



MADURAI KAMARAJ UNIVERSITY

(University with Potential for Excellence)



DIRECTORATE OF DISTANCE EDUCATION MBA -CONTACT SEMINAR PROGRAMME 2011 - 2012

MBA I Year Semester Pattern

I Year Semester – Academic Year Batch (12A) – 6 Rounds
I Year II Semester – Calendar Year Batch (11C) – 6 Rounds

MBA II Year Semester Pattern

II Year III Semester Academic Year Batch (11A) - 6 Rounds
II Year IV Semester Calendar Year Batch (10C) - 6 Rounds

Time : 9.45 A.M. to 5.00 P.M. Tea Breaks : 11.15-11.30 A.M. & 3.15 - 3.30 P.M. Lunch Break : 1.00 – 1.45 P.M.

Dear Participants,

The contact seminar classes for MBA have been arranged for the benefit of the participants and it is felt necessary that every MBA participant should utilise this excellent opportunity of interacting with the eminent faculty members from various Industries as well as reputed Academic Institutions. You should certainly appreciate that your performance in the University examinations would improve remarkably by attending the contact seminar programme regularly. You are advised to attend **all the rounds** since each round has been designed to cover different portions of your syllabus.

MADURAI

Venue : **MKU Evening College, Alagar Koil Road, Madurai. Ph: 0452- 2537695**

Date : 1) 10.12.2011	3) 07.01.2012	5) 28.01.2012
11.12.2011	08.01.2012	29.01.2012
: 2) 17.12.2011	4) 21.01.2012	6) 04.02.2012
18.12.2011	22.01.2012	05.02.2012

CHENNAI

Venue : **St. Thomas College of Arts and Science, 140/6, A.K.R. Road, New Colony, Koyambedu, Chennai – 600 107. Ph : 044-29312257**

Date : 1) 10.12.2011	3) 07.01.2012	5) 28.01.2012
11.12.2011	08.01.2012	29.01.2012
: 2) 17.12.2011	4) 21.01.2012	6) 04.02.2012
18.12.2011	22.01.2012	05.02.2012

TRICHY

Venue : **Seva Sangam Girls Higher Secondary School, 3/2, Williams Road, Contonment, Trichy – 1. Ph : 0431-2460253**

Date : 1) 10.12.2011	3) 07.01.2012	5) 28.01.2012
11.12.2011	08.01.2012	29.01.2012
: 2) 17.12.2011	4) 21.01.2012	6) 04.02.2012
18.12.2011	22.01.2012	05.02.2012

COIMBATORE

Venue : **K.S.G. College of Arts and Science, 93, Kamaraj Road, Varadharajapuram, Uppilpalayam P.O. Coimbatore – 641 005. Ph : 0422-259643**

Date : 1) 10.12.2011	3) 07.01.2012	5) 28.01.2012
11.12.2011	08.01.2012	29.01.2012
: 2) 17.12.2011	4) 21.01.2012	6) 04.02.2012
18.12.2011	22.01.2012	05.02.2012

TIRUNELVELI

Venue : **The MDT Hindu College Hr. Sec. School, Near Old Bus Stand, Tirunelveli. Ph : 04622-2333258**

Date : 1) 10.12.2011	3) 07.01.2012	5) 28.01.2012
11.12.2011	08.01.2012	29.01.2012
: 2) 17.12.2011	4) 21.01.2012	6) 04.02.2012
18.12.2011	22.01.2012	05.02.2012

NAGERCOIL

Venue : **S.T. Hindu College, Nagercoil – 629 002. Ph : 04652-222127**

Date	: 1) 10.12.2011	3) 07.01.2012	5) 28.01.2012
	11.12.2011	08.01.2012	29.01.2012
	: 2) 17.12.2011	4) 21.01.2012	6) 04.02.2012
	18.12.2011	22.01.2012	05.02.2012

THENI

Venue : **R.C. High School, Madurai Road, Theni-625 531. Ph : 04546 - 260039**

Date	: 1) 10.12.2011	3) 07.01.2012	5) 28.01.2012
	11.12.2011	08.01.2012	29.01.2012
	: 2) 17.12.2011	4) 21.01.2012	6) 04.02.2012
	18.12.2011	22.01.2012	05.02.2012

DINDIGUL

Venue : **Dudley Higher Secondary School, Dindigul – 624 001.**

Date	: 1) 10.12.2011	3) 07.01.2012	5) 28.01.2012
	11.12.2011	08.01.2012	29.01.2012
	: 2) 17.12.2011	4) 21.01.2012	6) 04.02.2012
	18.12.2011	22.01.2012	05.02.2012

SIVAKASI

Venue : **Sri Kaliswari College, A. Meenakshipuram, Anaikuttam P.O. Sivakasi Ph : 04562-232648**

Date	: 1) 10.12.2011	3) 07.01.2012	5) 28.01.2012
	11.12.2011	08.01.2012	29.01.2012
	: 2) 17.12.2011	4) 21.01.2012	6) 04.02.2012
	18.12.2011	22.01.2012	05.02.2012

RAMNAD

Venue : **Sathak Institute of Technology, Near Palace, Ramnad-623 501. Ph.: 04567-225304
Ph: 04567 – 225304.**

Date	: 1) 10.12.2011	3) 07.01.2012	5) 28.01.2012
	11.12.2011	08.01.2012	29.01.2012
	: 2) 17.12.2011	4) 21.01.2012	6) 04.02.2012
	18.12.2011	22.01.2012	05.02.2012

SALEM

Venue : **Guhai Hr. Sec. School, Guhai, Salem – 636 006. Ph : 2466007**

Date	: 1) 10.12.2011	3) 07.01.2012	5) 28.01.2012
	11.12.2011	08.01.2012	29.01.2012
	: 2) 17.12.2011	4) 21.01.2012	6) 04.02.2012
	18.12.2011	22.01.2012	05.02.2012

HOSUR

Venue : **Parimalam Mat. Hr. Sec. School, Opp. Telephone Exchange, Hosur-635 109. Ph 221540**

Date	: 1) 10.12.2011	3) 07.01.2012	5) 28.01.2012
	11.12.2011	08.01.2012	29.01.2012
	: 2) 17.12.2011	4) 21.01.2012	6) 04.02.2012
	18.12.2011	22.01.2012	05.02.2012

THOOTHUKUDI

Venue : **Kamaraj College, Thiruchenthoor Road, Thoothukudi – 628 003. Ph : 0461-2376289**

Date	: 1) 10.12.2011	3) 07.01.2012	5) 28.01.2012
	11.12.2011	08.01.2012	29.01.2012
	: 2) 17.12.2011	4) 21.01.2012	6) 04.02.2012
	18.12.2011	22.01.2012	05.02.2012

I Year MBA - Academic Year Batch (12A) Ist Semester – Dec. 2011, Jan, & Feb - 2012

Rounds	Day	P1 9.45 A.M. to 11.15 A.M.	P2 11.30 A.M. to 1.00 P.M.	P3 1.45 P.M. to 3.15 P.M.	P4 3.30 P.M. to 5.00 P.M.
Ist Round	Saturday Sunday	PM MA	PM MA	MA PM	MA PM
IInd Round	Saturday Sunday	PM MA	PM MA	MA PM	MA PM
IIIRD Round	Saturday Sunday	OB MA	OB MA	MA OB	MA OB
IVth Round	Saturday Sunday	OB QM	OB QM	QM OB	QM OB
Vth Round	Saturday Sunday	ME QM	ME QM	QM ME	QM ME
VIth Round	Saturday Sunday	ME QM	ME QM	QM ME	QM ME

PM	-	Principles of Management	-	(D10)	(12 hours)
OB	-	Organisational Behaviour	-	(D11)	(12 hours)
MA	-	Management Accounting	-	(D12)	(18 hours)
ME	-	Managerial Economics	-	(D13)	(12 hours)
QM	-	Quantitative Methods	-	(D14)	(18 hours)

I YEAR MBA - Calendar Year Batch (11C) IInd Semester – Dec. 2011, Jan. & Feb. 2012

Rounds	Day	P1 9.45 A.M. to 11.15 A.M.	P2 11.30 A.M. to 1.00 P.M.	P3 1.45 P.M. to 3.15 P.M.	P4 3.30 P.M. to 5.00 P.M.
VIIth Round	Saturday Sunday	RM FC	RM FC	FC RM	FC RM
VIIIth Round	Saturday Sunday	RM FC	RM FC	FC RM	FC RM
IXth Round	Saturday Sunday	RM MIS	RM MIS	MIS RM	MIS RM
Xth Round	Saturday Sunday	MM MIS	MM MIS	MIS MM	MIS MM
XIth Round	Saturday Sunday	MM BEL	MM BEL	BEL MM	BEL MM
XIIth Round	Saturday Sunday	MM BEL	MM BEL	BEL MM	BEL MM

RM	-	Research Methodology	-	(D15)	(18 hours)
FC	-	Fundamentals of Computer	-	(D16)	(12 hours)
MIS	-	Management Information and Data Processing System	-	(D17)	(12 hours)
MM	-	Marketing Management	-	(D18)	(18 hours)
BEL	-	Business Environment & Law	-	(D19)	(12 hours)

II YEAR MBA - Academic Year Batch (11A) IIIrd Semester - Dec. 2011, Jan. & Feb. 2012

Rounds	Day	9.45 A.M. to 11.15 A.M.	11.30 A.M. to 1.00 P.M.	1.45 P.M. to 3.15 P.M.	3.30 P.M. to 5.00 P.M.
Ist Round	Saturday Sunday	PMIR FM	PMIR FM	FM PMIR	FM PMIR
IInd Round	Saturday Sunday	PMIR FM	PMIR FM	FM PMIR	FM PMIR
IIIRD Round	Saturday Sunday	FM OM	FM OM	OM FM	OM FM
IVth Round	Saturday Sunday	OM OR	OM OR	OR OM	OR OM
Vth Round	Saturday Sunday	SM OR	SM OR	OR SM	OR SM
VIth Round	Saturday Sunday	SM OR	SM OR	OR SM	OR SM

FM	-	Financial Management	(D20)	(18 hours)
OM	-	Operations Management	(D21)	(12 hours)
PMIR	-	Personnel Management and Industrial Relations	(D22)	(12 hours)
OR	-	Operations Research	(D23)	(18 hours)
SM	-	Strategic Management	(D24)	(12 hours)

II YEAR MBA – Calendar Year Batch (10C) – IVth SEMESTER – Dec. 2011, Jan. & Feb. 2012

Rounds	Day	9.45 to 11.15 A.M.	11.30 A.M to 1.00 P.M.	1.45 to 3.15 P.M.	3.30 to 5.00 P.M.
VIIth Round	Saturday	EMSB	EMSB	RDBMS	RDBMS
	Sunday	RDBMS	RDBMS	EMSB	EMSB
VIIIth Round	Saturday	EMSB	EMSB	RDBMS	RDBMS
	Sunday	RDBMS	RDBMS	EMSB	EMSB
IXth Round	Saturday	EMSB	EMSB	RDBMS	RDBMS
	Sunday	RDBMS	RDBMS	EMSB	EMSB

ROUND	DAY	MARKETING		FINANCE		PERSONNEL		SYSTEMS		PRODUCTION		RETAIL MNGT.	
		F.N.	A.N.	F.N.	A.N.	F.N.	A.N.	F.N.	A.N.	F.N.	A.N.	F.N.	A.N.
Xth Round	Sat	MR	ASP	MFI	IPM	TD	HRA	C,C+	M&S	VE	MM	IR	SOM
	Sun	ASP	MR	IPM	MFI	HRA	TD	M&S	C,C+	MM	VE	SOM	IR
XIth Round	Sat	MR	PM	MFI	ITFD	OD	HRA	C,C+	CN	VE	TQM	RBM	IR
	Sun	PM	MR	ITFD	MFI	HRA	OD	CN	C,C+	TQM	VE	SOM	RBM
XIIth Round	Sat	ASP	PM	IPM	ITFD	TD	OD	CN	M&S	MM	TQM	RBM	IR
	Sun	PM	ASP	ITFD	IPM	OD	TD	M&S	CN	TQM	MM	SOM	RBM

RDBMS	-	Relational Data Base Management System	(D25)	(18 hours)
EMSB	-	Entrepreneurship and Management of Small Business	(D26)	(18 hours)
MR	-	Marketing Research	(D2A)	(12 hours)
PM	-	Product Management	(D2B)	(12 hours)
ASP	-	Advertising and Sales Promotion	(D2C)	(12 hours)
MFI	-	Management of Financial Institution	(D2D)	(12 hours)
ITFD	-	International Trade, Finance and Documentation	(D2E)	(12 hours)
IPM	-	Investment and Portfolio Management	(D2F)	(12 hours)
C,C+	-	Introduction to C and C++	(D2G)	(12 hours)
CN	-	Computer Networks	(D2H)	(12 hours)
M&S	-	Modeling and Simulation	(D2J)	(12 hours)
VE	-	Value Engineering and Waste Control	(D2K)	(12 hours)
MM	-	Materials Management	(D2L)	(12 hours)
TQM	-	Total Quality Management	(D2M)	(12 hours)
TD	-	Training and Development	(D2N)	(12 hours)
OD	-	Organisational Development	(D2R)	(12 hours)
HRA	-	Human Resource Accounting	(D2S)	(12 hours)
IR	-	Introduction to Retailing	(D2T)	(12 hours)
SOM	-	Store Operations Management	(D2U)	(12 hours)
RBM	-	Retail Buying and Merchandising	(D2X)	(12 hours)
		Project Work	(D2P)	

IMPORTANT INSTRUCTIONS

- Lessons will be issued only on the payment of the Tuition Fees. Students will be permitted for the examination only on the remittance of Tuition fees.**
- Students have to bring their **admission card or Identity card** to all the twelve rounds of classes without fail.
- Students have to attend the classes **both Morning and Evening sessions**. Attendance will be taken on **both sessions**. If the strength of the students in a class is **less than FIVE** both in **Morning and Evening sessions**, that class **will be suspended** for the subsequent rounds.
- Students can attend classes at any one of the centres**. If the students have no classes at a particular centre, they can attend the classes in any other centre.
- Students should switch off their mobiles while they are in the classes.
- Students may make a **written representation to the Director / Deputy Director (Seminar) / Head of the Department** about the problems relating to class teaching, non-coverage of the prescribed syllabus and other hardships they face in the classes.

Note : Regarding Elective Subjects of IV Semester MBA, Classes will be conducted depending upon the strength of students.

Director