

Approved by AICTE, New Delhi & affiliated to Anna University, Chennai,  
Tamilnadu

**Institution Code: 7206**



**STUDENTS HAND BOOK (BATCH: 2023 - 2025)**

**PICHANUR PO, VEERAPPANUR**

**COIMBATORE – 641105**

**Contact: 0422 – 2656565, 98941 42404**

## VISION

'To achieve excellence in providing quality education for creating a knowledge community.'

## MISSION

The institution continuously strives to foster excellence in  
*flourish students through:*

- Helping them learn the Science of management in classrooms & reinforcing concepts through experiential learning, coupled with learning the Art of management through corporate interactions.
- Exposure to cross- cultural environments.
- Unwavering focus on merit with ethics.



## **Meritum Ethicas**

**Education without values is half education. It is dangerous. Education is not simply training people to do things in a certain way. It should empower people to learn, think, innovate and act in a responsible manner. Sustainable growth in any area hereafter comes with the responsible use of resources.**

**The true index for the greatness of a Business School is not in how many management graduates it churns out, rather it is in how many corporate leaders it produces. The institute fosters and nurtures leaders not only capable of making a difference in the corporate world, but is also committed to promote Gross National Happiness.**

**All roads to Happy Valley are laid with these thoughts...**

**Dr.C. Kanagaraj**

**CEO**

# **Rules, Regulations and Code of Conduct for Students**

## **Preamble**

The Handbook for students of Happy Valley Business School (aka as HVBS) is established, to foster and protect the core mission of the institution for pursuing scholarly study and ensuring the holistic development of its key constituents in a safe and secure learning environment. It also ensures to protect persons, properties and processes that support the institution and its mission. The institution is morally responsible to students and other stakeholders, to strive to enhance their experience by providing an opportunity to learn in a campus, free from any disruption. In order to excel in this pursuit, it is necessary to have rules and regulations to maintain order and discipline, and mark the boundaries to that freedom. Students are expected, as learners, to behave responsibly for which they are accountable to the stakeholder community.

It is presumed that students after seeking admission to the course at the institution will conduct themselves in an appropriate and responsible manner. High standards of academic and professional integrity and honesty are expected from students and they are required to respect the rights of students and property of other members of the academic community. Students are required to refrain from any conduct that would interfere with institution functions or endanger the health, welfare or safety of other people either inside or outside the premises of the institution.

Students should not discriminate against self or others on the basis of race, color, creed, age, religion, gender, national or ethnic origin, marital status, sexual preference, physical disability or any other legally protected status. Students should not conduct themselves in a manner, which is prejudice to any law of the land and their conduct will aim to achieve the meaning, mandate and manifestation as enshrined in the Constitution of India.

## **Applicability**

The code of conduct is applicable to all students of the Institution. The term 'student' refers to persons who are enrolled for a particular course offered by the institution upto completion of the course.

Any activity that causes the destruction of property belonging to the institution; any conduct of the members to the institution community that causes harm to their health or safety; and any activity in which a police report has been filed, a summon or indictment has been issued or an arrest has occurred for any act or omission, will be constituted as a breach of the Institution Code of Conduct.

## **Jurisdiction**

The Code of Conduct applies to both the On-campus and Off-campus conduct of all students. The Code of Conduct covers off-campus behavior during:

- Industry Internships, field trips, international visits, student exchange programs, industrial visits etc.,
- Research at another institution or a professional practice assignment.
- Student activities: sponsored, conducted authorized by the Institution or by a registered student organization.

## **Misconduct**

Misconduct by any student or an attempt to flout the Code of Conduct is subject to appropriate disciplinary action. The instances of misconduct include, but are not restricted to the following:

## **General discipline**

- Students are expected to conduct themselves at all the times in the classroom and on campus in a manner that enables them to qualify as responsible citizens.
- The use of mobile phones and other wireless equipment is prohibited in the working

areas of the institution, which include the classroom, library and computer laboratory. The violation of this rule will lead to the confiscation of the instrument by the authorities with written warning to the student. The instrument will be returned only at the end of the course program.

- Respect the laws of the country, cultural and social values nurtured and followed by all sections and to conduct in a responsible and dignified manner at all times.
- Disruptive conduct is termed as conduct that is intentionally disruptive, substantially obstructs or disrupts the teaching in the institution: restricts the freedom of movement or other lawful activities on Institution premises; or in connection with any institution - sponsored event or activity.
- Discrimination engaging in verbal or physical behavior directed at an individual or a group based on origin, race, creed, gender, religious belief, or sexual orientation that, according to a person of reasonable sensibilities, is likely to create an intimidating or demeaning environment that impedes the access of other students, faculty and staff to the educational benefits available to them.
- Discrimination as a form of disruptive conduct includes remarks made by a student that are derogatory, racist, discriminatory, patently offensive, profane, sexually explicit or communicated as graphic messages, either in words or pictures, and which demonstrate a bias or discrimination against any individual or group within the Institution.
- Falsification means willfully providing institution offices or officials with false, misleading or incomplete information; forging or altering official institution records or documents; either further conspiring with or inducing others to forge alter institution records and documents.
- The illegal or unauthorized possession or use of weapons by a student is serious offence liable to prosecution under law.
- Illegal or unauthorized possession or the use of drugs, alcohol and smoking. HVBS strongly believes in a 'Drug Free Campus'. It is policy of the institute that no student will distribute, possess or use illegal drugs or a controlled substance on its premises.
- Smoking as a policy is prohibited inside the premises of all the campuses including residence / hostels of the institution. This is considered a serious offense and is likely to be prosecuted under disciplinary action.

- Act of violence and threatening, harassing or assaultive conduct by a student means engaging in conduct that causes injury to other students or residents of the educational campus, endangering the health and safety of another person, and includes but is not limited to threatening, harassing or assaultive conduct.
- Theft, property damage and vandalism by a student is a wrongful act. A student who engages in such mentioned conducts is liable for disciplinary action under the institution code of conduct.
- Public display of affection through explicit physical contact by students in public places is banned and is construed as a punishable offence.

### **GRIEVANCE REDRESSAL COMMITTEE**

<b>Sl. No</b>	<b>Name</b>	<b>Official designation</b>	<b>Designation in the Grievance Redressal Committee</b>
1.	Dr.T. Bina	Principal	Chairman
2.	Dr. K. Sampath Kumar	HoD	Member
3.	Prof. A Manoj Kumar	Assistant Professor	Member
4.	Prof. M. Lors Porseena	Assistant Professor	Member
5.	Prof. R. Santhosh Raja	Assistant Professor	Member

### **DISCIPLINE COMMITTEE**

<b>Sl. No</b>	<b>Name</b>	<b>Official designation</b>	<b>Designation in the Grievance Redressal Committee</b>
1.	Dr.T. Bina	Principal	Chairman
2.	Dr. K. Sampath Kumar	HoD	Member
3.	Dr. G. Thiruvagam	Associate Professor	Member
4.	Prof. R. Santhosh Raja	Assistant Professor	Member

## **Library Rules and Regulations**

- All library users are required to enter their names and sign the register provided at the entrance.
- Students can borrow certain number of books, periodicals (other than the current issue), CDs for a certain period of time as stipulated and communicated by the Librarian.
- Students can borrow eight books at a time
- Library books are required to be returned by the student on or before the due date.
- Borrowers shall replace lost or damaged library materials with new versions of the same.
- Renewals of library book and of the educational materials are generally allowed if no reservation has been made for the same.
- Case studies and project reports will not be issued to students and are for library reference purpose only.
- Library users are expected to maintain silence at all times in the library. Cell phones and their use is prohibited.
- Library users should present their identity card for the borrowing or renewal of library material. The Librarian reserves the right to deny the issuance or renewal of library materials where the identity card is not presented by the student.
- Marking of any kind, underlining, writing on books, and defacing any publication are strictly prohibited and if defaced, the item must be replaced with a new one.
- The membership of the library is nontransferable.
- Books or journals removed from the shelves should not be replaced on the shelves but should be left on the table.
- All library users are expected to read the notice board for library timings and other services.
- The librarian reserves the right to refuse admission to any student violating the rules and regulations of the library.
- Students are requested to maintain the dress code of the Institution while they are in the library.



## **Responsible Use of social media**

Social media sites, as with most other web sites, are public and easily searchable. In addition to students and other key constituents of the Institution, sites may also be searched by future employers, aspirants to the Institution as well as personal acquaintances of the student & faculty members. The use of social media brings with it a greater need for personal responsibility, particularly when engaging in online discussions or web chats as well as when exchanging or posting information using web-based platforms. While the institution has clear guidelines and policies regarding certain aspects of its operation, for example academic policies by students, IT and library, among others, these do not explicitly cover all the aspects of the usage of social media. HVBS hereby releases the Social Media policy and guidelines to be followed by all students of the institution.

The primary purpose of this policy is:

1. To encourage good and responsible practice in the use of social media.
2. To protect the interest of the institution and its stakeholders including faculty & staff members, students, alumni and other secondary stakeholders.
3. To promote an effective and innovative use of social media by the student community.

### **A. Social Media Regulation**

- Students will post meaningful and respectful comments: no spam and remarks that are off-topic or offensive will be passed on social media.
- Students should always pause and think before posting any comment or remark, reply responsibly to comments when a response is appropriate.
- Respect and honor proprietary information, content and confidentiality.
- When disagreeing with another's opinion, keep it appropriate, polite and respectful.

### **B. Judiciousness in posting content**

- Students will ensure that their efforts to be conversational do not violate Happy Valley Business School's privacy, confidentiality and proprietary guidelines.
- Student will never comment on anything related to academic or administrative matters without the appropriate approval of institution. Protecting yourself, your privacy and HVBS's confidential information. What is published is widely accessible and will be around for a long time, hence considering the content carefully.
- The lines between public and private as well as that between personal and professional

content are often blurred on social media. By identifying yourself as a student of HVBS, you may influence perceptions about the Institution, particularly for those who have access to your social network profile or weblog.

- All content associated with the student will be consistent with your position at the institution and with the institution's values and professional standards.
- Students will help monitor their peers by alerting them to any unprofessional or potentially offensive comments made online or on social media platform. Please help to protect the good name of your Institution as well as that of yourself, your peers and friends.
- Students are required to follow this document, both in letter and in spirit. Students must remember that digital footprints are not easy to erase. They will have an impact both in their life and career that they themselves wish to build for as well as the legacy that they want to create for their alma mater.

#### **Academic Conduct**

- **Punctuality:** Students are required to be punctual to their classes as well as for seminars, presentations and assessment tests.

#### **Academic misdemeanor**

The following are considered as serious offences at HVBS

- Plagiarism occurs when a student submits work (that is, research, essays, and assignments) that steals and attempts to pass off another's ideas or words, or that uses another's work product without properly crediting the source.
- In such cases, the parties involved will:
  - a. Forfeit marks available for a given assignment and/or
  - b. Fail the course.
- Academic misconduct: Students engaging in any form of activities construed as cheating, copying, assisting others or receiving any form of assistance during the examinations will be subject to disciplinary action. Any breach of requirements relating to examinations and assessments, whether committed intentionally or unintentionally, will be regarded as a 'gross misconduct' and a flagrant violation of the Code of Academic Integrity.
- Attendance Requirements
  - Every student is expected to have a minimum attendance as prescribed in the

academic instructions for different courses during each semester. A shortfall in this requirement will mean that the student will not be eligible to appear for the end semester examination.

- An exemption of attendance may be given to students involved in work assigned to them by the institution. This will be entirely at the discretion of the Principal.
- Attendance at special seminars and guest lecturers is compulsory for students.

### **Ragging**

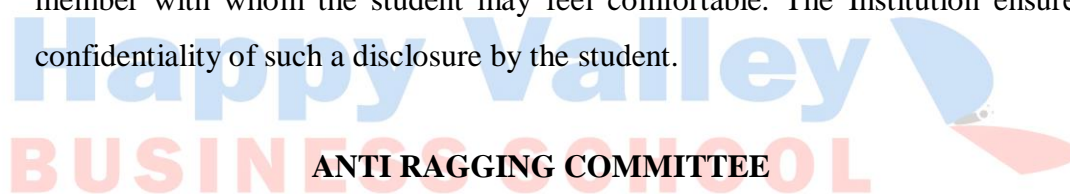
- Students will refrain from ragging of any kind and those who violate this rule will be instantly suspended from the institution and the hostel for a period of one week.
- The matter will be placed before the Anti-Ragging Committee, which will review the incident of ragging and take action according to the due process of law.
- Students must take note that ragging results in dismissal from the Institution.
- The attention of the students is also drawn to the judgment of the Honorable Supreme Court of India wherein it is mandatory for the institution to file a complaint with the police.

### **Anti-Ragging Measures**

- Government/Institution Grants Commission (UGC), guidelines notified vide no.F.1-16/2009 (CPP-II) dated 21-10-2009 on Curbing the Menace of Ragging in Higher Educational Institutions, 2009 (Under Section 26(1) (g) of the Institution Grants Commission Act, 1956) are strictly implemented at Happy Valley Business School, Coimbatore.
- In addition to the above, those students who indulge in the acts of ragging shall attract the punishments as applicable, which include any one or combination thereof:
  - a. Expulsion from the Institution/hostel
  - b. Suspension from the classes
  - c. Fine with a public apology
  - d. Withholding of scholarship or other benefits extended to those involved in ragging
  - e. Debarring from representation in events such as cultural or sports, or any other representation in events for which the student(s) may have been selected
  - f. Withholding examination results
- Entering the ragging incident on the Transfer Certificate/Migration Certificate of the

students, and this may adversely affect their career and no placement assistance.

- Filing of a complaint by the affected student with the Police Authority (as per the Supreme Court's Directive).
- The affected student is required to submit an anti-ragging affidavit as per the UGC notification.
- Continuous watch and vigil over ragging by HVBS and the Institution will promptly deal with the incidents of ragging brought to its notice.
- The Institution will summarily punish or reprimand the guilty student, either by itself or by following procedures, administrative or otherwise, by constituting a special Enquiry Committee and put forth its findings or recommendations before the competent authority to take a decision.
- Students are encouraged to report any ragging act witnessed or experienced by them to the Institution's administrators, faculty, Grievances Redressal Cell or other any staff member with whom the student may feel comfortable. The Institution ensures the confidentiality of such a disclosure by the student.



#### ANTI RAGGING COMMITTEE

Sl.No	Name	Position held in the committee	Professional designation	Contact Number
1	Dr.T. Bina	Chairperson	Principal	9894142404
2	Mr.B.Ravikumar	Member	Inspector of Police	0422-2656349
3	Mrs.Savitha	Member	Civil Officer	9442104103
4	Mr.M.SureshKumar	Member	Trustee Karangal Foundation	9750372227
5	Mrs. Beena Pillai	Parent representative	Teacher – Alappuzha	8086017653
6	Mrs.K.S.Nimmy	Non-Teaching Representative	Librarian	99943 49374

#### ANTI RAGGING SQUAD

S.No	Name	Designation	Contact Number	Email -ID
1.	Dr.T.Bina	Principal	9894142404	<a href="mailto:bina.hvbs@gmail.com">bina.hvbs@gmail.com</a>

2.	Dr.G.Thiruvagam	Associate Professor	9842399334	<a href="mailto:gthiru.hvbs@gmail.com">gthiru.hvbs@gmail.com</a>
3.	Mrs. Shilpa. C	Assistant Professor	9072208899	<a href="mailto:shilpachemmala@gmail.com">shilpachemmala@gmail.com</a>
4.	Mr. Manoj Kumar A	Assistant Professor	6379605986	<a href="mailto:manoj.hvbs@gmail.com">manoj.hvbs@gmail.com</a>
5.	Mrs.K.S.Nimmy	Librarian	9994349374	<a href="mailto:nimmysivaraj@gmail.com">nimmysivaraj@gmail.com</a>

### **Disciplinary action**

- The Disciplinary Committee will deal with all disciplinary matters.
- The Committee shall constantly monitor the behavior of the students. All disciplinary matters will be placed before the Committee, which will hear the matter and take action according to the due process of law.
- The Student Affairs and Grievances Committee hearing any matter will pass a resolution of termination, suspension, retention, penalties or any other action as deemed fit and necessary.
- The decision of the committee shall be final and binding.

### **Payment of Fees**

- All fee payments to the Institution will be made on or before the date specified by the Institution.

### **Sexual Harassment**

- Sexual harassment is defined as unwelcome sexual advances, requests for sexual favors and other verbal or physical conduct of a sexual nature when:
  - a submission to such conduct is made a term or condition for participating in educational courses;
  - b submission to or rejection of such conduct is used as a basis for academic decisions affecting the student;
  - c Such conduct has the purpose or effect of unreasonably interfering with a student's academic performance thereby creating an intimidating, hostile or offensive working or learning environment.
- Some examples of sexual harassment may include, but are not limited to the following.
  - a Creating an offensive learning environment by repeated written, verbal, physical and/or visual contacts with sexual overtones

- i. Written forms include suggestive or obscene letters, notes and invitations.
  - ii. Verbal forms include derogatory comments, slurs, jokes and epithets.
  - iii. Physical forms include assault, unwelcome touching, impeding or blocking movements.
  - iv. Visual forms include leering, gestures, and display of sexually offensive objects, pictures, cartoons or posters.
- b. Establishing a pattern of conduct that causes discomfort and/or humiliates a student at whom the conduct is directed and includes:
- i. Unnecessary touching, patting, hugging or brushing against a student.
  - ii. Remarks of a sexual nature about a student's clothing or body, remarks about sexual activity or speculations about previous sexual experiences.
  - iii. Continued expressions of sexual interest after being informed that the interest is unwelcome.
  - iv. Making reprisals, threats of reprisal or implied threats of reprisal following a rebuff of harassing behavior.
  - v. Retaliating against a student for reporting or threatening to report sexual harassment.

Any student indulging any such activity/behaviors will be liable for disciplinary actions.

#### **SEXUAL HARRASMENT COMMITTEE**

Sl. No.	Name	Official Designation	Designation in the internal complaints committee
1.	Dr.T.Bina	Principal	Presiding Officer
2.	Mr.A Manoj Kumar	Assistant Professor	Member
3.	Prof. Shilpa. C	Assistant Professor	Member
4.	Dr.Danish Samuel	Managing Director – Homeozone	Member
5.	Mrs.Jyothi	Founder – Balajoythi Charitable Trust, Coimbatore	Member

### SEXUAL HARRASMENT PROTECTION CELL (SHPC)

Sl.No	Name	Official Designation	Designation in SHPC	Contact Number	Email ID
1	Dr.T.Bina	Principal	Presiding Officer	9894142404	<a href="mailto:bina.hvbs@gmail.com">bina.hvbs@gmail.com</a>
2	Mr.A. Manojkumar	Assistant Professor	Member	6379605986	<a href="mailto:manojkumar.hvbs@gmail.com">manojkumar.hvbs@gmail.com</a>
3	Mrs.Shilpa. C	Assistant Professor	Member	9072208899	<a href="mailto:shilpachemmal@gmail.com">shilpachemmal@gmail.com</a>
4	Dr.Dinesh Samuel	Managing Director – Homeozone	Member	9894033653	<a href="mailto:info@homeozone.com">info@homeozone.com</a>
5	Mrs.Jyothi	Founder Balajyothi Trust Coimbatore	Member	7904081866	-
6	Aswal Sasi PK	II MBA	Student Member	9645154974	<a href="mailto:aswalaswal97@gmail.com">aswalaswal97@gmail.com</a>
7	Radhika K	II MBA	Student Member	9207317725	<a href="mailto:radhikakradhakrishnan02@gmail.com">radhikakradhakrishnan02@gmail.com</a>
8	First Year Stud Member 1				
9	First Year Stud Member 2				

#### **Dress Code**

All students are expected to be appropriately attired-formally dressed while in the campus at all times, Monday thru Saturday.

- Men will wear formal trousers, formal shirts and leather shoes and women will wear formal suits.
- All students are required to wear suits/blazers on formal occasions, during special

seminars and presentations and other functions organized by the institution.

- Distinguished guests and visitors frequently visit the institution and therefore, students must bear in mind that they are projecting the image of the institution.

### **Vehicle Parking**

- Students are advised to follow all precautions for safe driving.
- Parking is at the owner's risk and the Institution shall not be responsible for any loss or damages to their vehicles. (For 2 wheelers – Helmets to be locked by the bike owner)
- The concerned student will be held responsible for any violation of rules even if the vehicle is not driven by student. Seat belts for cars and Helmets for rider and pillion is to be followed for 2 wheelers. Speed limits to be maintained, Sound music in cars are not to be played within the campus / hostels.

### **Hostel Rules and Regulations**

All students residing in the Hostels provided by the Institution will follow the rules and regulations mentioned below including those that may be framed from time to time. Failure to follow these rules by students will invoke disciplinary action from the institution.

- No students should indulge in any undesirable activity thereby causing problems to the smooth functioning of the hostel
- Students residing in the hostel are not permitted to change their hostel rooms allotted in hostels without prior permission from the hostel management.
- Six months' hostel charges are to be paid in advance to the Institution at the time of joining by the student. Hostel charges for the subsequent period(s) must be paid on or before the date notified. The Hostel charges may be revised as per the decision of the management.
- Daily attendance will be taken by the warden or deputy warden at 8.15pm.
- No students is allowed to get into\go out of the hostel after 8:30pm
- Prior permission should be obtained from the warden for entertaining visitors/guests in the hostel
- Students who wish to stay out of the Hostels in the night occasionally for genuine reasons, upon having secured the permission from their respective parent/ guardian, may do so by submitting appropriate Leave letter to the hostel warden, countersigned by HoD and Principal.



- Students are advised to register their leave in the register provided to go home on a working day
- The utensils provided in the dining hall should not be taken outside the dining hall / to hostel rooms
- Hostel inmates are also instructed not to entertain day scholar students inside the hostel for any reason without prior permission from warden. If day scholars are found inside the hostel room, concerned roommates are accountable and will be liable for disciplinary action.
- Whenever students leave hostels for industrial visit, tour or any academic oriented programs, concerned students should submit the permission letter through proper channel
- At the time of vacating the hostels, the student must submit the 'No Due Certificate' from the hostel management along with the room keys & hostel identity card.
- All valuables (cash, jewellery, clothes, laptops, cameras, mobile phones, etc.) must be kept under lock and key. The hostel management will not be responsible for the loss or theft of such items.
- Cooking and cooking equipment are not allowed in the hostels. No electrical appliances such as electric irons, heaters, electrical coils, etc., are to be used in the room.
- Student residents are expected to be considerate to others and should refrain from noisy activities at all times.
- The student residents are collectively responsible for keeping the premises clean and organized. Scribbling, spitting or hanging posters/art on walls is strictly prohibited. Similarly, drilling, nailing and fixing other fixtures are not allowed.
- The Institution reserves the right to periodically check allotted rooms in the hostel rooms. The hostel management will take appropriate action if rooms are not maintained well.
- Water and electricity are scarce resources. Residents are advised to ensure that all electrical switches are turned off and that water taps faucets are closed while not in use.
- Damage or loss caused to institution properties (both movable and Immovable) by student residents such as furniture, fittings, etc., will be repaired or replaced by the Institution at the expense of the defaulting hostel residents.
- Parents or guardians may visit the hostels only with prior permission obtained from the

hostel management. Parents and guardians are not allowed to stay in the hostels.

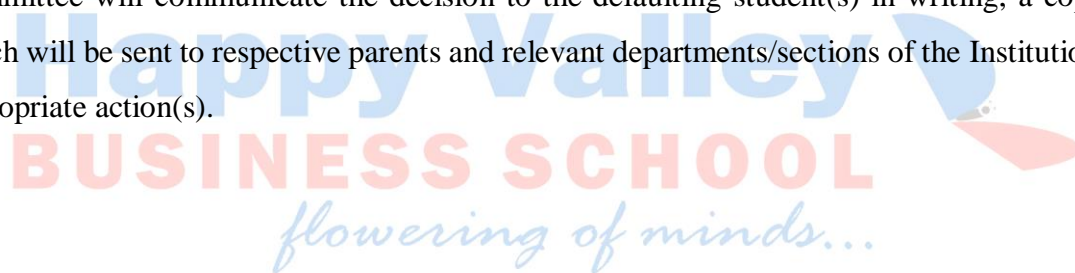
- The hostel management along with student representatives are responsible for taking care of health-related issues of student resident until the preliminary treatment is completed. In case of a medical emergency, the student resident is advised to use the campus medical transport facility to reach the nearest hospital or doctor for further treatment and the local guardian or parent will be informed. The local guardian or parent will have to take or hospitalization charge thereafter and the entire responsibility for treatment and related expenses will have to be borne by the parents or local guardian. In case of contagious health problems, the student resident must vacate the hostel and will reside either in the parents' home or at that of the local guardian.
- Men are not allowed in the women's hostels and vice versa. The violation of this rule will result in an immediate eviction from the hostel, of the student resident and liable for action. These student residents can also be expelled from the institution immediately.
- It is imperative that student residents do not indulge in any activities that are considered inappropriate, unethical or illegal. Such activities include, but are not limited to the following: use of narcotics, smoking, drinking (consumption of liquor), and use of gutka, use of abusive language, quarrels and arguments, driving without a license and proper documents, and rash driving, among others. Students residents found indulging in any of these activities and other such behavior considered detrimental to the image of the Institution will be liable for disciplinary action by the Institution, which includes the filing of a First Information Report (FIR) with the local police for appropriate and necessary legal action, as well as expulsion from the hostels and from the Institution. The Institution reserves the right to instruct any student resident to move from one room to another, from one hostel to another hostel, if need be, without explanation. Student residents are bound to carry out such instructions.
- The Institution reserves the right to change and introduce any new rules from time to time, in the larger interest of the Institution and the student residents. Rules and regulations formulated and those added from time to time are to be followed strictly. Violation of any rules and regulations will result in an immediate eviction of the student residents from the hostel and as well as a suspension from the Institution. A student resident facing such charges will be asked to appear before the disciplinary Committee.

This committee will hear the matter and take action according to the due process of law and pass resolutions for termination, suspension, penalty or any other action as deemed fit and necessary. The decision of the Discipline Committee shall be final and binding.

- HVBS promotes a healthy interaction between genders provided that the same is restricted to academic and professional spheres. Public display of affection through explicit physical contact in public places by student residents is banned and construed as a punishable offence.

### **Disciplinary Proceedings**

An incident of indiscipline/breach of the Code of Conduct by a student of HVBS will be reported to the Director, Principal and the Disciplinary Committee. The defaulting student will be issued a Show Cause notice where necessary. Such students will appear before Disciplinary Committee which will hear and take appropriate action(s). The Disciplinary Committee will communicate the decision to the defaulting student(s) in writing, a copy of which will be sent to respective parents and relevant departments/sections of the Institution for appropriate action(s).



**ANNA UNIVERSITY, CHENNAI**  
**NON-AUTONOMOUS COLLEGES AFFILIATED TO ANNA UNIVERSITY**  
**MASTER OF BUSINESS ADMINISTRATION REGULATIONS – 2021**  
**CHOICE BASED CREDIT SYSTEM**  
**PROGRAMME EDUCATIONAL OBJECTIVES (PEOs):**

**MBA programme curriculum is designed to prepare the post graduate students**

- I. To have a thorough understanding of the core aspects of the business.
- II. To provide the learners with the management tools to identify, analyse and create business opportunities as well as solve business problems.
- III. To prepare them to have a holistic approach towards management functions.
- IV. To inspire and make them practice ethical standards in business.

**PROGRAMME OUTCOMES (POs):**

**On successful completion of the programme,**

1. Ability to apply the business acumen gained in practice.
2. Ability to understand and solve managerial issues.
3. Ability to communicate and negotiate effectively, to achieve organizational and individual goals.
4. Ability to understand one's own ability to set achievable targets and complete them.
5. Ability to fulfil social outreach
6. Ability to take up challenging assignments

ANNA UNIVERSITY, CHENNAI  
NON-AUTONOMOUS COLLEGES AFFILIATED TO ANNA UNIVERSITY  
REGULATIONS - 2021  
CHOICE BASED CREDIT SYSTEM  
MASTER OF BUSINESS ADMINISTRATION (FULL TIME)  
CURRICULA AND SYLLABI I TO IV SEMESTERS  
SEMESTER – 1

S. No	Course Code	Course Title	Category	Periods Per Week			Total Contact Periods	Credits
				L	T	P		
<b>THEORY</b>								
1.	<b>BA4101</b>	Statistics for Management	PCC	3	0	0	3	3
2.	<b>BA4102</b>	Management Concepts and Organizational Behaviour	PCC	3	0	0	3	3
3.	<b>BA4103</b>	Managerial Economics	PCC	3	0	0	3	3
4.	<b>BA4104</b>	Accounting for Decision Making	PCC	3	0	0	3	3
5.	<b>BA4105</b>	Legal Aspects of Business	PCC	3	0	0	3	3
6.	<b>BA4106</b>	Information Management	PCC	3	0	0	3	3
7.	<b>BA4107</b>	Non-Functional Elective	NEC	3	0	0	3	3
<b>PRACTICAL</b>								
8.	<b>BA4111</b>	Indian Ethos (Seminar)	EEC	0	0	4	4	2
9.	<b>BA4112</b>	Business Communication (Laboratory)	EEC	0	0	4	4	2
			<b>TOTAL</b>	<b>21</b>	<b>0</b>	<b>8</b>	<b>29</b>	<b>25</b>

**NOTE: In the first semester students need to choose one elective from the Non-Functional stream**

## SEMESTER – 2

S. No	Course Code	Course Title	Category	Periods Per Week			Total Contact Periods	Credits
				L	T	P		
<b>THEORY</b>								
1.	<b>BA4201</b>	Quantitative Techniques for Decision Making	PCC	3	0	0	3	3
2.	<b>BA4202</b>	Financial Management	PCC	3	0	0	3	3
3.	<b>BA4203</b>	Human Resource Management	PCC	3	0	0	3	3
4.	<b>BA4204</b>	Operations Management	PCC	3	0	0	3	3
5.	<b>BA4205</b>	Business Research Methods	PCC	3	0	0	3	3
6.	<b>BA4206</b>	Business Analytics	PCC	3	0	0	3	3
7.	<b>BA4207</b>	Marketing Management	PCC	3	0	0	3	3
<b>PRACTICAL</b>								
8.	BA4211	Business ethics (Seminar)	EEC	0	0	4	4	2
9.	BA4212	Data Analysis and Business Modelling(Laboratory)	PCC	0	0	4	4	2
<b>TOTAL</b>				<b>21</b>	<b>0</b>	<b>8</b>	<b>29</b>	<b>25</b>

### Summer Internship – Minimum of 4 weeks of internship

The report along with the company certificate should be submitted within the two weeks of the reopening date of 3<sup>rd</sup> semester. The report should be around 40 pages. The report should be sent to the Controller of Examinations by the HOD through the Principal, before the last working day of the 3<sup>rd</sup> Semester.

**SEMESTER – 3**

S. No	Course Code	Course Title	Category	Periods Per Week			Total Contact Periods	Credits
				L	T	P		
<b>THEORY</b>								
1.	<b>BA4301</b>	Strategic Management	PCC	3	0	0	3	3
2.	<b>BA4302</b>	International Business	PCC	3	0	0	3	3
3.		Professional Elective I	PEC	3	0	0	3	3
4.		Professional Elective II	PEC	3	0	0	3	3
5.		Professional Elective III	PEC	3	0	0	3	3
6.		Professional Elective IV	PEC	3	0	0	3	3
7.		Professional Elective V	PEC	3	0	0	3	3
8.		Professional Elective VI	PEC	3	0	0	3	3
<b>PRACTICAL</b>								
9.	<b>BA4311</b>	Creativity and Innovation Laboratory	EEC	0	0	4	4	2
10.	<b>BA4312</b>	Summer Internship	EEC	0	0	4	4	2
			<b>TOTAL</b>	<b>24</b>	<b>0</b>	<b>8</b>	<b>32</b>	<b>28</b>

**SEMESTER - 4**

S. No	Course Code	Course Title	Category	Periods Per Week			Total Contact Periods	Credits
				L	T	P		
<b>THEORY</b>								
1.	BA4411	Project Work	EEC	0	0	24	24	12
<b>TOTAL</b>				<b>0</b>	<b>0</b>	<b>24</b>	<b>24</b>	<b>12</b>

**TOTAL: 90 CREDITS**

**PROFESSIONAL ELECTIVES (PEC)**

**FUNCTIONAL SPECIALISATIONS**

Students can take three elective subjects from **two functional** specializations (Or)

Students can take six elective subjects from any **one sectoral** specialization

S. No	Course Code	Course Title	Category	Periods Per Week			Total Contact Periods	Credits
				L	T	P		
<b>STREAM / SPECIALIZATION: FINANCIAL MANAGEMENT (7)</b>								
1.	BA4001	Security Analysis and Portfolio Management	PEC	3	0	0	3	3
2.	BA4002	Financial Markets	PEC	3	0	0	3	3
3.	BA4003	Banking and Financial Services	PEC	3	0	0	3	3
4.	BA4004	Financial Derivatives	PEC	3	0	0	3	3
5.	BA4005	Financial Modelling	PEC	3	0	0	3	3
6.	BA4006	International Finance	PEC	3	0	0	3	3
7.	BA4007	Behavioral Finance	PEC	3	0	0	3	3
<b>STREAM / SPECIALIZATION: MARKETING MANAGEMENT (7)</b>								
8.	BA4008	Retail Marketing	PEC	3	0	0	3	3
9.	BA4009	Consumer Behavior	PEC	3	0	0	3	3
10.	BA4010	Integrated Marketing Communication	PEC	3	0	0	3	3
11.	BA4011	Services Marketing	PEC	3	0	0	3	3
12.	BA4012	Sales and Distribution Management	PEC	3	0	0	3	3
13.	BA4013	Product and Brand Management	PEC	3	0	0	3	3



14.	BA4014	Digital Marketing	PEC	3	0	0	3	3

**STREAM / SPECIALIZATION: HUMAN RESOURCE MANAGEMENT (6)**

15.	BA4015	Strategic HumanResource Management	PEC	3	0	0	3	3
16.	BA4016	Industrial relations and labour legislations	PEC	3	0	0	3	3
17.	BA4017	Organizational Design, Change and development	PEC	3	0	0	3	3
18.	BA4018	Negotiation and Conflict management	PEC	3	0	0	3	3
19.	BA4019	Reward and Compensation management	PEC	3	0	0	3	3
20.	BA4020	International Human Resource Management	PEC	3	0	0	3	3

**STREAM / SPECIALIZATION: OPERATIONS MANAGEMENT (6)**

21.	BA4021	Supply Chain Management	PEC	3	0	0	3	3
22.	BA4022	Quality Management	PEC	3	0	0	3	3
23.	BA4023	Materials Management	PEC	3	0	0	3	3
24.	BA4024	Services Operations Management	PEC	3	0	0	3	3
25.		Supply Chain Analytics	PEC	3	0	0	3	3
26.	BA4026	Project Management	PEC	3	0	0	3	3

**STREAM / SPECIALIZATION: BUSINESS ANALYTICS (5)**

27.	BA4027	Data Mining for Business Intelligence	PEC	3	0	0	3	3
28.	BA4028	Deep Learning and Artificial Intelligence	PEC	3	0	0	3	3
29.	BA4029	Social media web Analytics	PEC	3	0	0	3	3
30.	BA4030	E-Business Management	PEC	3	0	0	3	3
31.	BA4031	Enterprise Resource Planning	PEC	3	0	0	3	3
27.	BA4027	Data Mining for Business Intelligence	PEC	3	0	0	3	3

## SECTORAL SPECIALIZATIONS

1. Students can take three elective subjects from two functional specializations. (Or)
2. Students can take six elective subjects from any one sectoral specialization.
  - (a) Logistics and Supply Chain Management
  - (b) Infrastructure and Real Estate Management
  - (c) Tourism Management

S.NO	COURSE CODE	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
<b>SECTORAL SPECIALIZATION: LOGISTICS AND SUPPLY CHAIN MANAGEMENT</b>								
1.	<b>BA4051</b>	Supply Chain Concepts and Planning	PEC	3	3	0	0	3
2.	<b>BA4052</b>	Sourcing and Supply Management	PEC	3	3	0	0	3
3.	<b>BA4053</b>	Supply Chain Inventory Management	PEC	3	3	0	0	3
4.	<b>BA4054</b>	Supply Chain Information System	PEC	3	3	0	0	3
5.	<b>BA4055</b>	Warehouse Management	PEC	3	3	0	0	3
6.	<b>BA4056</b>	Transportation and Distribution Management	PEC	3	3	0	0	3
7.	<b>BA4057</b>	Reverse and Contract Logistics	PEC	3	3	0	0	3
8.	<b>BA4058</b>	Air Cargo Management	PEC	3	3	0	0	3
9.	<b>BA4059</b>	Containerization and Allied Business	PEC	3	3	0	0	3
10.	<b>BA4060</b>	Exim Management	PEC	3	3	0	0	3
11.	<b>BA4061</b>	Fundamentals of Shipping	PEC	3	3	0	0	3
12.	<b>BA4062</b>	Port and Terminal Management	PEC	3	3	0	0	3
<b>SECTORAL SPECIALIZATION: INFRASTRUCTURE AND REAL ESTATE MANAGEMENT</b>								
13.	<b>BA4063</b>	Infrastructure Planning Scheduling and Control	PEC	3	3	0	0	3
14.	<b>BA4064</b>	Contracts and Arbitration	PEC	3	3	0	0	3
15.	<b>BA4065</b>	Project Management for Infrastructure	PEC	3	3	0	0	3

16.	<b>BA4066</b>	Management of Human Resources, Safety and Quality	PEC	3	3	0	0	3
17.	<b>BA4067</b>	Disaster Mitigation and Management	PEC	3	3	0	0	3
18.	<b>BA4068</b>	Economics and Financial Management in Construction	PEC	3	3	0	0	3
19.	<b>BA4069</b>	Urban Environmental Management	PEC	3	3	0	0	3
20.	<b>BA4070</b>	Smart Materials, Techniques and Equipments for Infrastructure	PEC	3	3	0	0	3
21.	<b>BA4071</b>	Strategic Airport Infrastructure Management	PEC	3	3	0	0	3
22.	<b>BA4072</b>	Real Estate Marketing and Management	PEC	3	3	0	0	3
23.	<b>BA4073</b>	Infrastructure and Real Estate Entrepreneurship	PEC	3	3	0	0	3
24.	<b>BA4074</b>	Valuation of Real Estate and Infrastructure Assets	PEC	3	3	0	0	3
<b>SECTORAL SPECIALIZATION: TOURISM MANAGEMENT</b>								
25.	<b>BA4075</b>	Tourism Principles and Practices	PEC	3	3	0	0	3
26.	<b>BA4076</b>	Travel Management	PEC	3	3	0	0	3
27.	<b>BA4077</b>	International Tourism	PEC	3	3	0	0	3
28.	<b>BA4078</b>	Tourism Geography	PEC	3	3	0	0	3
29.	<b>BA4079</b>	Culture and Heritage	PEC	3	3	0	0	3
30.	<b>BA4080</b>	Tourism Products in India	PEC	3	3	0	0	3
31.	<b>BA4081</b>	Accommodation and House Keeping Management	PEC	3	3	0	0	3
32.	<b>BA4082</b>	Travel Media and Public Relations	PEC	3	3	0	0	3
33.	<b>BA4083</b>	Destination Planning and Management	PEC	3	3	0	0	3
34.	<b>BA4084</b>	Tour Operations	PEC	3	3	0	0	3
35.	<b>BA4085</b>	Leisure and Recreation Management	PEC	3	3	0	0	3
36.	<b>BA4086</b>	Medical Tourism	PEC	3	3	0	0	3

To qualify for the MBA degree, one must successfully complete all the requirements of the programme, such as minimum number of credits required by attending all internal and end semester exams with a pass mark as stipulated by the affiliating university.

## GRADING

The performance of a student in the courses will be reported in terms of the following grades. The Grade Point Average (GPA) is calculated at the end of every semester, based on the grading system explained in the following pages. One will receive a final grade for a course, only at the end of the semester.

Letter Grade	Grade Points	Marks Range
O	10	OUTSTANDING
A+	9	EXCELLENT
A	8	VERY GOOD
B+	7	GOOD
B	6	AVERAGE
C	5	SATISFACTORY
RA	0	REAPPEARANCE
W	0	WITHDRAWAL

$$\text{GPA} = \frac{\sum_{i=1}^n C_i GP_i}{\sum_{i=1}^n C_i}$$

$$\text{CGPA} = \frac{\sum_{i=1}^n C_i GP_i}{\sum_{i=1}^n C_i}$$

Where  $C_i$  - is the Credits assigned to the course  
 $GP_i$  - is the point corresponding to the grade obtained for each Course  
 $n$  - is number of all Courses successfully cleared during the particular semester in the case of GPA and during all the semesters in the case of CGPA.

## DURATION OF THE STUDY

For any programme there is a maximum time allowed for completion. If one does not complete the programme within the time allowed, he/she will be subject to Academic Dismissal.

Once one has enrolled in the MBA programme, he/she is allowed an additional four consecutive semesters above the full-time programme length, to complete his/her studies.

### **EXAMINATION PROCEDURES**

All university exams will start on time i.e., FN - 10.00 am to 1.00 pm and AN – 2.00pm to 5.00pm. Students must be present 30 minutes before the exam starts, ensuring that they bring their Student ID cards and Hall Ticket issued by the affiliating university to access the examination room. Students who arrive later than 45 minutes after the start of the exam will not be allowed to take the exam. Students who miss the exam will have to wait until the next time the exam is scheduled.

#### **Filling Answer Booklet**

The students should take the responsibility of filling up all the details asked for in their answer booklet, which will be checked, verified and signed by the hall invigilator. The students should sign the attendance sheet without fail and take the responsibility of handing over the paper to the concerned hall invigilator at the close of the exam.

#### **Leaving the Room**

Students must spend at least 45 minutes in the examination room. Students who leave the room without permission will not be allowed to re-enter.

#### **Students' Belongings**

Students may use only the materials provided in the room. Nothing else, including mobile phones, wallets may be brought into the examination rooms by the students.

#### **Cheating**

Students accused of cheating will not be allowed to contribute their exams and may be called for an enquiry by the affiliating university officials and their verdict will be final.

#### **Finishing the Exam**

Students cannot take any exam materials out of the room. When the exam is finished the invigilator will collect all the materials, including scrap paper from the hall.

***“All our dreams can come true... if you have the courage to pursue them” - Walt Disney***

