



CRESCENT BUSINESS SCHOOL

MBA (Regulations/ Students' Manual)

The Provisions of this manual supersedes all the provisions in previous hand books which may have been distributed to students and/ or changes in rules and regulations notified from time to time.

RAGGING

Ragging is a form of Abuse on new entrants to educational institutions. It is not only considered as a serious act of indiscipline and misconduct but it is also considered a "crime" under the Prohibition of Ragging Act and the directives issued by the Hon'ble Supreme Court of India from time to time.

Complaints related to ragging can be lodged with the police as an FIR and punishment may lead to rustication from B.S. Abdur Rahman University as well as imprisonment.

Students are advised in their own interest to abstain from and dissuade others from any Ragging activities, falling which they will be liable for punishment and penalties as per the law.

B.S.ABDUR RAHMAN UNIVERSITY

B.S.Abdur Rahman University, Vandalur, Chennai 600 048 (formerly B.S.Abdur Rahman Crescent Engineering College) has been established under Section 3 of the UGC Act 1956. It is an institution acclaimed throughout India for its quality in teaching and research. Being one of the reputed engineering institutions in India, it lays emphasis on innovative research, investment in high-quality facilities and first-rate infrastructure. The university offers a wide choice of interdisciplinary degrees in Engineering, MCA and MBA. It is one of the few institutions with all the UG and PG programmes approved by AICTE/UGC and accredited by the National Board of Accreditation.

CRESCENT BUSINESS SCHOOL

Given the vast opportunities open to the MBAs, and having closer collaboration with the industries, Crescent Business School has taken all efforts to prepare the would-be executives to stand up to the challenges of this hi-tech age, exposing them to sophisticated learning through projects of practical values, group discussions, seminars, guest lectures, management games, quiz and case studies. The School lays emphasis on multifaceted learning experiences. CBS MBA programme is dedicated to produce competent professionals to meet the global needs. A team of well - qualified members of the faculty with industrial and academic experience contribute to the strength of the school.

A. REGISTRATION & ENROLLMENT

1. For the first trimester every student has to register and enroll on a specified day notified to the student. For the subsequent trimesters, registration for the courses will be done by the student during a specified week before the end of final examination of the previous trimester.
2. Late registration will be permitted with a prescribed fine up to one week from the last date specified for registration.

B. TEMPORARY WITHDRAWAL FROM THE PROGRAMME

A student may be permitted by the Dean (CBS) to temporarily withdraw from the programme up to a maximum of three trimesters for reasons of ill health or other valid grounds. However, the total duration for completion of the programme shall not exceed the prescribed number of trimesters.

C. CURRICULUM

C1. First Year Courses

A list of first year compulsory courses is given in Table 1.

Table 1**First Year Compulsory Courses**

Code	Course	Credit
TRIMESTER – I		
MS 601	Management Concepts	3
MS 602	Business, Environment and Governance	3
MS 603	Managerial Economics	3
MS 604	Quantitative Methods in Business – I	3
MS 605	Communication Skills	3
MS 606	Financial Accounting	3
<i>Career Oriented Practical</i>		
MS 661	Current Affairs in Business	1
MS 671	Work Life Skills	1
TRIMESTER – II		
MS 611	Organisational Behaviour	3
MS 612	Legal Aspects of Business	3
MS 613	Economic Environment of Business	3
MS 614	Quantitative Methods in Business – II	3
MS 615	Written Analysis & Communication	3
MS 616	Management and Cost Accounting	3
<i>Career Oriented Practical</i>		
MS 662	Current Affairs in Business	1
MS 672	Work Life Skills	1
TRIMESTER – III		
MS 621	Management Information Systems	3
MS 622	Financial Management	3
MS 623	Marketing Management	3
MS 624	Human Resources Management	3
MS 625	Production and Operations Management	3
MS 626	Research Methodology	3
<i>Career Oriented Practical</i>		
MS 663	Current Affairs in Business	1
MS 673	Work Life Skills	1

C2. Career Oriented Practical

The contents of Career Oriented Practical's of Current Affairs in Business/Work Life Skills will be decided depending upon the changing needs of Industries.

C3. Summer Internship

1. Students are required to undergo Summer Internship for 6-8 weeks in a business organization (after the end-term examination of III Trimester). The Placement and Training Department would try to arrange Summer Internship assignments for the students. The students would have to accept the first offer of summer internship. If they do not accept the first offer, the placement and training office would not provide further assistance for Summer Internship.
2. Students should submit to CBS the Summer Internship completion certificate issued by the company.
3. Students are ***not*** required to submit a report to CBS. Instead, they would be required to make a presentation on the Summer Internship experience before a panel. The panel will evaluate and report: **“Successfully Completed”** or **“Not Successfully Completed”**. If the panel reports: “Not Successfully Completed”, the student shall be assigned an alternate industry-oriented assignment to be carried out on holidays and weekends and shall be re-evaluated based on presentation within a month.

C4. Second Year Courses

1. During second year, in addition to compulsory courses, students would choose 6 optional courses for specialization in a functional area - three in trimester IV and three in Trimester V.
2. In addition they would be required to register in any two courses each in Trimester IV and V outside the specialization package.
3. Once the choice of optional courses is made, students will not be allowed to make changes.
4. A list of optional course is presented in Annexure 1.
5. Trimester VI will be devoted to project work (see Table 2).

Table 2
Second Year Courses

Code	Course	Credit
TRIMESTER – IV		
MS 712	International Business Management	3
	Elective 1	3
	Elective 2	3
	Elective 3	3
	Elective 4	3
	Elective 5	3
TRIMESTER – V		
MS 702	Strategic Management	3
	Elective 6	3
	Elective 7	3
	Elective 8	3
	Elective 9	3
	Elective 10	3
TRIMESTER – VI		
MS730	Project Work	18

6. Crescent Business School will offer all the electives listed in Annexure I in IV and V trimester in two sets. The method of offering and choice by students will be as follows,
 - Phase I – Initial choice of the electives by the students
 - Phase II – Displaying the electives finalized by CBS, after considering minimum stipulation regarding number of students (as decided by the CBS), for final registration by the students.
7. Minimum number of registration in case of electives is 20 students.

C5. Project Work

1. Students are required to carry out a project in a business organization under the joint supervision of a faculty member and an officer of the organization. One hard and one soft copy of the project report is to be submitted to the school before the specified date.
2. Once a project is identified for the students, they will not be allowed to change it. Students who do not accept the first offer of project work will not be provided further assistance for the project work.
3. Total number of credits is 114 for MBA.

D. EXAMINATION AND MAKE-UP EXAMINATION

1. Each academic trimester shall normally comprise 45 to 50 working days spread over ten to twelve weeks. At the end of each trimester a final examination consisting of 50 marks would be administered. For the remaining 50 marks, students would be evaluated on a continuous basis by a combination of periodical tests, quizzes, case studies, projects and industry based assignments by the course faculty.
2. A student who missed any end trimester examination for genuine reasons may be permitted to write a make-up examination with the recommendation of the Dean (CBS). In case the student fails in the make up exam, he/she would be required to repeat the course as when it is offered.
3. A student who failed in a course would be permitted to write a make-up for final examination only. In case the student fails in the course after make-up, he/she would be required to repeat the course when it is offered.
4. There will be no make up assignment for any of the components in the continuous assessment segment of the class grades.
5. The medium of instruction, examination, seminar and project/thesis/ dissertation reports will be in English.

E. UNETHICAL PRACTICES

The students are expected to maintain the sanctity of the academic environment in general and the examinations systems in particular. If a student is found guilty of any kind of malpractices during the examination/test, he/she will be liable to severe punishment ranging from cancelling the tests/examination in a course to expelling the student from the degree programme.

F. GRADING SYSTEM

1. Based on the trimester performance, each student is awarded a final letter grade at the end of each course. The letter grades and the corresponding grade points are as follows:

Letter Grade	Grade Points
S	10
A	9
B	8
C	7
D	6
E	5
U	Failure
I	Inadequate attendance
W	Withdrawal from the course

2. The CGPA will be calculated using the following formula:

$$GPA = \frac{\sum_i (C_i)(GP_i)}{\sum_i C_i}$$

where C_i is the number of credit assigned for i^{th} Course
 GP_i - Grade point obtained in the i^{th} Course

For the cumulative grade point average (CGPA) a similar formula is used except that the sum is over the entire courses taken in all the semesters completed up to the point in time. For both GPA and CGPA calculations, U, I & W grades are excluded.

4. A student is considered to have completed a course successfully and earned the credit if he/she secure 5 grade points or higher.

G. AWARD OF DEGREE

The classification for the award of degree will be as follows:

CGPA	Classification
8.50 and above, having completed in first appearance in all courses	First class with Distinction
6.50 and above, having completed within a period of 3 trimesters beyond the programme period.	First Class
All others	Second Class

1. To be eligible for **First Class with Distinction**, a candidate should not have obtained U or I grade in any course during his/her study and should have completed the programme requirements within a minimum period covered by the minimum duration plus authorized break of study, if any.
2. To be eligible for **First Class**, a candidate should have passed the examination in all courses within the specified minimum number of trimesters from his/her commencement of study. For this purpose, the authorized break of study will not be counted.
3. The candidates who do not satisfy the above two conditions will be classified as **Second Class**.
4. For the purpose of classification, the CGPA will be rounded to first decimal place. For the purpose of comparison of performance of candidates and ranking, CGPA will be considered up to three decimal places.

H. ELIGIBILITY FOR THE AWARD OF MBA DEGREE

A student shall be declared to be eligible for the award of the Masters Degree in Management if he/she has

1. Registered for and undergone all the compulsory and optional courses and completed them successfully
2. Acquired the required credits within the stipulated time, as specified in the curriculum
3. Successfully completed the field visit/industrial training, if any, as prescribed in the curriculum
4. Has cleared all dues to the Institution, Hostels and Library and obtained a no-due certificate from the respective authority.
5. No disciplinary action is pending against him/her.

I. DECLARATION OF RESULTS

The letter grades awarded to the students in each course shall be announced and displayed on the Crescent Business School notice board. In case any student feels aggrieved, he/she can apply for reevaluation after paying the prescribed fee for the purpose, within two weeks from the commencement of trimester immediately following the announcement of results.

J. ATTENDANCE

Attendance in class is mandatory. However a maximum relaxation of 25% for genuine reasons like on medical grounds, representing the University in approved events, etc. would be given to become eligible to appear for the end trimester examination in that course, failing which the student shall be awarded “I” grade in that course. The students would be required to repeat the course when it is offered.

K. DISCIPLINE

All the students are required to observe discipline and decent behavior both inside and outside the campus and not to indulge in any activity, which will tend to bring down the prestige of the institution. Any act of indiscipline of a student reported will be referred to a Discipline and Welfare Committee for taking appropriate action and report to the parents/guardians.

L. FACULTY MENTOR

Each student will be allocated a faculty mentor who would serve as a friend, philosopher and guide to student on academic and extra-academic matters.

M. CLASS REPRESENTATIVE

Every section will have one Class representative, elected by the class. He/She would represent the problems of the class/course to the concerned faculty and other issues to the Dean (CBS).

N. CLASS COMMITTEES

Students would be encouraged to start their own committees. Initially they can form literary, cultural activities and placement committees.

O. DRESS CODE

Students are expected to be decently dressed while on campus. On special occasions like visits of dignitaries, guest lectures, placement related activities, the students are to dress in the CBS Uniform. It consists of white full sleeve shirt with CBS logo, dark blue/black pant, blue tie with BSAU logo and dark leather shoes for male students. For female students the formal uniform consists of White Chooridar, White Jamper (top) and dupatta with the BSAU and CBS Logos. Shirt and BSAU tie for male and dupatta for female students has to be purchased from the supplier.

P. CBS LIBRARY

CBS Library located in the CBS premises contains a large collection of books. Students should use Library facilities during their free time. In addition to CBS Library the Central Library facilities are also available to students. Central Library subscribes to large number of technical journals, magazines and newspapers.

Q. IDENTITY CARDS

All students will be issued their identity cards. Students would be required to wear their identity cards around their neck so as to display their identity within the campus and if necessary outside the campus.

The CBS reserves the right to modify or alter any of the above rules, if it considers such modification necessary for the overall benefit of CBS

**ANNEXURE 1
LIST OF ELECTIVES**

Code	Course
1. MARKETING MANAGEMENT	
MSY 001	Retail Marketing
MSY 002	Services Marketing
MSY 003	Advertising and Sales Promotion
MSY 004	Consumer Behaviour
MSY 005	Product and Brand Management
MSY 006	Industrial Marketing
MSY 007	Customer Relationship Management and Marketing
MSY 008	Rural Marketing
MSY 009	Sales and Distribution Management
MSZ 009	Intensive Course Work
2. FINANCIAL MANAGEMENT	
MSY 021	Security Analysis and Portfolio Management
MSY 022	Financial Services
MSY 023	International Financial Management
MSY 024	Strategic Financial Management
MSY 025	Financial Reengineering
MSY 026	Derivatives Management
MSY 027	Risk Management and Insurance
MSY 028	Banking Management
MSZ 009	Intensive Course Work
3. HUMAN RESOURCES MANAGEMENT	
MSY 041	Managerial Behaviour and Effectiveness
MSY 042	Organisational Design and Development
MSY 043	Performance Management and Training
MSY 044	Industrial Relations and Labour Legislation
MSY 045	Organisational Structure and Design
MSY 046	Strategic Human Resources Management
MSY 047	International Human Resources Management
MSY 048	Stress Management
MSY 049	Negotiation Skill
MSZ 009	Intensive Course Work
4. SYSTEMS	
MSY 061	Business Analysis and Systems Development
MSY 062	Data mining for Business Applications
MSY 063	E-Commerce Technology
MSY 064	Strategic Information Technology for Management
MSY 065	Project Management
MSY 066	Web Technology
MSY 067	Enterprise Resource Planning
MSZ 009	Intensive Course Work

5. PRODUCTION/OPERATION	
MSY 081	Supply Chain Management
MSY 082	World Class Manufacturing
MSY 083	Integrated Materials Management
MSY 084	Business Process Management and Outsourcing
MSY 085	Logistics Management
MSY 086	Services Operations Management
MSY 087	Product Design
MSY 088	System Simulation and Modeling
MSZ 009	Intensive Course Work
6. ISLAMIC BANKING AND FINANCE	
MSY 101	Introduction of Islamic Economics
MSY 102	Fundamentals of Islamic Finance
MSY 103	Islamic Insurance (Takaful)
MSY 104	Islamic Bonds (Sukuk)
MSY 105	Islamic Asset and Fund Management
MSY 106	Islamic Banking Products and Services
MSZ 009	Intensive Course Work

Crescent Business School reserves the right to revise, update and/or add new course in the light of new developments

