

# **CAMS**

**Conspi Academy of Management Studies**

**Affiliated to**

**The COCHIN UNIVERSITY OF  
SCIENCE & TECHNOLOGY (CUSAT)**

*2 Year full - Time*

# **M B A**

**Prospectus**



**CONSPI ACADEMY OF  
MANAGEMENT STUDIES  
AFFILIATED TO THE COCHIN UNIVERSITY OF  
SCIENCE & TECHNOLOGY**

**MBA  
PROSPECTUS**

**About us:**

Conspi Academy of Management Studies(CAMS) conducts 2 – year regular full time MBA Course of the Cochin University of Science and Technology(CUSAT) a leading Technical University in Kerala. The CAMS is a Self-financing Business School established and managed by the Consortium of National Self Financing Professional Institutes,a Charitable Trust registered under the Trust Act. Besides the recognition by CUSAT it has approval of AICTE and the Government of Kerala.

We are located at Thiruvananthapuram, the capital city of Kerala - a major academic and communications hub and one of the most exciting cities of Kerala with sylvan surroundings and salubrious climate all round the year. The Campus of the School is situated at Plankala Mukku, on the Pappanamcode – Malayinkil Road, about 6 kms south of Thiruvananthapuram Central Railway Station.

We have extensive and well-established links with employers, professional bodies and research organisations, directly relevant to business and industry. You'll find a friendly, approachable institution that welcomes students from many subject streams and from around the country. Our courses are designed to be flexible to your management aptitude and needs. We aim to provide a quality learning experience and value for money. Our distinctive mission is to help students achieve their full potential of personal development and professionalism in management. We believe that our students deserve the best we can provide, and that we as a pioneering institution, must do our utmost to secure the best for them.

The curricular content incorporates courses of relevance, of course with due flexibilities that are required of a dynamic management professional to lead through the ever-competitive modern day business world. Meticulous care has been taken to design and adopt a judicious mixture of innovative training methods to accelerate the process of learning taking into account the speed of individual learner, impart job-task oriented practical skills and thus mould them for immediate acceptability in the job market. Keeping pace with the development of modern technology in the arena of business education, use is made of live projects and case studies, high-tech methods of e-learning based on Internet, Voicemail, e-Conferencing and also electronic gadgets as OHP, LCD Projection and Power point presentation.

***What is the procedure for getting admission into the MBA Program offered by CAMS?***

Applicants with 50% and above aggregate marks in the bachelors' degree examination of any Indian or Foreign University duly recognized by CUSAT are eligible to seek admission to the MBA Program. Candidates appearing for a qualifying examination are also eligible to apply subject to submission of proof of requisite qualification before registration. The selection is based on Admission Test and Interviews. Applicants will have to appear for the Management Aptitude Test conducted by the approved agencies. Thereafter, short-listed applicants will be required to attend the Group Discussion and Interviews at CAMS campus. Admission to the course will be on the basis of scores obtained in the Management Aptitude Test conducted by AICTE, AIMA and other Govt. approved agencies and the proficiency in Group Discussion and Interview at CAMS. The proportion of marks for Aptitude Test, GD and Interview will be as follows.

Aptitude Test	70%
GD	15%
Interview	15%
Total	100%

**AICTE Sanctioned Intake - 60 Merit Seats -30, Management Seats -30 Admission will be as per directives of CUSAT.**

### ***What is the mode of offer of the MBA degree course?***

The course is offered in the pattern of semester system as per the regulations of the Cochin University of Science and Technology. The duration of the programme is four semesters. Each semester shall have a minimum of 90 working days.

### ***Attendance***

Minimum attendance required is 75 percent in each paper. However upto 5% shortage in attendance can be got condoned by CUSAT depending upon the merit of each case. Students with attendance shortage are not eligible to appear for the university examination.

### ***What is the course curricular content and structure?***

The over all objective of the curricular content is to enable students irrespective of their subjects of study background to acquire a thorough knowledge of the basic concepts and techniques of management, develop competency to apply the same in Indian and multinational business contexts and develop in them analytical, communication, decision making and entrepreneurship capabilities.

The subjects taught are both core courses and elective courses. *All students have to study the core courses and each student have to select 3 papers each during the III Semester and IV Semester from among the list of papers approved by CUSAT as electives. Elective courses which will be offered will be announced at the commencement of III and IV Semester respectively. by CUSAT as electives. The core courses taught are given in Annexure I. List of approved elective courses are given in Annexure II. All papers carry 3 credits each.*

### ***How far the instructional procedures lend emphasis to practical and live experiences?***

Our faculty members systematically plan well in advance the teaching methods and media as integral part of their lesson plans for each theory paper. Our keen effort is to utilize a judicious combination of those methods and audio-visual materials that involve optimal student participation and meaningful learning. Some such methods are seminars, group discussions (buzz, panel, symposium) role play, assignments, brainstorming, case studies, simulations, workshops, concurrent and terminal field placements, field visits and field studies, project reports, T Labs, personality development sessions, labs for building communicative ability, oral extempore presentations, students use of OHPs, power point slides, charts and graphs, manuals etc.

### ***Viva – voce***

There will be internal semester Viva-voce at the end of first 3 semesters and comprehensive Viva-voce with external examiners at the end of the IV semester. Focus of the semester Viva-voce will be subject covered during the particular semester. The total marks allowed for the semester Viva will be equal to the number of theory papers in the semester multiplied by five. The marks received by the candidate will be equally distributed across the internal marks for the respective papers in that semester. Comprehensive viva-voce with external examinations at the end of the IV semester will have 3 credits. There will be no internal marks for the external viva-voce.

### ***Summer Internship***

Summer Internship project to be done by each student in a business unit for a period of 45 days during summer break after the II semester examination under the guidance of a Teacher. The report on Summer Internship should contain Industry analysis, organizational analysis and a problem analysis. A pass/Successful completion of the summer internship is a must. It carries no marks in the mark list.

### ***Independent Research Study***

Each student should submit a Dissertation based on the research (the research studies need not to be necessarily attached to an organization) under the supervision of a teacher. This dissertation carries 3 credits and 100 marks. There will be no internal assessment for the Dissertation.

### ***What is the system of evaluation of students' performance?***

Evaluation consists of two parts namely Internal Assessment and External Examination. Each paper carries 100 marks (3 Credits) of which 40 marks are for Internal Assessment and the remaining 60 marks are for External Examination. A candidate who secures not less than 50% of the total mark in a paper taking into consideration both the External (University) Examination Marks and the Internal Assessment Marks together in that subject, and not less than 50% marks in External Examination and Internal Assessment separately shall be declared to have passed the Examination in the paper.

The concerned faculty in each subject of study basically does Internal Assessment. The Internal Assessment Marks shall be based on factors such as :

Periodic Tests (marks of best two out of minimum three)	20 Marks
Seminar Presentation	8 Marks
Class participation and attendance	4 Marks
Case analysis / other assignments	8 Marks
Total	40 Marks

A student should have obtained a minimum of 50% marks in internal assessment in each course to appear for end semester examination in that course. In case a student fails to get 50% in any course he or she shall take retests or submit assignments to the faculty concerned to get the required minimum in that course. If the student fails in getting 50% in internal assessment in spite of taking retests or resubmission of assignments etc, he or she will not be allowed to write the end semester examination of the University in that course. Such students shall repeat the course along with the successive batch of MBA students for getting pass marks in the internal assessment and then appear for university examination for such course.

External Written Examination for each paper conducted by the CUSAT shall be of three hours duration and the maximum marks shall be 60.

The evaluation of the course shall be made and the results shall be indicated as percentage marks. The percentage of marks obtained shall be rounded off to the nearest integral number.

***How the percentage of mark is converted into Grades?***

The Cochin University of Science & Technology under its seal shall issue to the students a Grade Card on completion of each semester. The Grade Card shall contain the following:

Title of the course taken as Core or Elective.

The Credits associated with and Grades awarded for each course.

The number of Credits (Core and Elective separately) earned by the student and the Grade Point Average.

The total Credits (Core and Elective) earned by the student till that Semester.

The following grading system is adopted for all the courses.

The following Grades will be awarded based on the overall performance in each subject.

Range of Marks	Grades	Weightage
90% and above	S - Outstanding	10
(80 - 89)	A - Excellent	9
(70 - 79)	B - Very Good	8
(60 - 69)	C - Good	7
(50 - 59)	D - Satisfactory	6
Below 50%	F - failed	0

Overall performance at the end of the semester will be indicated by Grade Point Average (GPA) calculated as follows:

$$\text{GPA} = \frac{\text{G1C1} + \text{G2 C2} + \text{G3 C3} + \dots + \text{Gn Cn}}{\text{C1} + \text{C2} + \text{C3} + \dots + \text{Cn}}$$

Where 'G' refers to the Grade weightage and 'C' refers to the credit value of corresponding course undergone by the student.

At the end of the final semester Cumulative Grade Point Average (CGPA) will be calculated based on the above formula.

Classification of the Degree will be as follows:

Classification	CGPA
First class with distinction	8 and above
First class	6.5 and above
Second class	6 and above

The Grade Card issued at the end of the final semester shall contain the details of all the courses taken which shall include the titles of the course, the credit associated with each course, the CGPA and the class in which the student is placed. The rank shall be awarded based on CGPA corrected to the second decimal.

Those who fail in any Core or Elective course shall be given two additional chances for appearing for the semester end examination within a period of two years after the completion of the course. However, the marks obtained by the continuous Internal Assessment during the semester can be improved only by repeating the course. Students can repeat the course after obtaining permission from the Department Council of CAMS.

### ***Library***

A full-fledged Library with modern facility has been provided in the Institute. The reading room is spacious enough to accommodate all students in a batch at a time.

### ***Computer Lab***

The Computer Lab provided in the Institute has facility to have one Computer to each student for practice. All the Computers in the Lab are interconnected through LAN. 24 hour wireless Internet access is available in the Lab. All students are expected to own a Mobile Lap Top Computer so that they can effectively avail of all the facilities provided in the Computer Lab. Through a Mobile Lab Top students can access the Server in the Computer Lab and also have Internet connection from anywhere within the range of Wireless Network provided in the Campus.

### ***Placement***

The career Guidance, Training and Development Cell of the Institute will provide placement assistance to students. Campus Interviews by prominent companies will be arranged.

### ***Transportation***

College bus from the city to college campus.

### ***Canteen***

A fully-fledged Canteen will be functioning with in the Campus to cater to the refreshment needs of students.

### ***Hostel***

Separate Hostel facility will be provided for men and women.



### ***Dress Code***

To maintain the decorum of a top class Management Institute, a specific Dress Code including Blazers and Badges have been introduced which all the students are expected to abide by. Wearing of uniform is compulsory on all days and on specified days students shall wear the full dress as per the dress code.

### ***Campus Discipline***

All students are expected to keep strict discipline in the campus. All rules and regulations of the Government and Judicial Orders in respect of campus discipline will be strictly enforced in the campus. Raging in any form will not be allowed in the campus or in the hostel.

All cases of indiscipline and unethical practices in the campus or in the hostel will be dealt with by the Discipline Committee and their decision will be final subject to approval by the College Governing Body. The affidavit prescribed by CUSAT shall be filled along with the application / at the time of admission.

### ***Tuition fees***

Rupees fifty Thousand for Semester

### ***Cost of application and Registration***

Rupees Five Hundred

### ***Caution Deposit***

Rupees Five Thousand ( Lab/Library Fee : Rupees Five Thousand per year.)

University Registration fees, University Union fees, Examination fees etc to be paid separately as per university guidelines.

## ANNEXURE-1

### MBA(Full Time) – I Semester

Course code	Paper	C/E	Credits	Internal Marks	U/E* Marks	Total Marks
SMS2101	Management Concepts and Organizational Behavior	C	3	40	60	100
SMS2102	Quantitative Techniques	C	3	40	60	100
SMS2103	Managerial Economics	C	3	40	60	100
SMS2104	Business Communication	C	3	40	60	100
SMS2105	Financial Accounting	C	3	40	60	100
SMS2106	Business Environment	C	3	40	60	100
SMS2107	Indian Ethos and Business Ethics	C	3	40	60	100
	Managerial Skill Development	C	Nil	3hrs/week Non credit		
	Semester Viva-Voce (Internal)**	C	Nil			

### II Semester

Course code	Paper	C/E	Credits	Internal Marks	U/E* Marks	Total Marks
SMS2201	Financial Management	C	3	40	60	100
SMS2202	Marketing Management	C	3	40	60	100
SMS2203	Operations Management	C	3	40	60	100
SMS2204	Human Resource Management	C	3	40	60	100
SMS2205	Management Accounting	C	3	40	60	100
SMS2206	Research Methodology	C	3	40	60	100
SMS2207	Business Law	C	3	40	60	100
SMS2208	Information Technology for Managers	C	3	40	60	100
	Semester Viva-Voce (Internal)**	C	Nil			

### III Semester

Course code	Paper	C/E	Credits	Internal Marks	U/E* Marks	Total Marks
SMS2301	Management Science	C	3	40	60	100
SMS2302	Organisational Analysis and processes	C	3	40	60	100
SMS2303	Entrepreneurial Development	C	3	40	60	100
SMS2304	International Finance	C	3	40	60	100
	Elective - 1	E	3	40	60	100
	Elective - 2	E	3	40	60	100
	Elective - 3	E	3	40	60	100
	Project Report based on Summer Internship	C	Nil	0	0	0
	Semester Viva-Voce (Internal)	C	Nil			

### IV Semester

Course code	Paper	C/E	Credits	Internal Marks	U/E* Marks	Total Marks
SMS2401	Business Policy and Strategic Management	C	3	40	60	100
SMS2402	Environment Management	C	3	40	60	100
SMS2403	Independent Research Study	C	3	40	60	100
	Elective – 4	E	3	40	60	100
	Elective – 5	E	3	40	60	100
	Elective – 6	E	3	40	60	100
	Comprehensive Viva-Voce with external examiners	C	3	0	100	100

## **ANNEXURE-II**

### **LIST OF ELECTIVES**

#### **I. FINANCE**

1. Financial Derivatives
2. Financing of Small Business
3. Corporate Restructuring
4. International Financial Management
5. International Economic organizations
6. Industrial Finance
7. Management of Financial Services
8. Management Control System
9. Projects Planning, Analysis and Management
10. Security Analysis and Investment Management
11. Working Capital Management
12. Corporate Taxation
13. Portfolio Management
14. Financial Decisions Analysis
15. International Accounting
16. International Financial Markets
17. Foreign Exchange Management
18. Infrastructure Finance

## **II. MARKETING**

1. Consumer Behaviour
2. Advertising Management
3. E-Commerce
4. Marketing Research
5. Strategic Marketing
6. International Marketing
7. Sales Force Management
8. Marketing of Services
9. Brand Management
10. Planning and Managing Retail Business
11. Sales Promotion Management
12. Industrial Marketing
13. Marketing for Non-Profit Organizations
14. Management of Public Distribution System
15. Marketing of Social Services

## **III. HUMAN RESOURCE**

1. Strategic Human Resources Management
2. Management of Industrial Relations
3. Management Training and Development
4. Labour Legislations
5. Participative Management
6. Global Human Resource Management
7. Compensation Management
8. Human Resource Planning and Development
9. Organizational Change and Intervention Strategies

10. Managing Interpersonal and Group Processes
11. Counseling Skills for Managers
12. Management of comparative Industrial Relations
13. Manpower Development for Technological Change
14. Legal Framework Governing Human Relations
15. Human Resource Development: Strategies and Systems
16. Management Development

#### **IV. PRODUCTION AND OPERATIONS MANAGEMENT**

#### **V. INFORMATION TECHNOLOGY MANAGEMENT**

#### **VI. INTERNATIONAL BUSINESS**

#### **VII. GENERAL MANAGEMENT**

*This prospect is subject to alteration as directed by CUSAT / Govt / AICTE*