

**MANDATORY DISCLOSURE FOR MBA PROGRAM**  
**Nesamony Memorial Christian College, Marthandam – 629 165**

**DEPARTMENT OF MANAGEMENT STUDIES**

**Nesamony Memorial Christian College**

Affiliated to Manonmaniam Sundaranar University, Tirunelveli.

Re-Accredited with 'A' Grade by NAAC

Marthandam, Kanyakumari District – 629 165, Tamil Nadu

Phone: 04651-272059, 270257 Fax: 04651-272059

E-mail: [principalnmcc2014@gmail.com](mailto:principalnmcc2014@gmail.com), Website: [www.nmcc.ac.in](http://www.nmcc.ac.in)

**1. Name of the Institution**

Nesamony Memorial Christian College, Marthandam – 629 165,

Kanyakumari District, Tamil Nadu, India.

Ph. No: 04651-272059

Mobile: 9443370257

E-mail: [principalnmcc2014@gmail.com](mailto:principalnmcc2014@gmail.com)

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

A Christian Minority Institution managed by C.S.I. Kanyakumari Diocese

**3. Name and address of the Principal, Nesamony Memorial Christian College**

Dr. K. Paul Raj,

Ph. No: 04651-272059

Mobile: 9443370257

E-mail: [principalnmcc2014@gmail.com](mailto:principalnmcc2014@gmail.com)

**4. Name of the affiliating University**

Affiliated to Manonmaniam Sundarnar University, Tirunelveli.

## 5. Governance

### Members of the Board and their brief background

Rt. Rev. Dr. A.R. Chelliah, M.A., B.D., M.Th.,D.Min.

Dr. K. Paul Raj

Dr. P. David Samuel

Mr. S. Franklin Swami Dhas

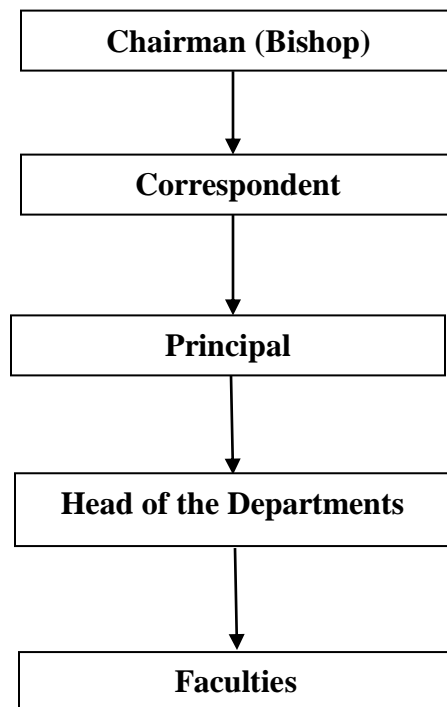
Mr. R. Rajesh

Mr. D.L. Baffin Lal

Mr. C. Jebakumar

Mr. R. Selvakumar

### • Organizational chart and processes



- Mechanism/ Norms and Procedure for democratic/ good Governance : YES
- Student Feedback on Institutional Governance/ Faculty performance : YES
- Grievance Redressal mechanism for Faculty, staff and students: YES

### **Establishment of Anti Ragging Committee**

Dr. Beula Bell, Dept. of Computer Application  
Dr. Amutha Bhomini, Dept. of Computer Application  
Dr. T. Subitha, Dept. of English  
Dr. M. Vimala, Dept. of Botany  
Dr. Y.N. Adlin Beula, Dept. of Tamil  
Dr. V. Viji Kumar, Dept. of PG Commerce  
Dr. N. Arun Fred, Dept. of Management Studies  
Mr. C. Selva Raj, Supporting Staff  
Mr. Arul Raj, Supporting Staff  
Mr. S.S. Berlin Kumar, II MCA

### **• Establishment of Grievance Redressal Mechanism**

Prof. D. Ashlin Melbha, Dept. of Management Studies  
Dr. D.S. Misbha, Dept. of Computer Application  
Dr. E. Jasmine Viji, Dept. of Tamil  
Prof. D. JaspinJeba, Dept. of Mathematics  
Prof. E.S. Beena, Dept. of English  
Dr. S. Sunith, Dept. of Economics  
Prof. S. Boving Sathya, Dept. of Management Studies  
Prof. H. Janelent Lina, Dept. of Tourism  
Mr. P. Sundaram, Supporting Staff  
Mr. G. Lazer, Supporting Staff

### **Establishment of Internal Complaint Committee (ICC)**

Dr. S. Jeslin Sunitha Bai, Dept. of Physics  
Dr. P. AmudhaBhomini, Dept. of Computer Applications  
Dr. G. Robert Gixon, Dept. of Economics  
Dr. N.T. Niveditha, Dept. of Chemistry  
Dr. N. Maybel Starlin, Dept. of Botany  
Dr. G.D. Suresh, Dept. of Mathematics  
Dr. Adaline Selvaraj, Rtd. HoD of English  
Mrs. J. Rajam, Supporting Staff

### **Establishment of Committee for SC/ST**

Dr. S. Starlin Jini, Dept. of Computer Application  
Dr. J. Evangelin Sheela Bell, Dept. of History  
Dr. C.L. Jeba Melvin, Dept. of Management Studies  
Dr. S. Sunitha, Dept. of English  
Dr. G. Sudhana, Dept. of Mathematics  
Dr. A. Vinu Kumar, Dept. of History  
Dr. G.M. Sunder Singh, Dept. of History  
Dr. D.S. Misbha, Dept. of Computer Applications  
Mr. K. Mohanan, Supporting Staff  
Mr. K. Geetha Kumar, Supporting Staff

### **Internal Quality Assurance Cell**

Dr. K. Paul raj, Principal, NMCC  
Prof. D. Christian Babu, Vice-President, C.S.I., K.K. Diocese  
Mr. M.P. Jaya Chandran, Correspondent  
Dr. R.S. Tibi Thomas, Dept. of English  
Dr. R. Sheela Christy, Vice-Principal  
Dr. G.D. Biji, Vice-Principal  
Dr. Y. Jacob Vetharaj, Bursar  
Dr. A. Vijayan, Research Co-ordinator  
Dr. S. Jayakumar, Senate Member/ Examination Convener  
Prof. A. Jaisingh, AICTE  
Er. Felix Anderson Christdhas, Dept. of Computer Science  
Dr. N. Maybel Starlin, Dept. of Botany  
Dr. E. Ebin Raja Merly, Dept. of Mathematics  
Dr. T.F. Abbs Fen Reji, Dept of Chemistry  
Dr. R. Edwin Sam, Dept. of History  
Dr. N. Arun Fred, Dept. of Management of Studies  
Prof. P. Prejith, Dept. of Management Studies  
Dr. C. Paulson, Librarian

## 6. Programmes

### Programmes approved by AICTE

MBA

### Status of Accreditation of the Courses

#### NAAC Status

Re-Accredited with 'A' Grade

#### NBA Status

Not Accredited and Not Applied

### Total number of Courses

2

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

Name	Number of Seats	Duration
MBA	28	2 Years

- Cut off marks/rank of admission during the last three years
- Fee (as approved by the state government)

### Fee Structure (in INR)

	I Semester	II Semester	III Semester	IV Semester
Course Fee	24000	24000	24000	24000

### Placement Facilities

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

Sl. No.	Year	No. of Students placed
1.	2018-2019	25
2.	2019-2020	15
3.	2020-2021	18

## 7. Faculty

### • Permanent Faculty

Sl. No.	Name	Designation	Date of Birth	Unique ID	Specialization
1.	Dr. S. Sam Santhose	Associate Professor & Head of the Department	31.07.1975	1-515467939	Marketing
2.	Dr. C.L. Jeba Melvin	Associate Professor & Head of the Research Centre	26.03.1975	1-515467943	Finance
3.	Dr. L. Noble Lawrence	Assistant Professor	31.07.1974	1-3019566496	HR & Marketing
4.	Mrs. D. Ashlin Melbha	Assistant Professor	03.07.1990	1-3019566519	Finance
5.	Dr. N. Arun Fred	Assistant Professor	11.06.1987	1-3019566527	Marketing & Production
6.	Mrs. T. Helen Snekha	Assistant Professor	23.11.1985	1-4719176659	Finance
7.	Mr. P. Prejith	Assistant Professor	19.12.1987	1-3019566562	Marketing & Operations
8.	Dr. B. Anisha	Assistant Professor	28.02.1991	1-4722522430	Finance & Marketing
9.	Mrs. S. Boving Sathya	Assistant Professor	21.08.1986	1-4723512227	HR & Marketing
10.	Mr. S.M. Goldyn Abric Sam	Assistant Professor	23.06.1987	1-4722522423	Finance & Logistics

• Permanent Faculty: Student Ratio – 1:5

• Number of Faculty employed and left during the last three years - Nil

## 8. Profile of Vice Chancellor/ Director/ Principal/Faculty

### 1. Faculty – Qualification and Experience

Name of the Department : **Management Studies**  
Name of the faculty member : **Dr.S.Sam Santhosé**  
Present Designation : **Associate professor & HOD**  
Residential Address : **6/153,Azhagiamandapam,  
Mulagumoodu post,  
Kanyakumari District-629167.**  
Contact No : Landline: - Mobile : **9443187199**  
Email : [santhose@3175@nmcc.co.in](mailto:santhose@3175@nmcc.co.in)  
Gender : **Male**  
Community : **Christian Nadar**  
PAN Number : **CLSPS2312C** Aadhaar Number: **664531086321**  
Date of Birth and Age : **31-07-1975, 46**  
Date of Joining the present post : **06-02-2002**  
Date of Retirement : **31-07-2033**



### I. Particulars of Educational Qualification: (Awarded only) Ref. No. / Date / Copy to be enclosed

Category	Name of the Degree (Subject)	Specialization	Year of passing	Name of the College	Name of the University	% of Marks / Grades Obtained	Class Obtained
UG	B.Sc	Physics	1995	Scott Christian College	M.S. University	55	II
PG	MBA	Marketing	1998	Adaikalamatha college	Bharathidasan University	64	I
Ph.D	Ph.D		2019	Department of Management Studies	Manonamam Sundararam University		

I.a. Additional Qualification:  
NET / SLET : **NET&SLET**

II. a. Title of Ph.D Thesis : **“A study on knowledge sharing practices and its impact on academic performance of arts and science college faculties in kanyakumari district”**

b. Faculty / Discipline / Subject in which Ph.D was awarded : **Business Administration**

#### IV. Academic Experience:

Name of the College	Whether Govt./Aided/S.F.	Designation	Joining Date	Relieving Date	Experience		
					Years	Months	Days
NMCC	S.F	Associate professor	06-02-2002		19	10	
Total					19	10	

#### 2. Faculty – Qualification and Experience

Name of the Department : **Management Studies**  
Name of the faculty member : **Dr.C.L.Jeba Melvin**  
Present Designation : **Associate professor& Head of Research Centre**  
Residential Address : **10/151, Sowrnalaya, C.S.I. Church Road, Kuzhithurai.P.O, Kanyakumari District, Pin-629 163**  
Contact No : Landline: Mobile : **9442161911**  
Email : [jebamelwyn@gmail.com](mailto:jebamelwyn@gmail.com)  
Gender : **Male**  
Community : **BC - Nadar**  
PAN Number: **AIOPC0617M** : Aadhaar Number: **396380520249**  
Date of Birth and Age : **26-03-1975, 46 Years**  
Date of Joining the present post : **19-09-2003**  
Date of Retirement : **19-03-2034**



#### I. Particulars of Educational Qualification: (Awarded only) Ref. No. / Date / Copy to be enclosed

Category	Name of the Degree (Subject)	Specialization	Year of passing	Name of the College	Name of the University	% of Marks / Grades Obtained	Class Obtained
UG	BBA		1996	SVN Madurai College,	Madurai Kamaraj University	47.4	III



PG	M.Com	Com merce	1999	Scott Christian College, Nagercoil	Manonmania mSundaranar University	55.6	II
PG	MBA	Finan ce	2001	Mohamed Sathek Engineering College, Kilakarai	Madurai Kamaraj University	74.6	I
M.Phil	M.Phil	Mana geme nt	2006	Madurai Kamaraj University	Madurai Kamaraj University	59.2	II
P.hD	Ph.D	Busin ess Admi nistrat ion	2014	ManonmaniamSund aranar University	Manonmania mSundaranar University		

I. a. Additional Qualification:

NET / SLET : **SET (Management Studies – Oct 2012,  
SET (Commerce – Oct 2015**

II. a. Title of Ph.D Thesis : **Attitude of customers towards Internet Banking in  
Kanyakumari District.**

b. Faculty / Discipline / Subject in which Ph.D was awarded: **Business Administration**

III. a. Number of Ph.D scholars Completed

S.No.	Name of the Scholar	Register Number	Year of completion	Name of the University
1	Anisha.B	18123111062028	<b>2021</b>	ManonmaniamSundaranar University

b. Number of Ph.D scholars registered under Guidance (University wise):

S.No.	Name of the Scholar	Register Number	Date of Registration	Name of the University
1	Ashlin Melbha.D	17224011062014	10-08-2017	ManonmaniamSundaranar University
2	Olivia George	18134011062050	10-01-2018	ManonmaniamSundaranar University
3	Harish Behin.M	18233111061021	05-07-2018	ManonmaniamSundaranar University
4	Catherin T C	19213111062055	29-08-2019	ManonmaniamSundaranar University
5	Siji Oliver	19223111062056	28-09-2019	ManonmaniamSundaranar University

#### IV. Academic Experience:

Name of the College	Whether Govt./Aided/S.F.	Designation	Joining Date	Relieving Date	Experience		
					Years	Months	Days
Nesamony Memorial Christian College, Marthandam	S.F	Associate Professor	19-09-2003	Till Date	18	2	3
Total					18	2	3

#### 3. Faculty – Qualification and Experience

Name of the Department : **Management Studies**  
Name of the faculty member : **Dr.L. Noble Lawrence**  
Present Designation : **Assistant Professor**  
Residential Address : **16-29, Kinattuvilai  
Mangarai p.o  
K.K. District- 629157**



Contact No : Landline: - Mobile : **9486863944**  
Email : [nobleabhinav@yahoo.com](mailto:nobleabhinav@yahoo.com)  
Gender : **Male**  
Community : **BC**  
PAN Number : **APWPN4462N**  
Aadhaar Number : **824979517772**  
Date of Birth and Age : **31-07-1974, 47**  
Date of Joining the present post : **05-12-2008**  
Date of Retirement : **04-12-2032**

#### I.Particulars of Educational Qualification: (Awarded only) Ref. No. / Date / Copy to be enclosed

Category	Name of the Degree (Subject)	Specialization	Year of passing	Name of the College	Name of the University	% of Marks / Grades Obtained	Class Obtained
UG	B.Sc.	Physics	1995	Lekshmipuram college of arts and science	Manonmaniam Sundaranar	51	II

PG	MBA	HR and Marketing	1998	Adaikalamat ha College of arts and science	Bharathidasan	58	II
Ph.D		Business Administration	2019		Manonmaniam Sundaranar		

1.a. Additional Qualification : **M.Phil., NET – 2012 and SET - 2012**  
NET / SLET

**II. a. Title of Ph.D Thesis : Effects of Workplace Stress on Employee Retention with reference to engineering colleges in Kanyakumari District.**

b. Faculty / Discipline /Subject in which Ph.D was awarded : **Business Administration**

#### IV. Academic Experience:

Name of the College	Whether Govt./Aided/ S.F.	Designation	Joining Date	Relieving Date	Experience		
					Years	Months	Days
N.M.C.C Marthandam	S.F	Assistant Professor	05-12-2008	04-12-2032	13		25
Total					13		25

#### 4. Faculty – Qualification and Experience

Name of the Department : **Management studies**  
Name of the faculty member : **Ashlin Melbha .D**  
Present Designation : **Assistant Professor**  
Residential Address : **12/36 JJ Cottage,  
Chemparuthikalavilai,  
Poovancode, Chenkody Post,  
Kanyakumari – 629177.**  
Contact No : **Mobile : 8903605614**  
Email : **[ashlinmelbha@gmail.com](mailto:ashlinmelbha@gmail.com)**  
Gender : **Female**  
Community : **BC**  
PAN Number: **BCHPA5296A** : **Aadhaar Number: 794185051655**  
Date of Birth and Age : **03.07.1990, 31**



Date of Joining the present post : **09.09.2014**  
 Date of Retirement : **03.07.2048**

**I. Particulars of Educational Qualification: (Awarded only) Ref. No. / Date / Copy to be enclosed**

Category	Name of the Degree (Subject)	Specialization	Year of passing	Name of the College	Name of the University	% of Marks / Grades Obtained	Class Obtained
UG	BBA	Common	2010	NMCC, Marthandam.	MS University	71%	First
PG	MBA	Finance	2012	James College, Navalcaud.	Anna University	CGPA 7.9	First
M.Phil	NA						
Ph.D	Currently Pursuing						

I.a. Additional Qualification:

NET / SLET : **SLET**

II. a. Title of Ph.D Thesis :

b. Faculty / Discipline / Subject in which Ph.D was awarded : ----

**IV. Academic Experience:**

Name of the College	Whether Govt./Aided/S.F.	Designation	Joining Date	Relieving Date	Experience		
					Years	Months	Days
NMCC, Marthandam	S.F.	Assistant Professor	09-09-2014	Currently Working	7	1	10
PET Engineering College, Vallioor	S.F.	Assistant Professor	01-07-2013	19-08-2014	1	2	
Total					8	3	10

## 5. Faculty – Qualification and Experience

Name of the Department : **Management Studies**  
 Name of the faculty member : **Dr. N. Arun Fred**  
 Present Designation : **Assistant Professor**  
 Residential Address : **Bethel Street,  
 Marthandam**



Contact No : Landline: - Mobile : **9786551260**  
 Email : [arunfredeie@nmcc.co.in](mailto:arunfredeie@nmcc.co.in)  
 Gender : **Male**  
 Community : **Christian Nadar**  
 PAN Number: : Aadhaar Number: **512831003637**  
 Date of Birth and Age : **11/06/1987, 34**  
 Date of Joining the present post : **27/07/2015**  
 Date of Retirement : **12-06-2045**

### I. Particulars of Educational Qualification: (Awarded only) Ref. No. / Date / Copy to be enclosed

Category	Name of the Degree (Subject)	Specialization	Year of passing	Name of the College	Name of the University	% of Marks / Grades Obtained	Class Obtained
UG	BE	Electronics and Instrumentation	2008	Noorul Islam College of Eng	Anna University	68	I
PG	MBA	Marketing & Production	2010	SRM Uni	SRM	7.6	I
Ph.D	Management	Supply Chain Management	2014	NI Univ	NI Univ		

I.a. Additional Qualification:

NET / SLET : **NET 2013**

II. a. Title of Ph.D Thesis : **Study of Supply Chain Management in Fruit and Vegetable Crops in Tamilnadu**

b. Faculty / Discipline / Subject in which Ph.D was awarded : **Management Studies**

III. b. Number of Ph.D scholars registered under Guidance (University wise):

S.No.	Name of the Scholar	Register Number	Year of START	Name of the University
1	Mrs. Ashwathy	1822311062018	Aug 2018	MS University
2	Mrs. Boving Sathya	1822311062018	Aug 2018	MS University

3	Mrs. Helen Sneha	1822311062019	Aug 2018	MS University
4	Mr. Goldyn Abri Sam	1822311061015	Aug 2018	MS University

c. Number of projects received form various funding agency:

S. No	Title of the Project	Fundin g Agency	Period	Plan/Sche me	Amount		Com plete d	Ongo in g
					Sanctione d	Received		
1	Effectiveness of Skill development in Rural Transformatio n	ICSSR	2 yrs	IMPRESS	4,00,000	2,80,000		yes

#### IV. Academic Experience:

Name of the College	Whether Govt./Aided/ S.F.	Designation	Joining Date	Relieving Date	Experience		
					Years	Months	Days
Noorul Islam Arts and Science college	S.F	Assistant Professor	27-0-2014	26-07-2015	1		
NMCC, Marthandam	S.F	Assistant Professor	27-07-2015	Till date	6	4	
Total					7	4	

#### 6. Faculty – Qualification and Experience

Name of the Department : **Management Studies**  
Name of the faculty member : **T.HelenSneha**  
Present Designation : **AssistantProfessor**  
Residential Address : **Sibilal Let Bhavan, Kilathoor, Kaliyal (P.O) K.K.Dist, Pin: 629101**



Contact No : Landline: - Mobile: **7667178212**  
Email : **[snexhabright11@gmail.com](mailto:snexhabright11@gmail.com)**  
Gender : **Female**  
Community : **B.C**  
PAN Number : **AOOPH8502C**  
Aadhaar Number : **501832650274**

Date of Birth and Age : 23-11-1985 & 36  
 Date of Joining the present post : 27-07-2015  
 Date of Retirement : 23-11-2043

**I. Particulars of Educational Qualification: (Awarded only) Ref. No. / Date / Copy to be enclosed**

Category	Name of the Degree (Subject)	Specialization	Year of passing	Name of the College	Name of the University	% of Marks / Grades Obtained	Class Obtained
UG	B.A	Economics	2006	N.M.C.C.Marthandam	M.S.University	74%	I
PG	M.B.A	Finance	2008	N.M.C.C.Marthandam	M.S.University	72%	I
M.Phil	-	-	-	-	-	-	-
P.hD	Pursuing						

I.a. Additional Qualification:

NET / SLET :

II. a. Title of Ph.D Thesis :

b. Faculty / Discipline / Subject in which Ph.D was awarded :

**IV. Academic Experience:**

Name of the College	Whether Govt./Aided/ S.F.	Designation	Joining Date	Relieving Date	Experience		
					Years	Months	Days
Arignar Anna Institute of Computer Application and Management Studies, Sriperumpur, Chennai	S.F	Lecturer	June 2008	Nov 2008		6	
Sree Sastha Institute of Engineering and Technology, Chempampakkam, Chennai	S.F	Lecturer	Dec 2018	Nov 2010	2		
St.JeromesCollege, AnanthaNadarkudy, Nagercoil	S.F	Assistant Professor	June 2014	June 2015	1		
Nesamony Memorial Christian College, Marthandam	S.F	Assistant Professor	27-7-2015	Till Date	6	4	
Total					9	10	

## 7. Faculty – Qualification and Experience

Name of the Department : **Management Studies**  
Name of the faculty member : **Prejith. P**  
Present Designation : **Assistant Professor**  
Residential Address : **28-66A1, Merla,  
Sinclair Street, Marthandam**  
Contact No : Landline: - Mobile : **9944092529**  
Email : [prejithpinfotech@gmail.com](mailto:prejithpinfotech@gmail.com)  
Gender : **Male**  
Community : **BC**  
PAN Number: **BQUPP7225F** : Aadhaar Number:**429851697949**  
Date of Birth and Age : **19-12-1987 (34)**  
Date of Joining the present post : **27/08/2015**  
Date of Retirement : **19-12-2045**



### I. Particulars of Educational Qualification: (Awarded only) Ref. No. / Date / Copy to be enclosed

Category	Name of the Degree (Subject)	Specialization	Year of passing	Name of the College	Name of the University	% of Marks / Grades Obtained	Class Obtained
UG	B. Tech	Information Technology	2009	Noorul Islam College of Engineering	Anna University	73	I class
PG	MBA	Marketing & Operations	2011	Jeppiaar Engineering College	Anna University	7.7 CGPA	I class
M.Phil							
P.hD							

1.a. Additional Qualification:

NET / SLET :

II. a. Title of Ph.D Thesis :

b. Faculty / Discipline / Subject in which Ph.D was awarded :



#### IV. Academic Experience:

Name of the College	Whether Govt./Aided/ S.F.	Designation	Joining Date	Relieving Date	Experience		
					Years	Months	Days
NMCC	SF	Assistant Professor	27-08-2015	Till Date	6	4	4
Total					6	4	4

#### V. Administrative / other Experience :

Name of the Organization	Whether Govt./Private	Designation	Joining Date	Relieving Date	Experience		
					Years	Months	Days
TNQ Books & Journals	Private	Operations Executive	Sep 2011	Oct 2013	2	1	0
SPI Global	Private	Project Manager	Oct 2013	Jun 2015	1	9	0
Total					3	10	0

#### 8. Faculty – Qualification and Experience

Name of the Department : **Management Studies**  
Name of the faculty member : **Dr.B. Anisha**  
Present Designation : **Assistant Professor**  
Residential Address : **Embrankuzhivilai, Thirparappu (po), K.K (dist.), Tamil Nadu, Pin : 629161**  
Contact No : Landline: - Mobile : **9585084617**  
Email : [anisharini1991@gmail.com](mailto:anisharini1991@gmail.com)  
Gender : **Female**  
Community : **BC**  
PAN Number: **BOJPA1213H** Aadhaar Number: **529354663349**  
Date of Birth and Age : **28.02.1991, 30**  
Date of Joining the present post : **27.08.2015**  
Date of Retirement : **27.08.2049**



**I. Particulars of Educational Qualification: (Awarded only) Ref. No. / Date / Copy to be enclosed**

Category	Name of the Degree (Subject)	Specialization	Year of passing	Name of the College	Name of the University	% of Marks / Grades Obtained	Class Obtained
UG	BBA	General	2011	Nil	Tamil Nadu Open university	64%	First Class
PG	MBA	Finance	2014	Sun College of Engineering & Technology	Anna University, Chennai	8.28 CGPA	First class with Distinction
M.Phil	Management	Finance	2015	Nesamony Memorial Christian College, Marthandam	M.S. University, Tirunelveli	82%	First class with Distinction
Ph.D		Human Resources	2021	Nesamony Memorial Christian College, Marthandam	M.S. University, Tirunelveli		

1.a. Additional Qualification:  
NET / SLET :

II. a. Title of Ph.D Thesis : **Work life Balance of Arts & Science College Teachers in Kanyakumari District**

b. Faculty / Discipline / Subject in which Ph.D was awarded : **Business Administration**

**IV. Academic Experience:**

Name of the College	Whether Govt./Aided/ S.F.	Designation	Joining Date	Relieving Date	Experience		
					Years	Months	Days
NMCC, Marthandam	S.F	Assistant Professor	27-08-2015	30-08-2019	6	3	2
Total					6	3	2

## 9. Faculty – Qualification and Experience

Name of the Department : **Management Studies**  
Name of the faculty member : **S.Boving Sathya**  
Present Designation : **Assistant Professor**  
Residential Address : **3-152, DevVilla,  
Amsikkakuzhi,  
Methugummal Post-629172**  
Contact No : Landline: **04651 245364**  
Mobile: **8760202608**  
Email : [\*\*bovitha.s@gmail.com\*\*](mailto:bovitha.s@gmail.com)  
Gender : **Female**  
Community : **B.C**  
PAN Number : **CUBPB5308P**  
Aadhaar Number : **976909153586**  
Date of Birth and Age : **21-08-1986 & 35**  
Date of Joining the present post : **27-08-2015**  
Date of Retirement : **30-08-2044**



### I. Particulars of Educational Qualification: (Awarded only) Ref. No. / Date / Copy to be enclosed

Category	Name of the Degree (Subject)	Specialization	Year of passing	Name of the College	Name of the University	% of Marks / Grades Obtained	Class Obtained
UG	B.E	Computer science	2008	PSN College of Engineering and Techology	Anna University	70%	I
PG	M.B.A	Human Resource	2010	Sun College of Engineering and Techology	Anna University	75%	I With Distinction
M.Phil	-	-	-	-	-	-	-
P.hD	Pursuing						

1.a. Additional Qualification:  
NET / SLET : **SLET**

II. a. Title of Ph.D Thesis :

b. Faculty / Discipline / Subject in which Ph.D was awarded : Pursuing

### III. Academic Experience:

Name of the College	Whether Govt./Aided / S.F.	Designation	Joining Date	Relieving Date	Experience		
					Years	Months	Days
Nesamony Memorial Christian College, Marthandam	S.F	Assistant Professor	27-08-2015	Till Date	6	3	
Total					6	3	

### 10. Faculty – Qualification and Experience

Name of the Department : **Management Studies**  
Name of the faculty member : **S.M.Goldyn Abric Sam**  
Present Designation : **Assistant Professor**  
Residential Address : **9/52D, SM Villa, Mukkad, Painkulam P.O KK -629173**  
Contact Nos. : Landline : Mobile: **9994636352**  
Email : [goldynsmj@gmail.com](mailto:goldynsmj@gmail.com)  
Gender : **Male**  
Community : **BC**  
PAN Number : **BESPG7264K**  
Aadhaar Number : **869254687609**  
Date of Birth and Age : **23/06/1987, 34**  
Date of joining the present post : **11/01/2016**  
Date of Retirement : **23/06/2045**



I. Particulars of Educational Qualification : (Awarded only) Ref.No./Date/Copy to be enclosed)

Category	Name of the Degree	Specialization	Year of Passing	Name of the College	Name of the University	% of Marks /Grades obtained	Class obtained
UG	B.Tech	Bio-Informatics	2009	Karunya University, Coimbatore	Karunya University, Coimbatore	72.4%	I
PG	M.Tech	Bio-Informatics	2011	Karunya University, Coimbatore	Karunya University, Coimbatore	75.5	I
PG	MBA	Finance & Logistics	2014	Noorul Islam University, Thuckalay	Noorul Islam University, Thuckalay	83.1%	I
Ph.D	Ph.D	Business Administration	Pursuing	NMCC, Marthandam	MS University Thirunelveli		

I.a. Additional Qualification :

NET / SLET :NET July 2018

II. a. Title of Ph.D. Thesis :

b. Faculty/Discipline/Subject in which Ph.D. was awarded: Pursuing Ph.D. in Business Administration

III. Academic Experience :

Name of the College	Whether Govt/Aided/S.F	Designation	Joining Date	Relieving Date	Experience		
					Years	Months	Days
Nesamony Memorial Christian College, Marthandam	S.F	Asst.Professor	11/01/2016	Nil	5	10	
Total					5	10	

IV. Administrative/other Experience :

Name of the Organisation	Designation	Whether Govt./Private	Joining Date	Relieving Date	Experience		
					Years	Months	Days
Allsec Technologies	Support Officer		15-05-2014	14-09-2015	1	4	0
CSS Corp, Chennai	Support Engineer		15-09-2015	30-12-2015		3	
SM Exports and Imports	Executive – Exports / Imports		15-06-2011	15-07-2012	1	1	
Total					2	8	0

## **9. Fee**

- **Details of Fee, as approved by State Fee Committee, for the Institution**
- **Time schedule for payment of Fee for the entire Programme**

Every student has to pay the whole fees prescribed for each semester in one installment.

The semester fees for the academic year will be collected before reopening or at the time of admission, the special fees will not be refunded if the student fails to join the college or leaves after joining. The second installment will be collected in December. There is no Tuition Fee for UG Student of aided courses.

The schedule for payment of fees will be notified at the beginning of every semester.

According to the Tamil Nadu Education Rule 90(a) “if a student fails to pay his/her fee on the day fixed for payment, a fine at the rate of Re. 1 per day has to be collected from the date of implementing the fine. If thereafter a student fails to remit his/her fees with fine within 10 working days, his/her name has to be removed from the rolls. Absence from the college with or without leave applications offer no ground for exemption with regard to fee payment. If readmitted, he/she must pay in addition to the fees and fine due from him/her and a readmission fee of Rs. 5. Holders of fee concession and scholarships of any kind are also bound by all the above regulations.

- **Number of scholarship offered by the Institution, duration and amount - 5**
- **Criteria for Fee waivers/scholarship**
  1. **Scholarship for children of Church Workers.**
  2. **Scholarship for children of Non- Teaching Staff.**
  3. **Govt. of India Scholarship for Minority Students.**
  4. **Management Scholarship for Blinds Students.**
  5. **Children of Farmers.**

## **10. Admission**

- **Number of seats sanctioned with the year of approval – 40 (2000)**

## **11. Admission Procedure**

- **Mention the admission test being followed, name and address of the Test Agency/State Admission Authorities and its URL (website)**  
**TANCET, Entrance exam conducted by Association of Engineering, Arts and Science colleges in Tamil Nadu.**

## **12. Criteria and Weightages for Admission**

- **Describe each criterion with its respective weightages i.e. Admission Test, marks in qualifying examination etc.**
  - **Test, Group Discussion and Interview**

### 13. List of Applicants

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

#### Application List - 2021-2023 M.B.A

S. No.	Application Number	Student Name	Mark Percentage
1	21PGS2302	SHAMEERA H	97.00
2	21PGS1977	ASWINI V	95.00
3	21PGS1988	NANDHU R	90.60
4	21PGS2223	RESHMA R	90.40
5	21PGS1917	JENISHA J	90.20
6	21PGS1566	ASMIHA D A	89.40
7	21PGS1950	REEJA P A	89.00
8	21PGS1534	LEKSHMI K G	88.80
9	21PGS2042	SUCIKA P	88.70
10	21PGS2096	SHIBI S	88.70
11	21PGS1542	JOHN JEHEENA J	88.40
12	21PGS2127	SHENITA JOEHILIN M	88.20
13	21PGS2129	VARNNANA B V	87.80
14	21PGS2228	ANITTA D	86.00
15	21PGS2043	JENIFER M	85.50
16	21PGS2118	SURABHI R S	85.30
17	21PGS2052	BABIN A	85.20
18	21PGS2128	JEBIN X	84.40
19	21PGS2259	VIJEESSHA G	83.90
20	21PGS2290	VARSHA S	83.10
21	21PGS1857	JELFIA J	82.90

22	21PGS2252	SUSHMI S SURESH	82.50
23	21PGS1718	AISWARIYA M S	81.60
24	21PGS1561	BABITHA T	81.40
25	21PGS1642	HEMA LATHA D	81.20
26	21PGS2087	ANCY S	80.90
27	21PGS2012	ANCY W L	80.80
28	21PGS2106	BENSON JOHN A G	80.20
29	21PGS2214	GILMA RAJ R	80.10
30	21PGS2028	SARJIN LAL S M	80.00
31	21PGS1982	ASHMIKA S C	80.00
32	21PGS1646	SHALINI M	80.00
33	21PGS2065	DAIS MARIAM DAVID	79.17
34	21PGS1665	JEBIN TAMIL INEYAN J	79.00
35	21PGS2121	JINISHA G S	78.60
36	21PGS2187	ABISH S	78.50
37	21PGS2064	VYSHNAVI M U	78.20
38	21PGS1957	ASHIKA DEVI	78.00
39	21PGS2312	RAJAN R	78.00
40	21PGS1839	AATHISHA JOHN KENNADY	77.80
41	21PGS1636	ASHBIN BERLA G S	77.70
42	21PGS2279	ATHERSHA C	77.70
43	21PGS1937	ALBERT RAJ R	77.70
44	21PGS1936	JINU J	77.50
45	21PGS2045	JINU J	77.00
46	21PGS2085	BRIGIN B V	76.80
47	21PGS1934	ABILASH S	76.60
48	21PGS2247	JOSE J P	76.50
49	21PGS2081	ARUN J V	76.20
50	21PGS2299	ABISHEK R	76.20



51	21PGS2188	JEEVA J V	75.80
52	21PGS2137	JINCY G	75.60
53	21PGS2114	JINO L	75.40
54	21PGS2386	ALEN BRUCE R	75.00
55	21PGS1622	PRAVISHA M	74.70
56	21PGS2254	THISHA A	74.50
57	21PGS1683	RAISMA JOLIN P R	74.40
58	21PGS2262	ABIRAM V K	74.10
59	21PGS2221	IMMANUVAL FERNANDO	74.00
60	21PGS2061	ANIRUDH S	73.90
61	21PGS2139	AJAY D V	73.70
62	21PGS2113	AISHWARYA S	73.40
63	21PGS2253	ASINI K	73.30
64	21PGS1807	ASHWIN PAUL	72.60
65	21PGS2263	GOKUL S	72.60
66	21PGS1510	JEYA MESHACK J	72.20
67	21PGS2186	SOBITHA RAJ R	71.90
68	21PGS2086	LITTENCE P C	71.90
69	21PGS1980	ARUN XAVIER J	71.30
70	21PGS1696	BERBIN S J	71.00
71	21PGS1922	JENIL RAJ R	70.60
72	21PGS2381	JAHIN J DEV	70.50
73	21PGS2111	GOKUL R G	70.30
74	21PGS1610	BEENA R V	70.30
75	21PGS2222	SHANO M	70.10
76	21PGS1625	ANTO VIJUS R	69.80
77	21PGS1578	ABISHEK R	69.20
78	21PGS2207	EVANGELINE PREMI	69.10
79	21PGS1727	SUBASH S B	68.60

80	21PGS2009	BINDHUJA B S	68.40
81	21PGS2142	SUJIN R S	68.10
82	21PGS2037	AKASH MON F S	68.10
83	21PGS2051	RESHMA R P	68.00
84	21PGS2041	ABISHIYA C	68.00
85	21PGS2270	SHARATH S S	68.00
86	21PGS1700	DARFINI R	67.60
87	21PGS2098	GREATNESS VIMAL J	67.60
88	21PGS1732	RAJITHA R S	67.40
89	21PGS2272	AJAY SINGH I B	67.10
90	21PGS1684	EVANCHALIN J	65.80
91	21PGS1822	JENISH C K	65.20
92	21PGS1989	SHAMEER N	65.20
93	21PGS2293	AJAN C	65.10
94	21PGS1921	ASLIN C N	64.20
95	21PGS1841	VENKATESH E	63.90
96	21PGS2071	EINSTEIN ANAND A	63.80
97	21PGS1828	BIJU ROY P B	63.60
98	21PGS2306	SHAMINI J	63.40
99	21PGS1714	DIVINE J ANTO	62.50
100	21PGS1755	VIGIN W	62.40
101	21PGS1861	SREEKUTTAN R	62.00
102	21PGS2117	VIGNESH G	61.50
103	21PGS1672	BIBIN JOSEPH	61.10
104	21PGS1823	MAHESH C S	61.00
105	21PGS1996	VINEESH V A	60.80
106	21PGS2264	ABHIN MOHAN S	60.00
107	21PGS1959	BONSON C J	60.00
108	21PGS1815	JERALDIN ROSIN L	58.90

109	21PGS1808	SUBIN N V	56.80
110	21PGS2258	RALA PRADAP R	52.00
111	21PGS1664	PRADEEP D	50.00
112	21PGS2265	ROHITH RAJ M	50.00
113	21PGS1813	GOPIKA GOPAL	37.14

#### 14. Results of Admission Under Management seats/Vacant seats

- List of candidate who have been offered admission

##### Students List - 2021-2023 M.B.A

S. No.	Application Number	Student Name	Gender
1	PSMS213601	ANITTA D	Female
2	PSMS213602	ASLIN C N	Female
3	PSMS213603	ASMIHA D A	Female
4	PSMS213604	BEENA R V	Female
5	PSMS213605	EVANCHALIN J	Female
6	PSMS213606	GILMA RAJ R	Female
7	PSMS213607	JENIFER M	Female
8	PSMS213608	JENISHA J	Female
9	PSMS213609	RAJITHA R S	Female
10	PSMS213610	RESHMA R	Female
11	PSMS213611	SHANO M	Female
12	PSMS213612	SHENITA JOEHILIN M	Female
13	PSMS213613	SURABHI R S	Female
14	PSMS213614	SUSHMI S SURESH	Female
15	PSMS213615	VARNNANA B V	Female
16	PSMS213616	VIJEESHA G	Female
17	PSMS213617	AJAN C	Male

18	PSMS213618	AJAY D V	Male
19	PSMS213619	ALEN BRUCE R	Male
20	PSMS213620	ANTO VIJUS R	Male
21	PSMS213621	BIBIN JOSEPH	Male
22	PSMS213622	BIJU ROY P B	Male
23	PSMS213623	DIVINE J ANTO	Male
24	PSMS213624	JEBIN TAMIL INEYAN J	Male
25	PSMS213625	JEEVA J	Male
26	PSMS213626	MAHESH C S	Male
27	PSMS213627	PRADEEP D	Male
28	PSMS213628	VIGIN W	Male

### **15. Information of Infrastructure and Other Resources Available**

- **Number of Class Rooms and size of each** – 2 – 900 sq. ft. (each)
- **Number of Tutorial rooms and size of each** - 1- 900 sq. ft.
- **Number of Laboratories and size of each** – 1 – 1200 sq. ft.
- **Fire and Safety Certificate**

TAMIL NADU FIRE – RESCUE SERVICE  
FIRE –LICENSE  
(See Section 13)

L.Dis.No:4697/ A / 2021

Date 29.07.2021

Licence is hereby granted under section 13 of the Tamil Nadu Fire Service Act. 1985 for Running College in the name of "M/s Nesamony Memorial Christian College" within the Jurisdiction Vilavancode Taluk at the Premises in Sy No:D3/6,D3/67 & D3/30, of Nalloor Village, Marthandam, Vilavancode Taluk, Kanyakumari District. Subject to the Condition noted thereon and such other condition as may be prescribed.

This Fire Licence is valid for one year from the date of issue of this license.

CONDITIONS:

- 1) *The Installed Fire Fighting Equipments should be maintained in good condition at all times.*
- 2) *All exits should be free of obstructions. Exits should be clearly visible and the routes to reach the exit shall be clearly marked.*
- 3) *Trained Fire personnel should be available to operate the Fire Fighting Equipments in case of any emergency*
- 4) *"Mock Drill Should be conducted periodically and the date of conduction should be informed to this office well in advance to enable the team to make suggestions if any*
- 5) *Dumping of waste materials anywhere should be avoided. Dust bin should be cleared frequently*
- 6) *Any erection of permanent or temporary structure should be intimated to this department.*
- 7) *Do s Don'ts in time of emergencies should be available in a laminated hanging card.*
- 8) *Permission should be obtained from the Local Planning Authority/ Town and Country Planning Authority.*

Office Seal with Date



District Officer  
Fire & Rescue Services  
Kanyakumari District, Nagercoil

To  
The Principal  
M/s Nesamony Memorial Christian College  
Marthandam,  
Kanyakumari District. 629 165

M/S  
2/8/21

1/8/21  
2/8/21

office  
com: Bm

## Computing Facilities

### • Number and configuration of System- 44

S. No	System Id	Brand	Specification			Softwares		
			Processor	RAM	OS	SPSS	Tally	MS Office
1	MS01	ASUS	Intel Celeron	4GB	Windows 7 Ultimate	Yes	Yes	Yes
2	MS02	ASUS						
3	MS03	ASUS	Intel Core i3	4GB	Windows 7 Ultimate	No	Yes	Yes
4	MS04	ASUS	Intel Pentium R	8GB	Windows 7 Ultimate	Yes	Yes	Yes
5	MS05	ASUS	Intel Pentium R	8GB	Windows 7 Ultimate	Yes	Yes	Yes
6	MS09	ASUS	Intel Pentium R	8GB	Windows 7 Ultimate	Yes	Yes	Yes
7	MS10	Lenovo	Intel Core i3	2 GB	Windows 7 Ultimate	No	No	Yes
8	MS11	Lenovo	Intel Core i3	2 GB	Windows 7 Ultimate	No	Yes	Yes
9	MS12	Lenovo	Intel Core i3	2 GB	Windows 7 Ultimate	No	Yes	Yes
10	MS13	Lenovo	Intel Pentium R	2 GB	Windows 7 Ultimate	No	Yes	Yes
11	MS14	Lenovo	Intel Core i3	2 GB	Windows 7 Ultimate	No	Yes	Yes
12	MS15	Lenovo	Intel Core i3	2 GB	Windows 7 Ultimate	No	Yes	Yes
13	MS17	ASUS	Intel Pentium R	8GB	Windows 7 Ultimate		Yes	Yes
14	MS18	Lenovo	Intel Core i3	2 GB	Windows 7	No	Yes	Yes

					Ultimate			
15	MS19	Lenovo	Intel Core 2 Duo	2 GB	Windows 7 Ultimate	No	Yes	Yes
16	MS20	Lenovo	Intel Core 2 Duo	1 GB	Windows 7 Ultimate	No	Yes	Yes
17	MS21	Lenovo	Intel Core 2 Duo	1 GB	Windows 7 Ultimate	No	Yes	Yes
18	MS22	Lenovo	Intel Core 2 Duo	1 GB	Windows 7 Ultimate	No	Yes	Yes
19	MS23	Lenovo	Intel Core 2 Duo	1 GB	Windows 7 Ultimate	No	No	Yes
20	MS25	Lenovo	Intel Core i3	2GB	Windows 7 Ultimate	No	Yes	Yes
21	MS26	Lenovo	Intel Core i3	2GB	Windows 7 Ultimate	No	Yes	Yes
22	MS27	ASUS	Intel Pentium R	8GB	Windows 7 Ultimate	Yes	Yes	Yes
23	MS31	Lenovo	Intel Pentium R	2GB	Windows 7 Ultimate	Yes	Yes	Yes
24	MS32	Lenovo	Intel Pentium R	2GB	Windows 7 Ultimate	Yes	No	Yes
25	MS33	Lenovo	Intel Core 2 Duo2	1 GB	Windows 7 Ultimate	Yes	No	Yes
26	MS34	Lenovo	Intel Core 2 Duo	1 GB	Windows 7 Ultimate	No	No	Yes
27	MS35	Lenovo	Intel Core 2 Duo	2GB	Windows 7 Ultimate	No	Yes	Yes
28	MS36	Lenovo	Intel Core 2 Duo	1 GB	Windows 7 Ultimate	No	No	Yes
29	MS45	Lenovo	Intel Pentium R	2GB	Windows 7 Ultimate	Yes	Yes	Yes
30	MS46	ASUS	Intel Pentium	8GB	Windows 7	No	Yes	Yes

			R		Ultimate			
31	MS47	ASUS	Intel Pentium R	8GB	Windows 7 Ultimate	Yes	Yes	Yes
32	MS49	ASUS	Intel Pentium R	8GB	Windows 7 Ultimate	Yes	Yes	Yes
33	MS50	ASUS	Intel Pentium R	8GB	Windows 7 Ultimate	Yes	Yes	Yes
34	MS51	ASUS	Intel Pentium R	8GB	Windows 8.1 Pro	Yes	Yes	Yes
35	MS52	ASUS	Intel Pentium R	8GB	Windows 7 Ultimate	Yes	Yes	Yes
36	MS53	ASUS	Intel Pentium R	8GB	Windows 7 Ultimate	No	Yes	Yes
37	MS55	ASUS	Intel Pentium R	8GB	Windows 7 Ultimate	Yes	Yes	Yes
38	MS56	ASUS	Intel Pentium R	8GB	Windows 7 Ultimate	Yes	Yes	Yes
39	MS57	ASUS	Intel Pentium R	8GB	Windows 7 Ultimate	Yes	Yes	Yes
40	MS58	ASUS	Intel Pentium R	8GB	Windows 7 Ultimate	Yes	Yes	Yes
41	MS63	ASUS	Intel Pentium R	8GB	Windows 7 Ultimate	Yes	Yes	Yes
42	MS64	ASUS	Intel Pentium R	8GB	Windows 7 Ultimate	Yes	Yes	Yes
43	MS65	ASUS	Intel Pentium R	8GB	Windows 7 Ultimate	Yes	Yes	Yes
44	MS66	ASUS	Intel Pentium R	8GB	Windows 7 Ultimate	Yes	Yes	Yes



- Total number of system connected by LAN - 44
- Major software packages available – SPSS, TALLY, MS- Office
- Special purpose facilities available (Conduct of online Meetings/Webinars/Workshops, etc.) - YES
- Facilities for conduct of classes/courses in online mode (Theory & Practical) - YES
- Innovation Cell - YES

**List of facilities available**

- Games and Sports Facilities - YES
- Extra-Curricular Activities - YES

**HR Club**

**Finance Club**

**Logistics Club**

- Soft Skill Development Facilities - YES

**Teaching Learning Process**

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

**MANONMANIAM SUNDARANAR UNIVERSITY**

**TIRUNELVELI-12**

**M.B.A.  
(CBCS)  
Syllabus**

**(FOR AFFILIATED COLLEGES)  
(Effective from the academic year  
2017 - 2018)**

**Table - 2 : Common Course Structure for P.G. Degree Programme – M.B.A.**  
(with effect from the academic year 2017-2018 onwards)

Sem. (1)	Sub. No. (2)	Subject Status (3)	Subject Title (4)	Contact Hrs./ Week (5)	Credits (6)
I	1	Core - 1	Management Theory, Process and Organization Behaviour	6	4
	2	Core - 2	Accounting for Management	6	4
	3	Core - 3	Quantitative Techniques for Managers	6	4
	4	Core - 4	Managerial Economics	4	4
	5	Core - 5	Business Environment & Law	4	4
	6	Core - 6 Practical - 1	Business Communication Lab	4	2
	<b>Subtotal</b>				<b>30</b>
II	7	Core - 7	Operations Management	6	4
	8	Core - 8	Financial Management	6	4
	9	Core - 9	Marketing Management	6	4
	10	Core - 10	Human Resource Management	4	4
	11	Core - 11	Effective Managerial Skills	4	4
	12	Core - 12 Practical - 2	Office Automation Lab	4	2
	<b>Subtotal</b>				<b>30</b>

Sem.	Sub. No.	Subject Status	Subject Title	Contact Hrs./ Week	Credits
(1)	(2)	(3)	(4)	(5)	(6)
III	13	Core - 13	Operations Research	4	4
	14	Core - 14	Entrepreneurship	4	4
	15	Core - 15	Research Methodology	4	4
	16	Elective - 1		3	3
	17	Elective - 2		3	3
	18	Core – 16 Practical - 3	Data Analysis with SPSS	4	2
	19	Core – 17	Summer Project / Internship	8	6
	<b>Subtotal</b>				<b>30</b>
IV	20	Core - 18	Business Policy and Strategic Management	5	4
	21	Core - 19	International Business Management	5	4
	22	Elective - 3		4	3
	23	Elective - 4		4	3
	24	Core - 20	Project / Dissertation	12	8
	<b>Subtotal</b>				<b>30</b>
<b>Total</b>				<b>120</b>	<b>92</b>

For the Project, flexible credits are b/w 5 - 8 & Hours per week are b/w 10 - 16.

Total number of credits  $\geq$  92 : 92  
Total number of Core Courses : 20 ( 15 T + 3 P + 2 Prj. )  
Total number of Elective Courses : 4  
Total hours : 120

**MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI**

**MASTER OF BUSINESS ADMINISTRATION (CBCS)**

**For affiliated Colleges**

**(Effective from the Academic year (2017-2018))**

1. **Course:** Master of Business Administration (MBA)
2. **Duration:** Two Years full time (each year having two semesters)
3. **Medium of Instruction and Examination:** English
4. **Eligibility for Admission**

A candidate shall be eligible for admission to the Master of Business Administration (MBA) course if he/she has been declared eligible for higher Study in his or her Bachelor degree: B.A., B.Sc., B.B.A., B.B.M., B.Com (Pass or Hons) B.E., B.Pharm., B.Tech. from the Manonmanoiam Sundaranar University, Tirunelveli or any other degree duly recognized as equivalent by the M.S.University.

**5. Course structure**

a) The semester-wise course outline, total marks to each paper, internal assessment and marks in semester examination are listed below. The course content is given in the syllabus.

Sem.	Sl. No.	Sub. status	Course Name	Hrs/ week	Credits	Internal Marks	External Marks	Total Marks	Minimum Passing Marks
I	1	Core -1	Management Theory, Process and Organization Behavior	6	4	25	75	100	50% in External and 50% Overall
I	2	Core -2	Accounting for Managers	6	4	25	75	100	
I	3	Core-3	Quantitative Techniques for Management	6	4	25	75	100	
I	4	Core-4	Managerial Economics	4	4	25	75	100	
I	5	Core-5	Business Environment & Law	4	4	25	75	100	
I	6	Core – 6 Practical 1	Business Communication Lab	4	2	50	50	100	
II	7	Core-7	Operations Management	6	4	25	75	100	
II	8	Core-8	Financial Management	6	4	25	75	100	
II	9	Core-9	Marketing Management	6	4	25	75	100	
II	10	Core-10	Human Resource Management	4	4	25	75	100	
II	11	Core-11	Effective Managerial Skills	4	4	25	75	100	
II	12	Core -12 Practical 2	Office Automation Lab	4	2	50	50	100	
III	13	Core-13	Operations Research	4	4	25	75	100	
III	14	Core-14	Entrepreneurship	4	4	25	75	100	
III	15	Core-15	Research Methodology	4	4	25	75	100	
III	16	Elective 1	Major Elective ME1	3	3	25	75	100	
III	17	Elective 2	Major Elective ME2	3	3	25	75	100	
III	18	Core – 16 Practical 3	Data Analysis with SPSS - Lab	4	2	50	50	100	
III	19	Core- 17	Summer Project/ Internship	8	6	25	75	100	
IV	20	Core-18	Business Policy and Strategic Management	5	4	25	75	100	
IV	21	Core-19	International Business Management	5	4	25	75	100	
IV	22	Elective 3	Major Elective ME3	4	3	25	75	100	
IV	23	Elective 4	Major Elective ME4	4	3	25	75	100	
IV	24	Core- 20	Project/Dissertation	12	8	25	75	100	
<b>Total</b>				<b>120</b>	<b>92</b>				

**MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI**

**MASTER OF BUSINESS ADMINISTRATION (CBCS)**

**PG COURSE - AFFILIATED COLLEGES**

**Course Structure for Master of Business Administration**

(with effect from the academic year 2017-2018 onwards)

Sem.	Sl. No.	Sub. status	Course Name	Hrs/ week	Credits	Internal Marks	External Marks	Total Marks	Minimum Passing Marks
I	1	Core -1	Management Theory, Process and Organization Behavior	6	4	25	75	100	50% in External and 50% Overall
I	2	Core -2	Accounting for Managers	6	4	25	75	100	
I	3	Core-3	Quantitative Techniques for Management	6	4	25	75	100	
I	4	Core-4	Managerial Economics	4	4	25	75	100	
I	5	Core-5	Business Environment & Law	4	4	25	75	100	
I	6	Core -6 Practical 1	Business Communication Lab	4	2	50	50	100	
<b>Sub total</b>				<b>30</b>	<b>22</b>				

## SEMESTER – I

### CORE 1: MANAGEMENT THEORY, PROCESS AND ORGANIZATIONAL BEHAVIOUR

#### UNIT – I Management

Definition of Management: The Management Functions – Management skills – Process of Management – Manager's Role and Functions – The Nature and Purpose of Planning – Types of Plans – Steps in Planning- The Planning Process – Strategies--Objectives – Nature of Objectives, Management by Objectives – Strategy and Policies – Decision Making – Making Planning Effective. – Case Study

#### UNIT – II Organizing

The Organizing Process – Departmentation – Line and Staff Relationship – Centralization and Decentralization, Staffing: Nature of Staffing – Recruitment and Selection of Managers -Training and Development of Managers – Appraisal of Managers – Case Study

#### Unit – III Organizational Behaviour

Introduction to Organizational Behavior – Individual Level Concepts – Values- Beliefs- Attitudes – Perception- -Group Behavior –Power -Politics-Conflict-System Level Concepts – Different Structures – Components of Work – Design- policies – Culture- Leadership in Organization- Nature of Leadership – Leadership traits- Autocratic Vs Democratic leaders – Leadership theories. – Case Study.

#### Unit – IV Directing

Directing – Steps in Directing, Motivation: The concept of Motivation – Foundations of Motivation– Content perspectives on Motivation – Process Perspectives on Motivation Reinforcement Perspective on Motivation – Job Design for Motivation – Motivational Programs - Case Study

#### Unit – V Controlling

Controlling – the Importance of Control – Control Techniques and Methods- Characteristics of Effective Control – Quality Circles – Technology Enhanced Management- Social Responsibility – Managing Innovation – Case Study

#### References:

1. Tim Hannagan, Management Concepts and practices, Macmillan India Ltd., 1977
2. Hellriegel, Jackson and Slocum, Management: A Competency – Based Approach, South Western 9<sup>th</sup> edition, 2002.
3. Stewart Black and Lyman W. Porter, Management – Meeting New Challenges, Prentice Hall 2000
4. Koontz, Essentials of Management, Tata McGraw Hill, 5<sup>th</sup> Edition 2001
5. Raja Justus and Sathya Kumar- Principles of Management, Vijay Nicole Imprints Private Limited, Chennai, 2011
6. Aswathappa .K. - Organizational Behavior, Text, Case Study and Games, Himalaya Publishing House, 2010.

## **CORE 2: ACCOUNTING FOR MANAGERS**

### **UNIT – I Introduction to Accounting**

Accounting – Definition- Purpose-GAAP – standards – Preparation of Final Accounts – Rules – Journals – Ledgers – Trial Balance – Trading and Profit and Loss Account – Balance Sheet- Depreciation methods- Financial Reporting in India.

### **UNIT – II Costing**

Costing – Purpose – Utility- Elements of Cost Sheet- Cost Determination – Cost Accounting Systems (Job Costing, P process Costing) - Allocation of Overheads- Absorption Costing – Marginal Costing – Application.

### **UNIT – III Budgeting**

Budgeting and Budgetary Control – Definition – Purpose – Types – Procedure - Advantages- Capital Budgeting – Definition – Purpose – Methods- Applicability – Flexible Budgeting – Zero Based budgeting.

### **UNIT – IV Standard Costing**

Standard Costing and Variance Analysis – Materials – Labor – Overhead – Sales – Profit – Analysis and Reporting of Variances.

### **UNIT – V Target Costing**

Target costing – Definition – Procedure – Implementation- Advantages- Life Style Costing- Definition – Importance – Activity Based Costing – Definition – Procedure – Implementation – Advantages.

### **References:**

1. Management Accounting, M.Y. Khan and P.K. Jain
2. S.P. Jain and K.L. Narang - Financial and Management A accounting, Kalyani Publishers, Chennai, 2009.
3. S.P. Gupta, - Management Accounting (Tools and Techniques) –Sahithya Bhawan, Agra, 2006.
4. S.N. Maheshwari – Management Accounting and Financial Control, Sultan Chand and Sons, New Delhi.
5. S.P. Iyengar – Principles of Management Accounting, Sultan Chand and Sons, New Delhi.
6. Hingorani and Ramanathan- Management Accounting, Sultan Chand and Sons, New Delhi.



**CORE 3: QUANTITATIVE TECHNIQUES FOR MANAGEMENT****UNIT – I Set Theory**

Set Theory – Set Operations through Venn Diagrams – Relations- Functions – Linear and Non-Linear - Graphical Representations of Functions – Series – Arithmetic and Geometric- Concepts of Interest/Annuities – Materials – its Applications

**UNIT – II Differentiation**

Basic Concept of Differentiation – Integration – Optimization concepts – Use of Differentiation for Optimization of Business Problems – Maxima and Minima of Function of two variables matrices and applications in business.

**UNIT – III Statistics**

Introduction to Statistics: Meaning – Use of Statistics in Business and Industries – Classification and Tabulation of Data – Statistical Series – Frequency Distribution – Classification and Tabulation of Data – Statistical Series – Frequency Distribution – Rules for Tabulation – Types of Tabulation – Measures of Central Tendency- Measures of Dispersion – Skewness – Kurtosis – Moments.

**UNIT – IV Probability**

Probability – Definitions- addition and multiplications rule (only statements) – Bayer’s theorem- simple business application problems – Probability, distribution – Theoretical probability distributions – Binomial, Poison and Normal – Simple problems applied to business.

**UNIT – V Index Number**

Basic Concept of Index Number – Simple and weighted index number – concept of weights- Types of Index Numbers –Business Index Number – Time Series Variations in time trend, cyclical, seasonal and random – use of time series of business and forecasting.

**References:**

1. Murry R. Spiel – Theory and P problems of Statistics – Schaums Outline Series – McGraw Hill Book Co- New York
2. Quazi Zameeruddin, V.K. Khanna, S.K. Bhambri - Business Mathematics – Vikas Publication House Pvt Ltd
3. Levin and Rubin- Statistics for Management – Tata McGraw Hill – New Delhi
4. S.P. Gupta – Statistical Methods – S. Chand Publications – New Delhi
5. John Curriion and Roger Slater – Quantitative Techniques for Managerial Decisions – 2<sup>nd</sup> Edition, New Age International Ltd
6. 6. D.C. Sancheti and V.K. Kapoor, Statistics (Theory, Method and Application), Sultan Chand & Sons, New Delhi

**CORE 4: MANAGERIAL ECONOMICS****UNIT – I Introduction to Managerial Economics**

Definition, Scope and Managerial Economics- Interdisciplinary approach to Managerial Economics – Circular Flow of Economic Activity, nature of the Firm, Economics and Decision Making, Economic Models Demand Theory and Analysis Individual and Market Demand, Elasticity, Advertising, Utility, Indifference Curves and Maps, the consumers Budget constraints, Utility Maximization Demand Forecasting Supply Concepts, Market Equilibrium – Case Study

**UNIT – II Production and Costs**

Basic concepts in Production Theory – The Production Function, Economics of Scale and Scope – Production in the short run, short run cost relationships – Production Isoquants, Isocost curves, Returns to Scale, Relationship between short run and long run costs, cost of capital. Capital Budgeting Decisions: Various Tools

**UNIT – III Market Structure**

Perfect Competition: Characteristics of the market, Equilibrium Price, Losses and the Shut down Decision, Evaluation of Perfect Competition Monopoly: Characteristics, Measurement and Determination of Market Power Imperfect Competition: a) Monopolistic: Characteristics, profit maximization prices and outputs in the short run and long run, Evaluation of monopolistic completion b) Oligopoly: Characteristics, price rigidity (The Kinked Demand Model) Cartel and Collusion; price leadership – Case Study

**UNIT – IV Pricing Decisions**

Price Discrimination, Pricing of Multiple Products, Product Bundling, Peak Load Pricing, Cost plus Pricing and Other Pricing Theories, Role of Rent, Wage and Labor Unions Price determination, Pricing in Global Integration Profit Management: Meaning – Forms – Profit Theories- Profit Policies: Profit Maximization, Alternative Profit Policies – Profit Planning and Forecasting through Break Even Analysis: Uses, Limitations – Case Study

**UNIT – V Macroeconomic Analysis for Business Decision Making**

Overview, National Income, Consumption and Investment, Monetary and Fiscal Policies, Inflation, Business Cycles, Unemployment and such other factors affecting Macroeconomic activity – Case Study

**References:**

1. P.L. Mehta – Managerial Economic Analysis, Problems and Case Study, Sultan Chand & Co. Ltd., 2001
2. Peterson and Lewis: Managerial Economics, 4<sup>th</sup> Edition Prentice Hall, 2004
3. Dholakia and Oza: Microeconomics for Management Students, 2<sup>nd</sup> Edition Oxford University press.
4. Raja Justus and Sathya Kumar – Business Economics, Humming Words Publishers, Faridabad, 2011
5. Varshney R and Maheswari K L – Managerial Economics, Sultan Chand 2000
6. G.S. Gupta – Managerial Economics, Tata McGraw Hill 1990

**CORE 5: BUSINESS ENVIRONMENT & LAW****UNIT – I Business Environment**

Basic Concepts, Internal and External Environment, Components of Environment – Present Indian Scenario Strategies for Corporate Growth, Globalization of Indian Corporate Sector, Competition and Efficiency- Basic Indicator of Economic Development, National Income and GDP, Foreign Trade and Balance of Payment, Money Supply – India's Natural Resources, Land, Water, Mineral and Renewal Resources – Indian Economic Planning, Five Year Plans – Case Study

**UNIT – II Industrial and Regulatory Environment**

Synergy between Government and Business, Agriculture, Infrastructure, Informatics, Human Resource and Core Competence, Labor Management Relations, Social Responsibility and Consumer Interface – Industrial Policy and Performance, Impact of Industrial Policies, Liberalization and Deregulation – Public Sector in India, Process of Privatization, Disinvestment, Reform of Public Enterprises – Indian Constitution, Federal System of Government, Directive Principle of State Policy, Fundamental Rights and Duties- Regulatory Role of Government, Tariff Commission, MRTP, FEMA, Trade Practices Commission – Indian Fiscal Policy, Chelliah Committee Report, Tax Reforms – Capital Market in India – Inflation, Employment, PDS – Agricultural policy in India – Case Study

**UNIT – III Social Responsibility and Technology Environment**

Business Ethics and Corporate Governance – Unemployment and Manpower Policy – Planning for Poverty Alleviation – Defining Technology and Technology Transfer – Quality Assurance Technology Transfer – Energy Resources of Management, Energy Conservation, Energy Sources – Energy Conservation Vs Energy Efficiency – Case Study

**UNIT – IV Legal Environment**

Patents Act, 1970 – Copy Right Act 1957 – Trade and Merchandise Marks Act 1958, 1999 – Customs Act, 1962 – Finance Act, 1994

**UNIT –V Business Law**

Contracts – Offer – Acceptance, consideration, capacity of contract – Sale of goods, Agency and Partnership

**References:**

1. Raj Agarwal 2002, Business E environment New Delhi, Excel Books
2. K. Aswathappa, B business Environment, New Delhi HPH.
3. Adrian Palmer and Bob Hartley, The Business Environment-McGraw Hill Education
4. Francis Cherunilam, Business Environment, Himalaya Publishing House, Delhi
5. Ion Brooks, Jamie Weatherston, Graham Wilkinson, International Business Environment, Pearson Education Ltd.
6. B. Hiriappa, Business Environment.
7. Mercantile Law – N. D. Kapoor
8. World Trade Report, WTO Annual Report.

**CORE : 6 BUSINESS COMMUNICATION. LAB**

L T P C

0 0 4 2

**Reading Skills:**

Understanding short, real world notices, messages Skimming & Scanning Skills, Interpreting visual information. Graphs, Charts, tables, Reading aloud, Poems, Proverb, Newspaper, magazine.

**Writing skills:**

Job application, Resume, Notice, Circular, Memo, agenda, minutes, reports framing advertisement, slogan Book review, e-mail, blogs, Note-taking.

**Speaking skills:**

Extempore, public speech, Debate, G.D, Introduction speech, welcome address, vote of thanks, compering, conversation practice, presentation

**Listening Skills:**

Listening to conversation, lecture, discussion, talk show, dialogues, videos, Identifying topic, TED talk, Podcast.

**Non verbal communication**

Facial expressions, eye contact, paralanguage, Gesture posture, Body movement, Touching, Clothing.

**Reference:**

1. S.J. McGrath, Basic Managerial Skills for all, PHI.
2. Business English Certificate Materials, Cambridge University Press.

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**MASTER OF BUSINESS ADMINISTRATION (CBCS)**

**PG COURSE - AFFILIATED COLLEGES**

**Course Structure for Master of Business Administration**

(with effect from the academic year 2017-2018 onwards)

Sem.	Sl. No.	Sub. status	Course Name	Hrs/ week	Credits	Internal Marks	External Marks	Total Marks	Minimum Passing Marks
II	7	Core-7	Operations Management	6	4	25	75	100	50% in External and 50% Overall
II	8	Core-8	Financial Management	6	4	25	75	100	
II	9	Core-9	Marketing Management	6	4	25	75	100	
II	10	Core-10	Human Resource Management	4	4	25	75	100	
II	11	Core-11	Effective Managerial Skills	4	4	25	75	100	
II	12	Core -12 Practical 2	Office Automation Lab	4	2	50	50	100	
<b>Sub total</b>				<b>30</b>	<b>22</b>				

**SEMESTER – II****CORE 7: OPERATIONS MANAGEMENT****UNIT – I Production Function**

Introduction to production and operations function, interaction of operations management with other functional areas of management – manufacturing and non-manufacturing operations and their classifications- operations strategy non manufacturing operations planning and control – operations forecasting: forecasting methods – quantitative and qualitative forecasting.

**UNIT – II Facility Location**

Facility locations–cost competition and hidden factors – steps in location selection – types of manufacturing systems and layout – facility layouts- layouts by products and process - line balancing- design of operations system – capacity planning models, estimation of capacity requirements- application of CVP analysis – Materials handling: principles in the reduction cost of materials handling – Case Study

**UNIT – III Work Study**

Work study, time and method study: definition – importance- aims and procedures – implication of productivity – work measurement – work sampling – work environment – industrial safety – value

**UNIT IV Materials Management**

Introduction to materials management: managing purchases, purchase process – managing inventory – stores and warehouse management classification of inventory – ABC, V ED and FSN analysis – managing vendor's analysis, rating and selection – procedure and criterion- integrated materials management – MRP I and MRP II – Case Study

**UNIT – V Maintenance Management**

Maintenance management function – types of maintenance – preventive and breakdown maintenance – concept of quality, quality planning, quality control by variables and attributes – statistical quality control – principles of metrology- management of quality in organization- quality circles – ISO system – ISO Certification- procedure and documentation, ISO audits – Case Study

**References:**

1. Dilworth James B., Operations Management, McGraw Hill
2. Adams Everette E & Ebert Ronald J., Production and Operations Management.
3. Buffa Elwood S & Saria Rakesh, Modern Production / Operations Management, John Wiley & Sons, (8<sup>th</sup> Edition)
4. K Shridhara Bhat, Production and Material Management, Himalaya Publishing House.
5. Sarangi S K, Production Management and Materials Management, Asian Books Private Limited.
6. Preeti Oberoi, Material Management, Sarup and Sons

## **CORE 8: FINANCIAL MANAGEMENT**

### **UNIT- I Financial Management Introduction**

Nature and Scope of Financial Management –Objectives of Corporate Financial Decisions, Investments Decisions: Cost of Capital: Cost of Debt, Cost of Preference Shares, Cost of Equity, Weighted average cost of capital, Average and Marginal Cost of Capital, Long Term Investment Decisions and Capital Budgeting Techniques – Risk A analysis in Capital Budgeting – Capital Budgeting under the conditions of Capital Rationing and Inflationary Conditions – Case Study

### **UNIT – II Investment Decision**

Short Term Investment Decision: Working Capital Decisions- Working Capital Policy – Size of Currents Assets and Financing of Current Assets – Management of Cash and Near – Cash assets – Management of Receivables Management of Inventory, Short term Finances

### **UNIT – III Financing Decision**

Financing Decisions: Capitalization and Capital Structure – Long term finance Shares and Debentures, Loan – Case Study

### **UNIT – IV Dividend Decision**

Dividend Decisions – Relevance of Dividend Payment – Stability of Dividend Payment – Forms of Dividend payment – Dividend Policy in Indian Corporate Sector – Case Study

### **UNIT – V Financial Analysis**

Financial Analysis and Planning: Financial Statements, Financial Ratio Analysis, Operating and Financial Leverage, Break-Even Analysis Emerging Scenario: Indian Financial System, An overview of Financial Institutions, Financial Markets, Financial instruments and Financial Services – Case Study

### **References**

1. Prasanna Chandra Financial Management
2. I.M. Pandey Financial Management, Vikas Publishing House
3. M.Y.Khan & P.K. Jain, Financial Management
4. P.V. Kulkarni and B.G. Sathya Prasad, Financial Management, Himalaya Publishing house, Delhi.
5. S.N. Maheshwari, Financial Management, Sultan Chand and Sons, New Delhi.
6. Paresh Shah, Financial Management.

**CORE 9: MARKETING MANAGEMENT****UNIT – I Marketing Concepts**

Introduction, Core concepts of Marketing – Needs, Wants & Demands, Product, Value and Satisfaction, Marketing & Markets – Production Concept, Products Concept, Selling concept, Marketing Concept etc. - Macro and Micro actors in the marketing environment, Macro Features like demography, economic features, socio-technological environments etc., Micro features like suppliers, competitions etc – Case Study

**UNIT – II Market Planning**

Demand Estimation – Segmentation – Product Planning, New Product Development & Product Cycle, Demand Estimation: How to measure market demand – Estimating market size, share and potential, Estimating current and future demands. Segmentation: Approach, Patterns and Segmentation Procedures, basis for segmenting consumer and industrial market product positioning - Market Planning Process – Stages – the nature and contents of Marketing Plan (Introductory Aspects) Strategic Marketing Planning (introductory aspects) New Product Development – Idea Generation, Idea Screening concept development and using, Product development market testing etc., Marketing Strategies in the various stages of the PLC (Product Life Cycles) Strategies to be followed in the introduction, growth, maturity and decline stages, Concept of Market evaluation – Case Study

**UNIT – III 4 P's**

Product and Price Strategies Product, Product Classification Schemes Brand, Packaging, Product – Mix Decisions, Product Line Decisions, Service Product Decisions etc: - Managing Product Lines, Pricing- Setting and Modifying the Price, initiating Price Units, Price Increase, responding to Price Changes – Case Study

**UNIT – IV Distribution**

Channel and Promotion Strategies Channel Decisions – Nature of Marketing channels, Functions, Types of Retailers – Steps in the promotion mix, measuring results, Advertising Decisions – Setting Advertising Objectives, Advertising Budget, Deciding on the message, media, media mix, evaluating and effectiveness – Use of Internet as a marketing medium – Case Study

**UNIT – V Marketing Strategies**

Marketing Organizations – Marketing strategies – for leaders, for followers, market strategies of niche makers; for challengers, marketing strategy for global markets – marketing relations with other departments – Marketing Implementation – Case Study

**References:**

1. Philip Kotler, Marketing Management – Analysis Planning and Control, Prentice Hall 9<sup>th</sup> Edition New Delhi, 1996.
2. Ramaswamy V.S. and Namakumari .S Marketing Management Planning Implementation Control, Prentice Hall New Delhi 1996.
3. G.B. Giles, Marketing, The English Language Book Society, London
4. N. Rajan Nair, Marketing, Sultan Chand and Sons, New Delhi
5. S.A. Sherlekar, Marketing Management, Himalaya Publishing House, Delhi
6. Donald Tull and L. Kahle, Marketing Management.



**CORE 10: HUMAN RESOURCE MANAGEMENT****UNIT – I Functions of HRM**

Introduction to Human Resource Management – definition and scope of PM, HRM and HPM – human resources planning – concept, aims and objectives – Job Analysis- Job description and job specification – recruitment – source of manpower supply – selection – test, interview and reference – induction and placement- promotion and transfer – Case Study

**UNIT – II Training and Development**

Training and Development – assessment of training needs and training methodologies – evaluation of training schemes- management development programs and career planning – performance appraisal – concept and purpose – methods and techniques – employee counseling – Case Study

**UNIT – III Compensation**

Compensation – wage and salary administration – executive compensation packages- welfare and benefit schemes – quality circles and quality of work life – employee job evaluation – incentive schemes and bonus – welfare administration – employee morale and job satisfaction – Case Study

**UNIT – IV Industrial Relations**

Industrial relations- introduction to IR – concept and approaches – role of government, employees and trade unions in IR – employer employee relation – union management relations – industrial disputes –causes and effects – IR machinery – collective bargaining – conciliation – arbitration and adjudication – modern trends in IR – Case Study

**UNIT – V Grievance Handling**

Employee grievance handling and redressal – complaint and grievance – grievance handling machinery and procedure – employee discipline – standing orders - suspension – retrenchment and dismissal – participative management – works committee – joint management council – computerization – human resources information system– Case Study

**References:**

1. Michael Armstrong. A Handbook of Human Resource Management Practice, Kogan Page Ltd.
2. Monappa Arun & Salyadain Misra S Personnel Management, Tata McGraw Hill (2<sup>nd</sup> Edition).
3. Flippo Edwin b Principles of Personnel Management McGraw Hill Kogak
4. Strauss George & Sayless Leonard R Personnel – The Human Problems of Management, Prentice Hall Of India
5. Rakish. K. Chopra, Management of Human Resources, V.K. Publishing House, Bareilly.
6. Megginson, L.C. Human Resources: Case Study and Concepts, Harcourt Brace Ivanovich, new York

**CORE 11: EFFECTIVE MANAGERIAL SKILLS****UNIT – I**

**PERSONALITY** – Definition- Determinants – Personality Traits – Theories of Personality – Importance of Personality Development, **SELF AWARENESS** – Meaning– Benefits of Self-Awareness – Developing Self-Awareness. **SWOT** – Meaning – Importance – An application – Components, **GOAL SETTING** Meaning – Importance – Effective goal setting – Principles of goal setting – Goal setting at the Right level, **SELF MONITORING** – Meaning – High self-monitor versus low self monitor – Advantages and Disadvantages self monitor – Self-monitoring and job performance. **PERCEPTION** Definition – Factors influencing perception – Perception process – Errors in perception – Avoiding perceptual errors, **ATTITUDE** – Meaning – Formation of attitude – Types of attitude – Measurement of Attitudes – Barriers to attitude change – Methods to attitude change **ASSERTIVENESS** – Meaning – Assertiveness in Communication – Assertiveness Techniques – B benefits of being Assertive – Improving Assertiveness – Case Study

**UNIT – II**

**TEAM BUILDING** – Meaning – Types of teams – Importance of Team building – Creating Effective Team. **LEADERSHIP** – Definition – Leadership style – Theories of leadership – Qualities of an Effect leader, **NEGOTIATION SKILLS** – Meaning – Principles of Negotiation – Types of Negotiation – The Negotiation Process – Common mistakes in Negotiation process, **CONFLICT MANAGEMENT** – Definition – Types of Conflict – Levels of Conflict – Conflict Resolution – Conflict management – **TRANS ACTIONAL ANALYSIS** – Meaning – EGO States – Types of Transactions – Johari Window – Life Positions. **EMOTIONAL INTELLIGENCE** – Meaning – Components of Emotional Intelligence – Significance of managing Emotional Intelligence – How to develop Emotional Quotient, **STRESS MANAGEMENT** – Meaning – Sources of Stress – Symptoms of Stress – Consequences of Stress – Managing Stress – Case Study

**UNIT – III**

**COMMUNICATION** – Definition – Importance of communication – Process of communication – Principles of Effective Communication – Communication Symbols – Communication network – barriers in communication – Overcoming Communication Barriers – Using various Communication Devices – Case Study. **GROUP DISCUSS ION** – Meaning – Personality traits required for Group Discussion – Process of Group Discussion – Group Discussion Topics, **INTERVIEW** – Definition – Types of skills – Employer Expectations –Planning for the Interview – Interview Questions – Critical Interview Questions – Mock Interviews, Seminars Individual and Group Presentations.

**UNIT – IV**

**SOCIAL GRACES** – Meaning – Social Grace at Work – Acquiring Social Graces, **TABLE MANNERS** – Meaning – Table Etiquettes in Multicultural Environment – Do's and Don'ts of Table Etiquettes. **DRESS CODE** – Meaning – Dress Code for Selected Occasions – Dress Code for an Interview

**UNIT – V**

**Windows XP:** Working with Windows – File and Folder Management in Windows – **MS Office:** MS Word – MS Excel – MS PowerPoint – MS Access.

**References:**

1. Dr. S. Mahayana Rajang, Dr. B. Rajasekaran, G. Venkadasalapati, V. Vijuresh Nayaham and Herald M. Dhas, **Personality Development**, Publication Division, Manonmaniam Sundaranar University, Tirunelveli, 2010.
2. Stephan P. Robbins, **Organizational Behavior**, Tenth Edition, Prentice Hall of India Private Limited, New Delhi, 2008.
3. Rajendra Pal and J.S. Korlahalli **Essentials of Business Communication**, Sultan Chand and Sons, 2000.
4. Dr. K. K. Ramachandran and Dr. K.K. Kart hick, **From Campus to Corporate** Macmillan Publishers India Limited, New Delhi, 2010.
5. R.K. Taxali - **PC Software for Windows made simple**, Tata McGraw Hill, 2002
6. Dr. E. Raja Justus and Dr. C. Sathya Kumar, **Business Communication** Vijay Nicole Imprints Private Limited, Chennai 2011

**CORE 12 : Office Automation – Lab**

**MS. Word:**

Creation and saving of document, format document – create an Invitation, Design a calendar  
prepare student Bio-data.

**MS. Excel:**

Mark sheet preparation

Payroll preparation

Sales reports

Graphs & charts

Budget preparation

**MS. Access:**

Salary List

Mark list

Bill generation

Report generation

**MS. Powerpoint:**

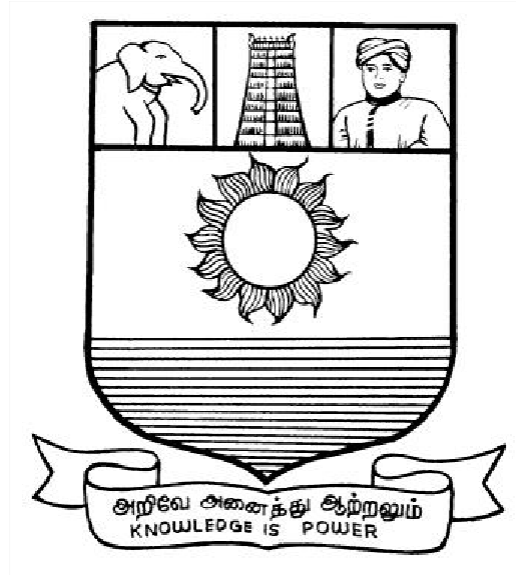
Create a presentation

Presentation using templates

Animated presentation with sound effect

Presentation on Business plan & products.

Manonmaniam Sundaranar University  
Tirunelveli - 627 012



Master of Business Administration -  
Choice Based Credit System - Affiliated College  
(MBA - CBCS - AC)

Program Regulations and Syllabus

**2021 - 22**

(For those joined the MBA program in July 2021 onwards)

**Manonmaniam Sundaranar**

**University Tirunelveli – 627 012**

**Master of Business Administration – Choice Based Credit System –**

**Affiliated College (MBA – CBCS - AC)**

**Program Regulations and Syllabus**

**For those who joined in 2021 – 22 onwards**

1. **Program:** Master of Business Administration (**MBA**)
2. **Duration:** Two years Full Time (each year having Two Semesters)
3. **Medium of Instruction and Examinations:** English
4. **Eligibility for Admission:**

A candidate shall be eligible for admission to Master of Business Administration (**MBA**) course if he/she has obtained Bachelor's degree at least through 10 + 2 + 3 stream, recognized by our University with a minimum of fifty percent (50%) marks in Major and Allied Courses. For SC / ST candidates a Pass is enough through the same stream of education as mentioned above.

and

The candidate should have taken up an Entrance Examination conducted by any Consortium / Government Agency / any other recognized body or association as approved by the Government from time to time.

#### **5. Program Structure**

(a) During an academic year, a candidate shall be enrolled for one program of study only and shall not appear for any other Post Graduate / Graduate Examination of this or any other University.

(b) The semester-wise course outline, credits assigned to each course, total marks allocated to each course, internal and end semester examination marks components are listed below.

Sl. No	Sem.	Course Name	Credits	Internal Marks	External Marks	Total Marks	Passing Minimum
<b>I MBA</b>							
1	I	Principles of Management and Business Ethics	4	25	75	100	50 % in External and 50 % Overall
2	I	Organizational Behavior	4	25	75	100	
3	I	Managerial Economics	4	25	75	100	
4	I	Quantitative Methods	4	25	75	100	
5	I	Accounting for Managers	4	25	75	100	
6	I	Business Communication - Lab	2	<b>50</b>	<b>50</b>	100	
7	II	Human Resource Management	4	25	75	100	
8	II	Financial Management	4	25	75	100	
9	II	Marketing Management	4	25	75	100	
10	II	Production and Logistics Management	4	25	75	100	
11	II	Research Methodology	4	25	75	100	
12	II	Data Analysis Skills - Lab	2	<b>50</b>	<b>50</b>	100	
<b>II MBA</b>							
13	III	Entrepreneurship	4	25	75	100	50 % in External and 50 % Overall
14	III	Operations Research	4	25	75	100	
15	III	Online Business - Lab	2	<b>50</b>	<b>50</b>	100	
16	III	Elective 1	3	25	75	100	
17	III	Elective 2	3	25	75	100	
18	III	<b>Summer Project / Internship</b>	<b>6</b>	<b>50</b>	<b>50</b>	100	
19	IV	Strategic Management	4	25	75	100	
20	IV	International Business Management	4	25	75	100	
21	IV	Entrepreneurship	4	25	75	100	
22	IV	Elective 3	3	25	75	100	
23	IV	Elective 4	3	25	75	100	
24	IV	<b>Main Project</b>	<b>6</b>	<b>50</b>	<b>50</b>	100	
<b>TOTAL</b>			90	725	1675	2400	

(c) The List of Electives offered in the III and IV Semesters

CC	III Semester	CC	IV Semester
<b>A. FINANCE</b>			
F 1	Security Analysis and Portfolio Management	F 4	Project Finance
F 2	International Financial Management	F 5	Mergers and Acquisitions
F 3	Insurance and Financial Services	F 6	Behavioural Finance
<b>B. HUMAN RESOURCE</b>			
H 1	Knowledge Management	H 4	Global Human Resource Management
H 2	Performance Management	H 5	Compensation and Reward Management
H 3	Human Resource Information System	H 6	Human Resource Analytics
<b>C. MARKETING</b>			
M 1	Social Media Marketing	M 4	Green Marketing
M 2	Consumer Behaviour	M 5	Retail Management
M 3	Rural Marketing	M 6	Marketing Analytics
<b>D. PRODUCTION AND LOGISTICS</b>			
P 1	Supply Chain and Logistics Management	P 4	Warehouse Management
P 2	Total Quality Management	P 5	Customs Laws and Procedure
P 3	Multimodal Transportation	P 6	Legal Aspects of Shipping

**CC – Course Serial Number**

(d) Every student has to select **TWO** electives from the list for the Third and the Fourth semester and any elective will be offered if and only if **25 per cent** of the class opts for that elective.

**(e) End Semester Examination Question Paper Pattern:**

For Theory Courses: Maximum Marks: 75 and Max. Time: 3 Hours

**Part A:** 10 marks (10 questions \* 1 mark)

**Part B:** 25 marks (5 questions \* 5 marks)

**Part C:** 40 marks (5 questions \* 8 marks)

**Note: Part A will have NO choice, Part B and Part C will have Internal Choice**

For Lab Courses: Maximum Marks: 50 and Max. Time: 2 Hours

The faculty member concerned will decide the pattern and panel of examiners and get them approved by the Head of the Department and the Principal of the College, before the conduct of the examination.

**(f) Continuous Internal Assessment:**

(i) For **Theory Courses** (Written End Semester Exam Courses), the Internal Assessment will be as follows:

<b>Continuous Internal Assessment Tests</b>	:	15 marks
(Three compulsory Tests should be attended by the student, out of which the average of the Best Two will be calculated)		
<b>Seminars / Presentations / Case Discussions by the Students</b>	:	05 marks
(Either Individual or Group Presentations)		
<b>Assignment / Term Paper / Case Study</b>	:	05 marks
<b>Total</b>	:	<b>25 marks</b>

**NOT**  
**E:**

1. The Duration of the Continuous Internal Assessment Tests will be One Hour. The faculty member concerned can decide the Question paper pattern for the test.
2. Based on the necessity and the nature of the Course Work, Seminars and Assignments can be added together and Reports / Audio Visual presentations / Case Presentations by the Individual students or a Group of Students can be evaluated by the Course Facilitator for the Maximum of Ten Marks.

(ii) For **Laboratory Courses**, the Internal Assessment will be as follows:

For Periodical Class Assessment	:	25 marks
For the Record	:	10 marks
For <b>One</b> Internal Assessment Test	:	15 marks
<b>Total</b>	:	<b>50 marks</b>

(iii) For **Project Works / Training Reports**, the Course Evaluation will be as follows:

For Project Report	:	50 marks
For Viva Voce	:	50 marks
<b>Total</b>	:	<b>100 marks</b>

**Note:**

1. Each student should strictly adhere to the schedule of the Project Work / Training as suggested by their respective Faculty Guides. No student will be allowed to submit the Project / Training report without the signature of the Faculty Guide and he / she will not be allowed to take up the Viva Voce Examination.
2. The marks secured by the student for the **REPORT** will be considered as **INTERNAL** marks and that of the **VIVA VOCE** Exam will be considered as **EXTERNAL** marks.



The **Project Report** will be evaluated on the following criteria:

**a) Faculty Guide (Internal Examiner):**

1. Adherence to Report Format	05
2. Introduction	05
3. Research Methodology	05
4. Review of Literature	05
5. Analysis and Interpretations	05
6. Managerial Implication of the Project	05
7. Identification of further scope for Research	05
8. Adherence to Procedure and Schedule	10
9. Adherence to Suggestions by the Guide	05
<b>Total</b>	<b>: 50 marks</b>

**Note:** Adherence to the Procedure and Schedule and the Adherence to Suggestions by the Guide are the pre requisite for getting marks in other components of the marks awarded by the Faculty Guide.

**b) A Panel of Examiners: (External Examiners)**

1. Adherence to Report Format	: 05
2. Introduction	: 05
3. Research Methodology	: 10
4. Review of Literature	: 05
5. Analysis and Interpretations	: 15
6. Managerial Implication of the Project	: 05
7. Identification of further scope for Research	: 05
<b>Total</b>	<b>: 50 marks</b>

The **Training Report** will be evaluated as per the following criteria:

**a) Faculty Guide (Internal Examiner):**

1. Adherence to Report Format	: 05
2. Introduction	: 05
3. Extent of Coverage of the Plant / Various Functional areas	: 10
4. Learning from the Training	: 10
5. Adherence to Procedure and Schedule	: 10
6. Adherence to Suggestions by the Guide	: 10
<b>Total</b>	<b>: 50 marks</b>

**Note:** Adherence to the Procedure and Schedule and the Adherence to Suggestions by the Guide are the pre requisite for getting marks in other components of the marks awarded by the Faculty Guide.

**b) A Panel of Examiners (External Examiners):**

1. Adherence to Report Format	15
2. Introduction	05
3. Extent of coverage of the Plant / Various functional areas	15
4. Learning from the Training	15
<b>Total</b>	<b>: 50 marks</b>

The students will be evaluated on the following criteria during the conduct of the **Viva Voce Examination:**

**a) Faculty Guide (Internal Examiner) :**

1. Introduction to the Project / Training	10
2. Methodology Adopted	10
3. Creativity in Presentation / Learning from the Training	10
4. Presentation Skills (including use of AV aids)	10
5. Answers to Questions	10
<b>Total</b>	<b>: 50 marks</b>

**b) A Panel of Examiners (External Examiners) :**

1. Introduction to the Project / Training	10
2. Methodology Adopted	10
3. Creativity in Presentation / Learning from the Training	10
4. Presentation Skills (including use of AV aids)	10
5. Answers to Questions	10
<b>Total</b>	<b>: 50 marks</b>

**Note:**

1. For Project / Training Report Evaluation and for the Viva voce examination, the average of the marks awarded by both Internal and External Examiners will be considered.
2. **The Panel of Examiners** should be constituted as follows:
  - a. Head of the Department
  - b. Project Guide (If the HoD is the Guide, next senior most faculty member)
  - c. One Faculty Member from any other College or University offering the same program, to be selected by the Principal concerned from the list of three faculty members submitted by the Head of the Department.
3. While sending the marks to the Controller of Examinations, the Panel of Examiners suggested by the Head of the Department and the Faculty member selected by the Principal should accompany the mark statement.

## 6. Project Works / Training Reports

(a) Every candidate shall have to undergo / undertake **SIX weeks Summer Internship / Project Work** and a **SIX weeks Main Project Work** in an organization of repute in India or abroad.

(b) Attendance Certificate from the Organization and Strict Adherence to the procedure, schedule and suggestions offered by the Faculty Guide are pre-requisites for acceptance of the report by the Department. Proper Joining Report duly counter signed by the Organization guide has to be sent to the Head of the Department within the date specified.

(c) Upon completion of the training / project, the report has to be submitted in duplicate within the time stipulated by the Head of the Department after joining the third / and during the fourth semesters for the summer and Main Projects respectively.

(d) The candidate shall have to make an oral presentation of his/her training/project report before a joint session of the faculty and students. Presentation of report shall carry 50 marks.

(e) The faculty shall evaluate the presentation and record of marks shall be maintained. A consolidated marks list duly signed by the Head of the Department shall be sent to the Controller of Examinations at the conclusion of presentations to be incorporated in the mark statement of the ensuing semester. The average of the marks awarded by both Internal and External Examiner(s) for the Viva Voce Examination will be treated as EXTERNAL marks (50)

(f) The report shall be examined by the Guide as an internal examiner for 50 marks and the External Examiner / a Panel of Examiners for 50 marks. The average of these will be considered as INTERNAL Marks (50)

(g) Any candidate who fails to defend his / her project / training report satisfactorily shall have to undergo training / take up a project afresh in the ensuing semester and defend it in similar manner as laid down above. **The veracity / genuineness of the project work / training should be proved beyond doubt.** If proved otherwise, a case of malpractice is to be reported and necessary action can be initiated as per the University norms.

(h) Any student failing to fulfill any of the above conditions has to be considered that he/she has to **'Reappear'** for the Summer Internship/Summer Project/Main Project, after completing the program period.

## 7. Transitory Provision:

The transitory provision is as follows: The student of this program has to complete the degree within 4 years (2 years + 2 years) from the date of joining the course. After that period, one extension of One year can be applied for and obtained from the authorities of the university, on a case to case basis, in an extraordinary situation only.

{Reference: UGC Letter DO No. 12 – 1/ 2015 (CPP – II) dated 15th October 2015}.

**PRINCIPLES OF MANAGEMENT AND  
BUSINESS ETHICS**

Type	L	T	P	C
Core - Theory	4	0	0	4

**Course Objectives:**

1. To impart the knowledge about the basic principles of management.
2. To inculcate the contemporary issues and evolution of different management practices.
3. To create awareness regarding the principles and ethics in management practices.

**UNIT 1:**

**Contact Hours: 11**

Nature of Management - Science or Art - The Evolution of Management Thoughts - Different approaches - Levels of manager - Skills of a manager - Management process - The Functions of Management - Planning, Organising, Staffing, Leading and controlling - System approach to Management Process - Internationalisation of Management

**UNIT 2:**

**Contact Hours: 12**

Types of Plans - Missions or Purpose - Objective or Goals - Strategies - Policies - Procedure Rules Programmes - Budgets - Steps in Planning process - Objectives - Management by Objectives  
 Management by Exception - Strategies - Policies - Planning Premises - Strategic Planning Process  
 Forecasting - Decision Making process - Models of decision making

**UNIT 3:**

**Contact Hours: 12**

Nature of Organising - Formal and Informal Organisation - Organization Levels and the Span of Management - Structure and Process of Organisation - Principles of Organising - Line and Staff Authority - Decentralization of Authority - Delegation of Authority - Organization Charts - Types of Departmentation - Staffing and its importance in the organization - Staffing concept - Process of Staffing - Peter's Principle

**UNIT 4:**

**Contact Hours: 16**

Directing and Leading - Characteristics of Leading - Importance of Leading - Functions of Leading - Leadership theories and styles - Motivation concept - Different theories of motivation - Communication Purpose - Process of Communication - Barriers and Break Downs - Essentials of effective communication - Controlling Process - Controlling as a Feedback System - Requirements for Effective Control - Budgetary and Non-Budgetary Control techniques - Statistical Data - Time-Event Network Analysis - IT Enabled Controlling techniques and its Challenges

**UNIT 5:**

**Contact Hours: 9**

Business ethics - Evolution of ethics - Principles of business ethics - Professional values - Ethical theories - Developing code of ethics - Corporate governance - Developing code of conduct - Corporate social responsibility - Business social responsibility - Total quality management

**Course Outcomes:**

1. To provide an understanding of basic management concepts, principles, and practices.
2. To develop strategic planning and decision-making strategies in an organization.
3. To predict the dynamics of controlling and its emerging issues in management.

**Reference:**

1. Tripathi and Reddy, Principles of Management, 5/e, 2018, Tata McGraw Hill
2. Self-Management Learning series, Vibrant publishers, 2017.
3. RN Gupta, Principles of Management, 5/e, 2018, S Chand publishing
4. LM Prasad, Principles and Practice of Management, 10/e, 2020. S Chand publishing
5. Harold Koontz, Heinz Weihrich, Essentials of Management, 9/e, 2018, Tata McGraw Hill

**ORGANISATIONAL BEHAVIOUR**

L	T	P	C
4	0	0	4

Course Objectives:

1. To facilitate understanding of human behaviour and its effective dealing in organizations.
2. To appraise the organization system in totality so as to understand the complex human behaviour in organizations.

**UNIT 1: Introduction**

**Contact Hours: 12**

Concept of OB; Management roles, skills and activities; contributing disciplines to the field of OB, OB Models -challenges and opportunities for OB.

**Unit 2: The Individual**

**Contact Hours: 12**

Personality: Meaning, determinants, major personality traits and attributes, Big Five Model, Job Fit Theory, Measuring personality.

Values and Attitudes: Formation of values and attitudes, values across culture, attitude - behaviour relationship, changing attitudes, job-related attitudes.

Perception and Attribution: Meaning, factors influencing perception, Attribution Theory, errors in attribution, decision making, rationality, and individual differences in decision making.

**Unit 3: Motivation and Employee Well-Being**

**Contact Hours: 12**

Meaning, Early theories of motivation, contemporary theories of motivation, motivating employees through various measures. Emotional Intelligence: Meaning, EQ competence framework, measuring and improving EQ; Appreciative inquiry, Work life balance: Meaning and significance; stress management - sources and consequences of stress, individual differences, managing stress, Employees well-being

**Unit 4: The Group**

**Contact Hours: 12**

Foundations of Group Behaviour, Stages of group development, group structure and processes, group decision making, understanding work teams, types of teams, creating effective teams, contemporary issues in managing teams. Power and Politics- Bases of power, power tactics, organizational politics; Conflict- Process of conflict, functional and dysfunctional conflict, managing conflict

**Unit 5: Organization**

**Contact Hours: 12**

Organization Structure: Elements of structure, common organizational designs, new design options, why structures differ, Organizational Culture, Meaning, surface manifestations, functions, creating and sustaining culture. Organizational Change, Forces for change, level of change, resistance to change, overcoming resistance to change, Changing organizational structure in the age Industry 4.0 - The influence of AI, IoT; Emergence of new workplace norms Evaluation Continuous Evaluation

**Course Outcomes:**

After studying this course, the students should be able:

1. To demonstrate the dynamics of individual and group behaviour in organizations.
2. To apply the issues related to attitude, perception and emotion of human beings in organizations.
3. To analyze the factors contributing to motivation, stress
4. To appraise the interaction of individual and the organization in group behaviour.

**Text Books:**

1. Robbins, Stephen P., and Timothy A. Judge (2019). Organizational behavior. Pearson.
2. Nelson, D., Quick, J., & Khandelwal, P. (2012). ORGB. A South-Asian Perspective. Reference Books: 26
3. Singh, S. (2005). Pareek, Udai 2004. Understanding Organizational Behaviour. New Delhi: Oxford University Press. PP. XII+ 548

**Reference Books:**

1. Luthans Fred., –Organizational Behaviour, McGraw Hill.
2. Hellriegel, Slocum and Woodman, Organizational Behavior, South-Western, Thomson Learning, 9th edition, 2001.
3. Behavior in Organizations, Jerald Greenberg, 8th ed, Pearson Education.
4. Arnold, John, Robertson, Ivan t. and Cooper, Cary, l., –Work psychology: understanding Human behavior in the workplace, Macmillan India Ltd., Delhi.
5. Dwivedi, R. S., –Human relations and organizational behaviour: a global perspective, Macmillan India Ltd., Delhi.

**MANAGERIAL ECONOMICS**

Type	L	T	P	C
Core - Theory	4	0	0	4

**Course Objectives:**

1. To make the students conversant with applying economic ideas to take decisions in the corporate.
2. To make the students to understand various market conditions and resource utilization.
3. To make them understand how to have a macro view of the economic situations in firm and then the economy in which the firm is operating.
4. To make the student students think globally and integrate the local market conditions with the international market conditions.

**UNIT 1:** **Contact Hours: 16**  
 Introduction to Managerial Economics, Approach to Managerial Decision making through Economics, Concept of firm, Basic Concepts in Economics, Demand and Supply analyses

**UNIT 2:** **Contact Hours: 12**  
 Production Analysis, Cost concepts and Analysis, Capital Budgeting decisions

**UNIT 3:** **Contact Hours: 12**  
 Pricing methods and decisions, Pricing in various market structures - Monopoly, Perfect Competition, Monopolistic Competition and Oligopoly Competition

**UNIT 4:** **Contact Hours: 12**  
 Overview of Macroeconomics, National Income, Monetary and Fiscal Policies, Inflation, Business cycles, Unemployment

**UNIT 5:** **Contact Hours: 8**  
 International aspects of Macroeconomics such as Balance of Payments, Foreign Exchange rates, globalization of Indian Business and Economic Environment of International Trade

**Course Outcomes:**

The students will be able to:

1. Learn in detail the application of basic economic concepts in managerial decision making.



2. Understand the consumer behaviour and how the market behaves because of the consumers.
3. Understand and apply various methods to analyze the various aspects of production, market and pricing strategies.
4. Know the integration of micro level decision making under the influence of macro level economic indicators in the global environment.

**Reference: (Use the latest Editions)**

1. PL Mehta, Managerial Economics, Sultan Chand
2. Paul A. Samuelson, Economics, McGraw Hill
3. Peterson & Lewis, Managerial Economics, Prentice Hall India
4. Atmanand, Managerial Economics, Excel Books
5. Yogesh Maheshwari, Managerial Economics, Prentice Hall India

### QUANTITATIVE TECHNIQUES

Type	L	T	P	C
Core - Theory	4	0	0	4

#### Course Objectives:

1. To create awareness on various quantitative concepts related to business and management
2. To apply quantitative concepts in business and management.
3. Developing a skill set to identify and solve business problems through individual and group tasks

#### **UNIT 1:**

**Contact Hours: 12**

Algebra - Set theory- Set Operations through Venn Diagrams - Relations- Functions - Linear and Non-Linear- Quadratic Equations--Graphical Representations of Functions - Introduction to Matrix Theory- Calculus - Functions, Limits and derivatives, Maxima & Minima of functions- Permutations and Combinations- Arithmetic - Ratios, Annuities, Progressions, Proportions, Variations

#### **UNIT 2:**

**Contact Hours: 12**

Introduction to Statistics - Data - Population / Sampling - Types of Variables - Measurement / Scaling - Descriptive Statistics - Summary Statistics - Measures of Central Tendency and Dispersion; Diagrammatic representation of data- Graphical representation of frequency distributions - Histograms, Frequency Polygon Curve, Ogive, Pie-Chart  
Introduction to Probability: Addition and multiplication theorems - Independent and dependent events; mutually exclusive events; Bayes theorem and its applications, conditional probabilities

#### **UNIT 3:**

**Contact Hours: 12**

Random Probability distribution and distribution functions - Discrete Probability distributions - Continuous Probability Distributions - Binomial, Poisson and Normal  
Sampling Theory - Types of sampling - Probability / non-probability sampling methods - sampling distribution - Standard error - Introduction to Central Limit Theorem  
Statistical inference - Theory of Estimation- Properties of estimates of Variables - Point / Interval Estimation --One two tailed tests-Test of hypothesis for one sample

#### **UNIT 4:**

**Contact Hours: 12**

Bivariate Analysis - two sample mean tests - Chi Square Analysis - Test of Independence - Analysis of Variance - One-Way Classification - Theory of Correlation - scattered diagram, Karl-Pearson & Spearman Rank Correlation - Introduction to partial Correlation - Regression Analysis

**UNIT 5:**

**Contact Hours: 12**

Introduction to Time series and forecasting - Time Series Variations in time trend, cyclical, seasonal and random - use of time series of business and forecasting. - Introduction to non-parametric tests - univariate and bivariate analysis- Basic Concept of Index Number - Simple and weighted index number

**Course Outcomes:**

1. The students will be comfortable to understand various quantitative concepts and their applications in business and management.
2. Developing ability to apply mathematics and statistics to solve managerial problems and take better business decisions.

**Reference:**

1. Levin R., and Rubin D, Statistics for Managers, Prentice Hall of India, New Delhi, 2006 (7th Edition)
2. Budnick S. Frank, “Applied Mathematics for Business, Economics and the Social Sciences”, Pub: McGraw Hill International editions
3. Panneerselvam, R., RESEARCH METHODOLOGY, PHI Learning Pvt. Ltd., New Delhi, 2004

Christian Albright and Wayne L. Winston (2011). Business Analytics: Data Analysis and Decision Making, Cengage Learning, New Delhi [5th Edition]

**ACCOUNTING FOR MANAGERS**

Type	L	T	P	C
Core - Theory	4	0	0	4

Course Objectives:

1. To enable students to acquire knowledge of concepts, methods and techniques of management accounting.
2. To make the students develop competence with their usage in managerial decision making and control.

**UNIT 1**

**Contact Hours: 16**

Financial Accounting - Definition - Purpose - GAAP - Standards - Rules - Journal - Ledger - Trial Balance - Trading and Profit and Loss account - Balance Sheet - Depreciation methods. Financial Statement Analysis.

**UNIT 2**

**Contact Hours: 11**

Costing - Purpose - Utility - Elements of Cost Sheet. Cost Determination - Cost accounting systems (Jobcosting, Process costing). Allocation of Overheads - Absorption costing. Marginal Costing (Applications) - Cost Volume Profit Analysis, Make or Buy Decision.

**UNIT 3**

**Contact Hours: 11**

Cost Control: Target Costing - Definition - Procedure - Implementation - Advantages. Life cycle Costing - Definition - Implementation. Activity Based Costing - Definition - Procedure - Implementation - Advantages. Stores Management - Importance - Scope - Stores Accounting - Physical Stock Verification - Surplus - Scrap - Obsolete.

**UNIT 4**

**Contact Hours: 10**

Forecasting - Demand Forecasting and Price Forecasting - Methods (Qualitative and Quantitative) - Prerequisites and Pitfalls - Measures of error and correction. Budgeting and Budgetary Control - Definition - Purpose - Types - Procedure - Advantages. Flexible Budgeting. Zero Base Budgeting.

**UNIT 5**

**Contact Hours: 12**

Standard Costing and Variance Analysis - Material - Labour - Overhead - Sales - Profit - Analysis and Reporting of Variances, Introduction to IFRS.

**Course Outcomes:**

Students will be able to

1. Prepare financial statements as per the accounting principles and standards.
2. Make decisions using the accounting tools and analyse the financial statements as per the requirement of stakeholders.

**Suggested Readings:**

2. Atkinson Anthony A., Rajiv D. Banker, Robert Kaplan and S. Mark Young, *Management Accounting*, Prentice Hall.
3. Horngreen Charles T., and Gary L. Sundem and William O. Stratton, *Introduction to Management Accounting*, Prentice Hall of India.
4. Drury Colin, *Management and Cost Accounting*, Thomson Learning.
5. Garison R.H. and E.W. Noreen, *Managerial Accounting*, McGraw Hill.
6. Ronald W. Hilton, *Managerial Accounting*, McGraw Hill Education.
7. Jawahar Lal, *Advanced Management Accounting, Text, Problems and Cases*, S.Chand & Co., New Delhi.

**Note:** Latest edition of the readings may be used.

**BUSINESS COMMUNICATION - LAB**

Type	L	T	P	C
Lab	0	0	4	2

**Course Objectives:**

1. To understand and demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation
2. To participate effectively in groups with emphasis on listening, critical and reflective thinking, and responding.
3. To develop the ability to read and write a documented paper and/or to give an oral presentation.

**SYLLABUS**

**I. Listening Skills**

- |              |   |                             |
|--------------|---|-----------------------------|
| Beginner     | - | Listening to a conversation |
|              | - | Listening to a talk show    |
|              | - | Listening to a documentary  |
| Intermediate | - | Listening to a conversation |
|              | - | Listening to a talk show    |
|              | - | Listening to a documentary  |
| Advance      | - | Listening to a conversation |
|              | - | Listening to a talk show    |
|              | - | Listening to a documentary  |

**II. Reading Skills**

- |                                 |   |              |
|---------------------------------|---|--------------|
| Reading Comprehension           | - | Beginner     |
|                                 | - | Intermediate |
|                                 | - | Advance      |
| Interpreting Visual Information | - | Graph        |
|                                 | - | Charts       |
|                                 | - | Table        |

**III. Writing**

- Skills** Job Application  
 Letter Resume  
 Writing  
 Writing a circular  
 Writing an agenda  
 Minutes of meeting  
 Interpreting visual information - Graph, Charts, Table  
 Writing a blog

**IV. Speaking Skills**

Self-Introduction

Public Speaking

Extempore

Debate

Group Discussion

Role play

Welcome address

Vote of thanks

**Course Outcomes:**

1. Students will gain confidence in their business communication skills.
2. Students shall be able to draft business correspondence with brevity and clarity
3. Students shall be able to deliver effective oral business presentation.





**UNIT 5:** Industrial Relation, Health and safety

**Contact**

**Hours: 9** Industrial Relation, Health and safety measures Industrial Relations - Meaning & Characteristics Industrial Relations - Parties to Industrial relations - Nature of Trade Unions - Problems of Trade Union - Measures to Strengthen Trade Union Movement in India - Causes for Industrial Disputes - Settlement of Industrial Disputes, Occupational Security and Safety: Accidents, Workplace Health Hazards: Problems and Remedies

**Course Outcomes:**

1. To provide knowledge about management issues related to staffing, training, performance, compensation, human factors consideration and compliance with human resource requirements.
2. Designing the appreciate role of HR specialist for implementing HRM policies.
3. Develop the responsibility of employer and legal system to manage the employment relation.

**Reference:**

1. A George W. Bchlander, Scott A. Snell, (2014), Principles of Human Resource Management, 16th edition, Cengage Learning.
2. B Gary Dessler, BijuVarkkey, (2018), Human Resource Management, 15th edition, Pearson Education.
3. Denisi, Griffin, Sarkar, (2016), Human Resource Management, 2nd edition Cengage Learning.
4. Aswathappa K, (2013), Human Resource Management: Text and Cases, 17th edition, Tata McGraw-Hill.

**FINANCIAL MANAGEMENT**

Type	L	T	P	C
Core - Theory	4	0	0	4

**Course Objectives:**

1. This Course aims is to provide an understanding (from both a theoretical and an empirical standpoint) of some of the central decision problems in corporate finance: capital raising, capital structure decisions, the effects of conflicts between different types of stakeholders within the firm and corporate ownership and governance issues.
2. This course will help students to apply theoretical concepts to real case scenarios and develop their analytical skills in analyzing and discussing case studies of real companies

**UNIT 1: Financial valuation**

**Contact Hours: 14**

Financial objectives of the firm - income - profit - Time value of money - present value - future value financial instruments - Debt - equity - derivatives. Valuation of debt instruments - debt cash flows - bond yield. Valuation of equity instruments - Dividend discount models - Relative valuation - efficient market hypothesis Cost of capital - opportunity cost of capital - marginal cost of capital - weighted average cost of capital Valuing a business-discounted cash flow method.

**UNIT 2: Financial Structure**

**Contact Hours: 14**

Corporate source of finance - long term - public issue - venture capital - Capital structure theory - net income approach - net operating income approach - traditional approach - Modigliani and Miller approach. Leverage and financial decisions - trade-off theory - pecking order theory - financial leverage Designing capital structure - EBIT - EPS analysis - ROI - ROE analysis

**UNIT 3: Capital Budgeting Decisions**

**Contact Hours:**

**10** Corporate project types - unequal lifetime - replacements Projected cash flows - free cash flows Techniques of evaluation - accounting rate of return - payoff period - net present value - internal rate of return Conflict in evaluation - NPV vs. IRR - modified IRR Capital rationing Sensitivity analysis.

**UNIT 4: Dividend Decisions**

**Contact Hours: 10**

Factors influencing dividend payment of a firm, Dividend models - Walter - Gordon - Modigliani and Miller Dividend policy of a firm Alternate forms of dividend - bonus shares - stock splits - stock options - stock repurchase. Working capital management decisions. Working capital cycle Inventory management Receivables management Cash management, Financing Working Capital

**UNIT 5: Financial Analysis Applications**

**Contact Hours:**

**12 Case studies in**

Financial Forecasting and valuation - asset based and discounted cash flow methods, forecasting models, analyst forecasts  
Financial Statement analysis - Industry and company analysis  
Consolidated financial statement analysis and Analysis of inter-corporate investments  
financial analysis of multinational corporations  
Cost control and pricing

**Course Outcomes**

1. This Course will elevate the understanding of financial concept values and principles.
2. This course examines the role of finance in supporting the functional areas of a firm, and fosters an understanding of how financial decisions themselves can create value.
3. To enhance the Basic analytical skills and principles of corporate finance

**Reference:**

1. Ross Stephan A., R. Westerfield, and D.J. Bradford, Fundamentals of Corporate Finance, Tata Mc-Graw Hill, 2008.
2. Gerald I. White, A.C. Sondhi and D. Fried, The Analysis and Use of Financial statements, Wiley India, 2007.
3. Pandey, I.M. Financial Management, Vikas publishing, 2013, Tenth edition.

**MARKETING MANAGEMENT**

Type	L	T	P	C
Core - Theory	4	0	0	4

**Course Objectives:**

1. To understand the concepts of marketing management
2. To learn about marketing process for different types of products and services
3. To understand the tools used by marketing managers in decision situations
4. 4. To understand the marketing environment

**UNIT 1: Basic Concepts of Marketing**

**Contact Hours:**

**13** Definition, Concept of Exchange-Needs & Wants, Economic Utility, Evolution of Marketing, Marketing Concept, Marketing Myopia, Significance of Marketing, Delivering Values, Satisfaction & Retention: Business components, Customer satisfaction, Concept of value, Analyzing market opportunities: Marketing environment: Macro environmental factors

**UNIT 2: Market Analysis and Segmentation**

**Contact Hours:**

**11** Market Analysis - Types of Markets - Marketing mix elements - Market Portfolio Planning - Demand forecasting methods - Survey - Buyer’s opinion - Composite Sales force opinion - Experts’ opinion - Market test method. Market Segmentation - Bases of Segmenting Consumer Market and Industrial Market - Target Marketing - Product differentiation - Market Positioning Strategy.

**UNIT 3: Product Policy and Advertising**

**Contact Hours:**

**13** Product and product line, Product classification, product mix strategy, Product life cycle, New product development, Branding and packaging, Benefits of advertising, Developing and advertising program, Sales promotion, public relation, personal selling, Pricing, significance of pricing, Price adjustments, Effect of price change

**UNIT 4: Consumer Behaviour and CRM**

**Contact Hours:**

**13** Consumer Behaviour - Factors influencing Consumer Behaviour - Demographics - Psychographics - Behavioural - Psychological influence - Purchase decision process - Strategies - Family decision making - Stages in buying process - Dissonance behaviour. Customer Relationship Management

**UNIT 5: Marketing Channels and Distribution**

**Contact Hours:**

**10** Nature of marketing channels, Role of marketing channels, Functions of marketing channels, Designing distribution channels, Channel management, Channel dynamics

**Course Outcomes:**

On completion of this course, the students will be able to

1. Students will demonstrate strong conceptual knowledge in the functional area of marketing management
2. Students will demonstrate effective understanding of relevant functional areas of marketing management and its application
3. Students will demonstrate analytical skills in identification and resolution of problems pertaining to marketing management.

**Reference:**

1. Philip Kotler, Keller, A Frame Work of Marketing Management, 5th Edition, Prentice Hall, 2011
2. Gupta, G.B. and N. Rajan Nair., Marketing Management, Sultan Chand & Sons, New Delhi, 2011
3. Ramaswamy, V. S., & Namakumari, S. (2017), Marketing Management: Indian Context with Global Perspective, McGraw hill
4. Dhruv Grewal, Michael Lerg, Marketing Management, Tata McGraw Hill, New Delhi, 2011.
5. Karen Webb, Consumer Behaviour, 2nd Edition, Tata McGraw Hill, New Delhi, 2011

**PRODUCTION AND LOGISTICS MANAGEMENT**

Type	L	T	P	C
Core - Theory	4	0	0	4

**Course Objectives:**

1. Introducing the macro and micro concepts of Production and Logistics (P & L)
2. Explaining the important decision points in P & L
3. Providing knowledge on methods adopted in various decision points of P & L

**UNIT 1:**

**Contact Hours: 12**

Production and Operations Management - Definition - Scope - Importance. Systems View. Forecasting - Methods - Prerequisites and Pitfalls - Measures of error and correction. Plant Location - Selection techniques - Qualitative and Quantitative (new and expansion).

**UNIT 2:**

**Contact Hours: 12**

Capacity Planning. JIT and lean systems. CIM. Layout - Types - Advantages - Applicability (CRAFT - CORELAP, ALDEP). Stores Location. Production Planning and Control - Aggregate Production / Operations planning, Master Production Schedule. EBQ - Joint Cycle. Value Engineering.

**UNIT 3:**

**Contact Hours: 12**

Materials Management - MRP - Budgeting - Inventory System - P & Q Systems. Classification of Materials (ABC, VED, and the like). Material Handling. Maintenance Management - Preventive - Breakdown.

**UNIT 4:**

**Contact Hours: 12**

Statistical Quality control - Acceptance Sampling - Operating Characteristic (OC) curve - QC Charts. TQM. Zero defect programme. Process flow Charts. Work Study - Procedures - Applicability. Industrial Safety.

**UNIT 5:**

**Contact Hours: 12**

Overview of Logistics - Responsibilities of the logistics operator - Multi-modal Transportation - Supply Chain Management (SCM) - Vendor Development - Bullwhip effect. Freight forwarding logistics - tracking of consignments - Introduction to Warehouse management.

**Course Outcomes:**

Enable the learners to

1. Understand the issues related to P & L in the given situation
2. Adopt appropriate qualitative or quantitative methods to make a P & L decision

3. Plan the P & L activities of the organisation with an orientation to improve the efficiency and effectiveness

**Reference:**

1. E. S. Buffa, (2007), Modern Production / Operation Management, 8th edition, Wiley
2. R. Panneerselvam, (2013), Production and Operations Management, 3rd edition, PHI.
3. S. N. Chary, (2012), Production and Operations Management, 5<sup>th</sup> edition, Tata McGraw Hill.
4. Craig Voortman, (2004), Global Logistics Management, Juta Academic
5. S. K. Nandi & S. L. Ganapathi, (2015), Logistics Management, Oxford University Press

**RESEARCH METHODOLOGY**

Type	L	T	P	C
Core - Theory	4	0	0	4

**Course Objectives:**

1. To understand the need for research and its process in business.
2. To introduce the fundamentals of Scientific Research and the methods of data analytics.
3. To enable the student to conduct research study and prepare the report.

**UNIT 1:**

**Contact Hours: 12**

Concepts of Research: Characteristics, Objectives, hypothesis and theory - Types of Research - measures of a good research. Research Process - Research Problem - Research Design - formulation of hypothesis - feasibility study.

**UNIT 2:**

**Contact Hours: 12**

Measurement and scaling techniques - Levels of scale measurement - Criteria for good measurement - Types of scales - survey instrument development - Pilot study - Reliability and Validity of data.

**UNIT 3:**

**Contact Hours: 12**

Data Collection - Primary versus Secondary data - methods of data collection - Sampling Design: Sampling methods -Probability and Non- Probability sampling - Sample size determination.

**UNIT 4:**

**Contact Hours: 12**

Qualitative and Quantitative Data Analysis: Data Preparation, Hypothesis testing, Univariate and Bivariate analysis - Introduction to multivariate techniques.

**UNIT 5:**

**Contact Hours: 12**

Research Reports - Structure and Components of Research Report - Research Results - Report Generation - Citation styles - Plagiarism - Presentation.

**Course Outcomes:**

1. Identification of the research problem and the application of the appropriate research techniques.
2. Practice of the ability to develop the survey instrument, data collection and data analytics.
3. Expertise presentation of research report with the help of plagiarism software.



**Reference:**

1. Cooper D, Schindler P, Sharma J (2018), Business Research Methods, 12e edition, McGraw-Hill education.
2. Panneerselvam R, (2013), Research Methodology, Prentice Hall of India, New Delhi.
3. Kothari C R, Gaurav G (2019), Research Methodology - Methods and Techniques, New Age International (P) Limited.

**DATA ANALYSIS SKILLS - LAB**

Type	L	T	P	C
Core - lab	0	0	4	2

**Course Objectives:**

1. To enhance the analytical capability of the students using statistics.
2. Describe the fundamental principles of hypothesis testing, define significance level and perform an appropriate test to identify sampling variation of sample means.
3. To convert raw data into useful information using descriptive statistics such as measures of central tendency and dispersion.

**SYLLABUS**

**Part I: Data Entering and Editing**

- 1: Familiarizing with different tool bar using MS Excel
- 2: Inserting, Changing & Deleting Columns & Rows using MS Excel
- 3: Entering data from MS Excel to SPSS
- 4: Familiarizing with different levels of measurement using SPSS

**Part II: Computing Using Formulas:**

- 5: Arithmetic Calculations (Mean, Median, Mode) using MS Excel.
- 6: Arithmetic Calculations (Mean, Median, Mode) using SPSS.
- 7: Calculating Variance & S.D using MS Excel
- 8: Calculations using 'if' functions
- 9: Calculating Variance & S.D using SPSS

**Part III: Creating Charts:**

- 10: Creating different Charts using MS Excel
- 11: Formatting Chart Objects, Changing the Chart Type using MS Excel
- 12: Pivot chart using MS Excel
- 13: Creating different Charts using SPSS

**Part IV: Validity and Reliability:**

- 14: Data Validation & Basic Conditional Formatting using MS Excel
- 15: Goodness of fit using MS Excel
- 16: Reliability and Normality test using SPSS

**Part V: Uni variate Analysis:**

- 17: One sample T Test using MS Excel
- 18: One sample T Test and Run test using SPSS

**Part VI: Inferential Analysis:**

- 19: Chi Square test using SPSS
- 20: Independent Sample T Test using MS Excel
- 21: Independent Sample T Test using SPSS
- 22: One way ANOVA using MS Excel
- 23: One way ANOVA using SPSS
- 24: Correlation Analysis using MS Excel
- 25: Correlation and Regression Analysis using SPSS

**Course Outcomes:**

1. Students shall know how to organize, manage, and present data.
2. Students shall be able to perform validity and reliability test.
3. Students shall be able to use and apply a wide variety of specific statistical methods.

• **Academic Calendar of the University**

**Nesamony Memorial Christian College, Martandam**

Day Order 2021 -'22 - Even Semester

Feb 2022						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1 A	2 B	3 C	4 D	5 A
6	7 E	8 F	9 A	10 B	11 C	12 B
13	14 D	15 E	16 F	17 A	18 B	19 C
20	21 C	22 D	23 E	24 F	25 A	26 D
27	28 B					

1 - College reopens

Total working days – 24

Mar 2022						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1 C	2 D	3 E	4 F	5 E
6	7 A	8 B	9 C	10 D	11 E	12 F
13	14 F	15 A	16 B	17 C	18 D	19 A
20	21 E	22 F	23 A	24 B	25 C	26 B
27	28 D	29 E	30 F	31 A		

10-17 I Internal Test

Total working days – 51

Apr 2022						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1 B	2
3	4 C	5 D	6 E	7 F	8 A	9 C
10	11 B	12 C	13 D	14	15	16D
17	18 E	19 F	20 A	21 B	22 C	23 E
24	25 D	26 E	27 F	28 A	29 B	30 F

2- Telugu New year

6-13 II Internal Test

14- Tamil New year

15 - Good Friday

Total working days – 74

May 2022						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2 C	3	4 D	5 E	6 F	7 A
8	9 A	10 B	11 C	12 D	13E	14 B
15	16 F	17 A	18 B	19 C	20 D	21 C
22	23	24	25	26	27F	28
29	30	31				

1- May day

3- Ramzan

2-10 III Internal Test

Total working days – 91

PRINCIPAL

## Nesamony Memorial Christian College, Martandam

### Day Order 2021 -'22 - Odd Semester

Aug 2021						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9 A	10 B	11 C	12 D	13 E	14
15	16 F	17 A	18 B	19 C	20	21
22	23 D	24 E	25 F	26 A	27 B	28
29	30	31 C				

9-Reopening II & III UG, II PG

15- Independence day

20 - Moharam

30 - Krishna Jeyanthi

Total working days - 15

Oct 2021						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
31					1 E	2
3	4 F	5 A	6 B	7 C	8 D	9
10	11 E	12 F	13 A	14	15	16
17	18 B	19	20 C	21 D	22 E	23 A
24	25 F	26 A	27 B	28 C	29 D	30 B

1 - Exam fee payment Portal Opening

2 - Gandhi Jeyanthi

11- Exam fee payment portal closing

14 - Ayuda & Saraswathi Pooja

15 - Vijaya Dasami

19 - Milad-un-Nabi

6-13 - Term test I - I UG & I PG

20-27 - Term test II - II, III UG & II PG

1-10 - Exam fee payment

Total working days - 59

Dec 2021						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 B	2 C	3 D	4 F
5	6 E	7 F	8 A	9 B	10 C	11 D
12	13 E	14 F	15 A	16 B	17 C	18 D
19	20 E	21 F	22 A	23 B	24	25
26	27	28	29	30	31	

17 - PG practical Exam

27 - UG practical Exam

13-20 - Term test III-UG I & I PG

24 - 2 Jan - Institutional holiday

27 - UG practical Exam

Total working days - 103

Sep 2021						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 D	2 E	3 F	4 A
5	6 B	7 C	8 D	9 E	10	11
12	13 A	14 B	15 C	16 D	17 E	18 F
19	20 A	21 B	22 C	23 D	24 E	25 F
26	27 A	28 B	29 C	30 D		

6- Commencement of I UG

10 - Vinayaga Chathurthi

15-22 - Term test I - II, III UG & II PG

Total working days - 39

Nov 2021						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1 E	2 F	3 A	4	5 B	6 C
7	8 C	9 D	10 E	11 F	12 A	13
14	15 B	16 C	17 D	18 E	19 F	20 D
21	22 A	23 B	24 C	25 D	26 E	27 E
28	29 F	30 A				

4 - Deepavali

15-22 - Term test III- II, III UG & II PG

15-22 - Term test II - I UG & I PG

22 - UG Practical Exam II & III UG

Total working days - 83

Jan 2022						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3 C	4 D	5 E	6 F	7 A	8 B
9	10 C	11 D	12 E	13 F	14	15
16	17 A	18	19 B	20 C	21	22
23	24	25	26	27	28	29
30	31					

3 to 10 - Model Exam

14 - Pongal

15 - Thiruvalluvar day

16 - Uzhavar thirunal

18 - Thai Poosam

21 - University exam Theory

Total working days - 116

PRINCIPAL

Nesamony Memorial Christian College, Martandam

Day Order 2020 -'21 - Even Semester

Dec 2020						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28 D	29	30 E	31 F		

28 - Even Semester reopens  
29 - Suchindram temple festival

Total working days – 3

Feb 2021						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1 F	2 A	3 B	4 C	5 D	6
7	8 E	9 F	10 A	11 B	12 C	13
14	15 D	16 E	17 F	18 A	19 B	20
21	22 C	23 D	24 E	25 F	26 A	27
28						

1-8 First Internal

Total working days – 40

Apr 2021						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1 A	2	3
4	5 B	6 C	7 D	8 E	9 F	10
11	12 A	13	14	15 B	16 C	17
18	19 D	20 E	21 F	22 A	23 B	24
25	26 C	27 D	28 E	29 F	30 A	

2- Good Friday  
19-26 Third Internal  
10-Second Saturday 13  
- Telugu new year  
14 - Tamil new year  
Total working days – 82

Jan 2021						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
31					1	2 A
3	4 B	5 C	6 D	7 E	8 F	9
10	11 A	12 B	13 C	14	15	16
17	18 D	19 E	20 F	21 A	22 B	23
24	25 C	26	27 D	28	29 E	30

1- New year  
14 - Pongal  
15 - Thiruvalluvar day

16 - Uzhavar day  
26 - Republic day  
28 - Thaipusam

Total working days – 20

Mar 2021						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1 B	2 C	3 D	4 E	5 F	6
7	8 A	9 B	10 C	11 D	12 E	13
14	15 F	16 A	17 B	18 C	19 D	20
21	22 E	23 F	24 A	25 B	26 C	27
28	29 D	30 E	31 F			

8-15 Second Internal

Total working days – 63

May 2021						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	31					1
2	3 B	4 C	5 D	6 E	7 F	8
9	10 A	11 B	12 C	13 D	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

1 - May day  
14 - Ramzan  
Total working days – 91

Nesamony Memorial Christian College, Martandam

Day Order 2020 -'21 - Odd Semester

Aug 2020						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	31 C					1
2	3 A	4 B	5 C	6 D	7 E	8
9	10 F	11	12 A	13 B	14 C	15
16	17 D	18 E	19 F	20 A	21 B	22
23	24 C	25 D	26 E	27 F	28 A	29 B

Sep 2020						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1 D	2 E	3 F	4 A	5 B
6	7 C	8 D	9 E	10 F	11 A	12
13	14 B	15 C	16 D	17 E	18 F	19 A
20	21 B	22 C	23 D	24 E	25 F	26 A
27	28 B	29 C	30 D			

1 – Bakrid

11 – Krishna Jeyanthi

15- Independence day

22 – Vinayaga Chaturthi

30 - Moharam

Total working days – 21

Total working days – 46

Oct 2020						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1 E	2	3 F
4	5 A	6 B	7 C	8 D	9 E	10
11	12 F	13 A	14 B	15 C	16 D	17 E
18	19 F	20 A	21 B	22 C	23 D	24 E
25	26	27 F	28 A	29 B	30	31 C

2 - Gandhi Jeyanthi

25 – Saraswathy Pooja 26 – Vijaya Dasami

30 – MiladI-nabi

Total working days – 69

PRINCIPAL

- Academic Time Table with the name of the Faculty members handling the Course and Teaching Load of each Faculty

**Department Of Management Studies  
Even Semester (2021-2022)**

DAYS	HOUR	IBBA	IIBBA	IIIBBA	IMBA	IIMBA	
A	1	MATHS	JM	DM	AF	BS/HS/PP	
	2	T/M	GS	BS	SS	NL	
	3	PP	AF	HS	JM	DM	
	4	HS	BS	BA	GS	PP	
	5	ENGLISH	BA	GS	NL	SS	
B	1	HS	BS	BA	AF	PP	
	2	T/M	JM	HS	PP/AF	DM	
	3	ENGLISH	NME-NL	DM	PP/BS	SS	
	4	MATHS	AF	BS	JM	NL/BA/GS	
	5	VBE-BA	DM	JM	SS	NL	
C	1	ENGLISH	AF	BS	NL	DM	
	2	T/M	GS	BA	SS	BS/HS/PP	
	3	VBE-BA	JM	DM	GS	PP	
	4	MATHS	SS	HS	JM	NL/BA/GS	
	5	PP	BS	GS	AF	NL	
D	1	MATHS	JM	DM	SS	NL/BA/GS	
	2	PP	SS	BA	NL	BS/HS/AF	
	3	ENGLISH	DM	BS	JM	PP	
	4	T/M	GS	HS	AF	DM	
	5	HS	NME-NL	JM	GS	BA	
E	1	HS	SS	BA	GS	DM	
	2	ENGLISH	AF	HS	SS	PP	
	3	T/M	GS	DM	JM	BS/HS/AF	
	4	MATHS	BS	JM	AF	NL/BA/GS	
	5	PP	DM	BS	NL	JM	
F	1	PP	DM	BS	JM	NL/BA/GS	
	2	ENGLISH	SS	DM	GS	BS/HS/AF	
	3	MATHS	AF	HS	NL	SS	
	4	T/M	BA	JM	PP/AF	NL	
	5	HS	JM	BA	PP/AF	DM	



**SS-Sam Santhose**

- 1) Effective Employability Skills –II BBA
- 2) Research Methodology -I MBA
- 3) Project-II MBA

**JM-Jeba Melvin**

- 1) Cost and Management Accounting -II BBA
- 2) Financial Management-I MBA
- 3) Project – III BBA

**NL-Noble Lawrence**

- 1) NME-II BBA
- 2) Human Resource Management -I MBA
- 3) Stress Management-II MBA
- 4) Project-II MBA

**DM-Ashlin Melbha**

- 1) Research Methodology-II BBA
- 2) Retail Management-III BBA
- 3) International Business Management-II MBA

**AF-Arun Fred**

- 1) Production and operations Management –II BBA
- 2) Production and Logistics Management-I MBA
- 3) Data Analysis Skills Lab-II MBA
- 4) Supply Chain Management-II MBA

**HS-Helen Snekhya**

- 1) Managerial Economics-I BBA
- 2) Entrepreneurship -III BBA
- 3) Project Finance-II MBA

**PP-P.Prejith**

- 1) Professional English for Commerce and Management-I BBA
- 2) Data Analysis Skills Lab-I MBA
- 3) Business Policy and Strategic Management -II MBA
- 4) Supply Chain Management-II MBA

**BA-B.Anisha**

- 1) Value based education- I BBA
- 2) Computers for Digital Era -II BBA
- 3) Financial Management -III BBA
- 4) Strategic Financial Management -II MBA

**BS-Boving Sathya**

- 1) Human Resource Management- II BBA
- 2) Human Resource Management- III BBA
- 3) Training and Development-II MBA

**GS-Goldyn Abric Sam**

- 1) Marketing Management-II BBA
- 2) Marketing Management- II BBA
- 3) Procurement and Quality Management-II MBA

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

Sl. No.	Year	Students Enrolled	No. of Students placed
1.	2018-2019	40	25
2.	2019-2020	28	15
3.	2020-2021	28	18

**17. List of Research Projects/ Consultancy Works****• Number of Projects carried out, funding agency, Grant received**

1. Effectiveness of Skill development in Rural Transformation, ICSSR, 2 Years, IMPRESS (Plan/ Scheme), Rs. 4,00,000

**• Publications (if any) out of research in last three years out of masters projects**

1. Dr. N. Arun Fred, published a paper entitled “Expectations in Skill Development Program: A Case Study Based Reality Check on Rural Transformation Perspective”, International Journal for Modern Trends in Science and Technology, 2021, ISSN: 2455-3778, pg. 68-77.
2. Dr. N. Arun Fred, published a paper entitled “Case Study On Rural Expectations And Reality In Skill Development Programme: Social Approach”, Turkish Online Journal of Qualitative Inquiry (TOJQI), 2021, ISSN: 1309-6591, pg. 6263-6275.

**• Industry Linkage****MoUs with Industries**

02-12-2018

To  
The Principal,  
Nesamony Memorial Christian College,  
Marthandam - 629 165, Kanyakumari District  
Tamil Nadu, INDIA

Sub: Collaborating in Education, Corporate Training and Research Reg.

Memorandum of Understanding Between

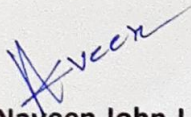
Department of Management Studies, Nesamony Memorial Christian College,  
and beneficial collaboration of Ozias Technologies

For the purpose of Collaborating in Education, Corporate Training and Research. Ozias Technologies have tie up with various colleges, Companies and linkages with in India and Abroad for promoting education and research in software field.


This Memorandum of understanding is genuine and beneficial Collaboration. We Ozias Technologies Welcome the Mission and Vision of Department of Management Studies as part of **Industry Institution Partnership Cell**. The establishment of this MoU for cooperation and jointly agree to the provision as set above .This MoU will be effective from the date of signing.

Thanks & Regards  
For Ozias Team

For Nesamoney Memorial Christian College

  
Naveen John J.  
CEO



  
Dr. K. Paul Raj  
Principal  
NESAMONY MEMORIAL  
CHRISTIAN COLLEGE  
MARTHANDAM

WEB APPLICATION | SOFTWARE DEVELOPMENT | CCTV | IT SECURITY SOLUTIONS

John plaza, Near SETC Depot, Pammam, marthandam- 629165





# ASIAN ANALYTICAL LABORATORIES PVT. LTD.

To

The Head of the Department  
Department of Management studies,  
Nesamony Memorial Christian College  
Marthandam-629165, Kanyakumari District  
Tamilnadu, India

**Sub : Collaboration in Corporate Training, Industrial visit and Project Consultation – Reg**

## Memorandum of Understanding Between

Department of Management Studies, Nesamony Memorial Christian College and beneficial collaboration of Asian Analytical Laboratories Pvt Ltd.

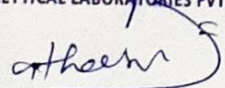
For the purpose of Collaborating in Corporate Training, Industrial field visit and Project Consultation. Asian Analytical Laboratories Pvt Ltd have tie up with various Universities, Companies and linkages with in India and Abroad for promoting, Corporate Training and Project Consultation.

This Memorandum of understanding is genuine and beneficial collaboration. We, Asian Analytical Laboratories welcome the mission and vision of department of management studies as part of **Industry Institution Partnership Cell**. The establishment of this MoU for cooperation and jointly agreeing to the provision as set out above. This MoU will be effective from the date of signing.

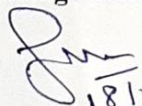
**Thanks & Regards**

**For Asian Analytical Laboratories Pvt Ltd**

For ASIAN ANALYTICAL LABORATORIES PVT.LTD.

  
( Dr.J.M.Satheesh )  
Authorised Signatory

**For Department of Management Studies**

  
18/02/2021





# VICTORY EMBROIDERY SCHOOL

KULASEKHARAM ROAD, MARTHANDAM-629165

To

08.01.2020

The Principal,  
Nesamony Memorial Christian College,  
Marthandam-629165.

Sub; Collaboration for Education, Skill development, Corporate Training etc

Memorandum of Understanding between Department of Management Studies, Nesamony Memorial Christian College and Victory Embroidery School, Marthandam.

For the purpose of Collaboration for Education, Skill development and Corporate Training, Victory Embroidery School have the tie up for the development of students in Management Studies.

This Memorandum of Understanding will help the students of Management Studies to gain industrial knowledge and develop industrial behaviour. The establishment of this MoU is for the Cooperation and to jointly agree for the provisions as said above. The MoU will be effect from 8-01-2020 for the next two years.

Yours sincerely

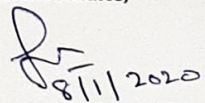
For Victory Embroidery School




Managing Partner

**VICTORY EMBROIDERY SCHOOL**  
MARTANDAM - 629 165.

For Department of Management Studies,



Dr. Sam Santhosé  
The HoD, NMCC



The Principal,  
Nesamony Memorial Christian College  
**PRINCIPAL**  
NESAMONY MEMORIAL  
CHRISTIAN COLLEGE  
MARTHANDAM



Since: 1988

# Pc PREMIER CAPS

... Behind Packers Trust

Mfrs: Pilfer Proof Caps, Replica Caps & Pharma Grade Caps

5-99D, THURUMBALVILAI, RAILWAY STATION ROAD, NEAR R.C. CHURCH,

MARTHANDAM - 629 165, KANYAKUMARI DISTRICT, TAMIL NADU.

PHONE: 04651-272722, 94423 01177, 94869 42949, 9443976620.

e-mail: premiercaps88@gmail.com

UNA: No.: TN09A0001571  
GST. No: 33BYNPB9934L1ZY  
State & Code: Tamil Nadu (33)



*There is a thin line between the better and best let's cross it.*

Date: 03-01-2020

To

The Principal,  
Nesamony Memorial Christian College,  
Marthandam - 629 165, Kanyakumari District  
Tamil Nadu.

Sub: Collaboration in Industrial Training, Project Guidance and Industrial Safety.

Memorandum of Understanding between Department of Management Studies, Nesamony Memorial Christian College and Premier Caps, Marthandam.

For the purpose of collaboration in industrial training, project guidance and industrial safety, Premier caps have the tie up with some colleges for the development of students of management studies.

This memorandum of understanding will help the students of management studies to acquire Management Skills. The establishment of this MoU for Cooperation and jointly agree to the provision as said above. The MoU will effect from 03-01-2020 for the next 3 years.

Thanks & Regards

For Premier Caps,

*W. B. Sundar Raj*  
Proprietor.



For Nesamony Memorial Christian College,

*Dr. R. Paulraj*

Dr. R. Paulraj,  
Principal.

PRINCIPAL  
NESAMONY MEMORIAL  
CHRISTIAN COLLEGE  
MARTHANDAM

For Department of Management Studies,

*Mr. S. Sam Santhos*  
31/1/2020

Mr. S. Sam Santhos,  
Associate Professor & HOD.



Founder: M. Wilson Sundar Raj BA



To

The Head of the Department,  
Department of Management Studies,  
Nesamony Memorial Christian College,  
Marthandam, Kanyakumari District,  
Tamil Nadu-629165

**Sub: Collaboration in Corporate Training, Industrial Visit and Project Consultation-reg.**

This Memorandum of Understanding (MOU) is entered into on this the 18<sup>th</sup> Day of February 2020, between **Department of Management Studies, Nesamony Memorial Christian College, Marthandam** and **Bharath Exim, Vettuvenni, Marthandam** for Collaboration in Corporate Training, Industrial Visit and Project Consultation.

This MOU is signed with the noble vision of imparting the requisite knowledge and skills to the student community for bridging the gap between Industry & Academia and thereby enhance their employability. Bharath Exim will not bear any financial commitments during the programme.

This agreement will be valid until it is expressly terminated by either party on mutually agreed terms.

**Agreed**

For Bharath Exim

*For Bharath Exim*

Authorized Signatory

*Partner*

For Dept. of Management Studies (NMCC)

*[Signature]*  
18/02/2020

Authorized Signatory





# iDynamics

To

The Head of the Department,  
Department of Management Studies,  
Nesamony Memorial Christian College,  
Marthandam, Kanyakumari District,  
Tamilnadu – 629 165

***Sub: Collaboration in Corporate Training, Industrial Visit and Project Consultation – reg.***

This Memorandum of Understanding (MoU) is entered into on this the 18<sup>th</sup> Day of February 2020, between Department of Management Studies, Nesamony Memorial Christian College, Marthandam and iDynamics Software Pvt. Ltd., Technopark, Trivandrum For Collaboration in Corporate Training, Industrial Visit and Project Consultation.

This MOU is signed with the noble vision of imparting the requisite knowledge and skills to the student community for bridging the gap between Industry & Academia and thereby enhance their employability. iDynamics Software Pvt. Ltd. will not bear any financial commitments during the programme.

This agreement will be valid until it is expressly terminated by either party on mutually agreed terms.

## **Agreed**

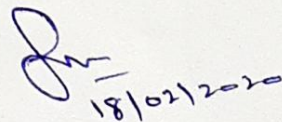
For iDynamics Software Pvt. Ltd.

For Dept. of Management Studies (NMCC)

For

IDYNAMICS SOFTWARE PRIVATE LIMITED

  
Director

  
18/02/2020

Authorized Signatory

Authorized Signatory





**18. LoA and subsequent EoA till the current Academic Year**



अखिल भारतीय तकनीकी शिक्षा परिषद्  
ALL INDIA COUNCIL FOR TECHNICAL EDUCATION  
(An Autonomous Body of the Govt. of India by Parliament Act (52), 1987)

Tel.(011) 3379010-13  
3379015-18  
Telefax : 011-3379023

प्रो. बी. जी. संगमेश्वर  
Prof. B. G. Sangameshwara  
सलाहकार  
Advisor

F.No. TN-46/ET-MBA/99  
December 08, 1999 (NEW)

Secretary to Government,  
Govt. of Tamil Nadu,  
Higher Education Department,  
Secretariate, Fort St. George,  
Chennai - 600 009

Sub: AICTE approval to Church of South India Trust Association, C.S.I., Diocesan Office, 71-A, Dennis Street, Nagercoil - 629 001. for establishment of Nesamony Memorial Christian College, Marthandam - 629 165, Kanyakumari Dt., Tamil Nadu

Sir,

I am directed to state that based on the recommendation of Expert Committee Report and on consultation with the concerned State Govt. and the affiliating body on recommendations of All India Board of Management Education and the Expert Committee constituted by the Council and as per provisions of AICTE regulations, the All India Council Technical Education (AICTE), is pleased to accord approval to Church of South India Trust Association, C.S.I., Diocesan Office, 71-A, Dennis Street, Nagercoil - 629 001. for establishment of Nesamony Memorial Christian College, Marthandam - 629 165, Kanyakumari Dt., Tamil Nadu for conduct of new MBA programme as given below. This approval is for the academic year 1999-2000 provided the minimum number of academic days as decided by the respective university could be made up from now on, failing which this approval may be deemed for the academic year 2000-2001, for course(s) and intake as given below.

Course(s)	Intake	Duration (Years)
Master in Business Administration (MBA) Full Time	40	2

This approval has been accorded subject to fulfillment general conditions and as per the Norms & Standards of the AICTE.

The attention of the management is drawn to the fact that the approval given now is only for one academic session, at end of which an expert committee shall visit to assess the norms and standards as stipulated by AICTE are fulfilled and only then will the continuation or otherwise shall intimated.

The admission will be made in accordance with Regulation notified by the AICTE vide GSR 476(E) dated 20.05.1994 based on the Hon'ble Supreme Court of India Judgement dated 04.02.1993 with regard to WP(C) No. 607 of 1992 in the case of Unni Krishnan and other V/s. State Government of Andhra Pradesh & others and later judgements. No Management/Institute/Trust/Society shall announce admissions directly under any circumstances. Any action contrary to this provision taken the institute will make it liable to be derecognised.

Contd\2...

13/12/99

(S.2.13)





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

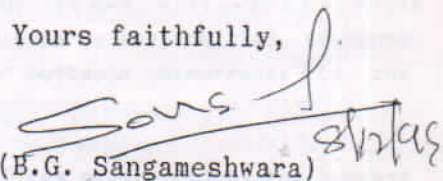
- 2 -

Further, in the event of infringement/contravention, non-compliance of the norms and standards as prescribed by AICTE, the Council shall take further action to withdraw approval, and the liability arising out of such withdrawal of approval will be solely that of Management/Trust/Society and Institution.

The Council may inspect/ visit the Institution any time it may deem fit to note the progress/ compliance.

You are requested to kindly monitor the progress made by these institutions for fulfillment of norms and standards the Council and keep the concerned Regional Office and AICTE, New Delhi informed.

Yours faithfully,

  
(E.G. Sangameshwara)

Copy to :

1. Regional Officer, Southern Regional Office, All India Council for Technical Education, Shastri Bhavan, 26, Haddows Road, Nungambakkam, Chennai - 600 006.

He is requested to monitor compliance with the Norms & Standards stipulated by the Council and keep the concerned Regional Committee and the AICTE informed of the same.

2. Director of Technical Education, Govt. of Tamil Nadu, Chennai - 600 025.

The name of the Institution and its seats for admission be included in the approved list of the institutions admission purposes.

3. The Principal, Nesamony Memorial Christian College, Marthandam - 629 165, Kanyakumari Dt., Tamil Nadu

The institution should submit a notirised undertaking non-judicial stamp paper as per format given in Annexure - I,.

4. The Registrar, Manonmaniam Sundaram University

5. Guard File.



14. The Council may decide to send an Expert Committee to visit the institute to verify the compliance of the conditions as laid-down and any other specific conditions to make necessary recommendations for further extension of AICTE approval to the conduct of the approved course(s).
15. The information furnished in respect of the proposal are factual and correct. In the event of any information is found to be false, misleading or suppressed at a later date the approval accorded may be withdrawn by the AICTE in pursuance of Clause 12 of AICTE Regulations, 1994.
16. In the event of non-compliance by the Society with regard to Act: Gazette Regulations/ Guidelines, norms and conditions laid down by AICTE from time to time, the AICTE or a body or a person authorized by it will be free to take measures for withdrawal of its approval without consideration of any related issues and that all liabilities arising out of such a withdrawal would solely be that of the concerned Society.
17. The institute by virtue of the approval given by AICTE shall not automatically become claimant to any financial grant or assistance from the Central or State Government.
18. The institute shall observe all instructions/ guidelines issued by the AICTE regarding mode of selection of candidates for admissions to prescribing fees. No capitation shall be charged and no charges other than the fee fixed by the Competent Authority shall be levied on students.
19. The Institution shall be liable to bear all expenses payable to the students admitted to academic programs due to discontinuation of the institution by its own will or by AICTE including all demurrages incurred due to loss of time already pursued by the admitted students in the programs. The Institution shall also be responsible for suitable demurrages to the faculty and staff recruited in it.
20. The management of the college shall fully comply with the "SCHEME" as prescribed by the Supreme Court in its judgment dated 4.2.93 with regard to WP(c) No. 607 of 1992 in the case of Unnikrishnan and others vs. State of Andhra Pradesh and others and the related guidelines and criteria as may be issued by the AICTE, UGC or the Central Government from time to time.
21. The annual intake capacity of approved program shall be restricted within the intake approved by AICTE. Under no circumstances, the Institution shall admit students in excess to the intake approved by AICTE.
22. The institutions shall not collaborate or associate with any other institution or University neither Indian nor foreign to award one or more joint degrees or diplomas to the students admitted to the AICTE approved program.
23. Each institution shall submit to AICTE, a list of candidates admitted to the approved program(s) after finalizing admission (latest by August 31 of each year) giving names, percentage of marks in qualifying examinations score in written test, group discussion and interview with relative weightage and criteria of admission followed, constitution of admission committee. (Applicable only for institutions running HBA/MCA programs.)
24. The institution shall shift to the permanent accommodation as approved by the Council within two years from the date of approval. The Institution shall not shift to any unapproved location under any circumstances.

Date :  
Place :

Signature  
(Chairman/ President  
of Trust/ Society)



# All India Council for Technical Education

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

Nelson Mandela Marg Vasant Kunj, New Delhi-110067

PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724183 [www.aicte-India.org](http://www.aicte-India.org)

F.No. Southern/1-3325652735/2017/EOA

Date: 30-Mar-2017

To,

The Principal Secretary  
(Higher Education) Govt. of Tamil Nadu,  
N. K. M. Bld. 6th Floor Secretariat,  
Chennai-600009

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

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

Sir/Madam,

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

Permanent Id	1-514668511	Application Id	1-3325652735
Name of the Institute	NESAMONY MEMORIAL CHRISTIAN COLLEGE	Institute Address	NALLOOR MARTHANDAM, KANYAKUMARI, KANYAKUMARI, Tamil Nadu, 629165
Name of the Society/Trust	C.S.I. TRUST ASSOCIATION	Society/Trust Address	DENNIS STREET NAGERCOIL, NAGERCOIL, KANYAKUMARI, Tamil Nadu, 629001
Institute Type	Unaided - Private	Region	Southern

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

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

Application Id: 1-3325652735			Course	Full/Part Time	Affiliating Body	Intake Approved for 2016-17	Intake Approved for 2017-18	NRI Approval status	PIO / FN / Gulf quota/ OCI/ Approval status	Foreign Collaboration/Twining Program Approval status*
Program	Shift	Level								
MANAGEMENT	1st Shift	POST GRADUATE	MASTERS IN BUSINESS ADMINISTRATION	FULL TIME	Manonmaniam Sundaranar University, Tirunelveli	40	40	NA	NA	NA



# All India Council for Technical Education

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

Nelson Mandela Marg Vasant Kunj, New Delhi-110067

PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724183 [www.aicte-India.org](http://www.aicte-India.org)

The above mentioned approval is subject to the condition that

NESAMONY MEMORIAL CHRISTIAN COLLEGE

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

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

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

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

**Prof. A.P Mittal**  
**Member Secretary, AICTE**

Copy to:

- 1. The Regional Officer,**  
All India Council for Technical Education  
Shastri Bhawan 26, Haddows Road  
Chennai - 600 006, Tamil Nadu
- 2. The Director Of Technical Education\*\*,**  
Tamil Nadu
- 3. The Registrar\*\*,**  
Manonmaniam Sundaranar University, Tirunelveli
- 4. The Principal / Director,**  
NESAMONY MEMORIAL CHRISTIAN COLLEGE  
NALLOOR  
MARTHANDAM,  
KANYAKUMARI, KANYAKUMARI,  
Tamil Nadu, 629165
- 5. The Secretary / Chairman,**  
C.S.I. TRUST ASSOCIATION  
DENNIS STREET  
NAGERCOIL,  
NAGERCOIL, KANYAKUMARI,  
Tamil Nadu, 629001
- 6. Guard File(AICTE)**

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



# **All India Council for Technical Education**

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

Nelson Mandela Marg Vasant Kunj, New Delhi-110067

PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724183 [www.aicte-India.org](http://www.aicte-India.org)



# All India Council for Technical Education

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

Nelson Mandela Marg, Vasant Kunj, New Delhi-110070 Website: [www.aicte-india.org](http://www.aicte-india.org)



## APPROVAL PROCESS 2018-19

### Extension of Approval (EOA)

F.No. Southern/1-3511351965/2018/EOA

Date: 04-Apr-2018

To,

The Principal Secretary  
(Higher Education) Govt. of Tamil Nadu,  
N. K. M. Bld. 6th Floor Secretariat,  
Chennai-600009

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

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

Sir/Madam,

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

<b>Permanent Id</b>	1-514668511	<b>Application Id</b>	1-3511351965
<b>Name of the Institute</b>	NESAMONY MEMORIAL CHRISTIAN COLLEGE	<b>Name of the Society/Trust</b>	C.S.I. TRUST ASSOCIATION
<b>Institute Address</b>	NALLOOR MARTHANDAM, KANYAKUMARI, KANYAKUMARI, Tamil Nadu, 629165	<b>Society/Trust Address</b>	DENNIS STREET NAGERCOIL, NAGERCOIL, KANYAK UMARI, Tamil Nadu, 629001
<b>Institute Type</b>	Unaided - Private	<b>Region</b>	Southern

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

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

Program	Shift	Level	Course	FT/PT+	Affiliating Body (Univ/Body)	Intake Approved for 2018-19	NRI Approval Status	PIO / FN / Gulf quota/ OCI/ Approval Status	Foreign Collaboration /Twining Program Approval Status*
MANAGEMENT	1st	POST GRADUATE	MASTERS IN BUSINESS ADMINISTRATION	FT	Manonmaniam Sundaranar University, Tirunelveli	40	NA	NA	NA

+FT –Full Time, PT-Part Time



## Deficiencies Noted based on Self Disclosure

Particulars	Deficiency
<b>Other Details Deficiency</b>	
List of faculty and data uploaded on the Institute web portal	Yes
Are all approved teaching faculty being paid as per VI pay commission?	Yes
Fees to be charged, Reservation policy, Admission policy and Document retention policy are uploaded in Institute's Website?	Yes
<b>Anti-Ragging Related Deficiency</b>	
Undertaking obtained from parents of students staying in Hostel	Yes
<b>Other Facilities Deficiency</b>	
Compliance of the National Academic Depository(NAD) as per MHRD Directives	Yes
Provision to watch MOOCS Courses through Swayam	Yes
Institution-Industry Cell	Yes
Insurance for Students	Yes
Online Grievance Rederssal Mechanism	Yes
<b>Administrative Area Deficiency</b>	
Department Offices/Cabin for Head of Dept	Yes
<b>Amenities Area Deficiency</b>	
Boys Common Room	Yes
Cafeteria	Yes
<b>Computational Facilities</b>	
Legal Application S/W	Yes
Legal System S/W	Yes
Legal Application S/W-Applied Intake	Yes
Legal System S/W-Applied Intake	Yes
<b>Library Facilities</b>	
Volumes	Yes
<b>Instructional Area Common Facilities</b>	
Computer Center	Yes

\*Please refer Deficiency Report for details

**NESAMONY MEMORIAL CHRISTIAN COLLEGE** is hereby informed to submit the compliance of the deficiencies mentioned above to the Regional Office within a period of **6 months** from the date of issuance of this letter failing which the council shall initiate strict action as defined in Approval Process Handbook 2018-19 during the subsequent Academic Year.

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

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

**Prof. A.P Mittal**  
**Member Secretary, AICTE**

Copy to:

1. The Regional Officer,  
All India Council for Technical Education  
Shastri Bhawan 26, Haddows Road  
Chennai - 600 006, Tamil Nadu
2. The Director Of Technical Education\*\*,  
Tamil Nadu
3. The Registrar\*\*,  
Manonmaniam Sundaranar University, Tirunelveli
4. The Principal / Director,  
NESAMONY MEMORIAL CHRISTIAN COLLEGE  
NALLOOR  
MARTHANDAM,  
KANYAKUMARI, KANYAKUMARI,  
Tamil Nadu, 629165

5. The Secretary / Chairman,  
C.S.I. TRUST ASSOCIATION  
DENNIS STREET  
NAGERCOIL,  
NAGERCOIL,KANYAKUMARI,  
Tamil Nadu,629001

6. Guard File(AICTE)

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

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

# All India Council for Technical Education

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

Nelson Mandela Marg, Vasant Kunj, New Delhi-110070 Website: [www.aicte-india.org](http://www.aicte-india.org)



## APPROVAL PROCESS 2019-20

### Extension of Approval (EoA)

F.No. Southern/1-4260338238/2019/EOA

Date: 25-Apr-2019

To,

The Principal Secretary  
(Higher Education) Govt. of Tamil Nadu,  
N. K. M. Bld. 6th Floor Secretariat,  
Chennai-600009

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

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

Sir/Madam,

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

<b>Permanent Id</b>	1-514668511	<b>Application Id</b>	1-4260338238
<b>Name of the Institute</b>	Nesamony Memorial Christian College	<b>Name of the Society/Trust</b>	C.S.I. TRUST ASSOCIATION
<b>Institute Address</b>	NALLOOR MARTHANDAM, KANYAKUMARI, KANYAKUMARI, Tamil Nadu, 629165	<b>Society/Trust Address</b>	DENNIS STREET NAGERCOIL, NAGERCOIL, KANYAK UMARI, Tamil Nadu, 629001
<b>Institute Type</b>	Unaided - Private	<b>Region</b>	Southern

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

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

Program	Shift	Level	Course	FT/PT+	Affiliating Body (Univ/Body)	Intake Approved for 2019-20	NRI Approval Status	PIO / FN / Gulf quota/ OCI/ Approval Status
MANAGEMENT	1st	POST GRADUATE	MASTERS IN BUSINESS ADMINISTRATION	FT	Manonmaniam Sundaranar University, Tirunelveli	28#	NA	NA

+FT –Full Time, PT-Part Time

Deficiencies Noted based on Self Disclosure	
Particulars	Deficiency
<b>Other Facilities Deficiency</b>	
Atleast 5 MoUs with industries	Yes
<b>Computational Facilities</b>	
Legal Application S/W	Yes
<b>Library Facilities</b>	
e-Books Volumes	Yes
e-Books Titles	Yes

\*Please refer Deficiency Report for details

**NESAMONY MEMORIAL CHRISTIAN COLLEGE** is hereby informed to submit the compliance of the deficiencies mentioned above to the Regional Office within a period of **6 months** from the date of issuance of this letter failing which the council shall initiate strict action as defined in Approval Process Handbook 2019-20 during the subsequent Academic Year.

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

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

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

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

**Prof. A.P Mittal**  
Member Secretary, AICTE

Copy to:

- The Director Of Technical Education\*\***, Tamil Nadu
- The Registrar\*\***,  
Manonmaniam Sundaranar University, Tirunelveli
- The Principal / Director**,  
Nesamony Memorial Christian College  
Nalloor  
Marthandam,  
Kanyakumari,Kanyakumari,  
Tamil Nadu,629165
- The Secretary / Chairman**,  
C.S.I. Trust Association  
Dennis Street  
Nagercoil.

Nagercoil,Kanyakumari,  
Tamil Nadu,629001

5. **The Regional Officer,**  
All India Council for Technical Education  
Shastri Bhawan 26, Haddows Road  
Chennai - 600 006, Tamil Nadu

6. **Guard File(AICTE)**

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

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

# All India Council for Technical Education

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

Nelson Mandela Marg, Vasant Kunj, New Delhi-110070 Website: [www.aicte-india.org](http://www.aicte-india.org)



## APPROVAL PROCESS 2020-21

### Extension of Approval (EoA)

F.No. Southern/1-7013344984/2020/EOA

Date: 30-Apr-2020

To,

The Principal Secretary  
(Higher Education) Govt. of Tamil Nadu,  
N. K. M. Bld. 6th Floor Secretariat,  
Chennai-600009

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

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

Sir/Madam,

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

Permanent Id	1-514668511	Application Id	1-7013344984
Name of the Institute	NESAMONY MEMORIAL CHRISTIAN COLLEGE	Name of the Society/Trust	C.S.I. TRUST ASSOCIATION
Institute Address	NALLOOR MARTHANDAM, KANYAKUMARI, KANYAKUMARI, Tamil Nadu, 629165	Society/Trust Address	DENNIS STREET NAGERCOIL, NAGERCOIL, KANYA KUMARI,, 629001
Institute Type	Private-Self Financing	Region	Southern

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

Program	Level	Course	Affiliating Body (University /Body)	Intake Approved for 2019-20	Intake Approved for 2020-21	NRI Approval Status	PIO / FN / Gulf quota/ OCI/ Approval Status
MANAGEMENT	POST GRADUATE	MBA	Manonmaniam Sundaranar University, Tirunelveli	28	28	NA	No

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

## **Important Instructions**

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

**Prof.Rajive Kumar**  
**Member Secretary, AICTE**

Copy to:

1. **The Director Of Technical Education\*\***, Tamil Nadu
2. **The Registrar\*\***,  
Manonmaniam Sundaranar University, Tirunelveli
3. **The Principal / Director**,  
NESAMONY MEMORIAL CHRISTIAN COLLEGE  
Nalloor  
Marthandam,  
Kanyakumari,Kanyakumari,  
Tamil Nadu,629165
4. **The Secretary / Chairman**,  
DENNIS STREET  
NAGERCOIL  
NAGERCOIL,KANYAKUMARI  
,629001
5. **The Regional Officer**,  
All India Council for Technical Education  
Shastri Bhawan 26, Haddows Road  
Chennai - 600 006, Tamil Nadu
6. **Guard File(AICTE)**

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

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



**APPROVAL PROCESS 2021-22**

**Extension of Approval (EoA)**

F.No. Southern/1-9317471879/2021/EOA

Date: 25-Jun-2021

To,

The Principal Secretary  
 (Higher Education) Govt. of Tamil Nadu,  
 N. K. M. Bld. 6th Floor Secretariat,  
 Chennai-600009

**Sub: Extension of Approval for the Academic Year 2021-22**

Ref: Application of the Institution for Extension of Approval for the Academic Year 2021-22

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Education) (1<sup>st</sup> Amendment) Regulations, 2021 notified on 24th February 2021 and other notifications as applicable and published from time to time, I am directed to convey the approval to

<b>Permanent Id</b>	1-514668511	<b>Application Id</b>	1-9317471879
<b>Name of the Institution /University</b>	NESAMONY MEMORIAL CHRISTIAN COLLEGE	<b>Name of the Society/Trust</b>	C.S.I. TRUST ASSOCIATION
<b>Institution /University Address</b>	NALLOOR MARTHANDAM, KANYAKUMARI, KANYAKUMARI, Tamil Nadu, 629165	<b>Society/Trust Address</b>	DENNIS STREET NAGERCOIL, NAGERCOIL, KANYA KUMARI, Tamil Nadu, 629001
<b>Institution /University Type</b>	Private-Self Financing	<b>Region</b>	Southern

**To conduct following Programs / Courses with the Intake indicated below for the Academic Year 2021-22**

Program	Level	Course	Affiliating Body (University /Body)	Intake Approved for 2020-21	Intake Approved for 2021-22	NRI Approval Status	FN / Gulf quota/ OCI/ Approval Status
MANAGEMENT	POST GRADUATE	MBA	Manonmaniam Sundaranar University, Tirunelveli	28	28	NA	NA

**It is mandatory to comply with all the essential requirements as given in APH 2021-22 (Appendix 6)**

The Institution/ University is having the following deficiencies as per the online application submitted to AICTE (self-disclosure based) and the same shall be complied within Six Months from the date of issue of this EoA



### Deficiencies\* Noted (based on Self Disclosure)

Implementation of student Induction Programme.  
Waste Management and a sustainable Green Campus.

\*Please refer Deficiency Report for details

### Important Instructions

1. The State Government/ UT/ Directorate of Technical Education/ Directorate of Medical Education shall ensure that 10% of reservation for Economically Weaker Section (EWS) as per the reservation policy for admission, operational from the Academic year 2019-20 is implemented without affecting the reservation percentages of SC/ ST/ OBC/ General. However, this would not be applicable in the case of Minority Institutions referred to the Clause (1) of Article 30 of Constitution of India. Such Institution shall be permitted to increase in annual permitted strength over a maximum period of two years.
2. The Institution offering courses earlier in the Regular Shift, First Shift, Second Shift/Part Time now amalgamated as total intake shall have to fulfil all facilities such as Infrastructure, Faculty and other requirements as per the norms specified in the Approval Process Handbook 2021-22 for the Total Approved Intake. Further, the Institutions Deemed to be Universities/ Institutions having Accreditation/ Autonomy status shall have to maintain the Faculty: Student ratio as specified in the Approval Process Handbook.
3. Strict compliance of Anti-Ragging Regulation, Establishment of Committee for SC/ ST, Establishment of Internal Complaint Committee (ICC), Establishment of Online Grievance Redressal Mechanism, Barrier Free Built Environment for disabled and elderly persons, Fire and Safety Certificate should be maintained as per the provisions made in Approval Process Handbook and AICTE Regulation notified from time to time.
4. In case of any differences in content in this Computer generated Extension of Approval Letter, the content/information as approved by the Executive Council / General Council as available on the record of AICTE shall be final and binding.

**Prof.Rajive Kumar**  
**Member Secretary, AICTE**

Copy \*\* to:

1. **The Director of Technical Education\*\*, Tamil Nadu**
2. **The Registrar\*\***,  
Manonmaniam Sundaranar University, Tirunelveli
3. **The Principal / Director**,  
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NAGERCOIL,KANYAKUMARI  
Tamil Nadu,629001
5. **The Regional Officer**,  
All India Council for Technical Education  
Shastri Bhawan 26, Haddows Road  
Chennai - 600 006, Tamil Nadu
6. **Guard File(AICTE)**

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

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

*This is a computer generated Statement. No signature Required*

## **20. BEST PRACTICES ADOPTED**

The Department of Management Studies conduct Planetarium and Youth circle for BBA and MBA students regularly. Planetarium is conducted for MBA students during free hours. Many events like spot topic, quiz, group discussion, debate, etc. are conducted by the students. The whole first MBA and second MBA are splitted into four groups and in each group Ist MBA and IInd MBA students are involved. Every group has a student leader and he organizes the events.

This planetarium is very useful for the students to improve their speaking skills, improving leadership quality while they are in a group, stage fear will get reduced, they can think creatively while participating in a product launch and this is very informative to the students. So, each day a staff will be there to monitor their performance. Debate, Role play, Business games, Aptitude class, Group discussion, etc. are conducted.

1. Planatarium
2. Business Line Newspaper
3. Industrial Visit
4. Summer Training
5. Seminar
6. Placement Training
7. HR Club
8. Finance Club
9. Logistics Club
10. Project Based Learning
11. BEC Test
12. Activity Based Learning
13. Mentor – Mentee System
14. Teaching and Learning with ICT Tools
15. Online Learning and Teaching
16. Incubation Centre