



## **MEMBER SREE NARAYANA PILLAI INSTITUTE OF MANAGEMENT AND TECHNOLOGY**

[Approved by AICTE and Affiliated to the University of Kerala]

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### **FIVE YEAR INTEGRATED MBA PROSPECTUS**

#### **I. MEMBER SREE NARAYANA PILLAI INSTITUTE OF MANAGEMENT AND TECHNOLOGY (MSNIMT)**

MSNIMT is a Self-financing Regular College owned and managed by MEMBER SREE NARAYANA PILLAI TRUST. Member Sree Narayana Pillai was born in Madappally Village at Chavara (1928-1982). He was one of the most prominent persons of this village and had earned fame and popularity in the field of education and social activities. His ambition was to transform Chavara and the adjacent villages by providing higher education. MSN Trust had established a number of CBSE affiliated Schools which continue to impart quality education. The success of school education encouraged his family members to start a higher education institute at Graduation and Post Graduation level and with this end in view they started Member Sree Narayana Pillai Institute of Management and Technology in the year 2002. The B-School currently have MBA Programme (120 intake) in areas such as Finance, Marketing, Human Resources, Operations and International Business; and also offers B.Com - Computer Application (80 intake) and B.Com - Cooperation (40 intake). Dual Degree Course in Management (Five Year Integrated Course - approved by AICTE) is a new initiative by MSNIMT from 2015 admission onwards.

#### **Vision**

Preparing creative, productive, committed, enthusiastic and dynamic value based business managers for the industries and service sector. The institute is committed to inculcate in the students basic human values, sense of noble righteousness, high order of social responsibility and urge to attain excellence in performance.

#### **Mission**

Promote technical and management education programmes at post graduate and doctoral levels and develop a professional young generation able to face any level of challenge and committed to achieve their goals with professional competency and with due regard for human values, integrity social responsibility and good interpersonal relationship.

#### **II. LOCATION**

MSNIMT campus located at Madappally, Mukundapuram, Chavara, Kollam is set on 8 acres of lush greenland in the idyllic countryside of Chavara, 12 Km north of Kollam and is about 2.5 kms East of NH 47 at Sankaramangalam (near to KMML Chavara).

#### **III. DUAL DEGREE PROGRAMME IN MANAGEMENT**

Dual Degree Course in Management of the University of Kerala which is approved by AICTE is designed to meet the following objectives:

- a. To educate and groom the students to get entry level managerial positions in manufacturing / services organizations or to start and run own ventures with good business knowledge.
- b. To facilitate the development of students to take up growing challenges and find and implement solutions those are environmentally viable, ethically correct, and socially acceptable.

#### **IV. ADMISSION TO THE DUAL DEGREE PROGRAMME**

Admission to the Dual Degree Programme under the Semester system will be made on the dates as notified by the University of Kerala. Application for admission to the Dual Degree Programme should reach the Principal on or before the last date prescribed by the University of Kerala.

Application for admission should be made in the prescribed form which can be had from the College Office on payment of Rs 200/- each in cash. Postal order will not be entertained. Postal enquiries will be answered only if they are accompanied by self addressed, stamped envelope.

Application, incomplete in details will not be considered. Original Marklists and Certificates will have to be produced at the time of interview and they should not be sent with the application forms.

Admission to the Dual Degree Programme will be made according to the rules in force. Applications of Students, who have been detained in a particular class in another school or college will not be considered. The Principal reserves to himself the right to reject any application without assigning reasons.

The normal duration of Dual Degree Programme shall be Five Years consisting of Ten Semesters. This Dual Degree is named as Master of Applied Management (MAM). Students successfully completing the First Three Years of this Programme will be awarded Bachelor of Management (BM).

#### **V. ELIGIBILITY**

For admission to this course, a student should have passed 12th standard (or equivalent) examination and obtained at least 45% (40% marks for SC/ST students) and should have passed a Common Admission Test conducted for the purpose.

Admission taken at the first year shall be admission to "5 Year Dual Degree Course (BM, MAM)" and he/she will not be required to take re-admission at any stage of the course unless he/she discontinues the course after 3<sup>rd</sup> Year.

The course framework provides additional entry point as, the student, who has discontinued his/her studies on obtaining Bachelor of Management (BM) degree, can join at later date for the fourth and fifth year of the course to complete Master of Applied Management (MAM).

#### **VI. ENTRANCE FOR MAM DEGREE**

A Management Aptitude Test will be conducted by the Institute. Based on the Rank List prepared by the Institute, students will be selected.

#### **VII. INTERVIEW**

Candidates who receive admission memos should appear for interview on the specified date and time along with their Parents\Guardian and with the First Installment of fees and the following Certificates. Three Xerox copies of the following documents must also be produced.

1. SSLC
2. Transfer Certificate from the Institution last attended
3. Pass Certificate and Mark Lists of the Qualifying Examination
4. Conduct Certificate
5. NSS or NCC Certificate (if participated)
6. Eligibility Certificate
7. Passport Size Photo - 2 Nos

Those who have passed the Qualifying Examination from Other State Boards should produce their Eligibility Certificate at the time of admission. Those who have passed SAY Examination should also produce the Eligibility Certificate.

## VIII. SUBJECT SCHEME AND EVALUATION

1. Each subject shall consist of 3 lectures per week (3 credits) and 2 hour tutorial per week (1 credit) for assignments, thus making it a 4 credit subject.
2. Regular Semester Examinations for three hours duration will be conducted for all subjects at the end of each semester by the University. The University will issue the semester mark list, after each Semester examination.
3. The course shall provide an undergraduate degree in 3 years (BM), followed by a Master's degree in five years (MAM).
  - a. Award of BM at the end of three years, if one wishes to discontinue the studies,
  - and
  - b. Award of MAM on successful completion at the end of five years.
4. For each Subject, the end semester examination will have 60 marks while internal assessment will have 40. Thus the total marks for each course shall be 100.
5. The distribution of internal assessment marks will be:

(a)	Periodical Tests (Subject to minimum of three tests for each course)	: 15 Marks
(b)	Assignments/ Case analysis	: 10 "
(c)	Seminar & Discussion	: 10 "
(d)	Class Participation and Attendance	: 5 "
	Total	: 40 Marks
6. A systematic record for the award of internal assessment marks shall be maintained in the department signed by the faculty member concerned and countersigned by the Head of the Department/Institution.
7. In the fifth year Industrial project shall be assigned as a group task and shall necessarily have interdisciplinary nature.
8. Semester examinations for Dual Degree Course in Management (BM, MAM) for each subject shall be conducted once in a year.
9. Candidates for Dual Degree Course in Management (BM, MAM) shall be eligible to undergo the course of study in the next semester and take the examinations of that semester, irrespective of the results of the examination of the previous Semester provided they have completed all the formalities of attendance, payment of all fees due to the University and registration for the examination in the earlier Semester. However, a candidate who has failed in any course shall be given a maximum of two additional chances for securing a pass in the course.

## IX. TIME LIMIT FOR THE COMPLETION OF PROGRAMME

A Candidate shall be required to complete the programme within a period of Eight Years after joining the programme.

## X. CLASSIFICATION OF SUCCESSFUL CANDIDATES

- A. A Candidate who secures not less than 50% in the written examination of a paper subject to a minimum of 50 % of the aggregate of internal assessment and written examination together of a paper will be declared to have passed the examination.
- B. The Division of Pass will be based on the aggregate marks of all the continuous assessment and University Examinations in the Six semesters put together for BM Degree and that for MAM Degree, Ten Semesters.
  1. Candidates who have secured 50%marks and above but below 60% of total marks for all papers in Six/Ten semester examinations shall be declared to have passed in second class.

2. Candidates who obtain 60% marks and above but less 75% total marks for all papers in Six/Ten Semester examinations shall be declared to have passed in First Class.
3. Candidates who obtain 75% and above of the total marks for all papers in Six/Ten Semester examinations in first attempt shall be declared to have passed in First Class with Distinction.

#### **XI. ATTENDENCE**

A Candidate will be permitted to register and appear for the Examination at the end of each Semester only if:

1. He/She has secured not less than 75% of attendance in each subject, in each Semester,
2. His/Her progress is satisfactory in the Continuous Assessment in each Subject, and
3. His/Her conduct has been satisfactory.

#### **XII. SEMESTER**

The Duration of each Semester shall be six months inclusive of the days of examination. There shall be Semester shall consist of 16 Instructional weeks of 5 days each of 5 hours per day. Odd Semester commences in June/July and Even Semester commences in January every Year.

#### **XIII. EXTENSION ACTIVITIES**

A Student for Dual Degree Programme has to participate in Social Service/Extension Activities for not less than sixty hours, for the successful completion of the programme. Some of the venues of such activities in the College are: Debate Club, National Service Scheme (NSS), Women's Study Unit, Performing Arts Club, Management Clubs, Anti-Ragging Cell.

#### **XIV. DRESS CODE**

Every Student of the College should always wear clean College uniform.

#### **XV. CONDUCT**

The Conduct of each student inside the College campus should be friendly, gentle, civilized and decent. It is expected that the conduct of the students outside the College campus shall also be exemplary at all times. Students shall not leave College campus during the academic hours from 9.30 am to 4pm on working days unless permitted by College authorities. Any activity of students(s) falling under the definition of ragging will be dealt with severe disciplinary action including legal proceedings against the suspected. Each student admitted Dual Degree Programme shall give an under taking as per the direction of the Honorable Supreme Court of India.

#### **XVI. STRUCTURE OF DUAL DEGREE COURSE IN MANAGEMENT**

<b>I SEMESTER:</b> DDCM 101 ENGLISH LANGUAGE DDCM 102 BUSINESS ENVIRONMENT DDCM 103 MANAGEMENT PRINCIPLES DDCM 104 ORGANIZATIONAL BEHAVIOR DDCM 105 FINANCIAL ACCOUNTING DDCM 106 BUSINESS MATHEMATICS	<b>II SEMESTER:</b> DDCM 201 BUSINESS COMMUNICATION DDCM 202 ENVIRONMENTAL MANAGEMENT DDCM 203 COMPUTER APPLICATIONS DDCM 204 MARKETING MANAGEMENT DDCM 205 MANAGERIAL ECONOMICS DDCM 206 LEGAL ASPECTS OF BUSINESS
<b>III SEMESTER:</b> DDCM 301 ELEMENTS OF DIRECT & INDIRECT TAXES DDCM 302 FINANACIAL MANAGEMENT DDCM 303 BUSINESS STATISTICS DDCM 304 HUMAN RESOURCE MANAGEMENT DDCM 305 E-COMMERCE	<b>IV SEMESTER:</b> DDCM 401 ENTREPRENEURSHIP DDCM 402 MICRO ECONOMICS DDCM 403 COMMERCIAL LAW DDCM 404 OPERATIONS MANAGEMENT DDCM 405 PRINCIPLES OF INSURANCE

<p><b>V SEMESTER:</b>  DDCM 501 OPERATIONS RESEARCH  DDCM 502 MACROECONOMICS  DDCM 503 INTERNATIONAL BUSINESS  DDCM 504 RESEARCH METHODS FOR MANAGERS  DDCM 505 PROJECT MANAGEMENT</p>	<p><b>VI SEMESTER:</b>  DDCM 601 MANAGEMENT INFORMATION SYSTEMS  DDCM 602 STRATEGIC MANAGEMENT  DDCM 603 EXPORT- IMPORT PROCEDURES  DDCM 604 HUMAN SKILLS  DDCM 605 PROJECT</p>
<p><b>VII SEMESTER:</b>  DDCM 701 FOREIGN LANGUAGE - FRENCH  DDCM 702 CREATIVITY AND INNOVATION  DDCM 703 BUSINESS ETHICS AND CORPORATE GOVERNANCE  DDCM 704 MICRO FINANCE: PERSPECTIVE AND OPERATIONS  DDCM 705 EFFECTIVE COMMUNICATION SKILLS  DDCM 706 MANAGEMENT OF CO - OPERATIVES</p>	<p><b>VIII SEMESTER:</b>  DDCM 801 CROSS CULTURAL MANAGEMENT  DDCM 802 MANAGEMENT OF INTER- PERSONAL EFFECTIVENESS  DDCM 803 SPECIALIZATION BASED ON ELECTIVE - I  DDCM 804 SPECIALIZATION BASED ON ELECTIVE - II  DDCM 805 CASE STUDY APPLICATION - GENERAL MANAGEMENT  DDCM 806 WORK EXPERIENCE</p>
<p><b>IX SEMESTER:</b>  DDCM 901 EVENTS MANAGEMENT  DDCM 902 SPECIALIZATION BASED ON ELECTIVE - I  DDCM 903 SPECIALIZATION BASED ON ELECTIVE - II  DDCM 904 SPECIALIZATION BASED ON ELECTIVE - III  DDCM 905 SPECIALIZATION BASED ON ELECTIVE - IV  DDCM 906 SEMINAR - GENERAL MANAGEMENT TOPICS</p>	<p><b>X SEMESTER:</b>  DDCM 1001 PUBLIC RELATIONS MANAGEMENT  DDCM 1002 SPECIALIZATION BASED ON ELECTIVE - I  DDCM 1003 SPECIALIZATION BASED ON ELECTIVE - II  DDCM 1004 INDUSTRIAL APPLICATION PROJECT  DDCM 1005 COMPREHENSIVE VIVA-VOCE</p>

**\*List of Electives and details of Projects and Work Experience are available in the Scheme and Syllabus**

**XVII. USE OF MOBILE PHONES IS STRICTLY PROHIBITED IN THE COLLEGE CAMPUS**

**S/d  
PRINCIPAL**