

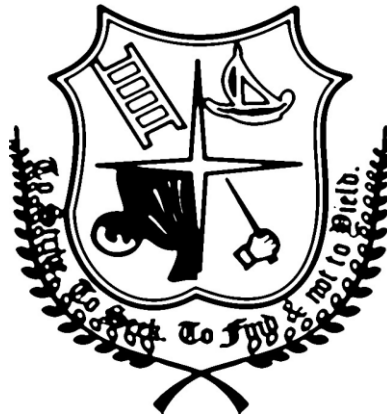
ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

**COLLEGE WITH POTENTIAL FOR EXCELLENCE
RE-ACCREDITED WITH “A +” GRADE BY NAAC**

MBA

APPROVED BY AICTE & AFFILIATED TO UNIVERSITY OF MADRAS

MBA AICTE Approval No.F.No.431/TN-39/MCP-APR (M)/96



**PROSPECTUS
2024 – 2025**

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

70, Ethiraj Salai, Chennai – 600 008.

Telephone: 91 44 28279189

E-mail: ecwmba@ethirajcollege.edu.in

Website: www.ethirajcollege.edu.in

ABOUT THE COLLEGE



VISION

To achieve economic and social equity for women and through them strengthen the Nation to usher in an egalitarian society.

MISSION

To sensitize young women to their rights and place in the society through advancement and application of relevant knowledge.

Ethiraj College for Women, founded in 1948 by Late Shri V.L. Ethiraj, a legal luminary, has completed 76 years of glorious existence, making impressive strides in the realm of higher education for women. In a rapidly evolving and highly competitive global environment, the college offers diverse programmes which train the students to succeed in life. The overwhelming demand for admission to several courses led to the establishment of Self-supporting stream in the year 1981. The College enjoys Autonomous status and follows semester pattern. With its major thrust on quality sustenance and enhancement, as reflected in splendid achievement in various fields, the College has been recognized by the University Grants Commission as a “College with Potential for Excellence” and has been Re-accredited with ‘A +’ Grade by NAAC in 2023. Our college has attained the 94th rank in NIRF ranking to remain value addition to the Institution whose endeavors are inspired by its motto – “To Strive, to Seek, to Find and not to Yield.”

Faculty

Ethiraj College has well-qualified, experienced and dedicated faculty who act as facilitators for the holistic development of the students. They focus on bringing in fresh perspective and new ideas and share a passion for continuous improvement in all facets of education.

Medical and Counseling Facility

A campus health initiative through Apollo Shine Foundation has been set up inside the campus with well equipped health room with medical facilities. Counselor is available for consultation.

Memorandum of Understanding (MoU)

The College has signed MoUs with

- Association of Certified Chartered Accountant (ACCA), United Kingdom
- Certified Management Accountants, USA
- South Indian Chamber of Commerce
- Indian Council of Medical Research(ICMR) –Tuberculosis Research Centre (TRC)
- State Department of Archeology, Govt. of Tamil Nadu
- TVS Training and services
- Indian Bank
- ICICI Bank
- Raintree Hotels
- Indian Overseas Bank
- Manohar Chowdhary & Associates-Chartered Accountants
- Padmanabhan Remani & Remanujam-Chartered Accountant
- TVS Infotech Ltd.
- A formal association with Jindal Global University, India.
BPP University, UK

Mentor System

Each student is assigned a mentor who guides the student in all aspects of a student life.

Library

The college houses an eclectic collection of academic texts, reference books, national and international journals, and newspapers. The library has a conference hall, reading rooms, photocopying facility and Internet Browsing Centre. It also provides access to research, EBSCO and 'Inflibnet' that help the students in their study and research activities. The Department has an exclusive library with more than 10,000 books, national and international journals, e-journals, etc.

Resource Centre for the Visually Challenged

A Resource Centre for the Visually Challenged has been started by the Centre for Women's Studies with necessary software to enable students to access, download and store academic material.

Scholarships

As a testimony to the institution's commitment to inclusive education, scholarships are provided from the estate of the founder Late Thiru.V.L.Ethiraj, Central Government, State Government and other private scholarships are also available.

Parent Teacher Association (ECPTA)

The ECPTA started in 1998, provides an active forum for interaction amongst management, faculty and parents.

Alumnae Association (ECAA)

'Ethibandana' of Ethiraj College is held every year. Alumnae from all walks of life gather in large numbers to relive the nostalgic memories of their college life.

Student League

The conglomeration of students was inaugurated in 2016 comprising of 8 student leagues with the motto "Impress, Influence and Inspire". The various leagues are Alumnae Connect, Campus Innovation, Disaster Metigation, Green Enviro, Holistic Wellbeing, Social Works, Swachh Ethiraj and Website.

Hostel

The College hostel has three blocks to house 540 students. Application for the College hostel is to be separately submitted at the time of admission. Admission to the hostel is on “first-come-first-serve” basis.

Extension Activities

The extension activities such as NCC, CSS, NSS, Youth Red Cross, Rotaract, Red Ribbon Club, Entrepreneurship Cell, ENACTUS & Consumer Club, lay emphasis on the holistic development of the students and provide a platform to inculcate social sensitivity in them.

Clubs

Art Club- Shades, Literary and Debating Society, Film Appreciation Club-Ethiwood ,Theatre Club-Theatro, Dance Club, MUN Club, Quiz Club, Book Club, Environment Club, Wildlife and adventure Club Heritage cultural consciousness and creative spirit of the students and also provide a forum for them to learn from their peers.

Department of Physical Education

The sports department plays an important role in ensuring physical fitness among the students. The department provides training in a variety of sports and games such as basket ball, volley ball, cricket, hockey, tennis, kabaddi, ball badminton, shuttle, throwball, swimming, rowing, shooting, athletics, etc. Special concessions are given to the students who excel in sports in the form of scholarships, sport kits, etc.

Placement Cell

The Placement Cell is very active in helping the students to get placed in reputed organizations. Two days career fair “Bhavishya” is conducted, during which the invited guests from various sectors enlighten the students on career opportunities. Skill Enhancement Training is provided to the students of third years in areas of Resume Writing, Interview Skills, Extempore, Group Discussion Techniques and Competitive Examinations. Special efforts are taken to provide training and placement to socially and economically backward students.

IMPORTANT INFORMATION

- ***Working Hours: The Department will be working according to Aided College timings. Additional Classes will be conducted after regular working Hours.***
- ***75% attendance in every subject is mandatory requirement for a student to be eligible for appearing in semester examinations.***
- ***Modest dress code and courteous behavior are mandatory.***
- ***Use of mobile phones is strictly prohibited inside the college campus. Violations will be severely dealt with.***
- ***Ragging is strictly prohibited and punishable as per the Prohibition of Ragging Act, 1996.***
- ***Students who discontinue after joining the College will be given Transfer Certificate issued by the College only and their school Transfer Certificate will not be returned. Transfer Certificate will be issued only a week after applying, on the return of ID card if already issued by the College.***

MBA PROGRAMME

The MBA Programme began its journey of imparting quality education in the year 1997. It offers a full-time two-year Programme with sixty students in each batch.

CONDITIONS FOR ADMISSION

Candidates shall be required to have passed any Bachelor's Degree of the University of Madras or any other University or a qualification accepted by the Syndicate of Madras University as equivalent there to, shall be eligible for admission to MBA Degree Course.

Candidates should have good academic track record and should apply with TANCET 2024 score.

COURSE STRUCTURE

The MBA course is affiliated to University of Madras approved by All India Council for Technical Education (AICTE) Approval No. F.No.431/TN-39/MCP-APR(M)/96, dated July 21,1997. The Programme got its Autonomous Status in the year 2006. The course structure is closely aligned with the business requirements in today's scenario. The first year of the program concentrates on imparting management fundamentals like Organizational Behavior, Accounting, Economics, Human Resources Management, Marketing Management, Financial Management, Operations Management & Research and Quality Management System.

The second year builds on these fundamentals and enables the students to focus on their preferred area of specialization. Dual specializations in the areas of Marketing, Finance, Systems and Human Resources are offered. A minimum of twenty students should have to register for a particular specialization to be offered as a course. These courses are supplemented by business simulation games that reinforce the classroom teachings and gives hands-on experience to the participants.

The classroom sessions are supplemented by corporate sessions, guest lectures by visiting faculty, field session, live projects, workshops and many such activities which ensure that the participants remain in touch with the corporate environment and learn the practical applications of the acquired knowledge.

PROGRAM STRUCTURE

Course of Study and Scheme of examinations *

The course structure of the MBA program has been designed to enable the student to earn a minimum of 91 credits plus 14 additional non-CGPA credits (total of 105 credits) one audit course and fulfill such conditions as have been prescribed therefore to qualify for the MBA Degree.

The total number of subjects of study shall be a minimum of 24 out of which 13 shall be compulsory core subjects, 7 shall be Electives (5 functional electives & 2 nonfunctional/interdisciplinary elective) and a soft skill paper in every semester. Apart from this a Summer Internship Programme

(SIP - Summer Project and Viva Voce) will be at the end of Second Semester and Management in Practice (MIP –Major Project Work and Viva-voce) will also be in the Final Semester. The course also includes ADDITIONAL CREDIT COURSES in Value Education, Skill Development courses and Business Analysis Lab in the first, second, third semester; Bridge course in the first semester, Self learning course in the second and third semester, Term Paper as an audit course (noncredit course) in the third semester, Directed Study in the fourth semester.

The candidates have the option of taking 2 Interdisciplinary/Non-functional electives under choice-based credit system from any of the 2 choices given in the second and third semester. The candidate is allowed to take up these electives according to her choice, in the second and third semester respectively. Any of the elective courses will be offered only if there is minimum of 20 enrollments.

There shall be Summer Internship Programme (SIP - Summer Project and Viva Voce) for all students undergoing the course at the end of the Second Semester for a period of not less than 6 weeks. Main Project work (MIP- Management in Practice) shall be in the fourth semester for a period of 12 weeks. The Fourth semester has scope for Directed study (mandatory), where the course(s) offered would be on any emerging area of management.

*Subject to revision by the Board of studies.**

ORIENTATION PROGRAM

Orientation program is conducted for the fresher's, keeping in mind the heterogeneous academic background of the students. It includes yoga sessions, bridge courses and personality development workshops. It is compulsory for students to attend the same.

LANGUAGE PROGRAMS

“Business English Certification “by The Cambridge University of London is offered with the main objective of improving the communication skills and vocabulary of the students. Knowledge in foreign language builds confidence and helps the students to blend themselves into the multi-cultured organizational climate. In line with that, the department is offering foreign language German as opted by the students and conducted by “The Goethe Institute, Chennai”.

ADDITIONAL COURSES

In addition to the regular course curriculum, the Department offers additional courses in the final semester to keep pace with emerging areas in management. This is done in collaboration with industries offering hands on experience for students.

PLACEMENT ACTIVITIES

The activities of the placement cell, aims to match the requirements of the recruiters with the aspiring students. The campus recruitment conducted yearly, has witnessed more and more blue-chip companies seeking

to recruit students belonging to different specializations. Some firms that recruited include Citibank, ICICI Bank, HDFC Bank, Irevana, Kotak Mahindra, Centurion Bank, Cavinkare, GE Money, Reliance, CII, Caliber Point, UB Group, Wipro, Club Mahindra, Infosys, CTS, TCS, ITC, ALLECTEC, Axis Bank etc. A Pre-Placement Preparation training programme is organized every year which includes modules on resume writing, mock interview, individual assessment, communication skills and career guidance.

INDUSTRY INSTITUTE INTERFACE

The MBA Department has direct linkage with the industry to enable the students to gain experience and update themselves of their best practices. The Institution is a member of various Professional bodies such as MMA, AIMA, ISTD, NIPM, AIMS and CII. All the students are encouraged to become members of professional bodies/association. Emphasis is also laid on the need to balance in-class and out-of-class life and hence it is made compulsory for every student to take up regular industrial visits and have tie-up with Industries/organizations.

ENTREPRENEURIAL DEVELOPMENT

The Entrepreneurial Development cell was established with the aim of nurturing the spirit of entrepreneurship amongst young students, which aims at contributing to the society at large by promoting the concept of social entrepreneurship and to develop entrepreneurial skills amongst aspiring entrepreneurs.

PARADIGM

Paradigm-The Annual All India Management Meet of the MBA Department is an event focused on equipping, sharpening and testing the knowledge of young budding managers. Participants from various colleges from across the country take part in this Management Meet and get a glimpse of the corporate world through a host of events like Best Manager, Business Quiz, Business Plan, Stock War etc.

MBA CURRICULUM

(**Subject to revision by Board of Studies**)

I Year – I Semester

Organizational Behaviour
Accounting for Managers
Managerial Economics
Business Research & Statistics
Operations Management
Business English Communication *

Value Education – I

Skill Development - Entrepreneurial Skill Development – I
Business Analysis Lab –I

I Year – II Semester

Marketing Management
Financial Management
Quality Management System
Legal Framework of Business
Operations Research
Interdisciplinary Elective - I
Summer Internship Project (SIP)
Self-Assessment and Career Development*

Value Education – II

Skill Development - Entrepreneurial Skill Development – II
Business Analysis Lab-II

Summer Project

At the end of the second semester, all students will have to undergo summer training of six weeks with an industrial, business or service organization by taking up a project study, under the supervision of the department. Each student will be required to submit a project report to the department for the work undertaken during this period within a week of the commencement of the third semester for evaluation.

II Year – III Semester

Information Management and ERP

Elective I

Elective II

Elective III

Elective IV

Elective V

Interdisciplinary Elective - II

Foreign Language -

German/Japanese/Chinese/Korean*

Value Education – III

Skill Development - Entrepreneurial Skill

Development - III

Business Analysis Lab -III

Self-Learning Programme

Term Paper

II Year – IV Semester

Strategic Management

Professional Ethics and Etiquette*

Directed Study

Management in Practice (MIP- Project Work & Viva-voce)

* Soft Skill Course

INTER DISCIPLINARY ELECTIVES

Odd Semester

- Disaster Management
- Technology Intervention and Innovative Practices in Management
- Design Thinking and Innovation Management

Even Semester

- Social Enterprise Management
- Diversity Management
- Fundamentals of Intellectual Property Rights

LIST OF ELECTIVES

ELECTIVE: HUMAN RESOURCE MANAGEMENT

- Human Resource and Leadership Development
- Industrial Relations and Labour laws
- Training and Development
- Organisational Change and Development
- Conflict and Negotiation Management
- Work Place Counselling
- Compensation Management
- HR Metrics and Workplace Analytics
- Performance and Talent Management
- Team Management
- Digital HRM

ELECTIVE: FINANCE

- Advanced Corporate Finance
- Security Analysis & Portfolio Management
- Merchant Banking and Financial Services

- Mergers and Acquisitions
- Derivatives and Risk Management
- Financial Markets and Institutions
- Risk management and Insurance
- Banking Operations & Services
- Wealth Management
- Digital Finance

ELECTIVE: MARKETING

- Advertising Management
- Consumer Behaviour
- Marketing Research
- Sales and Distribution Management
- Services Marketing
- Retail Management
- Brand Management
- Customer Relationship Management
- Marketing of Social Services
- Web Marketing
- Strategic Marketing
- Digital Marketing

ELECTIVE: SYSTEMS

- Business Intelligence
- Software Project Management
- E-Business
- Enterprise Resource Planning
- Knowledge Management
- Banking Technology Management
- IT Laws and Cyber Crimes
- Big Data Analysis
- Expert Systems
- Data Warehousing and Data Mining
- Social Media and Web analytics

ELECTIVE: INTERNATIONAL BUSINESS

- International Business Management
- International Marketing Management
- International Finance
- International Human Resource Management

■ *Electives will be offered subject to the discretion of the Institution / Maximum Registration*

Integration of MOOC courses in Interdisciplinary Elective Courses and major Functional Elective

The students have the choice of opting for one Inter Disciplinary Elective out of choice of three courses offered in second and third semester respectively. The student can choose any MOOC course at an advanced level relevant to the Major Functional Elective with prior consultation and approval from the Department.

Student Evaluation System

The assessment procedure combines conventional examinations and continuous assessment. Internal continuous assessment shall be based on internal tests to be written compulsorily, assignments, and seminar and class participation.

Continuous Assessment	: 40 Marks
External Evaluation	: 60 Marks
Total	: 100 Marks

IMPORTANT CRITERIA & DATES TO BE NOTED

- **Sale of Online Application Form from: 24^h May 2024**
- **Last date for Sale and submission of Online Application Form: 09th June 2024**
- Candidates have to compulsorily attend the Group discussion and interview to be held in the MBA department, Campus II, Ethiraj College for Women. Chennai
- Schedule for group discussion and interview:

Application numbers	Date
MBA24M001 to MBA24M050	10th June 2024 10 a.m.
MBA24M051 to MBA24M100	11th June 2024, 10 a.m.
MBA24M101 to MBA24M150	12th June 2024, 10 a.m.
MBA24M151 and above	13th June 2024, 10 a.m.

- Kindly check college website for any information /communication.