



# SANKARA

## INSTITUTE OF MANAGEMENT SCIENCE

Saravanampatti, Coimbatore - 641 035. © : 0422-4313500, Fax: 0422-2666491

Accredited with A grade by NAAC

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### PERSONAL MEMORANDA

Name :-----

Course / Class :-----

Permanent Address :-----

Telephone No. :----- Mobile -----

Permanent/Guardian Address :-----

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Guardian Tel. No. :----- Mobile -----

Blood Group :-----

Bank Account No. :-----

Driving License :-----

In case of emergency, Please report to :

Parent / Guardian's Name:-----

Name :-----

Address :-----

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**(Late) “Kalvi Chemmal” Shri T.K. Pattabhiraman**

**Founder and Correspondent**

# HAND BOOK 2018 - 19

## About SIMS

Sankara Educational Institutions sit under the umbrella "The Coimbatore Educational and Cultural Foundation Trust" (CECFT) founded by Late "Kalvi Chemmal" Sri. T.K. Pattabhiraman in 1983. The trust aims to promote higher education in technology, arts, science, commerce and management and enables this for all sections of the society with the three institutions Sankara Polytechnic College, Sankara College of Science and Commerce and the Sankara Institute of Management Science(SIMS), Coimbatore. The sole objective of value based education and inclusive education policy has helped the trust run these institutions successfully in the past three decades.

Sankara Institute of Management Science (SIMS) has been one of the premier institutes in this part of country with the primary objective of preparing students to confidently face the challenges of the corporate world and personal life. The institute is located in an serene environment with world class infrastructure. The institute adopts innovative teaching pedagogy with real time industry exposure and training for the overall development. At SIMS, students are exposed to the moral and ethical values of our motherland and are taught high ideals and this can make them proud citizens of an India. The transformation at SIMS helps the student to compete globally. SIMS - MBA is a fun filled, integrative and intellectually stimulating experience. With a large pool of experienced faculty both from the world of academia & corporate in a well -defined system and process, the students are to gain profound knowledge in the functional areas such as HR, Finance, Marketing, Logistics & Supply chain Management, Media Management, Health Care Management, Production and Systems. This will help the students to acquire plethora of knowledge, management skills and essential capabilities in managing people and implementing effective decisions in a highly competitive world. Take pride in being a member of SIMS in its journey.

## Secretary's Message

Sankara Institute of Management Science has led the way by providing high quality MBA programme at affordable fee structure. SIMS has a continuing commitment to provide the most effective education, by focusing on varied teaching methodology and practical learning. We have more than 35 years of academic experience, which means we understand the needs of students and employers and the importance of matching one to the other.

Your journey at SIMS will be extremely exciting and knowledge driven. It will capture your imagination and enthusiasm. It will be a lifelong benefit to your career and to your professional development. I look forward to welcoming you to SIMS and a world of professional development.

With warm hands and a piece of advice, follow your educational path with utmost interest, sincerity and hard work. The rewards will definitely follow you when you deserve.

Wishing you all success.

T. P. Ramachandran  
Secretary





## GOVERNING COUNCIL



1. **Thiru. T.P. Ramachandran**  
Managing Trustee and Secretary  
Sankara Educational Institutions
  2. **Thiru. T.P. Vasantharaman**  
Managing Trustee  
Sankara Educational Institutions
  3. **Smt. Sandhya Ramachandran**  
Joint Secretary  
Sankara Educational Institutions
  4. **Mr. Saketh Ramachandran**  
Joint Secretary  
Sankara Polytechnic College
  5. **Ms. Nithya Ramachandran**  
Deputy Joint Secretary  
Sankara College of Science and Commerce  
Sankara Polytechnic College
  6. **Mr. T.R. Kalyanaraman**  
Joint Secretary  
Sankara Institute of Management Science
  7. **Dr. J. Angayarkanni**  
Bharathiar University Nominee
  8. **Dr. H Balakrishnan**  
Principal  
Sankara College of Science and Commerce
  9. **Prof. A. Ramkumar**  
Principal  
Sankara Polytechnic College
  10. **Dr. B. Sudhakar**  
Director  
Sankara Institute of Management Science
  11. **Mr. S. Bernard Edward**  
Vice Principal  
Sankara College of Science and Commerce
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## **SIMS Core Faculty :**

**Dr. B. Sudhakar** B.Tech, MBA, Ph.D(Mgt), PGDHE. Director

**Dr. Priya Kalyanasundaram**, B.Com, MBA, Ph.D., Associate Professor

**Dr. S. Sundararajan**, BSc, MBA, PGDMLL, Ph.D., UGC Net Associate Professor

**Prof. K. Thirugnana Sambanthan**, MCA, MBA, M.Sc, M.Phil.(Ph.D)  
Assistant Professor

**Dr. D. Sathish Kumar**, BE, MBA, MA, PGDBM, Ph.D., Assistant Professor

**Mrs. S. Nishanthi**, BBM (CA) MBA, (Ph.D.), Assistant Professor

**Mr. S. Saravanan**, BBM, MBA. SET., Assistant Professor

**Mr. D. Sriram Kumar**, Bsc (CS), MBA, Assistant Professor

**Prof. M. Thiruchelvi**, M.Sc., M.Phil., PDST. Assistant Professor

## **Office Staff**

**Mr. A. Sekar**, M.Sc., B.Ed - Administrative Officer

**Ms. V. Geethamani**, BBA-Senior Clerk

**Ms. M. Lakshmi Priya**, M.Com - Accountant

**Ms. R. Sudha** B.A-Cashier

**Mr. K. Raju**, B.Sc.,DOA.,CLIS - Office Assistant

**Mr. C. Chandrasekaran**, MBA - Library Assistant

**Mr. S. Moses Praveenkumar**, M.Com., B.Ed., - Office Assistant

**Mrs. R. Suganya**, MBA- PA to Principal

**Mr. R. Kalimuthu**, MBA- Lab Assistant

**Mr. S. Balakrishnan**, MBA., MLIS - Asst. Librarian

## **Campus Directory :**

SANSAC	4314500
Director-SIMS	4313502
Admin Officer (AO)	4313504
Accounts Department	4313505
Admin Office	4313506
Canteen	4313508
Ladies Hostel Warden	4313509
Staff Room	4313540
Library	4313544
Systems Room	4313545
Main Gate	4313558

## **Emergency :**

In case of any emergency during college hours, students are requested to contact HOD immediately. Hostel students are requested to contact warden immediately for any assistance during non college hours.

For all other emergencies, please contact Admin Officer immediately on 82200 19532.

Leadership is the capacity to translate vision into reality.

- Warren Bennis

## **Blood Bank & Hospitals :**

IMA Blood Bank, Opp Syrian Church, Town Hall Cbe-1	+91-422-6513322, 9940995265
BioMedical Lab, Coimbatore	+91 422 2552297 / 2544696
CMC Blood Bank, Coimbatore	+91 422 2301393
G. Kuppuswamy Naidu Memorial Hospital, Coimbatore	+91 422 2213501 - 7
KMCH Hospital, Coimbatore	+91 422 2627784 - 90
PSG Hospitals, Coimbatore	+91 422 2570170 / 2572121 / 9894759930

## **Ambulance Services :**

1. Raksha Ambulance, Nava India Road, Avarampalayam, Cbe. 0422 - 3359136
2. Kongu Ambulance, Ramanathamputhur, Cbe. 0422- 3359369
3. Kovai speed Ambulance, Trichy Road, Cbe. 0422 - 3359604

## **Nearest Police Station :**

B9 Saravanampatti Police Station : 0422 - 2666445



The true measure of the value of any business leader and manager is performance.

- Brian Tracy



## **Exclusive Features of SIMS**

### **Placement Training at SIMS**

Placement Training is an essential and inbuilt component at SIMS with an MOU signed in collaboration with one of the leading placement training corporate of India - EIDOS. The modules of EIDOS give comprehensive training on aspects of quantitative aptitude, group discussions, mock interview practices, corporate communication skills and soft skills that will mould the students to potentially skilled managers of the future.

- The placement training is a weekly scheduled activity for the students.
- It is compulsory and leave without permission continuously on the training days will lead to fine of Rs. 500.
- Active involvement and learning from the placement training is compulsory for the registration to campus placements.

### **E-Learning Platform**

SIMS realizing the potential benefits of technology in learning methodology and keeping in mind the tech savvy current generation students has installed the e-learning platform called myclassroom.com in collaboration with the company MyKlassroom.com. This platform enables the students towards 24/7 learning through participation.

- The learning materials in the form of PPT, videos, lectures, assignments and latest updates from news and current affairs are available for the benefit of the students.

Management is doing things right; leadership is  
doing the right things. *- Peter Drucker*

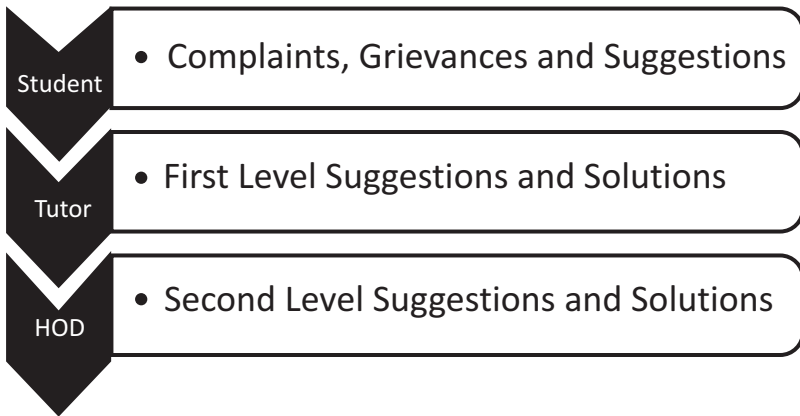
- Each student is assigned a login and has to ensure maximum usage of the platform for academic purposes.
- Students are requested to go through the PPTs and come prepared prior to the class room teaching.
- Students will be levied a fine of Rs. 100 if found having not logged in and used the platform for more than a week.

### **Students Support System :**

Students are personally addressed and counseled for any specific emotional setbacks by our own experienced counselor. Students will also be mentored by a teaching staff throughout the 2 years of MBA programme.

### **Complaints and Suggestions:**

The following hierarchy should be followed in case of complaints and suggestions.



If the students are not satisfied with the solution provided by the above process, they can mail their grievances to support @sankara.ac.in, so that corrective action will be taken appropriately.

The art of effective listening is essential to clear communication, and clear communication is necessary to management success. - James Cash Penney

## **Successful Journey towards Excellence at SIMS requires**

1. Be Self-disciplined and Respect everyone.
2. Work Smart with Right attitude.
3. Try speaking in English; read newspapers daily.
4. Improve your writing skills; Write general topic essays frequently.
5. Value time, be punctual.
6. Always stay busy and be positive.
7. Maintain minimum 90% attendance in class and 90% attendance in placement training classes.
8. Participate in class discussions, stay attentive in class, Ask questions and deliberate.
9. Participate in all class activities, management events and attend all Industrial visits, organised by SIMS.
10. Participate in minimum 3 management events organised by other colleges every year.
11. Utilise the college resources - Library, Lab, e-learning Portal, Sports etc, regularly.

Efforts and courage are not enough without  
purpose and direction.

- John F. Kennedy

# Life on Campus

## General Rules and Regulations

Students admitted are allowed to pursue the courses of study and sent up to the examination and permitted the privileges of the college and hostel on condition that they observe and comply with various rules and regulations of the college given below.

## SIMS Timings

The classes schedule from 9.40 AM to 3.55 PM and 4 to 4.45 PM we have extracurricular activities.

## Classroom Discipline

- The foremost object of education is moulding the character of the students. The college lays great emphasis on good character and conduct of the students.
- Students should be seated in the respective classes at the stroke of the first bell before each session.
- Students should be punctual to their classes and late comers will not be permitted to attend the class.
- No students should leave the class room during lecture hours.
- Strict silence should be maintained inside and outside the class rooms and while moving to the laboratory/library/ seminar hall/auditorium.
- Gathering and loitering at the entrance, exit, verandahs and staircase are strictly forbidden.
- No students of one class shall enter any other class room or laboratory under any pretext without the permission of the concerned teacher.

Success in management requires learning as fast as the  
world is changing.

*-Warren Bennis*

- Passing unnecessary comments during class hours is strictly prohibited.
- Students are expected to pay due respect to the faculty members.

Prime importance should be given to studies. There will be periodic monitoring of academic performance and attendance. Student's progress report and feedback will be sent to the parents. In case of irregularity to classes and securing poor marks in the test, the parents will be required to meet the HOD/Principal for review and appraisal of their wards.

### **Rules for Attendance**

- Students should be in their seats in their respective class rooms before the faculty member enters the class.
- Attendance shall be marked at the beginning of the hour.
- Anyone who is not present in the class when the attendance is taken will be marked absent.
- Students coming late by five minutes or more will not be allowed to attend the class without the permission slip from the HOD.
- Absentees for one or more hours during a session will be treated as absent for half-day.
- University and college rules require regular attendance on all working days for both theory and practical classes.
- A student shall not be absent from the class without propose leave application in the prescribed form.
- Leave letter shall be submitted to the HOD duly signed by the parent/guardian/deputy warden/tutor in advance or on the first day of return to the college. However, the days of leave will not be counted for attendance.

Management is about arranging and telling. Leadership is about nurturing and enhancing. - Tom Peters

- In case of absence due to illness, production of medical certificate from a registered Medical Practitioner is a must and it should be submitted on the day of return to the classes. Leave will be granted only after the submission of medical certificate.
- The annual/semester certificate of attendance required for admission to the university examination will not be granted unless the student's progress and conduct has been satisfactory and the student has to attend classes for atleast 75% of the total number of working days in te academic semester.
- If a student is absent for 5 or more days without obtaining proper leave, each student has to meet the HOD before attending the classes.
- Absence from any test/examination without proper leave will be regarded as a serious breach of discipline.
- The principal has every right to take appropriate disciplinary action in case of continued violation of rules.

## **Requirements of attendance for University Exams**

The Student will be permitted to appear for the university exam only, if he / she gets at least 75% of attendance in each semester.

## **Payment of fees**

The students should remit their fees through

**1. DD in favour of "COIMBATORE EDUCATIONAL & CULTURAL FOUNDATION TRUST" payable at Coimbatore.**

**2. RTGS Details :**

**Bank Name : YES BANK LIMITED**  
**Branch Name : R.S.Puram Coimbatore**  
**A/C.No : 069288700000068**  
**IFSC Code : YESB0000692**

Good management is the art of making problems so interesting and their solutions so constructive that everyone wants to get to work and deal with them. *-Paul Hawken*

The fee for each semester shall be paid within one week after the reopening of the college after semester holidays. The fee for the university exam shall be paid within one week after the notification.

The name of those who have not paid the semester fee on or before the last date will be removed from the rolls, without prior intimation.

Students, who fail to pay the examination fees on or before the last date notified, will not be permitted to appear for the university examination.

### **Fee for Certificates**

Students who wish to obtain transfer or conduct or course completion certificate shall apply to the college office in writing. Students who apply for the certificates after 6 months of completion of their course of study have to pay RS.200/- for each certificate required.

### **Dress Code**

- Students are expected to be decently dressed with well groomed hair. Boys shall wear tucked-in-shirts and pants, belt, shoes and socks. Shirts should be properly buttoned up.

Monday to Thursday - Formal Dress code, as above (Wednesday Full Suit)

Friday – Casual Dress

- Boys students are expected to have proper hair cut and clean shaven face.
- Wearing ear-rings and metal hand ring are not allowed.
- Girls students shall wear salwar kameez with dupattas pinned up properly.
- Students who are not in proper dress code will be fined.

Management is, above all, a practice where art, science, and craft meet.

- Henry Mintzberg

## **Identity cards**

- Identity cards will be issued to all students immediately after their admission.
- Students should have their ID cards with them at all times and produce it on demand.
- Producing ID Card is mandatory at the time of examination.

## **General Disciplinary Code**

- All the students are expected to behave decently with dignity and decorum and also exhibit pleasing manners with everyone in the campus.
- All the students shall greet their classmates and faculty.
- Students are expected to look at the notice board every day.
- Scribbling, writing and drawing on the walls, windows and desks or causing any other kind of damage to the college property will be punished.
- Students are advised to help the college authorities to keep the class rooms and college campus neat and clean.
- Eve teasing and ragging are strictly prohibited inside and outside the college premises.
- Students found using drugs/tobacco/drinks in the campus will be dismissed from the college.
- Using mobile phone in the college campus is not allowed.  
However, students shall use mobile phones after working hours and lunch hours.
- Students are not permitted to go to the canteen during class hours.

The original and brilliant idea of an MBA was the opportunity for students to study the theory and application of business and management principles.

- Warren Bennis



- Students should park their vehicles only in the space meant for parking. Visitors can meet the students with prior permission from the Head of Department.
- Students are advised to take accident insurance policy. They should have driving license and wear helmet while driving and entering the campus.
- Students should strictly refrain from participating in political/communal/religious/caste politics
- Students must attend all meeting as per instruction and participate in extra-curricular activities enthusiastically.

## **Library Rules**

- Library will remain open on all working days between 9:00 AM and 5:00 PM.
- Each student is entitled to get three books soon after the enrollment list is computerized.
- Users should keep the library books in their custody. If the book is lost or damaged, they have to pay double the cost of the books or replace the books with barcode cost of Rs.25.
- Users, who wish to borrow books from the library, should apply in the prescribed form on all working days. Books taken without proper issue entry shall be treated as theft.
- Tearing pages from the library books / journals / magazine / projects / newspapers will be punishable and hiding of library books from one rack to another rack is punishable.
- Users should log in through the bar coding machine by showing their ID cards. When the bar coding is not operational, students must enter their names in the login register both at the time of entering and leaving library.

“The best executive is the one who has sense enough to pick good men to do what he wants done, and self-restraint to keep from meddling with them while they do it.”

- *Theodore Roosevelt*

- No journals, magazines and newspaper will be allowed to be taken outside the library.
- Reference material can be used inside the Library.
- Silence should be maintained and it is not abided by the user, he/she will be sent out.
- The user should return the library books before the vacation.
- After referring books, the user should keep it on the table.
- The user has to keep the journal / magazines in the allocated place, after referring it.
- The books are issued to the students for a period of 15 days time. The defaulters will be levied a fine of Rs. 1/- per day per book.

## **Hostel Rules**

- Inmates indulging in ragging, bullying or any violent act in the campus will strictly be expelled from the hostel and college immediately.
- Inmates breaking any hostel property purposely will be expelled from hostel for minimum 3 weeks.
- Inmates littering garbage in inappropriate areas will be fined.
- Inmates consuming alcohol or drugs inside hostel or campus will be expelled from the hostel and college immediately.
- Attendance will be taken every day in the morning and evening.
- Girls Student should be back to the hostel by 6.00 p.m on all days and boys should return to the hostel by 7.30 p.m on all days. Students returning late without prior permission will be expelled from hostel for minimum 2 weeks.

Leadership is the capacity to translate vision into reality.

*-Warren Bennis*

- Inmates are allowed to go home for the weekends; however, they need to get prior permission from the warden and report back to the hostel before 9 p.m for boys and 6 p .m for girl students on the respective Sundays. Inmates requesting to stay outside during weekdays should submit a special request. The request can be declined or accepted by the warden.
- Inmates are not allowed to go outside the hostel camps after 10 p.m
- Visitors are allowed between 9 a.m and 12.p.m on weekends.
- Visitors should enter their details and relationship to respective student in visitor's register.
- Disrespecting, harassing, teasing the hostel staff and other inmates will lead to immediate suspension.
- Birthday celebration or other celebrations can be carried out within the hostel campus; however 2 days prior notice should be given to the warden. It is highly important that the area should be cleaned after the celebrations.
- Inmates applying for leave from college should have their letter signed by warden.
- Sticking or nailing of picture, hand writing on the walls, windows and doors and scratching, spoiling and defacing the painting or the finishing of the walls and the floors of the hostel are strictly prohibited. In such cases, the cost of repairing and refinishing the entire room will be collected from the students residing in the room and will be fined.
- Girl students will be permitted to go home with prior letter from the parents to the respective department HOD.
- Warden /Principal/Manager is not responsible for any valuables lost during the stay in the hostel.

Good leadership consists of showing average people how to do the work of superior people.

- John D. Rockefeller

## **Fines and Charges :**

- Students are requested to make their payment of fees in time, Or other wise, FINE will be charged proportion to the extent of delay in payment.
- Any damages or breakages to the assets fitted in the college premises, will warrant the FINE payment, by students.
- Books not returned in 15 days, will deserve FINE payment by students, on the basis of Rs I per day per book from 16th day.

## **Road Safety Rules at SANKARA CAMPUS**

- Helmet is considered safe for ones journey when commuting by a two wheeler.
- Every student at SIMS should wear helmet if he commutes by a bike or scooter to the campus.
- Rs. 500 fine will be levied for not wearing helmet on a day.
- Parking of two wheelers and four wheelers should be done only in the respective space allotted for the same.

## **Exam Preparation Tips :**

1. Write up a revision timetable. Make sure your timetable is realistic and workable.
2. Revise all class share notes, tutorial activities, summary notes, and answers to self assessment exercises, assignments and past exam papers.
3. Form peer study groups.
4. Write up sample answers to essay questions in past exam papers.
5. Eat well & Sleep well.

The true measure of the value of any business leader and manager is performance

- Ronald Reagan

6. Avoid all personal conflicts that will affect your concentration.
7. Suspend all social activities.

### **Day of Examination:**

1. Be at the venue at least an hour before the exam.
2. Check that your writing desk is secure.
3. Check that you have the right exam paper & the right number of pages.
4. Read and follow all instructions.
5. Answer multiple choice, close or matching questions by writing the number and only the letter of the answer.
6. Divide up your time among all sections of the paper according to the type and level of difficulty of the questions.
7. Write up your remaining essay paragraphs in points if you are running out of time.

### **Anti Ragging Policy**

Ragging is viewed very seriously in all quarters as a criminal and antisocial activity and students indulging in ragging will face very severe action. The Tamil Nadu legislature has passed the following act.

### **The Tamil Nadu Prohibition of Ragging Act 1997**

An act prohibits ragging in educational institution in the state of Tamil Nadu.

Be it enacted by the legislative assembly of the state of the Tamil Nadu in the forty eight years of the Republic of India as follows :

Surround yourself with the best people you can find, delegate authority, and don't interfere as long as the policy you've decided upon is being carried out."

*- Ronald Reagan*

The act may be called the Tamil Nadu Prohibition of Ragging Act, 1997.

It extends to the whole of the state of Tamil Nadu.

It shall be deemed to have come into force on the 9th of December 1996.

## **Definition**

In this act unless the context otherwise requires, "Ragging" means display of noisy disorderly conduct or doing any act which causes or is likely to cause physical or psychological harm, raise apprehension or fear or shame or embarrassment to a student in any educational institutional and includes.

Teasing, abusing or playing practical jokes or causing hurt to such students and asking the students to do any act or perform something unwilling.

## **Prohibition of Ragging**

Ragging within or outside any educational institution is prohibited.

## **Penalty for Ragging**

Whoever directly or indirectly commits participates or propagates "ragging" within or outside any educational institution will also be punished with imprisonment for term which may extend to two years and be liable to a fine which may extent to ten thousand rupees.

## **Dismissal of Student**

Any student convicted of an offence under section 4 shall also be dismissed from the educational institutions and such student will strictly not be admitted in any other educational institutions.

Self-delusion is rarely a good strategy for Effective  
Management.

- Eva Moskowitz

## **Suspension of a Student**

Without prejudice to the foregoing provisions, whenever any student complains of ragging to the head of the educational institutions, or to any other person responsible shall enquire into the same immediately and if found true shall suspend the students, who has committed the offence, from the educational institutions.

The decision of the head of the educational institution will be final.

## **Deemed abetment**

If the Head of the educational institution or the person responsible for the management of the educational institution fails or neglects to take action in the manner specified in sub-section (1) of the section 5 when a complaint of ragging is made, such person shall be deemed to have abetted the offence of ragging and shall be punished as provide for in section 4.



A key to achieving success is to Assemble a Strong and Stable Management Team.

- *Eva Moskowitz*

# SANKARA

## INSTITUTE OF MANAGEMENT SCIENCE

SARAVANAMPATTI, COIMBATORE - 35.

### Leave / On-Duty Form

Name :

Reg. No. :

Year :

Date :

Reason :

No. of Days :

Students Signature

TUTOR

Director

Management is all about managing in the short term, while  
developing the plans for the long term.

- Jack Welch



# BHARATHIAR UNIVERSITY, COIMBATORE-641 046

## M.B.A. (Master of Business Administration)

(For the students admitted from the academic year 2018-19 & Onwards)

### SCHEME OF EXAMINATIONS - CBCS Pattern

Course Title	Ins. Hrs. / Week	Examinations				Credits
		Dur. Hrs.	CIA	Marks	Total	
<b>SEMESTER - I</b>						
Management Principles and Practice	5	3	25	75	100	4
Organizational Behaviors	5	3	25	75	100	4
Managerial Economics	4	3	25	75	100	4
Financial and Management Accounting	5	3	25	75	100	4
Quantitative Methods for Management	5	3	25	75	100	4
Corporate Communication	4	3	25	75	100	4
*Computer Applications in Management using SAP	2	-	-	-	-	-
<b>SEMESTER - II</b>						
Operations Management	5	3	25	75	100	4
Marketing Management	4	3	25	75	100	4
Financial Management	5	3	25	75	100	4
Human Resource Management	4	3	25	75	100	4
Quantitative Techniques	5	3	25	75	100	4
Research Methods for Management	5	3	25	75	100	4
Computer Applications in Management using SAP* - Practical	2	3	40	60	100	4
<b>SMESTER - III</b>						
Business Ethics and Global Business Environment	5	3	25	75	100	4
Management Information System	5	3	25	75	100	4
Elective	5	3	25	75	100	4
Elective	5	3	25	75	100	4
Elective	5	3	25	75	100	4
Elective	5	3	25	75	100	4
**Summer Placement Project Report & Viva-Voce	-	-	20	80	100	4
<b>SEMESTER - IV</b>						
Strategic Management : Indian Global Context	6	3	25	75	100	4
Elective	6	3	25	75	100	4
Elective	6	3	25	75	100	4
Elective	6	3	25	75	100	4
Elective	6	3	25	75	100	4
<b>TOTAL</b>					2500	100

\* The Course will be taught during I and II Semesters.

\*\* For Project Report 80% Marks, Viva-Voce 20% Marks.

There's no lotion or potion that will make sales faster and easier for you - unless your potion is hard work.

*-Jeffrey Gitomer*

## STUDENTS CAN CHOOSE ANY FOUR OF THE FOLLOWING

<b>III SEMESTER</b> (Students can choose any Four)	<b>IV SEMESTER</b> (Students can choose any Four)
<p><b>MARKETING</b></p> <ol style="list-style-type: none"> <li>1. Integrated Marketing Communication (Promotion Management)</li> <li>2. Export Management</li> <li>3. Consumer Behaviour</li> <li>4. Rural Marketing</li> </ol>	<p><b>MARKETING</b></p> <ol style="list-style-type: none"> <li>1. Services Marketing</li> <li>2. Brand Management</li> <li>3. Distribution Management</li> <li>4. Retail Management</li> </ol>
<p><b>HUMAN RESOURCE</b></p> <ol style="list-style-type: none"> <li>5. Staffing in Organizations</li> <li>6. Performance Management</li> <li>7. Managing Interpersonal Effectiveness</li> </ol>	<p><b>HUMAN RESOURCE</b></p> <ol style="list-style-type: none"> <li>5. Employee Training and Development</li> <li>6. Organizational Development</li> <li>7. Labour Welfare and Industrial Relations (Legislations)</li> </ol>
<p><b>FINANCE</b></p> <ol style="list-style-type: none"> <li>8. Financial Services</li> <li>9. Equity Research and Portfolio Management</li> <li>10. Derivatives Management</li> <li>11. Banking Regulations and Services</li> </ol>	<p><b>FINANCE</b></p> <ol style="list-style-type: none"> <li>8. International Financial Management</li> <li>9. Principles of Insurance</li> <li>10. Cost Management</li> <li>11.. Banking Risk Management</li> </ol>
<p><b>SYSTEMS</b></p> <ol style="list-style-type: none"> <li>12. Electronic Commerce</li> <li>13. System Analysis and Design</li> </ol>	<p><b>SYSTEMS</b></p> <ol style="list-style-type: none"> <li>12. Software Project Management</li> <li>13. enterprise Resource Planning</li> </ol>
<p><b>PRODUCTION</b></p> <ol style="list-style-type: none"> <li>14. Advanced Production Management</li> <li>15. Integrated Materials Management</li> </ol>	<p><b>PRODUCTION</b></p> <ol style="list-style-type: none"> <li>14. Total Quality Management</li> <li>15. Supply Chain Management</li> </ol>
<p><b>HEALTH CARE MANAGEMENT</b></p> <ol style="list-style-type: none"> <li>16. Hospital Operations Management</li> <li>17. Hospital Architecture Planning and Design</li> </ol>	<p><b>HEALTH CARE MANAGEMENT</b></p> <ol style="list-style-type: none"> <li>16. Public Health System and Health Insurance</li> <li>17. International Health Management</li> </ol>
<p><b>ENTREPRENEURSHIP</b></p> <ol style="list-style-type: none"> <li>18. Entrepreneur Development</li> </ol>	<p><b>ENTREPRENEURSHIP</b></p> <ol style="list-style-type: none"> <li>18. The Successful Business Plan</li> </ol>
<p><b>GENERAL</b></p> <ol style="list-style-type: none"> <li>18. Hospitality Management</li> </ol>	<p><b>GENERAL</b></p> <ol style="list-style-type: none"> <li>18. Event Management</li> </ol>

Success in management requires learning as fast as  
the world is changing.

*- Warren Bennis*

**STUDENTS CAN CHOOSE ANY FOUR OF THE FOLLOWING (CONTD.,)**

<p><b>GENERAL</b> 19. Hospitality Management</p>	<p><b>GENERAL</b> 19. Event Management</p>
<p><b>SHIPPING AND LOGISTICS MANAGEMENT</b> 20. Logistics Management 21. Export - Import Trade and Documentation</p>	<p><b>SHIPPING AND LOGISTICS MANAGEMENT</b> 20. Logistics and Supply Chain Management 21. International Logistics &amp; Shipping Management</p>
<p><b>MEDIA MANAGEMENT</b> 22. Mass Communicaton 23. Advertising Management</p>	<p><b>MEDIA MANAGEMENT</b> 22. Public Relations, Principles and Practices 23. Media Laws and Ethics</p>
<p><b>AGRICULTURE BUSINESS MANAGEMENT</b> 24. Basics of Agriculture Business Management 25. Agriculture Marketing System 26. Farm Management 27. Management of Floriculture and Horticulture</p>	<p><b>AGRICULTURE BUSINESS MANAGEMENT</b> 24. Agriculture Export Management 25. Agriculture Environment Management 26. Management of Dairies and Cooperatives 27. Poultry and Livestock Management</p>
<p><b>REAL ESTATE MANAGEMENT</b> 28. Introduction of Real Estate Management 29. Urban Real Policies and Regulations 30. Ecology and landscape Management 31. Heritage Properties and Conservation Practices.</p>	<p><b>REAL ESTATE MANAGEMENT</b> 28. Commercial and Residential Property Management 29. Real Estate Laws and Regulations 30. Real Estate Finance and Investment 31. Valuation and Arbitration in Real Estate Management</p>
<p><b>SPORTS MANAGEMENT</b> 32. Principles of Sports Management 33. Sports Organization and Administration 34. Sports Media and Event Management 35. Sports Marketing</p>	<p><b>SPORTS MANAGEMENT</b> 32. Contemporary Sports Management 33. Sports Facility Management 34. Sports Tourism 35. Adventure Sports Management</p>

Success in management requires learning as fast as the world is changing.

- Warren Bennis

## Academic Calendar

Date	Day	JULY - 18	No. of Working Days
1	Sun		
2	Mon	II MBA -Reopening	1
3	Tue		2
4	Wed	Placement training-II MBA	3
5	Thu	Placement training-II MBA	4
6	Fri		5
7	Sat	II MBA Project Presentation-Review 1	6
8	Sun	Holiday	
9	Mon		7
10	Tue		8
11	Wed	Placement training-II MBA	9
12	Thu	Placement training-II MBA	10
13	Fri		11
14	Sat		
15	Sun	Holiday	
16	Mon		12
17	Tue		13
18	Wed	Placement training-II MBA	14
19	Thu	Expert talk	15
20	Fri		16
21	Sat	Industrial Visit II MBA	17
22	Sun	Holiday	
23	Mon	Communication workshop	18
24	Tue	Communication workshop	19
25	Wed	Placement training-II MBA	20
26	Thu	Guest lecture - II MBA	21
27	Fri	Finance work shop- Stock market simulation	22
28	Sat		
29	Sun	Holiday	
30	Mon	I MBA Reopening	23
31	Tue	Bhumi Matha Day	24

“Hire people, who are better than you are, then leave them to get on with it. Look for people who will aim for the remarkable, who will not settle for the routine.”

- David Ogilvy

Date	Day	AUGUST - 18	No. of Working Days
1	Wed	Placement Training -II MBA-Orientation - I MBA	25
2	Thu		26
3	Fri		27
4	Sat	First Draft Submission-II MBA	28
5	Sun	Holiday	
6	Mon	Ist Internals - II MBA / I MBA Classes Starts	29
7	Tue	Marketing Workshop	30
8	Wed	Placement training-II MBA	31
9	Thu	Placement training-I MBA	32
10	Fri		33
11	Sat		
12	Sun	Holiday	
13	Mon		34
14	Tue	Expert talk	35
15	Wed	Independence Day	
16	Thu	Placement training-I MBA	36
17	Fri	II MBA Project review 2	37
18	Sat	HR Seminar	38
19	Sun	Holiday	
20	Mon		39
21	Tue	Guest Lecture - II MBA	40
22	Wed	Bakrid-Holiday	
23	Thu	Placement training-I MBA	41
24	Fri	Onam	
25	Sat		
26	Sun		
27	Mon		42
28	Tue	Guest Lecture - I MBA / Industrial Visit II MBA	43
29	Wed	Placement Training -II MBA	44
30	Thu	Placement training-I MBA	45
31	Fri	ED Fest	46

“Management is doing things right; leadership is doing the right things”

*Peter F. Drucker*

Date	Day	SEPTEMBER - 18	No. of Working Days
1	Sat	ED Fest	47
2	Sun	Holiday/ Krishna Janmastami	
3	Mon	Project second draft submission-II MBA	48
4	Tue		49
5	Wed	Placement Training II MBA/ Teachers Day	50
6	Thu	Placement Training I MBA	51
7	Fri	Industrial visit -IMBA	52
8	Sat		
9	Sun	Holiday	
10	Mon		53
11	Tue	Logistics Workshop	54
12	Wed	Placement Training II MBA	55
13	Thu	Vinayakar Chaturdi - holiday	
14	Fri	II Internals - II MBA & I Internals I MBA	56
15	Sat		57
16	Sun	Holiday	
17	Mon		58
18	Tue	Guest Lecture - II MBA	59
19	Wed	Placement Training II MBA	60
20	Thu	Placement Training I MBA	61
21	Fri	Muharam-Holiday	
22	Sat		
23	Sun	Holiday	
24	Mon		62
25	Tue	Expert Talk/ Market visit	63
26	Wed	Placement Training II MBA	64
27	Thu	Placement Training I MBA	65
28	Fri	Guest Lecture - I MBA	66
29	Sat	Industrial Visit II MBA-Final Project submission-IIMBA	67
30	Sun	Holiday	

"Management is, above all, a practice where art, science, and craft meet"

- Henry Mintzberg

Date	Day	OCTOBER - 18	No. of Working Days
1	Mon		68
2	Tue	Gandhi Jayanthi	
3	Wed	Placement Training II MBA	69
4	Thu	Placement Training I MBA	70
5	Fri	Finance Seminar	71
6	Sat	Industrial Visit I MBA	72
7	Sun	Holiday	
8	Mon		73
9	Tue		74
10	Wed	Placement Training II MBA	75
11	Thu	Placement Training I MBA	76
12	Fri	HR Workshop	77
13	Sat	OBT-IMBA	
14	Sun	OBT-IMBA	
15	Mon	MOCK VIVA-IIMBA	78
16	Tue	Guest Lecture II MBA	79
17	Wed	Placement Training II MBA	80
18	Thu	Pooja Holidays/Vijaya Dasami holidays	
19	Fri		
20	Sat		
21	Sun	Holiday	
22	Mon	Models for II MBA and II Internals I MBA	81
23	Tue		82
24	Wed		83
25	Thu		84
26	Fri		85
27	Sat	Guest Lecture I MBA	86
28	Sun	Holiday	
29	Mon		87
30	Tue	Expert Talk	88
31	Wed		89

"The true measure of the value of any business leader and manager is performance."

- Brian Tracy

Date	Day	NOVEMBER - 18	No. of Working Days
1	Thu	Placement Training I MBA	90
2	Fri		91
3	Sat		92
4	Sun	Holiday	
5	Mon		
6	Tue	Deepavali-holiday	
7	Wed		93
8	Thu	Placement Training I MBA	94
9	Fri	Commencement of University Exams - II MBA	95
10	Sat		
11	Sun	Holiday	
12	Mon		96
13	Tue	Guest Lecture - I MBA	97
14	Wed		98
15	Thu	Placement Training I MBA	99
16	Fri		100
17	Sat		101
18	Sun	Holiday	
19	Mon	Models for I MBA	102
20	Tue		103
21	Wed	Miladi Nabi-Holiday	
22	Thu		104
23	Fri		105
24	Sat		
25	Sun	Holiday	
26	Mon		106
27	Tue		107
28	Wed		108
29	Thu	FDP	109
30	Fri	FDP	110

Time management is a big part of the director's job.

*-Debbie Allen*



Date	Day	DECEMBER - 18	No. of Working Days
1	Sat		
2	Sun		
3	Mon		
4	Tue		
5	Wed		
6	Thu	II MBA College reopens-even semester	1
7	Fri		2
8	Sat		
9	Sun	Holiday	
10	Mon		3
11	Tue		4
12	Wed	Placement Training - II MBA	5
13	Thu	Guest Lecture - II MBA	6
14	Fri		7
15	Sat		8
16	Sun		
17	Mon	I MBA College reopens-even semester	9
18	Tue		10
19	Wed	Placement Training II MBA	11
20	Thu	Placement Training I MBA	12
21	Fri	Marketing Seminar	13
22	Sat		14
23	Sun		
24	Mon		15
25	Tue	Christmas - Holiday	
26	Wed	Placement Training II MBA	16
27	Thu	Placement Training I MBA	17
28	Fri	Guest Lecture - I MBA	18
29	Sat	Expert Talk	19
30	Sun	Holiday	
31	Mon		

After formulating and communicating the right strategy and optimizing operations to execute that strategy, CEOs and other top leaders then must be able to build management teams that truly understand the big picture.

*-Mark V. Hurd*

Date	Day	JANUARY - 19	No. of Working Days
1	Tue	New Year -Holiday	
2	Wed		20
3	Thu		21
4	Fri		22
5	Sat	Industrial Visit I MBA	23
6	Sun	Holiday	
7	Mon		24
8	Tue	Finance Workshop	25
9	Wed	Placement Training II MBA	26
10	Thu	Placement Training I MBA	27
11	Fri		28
12	Sat	National IV - II MBA	
13	Sun	Holiday/Bhogi	
14	Mon	Pongal	
15	Tue	Thiruvalluvar Day	
16	Wed	Uzhavar Thirunal	
17	Thu	Placement Training I MBA	29
18	Fri	Guest lecture- II MBA	30
19	Sat		31
20	Sun	Holiday	
21	Mon	I Internals for I and II MBA	32
22	Tue	Expert Talk	33
23	Wed		34
24	Thu		35
25	Fri		36
26	Sat	Republic Day - CSR	
27	Sun	Holiday	
28	Mon	Guest lecture- I MBA	37
29	Tue	Marketing Fest	38
30	Wed	Placement Training II MBA	39
31	Thu	Placement Training I MBA	40

The biggest cowards are managers who don't let people know where they stand.

- Jack Welch

Date	Day	FEBRUARY - 19	No. of Working Days
1	Fri		41
2	Sat	Industrial Visit I MBA	42
3	Sun	Holiday	
4	Mon		43
5	Tue	Logistics Seminar	44
6	Wed	Placement Training II MBA	45
7	Thu	Placement Training I MBA	46
8	Fri		47
9	Sat		
10	Sun	Holiday	
11	Mon		49
12	Tue	Guest lecture II MBA	50
13	Wed	Placement Training II MBA	51
14	Thu	Placement Training I MBA	52
15	Fri	Intra Department Competition	53
16	Sat	Industrial Visit II MBA	54
17	Sun	Holiday	
18	Mon		55
19	Tue	Expert talk	56
20	Wed	Placement Training II MBA	57
21	Thu	II Internals for I and II MBA	58
22	Fri	Market Visit	59
23	Sat		60
24	Sun	Holiday	
25	Mon		61
26	Tue	Guest lecture I MBA	62
27	Wed	BUIZ QUIZ - INTER COLLEGIATE	63
28	Thu	Placement training I MBA	64

Theatre director: a person engaged by the management to conceal the fact that the players cannot act.

- James Agate

Date	Day	MARCH - 19	No. of Working Days
1	Fri		65
2	Sat		66
3	Sun	Holiday	
4	Mon		67
5	Tue		68
6	Wed	Placement Training II MBA	69
7	Thu	Placement Training I MBA	70
8	Fri	National Conference	71
9	Sat		
10	Sun	Holiday	
11	Mon		72
12	Tue	Guest Lecture - II MBA	73
13	Wed	Placement Training II MBA	74
14	Thu	Placement Training I MBA	75
15	Fri		76
16	Sat	HR Fest	77
17	Sun	Holiday	
18	Mon	Expert talk	78
19	Tue	Guest Lecture - I MBA	79
20	Wed		80
21	Thu		81
22	Fri	Model Exam for I and II MBA	82
23	Sat		83
24	Sun	Holiday	
25	Mon		84
26	Tue		85
27	Wed		86
28	Thu		87
29	Fri		88
30	Sat		89
31	Sun	Holiday	

Management is efficiency in climbing the ladder of success; leadership determines whether the ladder is leaning against the right wall.

- Stephen Covey

Date	Day	APRIL - 19	No. of Working Days
1	Mon		90
2	Tue		91
3	Wed		92
4	Thu		93
5	Fri		94
6	Sat	Telugu New year	
7	Sun	Holiday	
8	Mon		95
9	Tue		96
10	Wed		97
11	Thu		98
12	Fri		99
13	Sat		
14	Sun	Tamil New Year	
15	Mon		
16	Tue		
17	Wed	Mahavir Jayanthi	
18	Thu		
19	Fri	Good Friday	
20	Sat		
21	Sun	Holiday	
22	Mon		
23	Tue		
24	Wed		
25	Thu		
26	Fri		
27	Sat		
28	Sun	Holiday	
29			
30	Mon		

Management is nothing more than  
motivating other people.

-Lee Iacocca





