

CAMS

Conspi Academy of Management Studies

2 Year full - Time

MBA

Prospectus



**CONSPI ACADEMY OF
MANAGEMENT STUDIES
(CAMS)**

**M B A
PROSPECTUS**

About us:

Conspi Academy of Management Studies (CAMS) conducts 2 - year regular full time MBA Course. It is a fully recognised programme by the Cochin University of Science and Technology (CUSAT) a leading Technical University in Kerala implying that the University is the authority to conduct examinations and award the MBA Degree. 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 Text 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 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 to management seats 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 2 papers during the III Semester and 3 papers in the 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. 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.

Summer Training

At the end of II Semester each student shall undergo Summer Training for one month in an Organisation which is compulsory but carries no marks. Students have to give a report after this Summer Training.

At the end of IV Semester each student shall undergo Summer Training for 6-8 weeks with an industrial, business or service organisation by taking up a project study and submit a Project Report. The condition of successfully completing the programme shall not be deemed to have been satisfied unless a student undergoes Summer Training under the supervision of Faculty Guide.

The reality of job situation is further enhanced in the classroom teaching by way of involving professional management practitioners from outside as our guest lecturers and supplementing with our team of full time faculty. We maintain an updated list of such professionals on our panel.

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 40% marks in External Examination 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:

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

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 concerned 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.

Campus Discipline

All students are expected to keep strict discipline in the campus. All rules and regulation 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.

Tuition fees

Rupees fourty Thousand por Semester

Cost of application and Registration

Rupees Five Hundred

Caution Deposit

Rupees Fifteen Thousand

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

ANNEXURE - I MBA (Full Time) Semester I		
Paper	C/E	Credits
Management Concepts and Organizational Behaviour	C	3
Quantitative Methods	C	3
Managerial Economics	C	3
Business Environment	C	3
Business Communication	C	3
Financial Accounting	C	3
Information Technology for Managers	C	3
Managerial Skill Development	C	3 hrs/week
Semester II		
Paper	C/E	Credits
Organization Effectiveness and Change	C	3
Management Science	C	3
Human Resource Management	C	3
Financial Management	C	3
Marketing Management	C	3
Management Information System	C	3
Research Methodology	C	3
Management Accounting	C	3
Semester III		
Paper	C/E	Credits
Production & Operations Management	C	3
Business Law	C	3
Environment and Management	C	3
Organizational Analysis and Processes	C	3
Indian Ethos and Business Ethics	C	3
Entrepreneurial Development	C	3
Elective - I	E	3
Elective - II	E	3
Semester IV		
Paper	C/E	Credits
Business Policy and Strategic Management	C	3
Elective - III	E	3
Elective - IV	E	3
Elective - V	E	3
Project Report	C	3
Viva Voce	C	3

ANNEXURE -II
LIST OF ELECTIVES

1. FINANCE

1. Financial Derivatives
2. Financing of Small Business
3. Corporate Restructuring
4. International Financial Management
5. International Economic organisations
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. SMALL BUSINESS AND ENTREPRENEURSHIP
DEVELOPMENT MANAGEMENT**

VIII HEALTH CARE ADMINISTRATION

IX PUBLIC SYSTEM MANAGEMENT

X RURAL AND URBAN MANAGEMENT

XI TECHNOLOGY MANAGEMENT

XII GENERAL MANAGEMENT

This prospect is subject to alteration as directed by CUSAT