

**MAHARSHI DAYANAND SARASWATI UNIVERSITY**

**AJMER**

# SYLLABUS

SCHEME OF EXAMINATION AND COURSES  
OF STUDY

**FACULTY OF MANAGEMENT STUDIES**

**Master of Business Administration (MBA)**

MBA I 2015-16



# Maharshi Dayanand Saraswati University

## Ajmer

### Master of Business Administration (MBA)

#### ORDINANCE FOR MBA PROGRAMME

##### Programme of Study: 2015-16

#### 1. Objective

MBA programme of Maharshi Dayanand Saraswati University, Ajmer shall be a two year full time programme designed to create managers for the corporates. MBA graduates shall also be available for placement with small and mid sized firms as functional experts. The MBA level education should also prepare learner to take up self employment in a chosen area of expertise.

#### 2. Programme

MBA programme is designed as a four semester programme spread over a two year period.

#### 3. Eligibility

- a. Candidate seeking admission to MBA programme shall have passed graduation in any faculty from any University Grants Commission (UGC) recognized University in India or abroad recognized equivalent thereto in any discipline (Science, Arts or Commerce etc.) with at least 50% marks (45% for SC/ST/OBC) marks in aggregate or as per the directions of competent Government body/ies.
- b. Candidates who have appeared or are going to appear in graduation final year examination may apply for admission to MBA programme for the coming academic session. Admission of such candidates shall remain provisional until at the specified date of that year, and if s/he fails to submit her/his marks sheet showing that s/he has passed graduation examination with at least 50% marks (45% for SC/ST/OBC) marks in aggregate or as per the directions of competent Government body/ies, her/his admission shall stand cancelled.

#### 4. Admission

Admission procedure to MBA programme shall be determined by relevant authorities/ university.

#### 5. Course structure

Semester I, II and III each shall have Eight courses and semester IV shall have six courses. Each teaching course would be of 35-40 hours on instruction and equal hours of self study.

## Course structure for MBA programme

| Year 1      |   |          |            |
|-------------|---|----------|------------|
| Semester I  | Papers  | Marks    |            |
|             |   | External | Internal   |
| 101         | Management Concepts   | 70       | 30         |
| 102         | Accounting for Management   | 70       | 30         |
| 103         | Managerial Economics  | 70       | 30         |
| 104         | Business Mathematics and Statistics   | 70       | 30         |
| 105         | Organisation Behaviour & Managerial Skills                                    | 70       | 30         |
| 106         | Quantitative Techniques   | 70       | 30         |
| 107         | Computers applications for Management   | 70       | 30         |
| 108         | Business Regulatory Framework   | 70       | 30         |
|             | <b>Total</b>  |          | <b>800</b> |
|             |   |          |            |
| Semester II | Papers  | Marks    |            |
|             |   | External | Internal   |
| 201         | Marketing Management  | 70       | 30         |
| 202         | Financial Management  | 70       | 30         |
| 203         | Human Resource Management   | 70       | 30         |
| 204         | Production and Operations Management  | 70       | 30         |
| 205         | Business Environment  | 70       | 30         |
| 206         | Research Methodology for Business   | 70       | 30         |
| 207         | Viva-Voce   | 100      | --         |
| 208         | Seminar on Contemporary Issues in Management and Industrial Tour Presentation | --       | 100        |
|             | <b>Total</b>  |          | <b>800</b> |

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

### (Semester Examination Scheme)

#### Regulation 22

- i. **Eligibility:**
  - a. Candidates seeking admission to MBA programme shall have passed graduation in any faculty from any University Grants Commission (UGC) recognized University in India or abroad recognized thereto in any discipline (Science, Arts or Commerce etc.) with atleast 50% marks (45% marks for SC/ST/OBC) in aggregate or as per the directions of competent Government body/ies.
  - b. Candidates who have appeared or are going to appear in graduation final year examination may also apply for admission to MBA programme for the coming academic session. Admission of such candidates shall remain provisional until the specified date of that year, and if she/he fails to submit her/his mark sheet showing that she/he has passed graduation examination with atleast 50% marks (45% marks for SC/ST/OBC) in aggregate or as per the directions of competent Government body/ies, in aggregate, her/his admission shall stand cancelled.
  - c. The final decision regarding the eligibility and/or the admission process would be as per the Rajasthan State designated body/ University.
- ii. There shall be 30 Papers (08 papers in Semester I and 08 papers in Semester II of Part I, 08 papers in Semester III and 06 papers in Semester IV of Part II). Every prescribed paper shall carry a total of 100 marks. There shall be 70 marks for term end examination and 30 marks for internal examination until and unless indicated otherwise. Courses 207, 208, 307, 308 and 406 shall be evaluated as per scheme given in syllabus.
- iii. There shall be an examination at the end of each semester as determined by the University.
- iv. There shall be a semester-end external examination of 70 marks. Term end examination shall comprise of seven questions covering entire syllabus of the course. Students will have a choice of answering any 5 questions. Paper setter may choose to give a case study equivalent to two questions. In that case the student in addition to solving case study will have to answer any three from a total of five questions asked. A student shall generally be required to answer any five questions out of the seven questions asked.
- v. The medium of instruction will exclusively be in English and student has to answer all the question papers in the prescribed course in English only in both internal and external examinations.
- vi. At the end of second semester, all the students will have to undergo Summer Training of continuous period of 24 working days excluding holidays/ Sundays with an industrial, business or service organization by taking up a project. The student will undergo on the job training under the close supervision of a supervisor in the business organization or other organization. This training should help her/him develop a perspective of wholesome management of business activities. This would enable her/him to appreciate the importance of different business activities and see how different business activities are interrelated. S/He will have to submit a report on the organization she/he has to undergo training and make a presentation before the faculty members. A seminar on Summer Training Project Report has to be delivered by the students during Semester III of Part II. Training Report Evaluation shall be done as follows: 50 marks for Training Project Report to be evaluated by External Examiner through a Viva Voce Exam and another 50 marks awarded by the faculty members of the Department on the basis of student presentation. The students immediately after

reporting for Summer Training at the designated organization/company shall send a joining report countersigned by training supervisor to the faculty advisor – training and placement. The student will make sure that immediately after the training is over, the training supervisor sends a confidential report on the performance of the student on training in a sealed envelope by registered post/courier directly to the Faculty Advisor – training and placement.

- vii. Project Study would be based upon a topic of relevance under the supervision of one of the designated faculty members on issues related to business management. This is a full term effort and Head of the Department will allocate the students to the faculty available in the department. The evaluation of the project study would be as follows: 50 marks to be awarded by the faculty supervisor of the student and another 50 marks will be for external viva voce based on Project study jointly assessed by one external examiner and the Head of the Department.
- viii. There shall be a Seminar on Contemporary Issues in Management and Industrial tour presentation, separately, being presented by all the students as per the schedule decided by the Head of the Department. Students have to make a presentation on Contemporary Issues in Management in the presence of minimum two faculty members including Head of the Department or Head's nominee faculty. The topics of the Seminar on Contemporary issues in Management will be given by the faculty members to the Head of the Department who will then allot the topics to the students; this will carry 50 marks to be awarded by the faculty members and Head who have attended the presentation. The same pattern of evaluation will be done for Industrial tour presentation which shall also carry 50 marks.
- ix. The Viva-Voce examination will be held at end of Second Semester of Part I, III semester of Part II (two Viva Voce one based on Project Study Report and another on Summer Training Report) and also at the end of Fourth Semester of Part II.
- x. In order to pass a semester, a student shall have to score a minimum of 40% marks in each course both in internal as well as external. **A student has to appear in both external and internal examination and shall have to secure 40% marks in external and internal examination separately to pass and also a minimum of 50% marks in aggregate in remaining papers except Allowed To Keep Terms (ATKT) papers.**
- xi. Internal examination shall consist of continuous evaluation. Each paper shall be evaluated on the basis of internal assessment by the concerned teacher. Assessment test may be a written exam, quiz, assignments, case discussion, presentation and class participation, exercise, essay, viva on concerned subject, simulation etc.
- xii. To pass each semester, a student will be Allowed To Keep Terms (ATKT) to next semester if she/he obtains a minimum of 50% marks in aggregate excluding ATKT papers and fails in not more than two courses. In a semester examination a student can hold at most four ATKT at any point of time. Whenever a student appears at an ATKT examination she/he will do so according to syllabus at that time and fulfills the requirements of the course enforced at that time. However, a student has to clear all the papers of Semester I to be eligible for appearing in IV semester of Part II.
- xiii. Candidates reappearing at an examination in a subsequent year shall be examined in accordance with the scheme and syllabi in force and shall be entitled to the award of degree of the year in which they clear the last failing/ unclear paper.
- xiv. A student shall be required to successfully complete the programme within a continuous span of four years from the date of admission. During this period if there is any ATKT in any course/s, the same has to be passed with a maximum of three chances within a span of four year from the date of admission.

- xv. A student shall be eligible for the award of Master of Business Administration (MBA) degree only if she/he fulfills the following conditions:
- a) Passes all the four semesters as laid down in the syllabus including any type of internal/external viva voce/presentations as prescribed through various courses.
  - b) Fulfills all other requirements prescribed by the competent authority from time to time for satisfactory completion of each course of study in each of the two years.
  - c) Division of marks shall be awarded on the basis of aggregate marks obtained in all the papers prescribed for all the four semesters examinations as follows:

**Passed with I Division**                      Aggregate marks taken together of the Part I and Part II of MBA examinations should be 60% and above.

**Passed with II Division**                      Aggregate marks taken together of the Part and Part II of MBA examinations should be either 50% or more than 50% and less than 60%.

## Program Structure

### 101 Management Concepts

|                    |  |
|--------------------|--|
| Objective          | This course will introduce the learner to the fundamentals of business management.   |
| Unit 1             | Nature, meaning and significance of management; Managerial processes, skills, and roles in organisation, Principles of Management  |
| Unit 2             | Functions of Planning, Organising, Staffing, Directing, Coordinating and controlling   |
| Unit 3             | Social responsibility and Management Ethics, New dimensions in Management.   |
| Suggested Readings | <b>Stoner, Freeman and Gilbert Jr., Management.</b> <i>Prentice Hall of India</i> , New Delhi.<br><b>Certo, Samuel, Modern Management.</b> <i>Pearson Education</i> , New Delhi. |

### 102 Accounting for Management

|                    |   |
|--------------------|---|
| Objective          | To familiarise learner with the principles and techniques of accounting and using financial and accounting information for managerial decision making.  |
| Unit 1             | Concepts, scope of financial and management accounting, Concepts and conventions of Accounting, Journal, Ledger and trial balance.  |
| Unit 2             | Trading, Profit and Loss Account, Balance Sheet, Adjustments on final accounts, Financial Statement Analysis: Ratio analysis, Cash flow and fund flow analysis.   |
| Unit 3             | Marginal costing, Variance analysis: Material, Labour and overhead; Budgetary control: Fixed and Flexible, Cash Budget, Indian Accounting Standards and IFRS.   |
| Suggested Readings | <b>Maheshwari, S.N. , Management Accounting and Financial Control.</b> <i>Sultan Chand and Sons</i> , New Delhi.<br><b>Bhattacharya, S.K. and Dearden, J., Accounting for Management: Texts and Cases.</b> <i>Vikas Publishing</i> , New Delhi. |

### 103 Managerial Economics

|           |  |
|-----------|--|
| Objective | The objective of this course is to acquaint the participants with concepts and techniques used in Economics and enable them to apply this knowledge in business decision-making. |
| Unit 1    | Nature of business decision-making, Introduction to Managerial Economics, Theory of Demand and supply, demand forecasting; Elasticity of Demand, Income, Supply                  |

& advertising, influencing factors.

**Unit 2** Production and Cost - Returns to scale, Cost Curves, Market Structure – Perfect competition, Imperfect Competition, Monopoly, Oligopoly

**Unit 3** Macro Economics - Introduction to GNP and GDP, Inflation, Unemployment, Balance of Payments, Economic growth, Business Cycle and Recent Development in Economics

Suggested Readings **Varshney, R. L.** and **Maheshwari K. L., Managerial Economics, Sultan Chand and Sons,** New Delhi.

**Adhikary, M., Business Economics. Excel Books,** New Delhi.

## 104 Business Mathematics and Statistics

**Objective** This course shall acquaint the students with the concepts and techniques used in basic mathematics and statistics and enable them to apply this knowledge in business decision-making.

**Unit 1** Introduction to basic Business Mathematics: Ratio and Proportion, Averages Percentages, Interest: Simple and Compound, Profit and Loss, Progressions: Arithmetic and Geometric. Statistics: Characteristics, functions, limitations and scope; statistics in business management; Data collection, classification, tabulation and presentation.

**Unit 2** Measure of central tendency and dispersion, correlation and regression. Basic concepts of probability, approaches, addition and multiplication theorem, conditional probability, Bayes theorem and Mathematical expectation; Probability distribution- Binomial, Poisson and Normal.

**Unit 3** Introduction to sampling distributions, sampling distribution of mean and proportion, application of central limit theorem, sampling techniques. Estimation: Point and Interval estimates for population parameters of large sample and small samples, determining the sample size. Testing Of Hypothesis: Parametric Tests- Hypothesis testing, one sample and two sample tests for means and proportions of large samples (z-test), one sample and two sample tests for means of small samples (t-test).

Suggested Readings **Levin and Rubin.** Statistics for Management. Prentice Hall of India, New Delhi.

**Chandan, J.S.** Statistics for Management. Vikas Publishing House, New Delhi.

**S P Gupta,** Statistics, Sultan Chand, New Delhi

**R S Agarwal,** Quantitative Aptitude, Sultan Chand, New Delhi



## 105 Organisation Behaviour and Managerial Skills

- Objective** This course will introduce the learner to the fundamentals of business management and nature and importance of individual and group behaviour.
- Unit 1** Introduction to individual behaviour, learning, personality, perception; Interpersonal and group processes
- Unit 2** Group Behaviour; Theories of Motivation and Leadership; Culture, and Acculturation Process, Organisational Change and Development
- Unit 3** Effective communication skills, process of communication, barriers and gateways in communication, Individual and group communication. Oral communication- presentation of reports, reading skills, creativity, group discussion skills, public speaking and negotiation. Written communication.
- Suggested Readings**
- Luthans, F. Organisation Behaviour.** *Prentice Hall of India*, New Delhi.
- Robbins, S. Organisational Behaviour.** *Pearson Education*, New Delhi.
- Pearse, C Glenn etc. Business Communications: Principles and Applications,** *Prentice Hall of India*, New Delhi.
- P D Chaturvedi and Mukesh Chaturvedi,** *Business Communication, Pearson Education*, New Delhi
- Mathur S. P., *Business Communication*, New Age International Pvt Ltd. New Delhi.

## 106 Quantitative Techniques

- Objective** This course will introduce the learner to the fundamentals of quantitative analysis
- Unit 1** Need and importance of quantitative tools for decision making for management; Linear programming problem- graphical and simplex method, sensitivity analysis, introduction to integer and goal programming; Assignment and transportation problems.
- Unit 2** Decision theory; Replacement Models- Individual and Group Replacement problems; Elementary Queuing Theory; Game Theory; Sequencing.
- Unit 3** Markov Analysis; Monte Carlo simulation; Network techniques - PERT and CPM, Crashing

Suggested Readings **Render, B. and Stair, R.M.**, Quantitative Analysis for Management, Prentice Hall of India, New Delhi.  
**Kapoor, V.K.**, Operations Research. Sultan Chand, New Delhi.

## 107 Computers Applications for Management

Objective This course will introduce the learner to the fundamentals of Computers.

**Unit 1** Introduction to Computers: Hardware and Software, Application of Computers in Business.

**Unit 2** Elementary understanding Java and C++, Basic Operating Systems, LAN, WAN, Internet basics, Intranet, Multimedia, Database fundamentals: DBMS and RDBMS; Introduction to MS-Access.

**Unit 3** MS-Word, Introduction to spreadsheet software; Creation of spreadsheet applications; Range, Formulas, Functions, Data Base Functions in spreadsheet; Graphics on Spreadsheet. Presentation Graphics - Creating a Presentation on a PC, Elementary Knowledge of Accounting Software

Suggested Readings **Burch, J. and Grudnitski G.** Information Systems: Theory and Practice, New York, John Wiley.

**David, V.** Foundations of Business Systems. Fort Worth, Dryden.

**Eliason, A. L.** On-line Business Computer Applications, Chicago, Science Research Associates.

**Estrada, S.** Connecting to the Internet. Sebastopol, C A, O'Reilly.

PK Sinha, Computer Fundamentals,

## 108 Business Regulatory Framework

Objective This course will introduce the learner to the fundamentals of regulatory framework of business in India.

**Unit 1** Main provisions of Contract Act 1872, Sale of Goods Act 1930, Negotiable Instruments Act 1881, Indian Partnership Act 1932,

**Unit 2** Main provisions of Companies Act 2013, FEMA, Competition Act, Child Rights Act

**Unit 3** Main Provision of: Consumer Protection Act (CPA) 1986, Role and functions of SEBI, The Information Technology Act, 2000, Cyber Law

Suggested **Gulshan S S and Kapoor G K**, Business Law including Company Law, New Age

Readings International Publishers, New Delhi

**Porwal, L. M. and Kumar Sanjeev**, Legal Regulatory Framework, Vrinda Publications (P) Ltd.

**Sheth, Tejpal**, Business Law, Pearson Education, New Delhi

## Semester II

### 201 Marketing Management

**Objective** This course shall introduce the learner to the basic marketing concepts, functions; market environment and decision variables.

**Unit 1** Concepts and philosophies of marketing, concept of marketing mix, Consumer behaviour - basic concepts and process, Engel Kollat Blackwell Model and Lavidge and Steiner Models of consumer behaviour.

**Unit 2** Market segmentation, targeting and positioning; marketing research.

**Unit 3** Product management; pricing and distribution; communication and promotion; marketing of services, recent trends in marketing; green, global and e-marketing etc.

**Suggested Readings** **Kotler, P. Marketing Management.** *Prentice Hall of India*, New Delhi.  
**Ramaswamy, V.S. and Namakumari, S. Marketing Management, Planning and Control.** *Macmillan India Ltd.*, New Delhi.

### 202 Financial Management

**Objective** The objective of this course is to acquaint student with the broad framework of financial decision making in a business organisation.

**Unit 1** Financial Management: Meaning, scope and objectives, Profit Maximisation v/s Wealth Maximisation, Functions of finance Manager in an organisation, Leverages.

**Unit 2** Capital Structure: Meaning, Definition and Theories of Capital Structure, Working Capital Management: Meaning, Determinants, requirement of Working Capital.

**Unit 3** Capital Budgeting: Concept, Techniques, Sources of Long term finance, Cost of Capital: Debt, Preferred Stock and Equity, Dividend Policy.

**Suggested Readings** **Chandra, P. Financial Management.** *Tata McGraw Hill*, New Delhi.  
**Bhattacharya, Financial Accounting for Business Managers.** *Prentice Hall of India*, New Delhi.  
**Pandey, I.M., Finance: A Management Guide for Managing Company Funds and Profits.** *Prentice Hall of India*, New Delhi.

### 203 Human Resource Management

**Objective** The objective of this course is to sensitize students to the various facets of managing people and to create an understanding of various policies and practices of human resource management

|                    |  |
|--------------------|--|
| <b>Unit 1</b>      | Concept, meaning and importance of human resources management; Corporate objectives and human resource planning;   |
| <b>Unit 2</b>      | Process of human resource planning- job analysis, job description, and specifications; recruitment and selection; induction; training and development; career planning; employee records and audits.   |
| <b>Unit 3</b>      | Principles of wage determination, salary structure; job evaluation; and performance appraisal; wage policies, monetary and non-monetary incentives and recent trends in Human Resource Management  |
| Suggested Readings | <p><b>Dressler, Human Resource Management.</b> <i>Prentice Hall of India</i>, New Delhi.</p> <p><b>Aswathappa, K, Human resources and Personnel Management.</b> <i>Tata McGraw Hill</i>, New Delhi.</p> <p>Mathur S.P., <i>Strategic Human Resource Management</i>, New Age International Pvt. Ltd. New Delhi.</p> |

## 204 Production and Operations Management

|                    |  |
|--------------------|--|
| Objective          | To familiarise learner with the concept of operations management. Learner must be able to assimilate the techniques of managing operations that include production planning and control.   |
| <b>Unit 1</b>      | Role of operations management in business; Operations strategy; types of production systems; plant location and layout; new product development; managing processes;   |
| <b>Unit 2</b>      | Production planning and control- forecasting; routing, scheduling, expediting; aggregate planning; master scheduling, MRP; PPC in job shop, batch production, mass production and projects; Inventory control- quantity control and selective control;   |
| <b>Unit 3</b>      | Quality control; housekeeping and maintenance; work study- method study and work measurement; Contemporary issue- JIT, lean manufacturing, Concurrent, engineering, optimised production technology, etc., Recent trends and development in production and operations management.  |
| Suggested Readings | <p><b>Adan EE and Ebert RJ. Production and Operations Management.</b> <i>PHI</i>, New Delhi.</p> <p><b>Amarine Harold T manufacturinf Organisations and Management.</b> <i>PHI</i>, New Jersey</p> <p><b>Dilworth, James B. Operations Management: Design, Planning and Control for Manufacturing &amp; Services.</b> <i>Singapore, McGraw Hill</i></p> <p><b>Moore, FG and Hendrick, T E. Production / Operations Management.</b> Homewood,</p> |

Illinois, Richard D. Irwin

## 205 Business Environment

**Objective** To develop the ability to analyse the competitive business environment, to understand government policies and current issues.

**Unit 1** Nature and significance of business environment, macro environment, political-legal, economic, social, technological, Economic role of government

**Unit 2** Fiscal policy, Monetary policy, NRI investment Policy, Planning in India, Patents and Trademarks

**Unit 3** Industrial policy, Policy for small scale sector, Industrial sickness, Recent trends and developments in business environment of India Economy.

**Suggested Readings** **Cherunilam F. Business and Government.** *Himalaya Publishing House, New Delhi.*  
**Ashwatthappa K. , Himalaya Publishing House, New Delhi**  
**Mishra and Puri. Business Environment.** *Himalaya Publishing House, New Delhi.*

## 206 Research Methodology for Business

**Objective** The course focuses on the analysis of business problems and the use of scientific research as a problem-solving tool. This encompasses the understanding and application of appropriate research designs, research statistics, data analysis, and report writing and presentation.

**Unit 1** Business Research An overview, Research process and Types of Research, problem formulation and Statement of Research Objectives, management problem v/s. research problem, Importance of literature review. Business Research Design: Steps involved in a research design. Exploratory research: Meaning, suitability, collection. Descriptive research: Meaning, types of descriptive studies, data collection methods. Causal research: Meaning, various types of experimental designs, internal and external validity; types of errors affecting research design.

**Unit 2** Sampling and Data Collection: Sampling and sampling distribution: Meaning, Steps in Sampling process, Types of Sampling - Probability and non probability Sampling Techniques, sample size determination. Data collection: Primary and Secondary data – Sources – advantages/disadvantages. Data collection Methods:

Observations, Survey, Interview and Questionnaire design, Qualitative Techniques of data collection. Measurement & Scaling Techniques: Nominal, Ordinal, Interval and Ratio Scale, Criteria for good measurement, attitude measurement – Likert's Scale, Semantic Differential Scale, Construction of instrument – Validity and Reliability of instrument.

**Unit 3** Data analysis: Data Preparation – editing – Coding –Data entry – Validity of data – Qualitative vs Quantitative data analyses, Hypothesis testing: ANOVA, Nonparametric tests- chi square test, sign test, run test, Mann-Whitney U Test, Kruskal-Wallis H test. Report Design : Research report – Different types – Contents of report – need of executive summary – chapterization – contents of chapter – report writing – the role of audience – readability – comprehension – tone – final proof – report format – title of the report – ethics in research.

**Suggested** Schindler and Cooper, Business Research methods, TMH, New Delhi

**Readings** CR Kothari, Research Methodology,

Remenyi, Williams, Money and Swartz, Doing Research in Business and Managemnt, , Sage Publications , New Delhi

K R Sharma, Business Research methods, National Publishing House, New Delhi

## 207 Viva-Voce

For the term end viva-voce candidate shall be evaluated for 100 marks by a panel of external expert, an internal expert nominated by the Head of the Department and the Head of the Department.

## **208 Seminar on Contemporary Issues in Management and Industrial Tour Presentation**

There shall be a Seminar on Contemporary Issues in Management and Industrial Tour Presentation, separately, being presented by all the students as per the schedule decided by the Head of the Department. Students have to make a presentation on Contemporary Issues in Management and also on Industrial Tour in the presence of minimum two faculty members including Head of the Department or Head's nominee faculty. The topics of the Seminar on Contemporary issues in Management will be given by the faculty members to the Head of the Department who will then allot the topics to the students; this will carry 50 marks to be awarded by the faculty members and Head who have attended the presentation.

The same pattern of evaluation will be done for Industrial tour presentation.

The Industrial tour would be a compulsory component of the MBA Programme. This industrial tour may be organized through outside tour operators/tour companies after obtaining administrative and financial sanction by the competent authority of the University and for which sufficient financial provision will be made in the Department budget. The students will be allowed the benefit of D.A. as per the rules in force for the Sports Board of the University. The Head of the Department shall nominate the faculty members as tour incharge from time to time and they will be entitled for T.A. & D.A. as per University Norms.

In the unlikely situation whereby any student/students is/are unable (on a valid ground to the satisfaction of the Head of the Department) to go for the industrial tour, he/she will make a report and make a presentation as other students based on visit of at least five companies in areas nearby to Ajmer city after getting those companies approved by the Head of the Department. The evaluation pattern will be same for such students as other students outlined above.