford Hall", Mysore - 570 005

5. Guard File (AICTE)


Dr. Rajnish Shrivastava
Adviser- UG/PG(M&T)

अखिल भारतीय तकनीकी शिक्षा परिषद्
ALL INDIA COUNCIL FOR TECHNICAL EDUCATION
(भारत सरकार का एक सांविधिक निकाय) (A STATUTORY BODY OF THE GOVT. OF INDIA)



F.No. PG/MBA/KAR/2003/14

Dated: July 05, 2006

REVISED ORDER

The Principal/Director,
Pooja Bhagavat Mahajana Post Graduate
Wing of SBRR, Mahajana First Grade College,
P.G. Wing, KRS Road, Mysore - 560 016 Mysore

Sub: AICTE approval to Pooja Bhagavat Mahajana Post Graduate Wing of SBRR, Mahajana First Grade College, P.G. Wing, KRS Road, Mysore - 560 016 Mysore for extension of approval for the academic year 2006-07.

Ref: 1) AICTE letter of even no. dated 05/05/2006
2) Representations dated: 26/06/2006

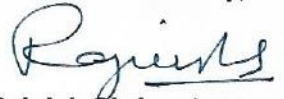
Sir,

In partial modification to the Council's letter of even no. dated: 05/05/2006, I am directed to convey the extension of approval of the Council to **Pooja Bhagavat Mahajana Post Graduate Wing of SBRR, Mahajana First Grade College, P.G. Wing, KRS Road, Mysore - 560 016 Mysore** for conduct of the following courses with the intake indicated below:-

S.No.	Name of the Course(s)	Existing Intake	Revised Intake	Period of approval
1	MBA-Full Time	45	60	2006-2007

All others terms and conditions of the approval letter under reference will remain unchanged.

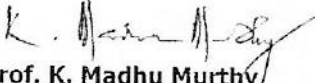
Yours faithfully,


Dr. Rajnish Shrivastava
Adviser- UG/PG(M&T)



- 15 In the event of non-compliance by the **Pooja Bhagavat Mahajana Post Graduate Wing of SBRR,, Mahajana First Grade College, P.G. Wing, KRS Road, Mysore - 560 016, Mysore** with regard to guidelines, norms and conditions prescribed from time to time the Council shall be free to take measures for withdrawal of its approval or recognition, without consideration of any related issues and that all liabilities arising out of such withdrawal would solely be that of **Pooja Bhagavat Mahajana Post Graduate Wing of SBRR,, Mahajana First Grade College, P.G. Wing, KRS Road, Mysore - 560 016, Mysore.**

Yours faithfully,


Prof. K. Madhu Murthy
Adviser- (M&T)

Copy to:

- 1 **The Director/Principal**
Pooja Bhagavat Mahajana Post Graduate Wing of SBRR,
Mahajana First Grade College, P.G. Wing, KRS Road, Mysore - 560 016
Mysore
- 2 **The Regional Officer,**
AICTE, Southwest Regional Office
Bangalore University Campus, P.K. Block, Palace Road,
Bangalore - 560009
- 3 **The Registrar,**
Mysore University
"Crawford Hall", Mysore - 570 005
(He is requested to complete the process of affiliation for facilitating admissions).
- 4 The Director
Directorate of Technical Education,
Govt. of Karnataka, Palace Road,
Bangalore-560 001
5. Guard File (AICTE)

- 4 That the tuition and other fees shall be charged as prescribed by the Competent Authority within the overall criteria prescribed by the Council from time to time. No capitation fee shall be charged from the students/ guardians of students in any form.
- 5 That the accounts of the Institution shall be audited annually by a certified Chartered Accountant and shall be open for inspection by the Council or any body or persons authorized by it.
- 6 That the Director/ Principal and the teaching and other staff shall be selected according to procedures, qualifications and experience prescribed by the Council from time to time and pay scales are as per the norms prescribed by the Council from time to time.
- 7
 - (a) That the institution shall furnish requisite returns and reports as desired by AICTE in order to ensure proper maintenance of administrative and academic standards.
 - (b) That the technical institution shall publish an information booklet before commencement of the academic year giving details regarding the institution and courses/ programmes being conducted and details of infrastructural facilities including faculty etc. in the form of mandatory disclosure. The information booklet may be made available to the stakeholders of the technical education on cost basis. The mandatory disclosure information shall be put on the Institution Website. The information shall be revised every year with updated information about all aspects of the institution.
 - (c) That it shall be mandatory for the technical institution to maintain a Website providing the prescribed information. The Website information must be continuously updated as and when changes take place.
 - (d) That a compliance report in the prescribed format along with mandatory disclosures on fulfillment of the above conditions, shall be submitted each year by the Institution within the time limit prescribed by the Council from time to time i.e. 31st August 2007 for the current year.
 - (e) That if Technical Institution fails to disclose the information or suppress and/ or misrepresent the information, appropriate action could be initiated including withdrawal of AICTE approval.
- 8 That all the laboratories, workshops etc. shall be equipped as per the syllabi of the concerned affiliated University and shall be in operational condition before making admissions.
- 9 That a library shall be established with adequate number of titles, books, journals (both Indian & Foreign) etc as per AICTE norms.
- 10 That a computer center with adequate number of terminals, Printers etc. shall be established as per AICTE norms.
- 11 AICTE may carry out random inspections round the year for verifying the status of the Institutions to ensure maintenance of norms and standards.
- 12 That the AICTE may also conduct inspections with or without notifying the dates to verify specific complaints of mis-representation, violation of norms and standards, mal-practices etc.
- 13 That the Institution by virtue of the approval given by Council shall not automatically become claimant to any grant-in-aid from the Central or State Government.
- 14 That the Management shall strictly follow further conditions as may be specified by the Council from time to time.

2

Note: The mandatory disclosure in prescribed format if not hosted on the website should be hosted by 31st May, 2007, failing which action would be initiated as per the rules and regulations of the AICTE including No Admission / Withdrawal of approval.

The institution is required to submit two copies of the Compliance Report, indicating the rectification of deficiencies along with mandatory disclosure and details of faculty recruited for each course in the prescribed format (available at AICTE Website www.aicte.ernet.in) to the concerned Regional Office latest by 31st August 2007 for consideration of approval beyond the session 2007-08.

The Compliance Report must be accompanied with a processing fee of Rs. 40,000/- in the form of demand draft in the favour of Member Secretary, AICTE, payable at New Delhi. In the absence of processing fee the Compliance Report will not be entertained. Following the Compliance report, the Council would verify the status in respect of rectification of deficiencies through surprise random inspection without any prior notice.

The above approval if granted after rectification of deficiencies would be subject to the fulfillment of the following general conditions:

- 1 That the management shall provide adequate funds for development of land and for providing related infrastructural, instructional and other facilities as per norms and standards laid down by the Council from time to time and for meeting recurring expenditure.
2.
 - (a) That the admission shall be made only after adequate infrastructure and all other facilities are provided as per norms and guidelines of the AICTE.
 - (b) That the admissions shall be made in accordance with the regulations notified by the Council from time to time.
 - (c) That the curriculum of the course, the procedure for evaluation/ assessment of students shall be in accordance with the norms prescribed by the AICTE.
 - (d) That the Institution shall not allow closure of the Institution or discontinuation of the course(s) or start any new course(s) or alter intake capacity of seats without the prior approval of the Council.
 - (e) That no excess admission shall be made by the Institution over and above the approved intake under any circumstances. In case any excess admission is reported to the Council, appropriate penal action including withdrawal of approval shall be initiated against the Institution.
 - (f) That the institutions shall not have any collaborative arrangements with any Indian and/ or Foreign Universities for conduct of technical courses other than those approved by AICTE without obtaining prior approval from AICTE. In case any violation is reported to the Council, appropriate penal action including withdrawal of approval shall be initiated against the Institution.
 - (g) That the Institution shall not conduct any course(s) in the field of technical education in the same premises/ campus and / or in the name of the Institution without prior permission/ approval of AICTE. In case any violation is reported to the Council, appropriate penal action including withdrawal of approval shall be initiated against the Institution.
 - (h) The institution shall not conduct any non-technical course(s) in the same premises/ campus under any circumstances. In case any violation is reported to the Council, appropriate penal action including withdrawal of approval shall be initiated against the Institution.
- 3 That the institution shall operate only from the approved location, and that the institution shall not open any off campus study centers/ extension centers directly or in collaboration with any other institution/ university/ organization for the purpose of imparting technical education without obtaining prior approval from the AICTE.



F.No.PG/MBA/KAR/2003/14

अखिल भारतीय तकनीकी शिक्षा परिषद्
ALL INDIA COUNCIL FOR TECHNICAL EDUCATION
(भारत सरकार का एक सांविधिक निकाय) (A STATUTORY BODY OF THE GOVT. OF INDIA)

Date: May 10, 2007

To,

The Secretary Education Dept.,
Govt. of Karnataka, M.S. Building,
Dr. B.R. Ambedkar Veedhi,
Bangalore - 560 001,
Karnataka

Sub: Extension of approval to Pooja Bhagavat Mahajana Post Graduate Wing of SBRR,, Mahajana First Grade College, P.G. Wing, KRS Road, Mysore - 560 016, Mysore for the academic year 2007-2008.

Sir,

As per the Regulations notified by the Council vide F.No. 37-3/Legal/2004 dated 14th Sept 2006 and Norms, Standards, Procedures and Conditions prescribed by the Council from time to time and based on the recommendations of Appraisal Committee / Expert Committee, I am directed to convey the extension of approval of the Council to **Pooja Bhagavat Mahajana Post Graduate Wing of SBRR,, Mahajana First Grade College, P.G. Wing, KRS Road, Mysore - 560 016, Mysore** for conduct of the following courses with the intake indicated below:

Name of the Course(s)	Existing Intake	Revised Intake	Period of approval
MBA-FT	60	60	2007-2008

The above approval is subject to rectification of the following observations / deficiencies / specific conditions by 31st August 2007.

Faculty:

- The faculty is not getting the AICTE prescribed Pay Scales. ✓

Built-up Area:

➤

Others:

- Journals are short by 60% (Req;30, Avail:12) ✓
- Information about the LAN facilities has not been furnished.

Ramprakash
19/5/2007



Contd. 2/-

For Kind Attn. Mr. Subbaramu



अखिल भारतीय तकनीकी शिक्षा परिषद्

ALL INDIA COUNCIL FOR TECHNICAL EDUCATION
(भारत सरकार का एक सांविधिक निकाय) (A STATUTORY BODY OF THE GOVT. OF INDIA)
REVISED ORDER

The Principal/Director,
Pooja Bhagavat Mahajana Post Graduate
Wing of SBRR,, Mahajana First Grade College,
P.G. Wing, KRS Road, Mysore - 560 016, Mysore

Sub: Grant of Additional course(s) to Pooja Bhagavat Mahajana Post Graduate Wing of SBRR,, Mahajana First Grade College, P.G. Wing, KRS Road, Mysore - 560 016, Mysore for the academic year 2007-08.

Sir,

This is in partial modification to the Council's earlier letter of even No. dated 10/05/2007, the revised status of the programme of the Institute is as follows:

S.No.	Name of the Course(s)	Existing Intake	Revised Intake	Period of approval
1	MBA-Full Time	60	90	2007-2008

The additional intake is being granted based on the projection shown in the Detailed Project Report regarding additional built-up space, faculty and other facilities for the proposed intake. It may be noted that all facilities including additional built up area should be made available before the commencement of the next academic session. Random surprise inspection would be carried out to verify facilities and if the institute is found deficient in fulfillment of norms and standards of AICTE, appropriate action would be initiated by the Council.

All others terms and conditions of the approval letter under reference will remain unchanged.

* This Approval is granted based on the Appraisal of the information submitted by the institution on infrastructural, faculty and academic facilities created for the proposed course(s). Therefore the approval is subject to the verification of the claims made by the institution through an Expert Committee Visit. In case the claims made by the institution are found to be fails, the approval granted shall be liable to be withdrawn.

Yours faithfully,

K. Madhu Murthy
Prof. K. Madhu Murthy
Adviser- (M&T)

Copy to:

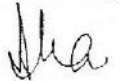
- 1 The Director
Directorate of Technical Education
Govt. of Karnataka Palace Road, Bangalore - 560 001
- 2 The Registrar,
Mysore University
"Crawford Hall", Mysore - 570 005
- 3 The Regional Officer,
AICTE, South-west, Regional Office,
Bangalore University Campus
P.K. Block, Palace Road, Bangalore - 560009
- 4 The Principal Secretary
Govt. of Karnataka, Multistoried Building,
Dr. B. R. Ambedkar Veedhi, Bangalore - 560 001
5. Guard File (AICTE)



इंदिरा गांधी खेल परिसर, इन्द्रप्रस्थ एस्टेट, नई दिल्ली - 110002
Indira Gandhi Sports Complex, I. P. Estate, New Delhi-110 002
दूरभाष / Phone : 23392506, 63-65-68, 71, 73-75 फैक्स / Fax : 011-23392554
वेबसाइट / Website : www.aicte.ernet.in

14. That in the event of a student / candidate withdrawing before the starting of the course, the wait listed candidates should be given admission against the vacant seat. The entire fee collected from the student, after a deduction of the processing fee of not more than Rs. 1000/- (Rupees One thousand only) shall be refunded and returned by the Institution / University to the student/candidate withdrawing from the programme. It would not be permissible for Institutions and Universities to retain the School/Institution Leaving Certificates in original to force retention of admitted students (See Public Notice AICTE/DPG/03(01)/2008).
15. "That the institution shall take appropriate measures for prevention of ragging in any form, in the light of directions of Supreme Court of India in Writ Petition No. (C) 656 / 1998. In case of failure to prevent the instances of ragging by the institutions, the Council shall take appropriate action including withdrawal of approval".
16. That the Management shall strictly follow further conditions as may be specified/notified by the Council through various notifications in media including AICTE official website (www.aicte.ernet.in), from time to time.
17. In the event of non-compliance by the **Pooja Bhagavat Mahajana Post Graduate Wing of SBRR, Mahajana First Grade College, P.G. Wing, KRS Road, Mysore - 560 016 Mysore**, with regard to guidelines, norms and conditions prescribed from time to time the Council shall be free to take measures for withdrawal of its approval or recognition, without consideration of any related issues and that all liabilities arising out of such withdrawal would solely be that of **Pooja Bhagavat Mahajana Post Graduate Wing of SBRR, Mahajana First Grade College, P.G. Wing, KRS Road, Mysore - 560 016 Mysore**.

Yours faithfully,



Prof H.C. Rai
Advisor (E&T) ECU

Copy to:

- 1 The Director of Technical Education, Govt. of Karnataka, Palace Road, Bangalore - 560 001
- 2 **The Director**
Pooja Bhagavat Mahajana Post Graduate Wing of SBRR,
Mahajana First Grade College, P.G. Wing,
KRS Road, Mysore - 560 016
Mysore
- 3 The Regional Officer,
South-West Regional Office, AICTE, Health Centre,
Building, Bangalore University Campus,
Bangalore - 560 009, Karnataka
- 4 The Registrar - Mysore University "Crawford Hall", Mysore - 570 005
(He is requested to complete the process of affiliation for facilitating admissions.)
- 5 Guard File (AICTE)



- 4 That the tuition and other fees shall be charged as prescribed by the Competent Authority within the overall criteria prescribed by the Council from time to time. No capitation fee shall be charged from the students/ guardians of students in any form.
- 5 That the accounts of the Institution shall be audited annually by a certified Chartered Accountant and shall be open for inspection by the Council or any body or persons authorized by it.
- 6 That the Director/ Principal and the teaching and other staff shall be selected according to procedures, qualifications and experience prescribed by the Council from time to time and pay scales are as per the norms prescribed by the Council from time to time.
- 7 (a) That the institution shall furnish requisite returns and reports as desired by AICTE in order to ensure proper maintenance of administrative and academic standards.
- (b) That the technical institution shall publish an information booklet before commencement of the academic year giving details regarding the institution and courses/ programmes being conducted and details of infrastructural facilities including faculty etc. in the form of mandatory disclosure. The information booklet may be made available to the stakeholders of the technical education on cost basis. The mandatory disclosure information shall be put on the Institution Website. The information shall be revised every year with updated information about all aspects of the institution.
- (c) That it shall be mandatory for the technical institution to maintain a Website providing the prescribed information. The Website information must be continuously updated as and when changes take place.
- (d) That a compliance report in the prescribed format along with mandatory disclosures on fulfillment of the above conditions, shall be submitted each year by the Institution within the time limit prescribed by the Council from time to time **i.e. 31st August 2008 for the current year.**
- (e) That if Technical Institution fails to disclose the information or suppress and/ or misrepresent the information, appropriate action could be initiated including withdrawal of AICTE approval.
- 8 That all the laboratories, workshops etc. shall be equipped as per the syllabi of the concerned affiliated University and shall be in operational condition before making admissions.
- 9 That a library shall be established with adequate number of titles, books, journals (both Indian & Foreign) etc as per AICTE norms.
- 10 That a computer center with adequate number of terminals, Printers etc. shall be established as per AICTE norms.
- 11 AICTE may carry out random inspections round the year for verifying the status of the Institutions to ensure maintenance of norms and standards.
- 12 That the AICTE may also conduct inspections with or without notifying the dates to verify specific complaints of misrepresentation, violation of norms and standards, mal-practices etc.
- 13 That the Institution by virtue of the approval given by Council shall not automatically become claimant to any grant-in-aid from the Central or State Government.



The institution is required to submit 2 copies of the Compliance Report, indicating the rectification of deficiencies along with mandatory disclosure and details of faculty recruited for each course in the prescribed format (available at AICTE Website www.aicte.ernet.in) to the concerned Regional Office latest by 31st August 2008 for consideration of approval beyond the session 2008-09. **It may be noted that all the institutions are required to submit the Compliance Report along with requisite processing fee by 31st August, every year, irrespective of the period of approval.**

The Compliance Report must be accompanied with a processing fee of Rs. 40,000/- in the form of demand draft in the favor of Member Secretary, AICTE, payable at New Delhi. In the absence of processing fee the Compliance Report will not be entertained. Following the Compliance report, the Council would verify the status in respect of rectification of deficiencies through surprise random inspection without any prior notice.

The approval is further subject to fulfillment of following general conditions

- 1 That the management shall provide adequate funds for development of land and for providing related infrastructural, instructional and other facilities as per norms and standards laid down by the Council from time to time and for meeting recurring expenditure.
2. (a) That the admission shall be made only after adequate infrastructure and all other facilities are provided as per norms and guidelines of the AICTE.
(b) That the admissions shall be made in accordance with the regulations notified by the Council from time to time.
(c) That the curriculum of the course, the procedure for evaluation/ assessment of students shall be in accordance with the norms prescribed by the AICTE.
(d) That the Institution shall not allow closure of the Institution or discontinuation of the course(s) or start any new course(s) or alter intake capacity of seats without the prior approval of the Council.
(e) That no excess admission shall be made by the Institution over and above the approved intake under any circumstances. In case any excess admission is reported to the Council, appropriate penal action including withdrawal of approval shall be initiated against the Institution
(f) That the institutions shall not have any collaborative arrangements with any Indian and/ or Foreign Universities for conduct of technical courses other than those approved by AICTE without obtaining prior approval from AICTE. In case any violation is reported to the Council, appropriate penal action including withdrawal of approval shall be initiated against the Institution
(g) That the Institution shall not conduct any course(s) in the field of technical education in the same premises/ campus and / or in the name of the Institution without prior permission/ approval of AICTE. In case any violation is reported to the Council, appropriate penal action including withdrawal of approval shall be initiated against the Institution
(h) The institution shall not conduct any non-technical course(s) in the same premises/ campus under any circumstances. In case any violation is reported to the Council, appropriate penal action including withdrawal of approval shall be initiated against the Institution
- 3 That the institution shall operate only from the approved location, and that the institution shall not open any off campus study centers/ extension centers directly or in collaboration with any other institution/ university/ organization for the purpose of imparting technical education without obtaining prior approval from the AICTE.



A handwritten signature or mark, possibly a stylized letter 'A' or a similar symbol, located at the bottom left of the page.



अखिल भारतीय तकनीकी शिक्षा परिषद् ALL INDIA COUNCIL FOR TECHNICAL EDUCATION

(भारत सरकार का एक सांविधिक निकाए) (A STATUTORY BODY OF THE GOVT. OF INDIA)

F.No.PG/MBA/KAR/2003/14
Dated: 23/05/2008

To,

The Secretary Education Dept.,
Govt. of Karnataka, M.S. Building,
Bangalore - 560001 (Karnataka)

Sub: Extension of approval to **Pooja Bhagavat Mahajana Post Graduate Wing of SBRR, Mahajana First Grade College, P.G. Wing, KRS Road, Mysore - 560 016 Mysore**, beyond the academic year 2007-08.

Sir,

As per the Regulations notified by the Council vide F.No. 37-3/Legal/2004 dated 14th Sept 2006 and norms, standards, procedures and conditions prescribed by the Council from time to time and based on the recommendations of the Appraisal Committee/ Expert Committee, I am directed to convey the extension of approval of the Council to **Pooja Bhagavat Mahajana Post Graduate Wing of SBRR, Mahajana First Grade College, P.G. Wing, KRS Road, Mysore - 560 016 Mysore**, for conduct of the following courses with the intake indicated below:-

S.No	Name of the Course(s)	Existing Intake	Revised Intake	Period of approval
1	MBA -FT	90	90	2008-10*
	Total=	90	90	

* *The Compliance Report along with requisite processing fee is required to be submitted every year by 31st August irrespective of the period of approval.*

The above approval is subject to rectification of following observations/deficiencies/ specific conditions by 31st August 2008.

Faculty

➤ Faculty shortfall by 1 number (10 %)

Built Up Area

➤ Instructional area shortfall by 76 sqm (10 %) aval: 674 & req: 750 sqm

Computers

➤ Computers shortfall by 15 numbers (20 %)

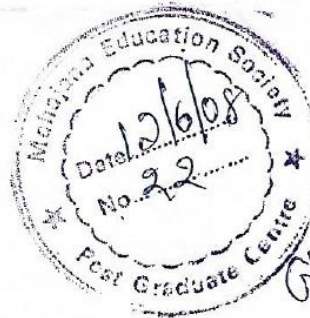
Others

➤ Library books shortfall by 1425 numbers (34.7 %)

➤ journals shortfall by 11 numbers

Note: The mandatory disclosure in prescribed format if not hosted on the website should be hosted by 31st May, 2008, failing which action would be initiated as per the rules and regulations of the AICTE including No Admission / Withdrawal of approval.

To Mrs Vani
Ranjana



(19)

SW01-234937601815001



All India Council for Technical Education
 (A Statutory Body under Ministry of HRD, Govt. of India)
 7th floor, Chandrablok Building, Jangpoh, New Delhi 110 001
 Phone: +91 23724151-57 FAX: +91 23724183; aicte@aicte.org

No. : South-West Region/1-23493760/2010/EOA

August 23, 2010

To,
 Principal Secretary (Hr. & Tech Education) Govt. of Karnataka, K. G.S.,
 6th Floor, M.S. Building, R. N. 645, Dr. B. R. Ambedkar Road,

Sub. : Extension of approval for the academic year 2010-11

Sir,

In terms of the Regulations notified by the Council vide F. No. 37-3/Legal/2010 and norms, standards, procedures and conditions prescribed by the Council from time to time, I am directed to convey the extension of approval of the Council to
 MR. S R S KHADRI, SBRR MAHAJANA FIRST GRADE COLLEGE, PG WING, MYSORE, METAGALLI, KRS ROAD, MYSORE, MYSORE, KARNATAKA, PIN : 570016

for conduct of the following courses with the Intake indicated below in the academic year 2010-11:

Sr. No.	Program	Level	Shift	Course	Intake 2009-10	Intake 2010-11
1	Management	PG	First Shift	MASTER IN BUSINESS ADMIN	90	90

The above mentioned approval is subject to the condition that :
 MR. S R S KHADRI, SBRR MAHAJANA FIRST GRADE COLLEGE, PG WING, MYSORE, METAGALLI, KRS ROAD, MYSORE, MYSORE, KARNATAKA, PIN : 570016

shall follow and adhere to the regulations, guidelines and directions issued by AICTE from time to time and the undertaking / affidavit given by the institution along with the application submitted by the Institution on portal and hard copy to Regional Office.

And Ragging :- The approval is subject to the institutions strictly complying with all the provisions made under the Anti ragging regulation notified by council vide F.No. 37, Legal/AICTE/2009 dated 1-7-2009 failing which, it will be liable to any action defined under clause 9(4) of this regulation.

Yours faithfully,

 Dr. S. G. Bhirud
 Director

- Copy to:
1. The Regional Office, South-West Region, Kamataka
 2. The Director of Technical Education, Govt. of Delhi,
 3. Guard File (AICTE)
 4. The Registrar, Affiliating University
 5. The Principal / Director,
 MR. S R S KHADRI, SBRR MAHAJANA FIRST GRADE COLLEGE, PG WING, MYSORE, METAGALLI, KRS ROAD, MYSORE, MYSORE, KARNATAKA, PIN : 570016

Managing Director
 THE KARNATAKA STATE LAMPS
 CO-OPERATIVE FEDERATION, LTD
 Co-Operative Complex,
 Chamaraja Double Road,
 MYSORE-570024

Director
 Department of Studies in
 Business Administration
 Mahajana P.G.Centre, MYSORE

DIRECTOR
 POST GRADUATE WING
 SBRR MAHAJANA F.G. COLLEGE
 PBM MAHAJANA EDN. CENTRE
 KRS Rd., Metagalli, MYS-570016





All India Council for Technical Education
(A Statutory body under Ministry of HRD, Govt. of India)

7th Floor, Chandralok Building, Janpath, New Delhi- 110 001
PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724183 www.aicte-India.org

case Institution fails to take adequate steps to Prevent Ragging or fails to act in accordance with AICTE Regulation or fails to punish perpetrators or incidents of Ragging, it will be liable to take any action as defined under clause 9(4) of the said Regulation.

(Dr. K P Isaac)

Member Secretary, AICTE

Copy to:

1. **The Regional Officer,**
All India Council for Technical Education
Health Centre Building
Bangalore University Campus
Bangalore - 560 009, Karnataka
2. **The Director Of Technical Education,**
Karnataka
3. **The Registrar,**
Mysore University
4. **The Principal / Director,**
SBRR MAHAJANA FIRST GRADE COLLEGE, PG WING, MYSORE
METAGALLI, KRS ROAD, MYSORE,
MYSORE, MYSORE,
Karnataka, 570016
5. **The Secretary / Chairman,**
MAHAJANA EDUCATION SOCIETY
MAHAJANA EDUCATION SOCIETY
JAYALAKSHMIPURUM, MYSORE 570012,
MYSORE, MYSORE,
Karnataka, 570012
6. **Guard File(AICTE)**



All India Council for Technical Education
(A Statutory body under Ministry of HRD, Govt. of India)

7th Floor, Chandralok Building, Janpath, New Delhi- 110 001
PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724183 www.aicte-India.org

F.No. South-West/1-401581931/2011/EOA

Date: 01-09-2011

To,
The Principal Secretary (Hr. & Tech Education)
Govt. of Karnataka, K. G.S., 6th Floor,
M.S. Building, R. N. 645, Dr. B. R. Ambedkar Road,
Bangalore-560001

Sub: Extension of approval for the academic year 2011-12.
Ref: Application of the Institution for Extension of Approval for the Year 2011-12

Sir/Madam,

In terms of the Regulations notified by the Council vide F.No. 37-3/Legal/2011 dated 10/12/2010 and norms, standards, procedures and conditions prescribed by the Council from time to time, I am directed to convey the extension of approval of the Council to

Regional Office	South-West	Application Id	1-401581931
		Permanent Id	1-23493760
Name of the Institute	SBRR MAHAJANA FIRST GRADE COLLEGE, PG WING, MYSORE	Institute Address	METAGALLI, KRS ROAD, MYSORE, MYSORE, MYSORE, Karnataka, 570016
Name of the Society/Trust	MAHAJANA EDUCATION SOCIETY	Society/Trust Address	MAHAJANA EDUCATION SOCIETY JAYALAKSHMIPURUM, MYSORE 570012, MYSORE, MYSORE, Karnataka, 570012
Institute Type	Unaided - Private		

to conduct following courses with the intake indicated below for the academic year 2011-12

Application Id: 1-401581931			Course	Full/Part Time	Affiliating Body	Intake 2010-11	Intake Approved for 11-12	NRI	PIO	Foreign Collaboration
Program	Shift	Level								
MANAGEMENT	1st Shift	POST GRADUATE	MASTERS IN BUSINESS ADMINISTRATION	FULL TIME	Mysore University	90	120	No	No	No

The above mentioned approval is subject to the condition that SBRR MAHAJANA FIRST GRADE COLLEGE, PG WING, MYSORE shall follow and adhere to the Regulations, guidelines and directions issued by AICTE from time to time and the undertaking / affidavit given by the institution along with the application submitted by the institution on portal.

In case of any differences in content in this Computer generated Extension of Approval Letter, the content/information as approved by the Executive Council / General Council as available on the record of AICTE shall be final and binding.

Strict compliance of Anti-Ragging Regulation:- Approval is subject to strict compliance of provisions made in AICTE Regulation notified vide F. No. 37-3/Legal/AICTE/2009 dated July 1, 2009 for Prevention and Prohibition of Ragging in Technical Institutions. In



All India Council for Technical Education
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PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724183 www.aicte-india.org

Karnataka,570016

5. **The Secretary / Chairman,**
MAHAJANA EDUCATION SOCIETY
MAHAJANA EDUCATION SOCIETY
JAYALAKSHMIPURUM, MYSORE 570012,
MYSORE,MYSORE,
Karnataka,570012
6. **Guard File(AICTE)**



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Application Id: 1-698952841			Course	Full/Part Time	Affiliating Body	Intake 2011-12	Intake Approved for 12-13	NRI	PIO	Foreign Collaboration
Program	Shift	Level								
MANAGEMENT	1st Shift	POST GRADUATE	MASTERS IN BUSINESS ADMINISTRATI ON	FULL TIME	Mysore University	120	120	No	No	No

The above mentioned approval is subject to the condition that SBRR MAHAJANA FIRST GRADE COLLEGE, PG WING, MYSORE shall follow and adhere to the Regulations, guidelines and directions issued by AICTE from time to time and the undertaking / affidavit given by the institution along with the application submitted by the institution on portal.

In case of any differences in content in this Computer generated Extension of Approval Letter, the content/information as approved by the Executive Council / General Council as available on the record of AICTE shall be final and binding.

Strict compliance of Anti-Ragging Regulation:- Approval is subject to strict compliance of provisions made in AICTE Regulation notified vide F. No. 37-3/Legal/AICTE/2009 dated July 1, 2009 for Prevention and Prohibition of Ragging in Technical Institutions. In case Institution fails to take adequate steps to Prevent Ragging or fails to act in accordance with AICTE Regulation or fails to punish perpetrators or incidents of Ragging, it will be liable to take any action as defined under clause 9(4) of the said Regulation.

(Dr. K P Isaac)

Member Secretary, AICTE

Copy to:

1. The Regional Officer,
All India Council for Technical Education
Health Centre Building
Bangalore University Campus
Bangalore - 560 009, Karnataka
2. The Director Of Technical Education,
Karnataka
3. The Registrar,
Mysore University
4. The Principal / Director,
SBRR MAHAJANA FIRST GRADE COLLEGE, PG WING, MYSORE
METAGALLI, KRS ROAD, MYSORE,
MYSORE, MYSORE,

Application Number: 1-698952841*

Page 2 of 3

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Letter Printed On: 7 June 2012.

Printed By : AE19283591



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F.No. South-West/1-698952841/2012/EOA

Date: 10 May 2012

To,
The Principal Secretary (Hr. & Tech Education)
Govt. of Karnataka, K. G.S., 6th Floor,
M.S. Building, R. N. 645, Dr. B. R. Ambedkar Road,
Bangalore-560001

Sub: Extension of approval for the academic year 2012-13

Ref: Application of the Institution for Extension of approval for the academic year 2012-13

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Institutions) Regulations 2010 notified by the Council vide notification number F-No.37-3/Legal/2010 dated 10/12/2010 and amendment vide notification number F-No.37-3/Legal/2011 dated 30/09/2011 and norms standards, procedures and conditions prescribed by the Council from time to time, I am directed to convey the approval to

Regional Office	South-West	Application Id	1-698952841
		Permanent Id	1-23493760
Name of the Institute	SBRR MAHAJANA FIRST GRADE COLLEGE, PG WING.MYSORE	Institute Address	METAGALLI , KRS ROAD , MYSORE, MYSORE, MYSORE, Karnataka, 570016
Name of the Society/Trust	MAHAJANA EDUCATION SOCIETY	Society/Trust Address	MAHAJANA EDUCATION SOCIETY JAYALAKSHMIPURUM, MYSORE 570012, MYSORE, MYSORE, Karnataka, 570012
Institute Type	Unaided - Private		

Opted for change from Women to Co-ed	No	Opted for change of name	No	Opted for change of site	No
Change from Women to Co-ed approved	Not Applicable	Change of name Approved	Not Applicable	Change of site Approved	Not Applicable

to conduct following courses with the intake indicated below for the academic year 2012-13

Application Number: 1-698952841*

Page 1 of 3

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Letter Printed On: 7 June 2012.

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SBRR MAHAJANA FIRST GRADE COLLEGE, PG WING, MYSORE
METAGALLI, KRS ROAD, MYSORE,
MYSORE, MYSORE,
Karnataka, 570016

5. The Secretary / Chairman,
MAHAJANA EDUCATION SOCIETY
MAHAJANA EDUCATION SOCIETY
JAYALAKSHMIPURUM, MYSORE 570012,
MYSORE, MYSORE,
Karnataka, 570012
6. Guard File(AICTE)


Director
Department of Studies in
Business Administration
Mahajana P.G. Centre, MYSORE



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Application Id: 1-1349381352			Course	Full/Part Time	Affiliating Body	Intake 2012-13	Intake Approved for 13-14	NRI	PIO	Foreign Collaboration
Program	Shift	Level								
MANAGEMENT	1st Shift	POST GRADUATE	MASTERS IN BUSINESS ADMINISTRATION	FULL TIME	Mysore University, Mysore	120	120	No	No	No

- Validity of the course details may be verified at www.aicte-india.org>departments>approvals

The above mentioned approval is subject to the condition that SBRR MAHAJANA FIRST GRADE COLLEGE, PG WING, MYSORE shall follow and adhere to the Regulations, guidelines and directions issued by AICTE from time to time and the undertaking / affidavit given by the institution along with the application submitted by the institution on portal.

In case of any differences in content in this Computer generated Extension of Approval Letter, the content/information as approved by the Executive Council / General Council as available on the record of AICTE shall be final and binding.

Strict compliance of Anti-Ragging Regulation:- Approval is subject to strict compliance of provisions made in AICTE Regulation notified vide F. No. 37-3/Legal/AICTE/2009 dated July 1, 2009 for Prevention and Prohibition of Ragging in Technical Institutions. In case Institution fails to take adequate steps to Prevent Ragging or fails to act in accordance with AICTE Regulation or fails to punish perpetrators or incidents of Ragging, it will be liable to take any action as defined under clause 9(4) of the said Regulation.

(Dr. Kuncheria P. Isaac)

Member Secretary, AICTE


Director
Department of Studies in
Business Administration
Mahajana P.G. Centre, MYSORE

Copy to:

1. **The Regional Officer,**
All India Council for Technical Education
Health Centre Building
Bangalore University Campus
Bangalore - 560 009, Karnataka
2. **The Director Of Technical Education,**
Karnataka
3. **The Registrar,**
Mysore University, Mysore
4. **The Principal / Director,**

Application Number: 1-1349381352*

Page 2 of 3

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Letter Printed On: 22 March 2013.

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PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724183 www.aicte-india.org

F.No. South-West/1-1349381352/2013/EOA

Date: 19-Mar-2013

To,
The Principal Secretary (Hr. & Tech Education)
Govt. of Karnataka, K. G.S., 6th Floor,
M.S. Building, R. N. 645, Dr. B. R. Ambedkar Road,
Bangalore-560001

Sub: Extension of approval for the academic year 2013-14

Ref: Application of the Institution for Extension of approval for the academic year 2013-14

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Institutions) Regulations 2012 notified by the Council vide notification number F-No.37-3/Legal/2012 dated 27/09/2012 and norms standards, procedures and conditions prescribed by the Council from time to time, I am directed to convey the approval to

Regional Office	South-West	Application Id	1-1349381352
		Permanent Id	1-23493760
Name of the Institute	SBRR MAHAJANA FIRST GRADE COLLEGE, PG WING, MYSORE	Institute Address	METAGALLI, KRS ROAD, MYSORE, MYSORE, MYSORE, Karnataka, 570016
Name of the Society/Trust	MAHAJANA EDUCATION SOCIETY	Society/Trust Address	MAHAJANA EDUCATION SOCIETY JAYALAKSHMIPURUM, MYSORE 570012, MYSORE, MYSORE, Karnataka, 570012
Institute Type	Unaided - Private		

Opted for change from Women to Co-ed	No	Opted for change of name	No	Opted for change of site	No
Change from Women to Co-ed approved	Not Applicable	Change of name Approved	Not Applicable	Change of site Approved	Not Applicable

to conduct following courses with the intake indicated below for the academic year 2013-14

9/28
Director
Department of Studies in
Business Administration
Mahajana P.G. Centre, MYSORE

To Mrs Van
R...
DIRECTOR
POST GRADUATE WING
SBRR MAHAJANA PG COLLEGE
PER. MAHAJANA PG CENTRE
KRS Rd., Mysore, Karnataka

Application Number: 1-1349381352*

Page 1 of 3

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3. **The Registrar,**
Mysore University, Mysore
4. **The Principal / Director,**
SBRR MAHAJANA FIRST GRADE COLLEGE, PG WING, MYSORE
METAGALLI, KRS ROAD, MYSORE,
MYSORE, MYSORE,
Karnataka, 570016
5. **The Secretary / Chairman,**
MAHAJANA EDUCATION SOCIETY
MAHAJANA EDUCATION SOCIETY
JAYALAKSHMIPURUM, MYSORE 570012,
MYSORE, MYSORE,
Karnataka, 570012
6. **Guard File(AICTE)**



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Application Id: 1-2018897905			Course	Affiliating Body	Intake 2013-14	Intake Approved for 14-15	NRI Approval status	PIO Approval status	Foreign Collaboration Approval status	
Program	Shift	Level		Full/Part Time						
MANAGEMENT	1st Shift	POST GRADUATE	MASTERS IN BUSINESS ADMINISTRATION	FULL TIME	Mysore University, Mysore	120	120	NA	NA	N

- Validity of the course details may be verified at [www.aicte-india.org>departments>approvals](http://www.aicte-india.org/departments/approvals)

The above mentioned approval is subject to the condition that SBRR MAHAJANA FIRST GRADE COLLEGE, PG WING, MYSORE shall follow and adhere to the Regulations, guidelines and directions issued by AICTE from time to time and the undertaking / affidavit given by the institution along with the application submitted by the institution on portal and subsequently upload and update the student/ faculty/ other data on portal as per the time schedule which will be intimated by AICTE.

In case of any differences in content in this Computer generated Extension of Approval Letter, the content/information as approved by the Executive Council / General Council as available on the record of AICTE shall be final and binding.

Strict compliance of Anti-Ragging Regulation:- Approval is subject to strict compliance of provisions made in AICTE Regulation notified vide F. No. 37-3/Legal/AICTE/2009 dated July 1, 2009 for Prevention and Prohibition of Ragging in Technical Institutions. In case Institution fails to take adequate steps to Prevent Ragging or fails to act in accordance with AICTE Regulation or fails to punish perpetrators or incidents of Ragging, it will be liable to take any action as defined under clause 9(4) of the said Regulation.

(Dr. Kuncheria P. Isaac)
Member Secretary, AICTE

Copy to:

1. **The Regional Officer,**
All India Council for Technical Education
Health Centre Building
Bangalore University Campus
Bangalore - 560 009, Karnataka
2. **The Director Of Technical Education,**
Karnataka

Application Number: 1-2018897905*

Page 2 of 3

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PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724183 www.aicte-india.org

F.No. South-West/1-2018897905/2014/EOA

Date: 04-Jun-2014

To,
The Principal Secretary (Hr & Tech Education)
Govt. of Karnataka, K. G.S., 6th Floor,
M.S. Building, R. N. 645, Dr. B. R. Ambedkar Road,
Bangalore-560001

Sub: Extension of approval for the academic year 2014-15

Ref: Application of the Institution for Extension of approval for the academic year 2014-15

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Institutions) Regulations 2012 notified by the Council vide notification number F-No.37-3/Legal/2012 dated 27/09/2012 and norms standards, procedures and conditions prescribed by the Council from time to time, I am directed to convey the approval to

Regional Office	South-West	Application Id	1-2018897905
		Permanent Id	1-23493760
Name of the Institute	SBRR MAHAJANA FIRST GRADE COLLEGE, PG WING, MYSORE	Institute Address	METAGALLI, KRS ROAD, MYSORE, MYSORE, Karnataka, 570016
Name of the Society/Trust	MAHAJANA EDUCATION SOCIETY	Society/Trust Address	MAHAJANA EDUCATION SOCIETY JAYALAKSHMIPURUM, MYSORE 570012, MYSORE, MYSORE, Karnataka, 570012
Institute Type	Unaided - Private		

Opted for change from Women to Co-ed	No	Opted for change of name	No	Opted for change of site	No
Change from Women to Co-ed approved	Not Applicable	Change of name Approved	Not Applicable	Change of site Approved	Not Applicable

to conduct following courses with the intake indicated below for the academic year 2014-15

Application Number: 1-2018897905*

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Page 1 of 3

Printed On: 11 June 2014



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SBRR MAHAJANA FIRST GRADE COLLEGE, PG WING, MYSORE
METAGALLI, KRS ROAD, MYSORE,
MYSORE, MYSORE,
Karnataka, 570016

5. **The Secretary / Chairman,**
MAHAJANA EDUCATION SOCIETY
MAHAJANA EDUCATION SOCIETY
JAYALAKSHMIPURUM, MYSORE 570012,
MYSORE, MYSORE,
Karnataka, 570012

6. **Guard File(AICTE)**

Application Number: 1-2456099673*

Page 3 of 3

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Letter Printed On:15 April 2015

Printed By : AE19283591



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PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724183 www.aicte-india.org

Application Id: 1-2456099673			Course	Affiliating Body						
Program	Shift	Level		Full/Part Time		Intake 2014-15	Intake Approved for 15-16	NRI Approval status	PIC Approval status	Foreign Collaboration Approval status
MANAGEMENT	1st Shift	POST GRADUATE	MASTERS IN BUSINESS ADMINISTRATION	FULL TIME	Mysore University, Mysore	120	120	NA	NA	NA

Note: Validity of the course details may be verified at www.aicte-india.org>departments>approvals

The above mentioned approval is subject to the condition that SBRR MAHAJANA FIRST GRADE COLLEGE, PG WING, MYSORE shall follow and adhere to the Regulations, guidelines and directions issued by AICTE from time to time and the undertaking / affidavit given by the institution along with the application submitted by the institution on portal.

In case of any differences in content in this Computer generated Extension of Approval Letter, the content/information as approved by the Executive Council / General Council as available on the record of AICTE shall be final and binding.

Strict compliance of Anti-Ragging Regulation:- Approval is subject to strict compliance of provisions made in AICTE Regulation notified vide F. No. 37-3/Legal/AICTE/2009 dated July 1, 2009 for Prevention and Prohibition of Ragging in Technical Institutions. In case Institution fails to take adequate steps to Prevent Ragging or fails to act in accordance with AICTE Regulation or fails to punish perpetrators or incidents of Ragging, it will be liable to take any action as defined under clause 9(4) of the said Regulation.

Dr. Avinash S Pant
Actg Chairman, AICTE

Copy to:

- The Regional Officer,**
All India Council for Technical Education
Health Centre Building
Bangalore University Campus
Bangalore - 560 009, Karnataka
- The Director Of Technical Education,**
Karnataka
- The Registrar,**
Mysore University, Mysore
- The Principal / Director,**

Application Number: 1-2456099673*

Page 2 of 3

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Letter Printed On: 15 April 2015

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PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724183 www.aicte-India.org

F.No. South-West/1-2456099673/2015/EOA

Date: 07-Apr-2015

To,
The Principal Secretary (Hr. & Tech Education)
Govt. of Karnataka, K. G.S., 6th Floor,
M.S. Building, R. N. 645, Dr. B. R. Ambedkar Road,
Bangalore-560001

Sub: Extension of approval for the academic year 2015-16

Ref: Application of the Institution for Extension of approval for the academic year 2015-16

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Institutions) Regulations 2012 notified by the Council vide notification number F-No.37-3/Legal/2012 dated 27/09/2012 and norms standards, procedures and conditions prescribed by the Council from time to time, I am directed to convey the approval to

Regional Office	South-West	Application Id	1-2456099673
		Permanent Id	1-23493760
Name of the Institute	SBRR MAHAJANA FIRST GRADE COLLEGE, PG WING, MYSORE	Institute Address	METAGALLI, KRS ROAD, MYSORE, MYSORE, MYSORE, Karnataka, 570016
Name of the Society/Trust	MAHAJANA EDUCATION SOCIETY	Society/Trust Address	MAHAJANA EDUCATION SOCIETY JAYALAKSHMIPURUM, MYSORE 570012, MYSORE, MYSORE, Karnataka, 570012
Institute Type	Unaided - Private		

Opted for change from Women to Co-ed	No	Opted for change of name	No	Opted for change of site	No
Change from Women to Co-ed approved	Not Applicable	Change of name Approved	Not Applicable	Change of site Approved	Not Applicable

To conduct following courses with the intake indicated below for the academic year 2015-16

Application Number: 1-2456099673*

Page 1 of 3

Note: This is a Computer generated Letter of Approval. No signature is required.

Letter Printed On: 15 April 2015

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... 15 A *[Handwritten signature]*

Copies to
1. Hw-Sec
2. President
A-0



All India Council for Technical Education
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PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724183 www.aicte-india.org

The above mentioned approval is subject to the condition that SBRR MAHAJANA FIRST GRADE COLLEGE, PG WING, MYSORE shall follow and adhere to the Regulations, guidelines and directions issued by AICTE from time to time and the undertaking / affidavit given by the institution along with the application submitted by the institution on portal.

In case of any differences in content in this Computer generated Extension of Approval Letter, the content/information as approved by the Executive Council / General Council as available on the record of AICTE shall be final and binding.

Strict compliance of Anti-Ragging Regulation:- Approval is subject to strict compliance of provisions made in AICTE Regulation notified vide F. No. 37-3/Legal/AICTE/2009 dated July 1, 2009 for Prevention and Prohibition of Ragging in Technical Institutions. In case Institution fails to take adequate steps to Prevent Ragging or fails to act in accordance with AICTE Regulation or fails to punish perpetrators or incidents of Ragging, it will be liable to take any action as defined under clause 9(4) of the said Regulation.

Note: Validity of the course details may be verified at www.aicte-india.org

Dr. Avinash S Pant
Vice - Chairman, AICTE

Copy to:

- 1. The Regional Officer,**
All India Council for Technical Education
Health Centre Building
Bangalore University Campus
Bangalore - 560 009, Karnataka
- 2. The Director Of Technical Education,**
Karnataka
- 3. The Registrar,**
Mysore University, Mysore
- 4. The Principal / Director,**
SBRR MAHAJANA FIRST GRADE COLLEGE, PG WING, MYSORE
METAGALLI, KRS ROAD, MYSORE,
MYSORE, MYSORE,
Karnataka, 570016
- 5. The Secretary / Chairman,**
MAHAJANA EDUCATION SOCIETY
MAHAJANA EDUCATION SOCIETY
JAYALAKSHMIPURUM, MYSORE 570012,
MYSORE, MYSORE, -
Karnataka, 570012
- 6. Guard File(AICTE)**



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7th Floor, Chandralok Building, Janpath, New Delhi- 110 001
PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724183 www.aicte-india.org

F.No. South-West/1-2812331146/2016/EOA

Date: 05-Apr-2016

To,

The Principal Secretary (Hr. & Tech Education)
Govt. of Karnataka, K. G.S., 6th Floor,
M.S. Building, R. N. 645, Dr. B. R. Ambedkar Road,
Bangalore-560001

Sub: Extension of approval for the academic year 2016-17

Ref. Application of the Institution for Extension of approval for the academic year 2016-17

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Institutions) Regulations 2012 notified by the Council vide notification number F.No.37-3/Legal/2012 dated 27/09/2012 and norms standards, procedures and conditions prescribed by the Council from time to time, I am directed to convey the approval to

Regional Office	South-West	Application Id	1-2812331146
Name of the Institute	SBRR MAHAJANA FIRST GRADE COLLEGE, PG WING, MYSORE	Permanent Id	1-23493760
Name of the Society/Trust	MAHAJANA EDUCATION SOCIETY	Institute Address	METAGALLI, KRS ROAD, MYSORE, MYSORE, Karnataka, 570016
Institute Type	Unaided - Private	Society/Trust Address	MAHAJANA EDUCATION SOCIETY JAYALAKSHMIPURUM, MYSORE 570012, MYSORE, MYSORE, Karnataka, 570012

Opted for change from Women to Co-ed and Vice versa	No	Opted for change of name	No	Opted for change of site	No
Change from Women to Co-ed approved and Vice versa	Not Applicable	Change of name Approved	Not Applicable	Change of site Approved	Not Applicable

To conduct following courses with the intake indicated below for the academic year 2016-17

Application Id: 1-2812331146			Course	Affiliating Body	Intake 2015-16	Intake Approved for 2016-17	NRI Approval status	P.O. / FN / Gulf quota Approval status	Foreign Collaboration/Twinning Program Approval status
Program	Shift	Level	Full/Part Time						
MANAGEMENT	1st Shift	POST GRADUATE	MASTERS IN BUSINESS ADMINISTRATION	FULL TIME	Mysore University, Mysore	120	120	NA	NA

Application Number: 1-2812331146

Note: This is a Computer generated Report. No signature is required.

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Page 1 of 2
Letter Printed On: 22 April 2016

*TO Mrs. Vani
Copy*



All India Council for Technical Education
(A Statutory body under Ministry of HRD, Govt. of India)

7th Floor, Chandralok Building, Janpath, New Delhi- 110 001
PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724183 www.aicte-india.org

The above mentioned approval is subject to the condition that SBRR MAHAJANA FIRST GRADE COLLEGE, PG WING, MYSORE shall follow and adhere to the Regulations, guidelines and directions issued by AICTE from time to time and the undertaking / affidavit given by the institution along with the application submitted by the institution on portal.

In case of any differences in content in this Computer generated Extension of Approval Letter, the content/information as approved by the Executive Council / General Council as available on the record of AICTE shall be final and binding.

Strict compliance of Anti-Ragging Regulation:- Approval is subject to strict compliance of provisions made in AICTE Regulation notified vide F. No. 37-3/Legal/AICTE/2009 dated July 1, 2009 for Prevention and Prohibition of Ragging in Technical Institutions. In case Institution fails to take adequate steps to Prevent Ragging or fails to act in accordance with AICTE Regulation or fails to punish perpetrators or incidents of Ragging, it will be liable to take any action as defined under clause 9(4) of the said Regulation.

Note: Validity of the course details may be verified at www.aicte-india.org

Dr. Avinash S Pant
Vice - Chairman, AICTE

Copy to:

1. **The Regional Officer,**
All India Council for Technical Education
Health Centre Building
Bangalore University Campus
Bangalore - 560 009, Karnataka
2. **The Director Of Technical Education,**
Karnataka
3. **The Registrar,**
Mysore University, Mysore
4. **The Principal / Director,**
SBRR MAHAJANA FIRST GRADE COLLEGE, PG WING, MYSORE
METAGALLI, KRS ROAD, MYSORE,
MYSORE, MYSORE,
Karnataka, 570016
5. **The Secretary / Chairman,**
MAHAJANA EDUCATION SOCIETY
MAHAJANA EDUCATION SOCIETY
JAYALAKSHMIPURUM, MYSORE 570012,
MYSORE, MYSORE,
Karnataka, 570012
6. **Guard File(AICTE)**



All India Council for Technical Education
(A Statutory body under Ministry of HRD, Govt. of India)

7th Floor, Chandralok Building, Janpath, New Delhi- 110 001
PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724183 www.aicte-india.org

F.No. South-West/1-2812331146/2016/EOA

Date: 05-Apr-2016

To,

The Principal Secretary (Hr. & Tech Education)
Govt. of Karnataka, K. G.S., 6th Floor,
M.S. Building, R. N. 645, Dr. B. R. Ambedkar Road,
Bangalore-560001

Sub: Extension of approval for the academic year 2016-17

Ref: Application of the Institution for Extension of approval for the academic year 2016-17

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Institutions) Regulations 2012 notified by the Council vide notification number F-No.37-3/Legal/2012 dated 27/09/2012 and norms standards, procedures and conditions prescribed by the Council from time to time, I am directed to convey the approval to

Regional Office	South-West	Application Id	1-2812331146
Name of the Institute	SBRR MAHAJANA FIRST GRADE COLLEGE, PG WING, MYSORE	Permanent Id	1-23493760
Name of the Society/Trust	MAHAJANA EDUCATION SOCIETY	Institute Address	METAGALLI, KRS ROAD, MYSORE, MYSORE, Karnataka, 570016
Institute Type	Unaided - Private	Society/Trust Address	MAHAJANA EDUCATION SOCIETY JAYALAKSHMIPURUM, MYSORE 570012, MYSORE, MYSORE, Karnataka, 570012

Opted for change from Women to Co-ed and Vice versa	No	Opted for change of name	No	Opted for change of site	No
Change from Women to Co-ed approved and Vice versa	Not Applicable	Change of name Approved	Not Applicable	Change of site Approved	Not Applicable

To conduct following courses with the intake indicated below for the academic year 2016-17

Application Id: 1-2812331146			Course	Full/Part Time	Affiliating Body	Intake 2015-16	Intake Approved for 2016-17	NRI Approval status	PIO / FN / Gulf quota Approval status	Foreign Collaboration/Twinning Program Approval status
Program	Shift	Level								
MANAGEMENT	1st Shift	POST GRADUATE	MASTERS IN BUSINESS ADMINISTRATION	FULL TIME	Mysore University, Mysore	120	120	NA	NA	NA

Application Number: 1-2812331146

Note: This is a Computer generated Report.No signature is required.

Page 1 of 2
Letter Printed On:22 April 2016

Printed By : ae19283591



All India Council for Technical Education

(A Statutory body under Ministry of HRD, Govt. of India)

Nelson Mandela Marg Vasant Kunj, New Delhi-110067

PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724183 www.aicte-india.org

The above mentioned approval is subject to the condition that

SBRR MAHAJANA FIRST GRADE COLLEGE, PG WING, MYSORE

shall follow and adhere to the Regulations, guidelines and directions issued by AICTE from time to time and the undertaking / affidavit given by the institution along with the application submitted by the institution on portal.

In case of any differences in content in this Computer generated Extension of Approval Letter, the content/information as approved by the Executive Council / General Council as available on the record of AICTE shall be final and binding.

Strict compliance of Anti-Ragging Regulation:- Approval is subject to strict compliance of provisions made in AICTE Regulation notified vide F. No. 37-3/Legal/AICTE/2009 dated July 1, 2009 for Prevention and Prohibition of Ragging in Technical Institutions. In case Institution fails to take adequate steps to Prevent Ragging or fails to act in accordance with AICTE Regulation or fails to punish perpetrators or incidents of Ragging, it will be liable to take any action as defined under clause 9(4) of the said Regulation.

Note: Validity of the course details may be verified at www.aicte-india.org

Prof. A.P Mittal

Member Secretary, AICTE

Copy to:

- 1. The Regional Officer,**
All India Council for Technical Education
Health Centre Building
Bangalore University Campus
Bangalore - 560 009, Karnataka
- 2. The Director Of Technical Education**,**
Karnataka
- 3. The Registrar**,**
Mysore University, Mysore
- 4. The Principal / Director,**
SBRR MAHAJANA FIRST GRADE COLLEGE, PG WING, MYSORE
METACALLI, KRS ROAD, MYSORE,
MYSORE, MYSORE,
Karnataka, 570016
- 5. The Secretary / Chairman,**
MAHAJANA EDUCATION SOCIETY
MAHAJANA EDUCATION SOCIETY
JAYALAKSHMIPURUM, MYSORE 570012,
MYSORE, MYSORE,
Karnataka, 570012
- 6. Guard File(AICTE)**

Note: ** - Approval letter copy will not be communicated through post/email. However, provision is made in the portal for downloading Approval letter through Authorized login credentials allotted to concerned DTE/Registrar.

Application Number: 1-3327087966

Note: This is a Computer generated Report.No signature is required.

Printed By : AE19283591

Page 2 of 3

Letter Printed On:12 April 2017



All India Council for Technical Education

(A Statutory body under Ministry of HRD, Govt. of India)

Nelson Mandela Marg/Vasant Kunj, New Delhi-110067

PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724183 www.aicte-india.org

F.No. South-West/1-3327087966/2017/EOA

Date: 30-Mar-2017

To,

The Principal Secretary (Hr. & Tech Education)
Govt. of Karnataka, K. G.S., 6th Floor,
M.S. Building, R. N. 645, Dr. B. R. Ambedkar Road,
Bangalore-560001

Sub: Extension of approval for the academic year 2017-18

Ref: Application of the Institution for Extension of approval for the academic year 2017-18

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Institutions) Regulations 2016 notified by the Council vide notification number F.No.AB/AICTE/REG/2016 dated 30/11/2016 and norms standards, procedures and conditions prescribed by the Council from time to time, I am directed to convey the approval to

Permanent Id	1-23483760	Application Id	1-3327087966
Name of the Institute	SBRR MAHAJANA FIRST GRADE COLLEGE, PG WING, MYSORE	Institute Address	METAGALLI, KRS ROAD, MYSORE, MYSORE, Karnataka, 570016
Name of the Society/Trust	MAHAJANA EDUCATION SOCIETY	Society/Trust Address	MAHAJANA EDUCATION SOCIETY JAYALAKSHMIPURUM, MYSORE 570012, MYSORE, MYSORE, Karnataka, 570012
Institute Type	Unaided - Private	Region	South-West

Opted for change from Women to Co-ed and Vice versa	No	Opted for change of name	No	Opted for change of site	No
Change from Women to Co-ed approved and Vice versa	Not Applicable	Change of name Approved	Not Applicable	Change of site Approved	Not Applicable
Opted for Conversion from degree to diploma	No	Opted for Conversion from diploma to degree	No	Conversion (degree to diploma or vice-versa) Approved	Not Applicable

To conduct following courses with the intake indicated below for the academic year 2017-18

Application Id: 1-3327087966			Course	Full/Part Time	Affiliating Body	Intake Approved for 2016-17	Intake Approved for 2017-18	NRI Approval status	PIO / FN / Gulf quota Approval status	Foreign Collaboration/Twinning Program Approval status
Program	Shift	Level								
MANAGEMENT	1st Shift	POST GRADUATE	MASTERS IN BUSINESS ADMINISTRATION	FULL TIME	Mysore University, Mysore	120	120	NA	NA	NA

Application Number: 1-3327087966

Note: This is a Computer generated Report.No signature is required.

Printed By : AE19283591

Page 1 of 3

Letter Printed On:12 April 2017

Mrs Vani

In case of any differences in content in this Computer generated Extension of Approval Letter, the content/information as approved by the Executive Council / General Council as available on the record of AICTE shall be final and binding.

Strict compliance of Anti-Ragging Regulation: - Approval is subject to strict compliance of provisions made in AICTE Regulation notified vide F. No. 37-3/Legal/AICTE/2009 dated July 1, 2009 for Prevention and Prohibition of Ragging in Technical Institutions. In case Institution fails to take adequate steps to Prevent Ragging or fails to act in accordance with AICTE Regulation or fails to punish perpetrators or incidents of Ragging, it will be liable to take any action as defined under clause 9(4) of the said Regulation.

Prof. A.P Mittal
Member Secretary, AICTE

Copy to:

1. The Regional Officer,
All India Council for Technical Education
Health Centre Building
Bangalore University Campus
Bangalore - 560 009, Karnataka
2. The Director Of Technical Education**,
Karnataka
3. The Registrar**,
Mysore University, Mysore
4. The Principal / Director,
SBRR MAHAJANA FIRST GRADE COLLEGE, PG WING, MYSORE
METAGALLI , KRS ROAD , MYSORE,
MYSORE, MYSORE,
Karnataka, 570016
5. The Secretary / Chairman,
MAHAJANA EDUCATION SOCIETY
MAHAJANA EDUCATION SOCIETY
JAYALAKSHMIPURUM, MYSORE 570012,
MYSORE, MYSORE,
Karnataka, 570012
6. Guard File(AICTE)

Note: Validity of the Course details may be verified at <http://www.aicte-india.org/>

** Individual Approval letter copy will not be communicated through Post/Email. However, consolidated list of Approved Institutions(bulk) will be shared through official Email Address to the concerned Authorities mentioned above.



APPROVAL PROCESS 2018-19

Extension of Approval (EOA)

F.No. South-West/1-3515033893/2018/EOA

Date: 04-Apr-2018

To,

The Principal Secretary (Hr. & Tech Education)
Govt. of Karnataka, K. G.S., 6th Floor,
M.S. Building, R. N. 645, Dr. B. R. Ambedkar Road,
Bangalore-560001

Sub: Extension of Approval for the Academic Year 2018-19

Ref: Application of the Institution for Extension of approval for the Academic Year 2018-19

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Institutions) Regulations 2016 notified the Council vide notification number F.No.AB/AICTE/REG/2016 dated 30/11/2016 and amended on December 5, 2017 and norms standards, procedures and conditions prescribed by the Council from time to time, I am directed to convey the approval to

Permanent Id	1-23493760	Application Id	1-3515033893
Name of the Institute	SBRR MAHAJANA FIRST GRADE COLLEGE, PG WING, MYSORE	Name of the Society/Trust	MAHAJANA EDUCATION SOCIETY
Institute Address	METAGALLI, KRS ROAD, MYSORE, MYSORE, MYSORE, Karnataka, 570016	Society/Trust Address	MAHAJANA EDUCATION SOCIETY JAYALAKSHMIPURUM, MYSORE 570012, MYSORE, MYSORE, Karnataka, 570012
Institute Type	Unaided - Private	Region	South-West

Opted for Change from Women to Co-Ed and vice versa	No	Change from Women to Co-Ed and vice versa Approved or Not	NA
Opted for Change of Name	No	Change of Name Approved or Not	NA
Opted for Change of Site	No	Change of Site Approved or Not	NA
Opted for Conversion from Degree to Diploma or vice versa	No	Conversion for Degree to Diploma or vice versa Approved or Not	NA
Opted for Organization Name Change	No	Change of Organization Name Approved or Not	NA

To conduct following Courses with the Intake indicated below for the Academic Year 2018-19

Program	Shift	Level	Course	FT/PT+	Affiliating Body (Univ/Body)	Intake Approved for 2018-19	NRI Approval Status	PIO / FN / Gulf quota/ OCI/ Approval Status	Foreign Collaboration /Twinning Program Approval Status*
MANAGEMENT	1st	POST GRADUATE	MASTERS IN BUSINESS ADMINISTRATION	FT	Mysore University, Mysore	120	NA	NA	NA

+FT -Full Time, PT-Part Time

Application No:1-3515033893

Note: This is a Computer generated Report. No signature is required.

TO Mrs Vanishdip
A. C. W. J.
3/4/18

In case of any differences in content in this Computer generated Extension of Approval Letter, the content/information as approved by the Executive Council / General Council as available on the record of AICTE shall be final and binding.

Strict compliance of Anti-Ragging Regulation: - Approval is subject to strict compliance of provisions made in AICTE Regulation notified vide F. No. 37-3/Legal/AICTE/2009 dated July 1, 2009 for Prevention and Prohibition of Ragging in Technical Institutions. In case Institution fails to take adequate steps to Prevent Ragging or fails to act in accordance with AICTE Regulation or fails to punish perpetrators or incidents of Ragging, it will be liable to take any action as defined under clause 9(4) of the said Regulation.

It is mandatory to comply all the essential requirements as given in APH 2019-20(appendix 6)

NOTE: If the State Government / UT / DTE / DME has a reservation policy for admission in Technical Education Institutes and the same is applicable to Private & Self-financing Technical Institutions, then the State Government / UT/ DTE / DME shall ensure that 10 % of Reservation for EWS would be operational from the Academic year 2019-20 without affecting the percentage reservations of SC/ST/OBC/General . However, this would not be applicable in the case of Minority Institutions referred to the clause (1) of Article 30 of Constitution of India.

Prof. A.P Mittal
Member Secretary, AICTE

Copy to:

1. **The Director Of Technical Education****, Karnataka
2. **The Registrar****,
Mysore University, Mysore
3. **The Principal / Director**,
Sbrn Mahajana First Grade College, Pg Wing, Mysore
Mestagalli, Kris Road, Mysore,
Mysore, Mysore,
Karnataka, 570016
4. **The Secretary / Chairman**,
Mahajana Education Society
Mahajana Education Society
Jayalakshmiipuram, Mysore 570012.
Mysore, Mysore,
Karnataka, 570012
5. **The Regional Officer**,
All India Council for Technical Education
Health Centre Building
Bangalore University Campus
Bangalore - 560 009, Karnataka
6. **Guard File(AICTE)**

Note: Validity of the Course details may be verified at <http://www.aicte-india.org/>

** Individual Approval letter copy will not be communicated through Post/Email. However, consolidated list of Approved Institutions(bulk) will be shared through official Email Address to the concerned Authorities mentioned above.

All India Council for Technical Education
(A Statutory body under Ministry of HRD, Govt. of India)
Nelson Mandela Marg, Vasant Kunj, New Delhi-110070 Website: www.aicte-india.org



APPROVAL PROCESS 2019-20
Extension of Approval (EoA)

F.No. South-West/1-4261850448/2019/EOA

Date: 10-Apr-2019

To,

The Principal Secretary (Hr. & Tech Education)
Govt. of Karnataka, K. G.S., 6th Floor,
M.S. Building, R. N. 645, Dr. B. R. Ambedkar Road,
Bangalore-560001

Sub: Extension of Approval for the Academic Year 2019-20

Ref: Application of the Institution for Extension of approval for the Academic Year 2019-20

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Institutions) Regulations 2018 notified by the Council vide notification number F.No.AB/AICTE/REG/2018 dated 31/12/2018 and norms standards, procedures and conditions prescribed by the Council from time to time, I am directed to convey the approval to

Permanent Id	1-23493760	Application Id	1-4261850448
Name of the Institute	SBRR MAHAJANA FIRST GRADE COLLEGE, PG WING, MYSORE	Name of the Society/Trust	MAHAJANA EDUCATION SOCIETY
Institute Address	METAGALLI, KRS ROAD, MYSORE, MYSORE, Karnataka, 570016	Society/Trust Address	MAHAJANA EDUCATION SOCIETY JAYALAKSHMIPURUM, MYSORE 570012, MYSORE, MYSORE, Karnataka, 570012
Institute Type	Unaided - Private	Region	South-West

Opted for Change from Women to Co-Ed and vice versa	No	Change from Women to Co-Ed and vice versa Approved or Not	NA
Opted for Change of Name	No	Change of Name Approved or Not	NA
Opted for Change of Site/Location	No	Change of Site/Location Approved or Not	NA
Opted for Conversion from Degree to Diploma or vice versa	No	Conversion for Degree to Diploma or vice versa Approved or Not	NA
Opted for Organization Name Change	No	Change of Organization Name Approved or Not	NA
Opted for Merger of Institution	No	Merger of Institution Approved or Not	NA
Opted for Introduction of New Program/Level	No	Introduction of Program/Level Approved or Not	NA

To conduct following Courses with the intake indicated below for the Academic Year 2019-20

Program	Shift	Level	Course	FT/PT+	Affiliating Body (Univ/Body)	Intake Approved for 2019-20	NRI Approval Status	PIO / FNJ / Gulf quota / OCI Approval Status
Management	1st	POST GRADUATE	Masters In Business Administration	FT	Mysore University, Mysore	120	NA	NA

+FT -Full Time, PT-Part Time

Shalini Dinesh
12/4/19

To Mrs vani
Revised

Important Instructions

1. The State Government/ UT/ Directorate of Technical Education/ Directorate of Medical Education shall ensure that 10% of reservation for Economically Weaker Section (EWS) as per the reservation policy for admission, operational from the Academic year 2020-21 is implemented without affecting the reservation percentages of SC/ ST/ OBC/ General. However, this would not be applicable in the case of Minority Institutions referred to the Clause (1) of Article 30 of Constitution of India. Such Institution shall be permitted to increase in annual permitted strength over a maximum period of two years beginning with the Academic Year 2020-21
2. The Institution offering courses earlier in the Regular Shift, First Shift, Second Shift/Part Time now amalgamated as total intake shall have to fulfil all facilities such as Infrastructure, Faculty and other requirements as per the norms specified in the Approval Process Handbook 2020-21 for the Total Approved Intake. Further, the Institutions Deemed to be Universities/ Institutions having Accreditation/ Autonomy status shall have to maintain the Faculty: Student ratio as specified in the Approval Process Handbook. All such Institutions/ Universities shall have to create the necessary Faculty, Infrastructure and other facilities WITHIN 2 YEARS to fulfil the norms based on the Affidavit submitted to AICTE.
3. In case of any differences in content in this Computer generated Extension of Approval Letter, the content/information as approved by the Executive Council / General Council as available on the record of AICTE shall be final and binding.
4. Strict compliance of Anti-Ragging Regulation: - Approval is subject to strict compliance of provisions made in AICTE Regulation notified vide F. No. 373/Legal/AICTE/2009 dated July 1, 2009 for Prevention and Prohibition of Ragging in Technical Institutions. In case Institution fails to take adequate steps to Prevent Ragging or fails to act in accordance with AICTE Regulation or fails to punish perpetrators or incidents of Ragging, it will be liable to take any action as defined under clause 9(4) of the said Regulation.

Prof.Rajive Kumar
Member Secretary, AICTE

Copy to:

1. **The Director Of Technical Education**, Karnataka**
2. **The Registrar**,
Mysore University, Mysore**
3. **The Principal / Director,
SBRR MAHAJANA FIRST GRADE COLLEGE, PG WING, MYSORE
Metagalli , Krs Road , Mysore,
Mysore, Mysore,
Karnataka, 570016**
4. **The Secretary / Chairman,
MAHAJANA EDUCATION SOCIETY
JAYALAKSHMIPURUM, MYSORE 570012
MYSORE, MYSORE
, 570012**
5. **The Regional Officer,
All India Council for Technical Education
Health Centre Building
Bangalore University Campus
Bangalore - 560 009, Karnataka**
6. **Guard File(AICTE)**

Note: Validity of the Course details may be verified at <http://www.aicte-india.org/>

** Individual Approval letter copy will not be communicated through Post/Email. However, consolidated list of Approved Institutions(bulk) will be shared through official Email Address to the concerned Authorities mentioned above.

All India Council for Technical Education

(A Statutory body under Ministry of HRD, Govt. of India)
Nelson Mandela Marg, Vasant Kunj, New Delhi-110070 Website: www.aicte-india.org



APPROVAL PROCESS 2020-21

Extension of Approval (EoA)

F.No. South-West/1-7007305011/2020/EOA

Date: 30-Apr-2020

To,

The Principal Secretary (Hr. & Tech Education)
Govt. of Karnataka, K. G.S., 6th Floor,
M.S. Building, R. N. 645, Dr. B. R. Ambedkar Road,
Bangalore-560001

Sub: Extension of Approval for the Academic Year 2020-21

Ref: Application of the Institution for Extension of Approval for the Academic Year 2020-21

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Institutions) Regulations 2020 notified by the Council vide notification number F.No. AB/AICTE/REG/2020 dated 4th February 2020 and norms standards, procedures and conditions prescribed by the Council from time to time, I am directed to convey the approval to

Permanent Id	1-23493760	Application Id	1-7007305011
Name of the Institute	SBRR MAHAJANA FIRST GRADE COLLEGE, PG WING, MYSORE	Name of the Society/Trust	MAHAJANA EDUCATION SOCIETY
Institute Address	METAGALLI, KRS ROAD, MYSORE, MYSORE, MYSORE, Karnataka, 570016	Society/Trust Address	MAHAJANA EDUCATION SOCIETY JAYALAKSHMIPURUM, MYSORE 570012, MYSORE, MYSORE, 570012
Institute Type	Private-Self Financing	Region	South-West

To conduct following Courses with the Intake indicated below for the Academic Year 2020-21

Program	Level	Course	Affiliating Body (University /Body)	Intake Approved for 2019-20	Intake Approved for 2020-21	NRI Approval Status	PIO / FN / OCI/ Approval Status
MANAGEMENT	POST GRADUATE	MBA	Mysore University, Mysore	120	120	NA	No

It is mandatory to comply with all the essential requirements as given in APH 2020-21 (Appendix 6)

Application No:1-7007305011

Note: This is a Computer generated Report. No signature is required.
Printed By : ae19283591

ALL INDIA COUNCIL FOR TECHNICAL EDUCATION

Page 1 of 2

Letter Printed On: 29 May 2020

- Academic Calendar of the University
 - Two year MBA programme is spread over 4 semesters.
- Academic Time Table with the name of the Faculty members handling the Course
 - Academic time table is prepared before the commencement of classes for each semester.

- Teaching Load of each Faculty
 - Teaching work load of the faculty is allocated as per the orders of the Government of Karnataka
- Internal Continuous Evaluation System in place
 - Periodic tests, surprise tests, assignments, internal examinations are held during each period.
- Student's assessment of Faculty, System in place
 - Student feedback on faculty members is collected at the end of each semester and same is communicated to faculty members.
- **For each Post Graduate Courses give the following:**
 - Title of the Course : MBA
 - Curricula and Syllabi : University of approves curricula and syllabus for MBA programme
 - Laboratory facilities exclusive to the Post Graduate Course: Computer Lab is available
- **Special Purpose**
 - Software, all design tools in case : Not Applicable
 - Academic Calendar and framework : Not Applicable

16. Enrolment and placement details of students in the last 3years

Year	Enrolled	Placed
2019 – 20	120	85
2018 – 19	118	107
2017 – 18		

17. List of Research Projects/ Consultancy Works

- Number of Projects carried out, funding agency, Grant received : **Not Applicable**
- Publications (if any) out of research in last three years out of masters projects : **Not Applicable**
- Industry Linkage: **Not Applicable**
- MoUs with Industries (minimum3(10)): **Not Applicable**

18. LoA and subsequent EoA till the current Academic Year

19. Accounted audited statement for the last three years

2017-2018

L.R. PRAKASH & CO
CHARTERED ACCOUNTANTS
NO. 138/A, 1 FLOOR, RAMAVILAS ROAD
MYSORE- 570 004

PHONE: 0821-2424997

DATE: 21-08-2018

AUDITOR'S REPORT

We have audited the attached Balance sheet, Income & Expenditure, and Receipts & Payments of MAHAJANA EDUCATION SOCIETY, JAYALAKSHMIPURAM, MYSORE for the Year ended 31-03-2018. These financial statements are the responsibility of the management of the SOCIETY. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with auditing standards accepted in India. Those Standards require that, we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining on test basis evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

We have obtained all the information and explanations, which to the best of our knowledge and belief were necessary for the purposes of audit.

The balance Sheet, Income & Expenditure Account and receipt & Payment account dealt with by this report are in agreement with books of accounts.

In our opinion and to the best of our information and according to the explanation given to us the said accounts give a true and fair view of the state of affairs of the Institution.

FOR L.R. PRAKASH & CO
CHARTERED ACCOUNTANTS
Firm Regn. No. 02733s

(G V SRINIVASA)
PARTNER
M.NO 200824

L.R. PRAKASH & CO
CHARTERED ACCOUNTANTS
NO. 138/A, 1 FLOOR, RAMAVILAS ROAD
MYSORE- 570 004

PHONE: 0821-2424997

DATE: 10-08-2019

AUDITOR'S REPORT

We have audited the attached Balance sheet, Income & Expenditure, and Receipts & Payments of MAHAJANA EDUCATION SOCIETY, JAYALAKSHMIPURAM, MYSORE for the Year ended 31-03-2019. These financial statements are the responsibility of the management of the SOCIETY. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with auditing standards accepted in India. Those Standards require that, we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining on test basis evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

We have obtained all the information and explanations, which to the best of our knowledge and belief were necessary for the purposes of audit.

The balance Sheet, Income & Expenditure Account and Receipt & Payment account dealt with by this report are in agreement with books of accounts.

In our opinion and to the best of our information and according to the explanation given to us the said accounts give a true and fair view of the state of affairs of the Institution.

FOR L.R. PRAKASH & CO
CHARTERED ACCOUNTANTS
Firm Regn. No. 02733s

(G V SRINIVASA)
PARTNER
M.NO 200624

2019-2020

L.R. PRAKASH & CO
CHARTERED ACCOUNTANTS
NO. 138/A, I FLOOR, RAMAVILAS ROAD
MYSORE- 570 004

PHONE: 0821-2424997

DATE: 27-09-2020

AUDITOR'S REPORT

We have audited the attached Balance sheet, Income & Expenditure, and Receipts & Payments of MAHAJANA EDUCATION SOCIETY, JAYALAKSHMIPURAM, MYSORE for the Year ended 31-03-2020. These financial statements are the responsibility of the management of the SOCIETY. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with auditing standards accepted in India. Those Standards require that, we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining on test basis evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

We have obtained all the information and explanations, which to the best of our knowledge and belief were necessary for the purposes of audit.

The balance Sheet, Income & Expenditure Account and Receipt & Payment account dealt with by this report are in agreement with books of accounts. In our opinion and to the best of our information and according to the explanation given to us the said accounts give a true and fair view of the state of affairs of the Institution.

Revised
DIRECTOR
SBRR MAHAJANA F.G. COLLEGE
(Autonomous)
POST GRADUATE WING
PBM MAHAJANA EDN. CENTRE
KRS Rd., Metagalli, MYS-570016

FOR L.R. PRAKASH & CO
CHARTERED ACCOUNTANTS
Firm Regn. No. 027335

T. Vijayalakshmi
Hon. Secretary (G V SRINIVASA)
Mahajana Education Society (R) PARTNER
Jayalakshmpuram M.NO 200624
Mysore - 570 012

20. Best Practices adopted, if any



SBRR MAHAJANA FIRST GRADE COLLEGE (Autonomous)

POST GRADUATE WING

(Accredited by NAAC with 'A' grade)

**Pooja Bhagavat Memorial
Mahajana Education Centre.**

Affiliated to University of Mysore.

K.R.S. Road Metagalli, Mysuru-570016

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MBA (Autonomous) Regulations

w.e.f. 2021 – 2022

DEPARTMENT OF STUDIES IN BUSINESS

ADMINISTRATION

PROGRAMME CURRICULUM & REGULATIONS GOVERNING

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE COURSE PROGRAMME

W.E.F 2021

AS PER UGC GUIDELINES ON ADOPTION OF CHOICE BASED CREDIT SYSTEM

1. Programme Title

The Programme shall be called 'Master of Business Administration Degree Programme'. The duration of the Programme is two years consisting of four semesters; two semesters in each year. A candidate joining the Programme shall pursue prescribed Programme of studies.

2. Eligibility for Admission

Any graduate or postgraduate in arts, science, commerce, business management, allied sciences, engineering and technology, medical sciences of this University or from any other university considered equivalent thereto shall be eligible for admission to the Programme. Further the applicant shall have a minimum of 50% in the qualifying examination. A relaxation of 5% is available for SC/ST & Cat-I candidates. Selection of candidates to the Programme shall be done as per rules of the University and Government of Karnataka.

3. Programme Content and Instruction

Programme content: The Programme comprises of course of study, internship, project work and field work as prescribed.

Pedagogy includes lectures, case studies, group discussions, quizzes, seminars, computer practical, summer internship, factory visits etc.

- a) Courses in the programme are of three types: Core (C), Foundation (F) and Electives (E):

Core (C): Core Course is the course, which is to be compulsorily studied by a student as a core requirement to complete the programme. Business Familiarization Report (BFR) and Project Report are part of the core courses.

Foundation (F): Foundation (F) courses are the courses based upon the contents that lead to knowledge enhancement that are mandatory for all disciplines.

Elective (E): Elective Course is a course, which can be chosen from a group of papers.

- b) **Internship and Business Familiarization Report (BFR):** In the beginning of the

third semester, the students shall undertake team based internship in a business firm and prepare a Business Familiarization Report under the guidance of a faculty member. The report shall be submitted before the commencement of the third semester examinations.

- i) Internship in a year cannot be for a continuous period of more than 4 weeks in a given academic year.
- ii) Internship undergone during academic classes shall not be considered
- iii) Each student shall maintain internship diary
- iv) Certificates (Color Photocopy) of each internship shall be submitted to the department along with their report

Details to mention on the Certificate:

- i) Student's name and registration number
 - ii) Name of the institution/organization and duration of internship with date
 - iii) Date, seal and signature of the authority.
- c) **Project:** Each candidate shall carry out the project work independently as per Scheme of Teaching and Examinations under the guidance of one of the faculty members of the Department in the Institution of study.

The topic and title of the dissertation shall be chosen by the candidate in consultation with the guide. The subject and topic of the dissertation shall be from the major field of studies of the candidate. Modification of only the title but not the field of work may be permitted at the time of final submission of dissertation report during IV semester. If dissertation has to be carried out in any industry/R&D labs/business organizations, outside the campus, permission shall be taken from the HoD to that effect.

4. Attendance and Conduct

The Programme is a full time Programme and students **SHALL NOT** take up any employment/course, part time or full time during their study. Students found violating this rule shall be removed from the Programme. Minimum attendance of 75% of actual working hours is required in each course. A student who does not satisfy the requirements of attendance and conduct shall not be permitted to appear for the examination in the concerned course.

5. (a) Evaluation

Evaluation of each course is divided into continuous assessment (CA) and end term examination with marks allocated as shown in the table. Continuous assessment will be carried out in two stages: One after the eight weeks of instructions designated as C1, the

second, after sixteen weeks of instruction designated as C2. The end of term examination designated as C3 will be held between eighteenth and twentieth week of the semester. Marks will be awarded on the basis of continuous assessment that include announced and surprise tests, term papers / seminars / quizzes / case discussions, viva and practical's.

The breakup of marks will be as follows:

a.	C1 (Covering the first two units) –	15Marks
b.	C2 (Covering the next two units) –	15Marks
c.	C3 (Covering all the units) –	70 Marks
	Total	– 100Marks

Term end examination (C3) will be of 3 Hours duration for each subject.

Setting questions papers and evaluation of answer scripts.

- I. Questions papers in three sets shall be set by the internal examiner for a course. Whenever there are no sufficient internal examiners, the Chairman of BoE shall get the questions papers set by external examiners.
- II. The Board of Examiners shall scrutinize and approve the question papers and scheme of valuation.
- III. Questions not to be set from practical components area in the C3 examination of the concerned course.
- IV. There shall be valuation for all theory papers by examiner. In case a candidate secures less than 30% in C1 and C2 put together in a course, the candidate is said to have DROPPED that course, and such a candidate is not allowed to appear for C3 in that course. In case a candidate's class attendance in a course is less than 75% or as stipulated by the University, the candidate is said to have DROPPED that course, and such a candidate is not allowed to appear for C3 in that course.

Example

$C1+C2 = (15+15=30 \text{ Marks})$, $30\% \text{ of } 30\text{Marks} = 9 \text{ Marks } (*)$ (Qualifying Marks)

*Less than 9 Marks in C1+C2 is Drop, More than 9 Marks in C1+C2 is Pass

Teachers offering the courses will place the above details in the Department Council meeting during the last week of the semester, before the commencement of C3, and subsequently a notification pertaining to the above will be brought out by the Chairman of the Department before the commencement of C3 examination. A copy of this notification shall also be sent to the office of the Registrar and Deputy Registrar (Evaluation).

In case a candidate secures less than 30% in C3, he/she may choose DROP/MAKEUP option. In case a candidate secures more than or equal to 30% in C3, but his/her grade (G) = 4, then he/she may be declared to have been conditionally successful in this course, provided that such a benefit of conditional clearance based on G=4 shall not be availed for more than 8 credits for the entire programme of Master's Degree of two years. In case a candidate secures less than 30% in C3, he/she may choose DROP/MAKE-UP option.

Example

C3= 70 Marks, Eligible is 30% of 70 Marks is 21 (*)

*Less than 21 is Drop and more than 21 is Pass

The candidate has to exercise his/her option to DROP immediately within 10 days from the date of notification of results.

A MAKE UP examination for odd semester courses will be conducted along with next regular odd semester examinations and for even semester courses along with a next regular even semester examinations. If a candidate is still unsuccessful, he/she may opt for DROP or again take up MAKE UP examination; however, not exceeding double the duration norm in one stretch from the date of joining the course.

A candidate has to re-register for the DROPPED course when the course is offered again by the department. A candidate who is said to have DROPPED project work has to re-register for the same subsequently within the stipulated period. The details of any dropped course will not appear in the grade card.

The tentative / provisional grade card will be issued by the Controller (Evaluation) at the end of every semester indicating the courses completed successfully. This statement will not contain the list of DROPPED courses.

Upon successful completion of Master's degree a final grade card consisting of grades of all courses successfully completed by the candidate will be issued by the Controller (Evaluation).

5.(b) Evaluation of courses with credit 1.

Evaluation of courses with credit 1 (Computer Applications in Management, Skill Development Programme-1, Skill Development Programme-2, Skill Development Programme-3) will be evaluated for 50 marks through internal valuation.

6. Evaluation of Business Familiarization Report (BFR) and Final Project

Report BFR will be evaluated by the concerned guide, for 50 marks through internal valuation. Each Final project report will be evaluated for 70 marks by internal and external

examiners. The guide ordinarily shall be the internal examiner. A viva-voce on the project report for 30 marks will be conducted by a board of three members constituted by the Chairman, BOE from the approved list of examiners.

7. Calculation of Cumulative Grade point Average(CGPA)

The grade and the grade point earned by the candidate in the course will be as given below

Marks	Grade	Grade Point (GP = V x G)
30 – 39	4	V*4
40 – 49	5	V*5
50 – 59	6	V*6
60 – 64	6.5	V*6.5
65 – 69	7	V*7
70 – 74	7.5	V*7.5
75 – 79	8	V*8
80 – 84	8.5	V*8.5
85 – 89	9	V*9
90 – 94	9.5	V*9.5
95 – 100	10	V*10

Here, P is the percentage of marks, $P = [(C1+C2) + C3]$ secured by a candidate in a course which is rounded to nearest integer. V is the credit value of course. G is the grade and GP is the grade

point.

A candidate can withdraw any course within in ten days from the date of notification of final results. Whenever a candidate withdraws a course, he/she has to register for the same course in case it is hard core course, the same course or an alternate course if it is soft core/open elective. A DROPPED course is automatically considered as a course withdrawn.

Overall cumulative grade point average (CGPA) of a candidate after successful completion the required number of credits (89) is given by

$$CGPA = \Sigma GP / \text{Total number of credits}$$

Only such students, who successfully earn 89 credits in 4 semesters, without break, shall be considered for declaration of ranks and or medals.

8. Declaration of results

The final grade point (FGP) to be awarded to the student is based on CGPA secured by the candidate and is given as follows.

CGPA	FGP	
	Numerical Index	Qualitative Index
$4 \leq \text{CGPA} < 5$	5	SECOND CLASS
$5 \leq \text{CGPA} < 6$	6	
$6 \leq \text{CGPA} < 7$	7	FIRST CLASS
$7 \leq \text{CGPA} < 8$	8	
$8 \leq \text{CGPA} < 9$	9	DISTINCTION
$9 \leq \text{CGPA} \leq 10$	10	

Overall percentage = $10 \times \text{CGPA}$ or is said to be 50% in case $\text{CGPA} < 5$

EXAMPLE

Sl.No	Title of the Course	Grade (G)	Credit Value (V)	Grade Point (GP)	GP = V x G
1.	XXX	30 – 39	3	4	12
2.	XXX	40 – 49	4	5	20
3.	XXX	50 – 59	4	6	24
4.	XXX	60 – 64	4	6.5	24.5
5.	XXX	65 – 69	4	7	28
6.	XXX	70 – 74	3	7.5	21.5
7.	XXX	75 – 79	3	8	24
			25		154

Total no of credits =25

$\text{CGPA} = \Sigma \text{GP} / \text{Total number of credits}$

$\text{CGPA} = 154 / 25 = 6.16 = \text{FIRST CLASS}$

(Note: As per the Section 7 & 8)

9. Medium of Instruction

The medium of instruction shall be English. However, a candidate will be permitted to write the examination in English. This rule is not applicable to languages.

10. In case of any discrepancy, the general provisions of CBCS and Continuous Assessment and Grading Pattern (CAGP) of the University of Mysore will be applicable.

**DEPARTMENT OF STUDIES IN BUSINESS ADMINISTRATION CHOICE
BASED CREDIT SYSTEM- 2021 - 2022**

MBA Programme Structure and Syllabi Minimum Credits required for MBA Degree

I to IV Semesters	Core Course (C)		Foundation course (F)		Elective Course (E)		Total	
	Numbers	Credits	Numbers	Credits	Number	Credits	Numbers	Credits
	16	62	04	06	07	21	27	89

**Minimum Credits to be registered by a student in a normal phase to
successfully complete MBA degree in four
semesters**

Semesters	Core Course (C)		Foundation course (F)		Elective Course (E)		Total	
	Numbers	Credits	Numbers	Credits	Number	Credits	Numbers	Credits
I	06	23	01	01	00	00	07	24
II	05	20	02	04	00	00	07	24
III	03	10	01	01	03	09	07	20
IV	02	09	00	00	04	12	06	21
Total	16	62	04	06	07	21	27	89

Semester – I

SI No	Title of the Course	Core/ Foundation	L.T.P	CREDIT	Teaching hour per week
01	Management Theory and Practices	Core	3:0:1	4	5
02	Organizational Behavior	Core	3:0:1	4	5
03	Corporate Economics	Core	3:0:1	4	5
04	Accounting for Managers	Core	3:1:0	4	5
05	Business Communication	Core	2:0:1	3	4
06	Statistics for Management	Core	3:0:1	4	5
07	Computer Applications in Management	F	0:0:1	1	2
08	Skill Development Pogram-1*	F	0:0:1	1	2

* A Student shall choose any one Foundation Course

Semester - II

SL. No	Title of the Course	Core / Foundation	L:T:P	CREDIT	Teaching hour per week
01	Marketing Management	Core	3:0:1	4	5
02	Human Resource Management	Core	3:0:1	4	5
03	Corporate Finance	Core	3:0:1	4	5
04	Business Research Methods	Core	3:0:1	4	5
05	Operations Management	Core	3:0:1	4	5
06	Legal aspects of Business	F	2:0:1	3	4
07	Operations Research	F	2:0:1	3	4
08	Management Information Systems	F	2:0:1	3	4
09	Skill Development Program-2	F	0:0:1	1	2

* Any one foundation course from the available foundation courses (Legal aspects of Business, Management Information Systems, and Operations Research) shall be selected by the student along with the foundation course Skill Development Program-2, at the commencement of second semester. The department council/ affiliated college will announce at the beginning of the second semester, any two or more foundation courses which will be offered during second semester depending upon the availability of faculty and the demand for foundation courses. The minimum number of students opting for a foundation course should be 20.

Semester - III

Sl.No	Title of the Course	Core/ Foundation/ Elective	L:T:P	Credit	Teaching hour per week
01	Strategic Management	Core	3:0:1	4	5
02	Entrepreneurship & Quality Management	Core	2:0:2	4	4
03	Elective 1	E	2:0:1	3	4
04	Elective 2	E	2:0:1	3	4
05	Elective 3	E	2:0:1	3	4
06	Business Familiarization Report	Core	0:0:2	2	
07	Skill Development - 3	F	0:0:1	1	

Electives: Group - I

Sl.No	Title of the Course	Elective	L:T:P	Credit	Teaching hour per week
01	Consumer Behavior	Elective – I	2:0:1	3	4
02	Sales and Logistics Management	Elective – II	2:0:1	3	4
03	Advertising and Sales Promotion Management	Elective – III	2:0:1	3	4

Electives: Group - II

Sl.No	Title of the Course	Elective	L:T:P	Credit	Teaching hour per week
01	Strategic Financial Management	Elective – I	2:0:1	3	4
02	Financial Markets and Service	Elective – II	2:0:1	3	4
03	Investment Analysis and Portfolio Management	Elective - III	2:0:1	3	4

Electives: Group - III

Sl. No	Title of the Course	Elective	L : T : P	Credit	Teaching Hour per week
1	Personal Growth & Interpersonal Effectiveness	Elective – I	2 : 0 : 1	3	4
2	Organizational Change & Development	Elective – II	2 : 0 : 1	3	4
3	Training & Development	Elective - III	2 : 0 : 1	3	4

Electives: Group-IV

Sl. No	Title of the Course	Elective	L : T : P	Credit	Teaching Hour per week
1	Fundamentals of CSR	Elective – I	2 : 0 : 1	3	4
2	Social Development Issues and Challenges	Elective – II	2 : 0 : 1	3	4
3	Corporate Governance and Ethics	Elective - III	2 : 0 : 1	3	4

Electives: Group-V

Sl. No	Title of the Course	Elective	L : T : P	Credit	Teaching Hour per week
1	Tourism Management	Elective – I	2 : 0 : 1	3	4
2	Global Tourism Geography	Elective – II	2:1:0	3	4
3	Hotel Operations & Management	Elective - III	2 :1:0	3	4

Semester - IV

Sl.No	Title of the Course	Core/Elective	L:T:P	Credit	Teaching hour per week
01	Event Management	Core	1:0:2	3	5
02	Elective 4	E	2:0:1	3	4
03	Elective 5	E	2:0:1	3	4
04	Elective 6	E	2:0:1	3	4
05	Elective 7	E	2:0:1	3	4
06	Project	C	0:0:6	6	

Electives: Group-VI

Sl.No	Title of the Course	Elective	L:T:P	Credit	Teaching hour per week
01	Brand Management	Elective - IV	2:0:1	3	4
02	Industrial Marketing	Elective - V	2:0:1	3	4
03	Services Marketing	Elective - VI	2:0:1	3	4
04	International Marketing	Elective - VII	2:0:1	3	4

Electives: Group - VII

Sl.No	Title of the Course	Elective	L:T:P	Credit	Teaching hour per week
01	Merger and Acquisition	Elective - IV	2:0:1	3	4
02	Derivatives	Elective - V	2:0:1	3	4
03	International Finance	Elective - VI	2:0:1	3	4
04	Taxation	Elective - VII	2:0:1	3	4

Electives: Group - VIII

Sl. No	Title of the Course	Elective	L : T : P	Credit	Teaching hour per week
01	Strategic Human Resource Management	Elective - IV	3 : 0 : 0	3	3
02	Industrial Labour Legislation	Elective - V	2 : 0 : 1	3	4
03	Industrial Relations	Elective - VI	2 : 0 : 1	3	4
04	Managing Knowledge Workers	Elective - VII	3 : 0 : 0	3	3

Electives: Group-IX

Sl. No	Title of the Course	Elective	L : T : P	Credit	Teaching Hour per week
01	Brand Management	Elective - IV	2 : 0 : 1	3	3
02	International Business and CSR	Elective - V	2 : 0 : 1	3	4
03	Sustainability & Stakeholder Management	Elective - VI	2 : 0 : 1	3	4
04	Industrial Relations	Elective - VII	2 : 0 : 1	3	3

Electives: Group -X

Sl. No	Title of the Course	Elective	L : T : P	Credit	Teaching Hour per week
01	Travel Agency & Transport Management	Elective - IV	2 : 0 : 1	3	3
02	International Tourism	Elective - V	2 : 0 : 1	3	4
03	Tourism Planning & Development	Elective - VI	2 : 0 : 1	3	4
04	Meeting, Incentive, Conference & Exposition (MICE) Tourism	Elective - VII	2 : 0 : 1	3	3

***L = Lecture – 1 hour of lecture per week**

in a semester

= 1 Credit

***S/T/FW = Seminars/Tutorials/Field Work**

– 2 Hours of seminars/tutorial/field work

per week in a semester

= 1 Credit

***P = Practical – 2 hours of practical**

per week in a semester

= 1

Credit

**** Elective Groups:**

Any one group from the available Elective Groups shall be selected by a student at the commencement of III Semester. Once a group has been selected, no change in the selected group will be allowed later in the fourth semester. The Department will announce at the end of the second semester, any one or more Elective Groups which will be offered during III and IV semesters depending upon the availability of faculty members and the demand for elective groups. An Elective Group can be offered if there are minimum ten students opting for that group.

***A student shall register for Business Familiarization Report in third semester which carries 2 credits. In the fourth semester project work must be carried out for preparing the final project work report which carries 6 credits.

Management Theory & Practices

Nature	Area	Semester	
Core	General Management	I	
Course code	Course Name	Credit / Distributions	
	Management Theory & Practices	(L-3:T-0:P-1) Credit = 04	
		C1+C2	30 Marks
		C3	70 Marks

Course Objectives:

- ❖ To make students understand fundamental concepts and principles of management, including the basic roles, skills, and functions of management.
- ❖ To understand the basic concepts & theories of Management
- ❖ To enumerate the Importance of various structural forms in organizations
- ❖ To understand the importance of various dimensions of controls employed in organizations

Unit –I: Management

16

Hours Management Definition of Management, Nature and Scope of Management, Basic functions of Management, Management as a process. Evolution of management theory and practice from Taylor, Fayol, to the present day. Neo-Classical-Mayo & Hawthorne Experiments. Modern era – system & contingency approach, managerial skills, Professional code of conduct & ethics in management..

Unit– II: Planning & Decision making

10

Hours Nature and purpose, Planning process - Types of plans- Objectives - Managing by Objective (MBO) strategies - Types of strategies & Policies – Decision Making- Types of decision. Process – Decision making under different conditions.

Unit – III: Organizing

10

Hours Nature and purpose of organizing- Organization structure - Line and staff authority Departmentation & Bases of Departmentation - Span of control - Centralization and decentralization- Delegation of authority – Span of Management – Informal Organisation & Grapevine. Impact of Technology on Organisation structure.

Unit–IV: Coordination

10

Hours Features of Coordination, Principles of Coordination, Coordination – The Essence of Management, Process of coordination in Management, Elements of coordination,

Unit- V: Controlling

10

Hours Managerial Control, Relationship between Planning and Control, Limitations of Control, Feedback, Types of Control Systems and Techniques, Management by Exception, Budgetary Control, Functional and Dysfunctional aspects of Budgetary Control, Internal Control Systems, Internal Audit and Management Audit.

Practical Components:

- Study 5 companies and enumerate different types of organizational structures
- Visit 5 companies and study their system of delegation of responsibilities
- Visit 5 companies to study the control systems employed to enhance organizational performance.

Reference Books

- Essentials of Management - Koontz and O'Donnell. E-McGraw Hill,
- Introduction to Management - Fred Luthans - McGraw
- The Practice of Management - Peter F. Drucker
- Management - Stoner, Freeman and Gilbert

Other Reference Books

1. Don Hellriegel, Susan E. Jackson and John W. Slocum, Management- A competency-based approach, Thompson South Western, 11th edition, 2008.
2. Heinz Wehrich, Mark V Cannice and Harold Koontz, Management- A global entrepreneurial perspective, Tata McGraw Hill, 12th edition, 2008.
3. Stephen P. Robbins, David A. De Cenzo and Mary Coulter, Fundamentals of management, Prentice Hall of India, 2012.

ORGANIZATIONAL BEHAVIOR

Nature	Area	Semester	
Core	Human Resource	I	
Course Code	Course Name	Credit/Distributions	
	Organizational Behavior	(L-3:T-0:P-1) Credit = 04	
		C1+C2	30 Marks
		C3	70 Marks

Course Objectives

1. To Analyze the behavior of Individuals and Groups in organization in terms of the Key Factors that influence Organizational behavior
2. To Assess the potential effect of organizational factors (Structure, Culture, Change) on OB
3. To Critically examine the potential effects of important developments in external environments on OB
4. To Analyze the organizational behavior issues in the context of Organizational Behavioral theories, Models and Concepts

Unit I: Organizational behavior

08

Hours

Definition, Key elements of OB, Nature, scope and challenges of OB, Models of organizational Behavior, Contributions of other disciplines to OB, Emerging issues in Organizational Behavior, Impact of globalization and IT on OB

Unit II: Personality, perception and attitudes 15 Hours

Personality: Meaning, Determinants of Personality – Heredity, Environment and Situation

Types of personality – Introvert, Extravert, Type A, Type B, Judging and perceptive personality,

Theories of personality – Trait theory, Type theory, Socio Learning theory, Self theory, Psycho-analytical theory, Other personality factors influencing OB–Locus of control, Machiavellianism, Self esteem, self monitoring, Risk taking.

Perception: Meaning, difference between perception and sensation, perceptual Process – Receiving the stimuli, selecting the stimuli, organization of stimuli, Interpretation, Factors influencing perception – Internal factors and External factors, How to improve perception, Perception and its application in OB (Employment Interview, Performance appraisal, Performance expectation, employee effort, employee loyalty)

Attitude: Meaning of Attitude, Formation of attitude (Direct experience, Social learning), Types of attitude: Job satisfaction, Job Involvement and Organizational commitment. Components of Attitude: Cognitive component, affective component and behavioral component, How to change attitude (Cognitive dissonance theory, Reinforcement theory, balance theory, comprehensive theory).

Unit III: Group dynamics:

10 Hours

Meaning, Definition and characteristics, why do people form and join groups, Types of Groups: Formal and informal groups, Stages of group development, Group Behavior, Group Norms, Group Cohesiveness, group role, Inter group behavior, Inter group conflicts, Group Decision making, JOHARI window and Transactional analysis.

Teams: Meaning, Difference between team and Group, Types of teams

Lead teams, Problem solving teams, self managed teams, cross functional teams, virtual teams, Causes for team failure, How to make teams successful?

Unit IV: Motivation

13 Hours

Meaning, Nature of motivation, Need for motivation, Theories of motivation – Content theories and Process theories,

Unit V: Leadership

10 Hours

Meaning, Differences between leadership and Management, functions of leadership, Leadership styles – Autocratic, Democratic, Laissez faire.

Leadership theories: Trait theory, Behavioral theories, Fiedler's contingency model, Path goal leadership theory, Situational leadership theory, Managerial grid,

Transactional and Transformational leadership, Making leadership effective.

Practical Component:

1. Preparing the leadership profiles of five business leaders and studying their leadership qualities and behaviors.
2. Identifying any five job profiles and listing the personality traits / attributes required for the jobs identified.
3. Dividing the students into small groups and conducting collage activity to exhibit the group cohesiveness.

Text Book:

1. Dr. S.S. Khanka.(2003). Organizational Behavior. (4th ed.) S. Chand & Company Pvt. Ltd.
2. Fred Luthans. (2010). Organizational Behavior an evidence based approach. McGrawhill, (12th Ed.).
3. Stephen Robbins. (2016). Organizational Behavior. Pearsons (16th Ed.).

CORPORATE ECONOMICS

Nature	Area	Semester
Core	General Management	I
Course Code	Course Name	Credit/Distributions
	Corporate Economics	(L-3:T-0:P-1) Credit = 04
		C1+C2 30 Marks
		C3 70 Marks

Course Objectives:

- 1. To Implement Analytical Tools**
- 2. To Analyse business goals**
- 3. To make new business or product decisions**

Unit I: Introduction

08 Hours

Definition, nature and scope of managerial economics, Theory of the firm- goals of the firm, indifference curve analysis, and Equilibrium Analysis

Unit II: Demand Analysis 08Hours

Concept of demand, determinants of demand, Law of demand, Exceptions to the law of demand, Elasticity of demand, types and measurement

Unit III: Production and Cost Analysis

14 Hours

Concepts, production function with one variable input - Law of Variable Proportions. Production functions with two variable inputs and Laws of returns to scale. Cost analysis: Concepts, Types of cost, Cost curves, Cost – Output Relationship in the short run and in the long run, LAC curve.

Unit IV: Market Structures

12 Hours

Market Structures: Perfect Competition, Features, and Determination of price under perfect competition Monopoly: Features, Pricing under monopoly. Price Discrimination Monopolistic Competition: Features, Pricing Under monopolistic competition, Product differentiation. Oligopoly: Features, Kinked demand Curve, Cartels, Price leadership

Unit V: Regression model for

managerial decisions

14 Hours

: Introduction to Regression Analysis, Estimating and Testing Regression Equation, Problems in the Use of Regression Analysis, Two-Variable Regression Analysis.

Practical Components:

1. Study of demand elasticity for a product when there is a price increase or price decrease.

Reference Books:

1. Thomas ,Christopher R & S Maurice ,Charles (2008) Managerial Economics – Concepts and Application, New Delhi: Tata McGraw-Hill Irwin
2. Donald .N. Stengel (2011), Managerial Economics, Concepts and principles, Newyork: Business expert press
3. D.N Dwivedi (2011), Managerial Economics, Vikas publishing house pvt ltd.
4. Dominick Salvatore (2015), Managerial Economics in a global economy, Oxford university press
5. G.S Gupta (2011), Managerial Economics, Tata MC Graw Hill.

ACCOUNTING FOR MANAGERS

Nature	Area	Semester
Core	Accounts	I
Course Code	Course Name	Credit/Distributions
	Accounting for Managers	(L-3:T-1:P-0) Credit = 04
		C1+C2 30 Marks
		C3 70 Marks

Course Objectives:

1. To acquaint students with the fundamentals principles of financial, cost and management accounting
2. To enable the students to prepare, analyze and interpret financial statements and to enable the students to take decisions using management accounting tools.
3. To understand the basic concept of taxation.

Unit I: Introduction

04

Hours

Meaning and Scope of Accounting; Accounting Concepts; Accounting Principles, Conventions and Standards – Concepts, Objectives, Benefits.

Unit II: Preparation of books of Accounts

12

Hours

Journals, Ledgers and Trial Balance (Problems); Depreciation – Causes, Methods of Calculating Depreciation – Straight Line Method and Diminishing Balance Method.

Unit III: Preparation of Final Accounts

14

Hours

Preparation of final accounts of sole traders in horizontal form, Preparation of final accounts of companies in vertical form as per Companies Act of 2013 (Basic problems of Final Accounts), Window dressing

Unit IV: Analysis of Financial Statements

14

Hours

Ratio Analysis – Uses and Limitations – Classification of Ratios – Liquidity, Profitability, Financial and Turnover Ratios, Preparation of financial statements using ratios, Preparation of Cash flow Statement (Indirect method) (AS – 3)

Unit V: Introduction to Accounting

Standards and Taxation 14 Hours

AS: Introduction to AS, AS – 14 (Accounting for Amalgamation), AS – 3 (Cash flow statement), AS – 10 (Property Plant and Equipment) & AS – 20 (EPS) (Theory only)

Taxation: Basic definition, Basic charges, Heads of Income (Theory Only), Introduction to GST (Theory only)

Practical Components:

1. Analyzing the companies' cash flow statements and presenting the same in the class.
2. Collecting Annual reports of the companies and analyzing the financial statements using different techniques and presenting the same in the class.

Reference Books:

1. Accounting for Managers: Raman B. S, United Publishers.
2. A Text book of Accounting For Management: Maheswari S.N, Maheswari Sharad K. Maheswari, 2/e, Vikas Publishing house (P) Ltd.
3. Accounting for Management: Arora M.N., Himalayan Publishing House Pvt. Ltd.
4. Financial Accounting: A Managerial Perspective, Narayanaswamy R, 5/e, PHI, 2014.
5. Students' Handbook on Taxation: Manoharan T.N. & Hari G.R., 29/e, Snow White Publications Pvt. Ltd.
6. Goods and Service Tax with Customs Law: Srinivas K.R, Jayaprasad D & Bhavani M., Kalyani Publications.

BUSINESS COMMUNICATION

Nature	Area	Semester
Core	General Management	I
Course Code	Course Name	Credit/Distributions
	Business Communication	(L-2:T-0:P-1) Credit = 03
		C1+C2 30 Marks
		C3 70 Marks

Course Objectives:

1. To familiarize students with the mechanics of writing
2. To enable students to communicate (Written and Oral) in English precisely and effectively

Unit I: Introduction 12 Hours

Introduction: Meaning & Definition, Importance of communication in management, Purpose of communication, Communication Process, Shannon – Weaver Model, Characteristics of successful communication, Communication in conflict resolution, Communication in crisis, Cost of poor communication, Committing to legal and ethical communication.

Unit II: Oral communication: 12 Hours

Oral communication: Meaning, Principles of successful oral communication, three aspects of oral communication, conversing, listening, and body language, Conversation control, Non – verbal communication, Communicating in diverse workgroups, Barriers to communication, Suggestions to overcome the barriers.

Unit III: Written communication 10 Hours

Written communication: Purpose of writing – Clarity in writing – Principles of effective writing, Approaching the writing process systematically: The 3X3 writing process for business communication: Pre writing – Writing – Revising – Specific writing features – Coherence – Electronic writing process, Positive, negative, and persuasive writing.

Unit IV: Business letters and reports 10 Hours

Business letters and reports: Introduction to business letters – Types of Business Letters, Purpose, Writing Reports:

Objectives of reports, Organization and Preparing reports, Types of reports, Writing

Proposals: Structure & preparation. Writing memos, Writing for websites.

Unit V: Case method of learning

12 Hours

Case method of learning: Understanding the case method of learning – Different types of cases Difficulties and overcoming the difficulties of the case method – Reading a case properly, (previewing, skimming, reading, scanning) – Case analysis approaches (Systems, Behavioural, decision, Strategy) – Analyzing the case – Do's and don'ts for case preparation – Discussing and Presenting a Case Study

A suitable case is to be selected and administered in the class sticking to all the guidelines of case administering and analysis.

Reference Books:

1. Business Communication: Concepts, Cases And Applications – P D Chaturvedi, Mukesh, Chaturvedi – Pearson Education, 2/e, 2011 (Module 1, 2, 4, 5, &7)
2. Business Communication, Process And Product – Mary Ellen Guffey – Thomson Learning , 3/E, 2002 (Module 3)
3. Business Communication – Lesikar, Flatley, Rentz&Pande – TMH 11/E, 2009 (Module 1, 2, 4, 5, & 7)
4. Advanced Business Communication – Penrose, Raspberry, Myers – Cengage Learning, 5/e, 2004 (Module 1, 5, 6 & 8)
5. BCOM – Lehman, DuFrene, Sinha – Cengage Learning, 2011 (Module 1, 2, 4, 6, 7,8)
6. Business Communication Today – Bovee and Thill, Pearson.
7. Effective Technical Communication - M Ashraf Rizvi – TMH, 2005.
8. Business Communication, M.K. Sehgal & V. Khetrapal – Excel Books. Business Communication – Krizan, Merrier, Jones – Thomson Learning, 6/e, 2005. Business Communication Today – Bovee and Thill, Pearson

STATISTICS FOR MANAGEMENT

Nature	Area	Semester	
Core	Statistics	I	
Course Code	Course Name	Credit/Distributions	
	Statistics for Management	(L-3:T-0:P-1) Credit = 04	
		C1 + C2	30 Marks
		C3	70 Marks

Course Objectives:

1. To provide an understanding on the basic concepts of statistics
2. To acquaint the students to the role that statistics plays in business decisions

Unit I: Introduction

10

Hours

Quantitative data interpretation in managerial decision making: collection – classification – tabulation – frequency distribution – charts and graphs, measures of central tendencies and dispersion

Unit II: Correlation and regression

12

Hours

Types of correlation scatter diagram, Karl Pearson coefficient of correlation, Spearman rank correlation coefficient – repeated ranks. Regression coefficients, lines of regression, estimation of dependent variable based on independent variable

Unit III: Probability Theory**12 Hours**

Basic probability concepts – conditional probability – Bayes theorem Probability distributions: binominal, Poisson and normal distributions

Unit IV: Sampling 08 Hours

Census vs sampling, Sampling Techniques, sample size, random sampling. Non-sampling and sampling errors. Estimation point and interval– definition

Unit V:Statistical Decision Theory**14 Hours**

Hypothesis testing for means and proportions and for difference of means and proportions - Chi-Square test and analysis of variance – one way and two way ANOVA.

Practical components:

1. Analysis of cash deposit pattern in commercial banks
2. A regression analysis on the impact of smoking, level of exercise, weight on medical cost (A case study of any medical center)

Reference Books:

1. Dr.C.KRenukarya-Business Statistics, Chethan Book House, Mysore
2. Statistics for Managers – using Microsoft excel – Levine, Stephan & others 8th editions, pearson (2017)
3. Statistics for Management – Richard Levin and Rubin[excel version] 8thaditionpearson (2017)
4. Statistics – Murray Spiegel, Schaum Series. 5th edition (2017)
5. Quantitative Business Analysis – Text & Cases – SamulBodiley& others. Mcgrawhill edition (16th January 1998)
6. Basic Business Statistics – Bereuram and Levine. 13th edition pearson (2015)
7. Quantitative Methods – Anderson, Sweeny & William. Cengage (2016) 13th edition

COMPUTER APPLICATIONS IN MANAGEMENT

Nature	Area	Semester
Foundation	General Management	I
Course Code	Course Name	Credit/Distributions
	Computer Applications in Management	(L-0:T-0:P-1) Credit = 01

Course Objectives:

1. To provide students with the essential skills needed to create, edit and print professional looking documents using text, tables, lists and pictures as well as covering simple mail merge.
2. To equip students with the skills required to create & edit spreadsheets, use functions & formulas and to work with various tools to analyze and present data in spreadsheets, such as sorting, filtering, applying conditional formatting and charting the data.
3. To provide students with the essential skills needed to create, edit and present professional looking presentations using text, tables, diagrams, charts and pictures as well as providing presentations tips.

Unit I: Information System Resources

04 Hours

Word processing with MS word - starting MS word - MS Environment - working with word documents - working with text - working with tables - checking spelling and grammar - printing document - creating mailing lists- mail and merge.

Unit II: Concept of spread sheet and MS Excel 08 Hours

Starting MS Excel - MS Excel Environment-working with Excel – workbook- Preparation of charts and graph with excel – Sorting & Filtering - Working with functions – Summary statistics – printing in Excel.

Unit III: Making Presentation with

MS Power Point

04 Hours

Starting MS Power point - MS Power point Environment - working with power point - working with different views - designing presentations - printing in power point.

Practical Component

1. Hands on sessions to create, edit and print word documents using text, tables, lists and pictures as well as covering simple mail merge.
2. Hands on sessions to create & edit spreadsheets, use functions & formulas and to work with various tools to analyse and present data in spreadsheets, such as sorting, filtering, applying conditional formatting and charting the data.
3. Hands on sessions to create and edit PowerPoint slides using text, tables, diagrams, charts and pictures and presenting the slides.

Text Books:

1. Kumar Bittu. *Mastering MS Office*. V & S Publisher
2. Saxena Sanjay. *MS Office 2000*. Vikas Publishing House,

Reference Books:

1. Sanjay Saxsena – A First Course in Computer – Vikas Publishing
2. Sanjay Saxsena: MS Office 2000; Vikas Publishing House
3. Essentials of E – Commerce & Technology, Rajaraman V, PHI Learning
4. Management Information Systems : A Contemporary Perspective – Laudon Kenneth & Loudon Jane
5. Management Information Systems : A Conceptual Foundation – Mc Graw Hill

SKILL DEVELOPMENT – 1

Nature	Area	Semester	
Foundation	General Management	I	
Course Code	Course Name	Credit/Distributions	
	Skill Development - 1	(L-0:T-0:P-1) Credit = 01	

Course Objectives:

1. To provide an analytical and practical overview of the basic skills needed for a manager
2. To comprehend the art of presentation, e-mail etiquette and data interpretation

Unit I: Presentation Skills

03 Hours

Technical aids used for presentation; Chalk and Board, Over head Projectors, Paper Handouts, Flip Chart, Artifacts or Props, basic Understanding of PowerPoint

Unit II: Advanced Presentation Skills

03 Hours

Rules and Guidelines for creating a good Presentation, The beginning, Actual content and closing of a Speech, Holding audience attention and Handling Questions

Unit III: Email Etiquettes

04 Hours

Subject & Body of an email, Rules of emails: No Spamming, Disclaimer etc.

Guidelines of an email: Reply, Reply all, Forward etc., Mass Mail service providers like Mail Chimp etc.

Unit IV: E-Mail Analytics 03 Hours

Analytics like Click through Rate, Open rate, Opt out Rates etc., Email Threats like Phishing and Spamming

Unit V: Data Interpretation

03 Hours

Basic interpretation of graphical representation of data, Basic Interpretation of Percentage based data.

Second Semester

MARKETING

MANAGEMENT

Nature	Area	Semester	
Core	General Management	II	
Course Code	Course Name	Credit/Distributions	
	Marketing Management	(L-3:T-0:P-1) Credit = 04	
		C1+C2	30 Marks
		C3	70 Marks

Course Objectives:

1. To be able to analyze various Marketing Concepts
2. To Identify the criteria of Consumer Behaviour Process
3. To evaluate the difference between Consumer Marketing and Business Marketing
4. To appreciate the Brand Concept inevitability

Unit I: Introduction to Marketing Management 12 Hours Introduction to Marketing Management: Differences between Selling and Marketing, Scope & nature of Marketing Management, Classification of various products/services. Various Marketing concepts, Different types of Marketing environment, elements of Marketing Mix.

Unit II: Nature of Consumer Behavior

10 Hours

Nature of Consumer Behavior: Various steps in consumer & Buyer Behavior Process, Models of Consumer Behavior. Fundamentals of Marketing Research, Marketing Information System.

Unit III: Test Marketing, Concept of Segmentation, Targeting & Positioning 10Hours

Test Marketing, Concept of Segmentation, Targeting & Positioning: Basis for Segmentation.Differences between Consumer Marketing and Business Marketing.

Unit IV: Product Mix and Product Line

12 Hours

Product Mix and Product Line, Product Portfolio, Product Life Cycle strategies.Branding, types of Brands, Brand Building, measuring Brand Equity.Packaging and Labeling. Pricing, General Pricing approaches, new Product

Pricing strategies, Public Policy and pricing.

Unit V: Elements of Promotion Mix

12 Hours

Elements of Promotion Mix, Marketing Communication Process, Internet Marketing, E-tailing, Levels and Strategies of Distribution Channels, Scope of Logistics Management.

Practical Components:

1. Consider the products of your favorite like, smart phones, Cars and apparel etc to analyze the Buying Behaviour.
2. Analyze the various restaurants in city – how are they segmented? If you were to start a new restaurant, how would you position it? What would your parameters?
3. Analyze the product life cycle of a few common products like jeans, Laptops, Computers etc.
4. Visit a supermarket and study the pricing, packaging and advertising strategy of some FMCG companies like HUL, ITC, Britannia, Parle, and others in some products like Incense Stick, Soaps, Biscuits etc.

Reference Books:

1. Marketing Management – Philip Kotler, Prentice Hall India, (New edition)
2. Basic Marketing – Perault
3. Fundamentals of Marketing – William Stanton
4. Principles of Marketing – Philip Kotler and Garry Armstrong
5. Marketing Management – Rajan Saxena
6. Marketing Management – Zickmund
7. Marketing – Ramesh Kumar

HUMAN RESOURCE MANAGEMENT

Nature	Area	Semester	
Core	Human Resource	II	
Course Code	Course Name	Credit/Distributions	
	Human Resource Management	(L-3:T-0:P-1) Credit = 04	
		C1+C2	30 Marks
		C3	70 Marks

Course objectives

1. To demonstrate the Knowledge and Skills needed to effectively manage HumanResource in organization
2. To describe the Trends in the Labor force composition and how they affect HRM
3. To describe the fundamental concepts, Rules of Law that apply to businessactivities, employment functions and labor
4. To demonstrate Knowledge of Human Behavior in organization and role of Management Strategies, including Motivation theory to influence Behavior
5. To compare the common methods for recruiting and selecting Human Resource
6. To Integrate Teamwork, Leadership and Motivational skills to organizational scenarios

Unit I: Introduction

10

Hours

Introduction: Evolution and Development of HRM, Meaning of HRM, Definition, Nature and scope of HRM, personnel v/s HR, features of HRM, role of HRM, managerial functions and operative functions, objectives of HRM, HRM policies procedures and programmes, organization of HRM: line and staff relationship, HR manager, qualities of HR / personnel manager, Recent trends in HRM.

Unit II: HR Planning, Recruitmentand Selection 15 Hours

HR Planning, Recruitment and Selection: Job analysis – Need for Job analysis, process of Job analysis, Techniques of data collection for job analysis, Job Description and Job specification, Components of jobdescription and job specification, Benefits of job analysis, HRP: Meaning, Objectives, and Benefits of Human Resource Planning. Factors affecting HRP – External Factor, Internal Factors, Process of Human Resource Planning, Recruitment – Definitions and Objectives, process of recruitment, Recruitment policy, Centralized versus Decentralized recruitment, sources of

Recruitment – Internal and external sources of recruitment. Selection: Meaning, Steps in Selection Process – Preliminary screening, Application Blank, Selection Tests, Selection Interview, Reference Checks, Physical examinations, Final selection. Placement – meaning and definition, Induction – Meaning, objectives and benefits, Contents of induction program – Formal and informal induction, Differences between induction and orientation programs.

Unit III – Training and Development

10

Hours

Training and Development: Meaning and definition of training, Objectives of Training, Need for training, benefits of training, Differences between training and development, Training methods – on the job and off the job training methods, Training procedure - identification of training needs, Training Design and delivery, Training evaluation – Reaction, Learning, Behaviour and Results.

Unit IV – Performance Management

10

Hours

Performance management: Introduction, Meaning and Definition, Objectives of performance Appraisal, Methods of Performance Appraisal - Traditional methods and Modern methods, 360 degree performance appraisal, Uses and Limitations of Performance Appraisal, Potential appraisal, Differences between performance and potential appraisal.

Unit V - Compensation Planning

11 Hours

Compensation planning: Meaning, Objectives of Wage and salary administration, Components of wage and salary administration, Methods of wage payment, perks, Fringe benefits, Benefits: Types of benefits, Incentives: Types of incentive schemes – Individual incentives and Group incentives, Making Incentives and Benefits more effective.

Practical Component

1. Give a job analysis case and ask the students to prepare job description and job specification.
2. Plan an advertising layout for the recruitment of the position of sales manager.
3. Ask the students to prepare an appointment letter for the post of sales manager of a company.

Text Books

1. Dr. S Khanka. (2013). *Human resource management*. S Chand
2. P SubbaRao . (2015). *Human Resource Management*. (5th Revised ed.). Himalaya Publication

Reference Books

1. K Ashwathappa. (2017). *Human resource management*, (8th ed.). McGrawhill
2. VSP Rao. (2016). *Human Resource Management*. Taxmann Publications
3. Keith Davis. (1985). *HR and personnel management*, Tata McGrawhill
4. Flippo. (1980). *Personnel management*. Tata McGrawhill

CORPORATE FINANCE

Nature	Area	Semester	
Core	Finance	II	
Course Code	Course Name	Credit/Distributions	
	Corporate Finance	(L-3:T-0:P-1) Credit = 04	
		C1+C2	30 Marks
		C3	70 Marks

Course Objectives:

1. To familiarize the students with basic concepts of financial management.
2. To understand time value of money and cost of capital.
3. To analyze capital structure, capital budgeting and dividend decision.
4. To understand the short term and long term financing and working capital management.

Unit I: Financial Management

08

Hours

Introduction to financial management, objectives of financial management – profit maximization and wealth maximization; Nature of basic managerial finance functions – investing, financing and dividend; Agency problems (Issues and Conflicts); Time value of money, the concepts of compounding, discounting and present value, annuities (Problems)

Unit II: Valuation of long term Securities

10

Hours

Distinction among valuation concepts; Bond valuation-bond yields (Current yield, YTM)-Bond market; Valuation of preference stock, Equity valuation -Dividend discount model- P/E ratio approach

Unit III: Investment Decisions

16

Hours

Cost of Capital Cost of capital – basic concepts. Cost of debenture capital, cost of preferential capital, cost of equity capital (Dividend discounting and CAPM model) - Cost of retained earnings - Determination of Weighted average cost of capital (WACC) and Marginal cost of capital

Capital Budgeting – Capital budgeting process, Investment evaluation techniques – Net

present value, Internal rate of return, Modified internal rate of return, Profitability index, discounted payback period, Payback period, accounting rate of return

Unit IV: Dividend policy –

Theories of dividend policy

12

Hours

Relevance and irrelevance dividend decision, Walter's & Gordon's model, Modigliani & Miller approach. Dividend policies – stable dividend, stable payout and growth, Bonus shares and stock split corporate dividend behavior. (Theory and Problems)

Unit V - Working Capital Management

10 Hours

Factors influencing working capital requirements - Current asset policy and current asset finance policy- Determination of operating cycle and cash cycle - Estimation of working capital requirements of a firm (Does not include Cash, Inventory & Receivables Management)

Practical Components:

1. Identifying the small or medium sized companies and understanding the Investment evaluation techniques used by them.
2. Using the annual reports of selected companies, students can study the working capital management employed by them. Students can also compare the working capital management of companies in the same sector.
3. Students can choose the companies that have gone for stock split and Bonus issue in the last few years and study the impact of the same on the stock price.

Text books:

1. Khan M. Y.& Jain P. K(2011), Financial Management 6/e, TMH
2. Prasanna Chandra (2011),Financial Management – 8/e, TMH

Reference Books:

1. Shashi K Gupta and R K Sharma(2014), Financial Management 8th Revised Edition, Kalyani Publishers.
2. Rajiv Srivastava and Anil Misra(2011) Financial Management Second edition, Oxford University Press.
3. I M Pandey(2014),Financial Management 10th Edition, Vikas Publishing House .

BUSINESS RESEARCH METHODS

Nature	Area	Semester	
Core	General Management	II	
Course Code	Course Name	Credit/Distributions	
	Business Research Methods	(L-3:T-0:P-1) Credit = 04	
		C1+C2	30 Marks
		C3	70 Marks

Course Objectives:

The primary objective of this course is to develop a research orientation among the scholars and to acquaint them with fundamentals of research methods. Specifically, the course aims to introduce the basic concepts used in research, the scientific social research methods and their approaches.

Some other objectives of the courses are:

1. To develop an understanding of the basic framework of research process.
2. To develop an insight into various research designs and techniques.
3. To understand some basic concepts of research and its methodologies
4. To be able to write research report and thesis independently

Unit I: Introduction

08 Hours

Research in Business: Overview and role of business research, Information systems and knowledge management, Theory building, Ethical issues in business research.

Unit II: Problem definition

10 Hours

Problem definition and research proposal, Basic research designs– Exploratory, descriptive and causal designs. Secondary data research designs. Qualitative analysis, Secondary data

Unit III: Survey

12 Hours

Basic concepts in survey research, Methods of communication with respondents, Questionnaire, Interview, etc., Observation method, Experimental research. Measurement and scaling concepts, Attitude measurement, Principles of questionnaire design.

Unit IV: Sampling Design and Methods

08 Hours

Sampling design and methods: Sample design and sample procedures, Determination of sample size

Unit V: Data Analysis and Presentation

18 Hours

Data Analysis and Presentation: Editing and coding for transformation of raw data into information, Basic data analysis – descriptive statistics, Univariate analysis-z-test, t-test. Bivariate analysis: Measures of association.

Presentation of research findings- report writing

Practical components

1. Students shall independently develop questionnaire to find out the brandeffectiveness of a popular detergent from an FMCG
2. Understand and analyse the project report prepare by senior students and discuss

Reference Books:

1. Business Research Methods – Zikmund
2. Marketing Research – Malhotra N.K.
3. Marketing Research – Parashuraman
4. Business Research Methods – Donald R. Coopers and Schindler
5. Foundations of Behavioural Research – F.N. Kerlinger
6. MLA Handbook for Researchers – MLA Association

OPERATIONS MANAGEMENT

Nature	Area	Semester	
Core	General Management	II	
Course Code	Course Name	Credit/Distributions	
	Operations Management	(L-3:T-1:P-0) Credit = 04	
		C1+C2	30 Marks
		C3	70 Marks

Course Objectives:

1. To understand the role of operations management in the overall business strategy of the firm and moving towards business leadership.
2. To understand the interdependence and relationship of the operations function with other key functional areas of the firm.
3. To learn and apply different quantitative tools and techniques for decision making in operations management.

Unit I: Introduction to Operations Management 12 Hours

Definitions, Key elements, Differences Between Services and Goods, OM's link with other functional areas, Current issues in OM, Operations' Competitive Priorities and Dimensions, Order Winners and Qualifiers, Operations Strategies, Mission, vision, and strategy, Quality, Productivity, Types of productivity, Factors affecting productivity, Numerical Exercises

Unit II: 12 Hours

Production Policy and Process Management

Production policies and decisions, Process management, Process strategy, Process selection, Environmental considerations, Corporate Social Responsibility, Make or buy decisions, Breakeven analysis, Numerical Exercises, Capacity concepts and measures, Capacity building strategies, Capacity lead and capacity lag strategies

Unit III : 10 Hours

Forecasting and Demand Management

Dependent Demand, Independent Demand, Types of Forecasting, Components of Demand, Time Series Analysis, Causal Relationship Forecasting, Forecast Error, Qualitative Techniques in Forecasting, Numerical Exercises

Unit IV:

10

Hours

Location Strategies

Issues in Facility Location, Free Trade Zone, Industrial Clusters and Special Economic Zones, Plant Location Methods, Factor-Rating Systems, Breakeven analysis, Centroid Method, Numerical Exercises

Facility Layout Design and Analysis

Basic Production Layout Formats, Process Layout, Product Layout, Group Technology (Cellular) Layout, Fixed-Position Layout, Retail Layout, Work cells, Computerized Layout Techniques, Numerical Exercises

Unit V:

12 Hours

Aggregate Planning

Long-Range Planning, Intermediate-Range Planning, Short-Range Planning, Numerical Exercise, Inventory Management

Inventory, Purposes of Inventory, Inventory Costs, Inventory types, Inventory Systems, Single Period Model, Fixed-Order Quantity Models (Q Models), Fixed-Time Period Models (P Models), Establishing Safety Stock Levels, ABC Inventory Planning.

Reference Books

1. Chary, S. N. Production and Operations Management, Tata McGraw Hill, 2017
2. Lee J, Krajewski, Larry P Ritzman, Manoj Malhotra, and Samir Srivastava. Operations Management: Processes and Supply Chains, 11th Edition. - New Delhi: Pearson Education, 2015.
3. Mahadevan, B. Operations Management, Pearson Education India; Third edition (2015).
4. Pannerselvam, R. Production and Operations Management, PHI Learning Pvt. Ltd. 2016.
5. Richard B. Chase and Robert F. Jacobs. Operations and Supply Chain Management, 12th Edition, Mcgraw-Hill Education, 2017.

6. William J. Stevenson, Operations Management. 13th Edition, McGraw-Hill
Education, 2017

LEGAL ASPECTS OF BUSINESS

Nature	Area	Semester
Foundation	Human Resource	II
Course Code	Course Name	Credit/Distributions
	Legal Aspects of Business	(L-2:T-0:P-1) Credit = 03
		C1+C2 30 Marks
		C3 70 Marks

Course Objectives

- To gain an understanding of the legal environment.
- To comprehend about various laws pertaining to companies from incorporation to winding up.
- To get acquainted with the laws pertaining to consumer protection, FEMA, SEBI, IDRA.

Unit I: Introduction

10 Hours

Industries Development and Regulation Act (IDRA), Competition Act. Foreign exchange management act (FEMA)

Unit II: Company Law

15

Hours

Company Law, provisions of Indian Companies Act 1956 relating to incorporation, management and administration. Filing of returns, Remedies against mismanagement and oppression. Powers of investigation by the Government, Issues relating to good corporate governance.

Unit III: IPR and Related aspect

10 Hours

Intellectual property rights, Patents and Trademarks Act, copy rights act, geographical appellation.

Unit IV: Stock Market Operation

and Regulation

10 Hours

Outlines: Security Market Laws, Security and Exchange Board of India Act (SEBI), Securities contract act, Laws pertaining to stock exchanges, SARFESI Act.

Unit V: IT Act

11 Hours

Outlines: consumer protection act and Information technology act.

Text Books:

1. S.N. Maheshwari and S.K. Maheshwari. (2016). *A Manual of Business Law*. (6thed.). Himalaya Publishing House
2. K.R. Bulchandani.(2010). *Business Law for Management*. (4th Revised and enlarged ed.). Himalaya Publishing House
3. Francis Cherunilam. (2017). *Business Environment Texts and Cases*. (25th Revised ed.). Himalaya Publishing House
4. S.S. Gulshan and G.K. Kapoor. (2018). *Business and Corporate Laws*. (19thed.). New Age International Pvt. Ltd.
5. Bare Acts of respective legislations.

OPERATIONS RESEARCH

Nature	Area	Semester	
Foundation	General Management	II	
Course Code	Course Name	Credit/Distributions	
	Operations Research	(L-2:T-0:P-1) Credit = 03	
		C1+C2	30 Marks
		C3	70 Marks

Course Objectives

1. Identify and develop operational research models from the verbal description of the realsystem.
2. Understand the mathematical tools that are needed to solve optimisation problems.
3. Ability to understand and analyze managerial problems in industry so that they are able to use resources (capitals, materials, staffing, and machines) more effectively.

Unit 1: Linear Programming

10 Hours

Formulation, Graphical solutions – Simplex method – Big-M method , Duality and Sensitivity analysis.

Unit 2: Transportation and Assignment Problem

15 Hours

Traveling salesmen problems, solving the sequencing problems.

Unit 3: Queuing Models

10 Hours

Deterministic and probabilistic models, single server and multiple server models – Infinite population.

Unit 4: Network Analysis

10 Hours

PERT & CPM, Determination of floats, Time-cost-Trade-off and Crashing of networks. Theory of games – Two persons – Zero-sum game.

Unit 5: Decision Theory

11 Hours

Decision making under risk and uncertainty, decision trees.

Text Books:

1. Quantitative Techniques in Management – N.D. Vohra
2. Operations Research – Wagner
3. Operations Research – Hamdy Taha
4. Theory and Problems of Operations Research – Richard Brouer
5. Mathematical Methods in Business – Barnett and Sieger

MANAGEMENT INFORMATION SYSTEMS

Nature	Area	Semester	
Foundation	General Management	II	
Course Code	Course Name	Credit/Distributions	
	Management Information Systems	(L-2:T-0:P-1) Credit = 03	
		C1+C2	30 Marks
		C3	70 Marks

Course Objectives

1. To develop an understanding of the concepts of Information Systems
2. To understand the concepts of Telecommunication Networks
3. To understand the different stages of Software Development Life Cycle
4. To provide students with practical knowledge to work with different functional modules of ERP

Unit 1: Information Systems

10 Hours

Data vs Information, Strategic role of information in management, Organization as an information system. TPS, MIS, DSS, ESS, OAS, Networking concepts, telecommunications networks.

Unit 2: Systems Development

10 Hours

The concept of systems development life cycle (SDLC), type of SDLC, use of flow charts.

Unit 3: Application Technologies

15 Hours

ERP concepts, Evolution of ERP, ERP packages, SAP, Baan, MFG-PRO, Oracle, ERP Evaluation, ERP & BPR, ERP Implementation, Extended ERP, Case studies.

Unit 4: Web Publishing

10 Hours

Web publishing, Types of websites, web surfing, E-commerce, B2B, B2C, C2C, E-commerce security issues, Ethical issues.

Unit 5 : Practicals on ERP

11 Hours

Functional modules in business.

Text Books:

1. Kennett G. Laudon and Jane P. Laudon MIS, Pearsons Education, 10th Ed, 2007
2. James A. O'Brien, MIS, Tata Mc Grawhill, 7th Ed, 2006
3. C.S.V.Murthy MIS, Himalaya Publishing House, First Ed, 2008

4. D.P. Goyal MIS, Macmillen publishers, 2nd Ed, 2006
5. V.K. Garg ERP Concepts, PHI, 2nd Ed,2003

SKILL DEVELOPMENT - 2

Nature	Area	Semester
Foundation	General Management	II
Course Code	Course Name	Credit/Distributions
	Skill Development - 2	(L-0:T-0:P-1) Credit = 01

Course Objectives

- a. The present course is designed to provide an effective communication required for a successful manager
- b. To encourage the students to ideate entrepreneurial thoughts

Unit I: **03**

Hours

Advance Goal Setting, Effective Communication Skills (Empathetic Communication), Power of Positive Thinking, Emotional Intelligence

Unit II: **03**

Hours

Problem Solving techniques, Power of Preparedness, Entrepreneurship (How to ideate and start a business and Stress Management tools

Unit III: **04**

Hours

Team work, Team building exercise, Leadership Skills, Self Confidence

Unit IV: **03**

Hours

Listening skill exercises, Creativity, Body language

Unit V: **03 Hours**

Training on relevant Courses before Graduation, Grooming, Cleanliness, Decorum, Table Manners

THIRD SEMESTER

STRATEGIC

MANAGEMENT

Nature	Area	Semester
Core	General Management	III
Course Code	Course Name	Credit/Distributions
	Strategic Management	(L-3:T-0:P-1) Credit = 04
		C1+C2 30 Marks
		C3 70 Marks

Course Objectives

1. To be able to comprehend vision, mission and goals of the company
2. To be able to analyze and deal with the competition using strategic management tools

Unit I: Introduction

08 Hours

Origin of strategy, strategy vs tactics, vision, mission and objectives, elements of business strategies, Strategic Management process

Unit II: Competitive Analysis

10 Hours

Strategically relevant components of internal and external environment, Industry and competitive analysis, analysis of resources and competitive capabilities, environmental scanning techniques

Unit III: Strategy Models

12 Hours

Strategy Models - BCG matrix, GE nine cell planning grid, Chandlers thesis, levels of strategy making, Mackinsey 7 s model, Porters five forces model, Value Chain Analysis, Strategic intent and the concept of strategic pyramid, corporate ethics and corporate social responsibility(CSR).

Unit IV: Generic competitive strategies

12 Hours

Generic competitive strategies – stability, expansion, retrenchment, conglomerate and their variants.Strategic and competitive advantage.

Unit V: Strategy Implementation

14 Hours

Balanced Scorecard, Benchmarking, building core competencies and competitive capabilities, developing policies and procedures for implementation. Designing and installing supporting and rewarding systems. Evaluating and monitoring implementation.

Practical Components:

1. Do an Internet search of 3 companies, analyze and write down the strategy and execution efficiency.
2. Make a study on an unprofitable company and find out the reasons for failure in the market and their strategies.
3. Conduct SWOT analysis of a company and submit the report

Recommended Books:

1. Strategy and Structure – Alfred C. Chandler
2. Strategic Management – Alex Miller and Irwin
3. Competitive Advantages: Creating and Sustaining, Superior Performance – Michael E. Porter
4. Competing for the future – Prahalad and Hammel
5. The Future of Competition – Prahalad and Venkataraman
6. Crafting and executing Strategy – A. Thompson and others
7. The Art of Strategy – Avinash K. Dixit and Barry J. Nalebuff

ENTREPRENEURSHIP & QUALITY MANAGEMENT

Nature	Area	Semester
Foundation	General Management	II
Course Code	Course Name	Credit/Distributions
	Entrepreneurship	(L-2:T-0:P-2) Credit = 04

COURSE OBJECTIVES

1. To understand the concept of Entrepreneurship
2. To gain knowledge on preparation of Business Plan
3. To explore the theories and practices of the term quality
4. To impart hands on experience in various quality systems

Unit - 1

(10 Hours)

Foundations of Entrepreneurship: nature of Entrepreneurship, social & cultural factors in nurturing entrepreneurship. Institutional support for promoting study of incubation

Unit - II

(10 hours)

Business Planning: from idea generation to preparation of detailed business plans. Exercises in preparation of business plans.

Unit - III

(10 Hours)

Rural & social entrepreneurship: potential for entrepreneurship in rural India, SHGs, micro credit etc., Case studies of rural & social entrepreneurship in India.

Unit - IV Introduction to Quality Management:

(12 Hours)

Introduction to TQM, Meaning of the terms quality, quality control and quality assurance, importance of quality, quality dimensions of products and services, quality and competitive advantage, cost of quality, TQM, Evolution of TQM, Basic principles of

TQM, TQM VS Traditional management, advantages of TQM

Unit – V Quality Systems

14

Hours

Quality Management Systems (QMS) Introduction, meaning of QMS, ISO 9000, Benefits of ISO, ISO 9000-2008 series, implementation of ISO 9000, Problems related to ISO 9000, QS 9000, Need for QS 9000, QS 9000 series Environmental Management System (EMS), ISO 14000 series, Benefits of ISO 14000, Integrating ISO 9000 & 14000, SEI-CMM level 5.

Recommended Text Books:

1. *Entrepreneurship – Prof. T.V.Rao*
2. Total Quality Management Text and Cases, G. Nagalingappa & Manjunath VS, Excel books.
3. Management and Control of Quality, James R. Evans, 8/e 2012, Cengage Learning
4. Total Quality Management, Dale.H. Besterfield, 3rd Edition, Pearson Education
5. Total Quality Management, Shridhar Bhat, Himalaya Publication

Reference Books:

1. Entrepreneurship-Mathew J Manimala
2. Total Quality Management by Poornima M. Charantimath, Pearson Education.
3. Quality Control Handbook by JURAN, Mc.Graw Hill Publication.

Electives: Group - I

CONSUMER

BEHAVIOR

Nature	Area	Semester	
Elective - I	Marketing	III	
Course Code	Course Name	Credit/Distributions	
	Consumer Behavior	(L-2:T-0:P-1) Credit = 03	
		C1+C2	30 Marks
		C3	70 Marks

Course objectives

1. To get acquainted with various Motivational Factors
2. To Identifying the factors influencing Consumer Behaviour
3. To appreciate the concept of Customer Satisfaction as the key factor

Unit I: Introduction

12 Hours

Differences between Motives Motivating and Motivation, Dynamic characteristics of Motivation, Personality, Values of Perception, Attitudes, Basis of Segmentation, Life Style influences.

UnitII: Models of Consumer Behavior

12

Hours

Introduction, Factors influencing Consumer Behaviour, Personality, Psychographics, Family, Society, Different models of Consumer Behaviour – Economic, Learning, Psychoanalytical, Sociological, Howard Shett, Nicosia, Webster and Wind, Engel, Blackwell and Minard models.

Unit III: Consumer Decision Making

12

Hours

Consumer Decision Making, buying roles, Stages of the Decision Process – High and low effort decisions, Post purchase decisions, Consumer Adaptation Process.

Unit IV: Consumer Satisfaction**10****Hours**

Consumer Satisfaction; Satisfaction versus Service, Quality Level and Customer Loyalty, Handling Customer dissatisfaction and complaints, Customerisation, Implications of shaping expectations.

Unit V: Consumer Behavior Trends**12 Hours**

The future of consumer behavior in India, Issues and Challenges of Social Class, Challenges in cross-cultural influences, Reasons behind rise of consumerism, Consumer protection act in India.

Practical Components:

1. Students shall visit malls and unorganized retail outlets and observe the behaviour of customers of different outlets while buying different category of goods and present the findings / observations followed with a group discussion.
2. Students need to prepare a questionnaire and do a survey on consumer buying behaviour and present the findings in the class.
3. Students are encouraged to discover the need for motives in three to four advertisements
4. Conduct a survey using Interview Method to find out the important factors in their purchase of Watches, Laptops, Backpacks etc.

Recommended Books:

1. Marketing Research – R.Nargundkar
2. Consumer Behaviour – Schiffman and Kanuk
3. Marketing Research – Tull, Green and Hawkins
4. Business Research Methods – Zikmund
5. Marketing Research – N.K. Malhotra
6. Marketing Research – Parashuraman, Grewal
7. Consumer Behaviour – Hoyer Mac Innis
8. Consumer Behaviour in Indian Perspective – Suja R. Nair

SALES AND LOGISTICS MANAGEMENT

Nature	Area	Semester	
Elective - II	Marketing	III	
Course Code	Course Name	Credit/Distributions	
	Sales & Logistics Management	(L-2:T-0:P-1) Credit = 03	
		C1+C2	30 Marks
		C3	70 Marks

Course objectives

1. Analyze the various dimensions of Selling Concepts
2. To appreciate the sales process through emerging electronic channels
3. To Outline the logistics involved for an effective sales management

Unit I: Sales Management

12 Hours

Objectives of Sales Management, Personal Selling, Salesmanship, Personal Selling Process, Types of Sales Organizations – Determining the kind of Sales Force and Size of the Sales Force. Qualities of Sales Professionals.

Unit II: Managing the Sales force

12 Hours

Effective Recruiting of the Sales Force, Selecting and Training the Sales Force, Elements of Time and Territory Management, Sales Territories and Sales Quotas – Compensating the Sales Force, Motivating the Sales Force – Controlling & Evaluating the Sales Force.

Unit III: Trends in Retailing and Wholesaling

10 Hours

E-commerce: E-tailing, Marketing on the net, Non-store retailing, Emerging trends of Retailing & Wholesaling in India.

Unit IV: Distribution and Logistics Management 12 Hours

Objectives of Logistics Management: Modes of Transportation, Design of Distribution Channel, Strategies of Distribution Channel, Components of Logistics – Inbound and Outbound Logistics, Third party Logistics, Freight Forwarders, Communication Order Processing, Packaging, Warehousing.

Unit V: Logistics Strategies

10 Hours

Elements of Supply Chain Management, Logistics Information System, Computer packages used in Logistics, Sales and Logistics for rural markets,

Practical Components:

1. To Study the Important features of Apps which appeal most related to customers of Food suppliers by conducting a survey using Interview method
2. Conduct a survey in rural areas and study the implications associated with imitation (me too) products.
3. To analyze the designs of packaging and list out the advantages and disadvantages associated with it.

Reference Books:

1. Sales Management – Decisions, Strategies and Cases – Richard R. Still, Edward W. Cundiff and Norman A.P. Govani
2. Professional Sales Management – R.E. Anderson, Joseph F. Har, Alan J. Bash
3. Marketing Channels – Louis W. Stern, Adel I. ER – Ansary, T. Coughlan
4. Fundamentals of Logistics Management – M. Lambert, James R. Stock, M. Eliram
5. Logistics Management – Donald J.B. and D.J. Closs
6. Logistics and Supply Chain Management – Martin Christopher
7. Sales Management – Analysis and Decisions Making – Thomas N. Ingram
8. Managing Supply Chain – J.L. Gattorn and D.W. Waldis

ADVERTISING AND SALES PROMOTION MANAGEMENT

Nature	Area	Semester	
Elective - III	Marketing	III	
Course Code	Course Name	Credit/Distributions	
	Advertising and Sales Promotion Management	(L-2:T-0:P-1) Credit = 03	
		C1+C2	30 Marks
		C3	70 Marks

Course Objectives

1. Discuss the increasing importance of promotion and how it differs from advertising
2. What functions do advertising objectives serve
3. Recognize various methods of evaluating advertising effectiveness

Unit I: Promotion Mix

12 Hours

Elements in Promotion Mix, Types of Advertising, Impact of Publicity on society, Personal Selling Strategies, Public Relations and Sales Promotion.

Unit II: Advertising

10 Hours

Advertising ability and Advertising aids, Advertising Planning and Decision Making, Media Frequency Plan.

Unit III: Advertising Campaign Planning

14 Hours

Advertising Effectiveness, Assessment and Criticism of DAGMAR Approach, Creative approaches for making an effective Advertising, Copywriting, pre-testing and post-testing, Designing an Advertising Copy, Marketing Communications, Different types of Advertising appeals and themes, Drafting an advertisement copy.

Unit IV: Advertising Media

10 Hours

Types of media, Conventional media, Traditional media and media planning and Scheduling, Advertisement Budgets, Advertising Strategies for rural markets.

Unit V: Advertising Agencies

10 Hours

Ethics in Advertisement, Advertising Agencies in India and abroad, Rural Advertising, Social Advertising, Ethics followed in advertising, Characteristics of Advertising Standards Council of India (ASCI).

Practical Components:

1. Analyze the advantages and limitations of sales promotion of 5 FMCG MNC's in India
2. Outline the methods and tools of sales promotion by visiting the malls
3. Analyze the room for the improvement of technological innovation in advertisement in a major textile company

Recommended Books:

1. Advertisement and Promotion – Belch and Belch
2. Advertising – Aaker and Bathra
3. Advertising Management – Chunawalla
4. Advertising Management – Write and Ziegler
5. Contemporary Advertising – Williams Arens
6. Advertising Management – Rajeev Batra, John G. Myer, David Aker
7. Advertising Planning & Implementation – Sangeeta Sharma & Raghuvir Singh
8. Advertising Principles and Practice – Wells, Moriarty, Burnett
9. Advertising Management – Jaishri Jethwanry, Shruthi Jain

Electives: Group - II

STRATEGIC FINANCIAL

Nature	Area	Semester	
Elective - I	FINANCE	III	
Course Code	Course Name	Credit/Distributions	
	Strategic Financial Management	(L-2:T-0:P-1) Credit=03	
		C1+C2	30 Marks
		C3	70 Marks

MANAGEMENT

Course Objectives:

1. To analyze the financial implications or aspects of various business strategies and the strategic management of finance
2. To understand conceptual framework i.e., the act of putting together financial assumptions, ideas and perceptions into a strategic design

Unit I: Conceptual framework of Strategic

Financial Management

10 Hours

Strategic Financial Decision making framework, function of Strategic Financial Management; Strategy at different hierarchy level; Financial Planning-Process-Types of Financial Plan – Financial Model-Types of Financial Model- process of Financial Model Development (Theory only)

Unit II: Capital Structure Decisions

12

Hours

Capital structure & market value of a firm. Theories of capital structure - NI approach, NOI approach, Modigliani Miller approach, Traditional approach. Planning the capital structure: EBIT and EPS analysis, ROI & ROE analysis (Theory and Problems)

Unit III: Investment Decisions under

Risk and Uncertainty

14

Hours

Investments Decisions under Risk and Uncertainty – Techniques of Investment Decision –

Risk Adjusted Discount Rate, Certainty Equivalent Factor, Statistical Method

(Probability distribution Approach, Normal Distribution Approach) Sensitivity Analysis and Simulation Method, Decision tree. (Problems)

Unit IV: Leasing

12 Hours

Leasing–Importance, Types, Tax Considerations, and Accounting Considerations– Evaluation of Lease from the point of view of Lessor and Lessee–Lease versus Buy Decision–Venture Capital–Concept and Developments in India–Process and Methods of Financing–Fiscal Incentives

Unit V: Financial Re-Engineering

08

Hours

Meaning of Financial Re-Engineering- interpretations of Various Stakeholder's approach to innovative Financial Engineering, Funding Structure-Fund raising Instruments; Programs and Policies to reward various Shareholders

Practical Components:

Students should be able to distinguish below activities

1. How can you distinguish between strategies and policies?
2. Are strategies and policies as important in a non business enterprise (such as a labor union, the State Department, a hospital, or a city fire department) as they are in a business? Why and how?
3. Why are contingency strategies important?
4. Choose an organization you know and identify its strengths and weaknesses.What are its special opportunities and threats in the external environment?
5. How would you make an organizational appraisal of your college or university? What kind of business is the school in?
6. How can strategies be implemented effectively?

Recommended Books:

1. Girish P JakhotiyaVikas Publishing, (2011) 2/e Strategic Financial Management
2. RajniSofat&PreetiHiro,(2011) Strategic Financial Management, Phi, Delhi
3. Chandra, Prasanna,(2007) FINANCIAL MANAGEMENT, Tata McGraw Hill,

Delhi.

4. Weaver & Weston, (2001) STRATEGIC CORPORATE FINANCE, Cengage Learning, Delhi

FINANCIAL MARKET AND SERVICES

Nature	Area	Semester	
Elective - II	Finance	III	
Course Code	Course Name	Credit/Distributions	
	Financial Market and Services	(L-2 :T-0: P-1) Credit=03	
		C1+C2	30 Marks
		C 3	70 Marks

Course objective

1. To provide the students, basic knowledge about the Finance concepts, markets and various services provided in those markets.
2. To provide adequate information about the roles of intermediaries and its regulating bodies.
3. To provide information about the prevailing financial system in India.

Unit I: Overview of Indian Financial System

12

Hours

Indian Capital Market and Money Market, Foreign Institutional Investors (FIIs)-Portfolio Management Schemes of Indian Institutional Investors, Global Capital Flows - Hedge Funds, Private Equity. ADR and GDR.

Unit II: Indian Capital Market

10 Hours

Primary and Secondary Capital Markets in India-Market for Stocks and Bonds, Market for Derivative Instruments (Financial and Commodities), Over the Counter Markets (OCTE), NCDEX, MCX. Markets for Government Securities, Mock Exercises in Online Stock Market Operations on Sensex and Nifty.

Unit III: Banking in India

10 Hour

Meaning of Bank, types of banks, Current problems of public sector banks, capital adequacy norms, Basel norms, NPA problem, corporate debt restructuring, and securitization of debt and asset reconstruction companies, the new Insolvency and bankruptcy code

Unit IV: Merchant Banking and Credit Rating

12 Hours

Introduction to merchant banking, merchant bankers/lead managers, registration,

obligation and responsibilities, underwriters, bankers to an issue, brokers to an issue. Issue management activities and procedure pricing of issue, issue of debt instruments, book building green shoe option, services of merchant banks, Credit Rating - SEBI guidelines, limitations of rating.

Unit V: Regulatory Mechanisms

12 Hours

The role of SEBI in regulating the Capital Market and Stock Exchanges- Outlines of the SEBI Act and Powers of SEBI- Important Cases dealt with by SEBI-Sahara, NSEL, Insider Trading Cases etc. Investigation into Corporate Frauds under Companies Act 2013, NFRA and IBBI

Practical component:

1. Prepare a report on capital market scams. And visit stock broking firms.
2. Visit any 5 retailers and collect the information about cashless transaction(merchant banking)

Text Book:

1. M.Y. Khan,(2008) INDIAN FINANCIAL SYSTEM, Tata McGraw Hill, Delhi
2. Jeff Madura,(2008) FINANCIAL MARKETS AND INSTITUTIONS, CenGage Learning, Delhi
3. H.R. Machiraju,(2009) INDIAN FINANCIAL SYSTEM, Vikas PublishingHouse, Delhi
4. Pathak,(2007) THE INDIAN FINANCIAL SYSTEM, Pearson Education India

Reference Books:

1. Vasanth Desai, Financial Markets & Financial Services, HPH, Mumbai
2. PunithavathyPandian, Financial Markets and Services, Vikas Publishing House, New Delhi
3. Gorden E &Natarajan, Financial Services, HPH, Mumbai

INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT

Nature	Area	Semester	
Elective - III	Finance	III	
Course Code	Course Name	Credit/Distributions	
	Investment Analysis & Portfolio Management	(L-2:T-0:P-1) Credit=03	
		C1+C2	30 Marks
		C3	70 Marks

Course Objectives

Objectives

- ❖ To have a thorough understanding on investment and avenues of investment
- ❖ To have exposure on analyse the various risk & return of different portfolios.
- ❖ To have an exposure to valuation of different kinds of securities.
- ❖ To have a broad knowledge about fundamental and technical analysis by using various theories.

Unit I: Investment Background

08

Hours

Concepts of Investment- Investment Avenues - Objectives of Investment- Investment, Speculation and Gambling - Trading and investing - Portfolio Management process - Sources of Investment Information - Investing Internationally - The asset allocation decision - Organization and functioning of securities market

Unit II: Analysis of Risk & Return

14

Hours

Return - Measuring Return- Risk - Measuring Risk - S.D and Variance- Return and Risk of a Single Security and Portfolio - Calculation of Risk using Variance Covariance Matrix - Reduction of Risk through Diversification - Concept and Types of Risks - Total Risk, Systematic and Unsystematic Risk - Other Risks - Beta and its Computation - Uses and Limitations of Beta.

Unit III: Valuation of Securities:

12

Hours

Bond- Bond features, Types of Bonds, Determinants of interest rates, Bond Management Strategies, Bond Valuation, Bond Duration. Preference Shares- Concept, Features, Equity

shares- Concept, Valuation, Dividend Valuation models. (Theory & Problems).

Unit IV: Fundamental Analysis and

Technical Analysis

08

Hours

Economy - Industry-Company Framework- Economic Analysis and Forecasting – Technical Analysis-Assumptions of Technical Analysis - Technical Indicators - Dow Theory - Important Tools of Technical Analysis -Limitations of Technical Analysis - behavior of stock prices- Market Efficiency - Forms of Market Efficiency- Behavioral Finance - Standard Finance Versus Behavioral Finance

Unit V: Active Portfolio Management

14 Hours

Markowitz (MPT) ,Sharpe, Treynor, Jensen's Alpha measures of mutual fund performance – measuring investment return, conventional theory of performance evaluation, Performance attribution procedures, style analysis and morning star's, risk adjusted rating. Active portfolio construction using Treynor – Black model, Sharpe Optimal Portfolio Construction

Practical Components:

1. Students should study the stock market pages from business press and calculate the risk and return of selected companies.
2. Each student will be given a virtual cash of Rs.5 Lakhs and they will be asked to invest in equity shares based on fundamental analysis throughout the semester. At the end the best investment will be awarded based on the final net worth. Virtual on line trading account can be opened for the student and every week 2 Hours can be allotted to invest, monitor and evaluate.
3. Students should study the stock market pages from business press and calculate the risk and return of selected companies.
4. Students can do a macro economy using GDP growth.
5. Students' are expected to do Industry analysis for specific sectors.
6. Students can do Company analysis for select companies using profitability and liquidity ratios.
7. Practice technical analysis using Japanese candle sticks.

Recommended Books:

1. Prasanna Chandra, 3/e, TMH, (2010). Investment Analysis and Portfolio management
2. ZviBodie, Kane, Marcus & Mohanty, 8/e, TMH, (2010). Investments
3. Security Analysis & Portfolio Management- J Kevin, TMH

Reference Books:

1. Reilly & Brown, Cengage, 10e/ (2017). Analysis of Investments & Management
2. Punithavathy Pandian, 2/e, Vikas, (2005). Security Analysis & Portfolio Management

Electives: Group - III

PERSONAL GROWTH AND INTERPERSONAL EFFECTIVENESS

Nature	Area	Semester
Elective - I	Human Resource	III
Course Code	Course Name	Credit/Distributions
	Personal Growth and Interpersonal Effectiveness	(L-2:T-0:P-1) Credit=03
		C1+C2 30 Marks

Course Objectives

1. To develop and nurture a deep understanding of self.
2. To understand and practice personal and professional responsibilities.
3. To Nurture comprehensive skill sets for life knowledge such as learning, personality improvement, and effective interpersonal relation, resolving conflict for better intrapersonal and interpersonal relationship.

Unit I: Personal Growth 10

Hours

Meaning and concepts of personal growth, Self esteem: Know yourself, accept yourself, Self improvement: Plan to improve, actively working to improve yourself. Life positions, Personal life style choices.

Unit II: Individuals and Organizations 12

Hours

Values - Meaning, Types of values – Societal values, Organizational values and work values. Attitudes: Nature and Dimensions of attitude – Components of attitudes, Functions of attitudes, Changing attitudes, and antecedents of work related attitudes. Job satisfaction – Meaning, influences on job satisfaction, outcomes of job satisfaction. Job involvement, Organizational commitment – Meaning, Outcomes of organizational commitment, Guidelines to enhance organizational commitment.

Unit III: Learning and personality theories 12

Hours

Meaning, Learning principles, Learning Theories – Classical condition- ing theory, Operant conditioning, Cognitive theories, Social Learning theory, Learning styles. Personality theories: The Big Five personality Traits, Myers Briggs Type Indicator (MBTI), Carl Jung's theory of personality types.

Unit IV: Interpersonal Behavior and conflicts

10 Hours

Nature of conflict, Levels of conflict, Sources of conflict, Effects of conflict, Intraindividual conflict – Conflict due to frustration, Goal conflict, Role conflict and ambiguity, Interactive conflict – Interpersonal conflict, Inter group behavior and conflict, Assertive behavior, Transactional analysis, Types of Transaction, Life positions.

Unit V: Stress management and

Emotional Intelligence

12

Hours

The emergence of stress, causes of stress – Extra organizational stressors, Organizational stressors, group stressors and individual stressors. Consequences of stress – Physiological symptoms, psychological symptoms and behavioral symptoms. Coping strategies for stress – Individual approaches and organizational approaches. Emotional Intelligence: Role of emotions, Types of emotions, Meaning of Emotional Intelligence, components of emotional Intelligence.

Practical Component

1. Students are expected to conduct an in depth study about various personality traits and TA and submit a detailed report.
2. Ask the individual students to seek multisource feedback about their interpersonal effectiveness from peers, teachers and parents.
3. Conduct mock stress interview for students to enhance their employability skills.

Recommended Books:

1. Udai Pareek. (2018). *Understanding OB*. (4thed.). Oxford University Press.
2. Keith Davis. (2003). *Organizational Behaviour*. (11thed.). Tata McGraw Hill

Reference Books

1. Stephen P Robbins . (2016). *Organizational Behavior – concepts, controversies and applications*. (16thed.). Pearson
2. Fred Luthans. (2010). *Organizational Behavior*. (12thed.). TMH
3. Wallace & masters. (2010). *Personal development for life and work*. (10thed.). Cengage Learning

ORGANIZATIONAL CHANGE AND DEVELOPMENT

Nature	Area	Semester	
Elective - II	Human Resource	III	
Course Code	Course Name	Credit/Distributions	
	Organizational Change and Development	(L-2:T-0:P-1) Credit=03	
		C1+C2	30 Marks
		C3	70 Marks

Course Objectives:

1. To gain a general understanding of organizational change and development concepts
2. To develop an understanding of change models and theories
3. To reflect on different interventional strategies and their importance in a change process
4. To apply change concepts to a real case example

Unit I: Organizational Change

10 Hours

Introduction to change, Nature of Change, Types of change, Reasons for change, Reasons for resistance to change, Overcoming resistance to change, Differences between planned and unplanned organizational Change, Change agents, Skills and competencies of change agents.

Unit II: Organization Development

10 Hours

Introduction and concepts of Organization Development, Characteristics of OD, History of Organization Development: Laboratory Training Stem, Survey Research and Feedback Stem, Action Research Stem, Socio-technical and Socio-clinical Stem. Values, Assumptions and Beliefs in organization development: Early statements of OD values and Assumptions, Implications of OD values and Assumptions.

Unit III: Theory and Management of

Organization Development

12 Hours

Foundations of organization development: Models and Theories of planned change - Kurt Lewin's Three stage model, Force Field Analysis, Burke Litwin Model of Organizational Change, Systems Theory. Participation and Empowerment, Teams and Teamwork, Parallel Learning Structure, Normative Re educative strategy of Change. Managing the organization development process: Diagnosis, Six box model, Action Component, Program management component. Action research and organization development: Action Research a Process and an Approach, Genesis of OD in the company. The OD Process – A Diagnostic Study.

Unit IV: Organization Development

Intervention

14 Hours

Team interventions: Teams and work Groups Strategic Units of Organizations, Broad Team Building Interventions, The Formal Group Diagnostic Meeting, The Formal Group Team Building Meeting, Process Consultation Interventions, A Gestalt Approach to Team Building,

Techniques and exercises used in Team building. Inter-group and third party peacemaking intervention: Inter group team building Interventions, Third party peacemaking Interventions, Organization mirror Interventions, Partnering. Comprehensive intervention: Beckhard's Confrontation meeting, Strategic Management activities, Real time strategic change, Stream Analysis, Survey feedback, Grid OD, Trans-organizational Development. Structural interventions: Socio-technical systems, Self managed teams problems in implementation, MBO and Appraisal, Quality Circles, Quality of work life projects, Physical settings and OD, Total Quality Management, Self design strategy, Large scale systems change and Organizational Transformation. Training experiences: T Groups, Behavioural modeling, Life and career planning, Coaching and mentoring, Instrumented Training.

Unit V: Key Considerations and Issue

10 Hours

Issues in consultant-Client relationships: Entry and Contracting, defining the client system, The trust issue, The nature of consultant's expertise, Diagnosis and appropriate interventions, Depth of Intervention, The consultant as a model, The consultant team as a microcosm, Dependency issue and terminating the relationship, The role of the Human Resource specialist in OD activities. Power, politics and organization development: Theories about the sources of social power, Organizational politics defined, Frameworks for analyzing power and politics, The role of power and politics in the practice of OD.

Practical Component

1. Students are expected to submit a report on Changes that have taken place in various industries.
2. Individual students are expected to conduct force field analysis and identify the driving and restraining forces for trimester scheme.

Recommended Books:

1. French and Bell. (2006). *Organization Development*. (6th Ed.). Pearson
2. Dr.S.S.Khanka. (2003). *Organizational Behavior*.(4th Ed.).S.Chand& Company Pvt Ltd.

Reference Books

1. Cummings T. G, & Worley C.G.(2014). *Organization Development and Change*(10th Ed.). Cengage Learning
2. Fred Luthans. (2010). *Organization Behaviour an Evidence based Approach*.(12th Edition). McGrawhill,
3. Keith Davis. (2002). *Human Behaviour at Work*. (11th Ed.). Tata McGrawhill

TRAINING IN ORGANIZATIONS

Nature	Area	Semester	
Elective - III	Human Resource	III	
Course Code	Course Name	Credit/Distributions	
	Training in organizations	(L-2:T-0:P-1) Credit=03	
		C1+C2	30 Marks
		C3	70 Marks

Course Objectives

1. To develop an understanding on Training and Learning environment.
2. To comprehend on how need analysis is done for training.
3. To get acquainted with the trainer's skills and designing a training program.
4. To conceptualize on the evaluation of training program.

Unit I: Introduction

10 Hours

Introduction to the concept of Training, Importance of training, Advantages of training, Training challenges, Changing workplace and workforce, Training as a sub system of HRD

Learning principles, learning environment, Instructional design, Learning outcomes, Feedback, Conditions of transfer, Converting training objectives to training plan.

Unit II: Training Needs Assessment (TNA)

12 Hours

Introduction to Needs Assessment, Why conduct Training Need Analysis? When to conduct a Training Need Analysis?, Needs Assessment Process - Organizational support for TNA, Organizational analysis, Requirement Analysis, Task and KSA Analysis, Person Analysis, In- put design and evaluation of Training programs. Needs Assessment Techniques, Advantages and Disadvantages of Needs Assessment Techniques, Training enhancement, Trainee characteristics

– Trainee readiness and Trainee Motivation.

Unit III: Trainer's skills

10 Hours

Communication Skill, Questioning Skill, Body Language Gesture, Handling difficult situation, Creativity skills, Technical skills, Interpersonal skills, Self Development and awareness, Managerial skills, Designing skills, Humour, Integrity, Credibility, Transparent, resilience, Rapport building, Confidence, Feedback sensitivity.

Unit IV: Training Delivery

12 Hours

Differences between Traditional and Modern methods, Traditional Training Approaches – Classroom instruction, Lecture and Discussion, Case study, Role play, Self Directed Learning Program (SDLP), Simulated work settings, Modern Training Approaches - Distance Learning Program (DLP), CD ROM and Interactive Multimedia, Web- based instructions, Intelligent Tutoring System (ITS), Virtual Reality Training (VRT).

Unit V: Training Evaluation

12 Hours

Need for evaluation, Evaluation criteria, Evaluation objectives, Types of evaluation instruments– Questionnaires / survey, Interview, Tests, Focus group, Observation of participant, Performance record, Training Evaluation Models – Kirk Patrick's model, Philip's Model, CIRO model of Training Evaluation.

Practical Component

1. Students are expected to conduct a mock training session including need identification and a set of students to evaluate the effectiveness of the same.
2. Give a training need analysis case and ask the students to find out the training needs.
3. 10 minutes of role play by individual students to exhibit their skills as a trainer.

Recommended Books:

1. Irwin L. Goldstein, J. Kevin Ford. (2005). *Training in Organization*. (4th Ed.). Wordsworth.
2. Dr.B.Janakiraman. (2007). *Training and Development*, (Kindle ed.). Biztantra / Wiley Dreamtech

Reference Books

1. P Nick Blanchard James W Thacker. (2010). *Effective Training: System Strategies & Practices*, (custom ed.) .Pearsons
2. Rolf P Lynton UdaiPareek. (2011). *Training For Development*. (3rded.). Sage India
3. Gargulo & Others. (2008). *The Trainers portable mentor*. (1sted.) . Pfeiffer

Electives: Group - IV

FUNDAMENTALS OF CSR

Nature	Area	Semester	
Elective - I	Corporate Social Responsibility	III	
Course Code	Course Name	Credit/Distributions	
	Fundamentals of CSR	(L-2:T-0:P-1) Credit = 03	
		C1 + C2	30 Marks
		C3	70 Marks

Course Objectives:

- To learn the concepts and theories of CSR
- To know the importance of sustainable development goals
- To understand the role of NGOs in promoting and implementing CSR initiatives in India
- To evaluate futuristic role of CSR in India

Practical Components:

- Visit two MNCs and list down their CSR activities
- Visit two NGOs and enumerate their role in propagating sustainable development goals
- To find out from NGOs their role in promoting CSR activities in India

UNIT I

(12 Hours)

Introduction to CSR:

Meaning & Definition of CSR, History & evolution of CSR. Concept of Charity, Corporate philanthropy, Corporate Citizenship, CSR-an overlapping concept. Concept of sustainability & Stakeholder Management. CSR through triple bottom line and Sustainable Business; relation between CSR and Corporate governance; environmental aspect of CSR; Chronological evolution of CSR in India; models of CSR in

India, Carroll's model; drivers of CSR; major codes on CSR; Initiatives in India.

UNIT II

(12 Hours)

International framework for corporate social Responsibility, Millennium Development goals, Sustainable development goals, Relationship between CSR and MDGs. United Nations (UN) Global Compact 2011. UN guiding principles on business and human rights. OECD CSR policy tool, ILO tri-partite declaration

of principles on multinational enterprises and social policy.

UNIT III

(12 Hours)

CSR-Legislation In India & the world. Section 135 of Companies Act 2013. Scope for CSR Activities under Schedule VII, Appointment of Independent Directors on the Board, and Computation of Net Profit's Implementing Process in India.

UNIT IV

(10 Hours)

The Drivers of CSR in India, Market based pressure and incentives civil society pressure, the regulatory environment in India Counter trends. Performance in major business and programs. Voluntarism Judicial activism.

UNIT V

(10 Hours)

Identifying key stakeholders of CSR & their roles. Role of Public Sector in Corporate, government programs that encourage voluntary responsible action of corporations. Role of Nonprofit & Local Self- Governance in implementing CSR; Contemporary issues in CSR & MDGs. Global Compact Self- Assessment Tool, National Voluntary Guidelines by Govt. of India. Understanding roles and responsibilities of corporate foundations.

Reference Books:

1. Corporate Social Responsibility: An Ethical Approach - Mark S. Schwartz
2. The World Guide to CSR - Wayne Visser and Nick Tolhurst
3. Innovative CSR by Lelouche, Idowu and Filho
4. Corporate Social Responsibility in India - Sanjay K Agarwal
5. Handbook on Corporate Social Responsibility in India, CII.
6. Handbook of Corporate Sustainability: Frameworks, Strategies and Tools - M. A. Quaddus, Muhammed Abu B. Siddique
7. Growth, Sustainability, and India's Economic Reforms – Srinivasan
8. Corporate Social Responsibility: Concepts and Cases: The Indian - C. V. Baxi, Ajit Prasad
9. .Mallin, Christine A., Corporate Governance (Indian Edition), Oxford University Press, New Delhi.
10. Blowfield, Michael, and Alan Murray, Corporate Responsibility, Oxford University Press.
11. Francesco Perrini, Stefano, and Antonio Tencati, Developing Corporate Social Responsibility-AEuropean Perspective, Edward Elgar. University of Delhi.
12. Sharma, J.P., Corporate Governance, Business Ethics & CSR, Ane Books Pvt Ltd, New Delhi.
13. Sharma, J.P., Corporate Governance and Social Responsibility of Business, Ane Books Pvt. Ltd, NewDelhi.

Social Development Issues and Challenges

Nature	Area	Semester	
Elective - II	Corporate Social Responsibility	III	
Course Code	Course Name	Credit/Distributions	
	Social Development Issues and Challenges	(L-2:T-0:P-1) Credit = 03	
		C1 + C2	30 Marks
		C3	70 Marks

Course Objectives:

- The students will be enlightened on the principles and practices of NGOs, Cooperatives and Corporate foundations
- The students will get introduced to various society registration acts

Practical Components:

- Visit two NGOs and record their social spending
- Understand the funding structure of two foreign and national organizations

UNIT I

(12 Hours)

Introduction: What is the sociology of development - Neo-evolutionary, modernization and neomodernization theories of development - Marxist and neo-Marxist theories of development - Global approaches to development.

UNIT II

(12 Hours)

Social work intervention and contemporary issues, Social work intervention and contemporary issues - Urban sociology, urban community development & municipal administration – Rural sociology, rural community development & Panchayati raj - Family welfare Women's welfare and child welfare.

UNIT III

(10 Hours)

Social justice and Empowerment-Women Rights - Tribal Rights - Social Policy and Social Legislation in India: Planning in India - Rehabilitation & Resettlement Policy and Social Development - Rehabilitation Action Plan - CSR Policy and Rehabilitation & Resettlement

UNIT IV

(12 Hours)

World Bank and ADB standing on and Rehabilitation & Resettlement - Government of India Policy Guidelines and interventions - Millennium Development Goals – Sustainable Development Goals-Developmental Schemes in India - Social Security in India

UNIT V(10 Hours)

Corporate –Community Collaboration (CCC)and Social Development Social Development and Modes of CSR – Challenges and barriers to Corporate-Community Collaboration – CCC as CSR process and product-Socio-Economic Impact of CCC – Community Investment and Corporate Citizenship Programs.

References:

1. Willis, K. Theories and Practices of Development, London: Routledge.
2. Frank, A. G) “The Development of Underdevelopment”
3. Timmons Roberts and Amy Bellone Hite (eds.) The Globalization and Development Reader. Oxford: Blackwell
4. Roberts, T.J. and A. Hite (eds) From Modernisation to Globalisation: Perspectives on Development and Social Change. (London: Blackwell, 2000)
5. Sklair, L. (ed.) Capitalism and Development. (London: Routledge, 1994)
6. Sklair, L. Sociology of the Global System. (London: Prentice-Hall, 1995)
7. Cohen, R. and P. Kennedy Global Sociology. (London: Macmillan, 2000)
8. Webster, A. Introduction to the Sociology of Development. (London: Macmillan, 1990)

Corporate Governance and Ethics

Nature	Area	Semester	
Elective – III	Corporate Social Responsibility	III	
Course Code	Course Name	Credit/Distributions	
	Corporate Governance and Ethics	(L-2:T-0:P-1) Credit = 03	
		C1 + C2	30 Marks
		C3	70 Marks

Course Objectives:

- The students should be able to appreciate the nature of business ethics, ethical leadership
- The students must comprehend theoretical aspects of corporate governance

Practical Components:

- Visit two MNCs and record their practice of ethical leadership
- Visit two MNCs and study the transparency and accountability pattern practiced at corporate governance system

UNIT I

(10 Hours)

Meaning and definitions of Ethics. Nature of business ethics; the relationship between business ethics, corporate governance and ethical leadership; Kohlberg's six stages of moral development; levels of ethical analysis; concept of corporate integrity.

UNIT II

(12 Hours)

Definition—Historical perspective of corporate governance and Issues in corporate governance—Theoretical basis of corporate governance—mechanism- corporate governance systems—Indian model of governance –What is good corporate governance—obligations towards society and stake holders. Theories underlying Corporate Governance (Stake holder's theory and Stewardship theory, Agency theory, Separation of ownership and control, corporate Governance Mechanism: Anglo-American Model, German Model,

Japanese Model, Indian Model, OECD, emphasis on Corporate governance, Ethics and Governance, Process and Corporate Governance (Transparency Accountability and Empowerment).

UNIT III

(12 Hours)

Ethical decision making: Decision making (Normal Dilemmas and Problems): Application of Ethical theories in Business (i) Utilitarianism (J.Bentham and J.S. Mill), (ii) Deontology (I. Kant) Virtue Ethics (Aristotle).

Economic Justice: Distributive Justice, John Rawls Libertarian Justice (Robest Nozick) Ethical Issues in Functional Areas of Business.

Marketing: Characteristics of Free and Perfect competitive market, Monopoly oligopoly, Ethics in Advertising (Truth in Advertising). Finance: Fairness and Efficiency in Financial Market, Insider Trading, Green Mail, Golden parachute.

HR: Workers Right and Duties: Work place safeties, sexual harassment, whistle Blowing.

UNIT IV

(10 Hours)

Role Players. Role of Board of Directors and Board Structure, Role of Board of Directors, Role of the Non- executive Director, Role of Auditors, SEBI Growth of Corporate Governance. Role of Government, Corporate governance in India, Kumaramangalam Birla Committee, CII, Report, Cadbury Committee.

UNIT V

(12 Hours)

Accounting Standards and Accounting disclosures. Finance Reporting and Corporate Governance, Non Accounting Regulations in Corporate Governance, Corporate Governance & CSR

Reference Books :

1. Good Governance Issues and Sustainable Development: The Indian - Ed. R.N. Ghosh, Rony

Gabbay, Abu Siddique

2. The Quest for Sustainable Business - *Wayne Visser*

3. A Guide For Corporate Responsibility Managers - *Timothy J Mohin*

4. *ISO 26000: The Business Guide to the New Standard on Social Responsibility*; Lars Moratis and Tino

Cochius; Greenleaf Publishing; 2011

5. *Strategic Corporate Social Responsibility: Stakeholders in a Global Environment*, William B.

Werther, Jr., David Chandler

6. *The Business Case for Corporate Social Responsibility: Understanding and ...*

7. Philipp Schreck

8. *Motivational Interviewing, Third Edition: Helping People Change (Applications of Motivational Interviewing)* by William R. Miller and Stephen Rollnick (Sep 7, 2012)

9. *Skills Training Manual for Treating Borderline Personality Disorder* by Marsha M. Linehan (May 21, 1993)

10. *Smart but Scattered: The Revolutionary "Executive Skills" Approach to Helping Kids Reach Their Potential* by Peg Dawson and Richard Guare (Jan 2, 2009)

11. *Business Ethics and Corporate Governance*, C.S.V.Murthy, HPH

12. *Business Ethics*, Francis & Mishra, TMH

13. *Corporate governance*, Fernando, Pearson

14. *Business Ethics & Corporate Governance*, S. Prabakaran, EB

15. *Corporate Governance*, Mallin, Oxford

16. *Corporate Governance & Business Ethics*, U.C.Mathur, MacMillan.

Electives: Group - V
TOURISM MANAGEMENT

Nature	Area	Semester	
Elective – I	Tourism & Travel Management	III	
Course Code	Course Name	Credit/Distributions	
	Tourism Management	(L-2:T-0:P-1) Credit = 03	
		C1 + C2	30 Marks
		C3	70 Marks

Course Objectives:

1. To study the conceptual clarity of tourism.
2. To understand the types, typologies and its impacts on tourism.
3. To know the international, national and regional organizations of tourism.

Unit 1

10 hrs

Concepts of Tourism-Meaning-Definitions-Visitors-Excursionist-Tourist-Traveller-Hospitality- Nature- Forms -Tourism System-Purpose of Travel-Travel Motivators-Components of Tourism-Historical Development of Tourism-Tourism in India-- Factors affecting growth and development of International and national Tourism; Push and Pull Factors-and Approaches.

Unit II

08 hrs

Impacts of Tourism-Tourism Industry-Significance of Tourism-Multipliers Effect-Economic-Socio-Cultural-Environmental Impacts of Tourism (Positive and Negative) - Case Studies.

Unit III

08 hrs

Types and Typologies of Tourism: Heritage, Adventure, Cultural, Sports, MICE, Educational and Mass Tourism. **Alternative Tourism:** Eco, Rural, Agri and Farm and

Yoga Tourism.

Unit IV

07 hrs

Economics of Tourism –Demand and Supply-Factors Influencing on Tourism demand – Measuring the demand –Types of demand –Determinants of Tourism demand and Supply.

Unit V

07 hrs

Tourism Organizations: Organization Structure and Functions of ITDC, STDCs, NTOs, PATA, UNWTO, TAAI, FHRAI, IATO, UFTAA.

Books for Reference:

1. Chottopadhyay, K. (1995): Economic Impact of Tourism Development; An Indian Experience, Kanishka Publishers, Delhi.
2. Cooper, C, Fletcher, J, Gilbert, D and Wanhill, S. (2002): Tourism: Principles and Practice, Addison Wesley Longman Publishing, New York, USA
3. Swain S K, Mishra J.M. (2012), Tourism Principles and Practices, Oxford University Press
4. Kamra & Chand (2002): Basics of Tourism, Theory Operation and Practice; Kanishka Publishers, New Delhi-02
5. Kamra, Krishna. K (2001): Economics of Tourism; Pricing, Impacts, Forecasting; Kanishka Publishers, New Delhi-02

GLOBAL TOURISM GEOGRAPHY

Nature	Area	Semester	
Elective - II	Tourism & Travel Management	III	
Course Code	Course Name	Credit/Distributions	
	GLOBAL TOURISM GEOGRAPHY	(L-2:T-0:P-1) Credit = 03	
		C1 + C2	30 Marks
		C3	70 Marks

1. Course Outcomes

- To acquaint with the interdependence between geography and tourism;
- To familiarize on the locales, attractions, and accessibility to major tourist destinations across the continents; and
- To be able to plan tour itineraries of various countries across time zones.

Unit I

09 hrs

Physical Geography, Time Calculation and Transport System: North, South and Central America – Europe – Africa - Asia & Australasia, Map Reading: Latitude - Longitude - International Date Line , Time Zones, Calculation of Time: GMT Variation , Tourism Transport Systems: Major Destinations and Routes - Major Railway Systems and Networks - Water Transport - Road Transport.

Unit II

08

hrs

Tourist Destinations in the Americas: Key Features- Special Interests- Activities-Travel Formalities, North American Destinations: Canada- the United States of America, Mexico, Central America: Bermuda-the Caribbean Islands, South American Destinations: Brazil-Uruguay, Argentina, Chile- Peru.

Unit III

08

hrs

Tourist Destinations in Europe: Key Features- Special Interests- Activities- Travel Formalities, Countries: United Kingdom- France- Italy- Spain-Switzerland- Netherlands and Germany.

Unit

IV

08hrs

Tourist Destinations in Africa: Key Features- Special Interests- Activities-Travel Formalities, Regions: Western Africa- Eastern Africa- South Central Africa- South Africa, Important Destinations: the Egypt- Mauritius-Seychelles.

Unit V

08 hrs

Tourist Destinations, Key Features, Special Interests & Activities, Travel Formalities in Asia, Australia, and Oceania: Important Tourist Destinations of South Asian, South-East Asia and Far East, Tourist Destinations of the Middle East and West Asia, Australia, New Zealand, Fiji, Papua New Guinea and French Polynesia.

BOOKS FOR REFERENCES

1. Boniface, B., Cooper, R. & Cooper, C. (2016), World Wide Destinations – The Geography of Travel and Tourism. New York: Routledge.
2. Nelson, V. (2013). An Introduction to the Geography of Tourism. United Kingdom: Rowman and Littlefield Publisher.
3. Hall, M. (1999). Geography of Travel and Tourism. London: Routledge.
4. Hall, M., & Page, S.J. (2006). The Geography of Tourism and Recreation - Environment, Place and Space. London: Routledge.
5. Hudman, L.E., & Jackson, R. H. (2003). Geography of Travel and Tourism. London: Thomson.
6. IATA. (2009). Travel Information Manual. Netherlands: IATA Publications.

HOTEL OPERATIONS AND MANAGEMENT

Nature	Area	Semester	
Elective - III	Tourism & Travel Management	III	
Course Code	Course Name	Credit/Distributions	
	Hotel Operations & Management	(L-2:T-0:P-1) Credit = 03	
		C1 + C2	30 Marks
		C3	70 Marks

Course Objectives:

1. To study the flow of activities and functions of hotel operations and management
2. To familiarize with hospitality, resort and spa management
3. To understand the functioning of various departments and its role in hospitality industry

Unit I

10 hrs

Hotel and Hospitality Industry: Introduction to hotel and hospitality industry, Overview of core departments, types and classification of hotels, service industry characteristics - concept of “Atithi Devo Bhava”, chain of hotels, leased and franchised hotels, future of hospitality industry, changing trends and hotel terminologies.

Unit II

8 hrs

Front Office Operations: Front office organization, duties and responsibilities of front office staff, room tariff, meal plans, guest cycle, front office accounting and auditing, IT applications in front office, guest services.

Unit III

7 hrs

Accommodation Management: Introduction to accommodation management, department hierarchy, duties and responsibilities, functions and operations of accommodation management, planning and organizing – inventories, budget, safety and security management.

Unit IV

8 hrs

Food and Beverage (F & B) Management: An overview of F & B management, department hierarchy, duties and responsibilities, food production organization, operations and functions, catering service, banquet, club, Food and Beverage control.

Unit V

7

hrs

Evaluating Hotel Performance and Revenue Management: Measuring methods of measuring hotel performance - occupancy ratio, average room rate, revenue per available room, yield management, guest relation management.

BOOKS FOR REFERENCE

1. Introduction to Hospitality Industry: A Text Book S.C. Bagri and Ashish Dahiya
2. Hospitality Today: Rocco M. Angelo, Andrew Vladimir
3. Hotel Housekeeping: A Training Manual by Sudhir Andrews
4. Hotel Housekeeping by Raghubalan
5. Hotel Front Office Operations and Management by Jatashankar R Tewari
6. Food production operation by PS bali
7. Professional Food and Beverage Service Management –Brian Varghese
8. Food Service Operations – Peter Jones and Cassel
9. Marketing management analysis & Planning – Kotler Philip
10. Hospitality Marketing – Wearne, Neil

SKILL DEVELOPMENT - 3

Nature	Area	Semester
Foundation	General Management	III
Course Code	Course Name	Credit/Distributions
	Skill Development - 3	(L-0:T-0:P-1) Credit = 01

Course Objectives

1. To think logically and appreciate the reasoning capability
2. To Involve the students in group discussion and mock interview exercises to enhance their employability

UnitI:

02 Hours

Language enhancement tips, written communication skills, public speaking skills

Unit II:

02 Hours

Exercises to develop right attitude, Self-Development, time management

UnitIII:

04 Hours

Quantitative Aptitude & Logical Reasoning

UnitIV:

04 Hours

GD & Mock GD

UnitV:

04 Hours

Resume Writing, HR Interview, FAQs & Mock Interview

Fourth Semester

EVENT

MANAGEMENT

Nature	Area	Semester	
Core	General Management	III	
Course Code	Course Name	Credit/Distributions	
	Event Management	(L-1:T-0:P-2) Credit=03	
		C1+C2	30 Marks
		C3	70 Marks

Course Objectives

The purpose of this course is to enable the students to acquire a general knowledge about the “event management” and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events with a special focus on case studies of the events.

1. To acquire an understanding of the role and purpose(s) of special events in the organizations.
2. To acquire an understanding of the techniques and strategies required to plan successful special events.
3. To acquire the knowledge and competencies required to promote, implement and conduct special events.
4. To acquire the knowledge and competencies required to assess the quality and success of special events.

Unit I: Introduction

08 Hours

Introduction -Nature, scope, significance and components of event, relationship between business and events, Responsibility of event planners, identifying suitable venue, layout.

Types of events and skills for Event management -Seminars & Conferences, Trade Shows, Sporting events, Product launch, Press conference. Skills for Event Management.

Unit II: Planning

10 Hours

Concept, Nature and Practices in Event Management: Organizing and planning events, Customer relationship management, Starting and managing events business, Event coordination, Crisis planning - prevention - preparation - provision - action phase -

handling negative publicity -Different types of sponsorship - definition - objectives - target market - budget

Unit III: Preparing a proposal

12

Hours

Conducting market research - SWOT analysis - estimating attendance - media coverage - advertising - budget. Organizing the event - Purpose - venue - timing - guest list - invitations - food & beverages - room dressing - equipment - guest of honor - speakers - media - photographers - podium – exhibition and check lists.

Unit IV: Introduction to Event Marketing

12

Hours

Nature, need and importance – Marketing for event – Special feature of event marketing – Event Marketing Mix: Product, Price, Promotion, Distribution, Partnership, Segmentation and Targeting of the market for events–Types of advertising - promotions - website and text messaging, Social media platform and other digital media promotions used to market an event. Media invitations - photo-calls - press re- leases - TV opportunities - radio interviews. Special emphasis on 5 W's of event marketing.

Unit V: Preparing Human Resources for Event

14

Hours

Man power planning- training of employees – training needs identification – training methods Evaluation-Budget - cost of event - return on investment - media coverage - attendance – feedback

Reference Books:

1. Lynn Van Der Wagen& Brenda R. Carlos, Event Management for Tourism, Cultural, Business and Sporting Events, Pearson Prentice Hall, 2005
2. Event Management-PurnimaKumari
3. Event Management and Marketing: Theory, Practical Approaches and Plan- Anukrati Sharma, ShrutiArora
4. Event Management -Sandhya A Kale
5. Event Management: A Professional and Development Approach– AshutoshChaturvedi

Electives: Group - VI

BRAND

MANAGEMENT

Nature	Area	Semester	
Elective - IV	Marketing	IV	
Course Code	Course Name	Credit/Distributions	
	Brand Management	(L-2:T-0:P-1) Credit=03	
		C1+C2	30 Marks
		C3	70 Marks

Course Objectives

1. To analyze the importance of branding by visiting the various dimensions of brand promotion
2. To Study the factors that are associated with brand success and failure
3. To outline the importance of market planning and segmenting, targeting and positioning to make the product successful

Unit I: Introduction

12 Hours

Introduction to Product & Brand Management, Product mix and Product line, Brand Image, Brand Equity, Brand Association, Brand Awareness, Brand Recall, Brand Positioning, Brand Narration, Brand Experience, Brand loyalty, Brand pull, Brand Promise.

Unit II: New Product Development Process

12 Hours

Product Launch, , Launch Strategy, Reasons for New Product failures, Steps in Consumer Adoption Process, Product Life Cycle concepts.

Unit III: Market Planning

12 Hours

Planning Process, Components of Marketing Plan – Analysis of competition, Product Portfolio Analysis, Customer Analysis, Segmenting – Targeting – Positioning (STP), Techniques of good positioning, Various Pricing strategies, Distribution strategies.

Unit IV: Designing and Implementing

10 Hours

Marketing Programs to build Brand Equity, Important elements to build Brand Equity, Measuring the effectiveness of Brand Equity, Branding Strategies.

Unit V: Ethics in Brand Building

10 Hours

Brand Marketing practices in India, Issues and Challenges of Indian Brands, Branding in rural India.

Practical Components:

1. Identify 5 major brands of India and analyze their branding efforts to bring about uniqueness to make the product successful
2. Do a mini project on social media that has been used to create a powerful brand image of a new entrant in car market
3. Interview 5 marketers and list out their brand positioning strategies to exploit the rural market

Reference Books

1. Product Management – Donald R. Lehman, Russel S. Winner and
2. Strategic Brand Management - Kevin L.Keller
3. The Brand Management Checklist – BrabVanauken and Managing Indian Brands – Ramesh Kumar
4. Application Exercises in Marketing – Ramesh Kumar
5. Brands & Branding by The Economist .
6. Strategic Brand Management by Jean Noel Kapferer
7. Building, Measuring, and Managing Brand Equity by Kevin L.Keller
8. Handbook of new product management – Christopher H.Luch

INDUSTRIAL MARKETING

Nature	Area	Semester	
Elective - V	Marketing	IV	
Course Code	Course Name	Credit/Distributions	
	Industrial Marketing	(L-2:T-0:P-1) Credit=03	
		C1+C2	30 Marks
		C3	70 Marks

Course Objectives

1. To Study the factors that are associated with business and consumer marketing
2. To acquaint with buying motivation and process involved in organizational customer
3. To study the product lifecycle of Industrial Marketing in the context of managing the business marketing

Unit I: Introduction

12 Hours

The Nature and uniqueness of Industrial Marketing, Classification of Industrial Products, Classification of e-commerce, Difference between Business and Consumer Marketing, Classification of Business Consumers.

Unit II: Business Buying Behavior

12 Hours

Identifying the Buying Behavior of Industrial, Buying Process and Buying Stages, Buying Center Roles, evaluation of unregistered suppliers and registered suppliers for identification, Marketing Information System for Industrial Marketing.

Unit III: Segmenting, Targeting and

Positioning

Hours

Industrial Marketing Planning Process, Demand and Supply Analysis, Segmenting, Targeting and Positioning, Industrial Product Strategy and Product Policy, Product Portfolio, New Product Development, Product Life Cycles of Industrial Products.

Unit IV: Industrial Marketing Channels`

10 Hours

E-channels, Concept of Logistics and Supply Chain Management in Industrial Marketing. Pricing strategy for Business Markets, Competitive Bidding Technique, Types of Leasing, Personal Selling Process in Industrial marketing

Unit V: Key Account Management

10 Hours

ABC Analysis, Selling through Internet, Issues and Challenges relating to transaction using software.

Practical Components:

1. Pay a visit to Government as well as a private manufacturing company and study the differences in their purchasing procedures, pricing, payment terms
2. Visit an industrial unit which sells directly as against using an intermediary or distributor and list out the advantages and drawbacks of selling directly
3. Imagine you are marketing a product like Air conditioners which can be sold to the large buyers (Business Marketing) like KSTDC as well as in the retail market and list out the differences in terms of Product, Price, Place and Promotion

Reference Books

1. Business Marketing Management – Michael Hutt and Thomas Speh, 8th Edition, Thomson Learning
2. Industrial Marketing – Reeder and Reeder (PHI)
3. Industrial Marketing – Richard Hill (AITBS)
4. Supply Chain Management – Sunil Chopra and Peter Meindl (1st Indian reprint, Pearson Education)
5. Business Marketing – Haynes
6. Business Marketing – Rangan

SERVICES MARKETING

Nature	Area	Semester
Elective - VI	Marketing	IV
Course Code	Course Name	Credit/Distributions
	Services Marketing	(L-2:T-0:P-1) Credit=03
		C1+C2 30 Marks
		C3 70 Marks

Course Objectives

1. To analyze the growing importance of Services marketing post LPG
2. To Study the factors affecting the customer expectation and satisfaction
3. To list the roles of effective service delivery to bring about the sales performance

Unit I: Introduction

10 Hours

Definition and uniqueness of Services, Emerging trends in Services Marketing, Service Marketing mix, recent trends in Services Marketing, Growing potential of Service Industry post Liberalization.

Unit II Consumer Behaviors in Services

14 Hours

Gap Analysis and Consumer Behavior, Gap Analysis and Strategies, Customer Perception and expectations, Factors influencing Customer Expectations, Services Design and Development, inevitability of Service Standards post globalization.

Unit III: Management of Service Performance

10 Hours

Service Delivery and Performance, Employees role in Service Delivery - Boundary-spanning roles, Customer roles in Service Delivery, Delivering Services through Intermediaries and Electronic Channels.

Unit IV: Management of Marketing channels

12 Hours

Managing Demand, Managing Service Promises, Integrated Service, Marketing Communications, Pricing of Services, The integrated gap models for Service Quality

Unit V: Marketing of Services

10 Hours

Health Care, Hospitality Services, Transport Services, Telecommunication Services, Consultation Services, Financial Services.

Practical Components:

1. Identify 5 major companies in service sectors that have generated employment opportunities in India
2. Visit 2 Car dealers and gather information on expectations and satisfaction from customers about recently introduced car
3. Visit a major Hospital and gather data to analyze the service gap experience by the patients

Reference Books

1. Services Marketing – Integrated Customer Focus Across The Firm – Valarie A. Zeithaml and M. J. Bitner
2. Services Marketing – People, Technology and Strategy – Lovelock
3. Services Marketing – Ravishankar
4. Marketing of Services – Jha
5. Marketing of Services – G.S. Bhatia
6. Marketing of Services – Sahu and Sinha

INTERNATIONAL MARKETING

Nature	Area	Semester	
Elective - VII	Marketing	IV	
Course Code	Course Name	Credit/Distributions	
	International Marketing	(L-2:T-0:P-1) Credit=03	
		C1+C2	30 Marks
		C3	70 Marks

Course Objectives

1. To explore the theories, trade and its barriers of India's foreign trade
2. To acquaint with International market entry strategies
3. To learn the factors affecting International marketing
4. To be acquainted with International economic Institutions and forums

Unit I: Introduction

10

Hours

Introduction and Importance of International Marketing, Concepts in International Trade, Theories of International Trade, Trade Barriers, Panoramic view of India's Foreign trade since Independence.

Unit II: International Marketing Environment

10 Hours

Economic, Political, Legal, Socio-cultural and Demographic environment. Market entry strategies – MNC's, Global marketers etc.

Unit III: International Marketing Mix

12 Hours

Factors affecting International Marketing, International Marketing mix Strategy, Distribution Strategies and Types of Intermediaries in International Marketing.

Unit IV: Export Planning

12 Hours

Export Finance, Letter of Credit, Export Licensing, Export Houses, Export risk and Insurance, Export Promotion and Incentives provided by the Government of India. Import-Export policies of the Government of India.

Unit V: International Economic Institutions

and Forums

12 Hours

GATT, WTO, EFTA, LAFTA, EU, SAARC, BRICS, World Bank, IMF and other trading blocks and common marketing for International Business.

Practical Components:

1. Pay a visit to the web sites of companies like PEPSI, Huyndai, Addidas etc., and study their practices in India as well as their home country in the areas of technology, pricing, service, warranty, advertising etc.
2. A Khadi apparel manufacturer in Mysore wants to export his apparel to Sri Lanka and Australia. Based on internet research. What would be your advice to overcome trade barriers
3. Visit a company involved in export business. Learn and record the difficulties faced by them when they began to export

Reference Books

1. International Marketing – SakOnkvisit and John J. Shaw
2. International Marketing – Philip Cateora and John Graham
3. International Marketing – C.A. Francis

Electives: Group-VII

MERGER AND ACQUISITION

Nature	Area	Semester	
Elective – IV	Finance	IV	
Course Code	Course Name	Credit/Distributions	
	Merger & Acquisition	(L-2:T-0:P-1) Credit=03	
		C1+C2	30 Marks
		C3	70 Marks

Course Objectives

1. To understand the role of mergers and acquisitions in firm's strategy,
2. To Know the main concepts related to managing mergers and acquisitions, and
3. To apply common frameworks and tools related to mergers and acquisitions.

Unit I – Introduction to M & A 08 Hours

Types of merger– theories of mergers- operating, financial and managerial synergy of mergers – value creation in horizontal, vertical and conglomerate mergers – internal and external change forces contributing to M & A activities- Impact of M & A on stakeholders. Reasons for failures of M & A-synergy-types of synergy–value creation in M&A-SWOT analysis- BCG matrix (Theory)

Unit II: Merger Process 10 Hours

Procedure for effecting M & A-Five-stage model-Due diligence-Types, process and challenges of due diligence-HR aspects of M & A-Tips for successful mergers-Process of merger integration (Theory)

Unit III: Financial Evaluation of M& A

10 Hours

Merger as a capital budgeting-Business valuation approaches-asset based, market based and income based Approaches-Exchange Ratio (Swap Ratio)-Methods of determining exchange rate. (Theory and Problems)

Unit IV: Accounting aspects of Amalgamation

14

Hours

Types of amalgamations (Amalgamation in the nature of merger and amalgamation in the nature of purchase)-Methods of Accounting-Pooling of interest method and Purchase method)-Calculation of purchase consideration-Journal entries in the books of transferor & transferee company-Ledger accounts in the books of transferor and transferee companies (Theory and Problems).

Unit V: Takeovers

14 Hours

Takeovers, types, and takeover strategies, - Takeover defenses – financial defensive measures – methods of resistance – anti-takeover amendments – poison pills Legal aspects of Mergers/amalgamations and acquisitions/takeovers- Combination and Competition Act- Competition Commission of India (CCI), The SEBI Substantial Acquisition of Shares and Takeover code

Practical Component:

1. Pick up any latest M&A deal.
2. Generate the details of the deal and then study the deal in the light of the following.
3. Nature of the deal: merger, acquisition, or takeover. If it is a merger, what type of merger is it?
4. Synergies likely to emerge to the combining and the combined firm(s) from the deal
5. The valuation for the merger

6. The basis for exchange rate determination

Recommended Books:

1. Rabi Narayan Kar and Minakshi, Taxmanns. Mergers Acquisitions & Corporate Restructuring - Strategies & Practices
2. SheebaKapil and Kanwal N. Kapil, Wiley. Mergers and Acquisitions
3. MachirajuH.R.(2003), New Age International (P) Ltd., Mergers, Acquisitions and Takeovers ,New Delhi

Reference Books:

1. Mergers etal.-Issues, Implications, and Case Law in Corporate Restructuring, Ramanujam S., Tata McGraw Hill Publishing House,2000.
2. Takeovers, Restructuring and Corporate Governance, Weston, Mitchell andMulherin, 4th Edition, Pearson Education, 2003.

DERIVATIVES

Nature	Area	Semester	
Elective – IV	Finance	IV	
Course Code	Course Name	Credit/Distributions	
	Merger & Acquisition	(L-2:T-0:P-1) Credit=03	
		C1+C2	30 Marks
		C3	70 Marks

Course Objectives:

1. To understand the features of financial derivatives.
2. To hedge risk and practice risk management using derivatives.
3. To explain the use of options and futures contracts for tactical portfolio strategies purpose
4. To provide an understanding of pricing financial derivatives, including familiarity with some central techniques, like the binomial model, and the Black-Scholes model
5. To explain the fundamentals of credit risk management and Value at Risk

Unit I: Introduction to Derivatives

10

Hours

Forwards, Futures, Options, Swaps, trading mechanisms, Exchanges, Clearing house (structure and operations, regulatory framework), Floor brokers, Initiating trade, and Liquidating or Future position, Initial margins, Variation margins, Marking to Market (MTM), Types and orders. Future commission merchant

Unit II: Forward and Future Contracts

10

Hours

Forward contracts, futures contracts, Financial futures, Valuation of forward and future prices of index futures, Valuation of stock futures, Hedging using futures contracts, Hedging using stock & index future contracts, Adjusting Beta of a portfolio using future contract. Interest rate futures and currency futures.

Unit III: Valuation of options

12

Hours

Options-Types of options, option pricing, factors affecting option pricing call and put

options on dividend and non-dividend paying stocks, - mechanics of options - stock options - options on stock index - options on futures – interest rate options. Concept of exotic option. Hedging & valuation of option: basic model, Black and Scholes Model, Option Greeks. Arbitrage profits in options.

Unit IV: Options Contracts and

Trading Strategies

12 Hours

Put-call parity; Trading strategies (Butterfly, Bull, Bear, Box Strangle) involving options

Unit V: Commodity Market in India

12 Hours

Commodity futures and options, outlines of SEBI guidelines, working of NCDX, MCX.

Practice Component

1. Preparation of working structure of various stock exchange/ broking firms in India.
2. NISM Exam
3. Mock trading using Money control

Recommended books:

1. John C. Hull, Pearson Education. Options Futures & Other Derivatives,
2. Rajiv Srivastava, Oxford University Press, (2010) Derivatives and Risk Management,
3. Options & Futures- Vohra& Bagri, 2/e, TMH.

Reference Books:

1. Derivatives, Principles and Practice, Sundaram& Das, McGraw Hill.
2. Options & Futures –Edwards & Ma, 1/e, McGraw Hill.

INTERNATIONAL FINANCE

Nature	Area	Semester	
Elective - VI	Finance	IV	
Course Code	Course Name	Credit/Distributions	
	International Finance	(L-2:T-0:P-1) Credit=03	
		C1+C2	30 Marks
		C3	70 Marks

Course Objectives:

1. To understand the International Financial Environment and the ForeignExchange market.
2. To learn hedging and Forex risk management.
3. To learn the Firm's Exposure to risk in International environment and various theories associated with it.

Unit I: International Financial Environment

08 Hours

Role of International Financial Management in Corporate Financial Management, Dynamics of Global Capital Flows, India's Balance of Payment, trends, direction and composition. CAD (current account deficit) problems. Economic and Monetary Union

Unit II: Foreign Exchange Market

14 Hours

Function and Structure of the Forex markets, Foreign exchange market participants, Types of transactions and Settlements Dates, Exchange rate quotations, Determination of Exchange rates in Spot markets. Exchange rates determinations in Forward markets. Exchange rate behavior-Cross Rates- - Bid – Ask – Spread (Theory & Problems).

Unit III: Foreign Exchange Risk Management

12 Hours

Hedging against foreign exchange exposure – Forward Market- Futures Market- Options Market-Currency Swaps-Interest Rate Swap- problems on both two way and three way Swaps (Theory & Problems).

Unit IV: International Parity Relationships &

Forecasting Foreign Exchange

14 Hours

Measuring exchange rate movements-Exchange rate equilibrium-Factors effecting foreign exchange rate-Forecasting foreign exchange rates, Interest Rate Parity, Purchasing Power Parity &International Fisher effects, Arbitrage, Types of Arbitrage – Locational, Triangular and Covered Interest Arbitrage (Theory & Problems)

Unit V: International Investment Decision

08 Hours

Risk Factors, country Risk, cost and Benefits International Capital Budgeting- Evaluation Criteria

Recommended Book:

1. MadhuVij-International Financial Management, 2nd Edition, 2003
2. AptePrakash G., International Finance, Tata McGraw Hill Ch1 Buckley, Adrian
Multinational Finance, New York, Prentice Hall Inc.
3. Kim, Suk and Kim, Seung – Global Corporate Finance: Text and Cases, 2nd ed.
Miami Florida, Kolb
4. Shapiro, Alan.C – Multinational Financial Management, New Delhi, Prentice Hall
of India

Reference Books:

1. Shailaja G., International Finance, University Press India P. Ltd Ch.9, 15, 18, 19
and 20.
2. International Financial Management by Jeff Madura

TAXATION

Nature	Area	Semester	
Elective - VII	Finance	IV	
Course Code	Course Name	Credit/Distributions	
	Taxation	(L-2:T-0:P-1) Credit=03	
		C1+C2	30 Marks
		C3	70 Marks

Course Objectives:

1. To provide the students with a comprehensive understanding of residential status in tax laws
2. To acclimatize the students with process of computing tax liability of Individuals
3. To understand corporate taxation system in the country
4. To know the deductions and exemptions available in the tax laws
5. To Provide Insight into GST

Unit I: Introduction to Direct Tax

12 Hours

Basic concepts: assessment year, previous year, person, assessee, Income, charges on income, gross total income, capital and revenue receipts, residential status, receipt and accrual of income, connotation of income deemed to accrue or arise in India. Tax Planning, Tax Evasion and Tax Management. (Problems on residential Status of Individual assessee).

Unit II: Heads of Income

10 Hours

Explanation under various heads of income .Income from salary (Basic problems), Income from House Property (Theory Only) Income under the head Profit and Gains of Business or Professions and its computation scheme of business deductions (Problems on computation of income from business/ profession of Individual assessee).

Unit III: Income under Capital Gain

10 Hours

Income under capital gain, basis of charge, transfer of capital asset, inclusion & exclusion from capital asset, capital gain, computation of capital gain(theory&

problems), deductions from capital gains. Income from other Sources (Theory Only), Permissible deductions under section 80C to 80U. Setoff and carry forward of losses.

Unit IV: Computation of Tax Liability

10 Hours

Computation of tax liability of a firm and partners. Computation of taxable income of a company with special reference to MAT. Corporate dividend Tax.

Unit V: Goods and Service Tax

14 Hours

Introduction, Overview and Evolution of GST, Indirect tax structure in India , Introduction to Goods and Service Tax (GST) - Key Concepts , Phases of GST, GST Council , Taxes under GST, Cess, Registration under GST - Threshold for Registration, Regular Tax Payer, Composition Tax Payer, Unique Identification Number, Registration Number Format. Types of GST returns and their due dates, late filing, late fee and interest. ,

Practical Components:

1. Preparation of Income tax returns of Individual assesses.
2. Studying the online submission of Income tax returns

Reference Books:

Students' Handbook on Taxation: Manoharan T.N. & Hari G.R., 29/e, Snow White Publications Pvt. Ltd.

1. Goods and Service Tax with Customs Law: Srinivas K.R, Jayaprasad D & Bhavani M., Kalyani Publications.
2. Systematic Approach to Indirect Tax- Kumar, Sanjeev
3. Text Book of Indirect Tax – Sinha P.K
4. Dr. Vinod Singhania, Taxman Publication, New Delhi.

Electives: Group-VIII

STRATEGIC HUMAN RESOURCE MANAGEMENT

Nature	Area	Semester	
Elective - IV	Human Resource	IV	
Course Code	Course Name	Credit/Distributions	
	Strategic Human Resource Management	(L-3:T-0:P-0) Credit=03	
		C1+C2	30 Marks
		C3	70 Marks

Course Objectives

1. To learn the fundamentals of SHRM framework and analyze the overall role of SHRM in business.
2. To improve the ability to think how SHRM should be used as a tool to achieve competitive advantage.
3. To understand the key element of SHRM and unite with organizational culture.
4. To magnify the numerous issues that crop in while implementing SHRM and find suitable remedies for the same.

Unit I: Context of Strategic HRM

12 Hours

Introduction, An investment perspective of HRM – Adopting an investment perspective, Valuation of assets, Understanding and measuring human capital, Human resource metrics, factors influencing investment oriented organizations, Impact of changes in technology - Telecommuting, Employee surveillance and monitoring, e-HR, Social networking, Workforce demographics & diversity on HRM – Generational diversity, Sexual orientation, individuals with disabilities, other dimensions of diversity.

Unit II: Strategic Role of HRM & Planning

12 Hours

strategic HR Vs Traditional HR – Roles assumed by the HR function, HR roles in a knowledge based economy, SHRM critical HR competencies, Lepak and Snell's Employment models, Barriers to strategic HR, Strategic HR planning – Objectives of HR planning, Types of planning - aggregate & succession planning.

Unit III: Strategic Perspectives on

Recruitment, Training & Development

12 Hours

Temporary Vs Permanent employees, Internal Vs External recruiting, methods of recruiting, Selection - Interviewing, testing, references; International Assignment, Diversity, Strategizing training & development, Needs assessment, objectives, Design and delivery, Evaluation.

Unit IV: Strategic Perspectives on

Performance Management

10 Hours

Feedback & Compensation Use of the System, who evaluates, what to evaluate & how to evaluate, measures of evaluation, Compensation Equity, Internal equity, external equity, and Individual equity.

Unit V: Employee Separation

10 Hours

Reduction in force, turnover, retirement, Global Human Resource Management – International Vs Domestic HRM, Strategic HR Issues in International Assignment, Repatriation.

Text Books

1. Jeffery Mello. (2012). *Strategic Management of Human Resources*. (3rd International ed.). Cengage Learning
2. Dr.S.S.Khanka. (2003). *Organizational Behavior*, (4th Ed.) S.Chand& Company pvt ltd

Reference Books

1. Luis R. Gomez-Mejia. David B.Balkin, Robert L. Cardy, (2001). *Managing Human Resources*, PHI.
2. S.K.Bhatia. (2007). *Strategic Human resources Management: Winning through People*, Deep & Deep Publication Pvt. Ltd.
3. Charles R, Greer. (2003). *Strategic Human Resource Management*. (2nded.). Prentice Hall
4. Kandula S.R. (2001). *Strategic Human Resource Development*. (New Title Edition). Prentice Hall India.

INDUSTRIAL LABOUR LEGISLATION

Nature	Area	Semester
Elective - V	Human Resource	IV
Course Code	Course Name	Credit/Distributions
	Industrial Labour Legislation	(L-2:T-0:P-1) Credit=03
		C1+C2 30 Marks
		C3 70 Marks

Course Objectives

1. To know the development and the Judicial setup of Labour Laws
2. To learn the salient features of Welfare and Wage Legislation
3. To learn the Laws relating to IR, Social Security and Working Conditions

Unit I: Industrial Disputes Act 1947

12

Hours

Emphasis on Sec 2 (all definitions), 9A, 10, 12, 17 , 18 , 22 , 23 , 24, 25, Chapter V B, Up to Sec 25 (S) and Sec33. Karnataka ID Rules, Industrial Employment (Standing Orders) Act, Karnataka Standing Orders Rules.

Unit II: Indian Factories Act 1948

12 Hours

Karnataka Factory Rules, Contract Labour (Regulation and Abolition) Act 1971, Karnataka Contract Labour Rules.

Unit III: Payment of Gratuity Act 1982

10 Hours

Payment of bonus act 1965, Karnataka Industrial Establishments (National Festival Holidays) Act

Unit IV: ESI Act 1948

12 Hours

Employees' provident fund and miscellaneous provisions act 1952, workmen's compensation act 1932. Payment of wages act 1936.

Unit V: Code of Discipline in Industries

10 Hours

Report of the second national labour commission 2002.Latest ILO deliberations on labour legislation in developing countries.

Practical Component

1. Students are taken to Labour Court to get practical exposure on labour proceedings
2. Arrange a debate on Constitutional provisions of Labour Law

Reference Books

1. P.L.Malik. (2013). Industrial Laws, (15th Ed.). Eastern Book Publishing
2. R. J Reddy (2004). Industrial Law, APH Publishing
3. S.N Mishra (2014). Industrial and Labour Law. (27th ed.). Central Law Publications

INDUSTRIAL RELATIONS

Nature	Area	Semester
Elective - VI	Human Resource	IV
Course Code	Course Name	Credit/Distributions
	Industrial Relations	(L-2:T-0:P-1) Credit=03
		C1+C2 30 Marks
		C3 70 Marks

Course objectives

1. To understand the importance of Human Relations at work
2. To distinguish the procedures concerning Worker Participation and Participatory Institutions and Instruments of Trade Union
3. To distinguish Employee Rights & Obligations according to the scope of employment
4. To analyze the field of Labor Relations in an Interdisciplinary Manner
5. To Synthesize the proposals for Legislative Initiatives

Unit I: Industrial Relations

12 Hours

Historical background, concept, Meaning and scope of IR, stake holders of IR, various factors influencing IR, Perspectives/Approaches to IR- Unitary, Pluralist, Radical, Psychological approach, Sociological approach, Human Relations approach, Socio ethical approach, Gandhian/ Trusteeship approach, Systems approach, Essentials of sound IR policy, IR strategies, Legal frame work: The Industrial Disputes Act 1947, Industrial conflict Disputes – Causes and Consequences of Industrial Conflicts in India, Conflict resolution.

Unit II: Trade Unions and Related aspect

10 Hours

Trade union movement and growth of TU in India, national level federations, trade union problems, trade union organization, leadership and management of Trade union, trade union act 1926, registration of trade union, employers association – objectives, origin and growth, legal status, problems of trade unions.

Unit III: Grievances and Disciplines

12 Hours

Grievances, redressal, discipline, standing orders, acts of misconduct, show cause notice, suspension, Enquiry procedure, Principles of natural justice, Punishments, Demotion

suspension, Termination, Removal and dismissals, Conflicts – Industrial disputes – Lay off, Termination simplicitor, Retrenchment, closures, VRS.

Unit IV: Collective Bargaining

10 Hours

Concept, its relevance in IR, CB as an institution, ILO perception of CB, Objectives of CB, Structure, Functions, process, negotiations, bargaining approaches & techniques, patterns of bargaining.

Unit V: Settlements

12 Hours

Types of settlement wage settlement, bonus settlement, productivity settlement, VRS settlement, Union issues settlement, Reorganization settlement, transfer, Layoff, retrenchment and closure settlements.

Practical Component

1. Give a case of collective bargaining and ask the students to role play
2. Arrange a debate in the classroom about rights and duties of trade union of workers

Text Books

1. Mamoria, Mamoria, Gankar,. (2016). *Dynamics of Industrial Relations*. Himalaya Publishing House
2. C S VenkataRatnam. (2017). *Industrial Relations*(2nded.). Oxford University Press

Reference Books

1. A M Sarma. (2016). *Industrial Relations &Labour Laws*. (Revised ed.). Himalaya Publishing House
2. ArunMonnappa. (2017). *Industrial Relations &Labour Law*. (2nded.). McGrawhill Education

MANAGING KNOWLEDGE WORKERS

Nature	Area	Semester	
Elective - VI	Human Resource	IV	
Course Code	Course Name	Credit/Distributions	
	Managing Knowledge Workers	(L-3:T-0:P-0) Credit=03	
		C1+C2	30 Marks
		C3	70 Marks

Course objectives

1. To analyze and define the links between Knowledge Management, Organizational Learning
2. To analyze the fundamental elements pertaining to Knowledge Management
3. To examine and Evaluate the Role of Leadership in Facilitating Human Infrastructure to enable best practices
4. To Identify the Drivers and Inhibitors of Effective KM Practices to promote Innovation and improving projects and management practices at a large

Unit I: Knowledge Management

12 Hours

The changing nature of organizations – workforce composition, evolving work roles and responsibilities, Team work, Relationship building, Communication, Leadership, Decision making, Change management, worker motivation, Infrastructure, concept of Knowledge management, Drivers of knowledge management, Knowledge as an asset – Explicit knowledge and Tacit knowledge, Organizational knowledge, Knowledge management as an emerging concept - leadership and knowledge management, Developing a knowledge culture, learning & developmental organization, Asset based corporate development, Applying knowledge to work practices, Knowledge Systems, Developing a Knowledge Service, The challenge for Strategic Knowledge Leadership.

Unit II: Strategic Knowledge Management

12 Hours

Models of knowledge management, Knowledge management Life cycle, knowledge workers, Skills and competencies of knowledge workers, phases of knowledge development – Knowledge sourcing, Knowledge Abstraction, Knowledge Conversion,

Knowledge Diffusion, Knowledge development and refinement, Knowledge management infrastructure – Managerial infrastructure, Technological infrastructure, Social infrastructure, harnessing organizational knowledge, Enabling Knowledge Transference, The five P's of strategic management, Building knowledge management into the Strategic Framework.

Unit III: Knowledge Leader

10 Hours

Contributory Disciplines to Knowledge Leadership - Librarianship, Information Technology, Human Resource Management, Business management, The generic Attributes of a knowledge leader – Strategic visionary, Motivator, Communicator, Change agent, Coach Mentor and model, Learning facilitator, Knowledge Executor, Specific knowledge Leadership Roles – Strategic knowledge leader, Core leaders, Leading Knowledge Teams – Self managed knowledge teams, Virtual knowledge teams, Leading a Knowledge network, Recruiting and Selecting Knowledge Leaders.

Unit IV: Developing and sustaining

a Knowledge Culture

10 Hours

Knowledge Culture Enablers – Core values, Structural support, Enacted values, Interaction with colleagues, maintaining the Knowledge Culture during Change, Reviewing the existing knowledge culture, implementing knowledge culture enhancement programs, maintaining the Knowledge Culture.

Unit V: Knowledge Management &

HRM Practices

12 Hours

Structural Support for knowledge management, Impact of Organizational Structure on Knowledge Management – Functional structure, Divisional structure, Matrix model, Staffing – workforce planning, Defining core competencies, Selection and Recruitment, Induction orientation and acculturation, work context management, Performance Management – Performance standards, performance management process, providing feedback, Rewarding high achieving Knowledge Workers, Learning & Development – Individual learning, succession planning, Learning transfer, Organizational Evaluation and Review – Exit interviews, Performance measures, Organizational development

Text Books

1. SheldaDebowski. (2005). *Knowledge Management*. (1sted.). John Wiley India Pvt. Ltd.
2. Elias M.Awad& Hassan M.Ghaziri. (2004). *Knowledge Management*. Pearson Education.
3. Carl Davidson & Philip Voss. (2003). *Knowledge Management*. Vision Book India

Electives: Group-IX

Brand

Management

Nature	Area	Semester	
Elective - IV	Corporate Social Responsibility	IV	
Course Code	Course Name	Credit/Distributions	
	Brand Management	(L-2:T-0:P-1) Credit = 03	
		C1 + C2	30 Marks
		C3	70 Marks

Course Objectives

- Analyze the importance of branding by visiting the various dimensions of brand promotion
- To Study the factors that are associated with brand success and failure
- Outline the importance of market planning and segmenting, targeting and positioning to make the product successful

UNIT I:

12 Hours

Introduction to Product & Brand Management, Product mix and Product line, Brand Image, Brand Equity, Brand Association, Brand Awareness, Brand Recall, Brand Positioning, Brand Narration, Brand Experience, Brand loyalty, Brand pull, Brand Promise.

UNIT II:

12 Hours

New Product Development Process, Product Launch, , Launch Strategy, Reasons for New Product failures, Steps in Consumer Adoption Process, Product Life Cycle concepts. (12 Hours)

UNIT III:

12 Hours

Market Planning, Planning Process, Components of Marketing Plan – Analysis of competition, Product Portfolio Analysis, Customer Analysis, Segmenting – Targeting – Positioning (STP), Techniques of good positioning, Various Pricing strategies, Distribution strategies.

UNIT IV:

10 Hours

Designing and Implementing Marketing Programs to build Brand Equity, Important elements to build Brand Equity, Measuring the effectiveness of Brand Equity, Branding Strategies.

UNIT V:

10 Hours

Ethics in Brand Building, Brand Marketing practices in India, Issues and Challenges of Indian Brands, Branding in rural India. CSR and Marketing, CSR as Organizational Brand Building

Practical Components:

- Identify 5 major brands of India and analyze their branding efforts to bring about uniqueness to make the product successful
- Do a mini project on social media that has been used to create a powerful brand image of a new entrant in car market
- Interview 5 marketers and list out their brand positioning strategies to exploit the rural market

Reference Books

- Product Management – Donald R. Lehman, Russel S. Winner and
- Strategic Brand Management - Kevin L. Keller
- The Brand Management Checklist – Brab Vanauken and Managing Indian Brands – Ramesh Kumar
- Application Exercises in Marketing – Ramesh Kumar
- Brands & Branding by The Economist .

- Strategic Brand Management by Jean Noel Kapferer
- Building, Measuring, and Managing Brand Equity by Kevin L.Keller
- Handbook of new product management – Christopher H.Luch
- Brand Management Practices – Issues and Trends by K. Sasikumar, K.S. Chandrasekar

International Business and CSR

Nature	Area	Semester	
Elective - V	Corporate Social Responsibility	IV	
Course Code	Course Name	Credit/Distributions	
	International Business and CSR	(L-2:T-0:P-1) Credit = 03	
		C1 + C2	30 Marks
		C3	70 Marks

Course Objectives:

- The students will be highlighted on various concepts of International Business process
- The students will get introduced to relationship between CSR and Internationalbusiness

Practical Components:

- Students can visit two successful MNCs and record the business processes
- Prepare a mini project on the CSR activities conducted by two MNCs

UNIT I

(14 Hours)

International Business –Definition – Internationalizing business-Advantages – Concept of Liberalization Privatization and Globalization - factors causing globalization of business-international business environment – country attractiveness –Political, economic and cultural environment –Effect of

Liberalization Privatization and Globalization, Liberalization Privatization.

UNIT II

(14 Hours)

Globalization: Meaning, Drivers, And International trade theory: Mercantilism, Absolute advantage, Comparative advantage, Globalization and its impact on Indian economy-meaning and levels of globalization- factors are influencing globalization -globalization strategy for a company- a critique of globalization- globalization in India- steps towards globalization – effects of globalization. GATT and WTO -multilateral trade negotiation and agreements and implications, the global recession.

UNIT IV

(14 Hours)

Convention on Bio – Diversity 1992, WTO Agreement of 1994, KYOTO Protocol of 1997.Relationship of WTO, CBD and KYOTO for India, Roles and Benefits from WTO, CBD and KYOTO, Relationship between CSR and WTO, CBD & KYOTO. Sustainable Forestry and Natural Recourses vis-à-vis CBD,

Non-Tariff Barriers of WTO vis-à-vis CSR, Green House Emission and KYOTO Protocol.

UNIT V

(14 Hours)

Broad issues in Globalization: Emerging Global Players, Ethical issues in Context of International Business, The Social Responsibility of the Global Firm, Cross-Culture Communication

And Negotiation, Leadership Issues, Business Improvement: Integrating Quality, Innovation, and Knowledge Management, The Role of the Parent: Managing the Multinational Business Firm,

Organizing and Structuring the Multi Business Firm.

Reference Books:

1. International Business, Francis Cherunilam, Fifth Revised Edition, PHI Learning Pvt. Ltd.
2. Donald Ball Wendell H McCulloch, Michael Geringer, Minor, Jeanne M Mcnett – International Business by TATA MCGRAW – HILL
3. International Business – Roger Bonnet
4. International Business – Michal Zinkata
5. International Business – Richard M Shaffer
6. India's Foreign Trade – Vadilal
7. Buckley , Adrian – Multinational Finance, New York, Prentice Hall Inc.m
8. International Financial Management – Jeff Madura
9. Lasserre, Philippe (2007). Global Strategic Management, Palgrave MacMillan.
10. John D Daniels, Lee H Radebaugh Daniel P Sullivan , Prashant Salwan (2010). International Business Environments and Operations, Pearson Education

Sustainability & Stakeholder Management

Nature	Area	Semester	
Elective - VI	Corporate Social Responsibility	IV	
Course Code	Course Name	Credit/Distributions	
	Sustainability & Stakeholder Management	(L-2:T-0:P-1) Credit = 03	
		C1 + C2	30 Marks
		C3	70 Marks

Course Objectives:

- The students will be introduced to the concepts and importance of sustainability
- The students will get insights into stakeholders management

Practical Components:

- Students can visit two NGOs and record their contribution towards the sustainability practices
- Write any two strategies employed to engage stakeholders in companies

UNIT I

Sustainability and sustainable development: Why sustainability?- Concept and seven key factors of Sustainability – UN Sustainable Development Goals and Sustainability – Environmental Sustainability : Global Initiatives on Environmental Sustainability.

UNIT II

Corporate Sustainability Footprint: The Value Chain Footprint - Sustainability and Greenhouse gases (GHG) - Facility Operations: Energy Efficiency & Green Building - Sustainable Procurement & Logistics.- Sustainable Production and Consumption. Corporate Sustainability Footprint - Resource use and loss – Process view and Life Cycle Assessment - Industry and competition analysis.

UNIT III

Business (corporate) sustainability: Evolution of business approaches to SD- Business Sustainability – UN Global Compact - Key players in sustainability field: governments, NGOs, international and supranational organizations.

Stake holder mapping, Internal Stakeholders, External Stake holders, Stakeholder Theory & Stakeholder Engagement Overview. Stakeholder's relations. Pro-poor development.

UNIT IV

Corporate Sustainability Strategy: Developing strategy through benchmarking and balanced scorecard - Intrapreneurs and employee engagement - Operationalizing Sustainability - Corporate Sustainability Management System: Determining sustainability "current state" – Corporate level; Benchmark sustainability program – Gap analysis; Creating sustainability strategy - Sustainability Challenges and Solutions.

UNIT V

Corporate Stakeholder Engagement : Multilateral engagement (UN/World Bank/OECD) - Government engagement - NGO's – influence and engagement -Trade associations (WBCSD) - Stakeholder interests and engagement -Creating a comprehensive Stakeholder engagement strategy - Implementation and engagement- Analysis and evaluation.

Reference Books:

1. Farver, *Mainstreaming Corporate Sustainability*
2. Blackburn, *The Sustainability Handbook*
3. "R. Edward Freeman on Stakeholder Theory"
4. Rate the Raters Phase Four: The Necessary Future of Ratings (Sustain Ability, July2011); scan key points
5. CSRHUB.com (review high level)
6. Accountability AA1000 Stakeholder Engagement Standard (AA1000SES) •
Account Ability & UNEP: From Words to Action: The Stakeholder Engagement Manual(Volumes One & Two) (review high level)
7. Accountability & UNEP: From Words to Action: The Stakeholder Engagement Manual(Volumes One & Two)

INDUSTRIAL RELATIONS

Nature	Area	Semester	
Elective - VII	Corporate Social Responsibility	IV	
Course Code	Course Name	Credit/Distributions	
	Industrial Relations	(L-2:T-0:P-1) Credit = 03	
		C1 + C2	30 Marks
		C3	70 Marks

Course objectives

1. To understand the importance of Human Relations at work
2. To distinguish the procedures concerning Worker Participation and Participatory Institutions and Instruments of Trade Union
3. To distinguish Employee Rights & Obligations according to the scope of employment
4. To analyze the field of Labor Relations in an Interdisciplinary Manner
5. To Synthesize the proposals for Legislative Initiatives

Unit I: Industrial Relations

12 Hours

Historical background, concept, Meaning and scope of IR, stake holders of IR, various factors influencing IR, Perspectives/Approaches to IR- Unitary, Pluralist, Radical, Psychological approach, Sociological approach, Human Relations approach, Socio ethical approach, Gandhian/ Trusteeship approach, Systems approach, Essentials of sound IR policy, IR strategies, Legal frame work: The Industrial Disputes Act 1947, Industrial conflict Disputes – Causes and Consequences of Industrial Conflicts in India, Conflict resolution.

Unit II: Trade Unions and Related aspect

10 Hours

Trade union movement and growth of TU in India, national level federations, trade union problems, trade union organization, leadership and management of Trade union, trade

union act 1926, registration of trade union, employers association – objectives, origin and growth, legal status, problems of trade unions.

Unit III: Grievances and Disciplines

12 Hours

Grievances, redressal, discipline, standing orders, acts of misconduct, show cause notice, suspension, Enquiry procedure, Principles of natural justice, Punishments, Demotion suspension, Termination, Removal and dismissals, Conflicts – Industrial disputes – Lay off, Termination simplicitor, Retrenchment, closures, VRS.

Unit IV: Collective Bargaining

10 Hours

Concept, its relevance in IR, CB as an institution, ILO perception of CB, Objectives of CB, Structure, Functions, process, negotiations, bargaining approaches & techniques, patterns of bargaining.

Unit V: Settlements

12 Hours

Types of settlement wage settlement, bonus settlement, productivity settlement, VRS settlement, Union issues settlement, Reorganization settlement, transfer, Layoff, retrenchment and closure settlements.

Practical Component

1. Give a case of collective bargaining and ask the students to role play
2. Arrange a debate in the classroom about rights and duties of trade union of workers

Text Books

1. Mamoria, Mamoria, Gankar,. (2016). *Dynamics of Industrial Relations*. Himalaya Publishing House
2. C S VenkataRatnam. (2017). *Industrial Relations*(2nded.). Oxford University Press

Reference Books

1. A M Sarma. (2016). *Industrial Relations &Labour Laws*. (Revised ed.). Himalaya Publishing House
2. ArunMonnappa. (2017). *Industrial Relations &Labour Law*. (2nded.). McGrawhill Education

Electives: Group-X

Travel Agency and Transport Management

Nature	Area	Semester	
Elective - IV	Tourism & Travel Management	IV	
Course Code	Course Name	Credit/Distributions	
	Travel Agency and Transport Management	(L-2:T-0:P-1) Credit = 03	
		C1 + C2	30 Marks
		C3	70 Marks

Learning Objective: The main objective of the course is to equip the students with a set of theoretical and practical knowledge relating to travel agency tour operation and transportation management.

Unit 1

10 Hours

Introduction- Definition of Travel Agency –History & Growth of– Scope –Role - Functions and Types of Travel Agency - Ancillary Tourism Service - Sources of Income. – Differentiation and Interrelationship between Travel Agency and Tour Operators - Contributions in Growth and Development of Tourism.

Unit II

11 Hours

The Modern Tour Industry: Evolution of Tour Operation Business – Definition – Types

- Functions – Types of Tours - Tour Formulations, Tour Designing Process – Tour Operations Process – Holiday Packages – Types - Components of Package Tour - Basic Principles in Packaging - Factors Affecting Tour Design and Selection. Developing Linkages with Principle Suppliers – Itinerary – Meaning, Types of Package Tour (Prepare Itinerary Of Assumed Tour Packages) –Tour Guides And Escorts - Types, Role And Responsibilities.

Unit III

05 Hours

Travel Formalities: Passport, Visa, Foreign Exchange, Travel Insurance, Customs, Immigration and Health Regulation along with travel documents required for visiting North East region of India: Restricted Area Permit (RAP) and Inner Line Permit (ILP).

Unit IV

10 Hours

Introduction to Tourism Transport System: Airlines Transportation - The Airlines Industry - Origin and Growth - Scheduled and Non-scheduled Airlines services - Role of IATA and ICAO. Airports and Major Airlines. Road Transport in Tourism: Growth and Development of Road Transport system in India - Role of Regional Transport Authority. Rail Transport - Major Railways to tourists - Indrail pass – Eurail pass – Brit rail pass, Luxury Tourist Trains in India. Cruise ships – Types – Cruise liners – Major Cruise tourism destinations - Future prospects. Car Rental and International car hire.

04 Hours

UNIT V: Aviation Management- Aviation, Types of Aircrafts, Airport Layout, Types of Air Fares, Role of GDS and CRS in Air Travel.

Books for Reference:

1. An introduction to Travel and Tourism, McGraw Hill Int. Edition. 1994
2. Laws, Eric, Managing Packaged Tourism, International Thomson Business Press, Edition 1997.
3. Negi, Jagmohan, Toursit Guide and Tour operation, Kanishka Publishers 2004.
4. Syrratt, Gwenda Manual of Travel Agency Practices, Elsevier, Butterworth Heinmann, Edition 2003.
5. Pender, Lesley, Travel Trade and Transport. An Introduction, Edition 2001
6. Holloway, J.C., (1983), The Business of Tourism, McDonald and Evans, Plymouth.
7. Syrratt Gwenda, (1995). Manual of Travel Agency Practice, Butterworth Heinmann, London
8. Stevens Laurence, (1990). Guide to Starting and Operating Successful Travel Agency, Delmar Publishers Inc., New York.

9. Chand, Mohinder, Travel Agency Management, Anmol Publication
10. Seth, P. N., (1992), Successful Tourism Management Vol. 1 & 2, Sterling Publications, Delhi
11. Foster, Douglas (1983), Travel and Tourism Management, McMillan, London.

International Tourism

Nature	Area	Semester	
Elective -V	Tourism & Travel Management	IV	
Course Code	Course Name	Credit/Distributions	
	International Tourism	(L-2:T-0:P-1) Credit = 03	
		C1 + C2	30 Marks
		C3	70 Marks

Learning Objectives:

1. To study the Tourism resources of India.
2. To understand the Tourism resources of North America and South America.
3. To know the tourism resources of Europe, Africa, Middle East, Asia and Australia.

Unit 1

12 hrs

A) **Concept of International Tourism** - Challenges-Factors Affecting Global and Regional Tourist Movement-Contemporary Trends in International Tourist Movements- IATA Areas.

B) **Tourism Resources of India**-Art Forms-Paintings, Museums, Art Galleries -Manmade Attractions-Archaeological Sites, Forts and Palaces. – Natural Attractions-Land Forms, Landscapes, Mountains, Water Bodies, Deserts, Islands, Wildlife Sanctuaries, National Parks, and Tourism Attractions - Cultural Attractions, Fairs and Festivals, Dance Forms, Handicrafts and Music.

Unit II

07 hrs

Tourism Resources of North and South America-USA-Canada-Mexico-Caribbean Islands-Brazil and Argentina.

Unit III

07 hrs

Tourism Resources of Africa and Middle East- South Africa-Egypt-Kenya –Seychelles-Mauritius-U.A.E-Saudi Arabia.

Unit IV

07 hrs

Tourism Resources of Europe: Scandinavia -Italy-France-Germany-United Kingdom-Spain-Switzerland- Austria-Poland –Greece.

Unit V

07 hrs

Tourism Resources of Asia and Australia- China-Japan- Hongkong- Singapore-Malaysia-Thailand- Indonesia- Australia –New Zeland.

Books for References:

- 1) Travel Geography, Burton and Rosemary Longmen Edn. 1999s.
- 2) Worldwide destination, Geography of Travel and Tourism by Cooper, Chris and Bomifade.
- 3) Geography of Travel and Tourism, Hudson, Lyods and Jackson, Delmar Publishers 1999.
- 4) International destinations by Perlitz, Lee and Elliots, Prentic Hall Edn. 2001.
- 5) World Geography – By Majid Hussain
- 6) Heritage and Cultural tourism – Romila chawla
- 7) Tourism products - Robinet Jacob, Sindhu, Mahadevan
- 8) Cultural tourism - Harish Badan

Tourism Planning and Development

Nature	Area	Semester	
Elective -VI	Tourism & Travel Management	IV	
Course Code	Course Name	Credit/Distributions	
	Tourism Planning and Development	(L-2:T-0:P-1) Credit = 03	
		C1 + C2	30 Marks
		C3	70 Marks

Course Objectives:

1. To understand the tourism planning in destination management and development.
2. To know the institutional support in tourism destination development.
3. To study the concept of sustainable tourism planning and development.

Unit

I 08

hrs

Tourism Planning: Common Features of Tourist Destinations – Components of Destination Amalgam. –Essential Facilities and Services For Tourism Development- Conceptual Meaning Of Tourism Planning- Destination Planning Process And Analysis – Types -Levels of Tourism Planning - Assessment of Tourism Potential of A Destination.

Unit II

08 hrs

Tourism Destination Image Development - Attributes of Destinations: Pearson's Determined Image, Measurement of Destination Image – Tourism Destination Branding Perspectives and Challenges-Creating the Unique Tourism Destination Proposition – Tourism Destination Image Formation Process; Unstructured Image - Product Development and Packaging - Destination Branding and the Web-Case Study.

Unit III

06 hrs

Tourism Destination Promotion and Publicity - Ten 'A's Framework for Tourism Destinations -Destination Marketing Mix - Destination Competitiveness – Distribution Channels- Marketing Communication and Strategies - Role of DMO's in Destination Marketing Strategies.

Unit IV

10 hrs

Institutional Support: Public Private Partnership (PPP) - National Planning Policies for Destination Development- WTO Guidelines for Planners -Characteristics of Rural Tourism Plan - Environmental Management Systems – Destination Vision- The Focus of Tourism Policy: The Competitive Sustainable Tourism Destination. (Destination Mapping- Practical Assignment).

Unit V

08 hrs

Sustainable Tourism: Definition – Forces Which Promote Sustainable Tourism – Economic Forces Which Resist– Principles– Carrying Capacity–Forms - Planning For Sustainable Tourism Development-Environmental Impact Assessment.

Books for Reference:

1. Nigel Morgan, Annette Pritchard & Roger Pride (2001), Destination Branding: Creating the Unique Proposition, Butterworth and Heinemann.
2. Richard W. Butler (2006), The Tourism Area Life Cycle: Applications And Modifications, Channel View Publications. Praveen Seth- Successful tourism planning and Management, Cross-section Publications.
3. Dash M.C. (1993) fundamentals of Ecology (New Delhi), Tata McGraw Hill Co. Ltd., Publishing Co. Ltd.)
4. Eagles P.F.J. 1987. The Planning and Management of Environmentally sensitive areas. (U.S., A. Lengman).

MEETING, INCENTIVE, CONFERENCE AND EXPOSITION (MICE) TOURISM

Nature	Area	Semester	
Elective -VII	Tourism & Travel Management	IV	
Course Code	Course Name	Credit/Distributions	
	MEETING, INCENTIVE, CONFERENCE AND EXPOSITION (MICE) TOURISM	(L-2:T-0:P-1) Credit = 03	
		C1 + C2	30 Marks
		C3	70 Marks

Course Objectives:

1. To know about event management, MICE industry and its contribution to tourismsector
2. To understand the techniques and strategies for organizing successful meeting,conference, trade fair and incentive tour
3. To acquire the knowledge of competencies to market and promote MICE tourism

Unit 1

10 Hrs

Introduction to Event Management: Meaning- Characteristics, Size and Type of Events, Event Team, Code of Ethics, Stakeholders in the Industry - Five C's of Event Management –Nature, Scope, Significance and Trends of Event Business - Roles and Functions of Technical Staff and Event Manager - Purpose of Event, Developing Theme of the Event, Venue Selection, Participants, Financial, Date and Time Factors, Sponsors - Designing the Layout, Decoration, Technical Equipment, Catering Services, Logistical Elements, Feasibility, Legal Issues.

Unit II

08 Hrs

MICE and Professional Meeting Planning: Meaning, Nature, Scope and Importance of MICE Tourism - Sectors Involved in MICE (Hotel, Transportation, Attractions) – Planning

Process - Economic and Social Significance of MICE-Professional Meeting Planning: Meaning, Types and Roles, Associate, Corporate and Independent Meeting Planners -Travel Agents and Tour Operators as Meeting Planners - Responsibilities/Role of Meeting Planners – Current Meeting Technologies.

Unit III

07 Hrs

Conference/Convention and Events Venues: Concept and Types-Conference Venues-Facilities, Check-In and Check-Out Procedures, Requirements; Conference Room Lay-Outs; Conventions-Meaning, Significance and Process, Convention Manager -Convention Visitor Bureaus – Functions, Structure and Funding Sources, Conference Facilities in India - Role and Functions of ICPB and ICCA.

Unit IV

08 Hrs

Trade Shows and Exhibitions/Expositions: Types of Shows, Benefits of Exhibitions, Participant Decision Making Process, Contract Negotiations – Principles, Steps, Negotiation with Hotels, Airlines and Groundhandlers. Case Studies: Tourism Festivals – Ellora Festival, Taj Festival, Khajuraho Festival, Dasara Festival, Hampi Festival - Trade Fairs: World Travel Mart ITB, TTW, PTM and TTF.

Unit V

07 Hrs

Incentive Tour and Marketing, Promotion of MICE: Concepts, Trends, Growth and Characteristics - Organizing and Special Requirements/Checklists - Nature of MICE Markets - Demand, Segmentation, Targeting and Positioning Techniques, Marketing Channels, Process of MICE E-Marketing, SWOT Analysis, DMO's and DMC's and their Role in Promotion of the Destination.

BOOKS FOR REFERENCE:

1. Event Planning Ethics and Etiquette: A Principled Approach to the Business – Judy Allen
2. Event Planning –Judy Allen
3. Meeting Spectrum – Rudi .R Right
4. Meeting Conventions and exposition and introduction to industry – Rhoda J.

Montgomery

5. Global Meetings and Exhibition - Carol Krugman and Rude R.Wright

Practical Components:

1. Identify 5 major companies in service sectors that have generated employment opportunities in India
2. Visit 2 Car dealers and gather information on expectations and satisfaction from customers about recently introduced car
3. Visit a major Hospital and gather data to analyze the service gap experience by the patients

Reference Books

1. Services Marketing – Integrated Customer Focus Across The Firm – Valarie A. Zeithaml and M. J. Bitner
2. Services Marketing – People, Technology and Strategy – Lovelock
3. Services Marketing – Ravishankar
4. Marketing of Services – Jha
5. Marketing of Services – G.S. Bhatia
6. Marketing of Services – Sahu and Sinha

GUIDELINES FOR BUSINESS FAMILIARIZATION REPORT (BFR)

Nature	Area	Semester
Core	Business Familiarization Report(BFR)	III
Course Code	Course Name	Credit/Distributions
	Business Familiarization Report(BFR)	(L-0:T-0:P-2) Credit = 02

OBJECTIVE

To expose the students to the working culture of the organization and apply theoretical concepts of real life situation at the work place for various functions of the organization.

GENERAL GUIDELINES

Internship and Business Familiarization Report (BFR): In the beginning of the third semester, the students shall undertake team based internship in a business firm and prepare a Business Familiarization Report under the guidance of a faculty member. The report shall be submitted before the commencement of the third semester examinations failing which the student shall not be permitted to appear for the third semester examination. Business Familiarization guidance to twenty students is considered as equivalent to teaching of a course of two credits.

- ❖ Internship conducted in a year cannot be for a continuous period of more than 4 weeks in a given academic year.
- ❖ Internship undergone during academic classes shall not be considered
- ❖ Each student shall maintain internship diary
- ❖ Certificates (Color Photocopy) of each internship shall be submitted to the department along with the report

Details to mention on the Certificate:

- ❖ Student's name and registration number
- ❖ Name of the institution/organization and duration of internship with date

EVALUATION: BFR will be evaluated by the concerned guide for 50 marks through internal valuation.

Viva-Voce / PRESENTATION: A viva-voce examination shall be conducted at the

respective institution where a student is expected to give a presentation of his/ her work. The viva –voce examination will be conducted by the respective HOD or Senior Professor or internal Guide of the department and an external evaluator drawn from industry. In case of non availability of industry professional, a senior professor or a faculty may be invited to conduct the viva-voce examination.

CONTENTS OF THE ORGANISATION STUDY REPORT

1. Cover page
2. Certificate from the Organization (scanned copy)
3. Certificate from the guide, HOD and Head of the Institution (scanned copy) indicating bonafide performance of Organisation study by the student.
4. Declaration by the student (scanned copy)
5. Acknowledgement
6. Table of contents
7. List of tables and graphs

EXECUTIVE SUMMARY

- Chapter 1:** Introduction about the Organization& Industry.
- Chapter 2:** Organization Profile Back ground, Nature of business, Vision, Mission, Quality Policy Workflow model Product/service profile Ownership pattern Achievements/awards if any Future growth and prospects
- Chapter 3:** Mckensy's 7S framework and Porter's Five Force Model with special reference to Organization under study.
- Chapter 4:** SWOT Analysis
- Chapter 5:** Analysis of financial statements
- Chapter 6:** Learning experience.

BIBLIOGRAPHY

Annexure relevant to the Organization study such as figures, graphs, photographs, Financial statements etc.,

FORMAT OF THE ORGANIZATION STUDY:

Report shall be prepared using the word processor viz., MS Word, Times New Roman font sized 12, on a page layout of A4 size with 1" margin all sides (1.5" on left side due to binding) and 1.5 line spacing. The Organization study report shall not exceed 60 pages.

OUTLAY OF THE REPORT

The chapters, sections and subsections may be numbered in the decimal form for e.g. Chapter 2, sections as 2.1, 2.2 etc., and subsections as 2.1.1, 2.2.1 etc.,

GUIDELINES FOR 6 WEEK PROJECT

Nature	Area	Semester
Core	Project	IV
Course Code	Course Name	Credit/Distributions
	Project	(L-0:T-0:P-6) Credit = 06

OBJECTIVE

To expose the students to understand the working of the organization/ company /industry and take up an in-depth study of an issue / problem in the area of specialization

CONTENTS OF THE PROJECT REPORT

1. Cover Title Page (Format Enclosed)
2. Inner Title page (same as title page)
3. Certificate from the guide, HOD and Head of the Institution (scanned copy) indicating bonafide performance of Project by the student
4. Certificate from the Organization (scanned copy if applicable)
5. Declaration by the student (scanned copy)
6. Acknowledgement
7. Table of contents
8. List of tables and graphs
9. Abbreviations/Operational definitions used.
10. Executive summary

EVALUATION: Each Final project report will be evaluated for 70 marks by internal and external examiners. The guide ordinarily shall be the internal examiner. A viva-voce on the project report for 30 markswill be conducted by a board of three members constituted by theChairman, BOE from the approved list of examiners.

CHAPTERS

Chapter 1: Introduction

Introduction, Industry profile and company profile: Promoters, vision, Mission & Quality Policy. Products / services profile areas of operation, infrastructure facilities, competitors' information, SWOT Analysis, Future growth and prospects and Financial Statement

Chapter 2: Conceptual background and Literature review Theoretical background of the study, Literature review with research gap (with minimum 20 literature reviews)

Chapter 3: Research Design

Statement of the problem, Need for the study, Objectives, Scope of the study, Research methodology, Hypotheses, Limitations, Chapter scheme

Chapter 4: Analysis and Interpretation

Analysis and interpretation of the data- collected with relevant tables and graphs. Results obtained by the using statistical tools must be included

Chapter 5: Findings, Conclusion and Suggestions

Summary of findings, Conclusion and Suggestions / Recommendations

Bibliography

Annexure relevant to the project such as figures, graphs, photographs etc.

Appendix

This will include printed secondary data (only if it is very critical) and any questionnaires used for the study.

FORMATS FOR PROJECT REPORT AND EVALUATION

Format of Cover Page

Format of certificate by College/Institution or from both

Format of

Declaration Page

Format of Contents

Format of List of Tables and Charts Format of Bibliography

Format for Internal Evaluation, External Evaluation and Viva – voce

FORMAT OF THE ORGANIZATION STUDY:

Report shall be prepared using the word processor viz., MS Word, Times New Roman font sized 12, on a page layout of A4 size with 1" margin all sides (1.5" on left side due to binding) and 1.5 line spacing. The Organization study report shall not exceed 60 pages.

OUTLAY OF THE REPORT

The chapters, sections and subsections may be numbered in the decimal form for e.g. Chapter 2, sections as 2.1, 2.2 etc., and subsections as 2.1.1, 2.2.1 etc.

