



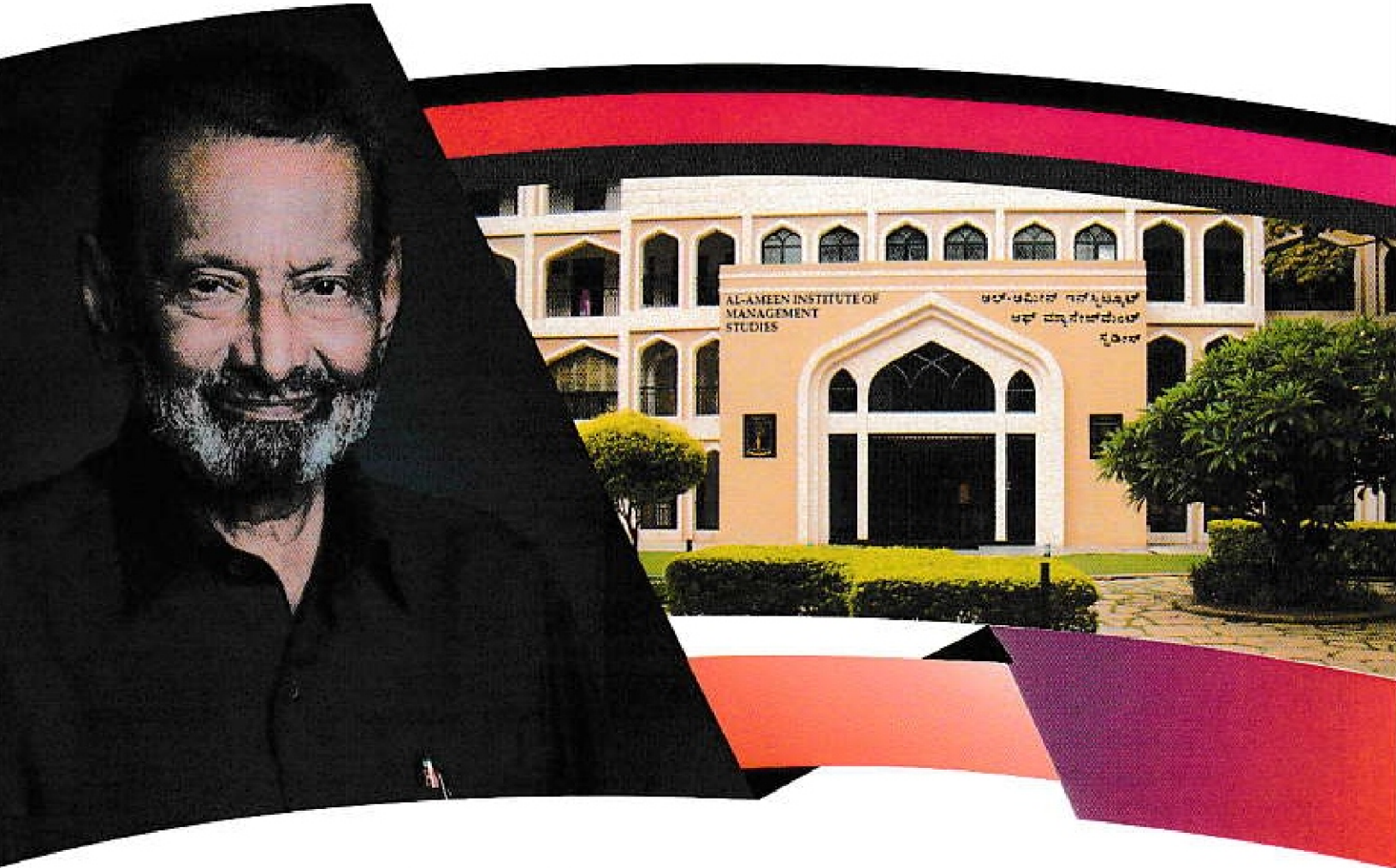
AL-AMEEN

INSTITUTE OF MANAGEMENT STUDIES

Affiliated to Bengaluru Central University & Accredited by NAAC

Hosur Road, Opp. Lalbagh Main Gate, Bangalore - 560 027 Karnataka

Tel.: 91-80-22279235, 22114492, 22114493, 22235626 Email: infoalameenmba@gmail.com



Late Dr. Mumtaz Ahmed Khan

Founder, Al-Ameen Movement

MBA
HAND BOOK
2021-2022

AL - AMEEN INSTITUTE OF MANAGEMENT STUDIES

Al - Ameen Institute of Management Studies, located at the heart of the Garden City, takes pride in its high quality infrastructure and state of the art pedagogy, it has placed itself at the forefront of new thinking and new developments in technology based teaching and learning, including the development and thoughtful use of information.

Al-Ameen Institute of Management Studies, a premier management school of India, functioning under the aegis of Al-Ameen Education Society, a non-profit Educational Society with an illustrious background, involved since 1996 in the field of Medicine, Engineering, Arts, and Science and Management. The institute has come up as a unique centre of excellence in professional education, research, training and consultancy. From a very modest start, it has now acquired a commendable position as a premier institute under the affiliation of Bangalore City University. The Institute, which was founded in 1991, caters to students from all walks of life and imparts the principles of management to the aspiring managers and inspires them to blossom into managers, planners, decision makers and leaders of tomorrow.

At Al-Ameen Institute of Management Studies, we pride ourselves on the quality of our courses and the unrivalled flexibility of our study methods, the turnout being excellent academic results.

History

Al-Ameen Educational Society was founded in the year 1966. as a progressive society of education it felt the need for educating and empowering the minorities and the less fortunate section of the society.

The founder of the Al-Ameen Educational Society Dr. Mumtaz Ahmed khan a noted visionary realized that Al-Ameen should establish in the other spheres of activities by establishing institutions in various fields like Medicine, Engineering, Pharmacy, Law, Management, Teacher Education & thus Al-Ameen became a movement and is fondly known as the Al-Ameen Movement.

Vision

We aspire to become a leading institution in Management Education with a global and dynamic outlook by continually expanding and defining new frontiers of a management education and its implications in the corporate world.

Mission

To be the best vendor of Ethical and Value added Human Capital to the development of Corporate and Industrial Economy through Quality Training and Continuous Learning.

Principal's Message



The present workplace is driven by Technology. Industry is Knowledge based and the entire globe is the workplace.

Al-Ameen Institute of Management Studies is a happening place with the state of the art infrastructure, a very resourceful team of academicians and professionals committed to fine tune the managers in the making to take on the reins of the corporate workplace in the international arena.

I wish all the students a successful career and a bright future

Dr. B. A. Anuradha

Principal, Al-Ameen Institute of Management Studies

STUDENT PERSONAL DATA

NAME	
REG.NO	
CLASS & SECTION	
NAME OF THE PARENT/GUARDIAN	
RESIDENTIAL ADDRESS	
MOBILE NUMBER	
PARENT/GUARDIAN'S OFFICE ADDRESS	
VEHICLE NO	
DRIVING LICENSE NUMBER	
BLOOD GROUP	
EMERGENCY CONTACT DETAILS	

UPCOMING EVENTS MBA

DATE	EVENT
February 2022	Commencement Of I Sem MBA
February 2022	Induction Programme For I Sem MBA Students
February 2022	Inauguration Of MBA Course
24 th February 2022	Excise Day
4 th -10 th March 2022	National Safety Week
15 th March 2022	Consumer's Day
22 nd March 2022	World Day For Water 2022
March 2022	A Guest Lecture on <i>Lessons of Rapid Response: Succeeding in the Covid Era</i>
March 2022	A Guest Lecture on <i>Secret to Developing Leaders</i>
March 2022	A Seminar on <i>Five Skills for Creativity, Innovation and Leadership</i>
March 2022	<i>Fresher's Day 2022</i>
March 2022	Commencement of <i>I Internal Assessment Test</i> For 3 rd Sem MBA And 1 st Sem MBA Students
March 2022	A Seminar on <i>Innovative Tools For Learning And Development-Experiential Learning Method In Adult Training And Facilitation</i>
April 2022	Guest Lecture On <i>Energizing The Future Through Effective People Skills</i>
April 2022	Local Industrial Visit <i>Coco-Cola Ltd, Bangalore</i>

April 2022	<i>Alumni Meet 2022</i>
April 2022	<i>National Conference On Employee Engagement In The Present Globalised Corporate World</i>
April 2022	<i>Colour's Week 2022</i>
April 2022	<i>Ethnic Day 2022</i>
22 nd April 2022	<i>World Earth Day 2022</i>
23 rd April 2022	<i>World Book Day 2022</i>
May 2022	<i>Two Day National Conference On Pursuit Of Excellence In Leadership Theme: A Process To Refocus, Rethink And Rejuvenate Teaching-Learning Practices</i>
May 2022	<i>Commencement of II Internal Assessment Test For 1st Sem MBA Students</i>
May 2022	<i>A Guest Lecture On Waste Management during Pandemic-Challenges and Solutions</i>
May 2022	<i>A Seminar on Working in a Digital World: Professional Skills</i>
5 th June 2022	<i>World Environment Day 2022</i>
26 th June 2022	<i>International Day Against Drug Abuse & Illicit Trafficking</i>
June 2022	<i>Last Working Day of the Classes</i>
June 2022	<i>Commencement of Final Examination 1st Sem MBA as on Academic Calendar of Events by Bangalore Central University</i>

Note: Industrial Visits are organized in each semester (Two Industrial visits per Academic year)

College Council Committee	Dr.B.A.Anuradha Principal	9880085736	anupratap2018@gmail.com
	Dr.Abdul Rizwan Shariff Vice-Principal	9900519754	rizoo.shariff@gmail.com
	Mr. Deepak Singh M.C H.O.D, MBA Department	9945107557	deepaksingh_mhrm@yahoo.com
Advisory Committee	Dr.B.A.Anuradha Principal	9880085736	anupratap2018@gmail.com
	Dr.Abdul Rizwan Shariff Vice-Principal	9900519754	rizoo.shariff@gmail.com
	Mr. Deepak Singh M.C H.O.D, MBA Department	9945107557	deepaksingh_mhrm@yahoo.com

Duration of the Course

The duration of the MBA program shall extend over 4 semesters (two academic years) of 16 weeks or more each with a minimum of 90 actual working days of instruction in each semester and 2 to 3 weeks of examinations.

Minimum Credits And Maximum Credits

- There shall be three categories of courses viz., Core and Compulsory Course, Specialization Course and Open Elective Course/Soft Core Course. The Open Electives are the University approved Courses offered by other Departments of Bangalore University.
- The credits for each of Compulsory Course and specialization course may vary from 2 to 4 credits. In case of open electives course, each paper shall be of 3 credits. A student is required to take one open elective course in III Semester

Attendance

- Each paper shall be taken for the purpose of calculating attendance.
- Students are required to attend for not less than 75% of the classes in each subject in order to be eligible to appear for the University examinations.
- The statement of attendance shall be displayed on the Notice Board by the institution at end of every month for information of students.
- Five marks in Internal Assessment shall be awarded based on the percentage of attendance as an incentive to the student for regularity in attendance.
- A student who does not satisfy the requirement of percentage of attendance shall not be permitted to take the examination of that paper(s).

Note: Attendance of all the students will be updated through OPTRA and messages are sent to the registered phone number of parents/Guardians on a daily basis.

Disciplinary Committee	Dr.B.A.Anuradha Principal	9880085736	anupratap2018@gmail.com
	Dr.Abdul Rizwan Shariff Vice-Principal	9900519754	rizoo.shariff@gmail.com
	Mr. Deepak Singh M.C H.O.D, MBA Department	9945107557	deepaksingh_mhrm@yahoo.com

Scheme of Examination

Internal Assessment Test

Each of the course would have two components – the First being Internal Assessment Marks and Second being Semester end exams. The Internal Assessment (IA) are based on the continuous internal assessment.

- Each paper will carry 100 marks of which 30 marks for Internal Assessment and remaining 70 marks for written examination to be held at the end of each semester. The duration of the written examination for each paper shall be 3 hours.
- The various components of Internal Assessment for 30 Marks are as follows:

I & II Semester	Marks	III & IV Semester	Marks
<i>Attendance</i>	5	<i>Attendance</i>	5
<i>Two Internal Assessment Test(One Announced & One Surprise Test)</i>	10	<i>One Internal Assessment Test (One Surprise Test)</i>	5
<i>Assignment</i>	5	<i>Case Study Preparation</i>	10
<i>Presentation</i>	5	<i>Mini Project</i>	10
<i>Books/Journal Article Review</i>	5		
Total	30	Total	30

% of Attendance	Marks
75-79%	1
80-84%	2
85-89%	3
90-94%	4
95+	5

Examination Committee	Dr.B.A.Anuradha Principal	9880085736	anupratap2018@gmail.com
	Dr.Abdul Rizwan Shariff Vice-Principal	9900519754	rizoo.shariff@gmail.com
	Dr.Sheshadri Y.V Professor	9900655591	shesha51@hotmail.com
Remedial Classes Committee	Dr.B.A.Anuradha Principal	9880085736	anupratap2018@gmail.com
	Dr.Abdul Rizwan Shariff Vice-Principal	9900519754	rizoo.shariff@gmail.com
	Dr.Sheshadri Y.V Professor	9900655591	shesha51@hotmail.com

FINAL EXAMINATION

There shall be a University examination at the end of each semester in the prescribed papers which carries 70 marks each. (Online examination might be introduced subject to approval of appropriate bodies of Bangalore University in the course of present scheme.)

TIME LIMIT FOR COMPLETION

The candidate shall complete the programme within the period as prescribed in the regulation governing the maximum period for completing MBA programmes from the dates of admissions. It is generally twice the number of years of the programme. The term completing the programme means passing all the prescribed examinations of the programme to become eligible for the degree.

COLLEGE DRESS CODE

The College student should maintain an appearance with neatness and cleanliness.

Hence Monday to Thursday Uniform is Compulsory.

All the students are requested to wear College ID Cards compulsorily.

College Timings: 9:00 am to 4:00 pm (Monday to Friday)
9:00 am to 1:00pm (Saturday)

Office Timings: 10:30pm – 1:30pm, 2:30pm-5:00pm (Monday to Friday)
Lunch Break 1:30 pm-2:30pm (Monday to Friday)
9:30am- 1:30 pm (Saturday)

MBA FACULTY 2022**AL-AMEEN INSTITUTE OF MANAGEMENT STUDIES**

Name	Qualification	Designation
Dr.B.A.Anuradha	MBA, Ph.D	Principal
Dr.Abdul Rizwan Shariff	MBA, M.Com, Ph.D (Finance & Marketing)	Vice-Principal
Mr.S.I.J.Sadique	M.Com, MBA	Placement Officer
Mr. Deepak Singh M.C	MHRM, M.Phil, (Ph.D) (Human Resources)	H.O.D, Asst.Professor
Dr.Y.V.Sheshadri	B.E., MBA, Ph.D (Marketing)	Professor
Mrs.Rizwana Khanum	MBA, (Ph.D) (Finance & HR)	Asst.Professor
Dr.Irfan Mumtaz.K.S	MBA, Ph.D (Marketing & HR)	Asst.Professor
Mr. Ravish B.A	MBA, (Ph.D) (Marketing & HR)	Asst.Professor
Mrs.Subiya Sainyara	MBA., (Ph.D) (Marketing & HR)	Asst.Professor
Mr.Mohammed Rafique	M.Com (Finance)	Visiting Faculty
Mr.Rajeev	MBA (Marketing & HR)	Visiting Faculty
Mrs.Ruhi Nayeem	Soft Skill Trainer	Counselor

Student Support Service	
I	AIMS Library and Information Centre
II	Al-Ameen as a Centre for Continuous Learning and Development
III	Placement Cell/Career counseling committee
IV	Computer Laboratory
V	Language Learning Centre: Foreign Languages
VI	Anti Ragging & Grievance Redressal Cell
VII	Corporate Social Responsibility Activities
VIII	Wellness Centre

I. AIMS Library and Information Centre

Al-Ameen Institute of Management Studies (AIMS) Library has exhaustive collections of 10,888 Books by foreign and Indian authors on Management and other related areas. More than 141 Periodicals, EBSCO database and audio video Cassettes are subscribed. Over 1000 slide files, case studies, Statistical data sources and project reports of major Companies are maintained and regularly updated.

Library Services:

Current awareness service
Database search services
Lending of Books
Press clippings
Readers guidance

Library Facilities:

Audio visual facility
Computer aided retrieval
SAGE, ICFAL, DOAJ and Resource sharing facility.
Book Renewal Facility
Internet Browsing

Rules & Regulations

The rules and regulations to be followed in the library are given below. Membership is open to all the staff and students of the College.

Library Working Hours

Monday - Friday	9.00 am to 5.00 pm
Saturdays	9.00 am to 2.00 pm
The issue counter is open throughout the day without any break.	

Library Book Issue

	No. of Cards	Duration
Students	4	14 days

General Rules of Library Book Issue

An over-due charge of Rs.5 per day shall be charged against each book/document not returned within the due date

A document issued may be renewed up to 2 times provided there is no reservation against it.

Library Etiquettes

- Use of mobile phones in the Library is strictly prohibited.
- After use readers are requested not to replace the books on the racks. It will be done by Library staff.
- The Librarian may recall any book any time if required.
- Silence should be maintained in Library. Conversations, loud talking and discussions must be avoided within the Library.
- Loss of borrower's card has to be reported immediately in writing.
- NO FOOD or BEVERAGES in the library
- No bags and belongings allowed inside.
- Do not use the computers to play games and listen music.
- Sign the register kept at the checkpoint, while entering the Library.

Library Advisory Committee	Dr.B.A.Anuradha Principal	9880085736	anupratap2018@gmail.com
	Dr.Abdul Rizwan Shariff Vice-Principal	9900519754	rizoo.shariff@gmail.com
	Mr. Deepak Singh M.C H.O.D, MBA Department	9945107557	deepaksingh_mhrm@yahoo.com
	Mrs.Saira Banu, HOD BBA Department	8722218129	sairabanu1984@gmail.com
	Mrs.Roop Librarian	8310602407	roopashivaram125@gmail.com
	Mohammed Arif MBA Student Co-ordinator	8892383885	mohammedarif2587@gmail.com
	Neha Siddiqua Khanum MBA Student Co-ordinator	9986343872	nehasiddiquakhanum9@gmail.com

II. Al-Ameen as a Centre for Continuous Learning and Development

Al-Ameen as a Centre for Continuous Learning and Development with the specific focus on training students on better understanding of Human Relationships and the dynamics involved in them. With this specific objective in mind Al-Ameen conducts regular training programme on various aspects of relationship in professional and organizational contexts. The resource team consists of experts in the field of Human Resource Development, Industrial and Educational Psychologists and Senior Academicians.

Some of the specific areas of our expertise include sessions on

- Team Building
- Inter-Personal Relationship
- Communication
- Self-Awareness
- Self Esteem
- Work-Life Balance
- Time Management
- Coping with Emotions
- Coping with Stress etc...

Note: The duration of the above sessions vary from half day to 2 days.

III. Placement Cell

The Placement Cell has a process and set guidelines to make students more serious about the Final Placement Initiatives. Every student looking for final placements has to submit a Need Analysis Questionnaire, Student Profile, A copy of their profile and should compulsory appear for the Aptitude Test paper to make them eligible for Final Placements.

The Placement Cell helps students in career planning through career counseling where in they gather information about themselves in terms of their interests, aptitudes and abilities so that they can choose their careers more effectively. The Placement Cell allows students to explore the world of employment and helps them to move from a general occupation direction to a specific one.

Through the Placement form the Career Counseling Cell will know the exact headcount looking for final placements, higher studies (India & Abroad) and entrepreneurs. The Career Plan exercise will be followed by separate training program for students opting for Final Placements, higher studies and planning to start up their own business.

The selection process by the company usually starts with a pre-placement talk in which the organisation gives the students insight into the company profile, job profile, CTC etc. followed by the actual selection process of written test/group discussion/interview etc.

Placement Committee	Dr.B.A.Anuradha Principal	9880085736	anupratap2018@gmail.com
	Dr.Abdul Rizwan Shariff Vice-Principal	9900519754	rizoo.shariff@gmail.com
	Mr.S.I.J.Sadique Placement Officer	9972867991	sadique_aims@yahoo.co.in
	Mohammed Shadab Alam MBA Student Co-ordinator	9835706061	shadab7790@gmail.com
	Sagir Ansari MBA Student Co-ordinator	8638785120	ansarisagir261@gmail.com

Career Counselling Committee	Dr.B.A.Anuradha Principal	9880085736	anupratap2018@gmail.com
	Dr.Abdul Rizwan Shariff Vice-Principal	9900519754	rizoo.shariff@gmail.com
	Mr.S.I.J.Sadique Placement Officer	9972867991	sadique_aims@yahoo.co.in
	Firdous Fathima MBA Student Co-ordinator	9916757154	firdousfathima128@gmail.com
	Mohammed Fazil MBA Student Co-ordinator	9066534145	mohammedfazil4270@gmail.com

IV. Computer Laboratory

The institute has a main computer center and a systems lab. The computer infrastructure has two LAN servers for the students as well as the faculty. In order to facilitate project activities and course work, the computer center is made available to the students over extended hours. Beside hardware facilities, infrastructure includes a good collection of the latest software packages

The college Computer lab, equipped with the latest systems and internet facilities. Computer lab is for exclusive use of the MBA students. Computer lab is used as the Language Lab and is equipped with language training software. This lab is also used to run Value Addition Programmes.

Computer Lab Etiquettes

The lab is a privilege for all to share, but as we all are sharing this space we must be considerate of others. We ask that you please follow these simple rules:

1. Do not install or download any software or modify or delete any system files on any lab computers.
2. Do not use internet for playing music or other recreational activities.
3. Do not damage, remove, or disconnect any labels, parts, cables, or equipment.
4. Be considerate of other lab users. In consideration of others, do not talk on cell phones in the lab. Please step outside the lab to conduct your phone call.
5. NO FOOD or BEVERAGES in the computer lab.
6. If other students are waiting to use the computer and you are not doing college related work, please let them use the computer. The primary purpose of the lab is to assist with college-related work.
7. Do not read or modify other users' files.
8. If you leave the lab, do not leave your personal belongings unattended. College is not responsible for any theft.
9. Pen drives can be used with the permission of the Lab Instructor

V. Language Learning Centre

Language is essential for expressing ideas, opinions, views and emotions. English is the most common medium in today's educational scenario. The graduate students are given in-house training by our own efficient faculties. We offer special coaching for the students who are weak in English. They are trained in both oral and aural skills giving due importance to grammar. They are also well trained in writing skills like report writing, speeches, articles, captions etc. Teachers function as counselors who give feedback and evaluate the students to bring out their best. Our aim is to empower students to use English in order to understand information, to express them orally and to communicate with native and non-native speakers.

For the benefit of MBA and BBA students our college collaborates with highly reputed and leading institution for their language skills. They are trained focusing more on aptitude tests, interview and presentation skills, personality development etc. They are molded in such a way to meet the demands of the challenging corporate world. They are given opportunity to tailor their language skills more to their learning needs.

Foreign Languages

A major reason behind learning a foreign language is to be able to communicate in that language. Knowing the other person's language shows that you respect the language and also puts the other at ease. Al-Aims offer classes in foreign languages to facilitate and encourage those students.

Staff to Teach Foreign Language

Our teachers are native and very proficient non-native speakers who make language learning interesting and enjoyable. They are well qualified experienced and committed to help you to develop your language skills, so you can advance your career and achieve your ambitions.

With its highly interactive classes, dynamic staff and supportive learning environment the Language learning Centre invites you to embark on a journey of lifetime. Learn a Language or improve the one that you already know.

Join the adventure - Learn a Language

VI. Anti Ragging & Grievance Redressal Cell

Grievance Redressal Cell

For the welfare of the students, the institution has a Grievance Redressal cell function to rectify Grievance faced by the student. It has been established to find the solution for the problems faced by the students during the course of study. This cell creates an awareness of the socio cultural, political, women empowerment and biological complexities of the issues. The committee consists of department HOD and Two Faculties and students co-ordinator.

Anti Ragging Cell

The College has an Anti-ragging Committee headed by the Principal. All department HODs are the member of this Committee. The Cell takes care to prevent ragging in the college premises. At the commencement of the every academic year the senior students are given advice and warning against ragging. The fresher's are also informed to take the issue to the concerned department if they experience any ragging problems. Severe action will be taken against the students if they are involved in ragging.

Student Welfare Committee	Dr.B.A.Anuradha Principal	9880085736	anupratap2018@gmail.com
	Dr.Abdul Rizwan Shariff Vice-Principal	9900519754	rizoo.shariff@gmail.com
	Mr.Deepak Singh M.C HOD	9945107557	deepaksingh_mhrm@yahoo.com
	Mr.Ravish B.A MBA Student Co-ordinator	9035355842	ash79leon@gmail.com
	Ayesha Sultana MBA Student Co-ordinator	9739384343	asmonjousayesha1803@gmail.com
	Mohammed Saif MBA Student Co-ordinator	9113205664	Mdsaiifp167@gmail.com
Anti-Ragging Committee	Dr.B.A.Anuradha Principal	9880085736	anupratap2018@gmail.com
	Dr.Abdul Rizwan Shariff Vice-Principal	9900519754	rizoo.shariff@gmail.com
	Mr.Deepak Singh M.C HOD	9945107557	deepaksingh_mhrm@yahoo.com
	Mrs.Rizwana Khanum Assistant Professor	9900398192	rizwana87@gmail.com
Sexual Harassment Committee	Dr.B.A.Anuradha Principal	9880085736	anupratap2018@gmail.com
	Mr.Abdul Rizwan Shariff Vice-Principal	9900519754	rizoo.shariff@gmail.com
	Mr.Deepak Singh M.C HOD	9945107557	deepaksingh_mhrm@yahoo.com
	Mrs.Rizwana Khanum Assistant Professor	9900398192	rizwana87@gmail.com
Greivance Redressal Committee	Dr.B.A.Anuradha Principal	9880085736	anuradha_aims@yahoo.com
	Dr.Abdul Rizwan Shariff Vice-Principal	9900519754	rizoo.shariff@gmail.com
	Shaik Mohammed Kaleem MBA Student Co-ordinator	7829078601	shaikmohammedkaleem02@gmail.com
	Amreen Taj MBA Student Co-ordinator	8296565928	tajamreen733@gmail.com
Sports Committee	Dr.B.A.Anuradha Principal	9880085736	anupratap2018@gmail.com
	Dr.Abdul Rizwan Shariff Vice-Principal	9900519754	rizoo.shariff@gmail.com
	Dr.Irfan Mumtaz K.S Assistant Professor	9620914185	ks.irfan@gmail.com
	Zabiulla Shariff MBA Student Co-ordinator	8892263772	mdzabi78620@gmail.com
	Sameera Taj MBA Student Co-ordinator	7349389372	sameera230619@gmail.com

VII .Corporate Social Responsibility Activities

Our goal is to positively contribute to the sustainable growth and development of people and communities, at the school, locally and around the world.

Al-Ameen in its full breadth and depth is, at its core, the embodiment of Humanism as practiced by the business community. As facilitators of a global classroom, we strive to be unbiased, compassionate role models. As learners ourselves, we are constantly thinking about and adopting new strategies for building a better future.

We believe that Al-Ameen, as an educational institution for students, has many opportunities to be an agent of positive change.

Fundraising and Awareness-raising: Al-Ameen is involved in various initiatives throughout the year to help raise awareness, money and goods for both local and global causes.

Locally, Al-Ameen raises money and accepts donations of clothing and food for distribution to the underprivileged.

NSS Committee	Dr.B.A.Anuradha Principal	9880085736	anupratap2018@gmail.com
	Dr.Abdul Rizwan Shariff Vice-Principal	9900519754	rizoo.shariff@gmail.com
	Dr.Irfan Mumtaz K.S Assistant Professor	9620914185	ks.irfan@gmail.com
	Mohammed Mohtashim MBA Student Co-ordinator	8884572088	Mohammedmohtashim1999@gmail.com
	Abdul Khadar Tahir MBA Student Co-ordinator	9731461637	mohammedtahir2425@gmail.com

VIII. Wellness Centre

A campus Doctor is available within the Campus between 10:00am -3:00pm for the treatment of general ailments of the students and staff

**ACADEMIC REGULATIONS AND COURSE
CONTENTS**

**GOVERNING MBA DEGREE OF
BENGALURU CENTRAL UNIVERSITY**

(2019 ONWARDS)

UNDER CHOICE BASE CREDIT SYSTEM

REGULATIONS FOR 2 YEAR FULL TIME MBA

1. TITLE

These regulations shall be called as Academic Regulations of the MBA Degree course (Day & Evening) of Bengaluru Central University, from academic year 2019- 20 onwards, under Choice Based Credit System (BCU-PG-CBCS, 2018) of Faculty of Commerce and Management under Bengaluru Central University, Bengaluru and the Degree called as Master of Business Administration.

2. EXTENT OF APPLICATION

These regulations will apply to Post Graduate Programme in Management called MBA (Master Of Business Administration) being offered by the PG Department of Management Studies, Bengaluru Central University and all the colleges affiliated to the Bengaluru Central University having obtained the approval of this university and AICTE subject to complying with all the requirements and conditions laid down by these regulatory bodies.

MASTER OF BUSINESS ADMINISTRATION (CHOICE BASED CREDIT SYSTEM) (MBA-CBCS FROM ACADEMIC YEAR - 2019 - 20 ONWARDS)

3. MINIMUM ELIGIBILITY FOR ADMISSION AND ADMISSION PROCEDURE

- A graduate degree under 10+2+3, 10+2+4 or 10+2+5 pattern under any discipline securing at least 50% marks in the aggregate including languages from a recognized University of UGC in India or abroad.
- Degrees from abroad should be accepted as equivalent to the Degree offered by any University in India by the UGC and as approved by AIU and Bengaluru Central University.
- In case of SC/ST/Cat-I candidates, there will be a relaxation of 5% in the aggregate marks obtained in the under graduate Degree set as minimum eligible marks (50%) for admission into MBA Course.
- All admissions to Post Graduate Department of Management and its affiliated colleges will be made through an entrance test conducted by appropriate body duly constituted and duly approved by Government of Karnataka and State Level Counselling board on the basis of Rank /Merit and the reservation rules based on seat matrix as announced by the Government of Karnataka shall be strictly adhered to.

4. DURATION OF THE COURSE

The duration of the MBA Day & Evening program shall extend to over 4 semesters spanning over a period of 2 years. Each year shall have two semesters of 16 weeks duration and shall have not less than 90 working days of classroom teaching, internship and master thesis. At the end of each semester there will be end semester university examination conducted by the university.

5. MEDIUM OF INSTRUCTION

The course being a professional course and having Global connotation the medium of instruction for MBA Course Day and Evening examination shall be in English medium only.

6. MINIMUM CREDITS AND MAXIMUM CREDITS

- 6.1 There shall be four categories of papers viz., Core and Compulsory paper, Soft Core paper, Specialization paper and Open Elective paper. The Open Electives are the University approved papers offered by other Departments of Bengaluru Central University and the student is required to undergo one course from other Department.
- 6.2 The credits for each of Compulsory paper and specialization paper may vary from 2 to 4 credits. In case of open electives and Soft Core, each paper shall be of 2 credits. A student is required to opt for one open elective paper in 3rd Semester. The list of papers available will be intimated from time to time.

One credit is equivalent to 15 contact hours

7. ATTENDANCE

- 7.1 The candidate who does not put in minimum stipulated attendance of 75% aggregate of all the subjects put together in a semester shall not be eligible to appear for the end exam in that semester and the candidate has to re attend the classes along with subsequent batch and satisfy the minimum requirement for appearing in that particular end semester examination.
- 7.2 The statement of attendance shall be displayed on the Notice Board by the Department/School/Institution at end of every month for information of students.
- 7.3 Five marks in Internal Assessment is earmarked for the attendance percentage as a motivation for the students to attend classes regularly.

8. SEMESTER-WISE CREDIT DISTRIBUTION:

8.1 The table shows the semester wise credit with total credits

Category	Sem 1	Sem 2	Sem 3	Sem 4	Total Credits
Compulsory Core Papers	24	24	6	-	54
Soft Core Papers	2	2	-	-	4
Specialization Subjects	-	-	20	20	40
General Open Elective	-	-	2	-	2
Industry Internship Program	-	-	2	-	2
Master Thesis	-	-	-	4	4
Total	26	26	30	24	106

9. SCHEME OF EXAMINATION

A) Internal Assessment Test

9.1 Each Paper will have two components as part of assessment i.e. the First Being Internal Assessment Test and Second being Semester end exams. The Internal Assessment (IA) is based on the continuous internal assessment. There shall be two internal tests conducted for each paper.

9.2 Each paper will carry 100 marks of which 30 marks will be for Internal Assessment and remaining 70 marks for written examination (UE) to be held at the end of each semester.

9.3 The components of Internal Assessment for 30 Marks are as follows:

1 st and 2 nd Semester	Marks
Attendance	5
Two Internal test	10
Assignment	5
Presentations	5
Quiz on respective paper	5
Total	30
Marks for Attendance	
% of Attendance	Marks
75-79 %	1
80-84 %	2
85-89 %	3
90-94 %	4
95-100 %	5

The BOE will monitor the process of Internal assessment test (Issue of Time table, preparing and transmitting the question paper via e-mail, followed by surprise check by BOE Members). The Directors of B-Schools are required to maintain the records pertaining to internal assessment tests.

B) Final Examination

9.1B There shall be a University examination (Theory) at the end of each semester in the prescribed papers which carries 70 marks for 3 hours. (Internal Assessment: Online examination might be introduced subject to approval of appropriate Bodies of Bengaluru Central University in the course of present scheme.)

9.2 B For the employability skill development papers, the students are required to undertake the prescribed skill development exercises. The concerned institution shall submit the records of the exercises to the university. The university authority will pay surprise visits to the institutions for checking the employability skills possessed by the students by virtue of undertaking the exercises on the subject.

9.3 B Specific guidelines for practical examinations will be issued by PG Department of Management from time to time for 2nd semester Employability Skill Development-II for MBA (Day) Program

10. TIME LIMIT FOR COMPLETION

10.1 The candidate shall complete programme within the period as prescribed in the regulations governing the maximum period for completing MBA programmes from the date of admission. It is generally twice the number of years of the stipulated minimum duration of the programme which is 4 years.

11. MINIMUM GRADE FOR A PASS

11.1 A candidate shall be declared to have passed the MBA program if he/she secures at least a CGPA of 4.0-5.0 (Course Alpha-Sign Grade C) in the aggregate of both internal assessment and semester end examination marks put together in each unit such as theory papers / practical / internship / master thesis / viva-voce.

11.2 The candidate who pass in all the papers in first attempt in all four semesters is eligible for ranks provided they secure at least CGPA of 6.0-7.0(Alpha-Sign Grade A).

11.3 The results of the candidates who have passed the fourth semester examination but not passed the lower semester examinations shall be declared as NCL (Not Completed Lower semester examinations). Such candidates shall be eligible to receive the degree only on completion of all the lower semester examinations.

11.4 A candidate who passes the semester examinations **in parts** is eligible for only Class / CGPA and Alpha Sign Grade but **not be eligible for rank**.

11.5 The candidate must secure a minimum of 40% of the total marks awarded as internal components (30 marks) which shall mean there will be a minimum prescribed 12 marks which the student has to secure to pass in internal assessment.

11.6 A Candidate who fails in the Master Thesis and viva-voce exams, he/she shall re-submit and re-appear in the Master Thesis and viva-voce and pass the examination subsequently. Each student would be given a chance/attempt to clear. The supplementary examination is conducted for Odd semester along with Odd semester and Even semester with Even semester.

12. INDUSTRY INTERNSHIP

12.1 Each candidate should undertake an internship for a period of four weeks immediately On completion of the second semester examination and submit a bound copy of the report in III Semester. The student is required to select an organisation and identify a problem area and come out with solutions to the problem. A report containing the analysis of the problem and the solutions is to be carried out under the guidance of a faculty of the institution and industry. This could involve a desk study/data analysis/technology enabled assignment/enterprise resource planning/live case study/extension work or exploration of an idea or its implementation. Specific

guidelines including Format of the report shall be issued by PG Department of Management Studies, Bengaluru Central University from time to time.

12.2 The industry internship program shall carry 50 marks, of which the internship report shall carry 25 marks and 25 marks for viva voce. The student has to secure a minimum of 25 marks out of 50 marks to pass in the internship program. The viva-voce and the internship report will be evaluated by the external examiners and internal examiners appointed by the BOE.

13. MASTER THESIS

13.1 Every student is required to work 45 days (30 days compulsory to attend the industry/field work) on his/her master thesis in the chosen major specialization during the 3rd and 4th semester and prepare a Master Thesis report applying research methodology under the supervision of a Faculty guide and Industry expert. The Thesis shall be based on a free-lance or industry project. Prior to the actual work, the students are required to submit a synopsis of the proposed project work incorporating the components of research design and submit the same to the PG Department of Management Studies, BCUB for approval. There is no class work during 30 days where the student is in industry/fieldwork. Subsequent to the field work, the candidate has to involve himself/herself in writing the master thesis along with attending the classes regularly.

13.2 The students are required to submit two progress reports during the course of master thesis at the stipulated time periods.

13.3 A hard bound copy and a soft copy of the Master Thesis duly signed by the faculty guide and certified by the industry/organizations and Principal/Director/HOD has to be submitted to the PG Department Management Studies, Bengaluru Central University at the end of the fourth semester before the commencement of the end semester examination. The Master Thesis shall be evaluated for 100 marks by two examiners (One of them will be the faculty guide/member who has guided the work and other will be the external/internal examiners appointed by the BOE). A minimum of 50% marks shall be secured for a pass in the Master Thesis. There shall be a viva-voce examination for 50 marks on the Master Thesis. Viva-voce will be conducted by Board of Examiners/examiners authorized by Chairman of BOE. A minimum of 50% (25 marks) must be secured to pass in the viva-voce examination.

13.4 Academic Integrity and Plagiarism

In order to maintain the quality in preparation and presentation of internship reports/master thesis in 3rd and 4th semester. All the internship reports/master thesis should undergo the anti-plagiarism check with the support of suitable software. The Post Graduate Department of Management shall inform the B- Schools about the software and provide them guidelines thereof. The similarity index permissible will be decided from time to time.

14. SPECIALIZATION STREAMS

14.1. The MBA program has dual specialization. It consists of major specialization and minor specialization. In 3rd and 4th semester the student has to take 3 electives in the major specialization and 2 electives in the minor specialization. If the student has studied 6 electives in

one specialization in both 3rd and 4th semester MBA program, it is termed as major specialization.

14.2 For offering any specialization indicated in the MBA program, each institution shall have a minimum of 10 students.

14.3 The Board of Studies in Management could explore collaborations and partnership either with associations, industry body, individual companies and other enterprises for the purposes of curriculum design, delivery, faculty development, publication of study material and case studies. The BOS is also authorized to make necessary changes in the specialization streams as well as electives offered under the specialization streams. Any emerging area/subject leading to specialization will be identified and offered from time to time.

15. FOUNDATION COURSES AND ADD ON COURSES

15.1 The colleges are required to organize one week to ten days of induction programme for the students admitted to the first semester before the commencement of classes, since the students come from different backgrounds such as arts, science, engineering etc, the foundation courses are intended not only to provide the basics and fundamental pre-requisite knowledge on management subjects but also include value-based and familiarise the students with management concepts. Similar induction could be planned at the time of the commencement of III Semester. A detailed report has to be submitted to university. After completion of 2nd semester, the institution shall arrange for project report preparation workshops for the students to take up the master thesis work in the 4th semester confidently.

15.2 The suggestive areas for Foundation courses are Social impact of management, Fundamentals of Management, Accounting and Finance, Sustainable development, Anti-Corruption Issues, Moral Leadership, and Business Ethics. Specific guidelines will be issued by PG Department of Management from time to time.

15.3 The students are required to undergo a non credit course(at least one) Massive Open Online Course (MOOC) each year. The list of courses will be supplied by the PG Department of Management Studies, Bengaluru Central University. Students are required to produce certification of completion of course during Viva Voce Exam.

EIGHT POINT ALPHA - SIGN GRADING SCALE under CBCS System

GRADE POINT AVERAGE	<4	4<5	5-<5.5	5.5-<6	6-<7	7-<8	8-<9	9-<10
ALPHA-SIGN GRADE	Re-Appear	P	C	B	B+	A	A+	O

Note : O : Outstanding

16. CLASSIFICATION OF SUCCESSFUL CANDIDATES: SEMESTER WISE

The Grade Point Average (GPA) in a Semester and the Cumulative Grade Point Average (CGPA) at the end of fourth semester shall be computed as follows:

16.1 COMPUTATION OF GRADE POINT AVERAGE (GPA):

The grade points (GP) in a course shall be assigned based on the basis of actual marks scored in that course as per the table below. They shall be generally percentages divided by 10. The Grade Point Weights (GPW) shall then be calculated as the product of the grade points earned in the course and the credits for the course. The total GPW for a semester is obtained by adding the GPW of all the courses of the semester.

ILLUSTRATION 1 (26 CREDITS)

PAPERS	P1	P2	P3	P4	P5	P6	P7	TOTAL
MAX. MARKS	100	100	100	100	100	100	100	700
% MARKS OBTAINED	77	73	67	76	64	66	32	455
GRADE POINTS EARNED (G.P.)	7.7	7.3	6.7	7.6	6.4	6.6	3.2	-
CREDITS FOR THE COURSE (C)	4	4	4	4	4	4	2	26
TOTAL GPW = GP X C	30.8	29.2	26.8	30.4	25.6	26.4	6.4	175.6

Semester Aggregate Marks: $455 / 700 = 65\%$

Classification of Result: First Class The GPA shall then be computed by dividing the total GPW of all the courses of study by the total credits for the semester, $GPA = \text{Total GPW} / \text{Total Credits}$
 $= 175.6 / 26 = 6.7$ Semester Alpha Sign Grade: B+

16.2 CALCULATION OF CUMULATIVE GRADE POINT AVERAGE (CGPA)

The Cumulative Grade Point Average (CGPA) at the end of the fourth semester shall be calculated as the weighted average of the semester GPW. The CGPA is obtained by dividing the total of GPW of all the four semesters by the total credits for the programme.

ILLUSTRATION 2

SEMESTER	I	II	III	IV	TOTAL
TOTAL MARKS PER SEMESTER	650	650	900	700	2900
TOTAL MARKS SECURED	455	560	676	570	2261
SEMESTER ALPHA SIGN GRADE	B+	A+	A	A+	-
SEMESTER GPA	7.0	8.6	7.5	8.1	-
SEMESTER CREDITS	26	26	33	26	111
SEMESTER GPW	182	223.6	247.5	210.6	863.7

Aggregate Percentage of Marks = $2261 / 2900 = 77.96\%$

16.3 Classification of Result: First Class with Distinction Cumulative Grade Point Average (CGPA) = Total of Semester GPW / Total Credits for the programme = $863.7 / 111 = 7.78$
Programme Alpha Sign Grade: A

These are the sample illustrations of computing semester grade point averages and cumulative grade point average and the alpha - sign grades assigned.

17 PATTERN OF QUESTION PAPER

17.1 The pattern of question paper will be decided by the Board of Studies from time to time. The Post Graduate Department of Management of Bengaluru Central University will communicate to all affiliated colleges about the pattern as well as the changes therein.

17.2. Semester End Theory University Examination with 70 Marks

Model Question Paper :

Part /Section	No of Questions Asked	No of Questions To be Answered	Marks for Each Question	Total marks
A	7	5	5	25
B	4	3	10	30
C	1(Compulsory Case Study)	1	15	15
Total				70

18 OPEN ELECTIVE

18.1 One course is offered as open elective during the III semester of MBA Programme. The open elective has to be chosen by the student from the list given by the university.

19. SCOPE/Jurisdiction

19.1 Any conflict arising out of or in relation to the regulations is subject to jurisdiction of civil court of Bengaluru.

20. COURSE MATRIX

Course Matrix of I Semester MBA (Day)

Paper Code	Subject	Credit	Contact Hours L-P*		I.A	U.E	Total Marks
1.1	Management and Organizational Behaviour	4.0	45	15	30	70	100
1.2	Managerial Accounting	4.0	45	15	30	70	100
1.3	Business Planning and Regulations	4.0	45	15	30	70	100
1.4	Economics for Business Decisions	4.0	45	15	30	70	100
1.5	Business Statistics	4.0	45	15	30	70	100
1.6	Marketing Management	4.0	45	15	30	70	100
1.7	SOFT CORE Employability Skill Development – I	2.0	15	15	30	70	100
Total		26.0	285	105	210	490	700

*Contact hours include work relating to Lecture and Practical (L-P)

Course Matrix of II Semester MBA (Day)

Paper Code	Subject	Credit	Contact Hours L-P*		I.A	U.E (T-P)**	Total Marks
2.1	Entrepreneurship and Start-ups Management	4.0	45	15	30	70	100
2.2	Business Research Methods	4.0	45	15	30	70	100
2.3	Managing Human Resources	4.0	45	15	30	70	100
2.4	Business Analytics	4.0	45	15	30	70	100
2.5	Financial Management	4.0	45	15	30	70	100
2.6	Production and Operations Research	4.0	45	15	30	70	100
2.7	SOFT CORE Employability Skill Development – II	2.0	15	15	30	70	100
Total		26.0	285	105	210	490	700

*Contact hours include work relating to Lecture and Practical (L-P)
Syllabus is subject to change as necessary

20.1 COURSE MATRIX

Course Matrix of I Semester MBA (Evening)

Paper Code	Subject	Credit	Contact Hours L-P*		LA	U.E	Total Marks
1.1	Management and Organizational Behaviour	4.0	45	15	30	70	100
1.2	Managerial Accounting	4.0	45	15	30	70	100
1.3	Business Planning and Regulations	4.0	45	15	30	70	100
1.4	Economics for Business Decisions	4.0	45	15	30	70	100
1.5	Business Statistics	4.0	45	15	30	70	100
1.6	Marketing Management	4.0	45	15	30	70	100
1.7	Mini Project Report	2	15	15			100
Total		26.0	285	105	180	420	700

* Contact hours include work relating to Lecture and Practical (L-P)

Course Matrix of II Semester MBA (Day)

Paper Code	Subject	Credit	Contact Hours L-P*		LA	U.E (T-P)**	Total Marks
2.1	Entrepreneurship and Start-ups Management	4.0	45	15	30	70	100
2.2	Business Research Methods	4.0	45	15	30	70	100
2.3	Managing Human Resources	4.0	45	15	30	70	100
2.4	Business Analytics	4.0	45	15	30	70	100
2.5	Financial Management	4.0	45	15	30	70	100
2.6	Production and Operations Research	4.0	45	15	30	70	100
2.7	Mini Project Report	2.0	15	15	-	-	100
Total		26.0	285	105	210	490	700

* Contact hours include work relating to Lecture and Practical (L-P)

❖ Mini Project Report guidelines will be issued by Department of Management from time to time

Syllabus is subject to change as necessary

THIRD SEMESTER MBA

PAPER	SUBJECTS
CORE SUBJECTS	
3.1	Strategic Management And Business Ethics
3.2	FINANCE 3.2.1 Investment Analysis And Portfolio Management 3.2.2 Corporate Taxation For Managers 3.2.3 Corporate Valuation And Financial Modelling
3.3	MARKETING 3.3.1 Rural And Green Marketing 3.3.2 Business And Social Marketing 3.3.3 Consumer Behaviour And Neuromarketing
3.4	HUMAN RESOURCES 3.4.1. Performance Management & Competency Mapping. 3.4.2. Talent Management & Employee Engagement 3.4.3. Learning And Development Human Resources
3.5	ENTREPRENEURSHIP AND STARTUPS 3.5.1. Ideation, Design Thinking And Innovation 3.5.2. Management Of SMEs And Family Business 3.5.3. Corporate Entrepreneurship And New Venture Creation.
3.6	PRODUCTION AND OPERATIONS MANAGEMENT 3.6.1. Advanced Production System. 3.6.2. Agile & Lean Manufacturing. 3.6.3. Enterprise Resource Planning.
3.7	BUSINESS ANALYTICS 3.7.1. Business Intelligence 3.7.2. Predictive Analytics Using R 3.7.3. Data Warehousing And Data Mining
3.8	OPEN ELECTIVE MANAGEMENT PERSPECTIVES
	(TO BE OFFERED TO OTHER PG STUDENTS BY CBSMS UNDER CBCS SCHEME)
3.9	PROJECT WORK FOR 4 WEEKS (BETWEEN II & III SEMESTER)

FOURTH SEMESTER MBA

PAPER	SUBJECTS
CORE SUBJECTS	
4.1	International Business
ELECTIVE SUBJECTS	
4.2	FINANCE 4.2.1. Project Management And Analysis 4.2.2. International Financial Management 4.2.3. Derivatives And Risk Management
4.3	MARKETING 4.3.1. Sales And Distribution Management And Retailing. 4.3.2. Services Marketing And Customer Relationship Management . 4.3.3. Integrated Marketing Communication And Internet Marketing
4.4	HUMAN RESOURCES 4.4.1. Global HRM 4.4.2. Strategic HRM 4.4.3. Industrial Relations And HR Audit
4.5	ENTREPRENEURSHIP AND STARTUPS 4.5.1. Technology For New Ventures 4.5.2. Scaling Up And Sustainability Of Start-Ups 4.5.3. Entrepreneurial Finance
4.6	PRODUCTION AND OPERATIONS MANAGEMENT 4.6.1. Resource Optimization And Project Risk Management. 4.6.2. Supply Chain Management. 4.6.3. Total Quality Management
4.7	BUSINESS ANALYTICS 4.7.1. Big Data Analytics 4.7.2. Data Visualization And Business Reporting Using Tableau 4.7.3. Emerging Technologies And Future Skills For Business Leaders
4.8	DISSERTATION FOR 6 WEEKS IN AN ORGANISATION