



# MADURAI KAMARAJ UNIVERSITY

(University with Potential for Excellence)



## DIRECTORATE OF DISTANCE EDUCATION

### MBA -CONTACT SEMINAR PROGRAMME 2010 - 2011

**MBA II Year Calendar Year Batch (A9C) – Semester Pattern**

(III Semester Classes **6 Rounds** – June, July & Aug. 2010 & IV Semester Classes **6 Rounds**- Dec. 2010, June & Feb. 2011)

**Time : 9.45A.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 II 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 : **Mannar Thirumalai Naicker College, Pasumalai, Madurai - 625 004.    Ph: 0452- 2370940**

Date	: 1) 12.06.2010	3) 03.07.2010	5) 24.07.2010	7) 11.12.2010	9) 08.01.2011	11) 29.01.2011
	13.06.2010	04.07.2010	25.07.2010	12.12.2010	09.01.2011	30.01.2011
	: 2) 19.06.2010	4) 10.07.2010	6) 31.07.2010	8) 18.12.2010	10)22.01.2011	12) 05.02.2011
	20.06.2010	11.07.2010	01.08.2010	19.12.2010	23.01.2011	06.02.2011

#### CHENNAI

Venue : **Anna Adarsh College for Women, A-I, IInd Street, 9<sup>th</sup> Main Road, Anna Nagar, Chennai-40. Ph : 044-26212089**

Date	: 1) 12.06.2010	3) 03.07.2010	5) 24.07.2010	7) 11.12.2010	9) 08.01.2011	11) 29.01.2011
	13.06.2010	04.07.2010	25.07.2010	12.12.2010	09.01.2011	30.01.2011
	: 2) 19.06.2010	4) 10.07.2010	6) 31.07.2010	8) 18.12.2010	10)22.01.2011	12) 05.02.2011
	20.06.2010	11.07.2010	01.08.2010	19.12.2010	23.01.2011	06.02.2011

#### TRICHY

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

Date	: 1) 12.06.2010	3) 26.06.2010	5) 17.07.2010	7) 11.12.2010	9) 08.01.2011	11) 29.01.2011
	13.06.2010	27.06.2010	18.07.2010	12.12.2010	09.01.2011	30.01.2011
	: 2) 19.06.2010	4) 10.07.2010	6) 24.07.2010	8) 18.12.2010	10)22.01.2011	12) 05.02.2011
	20.06.2010	11.07.2010	25.07.2010	19.12.2010	23.01.2011	06.02.2011

#### COIMBATORE

Venue : **K.S.G. College of Arts and Science, 93, Kamaraj Road, Varadharajapuram, Uppilpalayam (P.O.) Coimbatore-641 015. Ph : 0422-259643**

Date	: 1) 12.06.2010	3) 03.07.2010	5) 17.07.2010	7) 11.12.2010	9) 08.01.2011	11) 29.01.2011
	13.06.2010	04.07.2010	18.07.2010	12.12.2010	09.01.2011	30.01.2011
	: 2) 19.06.2010	4) 10.07.2010	6) 24.07.2010	8) 18.12.2010	10)22.01.2011	12) 05.02.2011
	20.06.2010	11.07.2010	25.07.2010	19.12.2010	23.01.2011	06.02.2011

#### TIRUNELVELI

Venue : **St. John's College, Palayamkottai, Tirunelveli-627002. Ph: 2572218.**

Date	: 1) 12.06.2010	3) 03.07.2010	5) 17.07.2010	7) 11.12.2010	9) 08.01.2011	11) 29.01.2011
	13.06.2010	04.07.2010	18.07.2010	12.12.2010	09.01.2011	30.01.2011
	: 2) 26.06.2010	4) 10.07.2010	6) 31.07.2010	8) 18.12.2010	10)22.01.2011	12) 05.02.2011
	27.06.2010	11.07.2010	01.08.2010	19.12.2010	23.01.2011	06.02.2011

**NAGERCOIL**

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

Date : 1) 12.06.2010 3) 03.07.2010 5) 24.07.2010 7) 11.12.2010 9) 08.01.2011 11) 29.01.2011  
13.06.2010 04.07.2010 25.07.2010 12.12.2010 09.01.2011 30.01.2011  
: 2) 26.06.2010 4) 10.07.2010 6) 31.07.2010 8) 18.12.2010 10) 22.01.2011 12) 05.02.2011  
27.06.2010 11.07.2010 01.08.2010 19.12.2010 23.01.2011 06.02.2011

**THENI**

Venue : **M.K.U. DDE Admission Centre, No. 1, NAPR Complex, Madurai Road, Theni. Ph : 260539**

Date : 1) 19.06.2010 3) 03.07.2010 5) 24.07.2010 7) 11.12.2010 9) 08.01.2011 11) 29.01.2011  
20.06.2010 04.07.2010 25.07.2010 12.12.2010 09.01.2011 30.01.2011  
: 2) 26.06.2010 4) 17.07.2010 6) 31.07.2010 8) 18.12.2010 10) 22.01.2011 12) 05.02.2011  
27.06.2010 18.07.2010 01.08.2010 19.12.2010 23.01.2011 06.02.2011

**DINDIGUL**

Venue : **MKU Evening College, TELC ITC Campus, 61, Mengles Road, Nagal Nagar, Dindigul – 624 003. Ph : 0451-2427370**

Date : 1) 12.06.2010 3) 26.06.2010 5) 17.07.2010 7) 11.12.2010 9) 08.01.2011 11) 29.01.2011  
13.06.2010 27.06.2010 18.07.2010 12.12.2010 09.01.2011 30.01.2011  
: 2) 19.06.2010 4) 10.07.2010 6) 31.07.2010 8) 18.12.2010 10) 22.01.2011 12) 05.02.2011  
20.06.2010 11.07.2010 01.08.2010 19.12.2010 23.01.2011 06.02.2011

**SIVAKASI**

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

Date : 1) 12.06.2010 3) 26.06.2010 5) 17.07.2010 7) 11.12.2010 9) 08.01.2011 11) 29.01.2011  
13.06.2010 27.06.2010 18.07.2010 12.12.2010 09.01.2011 30.01.2011  
: 2) 19.06.2010 4) 10.07.2010 6) 24.07.2010 8) 18.12.2010 10) 22.01.2011 12) 05.02.2011  
20.06.2010 11.07.2010 25.07.2010 19.12.2010 23.01.2011 06.02.2011

**RAMNAD**

Venue : **SITECH, Vallal Pandithurai Shopping Complex, Near Palace, Ramnad-623 501. Ph: 04567 – 225304.**

Date : 1) 19.06.2010 3) 03.07.2010 5) 24.07.2010 7) 11.12.2010 9) 08.01.2011 11) 29.01.2011  
20.06.2010 04.07.2010 25.07.2010 12.12.2010 09.01.2011 30.01.2011  
: 2) 26.06.2010 4) 17.07.2010 6) 31.07.2010 8) 18.12.2010 10) 22.01.2011 12) 05.02.2011  
27.06.2010 18.07.2010 01.08.2010 19.12.2010 23.01.2011 06.02.2011

**SALEM**

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

Date : 1) 19.06.2010 3) 03.07.2010 5) 24.07.2010 7) 11.12.2010 9) 08.01.2011 11) 29.01.2011  
20.06.2010 04.07.2010 25.07.2010 12.12.2010 09.01.2011 30.01.2011  
: 2) 26.06.2010 4) 17.07.2010 6) 31.07.2010 8) 18.12.2010 10) 22.01.2011 12) 05.02.2011  
27.06.2010 18.07.2010 01.08.2010 19.12.2010 23.01.2011 06.02.2011

**HOSUR**

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

Date : 1) 12.06.2010 3) 03.07.2010 5) 17.07.2010 7) 11.12.2010 9) 08.01.2011 11) 29.01.2011  
13.06.2010 04.07.2010 18.07.2010 12.12.2010 09.01.2011 30.01.2011  
: 2) 26.06.2010 4) 10.07.2010 6) 31.07.2010 8) 18.12.2010 10) 22.01.2011 12) 05.02.2011  
27.06.2010 11.07.2010 01.08.2010 19.12.2010 23.01.2011 06.02.2011

**THOOTHUKUDI**

Venue : **MKU DDE Admission Centre, Ves Computer Complex 3-C Balavinayagar Kovil Street, Thoothukudi-628 002. Ph: 0461-2321017**

Date : 1) 19.06.2010 3) 03.07.2010 5) 24.07.2010 7) 11.12.2010 9) 08.01.2011 11) 29.01.2011  
20.06.2010 04.07.2010 25.07.2010 12.12.2010 09.01.2011 30.01.2011  
: 2) 26.06.2010 4) 17.07.2010 6) 31.07.2010 8) 18.12.2010 10) 22.01.2011 12) 05.02.2011  
27.06.2010 18.07.2010 01.08.2010 19.12.2010 23.01.2011 06.02.2011

**II YEAR MBA - A9C (BATCH) – III SEMESTER - June, July & August 2010**

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

**II YEAR MBA A9C (BATCH) – IV SEMESTER - Dec. 2010, Jan. & Feb. 2011**

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

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)
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 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)	

**Note : Regarding Elective Subjects of Ivth Semester MBA, Classes will be conducted depending upon the**

strength of students.

### **IMPORTANT INSTRUCTIONS**

1. **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.**
2. Students have to bring their **admission card or Identity card** to all the twelve rounds of classes without fail.
3. The 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 particular class **will be suspended** for the subsequent rounds.
4. **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.
5. **If elective subjects of IVth Semester** are not conducted in the out side centres, the students may attend the classes for elective subjects **at Madurai Centre**.
6. Students should switch off their mobiles while they are in the classes.
7. 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.

**Director**