



All India Council for Technical Education

(A Statutory body under Ministry of HRD, Govt. of India)

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AICTE Guidelines for starting Dual Degree course in Management

1.1 Objective:

- To educate and groom the students to get entry level managerial positions in manufacturing / services organizations or to start and run own ventures with good business knowledge.
- To facilitate the development of students to take up growing challenges and find and implement solutions those are environmentally viable, ethically correct, and socially acceptable.
- To provide for job opportunities at different levels of management within organizations starting at supervisory level in SME segment and middle level management in large PSUs and MNCs.

1.2 Degrees awarded:

The course shall provide an undergraduate degree in 3 or 4 years, (BM / BAM) followed by a Master's degree in five years (MAM).

1 award of a Bachelor's degree (BM) at the end of three years, if one wishes to discontinue the studies,

or

award of a Bachelor's degree in Applied Management (BAM[#]) at the end of four years

And

2 award of Master's degree in Applied Management (MAM) at the end of five years

Note : ([#]BAM shall not be awarded to one who has acquired BM degree however, a certificate for credits acquired at 4th year shall be given).

1.3 Duration of the course :

The course shall be for a total period of 5 years spread over ten semesters.

1.4 Entry qualifications / students eligibility:

For admission to this course, a student should have passed 12th standard (or equivalent) examination and obtained at least 45% (40% marks for reserved category students) and should have passed a Common Admission Test^{\$} conducted for the purpose.

Admission taken at the first year shall be admission to “5 year dual degree course” and he/she will not be required to take re-admission at any stage of the course unless he/she discontinues the course after 3rd or 4th year.

The course framework provides additional entry points as,

- Student, who has discontinued his/her studies on obtaining BM degree, can join at later date for the fourth and fifth year of the course to complete MAM. However, such student shall not be awarded BAM degree at the end of fourth year even if he/she discontinues studies at fourth year.
- Student, who has discontinued his/her studies on obtaining BAM degree, can join at later date for the fifth year of the course to complete MAM.

[§] Please see 1.7 regarding admission criteria for academic year 12-13

1.5 Curriculum:

Focus of the curriculum shall be preparing students for the global market through intensive teaching / training for the overall development of the student to meet the vibrant challenges of workplace environment.

Training Pedagogy shall comprise of presentations on Case studies, Group Discussions, Problem Solving Techniques appraising the problems with analytical ability.

The course will follow semester pattern and will have 10 semesters of 16 weeks each. In addition to core subjects and specialization electives, course shall have subjects,

- To develop soft skills, seminars and Project component.

- To Study language and foreign Language
- To acquire communication skills
- To acquire soft skills
- To acquire Industry / Services Organization Training

And an industry based project in fifth year having inter-disciplinary approach in content and delivery.

1.6 Subject scheme and evaluation:

- Each subject shall consist of 3 lectures per week (3 credits) and 2 hour tutorial per week (1 credit) for assignments, thus making it a 4 credit subject.
- Evaluation of performance shall be on the basis of both,
 - Continuous assessment (40%) based on internal evaluation.
 - End semester examination (60%)
- Internal evaluation shall be based minimum two class tests/semester, class assignments, group discussions and semester attendance.
- The fifth year level Industrial project shall be assigned as a group task and shall necessarily have interdisciplinary nature.

Model scheme of semester subjects along with the credits

Sem	Subject	Subject Title	Credits
I	1	English language	4
	2	Effective Communication skills	4
	3	Business mathematics	4
	4	Human skills	4
	5	Computer Applications	4

II	1	Business communication	4
	2	Foreign language	4
	3	Business statistics	4
	4	Financial Accounting	4
	5	Environment management	4
III	1	Managerial economics	4
	2	Management principles	4
	3	Business environment	4
	4	Elements of direct & indirect taxes	4
	5	Public relations management	4
IV	1	Entrepreneurship	4
	2	Strategic management	4
	3	Micro economics	4
	4	Legal aspects of business	4
	5	Management of co-operatives	4
V	1	Organizational behavior	4
	2	Financial management	4
	3	Project management	4
	4	Business ethics	4
	5	Export-import procedures	4

VI	1	Marketing management	4
	2	Creativity and innovation	4
	3	Company law	4
	4	Information systems	4
	5	Project	4
VII	1	Work Experience	8
	2	Project	12
VIII	1	Elective	4
	2	International Business	4
	3	Operations management	4
	4	Case study application	4
	5	Seminar	4
IX	1	Specialization based on elective	4
	2	Specialization based on elective	4
	3	Specialization based on elective	4
	4	Case study application	4
	5	Seminar	4
X	1	Industrial Application Project	20

Specialization and associated electives of VIII

(Other Specializations and elective subjects may be added by the Universities).

International Business	IPR and patents
	Logistics
	International economics
Finance	International finance
	Corporate finance
	Working capital management
Human resource management	Labour law
	Organizational dynamics
	Managing change
Marketing	Brand management
	Services marketing
	Rural marketing

1.7 Sanctioned Intake and admission

AICTE approved Institutes where University affiliated courses in Management programme are already running and where at least one batch has passed out shall be eligible to apply for approval of this course.

For the academic year 12-13 only one division of 60 students shall be sanctioned.

Admission to this course shall be based on score at the Common Admission Test. **However, the admissions for 2012-13 shall be effected on the basis of separate merit lists of students passed in various streams at std 12th as,**

Science stream	Commerce stream	Arts Stream
20 seats	20 Seats	20 Seats

In case of non availability of students from one stream, remaining seats in that stream may be allotted to students from other two streams on equal basis. In case of non availability of students from two streams, remaining seats in those stream may be allotted to students from third stream.

State/UT admissions authority shall effect admissions to this course.

Admissions shall be effected only on obtaining affiliation from the University.

1.9 Procedure for Grant of AICTE Approval

Please refer to **Annexure-I**

1.10 Norms & Standards and other Requirements

Please refer to **Annexure-II**

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