

Department of Management Studies

(Defining Managerial Success)

23

Years of Excellence



Here's your
opportunity to be a
part of the 25th
(Silver Jubilee)
Batch of MBA
Program

Information Brochure
Admission 2010-11



CONTENTS

Vice Chancellor's Message	1
From the Director's desk	2
Dean's Message	3
HOD's Invite	4
University Authorities	5
The University and School of Management	6
Department of Management Studies	7
Vision, Mission and Values	8
About MBA in DMS	9
Faculty Members	10
Administrative Staff of DMS	13
Building the Class	14
Infrastructure Facilities	16
Course Structure	18
Functional Electives	19
Society for Business Management	20
Fee Structure	23
Life in Puducherry	24
Alumni Speak	25
Our Recruiters	26
Contact Details	27



Vice Chancellor's Message



Dear MBA-aspirant,

Thanks for considering the Department of Management Studies, Pondicherry University for doing an MBA program. As the flagship department of the School of Management, this department will offer you a quality oriented, yet cost effective MBA program. You will indeed benefit from a committed team of faculty, a loyal alumni network, a strong institute-industry linkage and state of the art infrastructure. Pondicherry University, as a whole, is poised for growth and you could not have chosen a better time to apply to be a student here. Our scenic campus will delight your senses. Our unique examination system will bring out the best in you. Our placement cell is geared to cater to your professional aspirations. So give your best shot at this MBA admission process. I look forward to welcome you to Pondicherry University.

Best wishes,

Prof. J.A.K.Tareen
*Vice Chancellor,
Pondicherry University*



From the Director's desk...



Dear MBAaspirant,

The Department of Management Studies of our University is one of the reputed B-Schools in this part of the country. They have been in the forefront of imparting management education since 1986. Over the years, the faculty members have built an industry-ready MBA curriculum incorporating the best practices in management education. This department has an excellent and proven placement record and several of its alumni hold top positions in the industry.

At a time when popular institutions of global business are shaking, you need to do an MBA program which is built upon a solid knowledge-based foundation. I have no doubt that the MBA program of the Department of Management Studies will give you an edge in the job market and a competitive advantage in your career planning. Thanks for considering Pondicherry University for your career and life path. We will be delighted to have you with us on this MBA program.

With best wishes,

Prof. A. Balasubramanian

Director,

Directorate of Culture & Cultural Relations,

Pondicherry University



Dean's Message



I'm delighted in presenting the Department of Management Studies (earlier School of Management), School of Management, Pondicherry University to the aspirants of its MBA Programme (2010-2012). This was established as one among the few schools, which were established two decades ago with complete U.G.C funding. Since its inception, it has produced 100% employable MBA graduates, who are now occupying very high positions in leading industries all over the world.

At this juncture, I am indebted to acknowledge the untiring efforts and commitment of its well-qualified and globally – acclaimed faculty members who provide excellent value addition to students in their class room and during internship. Further, the department is well known for its strong networking with industries and academic community. I wish fruitful stay and happy academic life for the students who will become members of its MBA programme (2010-2012).

Dr. M. Basheer Ahmed Khan,
*Professor & Dean,
School of Management*



HOD's Invite



The Pondicherry University's Department of Management Studies (DMS-SOM) welcomes all the aspirants of admission to its MBA program for the Batch 2010-2012. The DMS is planning to bring in 360° improvement in its operations and provide one of the best minds with management education. Nevertheless, the DMS is proud that during the past 23 years of its existence, it has produced MBA graduates who are occupying very high positions in the industry and academia in India and abroad. We are sure that we'll find the right minds to choose from and mould during these academic years as well. I wish all aspirants the very best in their efforts to seek admission, at the Department of Management Studies, Pondicherry University.

Dr. R.P.Raya,
Professor & Head,
Department of Management Studies



University Authorities

Visitor

Her Excellency Smt. PratibhaDevisinghPatil
President of India

Chancellor

His Excellency Shri. Mohammad Hamid Ansari
Vice President of India

Chief Rector

His Excellency Shri.Iqbal Singh
Lt. Governor of Puducherry

Vice Chancellor

Prof. J.A.K. Tareen

Registrar

Shri. S. Loganathan

Finance Officer

Shri. S. Raghavan IA & AS

Controller of Examinations (i/c)

Dr. J.Sampath

Librarian

Dr. R. Samyuktha



The University and School of Management



Pondicherry University was established in 1985 by an Act of Indian Parliament. The President of India is the VISITOR and Vice – President of India is the CHANCELLOR of the University. The university is located in a sprawling campus spread over 780 acres, facing Bay of Bengal on the East Coast Road. It is easily accessible from Chennai (168 Kms) and Bangalore (300 Kms).

The school of management (SOM) is the first academic entity of the university established in 1986. In 2005, SOM was restructured and now, it includes Department of Management Studies (DMS), and five other departments.

Dr. M. Basheer Ahmed Khan is currently the Dean of the School of Management.



Department of Management Studies (DMS)



The Department of Management Studies has the unique position of establishing the first MBA program of the university in 1986 and for the past 23 years it has been catering to the needs of teaching MBA Programme, Management Research, Organizational Development and training government officials. It is one of the major departments, fully funded and supported by the University Grants Commission (UGC) and approved by the All India Council for Technical Education (AICTE) of the Government of India. Its Alumni are placed in high and coveted positions in industry, Government and Academia in India and abroad. DMS is

- Rated #1 in the country among all the B-Schools considering the fees paid by students (CSR-GHRDC Survey, 2008)
- Rated A+ (Business India Survey, 2008)
- Rated # 3 in the country among the Government University B-Schools (CSR-GHRDC Survey, 2009)

Currently **Dr. R. P. Raya**, is the Head of the Department.



Vision, Mission & Values

VISION

To be a world class business school and a change agent through excellence in learning process and quality research with character, competency and collaborative orientation to serve the local, national and global community.

MISSION

To advance the knowledge and practice of business by establishing synergistic linkage with industry and prepare students to successfully lead in the global market.

VALUES

Excellence – We strive for excellence in whatever we do be it teaching, research, consulting, and training or out-reach programs.

Professionalism – We believe in strengthening organizational practices on an ethical foundation and high standards of professional behavior.

Innovation – We promote creativity, Innovation and entrepreneurial spirit.

Collegiality – We believe in working together to learn from and act on situations and ideas from diverse perspectives.

Pro-activeness – We practice to assess and estimate in advance to act.



About MBA in DMS

The 2 year (4 semesters) full-time master's degree program in Business Administration prepares students for a successful professional career in management. While the first year is devoted to foundational course, the second year would enable the student to specialize in the elective field.

The course structure of the MBA program comprises of both core and elective papers. The core papers equip the students to enhance their conceptual knowledge in the basic areas of management. The elective papers help the students to enhance their application oriented skills in the chosen functional areas of management such as **Finance, Marketing, Human Resource, Systems and Operations**. Other subjects of cross functional nature, in-house training in industrial organizations through various projects, and industrial visits are also the part of the curriculum.

The continuous evaluation of the student is on the basis of their performance in assignments, participation in departmental activities, projects, tests, class presentations, quizzes, case-studies, role plays, and end semester examinations.

The curriculum is supplemented with industry-institute-interaction and guest lectures by professionals from industry and academia.

The salient features of the curriculum design are that the students can choose market driven functional and sectoral electives. This helps them to cater to their competency mapping so as to increase their career options and strengthen their inter and intra specialization perspectives.

On the basis of suggestions from industry and students' requests, new electives are also introduced periodically through a regular update of market trends to orient their attitude, knowledge and skill sets through interactive learning process and participatory opportunities.



Faculty Members

Dr. R. Panneerselvam

B.E. (Mech), M.E.(Indl. Engg.), Ph.D.

Professor (Former Dean & Head)

Operations Management, Systems,
Operations Research & Quantitative Techniques



Dr. M. Basheer Ahmed Khan

M.A., L.L.B., M.P.M., Ph.D.

Professor & Dean –School of Management

Marketing Management, Marketing Research,
Business laws, Management of Environment System &
Human Resource Management



Dr. R. Prabhakara Raya

M. Com., M. Phil., Ph.D.

Professor & Head of the Department

HRM in KBO's, Personal Effectiveness including
3P [Profitability-Productivity-Parenting];
Management System for Rural Empowerment, Decent Work
Norms & Alternative Livelihoods & E-Governance Processes.



Dr. T. Nambirajan

B.E., M.B.A., Ph.D.

Reader

Production & Operations Management,
Cellular Manufacturing Systems,
Supply Chain Management, MIS, E- Commerce,
System Analysis & Design, Statistics, DBMS,
Total Quality Management & Oracle.



Dr.ChitraSivasubramanian

M.A., M.B.A., Ph.D.

Reader

Human Resources Management, Industrial Relations,
Organizational Behaviour, Training & Development, Retail
Management, Strategic Management&Compensation
Management.



Dr. Uma Chandrasekaran

M.B.A., Ph.D.

Reader

Management Communication, Marketing Management, Consumer
Behaviour, Sales & Distribution Management, Services Marketing,
Advertising & Integrated Marketing Communication, Customer
Relationship Management, Brand Management, Healthcare Management,
Cross Cultural Management, Executive Skills Training.



Dr. B. Charumathi

M.B.A., M.Com., M.Phil., Ph.D.

Reader & Faculty Advisor – Corporate Relations

All areas of Accounting & Financial Management (including sectoral), HRD, Women Entrepreneurship and Project Management, Bank Management, Marketing of Financial Services & Financial Engineering, Corporate Governance.



Dr. S. Victor Anandkumar

B.E., M.B.A., Ph.D.

Reader

Marketing and Information Systems Management, International Marketing, Internet Marketing, Tourism Marketing & Executive Skills Development.



Dr. L. Mothilal

M.B.A., PGCCA, FDP-IIMA, Ph.D.

Sr. Lecturer

Business Environment, Customer Service & Relationship Management, Sales & Distribution Management, Infrastructure Planning, E-Governance, Public Systems Management and Issues in Globalization.



Administrative Staff of DMS

1. R. Parassouramane
2. M. Pannirselvame
3. K. Udayasuriya
4. M. Sarala
5. N. Gangadaran



Building the Class

We invite a unique mix of highly talented and motivated participants to maximize your learning in the program.

To apply for the DMS-MBA Programme, you must have appeared for CAT 2009. The applicants should be graduates (10+2+3/4/5 Pattern) with a minimum average of 50% marks in part three in case of arts and science degrees /in applicable years of engineering or other degrees in any discipline of recognized universities in India or abroad. Those who are appearing in the final year degree examination are also eligible to apply. However, if selected at the time of admission, they have to produce their Course Completion Certificate along with the degree or provisional degree certificate in original, for having qualified. Some grace period may be allowed by the university to submit the required certificates in exceptional cases.

Admission Process

Candidates who are shortlisted on the basis of CAT 2009 scores will be intimated by post/email to attend Group Discussion and Personal Interview at DMS, Pondicherry University, Puducherry. The names of the shortlisted candidates will also be uploaded on the university website.

For group discussion, the candidates are expected to come prepared to discuss the topic which will be assigned to them on the spot. Candidates will be evaluated based on how they communicate their ideas. In the personal interview, the candidates will be evaluated for their competency level in conceptual, communication, and application oriented skills.



Foreign and NRI Candidates

Foreign students need to appear only for personal interview. However, you have to get your application routed through the Ministry of Human Resources Development (MHRD) of Government of India.

The NRI students can directly apply to the Department of Management Studies and depending on the number of applications and allotted seats, the department will decide the selection procedure which will be applicable to NRI candidates. Only such candidates who have their parents abroad (No sponsorship from any other relative will be considered as NRI) and willing to pay all the fees in US Dollars will be considered as NRI candidate for the purpose of admission in this category.



Infrastructure Facilities

SEMINAR HALL

The Seminar Hall is an ideal venue for seminars by Corporate, Government organizations, and professional associations to talk and deliver interactive lectures to the students. It is well equipped with Overhead Projector, LCD and all other necessary facilities.



LIBRARY

The University central library is stacked with books and periodicals from different fields and has CD-ROM databases, online national and international journals.

AUDITORIUM

The state-of-the-art air-conditioned University Auditorium is an elegant structure with a Central Lawn Ground. Plays, conferences, seminars, placement meetings and other ceremonies are held in this auditorium.



CLASS ROOMS

The Department is endowed with modern classrooms with audio - visual teaching aids and air conditioning.



COMPUTER LABORATORY

The Department is equipped with the state-of-the-art computer lab with Broadband Internet Facility linked with the University's main server. Facilities in the lab include workstations 60 in numbers with Internet Facility.

HOSTEL

The critical prerequisite to an extensive learning experience is the existence of a good residential facility. To meet this need, university has separate hostels for men and women with wardens & security which ensures a pleasant stay, allowing students to focus on their academics.



Course Structure

SEMESTER I

Management Process
Organizational Behavior
Managerial Economics
Accounting for Managers
Statistics and Research Methodology
Business Environment
Managerial Communication
Computer Software Management
Comprehensive Viva Voce

SEMESTER II

Project Management
Financial Management
Operations Research
Business Law
Marketing Management
Operations Management
Human Resources Management
Management Information System
Comprehensive Viva Voce

SEMESTER III

Strategic Management
Business Ethics & Corporate Governance
Quality Management
Management Control Systems
Functional Electives (4)
Comprehensive Viva Voce
Summer Project (8 Weeks)

SEMESTER IV

Public System Management
International Business
Functional Business (4)
Comprehensive Viva Voce
Project Work (10-Weeks)



Functional Electives

MARKETING

Industrial Management
Retail Management
Service Marketing
Sales & Distribution Management
Consumer Behavior
Customer Relationship Management
Advertising & Sales Promotion Management
Brand Management
Internet Marketing
Marketing Research and Information System
International Marketing
Marketing of Financial Services

Human Resources

Training and Development
Global HR Practices
HR Information System
Quality Performance Management
HRM in KBOs
Technology for Personnel Production Management
Industrial Relations Management
Management of Change & Development
Compensation Management
Labour Laws and Administration



FINANCE

Financial Engineering
Financial Services Management
Corporate Finance
Security Analysis & Portfolio Management
International Finance
Strategic Cost Management
Environmental Accounting & Costing
Banking & Indian Financial System
Infrastructure Finance
Risk Management and Insurance
Working Capital Management

OPERATIONS

Service Operation Management
Advanced Production Management
Total Quality Management
Advanced Materials Management
Supply Chain Management
Computer Simulation

SYSTEMS

E-Commerce
Decision Support Systems
Systems Analysis and Design
Database Management Systems
Software Engineering Management
Software Project Management
Computer Simulation
Business Intelligence



SBM (Society for Business Management)

The students-run society conducts activities which brings students together to enhance their managerial skills as well as serves as a platform to strengthen the bond among the students' fraternity. The SBM has the following clubs/committees/teams:

It includes

- 1) El-dorado Quiz Club
- 2) Nexus Management Meet Clubs
- 3) Guest Lecture Team
- 4) Cultural Committee
- 5) Sports Committee

Apart from the clubs, activities are conducted to stimulate creativity. This includes

Adzap

Treasure Hunt

Brandzwar

Stockwar

Roleplay

Simulation Exercise

Apart from the activities, the events conducted by the society include

- 1) Tinsel Town (Fresher's day)
- 2) Milan (Alumni Meet)
- 3) Crusaders (Farewell)



EL-DORADO CLUB

In contemporary adage, Information is known as the index of the person. Hence, the DMS- El Dorado Quiz Club has come into picture and it commenced on 24th July 2008 with great success. The Vision is a holistic approach to learn and to procure the infinite information of the universe. The mission is persistent step to ignite the astute mind and to transform it into a maverick thinker. The DMS-El Dorado Quiz's Club is running successfully since its inception.



NEXUS CLUB

'Nexus' the Man-meet club was started by the students to help themselves to increase their efficiency in Man-meet events conducted all around India by different B-schools. In the club, students regularly conduct various competitions and games as part of co-curricular activities which include Adzap, Debate, Group discussion, Quiz, Crosswords, Treasure Hunt, etc. Such activities pertain to the different management fields like Marketing, Finance, HR, Systems, etc. Such activities help the budding managers to hone their skills and develop certain qualities which are essential to excel in the corporate world.

INDUSTRY INSTITUTE INTERFACE

SYNAPSE is an annual Industry-Institute- Interface event of DMS to connect itself with the corporate world. Well begun in 1991, the program has been continuing with tremendous success. The event is focused on providing industry exposure to the students. It's a chance for each individual student to sit down with a professional and discuss pretty much what ever they'd like to talk about.

FORUMS AND MEETS

Students of DMS-SOM Pondicherry University participate in MBA forums and meets all over India where they find valuable opportunities to elevate their dynamics. Forums and Management Meets are co-curricular activities that give an opportunity for students to compete and prove their mettle against their peers from other business schools at the national level.

The faculty in charge for this activity provides necessary help to students in generating, thought provoking ideas, concepts, and guides them.

PROJECTS

Projects are one of the ways through which the students are exposed to practical business world. As part of the curriculum, every student shall take up two projects. One - the summer project at the end of the second semester for 8 weeks and the Second - the final project at the end of the fourth semester for 10 weeks. Periodical review meetings for both the projects are being held and evaluation of the progress of the projects is made. Some of the companies where the DMS students completed their summer and final project include Coca-cola, HCL Technologies, Suzlon, BSNL, BHEL, TVS Lucas, Whirlpool, Nutrine, Cooper Bussmann, Mecon, Satyam, Pantaloon, Polaris, Lakshmi Mills, etc.

Apart from the above projects, based on the subjects, students shall take up mini projects right from the first semester onwards to get exposure in various functional areas. For examples, DMS students have done hands-on mini feel HRM nroiects. accounting nroiects. functioning of public svstem. marketing



Fees structure

Fees, Funds & Deposits of MBA Programme (2010 - 2012) Batch				
Particulars	For Indian Students (Rs.)	* For NRI Students (Rs.)	* Foreign Students (Rs.)	
			SAARC Countries	Non - SAARC Countries
Per Semester (to be paid at the beginning of the semester)				
Tuition Fees	3,000	20,750	20,750	26,500
Special Fees	1,000	5,000	5,000	8,400
Library Fees	500	4,000	4,000	6,400
Computer Fees	500	4,200	4,200	8,000
Sports Fees	100	825	825	1,500
Internet Fees	100	825	825	1,500
Per Annum (to be paid at the beginning of the year)				
Medical Examination Fees (MEF)	50	50	50	1,000
Students Welfare Funds (SWF)	100	100	100	1,000
Group Medical Insurance (GMI)	304	304	304	304
One Time Fees / Funds / Deposits (to be paid at the beginning of the Programme)				
Registration Fees	150	1,250	1,250	2,500
Matriculation Fees	100	200	200	500
Recognition Fees for:				
Degree from Indian University	200	1,650	1,650	2,100
Degree from Foreign University	500	1,650	1,650	2,400
Identity Card Fees	25	200	200	200
Other Fee:				
Library Deposit (Refundable)	500	5,000	5,000	5,000
Computer Lab (Refundable)	500	5,000	5,000	5,000
Industry Interface Fund	7,500	45,000	45,000	60,000
Infrastructure Development Fund	10,000	65,000	65,000	84,000
University Development Fund	1,000	5,000	5,000	12,000
Special Academic & Placement Fund	5,000	5,000	5,000	12,000
Media Fund	7,500	7,500	7,500	12,000
Journal Fees	200	200	200	200
Alumini Association Fund (AAF) [to be paid at the beginning of the final semester along with tuition fees subject to approval]	300	300	300	300

* Fee is likely to be revised



Life in Puducherry

A Pleasing Location

The Pondicherry University campus is 12kms from the Puducherry city, one of the excellent tourism spots in south India, easily accessible from Chennai (160 Kms) and Bangalore (350 Kms). This is one of the peaceful places in south. One can experience loveliness of nature along with exotic beaches, museums, and delectable French cuisines.

On the shores of Bay of Bengal you'll find the French monuments restyled into official headquarters of the city. It is a former French colony, consisting of four non-contiguous enclaves, or districts, and named for the largest, Pondicherry. It is also known as The French Riviera of the East.

The City, Pondicherry is large enough to be interesting, yet small enough to avoid the problems of major cities. There are plenty of cultural activities and many fine restaurants, shops and hotels.



Alumni Speak

The value of your MBA continues after the two years you spend here, with lifelong connections and friendships. Our alumni network empowers you at every stage. 1200+ alumni, including leaders in corporate, non-profit, and government organizations. The relationship you build gives you the power to move ahead in your job, change your career and even relocate around the globe.

“The transformation of a candidate from an erring undergraduate into a smart and savvy manager happens so seamlessly at the Department of Management Studies. I realized it only late in my organizational life”

– Mr. Venkatesan, General Manager, Ford.

“My sojourn at the school took me through a journey of self-discovery whereby learning happened at a steady pace. The skills that I acquired and honed there were that I would put to use at every instance in my career, later in life.”

– Mrs. NishaShasidhar, Deloitte Touche, Chennai.

“If there’s one single thing to which I can attribute all the success I have tasted so far in life that would be DMS. The academic and co-curricular exposure that I received there was superb and I gained a lot from those experiences.”

– Mr. Rajeev Poduval, Frost &Sullivan,Chennai.



*Guest lecture by our Alumnus,
Dr. Latha Poonamalle (Asst. Professor, MIT Sloan)*



Placement Details and Recruiters

Since its inception, DMS has 100% placement record (including the last year which is recession hit). Last year batch was placed with an average CTC of Rs. 4 lakhs.



Contact Details

Admission Committee

Dr.R. P. Raya
Chairman

Dr. B. Charumathi
Member

Dr. L. Mothilal
Member

E-mail ID:
admissions.dms@pondiuni.edu.in

Address for Communication:

**The Chairman, Admission Committee,
Department of Management Studies (DMS),
School of Management (SOM),
Pondicherry University,
Puducherry - 605 014.**

